

Horizon Deep Canvassing Data Analysis

Jarrek Holmes, November 2024

Summary

The Horizon Project used deep-canvassing techniques to improve turnout among low-propensity left-leaning voters in Colorado's 8th Congressional District. We encouraged long-form conversations (5-15 minutes) which emphasized curiosity and kindness. The conversations were designed to have the voter connect their decision to vote to the impact their vote has on people that they love.

Outcomes

- 8 months of canvassing, beginning in March
- 30 organized canvasses
- 217 volunteers canvassed with the project
- 48% of volunteers returned to canvass more than once
- 700+ canvassing shifts
- 2,645 voters canvassed
- 11,096 voters attempted

Impact

Voters we canvassed and/or attempted showed a statistically significant ($p < .01$)* increase in turnout. Turnout among canvassed voters was 81.94% compared to 67.42% in the rest of our universe, with Pro-Dem voters having the largest statistically significant increase.

14.52%

Turnout increase among canvassed voters

This effect was magnified in our target universe before GOTV began on October 15th (20.69% turnout increase). Including the slight improvement among attempted voters (1.34% turnout increase), this resulted in ~825 additional votes.

Conclusion

This approach to canvassing is effective at increasing voter turnout. We recommend significant additional investment. For a more comprehensive analysis or if you have any questions, please reach out to Jarrek Holmes at jarrek.holmes@gmail.com.

* Chi-Square analysis determined statistical significance between canvassed, attempted, and not-attempted groups. There were no statistically significant differences in our impact between different age, sex, ethnic, county location, and party affiliation groups.