Political Campaign Data Analysis: What Actually Wins Elections?

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Everyone talks about what "wins" elections. Is it the money? The outreach? The sheer number of doors knocked? Political consultants love to make claims, but what do the numbers actually say?

That's what I set out to analyze in this project. Using SQL, I built queries to cut through the noise and figure out which campaign factors had the biggest impact on election wins. I broke it down into four major areas:

Fundraising – Does more money equal more wins?

Voter Outreach – Do more phone calls and door knocks actually move the needle?

Event Attendance - Does drawing big crowds mean a campaign is more likely to succeed?

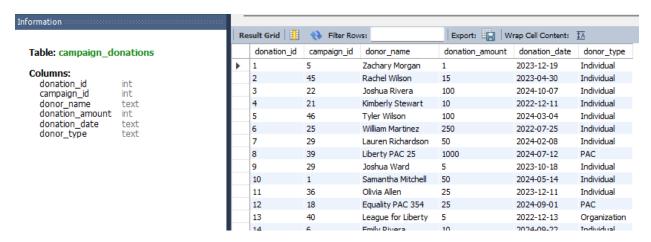
Voter Demographics & Turnout – Who is voting, and how much does turnout predict victory?

The results? Voter turnout was the strongest predictor of success. Not fundraising, not just outreach—actual votes cast. Campaigns that hit at least 62% voter turnout overwhelmingly won their elections. But beyond that, I uncovered patterns that challenge some of the conventional wisdom on campaign strategy.

This dataset was AI-generated, which meant I had to be hyper-aware of limitations in data distribution. But that actually made this a great exercise in debugging, refining queries, and thinking critically about data quality. More importantly, this project solidified my belief that data tells a story—but only if you know how to ask the right questions.

The following table schemas and result previews were used in this project:

Table: campaign_donations



Query:

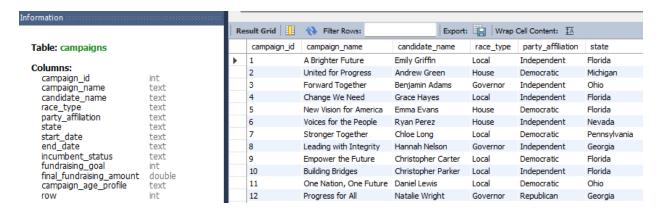
SELECT COUNT(*)

FROM campaign_donations

;

Result: 7500

Table: campaigns



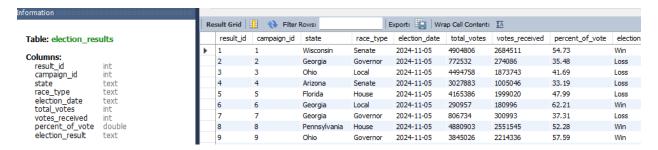
Query:

SELECT COUNT(*)

FROM campaigns

;

Table: election_results



Query:

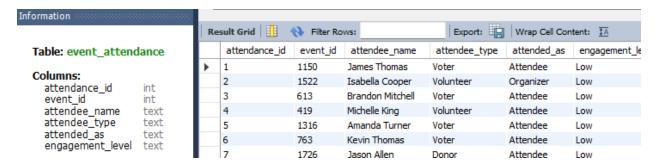
SELECT COUNT(*)

FROM election_results

;

Result: 46

Table: event_attendance



Query:

SELECT COUNT(*)

FROM event_attendance

;

Table: events



Query:

SELECT COUNT(*)

FROM events

;

Result: 1800

Table: outreach

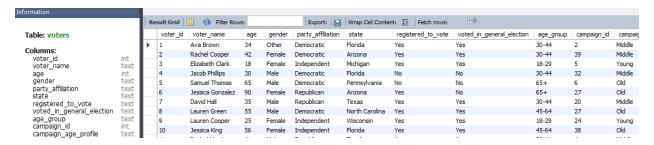


SELECT COUNT(*)

FROM outreach

:

Table: voters



Query:

SELECT COUNT(*)

FROM voters

;

Result: 50000

- --- Starting my analysis with campaign fundraising; we want to know how much money did each campaign raise?
- -- May also notice differences in fundraising by political affiliation

SELECT c.campaign_id, c.campaign_name, c.party_affiliation,

SUM(d.donation_amount) AS total_funds_raised

FROM campaigns AS c

JOIN campaign_donations AS d

ON c.campaign_id = d.campaign_id

GROUP BY c.campaign_id, c.campaign_name, c.party_affiliation

ORDER BY total funds raised DESC

:

Re	sult Grid	National Company of the Company of t	Expo	ort: 📳 Wrap Cell Cor
	campaign_id	campaign_name	party_affiliation	total_funds_raised
•	27	The People's Voice	Republican	40571
	15	Moving Forward	Republican	36116
	31 Stronger Communities		Republican	32722
	24	Unite for Change		32066
	22	Bold Solutions	Democratic	31945
	7 Stronger Together		Democratic	31664
	30	Fighting for Justice	Republican	31428
	34	Equality Now	Independent	29622

-- This shows how much money each campaign raised

```
WITH donation_cte(campaign_id, campaign_name, party_affiliation, total_funds_raised)
AS

(

SELECT c.campaign_id, c.campaign_name, c.party_affiliation,
    SUM(d.donation_amount) AS total_funds_raised

FROM campaigns AS c

JOIN campaign_donations AS d
    ON c.campaign_id = d.campaign_id

GROUP BY c.campaign_id, c.campaign_name, c.party_affiliation

ORDER BY total_funds_raised DESC

)

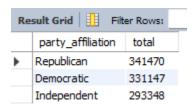
SELECT party_affiliation, SUM(total_funds_raised) AS total

FROM donation_cte

GROUP BY party_affiliation

ORDER BY total DESC

;
```



ORDER BY COUNT(party_affiliation) DESC

- -- This CTE allows us to see that Republicans raised only \$10,000 more than Democrats
- -- We can also see that Independents raised a significant chunk of the total money raised during the cycle

```
WITH top_10_cte(campaign_id, campaign_name, party_affiliation, total_funds_raised) AS

(

SELECT c.campaign_id, c.campaign_name, c.party_affiliation,

SUM(d.donation_amount) AS total_funds_raised

FROM campaigns AS c

JOIN campaign_donations AS d

ON c.campaign_id = d.campaign_id

GROUP BY c.campaign_id, c.campaign_name, c.party_affiliation

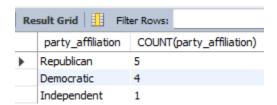
ORDER BY total_funds_raised DESC

LIMIT 10)

SELECT party_affiliation, COUNT(party_affiliation)

FROM top_10_cte

GROUP BY party_affiliation
```



ORDER BY d.total_funds_raised DESC

- -- This CTE shows that half of the top 10 campaigns, in terms of fundraising, were Republican campaigns
- -- Only 4 Democrat campaigns made it to the top 10, with Independent campaigns holding the remaining spot

```
-- Does this information coincide with a winning campaign?
WITH donation_cte(campaign_id, campaign_name, party_affiliation, total_funds_raised)
AS
SELECT c.campaign_id, c.campaign_name, c.party_affiliation,
    SUM(d.donation_amount) AS total_funds_raised
FROM campaigns AS c
JOIN campaign_donations AS d
      ON c.campaign_id = d.campaign_id
GROUP BY c.campaign_id, c.campaign_name, c.party_affiliation
)
SELECT d.campaign_name, d.party_affiliation, d.total_funds_raised, e.election_result
FROM donation_cte AS d
JOIN election_results AS e
      ON d.campaign_id = e.campaign_id
```

Re	sult Grid 📗 Filter Row	St	Export:	/rap Cell Content:
	campaign_name	party_affiliation	total_funds_raised	election_result
•	The People's Voice	Republican	40571	Win
	Moving Forward	Republican	36116	Loss
	Stronger Communities	Republican	32722	Loss
	Unite for Change	Republican	32066	Loss
	Bold Solutions	Democratic	31945	Loss
	Stronger Together	Democratic	31664	Loss
	Fighting for Justice	Republican	31428	Loss
	Equality Now	Independent	29622	Win
	New Vision for America	Democratic	29414	Loss
	United for Progress	Democratic	29140	Loss

- -- It is surprising that the win percentage for the campaigns that raised the most is actually below 50%
- -- In fact, of the top 10 fundraising campaigns, only 2 of them won, suggesting fundraising is not the best predictor of election wins
- -- Now let's actually quantify the win/loss for top 10 fundraisers

```
WITH donation_cte(campaign_id, campaign_name, party_affiliation, total_funds_raised)
AS

(

SELECT c.campaign_id, c.campaign_name, c.party_affiliation,

SUM(d.donation_amount) AS total_funds_raised

FROM campaigns AS c

JOIN campaign_donations AS d

ON c.campaign_id = d.campaign_id
```

GROUP BY c.campaign_id, c.campaign_name, c.party_affiliation
ORDER BY total_funds_raised DESC
LIMIT 10
)

SELECT e.election_result, COUNT(*) AS total_campaigns,

ROUND(COUNT(*) * 100.0 / (SELECT COUNT(*) FROM donation_cte), 0) AS percentage

```
FROM donation_cte AS d
```

JOIN election_results AS e

ON d.campaign_id = e.campaign_id

GROUP BY e.election result

;

Result:

	election_result	total_campaigns	percentage
•	Loss	8	80
	Win	2	20

- -- 80% of the top 10 fundraising campaigns lost their elections
- -- This suggests there are other factors that drive victories in this election
- -- Let's explore the effectiveness of voter outreach

WITH outreach_summary(campaign_id, total_contacts) AS

SELECT o.campaign_id,

COUNT(o.outreach_id) AS total_contacts

FROM outreach AS o

GROUP BY o.campaign_id

)

(

SELECT c.campaign_name, c.party_affiliation, os.total_contacts, e.election_result

FROM campaigns AS c

JOIN outreach_summary AS os

ON c.campaign_id = os.campaign_id

JOIN election_results AS e

ON c.campaign_id = e.campaign_id

ORDER BY os.total_contacts DESC

•

Re	esult Grid Hiter Rows:	E	export: 📳 Wra	p Cell Content: 🌃
	campaign_name	party_affiliation	total_contacts	election_result
•	United for a Better Tomorrow	Republican	614	Win
	Defending Democracy	Republican	587	Loss
	For the People	Independent	577	Win
	One Nation, One Future	Democratic	577	Win
	New Vision for America	Democratic	569	Loss
	The People's Voice	Republican	568	Win
	Securing Our Future	Independent	558	Win
	Stronger Communities	Republican	557	Loss
	Standing for You	Democratic	556	Loss
	Building Bridges	Independent	551	Loss

-- More outreach does not necessarily equate to more wins

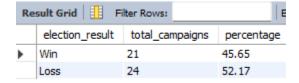
ON os.campaign_id = e.campaign_id

WHERE os.total_contacts > 500

-- Since the win rate for top fundraising campaigns was only 20%, does higher outreach success correlates with election wins?

```
GROUP BY e.election_result
```

;



- -- 45 of the total 46 campaigns appear here, so I think changing the threshold for total contacts would provide a more clear distinction
- -- If we change the threshold of very high outreach being 550 total contacts, how does our output change?

```
WITH outreach_summary AS (

SELECT o.campaign_id,

COUNT(o.outreach_id) AS total_contacts

FROM outreach AS o

GROUP BY o.campaign_id
)

SELECT e.election_result,

COUNT(*) AS total_campaigns,

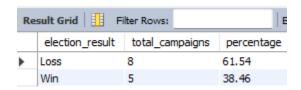
ROUND(COUNT(*) * 100.0 / (SELECT COUNT(*) FROM outreach_summary WHERE total_contacts >= 550), 2) AS percentage

FROM outreach_summary AS os

JOIN election_results AS e ON os.campaign_id = e.campaign_id

WHERE os.total_contacts >= 550

GROUP BY e.election_result
```



- -- Interestingly, even among "very high" outreach campaigns, more than 50% still lost their election
- -- Outreach does have a slightly higher win rate than fundraising, with 38% for outreach and 30% for fundraising
- -- Fundraising and outreach alone are not predictors of election success, I want to explore two other areas: event attendance and voter demographics
- -- For event attendance; do campaigns with higher event participation perform better in their elections?
- -- Specifically, does event attendance correlate more with winning an election than fundraising or outreach? Also, any outliers?

```
WITH event_summary_cte(campaign_id, total_event_attendance) AS

(

SELECT e.campaign_id,

SUM(e.actual_attendance) AS total_event_attendance

FROM events AS e

GROUP BY e.campaign_id

)

SELECT c.campaign_name,

c.party_affiliation,

es.total_event_attendance,

e.election_result

FROM campaigns AS c
```

JOIN event_summary_cte AS es

```
ON c.campaign_id = es.campaign_id

JOIN election_results AS e

ON c.campaign_id = e.campaign_id

ORDER BY es.total_event_attendance DESC;
```

Re	sult Grid 📗 Filter Rows:		Export: Wrap Ce	Content: 🚻
	campaign_name	party_affiliation	total_event_attendance	election_result
•	For the People	Independent	50053	Win
	Bold Solutions	Democratic	45518	Loss
	Fairness and Freedom	Democratic	41073	Win
	Forward Together	Independent	38958	Loss
	Standing for You	Democratic	38925	Loss
	Together We Rise	Democratic	38658	Win
	Unite for Change	Republican	36318	Loss
	Stronger Communities	Republican	36000	Loss
	A Future We Believe In	Democratic	35742	Loss
	One Nation, One Future	Democratic	35388	Win

- -- This does seem to indicate that winning campaigns drew more attendance overall
- -- Some of the highest attended events still turned out losing campaigns
- -- I want to apply a win percentage for high attendance (30,000) events

```
WITH event_summary_cte AS
(

SELECT e.campaign_id,

SUM(e.actual_attendance) AS total_event_attendance
FROM events AS e

GROUP BY e.campaign_id
)

SELECT e.election_result,

COUNT(*) AS total_campaigns,
```

ROUND(COUNT(*) * 100.0 / (SELECT COUNT(*) FROM event_summary_cte WHERE total_event_attendance >= 30000), 2) AS percentage

FROM event_summary_cte AS es

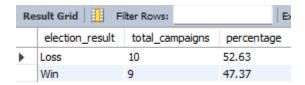
JOIN election_results AS e

ON es.campaign_id = e.campaign_id

WHERE es.total_event_attendance >= 30000

GROUP BY e.election_result

;



- -- Event attendance is the strongest predictor so far, but it still does not surpass the 50% threshold for election success
- -- Next, I will attempt to see if voter demographics is the strongest predictor of election success
- -- These demographics may include: younger voters, high amounts of registered voters, or party-affiliation

```
c.party_affiliation,
vac.avg_voter_age,
e.election_result

FROM campaigns AS c

JOIN voter_age_cte AS vac
ON c.campaign_id = vac.campaign_id

JOIN election_results AS e
ON c.campaign_id = e.campaign_id

ORDER BY vac.avg_voter_age ASC
;
```

Re	esult Grid Filter Row	SI	Export:	Wrap Cell Content
	campaign_name	party_affiliation	avg_voter_age	election_result
•	Standing for You	Democratic	23.3042	Loss
	A Brighter Future	Independent	23.3791	Win
	A New Path	Independent	23.4044	Loss
	Path to Prosperity	Republican	23.4108	Win
	Common Ground	Republican	23.4200	Win
	Progress for All	Republican	23.4539	Loss
	Unite for Change	Republican	23,4646	Loss
	New Vision for America	Democratic	23.4741	Loss
	Honest Leadership	Democratic	23.4769	Loss
	Empower the Future	Democratic	23.4835	Win
	People First	Democratic	23.4839	Loss
	Together We Rise	Democratic	23.4883	Win
	United for a Better To	Republican	23.5024	Win
	Forward Together	Independent	23.5108	Loss

- -- Younger voter bases had mixed results, with winning and losing elections across different parties
- -- The Oldest voter base had a clearer correlation with winning elections

```
WITH voter_registration_cte AS (
```

```
SELECT v.campaign_id,
             COUNT(*) AS total_voters,
             SUM(CASE WHEN v.registered_to_vote = 'Yes' THEN 1 ELSE 0 END) AS
registered_voters,
             ROUND(SUM(CASE WHEN v.registered_to_vote = 'Yes' THEN 1 ELSE 0 END) *
100.0 / COUNT(*), 2) AS registration_rate
 FROM voters AS v
 GROUP BY v.campaign_id
)
SELECT c.campaign_name,
   c.party_affiliation,
   vrc.registration_rate,
   e.election_result
FROM campaigns AS c
JOIN voter_registration_cte AS vrc
 ON c.campaign_id = vrc.campaign_id
JOIN election_results AS e
 ON c.campaign_id = e.campaign_id
ORDER BY vrc.registration_rate DESC
```

Re	sult Grid Filter Rows	:	Export:	Wrap Cell Content:
	campaign_name	party_affiliation	registration_rate	election_result
•	For the People	Independent	91.44	Win
	Opportunity for All	Independent	91.32	Win
	Standing for You	Democratic	91.05	Loss
	Progress for All	Republican	90.90	Loss
	Stronger Communities	Republican	90.73	Loss
	Change We Need	Independent	90.40	Loss
	Moving Forward	Republican	90.36	Loss
	A Future We Believe In	Democratic	90.35	Loss
	Fairness and Freedom	Democratic	90.31	Win
	Your Voice Matters	Democratic	90.30	Loss
	Building Bridges	Independent	90.30	Loss

- -- Registration rate doesn't necessarily predict success; losing campaigns also had high registration rates
- -- I should analyze the turnout rates as well, since a campaign could have high registration but low turnout

e.election_result

FROM campaigns AS c

JOIN voter_party_cte AS vpc

ON c.campaign_id = vpc.campaign_id

JOIN election_results AS e

ON c.campaign_id = e.campaign_id

ORDER BY vpc.democratic_percentage DESC

;

Result:

Re	esult Grid Filter Rows:	E	export: Wrap Cell Co	ntent: ‡A
	campaign_name	party_affiliation	democratic_percentage	election_result
•	Democracy in Action	Independent	44.97	Loss
	A New Path	Independent	43.65	Loss
	The People's Voice	Republican	42.91	Win
	Fighting for Justice	Republican	42.89	Loss
	New Vision for America	Democratic	42.47	Loss
	United for a Better Tomorrow	Republican	42.46	Win
	Securing Our Future	Independent	42.13	Win
	Unite for Change	Republican	41.93	Loss
	Empower the Future	Democratic	41.75	Win
	Fairness and Freedom	Democratic	41.65	Win
	Path to Prosperity	Republican	41.43	Win
	Defending Democracy	Republican	41.42	Loss
	For the People	Independent	40.94	Win

- -- Several winning Republican and Independent campaigns had roughly 40% Democratic voters, showing Democrat crossover may have helped these campaigns win
- -- Most interesting: not one Democratic candidate had a voter base of 50%+ Democrats, so non-Dem voters helped these campaigns as well
- -- Searching for outliers below

WITH ordered_voters AS (

SELECT v.campaign_id, v.age,

ROW_NUMBER() OVER (PARTITION BY v.campaign_id ORDER BY v.age) AS row_num,

COUNT(*) OVER (PARTITION BY v.campaign_id) AS total_count

```
FROM voters AS v
),
median_voter_age_cte AS (
 SELECT campaign_id,
    age AS median_voter_age
 FROM ordered_voters
 WHERE row_num = CEIL(total_count / 2) -- Get the middle row
)
SELECT c.campaign_name,
   c.party_affiliation,
   mva.median_voter_age,
   e.election_result
FROM campaigns AS c
JOIN median_voter_age_cte AS mva
 ON c.campaign_id = mva.campaign_id
JOIN election_results AS e
 ON c.campaign_id = e.campaign_id
ORDER BY mva.median_voter_age ASC
```

Result Grid Filter Rows:	:	Export: 📳 Wrap Co	ell Content: 🚻
campaign_name	party_affiliation	median_voter_age	election_result
Empower the Future	Democratic	24	Win
Stronger Communities	Republican	24	Loss
Lifting Every Voice	Republican	24	Win
Moving Forward	Republican	24	Loss
Honest Leadership	Democratic	24	Loss
United for Progress	Democratic	38	Loss
Change We Need	Independent	38	Loss
Stronger Together	Democratic	38	Loss
Building Bridges	Independent	38	Loss
Championing Change	Republican	38	Win
Bold Solutions	Democratic	38	Loss
Hope and Progress	Republican	38	Win
Defending Democracy	Republican	38	Loss
A New Day	Independent	38	Loss
For the People	Independent	38	Win
One Nation, One Future	Democratic	39	Win
Opportunity for All	Independent	39	Win
Voices for the People	Independent	61	Win
Securing Our Future	Independent	61	Win
Fairness and Freedom	Democratic	61	Win
Equality Now	Independent	61	Win

- -- This shows that young voter bases do not guarantee wins
- -- Older voter bases have the highest election success rate
- -- Middle-aged campaigns struggled the most
- -- Now let's move on to voter turnout analysis

WITH voter_turnout_cte AS (

SELECT v.campaign_id,

COUNT(*) AS total_voters,

SUM(CASE WHEN v.voted_in_general_election = 'Yes' THEN 1 ELSE 0 END) AS actual_voters,

ROUND(SUM(CASE WHEN v.voted_in_general_election = 'Yes' THEN 1 ELSE 0 END) * 100.0 / COUNT(*), 2) AS turnout_rate

FROM voters AS v

```
GROUP BY v.campaign_id
)

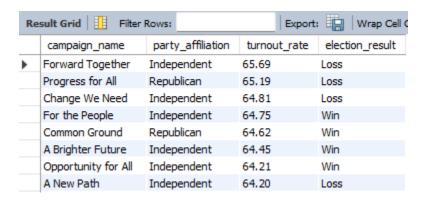
SELECT c.campaign_name,
    c.party_affiliation,
    vtc.turnout_rate,
    e.election_result

FROM campaigns AS c

JOIN voter_turnout_cte AS vtc
    ON c.campaign_id = vtc.campaign_id

JOIN election_results AS e
    ON c.campaign_id = e.campaign_id

ORDER BY vtc.turnout_rate DESC
;
```



- -- This shows higher turnout does correlate with more wins, but it does not always
- -- This also shows that winning campaigns rarely had below 62% turnout, which means mobilizing voters mattered
- -- Below I will breakout republican and independent percentages among campaigns
 WITH voter party cte AS (

```
SELECT v.campaign_id,
     COUNT(*) AS total_voters,
     SUM(CASE WHEN v.party_affiliation = 'Republican' THEN 1 ELSE 0 END) AS
republican_voters,
    SUM(CASE WHEN v.party affiliation = 'Independent' THEN 1 ELSE 0 END) AS
independent_voters,
     ROUND(SUM(CASE WHEN v.party_affiliation = 'Republican' THEN 1 ELSE 0 END) *
100.0 / COUNT(*), 2) AS republican_percentage,
     ROUND(SUM(CASE WHEN v.party_affiliation = 'Independent' THEN 1 ELSE 0 END) *
100.0 / COUNT(*), 2) AS independent_percentage
 FROM voters AS v
 GROUP BY v.campaign_id
)
SELECT c.campaign_name,
   c.party_affiliation,
   vpc.republican_percentage,
   vpc.independent_percentage,
   e.election_result
FROM campaigns AS c
JOIN voter_party_cte AS vpc
  ON c.campaign_id = vpc.campaign_id
JOIN election_results AS e
  ON c.campaign_id = e.campaign_id
ORDER BY vpc.republican percentage DESC, vpc.independent percentage DESC
```

Re	sult Grid Head Filter Rows	5:	Export: Wrap		
	campaign_name	party_affiliation	republican_percentage	independent_percentage	election_result
•	A Future We Believe In	Democratic	37.93	18.74	Loss
	Stronger Together	Democratic	37.41	20.82	Loss
	Change We Need	Independent	36.72	18.62	Loss
	Honest Leadership	Democratic	36.69	21.88	Loss
	Hope and Progress	Republican	36.55	20.06	Win
	Moving Forward	Republican	36.39	20.32	Loss
	Common Ground	Republican	36.22	21.18	Win

- -- The biggest takeaway so far is that winning campaigns had strong crossover appeal
- -- I will now attempt to combine all factors to determine which is the strongest predictor of election success
- -- To do this, I will combine my previous CTEs into one query to analyze which factor has the heaviest weight on success

```
WITH voter_age_cte AS (

SELECT campaign_id, age AS median_voter_age

FROM (

SELECT v.campaign_id, v.age,

ROW_NUMBER() OVER (PARTITION BY v.campaign_id ORDER BY v.age) AS row_num,

COUNT(*) OVER (PARTITION BY v.campaign_id) AS total_count

FROM voters v --  Explicitly reference "voters" here

) AS ranked_voters

WHERE row_num = CEIL(total_count / 2) -- Middle row for median age
),

voter_turnout_cte AS (

SELECT v.campaign_id,

COUNT(*) AS total_voters,
```

```
SUM(CASE WHEN v.voted_in_general_election = 'Yes' THEN 1 ELSE 0 END) AS
actual_voters,
     ROUND(SUM(CASE WHEN v.voted in general election = 'Yes' THEN 1 ELSE 0 END) *
100.0 / COUNT(*), 2) AS turnout rate
 FROM voters v
 GROUP BY v.campaign id
),
voter_party_cte AS (
 SELECT v.campaign_id,
     COUNT(*) AS total_voters,
     SUM(CASE WHEN v.party_affiliation = 'Democratic' THEN 1 ELSE 0 END) AS
democratic_voters,
     SUM(CASE WHEN v.party_affiliation = 'Republican' THEN 1 ELSE 0 END) AS
republican_voters,
     SUM(CASE WHEN v.party_affiliation = 'Independent' THEN 1 ELSE 0 END) AS
independent_voters,
     ROUND(SUM(CASE WHEN v.party_affiliation = 'Democratic' THEN 1 ELSE 0 END) *
100.0 / COUNT(*), 2) AS democratic_percentage,
     ROUND(SUM(CASE WHEN v.party_affiliation = 'Republican' THEN 1 ELSE 0 END) *
100.0 / COUNT(*), 2) AS republican_percentage,
     ROUND(SUM(CASE WHEN v.party_affiliation = 'Independent' THEN 1 ELSE 0 END) *
100.0 / COUNT(*), 2) AS independent_percentage
 FROM voters v
 GROUP BY v.campaign_id
)
SELECT c.campaign_name,
   c.party_affiliation,
   va.median_voter_age,
```

```
vt.turnout_rate,

vp.democratic_percentage,

vp.republican_percentage,

vp.independent_percentage,

e.election_result

FROM campaigns c

JOIN voter_age_cte va

ON c.campaign_id = va.campaign_id

JOIN voter_turnout_cte vt

ON c.campaign_id = vt.campaign_id

JOIN voter_party_cte vp

ON c.campaign_id = vp.campaign_id

JOIN election_results e

ON c.campaign_id = e.campaign_id

ORDER BY vt.turnout_rate DESC, va.median_voter_age ASC;
```

R	Result Grid Filter Rows: Export: Wrap Cell Content: A							
	campaign_name	party_affiliation	median_voter_age	turnout_rate	democratic_percentage	republican_percentage	independent_percentage	election_res
•	Forward Together	Independent	24	65.69	39.07	33.52	21.06	Loss
	Progress for All	Republican	23	65.19	39.25	34.93	21.05	Loss
	Change We Need	Independent	38	64.81	38.71	36.72	18.62	Loss
	For the People	Independent	38	64.75	40.94	35.25	19.50	Win
	Common Ground	Republican	24	64.62	38.03	36.22	21.18	Win
	A Brighter Future	Independent	23	64.45	39.15	33.86	21.71	Win
	Opportunity for All	Independent	39	64.21	39.21	35.61	20.66	Win
	A New Path	Independent	23	64.20	43.65	34.48	17.46	Loss
	Lifting Every Voice	Republican	24	64.07	40.55	32.20	20.99	Win
	Puilding Pridage	Indopondent	20	62.70	20.05	24.00	10.06	Loca

- -- Number one, we now know that voter turnout is the strongest predictor of election success; nearly all winning campaigns had turnout with 62%+
- -- To further illustrate this, not one campaign below 60.7% turnout won their election
- -- Median age does matter, but really only for Older voting blocs; Older voting bases are more likely to win

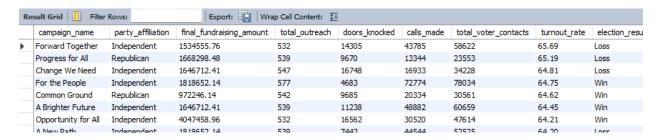
- -- Another key point is that Republican/Independent support can flip races, but it is still secondary to turnout
- -- The one last thing I really want to explore is what led to higher turnout; fundraising and outreach

```
WITH fundraising_summary AS (
 SELECT c.campaign_id,
    c.campaign_name,
    c.party_affiliation,
    c.final_fundraising_amount
 FROM campaigns c
),
outreach_summary AS (
 SELECT o.campaign_id,
    COUNT(*) AS total_outreach -- Count total outreach attempts per campaign
 FROM outreach o
 GROUP BY o.campaign_id
),
event_outreach_summary AS (
 SELECT e.campaign_id,
    COALESCE(SUM(e.doors_knocked), 0) AS doors_knocked,
     COALESCE(SUM(e.calls_made), 0) AS calls_made
 FROM events e
 GROUP BY e.campaign_id
),
voter_turnout_cte AS (
 SELECT v.campaign_id,
```

```
COUNT(*) AS total_voters,
    SUM(CASE WHEN v.voted_in_general_election = 'Yes' THEN 1 ELSE 0 END) AS
actual voters,
     ROUND(SUM(CASE WHEN v.voted_in_general_election = 'Yes' THEN 1 ELSE 0 END) *
100.0 / COUNT(*), 2) AS turnout_rate
 FROM voters v
 GROUP BY v.campaign_id
)
SELECT f.campaign_name,
   f.party_affiliation,
   f.final_fundraising_amount,
   COALESCE(o.total_outreach, 0) AS total_outreach,
   COALESCE(eo.doors_knocked, 0) AS doors_knocked,
   COALESCE(eo.calls_made, 0) AS calls_made,
   (COALESCE(o.total_outreach, 0) + COALESCE(eo.doors_knocked, 0) +
COALESCE(eo.calls_made, 0)) AS total_voter_contacts,
   vt.turnout_rate,
   e.election_result
FROM fundraising_summary f
JOIN voter_turnout_cte vt
  ON f.campaign_id = vt.campaign_id
LEFT JOIN outreach_summary o
  ON f.campaign_id = o.campaign_id
LEFT JOIN event_outreach_summary eo
 ON f.campaign_id = eo.campaign_id
JOIN election results e
  ON f.campaign_id = e.campaign_id
```

ORDER BY vt.turnout_rate DESC

;



- -- Outreach drives turnout more than fundraising
- -- Campaigns that made more direct voter contact had higher turnout, regardless of how much money was raised
- -- Importantly, fundraising alone was not enough not spending enough money on outreach may have affected turnout
- -- The strongest performing campaigns combined fundraising and outreach to drive higher voter turnout and election success