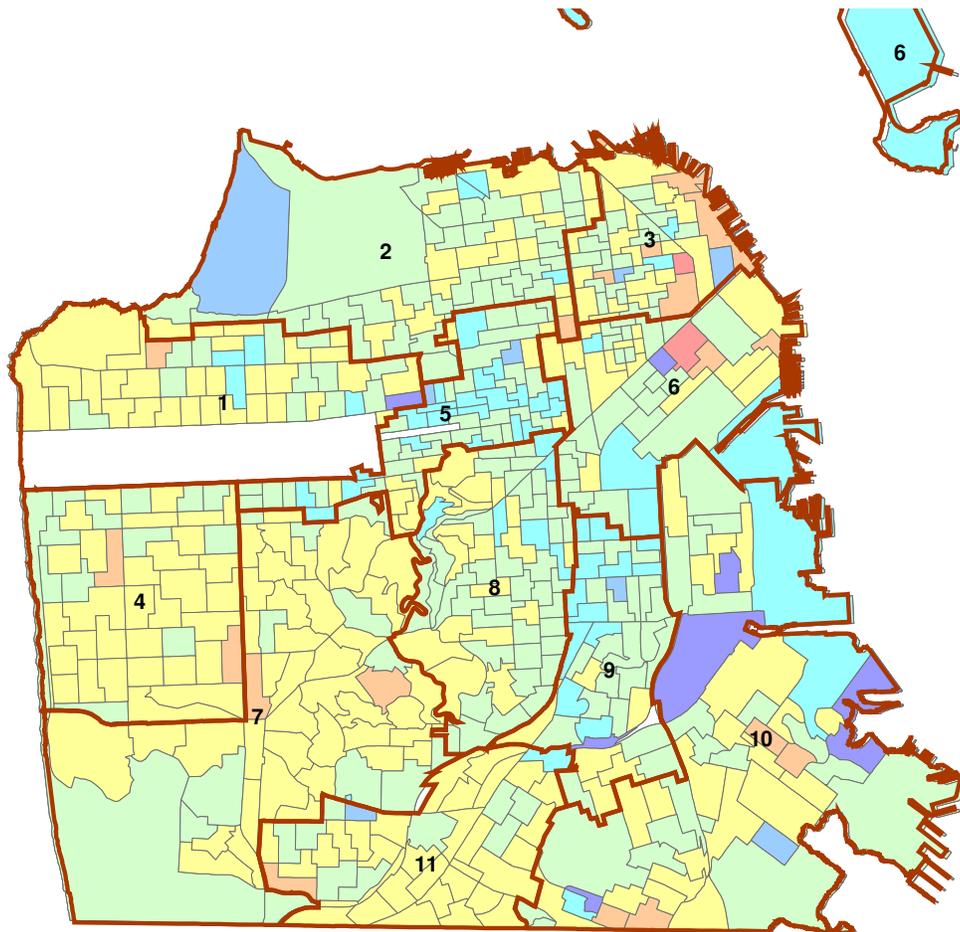


Graphical analysis of the change in votes: November to December, 2003.

This is just a quick look at how votes changes in San Francisco precincts from the general election in November 2003 to the runoff in December 2003. Mainly, it's a look to see where the non-Newsom and non-Gonzalez voters went. This is only one way of many to do this.

In the December election, two things happened. One, new people voted. Two, non-Newsom and Gonzalez November voters had to decide where to put their December votes. In almost every precinct, the turnout was higher in the runoff than the general. Map 1 shows the percentage turnout change from November to December.¹



**Percentage change in turnout
Nov to Dec 2003**

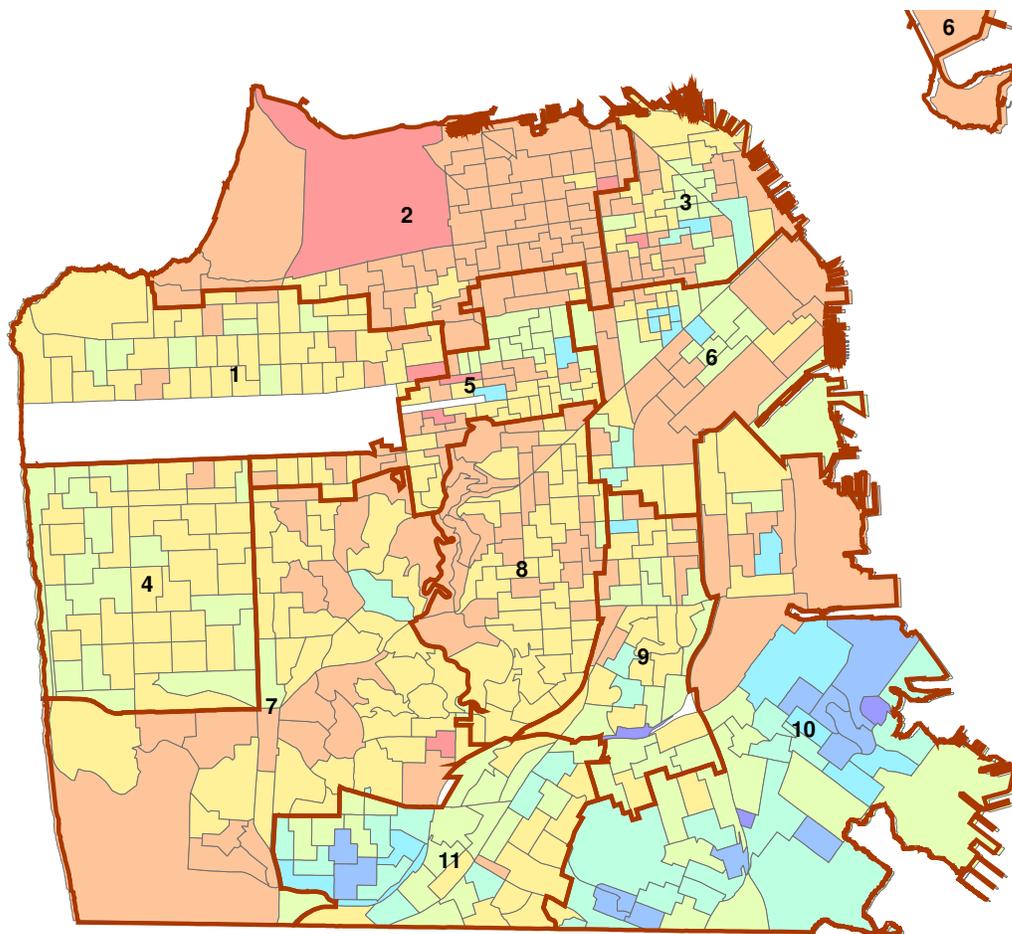


¹ In all the maps, the percentage change formula is $(\text{Dec percentage} - \text{Nov percentage}) / (\text{Nov percentage})$.

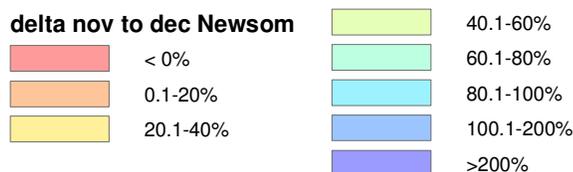
Turnout increased by about 10-30% in most of the city. D5 and D9 had their turnout increase a bit more, which is not surprising considering that's where Gonzalez's campaign concentrated in turning out renters. Parts of D10 had a large turnout increase, too, which we will see becomes important later.

It is difficult to determine how new voters split, but we can examine how precincts voted as a whole, both in November and December. I will present two maps – the percentage change in Newsom and non-Newsom votes. Then, they will be combined to see, in a general sense, which precincts made the difference for the two candidates.

Newsom increased his percentage vote in nearly all precincts. Still, some precincts had a larger percentage increase than others. Map 2 shows the Newsom percentage vote increase from November to December.

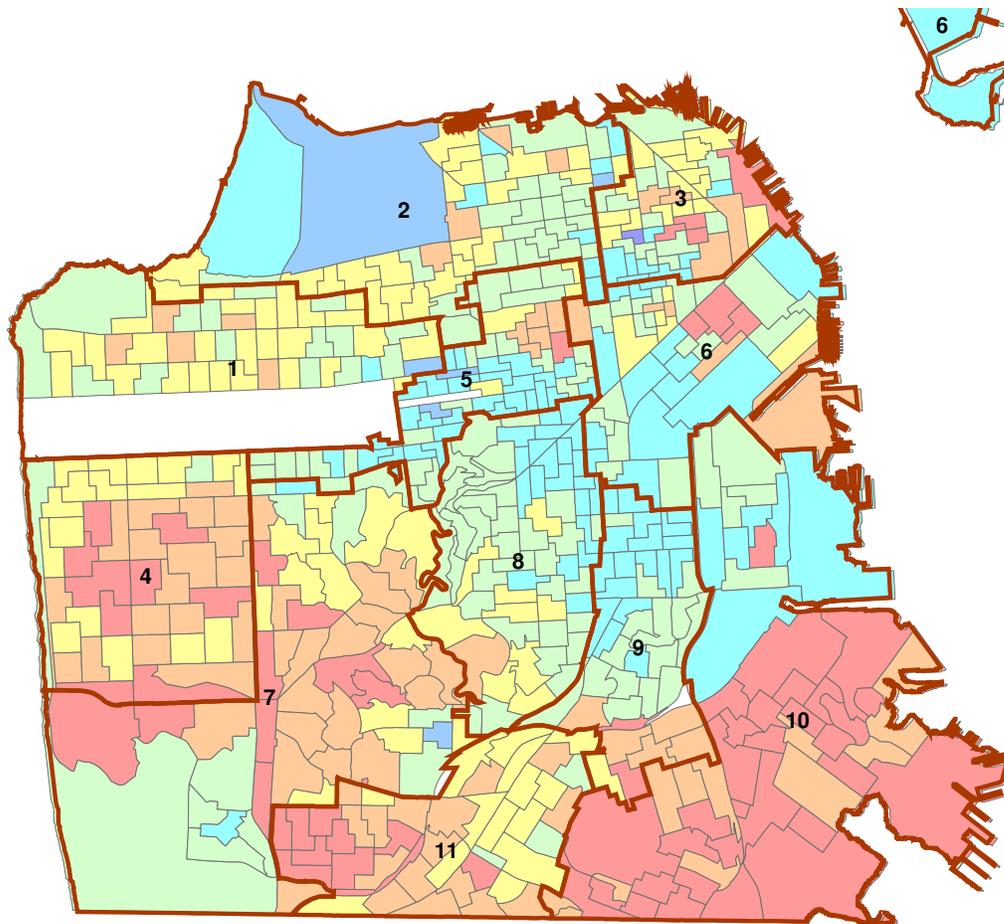


**Percentage change in Newsom votes
Nov to Dec 2003**

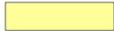
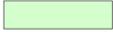
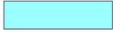


Newsom didn't increase his vote by too much in most of the city, because he already maxed out his vote in his base areas. In the Marina and West of Twin Peaks, for the most part, he got all the votes he was going to get. A more detailed map would add Newsom + Leal + Ribera, then compare the percentages. My guess is Newsom wouldn't have picked up too many additional votes. Where Newsom did gain a large increase, though, was D10 and D11, and to a lesser extent the Sunset.

On the other hand, Gonzalez had many more votes to gain, due to the support of candidates like Ammiano and Alioto (those votes likely split). Map 3 shows the percentage change of non-Newsom votes from November to December (Gonzalez votes). This, I feel, is a better way to look at the progressive vote than simply the change in Gonzalez votes, since he more than doubled his vote, and had a huge percentage increase in places.

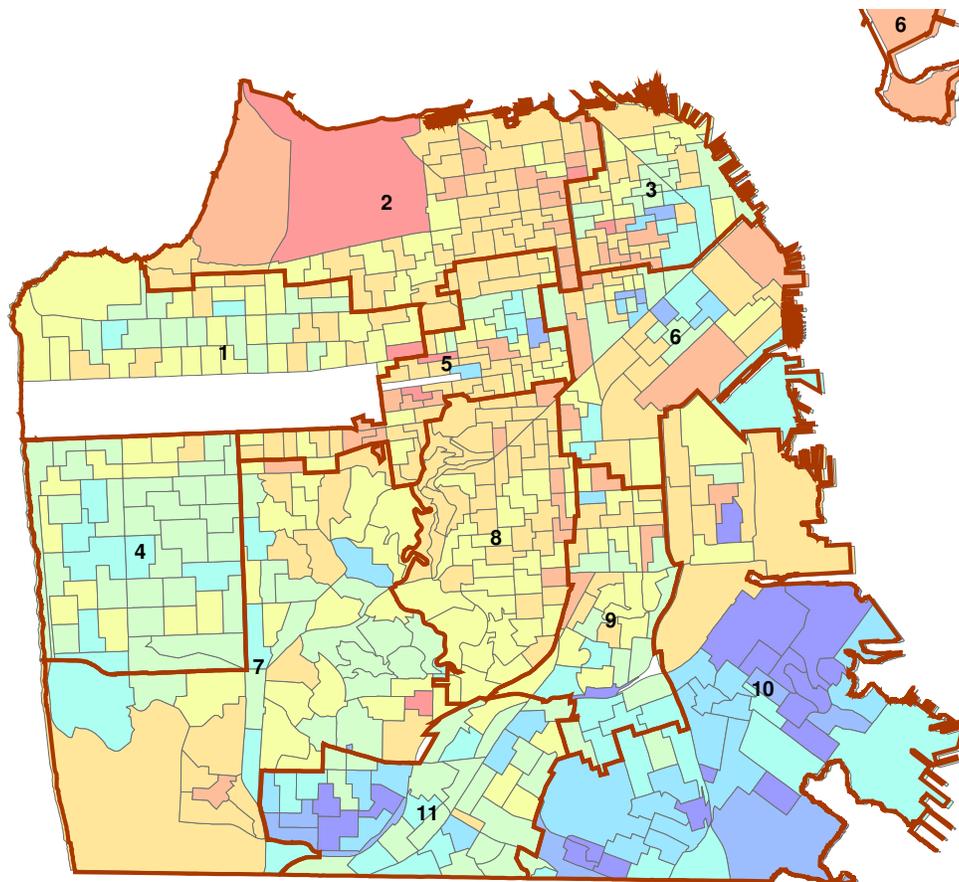


**Percentage change in NOT Newsom votes
Nov to Dec 2003**

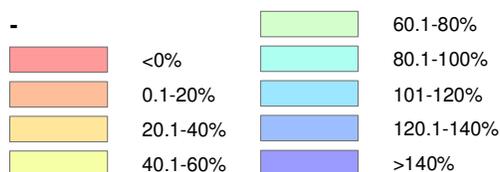
	-19.9 - -10%
	< -40%
	-39.9 - -30%
	-29.9 - -20%
	-9.9 - 0%
	0.1 - 10%
	> 10%

This one is a bit more complicated, and please forgive the color-flipping. In November, the non-Newsom vote in much of the city was around 60-70%. Thus, since Gonzalez never got that high in December in most precincts, most of the percentage change is negative. The more negative, the fewer conversion votes Gonzalez got. Conversely, the positive the percentage change (here, blue), the more Gonzalez got from the other non-Newsom votes in November. That is evident from the colors of D5, D8, and D9 – strong renting communities and again the successful target of the Gonzalez campaign. D4, 7, 10, and 11 did less switching, while D1, 2, and 3 surprising had some Gonzalez switchover.

The final summary map is a composite of the previous two. Here, I subtract the percentage Gonzalez increase from the percentage Newsom increase to see the net effect of the vote change from November to December. So, we can see in which precincts Newsom proportionally increased his vote at the expense of Gonzalez.



**Difference in percentage change
(delta Newsom) - (delta Gonzalez)
November to December 2003**



The above map is tricky. Ignore the numbers and concentrate on the colors. This shows the precincts in which Newsom did proportionally better (blue) in gaining new votes than Gonzalez (red). Because, if you remember, most of the Gonzalez percentage increase is negative, the numbers look large. I could have taken the increase in Gonzalez votes as a percentage, but in some precincts it's like 400% and the numbers would have equally inflated in the reverse direction.

The main thing to take from this is that – in *proportion to the Gonzalez switchover* - D10 went strongly over to Newsom, as did D11 and to some extent D4 and a little bit D1. In the rest of the city, Newsom held serve. He kept his base in D2, and did well enough in 5, 8, 6, and even 9 to not lose by enough at the polls to wipe out his absentee lead. These maps, it should be noted, total the absentee and ballot totals. Gonzalez had a lot of ground to make up from November, and ultimately he couldn't gain all of it. Had Gonzalez gotten 25% in November, he likely would have won in December. Newsom kept his 40% base and got his additional 13% where he needed it, seemingly in new voters in D10 and switchovers in D11. The D11 switch may have been due to the Alioto endorsement. D10, as Chris Nolan mentioned, may have piggybacked from Harris support in Bayview/Hunters Point.

As I said, this is only one way to do this type of analysis. A more detailed look would break out the Gonzalez/Ammiano/Alioto vote for the progressives, and the Newsom/Leal/Ribera triumvirate for Newsom. One can also do correlations of precincts, like I tried in November, and Prof. DeLeon did so masterfully. One can also use absolute votes instead of percentage change in votes, but I was more interested in seeing how precincts did in relation to each other.