The Power of List-based Polling Place Vote Tripling

VOTE TRIPLING

A hybrid turnout strategy

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Polling place vote tripling

- Vote Tripling: asking voters to remind 3 friends to vote
- PPVT: voters are asked to vote triple after exiting the polls, having just voted
- Across several pilots, **over half of voters** exiting the polls agree to remind friends to vote

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List-based relational organizing

- Voter is shown a list of nearby targets & browses it to identify anyone they know
- In other relational tatics, voters may be reluctant to share friends' data
- With lists, voters are enthusiastic to browse and **excited when they recognize a name**

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March 2020: experiment at Oberlin College

- Due to COVID, all students registered at Oberlin College *had* to vote early

3/12/20
Students told to vacate campus by 3/16 due to coronavirus

3/13/20-3/16/20
OH primary election early voting

3/17/20
OH primary election day

- Organizer Ken Stanley implemented list-based PPVT 3/14 and 3/15,* with support from VoteTripling.org

- Developed list of 1,100 Oberlin college students registered to vote in Oberlin who hadn't yet voted in the primary
  - 900 were on tripling target list (treatment)
  - 200 were not on any tripling lists (control)

* Lists were also disseminated via other methods, but the primary work was PPVT

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Most voters agree to Triple

- **75% of voters** agreed to vote triple

- Unlike in recruiting campaign volunteers, triplers are <u>not</u> disproportionately higher-propensity voters

- That is: the ask is appealing to non-activist as well as activist voters

Do not triple
25%

Agree to triple
75%

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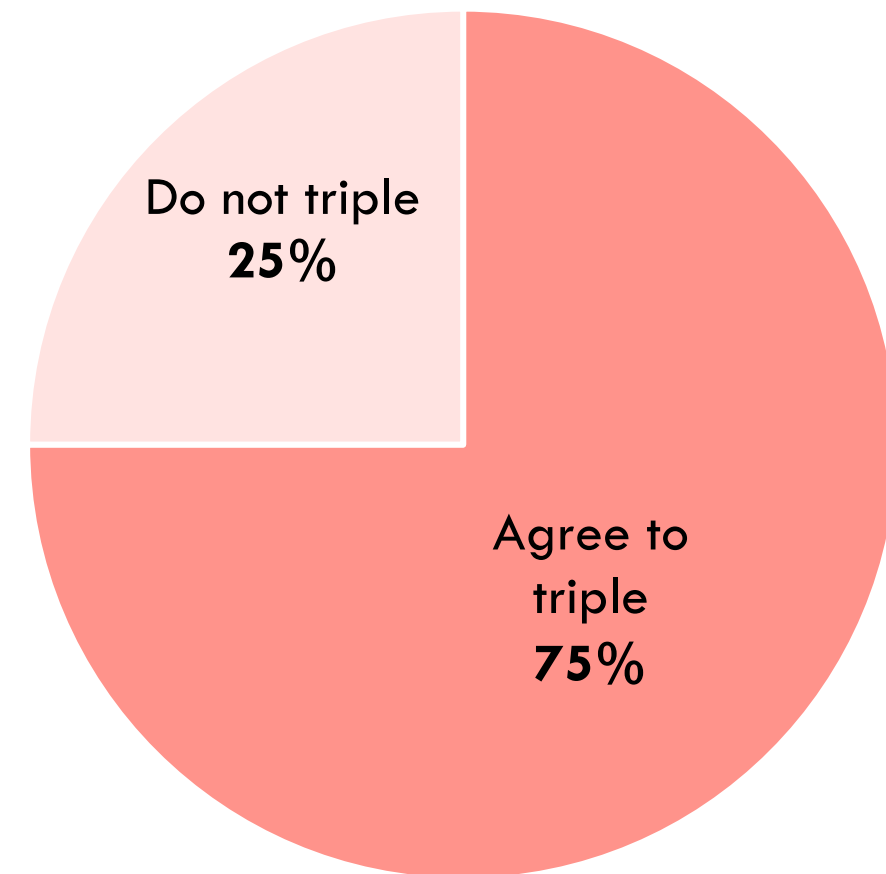
Turnout is significantly higher in treatment group

- Turnout in Control Group was 47%

- Depending on the specification, turnout in the treatment group was 4.5-10pp higher

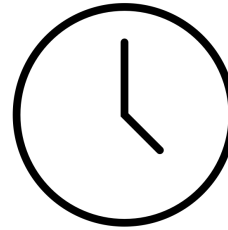- Because of the small sample size, there are a range of estimates between 4.5 and 10pp

Results

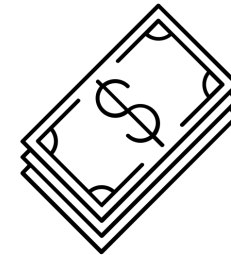**22-56 net votes** generated by PPVT

200-325 triplers

15 hours of PPVT

$20/hr + $35 materials

.05-.3 net votes per tripler

1.4-3.7 net votes per hour

$6-13 per net vote

VOTE
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Results may be smaller in future; but still powerful

- The situation was uniquely well-suited to PPVT for several reasons
  - Easier to create a list of voters that other voters know because colleges are tight-knit communities
  - Lists more powerful during early vote, because people removed as they vote
  - Difficulty of voting meant votershad pertinent information to share with friends
  - Other PPVT implementations may not have lists at all, which may limit effectiveness
- **Still, even if the effect size were only 25% of results shown here, cost of a net vote is still only $25-50**

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