

Use Demographic Analysis To Win Hearts and Votes

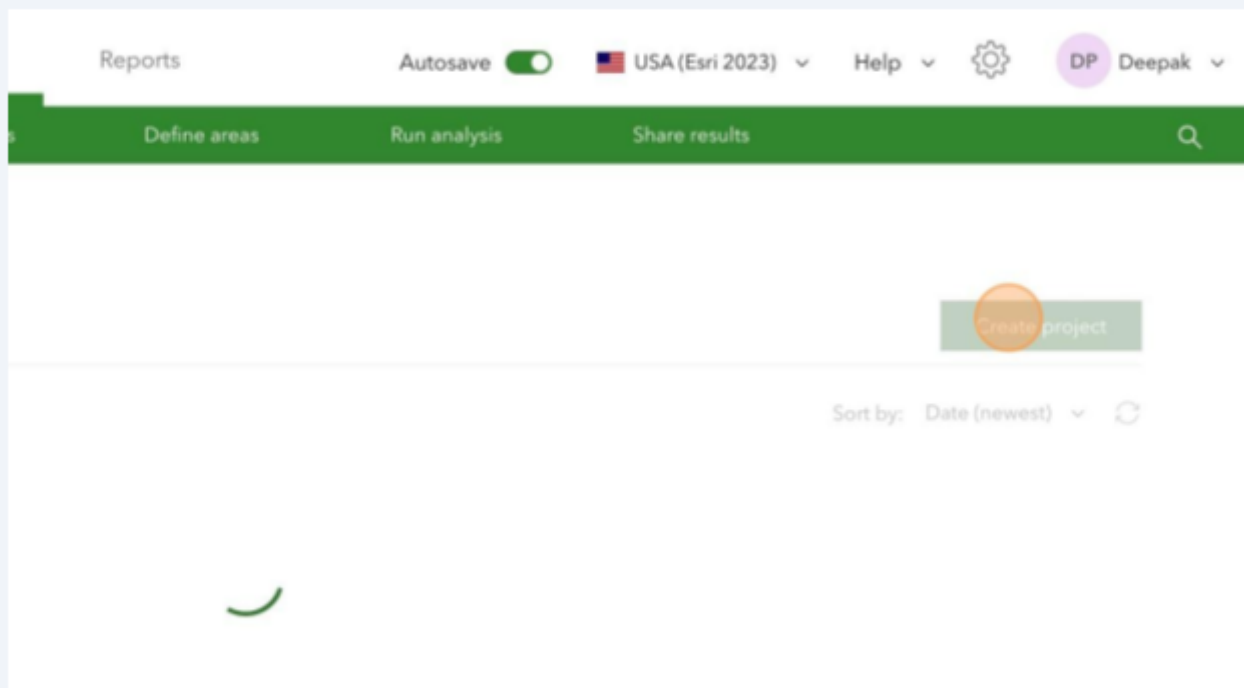


Use Demographic Analysis to focus your resources on reaching and persuading your most likely voters. Understand the characteristics, likely concerns and voting patterns of people in your district. Use these insights to create persuasive campaign messaging and the best areas to canvass and channels to advertise on.

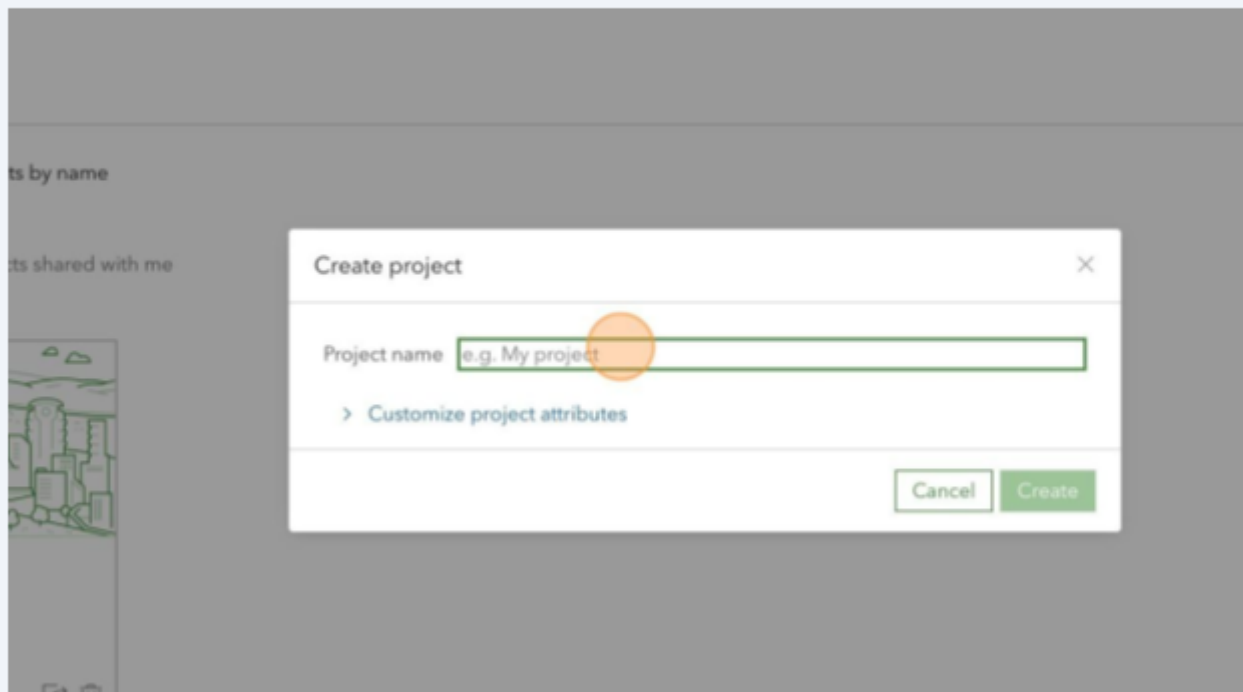
See how it's done in this example where we search for the areas with the most elderly, democratic leaning voters in Pennsylvania's 10th district, which is currently represented by Scott Perry (R). This analysis was done in an hour with [esri](#) software which includes the data needed for the analysis. It does not require access to the voter file.

Email INFO@THEDEMLABS.org to Learn more about how to use Demographic Analysis for political and organizing campaigns. Find dozens of free apps and solutions for organizers and candidates at [Democracy Labs](#).

1 Click "Create project"



2 Click here.

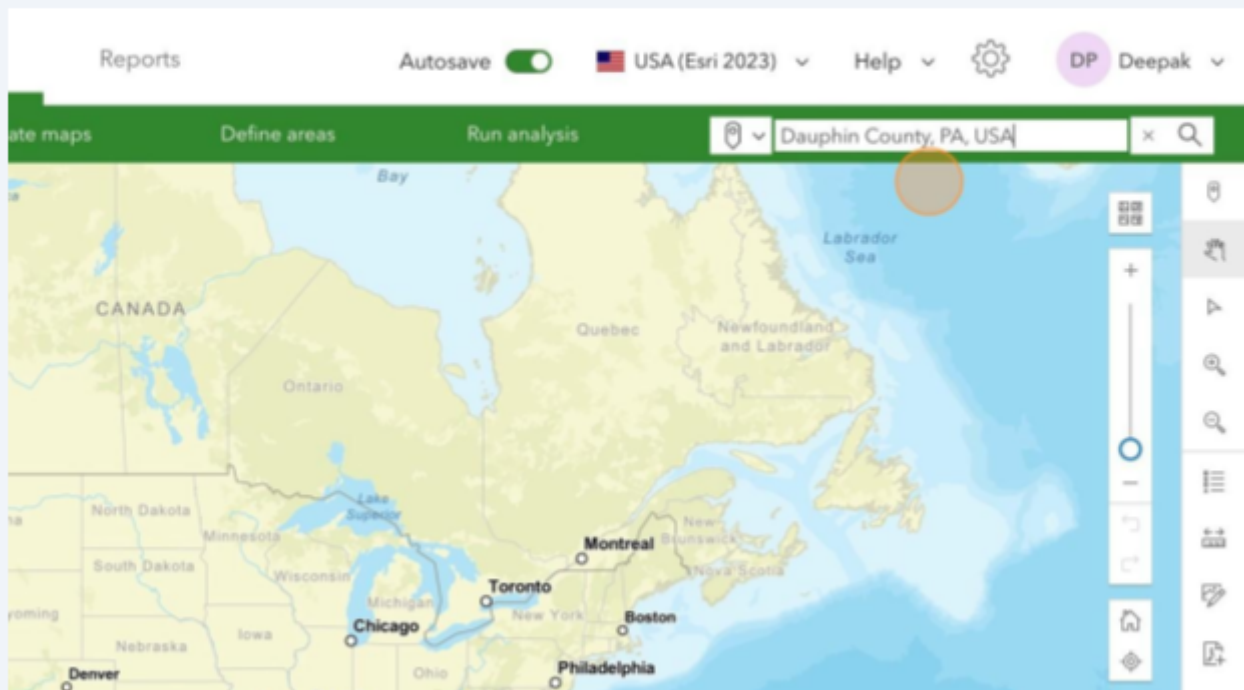


3 Type "Pennsylvania 10 - Demographic Analysis"

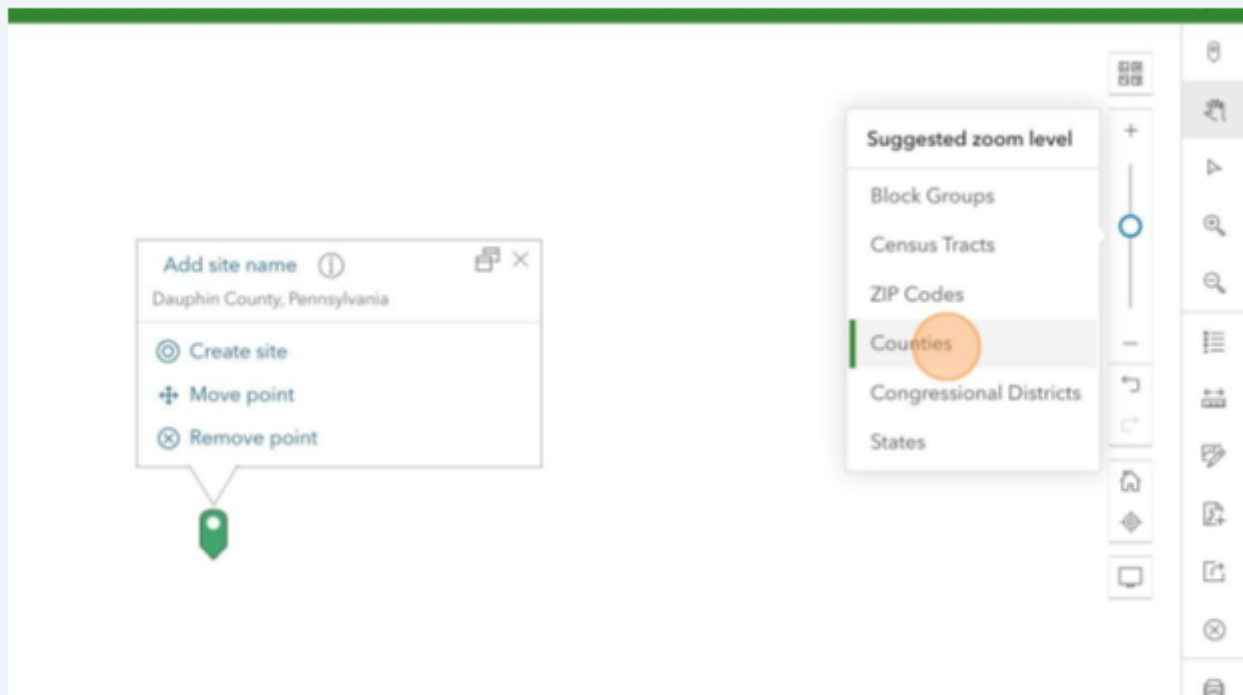
4 Click "OK"



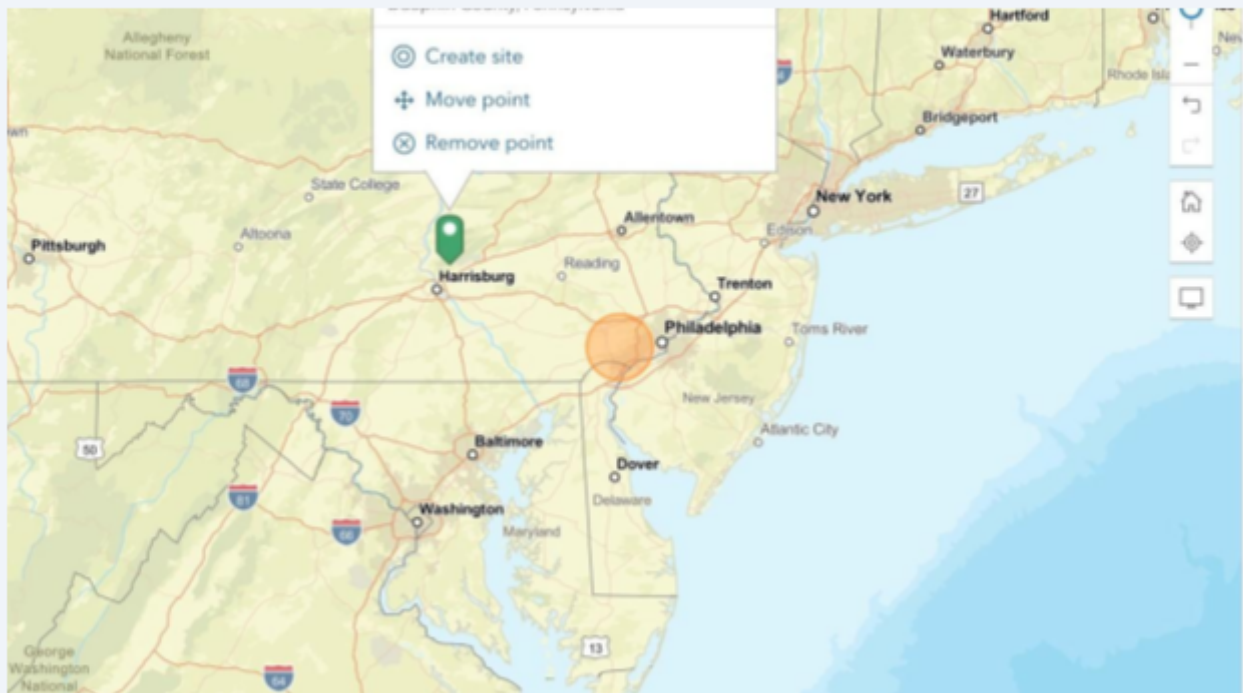
5 Enter the name of the district you want to analyze.



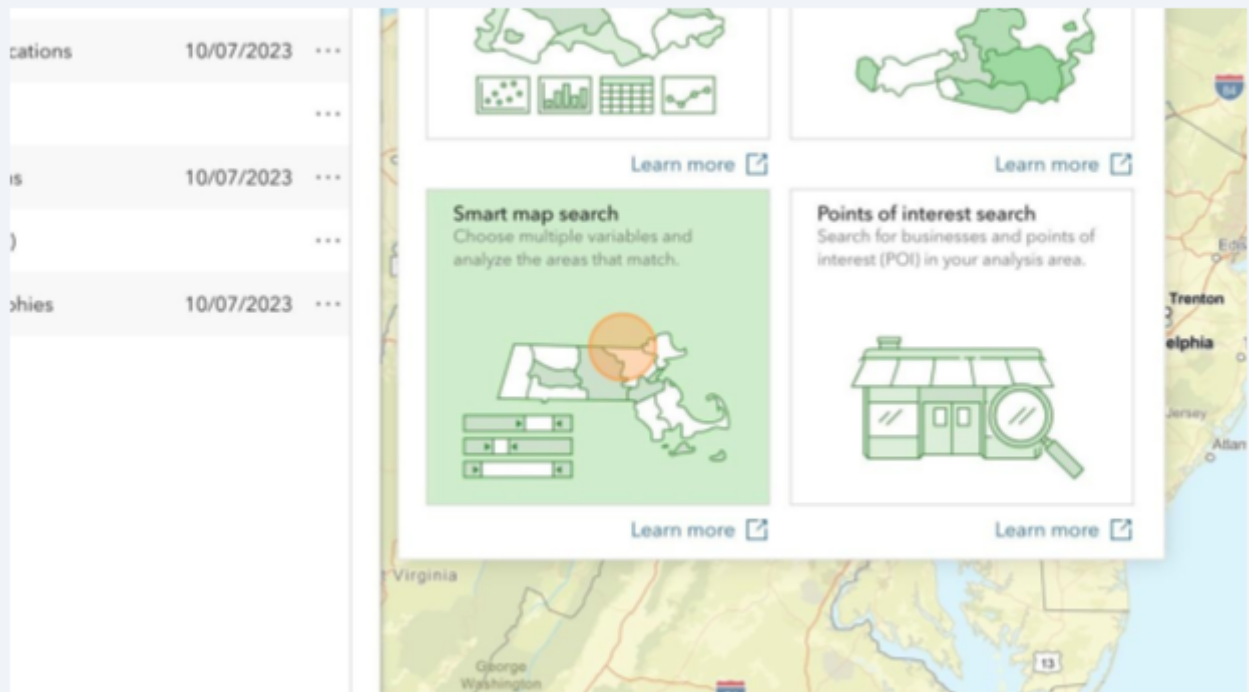
6 Choose how detailed your analysis should be. Click "Counties".



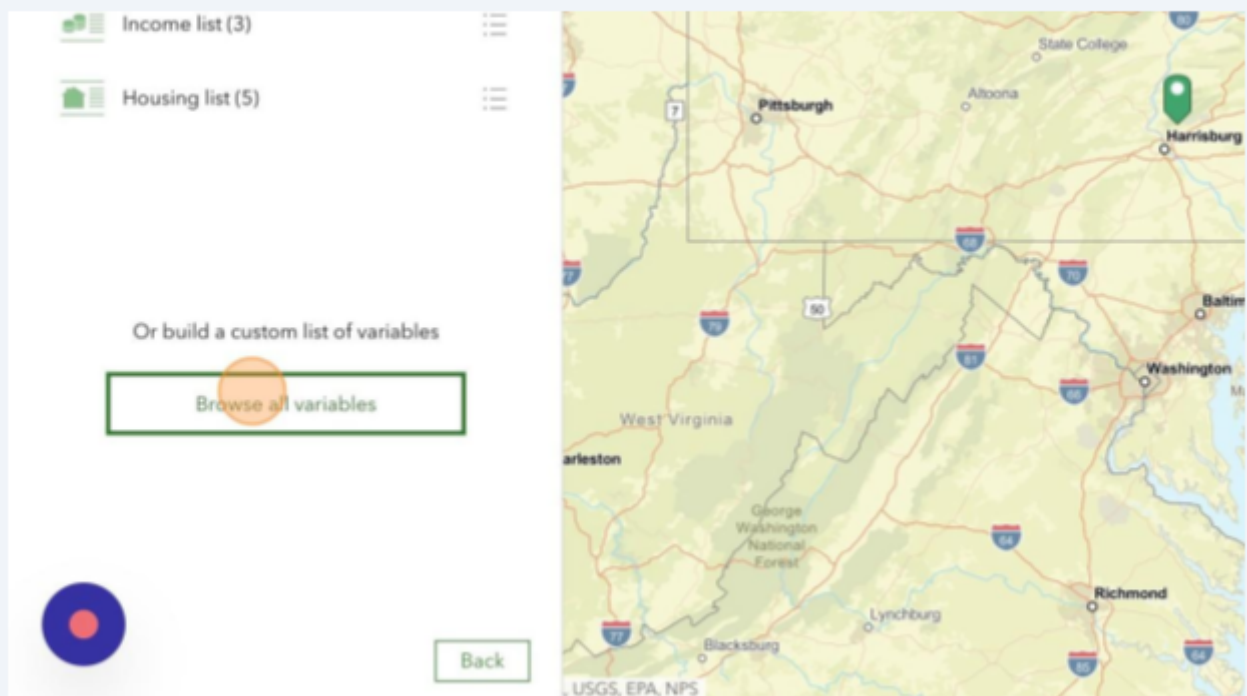
7 Zoom into the area to be analyzed.



8 Choose SMART MAP to do an analysis with different search criteria.



9 Choose from over 200 variables to analyze.



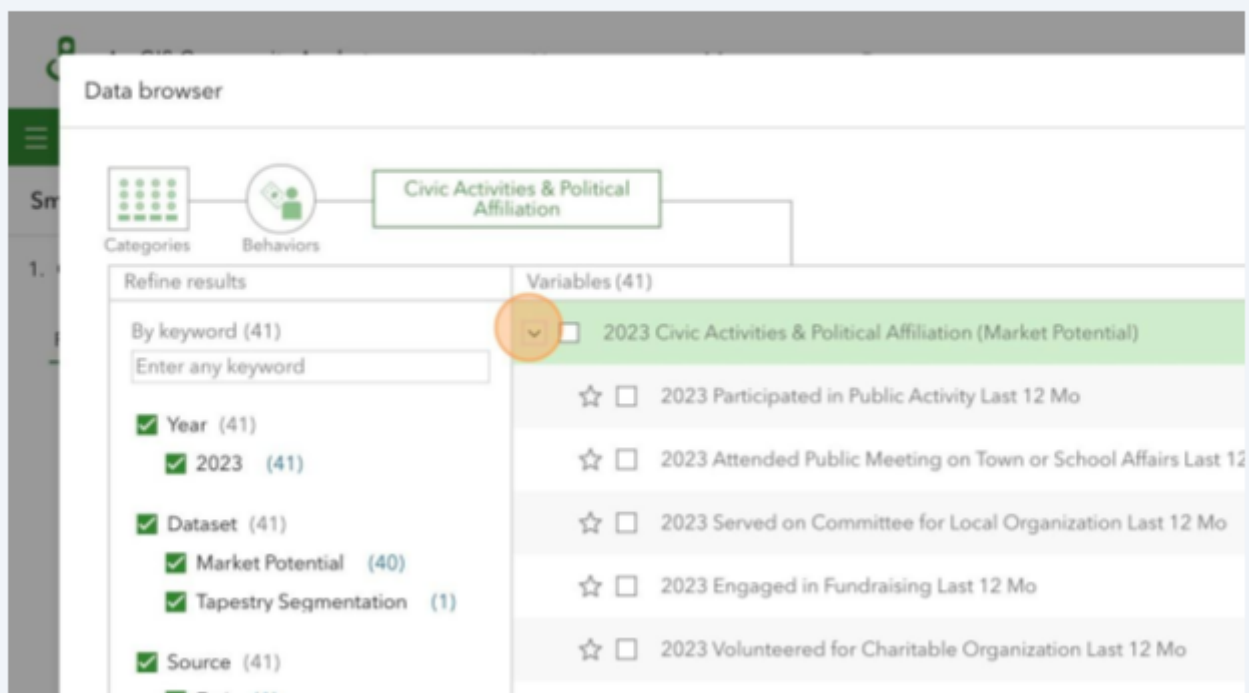
10

Click here.



11

Click here.



12

In this example we are looking for Democratic leaning voters

Refine results	Variables (41)
By keyword (41) Enter any keyword	☆ ☐ 2023 Contributed to Health Organization Last 12 Mo
✓ Year (41) ✓ 2023 (41)	☆ ☐ 2023 Contributed to Political Organization Last 12 Mo
✓ Dataset (41) ✓ Market Potential (40)	☆ ☐ 2023 Contributed to Religious Organization Last 12 Mo
✓ Tapestry Segmentation (1)	☆ ☐ 2023 Contributed to Social Service Organization Last 12 Mo
✓ Source (41) ✓ Esri (1)	☆ ☒ 2023 Affiliated with Democratic Political Party
✓ Esri-MRI-Simmons (40)	☆ ☐ 2023 Affiliated with Republican Political Party
	☆ ☐ 2023 Affiliated with Independent or No Political Party
	☆ ☐ 2023 Very Conservative Political Outlook
	☆ ☐ 2023 Somewhat Conservative Political Outlook
	☆ ☐ 2023 Middle of the Road Political Outlook

1

Search by either % of the population or the number of such voters in the chosen area.

3

Smart map search

2. Set your ranges.

Block Groups in Current map extent

☒ 2023 Affiliated w/Democratic Political Party

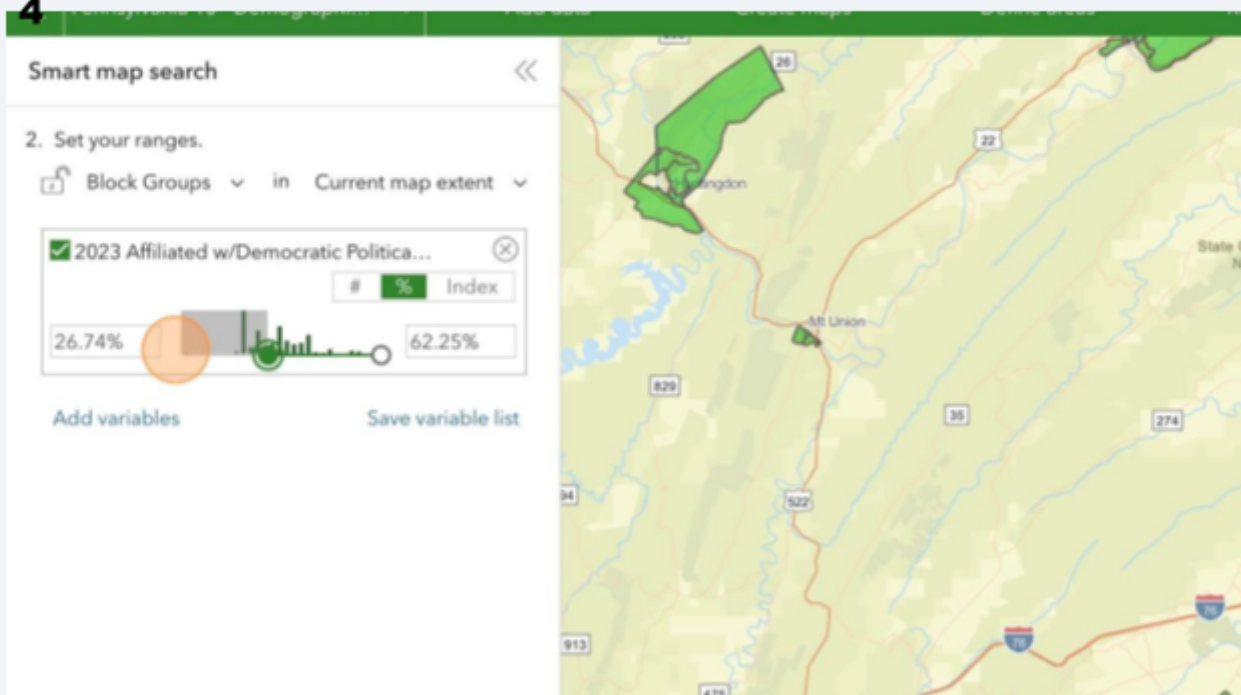
0% Index

Add variables Save variable list

1

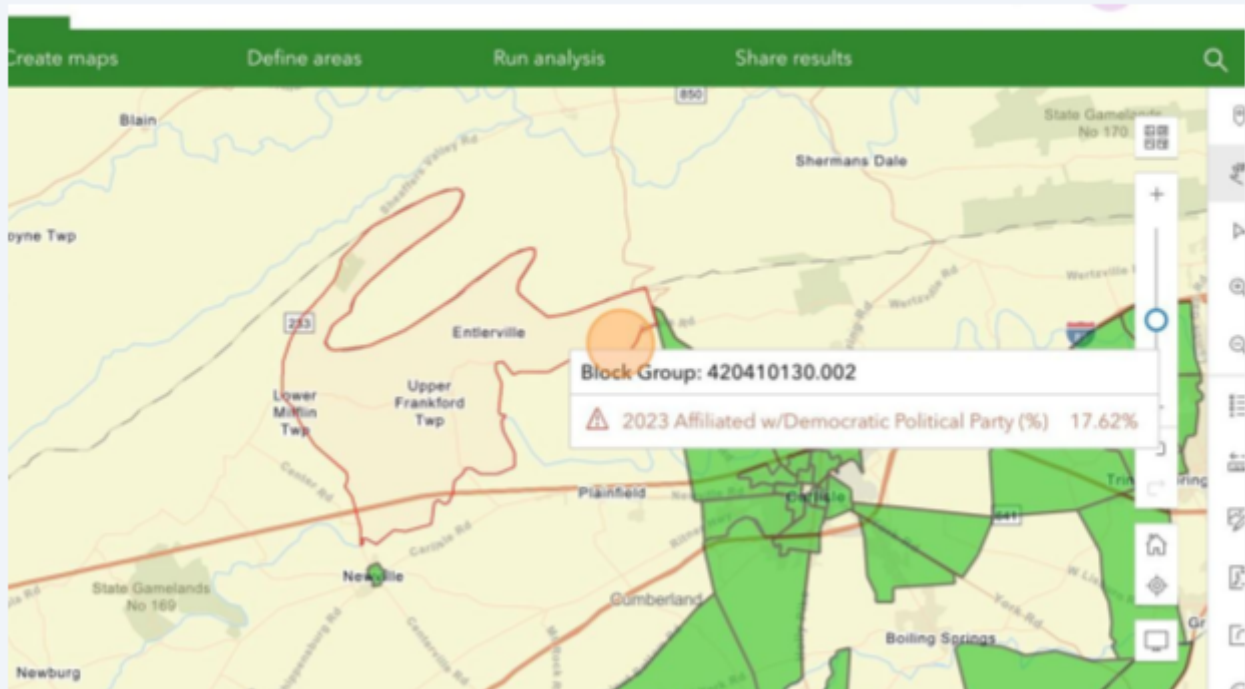
Adjust the search parameters and the map will refresh immediately to show the areas that match the chosen parameters.

4



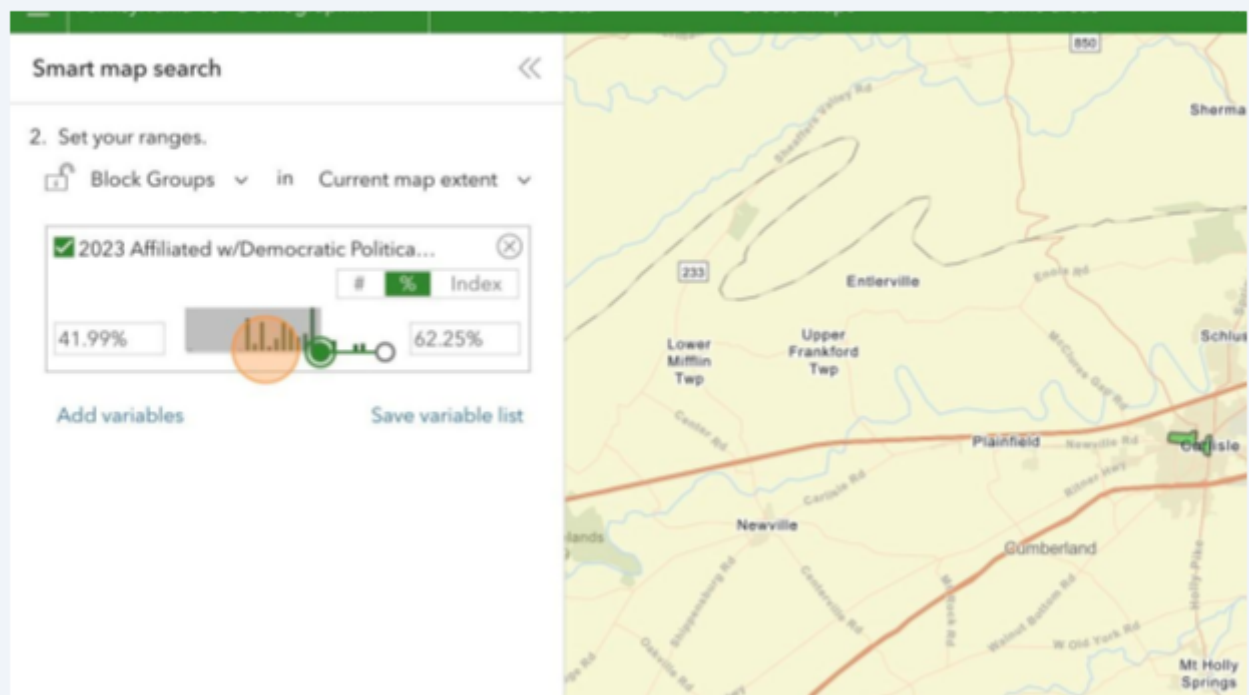
15

Results are shown in an overlay along with the Block number



16

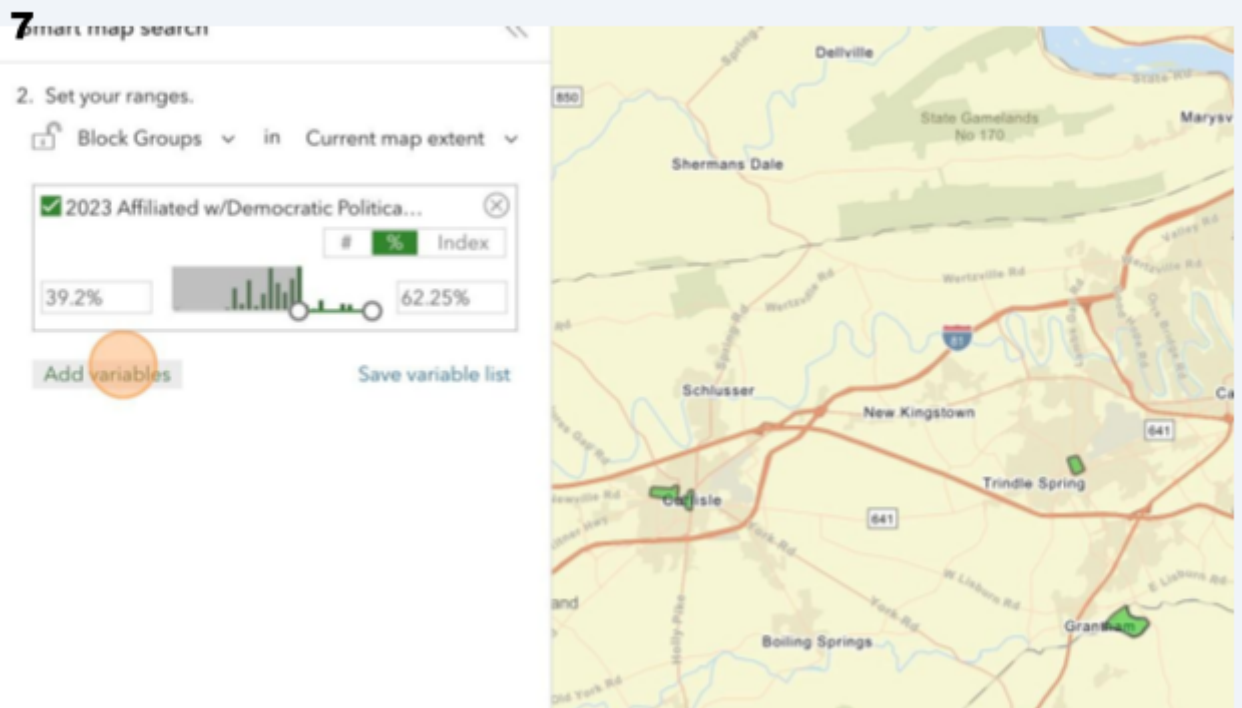
Adjust your search parameters at any time



1

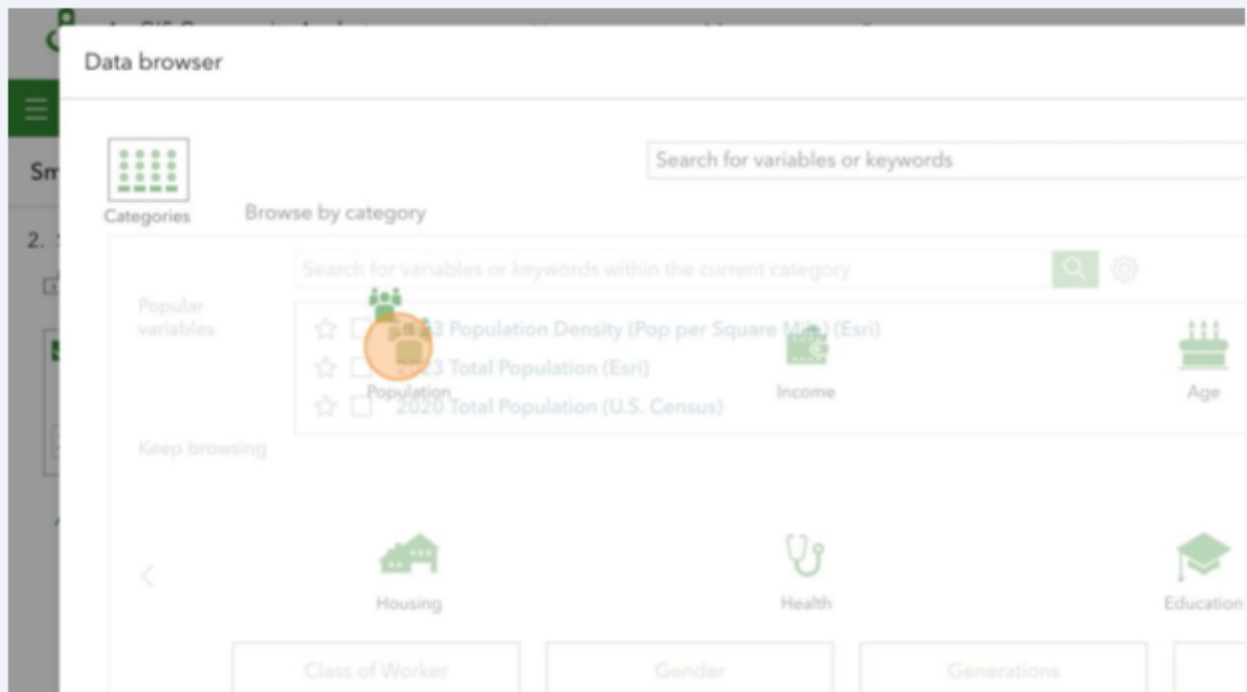
Combine different search parameters such as age, income, race, gender, education and more.

7



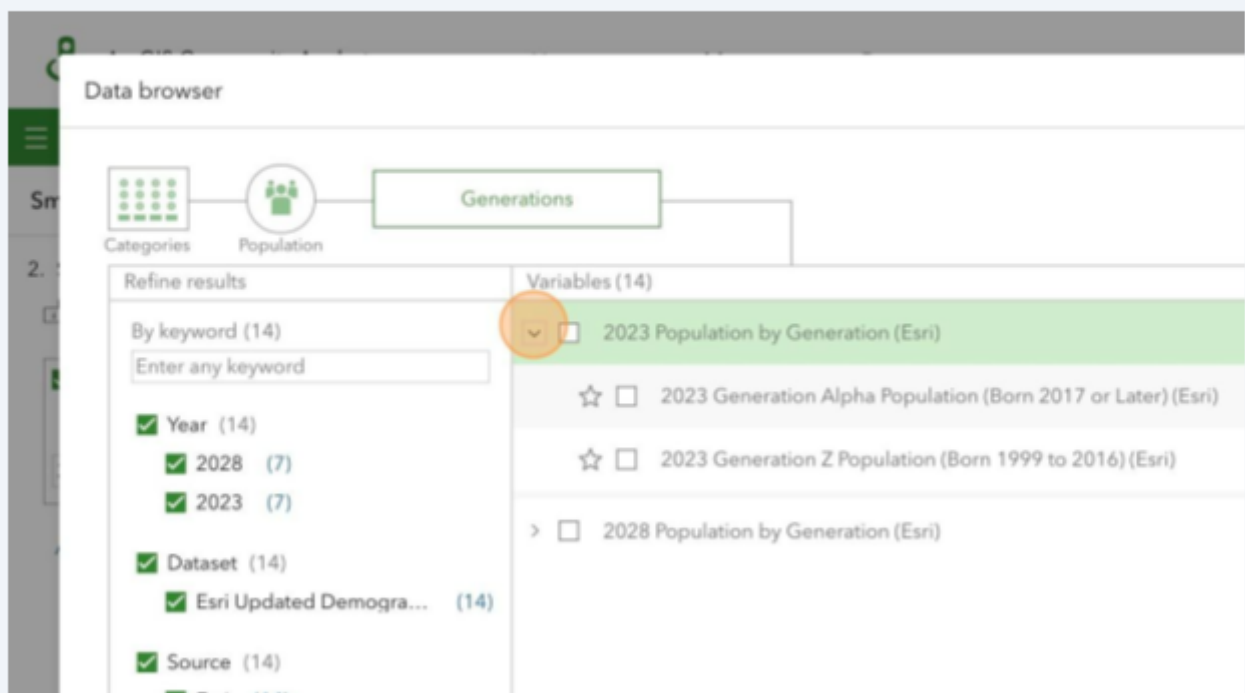
18

In this example we add a second criteria which is age.



19

Click here.



20

We added a search criteria **Baby Boomers**

By keyword (14)
Enter any keyword

☒ Year (14)
☒ 2028 (7)
☒ 2023 (7)

☒ Dataset (14)
☒ Esri Updated Demogra... (14)

☒ Source (14)
☒ Esri (14)

2023 Population by Generation (Esri)

- ☐ 2023 Generation Alpha Population (Born 2017 or Later) (Esri)
- ☐ 2023 Generation Z Population (Born 1999 to 2016) (Esri)
- ☐ 2023 Millennial Population (Born 1981 to 1998) (Esri)
- ☐ 2023 Generation X Population (Born 1965 to 1980) (Esri)
2023 Baby Boomer Population (Born 1946 to 1964) (Esri)
- ☒ 2023 Baby Boomer Population (Born 1946 to 1964) (Esri)
- ☐ 2023 Silent & Greatest Generations Population (Born 1945/Earlier) (Esri)
- ☐ 2023 Population by Generation Base (Esri)

> ☐ 2028 Population by Generation (Esri)

21

And another criteria for the **Greatest Generation**

Enter any keyword

☒ Year (14)
☒ 2028 (7)
☒ 2023 (7)

☒ Dataset (14)
☒ Esri Updated Demogra... (14)

☒ Source (14)
☒ Esri (14)

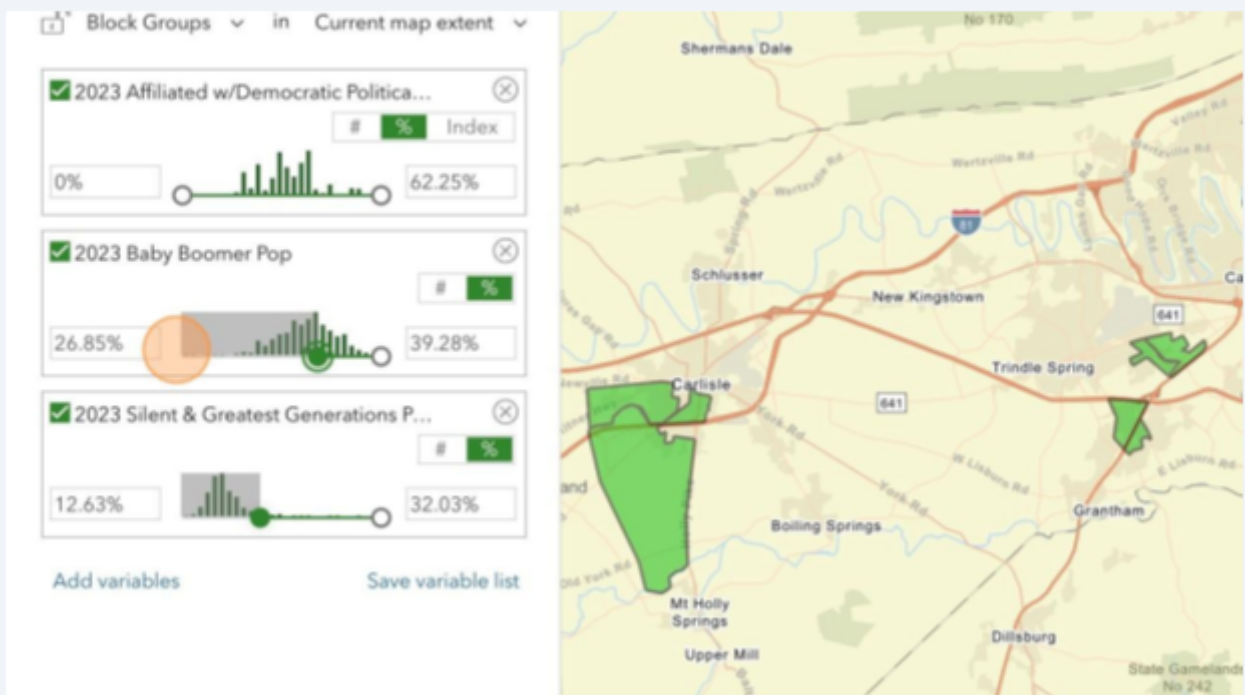
2023 Population by Generation (Esri)

- ☐ 2023 Generation Alpha Population (Born 2017 or Later) (Esri)
- ☐ 2023 Generation Z Population (Born 1999 to 2016) (Esri)
- ☐ 2023 Millennial Population (Born 1981 to 1998) (Esri)
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2023 Silent & Greatest Generations Population (Born 1945/Earlier) (Esri)
- ☒ 2023 Silent & Greatest Generations Population (Born 1945/Earlier) (Esri)
- ☐ 2023 Population by Generation Base (Esri)

> ☐ 2028 Population by Generation (Esri)

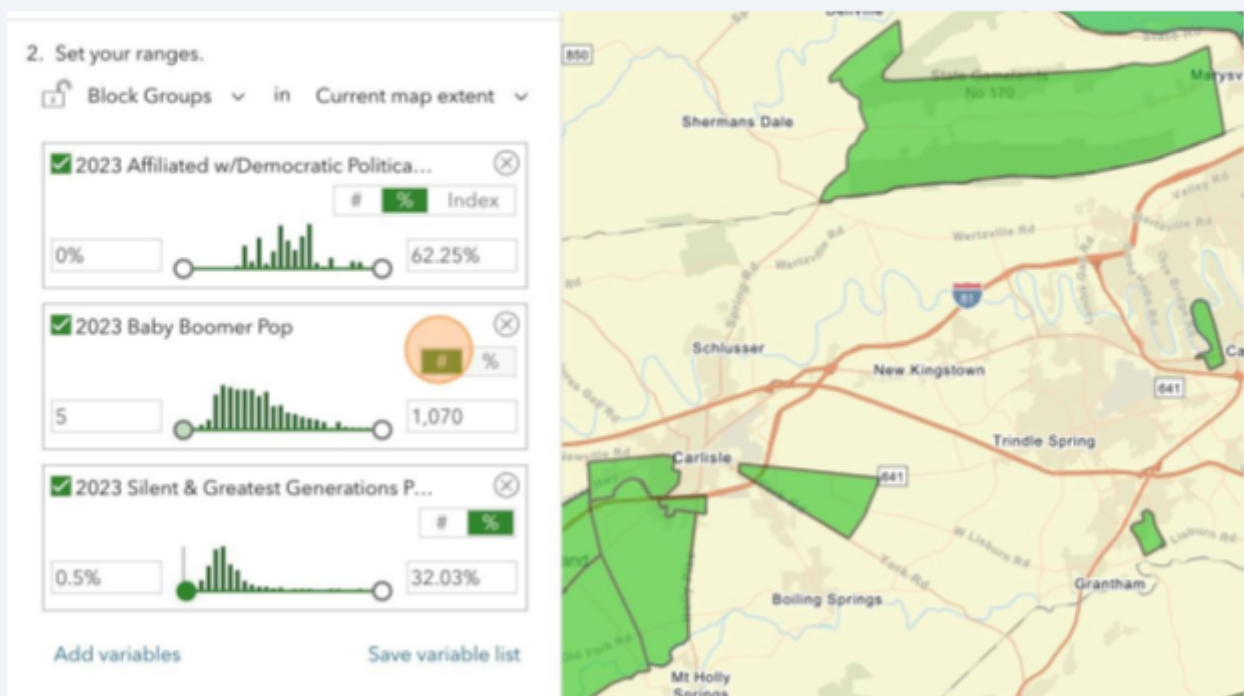
22

Adjust the search ranges for all three variables.



23

Click "#" to get a count of voters matching your chosen criteria



24

Choose from dozens of variables

Data browser

Categories Population Generations

Refine results	Variables (14)
By keyword (14) Enter any keyword	2023 Population by Generation (Esri)
☒ Year (14)	☐ 2023 Generation Alpha Population (Born 2017 or Later) (Esri)
☒ 2028 (7)	☐ 2023 Generation Z Population (Born 1999 to 2016) (Esri)
☒ 2023 (7)	☐ 2023 Millennial Population (Born 1981 to 1998) (Esri)
☒ Dataset (14)	☐ 2023 Generation X Population (Born 1965 to 1980) (Esri)
☒ Esri Updated Demogra... (14)	☐ 2023 Baby Boomer Population (Born 1946 to 1964) (Esri)
☒ Source (14)	

25

Click here.

sing Health Education Business

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< 2 >

Saved variables Favorites By source Show all

Create a custom variable Can

YORK! York, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA

2

Click "Data browser"

3

Selected variables

6

Browse by category

Jobs

Poverty

Marital Status

Tapestry

At Risk

Key

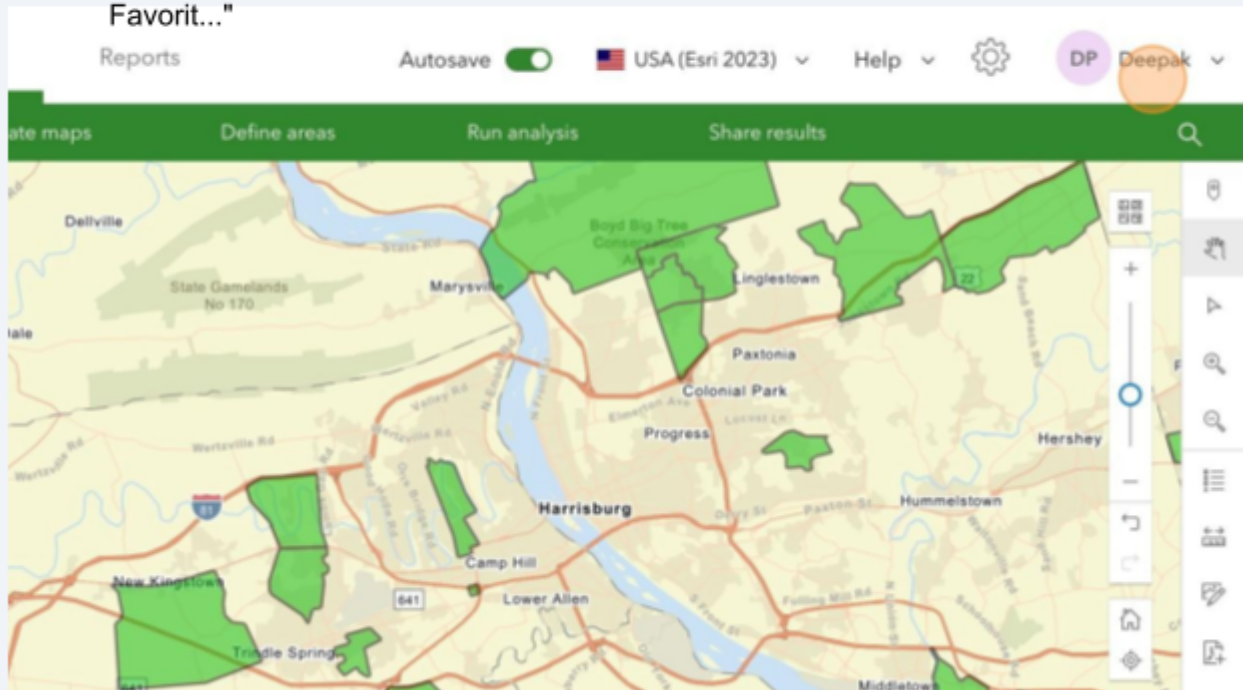
Facts

Policy

Crime

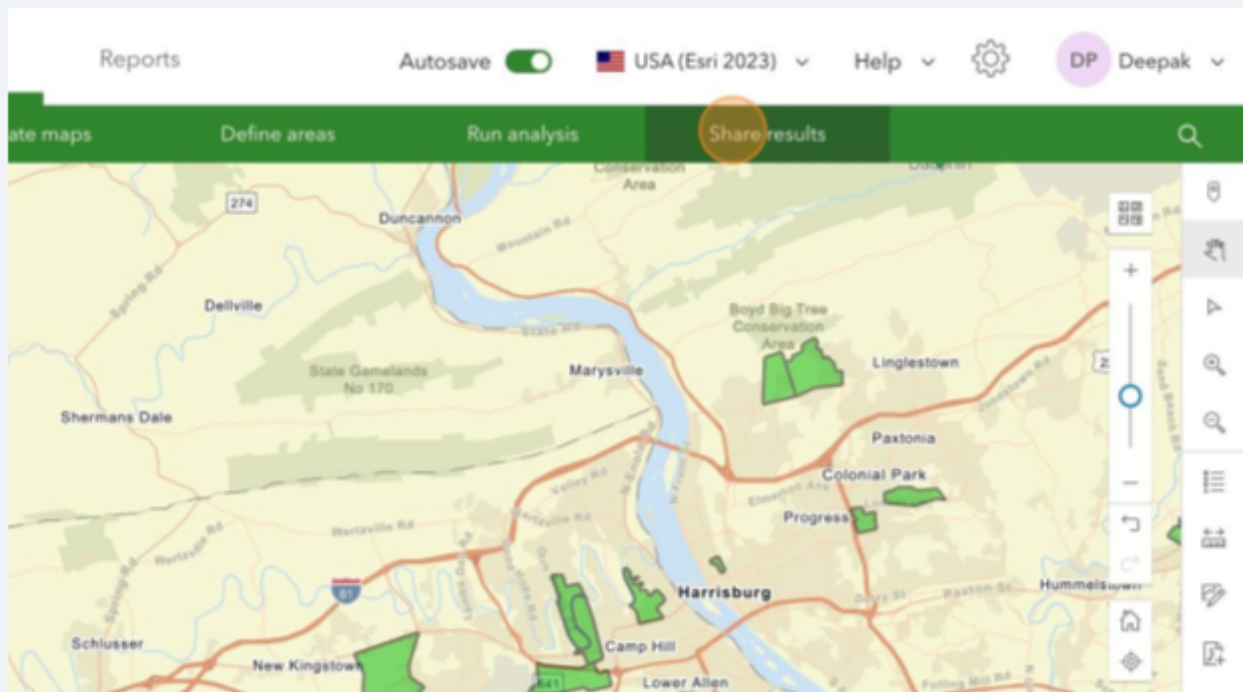
Saved variables

Favorit..."



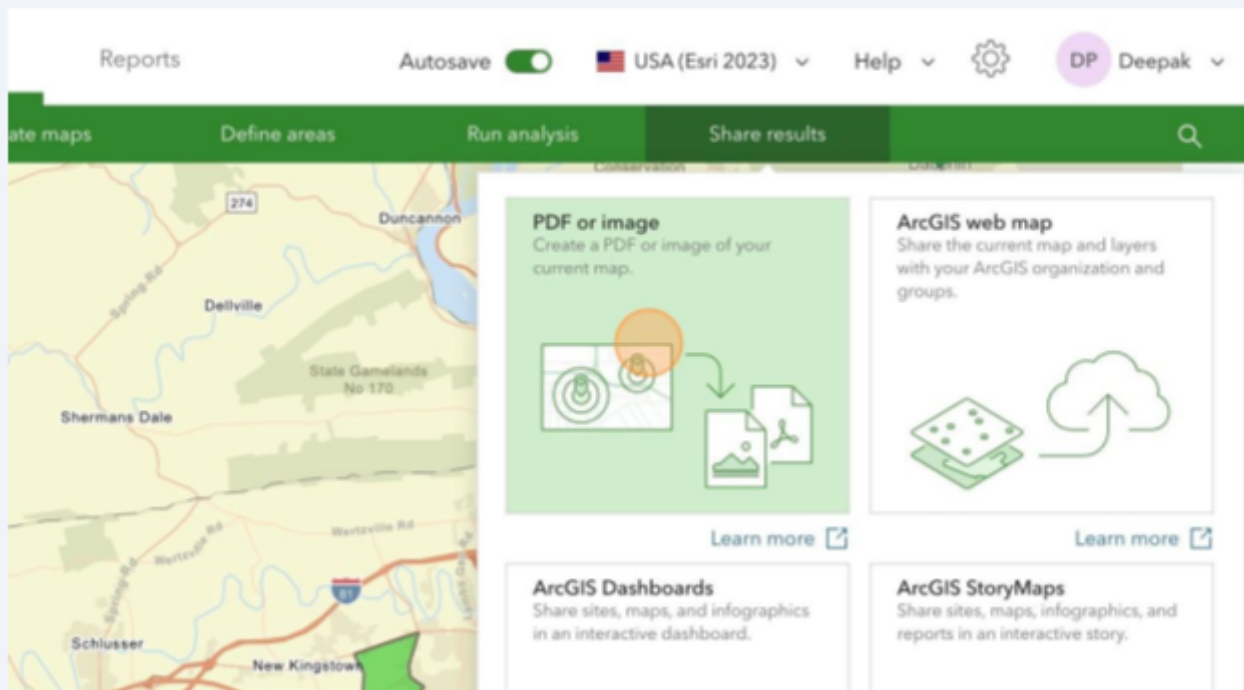
27

Click "Share results" to save your findings.



28

Click here.



29

Click "Pennsylvania 10 - Demographic Analysis > Previously run reports"

