

State Senate Candidate Wins Primary with Less Dollars

The Challenge:

Charles Wheeler has 15 years service in local government. He is a former Jackson County coroner, county western judge and a two-term mayor of Kansas City, Missouri. He decided to make a political comeback by running for the Missouri State Senate.

- Wheeler had not been in a political office for 19 years.
- Most of the political establishment was backing his main opponent.
- Wheeler's age was also a drawback; he was 20+ years older than his opponents.
- He had a limited budget to run his campaign.



The Solution:

Ruf Strategic Solutions produced a Neighborhood profile and appended cluster ID's to the local voter file.

Using Ruf's segmentation system of unique clusters, Ruf's analysts were able to identify voters who would most likely vote in the election. This provided a group of voters to target during the campaign process decreasing the costs of expenditures.

The Results:

Understanding the voters in his district and targeting those voters, Charles Wheeler captured the Democratic primary nomination for the Missouri State Senate. He made a remarkable comeback and stayed well within his budget. He was outspent at least 5 to 1 with some estimates as much as 9 to 1.

With all the votes counted, Wheeler finished with 48 percent of the votes over his main opponent who had 41 percent, and a distant third candidate captured 11 percent.

