2020
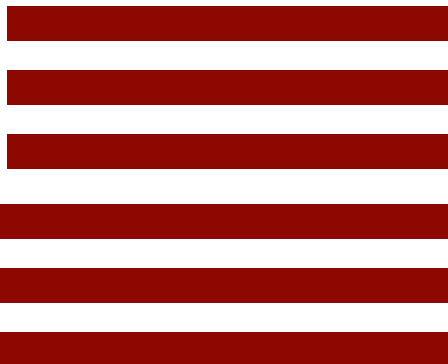## VOTE REPORT

DRIVING VOTER TURNOUT IN 2020:

Research on Effective
Messaging Strategies for
Each Generation

Research By:

ad COUNCIL Democracy Works

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INTRODUCTION

Only about half of the U.S. voting-age population cast ballots in the 2016 presidential election.

Of the approximately 245.5 million Americans of voting age in November 2016 (estimated by the U.S. Census Bureau), some 136 million actually voted that year. Even given the fact that not everyone of voting age is eligible to vote[1], this means as many as 100 million, a significant number of voters, did not participate in choosing the people who would go on to lead our cities, counties, states and country.

This isn't a recent development. In the last century, the highest reported voter turnout rate in a presidential election year – in 1960 – was still only 63 percent. Pew Research Center reports that the U.S. trails most developed countries in voter turnout. And typical voter turnout in a midterm election is even worse: Since 2002, an average of just 40 percent of the voting-eligible population has participated, according to data from the United States Election Project.

But if the 2018 midterm elections were any indication, we could be at a turning point. In 2018, voter turnout was 53.4 percent – the highest midterm turnout in a century, and an increase of 12 percentage points over the previous midterms in 2014.

In addition, as the 2020 elections near, notable generational shifts are taking place in the electorate. As noted by Pew, baby boomers (born 1946-1964) and older generations accounted for 7 in 10 eligible voters in 2000; in 2020, they will account for fewer than 3 in 10. On the other end of the spectrum, Gen Z voters (born after 1996) will now make up 1 in 10 of eligible voters. And millennials (born 1981-1996) recently became the largest generation in the country – and will soon be the largest group of potential eligible voters in the United States.

Eligible Voters in 2020: Percentage by Generation

Silent: **9**%[2]
Boomers: **28**%
Gen X: **25**%
Millennials: **27**%
Gen Z: **10**%
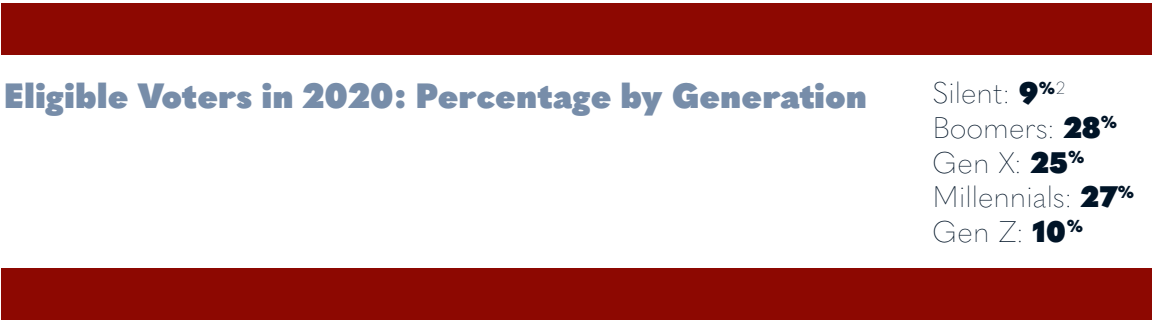
[1] Voting-age population also includes those who are ineligible to vote, such as non-citizens, persons with felony convictions (in some states), and mentally incapacitated persons. Not counted in this population are civilians or military personnel living overseas.

[2] Though the Silent Generation is included to show a full picture of voting by generation, this research did not look into this generation's attitudes or preferences to voting or influential message frames. This research focuses solely on baby boomers, Gen X, millennials and Gen Z.
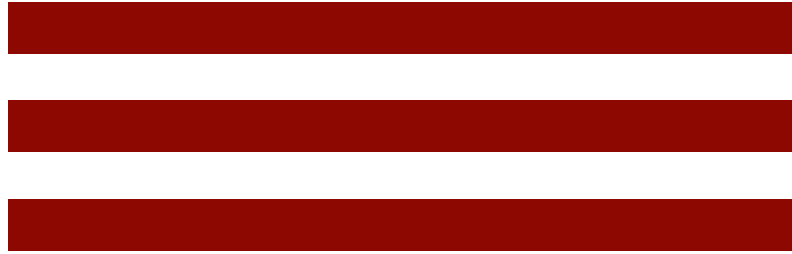
But, as noted on the previous page, the difference between eligible and actual voters is an important distinction. As Pew says:

"Since older adults are more likely to turn out to vote, it's possible that older generations will form a larger share of actual voters in 2020 than their share in the electorate. That's what happened in 2016: Even though boomers and older generations accounted for 43% of eligible voters, they cast 49% of the ballots."

Regardless of age, ethnicity, religion or political party, our democracy depends on participation—namely, on people getting out and casting their vote. That's why the Ad Council partnered with the nonpartisan, nonprofit organization Democracy Works to conduct research that would specifically:

- Uncover overall attitudes toward and perceptions of voting;

- Explore messages and narratives that have influenced perceptions and attitudes on voting in the past;

- Understand reactions to specific message frames among four key generations: boomers, Gen X, millennials and Gen Z (Across all generations as well as additional demographic audiences; see the Appendix of this report for more detail); and

- Determine which message frame(s) could be the most effective in driving participation from these generations.

Given the shifting generational demographics of the population and the electorate, as we draw closer to the next major U.S. elections in 2020, it's time to uncover the nuances in messaging to these four generations: Which messages inspire them to vote, and which do not? Which messages are they most likely to share with their friends and peers? And how can communicators most effectively reach people from all generations, to inspire them to get out and vote in 2020 and beyond?

METHODOLOGY

The findings in this report are based on a mixed-method research approach: 1) social listening; 2) qualitative (online discussion + interviews); and 3) quantitative (online survey). Each phase analyzed findings across all four generations: baby boomers, Gen X, millennials and Gen Z as well as the following demographics: military veterans, rural residents, African Americans, Hispanic Americans, and Asian Americans.

GENERATIONS DEFINED

Silent Born 1925-1945 | Ages 71-93

Boomers Born 1946-1964 | Ages 55-70

Gen X Born 1965-1980 | Ages 38-54

Millennial Born 1981-1996 | Ages 23-37

Gen Z Born after 1996 | Ages 13-22
Only participants born on or before Nov. 2, 2002 were part of this research.

| 1925 | 1935 | 1945 | 1955 | 1965 | 1975 | 1985 | 1995 | 2005 | 2015 |
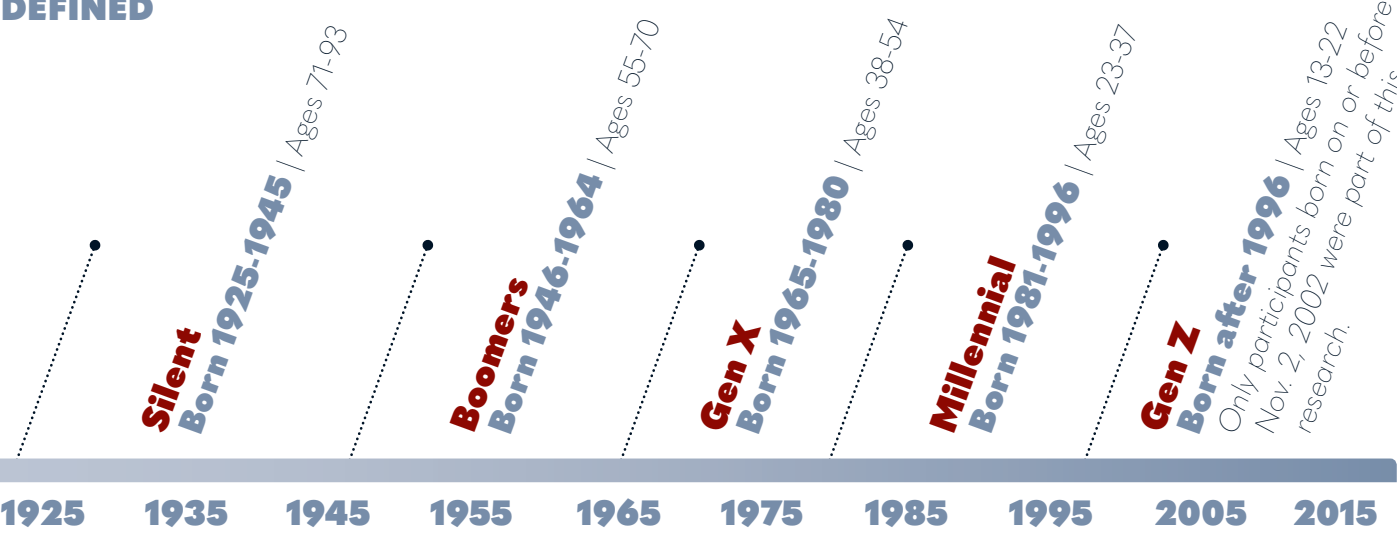
Phase 1: Social Listening

Objective: This research phase was designed to uncover existing perceptions about voting by reviewing posts and conversations across social media, blogs, forums and comment sections on news sites and other websites.

Details: Social listening tools captured online conversation that took place from January 1, 2016 through April 30, 2019. The analysis placed emphasis on understanding generational differences and motivations in relation to voting, which were then mapped to message frames defined by the Ad Council.
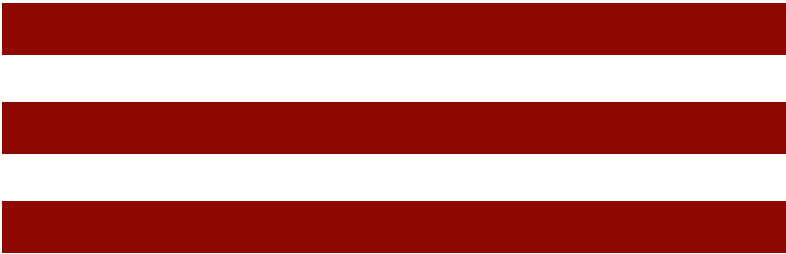
Phase 2: Qualitative
(Online Discussion + Webcam Interviews)

Objective: This research phase was designed to determine overall attitudes and perceptions of voting; to uncover reactions to specific message frames; and to explore what differences, if any, exist among generations.

Details: A two-day online discussion with **73 participants**, followed by eight webcam interviews, explored voting perceptions and reactions to message frames.

Panel Demographics:
- Born on or before Nov. 4, 2002 (to ensure participants were of voting age)
- Mix of income
- National sample (mix of regions)
- Mix of urban, suburban, rural
- Even split of generations: boomers, Gen X, millennials, Gen Z
- Subgroups and oversamples within each generation: Caucasian / African American / Asian American Hispanic American[3] / Military Veteran

Phase 3: Quantitative (Online Survey)

Objective: This research phase was designed to specifically determine the most compelling get out the vote message frames for each generation and to uncover any differences among generations and other demographic groups.

Details: A 15-minute online survey fielded from July 3-14, 2019, completed by 1,619 respondents (with approximately 400 respondents per generation), who evaluated message frames across a number of different areas.

Panel Demographics:
- All panel participants were born on or before Nov. 4, 2002 (to ensure participants would be of voting age by the 2020 U.S. election)
- Participants were representative of the U.S. population, based on U.S. Census data for age, gender, ethnicity, household income, division, and urbanicity
- 95% confidence level
- Participants were unique and did not participate in qualitative methods for the study
- Even split of generations (~400 from each): baby boomers, Gen X, millennials, Gen Z
- Generation population data was weighted to be representative of generation proportions, including race and gender, based on U.S. Census data.

IT'S IMPORTANT TO NOTE:
This report has been updated to include demographic findings:

- Military Veterans
- Rural Residents
- African Americans
- Hispanic Americans
- Asian Americans

More detailed results can be found in the appendix.

[3] The Hispanic American sample includes representation of multicultural Americans with a heritage from a broad set of Latin American countries. The sample includes Spanish-dominant, English-dominant and bilingual participants in the panel.

MESSAGE FRAMES

In addition to determining the overall attitudes and perceptions of voting among individuals from four generations (boomers, Gen X, millennials and Gen Z and five demographic groups (military veterans, rural residents, African Americans, Hispanic Americans and Asian Americans), this research was designed to uncover the most compelling message "frames" for each generation to better understand the types of narratives that that will help drive voter turnout.

> For the purposes of this research, message "frames" refer to a theme or exploration of a narrative, versus a specific message or creative idea. By understanding the reactions to and perceptions of each of the five message frames, marketers can more effectively activate each generation with get out the vote efforts leading up to the 2020 U.S. elections and beyond.

This research looked at five message frames: **Issue, Empowerment, Identity, Companionship and Plan/Ease.** These frames were the dominant themes that were used by get out the vote campaigns during the 2018 midterm election cycle, according to a scan and analysis performed by the Ad Council. The goal of this research was not to analyze messages verbatim from previous election cycles, but rather to explore attitudes toward and perceptions of common overarching message themes.

MESSAGE FRAMES EVALUATED

Issue:
I vote because there are important issues that deserve my attention and action.
I make an effort to keep up with the issues that are important to me, and I do my homework to identify the candidates that support my stance. When I vote, I'm voting for or against a cause that I feel strongly about and to impact issues that are meaningful to me.

Empowerment:
I matter as a member of society and, therefore, so does my vote.
I believe in us as individuals and our ability to make a difference in the world. But that means we need to make our voices heard, and voting is an important part of making that happen. I vote because my voice matters.

Identity:
I am a voter.
I am proud to be a voter. For me, voting is just a responsibility — it is fundamental to who I am as a person. Through voting, I believe I am exercising my freedom of speech, and that is intrinsic to my character. That's why it's important for me to be a voter in every election — no matter how big or small.

Companionship:
I vote because I feel inspired by the people around me who take pride in voting.
I like feeling that I'm part of a larger community of voters — people who care about issues, believe in their civic duty, and want to be involved in issues that affect our community and the world. It gives me a stronger sense of belonging and makes me feel good about participating.

Plan/Ease:
Voting is important, but the logistics of voting can be a hurdle to me.
There is a lot to understand and coordinate — making sure I'm registered, knowing where to go, understanding what's on the ballot and deciding who to vote for. But with a little planning, preparation, and help where needed, voting can be easy; and I'm always glad I made the effort.

SUMMARY OF KEY TAKEAWAYS AND RECOMMENDATIONS

Takeaway 1: In general, people are excited to vote and engage in this civic duty.

Despite reports or perceptions that Americans are cynical with the state of politics or democracy today, this research found that most participants greatly value their right to vote, view voting as a civic duty, and encourage family and friends to vote. Most respondents believe voting is critical to American democracy and are optimistic that every vote counts. While many say they're hesitant to talk politics with acquaintances and on social media, they still believe in the process, and commonly encourage friends and family to participate.

Recommendation: Consider creating a message construct that speaks to issues - and consider creating a message construct that speaks to issues – and remind voters that they have the power to take action toward that issue through participation such as voting..

To refine messaging for various generations, keep these key differences in mind:

- Millennials and Gen Z are more active in encouraging others to vote compared to boomers and Gen X.
- Millennials are most likely to share their political views on social media.
- Boomers are more private than younger generations; they are less likely to encourage others to vote, share political views on social media, or wear "I Voted" stickers.

Takeaway 2: All generations are most inspired by Issue messaging; key generational differences exist for the next most relevant message.

The Issue message frame was the most appealing, believable, relevant, relatable —and the one that would most inspire voting. Across all generations, the Issue message is perceived as positive and believable, underscoring to individuals that their vote can directly impact the issues they care about.

The second-most appealing and inspiring message frame differs by age. Older generations (boomers and Gen X) are more drawn to messages of Identity, as these generations are more likely to feel that voting is part of who they are. After Issue, younger generations (millennials and Gen Z) most prefer messages of Empowerment — that they count, and so does their vote.

Recommendation: Take generational differences into account when crafting messages that are designed to drive voter turnout. Messages targeted to younger generations should be positive and inspirational, while messages targeted to older generations should be straightforward and acknowledge their identity as a voter.

Takeaway 3: Gen Z is just as excited about and engaged in voting activity as are other generations – if not more. They find messages that speak to Issues and Empowerment to be appealing, relevant, sharable, believable – and, most importantly, messages that would inspire them to vote.

As more of this generation becomes eligible to vote, it's clear that young people are eager to participate in what could be their first election. Those from Gen Z who have voted recently have also been civically active in other ways — some more so than other generations. Of respondents who say they recently voted, more Gen Z than other generations report they:

- Watched political debates
- Followed national and local political figures in the news/on social media
- Wore a voting sticker
- Shared a polling location with friends and family
- Shared candidate information on social media (tied with millennials)
- Helped someone register to vote
- Brought a friend to a polling location
- Had a candidate campaign poster in their yard/on their house

And what inspires this generation to vote? First and foremost, the issues. Across all categories of the survey, Gen Z participants selected Issue for the message frame they find most appealing, most believable, most relevant, most likely to share with a friend — and that which would most inspire them to vote. Coming in a close second for this generation was the Empowerment message frame.

Recommendation: This generation cares about issues, and they take their role in democratic society seriously with an "every vote counts" mentality. To inspire Gen Z voters to get to the polls, craft messages based on Issue and/or Empowerment frames.

FINDINGS

This research was designed to determine attitudes and perceptions of voting among a wide array of individuals, as well as to understand the message frames that are the most motivating, appealing, believable, sharable and relevant. In addition to looking at the general population, this research looked specifically at eligible voters from four generations: baby boomers, Gen X, millennials and Gen Z, both to understand each generation's nuances and to discover what, if any, differences exist among generations.

This research found:
1. Most respondents greatly value their right to vote, view voting as a civic duty and encourage family & friends to vote.
2. Messages that speak to **Issues** have the broadest appeal across all generations, with **Empowerment** and **Identity** a close second.
3. The **Issue** message frame most speaks to Gen Z, followed by **Empowerment**.

These findings are further detailed in the following section.

FINDING 1: Most respondents greatly value their right to vote and encourage family & friends to participate.

Most participants agree that voting is vital to our democracy and consider it their civic duty to participate in the voting process. Encouraging family and friends to vote is common, but most participants try to avoid discussing politics with acquaintances and on social media. General narratives like "every vote counts" are top-of-mind and act as encouraging reminders, though most can't recall any specific past messaging campaigns that have influenced them.

Views on Voting

Regardless of their actual voting participation, most participants in qualitative research agree that voting is vital to our democracy and consider it their civic duty to participate in the voting process. Most overwhelmingly perceive voting as a critical element of American democracy. They are optimistic that every vote matters, and believe voting is a way to make a voter's voice heard. Additionally, most consider voting to be their duty and privilege as Americans, due in part to others' sacrifice for their right to vote.

"I think voting is critically important. It is our right, and **our duty** to do so. Our forefathers fought for that right for us. I won't shirk that responsibility."**—Boomer**

"Voting is important because it allows the citizens to have a voice in the way our country is operated. It gives me a sense of power. I feel included. It's **my duty** to my country."**—Gen X**

Past Voting Activity

Among those who reported voting recently, most (across all generations) also say they participated in voting-related activities such as watching debates and following national political figures in the news or on social media.

Millennials and Gen Z voters in the panel, especially those in urban and suburban areas, are more engaged than other generations in a wide variety of other voting-related activities, such as sharing voting information (with friends or on social media), helping friends vote and contributing their own time to campaigns. Interestingly, Gen Z and millennials in rural areas reported less engagement in voting activities. This is one of the few differences among urban and suburban young voters as compared to rural young voters.

Most say they watched debates, regardless of generation; while younger voters are more engaged in a variety of other activities.

Younger voters, especially in urban/suburban areas, are more likely to have shared voting information (with friends on social media), helped friends vote and contributed their own time to campaigns.

Past Voting Activities — Among Those Who Voted Recently

	Gen Pop*	Gen Z	Millennials	Gen X	Boomers
Watched political debates	72%	77%	74%	70%	72%
Followed national political figures in the news/on social media	64%	73%	64%	62%	65%
Followed local political figures in the news/on social media	56%	62%	57%	52%	58%
Wore a voting sticker	54%	75%	58%	51%	52%
Shared a polling location with friends/family	39%	63%	48%	36%	28%
Voiced my opinions to my congressperson/senators (writing letters, social media, etc.)	34%	40%	42%	32%	25%
Shared candidate information on social media	30%	46%	46%	26%	16%
Helped someone register to vote	29%	54%	45%	29%	10%
Brought a friend to a polling location	24%	38%	37%	26%	9%
Had a candidate campaign poster in my yard/on my house	22%	31%	29%	22%	15%
Contributed financially to a political campaign	22%	23%	32%	19%	15%
Put a candidate bumper sticker on something	20%	30%	31%	18%	9%
Volunteered for a campaign	17%	27%	28%	15%	6%
Went door-to-door to promote voting or a candidate	14%	19%	27%	13%	2%

*General Population

PAST VOTING ACTIVITIES – AMONG RACIAL AND ETHNIC GROUPS WHO VOTED RECENTLY

	General Population	African Americans	Asian Americans	Total Hispanic Americans	Spanish Speaking Hispanic Americans	English Speaking Hispanic Americans
Watched political debates	72%	79%	73%	78%	84%	75%
Followed national political figures in the news/on social media	64%	63%	65%	68%	71%	67%
Followed my local political figures in the news/on social media	56%	57%	53%	63%	71%	59%
Wore a Voting Sticker	54%	n/a	46%	55%	60%	54%
Shared a polling location with friends/family	39%	47%	40%	45%	49%	42%
Voiced my opinions to my congressperson/senators (writing letters, social media, etc.)	34%	31%	26%	42%	46%	37%
Shared candidate information on social media	30%	30%	24%	41%	52%	35%
Helped someone register to vote	29%	34%	25%	40%	45%	37%
Brought a friend to a polling location	24%	33%	21%	33%	41%	31%
Had a candidate campaign poster in my yard/on my house	22%	21%	19%	28%	33%	26%
Contributed financially to a political campaign	22%	21%	22%	27%	26%	25%
Put a candidate bumper sticker on something	20%	20%	17%	27%	33%	26%
Volunteered for a campaign	17%	13%	8%	19%	16%	20%
Went door-to-door to promote voting or a candidate	14%	11%	7%	12%	12%	13%

YEARLY CONVERSATION VOLUME

Conversation volume related to voting in political elections from January 1, 2016 through April 30, 2019

36% more mentions in 2018 versus the previous two years combined.

2019 is trailing 12% behind the same time frame in 2018.

71,010,870

25,028,645

27,088,367

13,898,188

| 2016 | 2017 | 2018 | 2019 |
| | | | (through 4/30/19) |
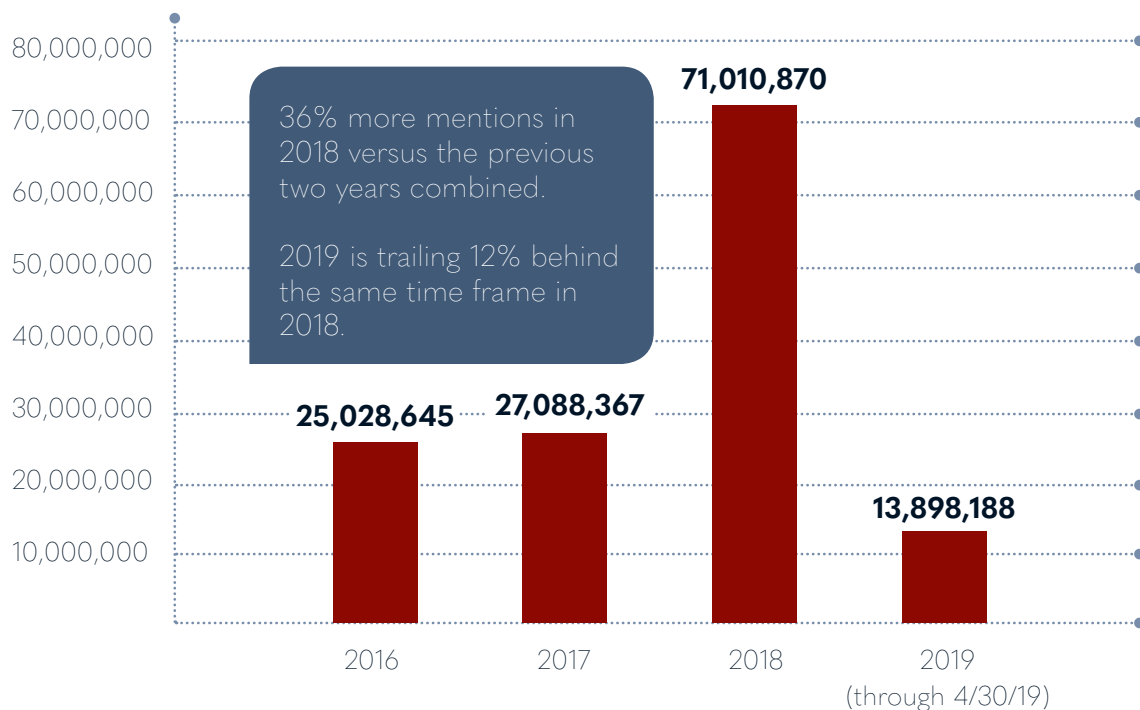
Encouraging Others to Vote

Most participants say they encourage family and close friends to vote, avoiding overt political talk and instead stressing empowerment-based messages like "Every vote counts" and "Make your voice heard."

Though most offer general encouragement, many say they're wary of getting too political. This is especially true when it comes to conversations with acquaintances (neighbors, social media, etc.) as many participants in qualitative research say they're afraid of starting arguments or losing friends. In addition, most participants report that they don't display campaign signs because they don't want to force their political ideology onto others with signage. However, many happily wear "I Voted" stickers to display their pride in participating in the voting process.

"I do **encourage my friends** to vote because of the current political climate...the only way we will change things now is by continuing to vote."**—Gen Z**

"I'll stem political talk unless I'm close to somebody...it's something that can become tense and heated, so I tend to **not initiate political conversations**."**—Gen X**

"I always put on the **'I Voted' sticker**, but I don't put political signs or religious things in my yard...I'm not going to try to **force my opinion** on others."**—Gen X**

Most online qualitative participants remember generic messages about the importance of voting from teachers, friends and family, though few remember specific messaging.

"I remember teachers telling us that it's a **privilege to vote** and that our one vote matters. So after hearing that I felt I needed to go out there and vote."**—Gen Z**

"I always vote. I **don't remember any specific messages** about it."**—Boomer**

"The last time I voted was during the 2018 midterm elections. **I don't remember any specific message**."**—Gen X**

"The messages I got was that **it's important that everyone votes**. If you want to make a difference, then vote."**—Gen X**

FINDING 1: KEY TAKEAWAYS & RECOMMENDATIONS

Voting is Valued

Individuals across all four generations understand voting's importance in the democratic process. Most greatly value their right to vote, view voting as a civic duty and encourage family and friends to vote.

- Most believe voting is critical to American democracy and are optimistic that every vote counts.
- Encouragement to vote among family and friends is common, but most try to avoid politics with acquaintances and on social media.
- General Empowerment narratives like "Every vote counts" are top-of-mind and act as encouraging reminders, though most can't recall any specific past messaging campaigns that have influenced them.

Recommendation: Create a message construct that speaks to issues – and remind voters that they have the power to take action toward that issue through participation such as voting.

Younger Generations are More Vocal

Key generational differences arise when it comes to talking about politics and voting. Overall, millennials and Gen Z are more open about politics and voting compared to their older counterparts.

- Millennials and Gen Z are more active in encouraging others to vote compared to baby boomers and Gen X.
- Millennials are most likely to share their political views on social media.
- Boomers are more private than younger generations; they are less likely to share political views on social media, wear "I Voted" stickers or encourage others to vote.

Recommendation: Keep generational differences in mind when seeking to influence peer-to-peer discussion and participation. Asking older generations to discuss voting activity with others may not be well-received.

FINDING 2: Messages that speak to Issues have the broadest appeal across all generations, followed by messages of Empowerment and Identity.

Issue was the strongest message frame among respondents from all generations, ranked the most appealing, believable and relevant — and the one most inspiring to get people out to vote. Empowerment and Identity were also well-received among respondents, though Gen Z gravitated towards Identity less so than other generations.

In the survey, respondents evaluated the message frames across a number of different areas, including appeal, inspiration, relevance and believability. For this research, these areas are defined as:

- **Appeal**: overall likeability of the message
- **Inspire**: message motivates to get out and vote
- **Relevance**: message is applicable to someone like them
- **Believability**: they find the message to be credible

Most Inspiring to Vote

When forced to pick the most inspiring message frame, Issue and Identity rise to the top for millennials, Gen X and Boomers. Younger generations are more inspired by Issue than other message frames, though a quarter of Gen Z say they would also be inspired by Empowerment. And while Gen X are inspired by Identity, boomers are split between Identity and Issue.

	General Population	Gen Z	Millennials	Gen X	Baby Boomers
Issue	29%	33%	32%	23%	31%
Empowerment	18%	25%	16%	20%	16%
Identity	27%	16%	20%	31%	33%
Companionship	10%	10%	14%	9%	6%
Plan / Ease	8%	9%	11%	8%	3%
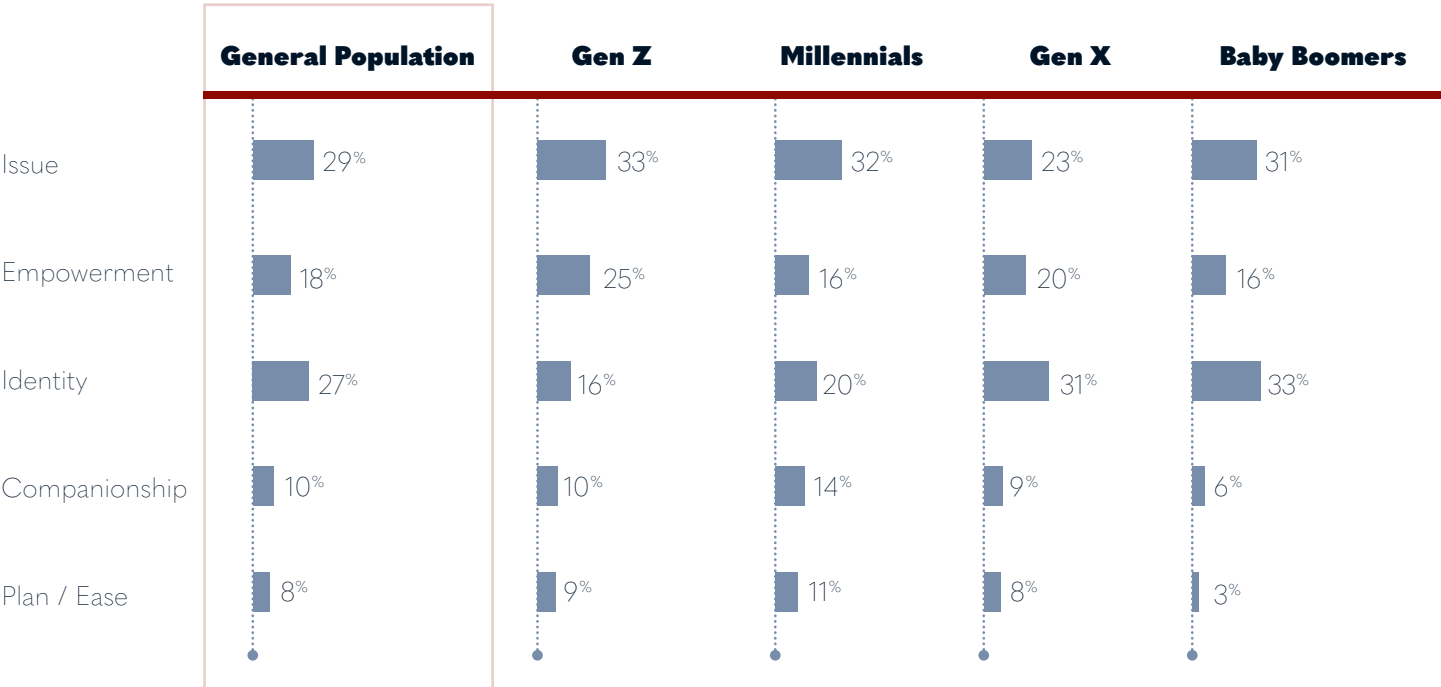
"I completely agree that certain political or social **issues motivate** me to vote."**—Millennial on Issue**

"This **describes me perfectly**. By the time I arrive at the polls I've invested several hours of reading and research into the issues at hand and I vote accordingly."**—Boomer on Issue**

Interestingly, social listening research found that the message frames of Plan/Ease, Companionship and Empowerment were all important aspects of voting to engaged voters – contrary to the quantitative and qualitative findings, where other frames were preferred. It should be noted that the social listening analysis represents the most vocal population using such social media platforms. These shifts in message preference and usage could be related to timing and platform: For example, messages about Plan/Ease, Companionship and Empowerment may be more important to voters closer to an election or when discussing voting online/on social media. These hypotheses should be explored as the 2020 U.S. election draws nearer.

MESSAGING CONVERSATION VOLUME - LEAST DOMINANT

Total conversation volume per messaging category related to personal voting mentions, excluding the top message frame issue, from January 2016 to April 2019.

	Plan/Ease	Companionship	Empowerment	Identity
Volume	195,675	186,213	154,634	34,303
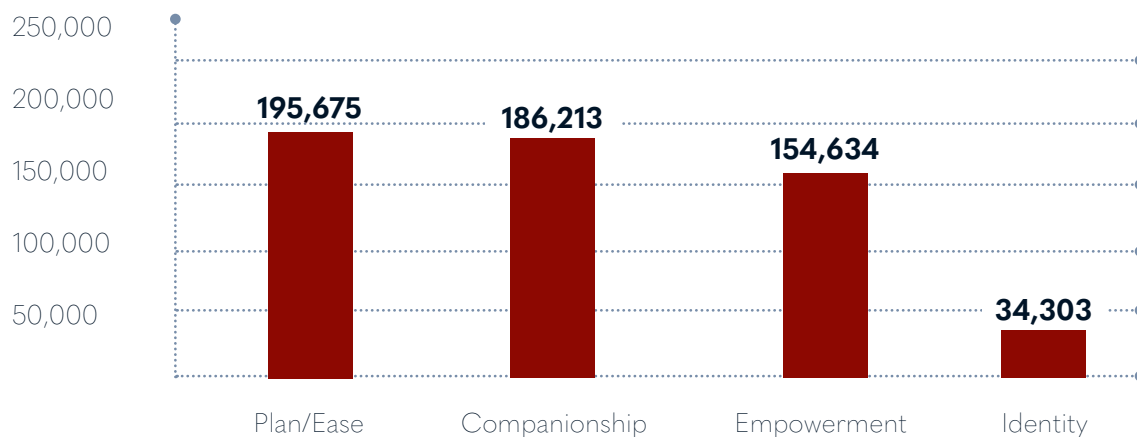
APPEAL

The message frames of Issue and Empowerment have the broadest appeal among all generations; Identity is also particularly appealing to millennials, Gen X and baby boomers, but not to Gen Z. Companionship is more appealing to millennials and Gen X compared to other generations. Although not as appealing overall, Plan/Ease is more appealing among urban and suburban millennials as compared to other generations.

Similar to the general population, Issue, Empowerment and Identity garnered the broadest appeal among African American, Asian American and Hispanic American participants.

- African American participants found most message frames overall more appealing than the general population did (with the exception of Issue, which was already highly appealing for the general population).

- Hispanic American participants found Plan/Ease more appealing than the generation population did, although it was not considered particularly appealing overall compared to the other message frames.

IT'S IMPORTANT TO NOTE:
This report has been updated to include demographic findings:

- Military Veterans
- Rural Residents
- African Americans
- Hispanic Americans
- Asian Americans

More detailed results can be found in the appendix.

APPEAL — % LIKE IT VERY MUCH/SOMEWHAT

	General Population	Gen Z	Millennials	Gen X	Baby Boomers
Issue	49% / 79%	49% / 79%	52% / 80%	47% / 79%	50% / 79%
Empowerment	49% / 77%	44% / 79%	50% / 79%	50% / 77%	50% / 74%
Identity	47% / 73%	33% / 64%	47% / 73%	49% / 75%	51% / 76%
Companionship	36% / 66%	27% / 64%	41% / 71%	40% / 68%	32% / 59%
Plan / Ease	32% / 59%	27% / 62%	39% / 66% (Driven by Urban/Suburban, not rural)	32% / 59%	28% / 51%

■ % Very Much   ■ % Very Much/Somewhat
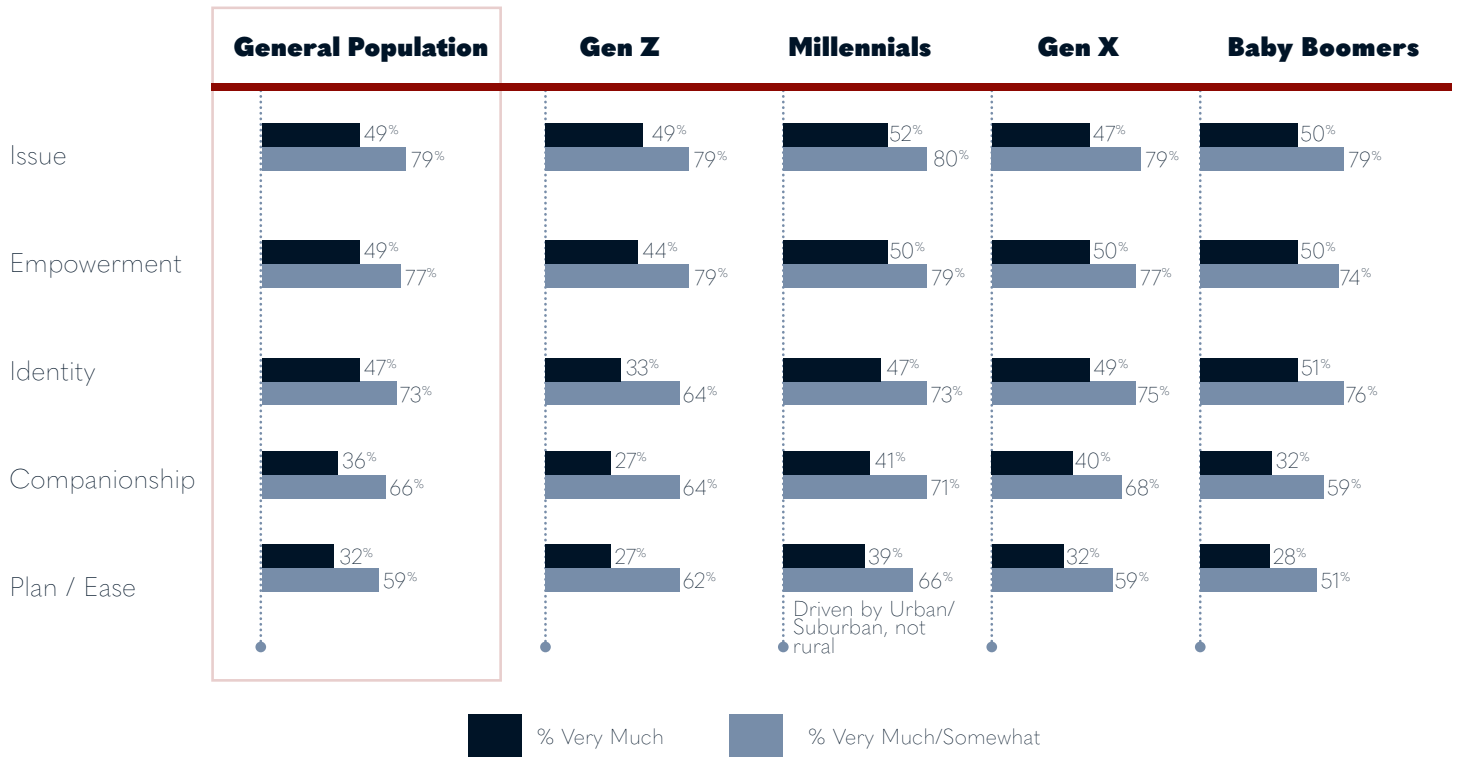
"Speak up, say something with your vote that will communicate your personal values and beliefs. If you feel strongly about an issue you have permission to express your opinion. This **message [Issue] resonates** with me."**—Gen X**

"I don't think this [Plan/Ease] message is believable because I have **never struggled** with the logistics of voting."**—Gen Z**

RELEVANCE

Issue, Empowerment and Identity are relevant to most, though again, Identity is not as relevant for Gen Z as other generations. Plan/Ease is particularly relevant to urban and suburban millennials.

Similar to the general population, African American and Asian American participants identified Issue, Empowerment and Identity as the most relevant message frames:

- Hispanic American participants identified most message frames as relevant but considered Companionship and Plan/Ease less relevant than the others.

- English-speaking Hispanic American participants considered the Issue frame more relevant than Spanish-speaking Hispanic Americans did.

- More Asian American participants found Issue and Plan/Ease relevant than the general population did.

RELEVANCE — % LIKE IT VERY MUCH/SOMEWHAT

	General Population	Gen-Z	Millennials	Gen-X	Baby Boomers
Issue	42% / 74%	39% / 70%	41% / 75%	41% / 73%	46% / 77%
Empowerment	40% / 71%	32% / 69%	39% / 72%	41% / 71%	42% / 72%
Identity	40% / 69%	27% / 60%	39% / 67%	41% / 71%	46% / 76%
Companionship	29% / 59%	20% / 56%	33% / 64%	31% / 61%	28% / 55%
Plan / Ease	25% / 51%	22% / 56%	31% / 60% (Driven by Urban/Suburban, not rural)	24% / 50%	20% / 40%

■ % Very Much   ■ % Very Much/Somewhat
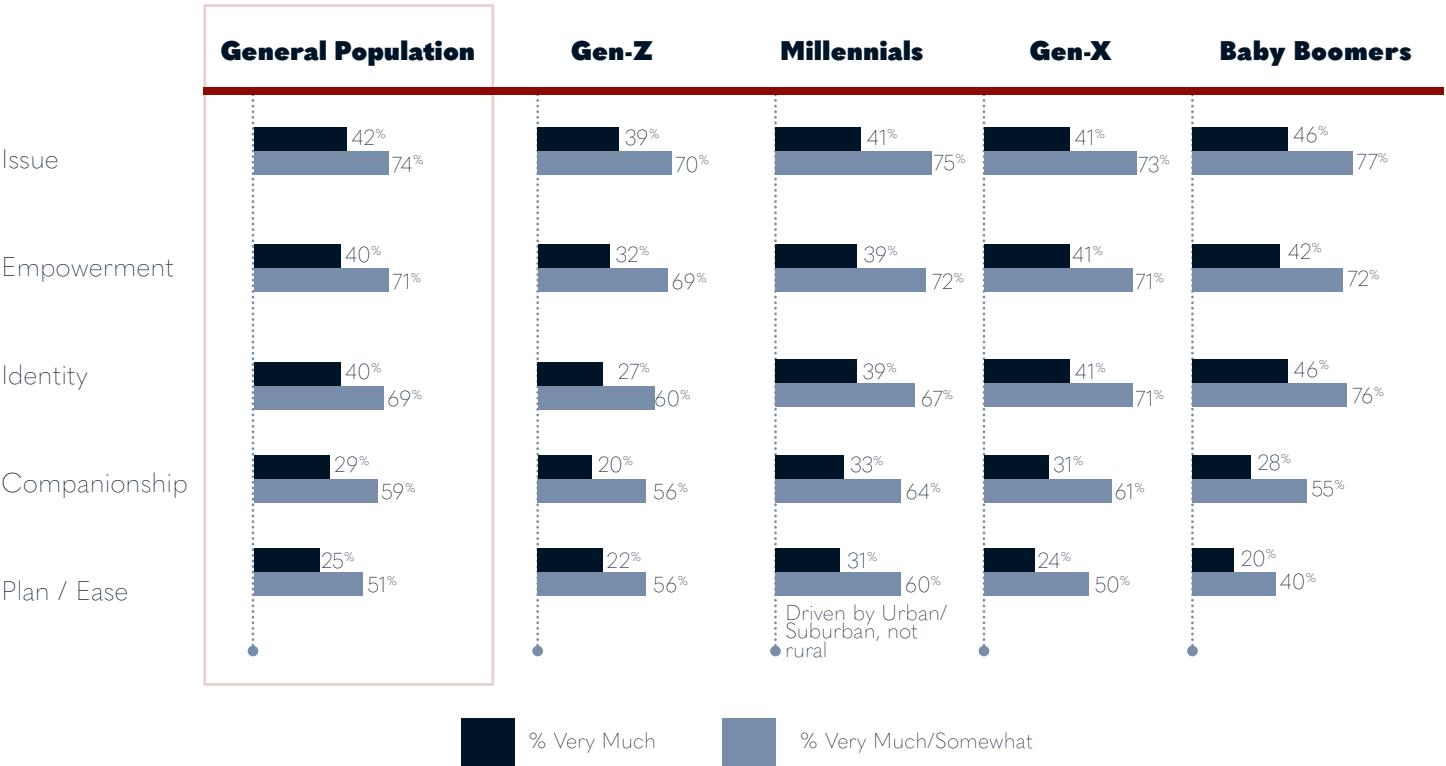
"I am a voter and have been involved in this process since 18. This is **part of my character** of getting to the polls to have my voice heard and have my world view on who is the best candidate for the job in the political world."**—Boomer**

BELIEVABILITY

Believability again aligns with other message frames. The majority of survey participants say the message frames are believable. Boomers especially believe the Identity message compared to other generations.

Similar to the general population, most groups saw all message frames as believable.

- English-speaking Hispanic American participants considered the Issue and Identity frames more believable than Spanish-speaking Hispanic Americans did.

- More Asian American participants found Issue and Plan/Ease to be believable, compared to the general population.

BELIEVABILITY — % LIKE IT VERY MUCH/SOMEWHAT

	General Population	Gen Z	Millennials	Gen X	Baby Boomers
Issue	45% / 79%	41% / 75%	44% / 79%	43% / 79%	49% / 81%
Empowerment	43% / 76%	36% / 73%	44% / 77%	43% / 78%	44% / 75%
Identit	44% / 76%	30% / 67%	43% / 75%	43% / 78%	51% / 80%
Companionship	34% / 73%	27% / 67%	37% / 75%	35% / 74%	33% / 70%
Plan / Ease	33% / 68%	32% / 67%	37% / 72%	31% / 69%	33% / 63%

■ % Very Much   ■ % Very Much/Somewhat
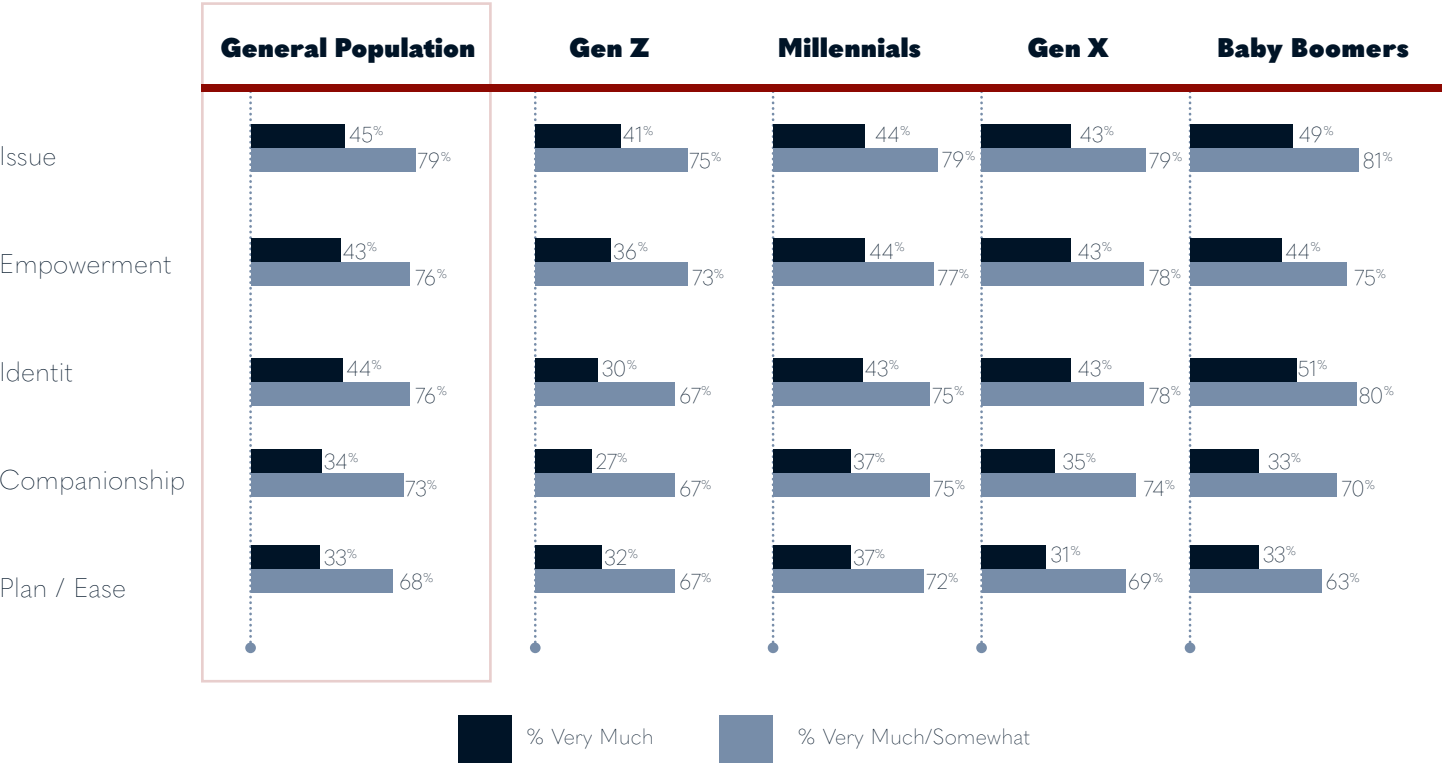
"I think [Identity] is **very believable**. I am very proud to be a voter so I can see why others would feel this way too." **—Gen X**

"[Empowerment] is the most **believable message** that could be said about voting. Everyone's vote matters in the end and helps shape America's future." **—Gen Z**

MESSAGING TERRITORY KEY FINDINGS AMONG RACIAL AND ETHNIC GROUPS

Issue
- General Population: 29%
- African Americans: 25%
- Asian Americans: 30%
- Total Hispanic Americans: 27%
- Spanish Speaking Hispanic Americans: 27%
- English Speaking Hispanic Americans: 26%

Empowerment
- General Population: 18%
- African Americans: 28%
- Asian Americans: 22%
- Total Hispanic Americans: 21%
- Spanish Speaking Hispanic Americans: 23%
- English Speaking Hispanic Americans: 22%

Identity
- General Population: 27%
- African Americans: 25%
- Asian Americans: 25%
- Total Hispanic Americans: 27%
- Spanish Speaking Hispanic Americans: 25%
- English Speaking Hispanic Americans: 27%

Companionship
- General Population: 10%
- African Americans: 8%
- Asian Americans: 9%
- Total Hispanic Americans: 12%
- Spanish Speaking Hispanic Americans: 14%
- English Speaking Hispanic Americans: 12%

Plan/Ease
- General Population: 8%
- African Americans: 5%
- Asian Americans: 9%
- Total Hispanic Americans: 6%
- Spanish Speaking Hispanic Americans: 7%
- English Speaking Hispanic Americans: 6%

Legend:
- General Population
- African Americans
- Asian Americans
- Total Hispanic Americans
- Spanish Speaking Hispanic Americans
- English Speaking Hispanic Americans

Finding 2: Key Takeaways & Recommendations

Across all four generations, the Issue message frame ranked highest or nearly highest, and will likely be effective in helping drive voter turnout. After Issue, older generations (boomers and Gen X) are more drawn to the Identity frame, while younger voters (millennials and Gen Z) are more likely to be inspired by messages of Empowerment.

Recommendation: Use Issue messaging when reaching a broad audience, and tailor other messages to different generations as possible. Appeal to older generations by also tapping into their sense of identity as voters. Younger generations want to hear that they matter in society – and so does their vote. For them, also use the Empowerment message frame to reinforce the importance of each individual's vote.

Message Frame Recommendations by Generation
While Issue, Empowerment and Identity are the strongest message frames overall, messaging should be tailored to align with the specific needs of each generation.

Gen Z
Messaging to Gen Z should be based on the Issue frame, with elements of Empowerment incorporated ("I matter and, therefore, so does my vote") to inspire the broadest possible audience to get out and vote.

The Issue message is the most inspiring frame for Gen Z, followed by the Empowerment frame.

Millennials
Similar to Gen Z, the Issue frame should be used when messaging to millennials. Additionally, if targeting millennials in urban and suburban areas, be sure to highlight voting logistics to ensure voters are aware of the process.

The Issue message is the most inspiring frame for millennials overall; however, urban and suburban millennials also found Plan/Ease messaging appealing and relevant.

Gen X
When messaging to Gen X, the Identity message frame is likely to be most effective.

The Identity message inspires Gen X to get out and vote more than other message frames.

Baby Boomers
Communications based in either the Issue or Identity framework inspires boomers to get out and vote.

Issue and Identity messages are equally inspiring to boomers. Compared to other generations, Identity messaging is particularly relevant and believable to boomers.

FINDING 3: Gen Z responds best to the Issue message frame, with Empowerment a close second.

Gen Z panel participants rated both Issue and Empowerment highly as messages that would inspire them to get out and vote. When participants were asked to choose the one frame that would most inspire them to vote, the distinction was clearer: Issue was the clear winner, followed closely by Empowerment and trailed by the other frames.

INSPIRE TO GET OUT AND VOTE

	General Population	Gen Z		General Population	Gen Z
Issue	37% / 69%	39% / 71%		29%	33%
Empowerment	37% / 67%	36% / 68%		18%	25%
Identity	37% / 63%	27% / 55%		27%	16%
Companionship	28% / 57%	23% / 53%		10%	10%
Plan / Ease	22% / 48%	22% / 50%		8%	9%

■ % Very Much   ■ % Very Much/Somewhat
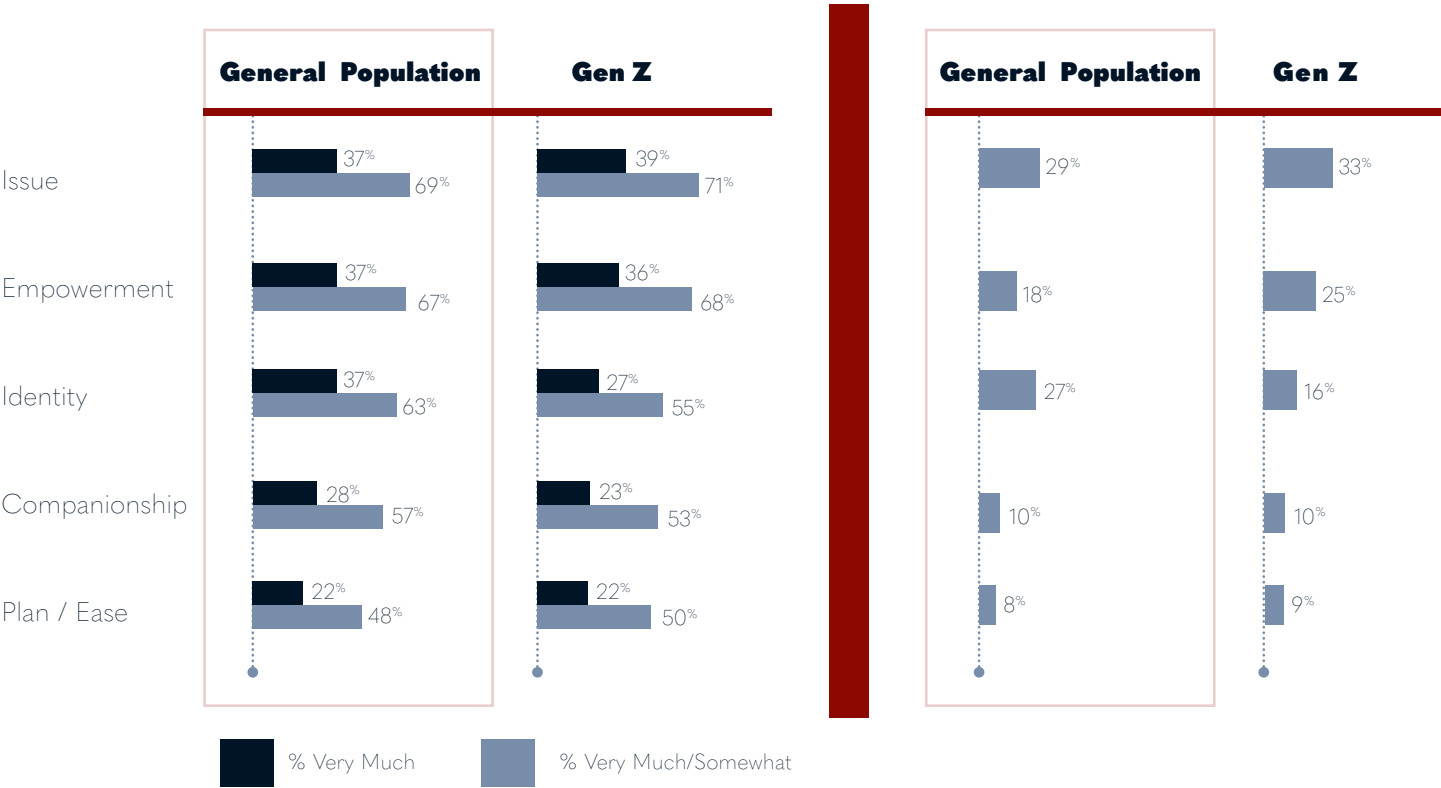
Social listening research found that Gen Z is well aware of their generation's potential voting power, and they are eager to participate. This generation expresses fears for not only the future, but also the present. The issues that are important to them reflect these real fears. Many in this generation see their first vote as they would other big milestones.

Appeal, Relevance, Believability & Shareability

In addition to the message(s) that would most inspire them to vote, Gen Z also weighed in on the message frames they find most appealing, relevant and believable, as well as which frames they'd be most likely to share with their friends.

In answering all of these questions, Issue and Empowerment again rose to the top, with Issue consistently – but narrowly – outperforming Empowerment.

APPEAL
Compared to other generations

	General Population	Gen Z
Issue	49% / 79%	47% / 79%
Empowerment	49% / 77%	44% / 79%
Identity	47% / 73%	33% / 64%
Companionship	36% / 66%	27% / 64%
Plan / Ease	32% / 59%	27% / 62%

RELEVANCE

	General Population	Gen Z
Issue	42% / 74%	39% / 70%
Empowerment	40% / 71%	32% / 69%
Identity	40% / 69%	27% / 60%
Companionship	29% / 59%	20% / 56%
Plan / Ease	25% / 51%	22% / 56%

BELIEVABILITY

	General Population	Gen Z
Issue	45% / 79%	41% / 75%
Empowerment	42% / 76%	36% / 73%
Identity	44% / 76%	30% / 67%
Companionship	34% / 73%	27% / 67%
Plan / Ease	33% / 68%	32% / 67%

SHARE WITH FRIENDS

	General Population	Gen Z
Issue	31% / 61%	33% / 59%
Empowerment	31% / 61%	24% / 58%
Identity	32% / 58%	22% / 44%
Companionship	24% / 52%	18% / 46%
Plan / Ease	21% / 47%	17% / 45%ᴰ

■ % Very Much   ▬ % Very Much/Somewhat

Gen Z: Message Frames in Their Own Words

Issue: "It's very believable. I know this is the **main reason I vote**, and I like to do my homework on the candidates while keeping up with issues that are important to me."

Empowerment: "This is the most **believable message** that could be said about voting. Everyone's vote matters in the end and helps shape America's future."

Identity: "I wouldn't say being a voter is **part of who I am**, but I would say it is a very important factor when it comes to my decision making and my day-to-day life."

Plan/Ease: "For me, it is not realistic. It gives me a sense of **laziness** or lack of encouragement to vote."

Companionship: "This message is for those who need people around them to be voting for them to go vote. This person is **not someone like me** because I vote because I feel like it is the right thing to do."

Finding 3: Key Takeaways & Implications

Gen Z is most inspired by messages related to Issues, and secondly by messages related to Empowerment. Respondents in this generation gravitate toward the Issue message frame because of its positive tone, believability and how it relates to the societal issues they care about. They're also motivated by the Empowerment message that they matter as a member of society and, therefore, so does their vote.

Recommendation: To drive voter turnout among Gen Z voters, base messages on Issue and/ or Empowerment frames.

CONCLUSION

The stakes are high as the 2020 U.S. elections draw near, and our democracy depends on high voter turnout from all generations. Eligible voters from the four major generations are actively engaged in this vital civic duty and say they are excited to do so. Younger demographics believe they matter and, therefore, so does their vote; older voters feel that voting is part of their very character and identity. And nearly all care deeply about the issues.

As stated in the introduction, the difference between eligible voters and actual voters can be a stark distinction. But it doesn't have to be.

This research was designed to determine what inspires people of all generations to vote so that communicators committed to increasing voter turnout can better understand how to drive voters to the polls in 2020 and beyond.

The right to vote is essential to a well-functioning democracy, and communicators have the power to influence voters of all ages to exercise this right and make their voices heard at the polls.

IT'S IMPORTANT TO NOTE:
This report has been updated to include demographic findings:

- Military Veterans
- Rural Residents
- African Americans
- Hispanic Americans
- Asian Americans

More detailed results can be found in the appendix.

APPENDIX
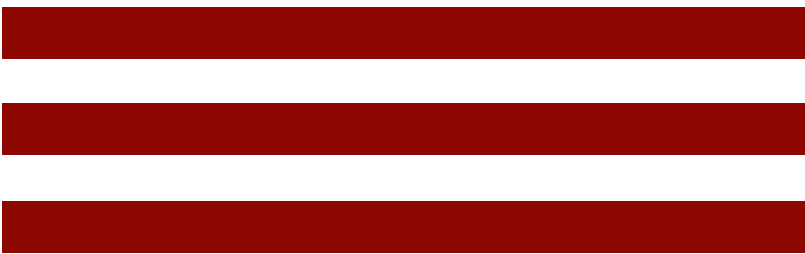
DEMOGRAPHIC PROFILES

DEMOGRAPHIC PROFILE GENERATIONS

	General Population	Gen-Z	Millennials	Gen-X	Boomers
GENDER					
Male	49%	51%	49%	49%	47%
Female	51%	49%	51%	51%	53%
AGE					
Gen-Z (13-22 years old)	13%	100%	n/a	n/a	n/a
Millennials (23-37 years old)	29%	n/a	100%	n/a	n/a
Gen-X (38-54 years old)	30%	n/a	n/a	100%	n/a
Boomers (55-70 years old)	28%	n/a	n/a	n/a	100%
RACE/ETHNICITY					
Caucasian	58%	54%	53%	58%	67%
Hispanic American	19%	23%	22%	19%	12%
African American	13%	12%	14%	13%	12%
Asian American	7%	6%	9%	7%	6%
Other	3%	5%	2%	3%	3%
EDUCATION					
High School or Less	23%	54%	21%	18%	15%
Some College/Trade School	28%	32%	21%	27%	33%
College Grad or Higher	49%	14%	58%	55%	52%
EMPLOYMENT					
Employed	61%	48%	75%	76%	37%
Unemployed (Net)	40%	58%	25%	24%	64%
Retired	15%	0%	1%	5%	48%
Student	7%	45%	3%	0%	0%
Stay at home parent	6%	1%	9%	8%	5%
REGION					
Northeast	18%	17%	18%	17%	20%
Midwest	21%	21%	23%	20%	22%
South	37%	38%	38%	37%	35%
West	24%	24%	21%	26%	23%
URBANICITY *					
Urban	43%	38%	49%	42%	40%
Suburban	38%	39%	36%	36%	42%
Rural	19%	23%	15%	22%	18%
HOUSEHOLD COMPOSITION					
Household Size (Average)	2.8	3.6	3.0	3.0	2.1
Kids in HH^	33%	13%	52%	44%	9%
HOUSEHOLD INCOME					
Less than $50k	37%	40%	35%	32%	41%
$50k – Less than $100k	32%	32%	36%	31%	31%
$100k or More	31%	28%	29%	37%	28%

Base: Total Respondents (General Population n=1,619, Gen-Z n=412, Millennials n=400, Gen-X n=404, Baby Boomers n=403)
Letters indicate differences between generations at a 95% confidence level
^Excludes 16-17 year old respondents
*Urbanicity: based on census population data and USDA classification
(urban = within a particular distance to a metropolitan area of 50,000 people or more).

DEMOGRAPHIC PROFILE ASIAN AMERICANS

	General Population	Asian Americans
GENDER		
Male	49%	38%
Female	51%	62%
AGE		
Gen-Z (13-22 years old)	13%	4%
Millennials (23-37 years old)	28%	36%
Gen-X (38-54 years old)	30%	37%
Boomers (55-70 years old)	28%	23%
HOUSEHOLD INCOME		
Less than $50k	37%	16%
$50k – Less than $100k	32%	44%
$100k or More	31%	40%
EDUCATION		
High School or Less	23%	7%
Some College/Trade School	28%	14%
College Grad or Higher	49%	79%
EMPLOYMENT		
Employed	61%	72%
Unemployed (Net)	40%	28%
Retired	15%	9%
Student	7%	3%
Stay at home parent	6%	9%
REGION		
Northeast	18%	19%
Midwest	21%	17%
South	37%	21%
West	24%	43%
URBANICITY *		
Urban	43%	65%
Suburban	38%	30%
Rural	19%	5%
HOUSEHOLD COMPOSITION		
Household Size (Average)	2.8	2.8
Kids in HH	33%	36%

Base: Total Respondents (General Population n=1,619, Asian Americans n=300)
Highlights indicate differences between General Population and Total Asian Americans at a 95% confidence level.
*Urbanicity: based on census population data and USDA classification
(urban = within a particular distance to a metropolitan area of 50,000 people or more).

DEMOGRAPHIC PROFILE AFRICAN AMERICANS

	General Population	African Americans
GENDER		
Male	49%	30%
Female	51%	70%
AGE		
Gen-Z (13-22 years old)	13%	14%
Millennials (23-37 years old)	28%	26%
Gen-X (38-54 years old)	30%	31%
Boomers (55-70 years old)	28%	29%
HOUSEHOLD INCOME		
Less than $50k	37%	62%
$50k – Less than $100k	32%	30%
$100k or More	31%	8%
EDUCATION		
High School or Less	23%	24%
Some College/Trade School	28%	35%
College Grad or Higher	49%	41%
EMPLOYMENT		
Employed	61%	60%
Unemployed (Net)	40%	41%
Retired	15%	15%
Student	7%	8%
Stay at home parent	6%	4%
REGION		
Northeast	18%	16%
Midwest	21%	18%
South	37%	60%
West	24%	6%
URBANICITY *		
Urban	43%	48%
Suburban	38%	38%
Rural	19%	14%
HOUSEHOLD COMPOSITION		
Household Size (Average)	2.8	2.7
Kids in HH	33%	31%

Base: Total Respondents (General Population n=1,619, African Americans n=318)
Highlights indicate differences between General Population and Total African Americans at a 95% confidence level.
*Urbanicity: based on census population data and USDA classification
(urban = within a particular distance to a metropolitan area of 50,000 people or more).

DEMOGRAPHIC PROFILE HISPANIC AMERICANS

	General Population	Total Hispanic Americans	Spanish Speaking Hispanic Americans	English Speaking Hispanic Americans
GENDER				
Male	49%	41%	39%	44%
Female	51%	59%	61%	56%
AGE				
Gen-Z (13-22 years old)	13%	21%	15%	17%
Millennials (23-37 years old)	28%	34%	47%	34%
Gen-X (38-54 years old)	30%	25%	26%	32%
Boomers (55-70 years old)	28%	20%	12%	17%
ACCULTURATION				
Acculturated	29%	15%	0%	27%
Bicultural	67%	55%	50%	69%
Unacculturated	4%	30%	50%	4%
EDUCATION				
High School or Less	23%	30%	25%	30%
Some College/Trade School	28%	28%	27%	26%
College Grad or Higher	49%	42%	48%	44%
EMPLOYMENT				
Employed	61%	63%	71%	64%
Unemployed (Net)	40%	38%	30%	37%
Retired	15%	10%	5%	11%
Student	7%	10%	6%	8%
Stay at home parent	6%	7%	7%	7%
REGION				
Northeast	18%	20%	21%	20%
Midwest	21%	9%	9%	11%
South	37%	45%	45%	42%
West	24%	26%	25%	27%
URBANICITY *				
Urban	43%	58%	59%	56%
Suburban	38%	29%	30%	30%
Rural	19%	13%	11%	14%
HOUSEHOLD COMPOSITION				
Household Size (Average)	2.8	3.3	3.4	3.2
Kids in HH	33%	41%	45%	44%
HOUSEHOLD INCOME				
Less than $50k	37%	46%	51%	41%
$50k – Less than $100k	32%	34%	32%	36%
$100k or More	31%	20%	17%	23%

Base: Total Respondents (General Population n=1,619, Total Hispanic Americans n=561, Spanish Speaking Hispanic Americans n=150, English Speaking Hispanic Americans n=411) Letters indicate differences between groups at a 95% confidence level; Highlights indicate differences between General Population and Total Hispanic Americans at a 95% confidence level. ^Among only Hispanic Americans

DEMOGRAPHIC PROFILE VETERANS

	General Population	Veterans
GENDER		
Male	49%	94%
Female	51%	6%
AGE		
Gen-Z (13-22 years old)	13%	0%
Millennials (23-37 years old)	29%	6%
Gen-X (38-54 years old)	30%	16%
Boomers (55-70 years old)	28%	78%
RACE/ETHNICITY		
Caucasian	58%	83%
Hispanic American	19%	4%
African American	13%	6%
Asian American	7%	1%
Other	3%	6%
HOUSEHOLD INCOME		
Less than $50k	37%	39%
$50k – Less than $100k	32%	32%
$100k or More	31%	29%
EDUCATION		
High School or Less	23%	12%
Some College/Trade School	28%	37%
College Grad or Higher	49%	51%
EMPLOYMENT		
Employed	61%	45%
Unemployed (Net)	40%	55%
Retired	15%	50%
Student	7%	1%
Stay at home parent	6%	0%
REGION		
Northeast	18%	20%
Midwest	21%	18%
South	37%	43%
West	24%	19%
URBANICITY *		
Urban	43%	31%
Suburban	38%	46%
Rural	19%	24%
HOUSEHOLD COMPOSITION		
Household Size (Average)	2.8	2.2
Kids in HH	33%	19%

Base: Total Respondents (General Population n=1,619, Veterans n=101)
Highlights indicate differences between General Population and Veterans at a 95% confidence level
*Urbanicity: based on census population data and USDA classification (urban = within a particular distance to a metropolitan area of 50,000 people or more).

Almost all Veterans say they are registered to vote (more than General Population).

Yes

No, planning to

No, not planning to

84%

94%

8%

8%

1%

5%

General Population

Veterans
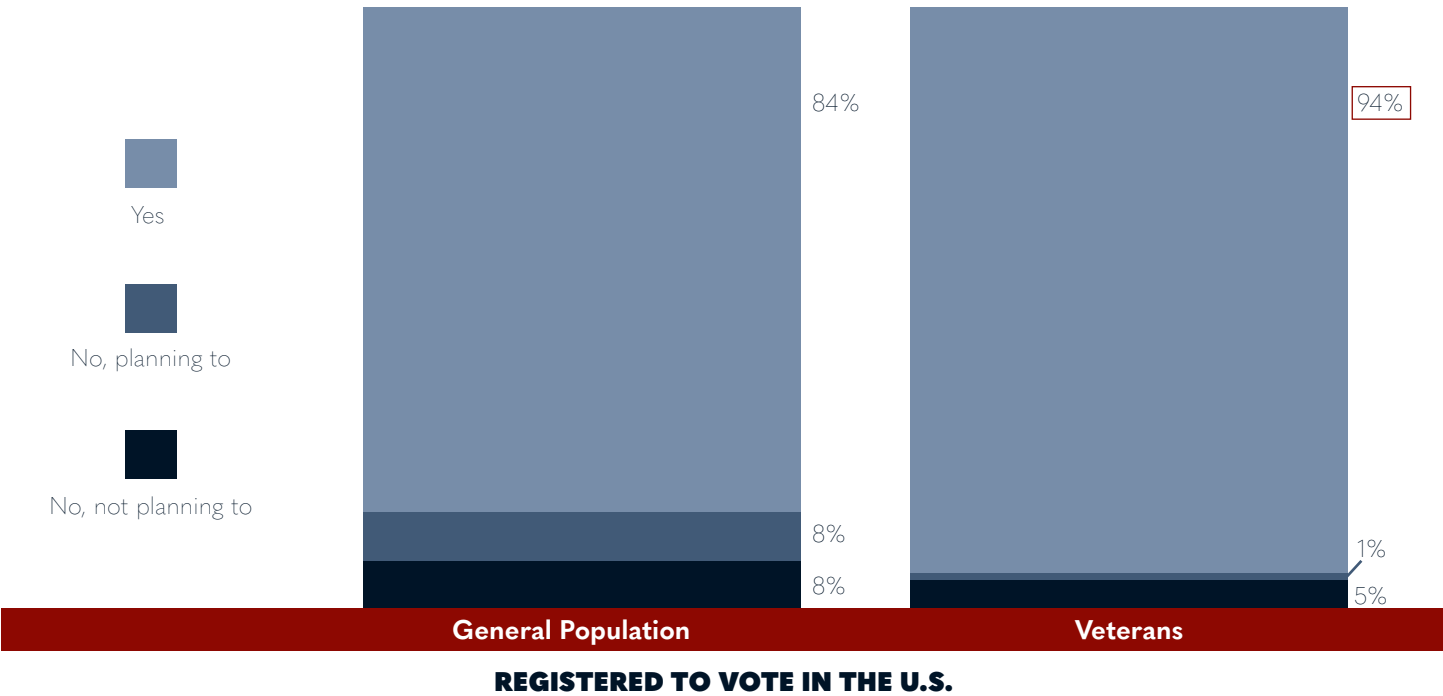
REGISTERED TO VOTE IN THE U.S.

The majority of rural generations say they are registered to vote, or planning to register (among rural Gen-Z).

Though more rural Millennials are not planning to register compared to other generations (and General Population).

Yes

No, planning to

No, not planning to

51%

84%

73%

93%

89%

38%

8%

12%

3%

5%

8%

11%

15%

4%

6%

General Population

Rural Gen-Z

Rural Millennials

Rural Gen-X

Rural Baby Boomers

REGISTERED TO VOTE IN THE U.S.
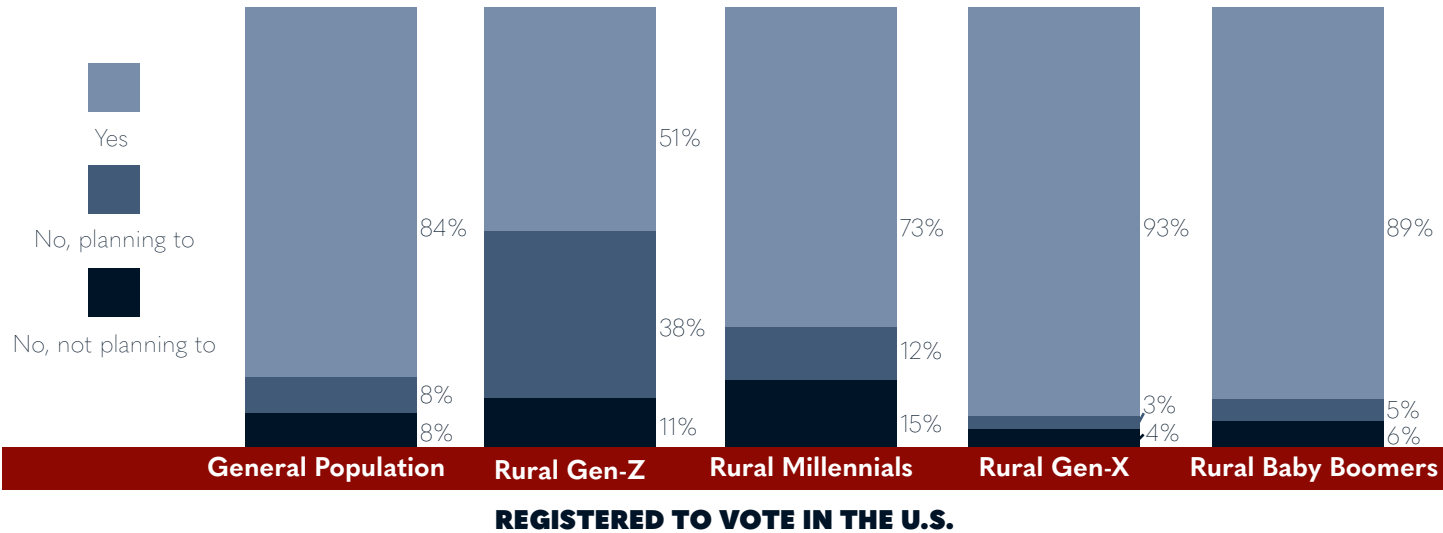
PAST VOTING ACTIVITIES – AMONG THOSE WHO VOTED RECENTLY

Most say they watched debates, regardless of generation; while younger voters are more engaged in a variety of other activities. Younger voters, especially in urban/suburban areas, have shared voting information (with friends or on social media), helped friends vote, and contributed their own time to campaigns.

	General Population	Gen-Z	Millennials	Gen-X	Boomers
Watched political debates	72%	77%	74%	70%	72%
Followed national political figures in the news/on social media	64%	73%	64%	62%	65%
Followed my local political figures in the news/on social media	56%	62%	57%	52%	58%
Wore a voting sticker	54%	75%	58%	51%	50%
Shared a polling location with friends/family	39%	63%	48%	36%	28%
Voiced my opinions to my congressperson/senators (writing letters, social media, etc.)	34%	40%	42%	32%	25%
Shared candidate information on social media	30%	46%	46%	26%	16%
Helped someone register to vote	29%	54%	45%	29%	10%
Brought a friend to a polling location	24%	38%	37%	26%	9%
Had a candidate campaign poster in my yard/on my house	22%	31%	29%	22%	15%
Contributed financially to a political campaign	22%	23%	32%	19%	15%
Put a candidate bumper sticker on something	20%	30%	31%	18%	9%
Volunteered for a campaign	17%	27%	28%	15%	6%
Went door-to-door to promote voting or a candidate	14%	19%	27%	13%	2%

Base: Voted in Recent Election (General Population n=1,155, Gen-Z n=162, Millennials n=306, Gen-X n=336, Baby Boomers n=351)
Q3. Thinking about the last time you voted, did you do any of the following?
Letters indicate differences between generations at a 95% confidence level

AFRICAN AMERICANS

Most voters say they watched political debates, while more African Americans say they displayed a sticker and brought friends to vote.

	General Population	African Americans
Watched political debates	72%	79%
Followed national political figures in the news/on social media	64%	63%
Followed my local political figures in the news/on social media	56%	57%
Shared a polling location with friends/family	39%	47%
Voiced my opinions to my congressperson/senators (writing letters, social media, etc.)	34%	31%
Shared candidate information on social media	30%	30%
Helped someone register to vote	29%	34%
Brought a friend to a polling location	24%	33%
Had a candidate campaign poster in my yard/on my house	22%	21%
Contributed financially to a political campaign	22%	21%
Put a candidate bumper sticker on something	20%	20%
Volunteered for a campaign	17%	13%
Went door-to-door to promote voting or a candidate	14%	11%

Base: Voted Recently (General Population n=1,155, African Americans n=243)
Q3. Thinking about the last time you voted, did you do any of the following?
Highlights indicate differences between General Population and African Americans at a 95% confidence level.

ASIAN AMERICANS

Most Asian Americans voters say they watched debates or kept up-to-date with politicians.

Though compared to General Population, fewer say they voiced their opinion or volunteered their time.

	General Population	Asian Americans
Watched political debates	72%	73%
Followed national political figures in the news/on social media	64%	65%
Followed my local political figures in the news/on social media	56%	53%
Wore a voting sticker	54%	46%
Shared a polling location with friends/family	39%	40%
Voiced my opinions to my congressperson/senators (writing letters, social media, etc.)	34%	26%
Shared candidate information on social media	30%	24%
Helped someone register to vote	29%	25%
Brought a friend to a polling location	24%	21%
Had a candidate campaign poster in my yard/on my house	22%	19%
Contributed financially to a political campaign	22%	22%
Put a candidate bumper sticker on something	20%	17%
Volunteered for a campaign	17%	8%
Went door-to-door to promote voting or a candidate	14%	7%

Base: Voted Recently (General Population n=1,115, Asian Americans n=219)
Q3. Thinking about the last time you voted, did you do any of the following?
Highlights indicate differences between General Population and Asian Americans at a 95% confidence level.

HISPANIC AMERICANS

Compared to General Population Sample, Hispanic Americans say they followed more local figures, were more active on social media, and helped others vote. Spanish Speaking Hispanic Americans, in particular, say they were more active on social media (following local figures, sharing candidate information) and more willing to bring a friend to vote.

	General Population	Total Hispanic Americans	Spanish Speaking Hispanic Americans	English Speaking Hispanic Americans
Watched political debates	72%	78%	84%	75%
Followed national political figures in the news/on social media	64%	68%	71%	67%
Followed my local political figures in the news/on social media	56%	63%	71% B	59%
Wore a voting sticker	54%	55%	60%	54%
Shared a polling location with friends/family	39%	45%	49%	42%
Voiced my opinions to my congressperson/senators (writing letters, social media, etc.)	34%	42%	46%	37%
Shared candidate information on social media	30%	41%	52% B	35%
Helped someone register to vote	29%	40%	45%	37%
Brought a friend to a polling location	24%	33%	41% B	31%
Had a candidate campaign poster in my yard/on my house	22%	28%	33%	26%
Contributed financially to a political campaign	22%	27%	26%	25%
Put a candidate bumper sticker on something	20%	27%	33%	26%
Volunteered for a campaign	17%	19%	16%	20%
Went door-to-door to promote voting or a candidate	14%	12%	12%	13%

Base: Voted Recently (General Population n=1,155, Total Hispanic Americans n=392, Spanish Speaking Hispanic Americans n=97, English Speaking Hispanic Americans n=295)
Q3. Thinking about the last time you voted, did you do any of the following?
Letters indicate differences between groups at a 95% confidence level; Highlights indicate differences between General Population and Total Hispanic Americans at a 95% confidence level.

PAST VOTING ACTIVITIES – AMONG THOSE WHO VOTED RECENTLY

Most Veterans say they watched debates or kept up-to-date with politicians. While fewer Veterans say they contributed their own time to a campaign.

	General Population	Veterans
political debates	72%	77%
Followed national political figures in the news/on social media	64%	75%
Followed my local political figures in the news/on social media	56%	60%
Wore a voting sticker	54%	52%
Shared a polling location with friends/family	39%	30%
Voiced my opinions to my congressperson/senators (writing letters, social media, etc.)	34%	38%
Shared candidate information on social media	30%	22%
Helped someone register to vote	29%	16%
Brought a friend to a polling location	24%	16%
Had a candidate campaign poster in my yard/on my house	22%	17%
Contributed financially to a political campaign	22%	26%
Put a candidate bumper sticker on something	20%	9%
Volunteered for a campaign	17%	11%
Went door-to-door to promote voting or a candidate	14%	2%

Base: Voted Recently (General Population n=1,115, Veterans n=93)
Q3. Thinking about the last time you voted, did you do any of the following?
Highlights indicate differences between General Population and Veterans at a 95% confidence level.

2020 Vote Report

PAST ELECTIONS VOTED IN – AMONG THOSE REGISTERED TO VOTE

Most registered Veteran voters say they have participated in recent elections, and do so more than the average American.

	General Population	Veterans
Last presidential election	73%	94%
Last midterm election	62%	88%
Last state election	58%	83%
Last presidential primary	58%	76%
Last local election	50%	72%
Have not voted in a recent election	9%	2%
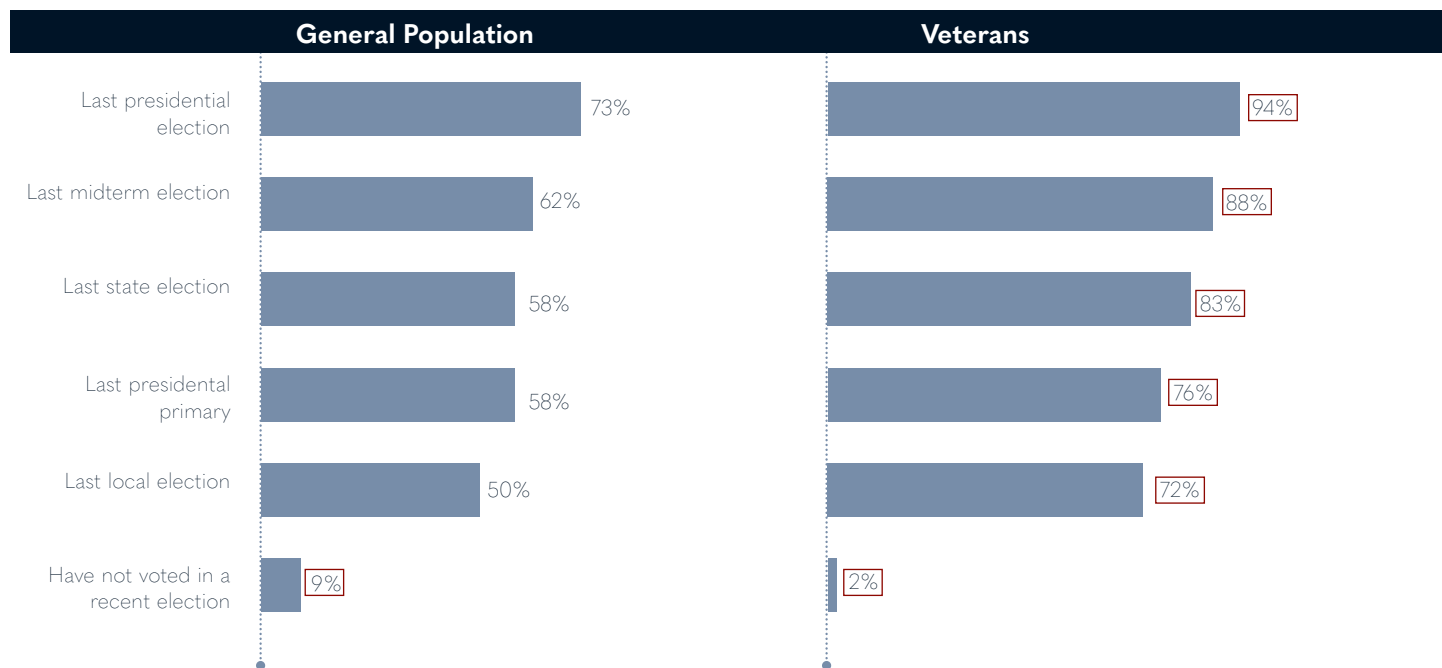
Base: Registered to Vote (General Population n=1,284, Veterans n=95)
Q2. Which of the following elections did you vote in?
Highlights indicate differences between General Population and Veterans at a 95% confidence level.

DEMOGRAPHIC KEY FINDINGS

AFRICAN AMERICANS MESSAGING TERRITORY KEY FINDINGS

Empowerment, Issue and Identity are the strongest messaging territories overall (similar to General Population); while Empowerment slightly edges out Issue and Identity for motivating more African Americans to get out and vote.

Interestingly, we typically don't see African Americans with elevated scores compared to General Population. However, we feel that the topic and current political climate are driving these results.

MOST INSPIRING

Issue: 29% / 25% — Empowerment: 18% / 28% — Identity: 27% / 25% — Companionship: 10% / 8% — Plan/Ease: 8% / 5%

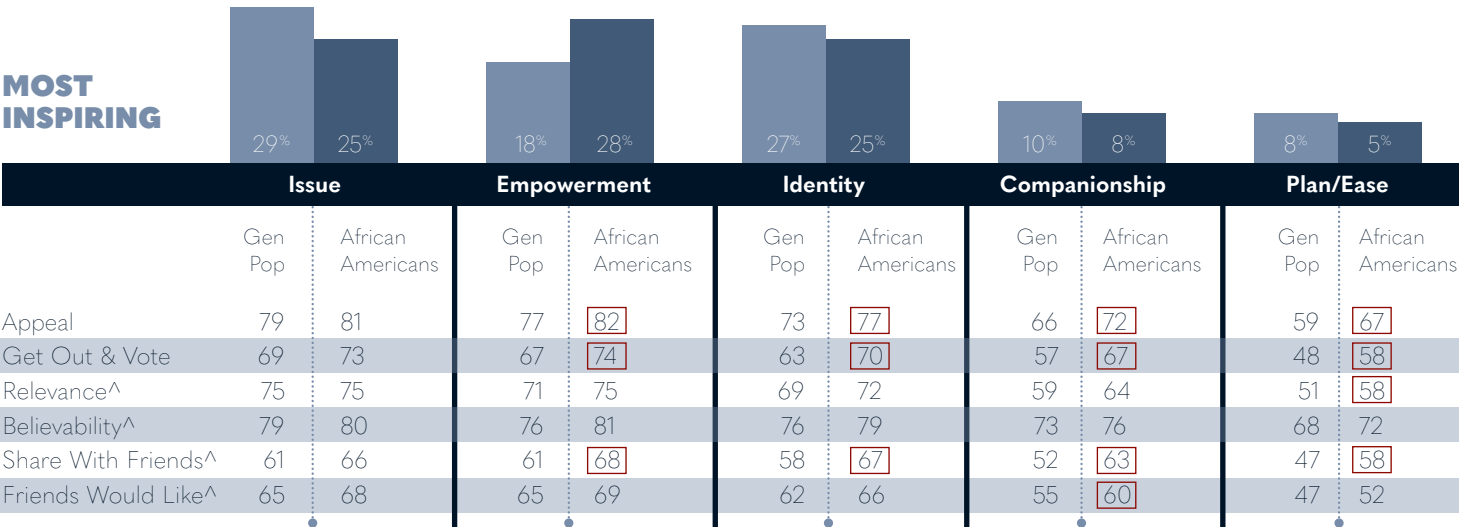|	Issue		Empowerment		Identity		Companionship		Plan/Ease	
	Gen Pop	African Americans	Gen Pop	African Americans	Gen Pop	African Americans	Gen Pop	African Americans	Gen Pop	African Americans
Appeal	79	81	77	[82]	73	[77]	66	[72]	59	[67]
Get Out & Vote	69	73	67	[74]	63	[70]	57	[67]	48	[58]
Relevance^	75	75	71	75	69	72	59	64	51	[58]
Believability^	79	80	76	81	76	79	73	76	68	72
Share With Friends^	61	66	61	[68]	58	[67]	52	[63]	47	[58]
Friends Would Like^	65	68	65	69	62	66	55	[60]	47	52

Base: Total Respondents (General Population n=1,619, African Americans n=318)
^Showing % top 2 box (of 5-point scale)
Highlights indicate differences between General Population and African Americans at a 95% confidence level.

ASIAN AMERICANS MESSAGING TERRITORY KEY FINDINGS

Issue (especially vs. General Population), Identity and Empowerment are the strongest messaging territories overall (similar to General Population); Issue edges out Identity and Empowerment to motivate more Asian Americans.

MOST INSPIRING

Issue: 29% / 30% — Empowerment: 18% / 22% — Identity: 27% / 25% — Companionship: 10% — Plan/Ease: 8% / 9%

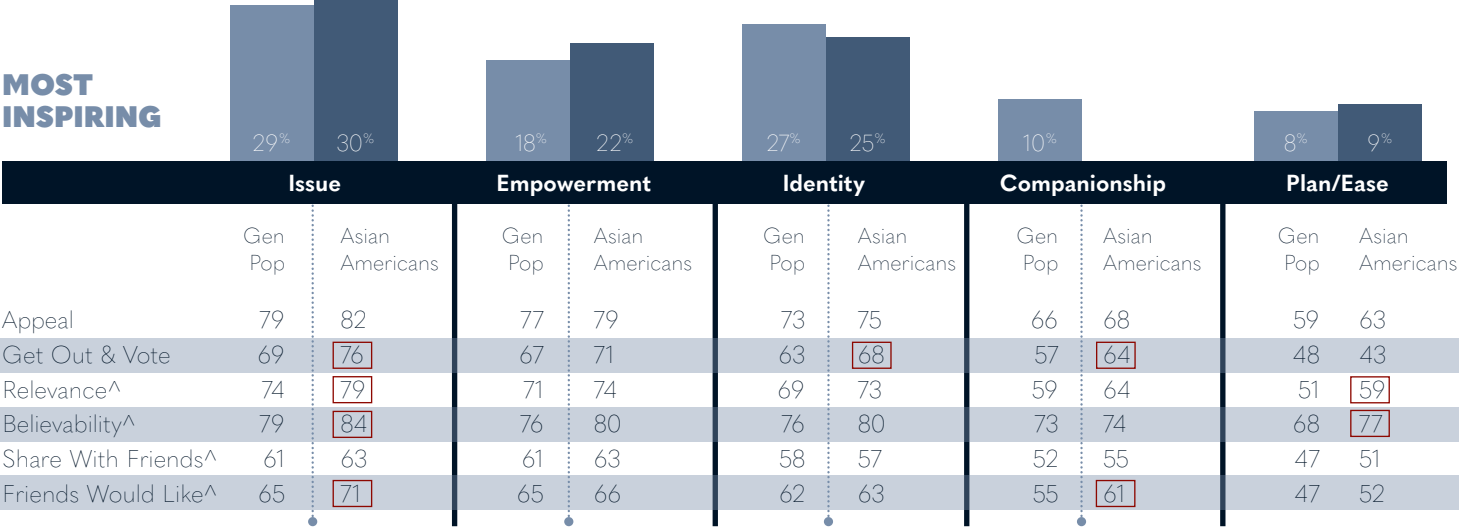|	Issue		Empowerment		Identity		Companionship		Plan/Ease	
	Gen Pop	Asian Americans	Gen Pop	Asian Americans	Gen Pop	Asian Americans	Gen Pop	Asian Americans	Gen Pop	Asian Americans
Appeal	79	82	77	79	73	75	66	68	59	63
Get Out & Vote	69	[76]	67	71	63	[68]	57	[64]	48	43
Relevance^	74	[79]	71	74	69	73	59	64	51	[59]
Believability^	79	[84]	76	80	76	80	73	74	68	[77]
Share With Friends^	61	63	61	63	58	57	52	55	47	51
Friends Would Like^	65	[71]	65	66	62	63	55	[61]	47	52

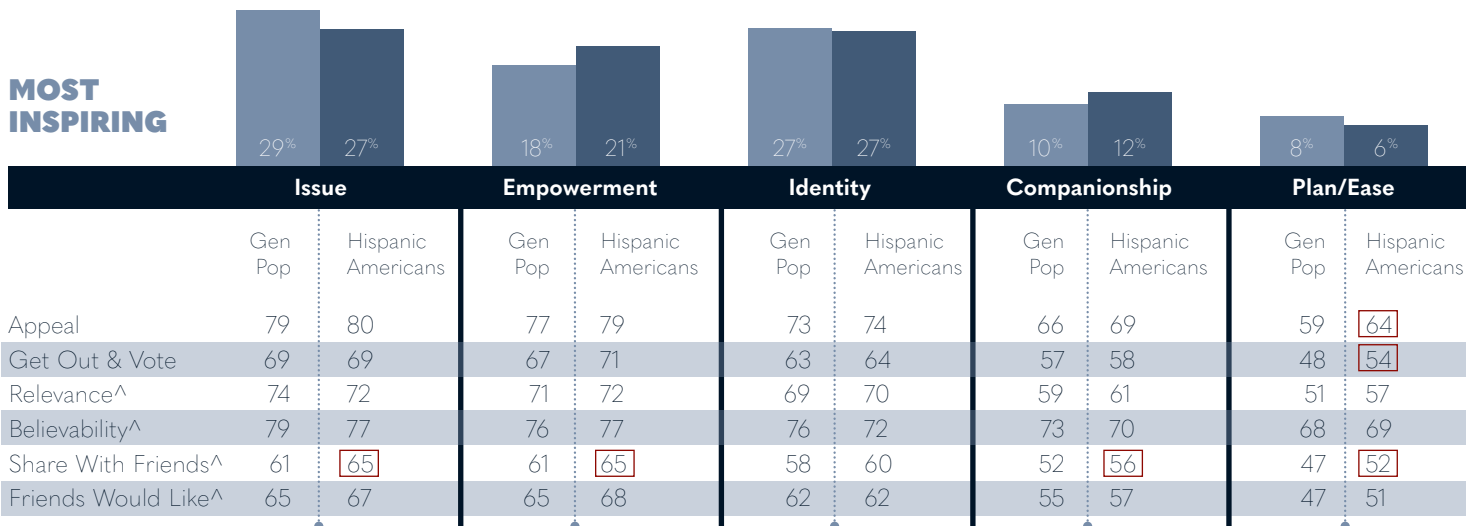*Base: Total Respondents (General Population n=1,619, Asian Americans n=300)*
^Showing % top 2 box (of 5-point scale)
Highlights indicate differences between General Population and Asian Americans at a 95% confidence level.

HISPANIC AMERICANS MESSAGING TERRITORY KEY FINDINGS
Issue, Identity and Empowerment are the strongest messaging territories overall for Hispanic Americans (similar to General Population).

Also similar to General Population, Hispanic Americans are split between Issue and Identity being the most motivating to get out and vote.
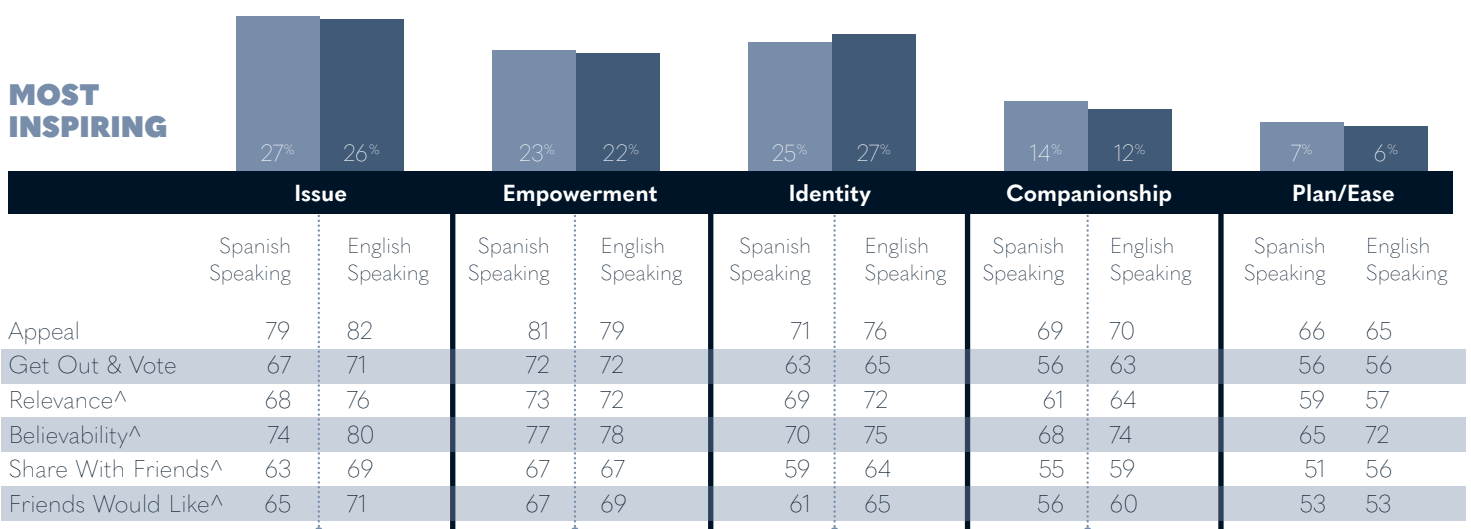
MOST INSPIRING

	Issue		Empowerment		Identity		Companionship		Plan/Ease	
	29%	27%	18%	21%	27%	27%	10%	12%	8%	6%
	Gen Pop	Hispanic Americans	Gen Pop	Hispanic Americans	Gen Pop	Hispanic Americans	Gen Pop	Hispanic Americans	Gen Pop	Hispanic Americans
Appeal	79	80	77	79	73	74	66	69	59	64
Get Out & Vote	69	69	67	71	63	64	57	58	48	54
Relevance^	74	72	71	72	69	70	59	61	51	57
Believability^	79	77	76	77	76	72	73	70	68	69
Share With Friends^	61	65	61	65	58	60	52	56	47	52
Friends Would Like^	65	67	65	68	62	62	55	57	47	51

Base: Total Respondents (General Population n=1,619, Total Hispanic Americans n=561)
^Showing % top 2 box (of 5-point scale)
Highlights indicate differences between General Population and Total Hispanic Americans at a 95% confidence level.

SPANISH & ENGLISH SPEAKING MESSAGING TERRITORY KEY FINDINGS
Across top 2 box key metrics, there are no differences between Spanish and English Speaking Hispanic Americans.

MOST INSPIRING

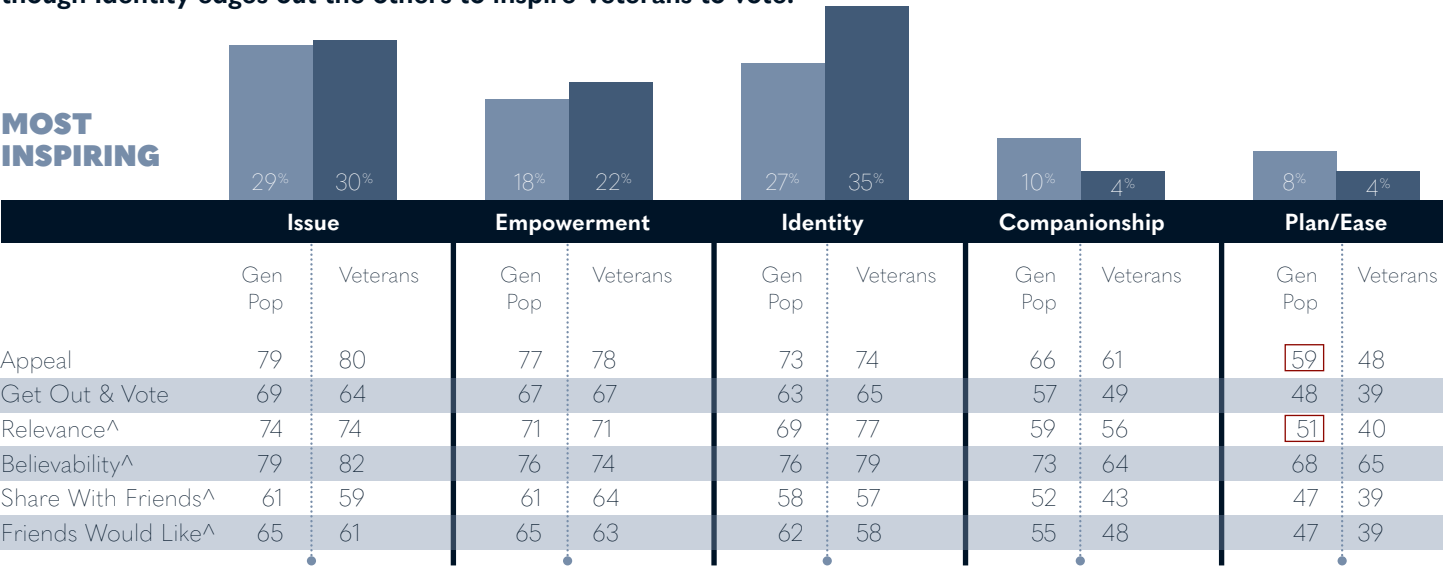|	Issue		Empowerment		Identity		Companionship		Plan/Ease	
	27%	26%	23%	22%	25%	27%	14%	12%	7%	6%
	Spanish Speaking	English Speaking	Spanish Speaking	English Speaking	Spanish Speaking	English Speaking	Spanish Speaking	English Speaking	Spanish Speaking	English Speaking
Appeal	79	82	81	79	71	76	69	70	66	65
Get Out & Vote	67	71	72	72	63	65	56	63	56	56
Relevance^	68	76	73	72	69	72	61	64	59	57
Believability^	74	80	77	78	70	75	68	74	65	72
Share With Friends^	63	69	67	67	59	64	55	59	51	56
Friends Would Like^	65	71	67	69	61	65	56	60	53	53

Base: Total Respondents (Spanish Speaking Hispanic Americans n=150, English Speaking Hispanic Americans n=411)
^Showing % top 2 box (of 5-point scale)
Highlights indicate differences between Groups at a 95% confidence level.

VETERANS MESSAGING TERRITORY KEY FINDINGS

Empowerment, Issue and Identity are the strongest messaging territories overall (similar to General Population); though Identity edges out the others to inspire Veterans to vote.

MOST INSPIRING

	Issue		Empowerment		Identity		Companionship		Plan/Ease	
	29%	30%	18%	22%	27%	35%	10%	4%	8%	4%
	Gen Pop	Veterans	Gen Pop	Veterans	Gen Pop	Veterans	Gen Pop	Veterans	Gen Pop	Veterans
Appeal	79	80	77	78	73	74	66	61	59	48
Get Out & Vote	69	64	67	67	63	65	57	49	48	39
Relevance^	74	74	71	71	69	77	59	56	51	40
Believability^	79	82	76	74	76	79	73	64	68	65
Share With Friends^	61	59	61	64	58	57	52	43	47	39
Friends Would Like^	65	61	65	63	62	58	55	48	47	39

Base: Total Respondents (General Population n=1,619, Veterans n=101)
^Showing % top 2 box (of 5-point scale)
Highlights indicate differences between General Population and Veterans at a 95% confidence level.

MESSAGE FRAMES: LIKES & DISLIKES (from Qualitative Research)

ISSUE: I vote because there are important issues that deserve my attention and action.

I make an effort to keep up with the issues that are important to me, and I do my homework to identify the candidates that support my stance. When I vote, I'm voting for or against a cause that I feel strongly about and to impact the issues that are meaningful to me.

The Issue frame is well-received as nearly everyone has an issue they care about. However, some are concerned about encouraging one-issue voters.

Likes:

- The overall message is positive and encouraging.
- Your vote can directly impact issues you care about: feels believable and aspirational.
- Message is relatable; many vote based on issues and everyone has an issue(s) they care about.
- Appreciate those who make an effort to keep up with issues/do homework on candidates.

Dislikes:

- Some are concerned this message is too narrow in focus and encourages "one-issue" voters.
- A few are skeptical that fellow voters put in the effort to research issues/candidates.

EMPOWERMENT: I matter as a member of society and, therefore, so does my vote.

I believe in us as individuals and our ability to make a difference in the world. But that means we need to make our voices heard, and voting is an important part of making that happen. I vote because my voice matters.

Empowerment is embraced for its inspirational message that individuals can make a difference, though a few are unsure if their vote really matters.

Likes:

- Most agree that voting is important; they feel that their individual vote matters and can make a difference.
- Everyone matters as members of society; feels aspirational.
- Inspirational; some feel this message is especially relevant for those who feel disenfranchised or are reluctant to vote.

Dislikes:

- Some find this message less believable; disheartened by the political system, unsure if their vote really matters.

MESSAGE FRAMES: LIKES & DISLIKES (from Qualitative Research)

IDENTITY: I am a voter.

I am proud to be a voter. For me, voting is not just a responsibility – it is fundamental to who I am as a person. Through voting, I believe that I am exercising my freedom of speech, and that is intrinsic to my character. That's why it's important for me to be a voter in every election – no matter how big or small.

While many agree that voting is a way to exercise freedom of speech, some are wary to claim being a voter is part of their identity.

Likes:

- Voting is a responsibility and a way to exercise your freedom of speech; feels believable.
- Caring about voting invokes a sense of pride and is relatable for many.
- Some feel that being a voter is part of their identity.

Dislikes:

- Being a voter as part of your identity or "intrinsic to my character" is polarizing. Some just consider voting an obligation or task they need to complete, it's not part of their identity.

COMPANIONSHIP: I vote because I feel inspired by the people around me who take pride in voting.

I like feeling that I'm part of a larger community of voters – people who care about issues, believe in their civic duty, and want to be involved in issues that affect our community and the world. It gives me a stronger sense of belonging and makes me feel good about participating.

Companionship fails to gain traction, as many feel its message is unrelatable and less believable.

Likes:

- Creating a sense of community feels unique.

Dislikes:

- Many find the message unrelatable & unbelievable; don't feel inspired by people around them who take pride in voting.
- Little desire to feel like part of a community through voting; feels a bit like peer pressure.

PLAN/EASE: Voting is important, but the logistics of voting can be a hurdle for me.

There's a lot to understand and coordinate – making sure I'm registered, knowing where to go, understanding what's on the ballot and deciding who to vote for. But with a little planning, preparation, and help where needed, voting can be easy, and I'm always glad I made the effort.
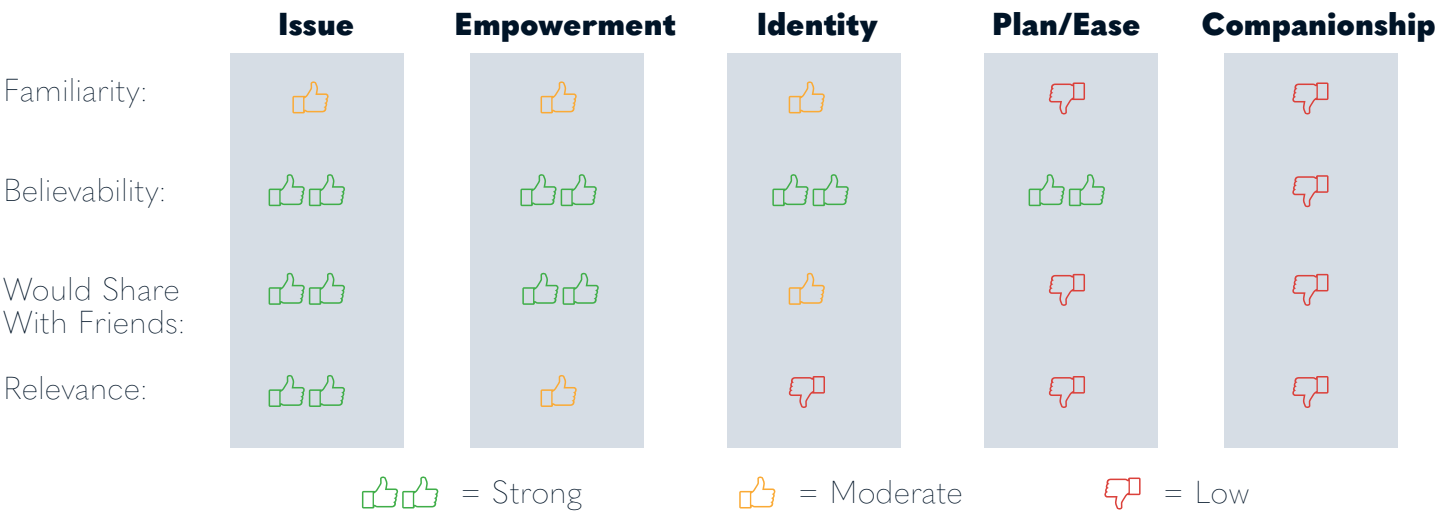
Though many (especially first-time voters) can relate to the hurdles outlined in Plan/Ease, many feel this message isn't particularly inspirational or helpful.

Likes:

- Most agree voting can be a hassle, but think it's a rewarding experience that's worth the effort.
- Lists specific hurdles that people can relate to.
- Could be relevant to young or first-time voters.

Dislikes:

- Many would not share this message; planning/preparation seem fairly obvious.
- Many feel that most people are aware of these hurdles and the message isn't particularly helpful; feels pessimistic to some.

	Issue	Empowerment	Identity	Plan/Ease	Companionship
Familiarity:	👍 (moderate)	👍 (moderate)	👍 (moderate)	👎 (low)	👎 (low)
Believability:	👍👍 (strong)	👍👍 (strong)	👍👍 (strong)	👍👍 (strong)	👎 (low)
Would Share With Friends:	👍👍 (strong)	👍👍 (strong)	👍 (moderate)	👎 (low)	👎 (low)
Relevance:	👍👍 (strong)	👍 (moderate)	👎 (low)	👎 (low)	👎 (low)

👍👍 = Strong   👍 = Moderate   👎 = Low

Research By: