



THE NEW VOTERS ALLIANCE

VITAL VOTES

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MEET THE TEAM



TARA MCQUEEN

Account Executive

Hometown: San Diego, CA

I'm radioactive and I've been bitten by a Brown Recluse. Let that speak for itself.



SLOAN STRYKER

Public Relations Manager

Hometown: Aspen, CO

I've backpacked across Europe and was still impressed with the Grand Canyon.



MADDIE PEEK

Account Planner/Research

Hometown: Tampa, FL

I've gone cage diving with Great White Sharks in South Africa.



VICTORIA RODRIGUEZ

**Channel Planning and
Social Media**

Hometown: Houston, TX

I've been skydiving in
three different countries.

HAYLEY BYK

Creative

Hometown: Fountain
Valley, CA

I've seen over 100 bands
in concert.



MISSION, VISION & VALUES

MISSION

Reach out and educate 18 to 22-year-olds through relevant channels about the importance of their right to vote.

VISION

Inspire and motivate young Millennials to register to vote in the upcoming elections.

VALUES

Education
Collaboration
Quality
Nonpartisan
Involvement

EXECUTIVE SUMMARY

PROBLEM

Throughout the years, youth voting has continuously decreased. This year, the youth vote has the power to change the entire political sphere. The issue is that youth voters are plagued with apathy, distrust and lack of political knowledge or awareness and thus are not registering or voting. However, in 2016 Millennials will compose one-third of electorate.

CAMPAIGN

This campaign examines the factors that prevent college students from voting and suggests effective ways to readjust their perception and motivate them to register and vote. Through extensive research via online surveys and in depth interviews, we have found key insights that led us to this campaign's theme: Vital Votes. These groundbreaking insights allowed us to develop strategies to reach out and connect with college students through social media, flyers and posters.

BOOK

This book provides the process for the campaign development. It contains research, insights, the big idea and examples of ways to implement the campaign best suitable for your desired campaign objectives.

SWOT ANALYSIS

STRENGTHS

- Creative and edgy
- Part of Generation Y
- Nonpartisan
- Interactive media outlets

WEAKNESSES

- Undeveloped brand
- Lack secure reputation and credibility
- Limited perspective due to our specific location

THREATS

- Apathy
- Preconceived notions
- Other voting organizations
- Family, friend and peer influences
- Political unawareness

OPPORTUNITIES

- Connections to other universities
- New perspective encourages new curiosity
- Ability to create a peak of awareness due to upcoming election
- Desire to be educated about current issues
- Active online

SITUATION ANALYSIS

Youth voting in America has been decreasing throughout the years, since 2008. The youth vote is important to the United State's democratic success. It is important for the voice of Generation Y to be heard. In order to increase voting rates for young citizens, they must first be educated on governmental issues, candidates and importance of civil responsibilities.

HISTORY

When the 26th Amendment was ratified in 1971, the voting age changed from 21 to 18-years-old. In 1971, 50 percent of registered voters 18 to 20-years-old participated in the presidential election. Since then, youth voting rates have been mediocre and continue to decrease. The large turnout of voters may have spiked because of the excitement of the new, younger voting age. However, since 1971, the youth voter turnout has not exceeded 50 percent.

CURRENT MARKET SITUATION

As stated above, the highest turnout for youth voters occurred in the early 1970s with the change of age eligible to vote. Without this spark of excitement and inclusion of the youth vote, there has been a smaller youth turnout each national election. The election in 2004 featured campaigns that included the younger generations and as a result had a higher participation rate. Yet, in 2012, there was a 45 percent turnout of youth voters, which was lower than in 2008. The 2014 youth voting turnout was the lowest rate ever recorded in federal elections, counting for 19.9 percent of voter participation between 18 to 29-years-old.



TARGET AUDIENCE

This campaign is specifically catered toward citizens between the ages of 18 and 24-years-old. The campaign aims to reach young, eligible voters who fit into the age group, including those with different geographic backgrounds, education, employment or family units. However, based off of information collected from a survey of this youth audience, this campaign will further target the demographic of educated 18 to 24-year-olds. As of 2012, citizens with some degree of college education accounted for 71 percent of the youth vote. This indicates that individuals with some extent of a college education make up the majority of the youth vote.



CAITLIN

Caitlin is a 22-year-old who is passionate about politics. Her parents encouraged her to learn more about the political process and form her own beliefs. She voted in the last election and is well informed on this year's current political and social issues. She knows this year's election is especially unique and important and she is excited to convince her friends to vote. She is actively engaged on Facebook and loves watching, posting and sharing entertaining videos with her friends. Caitlin is a full-time student at a private university near her home in Denver, Colorado. She is involved on campus in student government and Greek life. In her free time she enjoys people watching at local coffee shops.



CONNOR

Connor is a 19-year-old sophomore at a large, public out-of-state university. Connor is well informed about the current political sphere. He is studying political science and law at his university. Connor is in Student Government Association at school and hopes to run for class president his senior year. He is social on campus and involved in sports. He is captain of his school's soccer team and active on social media. Not only does he promote athletics and student government on Facebook and Twitter, but he is also an advocate for sharing current news and articles that are relevant to him and his friends. Connor is excited for the upcoming election because it will be his first time voting.



CHLOE

Chloe just turned 18 and recently started classes at her local community college. Chloe's knowledge about politics is limited to her high school history courses. Chloe follows the latest trends and keeps up to date with popular cultures, and she looks to her friend for acceptance and is influenced by their opinions. She knows that voting is the right thing to do, but she is unfamiliar with the process and is not registered to vote. Chloe saw a flyer at her favorite café on campus. She picked it up and asked her family if they were registered and voting this year. Chloe is curious about the process and willing to learn more. She also found a creative and interactive article on one of her favorite blogs and shared it on Facebook to gauge her friends' reactions.

PRIMARY RESEARCH

KEY QUALTRICS SURVEY FINDINGS:

- 820 participants
- 96% of respondents said they think voting is important
- 54% of respondents said the most appealing reason to vote is "hope for a better future"
- Top 3 preferred sources for information: News Outlets, Facebook and Word of Mouth
- 68% agreed or strongly agreed that their vote makes a difference
- 71% of respondents were undergraduate students
- 37% of respondents were more likely to register and vote if they were more aware of political issues

Conclusion: From the data collected, the most important takeaways direct attention to the moral, social and civil responsibilities and expectations felt by the youth generation. The data represents a large portion of college-educated citizens, leading to the idea of an educational campaign theme, catered toward college students. Education is an important essence of the campaign, especially seeing that the target market would be more likely to register to vote if they were better educated on political issues. With the willingness to learn and engage socially with peers via person-to-person interactions and social media presence, college students can serve as influencers, meaning the campaign must penetrate that target audience and appeal to them through their preferences, social pressures and moral responsibilities.





KEY IN-DEPTH INTERVIEW FINDINGS:

- Facebook was social media of choice (more likely to read articles that “friends”/ “some one trusted” posts)
- Video and graphics were the preferred content
- Parents' views influenced the way youths vote
- Voting should be taken seriously, but lighter content would attract more viewership
- Youths would be more likely to open or look at information relevant to their age and interests

Conclusion: The discovery of similar answers indicates trends in youth opinion on voting, social media and influences. A campaign specifically catered toward this generation must be relevant to their interests and appear worthy of their time. There is a significant value of shared content, which poses an opportunity to make an educational, yet interesting campaign go viral.

(RE)ACTIVE BRIEF

INSIGHT ONE

96% of respondents reported that they think voting is important; however, only 68% actually believe that their vote makes a difference.

INSIGHT TWO

- College students know that they should vote to be equal with their peers, but do they actually vote?
- Inconsistent/widened gap between the Census Bureau and voters tallied, most likely due to “social desirability bias.”

INSIGHT THREE

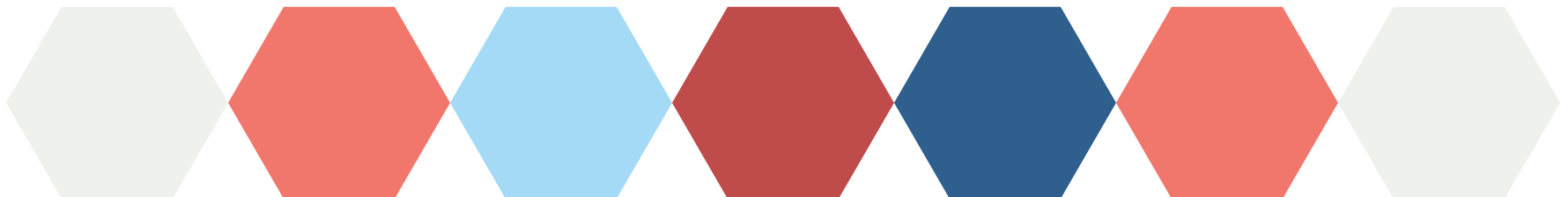
Facebook is the social media of choice.

HOW

The big idea, Vital Votes, bridges the gap between the inconsistencies between the perception of voting and the actual action of doing it. Insight 1 shows that college students know that voting is important, but they don't believe their vote makes a difference. Further, Insight 2 reveals the social acceptance of voting with the inconsistent measure of recorded votes tallied. This campaign will educate Millennials about the power of their vote. It will help individuals feel better informed about their choices to vote and the influence of their voice.

Next, Insight 3 ties the campaign together using influentials. People respect the opinions from their peers. More specifically, a Facebook user is more likely to read an article, open an infographic or view a video if it is posted by a friend. The educational campaign will penetrate the college student target audience and will catch fire through influence.

Within this target audience, there is a community pressure to feel competent, worthy and accepted, which influences the communication and perception of voting. The word “vital” has an emotional impact on the audience by inflicting intense urgency and extreme concern.





BIG IDEA

VITAL VOTES

This idea is rooted in the fact that voting is necessary for the survival of democracy, and thus the United States. Voting is vital because means it is not optional; It is necessary for existence. Through the communication of this theme, our target audience, college students, will understand that their individual vote is crucial.

OBJECTIVES

WHAT'S OUR OBJECTIVE?

Our objective is to motivate college/university students to register AND vote.

WHAT'S OUR GOAL?

Our goal is for organizations or individuals to download our materials.

WHO IS OUR KEY AUDIENCE?

Our key audience is college/university students ages 18 through 24.

WHAT ARE OUR PROPOSED MESSAGES AND THEMES?

"Voting is Vital" is the theme of our overarching campaign. It focuses on the concept that voting is necessary for the existence of democracy. Specifically, this campaign emphasizes the importance of both registering AND voting. Content also aids in educating students about the political process and relevant political topics (while remaining nonpartisan).

WHAT ARE OUR TACTICS?

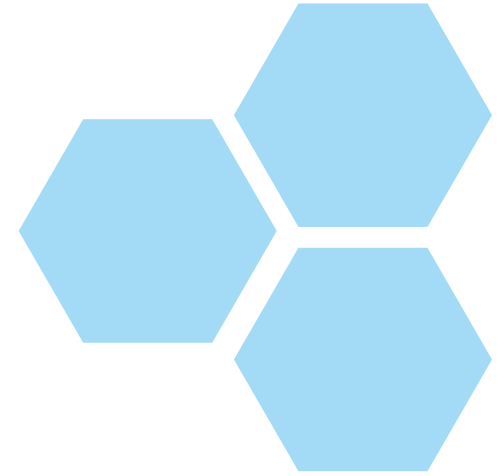
Our potential tactics include the creation of shareable infographics, stock Tweets, Instagram, and Facebook posts. A few 30 and 15-second videos are created to incorporate into our social media content.

HOW WILL OUR SUCCESS BE MEASURED?

Our success will be measured by determining whether the material we provide is interesting enough to download and/or share.

WHAT DO WE WANT THE AUDIENCE TO KNOW, BELIEVE AND DO?

We want college students to know the importance of voting, believe that their vote does in fact make a difference, and ultimately register AND vote. Our campaign materials are relevant, captivating, and educational. College students should be attracted to the content, inspired by it and share it with friends.



STRATEGIES

PUBLIC RELATIONS PLAN

Internal Public Relations Objectives:

Internally, your public relations objectives should be to build a team that understands the challenges facing the campaign, understands the target market and the current political landscape.

Internal Public Relations Strategies:

1. Team building activities.
2. Education events for campaign team including research of target audience and current political landscape.
3. Assignment of role responsibility and collaboration between positions.
4. Hold open forum for questions and discussion on mutual understanding of campaign implementation.

External Public Relations Objectives:

Externally, your public relations objectives should include gaining community wide awareness and positive attention in addition to encouraging public engagement.

External Public Relations Strategies:

1. Create partnerships with local organizations. These can include local government organizations, like your local League of Women Voters or Student Government Association. You may also be interested in looking at locally owned businesses or corporations who share similar values and missions dedicated to the growth of political participation from college students.
2. Host free publicity events providing information about registration and voting.



ADVERTISING PLAN

Advertising Objectives:

Your advertising objectives should be to generate awareness and to inform college students, ages 18-22, of the importance and process of their vote. Consider local and relevant angles in this campaign.

Advertising Strategies:

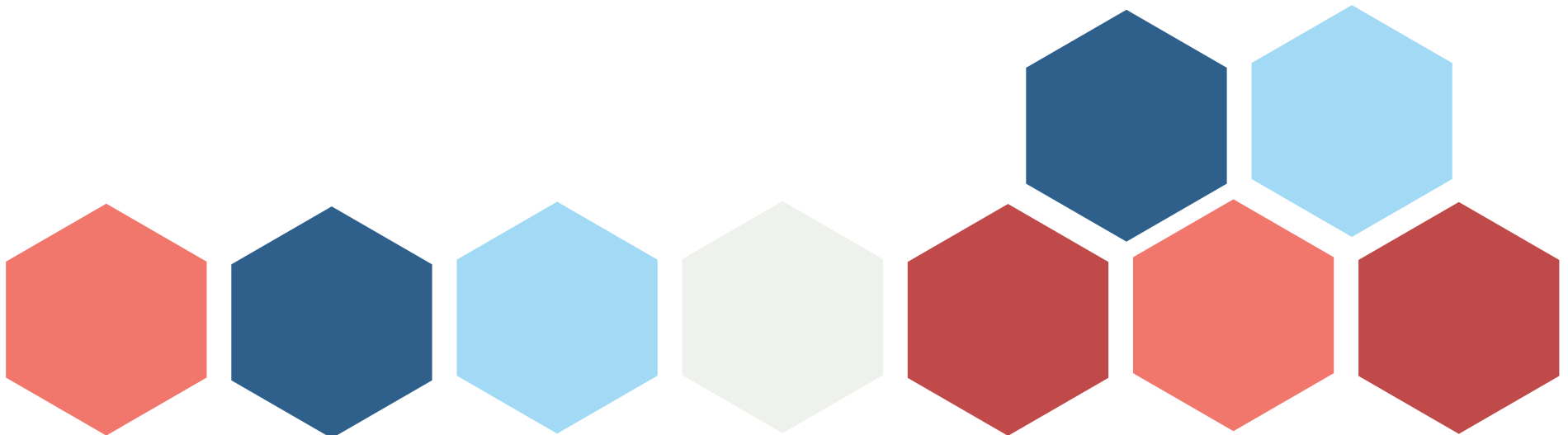
Free Advertising

1. Ad placement on college/organization publications
2. Free outdoor/guerrilla marketing

Paid Advertising (optional, depending on budget)

1. Social media placement
2. Sponsorships
3. Partnerships

Proposed Budget: \$0



PUBLIC RELATIONS TACTICS

Our PR tactics are designed to create a cohesive campaign with an educated and motivated campaign team. These internal and external tactics will create bonds within the organization and positive reactions and support from the public. These steps work together to reach the goal of communicating the big message, voting is vital. These tactics include team bonding and understanding as well as developing positive relationships with local publics.

INTERNAL

1. Team Building Activities

- a. Retreats
- b. Happy hours
- c. Friendly competitions and games

2. Education and Training Events

- a. Lesson on target audience
- b. Lesson on current political landscape
- c. Lesson on social media
- d. Open forum for questions and discussion about campaign objectives

3. Roles and responsibilities assignments

- a. Personal roles
- b. Team roles

EXTERNAL

1. Partnerships with local organizations

- a. League of Women Voters
- b. Student Government Association
- c. Restaurants and other businesses
- d. Athletics/Sport teams
- e. Churches
- f. Community outreach programs
- g. Civic groups

2. Publicity Events

- a. Information booth
- b. Registration booth
- c. Campus representatives
- d. Educational speaking event

MEASUREMENT

As an organization implementing this campaign, we recommend a social media monitor to post, engage and filter through posts and comments. This would allow for effective exposure and proactive communication. Social media is organic and requires the immediate response to any unforeseeable issues. Effectiveness can also be thoroughly measured if there are available resources to track posts and response frequency.

ADVERTISING TACTICS

Our tactics are designed to engage and interact with college students. Each tactic is important because in order to convince and motivate college students to vote, we must reach them in the most relevant, attractive and persuasive ways. The rationale is to bring voting information to life by combining it with pop culture. This compels college students to share information and create awareness with their peers. It is important to use these tactics in order to persuade college students that their vote is vital. Our tactics include the use of social media, such as Twitter, Facebook and Instagram. The downloadable campaign provides examples for social media posts, posters, fliers and student videos.

1. Twitter Stock Tweets

- a. 5 Quotes
 - i. Celebrities
 - ii. Opinion leaders
 - iii. Past presidents
- b. 5 Interactive
 - i. Questions
 - ii. Trivia
 - iii. Polls
- c. 5 Facts
 - i. Registration
 - ii. Voting statistics
 - iii. Links and retweets to relevant topics
- d. Tweets

2. Instagram/Facebook Posts

- a. 1 Infographic
- b. 1 Trending picture featuring Vital Votes
- c. 1 Image to convey why people vote
- d. 2 to 4 Videos (15 seconds, 30 seconds)

3. Poster and Flyer Placement

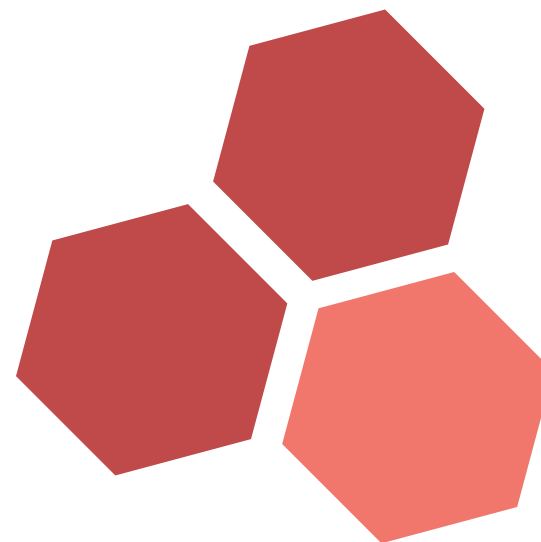
- a. Bathroom stalls
- b. School and work bulletins
- c. Common areas
- d. Sporting arenas
- e. Restaurants

4. Student Videos

- a. 4 Student videos (30 seconds)
- b. 4 Student videos (15 seconds)

5. Other opportunities and ideas to use given designs with your own funds

- a. Freebies
 - i. Stickers
 - ii. Pens and pencils
 - iii. Pins
 - iv. Cups
 - v. T-shirts
 - vi. Water bottles
- b. Snapchat Filters



(CHANNEL PLANNING

MEDIA RATIONALE

We recommend using non-traditional forms of media, such as social media sites like Facebook, Instagram, and Twitter, as well as video streaming sites like YouTube in order to reach the target audience of college students between the ages of 18 and 24-years-old. According to the Pew Research Center, 89 percent of Internet users are between the ages of 18 and 29-years-old. Social media has become a major resource for individuals to receive political news and information. Additionally, social media has become an influential part of the voting process. After the 2012 presidential election, Princeton Survey Research Associates International found that 22 percent of registered voters have let others know how they voted or planned on voting through a social networking site, such as Facebook and Twitter. They also found that 20 percent of registered voters have encouraged others to vote by posting on a social networking site. Through in-depth interviews, we found that Facebook is the most used platform amongst our target audience, and they are more likely to view and interact with posts shared by friends and family.

(SCHEDULING/TIMING STRATEGY

Advertising and engagement should begin in the spring of the election year creating awareness of the upcoming election and registering to vote. In the summer of the election year, engagement should encourage citizens to register to vote and teach them about how to register to vote if they have not done so. It is important to continue to use reminder advertising and generate engagement through October and early November for people to register to vote and participate in the upcoming election. From September to November, amplify advertising and frequency of posts as the election date nears in November. Continue posting, advertising and encouraging engagement through election day. After the election, create posts about the results of the election and voter statistics.



FACEBOOK

Post weekly from January to August. Sample of posts have been provided in Appendix A. These posts encourage college students to register to vote, as well as educate them on the importance of voting. Some posts are text-based, while others include infographics, posters and videos. Videos should be shared through this platform, as it is easy to share and generate a lot of impressions. Engage with users who comment on posts and respond to the content. Post two to four times a week from September to November as the election date approaches.

INSTAGRAM

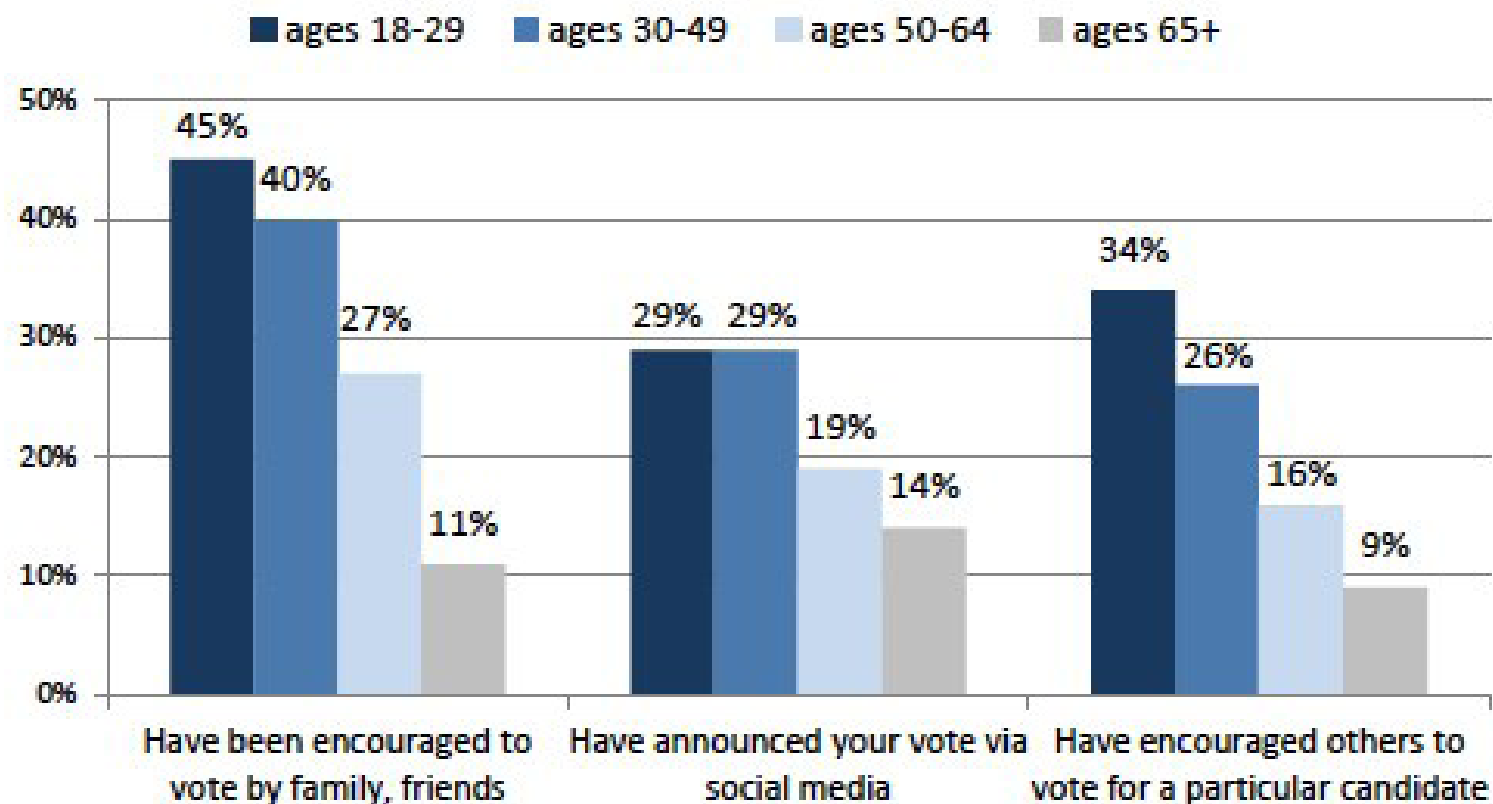
Post twice a week from January to November. Samples have also been provided in Appendix A. On Instagram, have people show why they vote and repost relevant photos. Follow relevant accounts and engage in conversation using a hashtag, such as #VitalVotes, to allow users to see past posts. Instagram allows you to bring voting to life through pop culture, such as memes. Use these wisely and don't post more than two per month. A new trend, which is popular among college campuses, is people writing on their body things they are passionate about, such as to support a cause. Encourage college students to write on their arms why they vote or a slogan, like Vital Votes, in order to promote dialogue (example in Appendix A).

TWITTER

Tweet twice per day, as well as monitor interaction and impressions and respond to other users. Samples of Tweets are provided in Appendix A. Examples of Tweets include quotes from celebrities, opinion leaders and past presidents about the importance of voting. Interactive Tweets engage users to start and continue the conversation about voting and include questions, trivia and polls that allow users to share their opinion. Factual Tweets can be used to educate the target audience about the impact they can have by voting, as well as the registration process and other statistics. Share other content such as retweets and links to relevant topics. Tweet three to five times a day from September to November, and continue interacting and sharing relevant content. Choose a hashtag to measure and view social media engagement, such as #VitalVotes.

Social media and voting

% of registered voters in different age groups who have used social media like Facebook or Twitter to receive/send voting messages or announce their presidential choice



Source: Pew Research Center's Internet & American Life Project survey conducted on landline and cell phones in English from November 1-4, 2012. N =861 for registered voters and margin of error for entire sample is +/- 3.7 percentage points. N for ages 18-29=104. N for ages 30-49=215. N for ages 50-64=258. N for ages 65+=255.

BUDGET

\$0

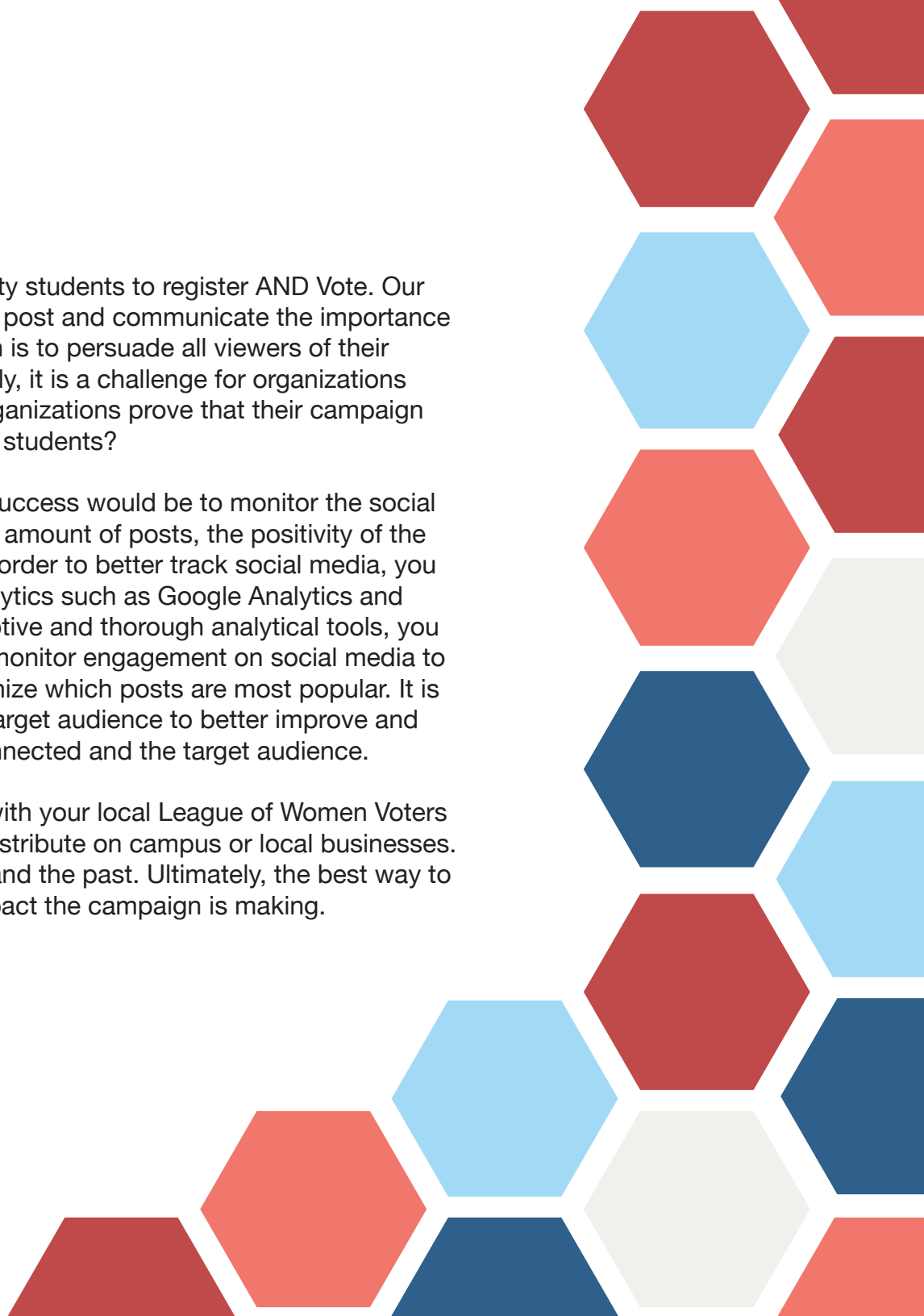
This campaign is created to run without a budget. However, depending on your organization, you may allocate funds you find suitable to your own use of this campaign. This campaign is social media heavy, but should you decide to broaden your campaign's reach there are posters and flyers available for print. Good luck with your campaign!

EVALUATION

Our original objective was to motivate college/university students to register AND Vote. Our goals include getting individuals to share social media post and communicate the importance of voting with their peers. The sharing of the campaign is to persuade all viewers of their right, importance and vitality of their vote. Unfortunately, it is a challenge for organizations to measure the success of the campaign. How can organizations prove that their campaign increased the number of registered and voting college students?

One solution to measuring the campaign's projected success would be to monitor the social media interactions and use analytics tools to track the amount of posts, the positivity of the comments and overall viewership of the campaign. In order to better track social media, you can hire a social media monitor or utilize free web analytics such as Google Analytics and Facebook Insight. If your budget permits more descriptive and thorough analytical tools, you can use Sprout Social or Hootsuite. It is important to monitor engagement on social media to be able to engage with the target audience and recognize which posts are most popular. It is important to continuously receive feedback from the target audience to better improve and adjust the campaign as needed. Stay relevant and connected and the target audience.

Another way to measure success is to keep in touch with your local League of Women Voters who can track the number of registration cards they distribute on campus or local businesses. They can provide and compare results from this year and the past. Ultimately, the best way to get feedback is to talk with students and gage the impact the campaign is making.



APPENDIX A

SAMPLE/STOCK TWEETS



Young people need to vote. They need to get out there. Every vote counts. –Nikki Reed

18
RETWEETS

7
FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter · Embed this Tweet

← Reply 🗑 Delete ★ Favorite



In 2016, 36% of eligible voters are Millennials.

18
RETWEETS

7
FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter · Embed this Tweet

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Where are you registered to vote? #VitalVotes

18
RETWEETS

7
FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter · Embed this Tweet

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How will you let your voice be heard this election?
#VitalVotes

18
RETWEETS

7
FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter · Embed this Tweet

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Are you registerd to vote yet? #VitalVotes

18
RETWEETS

7
FAVORITES



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How much time do you think it takes to vote?
#VitalVotes

18
RETWEETS

7
FAVORITES



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Why is voting important to you? #VitalVotes

18
RETWEETS

7
FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter · Embed this Tweet

← Reply Delete ★ Favorite



Always vote for principle, though you may vote
alone, and you may cherish the sweetest reflection
that your vote is never lost – John Quincy Adams

18
RETWEETS

7
FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter · Embed this Tweet

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VitalVotes
@VitalVotes

Voting is a right we can't take for granted. If you want to make change, you have to act. Go to the polls and let your voice be heard. –Pharrell Williams

18

RETWEETS

7

FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter · Embed this Tweet

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VitalVotes
@VitalVotes

Voting is the expansion of our commitment to ourselves, one another, this country and this world.
- Sharon Salzberg

18

RETWEETS

7

FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter · Embed this Tweet

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VitalVotes
@VitalVotes

Nobody will ever deprive the American people of the right to vote except the American people themselves. - Franklin D. Roosevelt

18

RETWEETS

7

FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter · Embed this Tweet

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VitalVotes
@VitalVotes

In 2012, 19% of votes cast in the presidential election came from Millennials.

18

RETWEETS

7

FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter · Embed this Tweet

← Reply 🗑 Delete ★ Favorite



It takes one person to cast their vote to create a change in our society for the better.

18
RETWEETS

7
FAVORITES



12:51 AM - 17 Apr 2016 - via Twitter - Embed this Tweet

← Reply 🗑 Delete ★ Favorite



15.5 million youth have turned 18 since the 2012 election, and are now eligible to vote.

18
RETWEETS

7
FAVORITES



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In 2016, Millennials will compose 1/3 of the electorate.

18
RETWEETS

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FAVORITES



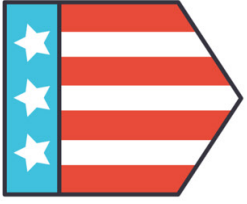
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STOCK INSTAGRAM POSTS



PRINT MATERIALS



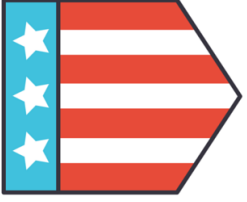
THE NEW VOTERS ALLIANCE PRESENTS

VITAL VOTES

• IT TAKES •
ONE PERSON
TO CAST THEIR VOTE
TO MAKE A
CHANGE
IN OUR SOCIETY
FOR THE
BETTER.

YOUR VOTE IS VITAL.
VISIT THEGENYVOTE.COM

© TCU 2016



THE NEW VOTERS ALLIANCE PRESENTS

VITAL VOTES

• IN 2012 •

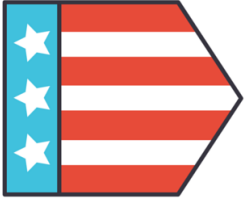
19% OF VOTES

CAST IN THE
PRESIDENTIAL ELECTION

**CAME FROM
MILLENNIALS.**

YOUR VOTE HAS A
VOICE. USE IT.

YOUR VOTE IS VITAL.
VISIT THEGENYVOTE.COM



THE NEW VOTERS ALLIANCE PRESENTS

VITAL VOTES

• IN 2016 •

MILLENNIALS

WILL COMPOSE

1/3 OF THE

ELECTORATE.

YOUR VOTE CAN

CHANGE YOUR

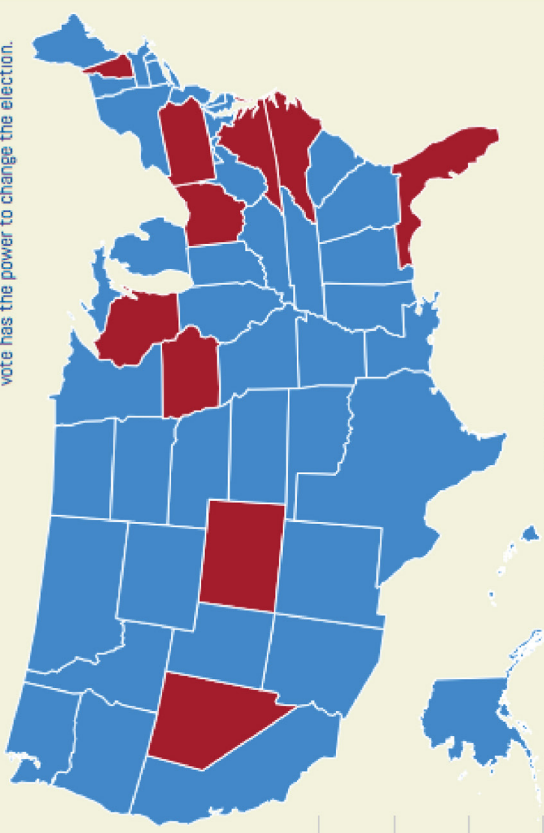
FUTURE.

**YOUR VOTE IS VITAL.
VISIT THEGENYVOTE.COM**

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MILLENNIAL VOTER STATISTICS

When millennials are targeted correctly, they can help win elections. Highlighted in red are 10 states where the millennial vote has the power to change the election.

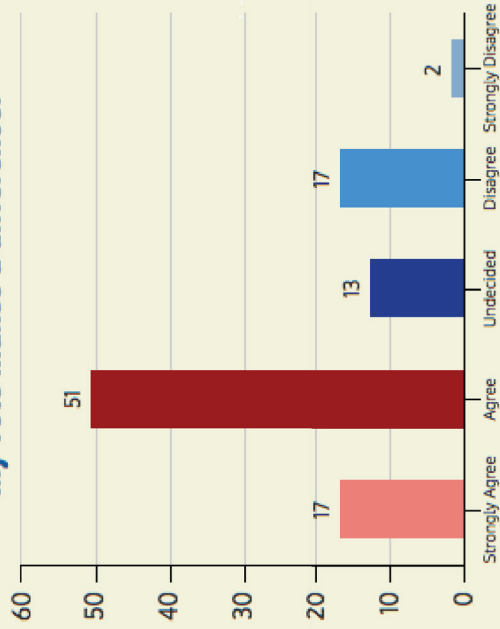


IN 2016

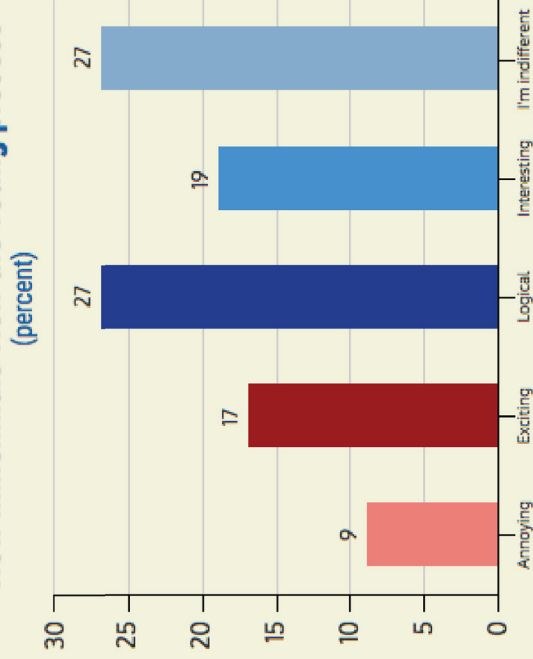
1/3 of the electorate will be composed of millennials.



Percent of millennials who believe "My vote makes a difference."



How millennials view the voting process (percent)



Where's the disconnect?

97% of millennials surveyed believe voting is important, but only 68% believe their vote makes a difference.



Did you know...

You don't have to vote in person. Over half the millennials surveyed do not live where they're registered. Register for an absentee ballot and vote by mail!



Vital Votes

APPENDIX B

IN-DEPTH INTERVIEW QUESTIONS

- Name, Age, Classification
- Are you registered to vote?
- If you are registered, do you think you will follow up and vote when the time comes?
- What about the voting/registration process would keep you from participating?
- Do you feel uneducated about the process? Explain.
- Do you feel uneducated about political issues? If so, what issues are they? Does that affect your willingness to vote? Explain.
- What forms of social media do you use everyday?
- Which vehicle would you say you use most often?
- Do you use these platforms to get your news?
- What do you like about the format of this content?
- If these platforms were to contain information about voting/registering in a more relatable manner would you be likely to read this content?
- Does any idea come to you about how an organization could promote voting and registering through these types of media?
- Would voting seem more appealing to you with a pop culture relatable appeal?
- Do you think voting is too serious of matter and needs to be handled in this way?
- Do you have any ideas how to position registering and voting in this way?

ONLINE SURVEY RESULTS

1. My age is,

#	Answer		Response	%
1	Under 17		14	2%
2	17-18		138	24%
3	19-20		130	23%
4	21-22		219	38%
5	23-24		45	8%
6	older than 24		26	5%
	Total		572	100%

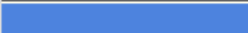


2. Are you a registered voter?

#	Answer		Response	%
1	Yes		333	64%
2	No		187	36%
	Total		520	100%

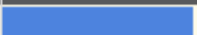


3. Have you voted in the last 4 years in any type of election (local, state, national)?

#	Answer		Response	%
1	Yes		198	60%
2	No		134	40%
3	I don't know		0	0%
	Total		332	100%






4. Do you currently live where you are registered to vote?

#	Answer		Response	%
1	Yes		144	43%
2	No		184	55%
3	I don't know		4	1%
	Total		332	100%





5. Have you ever had to register for an absentee ballot?

#	Answer		Response	%
1	Yes		111	33%
2	No		178	54%
3	What's an absentee ballot?		43	13%
	Total		332	100%



6. Which of the following factors have kept you from registering to vote? (Check all that apply)

#	Answer		Response	%
1	It's too complicated		18	10%
2	I don't know where to register		58	31%
3	Unaware of significant issues		18	10%
4	I don't have enough time		35	19%
5	Other, please explain		94	50%


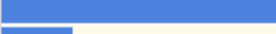



7. How long do you think it takes to register to vote?

#	Answer		Response	%
1	The time it takes to go get a coffee at Starbucks.		94	50%
2	The time it takes to watch an episode of Friends		64	34%
3	An hour workout class.		24	13%
4	The length of watching a feature film.		6	3%
	Total		188	100%

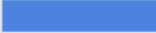



8. Do you plan to register?

#	Answer		Response	%
1	Yes		158	84%
2	No		30	16%
	Total		188	100%

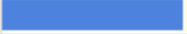
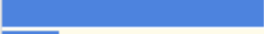



9. To what extent do you believe the following: "My vote makes a difference."

#	Answer		Response	%
1	Strongly Agree		93	17%
2	Agree		278	51%
3	Undecided		71	13%
4	Disagree		91	17%
5	Strongly Disagree		12	2%
	Total		545	100%






10. To what extent do you believe the following: "I have faith that the candidates will follow through with their promises."

#	Answer		Response	%
1	Strongly Agree		2	0%
2	Agree		147	27%
3	Undecided		168	31%
4	Disagree		186	34%
5	Strongly disagree		40	7%
	Total		543	100%

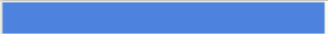

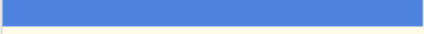




11. To what extent do you believe the following: "The time it takes to register and to vote is worth the effort."

#	Answer		Response	%
1	Strongly Agree		180	33%
2	Agree		262	48%
3	Undecided		57	10%
4	Disagree		35	6%
5	Strongly disagree		10	2%
	Total		544	100%

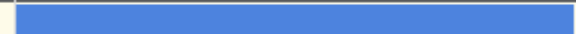

12. To what extent do you believe the following: "I know how to request and use an absentee ballot."

#	Answer		Response	%
1	Strongly Agree		58	11%
2	Agree		104	19%
3	Undecided		61	11%
4	Disagree		213	39%
5	Strongly disagree		109	20%
	Total		545	100%





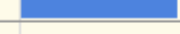
13. The outlet(s) where I prefer to get news and updates from are, (check all that apply)

#	Answer		Response	%
1	Facebook		312	57%
2	Snapchat		114	21%
3	News Outlets, such as ABC News or FOX News		408	75%
4	Newspaper		165	30%
5	Word of Mouth		231	42%
6	Twitter		176	32%
7	Other, please specify		83	15%

14. I think voting is.....

#	Answer		Response	%
1	Important		526	97%
2	Not Important		18	3%
	Total		544	100%

17. I view the voting and registering process as,

#	Answer		Response	%
1	Annoying		51	9%
2	Exciting		94	17%
3	Logical		145	27%
4	Interesting		106	19%
5	I'm indifferent		149	27%
	Total		545	100%

15. I think it is important to vote because....

Text Response

To have a say in government

it's our right! Especially for a girl, we didn't always have this privilege

It allows us to express our opinion

it's our civic duty

i hope that if i vote, it will inspire more people to vote. I currently don't think my votes matter because not enough people vote. We need to get the national voting averaged over 30% for all elections including local ones.

It's important to use your right in having a say in what happens where we live

We live in a country where we have the chance to have a say in the decisions of our country and laws and right of the people and if we want to have our voices heard and want our opinions to matter then it is important that we vote and stay educated on issues pertaining to our country

Our country can only change if we allow it through our vote

It matters

If you don't vote you can't complain about disliking the current president.

it makes a difference

You don't have the right to complain unless you try to make a change.

the decisions made from the person elected will affect us for a long time

You can't complain about issues if you don't vote

It is our ability to control who leads us. And even if our vote barely matters in the grand scheme of things, it still matters.

every drop in the flood counts

The people elect their leaders

Democracy is dependent upon it.

the winner will hold a significant role in decision making for our country/state etc

Democracy is imperative to the success of our country

it is our right as Americans, but I live in a red state so my vote really doesn't matter.

If you don't vote, you can't complain about the outcome.

16. I think voting is not important because....

Text Response

God is in control.

Freaking libs always gunna win
nothing changes when you vote.

Each individual is going to make massive mistakes and cause problems and fix problems in this country. Most of the candidates lie to get to the point of being on the primaries and then lie till they get elected.

I don't think my vote matters because the electoral college is in place for presidential elections. When I vote locally, I know my vote is actually making a difference.

it's not the best representation of my views on a particular issue

The electoral college decides everything

I think voting is not important because we spend lots of money that comes from taxes in order to elect someone that will hopefully represent us, who probably will not

My vote does not affect who gets into office, it only goes to the electoral college, and even then the state has power over anything we do.

It's not because truthfully it doesn't mean much at all

It is too complicated

Mainly because I disagree with a lot of what the candidates say. I'm a mixture of 2 parties beliefs so it's hard to choose who to vote for.

Our vote doesn't make a difference

Not applicable



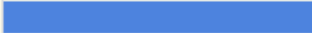

Inconvenient & irrelevant

Our votes are insignificant

18. Please list in order the best way to reach you (most effective at the top, and least effective at the bottom). When it comes to receiving registration and voting information, the most effective ways to reach me are,

#	Answer								Total Responses
1	Email	268	115	53	23	13	12	4	488
2	Telephone	67	142	59	41	43	58	78	488
3	Blogs	14	45	72	79	75	88	115	488
4	Print Ads	8	27	80	115	124	95	39	488
5	Billboards	1	16	35	73	126	135	102	488
6	Digital Ads	52	95	112	100	59	48	22	488
7	Face to Face with a representative	78	48	77	57	48	52	128	488
	Total	488	488	488	488	488	488	488	-

19. What appeals to me most about voting is,

#	Answer		Response	%
1	Getting my voice heard		106	20%
2	Actual change		127	23%
3	Hope for a better future		293	54%
4	Other, please specify		17	3%
	Total		543	100%

Other, please specify

nothing

Someone who won't f---k up the country.

actually keeping the republic/democracy in place

I feel like I am doing my part in society

All of the above

it makes me feel like I actually have the ability to get my thoughts and opinions out there and heard by people that can actually help me.

For this presidential election- making sure the lesser of two evils is chosen

Trying to keep liberals out of office

all of the above

showing my opinion

Nothing

Political participation, however small

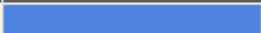
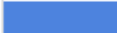
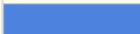



My vote doesn't make a difference really

Hoping Hillary or Bernie doesn't win because I actually want a decent future for myself, friends, and family

Exercising my rights

experiencing firsthand the voting process, something I have never done as well as being politically involved.

20. What appeals to me least about voting is,

#	Answer		Response	%
1	Empty promises		243	45%
2	Negative campaigning		109	20%
3	I don't know enough about significant issues		129	24%
4	I'm afraid to vote		3	1%
5	It's time consuming		34	6%
6	Other, please specify		26	5%
	Total		544	100%

Other, please specify

many voters don't have much knowledge about the candidate they are voting for

Seeing stupid people at polls

Others not knowing the issues or that their vote counts

The stupidity of a majority of other voters.

empty promises and time

I can't even vote

the binary party system that does not allow for a multiplicity of ideas within one party that polarizes congress and prevents effecting any tangible, necessary change. that and we don't have a national voting holiday so students, working class, minorities, women, and others are less inclined to vote/unable to vote

Not having a candidate thats platform fits my political ideology perfectly

electoral college

in some states, it is difficult to register

knowing I'm a progressive voter in a hugely conservative state and my voice is often drowned out

Elections driven by who can spend the most money.

If my vote won't do anything

All of the candidates marginalized themselves to appeal to a small group of people in order to win the candidacy. I am a moderate and therefore don't really agree with any one candidate fully

I don't like losing

The discrepancies between the public vote and the elctoral college. Kinda unfair

All of the above

the first one and that one vote doesn't really affect the outcome of the election that much

How unqualified candidates are and the lack of progress on bills actually going through

The lack of reason that candidates argue with.

The fact that Hillary and Bernie are running

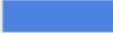



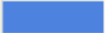

Knowing I dont fully agree with one of the two candidates that will win (Republican and Democrat)

I dont know how to vote

Lack of change

The entire election is nothing but a freakshow

21. I would be more likely to register and vote if there was,

#	Answer		Response	%
1	An easier registration process		103	19%
2	An easier voting process		62	12%
3	More awareness about political issues		197	37%
4	A more enjoyable experience		35	7%
5	A more socially engaging environment/ it was community oriented		94	18%
6	Other, please specify		42	8%
	Total		533	100%

Other, please specify

already vote in majority of elections

easier registration and voting

In a permanent residency

If I trusted any candidate.

An easy way to get real unbiased info about each candidate

it actually worked

More parties to vote on

More ACCURATE awareness

less bias in the media on political issues

I am registered, it's important.

better candidates to be honest

Your vote mattered more than an electoral vote

easier to vote when you live out of state

If the candidates were better

If I could

N/A

A candidate who seemed honest and above the media hype.

The candidates were more truthful about their plans for the position

All of the above

Nothing

Better canidated

We should have Voting Day off!

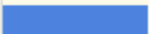




I'm registered

child voting

better platforms that show candidates stance, previous accomplishments, straight-forward stats

A great probability of my vote counting

22. If I was offered an incentive to register and/or vote, I would choose,

#	Answer		Response	%
1	Free merchandise (t shirts, water bottles, towels, etc.)		136	25%
2	Free drink and food coupons at a local restaurant		276	51%
3	Potential to win a prize drawing		22	4%
4	Discount at a local clothing store		66	12%
5	Other, please explain		36	7%
	Total		536	100%

Other, please explain

Nothing

I don't need an incentive, i already vote because of a sense of civic duty

We shouldn't need an incentive to participate in a process that people die fighting for in other countries.

None

None. You should not vote for incentives

all of the above

None. I don't think an incentive should ever be used because then it intices individuals to vote just for the "prize" without taking the time to make an educated decision.

I don't think there should be any incentives

That would be unnecessary and provide for means of funding superpacs
campaign finance reform

I don't want an incentive, that implies my vote is bought, as is everyone else's

Someone would be buying my vote

nothing

easier registration

Money towards education

I don't need an incentive

some form of deduction off of taxes

We have the right to vote living in the us. Though it is a annoying process. I don't think we should get other incentives for voting.

one should not need one. That is just sad.

none, I am very excited to vote

\$15 million

tax break

All of the above

tax cuts

Nothing. The government has to use my money to pay lazy people to vote