

Mobilizing the Vote



A majority of voters, **61%**, are extremely motivated to vote – slightly less than the **70%** of all young adults nationwide who said the same in a recent Civiqs survey and the **70%** of 18 to 29 year olds in Pennsylvania who were extremely or very motivated to vote in the recent Environmental Voter Project poll. This is slightly more than the 52% that report being either definitely or probably likely to vote in the Harvard poll. An overwhelming majority in these counties (81%) are at least somewhat motivated to vote. Motivation is higher among voters who are more partisan and more educated.

Motivation to vote

CHANGE RESEARCH™

How motivated are you to vote in the November 2022 general election?

● Extremely motivated ● Somewhat motivated ● Not sure ● Not very motivated ● Not motivated

Total



Age



Education



Party ID



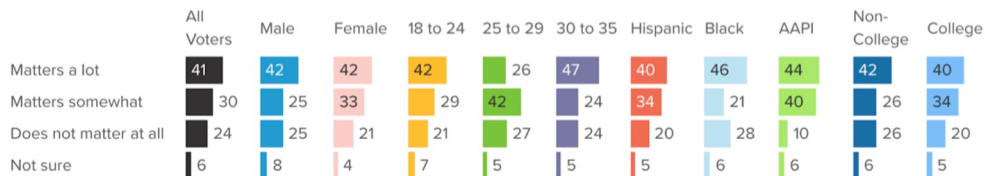
Respondents feel that their vote matters more in local than federal elections. While 41% say their vote matters a lot for federal elections, 53% say the same about state government elections, and 64% for local elections. Every major demographic group finds that their vote matters more as they move further down the ticket. This is more positive than the 33% in the Harvard poll that report feeling that their vote makes a difference.

Does your vote matter?

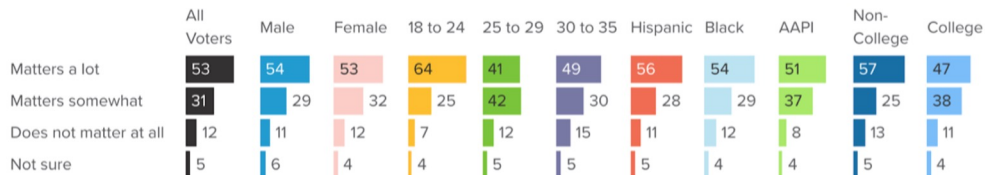
CHANGE RESEARCH™

How much do you feel that your vote matters in elections at various levels of government?

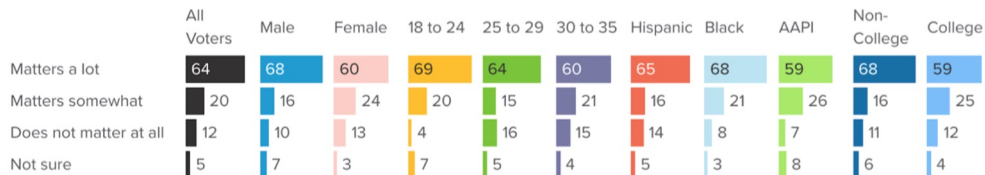
Federal elections



Pennsylvania state government elections



Your local town or county government elections



A majority of voters report being familiar with federal level candidates (66%) and state executive candidates (63%). Nearly half of respondents report being familiar with their state legislative candidates (48%). Over 4-in-ten (42%) respondents report being familiar with their local candidates. Black voters consistently report being “very familiar” with candidates at higher rates compared to other ethnicities.

The majority of state legislative and local level candidates are unfamiliar to voters. Nearly three-fifths of voters (59%) are unfamiliar with local candidates and just over half (52%) of voters are unfamiliar with state legislative candidates. A plurality of Hispanic (34%) voters and voters aged 25 to 29 (41%) are not familiar at all with state legislative candidates. A plurality of voters aged 18 to 24 (40%) and 25 to 29 (43%) were not familiar at all with local level candidates. Overall, it appears that the age group 25-29 is the most unfamiliar demographic.

Candidate familiarity

CHANGE RESEARCH™

How familiar are you with the candidates running for office in November?

Federal candidates

	All Voters	Male	Female	18 to 24	25 to 29	30 to 35	Hispanic	Black	AAP
Very familiar	32	32	31	28	32	34	25	39	37
Somewhat familiar	34	36	31	30	29	38	36	29	34
Somewhat unfamiliar	15	11	18	23	3	16	18	17	11
Not familiar at all	19	20	19	18	36	12	21	14	18

State executive candidates

	All Voters	Male	Female	18 to 24	25 to 29	30 to 35	Hispanic	Black	AAP
Very familiar	32	31	34	31	34	32	27	38	32
Somewhat familiar	31	30	30	30	26	34	27	34	32
Somewhat unfamiliar	17	18	15	18	6	22	22	16	14
Not familiar at all	20	21	21	22	34	13	24	12	22

State legislative candidates

	All Voters	Male	Female	18 to 24	25 to 29	30 to 35	Hispanic	Black	AAP
Very familiar	23	23	23	18	25	25	17	35	17
Somewhat familiar	25	25	25	22	14	31	29	18	24
Somewhat unfamiliar	25	23	24	30	19	25	23	27	30
Not familiar at all	27	28	28	30	41	19	31	20	28

Local level candidates

	All Voters	Male	Female	18 to 24	25 to 29	30 to 35	Hispanic	Black	AAP
Very familiar	19	19	19	14	21	20	12	29	14
Somewhat familiar	23	16	26	22	17	26	23	29	14
Somewhat unfamiliar	25	27	23	23	19	28	29	19	29
Not familiar at all	34	38	32	40	43	26	36	23	42

Candidate Information



48%

Election Day as a school holiday (no classes)
71%

Polling place on campus
57%

Better information about the candidates
48%

On-campus voter registration
43%

A polling place within walking distance
41%

48% of young people surveyed identified a **lack of access to information about candidates running for office** as a top barrier to voting.



MENU

VOTE 411^{SK}

English ▾

Register to Vote

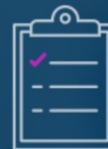
Donate

ELECTION INFORMATION YOU NEED

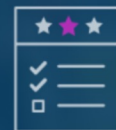
Brought to you by the League of
Women Voters Education Fund



Register to Vote



Verify Voter
Registration



Find What's On
Your Ballot



<https://www.vote411.org>



My Voter Guide

Pennsylvania General Election
Tuesday, November 8, 2022

0/4
Saved

This is not an official ballot. This tool is a voting guide.

FEDERAL CANDIDATES

U.S. Senate - Pennsylvania

U.S. House of Representatives -
Pennsylvania 11th Congressional District

STATE CANDIDATES

Pennsylvania Governor

Pennsylvania House of Representatives -
District 96

WELCOME

Vote informed on every candidate and referendum



Explore.

Dive into the background and opinions of every candidate.



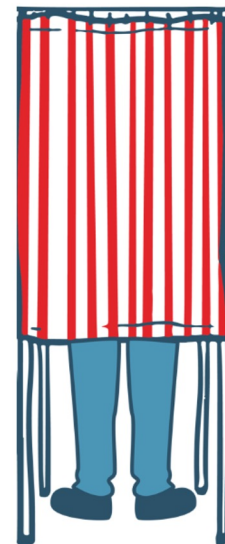
Save.

Find a reason to vote for every office on the ballot, and save your choices as you go.



Vote.

Breeze through the ballot box by bringing your voter guide to the polls.



Effective Messaging

The opening question

When you want to find out if someone is going to vote, it might seem like asking “Are you going to vote?” is the most obvious question, but it isn’t the best question to ask.

Experiments showed that asking “**How important is it to you to be a voter in the upcoming election?**” is the most effective. Why? It’s the difference between using a noun or a verb. We want the people we’re talking to to identify as a voter (noun) as opposed to having them respond to something they do or don’t do (verb).

<https://politicalcharge.org/2022/08/10/how-to-convince-people-to-vote-in-2022/>

Effective Messaging



20 minutes, from 7:30 to 27:30

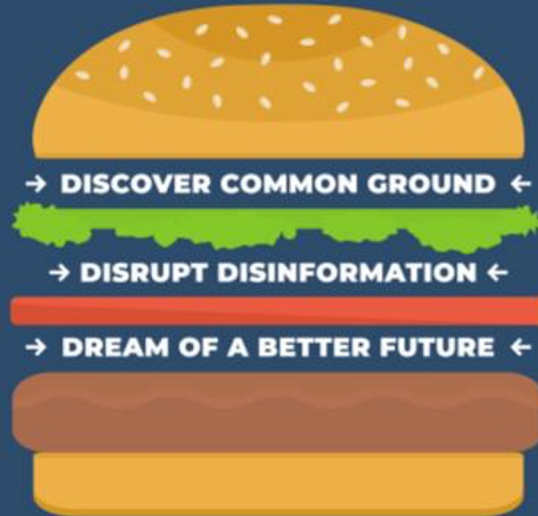
https://indivisible.zoom.us/rec/play/y6caMjOOFffsBqj5adRtnBIKOKIYgkrILgBX1fhLoywA2CUyQZeHwz3Zbesbq2ifqDQ_X338kaNGyd1u.sXIYjmXLkfeye4yC?continueMode=true&_xzm_rtaid=yRcHPgalQHq4Wv6y0Dmqmq.1662737837166.328a89157c3f8a30f3dad0566a4f685&_xzm_rhtaid=261

Effective Messaging

TRUTH SANDWICH

THIS WEEK'S MESSAGE

Freedom MATTERS to me. So I don't get why right-wing pundits keep dismissing our outrage about #SCOTUS stripping away our rights. **I say forcing people to give birth is criminal, and just the beginning. Speak up for freedom! #TruthBrigade**






Effective Messaging



<https://communitychange.org/wp-content/uploads/2017/08/C3-Messaging-This-Moment-Handbook.pdf>

Be a Poll Worker

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 CENTER FOR INFORMATION & RESEARCH ON
CIVIC LEARNING AND ENGAGEMENT

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Understanding the Benefits of Young People Serving as Poll Workers

June 7, 2021

Through a partnership in Minneapolis, we studied how youth gain skills, contribute to their communities, and increase youth turnout by working at the polls.

Throughout 2020 and 2021, CIRCLE has partnered with the Minneapolis Elections & Voter Services office, the YMCA of the North's Center for Youth Voice, Auburn University, and a group of young leaders (i.e. paid Civic Scholars) to support and evaluate the influence of the youth poll worker program in that city. Together, we created the Minneapolis Election Judge Project, which conducted research in order to highlight the experiences and benefits of young people who worked the polls, understand the potential role of youth poll worker programs in creating a more equitable electorate, and to share lessons and recommendations for other communities who may want to start, improve, and better promote their own youth poll worker programs. This project was possible through generous support from the Democracy Fund and the Minnesota Legacy Arts and Cultural Heritage Fund.

This project fits into CIRCLE's overall election work as a part of our [CIRCLE Growing Voters framework](#), which seeks to expose a more equitable and wider diversity of young people to elements of elections before they

<https://circle.tufts.edu/latest-research/understanding-benefits-young-people-serving-poll-workers>