

POLLIES 22

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Reading the Tea Leaves of 2021 Voter Turnout

#2022Pollies



Reading the Tea Leaves of 2021 Voter Turnout

MODERATOR



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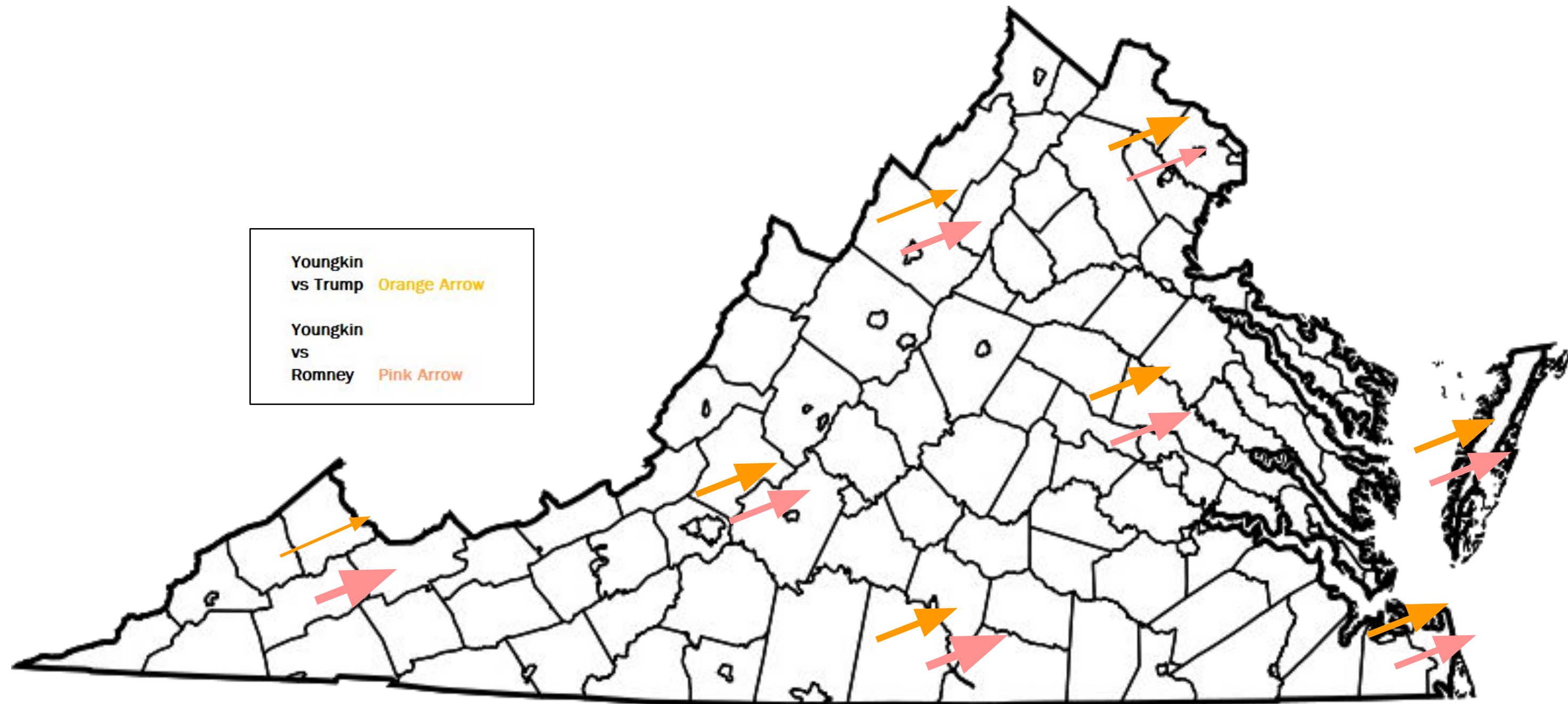
Red Oak Strategic
@pcstewart1020



**Colleen
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KRC Research

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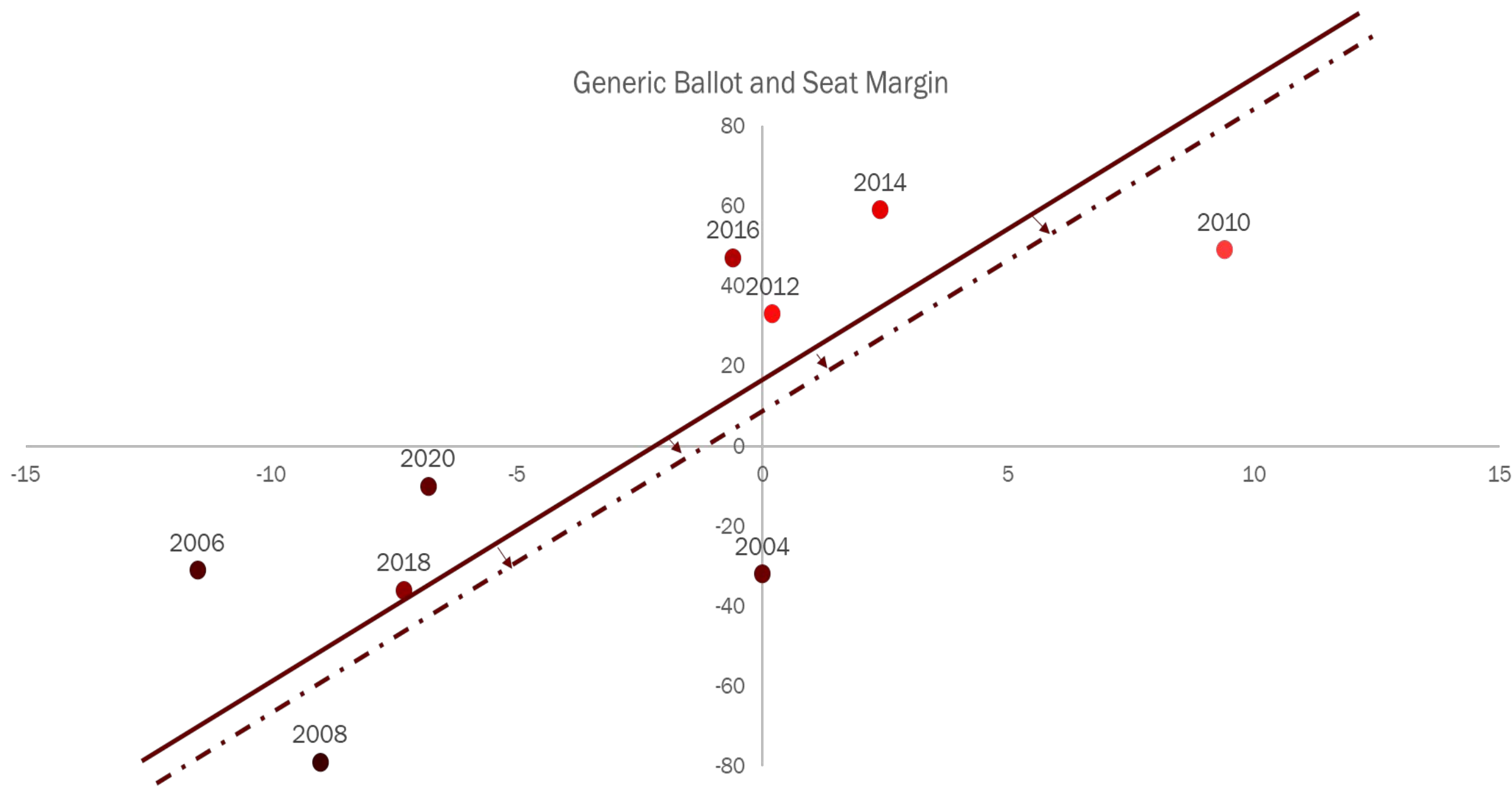


| Region | Youngkin vs Trump 2020 | Youngkin vs Romney 2012 |
|---------------|------------------------|-------------------------|
| Northern | 11.97% | 3.04% |
| Eastern | 12.32% | 19.40% |
| Central | 10.24% | 10.29% |
| Valley | 8.925 | 16.87% |
| West Central | 10.19% | 16.19% |
| Southside | 12.78% | 22.64% |
| Southwest | 5.50% | 24.54% |
| Hampton Roads | 10.52% | 8.05% |

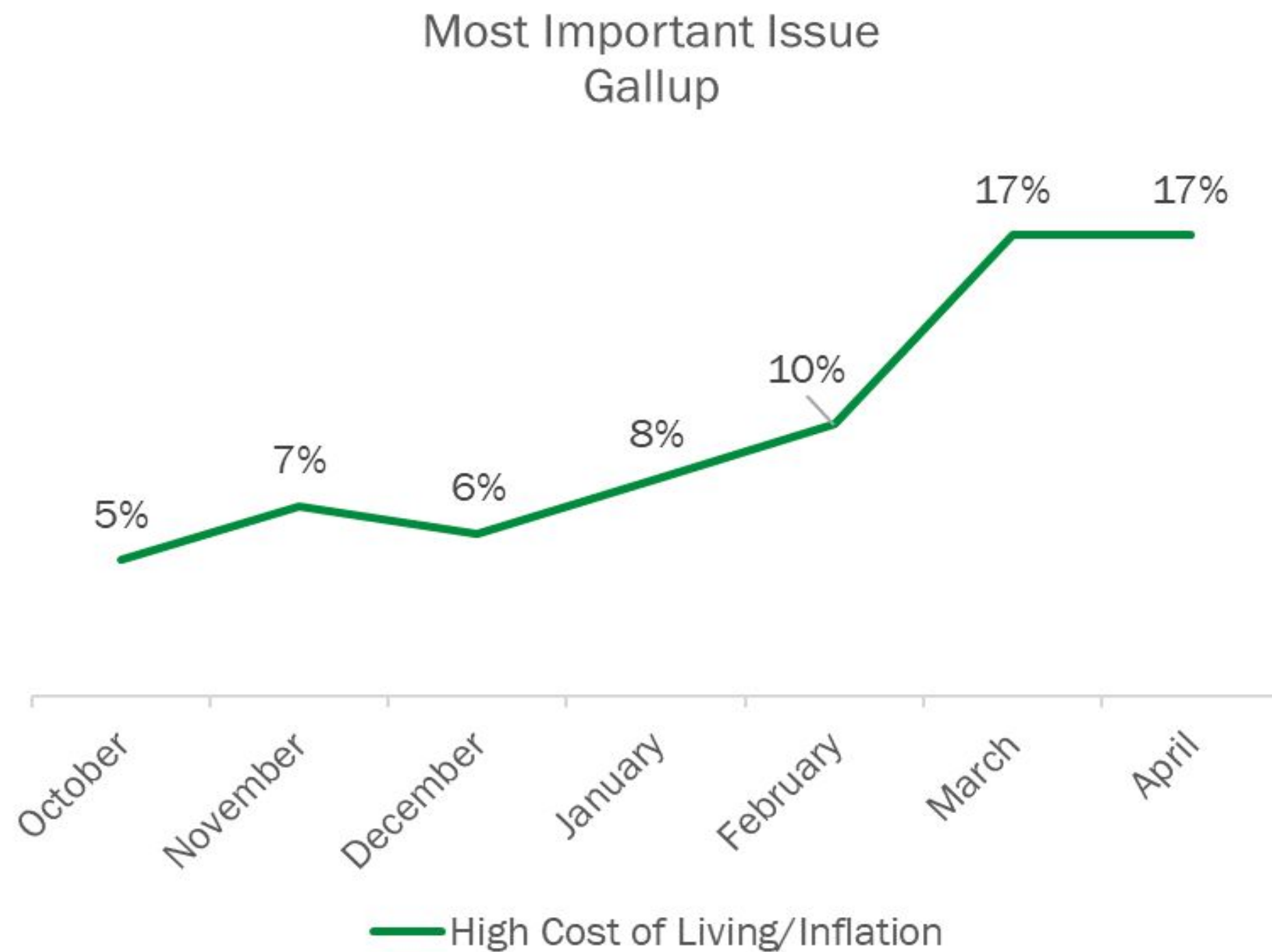
- In both major races in Ohio this year, Republicans turned out at a much higher rate than they did in 2018 while Democratic turnout reduced significantly.
 - And in Texas, the vote for a Republican in the gubernatorial primary increased a staggering 410,552 votes from 2018, while the Democratic vote only increased 53,256.

| Ohio Senate | | | |
|-------------|-----------|-----------|----------|
| | 2018 | 2022 | Change |
| Republican | 760,808 | 1,059,113 | +298,305 |
| Democrat | 613,070 | 510,062 | -103,011 |
| | 2018 | 2022 | Change |
| Republican | 827,039 | 1,068,817 | +241,778 |
| Democrat | 679,738 | 502,100 | -177,638 |
| | 2018 | 2022 | Change |
| Republican | 1,540,296 | 1,950,848 | +410,552 |
| Democrat | 1,017,940 | 1,071,196 | +53,256 |

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+53,256

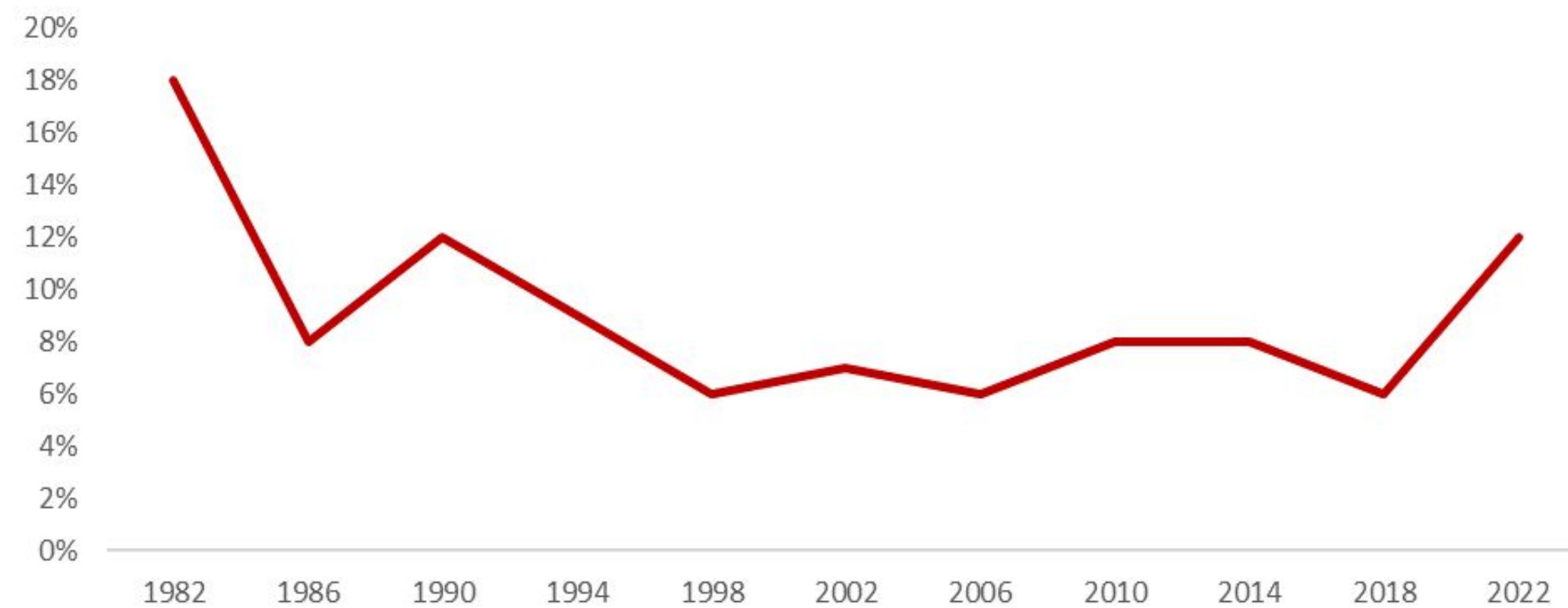


| | 2010 | 2014 | 2022 |
|-----------------------|------------|------------|--------|
| Generic Ballot | R +9.4 | R +2.4 | R +3.5 |
| Presidential Approval | -0.5 | -10.4 | -11.5 |
| GOP Seats | 242 +63 | 247 +13 | ? |

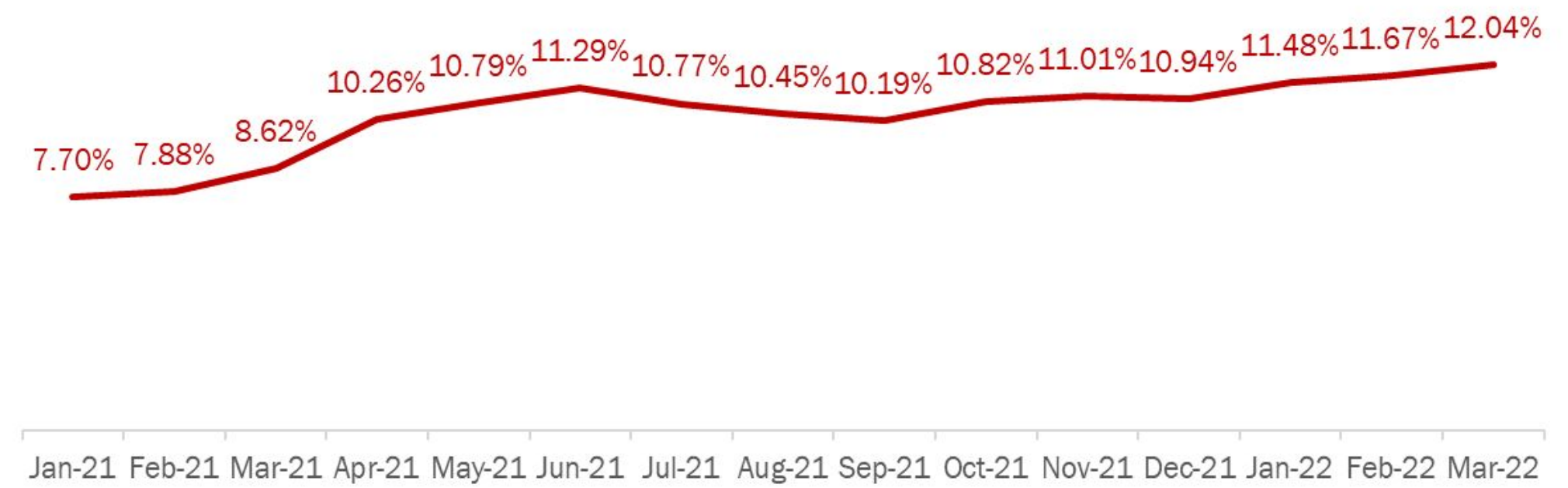


| | Economy (General) | Cost of Living/ Inflation |
|-------------|----------------------|---------------------------------|
| Republican | 14% | 17% |
| Independent | 13% | 20% |
| Democrat | 10% | 13% |

U.S. Misery Index
Midterm Elections
1982 - Present

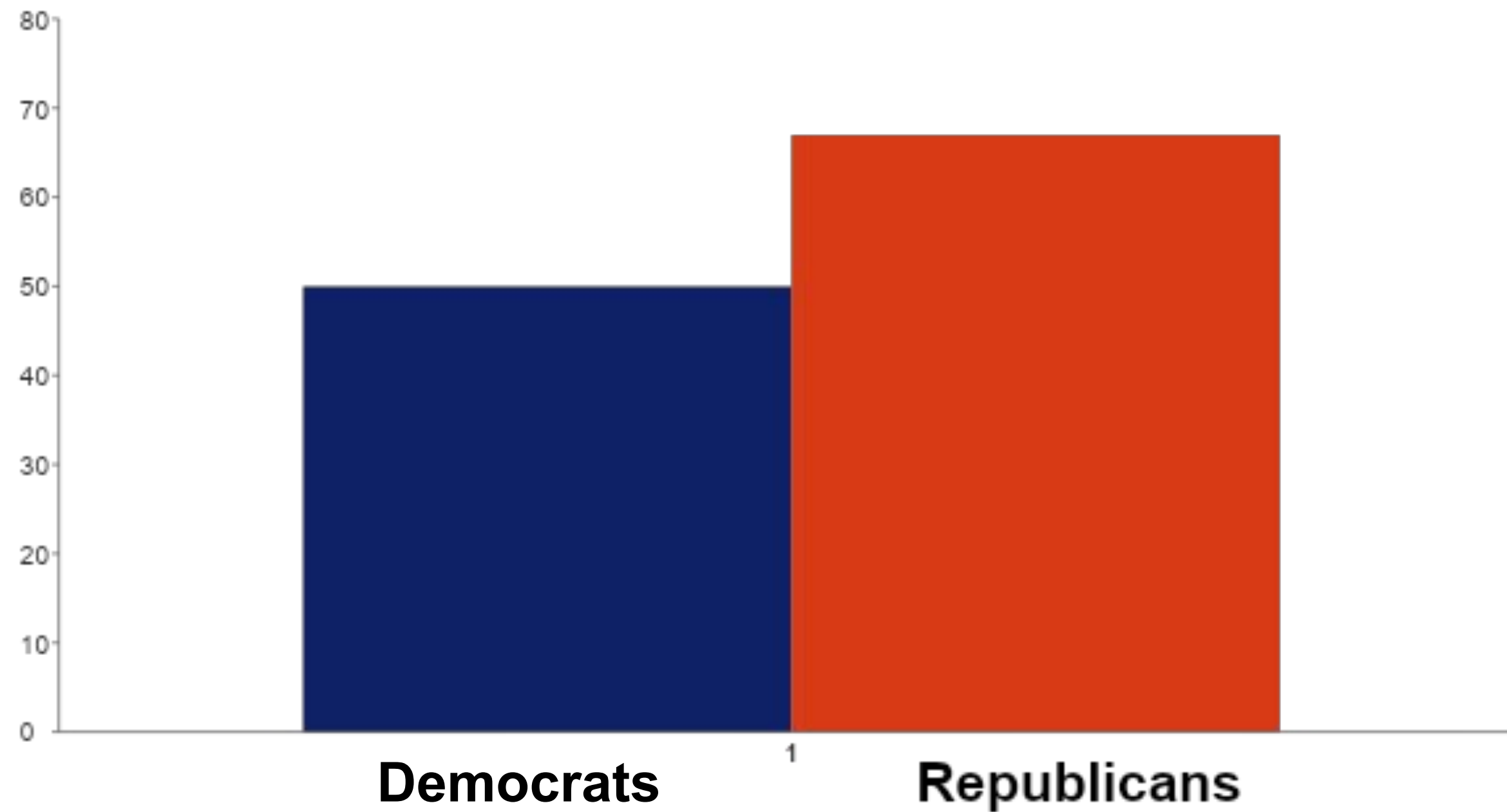


Misery Index
January 21' - Present



Democrats currently lag far behind Republicans in terms of voter enthusiasm going into the Midterms.

Please tell me how interested you are in this November's elections, using a scale from one to ten, on which a "ten" means that you are very interested in the elections and a "one" means that you are not at all interested. (High level of interest is either a "9" or "10")



Net

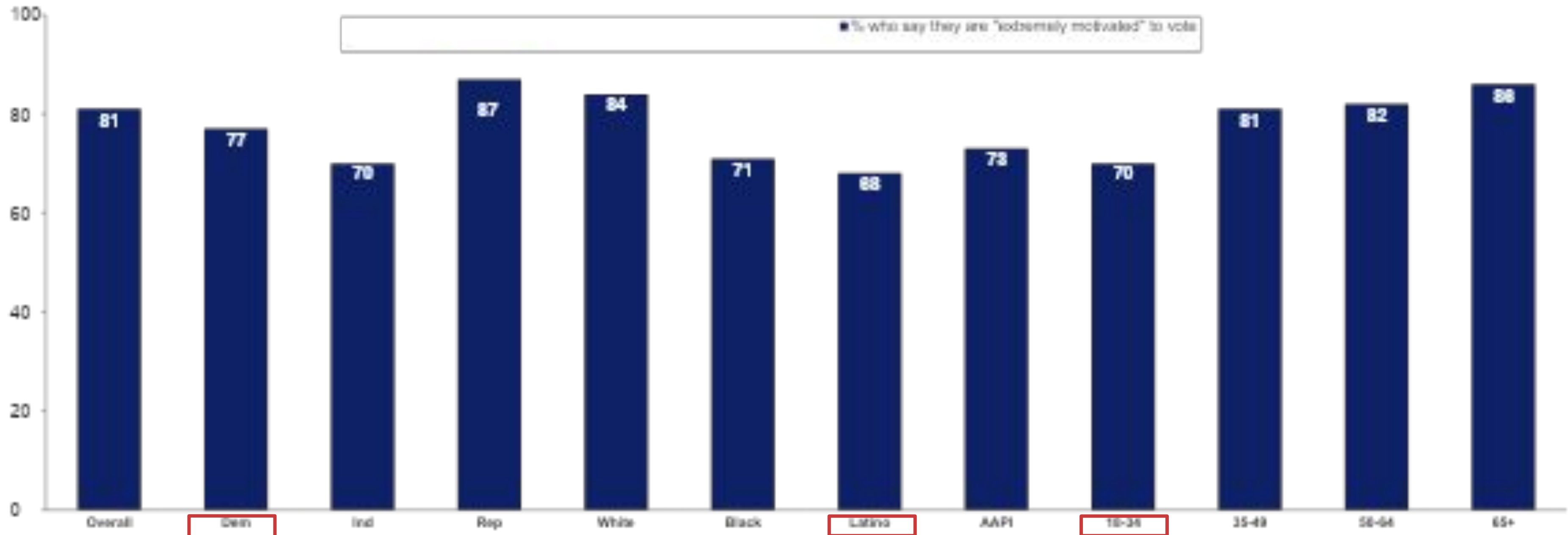
-17

NBC News Poll March 18-22, 2022

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Core constituencies of the Democratic Party are also suffering from a lack of enthusiasm.

Please rate your level of motivation to vote in elections for U.S. Senate and Congress on a scale from 1 to 10, where 1 means you are not at all motivated and 10 means you are extremely motivated.



As polls and recent elections show, Republican enthusiasm is going to be high. We can't change that. But Democrats must meet that enthusiasm. How?

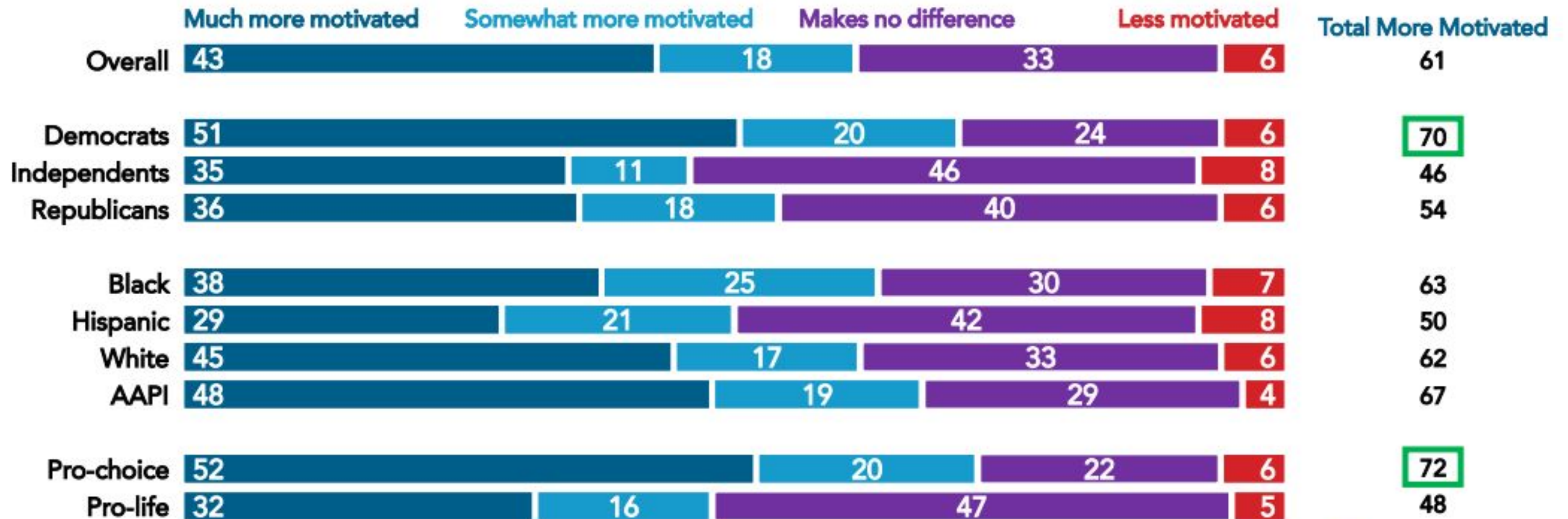


Demonstrators marching through downtown Detroit. Emily Elconin for The New York Times



More than a thousand people attended the rally in Chicago. Jamie Kelter Davis for The New York Times

Regardless of how you plan to vote in November...if the Supreme Court's conservative majority were to overturn *Roe v. Wade*, would that make you feel more or less motivated to vote?



Nationwide survey of 997 registered voters conducted April 14-April 18, 2022.
For more info, visit navigatorresearch.org.

navigator.

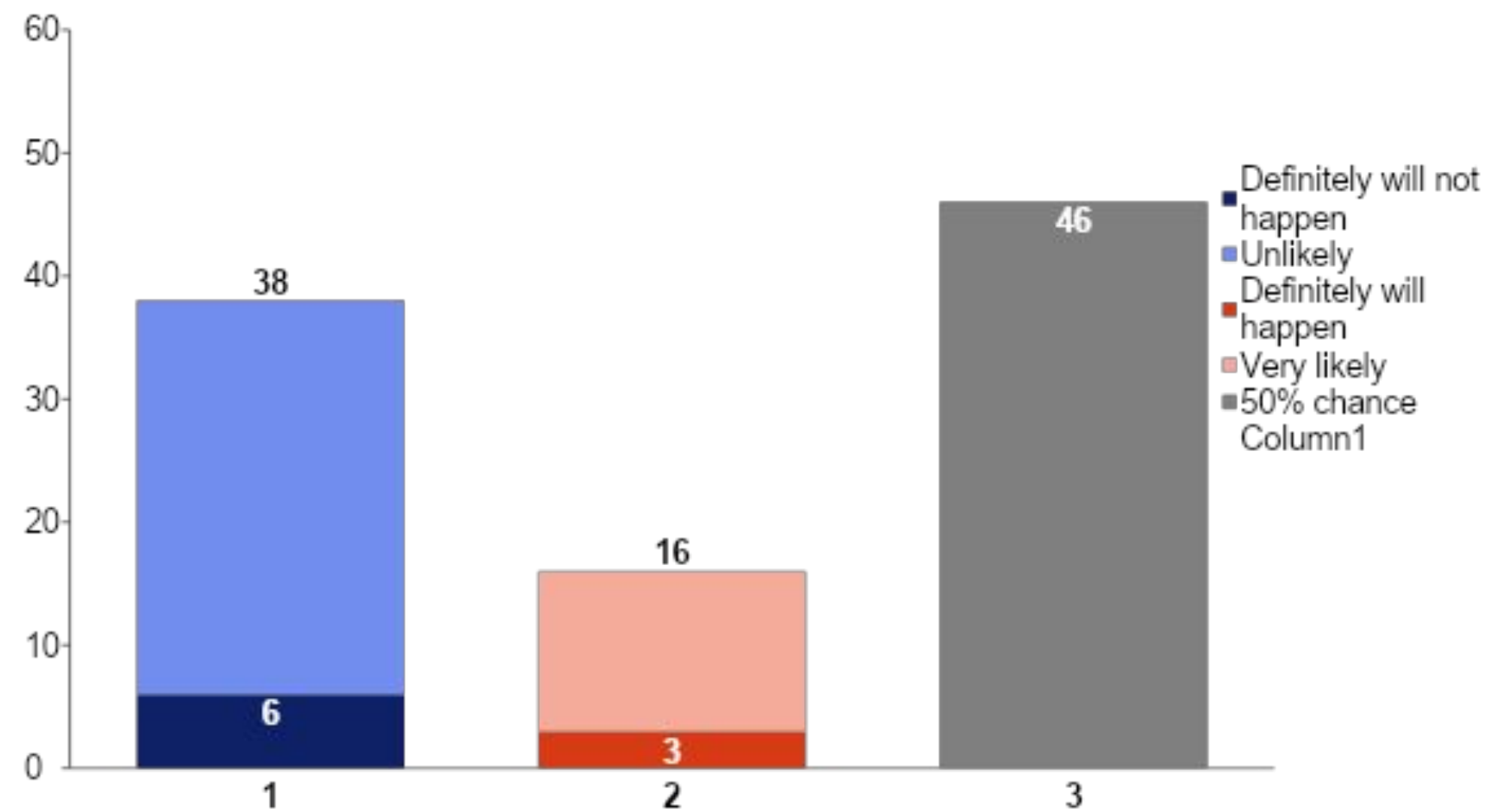
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But there is work to do. Voters trust Democrats on the issue of abortion, but before the SCOTUS draft leaked, they didn't think that Roe vs. Wade would be overturned.



Nationwide survey of 997 registered voters conducted April 14-April 18, 2022.
For more info, visit navigatorresearch.org.

How likely do you think it is that the U.S. Supreme Court will overturn Roe v. Wade, the case that made abortion legal across the United States?



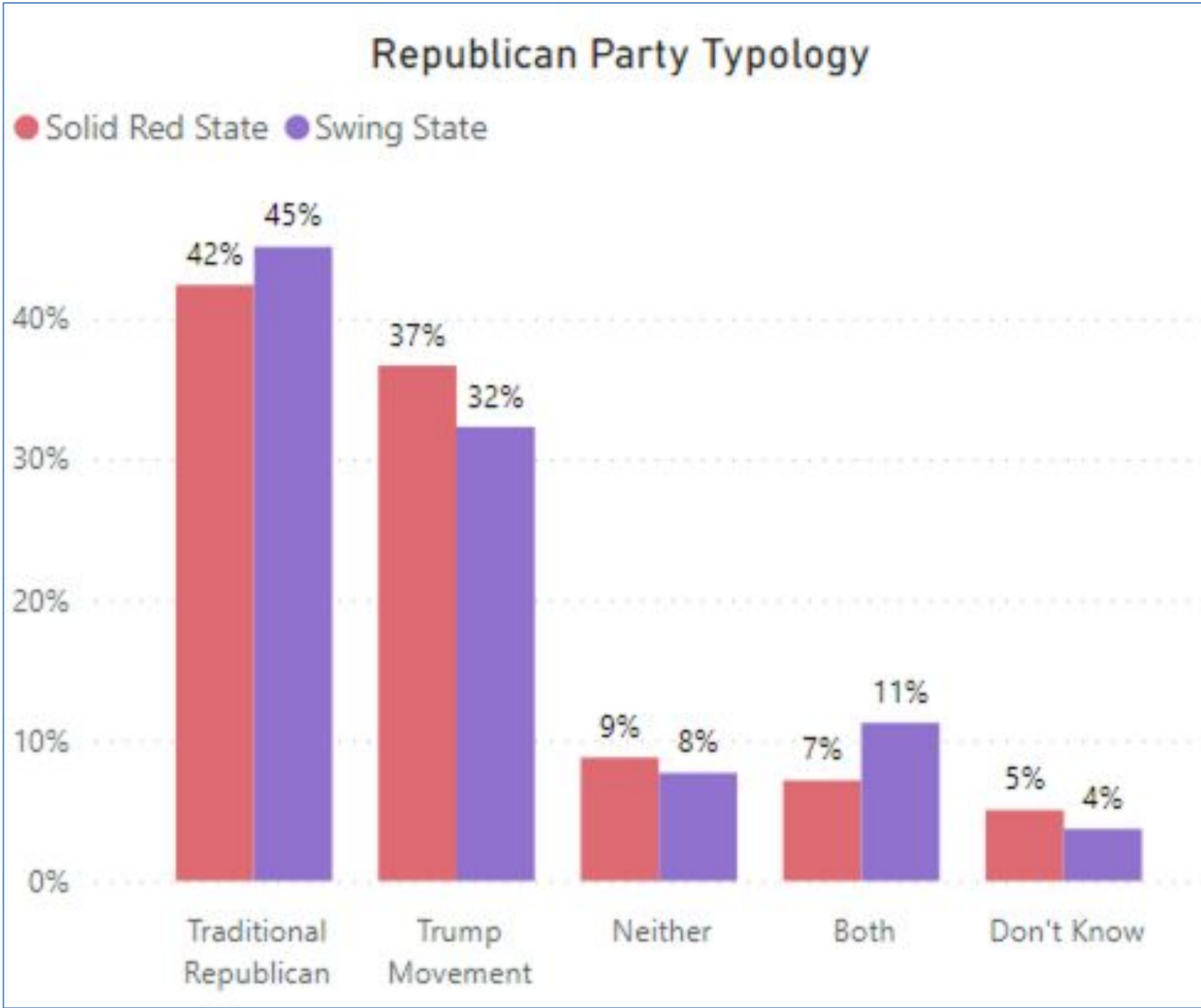
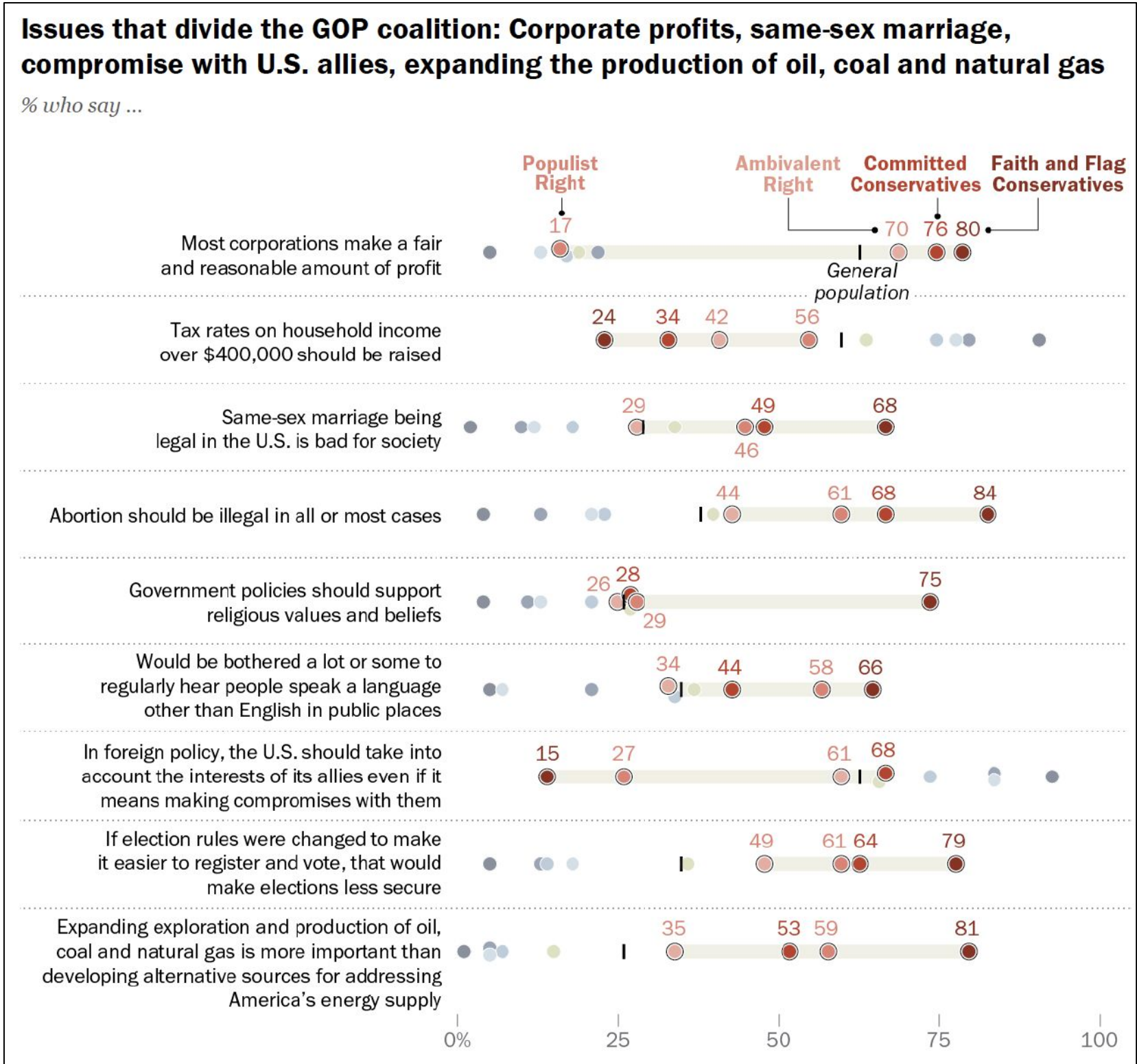
YouGov, November 14-16, 2021

Enthusiasm and the political environment currently favor Republicans....BUT November is a long way away. How do we maintain voter engagement as the environment shifts?

Republicans need to be prepared to address major shifts in the political environment (Economic Recovery, Roe v. Wade, etc.)

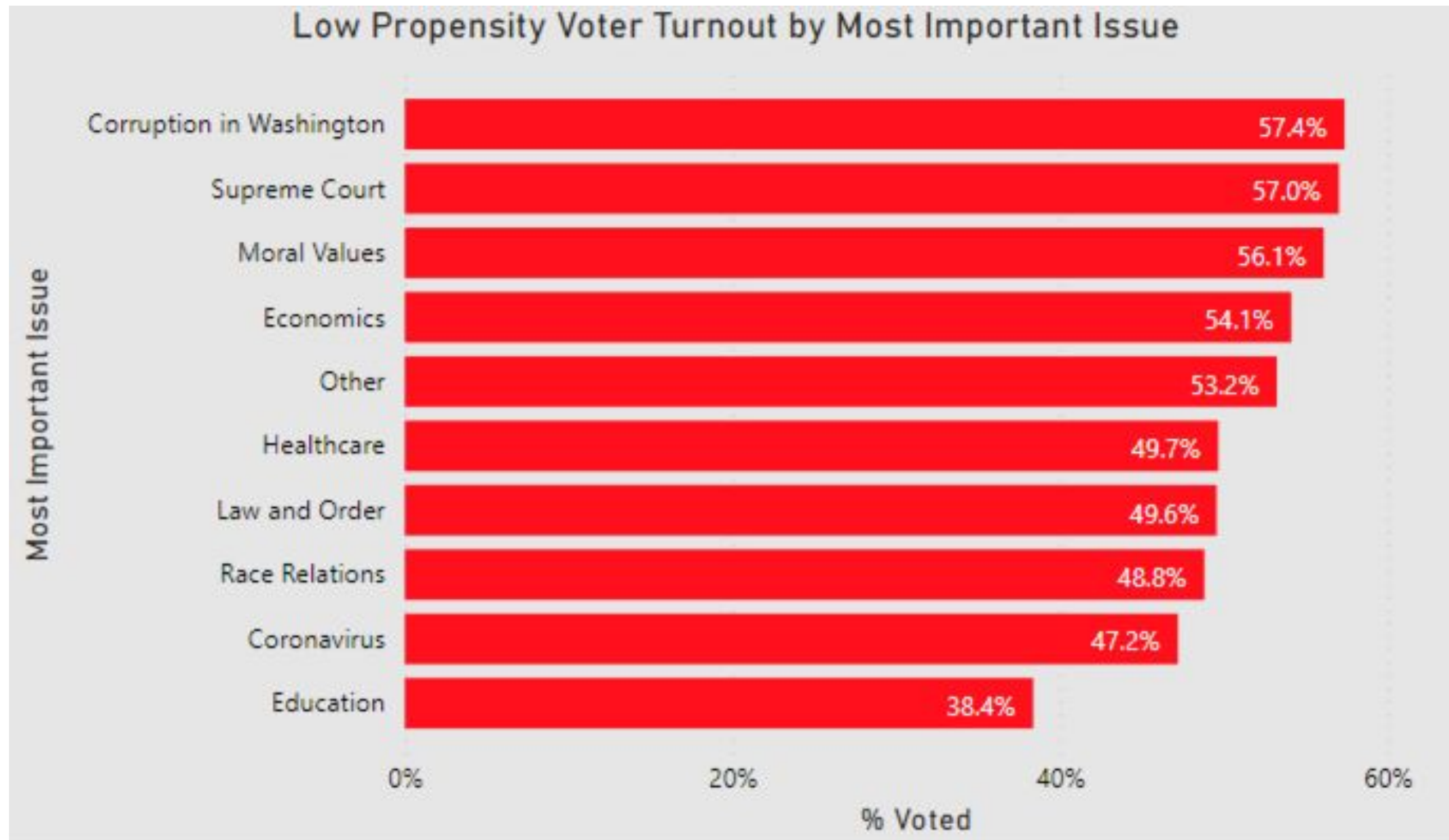


Messaging needs to be tailored to the voter...not the party. This is how we maintain momentum



What's messaging have to do with turnout?

- In 2020 Senator Tillis (NC) needed to close the gap heading into election day
- Increased turnout among those voters least likely to vote by leveraging relevant messaging
 - Cal Cunningham Affair
 - Supreme Court Opening



DIRECT MAIL IS A HELPFUL SOURCE OF INFORMATION

INCREASED AWARENESS

80%

of surveyed voters said direct mail increases awareness of which candidates are running.

REINFORCED INFORMATION

77%

of surveyed voters said direct mail increased awareness of candidates' positions.

REINFORCED INFORMATION

72%

of surveyed voters agreed direct mail reinforced information on television and online political ads.

EFFECTIVE

68%

of surveyed voters said direct mail is effective for decision-making purposes.

MEMORABLE

57%

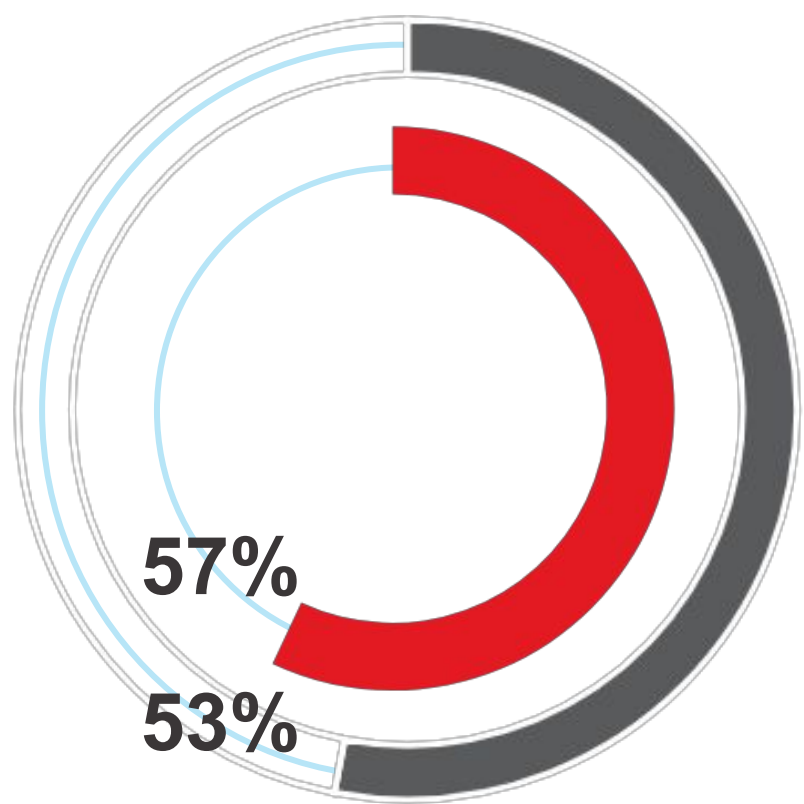
of surveyed voters said direct mail was the most memorable form of political advertising in the past election cycle.



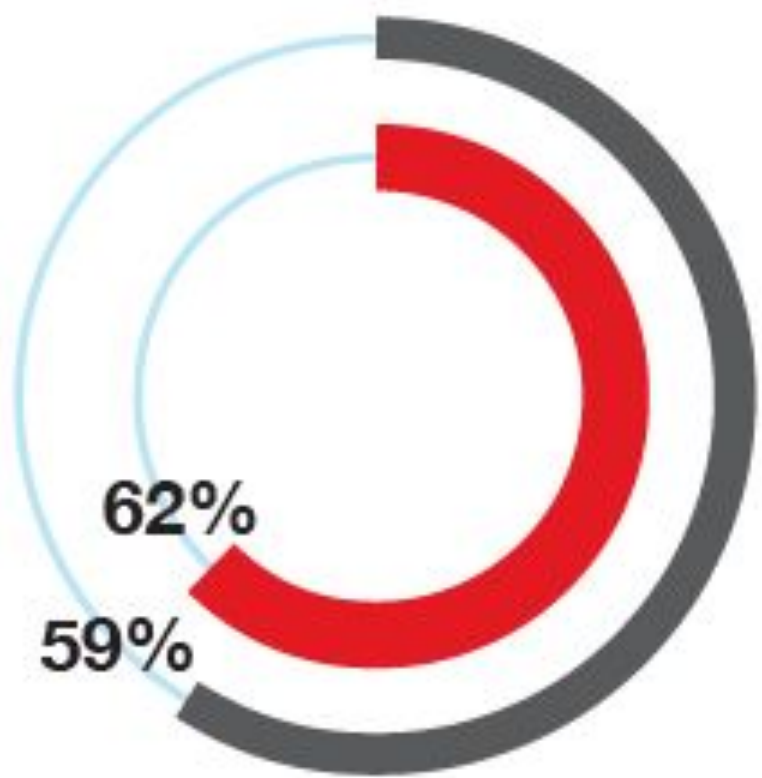
MAIL ESTABLISHES TRUST WITH VOTERS

■ Virginia Voters (2021)

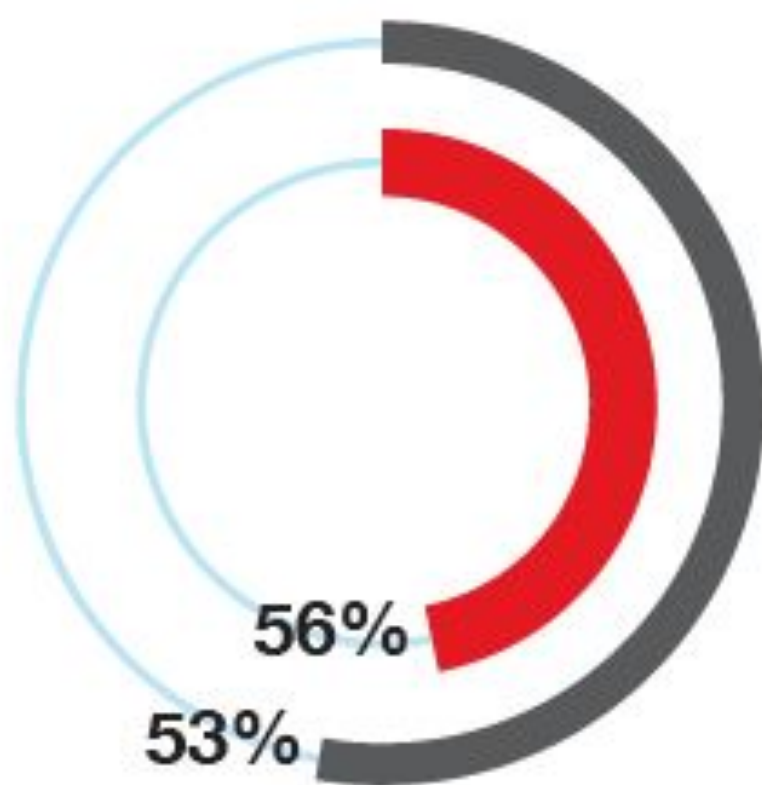
■ National Voters (2020)²



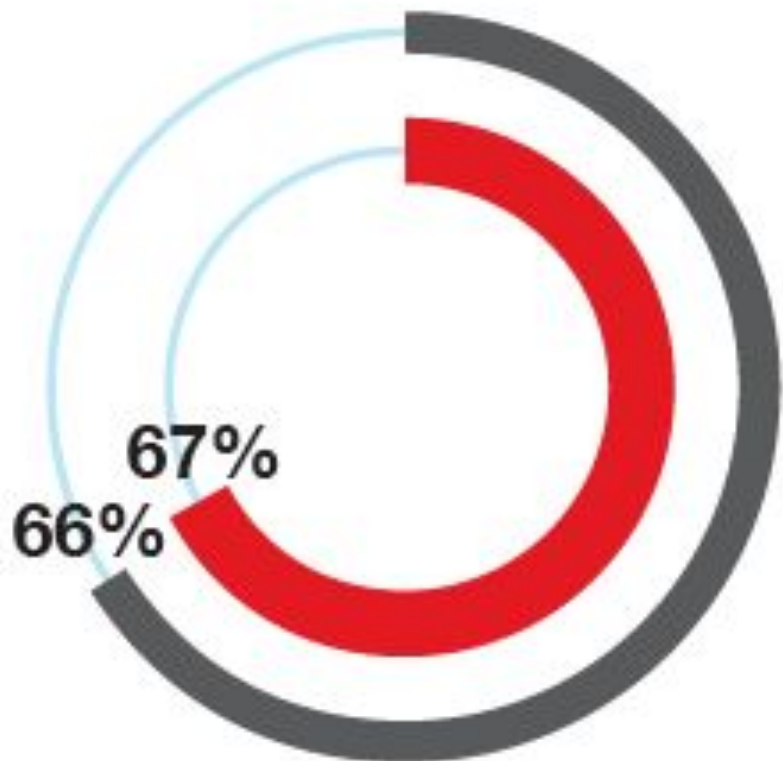
of surveyed voters
said direct mail is
more trustworthy than
television or online
advertising.



of surveyed voters
said direct mail
includes more facts
than other political
advertising



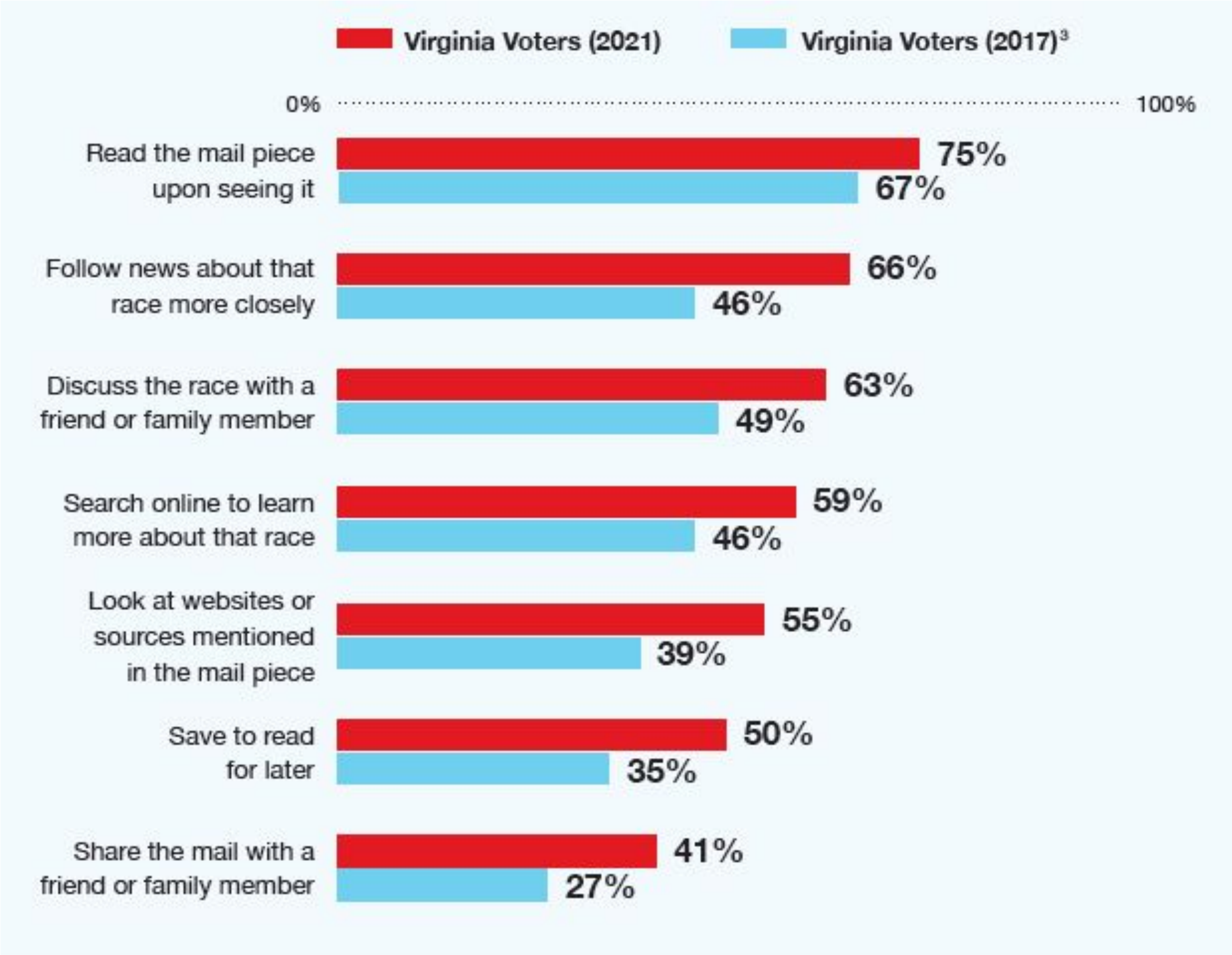
of surveyed voters said
direct mail is harder to
ignore than other
political advertising



of surveyed voters
direct mail is more
transparent than other
political advertising



DIRECT MAIL GENERATED MORE ENGAGEMENT IN 2021 THAN 2017



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Please provide your feedback about this session

