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Advancement Project

September 2022 survey of Gen-Z voters of color in FL, GA, MI, and VA

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1. Political Climate
2. Attitudes Toward Voting
3. Economy, Abortion Access and Police Reform
4. Reasons to Vote
5. Shifts

1. Political Climate

2. Attitudes Toward Voting

3. Economy, Abortion Access and Police Reform

4. Reasons to Vote

5. Shifts

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Objectives

1 UNDERSTAND
Directly connect with young voters of color in FL, GA, MI and VA to understand their sentiments, values and priorities around the upcoming elections.

2 SEGMENT
Determine which young voters of color are motivated, persuadable, and unmotivated to vote in 2022.

3 MESSAGE
Refine messaging to mobilize young voters of color in FL, GA, MI, and VA ahead of the 2022 midterm elections.

Methodology

Universe
Registered POC Gen Z Voters in Florida, Georgia, Michigan, and Virginia

Sample Size
Total N = 1,000
Florida N=250
Georgia N=250
Michigan N=250
Virginia N=250

Mode
Online, and text to web

Methodology
This poll fielded September 19-29, 2022. The data was weighted to match file data regarding age, gender, education, Congressional district, and race/ethnicity for registered voters in Florida, Georgia, Michigan and Virginia, The sample frame was sourced from a high-quality vendor and weighting to voter file demographics was used to ensure representativeness. The margin of error for this poll is +/-3.1%

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Follows 5 focus groups conducted 8/9 and 8/11

Quantitative Research: Key Findings

1

Young voters of color are worried about basic economic goods and necessities.

When it comes to the economy, young voters of color are far more concerned about concrete challenges such as inflation, the cost of housing, and ability to find a good job. These outrank moral or conceptual challenges such as the middle class disappearing, corporate greed, or the rich getting richer.

2

Abortion access is a top issue.

After inflation and racism & discrimination, abortion access is the top issue for young voters of color. They rate this issue higher than healthcare, climate change, and the economy/jobs. 87% believe that abortion should be legally protected.

3

Young voters of color are asking for information about who and what is on the ballot.

Young people said they need information about candidates and what is on the ballot. Voting is new to Gen Z, and it is clear from focus groups that many think of voting and politics only in terms of the presidency. They need the necessary information to become regular voters.

4

Half of the respondents believe they can make a positive change on abortion access and the economy through voting.

52% believe their vote has a lot or some power to make a change on abortion access, and 49% believe their vote has power to make a change on the economy. In comparison, 40% believe their vote has power on police reform.

5

Positive messaging about policy accomplishments is more motivating than negative messaging.

When presented with examples of negative actions Republicans have taken and examples of positive actions Democrats have taken, the positives were far more motivating. The most effective messages were empowering and positive.

Audience Segmentation

Audience Segmentation

Mobilized Voters	Mobilizable Voters	Demobilized Voters
Very likely (8-10) to vote both before and after messaging	At least a 5 on final likelihood to vote and shifted higher on at least one shift question	Very unlikely (0-2) to vote both before and after messaging

37%	**of Gen Z POC**	**38%**	**Of Gen Z POC**	**8%**	**Demobilized**
34%	of Black respondents	40%	of Black respondents	8%	of Black respondents
37%	of Latinx respondents	37%	of Latinx respondents	9%	of Latinx respondents
45%	of AAPI/Other	34%	of AAPI/Other	6%	of AAPI/Other
35%	of Men	39%	of Men	10%	of Men
38%	of Women	38%	of Women	7%	of Women
32%	of LGBT	39%	of LGBT	12%	of LGBT
34%	of Non-college educated	41%	of Non-college educated	9%	of Non-college educated
46%	of College educated	31%	of College educated	4%	of College educated

Political Climate
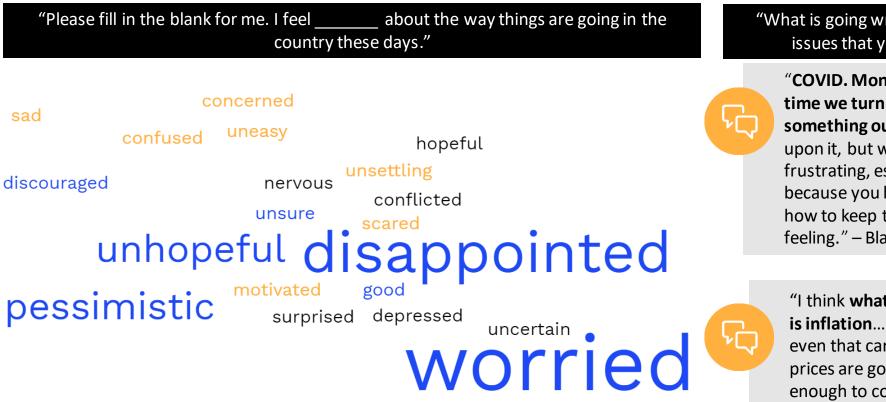
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Recall that in focus groups, young voters expressed **very negative views** on the state of the country today.

"Please fill in the blank for me. I feel _____ about the way things are going in the country these days."

"What is going wrong in the country? What are the issues that you are most worried about?"

sad

concerned

confused   uneasy

hopeful

discouraged

unsettling

nervous

conflicted

unsure

scared

unhopeful   disappointed

motivated   good

pessimistic

surprised   depressed

uncertain

worried

"**COVID. Monkeypox. I mean, it's like every time we turn around, they throwing something out to scare us** and we can read upon it, but we'll never understand it. And it's frustrating, especially if you have children, because you have to think about them too and how to keep them safe, so it can be uneasy feeling." – Black Woman, MI

"I think **what is not going too well, nowadays is inflation**… You go get a good career and even that career with inflation, the way the prices are going on even that might not be enough to cover everything." – Latinx Man, FL

"**What irks me the most is climate change**… **It's very hard to imagine having a family** when there's going to be hurricanes all year round and whatever it is… Or a moving tropical zone. It's all moving so fast I feel like, and I feel like we have no idea where it's going. And we're doing a lot I think now to prevent it. But I don't know. It's hard to plan with that on the horizon." – Asian Man, GA

"**The Roe versus Wade thing. As a Black woman, that's very, very, very scary**. I just want to see what else is going to come after this major thing that's happening." – Black Woman, MI

The most important issues for Gen Z voters of color right now are inflation, systemic racism and discrimination, abortion access, and gun violence prevention.

Please select the top three (3) issues that are most important to you.

Charts show % of total audience

Issue	% total	FL	GA	MI	VA
Cost-of-Living/Inflation	44%	50%	41%	42%	43%
Systemic Racism and Discrimination	36%	34%	39%	30%	43%
Abortion Access	36%	27%	40%	41%	35%
Gun Violence Prevention	35%	27%	41%	34%	38%
Affordable, Equitable Access to Healthcare	31%	33%	31%	30%	28%
Economy/Jobs	29%	37%	23%	31%	23%
Climate Change	24%	26%	23%	27%	21%
Student Loan Debt	20%	19%	26%	17%	20%
Housing Crisis	19%	24%	15%	21%	18%
Police Reform	16%	15%	11%	18%	20%
Ending Mass Incarceration	9%	9%	9%	8%	12%

Recall that in focus groups, young voters of color expressed that abortion and gun violence prevention issues are important and motivating issues.

"Here are some examples of how young voters can change an election outcome. Please rate whether each statement makes you more or less likely to vote in the 2022 midterm election, or if it doesn't have an impact."

Abortion

"[Abortion is] something that can help a lot of people, but it's being restricted. And I don't think it should be because it's needed for some people, even though it's not needed for everyone. And I feel like it should be a part… **it should be a really big thing in the country, especially if for 50 years it was a right in the country. Now it's just gone. It's really surprising to me.**"
– Asian Man, FL

Gun Violence Prevention
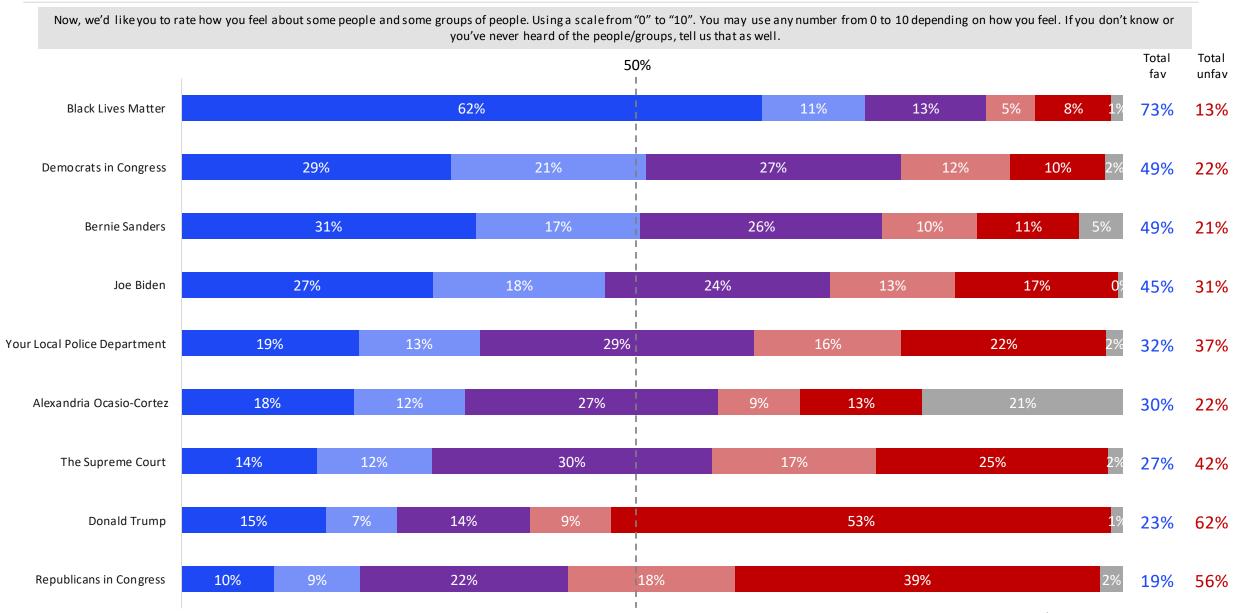
"I still have little brothers and sisters that are in grade school and stuff and I shouldn't feel scared for them to go to school… **These are babies that are dying over guns. That's not okay. If there was some type of voting or any type of protest or anything like that, I would definitely look into taking part in that.**"
– Black Man, FL

"I feel like there's just been so many shootings and all that. **I honestly feel unsafe when I go to the mall or anywhere like that**… **It's just really messed up. I just feel like the accessibility shouldn't be there to be able to get it so easily**. I feel like there should be age limits. I feel like there should be mental and physical and just, especially mental, background checks on people who do want guns, reasons why you need a gun… I feel like the president is obviously the number one person to be able to just make that change quickly."
– Asian Woman, GA

Black Lives Matter had the highest favorability of public figures and groups.

Now, we'd like you to rate how you feel about some people and some groups of people. Using a scale from "0" to "10". You may use any number from 0 to 10 depending on how you feel. If you don't know or you've never heard of the people/groups, tell us that as well.

	Very favorable (8-10)	Somewhat favorable (6-8)	Neither favorable nor unfavorable (5)	Somewhat unfavorable (3-4)	Very unfavorable (0-2)	Don't know/Never heard of	Total fav	Total unfav
Black Lives Matter	62%	11%	13%	5%	8%	1%	73%	13%
Democrats in Congress	29%	21%	27%	12%	10%	2%	49%	22%
Bernie Sanders	31%	17%	26%	10%	11%	5%	49%	21%
Joe Biden	27%	18%	24%	13%	17%	0%	45%	31%
Your Local Police Department	19%	13%	29%	16%	22%	2%	32%	37%
Alexandria Ocasio-Cortez	18%	12%	27%	9%	13%	21%	30%	22%
The Supreme Court	14%	12%	30%	17%	25%	2%	27%	42%
Donald Trump	15%	7%	14%	9%	53%	1%	23%	62%
Republicans in Congress	10%	9%	22%	18%	39%	2%	19%	56%

■ Very favorable (8-10)　■ Somewhat favorable (6-8)　■ Neither favorable nor unfavorable (5)　■ Somewhat unfavorable (3-4)　■ Very unfavorable (0-2)　■ Don't know/Never heard of

Recall from focus groups that young voters of color feel **tokenized and believe they've been sold empty promises,** and do not believe that the current administration has achieved anything.

"It doesn't matter what party they're in, they both do the same kinds of things. **There's no real distinction between candidates**." - Latinx Woman, GA
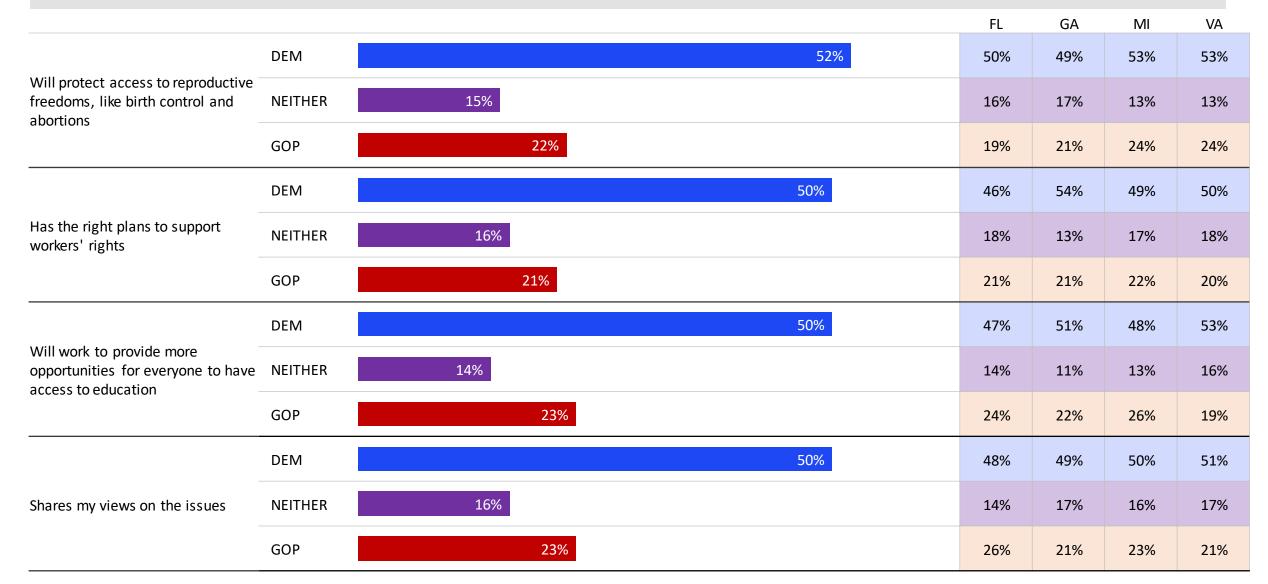
"Some of the things I've seen from the Democratic Party would make me vote for the opposite party, just out of contempt... It's like you're taken for granted, as far as voting blocks and when we speaking on race, it's like the Black vote has been almost taken for granted, and things like Joe Biden saying, "You're not Black, if you don't vote for me." **Those things like that make you want to show your contempt or whatever, your distaste for that type of sentiment, for myself..**" - Black Man, MI

Young POC participants largely believe:

- **Democrats have not accomplished much since the 2020 election**

- **They are voting for the 'lesser of two evils' in our political system**

- **They are only listened to during elections**

- **They were lied to and deceived for their vote in the past**

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Half of voters associate access to abortion, education, and sharing their views on issues with Democrats.

Here are some qualities that people might associate with the two major political parties. For each, please indicate which political party you think is better on that quality— (ROTATE) The Democratic Party or the Republican Party, are both parties good on the quality, or is neither party good on the quality? (FOLLOW UP FOR DEM/GOP) And is that much better or somewhat better?

			FL	GA	MI	VA
Will protect access to reproductive freedoms, like birth control and abortions	DEM	52%	50%	49%	53%	53%
	NEITHER	15%	16%	17%	13%	13%
	GOP	22%	19%	21%	24%	24%
Has the right plans to support workers' rights	DEM	50%	46%	54%	49%	50%
	NEITHER	16%	18%	13%	17%	18%
	GOP	21%	21%	21%	22%	20%
Will work to provide more opportunities for everyone to have access to education	DEM	50%	47%	51%	48%	53%
	NEITHER	14%	14%	11%	13%	16%
	GOP	23%	24%	22%	26%	19%
Shares my views on the issues	DEM	50%	48%	49%	50%	51%
	NEITHER	16%	14%	17%	16%	17%
	GOP	23%	26%	21%	23%	21%

These voters associate qualities like caring about people that look like them or teach accurate history with Democrats more than other parties.

Here are some qualities that people might associate with the two major political parties. For each, please indicate which political party you think is better on that quality— (ROTATE) The Democratic Party or the Republican Party, are both parties good on the quality, or is neither party good on the quality? (FOLLOW UP FOR DEM/GOP) And is that much better or somewhat better?
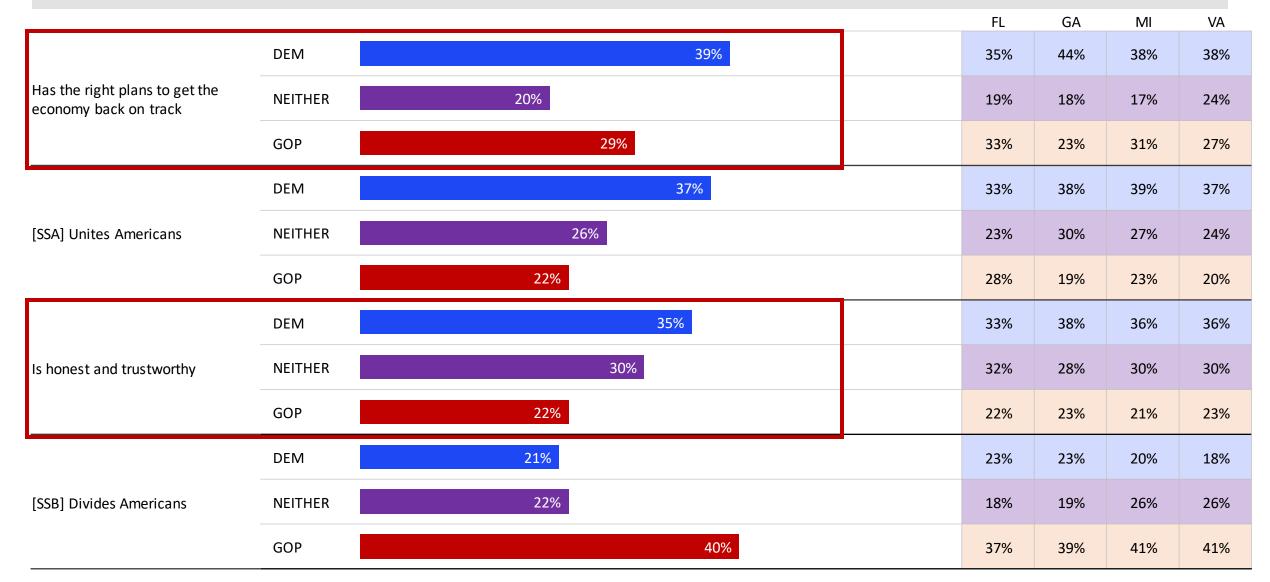
			FL	GA	MI	VA
Cares about people like me	DEM	46%	42%	49%	44%	49%
	NEITHER	21%	21%	17%	23%	23%
	GOP	21%	23%	21%	19%	20%
Want teachers to teach an accurate portrayal of history	DEM	46%	39%	53%	44%	49%
	NEITHER	18%	18%	16%	18%	18%
	GOP	23%	28%	16%	25%	21%
Cares about working class people	DEM	45%	43%	49%	44%	44%
	NEITHER	18%	17%	16%	19%	19%
	GOP	24%	27%	22%	27%	21%
[SSB] Wants to prevent violent crimes before they happen by addressing the root causes	DEM	44%	40%	46%	42%	45%
	NEITHER	18%	20%	13%	17%	22%
	GOP	26%	27%	27%	27%	23%
[SSA] Wants to stop violent crime	DEM	43%	35%	47%	47%	43%
	NEITHER	17%	15%	17%	18%	16%
	GOP	23%	30%	20%	20%	22%

Neither party gets high marks for being honest and trustworthy.

Here are some qualities that people might associate with the two major political parties. For each, please indicate which political party you think is better on that quality— (ROTATE) The Democratic Party or the Republican Party, are both parties good on the quality, or is neither party good on the quality? (FOLLOW UP FOR DEM/GOP) And is that much better or somewhat better?

			FL	GA	MI	VA
Has the right plans to get the economy back on track	DEM	39%	35%	44%	38%	38%
	NEITHER	20%	19%	18%	17%	24%
	GOP	29%	33%	23%	31%	27%
[SSA] Unites Americans	DEM	37%	33%	38%	39%	37%
	NEITHER	26%	23%	30%	27%	24%
	GOP	22%	28%	19%	23%	20%
Is honest and trustworthy	DEM	35%	33%	38%	36%	36%
	NEITHER	30%	32%	28%	30%	30%
	GOP	22%	22%	23%	21%	23%
[SSB] Divides Americans	DEM	21%	23%	23%	20%	18%
	NEITHER	22%	18%	19%	26%	26%
	GOP	40%	37%	39%	41%	41%

Attitudes Toward Voting

1. Political Climate

3. Economy, Abortion Access and Police Reform

5. Shifts

2. Attitudes Toward Voting

4. Reasons to Vote

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The most motivating reason to vote is to make a difference on the issues that matter locally and nationally.

Please select the most motivating reason to vote. Select the two reasons to vote that are most motivating.

|		FL	GA	MI	VA
Voting is a way to make a difference on the issues that matter to us locally and nationally	38%	42%	39%	34%	36%
To make prevent people I do not support and policies I do not support from taking power	28%	29%	30%	25%	29%
Our democracy is in danger and voting is one step to protect the future of democracy	28%	29%	26%	26%	29%
Voting is a right, and we need to exercise it	26%	23%	26%	30%	27%
When young people don't vote, elected officials don't listen to our concerns or priorities	23%	23%	26%	19%	23%
Our ancestors fought hard so that we can have the right to vote	22%	19%	22%	24%	22%
To elect young and diverse leaders like me	19%	18%	18%	21%	20%
To support candidates that I like	16%	16%	13%	20%	13%
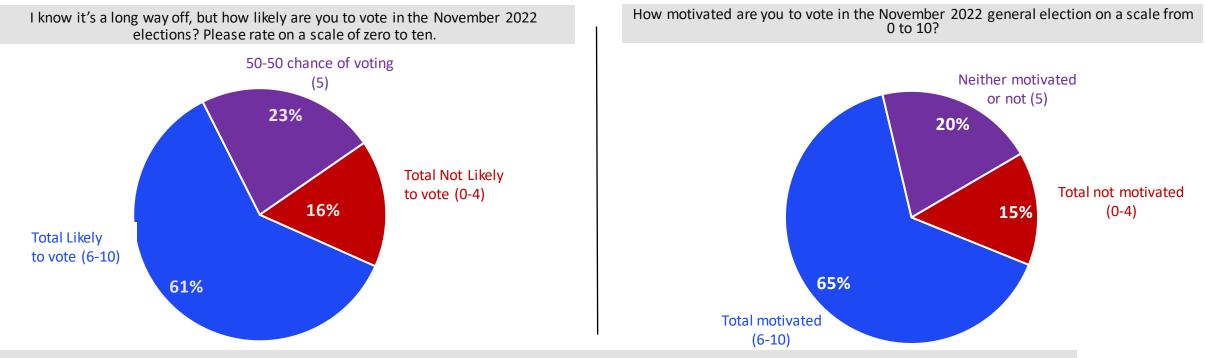
The largest factor that prevents young people of color from voting is the belief that voting will not effect change.
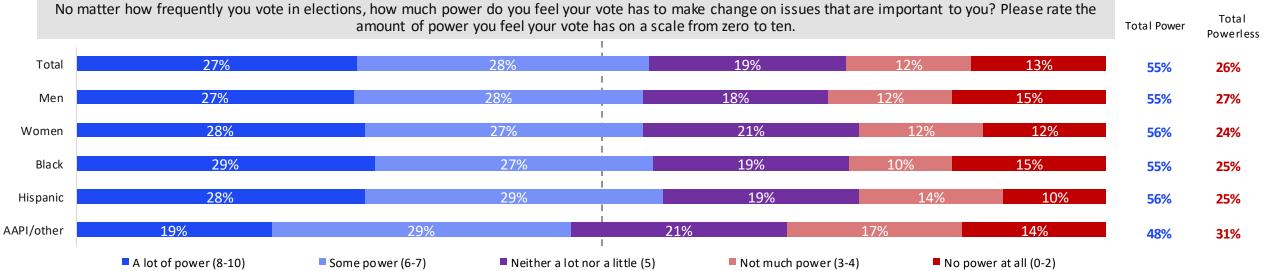
Which of the following obstacles are most likely to prevent young people like you from voting? Select the two obstacles that are most likely to get in the way of voting.

		FL	GA	MI	VA
Belief that voting doesn't change anything	39%	38%	41%	36%	41%
Lack of trustworthy source of basic information on candidates and initiatives up for a vote	32%	32%	32%	35%	31%
Lack of interest in elections/government	29%	31%	28%	28%	31%
Lack of information on voting process (poll locations, registration deadlines, ID etc.)	26%	24%	25%	27%	28%
Disliking the candidate options	25%	25%	25%	24%	26%
Inability to take time off from school or work to vote	19%	19%	18%	23%	15%
Lack of time to spend waiting in line or filling out mail-in ballot	16%	17%	16%	14%	18%
Inconvenience of poll location and lack of transportation	14%	14%	16%	14%	11%

Approximately 6 in 10 young voters of color say that they are motivated to vote, likely to vote, and believe that their vote has power.

I know it's a long way off, but how likely are you to vote in the November 2022 elections? Please rate on a scale of zero to ten.

50-50 chance of voting (5)
23%

Total Not Likely to vote (0-4)
16%

Total Likely to vote (6-10)
61%

How motivated are you to vote in the November 2022 general election on a scale from 0 to 10?

Neither motivated or not (5)
20%

Total not motivated (0-4)
15%

Total motivated (6-10)
65%

No matter how frequently you vote in elections, how much power do you feel your vote has to make change on issues that are important to you? Please rate the amount of power you feel your vote has on a scale from zero to ten.

	A lot of power (8-10)	Some power (6-7)	Neither a lot nor a little (5)	Not much power (3-4)	No power at all (0-2)	Total Power	Total Powerless
Total	27%	28%	19%	12%	13%	**55%**	**26%**
Men	27%	28%	18%	12%	15%	**55%**	**27%**
Women	28%	27%	21%	12%	12%	**56%**	**24%**
Black	29%	27%	19%	10%	15%	**55%**	**25%**
Hispanic	28%	29%	19%	14%	10%	**56%**	**25%**
AAPI/other	19%	29%	21%	17%	14%	**48%**	**31%**

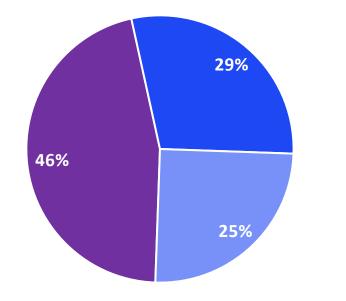■ A lot of power (8-10) ■ Some power (6-7) ■ Neither a lot nor a little (5) ■ Not much power (3-4) ■ No power at all (0-2)

As newer voters, the information that young voters of color need most is what and who is on the ballot.
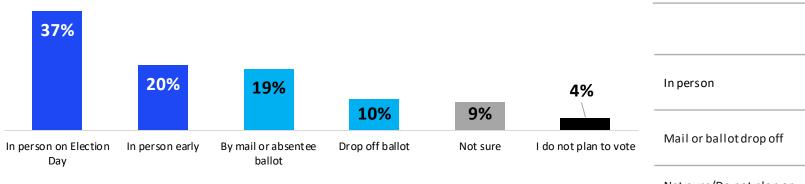
When it comes to logistical information on the process of voting, which do you feel you and other young people need most?

- Information about what and who is on the ballot
- General information about voting
- Information on how to make voting easier and more convenient

46% 29% 25%

	Florida	Georgia	Michigan	Virginia
Information about what and who is on the ballot	51%	40%	47%	47%
General information about voting	25%	32%	31%	28%
Information on how to make voting easier and more convenient	24%	27%	22%	25%

If you plan to vote, how do you plan to do so?

In person on Election Day	In person early	By mail or absentee ballot	Drop off ballot	Not sure	I do not plan to vote
37%	20%	19%	10%	9%	4%

	Florida	Georgia	Michigan	Virginia
In person	56%	63%	51%	61%
Mail or ballot drop off	32%	26%	33%	26%
Not sure/Do not plan on voting	12%	10%	16%	13%

Economy, Abortion Access and Police Reform
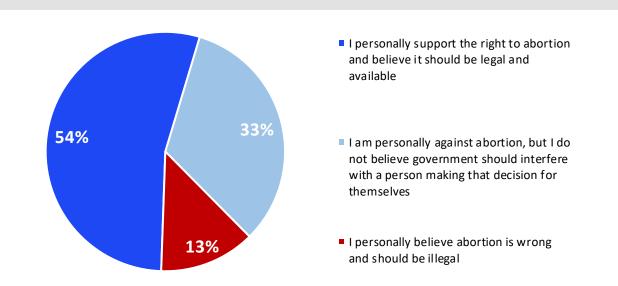
◎HITstrategies
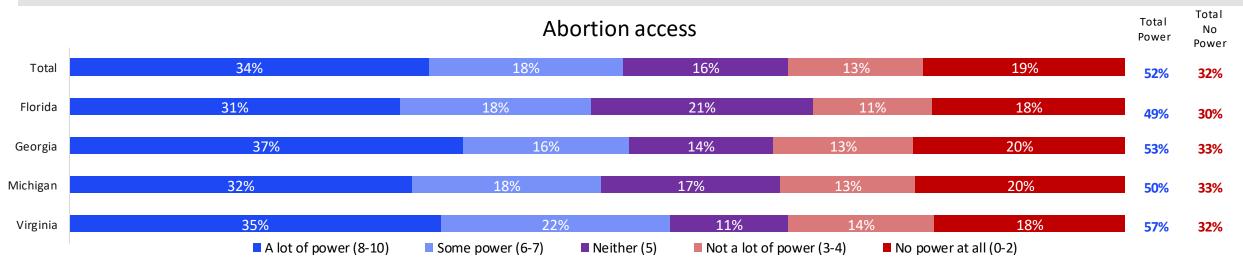
87% of young voters of color believe in protecting abortion rights.
52% believe that their vote has the power to make a positive impact.

Which of the following comes closer to your view even if it isn't exactly right?

- 54% — I personally support the right to abortion and believe it should be legal and available
- 33% — I am personally against abortion, but I do not believe government should interfere with a person making that decision for themselves
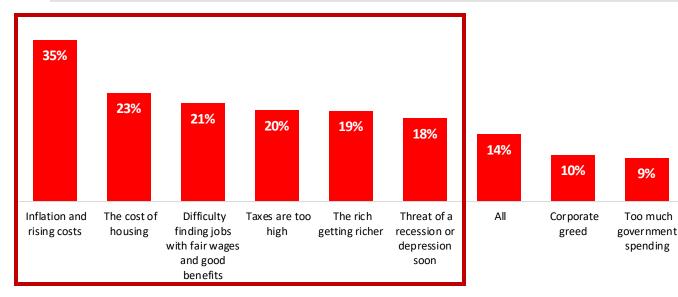- 13% — I personally believe abortion is wrong and should be illegal

No matter how frequently you vote in elections, how much power do you feel that your vote has to make a positive impact on the following issues? Rate on a scale from 0-10.

Abortion access

	A lot of power (8-10)	Some power (6-7)	Neither (5)	Not a lot of power (3-4)	No power at all (0-2)	Total Power	Total No Power
Total	34%	18%	16%	13%	19%	**52%**	**32%**
Florida	31%	18%	21%	11%	18%	**49%**	**30%**
Georgia	37%	16%	14%	13%	20%	**53%**	**33%**
Michigan	32%	18%	17%	13%	20%	**50%**	**33%**
Virginia	35%	22%	11%	14%	18%	**57%**	**32%**

66% of young voters of color are dissatisfied with the state of the economy. They are most concerned about kitchen table issues like inflation.

Thinking more specifically about the economy, which one or two of the following concerns you the most?

Concern	%
Inflation and rising costs	35%
The cost of housing	23%
Difficulty finding jobs with fair wages and good benefits	21%
Taxes are too high	20%
The rich getting richer	19%
Threat of a recession or depression soon	18%
All	14%
Corporate greed	10%
Too much government spending	9%
Middle class is declining	8%
None	1%

How satisfied do you feel with the state of the economy today?

Very satisfied	10%
Somewhat satisfied	24%
Somewhat dissatisfied	39%
Very dissatisfied	27%

No matter how frequently you vote in elections, how much power do you feel that your vote has to make a positive impact on the following issues? Rate on a scale from 0-10.
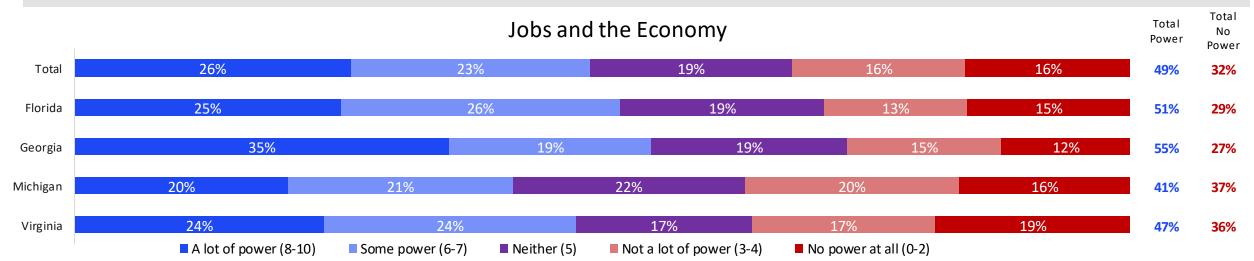
Jobs and the Economy

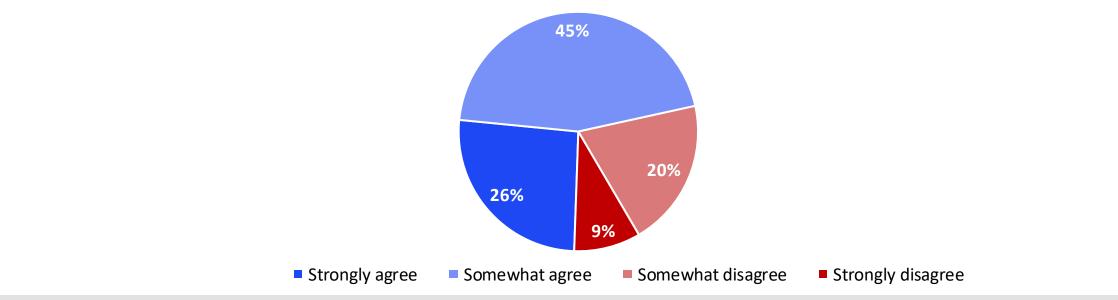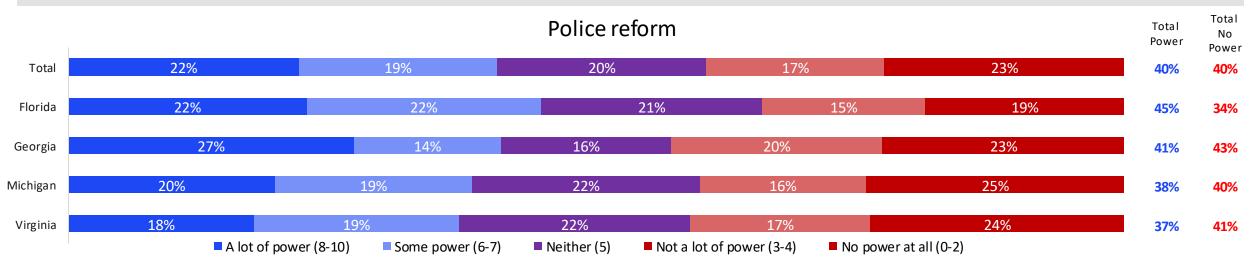|	A lot of power (8-10)	Some power (6-7)	Neither (5)	Not a lot of power (3-4)	No power at all (0-2)	Total Power	Total No Power
Total	26%	23%	19%	16%	16%	49%	32%
Florida	25%	26%	19%	13%	15%	51%	29%
Georgia	35%	19%	19%	15%	12%	55%	27%
Michigan	20%	21%	22%	20%	16%	41%	37%
Virginia	24%	24%	17%	17%	19%	47%	36%

71% of young voters of color support redirecting resources from police to fund community programs.

Some people are saying that ensuring safety and wellbeing for everyone requires funding community services by redirecting resources from our police department and jail to bring about better access to jobs, housing, and childcare. Do you agree or disagree that this should happen?

- Strongly agree: 26%
- Somewhat agree: 45%
- Somewhat disagree: 20%
- Strongly disagree: 9%

■ Strongly agree   ■ Somewhat agree   ■ Somewhat disagree   ■ Strongly disagree

No matter how frequently you vote in elections, how much power do you feel that your vote has to make a positive impact on the following issues? Rate on a scale from 0-10.

Police reform

	A lot of power (8-10)	Some power (6-7)	Neither (5)	Not a lot of power (3-4)	No power at all (0-2)	Total Power	Total No Power
Total	22%	19%	20%	17%	23%	**40%**	**40%**
Florida	22%	22%	21%	15%	19%	**45%**	**34%**
Georgia	27%	14%	16%	20%	23%	**41%**	**43%**
Michigan	20%	19%	22%	16%	25%	**38%**	**40%**
Virginia	18%	19%	22%	17%	24%	**37%**	**41%**

■ A lot of power (8-10)   ■ Some power (6-7)   ■ Neither (5)   ■ Not a lot of power (3-4)   ■ No power at all (0-2)

Reasons to Vote

1. Political Climate
3. Economy, Abortion Access and Police Reform
5. Shifts

2. Attitudes Toward Voting
4. Reasons to Vote

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Statements on young voters impacting election outcomes

Here are some examples of how young voters can change an election outcome. Please rate whether each statement makes you more or less likely to vote in the 2022 midterm election, or if it doesn't have an impact.

[2018]
There was a 10-point increase in young-voter turnout in the 2018 elections that resulted in the election of the youngest and most diverse congress in US history.

[2020]
Youth voter turnout was higher than ever in the 2020 presidential election, at around 50%, which had a decisive impact in key races across the country.

[EVIDENCE]
Evidence shows that when young people turnout in elections, they change the outcome. An analysis of 219 national election surveys shows that when people under the age of 25 vote at higher rates, the results of the election tend to go in favor of how young people voted.
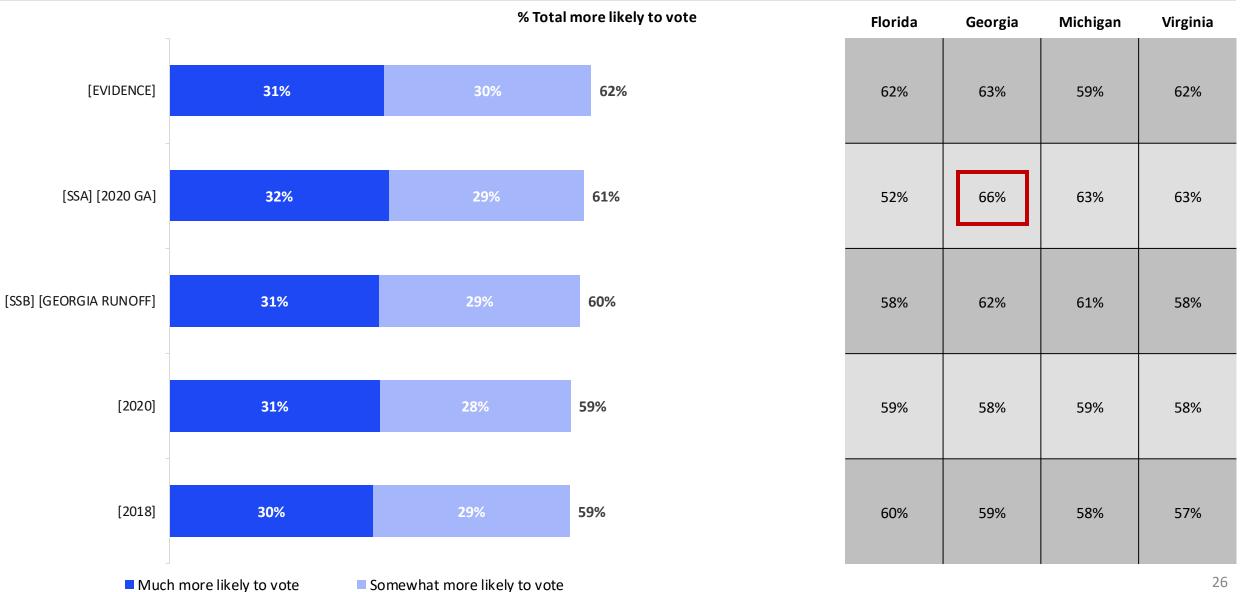
[SSA] [2020 GA]
in Georgia, young Black voters helped Biden win a state that had not voted Democratic in almost 30 years. 90% of Black youth in Georgia voted for Biden, and Biden won Georgia counties with a high proportion of Black youth by an average of 26 percentage points more than across the state as a whole.

[SSB] [GEORGIA RUNOFF]
Young voters in Georgia—especially Black youth—had a major influence in the January 2021 Senate runoffs. More than 90% of young Black voters backed Ossoff and Warnock the first Black Senator from the state of Georgia, who ended up winning. Then, the outcome of this election decided control of the U.S. Senate, impacting the entire country.

All examples tested were **similarly effective.** GA-specific messaging worked best in Georgia

Here are some examples of how young voters can change an election outcome. Please rate whether each statement makes you more or less likely to vote in the 2022 midterm election, or if it doesn't have an impact.

% Total more likely to vote

	Much more likely to vote	Somewhat more likely to vote	Total	Florida	Georgia	Michigan	Virginia
[EVIDENCE]	31%	30%	62%	62%	63%	59%	62%
[SSA] [2020 GA]	32%	29%	61%	52%	**66%**	63%	63%
[SSB] [GEORGIA RUNOFF]	31%	29%	60%	58%	62%	61%	58%
[2020]	31%	28%	59%	59%	58%	59%	58%
[2018]	30%	29%	59%	60%	59%	58%	57%

■ Much more likely to vote   ■ Somewhat more likely to vote

Recent positive and negative policy examples tested as motivators to vote:

Please read the following examples of actions that elected leaders have taken recently in response to these issues. Please rate how these actions make you feel towards voting, on a scale of much more motivated to vote to much less motivated to vote.

[SSA] [POLICE BRUTALITY POSITIVE]

The Biden administration recently established measures to address police brutality such as a national database of police misconduct, mandating body-worn cameras, banning chokeholds, and restricting no-knock entry.

[SSB] [POLICE BRUTALITY NEGATIVE]

Governor Ron DeSantis signed a bill that aims to recruit police officers to Florida that have been fired for misconduct elsewhere.

[SSB] [ABORTION RESTRICTION POSITIVE]

This year in Kansas, the Republican-controlled state legislature attempted to change the state Constitution to take away abortion access. When it came to a vote, the state overwhelmingly voted "no" to uphold reproductive rights.
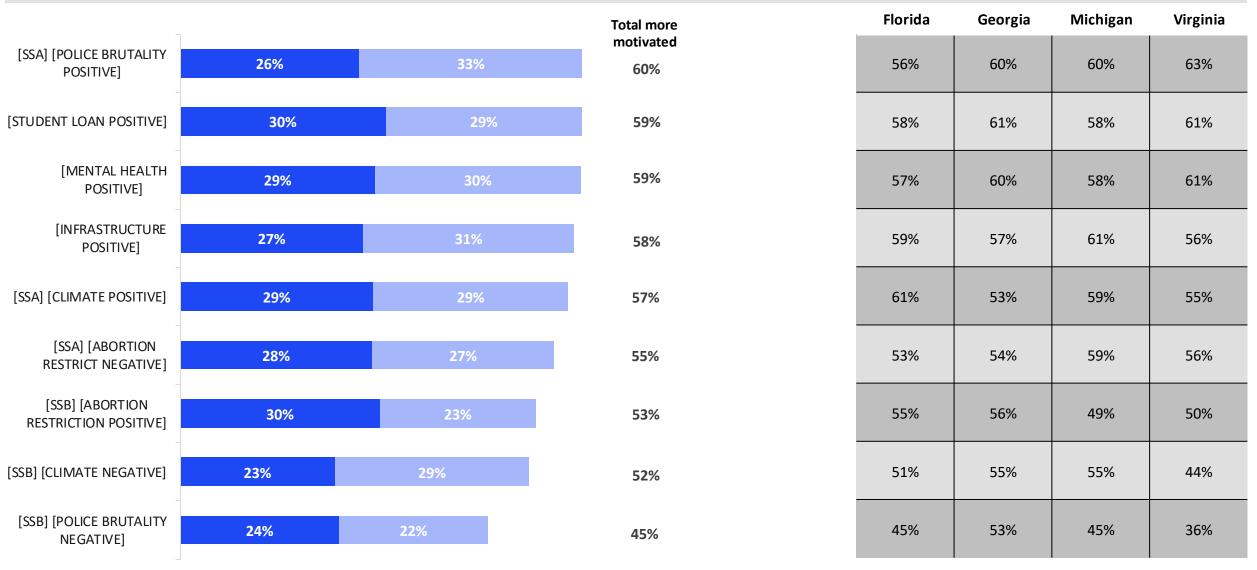
[SSA] [ABORTION RESTRICTION NEGATIVE]

13 states have enacted trigger bans on abortions that went into effect immediately after overturning of Roe v. Wade, with 22 states total working to pass restrictions.

[SSA] [CLIMATE POSITIVE]

The US congress recently passed law that provides the most funding in US history for clean energy technology like wind turbine blades, solar panels, and electric cars to be built in the United States with American made materials, creating thousands of good jobs here and taking steps to address the climate crisis, paid for by raising taxes on large corporations.

[SSB] [CLIMATE NEGATIVE]

The Supreme Court recently rolled back clean air and water protections by restricting the scope of the U.S. Environmental Protection Agency's authority to regulate greenhouse gas emissions.

[STUDENT LOAN POSITIVE]

The current administration recently announced that up to $20k in student loan debt will be forgiven for low- and middle-class barrowers, while also making it easier for remaining debt to be paid off.

[INFRASTRUCTURE POSITIVE]

The US Congress recently passed a new infrastructure package which will replace dangerous lead pipes, invest in public transit, and ensure internet access for all.

[MENTAL HEALTH POSITIVE]

Biden administration recently instituted a mental health block grant program that makes federal funds available to support states in building out their community mental health services and advocates for expanded and sustained funding for mental health services nationally.

Examples of positive policy impacts are more effective than negative policy impacts when it comes to increasing motivation to vote. ◎

Please read the following examples of actions that elected leaders have taken recently in response to these issues.
Please rate how these actions make you feel towards voting, on a scale of much more motivated to vote to much less motivated to vote.

	Much more motivated to vote	Somewhat more motivated to vote	Total more motivated	Florida	Georgia	Michigan	Virginia
[SSA] [POLICE BRUTALITY POSITIVE]	26%	33%	**60%**	56%	60%	60%	63%
[STUDENT LOAN POSITIVE]	30%	29%	**59%**	58%	61%	58%	61%
[MENTAL HEALTH POSITIVE]	29%	30%	**59%**	57%	60%	58%	61%
[INFRASTRUCTURE POSITIVE]	27%	31%	**58%**	59%	57%	61%	56%
[SSA] [CLIMATE POSITIVE]	29%	29%	**57%**	61%	53%	59%	55%
[SSA] [ABORTION RESTRICT NEGATIVE]	28%	27%	**55%**	53%	54%	59%	56%
[SSB] [ABORTION RESTRICTION POSITIVE]	30%	23%	**53%**	55%	56%	49%	50%
[SSB] [CLIMATE NEGATIVE]	23%	29%	**52%**	51%	55%	55%	44%
[SSB] [POLICE BRUTALITY NEGATIVE]	24%	22%	**45%**	45%	53%	45%	36%

■ Much more motivated to vote   ■ Somewhat more motivated to vote

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Tested messages to convince young people to vote, developed from focus groups

Please read the following messages and rate them on a scale from 0-10, where "0" means not at all a convincing reason to vote, "5" means indifferent, and "10" means it is a very convincing reason to vote. You can choose any number between 0-10.

[SSA] [YOUTH POWER]
Millennials and Gen-Z are the most diverse generations in US history. Now that we collectively make up the largest eligible voting population, we have the power to make the rest of the country respond to the needs of Black and brown communities. Our communities have gone long enough without seeing ourselves reflected in our elected officials and in their decisions. It's time we take back our power and put people in office who represent us.

[ABORTION ACCESS]
Right-wing politicians across the country are trying to restrict women's rights and deny them access to reproductive healthcare, but young people have the power to stop them. Last month, Kansans voted to protect a woman's right to choose in record numbers. The vote share of people under 35 was 50% higher than it was in the 2018 primary. We can elect people in every state that will protect a woman's right to choose.

[SSA] [VOTING RIGHTS]
Our vote as young people has the power to change the outcome of this election. Want proof? In 2020 there was a 11-point increase in turnout among young voters. The result? The youngest and most diverse Congress in US history, and more diverse leadership at the state and local level across the country. Some politicians saw this power and are trying to stop it by making it harder for some people to vote. This November, let's turn out in record numbers again to stop those who want to silence us by taking away our right to vote.

[POLICING]
Young voters have the power to make real change on important issues like police accountability and criminal justice. We've already seen it in action: In 2021, voters in Austin, TX were fed up with unchecked police brutality and came together to deny the police department additional resources that would be better used combating the root causes of crime like poverty and homelessness. Want to see that happen? Use your vote this election to demand action because being part of nearly 40% of the electorate means that we hold the greatest power to make change.

[SSB] [CLIMATE]
No one will feel the impact of the climate crisis more than our generation. It is our future that's at stake. The policymakers that consider our health and the health of the environment an afterthought won't be around to face the consequences of their short-sighted decisions—but we will be. So it's time for us to start shaping policy. In 2020 young people came out to vote in droves and the result is the largest investment in green energy in US history. We know more needs to be done and we have the power to make it happen.
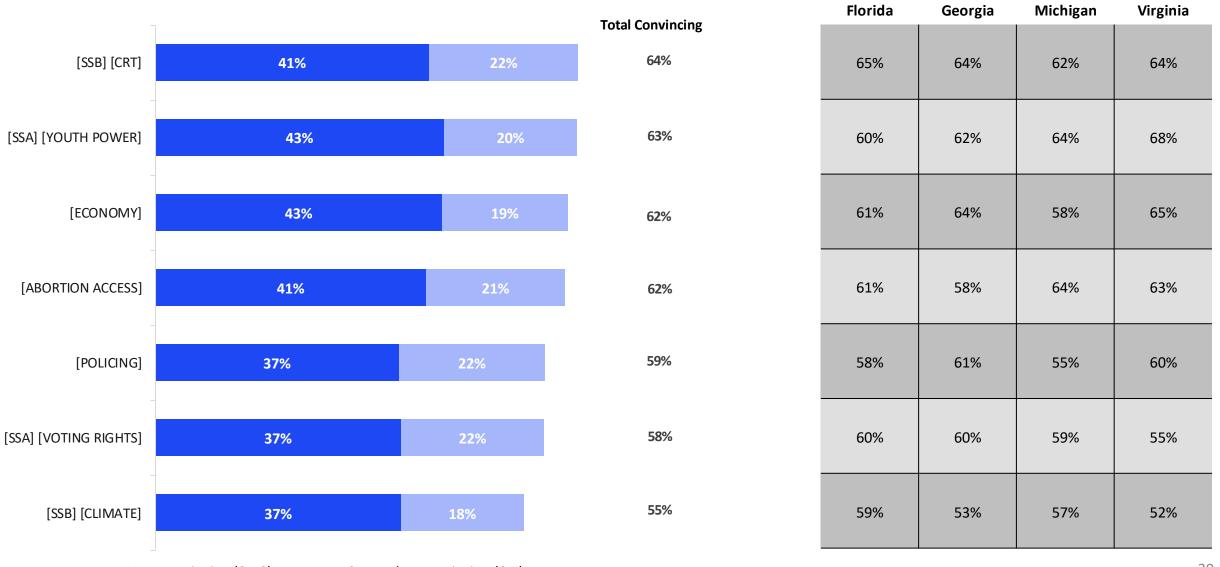
[ECONOMY]
Young people deserve the same opportunities that our parents had, to own our homes, save for retirement, and provide for our families. But today, rising prices and stagnant wages are leading to record profits for corporations and the rich, while regular people struggle to get by. We are the largest voting-eligible age bloc in the country, and if we come together to demand change through voting, petitions and protests, we can build an economy that works for everyone, not just the few at the top.

[SSB] [CRT]
Together, Gen Z and millennials are the largest voter-eligible age group in the country. That means we have an opportunity to forge a better future, and that starts by teaching an accurate history of our past, one that doesn't attempt to erase things like slavery and Jim Crow that define much of American history. We can flex our power by electing schoolboard members who recognize we must teach accurate history to learn from the mistakes of our past, correct the injustices of the present, and forge a more equitable and united future together.

CRT, youth power, economy and abortion access are most convincing messages.

Please read the following messages and rate them on a scale from 0-10, where "0" means not at all a convincing reason to vote, "5" means indifferent, and "10" means it is a very convincing reason to vote. You can choose any number between 0-10.

Message	Very convincing (8-10)	Somewhat convincing (6-7)	Total Convincing	Florida	Georgia	Michigan	Virginia
[SSB] [CRT]	41%	22%	64%	65%	64%	62%	64%
[SSA] [YOUTH POWER]	43%	20%	63%	60%	62%	64%	68%
[ECONOMY]	43%	19%	62%	61%	64%	58%	65%
[ABORTION ACCESS]	41%	21%	62%	61%	58%	64%	63%
[POLICING]	37%	22%	59%	58%	61%	55%	60%
[SSA] [VOTING RIGHTS]	37%	22%	58%	60%	60%	59%	55%
[SSB] [CLIMATE]	37%	18%	55%	59%	53%	57%	52%

■ Very convincing (8-10) ■ Somewhat convincing (6-7)

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Thank You

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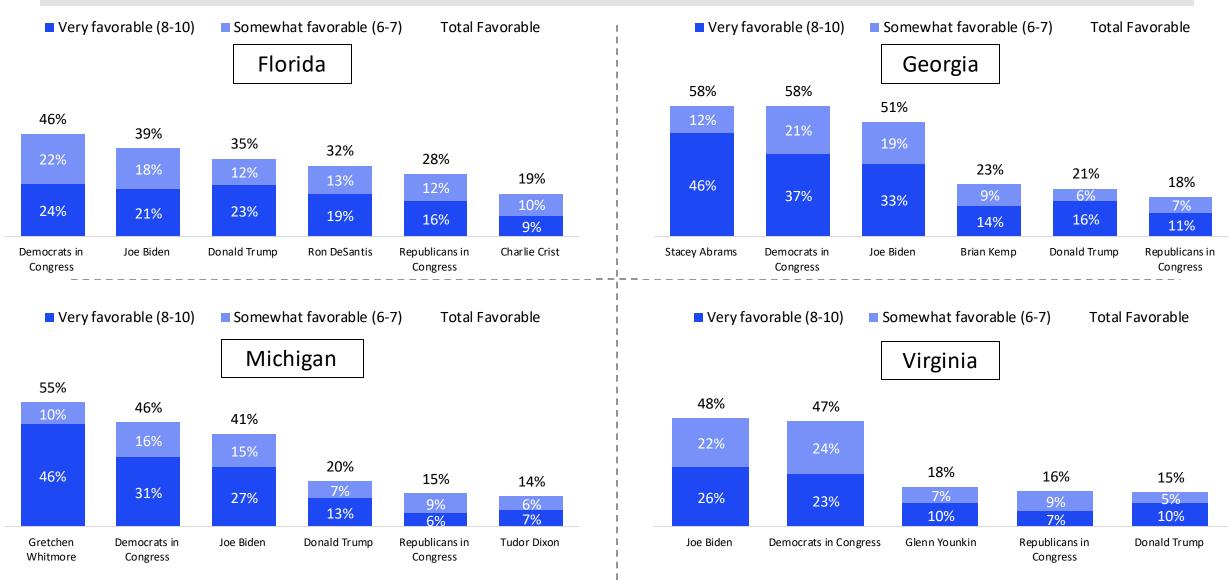**Lauren Goldstein**
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Appendix

For Gen Z POC, Democrats are NOT dramatically more favorable to republicans.

Now, we'd like you to rate how you feel about some people and some groups of people. Using a scale from "0" to "10". You may use any number from 0 to 10 depending on how you feel. If you don't know or you've never heard of the people/groups, tell us that as well.

Abortion voters more likely to be Dems, Economic voters more likely to be GOP.

Audience Segmentation

Abortion Voters

Abortion access is a top issue AND 6+ on power voting has to make positive change on abortion access

21% **of Gen Z POC**

25%	of Democrats
19%	of Black respondents
23%	of Latinx respondents
23%	of AAPI/Other
14%	of Men
27%	of Women
8%	of Republicans
21%	of Non-college educated
19%	of College educated

Economic Voters

Housing, inflation, or jobs and the economy are top issues AND 6+ on power of voting to bring about positive change on the economy

15% **of Gen Z POC**

15%	of Democrats
17%	of Black respondents
13%	of Latinx respondents
11%	of AAPI/Other
18%	of Men
13%	of Women
22%	of Republicans
15%	of Non-college educated
14%	of College educated

Police Reform Voters

Police reform/ending mass incarceration are top issues AND 6+ on power of voting to bring about positive change on police reform

10% **Of Gen Z POC**

11%	of Democrats
11%	of Black respondents
11%	of Latinx respondents
7%	of AAPI/Other
13%	of Men
8%	of Women
9%	of Republicans
9%	of Non-college educated
15%	of College educated

Demographics Snapshot

	TOTAL	FLORIDA	GEORGIA	MICHIGAN	VIRGINIA	BLACK	HISPANIC	AAPI/OTHER
Total Dem vs Total GOP	66% Total Dem 12% Total GOP	55% Total Dem 21% Total GOP	72% Total Dem 7% Total GOP	67% Total Dem 11% Total GOP	70% Total Dem 9% Total GOP	69% Total Dem 8% Total GOP	57% Total Dem 18% Total GOP	70% Total Dem 15% Total GOP
Initial Vote motivation	65% Total motivated 15% Total not motivated	65% Total motivated 14% Total not motivated	68% Total motivated 13% Total not motivated	65% Total motivated 11% Total not motivated	62% Total motivated 20% Total not motivated	63% Total motivated 15% Total not motivated	66% Total motivated 14% Total not motivated	72% Total motivated 12% Total not motivated
Top 3 issues	44% Cost-of-living/Inflation 36% Systemic racism and discrimination 36% Abortion Access	50% Cost-of-living/Inflation 37% Economy/Jobs 34% Systemic racism and discrimination	41% Gun violence prevention 41% Cost-of-living/Inflation 40% Abortion Access	42% Cost-of-living/Inflation 41% Abortion access 34% Gun violence prevention	43% Cost-of-living/Inflation 43% Systemic racism and discrimination 38% Gun violence prevention	45% Cost-of-living/Inflation 39% Systemic racism and discrimination 36% Gun violence prevention	44% Cost-of-living/Inflation 37% Abortion access 36% Gun violence prevention	44% Abortion access 40% Cost-of-living/Inflation 38% Affordable, equitable access to healthcare
Top 2 reasons to vote	38% Voting is a way to make a difference on the issues that matter to us locally and nationally 28% To prevent people I do not support and policies I do not support from taking power	42% Voting is a way to make a difference on the issues that matter to us locally and nationally 29% Our democracy is in danger and voting is one step to protect the future of democracy	39% Voting is a way to make a difference on the issues that matter to us locally and nationally 30% To prevent people I do not support and policies I do not support from taking power	34% Voting is a way to make a difference on the issues that matter to us locally and nationally 30% Voting is a right, and we need to exercise it	36% Voting is a way to make a difference on the issues that matter to us locally and nationally 29% Our democracy is in danger and voting is one step to protect the future of democracy	38% Voting is a way to make a difference on the issues that matter to us locally and nationally 27% Our democracy is in danger and voting is one step to protect the future of democracy	39% Voting is a way to make a difference on the issues that matter to us locally and nationally 29% Our democracy is in danger and voting is one step to protect the future of democracy	38% Voting is a way to make a difference on the issues that matter to us locally and nationally 37% To prevent people I do not support and policies I do not support from taking power
Biggest obstacle to voting	39% Belief that voting doesn't change anything	38% Belief that voting doesn't change anything	41% Belief that voting doesn't change anything	36% Belief that voting doesn't change anything	41% Belief that voting doesn't change anything	40% Belief that voting doesn't change anything	38% Belief that voting doesn't change anything	37% Belief that voting doesn't change anything