

CIRCLE Growing Voters: Political Campaigns and Organizations

Partisan organizations and political campaigns are the largest stakeholders in voter engagement, but are often structured and incentivized to reach those they consider the likeliest voters. That can exclude young people who have just turned 18, youth who are not in college, and other groups that they consider less likely to turn out. They must shift away from merely mobilizing voters, to growing them.

THE FACTS

+33

PERCENTAGE POINTS

In the 2018 midterms, young people who had been contacted by a political campaign more than once were 33 percentage points more likely to report that they voted.

46%

of all young people were NEVER contacted by a political campaign in 2020.

56%

of Asian youth were NEVER contacted by a campaign in 2020.

The CIRCLE Growing Voters is a paradigm shift to transform how policymakers and many other stakeholders can strengthen young people's equitable engagement in democracy. Learn more, engage in this work, and share it with others at:

circle.tufts.edu/circlegrowingvoters

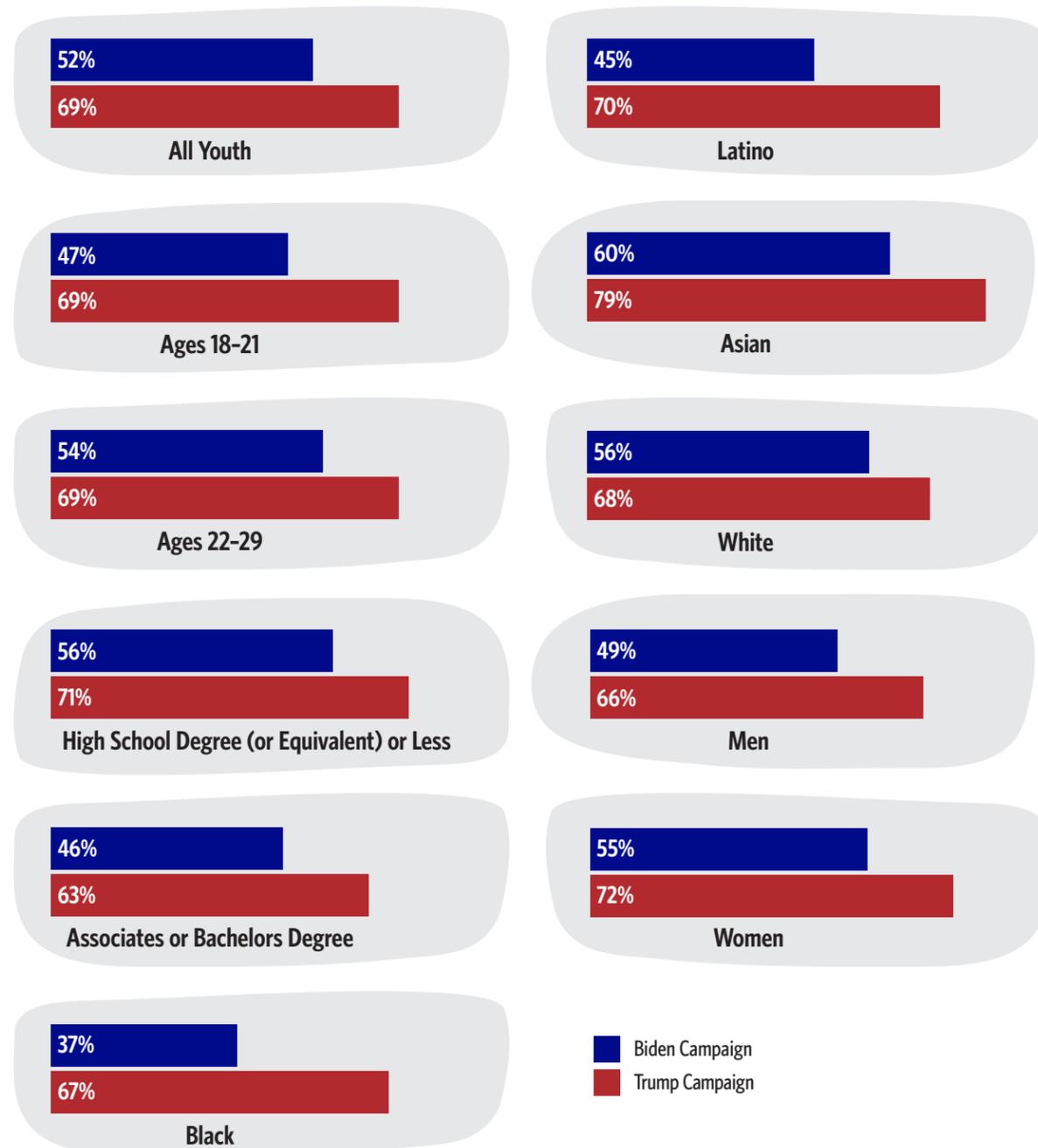


Leaving Votes on the Table:

Being directly asked and encouraged to register and vote is one of the strongest predictors of where youth will cast a ballot. But in the 2020 election, more than half of youth were never contacted by a Democratic campaign, and more than two thirds never heard from Republicans.

YOUTH NEVER CONTACTED DURING THE 2020 ELECTION, BY PARTY

Across the board, young people were less likely to be contacted by the Trump campaign or the Republican Party in 2020



RECOMMENDATIONS FOR ACTION: HOW POLITICAL CAMPAIGNS AND ORGANIZATIONS CAN GROW VOTERS



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