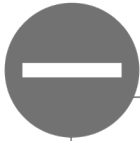


Increasing Young Voter Turnout

This summary of findings and recommendations is based on the Youth Voting Project, conducted by the ASU Congressman Ed Pastor Center for Politics & Public Service and the ASU Morrison Institute for Public Policy from 2019-2021. This project was funded by a gift from the Vox Populi Foundation.

What we did: Identified factors that promote and hinder civic engagement among young voters through focus groups with young adults, and a pre/post-election survey among ASU students in 2020. A full report of survey findings can be found [on the Morrison Institute website](#).

What We Heard from Young Voters



Barriers to voting

- Lack of familiarity with candidates and races
- Confusion about the impact of ballot questions on the issues
- Lack of faith in the elections system
- Confusion about voter registration and the voting process
- Address discrepancies on voter IDs for students living on campus



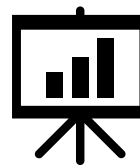
Factors that promote voting

- Early voting and mail-in voting reduce time and transportation constraints
- Viewing elections as impactful for individuals and their communities creates a strong motivation to vote
- Young people get voting information from friends, family, and social networks vs. more traditional outlets
- Connecting voting to the issues that young people care about

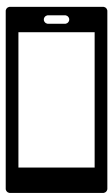
General Recommendations and Strategies



Focus on the issues: Use specific messaging to explain how voting can impact issues that young people care about, such as healthcare, education, law enforcement, racial & social equity, and climate change.



Make the case: Explain what is possible with even a small increase in voter turnout by giving concrete examples of how a small number of voters can impact election outcomes.



Prioritize social media outreach, especially Instagram and TikTok: Findings illustrate that young people often rely on websites and articles referenced in social media posts for elections information, instead of television news sources or official election information provided by government websites or in mailers.






Create an election “holiday”: Encourage employers and school administrators to offer flexible scheduling on Election Day — or the day off — and to remind and encourage employees and students to vote.



Explain what to expect: Young voters recommend developing fun, engaging social media campaigns that include information on how to register, how to vote, and what will be on the ballot.

Recommendations for Schools, Elections Administrators, and Civic Organizations

<p>K-12 schools, colleges, and universities</p> 	<ul style="list-style-type: none"> ✓ Integrate curriculum on voting and democratic participation throughout K-12 education (i.e., KidsVoting). ✓ Provide instruction on how to distinguish credible information from “fake news” and propaganda. ✓ Provide students with hands-on training on voting procedures and upcoming ballot content. ✓ Provide links to voting and election information and resources on high traffic school, college, or university webpages (i.e., registration/enrollment). ✓ Display signage and messaging about voting and elections in prominent, high-traffic locations on campus. ✓ Create an election “holiday” by not holding classes on Election Day. At a minimum, administrators can ask instructors to avoid scheduling exams or presentations on Election Day and remind students to vote.
<p>Elections administrators</p> 	<ul style="list-style-type: none"> ✓ Develop school and community partnerships to promote awareness and utilization of official information and voter support resources, such as: <ul style="list-style-type: none"> • Tips for talking to parents about voting and conversation resources in Spanish; • Video tutorials about how to vote by mail, how to vote early, etc.; • Easily shareable and accurate social media content about election processes and ballot issues. ✓ Work with colleges and universities to identify and mitigate barriers that students in residence halls face with voter registration and receiving and returning ballots by mail.
<p>Civic organizations and G.O.T.V. initiatives</p> 	<ul style="list-style-type: none"> ✓ Findings suggest that the “General Recommendations and Strategies” outlined in this document are especially relevant for organizations and campaigns that aspire to increase youth voter turnout. These strategies in particular are recommended: <ul style="list-style-type: none"> ○ Clearly illustrate how a small number of votes or increase in turnout by young voters can impact specific election issues and races. ○ Develop social media content with elections information and education. ✓ Promote campaigns that encourage voters to talk about voting online and in-person with the young people in their lives. Young people we spoke with said that having friends and family members who vote and talk about elections makes them more likely to vote. ✓ Maintain a positive, hopeful tone; avoid negative, angry, and fear-based messaging. ✓ Engage young people in campaigns and creative strategies (especially leveraging their social networking capacities) to explain how upcoming elections affect youth/community in a tangible way.