

1: Election Central | Nielsen

Reaching Voters Voter Matched Targeting DSPolitical brings together the best data-driven targeting science with a multi-layered digital advertising network to help your campaign find the exact right voters online every time.

Voter Reach is available on any mobile device! Download now to get started! App Instructions Enter a user name and press "Register. Press the "Call Voter" button. Depending on your phone you may need to close the dialer. Here you input the responses to the script. Press the cloud to upload the responses and you will return to the next call. You are now ready to call another voter. When you want to stop phonebanking click "Exit. Green markers have been canvased and the red ones still need canvasing. The number on the marker is the number of voters to survey at the address. Enter the survey responses and press the cloud to upload. The marker will turn green. Tap the "Toggle" flag and the map will center on your current location. Tap "Script" to review the canvasing script. When you are done canvasing tap "Exit. After tapping "Send" the app loads another person to text. You can send them as fast as your phone will load them. Tap "Search" to pull up a phone number who responded to you. Enter the phone number and tap "Search" and the survey will open for that number. Enter the survey data and hit upload. When you are done tap "Exit.

2: Will millennials be the largest voting bloc in , as Rock the Vote predicts? | PolitiFact

Reaching the voter. Toronto: Published by Dundurn Press in cooperation with the Royal Commission on Electoral Reform and Party Financing and Canada Communication Group-Publishing, Supply and Services Canada, Â©

According to Pew Research Center, the likely reason why the U. Hispanic vote has not measured up to its potential is because of the large number of individuals in that population who are ineligible to vote. Each month, some 50, U. By comparison, the growth rate among all U. Hispanics have traditionally registered to vote in far fewer numbers than their Caucasian counterparts, this is likely to change as the number reaching voting age continues to rise. Demonstrating the potential of this, a study by Pew Hispanic Center PHC determined that if Hispanics registered and voted at roughly the same rates as whites in , they would have cast 2. This would have more than enough to affect close races according to PHC. Statistics are not yet available for , but we can assume that the trend continued. The first step in the engagement process, quite obviously, is to motivate Hispanic youth to register to vote. But, the question remains on how best to reach this emerging group and, in fact, all U. Among the general social networking sites, Hispanic teens reportedly have a much bigger presence on myspace. The sites that specifically court Hispanics, or specifically Hispanic youth, include MiGente, an English-language social networking site targeted to Hispanics, and bilingual sites such as elHood. In addition to social networking sites and blogs, advertising placed on the web editions of newspapers and magazines that draw an Hispanic audience are also a great place to push a voter registration or candidate message. Another strategy, and one that provides the opportunity for micro-segmentation and targeting, is direct marketing. A multi-channel approach utilizing digital direct mail, email marketing, voice broadcasting, and click-through web landing pages--all capable of data-driven customizations using advanced technologies--can be very powerful. By going beyond the direct marketing personalization of yesterday, to messaging tailored to the individual recipient, these prospective voters can be engaged in greater numbers. The important thing to note is that these technologies can only be as effective as the data behind them. Simply put, not all direct marketing data resources offer deep demographics and selection criteria. While the best resource would be one offering attributes that fit into such categories as lifestyle, interests, behaviors, finances, and beliefs, these are limited in number and need to be sought out. The reasons are simple if not obvious. While typically sharing the Spanish language, although not always, each group has its own customs, beliefs and cultural influences and practices. In addition, the political issues of interest to one geographic segment over another may differ. A classic example is the ongoing debate over the fence being constructed on the U. While a hot button issue for U. Hispanics with Mexican roots, this may not engage those of Cuban or Caribbean origin at the same level. While external lists will need to be utilized for voter registration purposes, political campaigns can use these same principles to optimize response to their calls-to-action to already registered voters and donors. Given the potential to draw vast numbers of prospective Hispanic voters to their candidates and issues, political parties at every level should start building affinity with this potential future voting pool now. Candidates and initiative sponsors should use these strategies to register additional voters of all ages and get them to the polls. She can be reached.

3: Get Smart About Reaching Voters with Mail – USPS Deliver the Win

Midterm voter enthusiasm reaching historic levels Overall, 65 percent of those surveyed said they had high interest in this midterm election. That figure is higher than any number seen recently.

Tue, Jul 10, at 6: Senate, beating two underfunded and little-known candidates. Even in the best of times, the Rio Grande Valley is a challenge for statewide Democratic candidates: The area is overwhelmingly Democratic but it has some of the lowest voter turnout in the entire country. At the pavilion, Mendoza and Gonzales are eager to get to work. Because during the primary, he was neck and neck with Hernandez. Ted Cruz needs only to turn out white voters to win, while Democrats have to mobilize and persuade many different communities, across a large and complex state. And they need to do all that with much less money and infrastructure – not to mention the psychological barrier of a year losing streak. Get an alert each time Chris Hooks publishes a column. In the spring, I went on the road to catch up with the campaign. And an experiment too, to see: How much is a good candidate worth? But it also brings him to some strange places. The traditional rule of a campaign is to go where the voters are. An exception is J. Later, he served as executive director of the Travis County Democratic Party, where he became a leading internal critic. But in he quit politics to open a brewery in Taylor, leaving him free to talk publicly in a way most other Democrats I spoke to for this piece were not. Gins has another theory: A lot of Democratic politics in Texas is built around formal or informal machines, and the politiqueras run the machine in the Valley. They extract a tax from Democratic campaigns, and then produce votes. Most campaigns pay the tax. They endorsed him a few weeks later. But the unions are a big part of the Democratic coalition in Texas , and a consultant-driven campaign would make sure to show them respect. We had a big block-walk, organized by our Polis block-walking system. Lozano is the mero mero. Lozano knew every mom in the neighborhood from the PTA. Kennedy, before an African-American woman in the back stood up to give a meandering statement about the difficulty of being both religious and a Democrat. She was the second unhappy person to ask about the vote, and she was on the verge of tears as she did so. A vote to continue the shutdown would have been purely symbolic, an empty statement of principles. He was most likely right, but a lot of politics is symbolism. There was value, he said, in the simple act of coming together. We spoke the night of a town hall at a Lubbock BBQ joint. A couple dozen people came, a turnout that shocked people in attendance. It felt like a well-attended meeting of a neighborhood Democratic club in Austin. A couple of first-time candidates were there, milling around awkwardly. The candidate spoke for 75 minutes to a diverse and rapt crowd, the front of his shoes hanging off the platform that had been erected for him. And one of those first-time candidates is here, this time with glossy campaign lit and a sharp suit. But the process of getting enlisted at these town halls can change people. We regret the error. Christopher Hooks is a freelance journalist in Austin. Published Tue, Jul 10, at 6:

4: How to reach voters - POLITICO

One of the best ways for a candidate to connect with a voter is through a personalized letter or thank you card. But if you fail to personalize these voter contact tools, you could be hurting your campaign far more than you are helping it when you send them.

While political campaigns on the left and right are looking for opportunities to showcase the merits of the current contenders, new research shows that radio delivers much more than just chatter about the candidates: It can deliver the voters to the polls. In fact, combining voter data with listening habits can be a key way for candidates to connect with specific voting segments. Using voter registration and other data sources for the study, the research divides Republicans and Democrats into several distinct buckets. On the Republican side, there are three categories: Mild, Uninvolved and Ultra Conservative. There are also three categories of Democrats: Conservative, Left Out and Super Democrats. In Los Angeles and Philadelphia, Nielsen matched radio listeners with voter data to examine the correlations. In Los Angeles, Nielsen found that a single radio station reaches more than one-third of each voter segment from both parties. The local voting data paints an important picture of the best way to reach each segment. The best choice of format is as unique to the local market as the districts and the propositions that will be voted on. During the afternoon drive and on weekends, they evenly prefer Adult Contemporary and Spanish Adult Hits. While this group has an above-average of Hispanics, these voters prefer communication in English. These insights give political agencies the right information at the right time to deliver their messages to reach the appropriate audience. While politicians will always take advantage of speaking with radio talk show hosts, learning how to place ads effectively on the radio could be a difference-maker for the winning candidate in Dayparts measured included Morning Drive, 6 a. Nielsen panels provide a representative view of PPM markets across demos and listening sources. Hispanic, African-American and Asian-American segments. Experian creates their Political Personas segments using a proprietary model which utilizes a variety of data inputs including:

5: Georgia just stopped a bus filled with elderly Black voters from reaching the polls

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Will millennials be the largest voting bloc in , as Rock the Vote predicts? By Amy Sherman on Tuesday, February 13th, at 1: AP Rock the Vote, a group that is focused on increasing young registered voters, says that the youth vote has reached a pivotal status. Rock the Vote calls itself a nonpartisan organization but champions some issues more associated with the left, including voting rights. We were curious if millennials will be the largest group of voters in . Multiple factors influence who shows up at the polls, including how energized people feel about the candidates, the impact of voter mobilization efforts and any state laws that could restrict access to the polls, including bans on student IDs. Pew found that millennials reported casting 34 million votes in , nearly double the number they cast in . However, that generation was eclipsed in voting by the . Combined, millennials and Generation Xers cast a slight majority of total votes cast, more than Boomers and older voters for the first time in decades. As of April , about . Pew predicted that it is likely, but not certain, that the millennial vote will surpass Gen X in . Pew made no such predictions for the midterms in . Older voters cast majority of ballots in . As Pew has noted , it is one thing to be eligible to vote and another entirely to cast a ballot. About half of eligible voter millennials said they voted in , far below older generations. University of Florida associate professor Michael P. McDonald said that younger people tend to drop out of the electorate at higher rates than older people in non-presidential elections. For midterms between and , the youth share of the electorate ranged between 11 and 13 percent , according to the Center for Information and Research on Civic Learning and Engagement at Tufts University. Young people are considered low-propensity voters because they vote at rates that are lower than other groups, said Jan Leighley, a professor of government at American University. The conventional wisdom is that low-propensity voters stay home in non-presidential years. However, there is an increase in millennials and Gen Xers who are now identified in voter registration lists, which are used by party and organizations to create voter mobilization lists. That means that these blocs might cast more ballots than in the past if parties and other groups are successful at mobilizing them.

6: On the Road With Beto: Is Oâ€™Rourkeâ€™s Personality-Driven Campaign Reaching the Right Voters

Reaching New Voters. Secretary of State Alex Padilla invites you to help spread the word about the valuable tools and information available on the Voting In California web page.

But as we head toward Election Day, candidates on both sides of the aisle are using methods beyond just paid advertising—from social media to books and music—to build awareness around their efforts and messages. That said, paid advertising is still a key component of political organizations' efforts to connect with voters. Earned Media Debates and Social Media Debates can be key battlegrounds for both parties both before the primaries and leading up to the final vote. A recent study found that TV events can help drive earned media on Twitter for brands. Leading up to the primaries, the Republican debates saw the greatest volume of Tweets. And the eventual nominee, Donald Trump, was the most popular candidate for all but two Republican debates before the Iowa caucus—including the debate he missed on Jan. On the Democratic side, Senator Bernie Sanders was the top mentioned candidate during every debate leading up to February. The first debate, on Sept. And this debate had the highest social engagement with 83 million total interactions on Facebook and Twitter. By candidate, Trump consistently saw higher mentions on Twitter. Books Not all aspects of the campaigns are digital. Candidates have also used an old school ways to reach voters—publishing books to tell their story. No matter who wins the race, both candidates could continue to see a boost to their book sales. Music can help campaigns reach the masses. For example, Democrats outspend Republicans on live music overall. When we look at genres, Independents are the most likely to listen to classic rock. Katy Perry—one of the top five music personalities among adults age 18–29—appeared on stage at the Democratic National Convention. When it comes to traditional media, the majority of ad units are bought for TV. However, radio has seen the biggest growth in the number of ads this political season compared to the last presidential race. But how can campaigns know if—and where—their messages are reaching voters and resonating? And can they ensure voters are aware—and like—their candidates? TV It should be no surprise that TV is the most popular platform for political advertising. According to our latest Total Audience report, Americans spend more time watching live TV 4 hours and 9 minutes a day than consuming content through radio, smartphones, tablets or PCs. Based on these insights, local TV shows can be identified by station to efficiently deliver specific voter segments. So what are voters watching? We recently studied the media habits of two voter groups—Conservative Democrats and Mild Republicans. Both of these demographics tend to identify as liberal and conservative depending on the issue, making them more "persuadable" and potential voters for campaigns to win over. It turns out that these different voter groups watch different television programming depending on their location. For example, News is popular with both groups in almost every location. Our voter rating index scores indicate how much more likely these voter groups are to view show genres than the general person 30 and older. For instance, in Denver, Conservative Democrats 30 and older are about 3. But how are voters using this medium? In Indianapolis, most political groups tune in on-par with the country nationally. However, some groups are less likely to listen to radio. But finding the top station for each voter group can help political organizations reach specific voter groups. For example, in Philadelphia, top stations reached about a quarter or more of some of the top voter groups. In a recent study, the good news for campaigns is that device ownership is on the rise for all voters. But how are they using digital? Social media use is highest across all voter groups. Voters Campaigns are eager to reach voters, but with Election Day getting ever closer, each candidate needs to focus on reaching the voters most likely to vote for them, as well as those who can still be swayed. Affiliation What does the voter landscape look like in the U.S. While one candidate will be selected to run on the Democrat ticket and another for the Republican ticket, Americans are not as clearly defined by parties but instead fall on a scale—from the most liberal Super Democrats to the Ultra Conservatives and everything in between. Depending on the issue, different groups may lean more liberal or conservative. Meanwhile, Mild Republicans are conservative about international issues, but on the fence on environmental and health care issues and liberal about the legalization of marijuana and abortion. Age Millennials comprise a quarter of the U.S. But music and social media may be two areas where candidates

can connect with these young voters. That is 11 percentage points higher than registered Hispanic singles and nearly 20 percentage points higher than White singles ! Older Latinos have the potential to be decisive swing votes in many upcoming local and state elections: In that same report the markets with the least amount of traditional live TV viewing are in San Francisco and Los Angeles, which can help serve as a directional harbinger for campaigns looking to reach voters but with choices to make in where they are actually placing their ad-buy dollars. But party affiliation varies by age. Older voters are much more likely to report being affiliated with a specific party than younger voters, making those key voters for candidates to woo over the next few months. The good news is younger voters may be easier to find. While Ohioans spend less time listening to radio than any other age group, radio also reaches more of these young listeners. In Cleveland, Democrats and Republicans are found in higher concentration on different types of websites. Meanwhile, Clevelanders favor traditional media, watching the most live TV of any city in the country. Still, smartphone ownership is growing.

7: Black voter turnout fell in US election

Reaching the Voter: Constituency Campaigning in Canada David J. Bell and Frederick J. Fletcher, eds. *Research Study of the Royal Commission on Electoral Reform and Party Financing* Toronto: Dundurn Press, , pp. xxiii, - *Election Broadcasting in Canada* Frederick J. Fletcher, ed. *Research Study of the Royal Commission on Electoral Reform and Party Financing* Toronto: Dundurn Press, , pp.

Overall voter turnout is defined as the share of adult U.S. A number of long-standing trends in presidential elections either reversed or stalled in 2008, as black voter turnout decreased, white turnout increased and the nonwhite share of the U.S. The 7-percentage-point decline from the previous presidential election is the largest on record for blacks. The number of black voters also declined, falling by about 10 million, to 50 million. With Barack Obama on the ballot that year, the black voter turnout rate surpassed that of whites for the first time. Among whites, the overall turnout remained flat despite expectations heading into Election Day of a long-awaited, historic surge in Latino voters. Due largely to demographic growth, the number of Latino voters grew to a record 40 million. Even so, the number of Latino nonvoters—those eligible to vote who do not cast a ballot, or 14 million in 2008—was larger than the number of Latino voters, a trend that extends back to each presidential election since 1964. Meanwhile, the Asian voter turnout rate increased to 65%. Asians continue to represent a smaller share of voters than Hispanics: Overall, about 5 million Asians voted in 2008, up from 3 million in 2004. In a year when immigration played a central role in the presidential campaign, turnout among naturalized-citizen voters—those who were immigrants born in another country who have naturalized to become U.S. citizens—was 65%. Overall, the voter turnout rate among foreign-born citizens trailed that of U.S. born citizens. In 2008, turnout among Asian naturalized citizens was 65%. Among Hispanics, naturalized-citizen turnout was 65%. Leading up to the election, the overall eligible voting population was the most racially and ethnically diverse ever. However, whites made up 60% of the population. Meanwhile, blacks made up 12%. Hispanics have accounted for a growing share of the electorate for decades, and this trend continued in 2008, when they made up 14%. Asians made up 4%. Millennials—those ages 20 to 35 in 2008—had a 65% turnout rate. Their turnout rate increased across racial and ethnic groups, with the exception of black Millennials. This increase in the Millennial voter turnout rate is not only because the generation has grown older—older voters vote at higher rates than younger voters—but also due to a higher turnout rate among its youngest members: Generation X—those ages 36 to 51 in 2008—had a 65% turnout rate. By contrast, the voter turnout rate among older generations was flat. Turnout for Baby Boomers—those ages 52 to 70 in 2008—was 65%. The rate increased among white women, to 65%. But it decreased among black women. Among Hispanic women, the turnout rate stayed flat:

8: Reaching Voters Archives - The Campaign School

New technology could put political marketing messages where canvassers can't go on Tuesday — right in your pocket while you're waiting in line at the polls.

TV is viewed as the most persuasive and effective ad medium — and viewers are spending more time watching TV than ever before. But, with the shifting media landscape, some now downplay the reach and influence of TV advertising. For example, a recent survey by SAY: Media, a digital media content services provider, seems aimed to make political media buyers believe digital is the new TV. When they view recorded TV, it says they skip the commercials. The study found this is particularly true of younger viewers — with 30 percent of those surveyed saying they plan on viewing less live TV. OK, I get it. Create or define a marketing communications problem and then create or define the solution. Of the total 35 hours a week that to year olds spend watching video, In the to demographic, live TV garners Time shifted viewing is 7. The toyear-old demographic watches more TV — 48 hours per week. Time spent with live TV is Those older than 65 do virtually all viewing on live TV. Is there a tilt toward DVR, online and mobile by younger viewers versus older? Is it at a tipping point? No — not when There are a lot of exciting tools and opportunities to communicate with voters in the online space. But the digital plays do not solve a current problem — because there is no current problem. Television viewing is increasing both in number of viewers and time spent with live TV. Usage has never been higher. Jack Poor is a vice president at TVB, the commercial broadcast television association.

9: Reaching voters where they are: Political marketing uses new tech to get personal with voters

Rock the Vote, a group that is focused on increasing young registered voters, says that the youth vote has reached a pivotal status. "Millennials are the largest and most diverse generation and.

Education Education Periodicals ((Widener Library Shelflist Nos. 16-17) 20 million careless capitalists The Comprehensive employment and training act Attacking Africas poverty Neglected Aspects of Sufi Study United Methodist Connections Internal world of gemstones Families (Our Global Community) When every note counts Battered Lawyers and Other Good Ideas/a Postcard Book Empirical labs distressor manual Glass house Shinichi Ogawa Associates Behavioral difficulties Fort Douglas Military Reservation. The presidents and executive directors of the NEA and the ATA Simulation of the effects of streambed-management practices on flood levels in Vermont Cpo physical science chapter 2 test answers How terror groups end Clinical investigation of the microcirculation Bsnl wimax tariff plans Movies on the fantail Twilight of the Gods Design pattern in java head first Life, Death and the Immune System: Scientific American Reforestation . Report. Shake it off violin sheet music HIPC: Economic Prospects, Long-term Debt Sustainability and the Role of Investment The trial of Adolf Hitler Whatever happened to baby jane novel Alok ranjan geography notes english C without fear 2nd edition Third grade math in focus singapore math workbook The 7 steps of rebirth Essentials of Understanding Psychology with PsychInteractive CD-ROM v 2.0 PowerWeb Ty Ballroom Dancing A Packet for Ezra Pound The Crazy World of Sex Return to the Naga hills Lorde poetry is not a luxury What Education Policies Would Help Children?