

Reaching Voters ACROSS GENERATIONS

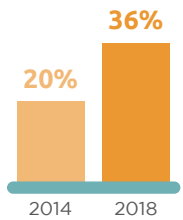


Voting By Generations

Reaching Different Generations

Historically, about **55% of Americans have voted** in Presidential elections. 70% of voters age 60+ turn out at a rate that is

3x ↑ the rate of 18- to 29-year-olds



In 2018, 18- to 29-year-old voter turnout had the largest percentage point increase for any age group — a **79% jump**.

Millennials in 2020 now constitute a **larger share of the population**. Among them:



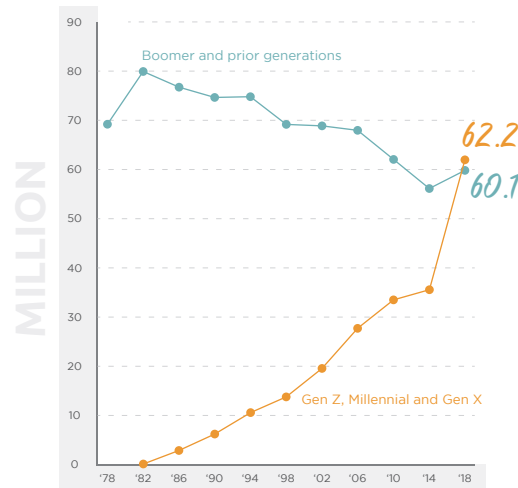
identify as/lean towards the Democratic Party



identify as/lean towards the GOP



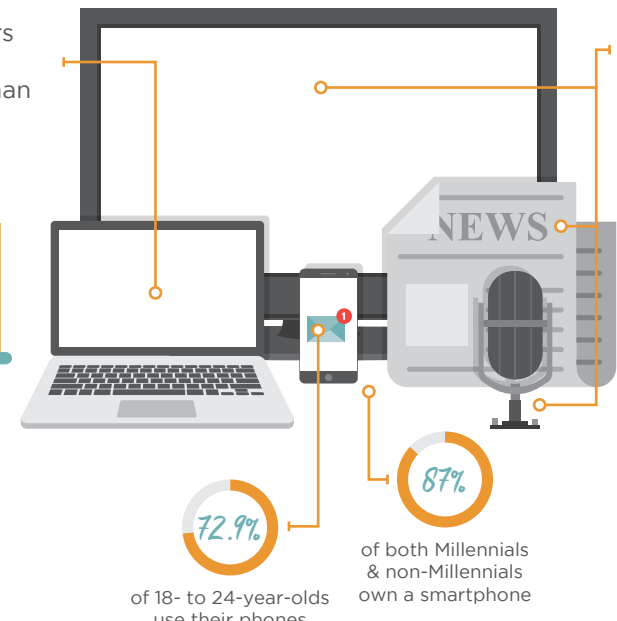
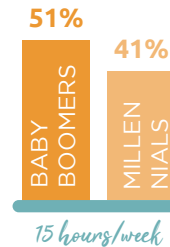
Today, **one in ten eligible voters** will be from Generation Z, while 23% of the electorate will be over age 65.



Generation Z, Millennials, and Generation X (ages 18 to 52) reported casting **62.2 million votes** in 2018, compared to 60.1 million by Baby Boomers.

Build awareness at each possible opportunity by adding digital channels to your direct mail campaign.

Baby Boomers spend more time online than Millennials:



Compared with Baby Boomers:

43% of Millennials watch less TV

60% of Millennials listen to less radio

67% of Millennials read fewer newspapers & magazines

The AccuData Difference

Use advanced techniques to link voter data and target the right people with the right message.

Drive new donor engagement and increase ROI through optimized email marketing.

Gain intelligence and insights to drive results for political campaigns and get voters to the polls.

Sources:
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