



Getting Out the Vote With Postcards to Voters: A Study of Best Practices

November 2019

Background

- ❖ Millions of postcards to voters were written and sent during the 2018 election cycle. Field studies suggest that these postcards do have a positive impact on getting out the vote.
- ❖ Postcard writers and list providers have varying opinions as to what constitutes the most effective postcard writing protocols. Just a few of some widespread views are:
 - The more artsy and decorated the postcard, the better.
 - Handwritten is superior to anything pre-printed.
 - The more information we provide about a candidate the better.
 - It is best not to address a postcard to a voter by name.
- ❖ The purpose of this research is to understand whether any of these things make a difference and, if so, to recommend some best practices to those who are using postcards as a campaign tool, hosting postcard parties, providing address lists for postcard writers, and writing postcards themselves.

Objectives

- ❖ The objectives of this research are to identify whether there are differences in postcard effectiveness based on the format. Postcard effectiveness is defined as meaning that the postcard:
 - Is read, kept, and/or shared with others; and
 - Enhances voter likelihood to pay attention to this election, vote, vote for the specific candidate, and/or make sure people they know are registered to vote.
- ❖ Six different formats were tested as follows:
 - **Base**—represents a typical hand-written message which asks the voter to vote for a specific candidate on election day. This version is addressed to “Valued Voter.”
 - **Volunteer**—same as Base case but adds a phrase at the beginning “I am a volunteer asking you to please vote for....”
 - **Decorated**—same as Base but includes colorful decorations
 - **With Name**—same as Base but instead of Valued Voter, it says Dear (First Name Here) and (Full Name) is noted as part of the address.
 - **Short**—this version is very brief and leaves out any information related to the candidate’s stand on the issues. It is simply a reminder to vote and to vote for this candidate.
 - **Pre-printed**—same as Base except all the base text is pre-printed leaving some room for a handwritten closing and signature.

Screen shots of each of the six postcard versions tested are below.

Six Postcards Tested

Dear Valued Voter,
Vote for Democrat, Chris Williams,
for Congress on November 6th!
Chris will fight for fair
wages, access to health care,
and reproductive rights. Chris
improved our public schools as
State Senator. Now it's time
to send Chris to Congress
to fight for our district
there.

Jill

Valued Voter
123 Street Name
City, State
12345

BASE

Dear Valued Voter,
I am a volunteer writing to
ask you to please vote
for Democrat, Chris Williams,
for Congress on November 6th!
Chris will fight for fair
wages, access to health care,
and reproductive rights. Chris
improved our public schools
as State Senator. Now it's
time to send Chris to
Congress to fight for our
district there.

Jill

Valued Voter
123 Street Name
City, State
12345

VOLUNTEER

Dear Valued Voter,
Vote for Democrat, Chris
Williams on November 6th!
Chris will fight for fair wages,
access to health care, and
reproductive rights. Chris
improved our public schools
as State Senator. Now it's
time to send Chris to
Congress to fight for our
district there.

Jill

Valued Voter
123 Street Name
City, State
12345

DECORATED

Dear (Your first name here),
Vote for Democrat, Chris Williams,
for Congress on November 6th!
Chris will fight for fair wages,
access to health care, and
reproductive rights. Chris
improved our public schools as
State Senator. Now it's time
to send Chris to Congress
to fight for our district
there.

Jill

(Your first name here)
Valued Voter
123 Street Name
City, State
12345

WITH NAME

Dear Valued Voter,
Vote for Chris Williams
for Congress on November
6th!
Elections can be decided
by a single vote.
Make that vote Yours!

Jill

Valued Voter
123 Street Name
City, State
12345

SHORT

Dear Valued Voter,
Vote for Democrat, Chris Williams,
for Congress on November 6. Chris
will fight for fair wages, access to
health care, and reproductive rights.
Chris improved our public schools
as our State Senator. Now it's time
to send Chris to Congress to fight
for our district there.

I hope you will vote
for Chris!!!

Jill

Valued Voter
123 Street Name
City, State
12345

PREPRINTED

All Postcards Shown Had the Same Back



Methodology

- ❖ Online interviews were conducted among registered Democrats as follows:
 - 1,380 interviewed; 1,217 interviewed in-depth about the postcards*
 - Six groups of ~200 respondents, each exposed to two versions of the postcard
 - Quotas were set so each group of ~200 had readable bases of respondents by gender, age, and region
- ❖ After exposure to one of the postcard versions, respondents were asked:
 - Thoughts and feelings
 - What would do with the postcard (read/skim/throw away/keep/share)
 - Impact on likelihood to take action (pay attention to election, vote etc.)
 - Likes/dislikes
- ❖ Following individual postcard evaluations, respondents were exposed to a second version and asked their preference and reasons for preference
- ❖ Interviewing was conducted May 14-24, 2019
- ❖ Results have been tested for differences at the 90% confidence level and noted with an A, B, C, D, E, F indicating as follows:

A. Significantly greater than Base

B. Significantly greater than Volunteer

C. Significantly greater than With Name

D. Significantly greater than Decorated

E. Significantly greater than Short

F. Significantly greater than Preprinted

*163 respondents indicated they would throw a postcard away without reading it. They were not interviewed in-depth.

Executive Summary

Overall Findings

- ❖ Prior studies have found that postcards to voters have a small positive effect on voter turnout. The impact lies somewhere between purely commercial mailers and a phone call—not as effective as a phone call but more effective than a commercial mailer. This small, positive effect, however, adds up when millions of postcards are written by volunteers -- which is what happened in the 2018 election cycle. Our study found that such postcards appear to be more effective overall with younger voters (under 45) than older voters (45+). In addition, Democratic voters residing in Red states were more positively impacted by the postcards than those in Blue states. These two skews could be helpful in prioritizing postcard writing efforts overall since we often know the age, gender, and state of the voters who are targeted by postcarding efforts.
- ❖ While postcards are effective, little has been known about whether some postcard formats are more effective than others. Led by market researcher Sandy Radoff, Blue Wave Analytics, an all-volunteer group of experienced activists, designed a protocol to test whether recipients are more likely to be mobilized by a postcard that is all handwritten vs. partially pre-printed, decorated with colorful drawings vs. plain, greets them by name vs. being sent to them with no name and various other possible variations. (Details of how the study was done follow. An even more detailed report is available upon request by emailing slradoff@gmail.com)

Overall Findings (Continued)

- ❖ The results are in and the format does, indeed, make a difference. While all formats tested had a positive impact, some potential best practices which could boost the postcards' impact did emerge.
- ❖ Especially for the purposes of campaign managers, the most important finding was that **partially preprinted text did just as well as all hand-written**. It was easier to read and more professional looking. However, leaving at least a small amount of room for a handwritten note was an important way to give it a personal touch. The fact that this version did well versus a typical all handwritten version is exciting because volunteers can fill out and send more of these per hour enabling us to reach many more potential voters. This version boosted the effectiveness among women, voters 45 years or older, and those with household incomes under \$75K. **Consider partially preprinted cards.**
- ❖ When preprinted text isn't possible, **the quality of the handwriting makes a difference**. We selected someone with legible handwriting to create the prototype postcards (see samples of what voters were reacting to on page X) and the single biggest suggestion for improving the postcards was to make the handwriting neater and more legible.

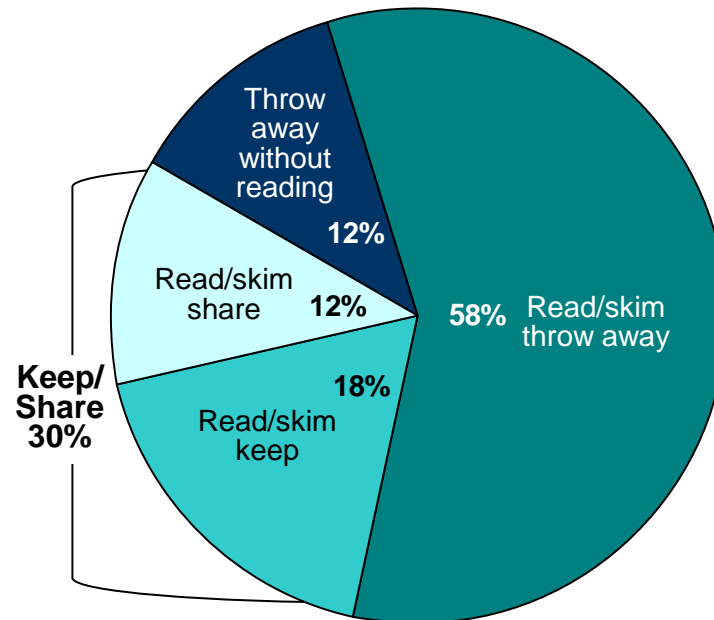
Overall Findings (Continued)

- **Decorations are polarizing.** While some very much liked decorations, an equal proportion disliked them. This format was weakest among households with higher incomes (\$75K+).
- **Beginning with the phrase “I am a volunteer writing to ask you to please vote for.....” significantly enhanced the effectiveness** of postcards. It explained who the person signing the postcard was and it softened any resistance to handwriting that might be at all illegible or unclear. This format was particularly effective among women, voters 45 or older, and those in Red states.
- **Addressing the recipient by name was generally preferred** versus something like “Dear Valued Voter”. However, these preferences were concentrated among younger voters (under 45). Older voters were more likely to prefer receiving a card addressed to “Dear Valued Voter” without their name.
- **A very short get out and vote message without any information about the candidate is the weakest** format. While too much text can be problematic, simply asking people to vote for a particular candidate with no information about the candidate’s views was less effective than any of the other formats, all of which provided a few facts about the candidate’s record.
- ❖ One final thing to consider that was not specifically tested but was mentioned in open ended comments--**Voters would love to see their polling place on the card.** We recommend including a suggestion to find that information at vote.org in your text.

Detailed Findings

Overall very good news*

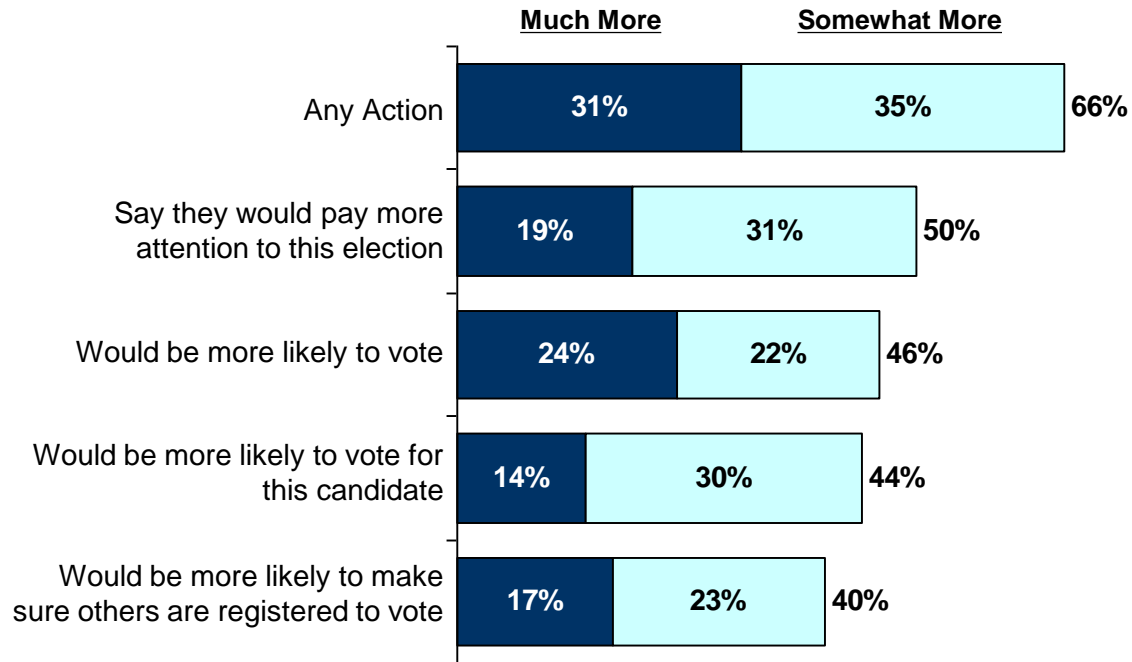
- ❖ Registered Democrats like these postcards.
 - Only 12% indicate they would throw it away without reading
 - Over half would at least read/skim it before throwing it away
 - Close to a third would keep it and/or share it
 - 18% said they would keep it; 12% would share it



*Base=1,380 since it includes 163 respondents who were terminated after saying they would throw it away without reading it.
Q7: Which of the following best describes what you would do with this postcard?

More good news.....

❖ These postcards would have impact



Q8: What impact, if any, would receiving this postcard have on your likelihood to do the things listed below? Much more likely, Somewhat more likely, Neither more nor less likely, Somewhat less likely, Much less likely.

Summary of Key Measures in Total by Selected Subgroups

- ❖ Men and women respond equally well to the postcards.
- ❖ Those with household incomes (HHI) under \$150K responded significantly more positively than those with HHI above \$150K.

	Gender		Household Income			
	Males (569) %	Females (647) %	<\$40K (277) % A	\$40K- \$75K (237) % B	\$75-\$150K (459) % C	\$150K+ (235) % D
Would read/skim; then throw away	68	65	60	64	68 ^A	75 ^{ABC}
Would keep	20	21	25 ^D	21 ^D	21 ^D	13
Would share	12	14	15	15	12	12
More likely to take action (Much more/somewhat more likely for 1+ items)	65	67	70 ^D	73 ^{CD}	66 ^D	54
More likely to pay attention to this election (Much more/somewhat more)	51	51	55 ^D	57 ^D	51 ^D	39
More likely to vote (Much more/somewhat more)	45	46	52 ^D	53 ^{CD}	46 ^D	29
More like to vote for this candidate (Much more/somewhat more)	43	44	46 ^D	49 ^D	44 ^D	36
Make sure people are registered (Much more/somewhat more)	41	39	48 ^{CD}	45 ^D	39 ^D	29

A/F: Significantly higher than other group at the 90% confidence level.

Summary of Key Measures in Total by Selected Subgroups

- ❖ Those under 45 years of age respond more positively than those 45+.
- ❖ Urban dwellers respond more positively than Suburban/Rural dwellers; this is likely correlated with age.
- ❖ Those with children under 18 respond more positively than those without; again likely correlated with age.

	Age		Urban/Rural		Children	
	<45 (592) % A	45+ (625) % B	Urban (370) % C	Suburban/ Rural (847) % D	Children (374) % E	No Children (843) % F
Would read/skim; then throw away	62	71 ^A	59	70 ^C	64	68
Would keep	24 ^B	17	24 ^D	19	21	20
Would share	14	13	17 ^D	12	15	12
More likely to take action (Much more/somewhat more likely for 1+ items)	73 ^B	60	69	65	75 ^F	62
More likely to pay attention to this election (Much more/somewhat more)	57 ^B	46	58 ^D	48	61 ^F	47
More likely to vote (Much more/somewhat more)	53 ^B	39	50 ^D	44	57 ^F	41
More like to vote for this candidate (Much more/somewhat more)	50 ^B	38	48 ^D	42	53 ^F	39
Make sure people are registered (Much more/somewhat more)	48 ^B	32	48 ^D	37	51 ^F	35

A/F: Significantly higher than other group at the 90% confidence level.

Summary of Key Measures in Total by Selected Subgroups

❖ Those in Red States respond more positively than those in Blue States.

	RED States (428) % A	BLUE States (789) % B
Would read/skim; then throw away	63	69 ^A
Would keep	37 ^B	31
Would share	17 ^B	11
More likely to take action (Much more/somewhat more likely for 1+ items)	69	64
More likely to pay attention to this election (Much more/somewhat more)	54	50
More likely to vote (Much more/somewhat more)	49	44
More like to vote for this candidate (Much more/somewhat more)	49 ^B	41
Make sure people are registered (Much more/somewhat more)	45 ^B	38

A/B: Significantly higher than other group at the 90% confidence level.

Analytic Note

A total of 1,380 respondents were screened. This included 163 who indicated they would throw a postcard away without reading it. For the rest of this report, we will focus on the 88% who would at least read or skim the postcard which is a base of 1,217.

Summary of What Would Do with Postcard – Total

- ❖ Overall, about two thirds will read/skim before throwing the postcard away. About a fifth will keep it and 13% will share it.
 - SHORT is most likely to be thrown away after reading/skimming.
 - VOLUNTEER and PREPRINTED are most likely to be shared.



	GRAND TOTAL %	BASE (A) %	VOLUNTEER (B) %	DECORATED (C) %	WITH NAME (D) %	SHORT (E) %	PRE-PRINTED (F) %
Would read/skim; then throw away	67	66	67	66	67	71 ^F	62
Would keep	20	23 ^D	16	20	23 ^D	18	22
Would share	13	11	17 ^D	14	10	11	15 ^D

A/F: Significantly higher than other group at the 90% confidence level.

Q7: Which of the following best describes what you would do with this postcard?

Summary of Impact on Likelihood to Take Actions – Total

- ❖ Overall two-thirds indicate the postcard would make them more likely to take some action.
 - VOLUNTEER and PREPRINTED are strongest on these measures.
 - DECORATED and SHORT are weakest on these measures.
- ❖ PREPRINTED is the single strongest format for encouraging people to vote for this candidate.



(Much more or somewhat more likely)	GRAND TOTAL %	BASE (A) %	VOLUNTEER (B) %	DECORATED (C) %	WITH NAME (D) %	SHORT (E) %	PRE-PRINTED (F) %
More likely to take some action	66	65	73 ^{CE}	60	65	62	71 ^{CE}
More likely to pay attention to this election	51	47	55 ^C	43	52 ^C	51	58 ^{AC}
More likely to vote	46	41	50 ^{AC}	40	48	48	46
More like to vote for this candidate	44	43 ^E	45 ^E	40	45 ^E	33	55 ^{ABCDE}
Make sure people are registered	40	38	43	38	39	40	42

A/F: Significantly higher than other group at the 90% confidence level.

Q8: What impact, if any, would receiving this postcard have on your likelihood to do the things listed below? Please select one answer for each item.

Summary of Impact on Selected Attitudes – Total

❖ Preprinted has a significant edge over other formats when it comes to key attitudes.



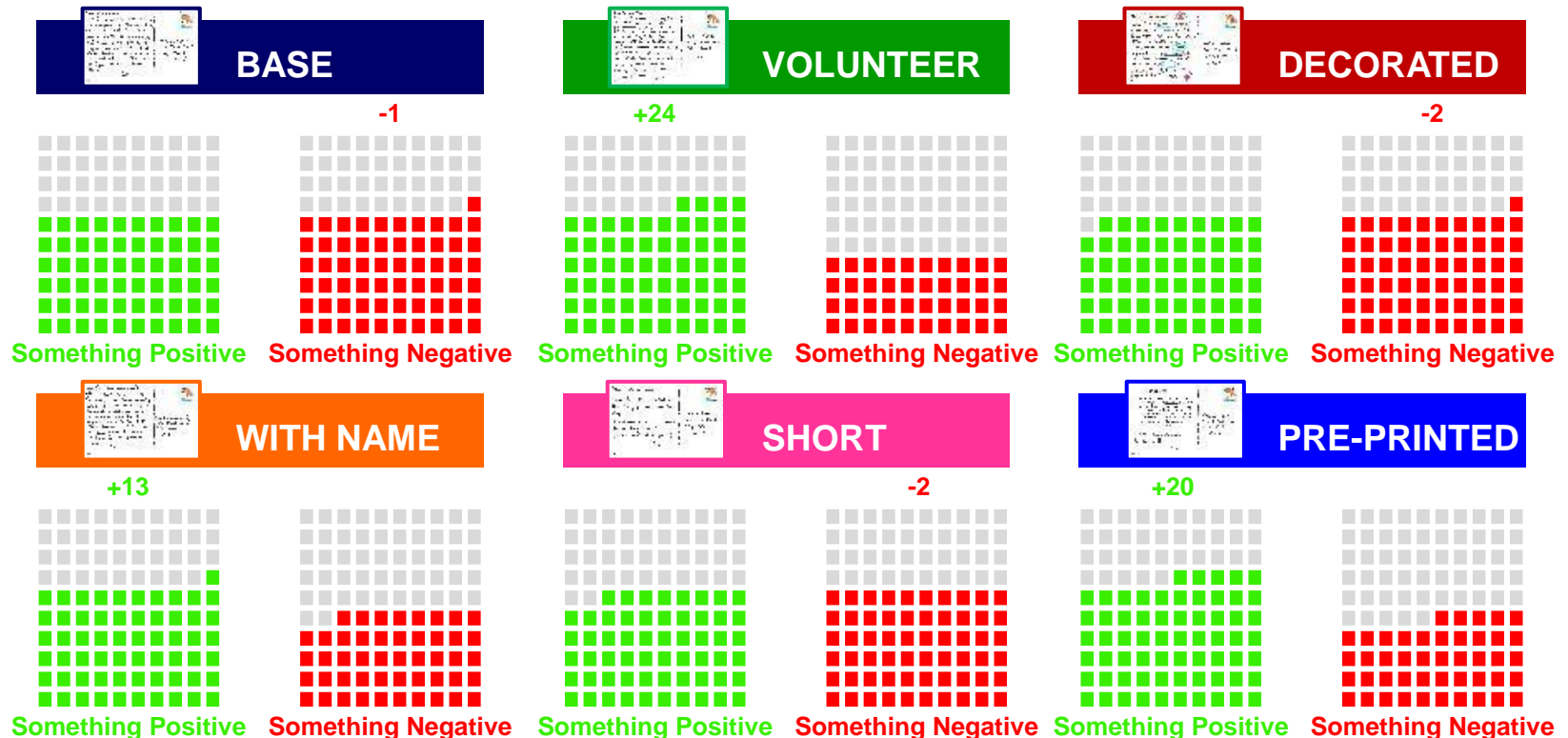
	GRAND TOTAL %	BASE (A) %	VOLUNTEER (B) %	DECORATED (C) %	WITH NAME (D) %	SHORT (E) %	PRE-PRINTED (F) %
(Agree completely or agree)							
Reminds me about an upcoming election	80	76	78	78	79	82	87 ^{ABCD}
Helps me know where candidate stands on the issues	59	66 ^E	60 ^E	61 ^E	69 ^{BCE}	26	70 ^{BCE}
Makes me feel my vote would make a difference	58	55	60 ^E	53	52	65 ^{ACD}	62 ^{CD}
Shows me that people like me are getting involved	53	47	61 ^{ACE}	45	57 ^{AC}	50	56 ^{AC}
Indicates that this election is more urgent than usual	48	47	46	43	49	45	56 ^{ABCE}
Makes me feel I don't want to let the postcard writer down	34	34	34	33	34	36	35

A/F: Significantly higher than other group at the 90% confidence level.

Q8: What impact, if any, would receiving this postcard have on your likelihood to do the things listed below? Please select one answer for each item.

Volume of Positive Comments vs. Negative Comments

- ❖ VOLUNTEER and PREPRINTED show real strength with positive comments greatly outweighing negative comments.
- ❖ WITH NAME also shows some strength.
- ❖ BASE, DECORATED, and SHORT receive equal proportions of positive vs. negative comments.



Q9a: What was it about the postcard that made you more likely to take action?

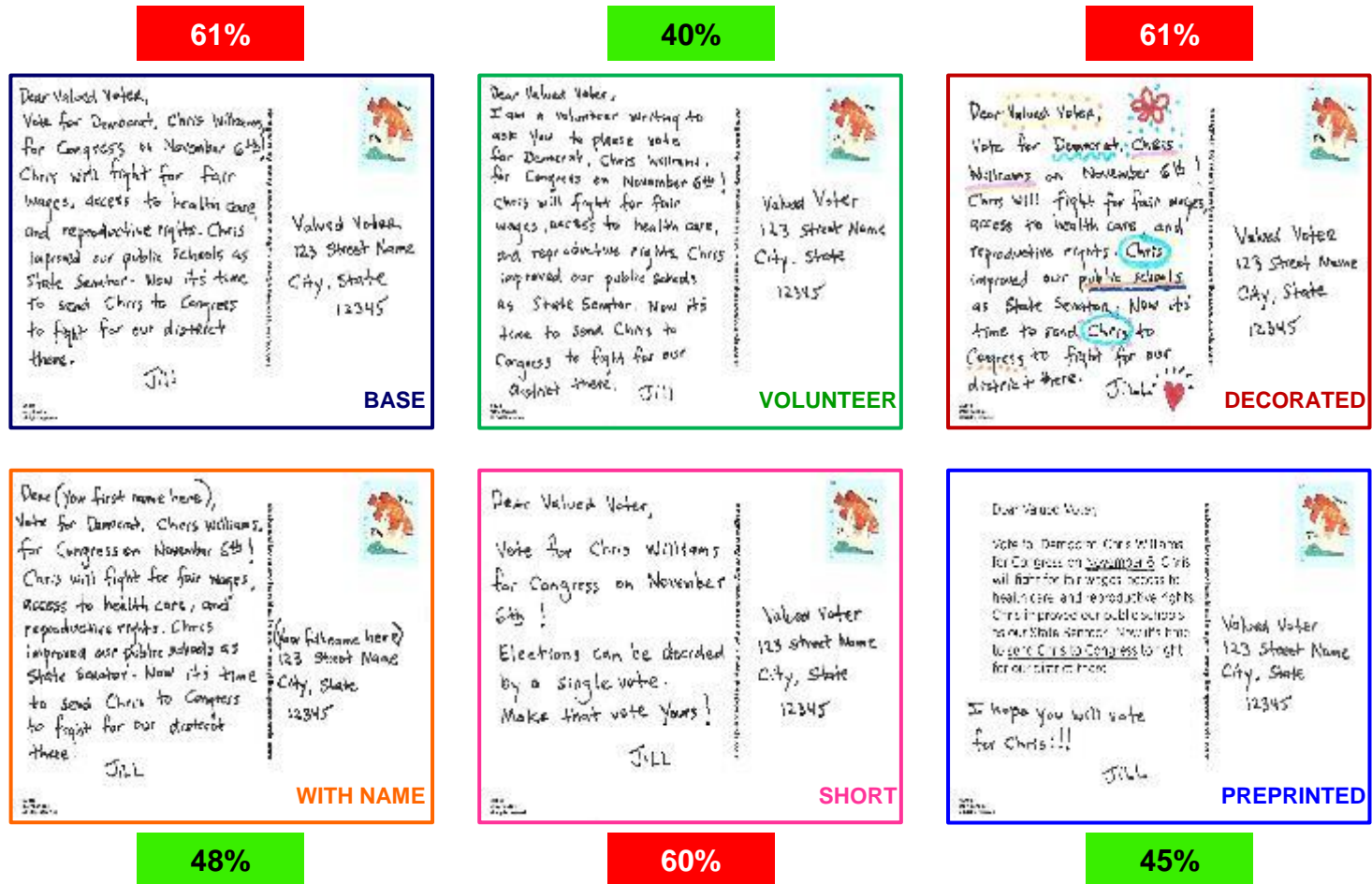
Q9b: What, if anything, was there about this postcard that you found unappealing or that could be improved?

Positive comments were similar across the six versions

- ❖ Respondents' positive comments focused on the fact that the card:
 - Was a reminder to vote
 - Included the candidate's views on some issues
 - Was handwritten
 - Was personal
- ❖ More differences surfaced when examining the negative comments. These are covered next.

A majority named something about BASE, DECORATED, and SHORT that was unappealing or could be improved

- ❖ Significantly fewer found something lacking with VOLUNTEER, WITH NAME, and PREPRINTED.



Q9b: What, if anything, was there about this postcard that you found unappealing or that could be improved?

Negative mentions overall focused on the handwriting

- ❖ Handwriting negatives were fewest for SHORT and PREPRINTED.
- ❖ The desire for more information/specifics was greatest for SHORT.
- ❖ DECORATED was criticized for being childish and having an overall unappealing look.



# Negative Mentions	BASE	VOLUN-TEER	DECOR-ATED	WITH NAME	SHORT	PRE-PRINTED
Handwriting	45	41	37	39	21	17
More info specifics	26	10	11	18	55	27
Childish	15	2	45	8	6	7
Look	15	4	20	6	8	7
Inauthentic fake	14	8	1	12	4	6
Who is Jill?	5	2	3	5	11	5
Drawings	0	0	14	0	0	0

Q9b: What, if anything, was there about this postcard that you found unappealing or that could be improved?

Handwritten was a net negative for all six formats

- ❖ Not surprisingly, SHORT and PREPRINTED received the fewest net negatives for handwriting.

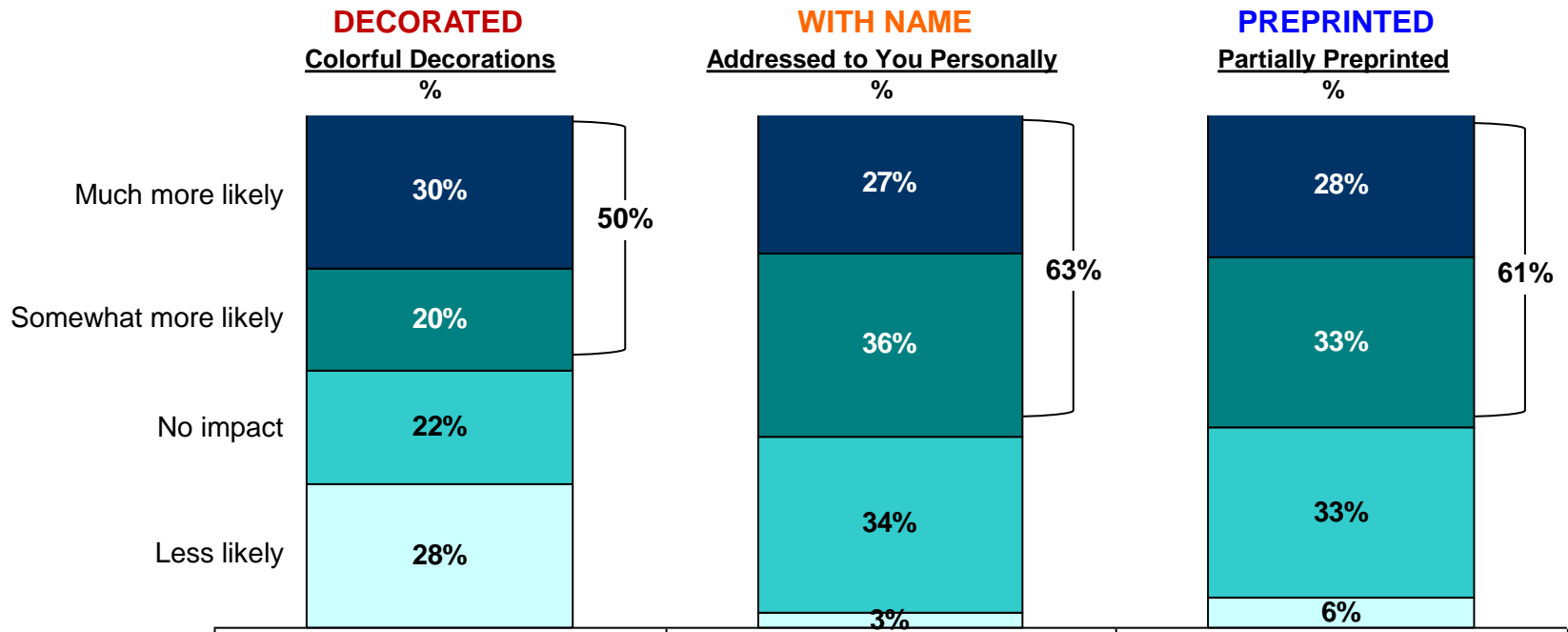


	BASE	VOLUN-TEER	DECOR-ATED	WITH NAME	SHORT	PRE-PRINTED
# Negative handwriting mentions	45	41	37	39	21	17
# Positive handwriting mentions	10	12	6	11	15	0
Net negative mentions	35	29	31	28	6	17

Q9b: What, if anything, was there about this postcard that you found unappealing or that could be improved?

Impact of Decorations, Name, and Preprinting

- ❖ Colorful decorations appear to be a net positive but they are somewhat polarizing with almost 3-in-10 indicating less likelihood to take action.
- ❖ Personally addressing and partially preprinting are received favorably or neutrally with little downside.



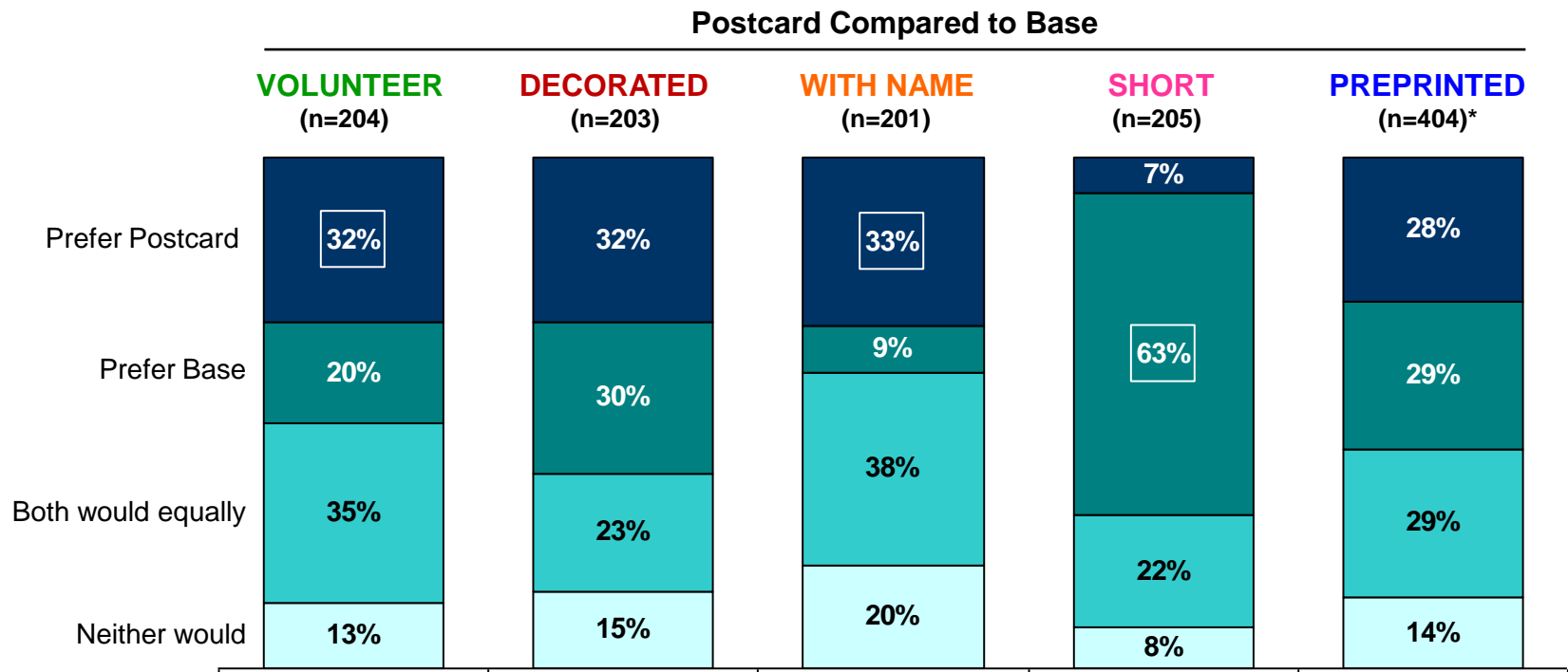
Q13: Even though you may have already mentioned it, please indicate how, if at all, the colorful decorations affected your likelihood to read the postcard.

Q14: Even though you may have already mentioned it, please indicate how, if at all, the fact that the postcard was addressed to you personally affected your likelihood to read the postcard.

Q15: Even though you may have already mentioned it, please indicate how, if at all, the fact that some of the postcard was preprinted versus being all hand-written affected your likelihood to read the postcard.

Preference varies across versions

- ❖ The most notable comparison is SHORT vs. BASE where BASE is preferred by a factor of 9 to 1.
- ❖ Both VOLUNTEER and WITH NAME are significantly preferred over BASE.



☐ = Significantly higher than other group at the 90% confidence level.

Q12: If you received these two postcards in the mail, which one would be more likely to get you to take some kind of action such as paying attention to this election, voting, voting for this candidate, or making sure you were registered to vote?

*Note that the base for Preprinted is higher because it was paired against BASE twice—once when respondents evaluated PREPRINTED in detail and again when respondents evaluated BASE in detail.

Summary of Key Measures for Selected Subgroups

Summary of Key Measures – Females

❖ Volunteer is the strongest format among Females followed by Preprinted.



	BASE (B) %	VOLUNTEER (C) %	DECORATED (D) %	WITH NAME (E) %	SHORT (F) %	PRE-PRINTED (G) %
Would read/skim; then throw away	62	66	69	65	68	61
Would keep	25 ^C	15	19	26 ^C	19	22
Would share	13	20 ^E	13	9	13	17 ^E
More likely to take action (Much more/somewhat more likely for 1+ items)	63	75 ^{BDF}	58	68	65	75 ^{BDF}
More likely to pay attention to this election (Much more/somewhat more)	43	56 ^{BD}	39	55 ^{BD}	55 ^{BD}	60 ^{BD}
More likely to vote (Much more/somewhat more)	40	55 ^{BD}	36	46	51 ^{BD}	48
More like to vote for this candidate (Much more/somewhat more)	41	46 ^F	40	47 ^F	34	54 ^{BDF}
Make sure people are registered (Much more/somewhat more)	34	46 ^B	37	39	40	39

B/G: Significantly higher than other group at the 90% confidence level.

Summary of Key Measures – Males

- ❖ Preprinted has a significant edge among Males on a key action—being more likely to vote for this candidate.



	BASE (B) %	VOLUN- TEER (C) %	DECOR- ATED (D) %	WITH NAME (E) %	SHORT (F) %	PRE- PRINTED (G) %
Would read/skim; then throw away	70	69	63	69	75 ^{DG}	63
Would keep	21	18	21	20	16	23
Would share	9	13	16	11	9	14
More likely to take action (Much more/somewhat more likely for 1+ items)	67	70	61	62	60	72
More likely to pay attention to this election (Much more/somewhat more)	53	54	48	50	47	56
More likely to vote (Much more/somewhat more)	42	44	45	51	44	45
More like to vote for this candidate (Much more/somewhat more)	46 ^F	44 ^F	40	43	32	56 ^{DEF}
Make sure people are registered (Much more/somewhat more)	43	39	40	40	40	45

B/G: Significantly higher than other group at the 90% confidence level.

Summary of Key Measures – Under 45

- ❖ Younger registered Democrats significantly prefer the With Name version but are also partial to Preprinted which gets the highest rating for “more likely to vote for this candidate”.



	BASE (B) %	VOLUN- TEER (C) %	DECOR- ATED (D) %	WITH NAME (E) %	SHORT (F) %	PRE- PRINTED (G) %
Would read/skim; then throw away	64	70 ^{DE}	55	58	64	62
Would keep	23	18	27 ^C	31 ^C	24	22
Would share	13	12	17	11	12	15
More likely to take action (Much more/somewhat more likely for 1+ items)	72	75	67	75	71	77
More likely to pay attention to this election (Much more/somewhat more)	50	57	54	64 ^B	60	58
More likely to vote (Much more/somewhat more)	48	53	50	56	55	56
More like to vote for this candidate (Much more/somewhat more)	51	45	48	52 ^F	39	63 ^{BDF}
Make sure people are registered (Much more/somewhat more)	49	42	48	54 ^C	49	49

B/G: Significantly higher than other group at the 90% confidence level.

Summary of Key Measures – 45+

- ❖ Older registered Democrats strongly prefer the Volunteer format but give significantly higher ratings for Preprinted on key actions as well.



	BASE (B) %	VOLUN- TEER (C) %	DECOR- ATED (D) %	WITH NAME (E) %	SHORT (F) %	PRE- PRINTED (G) %
Would read/skim; then throw away	68	65	77 ^{CG}	75 ^G	78 ^{BCG}	62
Would keep	22 ^{DF}	15	12	17	11	22 ^{DF}
Would share	10	21 ^{BDEF}	12	9	10	16
More likely to take action (Much more/somewhat more likely for 1+ items)	59	70 ^{BDEF}	52	56	55	65 ^D
More likely to pay attention to this election (Much more/somewhat more)	45	54 ^{DE}	33	41	43	57 ^{BDEF}
More likely to vote (Much more/somewhat more)	35	47 ^{BD}	31	41	42	37
More like to vote for this candidate (Much more/somewhat more)	37	44 ^{DF}	32	39 ^F	27	47 ^{DF}
Make sure people are registered (Much more/somewhat more)	29	43 ^{BDEF}	29	25	32	35

B/G: Significantly higher than other group at the 90% confidence level.

Summary of Key Measures – HHI <\$75K

❖ Lower income registered Democrats (<\$75K HHI) give significantly higher ratings to Preprinted.



	BASE (B) %	VOLUN- TEER (C) %	DECOR- ATED (D) %	WITH NAME (E) %	SHORT (F) %	PRE- PRINTED (G) %
Would read/skim; then throw away	64	64	54	61	71 ^{DG}	56
Would keep	21	15	28 ^C	32 ^{CF}	18	26
Would share	15	21 ^E	18 ^E	7	12	18 ^E
More likely to take action (Much more/somewhat more likely for 1+ items)	64	75	72	69	69	80 ^B
More likely to pay attention to this election (Much more/somewhat more)	47	58	55	56	55	68 ^B
More likely to vote (Much more/somewhat more)	44	59	54	52	50	55
More like to vote for this candidate (Much more/somewhat more)	46	46	49	46	37	63 ^{BCEF}
Make sure people are registered (Much more/somewhat more)	43	52	46	43	45	50

B/G: Significantly higher than other group at the 90% confidence level.

Summary of Key Measures – HHI \$75K+

- ❖ Decorated is particularly weak among \$75K+ HHI households. The Short format is also weak but has an edge over Decorated for being more likely to vote.



	BASE (B) %	VOLUN- TEER (C) %	DECOR- ATED (D) %	WITH NAME (E) %	SHORT (F) %	PRE- PRINTED (G) %
Would read/skim; then throw away	68	70	74	71	72	67
Would keep	23	17	14	17	18	19
Would share	9	14	12	12	11	15
More likely to take action (Much more/somewhat more likely for 1+ items)	66 ^D	70 ^{DF}	51	62	56	64 ^D
More likely to pay attention to this election (Much more/somewhat more)	48 ^D	53 ^D	35	50 ^D	47	51 ^D
More likely to vote (Much more/somewhat more)	38	42	31	45 ^D	46 ^D	40
More like to vote for this candidate (Much more/somewhat more)	43 ^F	44 ^F	34	44 ^F	28	51 ^{DF}
Make sure people are registered (Much more/somewhat more)	35	36	33	37	35	36

B/G: Significantly higher than other group at the 90% confidence level.

Summary of Key Measures – Red States

❖ Red State Democrats show preference for the Volunteer version and the Pre-printed version. Like the other groups, they like the Short version the least.



	BASE (B) %	VOLUN- TEER (C) %	DECOR- ATED (D) %	WITH NAME (E) %	SHORT (F) %	PRE- PRINTED (G) %
Would read/skim; then throw away	69	58	57	60	70	63
Would keep	21	22	21	24	15	22
Would share	11	20	22	16	15	12
More likely to take action (Much more/somewhat more likely for 1+ items)	63	78 ^B	67	66	66	73
More likely to pay attention to this election (Much more/somewhat more)	43	61 ^B	49	55	55	63 ^B
More likely to vote (Much more/somewhat more)	43	57	49	54	48	45
More like to vote for this candidate (Much more/somewhat more)	48 ^F	52 ^F	51 ^F	49 ^F	30	63 ^F
Make sure people are registered (Much more/somewhat more)	40	51	49	41	44	45

B/G: Significantly higher than other group at the 90% confidence level.

Summary of Key Measures – Blue States

❖ Blue State Democrats also show preference for the Volunteer version and the Pre-printed version. While the Short version performs weakly on most dimensions, it appears to be a good reminder to vote for Blue State Democrats.



	BASE (B) %	VOLUN- TEER (C) %	DECOR- ATED (D) %	WITH NAME (E) %	SHORT (F) %	PRE- PRINTED (G) %
Would read/skim; then throw away	65	72	71	71	72	62
Would keep	24 ^C	13	19	23 ^C	19	22
Would share	12	15 ^E	10	6	9	16 ^E
More likely to take action (Much more/somewhat more likely for 1+ items)	66	70 ^D	56	65	61	69 ^D
More likely to pay attention to this election (Much more/somewhat more)	50	53 ^D	41	50	49	55 ^D
More likely to vote (Much more/somewhat more)	40	46	36	45	48 ^D	47
More like to vote for this candidate (Much more/somewhat more)	41	41	34	43	35	51 ^{DF}
Make sure people are registered (Much more/somewhat more)	38	39	33	39	38	40

B/G: Significantly higher than other group at the 90% confidence level.

Reasons for Preference

Following individual postcard evaluations, respondents were exposed to a second version and asked their preference vs. the BASE version and why. While it is unlikely in the real world that the same person would receive two different versions of the postcard, this exercise served to crystallize respondents' reactions and preferences.

[See page 27 for quantitative results.]

Reasons for 28% Preferring PREPRINTED



Sample Verbatims

- *The message on the bottom is much neater and easier to read. This card gives a better impression of the candidate.*
- *It looks more professional.*
- *It is type written which does make a difference to me. Neater. Easier to read. Still had a personal touch at the end with the handwritten ending.*
- *Not as juvenile.*
- *I prefer the higher level of formality in type-written.*
- *More professional and easy to read.*
- *More professional looking, yet with a personal handwritten touch.*
- *The little handwritten note from Jill made it a little more personalized.*
- *It is easier to read for sure.*

Reasons for 7% Preferring SHORT



Sample Verbatims

- *Straight to the point.*
- *Not as busy.*
- *It was short and simple.*
- *Shorter and more concise.*