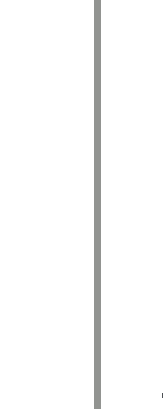


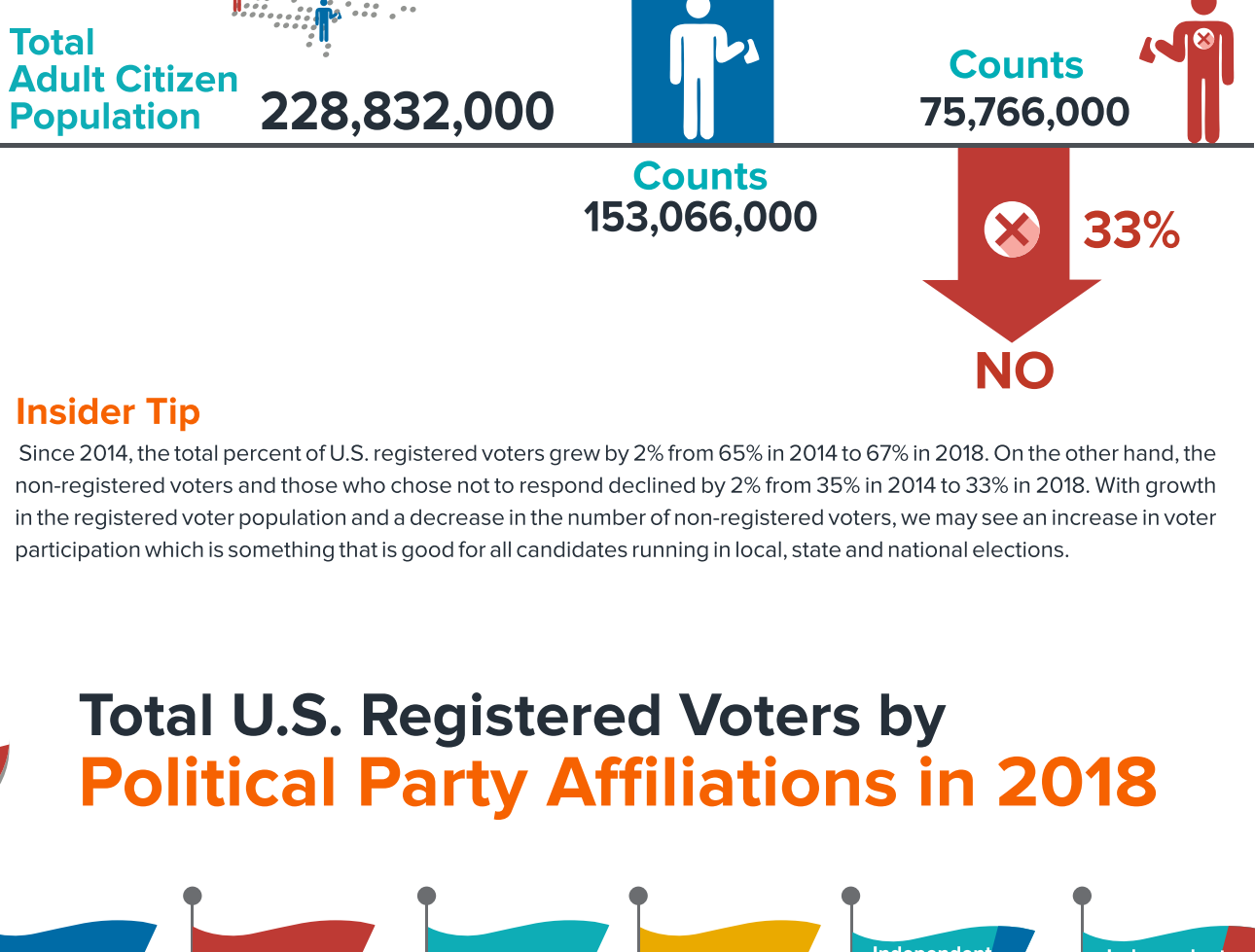
The Road to Election 2020: The Claritas Voter Series

In the Claritas Voter Series, we will examine key consumer groups through various lenses including age, income, culture, education, voting patterns and location. Whether you want to engage in a 'Get Out the Vote' campaign, or focus messaging efforts in key swing states, you'll want to tune in each month as we explore voters and their role as we move closer to election 2020.

The winner of the 2020 presidential election will need to reach 270 electoral votes. Getting to that number will mean understanding who's voting and who's not, and who to engage through what channel, so they'll turn out to the polls.



Total U.S. Registered Voters in 2018

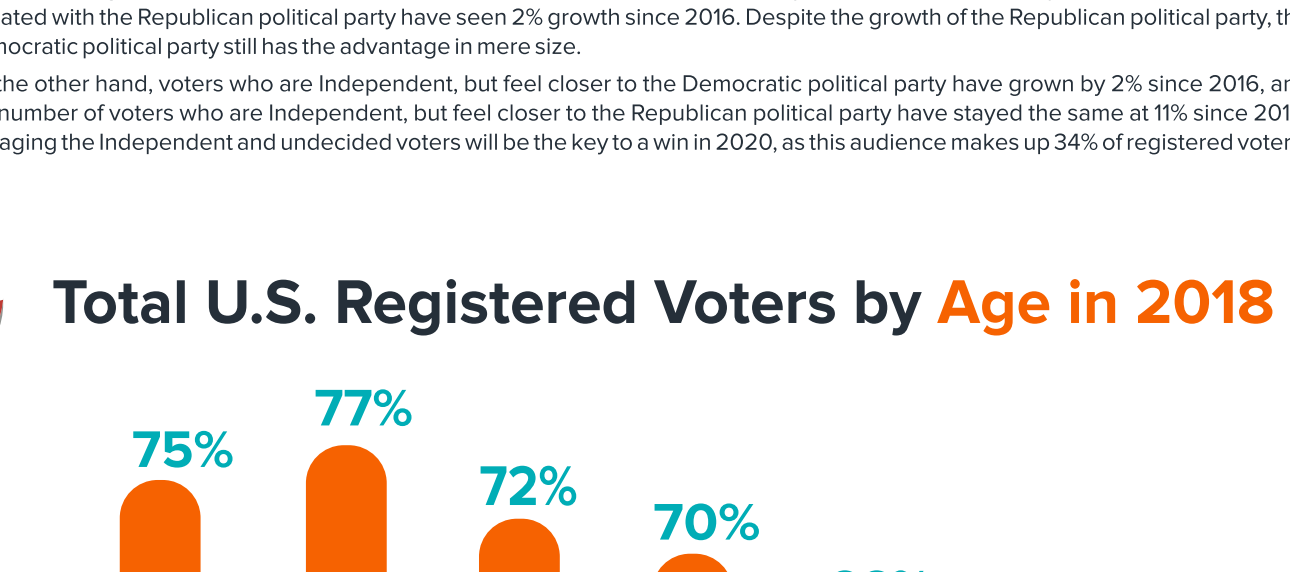


Insider Tip

Since 2014, the total percent of U.S. registered voters grew by 2% from 65% in 2014 to 67% in 2018. On the other hand, the non-registered voters and those who chose not to respond declined by 2% from 35% in 2014 to 33% in 2018. With growth in the registered voter population and a decrease in the number of non-registered voters, we may see an increase in voter participation which is something that is good for all candidates running in local, state and national elections.



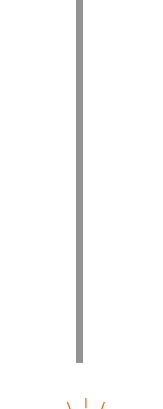
Total U.S. Registered Voters by Political Party Affiliations in 2018



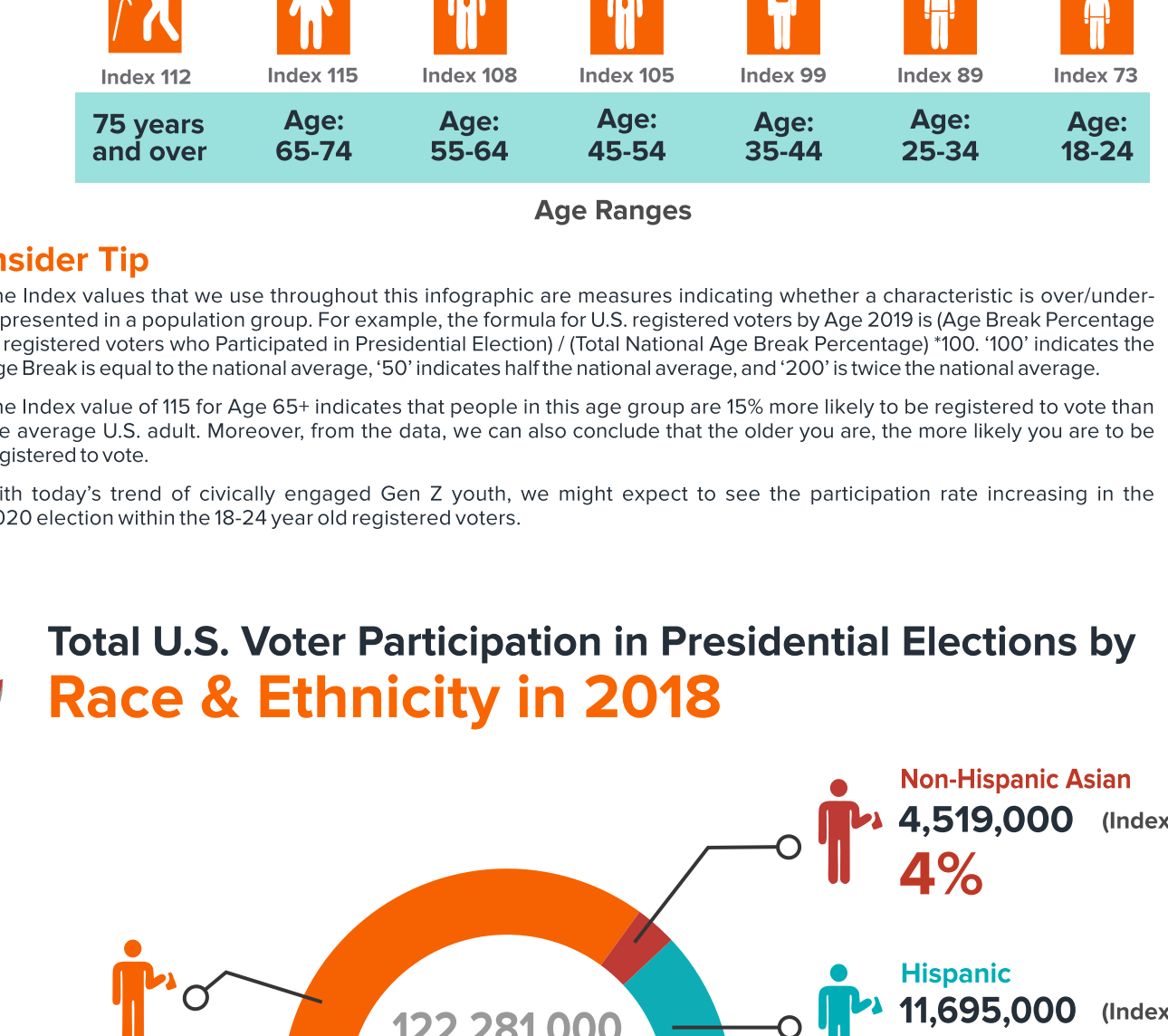
Insider Tip

Since 2016, registered voters who are affiliated with the Democratic political party have declined in size by 1%, while those who are affiliated with the Republican political party have seen 2% growth since 2016. Despite the growth of the Republican political party, the Democratic political party still has the advantage in mere size.

On the other hand, voters who are Independent, but feel closer to the Democratic political party have grown by 2% since 2016, and the number of voters who are Independent, but feel closer to the Republican political party have stayed the same at 11% since 2016. Engaging the Independent and undecided voters will be the key to a win in 2020, as this audience makes up 34% of registered voters.



Total U.S. Registered Voters by Age in 2018



Insider Tip

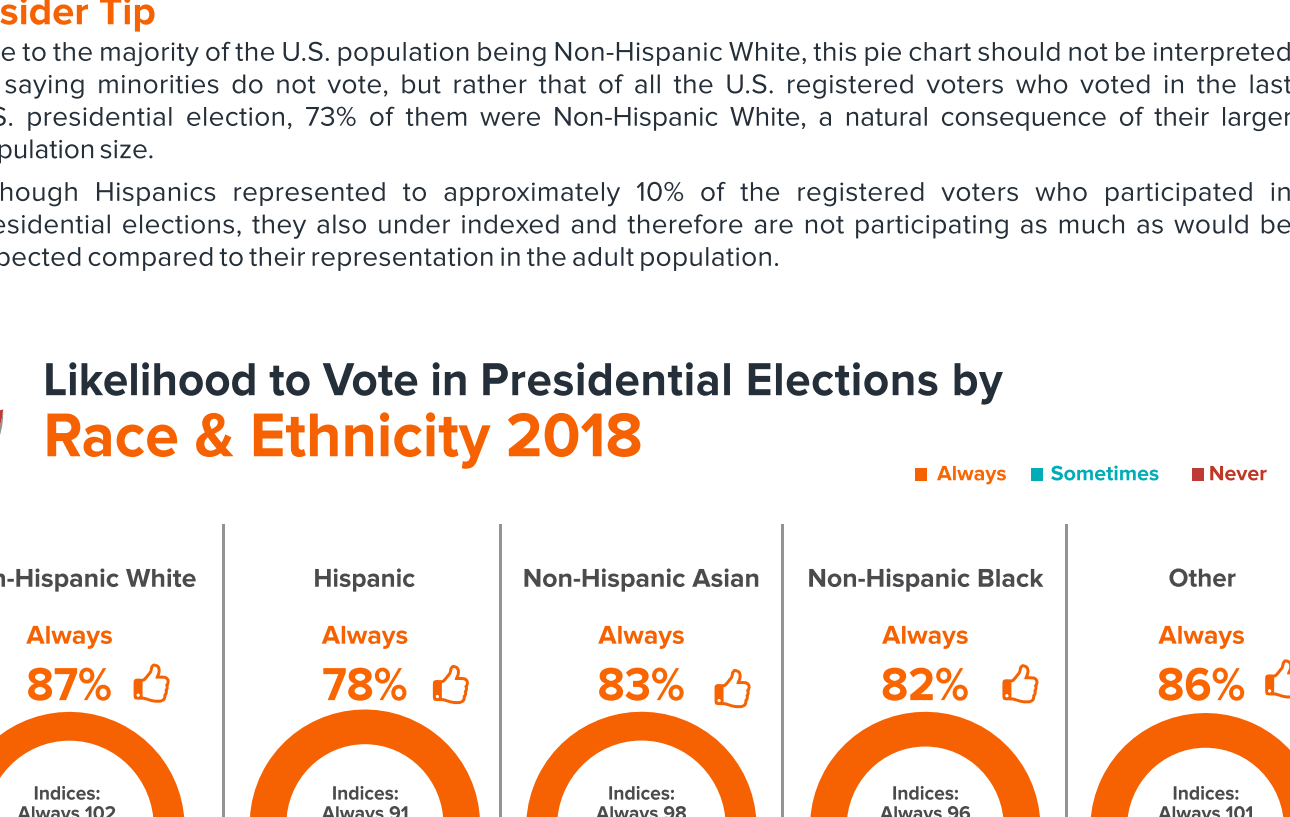
The Index values that we use throughout this infographic are measures indicating whether a characteristic is over/under-represented in a population group. For example, the formula for U.S. registered voters by Age 2019 is (Age Break Percentage of registered voters who Participated in Presidential Election) / (Total National Age Break Percentage) * 100. '100' indicates the Age Break is equal to the national average, '50' indicates half the national average, and '200' is twice the national average.

The Index value of 115 for Age 65+ indicates that people in this age group are 15% more likely to be registered to vote than the average U.S. adult. Moreover, from the data, we can also conclude that the older you are, the more likely you are to be registered to vote.

With today's trend of civically engaged Gen Z youth, we might expect to see the participation rate increasing in the 2020 election within the 18-24 year old registered voters.



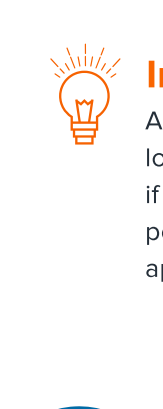
Total U.S. Voter Participation in Presidential Elections by Race & Ethnicity in 2018



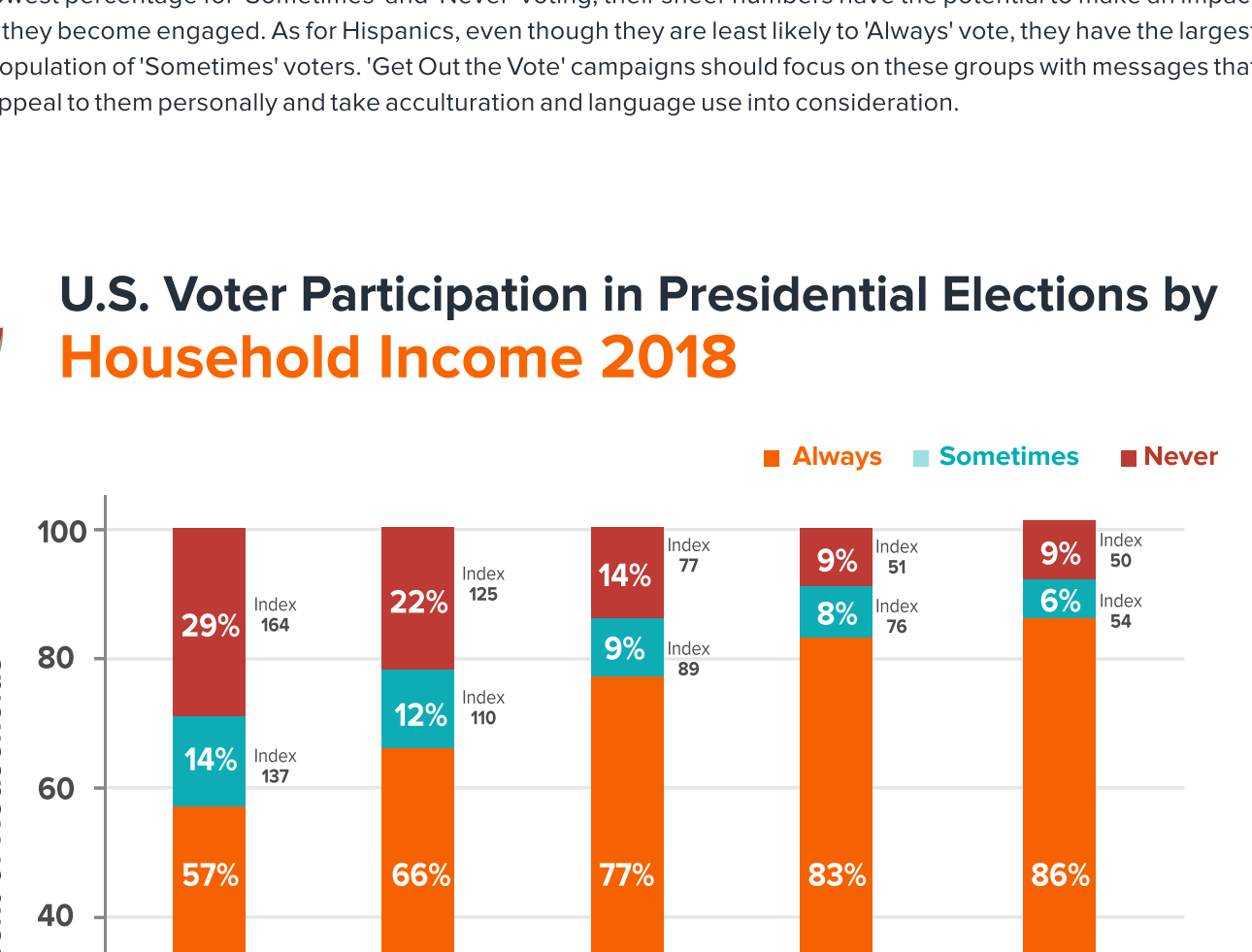
Insider Tip

Due to the majority of the U.S. population being Non-Hispanic White, this pie chart should not be interpreted as saying minorities do not vote, but rather that of all the U.S. registered voters who voted in the last U.S. presidential election, 73% of them were Non-Hispanic White, a natural consequence of their larger population size.

Although Hispanics represented to approximately 10% of the registered voters who participated in presidential elections, they also under indexed and therefore are not participating as much as would be expected compared to their representation in the adult population.

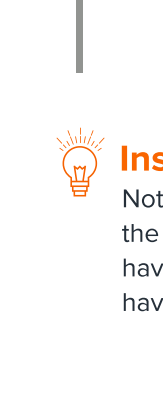


Likelihood to Vote in Presidential Elections by Race & Ethnicity 2018

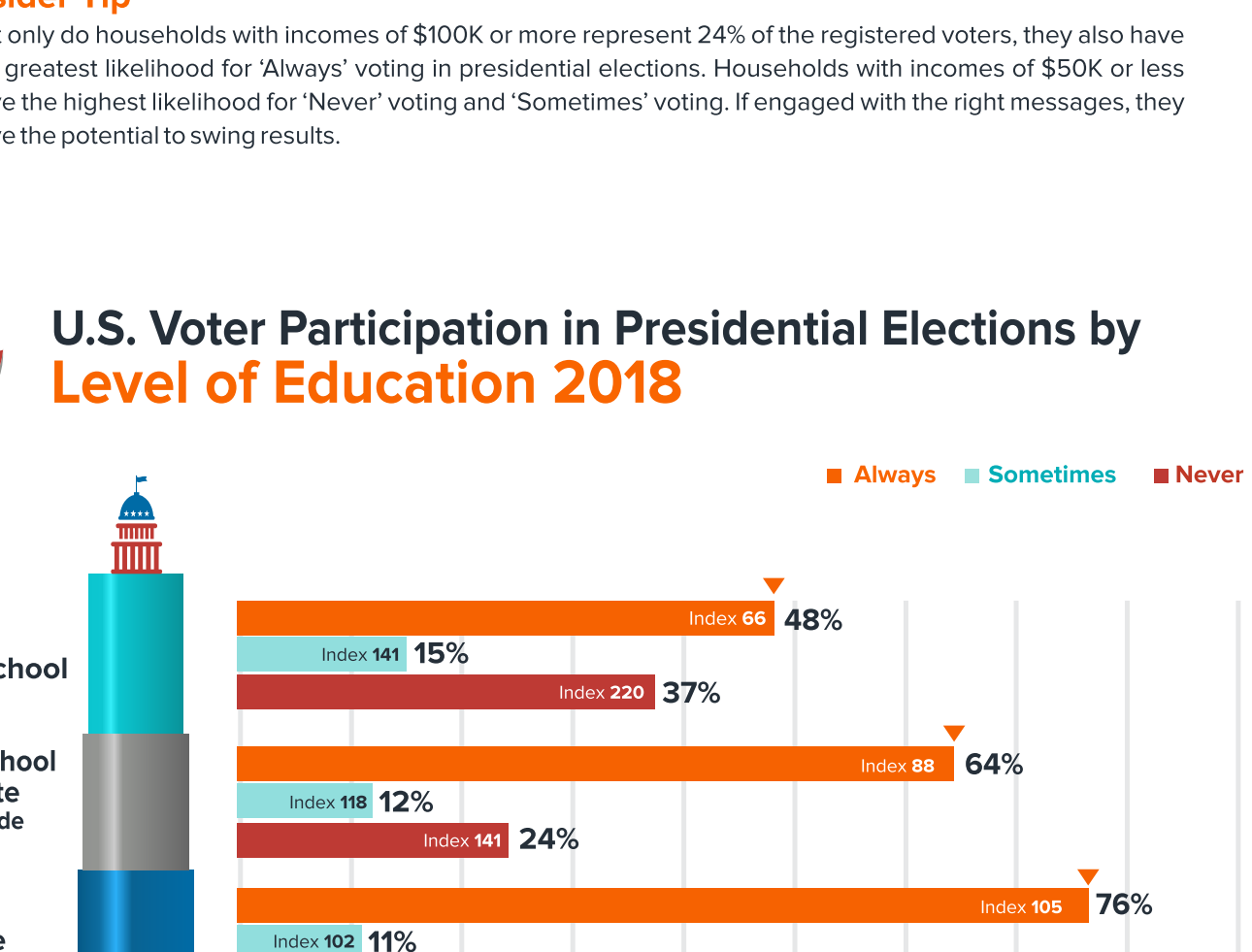


Insider Tip

Although Non-Hispanic Whites had the highest percentage for 'Always' voting in presidential elections and the lowest percentage for 'Sometimes' and 'Never' voting, their sheer numbers have the potential to make an impact if they become engaged. As for Hispanics, even though they are least likely to 'Always' vote, they have the largest population of 'Sometimes' voters. 'Get Out the Vote' campaigns should focus on these groups with messages that appeal to them personally and take acculturation and language use into consideration.

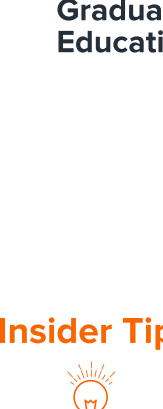


U.S. Voter Participation in Presidential Elections by Household Income 2018

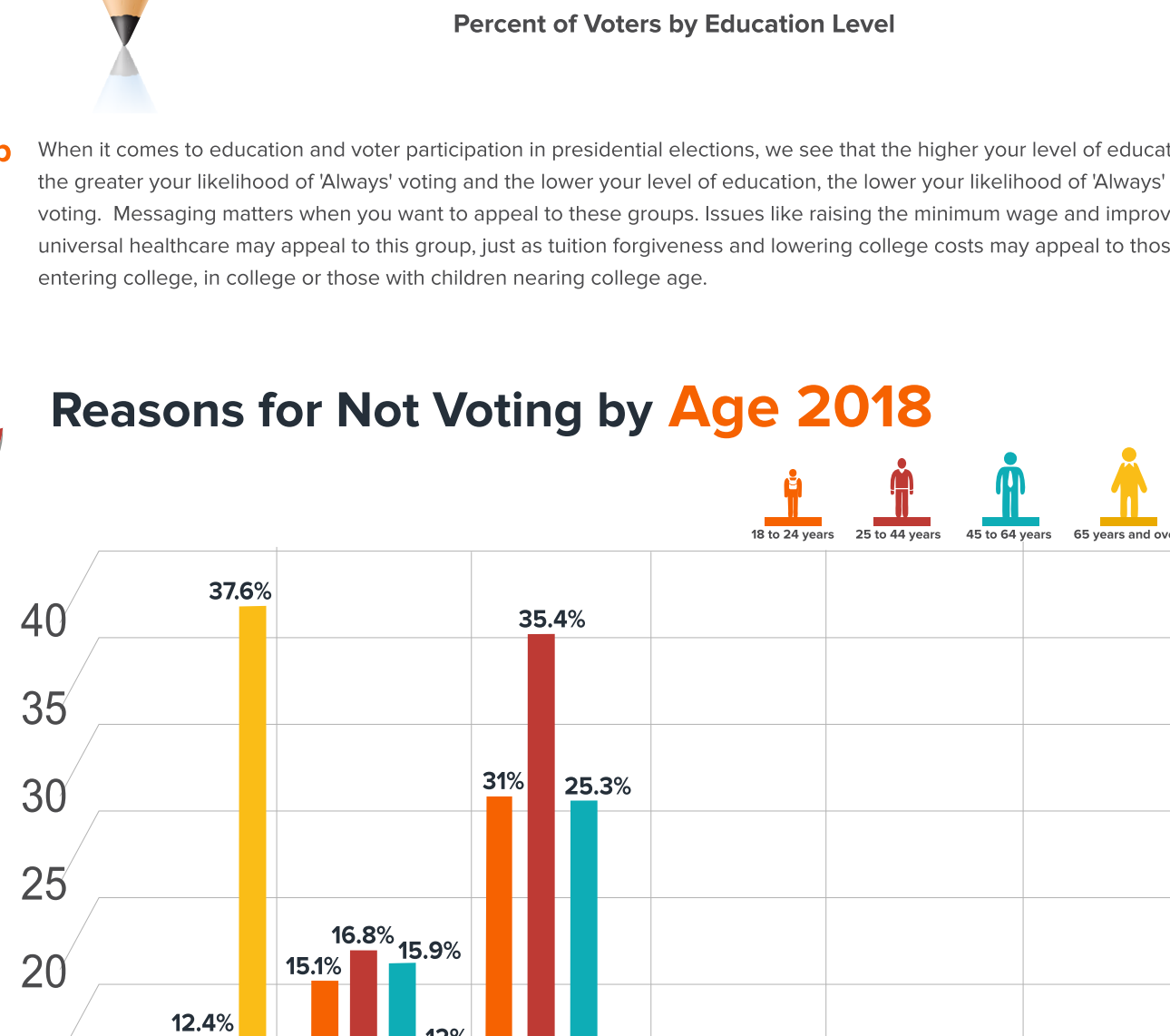


Insider Tip

Not only do households with incomes of \$100K or more represent 24% of the registered voters, they also have the greatest likelihood of 'Always' voting in presidential elections. Households with incomes of \$50K or less have the highest likelihood of 'Never' voting and 'Sometimes' voting. If engaged with the right messages, they have the potential to swing results.



U.S. Voter Participation in Presidential Elections by Level of Education 2018

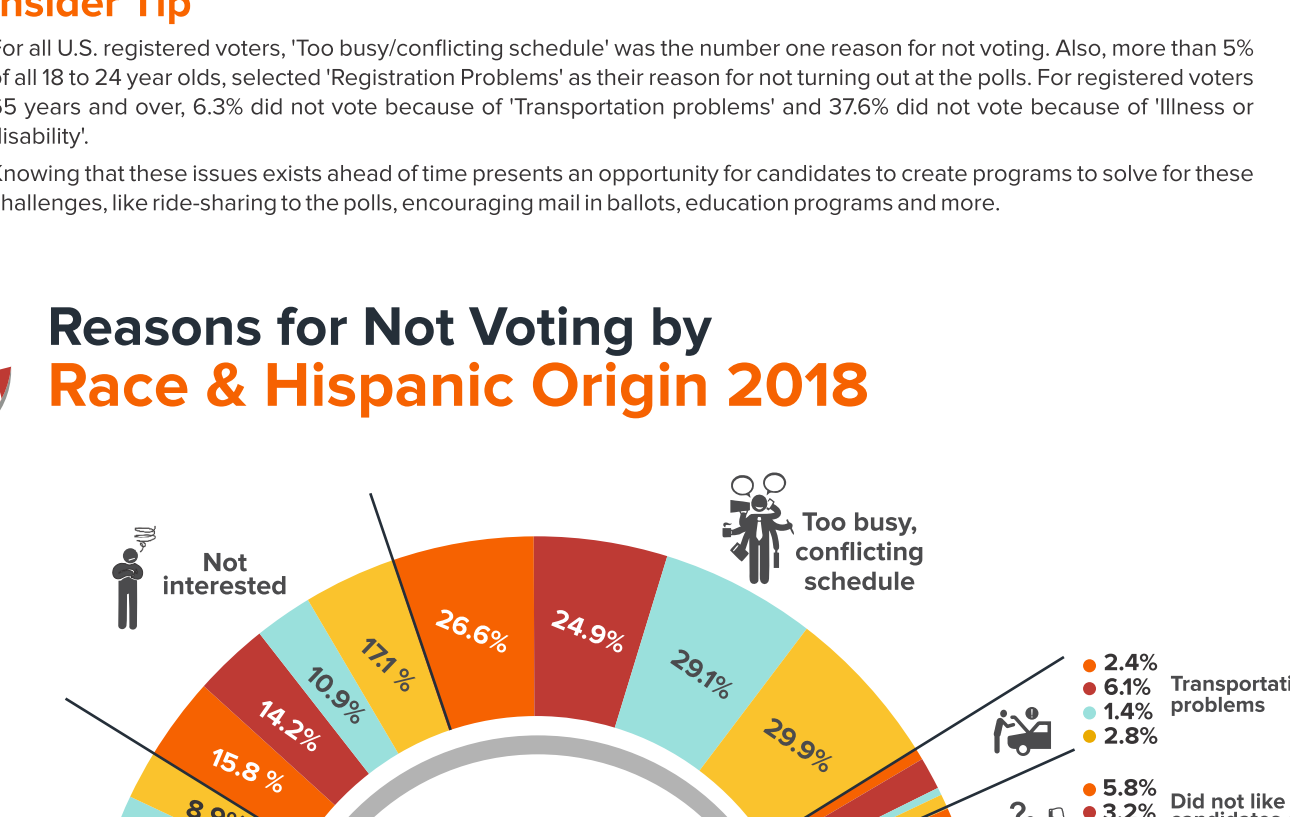


Insider Tip

When it comes to education and voter participation in presidential elections, we see that the higher your level of education, the greater your likelihood of 'Always' voting and the lower your level of education, the lower your likelihood of 'Always' voting. Messaging matters when you want to appeal to these groups. Issues like raising the minimum wage and improving universal healthcare may appeal to this group, just as tuition forgiveness and lowering college costs may appeal to those entering college, in college or those with children nearing college age.



Reasons for Not Voting by Age 2018



Insider Tip

For all U.S. registered voters, 'Too busy/conflicting schedule' was the number one reason for not voting. Also, more than 5% of all 18 to 24 year olds, selected 'Registration Problems' as their reason for not turning out at the polls. For registered voters 65 years and over, 6.3% did not vote because of 'Transportation problems' and 37.6% did not vote because of 'Illness or disability'.

Knowing that these issues exists ahead of time presents an opportunity for candidates to create programs to solve for these challenges, like ride-sharing to the polls, encouraging mail in ballots, education programs and more.



Reasons for Not Voting by Race & Hispanic Origin 2018



Insider Tip

More than 17% of all Hispanics, selected 'Not interested' as their reason for not turning out at the polls. Black and White non-Hispanics at 14.9% and 13.3% did not vote due to 'illness or disability'. Blacks had the highest percent for not voting because of 'Transportation problems' (6.1%) and when it comes to Registration Problems, Blacks and Hispanics experience the highest rate of issues (3.8% and 4.1%, respectively) when it comes to why they are not voting in presidential elections.

PRIZM® Premier Segments

Tale of Two Voters

In this section, we'll use Claritas PRIZM Premier segmentation to examine segments within each major party. We'll use Claritas PRIZM Premier segmentation consists of rich and comprehensive insights about consumer behaviors, shopping patterns and media preferences, technology habits and household assets.

THE REPUBLICAN

Republicans tend to fall within the 'Family Life' and 'Mature Years' Lifestyle classes and grouped within the Young Accumulators, Accumulated Wealth, Conservative Classics and Affluent Empty Nests Lifestyle Groups.

Of those four groups, the highest indexing Republican segment resides within the Young Accumulators Group and can be classified as Segment 27 - 'Big Sky Families'.

27 Big Sky Families - Upscale Middle Age Mostly with Kids

- Age 35-54
- Mostly Owners
- Above Average Income Producing Assets
- Average Tech

THE DEMOCRAT

Democrats tend to fall within the 'Family Life' and 'Mature Years' Lifestyle classes and grouped within the Midlife Success and Sustaining Families Lifestyle Groups.

Of those two groups, the highest indexing Democrat segments all reside within the Sustaining Families Lifestyle Group and can be classified as Segment 42 - 'Multi-Culti Mosaic'.

42 Multi-Culti Mosaic - Midscale Middle Age Family Mix

- Age <55
- Mostly Renters
- Above Average Income Producing Assets
- Average Tech

Scattered in placid towns across the American heartland, Big Sky Families is a segment of middle-aged rural families. Residents enjoy country music and all types of team sports and outdoor activities, especially hunting. These families attend High School sports events and wear their team logo apparel to show their team spirit.

Owns a Ram - Eats at Logan's Roadhouse - Shops at Gander Mountain - Goes hunting - Stays at Hampton Inn - Watches Big Brother - Listens to New Country.

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of Hispanic, Asian, and African-American singles and families. This segment is characterized by many first-generation Americans who are striving to improve their economic status.

Loves a BMW - Eats at Jack in the Box - Shops at Lady Foot Locker/Foot Locker - Follows Mexican League Soccer - Visits Mexico - Watches Univision - Listens to Spanish Tropical.