

Reaching Voters ACROSS GENERATIONS

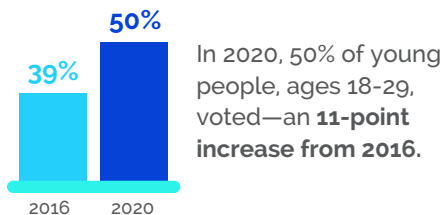


Voting By Generations

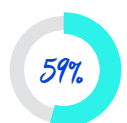
Reaching Different Generations

Historically, about **60% of Americans** vote in Presidential elections. Voters over the age of 65 typically turn out at a rate that is

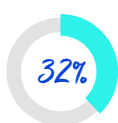
2x ↑ the rate of **18- to 29-year-olds**



Millennial and Gen Z voters now make up roughly half of eligible voters. Among Millennials:



identify/lean Democrat

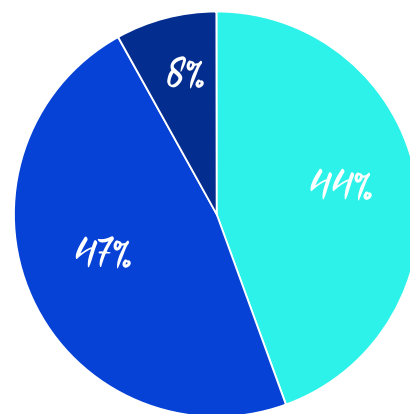


identify/lean Republican



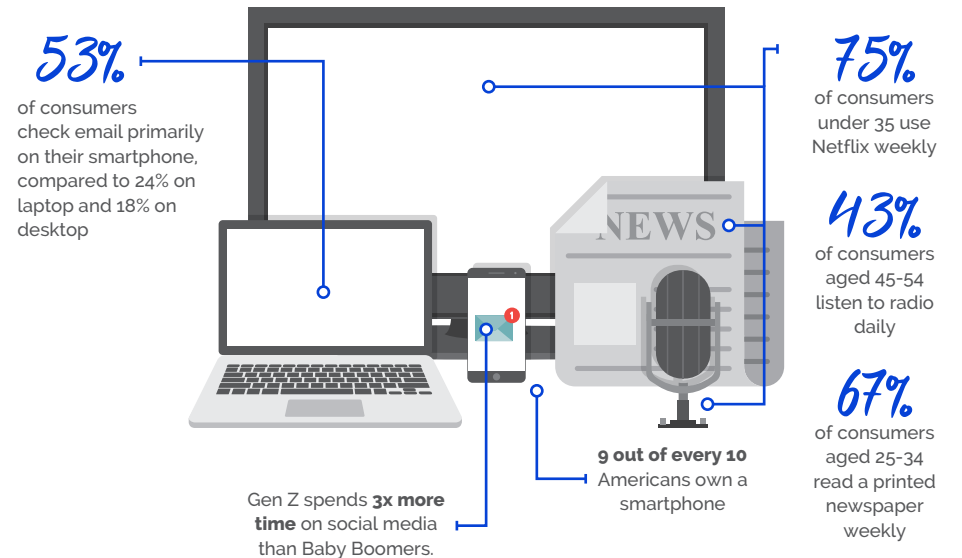
Today, roughly **1 in 16 eligible voters** will be from Generation Z. By 2028, Gen Z and Millennial voters will comprise the majority of eligible voters in the U.S.

Baby Boomers and Silent Generation no longer comprise the majority of voters



- Baby Boomers and Silent Generation
- Millennials and Gen Xers
- Gen Z

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



The Deep Sync 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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