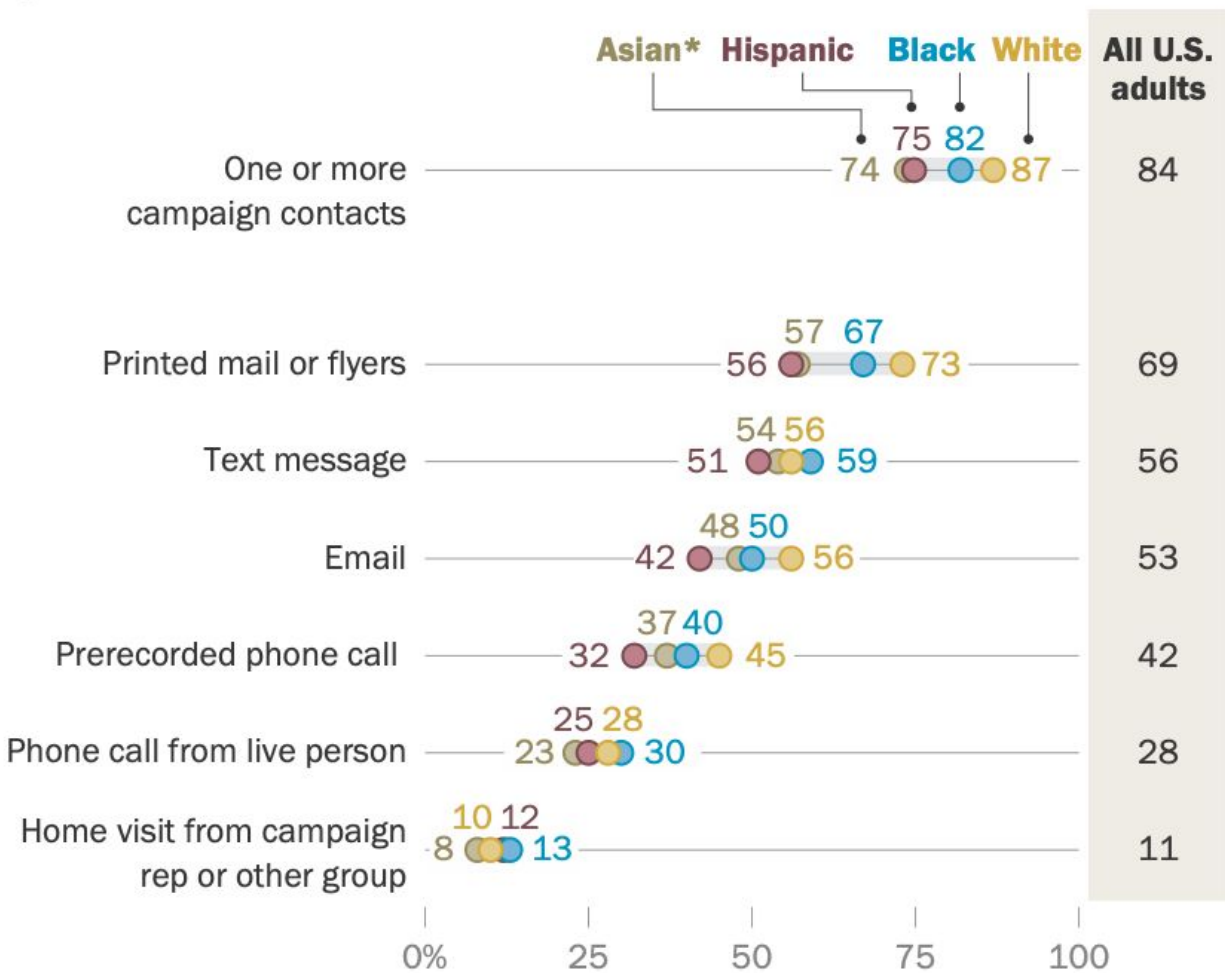


## Majority of eligible voters overall said they received a campaign contact before 2020 election, with lower shares of Hispanics and Asians saying so

*% of U.S. citizen adults who said they were contacted in the following ways by a candidate's campaign or a group supporting a candidate in the month before the November 2020 election*



\*Asian adults interviewed in English only.

Note: Based on U.S. citizen adults. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Contacts include those from any candidate or group supporting a candidate.

Source: Survey of U.S. adults conducted Nov. 12-17, 2020.

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## Critical Analysis

1. In the 2020 election campaign, identify the portion of American eligible voters received contact from a political campaign?
2. Identify which racial group was least likely to receive contact from a campaign?
3. Describe one trend in the 2020 presidential campaign regarding race and campaign contact?
4. Why do you think that is?
5. What is one consequence of this trend?
6. Americans voted in record numbers in last year's presidential election, casting nearly 158.4 million ballots. That works out to more than six-in-ten people of voting age and nearly two-thirds of estimated eligible voters. Explain whether the high level of voter contact impacted the high level of voter turnout.
7. In the 2020 election campaign, what was the most common form of campaign contact?
8. In the 2020 election, which of the above forms of contact did you or your family receive?
9. Which of the above forms of contact do you think has the biggest impact?
10. Overall, how much do you think the campaign contacts forms listed above impact voting?
11. How much do age and education impact the likelihood of campaign contact?\*
12. Before election day, what was the most common political activity during the 2020 campaign?\*

## Learning Extension

Check out all the campaign contact charts, graphs, and data from [Pew Pew Pew Research Center](#).

## Action Extension

List the ways you were contacted and participated in the 2020 election campaign and share your list online or in class.

## Visual Extension\*

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## Hispanic and Asian eligible voters more likely than others to live in non-battleground states

*U.S. citizen adult population, in thousands*

	Battleground states		Non-battleground states	
	U.S. citizen adult pop.	% of U.S. citizen adult pop.	U.S. citizen adult pop.	% of U.S. citizen adult pop.
White	49,327	71%	108,384	65%
Black	10,003	14	19,559	12
Hispanic	6,559	10	24,249	15
Asian	1,472	2	9,069	5
Total	69,011	-	166,494	-

Note: Based on U.S. citizen adults. Battleground states are Arizona, Florida, Georgia, Iowa, Michigan, North Carolina, Ohio, Pennsylvania and Wisconsin. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Source: Pew Research Center analysis of 2019 American Community Survey (IPUMS).

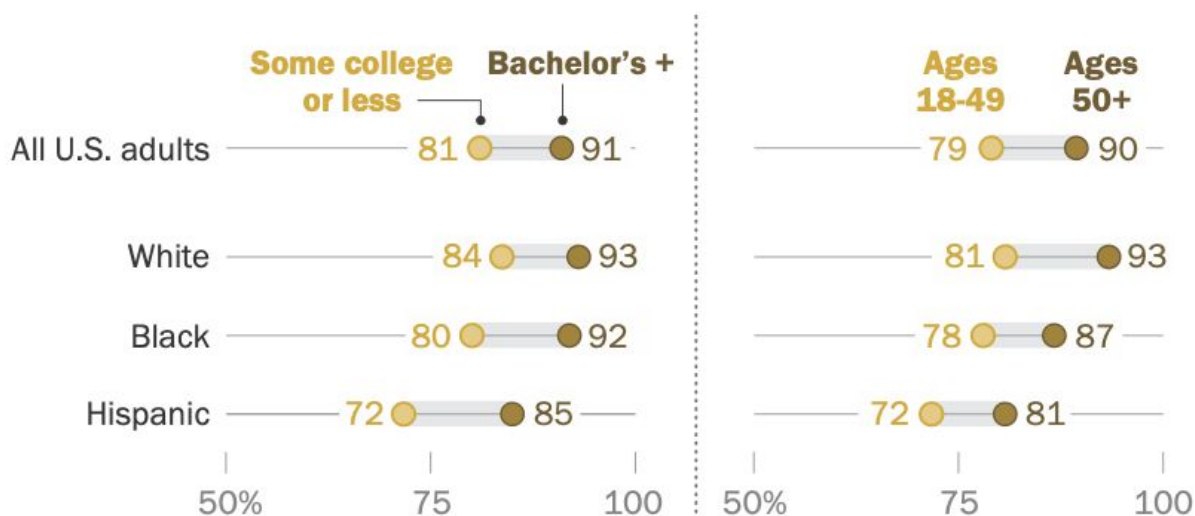
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## Across racial and ethnic groups, large majorities of college-educated and older U.S. citizens report being contacted by a campaign before 2020 election

*% of U.S. citizen adults who said they were contacted in one or more ways by a candidate's campaign or a group supporting a candidate in the month before the November 2020 election*



Note: Based on U.S. citizen adults. Among those who reported being contacted in at least one of six ways by a candidate's campaign or by a group supporting a candidate. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. "Some college or less" includes those with an associate degree and those who attended college but did not obtain a degree.

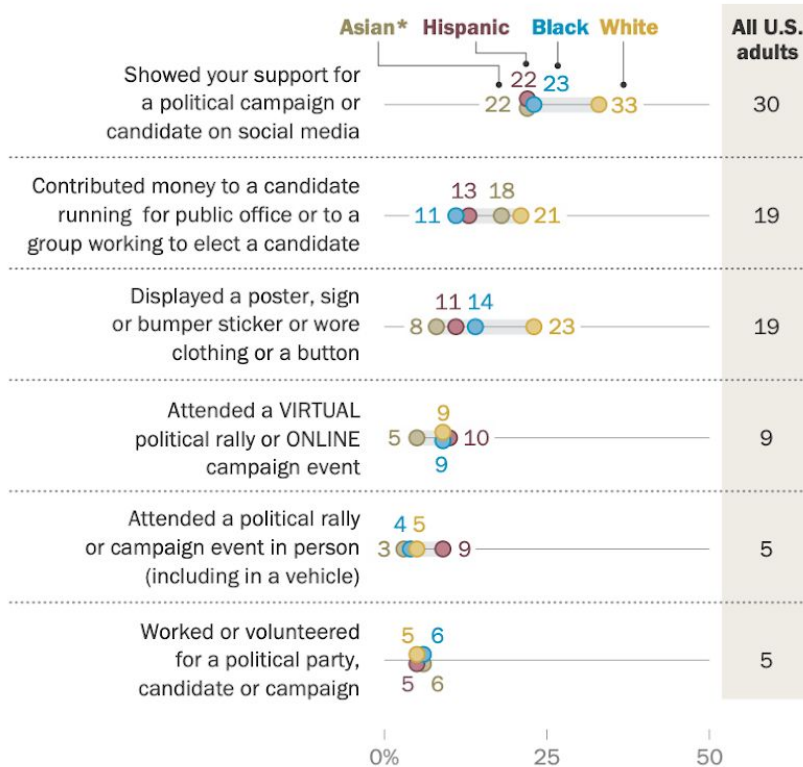
Source: Survey of U.S. adults conducted Nov. 12-17, 2020.

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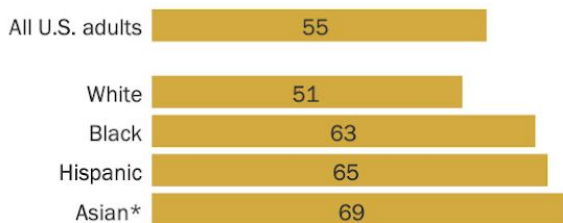
## Hispanic and Black citizens less likely to say they engaged in political activity before the 2020 election

% of U.S. citizen adults who said they \_\_\_ for a political candidate or campaign during the six months before the November 2020 election



## ... and about two-thirds of Hispanic, Black and Asian citizens did not engage in any of the above political activities before election

% of U.S. citizen adults who said they **did not engage** in political activity during the six months before the 2020 election



\*Asian adults interviewed in English only.

Note: Based on U.S. citizen adults. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Survey of U.S. adults conducted Nov. 12-17, 2020.

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