

Increasing Voter Turnout in Tunisian Elections

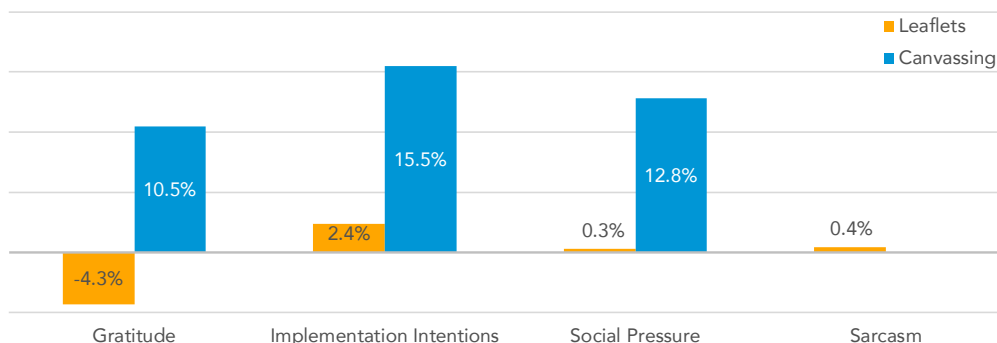
Democracy International (DI) increased participation in the 2018 Municipal Elections through a messaging campaign that **reminded** Tunisians about the elections and **encouraged** them to vote. DI designed the campaign as an experiment to identify best practices in non-partisan voter mobilization in Tunisia.

The Intervention

Eligible voters received a two-sided leaflet. One side showed the Tunisian flag, a ballot box, a number to text for registration information, and the election date. The other side showed one of four encouragements to vote (*right*). Each encouragement leverages human psychology to stimulate action. Distribution teams either left leaflets at the door or delivered them personally during door-to-door canvassing.

The Results

CHANGE IN VOTER TURNOUT, BY MESSAGE AND DELIVERY



Messaging Types



Gratitude: "Thank you for Voting!"



Implementation Intentions: "Do you have a voting plan?"



Social Pressure: "Do your duty!"



Sarcasm: "Don't vote"

Did GOTV messaging increase turnout?

YES, but youth and women are less likely to vote. The eldest Tunisian women (55+) are no more likely to vote than the youngest Tunisian men.

Which message was most effective?

INTENTIONS, but messaging is **ineffective among the undereducated** and less effective among women.

Which delivery mode was more effective?

CANVASSING. It generated 10.5 percent more turnout on average than leafleting.

Recommendations

Future GOTV should combine door-to-door canvassing and election day planning to approach maximum effectiveness. **Women and youth** should be targets of intense mobilization and engaging civic education efforts in advance of the 2019 national elections. DI proposes to augment these processes with new tools, such as **woman-to-woman canvassing** and **Facebook-based civic education** to support turnout in the 2019 elections.