

Increasing Voter Turnout in Tunisian Elections

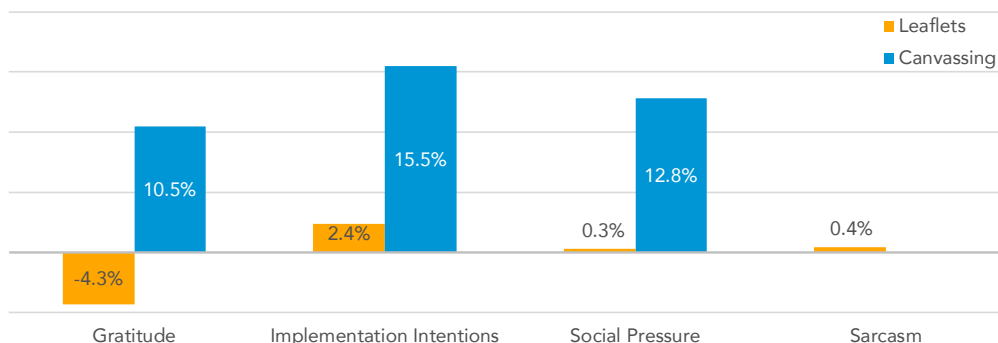
Democracy International (DI) increased participation in the 2018 Municipal Elections through a messaging campaign that **reminded** Tunisians about the elections and **encouraged** them to vote. DI designed the campaign as an experiment to identify best practices in non-partisan voter mobilization in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



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 11.5 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.

Messaging Types



Gratitude: "Thank you for Voting!"



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



Social Pressure: "Do your duty!"



Sarcasm: "Don't vote"