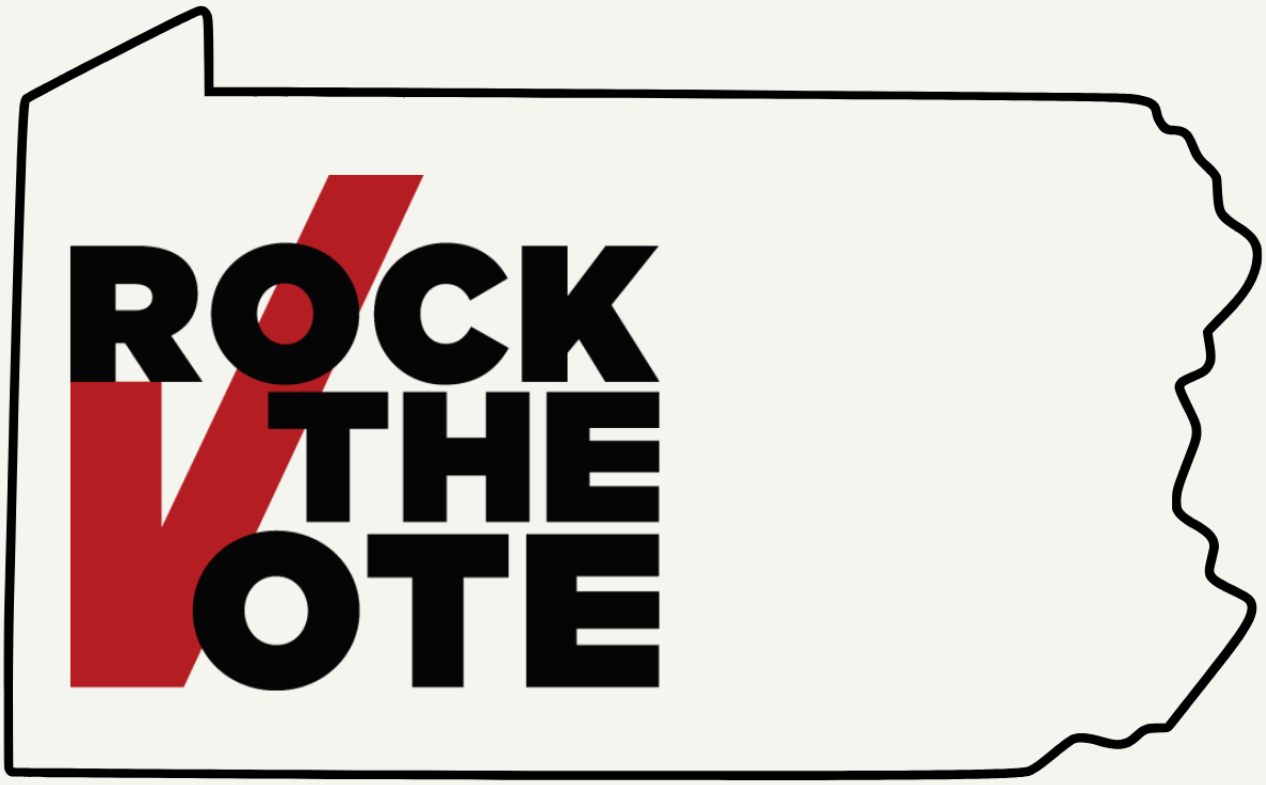

Pennsylvania

JCOM 471 Fall 2024

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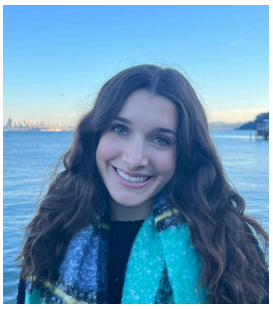
Team Members



Talia James

Talia is a senior from the Bay Area, CA, studying public relations and Judaic studies at the University of Oregon. She is completing her honors thesis which explores the historical background of global antisemitism, focusing on creating a guidebook to help educators incorporate and improve the study of antisemitism in higher education and DEI training. Talia is passionate about writing and brand transparency, and she believes communicators have a responsibility to build meaningful connections between organizations and the public. She hopes to work in the nonprofit sector after graduation this spring.

Lexi Frick

Lexi is a senior at the University of Oregon from Redondo Beach, California, majoring in public relations and minoring in psychology, set to graduate in winter 2025. Lexi is interested in pursuing a career in music entertainment or fitness. She is driven, personable, and a team player and ready to kickstart her life post-grad. Outside school, you can find Lexi at the beach, hanging out with friends, playing the guitar, or chilling with her two cats.

Sam Thompson

Sam is a senior at the University of Oregon. She is majoring in public relations and minoring in sports business. Sam has always enjoyed working in teams because she grew up playing different sports competitively. Growing up in a constant team setting allows her to gain new perspectives from her peers while also sharing and expressing her ideas collaboratively. She has studied fashion PR for two years and hopes to find a job outside of college working in the textile and clothing industry while also carrying over her public relations and teamwork skills.

Lola Talalemotu

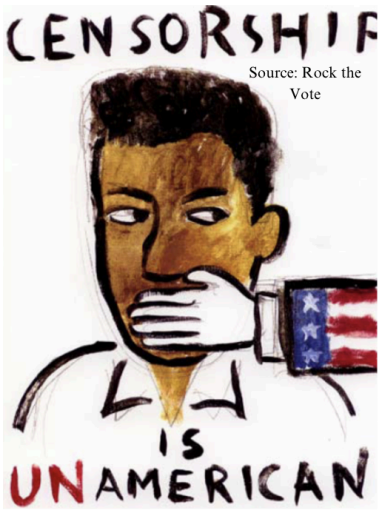
Lola is a senior at the University of Oregon from Portland, Oregon. Lola is majoring in public relations and minoring in sports business with interests in digital media and the entertainment industry. Lola is driven by performing for her clients and supporting her teammates in every way she can. She currently works within the food and beverage industry to provide digital content and media advertisements for her clients.

Haley McCurdy

Haley McCurdy is a public relations major at the University of Oregon. She is minoring in sports business and psychology. She plans to graduate this upcoming spring and go on to work at a public relations agency in Southern California. Haley is passionate about helping companies understand the importance of media and media relations. She aims to increase consumers in each company she works with and to spotlight the hard work of every employee in the company.

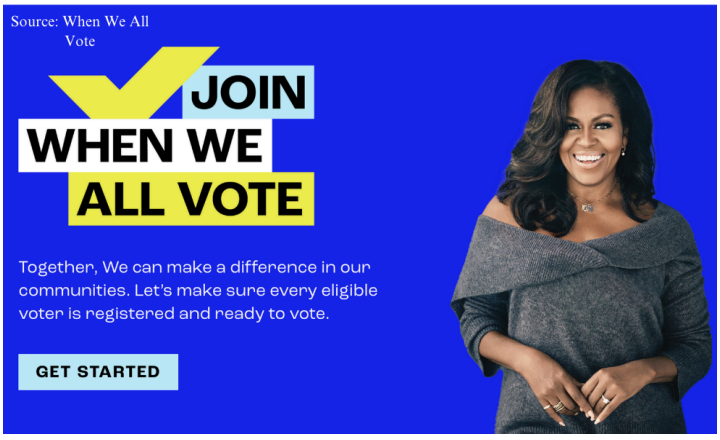
Background and Situation Analysis

Rock the Vote supports the United State's democratic values and aims to make young voters' voices significant in every election. Millennials and Generation Z make up 44% of voters in the United States. Rock the Vote is a non-profit organization that attempts to remove any roadblocks young voters may face during the voting process (Rock the Vote). In 1990, Jeff Ayeroff, co-chief of Virgin Records, founded Rock the Vote in Los Angeles, CA, to fight what he believed to be threats facing the music industry (*Britannica)*. These threats included warning labels on records with explicit lyrics or attempting to prosecute sellers on albums with explicit lyrics. The first advertisement Rock the Vote created was about rejecting censorship. The ad featured celebrities, which is something the organization still does to raise awareness for its campaigns. During the 1992 presidential election, the organization's goals shifted as it aimed to increase the number of young voters.



Artist Credit: Josh Gosfield

Rock the Vote is an educational resource, but has multiple competitors that use similar tactics to attract young voters. Organizations like When We All Vote and Vote.org are competitors that also work to attract young voters. These organizations have similar motives to Rock the Vote, and they have the potential to reduce Rock the Vote's reach to young generations. These non-profit organizations have attractive online presences for younger voters and are more interactive than Rock the Vote. The organizations have similar

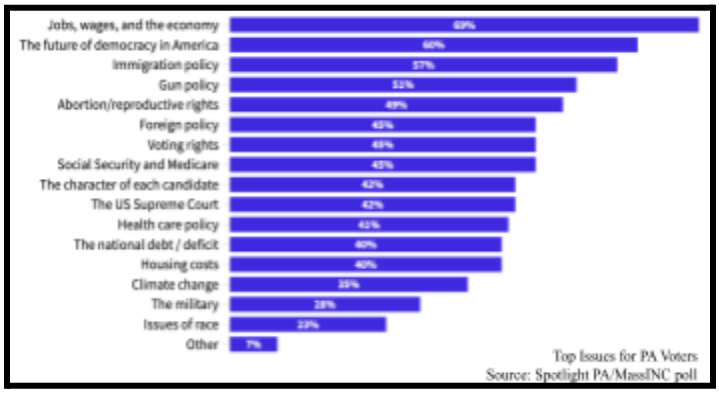


values, mission statements and goals; young voters could rely on these organizations instead of Rock the Vote for voter information. The When We All Vote team works with Michelle Obama to gain voters, which reaches a liberal audience (*When We All Vote*). Rock the Vote should strengthen its non-partisan goal by displaying diverse political figures on its webpage. Bringing in different prominent public figures can attract young voters to utilize Rock the Vote instead of When We All Vote for its voting needs.

Rock the Vote states it is non-partisan, but the organization gravitates toward the left side of the political spectrum. Rock the Vote partners with liberal celebrities in promotional campaigns, including Kristen Schaal and Rachel Zegler (Rock the Vote). The celebrities' personal social media show that they are avidly liberal-leaning. For instance, Zegler even told her followers to vote for Harris and Walz in the upcoming election. Sponsors and influencers are branches of an organization and represent the vision and values. Rock the Vote is strategic about the people and language it features on its social media platforms. A Princeton University study found that social media effectively increases voter awareness and engagement, particularly among younger demographics. Research suggested that platforms like X (formerly Twitter) may influence voter preferences (Princeton, 2023). Over two million Pennsylvania residents are between the ages of 20 and 34; therefore, social media's influence on voting behavior is significant. The research suggests this demographic is more likely to engage with political content and stay informed about candidates if voting campaigns are assembled correctly, which is an opportunity for Rock the Vote. The mix of secure technology, accessible voting options, internet resources, and social media strategies could positively help uncertain young voters make a decision.

The United States is divided politically and Rock the Vote has an important role in this year's election (Taddonio, 2024). During a historic election, Rock the Vote is in a great position to educate young voters on the importance of voting. A new poll of registered voters found Pennsylvania voters pessimistic about its future politically (Commonwealth Foundation, 2024). Voter satisfaction has increased by 18% since the endorsement of Harris in June, which suggests a positive shift in voter sentiment that Rock the Vote could leverage in its messaging to youth. Rock the Vote can do this by taking advantage of its predetermined strengths. Economic challenges also affect voter engagement in Pennsylvania. For example, the median household income is $74,000 for families, $4,000 below the national average, and an even lower median income for non-families at $43,000 (U.S. Census Bureau). Research shows education shapes voter turnout, and higher levels of education correlate with greater political participation (NIH). These economic and educational differences highlight the importance of accessible educational research; Rock the Vote can help push its agenda.

In Pennsylvania, social values are strongly divided on key issues regarding gun regulations and abortion rights, which drives voter turnout but also creates tension between voters (Spotlight, PA). From a poll of 800 likely Pennsylvania voters, 17% of Republican respondents identified abortion and reproductive health as one of the issues that matter most in this election cycle, compared to 85% of Democrats. Notably, 49% of those polled who aren't registered to either major party picked abortion as a top issue (Spotlight PA, 2024). This majority influences strong social and political values, often reflecting



perspectives that do not represent minorities. According to the U.S. Census Bureau, as of 2023, 1.24 million women between the ages of 20 and 34 make up the population of Pennsylvania, and 1.29 million men are in the same age range, which may all align on concerns like economic security and affordable education (U.S. Census Bureau). Engaging and educating this younger demographic, along with minorities in the state, is crucial to ensure a representative voter turnout. Rock the Vote claims to be educational, but it focuses extensively on celebrity endorsements, social media campaigns, and brand partnerships to spread the word about voting; it lacks the importance of proper education. Voting shouldn't be the main Rock the Vote's goal, but rather educated voting. This year, it has the opportunity to partner with informed, diverse, and non-partisan figures. This election also allows the organization to get its name out there during a larger election and to create more publicity during midterm elections.

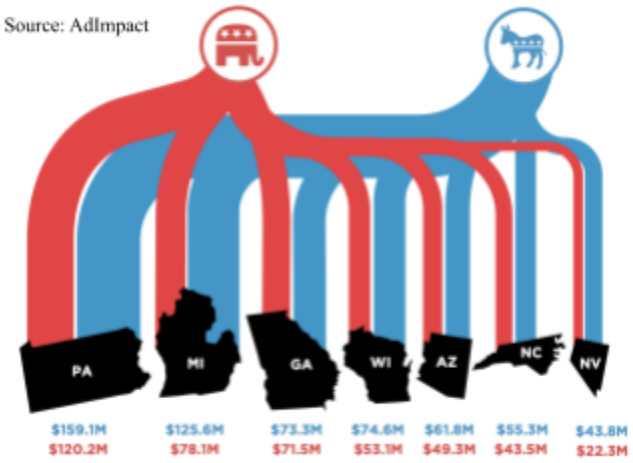
Rock the Vote has multiple opportunities this upcoming election cycle. In February 2019, the *National Resource Consortium on Full Student Voter Participation (NRC)* met to "explore how nonpartisan campus-led voter engagement strategies could reach full student voter participation" (Ask Every Student About). Between January and May 2020, Campus Vote Project established the *Ask Every Student* Steering Committee. The 'about' section of the website explains that "*Ask Every Student* is a national joint initiative that facilitates collaboration between campus leaders and nonprofit partners to help campuses ask every student to participate in the democratic process and achieve full student voter registration" (Ask Every Student About). In the summer of 2020, a new-hire program manager began expanding the initiative and 98 campuses "received grants to implement *Ask Every Student* strategies on their campuses" (Ask Every Student About). Since 2022, Ask Every Student has continued to expand across the United States.

Rock the Vote has an opportunity to continue this initiative and spread awareness about the importance of voting on university campuses during the heightened election period. However, Pennsylvania's voter registration deadline is October 21, which is considerably earlier than other states. Closing voter registration 15 days before election day limits the time for voters to educate themselves and act, which creates obstacles for Rock the Vote to spread awareness of the importance of voting. Colorado and Minnesota, among a few other states, allow voter registration up to election day (vote.org). A Caltech/MIT Voting Technology Project report found that Election Day Registration (EDR) benefits voters who are younger, nonwhite, have a lower income, and are less likely to have stable addresses (MIT Data Lab). While the size of this effect varies by study, scholars have generally reported 3-6% average gains in turnout in EDR states, which suggests that extending registration deadlines could improve youth voter participation (MIT Data Lab). Rock the Vote can continue to build connections with partner organizations and younger politicians, promote the initiative on social media, and host educational events to maximize engagement despite these challenges.

Additionally, Rock the Vote has an opportunity to interest young voters by focusing communication strategies on key social justice issues. According to a 2024 poll released by the Institute of Politics (IOP) at Harvard Kennedy School, young voters between the ages of 18 and 29 care strongly for a permanent ceasefire in the Israel-Hamas war and care less about the economy (47th Edition, 2024). The poll indicated that young voters believe "immigrants improve the culture of the United States" and do not support gender-based stereotypes (Harvard 2024). Moving on, a poll of 800 likely Pennsylvanian voters showed that concerns about the economy stem from the reality that inflation impacts Pennsylvania residents significantly, with 7 in 10 voters stating inflation and price increases impact their family's ability to maintain their standard

of living (Spotlight, PA). High unemployment and economic strain could deter youth voters or bias their political views. Over two-thirds of all voters and over half of Democrats and Republicans agree that affordable energy is a higher priority than combating climate change (Commonwealth Foundation, 2024). Young voters have split views on policies and the economy, and Rock the Vote has an opportunity to focus all communication strategies on key social justice issues that all young voters value.

This presidential election is pivotal for the United States, and there will be a close race between former President Donald Trump and current Vice President Kamala Harris. Pennsylvania is one of the key swing states that will make a large difference in the outcome of the election, which gives Rock the Vote the opportunity to run more campaigns to ensure all young voters' voices are heard. Pennsylvania has been a swing state for the previous two elections due to various political views among its voters (270 To Win, 2024). This election year, the state has high ad spending from both major political parties; Democrats and Republicans invested approximately $159 million and $121 million (Ad Impact). A surplus of ads from both parties could cause more voter uncertainty due to competing political messages.



For example, a recent Franklin & Marshall College poll in Pennsylvania highlighted that "61% of participants said the attention [of a swing state] has been irritating." Both political parties are skyrocketing their campaign outreach in Pennsylvania. (White and Blain, 2024). Young voters might be discouraged from participating in voting in this election

due to this irritation and pressure swing state voters feel. This can potentially prevent young voters from seeking organizations like Rock the Vote during the election cycle.

Problem and Opportunity Statement

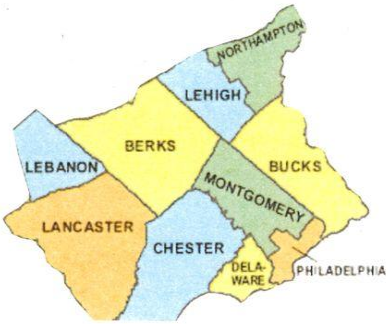
Opportunity: With the upcoming election cycle generating significant national attention, there is an opportunity to leverage the increased interest in politics to mobilize young voters and make voting a priority in the state of Pennsylvania.

Publics

Key

Young Adults (18-29 years old) in Southeast Pennsylvania Counties

Southeast Pennsylvania is home to some of the state's most populous counties for 18-year-olds. Chester County, the most populated in the region, has 56.1% of its applicable youth registered (The Civics Center). In contrast, Berks County is ranked 10th in population, with only 35.8% of its youth registered. Specifically within Berks County, the city of Reading is severely lacking in numbers for its youth registration, with only 17.9% of its 18-year-olds registered (The Civics Center). Its low registration numbers could be attributed to lower income averages in the area.

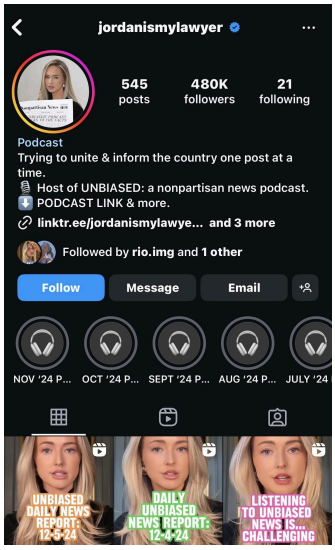


In Reading, more than 75% of residents are part of a low-to-moderate income household, averaging below the state's median of $74,000 annually (U.S Census Bureau) (City of Reading, PA). This financial gap causes barriers such as limited technology access, lack of transportation, and barriers to acquiring the proper ID required to register in Pennsylvania (Democracy Docket). In addition, around 66% of 18- to 29-year-olds living in states with specific ID requirements are unaware of the correct identification needed to vote, creating a larger number of people unable to vote (Center for Democracy and Civic Engagement). Addressing these barriers and finding specific ways to overcome them would allow young voters in Reading and Southeast Pennsylvania to advocate for policies that directly affect their lives and their state.

Intercessory

Finding nonpartisan influencers to target young adults in Southeast Pennsylvania, specifically Reading, could be beneficial when dealing with challenges such as low-income

averages and a lack of knowledge on voting overall. Using news influencers, people with over 100,000 followers who post content about current issues and civic events, could directly target our goal public (Pew Research Center). From social media outlets, 4 in 10 adults under the age of 30 receive current information from "news influencers" (Pew Research Center). We could choose specific influencers with positive engagement numbers, such as 26-year-old attorney Jordan Berman (Jordanismylawyer). Berman aims to promote more youth civic engagement by sharing unbiased news on multiple platforms. With just under 1 million followers across multiple social media platforms and her podcast focused on an unbiased conversation on current events, it proves her outreach could be very valuable (Entrepreneur.com). Partnering with an influencer like Berman with Rock the Vote would entice youth generations impacted by social media content to engage with the political process more.



Promoting specific social media channels through local communities could entice our intended public to join events such as virtual Q&As or step-by-step guides on voter registration given by our selected influencers. Through these partnerships, youth generations in southern Pennsylvania could be more interested in understanding the political process and how individual participation makes an impact.

Key Public #2

Teachers and Educators in Rural Potter County

In rural areas, it is crucial for all eligible voters to participate, as major political parties often overlook rural communities. Agriculture, healthcare, educational opportunities, and public

transportation policies are extremely important for these communities due to obstacles created by geographical isolation (noneprofitvote.org).

Potter County, located in the north-central part of Pennsylvania, is significantly lacking in its 18- to 29-year-old voting engagement. Only 30% of eligible youth in the county voted, compared to the rest of Pennsylvania's 51% youth engagement rate (George W. Bush Institute). This inconsistency underscores barriers affecting young voters in Potter County, indicating a need for teachers and educators in rural areas to inform their students of their civil responsibilities. In urban areas, 74% of students have the chance to take a course on American politics or government in their public education; however, in rural areas, only 50% of students typically have the opportunity (circle.tufts.edu). This furthers why educators in areas like Potter County need to proactively educate their students on our government and voting laws.

Teachers and educators in Potter County would play a very impactful role in youth engagement for both registering and voting. A study surveying students revealed that those not encouraged to vote within their education were twice as likely to agree with the statement "voting is a waste of time" (Tufts.edu). This highlights educators' influence on their students when they promote civil involvement. Due to Potter County's rural environment, there are a limited number of schools. Implementing a larger push from teachers to encourage voting could be beneficial to combat their low quantity of resources. This initiative by educators could help compensate for the limited amount of accessible resources typically found in urban areas with more schools. To ensure these educational efforts are impactful and consistent, working with the

Pennsylvania Board of Educators to get the curriculum approved for local schools to use could be essential for promoting youth participation (State Board of Education).

Boosting voter participation through teachers and educators could ensure that rural communities in Pennsylvania get the political attention they need to help get resources for more civic involvement and opportunities.

Overarching Goal

Overarching Goal Statement: Empower young voters in Pennsylvania to participate in civic engagement by increasing voter education, engagement, and turnout in the upcoming election cycle.

Objectives and Strategies & Tactics

Young Adults (18-29 years old) in Southeast Pennsylvania Counties

Objective 1: By July 2026, ensure that 60% of young adults in Southeast Pennsylvania counties are aware of voter registration requirements and deadlines.

Objective 2: By August 2026, confirm a positive outlook on voting among 45% of young adults in Southeast Pennsylvania counties.

Objective 3: By November 2026, achieve a 20% increase in voter turnout in Southeast Pennsylvania Counties.

→ **Strategy 1:** We recommend a shared digital media strategy focused on building partnerships with non-partisan news and political influencers in Southeast Pennsylvania. This strategy will allow Rock the Vote to build its non-partisan reputation in the community and encourage voting education and action among young voters

- **Tactic 1:** We will build a detailed media list with non-partisan news influencers.
    - We will gather contact information of the news influencers through social media and using platforms such as Muck Rack and Cision.
    - We will contact selected potential influencers by sending them a media kit regarding the purpose and history of Rock the Vote, along with merchandise and a personalized message inviting them to join our team.

- **Tactic 2:** We will create a digital design that relays important voter education and voters' impacts on relatable issues and elections.
    - We will use recent statistics from the past year that include information about young voting participation.
    - We will highlight how voter education benefits strengthen democracy and prevent misinformation.
- **Tactic 3:** We will collaborate with 10 news/political influencers, providing them with our digital campaign to promote on their social media and host Instagram live events to answer any questions or concerns from their audiences.
    - We will post collaborative content across all Rock the Vote and selected influencers' social media to reach both audiences.
    - We will provide a pamphlet of our background research and statistics on youth voting registration and voting education to selected influencers prior to their Instagram live sessions.

Teachers and Educators 18- to 29-year-olds *in Rural Potter County*

Objective 1: By August 2026, utilize teachers to help raise awareness by 50% among young voters to ensure they know about Rock the Vote's resources and the importance of voting.

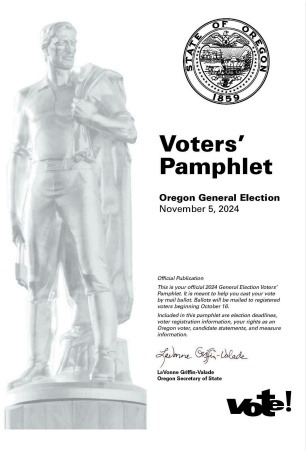
Objective 2: By September 2026, ensure 30% of high school teachers feel supported to teach about voter education in Rural Potter County.

Objective 3: By October 2026, implement voter education in high schools and establish a 20% increase in voter registration in Rural Potter County.

→ **Strategy 2:** We recommend an owned media strategy in Rural Potter County to distribute voting education guides to encourage high school teachers to educate young/future voters. This strategy will allow Rock the Vote to build a community with young/future voters and local educators.

- **Tactic 1:** We will recruit and train 25 high-school teacher ambassadors to help increase voter education in Rural Potter County.
    - We will distribute a survey to Rural Potter County high schools to seek teacher participants and gather contact information.
    - We will also promote the ambassador program on our social media platforms with links to the survey.
    - We will reach out to the survey participants through email about their interest in the ambassador program and narrow down 25 ambassadors.
- **Tactic 2:** We will provide a training seminar for teachers to learn about voter education and how to have conversations with high school students.
    - We will share information about the importance of young voting.
    - We will provide examples of how to respond to students' questions about voting.

- We will partner with the PA Dept. of Education to ensure all education meets Pennsylvania's guidelines.
- We will share voting education guides with the educators so they leave feeling confident to educate their students.



Timeline

Column 1
Januar
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March
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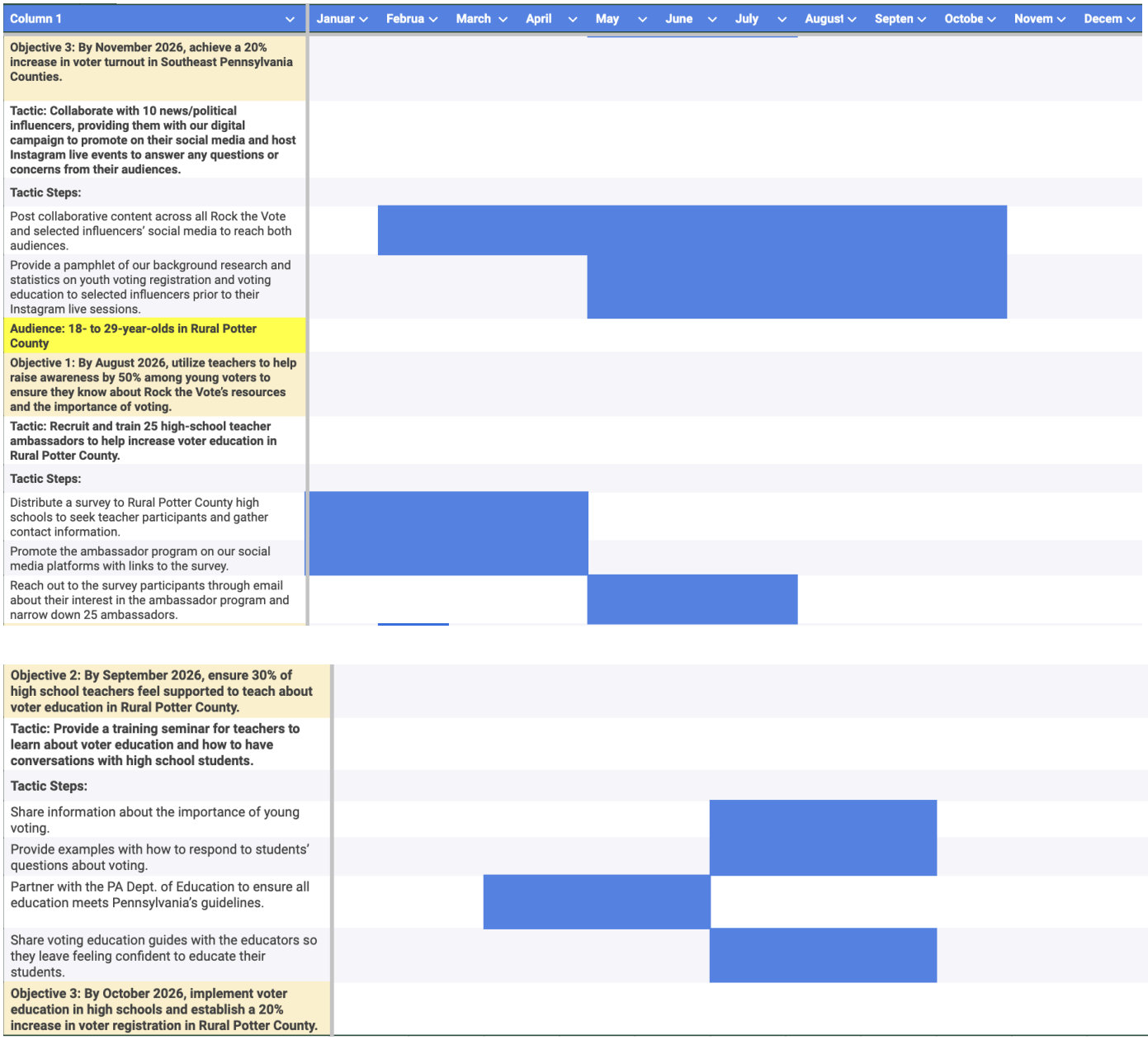
Audience: Young Adults (18-29 years old) in Southeast Pennsylvania Counties
Objective 1: By July 2026, ensure 60% of young adults in Southeast Pennsylvania counties are aware of voter registration requirements and deadlines.
Tactic: Build a media list with non-partisan news influencers.
Tactic Steps:
Gather contact information of the news influencers through social media and using platforms such as Muck Rack and Cision.
Contact selected potential influencers by sending them a media kit regarding the purpose and history of Rock the Vote, along with merchandise and a personalized message inviting them to join our team.
Objective 2: By August 2026, confirm a positive outlook on voting among 45% of young adults in Southeast Pennsylvania counties.
Tactic: Create a digital design that relays important voter education and voters' impacts on relatable issues and elections.
Tactic Steps:
Use recent statistics from the past year that include information about young voting participation.
Highlight how voter education benefits strengthen democracy and prevent misinformation.



Timeline Rock the Vote

Budget

Budget 1

Strategy 1

Tactic	Component	Unit Cost	Quantity	Total
Tactic 1	Compile a detailed media list with potential political influencers to collaborate with	$0	x1	$0
Tactic 2	Create digital designs for influencers' social media	$0	x10	$0
Tactic 3	Collaborate with 10 social media influencers by sending them PR baskets with Rock the Vote merchandise, media kit hangbooks along with digital content for them to share online	**$81.67** (baskets) **$175** (micro posts) **$150** (micro lives) **$1,750** (macro posts) **$2,500** (macro lives)	x10 - x8 - x2 - x2 - x2	$11,016.72
Total				**$11,017**

Influencer Information Influencer Information

Budget 2

Strategy 2

Tactic	Component	Unit Cost	Quantity	Total
Tactic 1	Send a survey to high schools and seek teachers to participate	$10	x75	$750
Tactic 1	Promote ambassador program on social media and website	$0	NA	$0
Tactic 2	Rent a high school classroom to use as a training seminar	est : $200	x1	$200.00
Tactic 2	Provide a stipend to ambassadors	$150	x25	$3,750
Total				**$4,700**

Evaluation Plan

Young Adults (18-29 years old) in Southeast Pennsylvania Counties

Objective 1: By July 2026, ensure that 60% of young adults in Southeast Pennsylvania counties are aware of voter registration requirements and deadlines.

- **Evaluation:** Survey before and after the campaign to measure awareness levels among the target public. Compare baseline data collected at the start of the campaign with results from July 2026 to see if we met our objective.

Objective 2: By August 2026, confirm a positive outlook on voting among 45% of young adults in Southeast Pennsylvania counties.

- **Evaluation:** Analyze the target public's social media engagement metrics, including likes, shares, and comments on posts promoting the importance of voting. Survey how many have a positive outlook on voting, asking questions like "Do you believe your vote can make a difference?" to assess attitudes directly and correlate survey results with engagement trends.

Objective 3: By November 2026, achieve a 20% increase in voter turnout in Southeast Pennsylvania Counties.

- **Evaluation:** Compare voter turnout data from the 2022 midterm elections with the 2026 election results in Southeast Pennsylvania counties. Reach out to local election boards to access and verify the data found.

Teachers and Educators 18- to 29-year-olds *in Rural Potter County*

Objective 1: By August 2026, utilize teachers to help raise awareness by 50% among young voters to ensure they know about Rock the Vote's resources and the importance of voting.

- **Evaluation:** Track Rock the Vote's website traffic by analyzing metrics like the engagement numbers, specifically for the target public, and comparing it to baseline insights before launching the campaign.

Objective 2: By September 2026, ensure that 30% of high school teachers feel supported to teach about voter education in Rural Potter County.

- **Evaluation:** Conduct surveys for high school teachers asking how comfortable and supported they feel regarding teaching about voter education to ensure a minimum of 30% feel supported to teach this topic.

Objective 3: By October 2026, implement voter education in high schools and establish a 20% increase in voter registration in Rural Potter County.

- **Evaluation:** Track voter registration data from election offices in Potter County both before and after the campaign, then compare the number of new registered voters during the campaign timeframe to previous election cycles, ensuring a 20% increase. We will follow up with the ambassadors every quarter to understand how voter education has improved in their high schools, taking all feedback into account and implementing it in the ambassador program.

Conclusion

Our strategic plans will provide different approaches to overcome the barriers young voters in Pennsylvania are facing. Focusing on Pennsylvania's rural and urban areas has provided us with specific ways to reach our public and combat the barriers affecting voter education and registration. Collaborating with influential creators through various media platforms will make substantial differences in the outreach that the low-engagement-based communities in Southeast Pennsylvania face. Integrating political and civil learning into public education in Potter County will help combat the community's lack of outside resources. Rock the Vote can further its reach and deepen its impact by implementing engaging content and personalized education through partnerships and influential figures. Our plan intends to resolve low-engagement numbers in these target areas of Pennsylvania, encouraging and mobilizing young voters to share their voice both before, during, and even after the upcoming election.

SWOT Analysis

Strengths ● Active on all **social media platforms** (Rock the Vote) ● **Diversity** among representatives and executives (Rock the Vote) ● Prioritizing reaching the younger audience (Rock the Vote) ● Credited history and reputation since 1990 (Rock the Vote) ● Offers **educational classes and resources** through its website and in in-person seminars with local state partners (Rock the Vote) ● **Partnerships** with influencers and brands (Rock the Vote)	Weaknesses ● Deemed as nonpartisan but **endorses liberal celebrities** (especially from the public's view) (Influence Watch) ● **Present politics as a spectacle/entertainment** with celebrity endorsements instead of educational (Washington Post) (Kreps, 2017)
Opportunities ● Opportunity to **promote the "Ask Every Student"** initiative to connect with more students and young voters (Ask Every Student About). ● **By focusing communication strategies** on key social justice issues, Rock the Vote has the opportunity to interest young voters (47th Edition, 2024).	Threats ● **Competing organizations** (When We All Vote and Vote.org) have an attractive online presence for younger voters and are more interactive. ● **Young voters feel disconnected and irritated** to vote according to a recent Franklin and Marshall poll. (White and Blain, 2024).

PEST Analysis

Political ● **Ad Spending:** Both parties spent more than any other state on ads in PA ($159M Dems, $121M GOP) (Ad Impact) ● **Political Climate:** Trump's assassination attempt at a PA rally may influence voting (El Cano Royal Institute) ● **Voter Registration:** PA registration deadline was 10/21, well before the election (vote.org) ● **Candidates Preference:** Voter satisfaction with presidential candidates increased from 40% to 58% since Biden endorsed Kamala (Commonwealth Foundation, 2024)	*Economic* ● A poll of Pennsylvania voters found they care most about the economy, followed closely by abortion rights (Spotlight PA, 2024). ● Inflation and price increases impact voters family's ability to maintain their standard of living (Commonwealth Foundation, 2024). ● Most voters prioritize affordable energy over climate change action (Commonwealth Foundation, 2024). ○ High unemployment, economic strain, and job loss could deter voters (Science Direct)
Socio-cultural: ● **Demographics:** Predominantly White population, with the median age at 41 (World Population Review). ● **Income:** Median household income is below U.S. median for family and nonfamily households (World Population Review). ● **Education & Employment:** 35% of the PA population earned a Bachelor's or higher, 60% employment rate (U.S. Census Bureau) ● **Cultural Attitudes:** Pennsylvania is divided on issues like gun regulations and abortion rights. (Spotlight PA, 2024) ○ Urban areas lean more liberal, while rural areas lean more conservative (Pew Research).	*Technology:* ● Electronic voting machines (Election Lab at MIT, 2024) ○ Voting machines aren't connected to the internet and are cleared by federal regulations. ● DRE voting machines and paper ballot scanning systems (Election Lab at MIT, 2024) ● Pennsylvania works with Department of Homeland Security and Cybersecurity and Infrastructure Security Agency to secure election voting accuracy (CISA.gov) ● In 2020, Pennsylvania allowed all registered voters to participate in mail-in ballots (Commonwealth Pennsylvania)

○ Over half of Pennsylvanians state they never or rarely attend church or religious service (Axios)	● Online registration

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