

What We Accomplished

We identified sub-populations with lower confidence in electoral infrastructure, successfully reached them with persuasive messages, and can demonstrate positive campaign impact. Compared to people who reported no campaign exposure, highly-exposed audience members:

1

Can **identify 15% more security actions** taken by Washington.

2

Have **36% more confidence in WA's government** to do what's best & fair.

3

Report **12% more trust in election officials.**

...and this influence remains present, even after controlling for demographics + political ideology and interest, AND even though the survey was fielded **6+ weeks after the election.**

HAPPYΛXJON



WASHINGTON
Secretary of State

