51%
Thank you
this time I'm voting.eu
Highest turnout for the last 20 years

QG1 European Parliament elections were held on the (INSERT CORRECT DATE ACCORDING TO COUNTRY). For one reason or another, some people in (OUR COUNTRY) did not vote in these elections. Did you yourself vote in the recent European Parliament elections? (% - EU)

Base: 26,971 respondents of voting age
We had a plan

Targetting:
- Youth
- Students
- Opinion Leaders

Airgame
Ground Game
Media
Social-media
Turn-out

+14 points < 25 yo
+12 points 25-39 yo

Voters had a higher level of political education than in 2014

Opinion Leaders’ vote increased significantly too.
choose the europe
you want me
to grow up in

european elections 26 may
thistimeimvoting.eu
Did they see the campaign?

44% of Europeans recall having seen EP Campaign
27% of Europeans recall having see the Hero Movie

We had 97 targets groups.
In 70 of them, turn-out increased.
In 18 MS with increased turn-out, 52% of our target groups voted more than national average.
In 9 MS with stable or decreasing turn-out, 34% of our target groups voted more than national average.
330,000 PLEDGES TO VOTE
294,709 SUPPORTERS
25,311 VOLUNTEERS
8.6% VOLUNTEERS