



Movement Labs Experiments:

Environmental Voter Project

New York 2025



Background



Research Question

- Can a mixed-mode campaign with social pressure, loss aversion, and plan-making messaging increase turnout among low-propensity environmental voters in the 2025 New York election?



Hypothesis

- The combination of social pressure, loss aversion, and plan-making messaging could inspire low-propensity environmental voters to show up at the polls.



Goal

- Achieve a statistically significant increase in turnout among our targeted voters in comparison to a control group

Experimental Universe



New York City Registered Voters

- Registered to vote in New York City
- Identified by EVP modeling to have a high likelihood of listing climate/environment as top priority
- 0-59.99 score on TargetSmart's 2025 Local Voter Vote Propensity model



Removed

- Control Group



Characteristics of Experimental Universe



Mean Age: 49.9

% Female: 65.4

% White: 84.4

Mean Off Year Turnout Score: 32.4

Experimental Design



**Randomly assigned voters
to one of two groups:**

Control (n = 21,208)

Treatment (n = 121,256)



Timeline of the experiment

- Digital video, display, and audio ads ran for 11 days (June 14–24) from the start of Early Voting through Election Day
- Volunteer phone banks ran from May 30–June 24
- Social pressure letter (to subuniverse 30yo+) landing in mailboxes June 16–18
- Volunteer postcards (to subuniverse 30yo+, active, who voted in Nov 2024) landing in mailboxes June 17–21

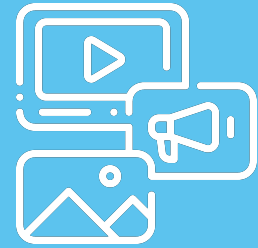


**Compared voter turnout
rates between treatment
and control groups in the
2025 NYC Primary election
on June 24**

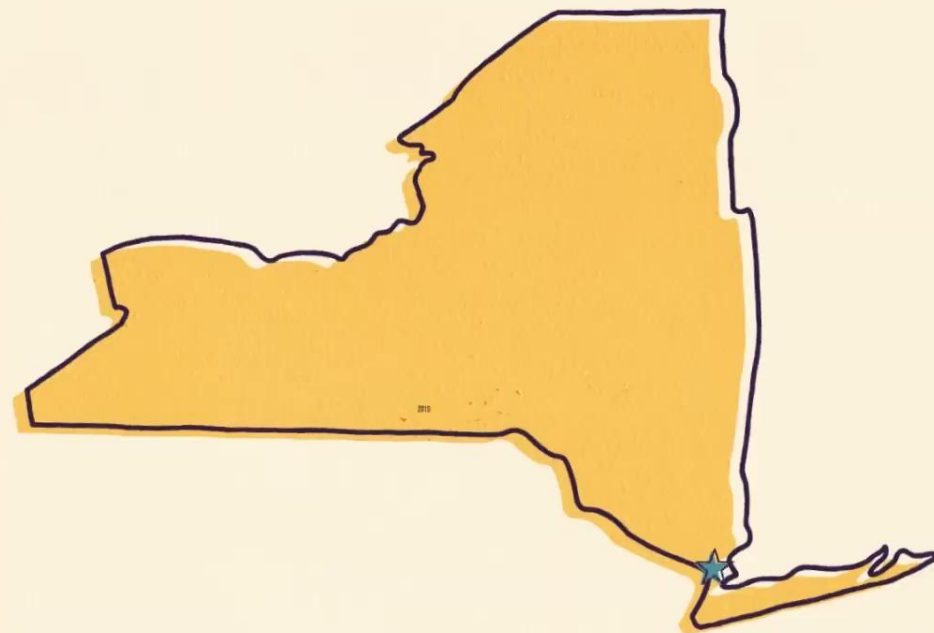
Digital Ads

Sample TREATMENT (1)

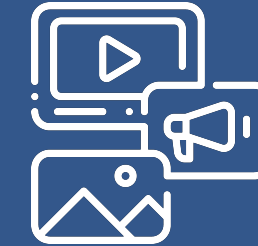
Video Ad



New York Voters



Display Ad



New York City: vote June 24

Your neighbors can't see who you vote for.
But they can see whether you vote or not.

Be a good voter.

Paid for by the Environmental Voter Project

Digital Ads Sample TREATMENT (2)



Audio Ad



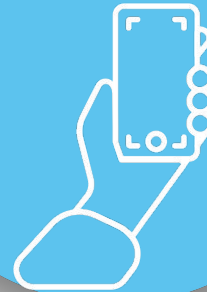
"More New Yorkers are voting each year. We're talking record-breaking numbers! And you don't want to be left behind. So, be a good voter and vote in the June 24th mayoral primary."

"Paid for by the Environmental Voter Project."

Volunteer Phone Bank Sample TREATMENT Script



Call Script



Hi, is **{First Name}** available? This is **[Your Name]**, a volunteer with the Environmental Voter Project.

You have the New York City Mayoral Primary Election today. Will you be voting by ballot drop-off, by mail, or at the polls?

[LEFT MESSAGE W/ OTHER IN HOUSE]

Can I leave a message for **{First Name}**?

I'm calling from the Environmental Voter Project to remind them that they have the New York City Mayoral Primary Election today. If **{First Name}** would like more information, they can call the borough elections office or visit [vote.nyc](https://vote.nyc.gov)

Thank you and have a great day! **[end call]**

[VOICEMAIL]

Hi, my name is **[Your Name]** with the Environmental Voter Project. I'm calling to let **{First Name}** know that you have the New York City Mayoral Primary Election today, June 24th. For more information, you can call the borough elections office or visit [vote.nyc](https://vote.nyc.gov)

Thank you and have a great day! **[end call]**

Mailings: Sample TREATMENT Messages (1)



Volunteer Postcard

**THANK
you**



***for voting
in 2024***

REMINDER: Who you vote for is secret,
but whether you vote is public record.

New York City Mayoral Primary Election: June 24

Early Voting: June 14 - June 22

Voting info: www.vote.nyc

**Voters are eligible to vote by mail, ballot drop off,
early in-person, or on Election Day.**

Zoey,

*Thanks for being a good voter in
2024.*

*Keep your good voting record by
voting in the 6/24 mayoral primary!*

*-Kai, Environmental Voter Project
volunteer*

FROM:

Environmental Voter Project
PO BOX 962002
Boston, MA 02196

To:

Zoey Smith
123 Margo St

Apt #1
Brooklyn, NY 11238

Mailings: Sample TREATMENT Messages (2)



Social Pressure Mailing

{FIRSTNAME} {LASTNAME}
{MADDRESS}
{MCITY}, {MSTATE} {MZIP5}-{MZIP4}

Dear {FirstName},

We're writing to remind you and other registered voters in New York City of the importance of participating in the upcoming Mayoral and Citywide Primary Election on **Tuesday, June 24th**.

Who you vote for is private information, but whether or not you vote is a **matter of public record**.

A sampling of your public voter record is below.

Election	Voted?
2024 Presidential Election	{General24}
2024 Primary Election	{Primary24}
2023 City General Election	{General23}
2023 City Primary Election	{Primary23}

Voter turnout on
{StPrefix} {StName} {StType} {StSuffix}
is predicted to be:

Above Average
Average
Below Average

Join your neighbors in casting a ballot. The good news is that voting is easy, and we have all the basic information you'll need right here:

- When is the election? **6am - 9pm on Tuesday, June 24th**
- When is early in person voting? **Saturday, June 14nd - Sunday, June 22nd**
- Where can I track my mail ballot? **requestballot.vote.nyc/tracking**
- Where can I find my Election Day polling place info? **findmypollsite.vote.nyc**

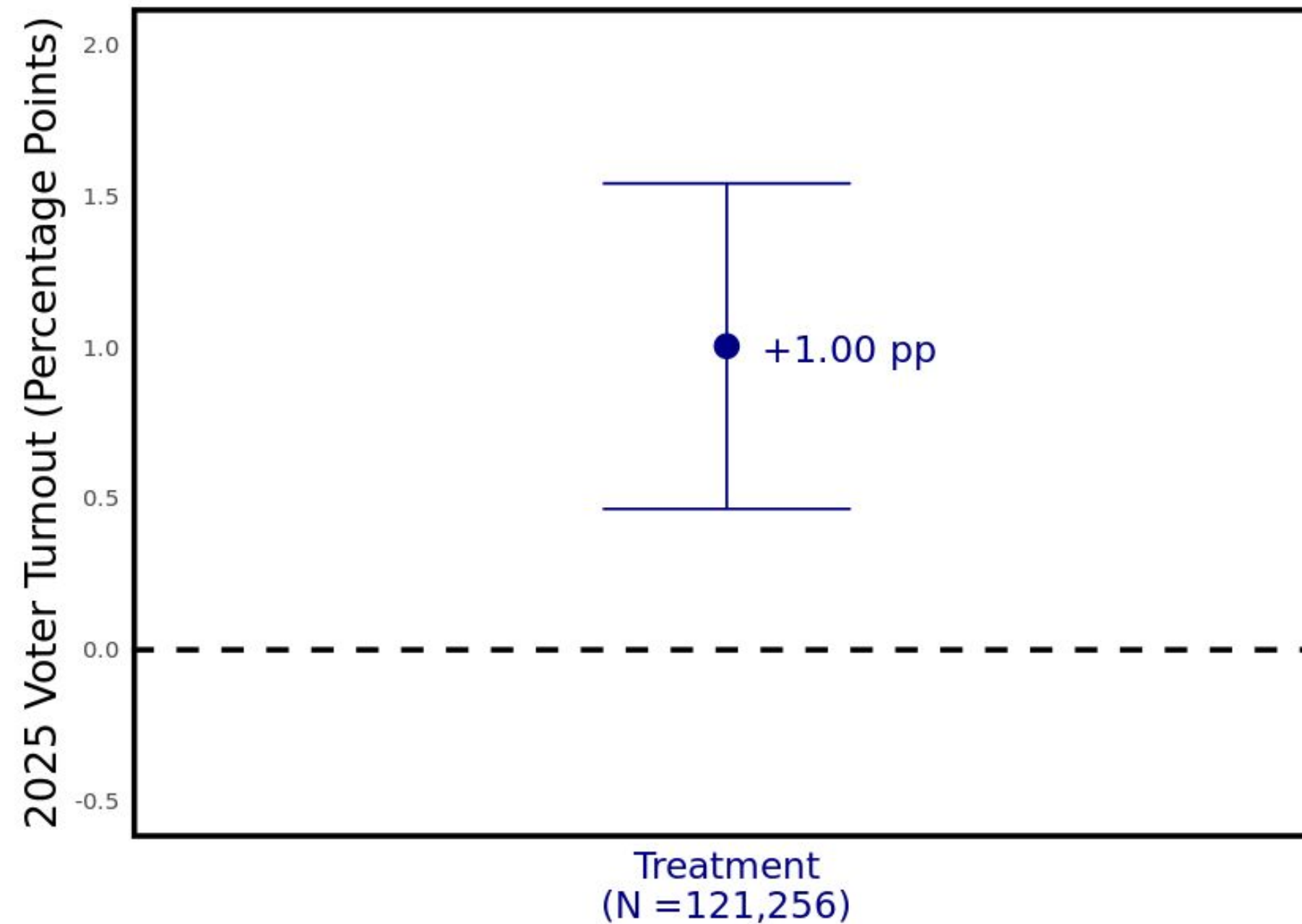
Thank you for being a good voter. We may follow up with you after the election to ask about your experience at the polls.

Sincerely,

The Environmental Voter Project

Paid for and Authorized by the Environmental Voter Project

The Treatments Increased Voter Turnout



- ▶ The treatments increased voter turnout by +1.0pp relative to the control group ($p < .01$).

Summary



Our hypothesis that the combination of social pressure, loss aversion, and plan-making messaging could inspire low-propensity environmental voters to show up at the polls was borne out in the research.



The combined treatments increased voter turnout in the 2025 New York election by +1.0pp relative to the control group ($p < .01$).



These results provide validation for similar mixed-mode campaigns that the Environmental Voter Project has run, and suggest the value of future research into the comparative efficiency of multi-modal turnout campaigns.



Thank You