K	W	H	L
Age range is 18-30 Dealing with multimedia: smartphones, Internet, TV, print, and more. Demographic was 7 million votes behind those over 30 Laws make voter ID and registration difficult for some demographics. Politics are not a priority for someone fresh out of highschool. Voting begins to be important in college. Young people are less aware of political and world issues and therefore not motivated. Location of voting polls discourages those far away and in the lower class.	Demographics, sex, nationality, income, other contextual info. Which media channels are best? What are the ID and registration laws, and can we make them clearer? How much do different demographics know and care about politics? What are the motivations of those who do vote? Those who do not? When does this demographic begin voting? Why? How many people are challenged by the process of voting? Polling location, registration, finding truth from fiction? Does education have a connection to people who vote? Does upbringing and family have an influence, is it possible to send a message out to anyone younger?	Questionnaire -Demographics -Basic motivations -Education levels Secondary research -Voter ID and registration laws -Any other contextual information -Restrictions or challenges Interviews -Best media channels -Interest and education in politics -More about motivations -More about habits -Family background/education	How do target different messages through different media to the range of audiences? Background and contextual information that helps confirm findings in questionnaire and interviews. Discover any unknown challenges or restrictions. Find out what really motivates someone to vote or not. Understand more about their upbringing and interest and education in politics. This will help with the goal of creating the right message in the correct media format.