

Voter Education



2023-2024 HIGHLIGHTS



The ABA Voter Education program, in partnership with our State Association Alliance, **enhances the visibility and voice of the banking industry** in the national dialogue.

The program brings attention to public policy issues that are important to the industry. When the country and constituents discuss topics of the day, ABA's Voter Education program ensures that banking perspectives are included in those conversations. Within that work, the program also highlights efforts of congressional lawmakers on priority industry issues and urges them to continue working towards those priorities.

ABA's Voter Education has grown into a robust platform that has elevated the industry's voice through research, public education, and issue advocacy.

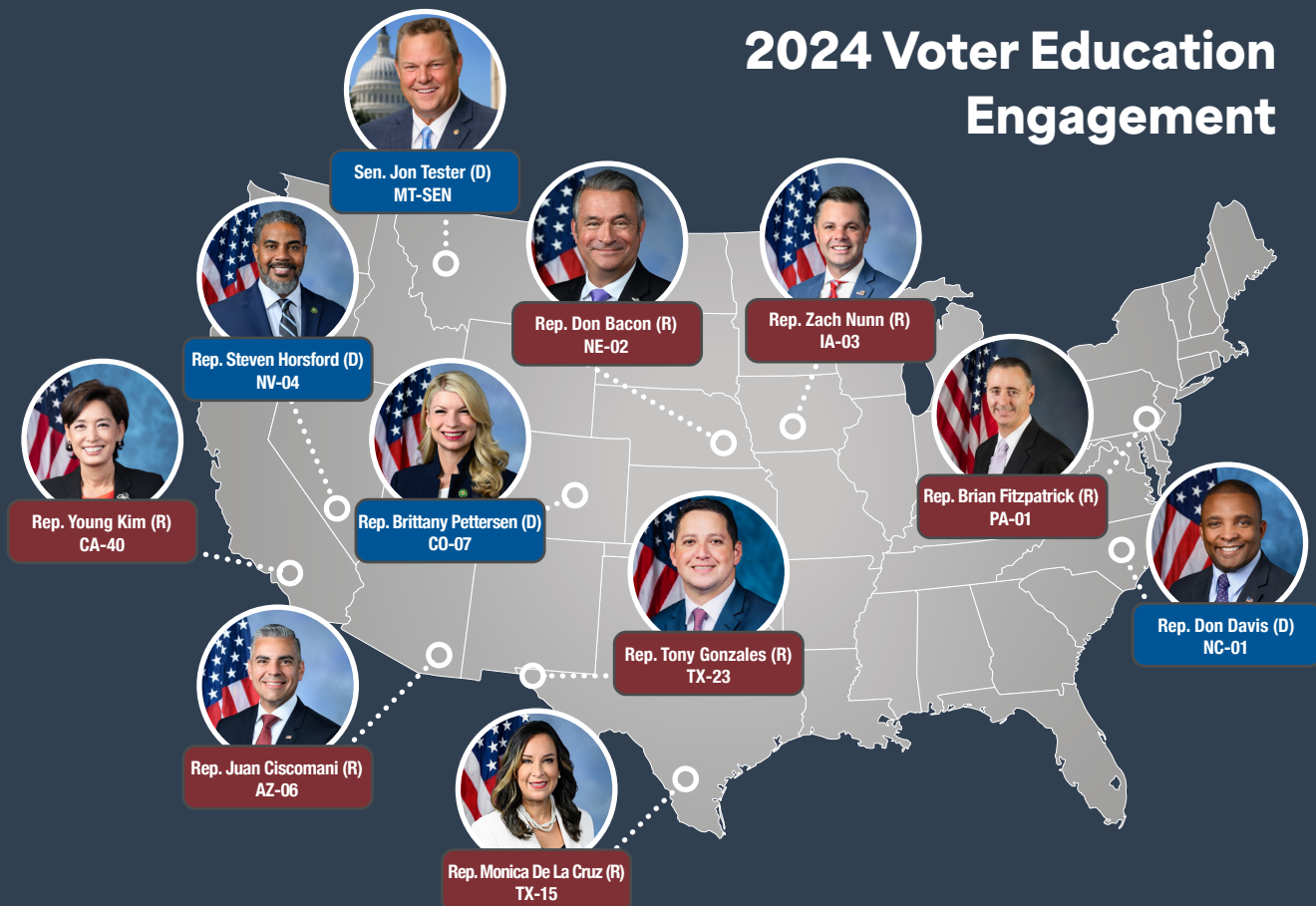
OUR WORK

In 2023 and 2024, Voter Education continued to make an impact.

The ABA Voter Education program conducted research to learn how current issues facing the banking industry resonate with consumers. Focus groups were surveyed in key states to provide information and insight into how constituents view our issues, which helps to inform the program's public issue advocacy efforts.

The program used issue advocacy advertising to highlight prominent banking issues and the work of lawmakers who fought for those issues. Reaching constituents across a broad cross-section of the country and through a variety of media, the advertising drew attention to key policies and the work of lawmakers on both sides of the aisle who championed industry issues like ACRE, Basel III, SAFE Banking, taxation and Section 1071 reform.

2024 Voter Education Engagement



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11
LAWMAKERS
OF BOTH
PARTIES



10
STATES



5
ISSUES

Of the **11 lawmakers** whose work was highlighted in our advertising, **10 of them are returning in 2025** to continue their work in Congress.



JOIN US

The critical work of ABA's Voter Education program is only made possible with your help and support. To learn more about how you can get involved, please visit [aba.com/VoterEducation](https://www.abanet.org/votereducation)