

THE 2024 ELECTION & YOUNG VOTERS

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WHAT'S AT STAKE?

President
of the
United States

34 Senate
Seats

The **ENTIRE**
House of
Representatives

11
Governors

44 State
Legislatures

COUNTLESS
Local
Elections

PRESIDENTIAL BATTLEGROUND STATES



Pennsylvania
19 electoral votes



North Carolina
16 electoral votes



Georgia
16 electoral votes



Arizona
11 electoral votes



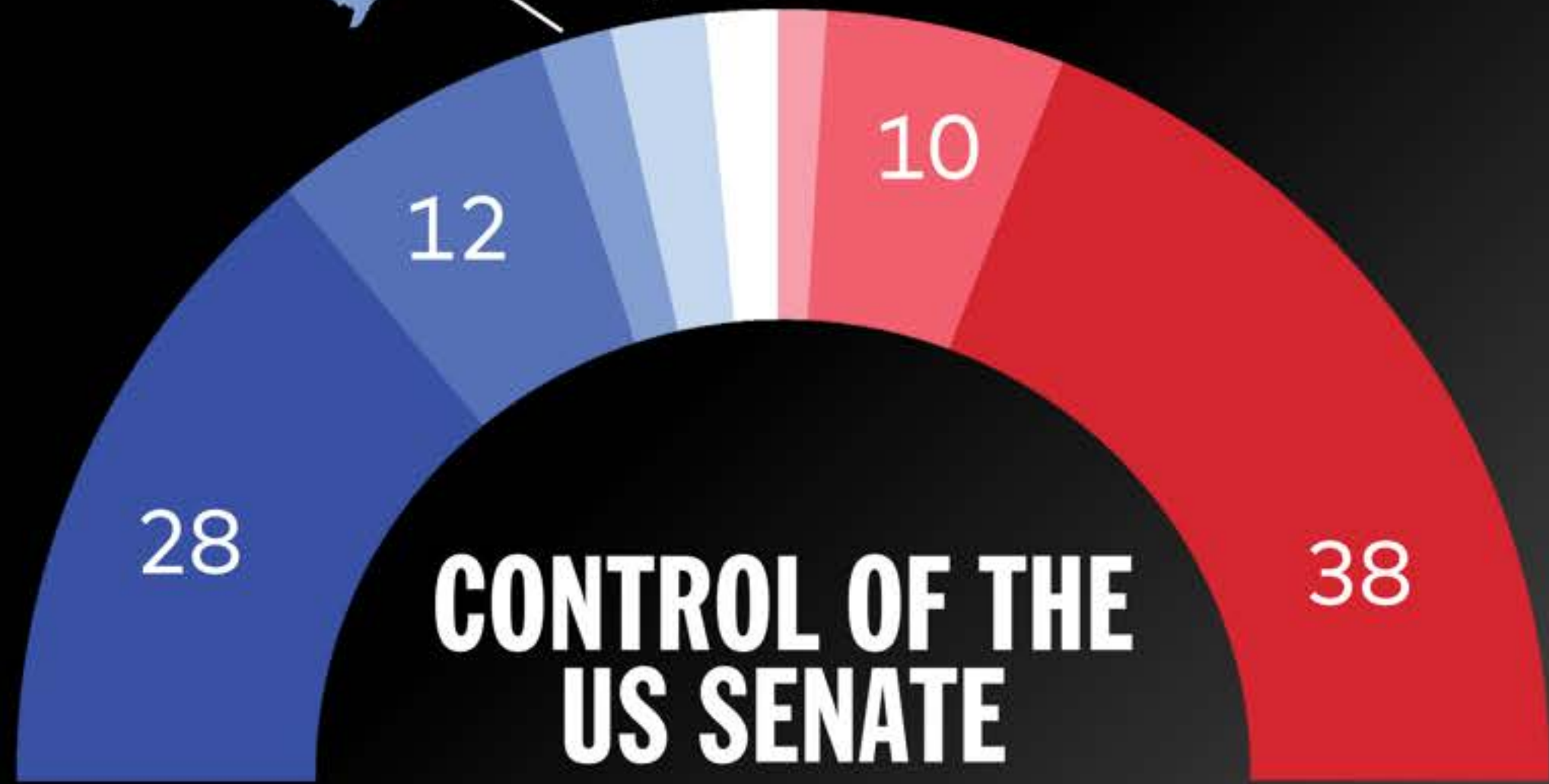
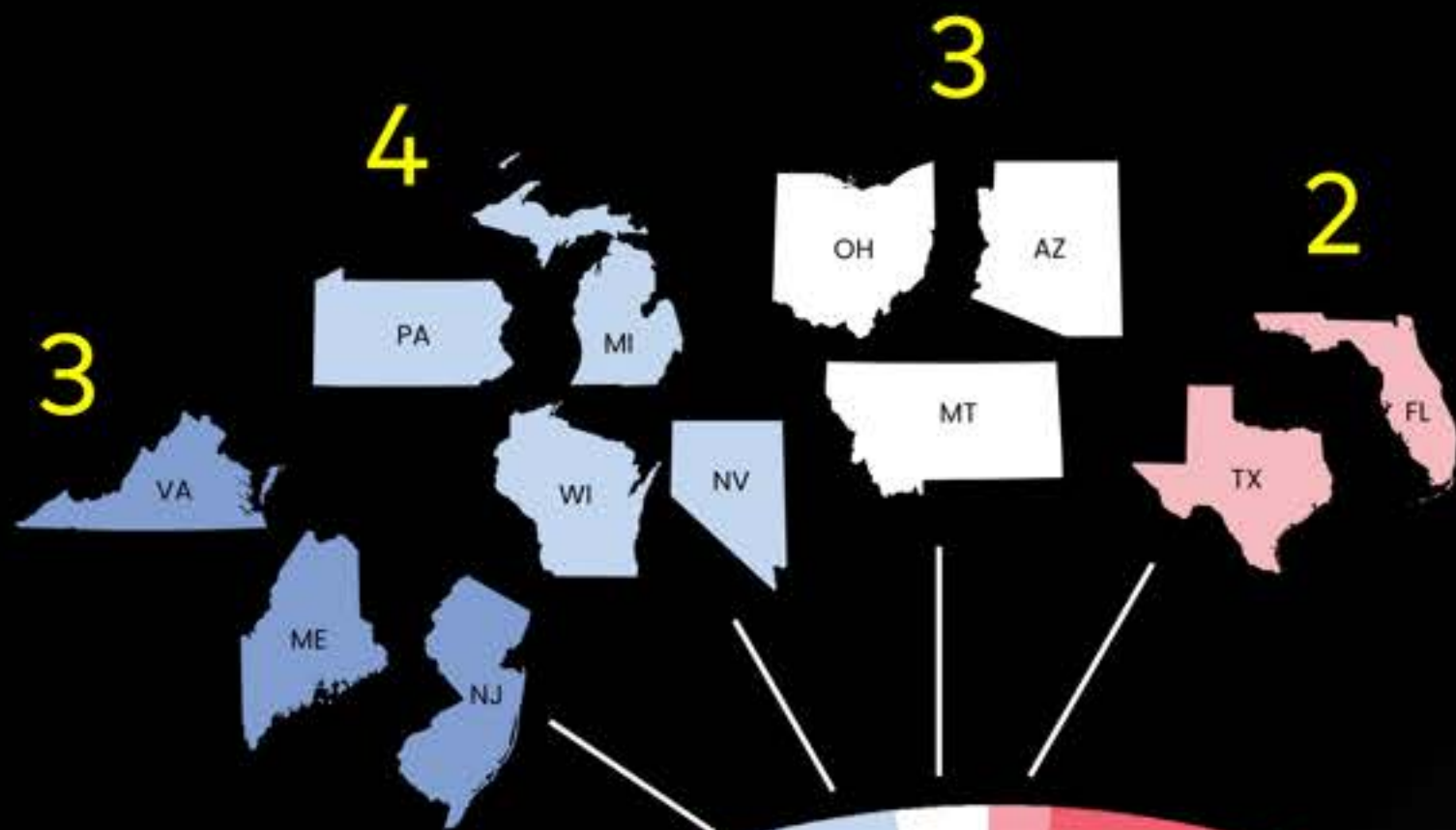
Nevada
6 electoral votes



Michigan
15 electoral votes



Wisconsin
10 electoral votes



CONTROL OF THE US SENATE

2022 SENATE TOSS UP RACES

STATE	MARGIN OF VICTORY	VOTER TURNOUT UNDER 25	ELECTORATE UNDER 25
Arizona	71,956	170,000	694,000
Georgia	40,015	322,000	859,000
Nevada	9,977	63,000	287,000
New Hampshire	42,885	35,000	119,000
North Carolina	40,015	202,000	866,000
Ohio	264,675	209,000	1,009,100
Pennsylvania	118,475	437,000	1,009,300
Wisconsin	26,398	286,000	597,000

Sources: [US Census](#) and [Electoral Ventures](#)

DEMOCRACY

YOUNG VOTERS IN 2024

NEARLY HALF OF ALL ELIGIBLE VOTERS (48.5%) ARE GEN Z OR MILLENNIALS

1 IN 5

of eligible voters
will be 18-29

16M

will be old enough to vote in
their first Presidential election

1 IN 4

identify as
LGBTQIA+

The MOST DIVERSE
voting bloc in history

49%

of Gen Z
is non-white

22%

have at least
1 immigrant
parent

**FIERCELY
INDEPENDENT**

Less than 1/3 say they
trust either major
political party

WHERE ARE YOUNG VOTERS?

Sources: [Annie E Casey Foundation](#),
[VICE](#), [Axios](#), [Medium](#), [YPulse](#)

- 95% have smartphones
- 9 out of 10 plan to attend a concert or other live event once a year
- Consume video content for info and entertainment
 - 95% are on YouTube
 - 67% on TikTok
- 39% live with their parents
- 1/3 are in college



MINDSET

Life experiences define young voters:

- 48% do not feel safe in our country
- 47% report feelings of hopelessness and depression
- 45% believe the country is failing to live up to its promise of fairness and freedom
- 40% have lost trust in public institutions

Sources: [NPR](#), [Annie E Casey Foundation](#), [Harvard](#), [Sine Institute](#), [CIRCLE](#)



MOTIVATED

Young voters want to see real, lasting change:

- **76%** believe they have the power to change things
- **73%** take political action to have real impact on the world
- **69%** are motivated by long term social and political change

Sources: [Sine Institute](#), [CIRCLE](#)

ENGAGED ≠ VOTING

Young voters gravitate towards action that addresses the acute needs in their communities.

54% volunteer quarterly • 30% protest
32% contact elected officials • 63% post on social media



NO STANDARD CIVIC EDUCATION

- **Only seven states** require civic education in high schools
- 18 and 19 year olds turn out to vote at **6 points lower** than young voters over 20
- **Only 20%** of young voters without a Bachelor's degree vote, as opposed to 50% of voters with a Bachelor's degree or higher

Sources: [The Hill](#), [Ed Week](#), [CIRCLE](#)

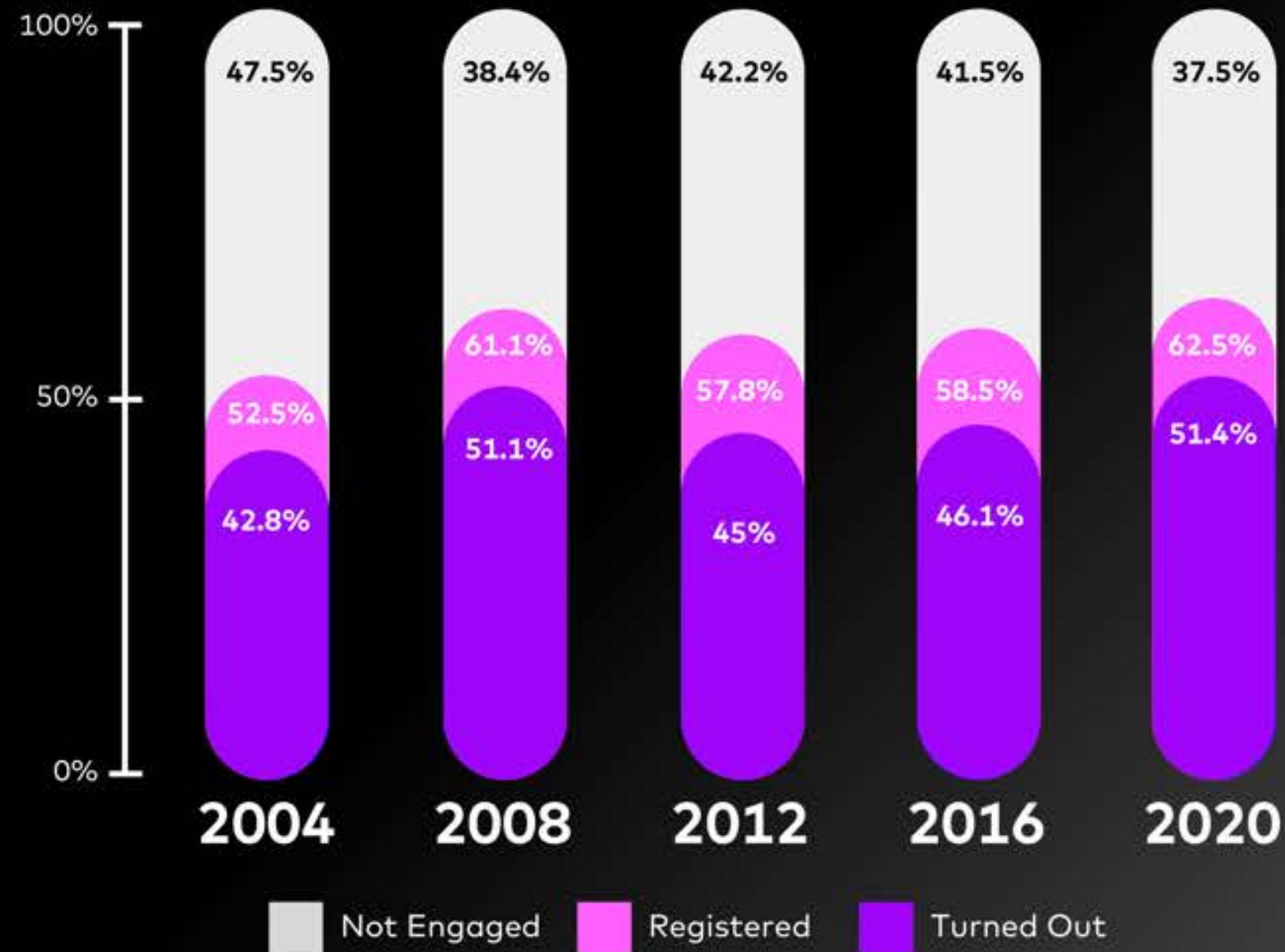
BARRIERS TO PARTICIPATION

- **1 in 5** report trouble with the registration process
- **1/3** do not vote because they lack information on candidates or where to vote
- **18%** do not have qualifying voter ID
- **Limited access** to polling sites
- **Loss of income** when taking time off to vote

Sources: [CIRCLE](#), [VoteRiders](#), [CIRCLE](#), [Publicwise](#), [New York Times](#)

VOTER REGISTRATION IMPACT

Only 50% of eligible young voters turn out to vote,
but once registered 85%+ turn out to vote.



2024 ELECTION KEY DATES

January 15	Iowa Caucus kicks off primary season
March 5	Super Tuesday (16 presidential primaries)
June 4	Last presidential primary elections
July 15-19	Republican National Convention
August 1	Poll Worker Recruitment Day
August 19-22	Democratic National Convention
September 17	National Voter Registration Day
October TBD	Voter Education Week
October 7	Voter registration deadlines start
October TBD	Voter Early Day
November 5	Election Day