

THE YOUTH VOTE: OVERCOMING BARRIERS

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CALIFORNIA PUBLIC INTEREST RESEARCH GROUP

FOUNDED BY STUDENTS

OUR MISSION: TO STAND UP AGAINST POWERFUL SPECIAL INTERESTS

TOGETHER STUDENTS CAN FIND SOLUTIONS TO MODERN PROBLEMS

OUR ACCOMPLISHMENTS



**GOT MCDONALDS AND SUBWAY TO STOP
SELLING MEAT RAISED ON ANTIBIOTICS**



**PASSED PLASTIC BAG BANS IN 138 CA
CITIES AND COUNTIES IN THE LAST 8
YEARS**



**REGISTERED OVER 40,000 STUDENTS
TO VOTE IN CA SINCE 2012 THROUGH
THE NEW VOTERS PROJECT**

THE NEW VOTERS PROJECT



AUDIENCE QUESTIONS:

WHO REGISTERED TO VOTE WHEN THEY TURNED 18?

**WHO VOTED IN THE FIRST ELECTION THEY WERE ELIGIBLE
TO PARTICIPATE IN?**

WHY TARGET THE YOUTH VOTE?

- **18-26 YEAR OLDS ARE THE LARGEST AND MOST DIVERSE DEMOGRAPHIC GROUP**
- **HUGE STAKE IN POLICY DECISIONS**
- **OFTEN FIRST TIME VOTING**
- **VOTING EARLY ENCOURAGES LIFELONG CIVIC ENGAGEMENT**
- **YOUNG PEOPLE CARE ABOUT POLITICS TOO!**

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**92% OF MILLENNIALS HAVE GIVEN AT LEAST
SOME THOUGHT TO THE ELECTION**

**95% OF MILLENNIAL VOTERS FOLLOWED THE
SECOND PRESIDENTIAL DEBATE**

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ROCK THE VOTE NATIONAL POLL WITH USA TODAY FOCUSED ON MILLENNIAL VOTERS

WHAT ARE THE BARRIERS?



[HTTP://THEGLOBALVIEW.BLOGS.REALTOR.ORG/2014/01/22/OVERCOME-GLOBAL-BARRIERS/](http://theglobalview.blogs.realtor.org/2014/01/22/overcome-global-barriers/)

REGISTERING FOR THE FIRST TIME

RE-REGISTERING AT A CURRENT ADDRESS

**FEELING EDUCATED ABOUT THE ISSUES
ON THE BALLOT**

FEELING LIKE YOUR VOTE MATTERS

HOW DO WE BRIDGE THE GAP?

- **RUN NVP TO REGISTER OVER 10,000 NEW VOTERS IN CA IN 2016 AND GET 50,000 GET OUT THE VOTE CONTACTS IN CA**
 - **GET YOUNG PEOPLE TALKING ABOUT THE ISSUES**
 - **PUSHING BACK AGAINST LEGISLATION LIKE CITIZENS UNITED**
- **SHOWING UP TO THE POLLS SO CAMPAIGNS UNDERSTAND THAT WE CARE!**

**IS IT DEMOCRACY IF PART OF THE
VOTING POPULATION ISN'T INFORMED
ON VOTING?**

**IT'S OUR FUTURE.
IT'S OUR VOTE.
IT'S OUR TURN.**