

ROCK THE VOTE

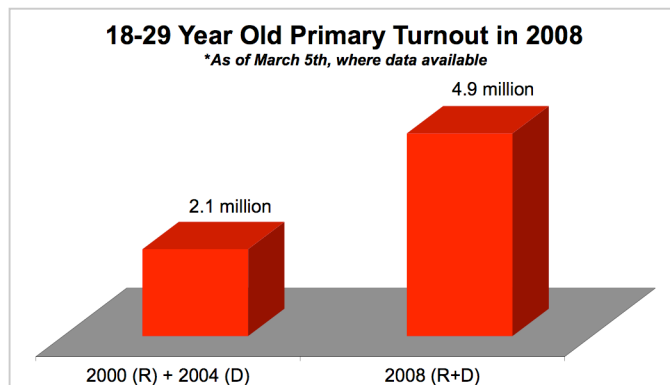
Young Voters: A Political Powerhouse

You may have heard – there's something happening here. A powerful surge of action emerging from today's young adults is significantly impacting American politics. Today's youth are a political powerhouse. Not only will we decide the 2008 elections, we'll shape our country's power structure for the next decade or more. **Find out what's going on and get in on the action.**

Taking Politics into our Hands

For years, we've been volunteering and getting active in our communities in record numbers. Since 2004, we've been taking that action to the polls.

- 2004: On November 2nd, **20.1 million 18-29 year olds voted, a 4.3 million jump over 2000.** The turnout increase among the youngest voters was **more than double** that of the overall electorate. (Census Bureau)
- 2006: In the midterm elections, the **youth increased by 1.9 million over 2002 levels.** Turnout among the youngest voters grew by twice the rates older voters' turnout grew. (Census Bureau)
- 2008: Young voters have **more than doubled** their turnout in the 2008 primaries and caucuses.
 - In Iowa, the number of 18-29 voters jumped 133%;
 - In Texas, the number of 18-29 voters grew 301%;
 - In Georgia, under-30 voters grew by 134%;
- 2008: What's more, in 2008 young voters made up a **larger share of the vote in virtually every primary and caucus** on both sides of the aisle.
 - On the Democratic side, young lowans went from 17% to 22% of the vote, Georgians jumped from 11% to 18%, and New Yorkers went from 8% to 15%. On the Republican side, young voters in Missouri went from 10% to 13% of the vote, from 9% to 14% in Oklahoma, and from 9% to 13% in Texas.



The same story – record young voter turnout to the polls – was repeated in every primary and caucus in 2008. We can't predict what exactly will happen in November 2008, but it will certainly be big.

Making an Impact

Today's youth vote – huge in number, diverse, and active – is making a major impact on politics...

- The size of the 18-29 year old electorate in 2004 (20.1 million voters) rivaled that of the much-coveted senior vote (22.3 million voters over 65) in the 2004 elections. (U.S. Census Bureau)
- In 2006 and the 2008 primaries, young voters made the difference in several tight races.
 - *New Hampshire*: Support from 25-29 year olds helped propel Sen. Clinton to a win in the first 2008 primary.
 - *Iowa*: Support from 18-29 year olds helped Sen. Obama win big in the first caucus of 2008.
 - *California*: A winning margin among 18-29 year olds helped Sen. McCain win in the 2008 primary.
 - *Montana, Virginia, California, Florida, Missouri 2006*: Young voter surges in these states put the winners – Tester, Webb, Schwarzenegger, Crist, and McCaskill – over the top.
- In 2008, there are 44 million 18-29 year olds eligible to vote – more than one-fifth of the voting eligible population.

A New Politics

...and demanding candidates and politicians pay attention to us. We're calling out politics as usual and demanding actions of issues that matter.

➤ **The issues:** Iraq, jobs, health care, global warming, and college costs are the big issues for the Millennial Generation.¹ We're strapped for cash, worried about our future, sick of gridlock politics, and not going to take it anymore. But rather than moan and groan, **we're taking it into our own hands and demanding action.**

➤ **Calling Out Old-Style Politics:** We look like Facebook – and MySpace, MiGente, YouTube, and BlackPlanet - and we're proud of it. Our generation is the most tech-savvy, diverse, and largest in American history, and our power mirrors that. We're organizing online and we're acting offline, turning out to vote in record numbers, registering our friends to vote, and organizing on everything from Iraq, global warming, and health care to community safety, fighting poverty, and civil rights.

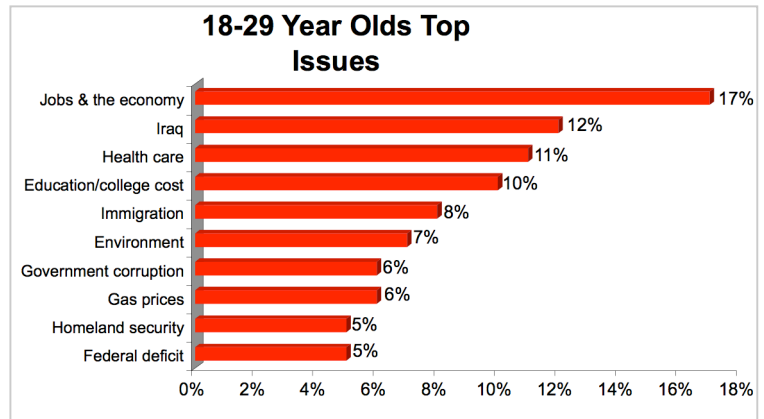
➤ **Taking Action this Election:** By March 2008, more than **500,000 18-29 year olds** had already used Rock the Vote's online voter registration tool to register to vote – exponentially more than in any past election. By November, we'll have registered more than two million. On the ground, volunteers are holding registration events and organizing get-out-the-vote drives for the primaries and leading up to the November elections.



➤ **Making Them Pay Attention to Us:** It's no coincidence that 2008 is the first election in decades where candidates are actively and aggressively courting the youth vote. **We took action and they noticed.** In the 2008 primaries, four candidates from both sides of the aisle had full-time, national youth outreach directors, and nearly every campaign put resources into targeting young adults. This fall, candidates who want to win must continue to target young voters.

➤ **Working the youth vote works.** When politicians reach out to mobilize young people, it works. Come to our schools, visit our communities, call us on the phone, invite us to events, knock on our doors, and reach out to us online. We're a new generation, optimistic about the future and wanting to hear from political leaders.

2008 is the year of the young voter. We're not going to take politics as usual anymore, and we won't be ignored. We're taking the country into our hands. You can play a part in the shaping the year of the youth vote, and a generation that's making its mark on America.



About Rock the Vote

Rock the Vote's mission is to build the political clout and engagement of young people in order to achieve progressive change in our country. Rock the Vote uses music, popular culture and new technologies to engage and incite young people to register and vote in every election. And we give young people the tools to identify, learn about, and take action on the issues that affect their lives, and leverage their power in the political process. Rock the Vote is creative, effective, and controlled by nobody's agenda but our own – we tell it like it is and pride ourselves on being a trusted source for information on politics. We empower the 45 million young people in America who want to step up, claim their voice in the political process, and change the way politics is done.

Resources: Rock the Vote houses a library of resources for mobilizing young voters. Contact us or visit our website for the latest young voter polling, best practices, and campaign toolkits or to request a “Winning Young Voters” training session. www.RockTheVote.com

¹ Rock the Vote Poll of 18-29 year olds, February 2008, conducted by Lake Research Partners and The Tarrance Group.