

HeadCount

**Millennials and Gen Z
make up 37% of eligible
voters in 2020**
([Pew Research](#))

**In 2018, voters ages 18 to 29
increased their turnout by 79%**
([Census Bureau](#))

**Only 48.4% of eligible
voters 18 to 24 were
registered in 2018**
([Census Bureau](#))

Who are 2020's young voters?

Millennials – 24 to 39

- Millennials will make up 27% of the eligible electorate in 2020, meeting the Baby Boomer's voting power ([Pew Research](#))
- In 2018, Millennials made up 21% of voters nationwide with 21.6 million votes, nearly doubling previous turnout rates at 42% ([Pew Research](#))
- Nearly half of eligible Hispanic voters are Millennials ([Pew Research](#))

2020 Snapshot: The New American Electorate ([Pew Research](#))

- 1 in 10 eligible voters in 2020 were not born in the United States
- 1/3 of eligible voters will be non-white in 2020
- Hispanic eligible voters will exceed Black eligible voters, becoming the largest minority voting bloc
- There are five times as many eligible Asian voters as in 2000

Life Events for Millennial and Gen Z Voters

- 9/11 Terrorist attack
- Wars in Iraq and Afghanistan
- Hundreds of school shootings
- Two economic crashes
- Record unemployment
- Extreme weather events
- Social unrest and demand for racial justice
- Divisive politics
- Global pandemic

Gen Z – 18 to 23

- 1 in 10 eligible voters will be from Gen Z in 2020 ([Pew Research](#))
- 7 million Americans will become eligible to vote due to age in 2020 – that's 1.5 million 18 and 19 year old voters nationwide ([18byvote.org](#))
- Gen Z is the most diverse voting bloc in American history, with 45% non-white (including 21% Hispanic, 14% black, and 4% Asian or Pacific Islander) ([Pew Research](#))

Youth voters in the pandemic ([CIRCLE, Tufts](#))

- 83% believe young people have the power to change the country
- 79% say COVID-19 made them realize the impact of government in their everyday lives
- 60% believe they are a part of a movement that will vote

Top 3 issues for young voters ([CIRCLE, Tufts](#))

- Affordable health care
- Environment
- Racism

THE FUTURE IS VOTING

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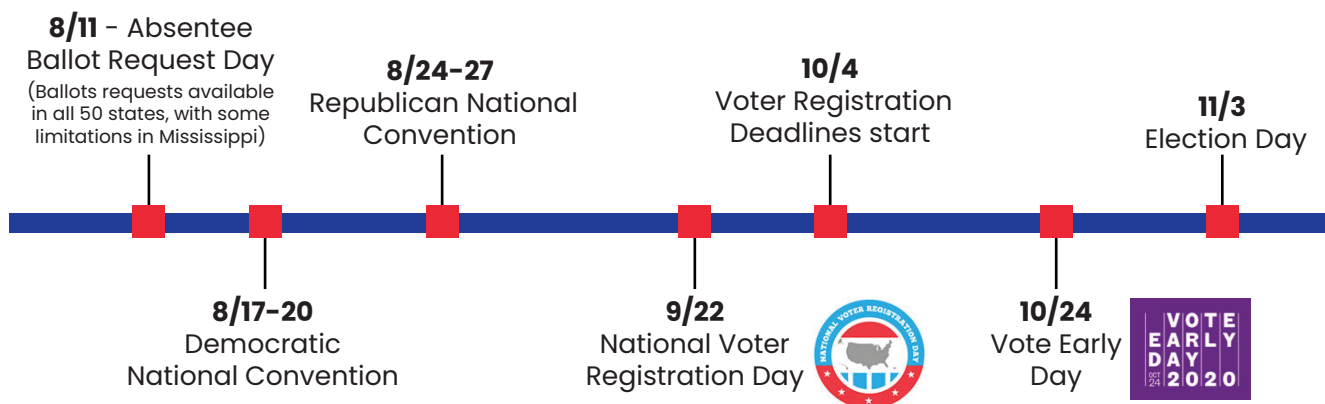
Who are 2020's young voters?

Obstacles to youth voter participation in 2020

- Voter registration rates are down by 2 million voters a month due to COVID-19 ([Nonprofit Vote](#))
- 73% of registrations typically occur in person (45% at DMV offices), creating a huge need for new, digital voter registration efforts during the health crises ([Nonprofit Vote](#))
- 1/3 of young voters do not know they can register to vote online ([NBC](#))
- Only 24% of young voters have experience voting by mail ([NBC](#))
- Parties and campaigns do not traditionally invite youth voters to register and engage ([CIRCLE](#), [Tufts](#))

A few of HeadCount's solutions to reach youth voters

- Providing voter registration tools to musicians, influencers and partners, including Ariana Grande, Lizzo, Dave Matthews Band, Pearl Jam and Camila Cabello
- Ongoing get out the vote communications throughout the year and across channels, includes a "relational organizing" pledge campaign for voters to reach out to 3 friends to get them registered and to the polls
- Work with high schools and colleges to register young voters
- [Vote from Home](#) hub, providing information on voting by mail and COVID-19 election changes
- [Change.org/votebymail](#) petition to raise awareness about vote-by-mail, and co-hosted [Vote Safe 2020 Live](#) - a livestream event, with over 260,000 views, targeting youth voters with critical vote-by-mail information
- Peer to peer texting, harnessing our network of 40,000 volunteers nationwide
- [United We Vote](#) campaign, launched in response to racial justice movement, gives resources to register voters at demonstrations, community events, food banks or online
- Partnerships with Spotify, American Eagle Outfitters, Atlantic Records, MTV, Eventbrite, and many others



About HeadCount

HeadCount is a non-partisan organization that promotes participation in democracy through music, culture and digital media. Since 2004 the organization has registered over 650,000 voters and worked with a long list of musicians and partners including Ariana Grande, Dave Matthews Band, JAY-Z, Beyoncé, March for Our Lives, RuPaul's DragCon, MTV, and Dead & Company. HeadCount also organizes "Participation Row" activism villages at over a dozen major music festivals and concert tours. With 40,000 volunteers, street teams in most major U.S. cities and presence at more than 1,000 events each year, HeadCount ranks as one of the most active grassroots civic participation organizations in the United States.

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