

2022

YOUTH VOTE REPORT

nextgen
PAC

nextgen
america

➤ Letter from Our Founder

When I founded NextGen Climate in 2013, I did so with the intent of transforming our nation's political approach to the climate crisis. Ten years later, NextGen has led the way in bringing climate action and other important progressive priorities to the forefront of our politics. Over the last decade, NextGen has mobilized millions of young people for a cleaner future, a stronger democracy and equity for all.

We must continue to build upon the momentum of the historic turnout of young voters over the last three election cycles. On the heels of winning a Democratic trifecta and propelling the highest youth voter turnout in modern history in 2020, NextGen continues to elevate the power of the youth vote across the country, making it THE story of the 2022 midterms for Democrats. Even as the rest of the country discounted the youth vote, we knew that young people were ready to vote because of our organizing work. In 2022, young people delivered a clear message to Americans about the necessity of robust climate action, widespread abortion access and the fortification of voting rights.

And this is just the beginning. We made history with the highest youth voter turnout in a midterm election in 2018, saw the highest youth voter turnout ever in 2020 and made the second highest youth midterm turnout in 2022. Three cycles in a row is not a fluke – it is a pattern.

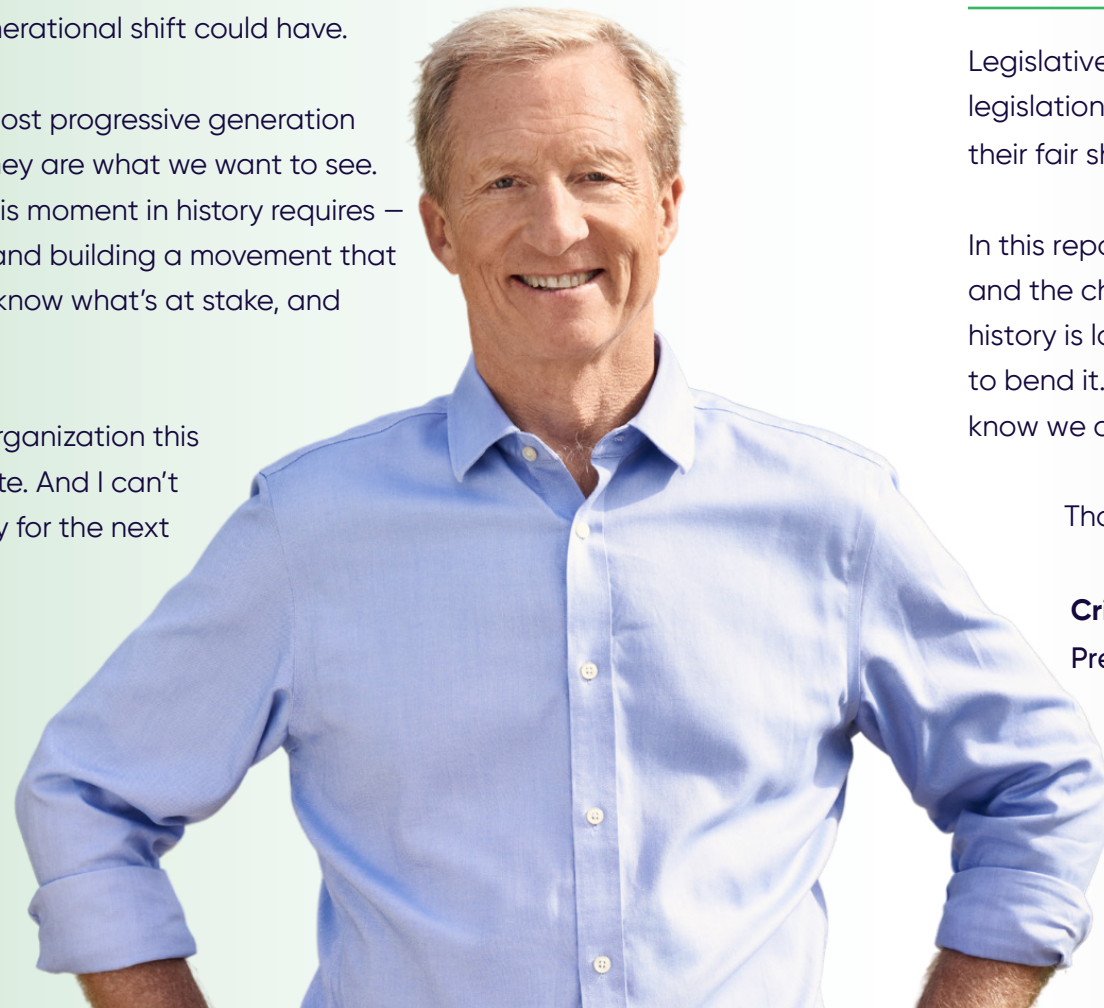
The youth vote itself is growing: there are currently 70 million 18 to 35 year olds eligible to vote, and young people will soon be the largest voting bloc in the country. By 2024, Millennial and Gen Z voters will outnumber those who are Baby Boomers and older, and we are just now seeing a small glimpse of the political impacts that amazing generational shift could have.

Young people are the largest, most diverse and most progressive generation of voters. When we hold up a mirror to America, they are what we want to see. They will continue pushing for the progress that this moment in history requires – demanding a livable, healthy, equitable future – and building a movement that fights for a permanent progressive majority. They know what's at stake, and I'm so honored to stand with them.

As we celebrate our ten-year anniversary as an organization this year, I could not be more grateful for the youth vote. And I can't wait to see what they have in store for this country for the next decade and beyond.

Thank you for your support,

Tom Steyer
Founder, NextGen America



➤ Letter from Our President

NextGen was created on the idea that a new American electorate holds the courage and imagination needed to tackle the climate crisis. A decade later, NextGen America has grown to become a force not only in the fight for climate justice, but the leading organization in empowering young people to vote for progressive values. As we embark on our ten-year anniversary, I'm so proud of all that we have accomplished over the past decade. We have helped to create an infrastructure to connect with and engage young people to ensure they show up for Democrats when it matters most. We have registered, connected, and built a community of youth that have shown up year over year and proven that the compounding effect of the last ten years is now coming to fruition.

Our holistic, layered programming and innovative approaches have changed the landscape of this country for three election cycles. Since 2018, we have seen historic turnout numbers among young voters. And 2022 was just the beginning of the full showing of the youth power we know we can harness with smart investment and sound strategy. NextGen is driving the momentum forward to ensure that young people are all in for Democratic candidates who stand for equality and justice.

But there are dangerous and destructive forces on the far right that have created a country that many of us could not have imagined ten years ago. They are working to undermine our democracy, deny the threat of the climate crisis, and roll back the gains on women's rights. **Yet even in the wake of these challenges, young people's voices, votes, and creativity have proven to be resilient and determined toward a new horizon for our country.**

Legislative victories like the Inflation Reduction Act, Made in America, gun safety legislation, long-overdue marijuana reforms, and ensuring the ultra-wealthy pay their fair share show that **young people are winning. This is just the beginning.**

In this report, we outline the impact of our movement, the opportunities to seize, and the challenges we must face to fully win. At NextGen, we know the arch of history is long and it bends towards justice. But we believe we must be the ones to bend it. And with the full weight and power of 70 million young people, we know we can do it.

Thank you for your support,

Cristina Tzintzún Ramirez
President, NextGen America & NextGen PAC



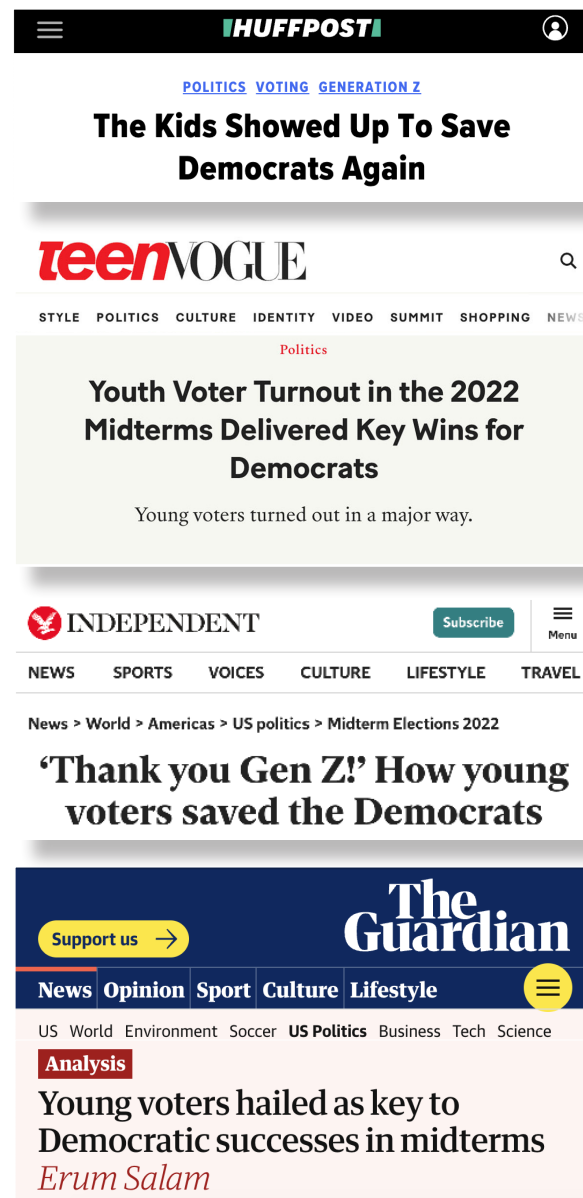
What Happened: The Youth Vote in 2022

In 2022, uncertainty over youth turnout was even more widespread than usual. Like all other voting blocs, youth voter turnout drops during midterm election cycles, making our work even more critical to ensuring that new and less engaged young voters turned out. Yet we were up against far right efforts to suppress the youth vote. **Young voters were discounted at every turn**, and mainstream media, candidates, and even political pundits did not believe they were going to turn out. But we knew they would all along because of our consistent engagement with young people. And **despite many hurdles, young voters made their mark in 2022.**

Before

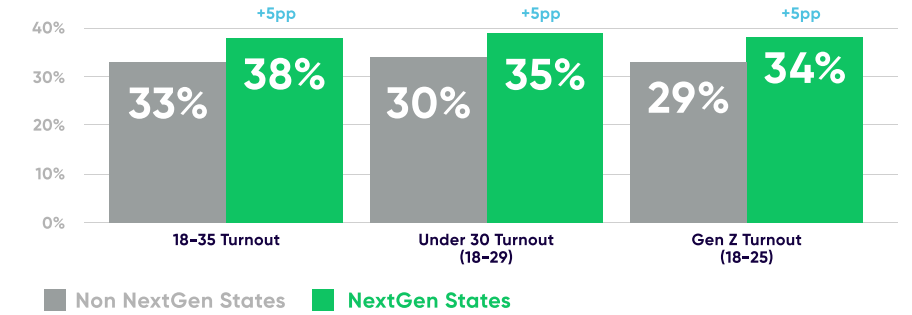


After



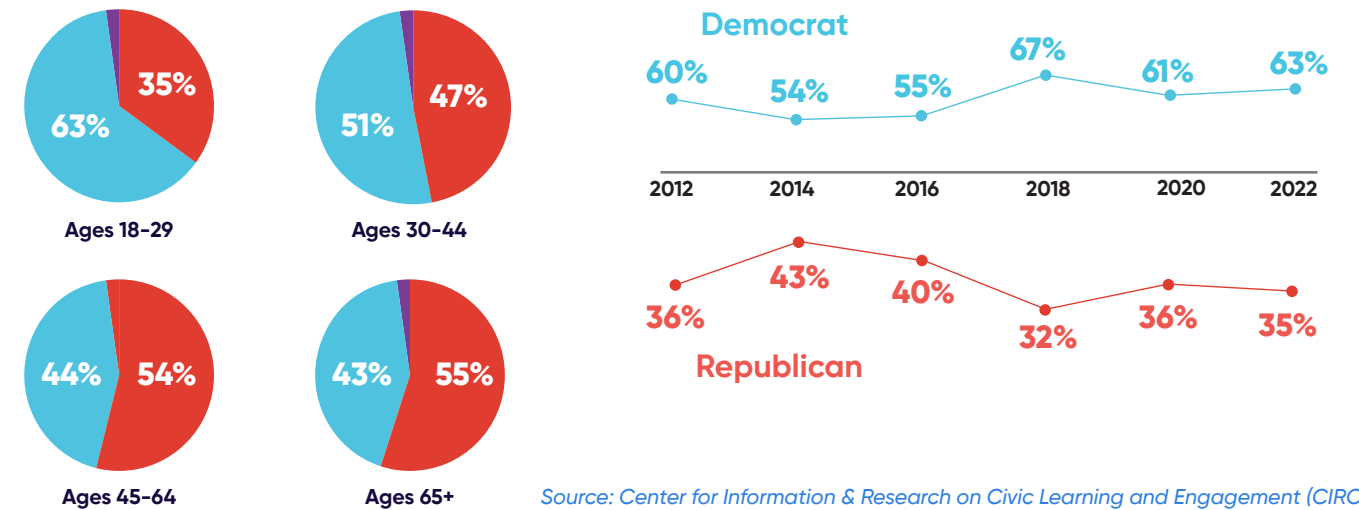
Young voters in NextGen's key states turned out at higher rates than in the country as a whole.

Young voters (18-29) in NextGen's targeted battleground states turned out at least **5 percentage points** higher than in non-battleground states. Generation Z voters (age 18-25) in NextGen battlegrounds also outperformed their peers in other states by 5 percentage points.



Young voters overwhelmingly voted Democrat at rates higher than any other age group, delivering victories and fending off the Red Wave.

With each election cycle, voters ages 18-29 are supporting Democrats in higher and higher numbers. Since 2018, young people have shown up for Democrats in record numbers. Young voters are increasingly progressive and they are the only age group to have a meaningful majority break for Democrats, thus canceling out the votes of their Baby Boomer counterparts. Republicans won by 12 points among people over the age of 65. That's a Red Wave that stems only from Baby Boomers.



Young voters helped increase the Democratic majority in the Senate.

In 2022, NextGen helped propel Senate victories across the country delivered by the youth vote. We ran a robust program of endorsements, direct voter contact through field work and distributed organizing, paid and organic digital ads, organizing through social media, and amplified candidates through our press team. And this all paid off: we flipped Pennsylvania's Senate seat blue, with John Fetterman winning over 70% of youth support, and held other competitive seats in Georgia, Arizona, New Hampshire, and Nevada.

The NextGen Difference

NextGen took the most effective parts of our 2020 program, when we pivoted to an entirely digital organizing operation to ensure young people clinched Biden’s victory, and combined them with our robust on-the-ground field organizing efforts to take advantage of the momentum of the youth vote and to power more Democratic wins.

2022 at a glance:

Young voters in the NextGen America Community* were the margin of victory in key states.

In state after state, NextGen Community members voted to deliver the state to Democrats.

We consider the NextGen Community to be those in our universe who go beyond only responding positively to us: Those who deeply engage with or volunteer with us. Young voters can power Democratic victories in 2024 to win back the House and protect the Senate and Presidency like they did in 2022:



Race	US Senate	Governor	Secretary of State	US Senate	PA-08	Governor	NH-01	NC-13
Margin of Victory	9,007	17,116	112,521	263,505	6,602	90,239	20,209	8,834
Voters from NGA Community								
18-35	12,485	16,716	25,332	56,063	2,180	7,515	2,034	1,052
18+**	20,898	29,300	38,348	90,595	3,841	31,610	11,209	1,844

*Subset of NGA Contacts: People who have more deeply engaged with NextGen
 ** Many in our community are over the age of 35 because we are creating lifelong voters.

NextGen built margins for Democrats across the country through digital ads.

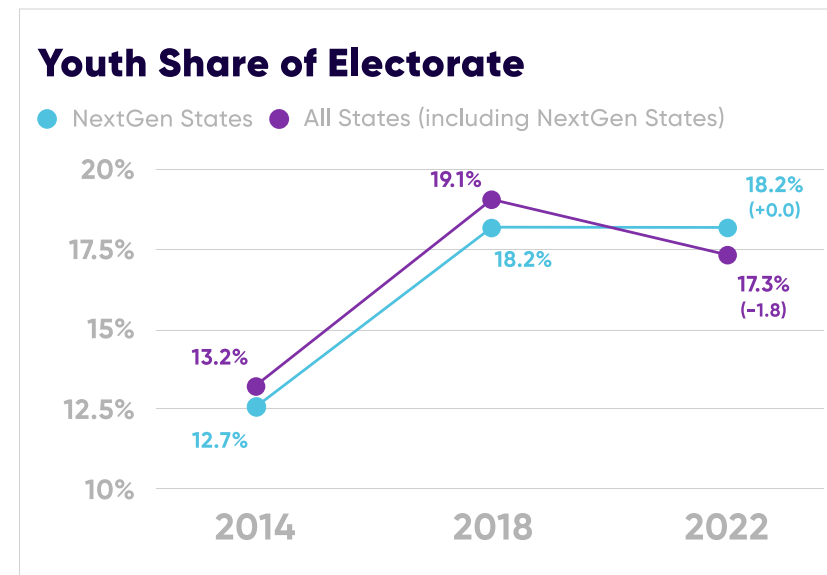
Our ads focused on the message that youth came out in 2020 to elect Democrats who are delivering, and they can do it again in 2022 to ensure Republicans can’t deliver on their extreme anti-abortion and hate-filled agendas.

Youth who saw our digital ads were 4 percentage points more likely than a control group to say they believed their vote in the midterm elections would impact issues they care about.



Our long-term presence in a state improves the share of the youth vote.

Youth vote share peaked in 2018, which is still the highwater mark for youth vote participation. Yet in the states where NextGen ran program, we have grown the youth vote share even further in the years since 2018. However, in the states that NextGen does not work in, the momentum of 2018 did not continue and the youth vote share decreased, pointing to the long-term impact and importance of NextGen’s presence, especially in battleground states.



Youth share dropped nationally (-1.8pp), but stayed level in NextGen states.

Source: NextGen’s PRELIMINARY analysis of our 8 targeted states and 37 non-targeted states

The NextGen Difference: Field & Distributed Organizing

Beltway strategist groups and mainstream media alike showed little faith in youth turnout and engagement and continually pushed the message that young voters were not going to show up in 2022. Yet, all along, we were speaking with young voters day in and day out. From those conversations, we knew that not only were youth engaged, but they were fired up and ready to turn out for Democrats in droves. And they did: NextGen rallied youth around Democrats through high profile events, innovative field and distributed organizing, a massive 28,000 person volunteer program, and an emphasis on voting for their rights.

High-Profile Events

We hosted “The Future is Now” Tour, a nine-stop nationwide tour with MoveOn Political Action, which included special guest Senator Bernie Sanders, to mobilize young voters to the polls. Each rally featured live music, swag, and celebrity appearances – and an opportunity to motivate more young people to vote.



Field Organizing

We did this through interactive community and campus events in all of our battleground states utilizing giveaways and creative activities to get young peoples’ attention.



A Mighty Distributed Organizing Program

Our base of over **28,000** volunteers called and texted our targets and got creative by organizing online through dating apps and virtual rallies.

Organizing into the Georgia Runoff Election

- ✓ NextGen PAC sent over **1.5 million texts** and made over **265,100 calls** to young voters before the runoff election to help mobilize 18–35 year olds for Senator Warnock.
- ✓ We also recruited local social media influencers with a combined reach of approximately **4 million** followers to mobilize young Georgians for Senator Raphael Warnock.
- ✓ Collectively, our distributed program was the largest statewide youth organizing initiative to mobilize young people to vote in December’s runoff election.
- ✓ In total, 30% of 18–29 year olds who voted in the 2022 runoff did not vote in the 2021 runoff, meaning we created 47,218 new runoff voters in 2022 AND strengthened Democrats’ power in the Senate.

WE GOT GEORGIA ON OUR MINDS

[NEXTGEN.US/GARUNOFF](https://nextgen.us/garunoff)



Paid for by NextGen Climate Action Committee; nextgenpac.org; not authorized by any candidate or candidate's committee.

If we want to win, young people need to flex their power as the largest voting bloc in the country. The only organization focused on youth turnout that is doing that at the level of precision and scale is NextGen.

– JB Poersch,
President, Senate
Majority PAC

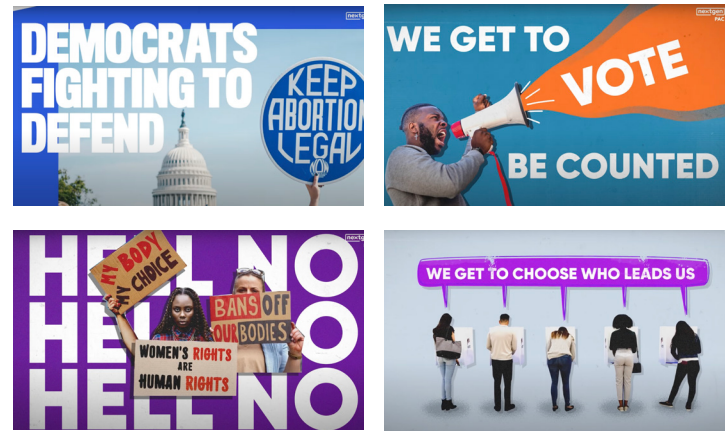


The NextGen Difference: Digital

2020 taught us that a sophisticated digital program is more important than ever before. By layering digital on top of a strong field and distributed program, we can more effectively engage and mobilize young voters. We created cutting-edge social media content and worked with influencers to amplify our messaging. Our digital advertisements, social media, and endorsements raised awareness about voting and shifted support toward Democrats.

Digital Advertising

- ✓ Leveraged high-impact video placements complemented by social and display to break through in a crowded media environment
- ✓ Focused on mobilizing BIPOC youth voters in AZ, MI, NV, NH, PA, and WI



Endorsements and Digital Ballot Guides

- ✓ Endorsed **28 federal candidates** and **18 statewide candidates** in our 8 states
- ✓ Rolled out each endorsement with individual press releases and state-specific digital ballot guides to ensure that comprehensive information on candidate stances was easily accessible
- ✓ Of our 46 endorsed candidates, **36 candidates won** election or re-election



The NextGen Difference: Mail



3,535,022
Pieces of Direct Mail Sent



1,100,000
Experiment-Informed
Ballot Guides

"Snail mail" can still be an effective way to get young people educated and mobilized to the polls: Our experiment-tested mail targeted voters in 6 key states.

Issue Persuasion and GOTV Mail

- ✓ We ran six flights of issue and candidate driven persuasion mail, which segmented messaging between Black and non-Black young voters, and four flights of registration reassurance mail.



Ballot Guides

- ✓ We distributed by hand and via the campus mail system state-specific ballot guides that compared candidates' stances on issues young people care most about and provided logistics on the methods and rules of voting in that state (e.g., when and where to vote by mail, in person, or at the polls, VBM and what to bring with you to vote).

VOTE BY NOVEMBER 8TH ARIZONA			
U.S. Senate			
THE ISSUES:	MARK KELLY	BLAKE MASTERS	
Protecting Abortion Rights	✓	✗	
Creating Affordable Healthcare	✓	✗	
LGBTQ+ Protections	✓	✗	
Climate Change Action	✓	✗	
Raising Minimum Wage	✓	✗	
Expanding Voting Rights	✓	✗	
<small>Mark Kelly is endorsed by: Planned Parenthood Action Fund, Human Rights Campaign, NARAL Pro-Choice America, National Wildlife Federation Action Fund, VoteVets</small>			
<small>Blake Masters is endorsed by: Former President Donald Trump, Congresswoman Marjorie Taylor Greene, Tucker Carlson, U.S. Border Patrol Council</small>			
Governor			
THE ISSUES:	KATIE HOBBS	KARI LAKE	
Protecting Abortion Rights	✓	✗	
Creating Affordable Healthcare	✓	✗	
LGBTQ+ Protections	✓	✗	
Climate Change Action	✓	✗	
Raising Minimum Wage	✓	✗	
Expanding Voting Rights	✓	✗	
<small>Katie Hobbs is endorsed by: Planned Parenthood Advocates of Arizona, Arizona Education Association, Everytown for Gun Safety, NARAL Pro-Choice Arizona, Human Rights Campaign</small>			
<small>Kari Lake is endorsed by: Former President Donald Trump, Former Sheriff Joe Arpaio, the Arizona Police Association, Congresswoman Marjorie Taylor Greene, Rudy Giuliani</small>			
VOTE BY NOVEMBER 8TH NextGenAmerica.org/vote-az			

The NextGen Difference: Communications

We combined industry best practices and culturally competent innovative press strategies to elevate our visibility in national outlets and locally across our 8 key states during the 2022 midterm election cycle.

Our efforts established NextGen as the undisputed leader in young voter mobilization nationwide.

We made regular appearances in



In all our Communications, we leveraged segmented messaging to develop winning narratives and messages to effectively mobilize young people. We conducted a groundbreaking deep dive analysis through focus groups, surveys, and creative testing into young voters' attitudes, preferences, and motivations around voting.

We shifted the national narrative: From young voters being disengaged to making the youth vote the leading story in the press following the election.



In 2022, young voters came out for me in a big way. A lot of the credit for that is owed to NextGen America for their work organizing young people. Their support was critical to our race, and I am grateful to have had it.

– Sen. John Fetterman, Pennsylvania

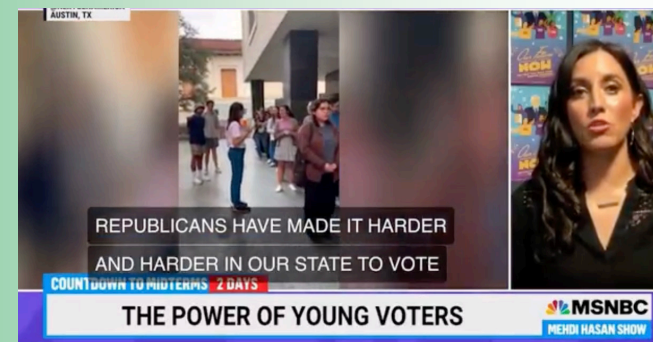


NATIONAL, POLITICS

Our Future Depends on Next-Generation Voters

11/1/2022 by CRISTINA TZINTZÚN RAMIREZ

This year, young people make up one in three of all eligible U.S. voters. Voter mobilization groups hope to channel their concerns into votes, especially in the battleground states.



Top Lessons from 2022



Young people are no longer getting more conservative as they age.

Multiple studies have shown this and data from our partners at CIRCLE backs this up too: **at 35, millennials in 2022 were 15 points less conservative than the Boomers and Gen X were at the same age.** Millennials are the first generation to not grow more conservative as they grow older and continue to shoulder the burden of a democracy in decline, an economy that does not work for average Americans, and a climate catastrophe.



Women, especially college educated women, are turning out for Democrats.

The overturning of Roe and the national debate it sparked over the right to abortion generated millions of newly registered young women. We must seize the opportunity of this moment to keep organizing them.



We must expand our outreach to young Black and Brown men.

We did targeted messaging and outreach to these voters in 2022, but we need to expand our programming to more specifically engage young men of color in ways that appeal to them. This type of programming can be costly, but is necessary to accomplish throughout 2023 and 2024 to ensure this crucial universe is not defecting from the Democratic Party.



There is a need for increased funding of political dollars to more effectively connect with young voters.

These funds allow us to have more candid and meaningful conversations with young people, in all the ways they like to communicate and on all the platforms they like to connect on. This funding also ensures that we are reaching the audiences most receptive to our policy goals.



I love partnering with NextGen because they are at the forefront of mobilizing young people to fight for abortion rights. They know that activating a new, young electorate to vote for progressive leaders is the only way to tackle this crisis.



– Cecile Richards,
Co-Founder, Supermajority & former
President of Planned Parenthood
Federation of America & Planned
Parenthood Action Fund



Looking Ahead to 2023-2024

Thanks to young voters, Democrats control the Senate and the White House. As we prepare for a competitive Presidential election season, **NextGen is focused on winning the Democratic majority in the House and expanding our Democratic majority in the Senate** by strengthening and expanding our voter engagement and mobilization program. We will also continue to build the capacity of young people to lead and organize their communities. We will continue to keep young voters front and center in the media and ensure that elected officials and candidates are prioritizing young voters' voices and needs.



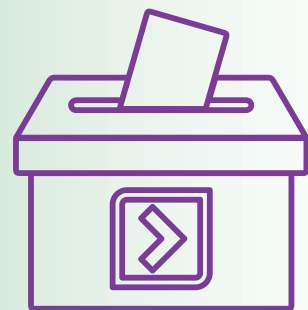
Winning Back the Democratic Trifecta

winning back the House, protecting the Senate and Presidency



Win in the States

(Governors + State Legislatures)



Keep the youth vote as a top priority for Democrats



I am honored to continue to represent Nevada's 4th District, and I know that the support of young voters – and specifically the work of NextGen's team on the ground and in the community to turn them out – was crucial to my victory. I could not be more grateful for the work that NextGen does to build a coalition of young Democratic voters in my state and across the country.

– Rep. Steve Horsford, Nevada



Report Card



At the beginning of the 2021-2022 cycle, we set some ambitious goals for NextGen and for the youth vote in general. After looking at the numbers, we're pretty proud of our report card:

GRADE	GOAL	RESULT
A+	Youth Vote Turnout on Par with 2018 Levels	Yes! At least 23% turnout nationwide 31% turnout in NGA battleground states <i>Source: Center for Information and Research on Civic Learning and Engagement (CIRCLE) at Tufts University</i>
A+	Keep Majority in Senate	Yes! Expanded majority in the Senate Protected 3 seats, flipped 1 seat
B	66% support for Democrats	76% for Sen. Mark Kelly (AZ) 62% for Gov. Gretchen Whitmer (MI) 74% for Sen. Maggie Hassan (NH) 64% for Sen. Catherine Cortez Masto (NV) 70% for John Fetterman (PA) 70% for Gov. Tony Evers (WI) <i>Source: Center for Information and Research on Civic Learning and Engagement (CIRCLE) at Tufts University</i>
B	Keep Governorships in Battleground States	Nearly. We kept all Governorships except in Nevada.
C-	Protect the Majority in the House	Common belief was that we were not going to keep the House and that there would be a massive Red Wave, but this was not the case. 18 of the 18 House candidates we endorsed won.

ROOM FOR IMPROVEMENT

Adjusting to post-Covid realities: We did not anticipate the hiring challenges in a post-Covid world. We were unable to shift as quickly as needed and were negatively impacted by the tight job market, with unemployment rates not seen since the 1950s. This made it difficult to find talented applicants for in-person field organizer roles.

We need to maintain both field and distributed organizing in every state that we work in. After the 2020 elections and achievement of a Democratic trifecta, NextGen was planning to move states into a tiered system with field and distributed organizing. Halfway through 2022, we saw a need for field organizing in all our states and predicted a distributed program would not be enough in some states. Fortunately, our programming is nimble and we were able to create a holistic organizing program in all our states.

Youth Voter Highlights

Meet Amelia

Amelia, 30, is a longtime NextGen America volunteer from Raleigh, North Carolina. She first worked with NextGen in 2020 while living abroad but looking to stay involved in local politics at home. As a virtual volunteer, Amelia could work on a flexible schedule and still contribute to a cause that mattered to her. Today, she continues to be part of NextGen's community as a text team volunteer. **Amelia is passionate about helping people vote and wants to increase voter turnout.** By volunteering with NextGen, Amelia knows she's doing her part to ensure everyone's voice is heard in our democracy.

Amelia believes that voting is essential to being an active community member. She hopes to engage young people on critical issues like racial justice, immigration reform and a woman's right to choose. She is determined to show young voters the power they have to elect leaders who listen to our needs and reflect our values. Amelia also loves the community she's found in online organizing, and the sense of empowerment she feels when helping people in her state and across the state get registered and involved in their elections.



Meet Zamar

Zamar is a 19 year old sophomore at UNC Charlotte. We met him on campus, where we turned him out to vote for the first time. He told us that **he is especially motivated to fight for climate justice because as a North Carolina native, he knows how crucial climate action is to keeping the beautiful coastlines and protecting residents** from further damage from extreme hurricanes. Our organizer immediately connected voting to standing up for our environment.

Armed with new information from our field organizer, Zamar told us he believes it's important for young people to vote in order to put how we feel and what we believe into action. He knows that we have the power to stop climate change before the effects become irreversible and wants to see change to protect his future kids and his kids' kids. He was newly motivated to turn out and support candidates that will fight for climate justice.





For questions or ideas, please contact
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Victoria Yang Souza, Vice President of Development
at victoria.yang@nextgenamerica.org.



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To get involved, visit our website
nextgenamerica.org.

