

MIDTERM ELECTIONS 2022



ON NOVEMBER 8TH AMERICANS WILL VOTE FOR:

CONGRESS:

35 members of the Senate

435 members of the House of Representatives

STATE:

36 governors

MANY referenda and ballot questions including voting rights

HUNDREDS state reps across the country

LOCAL:

COUNTLESS

mayors, commission and council members, school boards, etc

FOR 22 YEARS MIDTERM ELECTIONS HAVE RESULTED IN A CHANGE OF CONTROL IN AT LEAST ONE CHAMBER OF CONGRESS.

([Constitution Center](#))

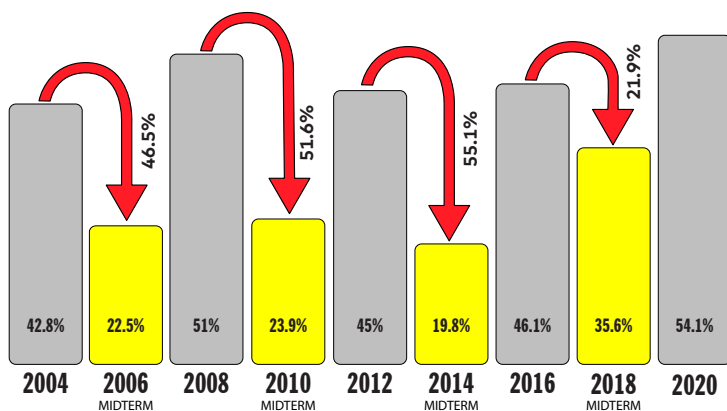
Challenge: Historically, nearly half of young voters drop off in midterm elections. The voters that do turnout are generally older, whiter and college educated.

([Center for Politics](#))

Solution: Inspire, inform and empower young voters by meeting them where they are with our hallmark, culture-based voter registration and Get Out the Vote campaign

- **Peer to peer** interactions at concerts, music festivals, cultural and community events
- **Digital campaigns** with cultural leaders and brands to directly reach young voters on their mobile devices

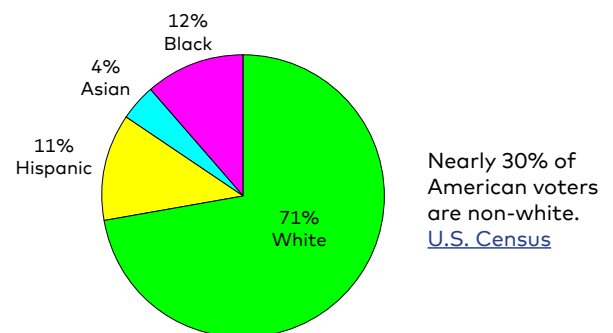
18-29 YEAR OLD VOTER DROP-OFF



18 to 29 Year Old Eligible Voter Turnout Rates by Year

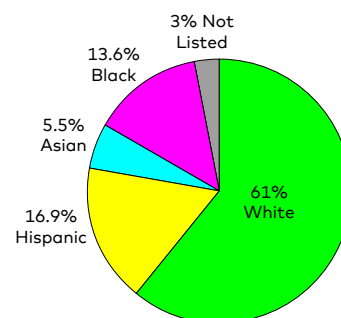
([U.S. Census](#))

DEMOGRAPHIC MAKEUP OF 2020 VOTERS



Nearly 30% of American voters are non-white.
([U.S. Census](#))

ALL VOTERS



Nearly 40% of voters 18 to 24 are non-white.
([U.S. Census](#))

18 - 24 YEAR OLD VOTERS

These pie charts do not have demographics to represent 100% of the population as they only represent specifically identified race and origin groups based on the U.S. Census Population Survey.

NEW VOTERS

8 MILLION

new 18 and 19 year old voters that will be eligible to vote for the first time in 2022

19 STATES

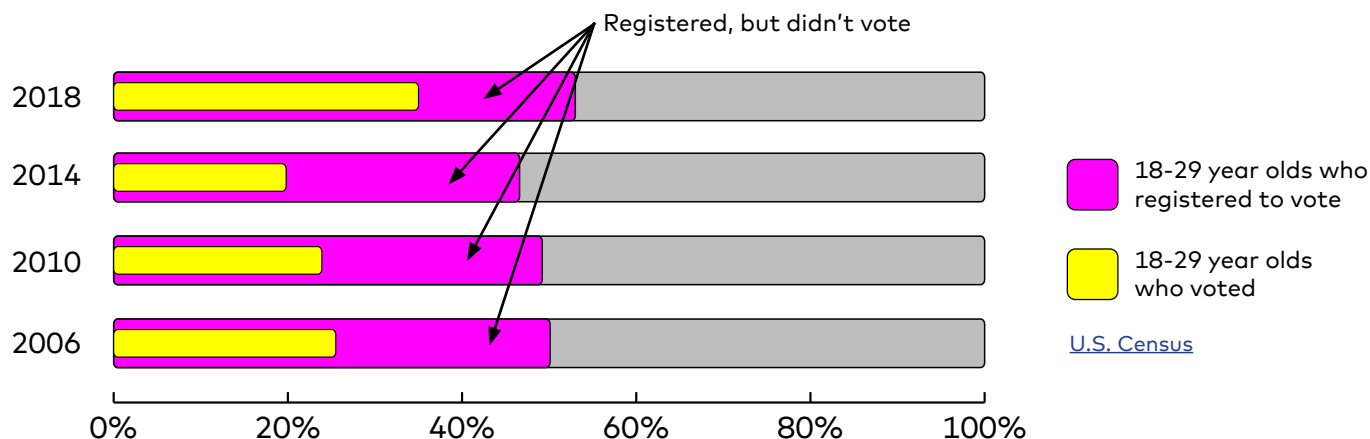
allow 17 year olds to vote in primaries if they are 18 on or before the general election

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REGISTRATION VS. TURNOUT

Midterms 18 to 29 year olds



A DEEPER DIVE INTO YOUNG VOTER TRAITS

What we know about young voters:

- **47%** do not identify with a political party ([American National Election Studies](#))
- **¾ of young voters** believe we need less partisanship and more open mindedness in politics ([Harvard](#))
- Motivated to vote by **social movements and culture** ([Tufts](#))
- **Issues matter!** Environment, Reproductive Health, Criminal Justice, Racism and Discrimination ([Harvard](#))
- **Less likely to vote in 2022** because there has not been enough change ([CNN](#))

Why some young people do not vote:

- **Do not understand** how government works ([NPR](#))
- **No one asks** them to vote ([Knight Foundation](#))
- Economic and legal **barriers** to voting ([Tufts](#))
- Do not **trust** elections ([Tufts](#))
- **Don't feel like their vote makes a difference** ([Knight Foundation](#))

CHARACTERISTICS OF MIDTERM DROP-OFF VOTERS:

- Young voters
- Non-college educated
- Voters from diverse backgrounds

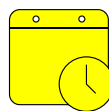
[Center for Politics](#)

MEETING THE NEED

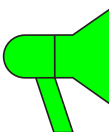
HeadCount's programs provide solutions to turn out drop off and new young voters:



- **Peer to peer interactions** at festivals, concerts, cultural and community events to register people to vote and answer questions about the process in an open environment.



- Provide non-partisan **voter information** that sees the voter through Election Day, including key dates, and reminders.



- Work with **cultural leaders** to educate young voters on what midterm elections are to demystify the election.



- Save The Vote! Campaign: National campaign to address barriers to voting in order to have **fair, accessible and trustworthy elections**.

CONTACT:

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