ROCK THE VOTE
What issues do young people care about?

Millennials care about the same issues as the general population, except they place a higher priority on education and gun safety.

Top five issues for Millennials:

- Economy
- Education
- Foreign policy
- Healthcare
- Gun laws/gun safety
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Top five issues for Millennials of Color:
- Economy
- Gun laws/gun safety
- Education
- Civil Rights
- Healthcare
How do you engage young people?

Use authentic, millennial-focused platforms and celebrity voices.

Meet them where they are: online.

Go beyond voter registration and continuously engage them in civic life.

Provide civic education in high schools that is engaging and relevant.
Questions?

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