



High School Voter Registration and Civic Education

The Problem:

- Voter turnout among youth is incredibly low when compared to other age demographics, especially seniors.

| Turnout Percentages | | | |
|---------------------|---------------|-----------------|--------------------|
| | Youth (18-24) | Seniors (65-74) | General Population |
| 2000 | 32.3 | 69.9 | 54.7 |
| 2002 | 19.4 | 65.1 | 46.1 |
| 2004 | 41.9 | 70.8 | 58.3 |

| Registration Percentages | | | |
|--------------------------|---------------|-----------------|--------------------|
| | Youth (18-24) | Seniors (65-74) | General Population |
| 2000 | 45.4 | 76.2 | 63.9 |
| 2002 | 38.2 | 76.1 | 60.9 |
| 2004 | 51.5 | 76.9 | 65.9 |

The Solution:

- Register all high school students
 - Turnout among registered voters was 88.5% in 2004.
- Educate students about the importance and procedures of voting
 - States that mailed sample ballots to registered voters before the 2000 election had a 7% higher turnout among 18-24 year olds than states that did not.
 - In 2004, turnout among 18-29 year olds was 64.4% in battleground states, compared to 47.6% in every other state. However, youth outreach in swing states was far from complete and did not cover the other three quarters of the U.S. population that does not live in these 10 swing states.
 - Evidence reveals that voters are more likely to have been contacted with requests to vote and/or campaign information than non-voters. For the 2000 election, only 21% of 18-29 year-old non-voters were contacted by a political campaign or candidate, asking them to vote or providing them with campaign information. 41% of voters in this age group were contacted.

These statistics suggest that youth voter turnout can be increased by targeting young voters. By creating a school-based program, outreach campaigns restricted to swing states and those with mailed sample ballots could be expanded to the entire American population.