



Harvard University: Institute of Politics

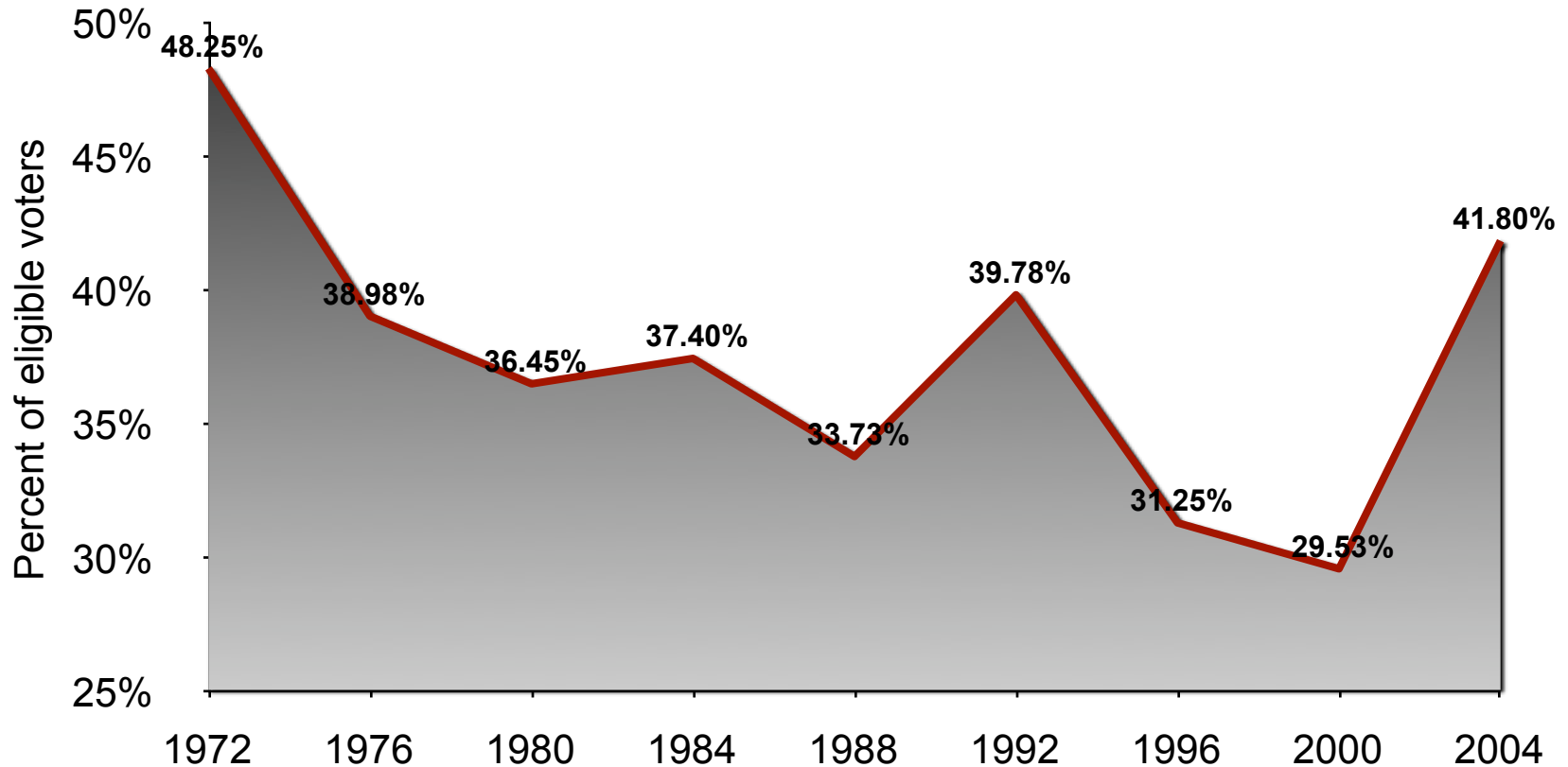
Eight Years of Polling the Youth Vote

October 2, 2008

Perspective

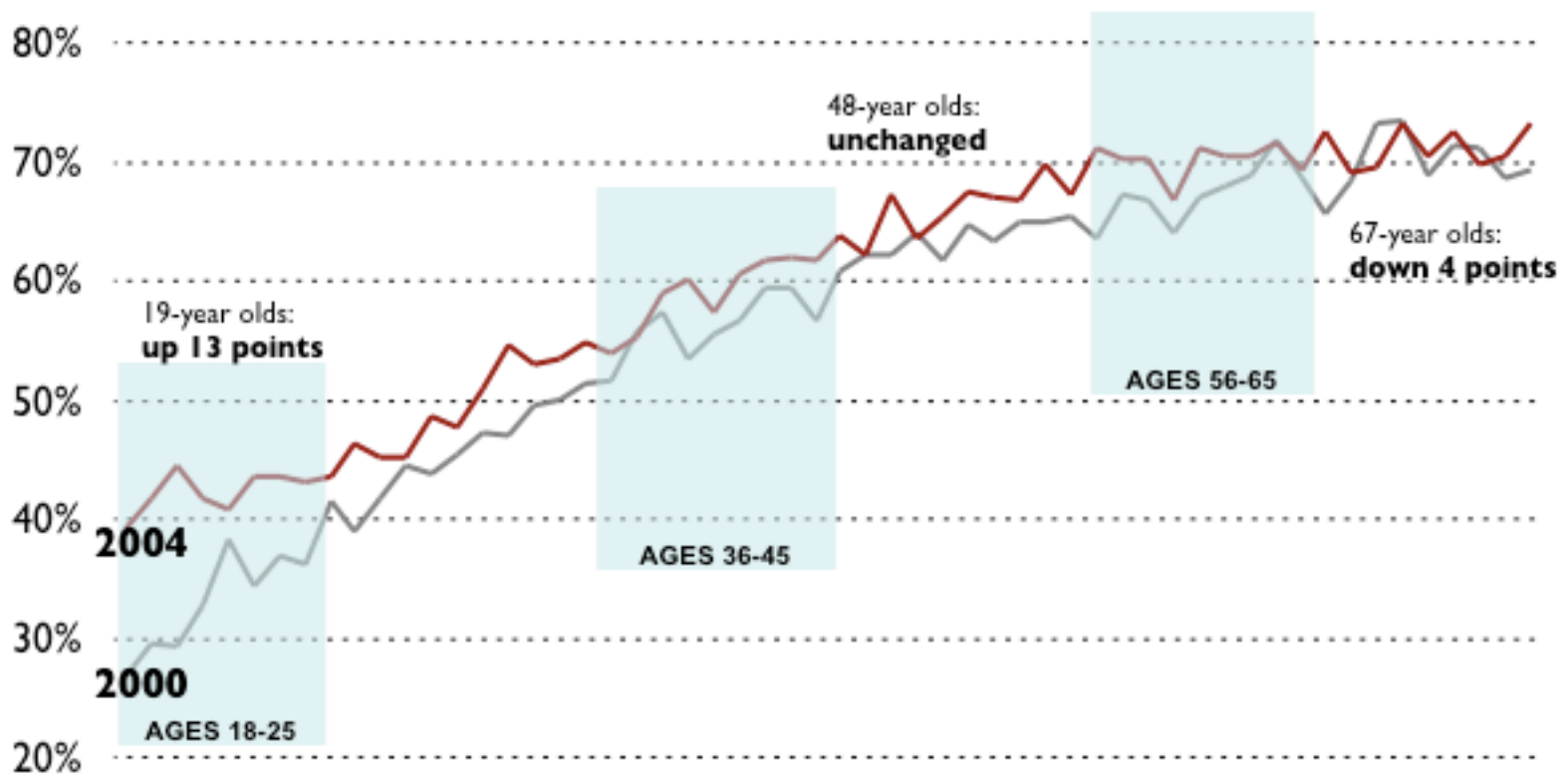
2004 Saw Highest Youth Turnout in 32 Years

Voter Turnout Among 18 to 21 Year Olds



Source: U.S. Census "Current Population Surveys"

Relative to Other Groups, Youth Took Biggest Jump






Source: U.S. Census "Current Population Surveys"




Kerry Won Youth Vote (18-29), Lost Other Age Groups



VOTE BY AGE

	 BUSH		 KERRY	 NADER
TOTAL	2004	2000	2004	2004
18-29 (17%)	45%	n/a	54%	0%
30-44 (29%)	53%	+4	46%	1%
45-59 (30%)	51%	+2	48%	0%
60 and Older (24%)	54%	+7	46%	0%

VOTE BY AGE

	 BUSH		 KERRY	 NADER
TOTAL	2004	2000	2004	2004
18-64 (84%)	51%	+3	48%	0%
65 and Older (16%)	52%	+5	47%	0%

Source: CNN.com

Three Drivers of Increased Participation



Attitudes



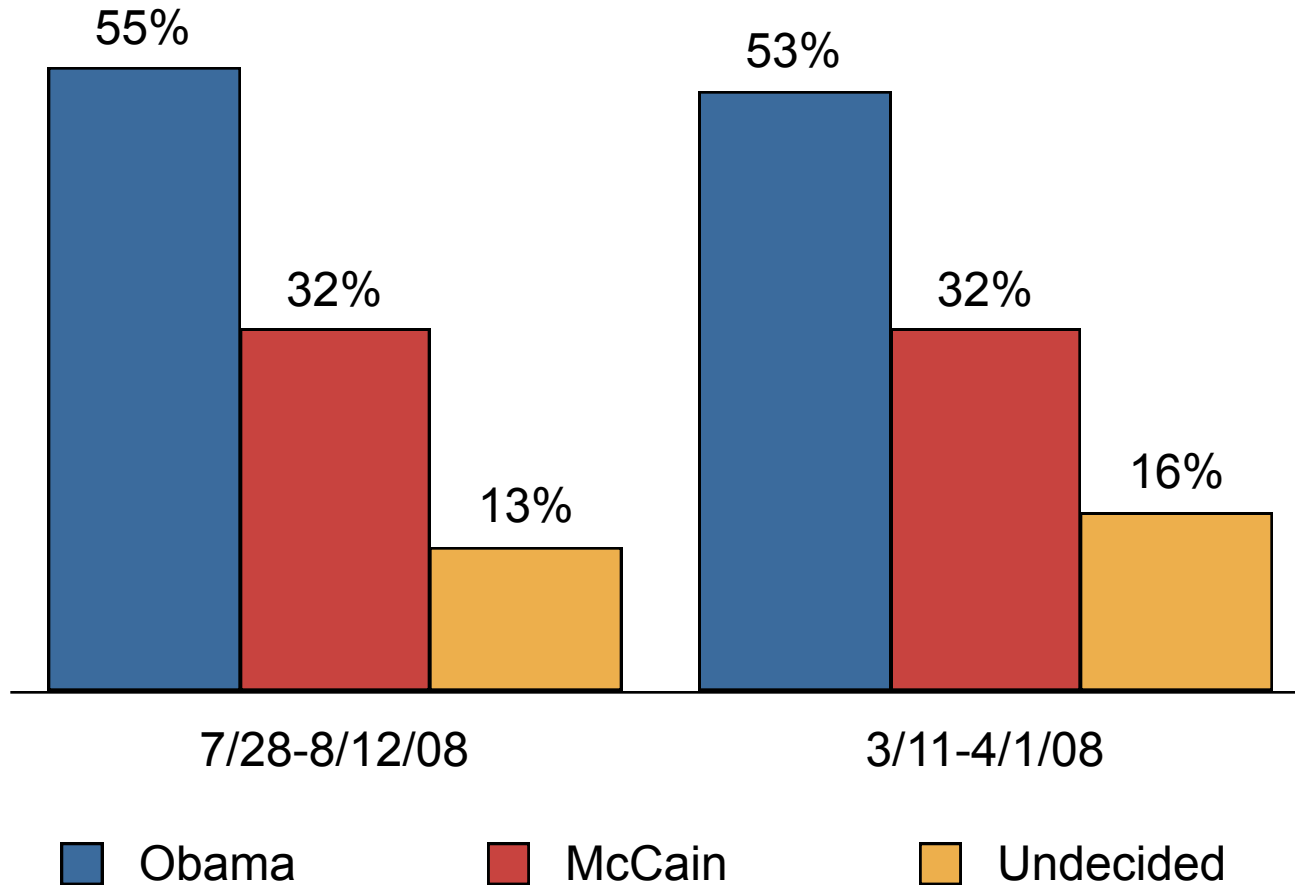
Mobilization



Technology

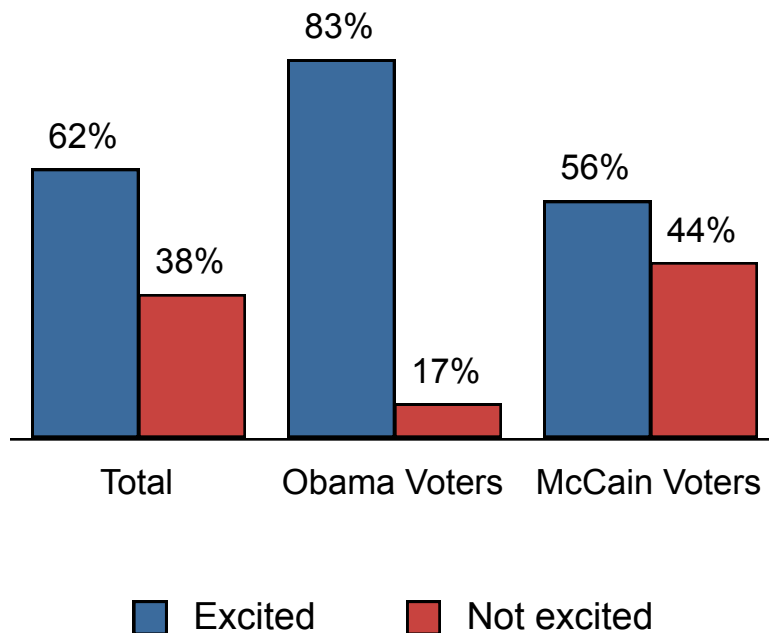
Today

Pre-Convention: Obama Led By 23 Points

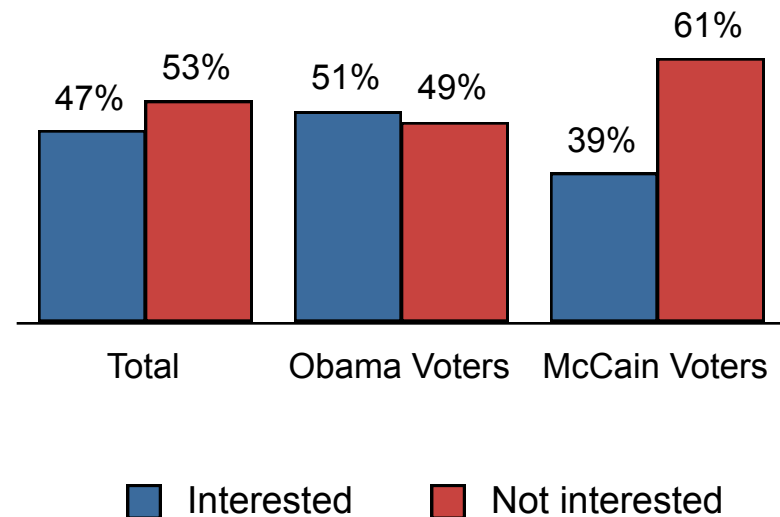


Nearly Two-Thirds Excited About the Election

How excited are you about the election this fall?

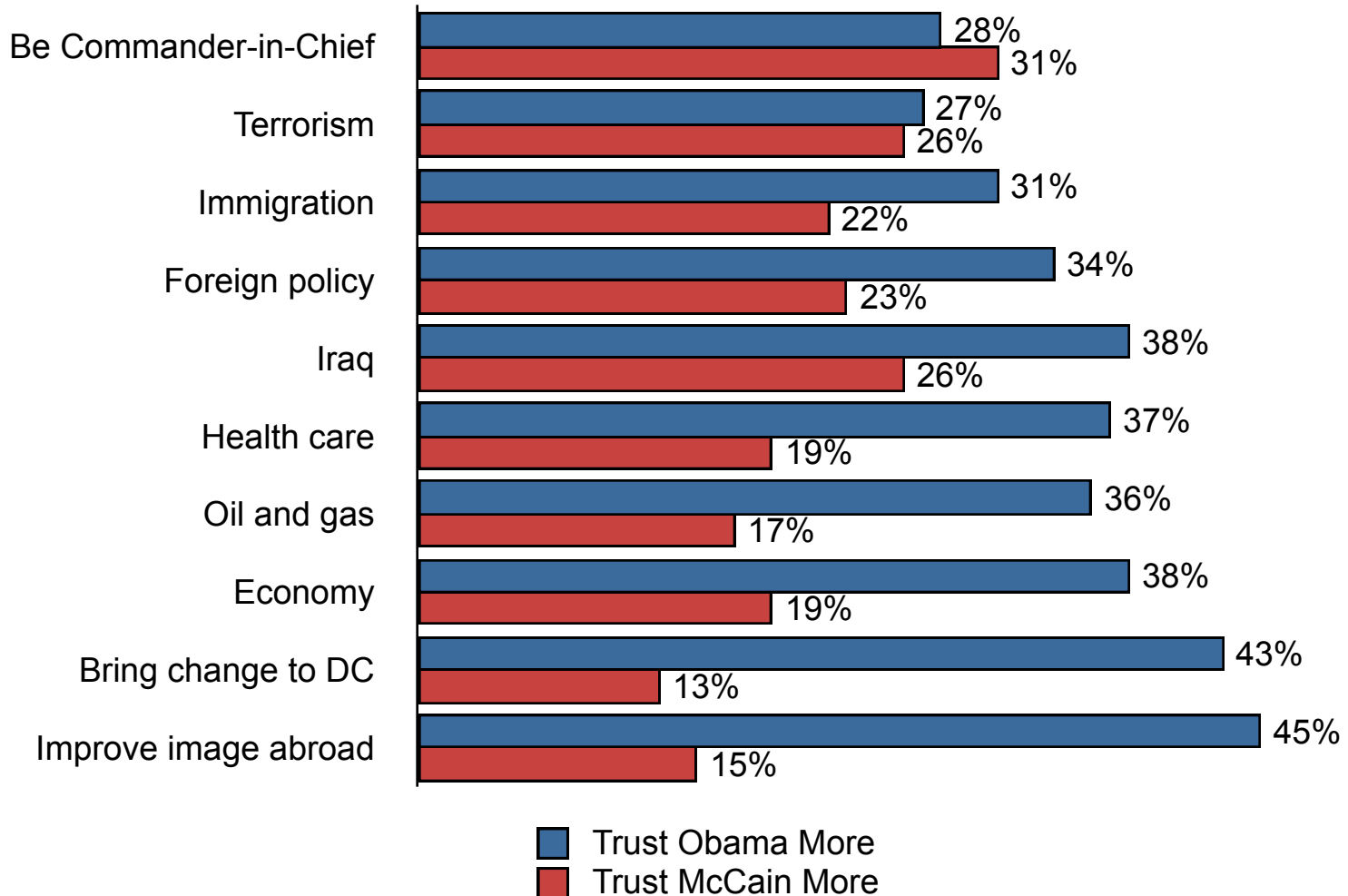


...how interested would you be in volunteering?



Obama Favored on Most Issues & Attributes

Please indicate which candidate you trust more to handle each of the following issues:



Economy is the Top Concern

Economy tops the list of issues that young voters are most interested in hearing the nominees address.

To Senator Obama:

"I would like to know what he plans to do when he becomes President to ease every family's financial stress. My family can barely afford to live in our current situation and we are the lucky ones."

To Senator McCain:

"What will he do (sic) to help Americans with the rising cost of everything. Food, gas, everything we need to live on is going up but our pay is staying the same. People are having to choose between eating and paying bills."

5 Things Everyone Should Know

Giving back and community service
are integral traits of this generation.

9/11 changed everything.

Rise of mobilization activists played
an important role.

Citizens of the world.

Young voters defy traditional political labels.

