

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

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 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?

Jen Tolentino, Civic Technology Program Manager
jen@rockthevote.com

