



**To:** NextGen Iowa Allies and Supporters  
**From:** Haley Hager  
**Date:** November 8th, 2018  
**Re:** **UPDATE** - NextGen Iowa's Efforts in the 2018 Midterm Elections

*"Democrats and progressive issue groups like NextGen America feel this year could be different, and are doing the groundwork to make that happen. If they can get young people to vote at significantly higher rates, it could have a significant impact on this fall's elections."*

— "[Young voters could sway election, if they show up](#)," *Cedar Rapids Gazette*, September 9, 2018

## **NEXTGEN IOWA 2018: BY THE NUMBERS**

TOTAL SPEND: **\$2 million**  
TOTAL STAFF ON THE GROUND: **58**  
TOTAL DOORS KNOCKED: **63,270**  
TOTAL TEXTS SENT: **613,900**  
TOTAL VOLUNTEERS: **811**  
TOTAL REGISTERED VOTERS: **14,243**  
TOTAL COMMIT TO VOTE CARDS COLLECTED: **21,668**  
TOTAL CAMPUSES WITH PROGRAM: **41**  
TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: **277,582**  
TOTAL PIECES OF DIRECT MAIL SENT: **303,786**

On Tuesday, young Iowans turned out to vote in unprecedented numbers — playing an outsized role in electing three Democrats to US House of Representatives, including Iowa's first female Representatives in the House. The numbers are proof that, as the largest eligible voting bloc in Iowa, young people have and will continue to take power into their own hands and change our state's political landscape.

As noted by Rekha Basu of the [Des Moines Register](#), "voting by young people tripled compared to 2014. Three Democrats, two of them inspired, energetic women, Cindy Axne and Abby Finkenauer, will bring new vision to the U.S. House."

NextGen Iowa played a pivotal role in the 2018 midterm elections, and while there is still a great deal of important and challenging work ahead of us, the strides we made on Tuesday are the first steps towards building a country that values equality, justice, and opportunity for all. The work NextGen did to boost turnout in 2018 will position young voters as an influential demographic in 2020 when the state will be flooded by Presidential campaigns courting young Iowans.

## **Turnout By Young Iowa Breaks Records**

Based on exit poll analysis completed by [CIRCLE](#), 31% of young Americans (age 18-29) turned out to vote in the 2018 midterm elections, the highest level of participation among youth in 25 years. Over the course of Election Day, NextGen tracked turnout in four Youth Vote Indicator Precincts, where more than 60% of registered voters are between 18 and 35 years old. Ballots cast at these youth-dense precincts dramatically exceeded votes in 2014, doubling—and in some cases tripling— young voter turnout.

IA-01: Cedar Falls 403 [Wd. 4, Pct. 3] (University of Northern Iowa)

- 2014: 377 ballots cast, 23% turnout



- 2018: 763 ballots cast, 52% turnout

IA-01: Decorah 5 (Luther College)

- 2014: 550 raw votes, 57% turnout
- 2018 1177 raw votes, 82% turnout

IA-02: Iowa City Precinct 5 (University of Iowa)

- 2014: 575 ballots cast, 16% turnout
- 2018: 1286 ballots cast, 31% turnout

IA-03: Des Moines 38 (Drake University)

- 2014: 463 ballots cast, 41% turnout
- 2018: 699 ballots cast, 47% turnout

IA-04: Ames Precinct 18 (Iowa State University)

- 2014: 331 ballots cast, 18% turnout
- 2018: 990 ballots cast, 46% turnout

NextGen ran a strategic mail, digital, and campus organizing program to get young people to the polls and yesterday proved just how critical it is to directly and consistently engage young people politically. Future Democratic campaigns *must* make a concerted effort to reach out to young Iowans, listen to the issues they care about, and put in the time, effort, and resources to energize and prepare them to vote. Young voters are the largest voting bloc and Iowa and NextGen will build off its success turning out youth in 2018, so that Democrats are better positioned to win in 2020.

### Young People Showed Up for Progressives

The results of [national exit polls](#) exemplify that young people are overwhelmingly progressive, and they show up for candidates who inspire them and share their values. Sixty-seven percent of 18-29 year old voters cast their ballots for Democrats, proving just how important young voters are to Democratic victories.

NexGen Iowa organizers collected pledge to vote cards from young people across this state that included a survey asking them about their most important voting issues. We consistently learned that 1) young people are not single issue voters, and 2) they overwhelmingly care about cost of college, affordable and accessible healthcare, racial justice, reproductive freedom, and climate change. Future candidates cannot just stand against President Trump, they also have to engage young voters on these critical issues.

### Fighting For Our Planet

Through GiveGreen, a partnership between NextGen America, the League of Conservation Voters (LCV) Victory Fund, and NRDC Action Fund PAC, \$298,532 was raised for progressive climate champions up and down the ballot in Iowa. GiveGreen was crucial in electing Abby Finkenaur and Cindy Axne who will fight for clean air and water, push Iowa to transition to renewable energy, and stand up against Trump's reckless agenda.

*“NextGen America says the number of votes cast at one youth-heavy precinct in Ames nearly tripled this year, from 331 in 2014 to 990...ISU isn't alone, votes cast in precincts predominantly frequented by UNI*



*college students more than doubled in Cedar Falls. It was a similar story for Iowa students at the U of I.”*  
*-[WHO-TV](#), November 6, 2018*