



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

"The strong turnout was partly driven by backlash to Trump, but it also was an exuberant statement of diversity and optimism aided by organizations like NextGen America, which focused on getting young voters involved, and the Culinary Union, which once again did a remarkable job in engaging Latinos and other minorities in the process." -- [On Election Day. Nevada showed it values equality, maturity, democracy.](#) Las Vegas Sun, November 8, 2018

NEXTGEN NEVADA 2018: BY THE NUMBERS

TOTAL SPEND: **\$2.4 million**
TOTAL STAFF ON THE GROUND: **40**
TOTAL DOORS KNOCKED: **78,030**
TOTAL TEXTS SENT: **469,481**
TOTAL VOLUNTEERS: **971**
TOTAL REGISTERED VOTERS: **11,269**
TOTAL COMMIT TO VOTE CARDS COLLECTED: **19,087**
TOTAL CAMPUSES WITH PROGRAM: **10**
TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: **303,424**
TOTAL PIECES OF DIRECT MAIL SENT: **490,265**

On November 6, 2018, young Nevadans rejected the politics of bigotry and hate and embraced the politics of progress. They bucked trends by turning out in [record-shattering numbers](#). They rejected Trump's playbook and they took a hold of their future by leading the charge to elect Jacky Rosen, Steve Sisolak, Susie Lee, Steven Horsford, and Democrats down the ballot. With the votes counted, it is clear that young people played an [unprecedented role](#) in deciding the outcome of crucial elections in Nevada.

As the [Las Vegas Sun](#) noted, "Democrats' message resonated with young voters, an overwhelming majority of whom were energized to participate in the midterms. Groups such as March For Our Lives, NextGen America and others staged multiple rallies over the past year, and at many of the events, gave a new generation of voter a chance to register. The effort worked: Early voting among young people ages 18-29 was up 364 percent over 2014 levels."

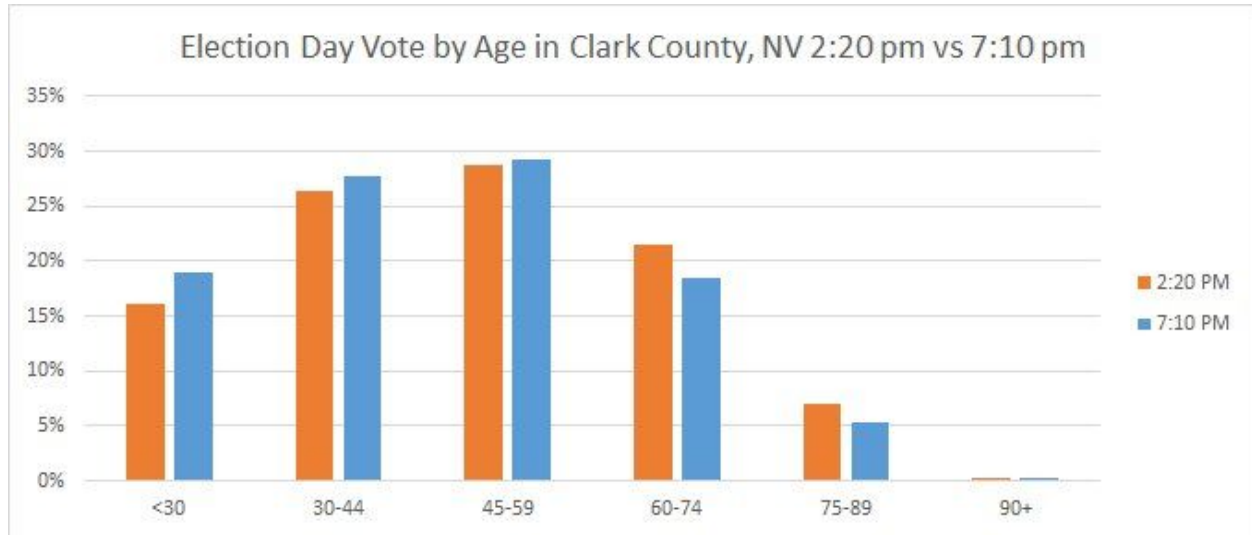
The numbers are proof that, as the largest eligible voting bloc in the United States, young people have and will continue to take power into their own hands and change our nation's political landscape. Young people voted for a progressive vision of the future and proved once and for all that Nevada is a blue state that will light the path for progress in our country.

NextGen Nevada 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.

Turnout By Young Nevadans 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 two [Youth Vote Indicator Precincts](#), where more than

50% of registered voters are between 18 and 35 years old. Precincts around UNR and UNLV shot past 2014 turnout during early vote, and they reached even higher levels on Election Day. In the UNR precinct, turnout reached over 300 percent of 2014 levels, and at the UNLV precinct, the youth vote turnout surpassed 2014 levels by more than 175 percent. The chart below shows that by 7:10 p.m. in Clark County, voters 30 years old and younger reached nearly 20 percent of the Election Day vote electorate, [compared to 8% in 2014](#).



Young People Showed Up for Progressives

Young people are overwhelmingly progressive, and they show up for candidates who inspire them and share their values. In Nevada, young voters [supported](#) Jacky Rosen over incumbent Senator Dean Heller by 37 points (67% to 30%) and [preferred](#) Steve Sisolak to Adam Laxalt by a 31-point margin (62% to 31%).

Age	Age		
	Rosen	Heller	No Answer
18-29 19%	67%	30%	3%
30-44 22%	60%	37%	3%
45-64 37%	42%	53%	5%
65 and older 22%	39%	56%	5%

3241 Respondents

SOURCE: Exit Polls

The work NextGen did to boost turnout this cycle has positioned young voters as an influential demographic in 2020 when the state is flooded by Presidential campaigns courting young Nevadans.



Future Democratic campaigns *must* make a concerted effort to reach out to young Nevadans, listen to the issues they care about, and put in the time, effort, and resources to energize and prepare them to vote.

Steps Toward Common-Sense Gun Reform

Young people across the country stood up for common-sense gun reform on Tuesday. In Nevada, the Our Lives, Our Vote program empowered high school students to make their voices heard this November, and vote out politicians beholden to the NRA, such as Dean Heller and Adam Laxalt. In Nevada, Our Lives, Our Vote partnered with PLAN Action to register 1,892 high school students to vote in person, online, and through mail ahead of the registration deadlines.

Victories For Working Families

For Our Future (FOF), a partnership between NextGen America and national labor unions, was the largest independent field operation for the progressive movement in the 2018 cycle. This year, For Our Future Nevada organizers knocked on 530,639 doors by Election Day to turnout voters for candidates like Jacky Rosen and Steve Sisolak, and helped pick up and defend key State Legislature seats.

Fighting For Our Planet

Through GiveGreen, a partnership between NextGen America, the League of Conservation Voters (LCV) Victory Fund, and NRDC Action Fund PAC, \$701,469 was raised for progressive climate champions up and down the ballot in Nevada. GiveGreen was crucial in electing Jacky Rosen, Steve Sisolak, Susie Lee, Steven Horsford, and Aaron Ford who will fight for clean air and water, push Nevada to transition to renewable energy, and stand up against Trump's reckless agenda.

In Nevada, YES on 6 passed with 58% of the vote, bringing the state one step closer to guaranteeing 50% renewable energy by 2030. The YES on 6 campaign included dozens of Nevada businesses, organizations, and advocates who have advocated for renewable energy policy for years. With Question 6, Nevada will stop relying on dirty energy sources and start investing in its solar, wind and geothermal resources. This victory reaffirms that a majority of Americans support more clean energy, more and good-paying jobs and, the right to clean air and water.

“Groups tracking the voting patterns of young adults — one of the most difficult groups to drive to the polls — estimate turnout among Nevada registered voters ages 18 to 29 was 19 percent. That’s more than double the turnout in 2014, which was 8.3 percent. They also point to an increase in turnout at on-campus polling places as evidence that youth were more energized this year than in the 2014 midterm.” - [Nevada turnout figures show election was a midterm on steroids, Nevada Independent, November 7, 2018](#)