

# **The Path to Victory**

 **VOTERS OF TOMORROW PAC**

# Overview

- I. Harris for President: Eve Levenson, Director of Young Engagement
- II. Voters of Tomorrow (coordinated)
  - A. Jackson Hurley, Political Director & Senior Advisor
- III. DNC 2024
- IV. Voters of Tomorrow (IE): Justin Meszler, Programming Director & Senior Advisor
- V. Questions and contact information

**Important note from our counsel:**

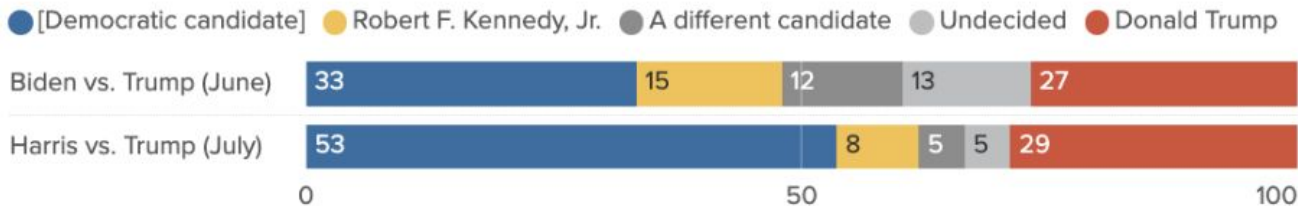
This meeting involves groups on both the coordinated and independent sides. Groups should not discuss their specific plans in any particular election.

# Harris has narrowed the motivation gap

- **80%** of Democrats and **82%** of Republicans rate their motivation to vote as 8 out of 10 or higher
- In June, these numbers were **64%** and **70%** respectively.
- Motivation reflected in vote choice, shown below:

## Biden vs. Trump (June) & Harris vs. Trump (July) CHANGE RESEARCH™

*Includes leaners.*



*The June poll included urban and suburban voters aged 18-30 in MI, PA, WI; the July poll included these same audiences in AZ, MI, PA and WI.*

## Voter education works

After reading arguments for and against the Vice President, her support **increases** by **8%** and wins over **32%** of those who were undecided and **21%** who supported a generic third party candidate.

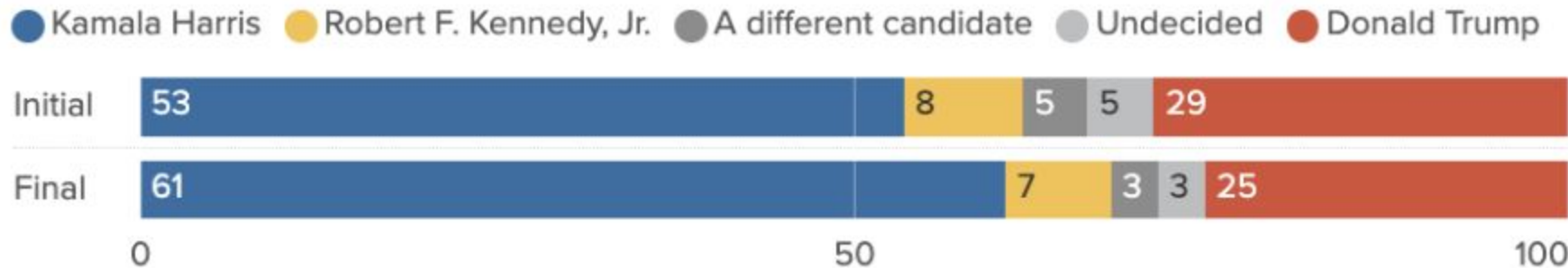
**15%** who were initially moderately motivated to vote and **13%** of those who were initially unmotivated to vote became highly motivated. Those who became more motivated supported VP Harris by a **71%-12%** margin.

In polling from June, messaging about President Biden resulted in positive shifts of only **10%** amongst undecideds and **9%** amongst generic third party supporters.

# Presidential Ballot

CHANGE RESEARCH™

*Includes leaners.*



## Young people are more likely to vote for Kamala

**47%** of young people more likely to vote if VP Harris is the Democratic nominee.

**61%** say a Harris nomination would make them more likely to urge their friends to vote.

**53%** of those who recall being asked to vote say that in-person conversations are more influential than other methods.

Young people still largely feel negative about politics and voting, but hopefulness has risen **7%** in June and 'meh' has fallen **7%**.

## Top messages: reproductive freedom and change

**68%** find messages about a women's right to choose to be convincing.

**73%** find messages about young voters' power to bring about change on policies like climate, gun violence prevention, and women's reproductive rights to be convincing.



# Harris gains amongst young men

Top message themes include:

- Freedom, choice, reproductive rights, change, young people delivering results

Leads amongst young Black men by **21%**, **32%** after providing messaging.

**Margins: Biden vs. Trump (June) & Harris vs. Trump (July)** CHANGE RESEARCH™



Numbers above represent the margin -- that is, the Democrat's advantage -- in each question.

# Young people care about Project 2025

	June 2024	July 2024
Project 2025 is scary	61%	71%
I am terrified by Project 2025	50%	62%

**78%** of undecideds, **78%** of RFK voters, and **91%** of generic third party supporters find Project 2025 to be scary.

**58%** (+12% from June) think Donald Trump will enact much of Project 2025.

# Education on RFK Jr. and Stein makes them unpopular with youth

**Talking about RFK Jr.'s positions:** Anti-Vax/Conspiracies, Pro-Putin Rhetoric, and Abortion Ban

**Talking about Stein's positions:** Pro-Putin Alignment, War Profiteer, Fossil Fuel Profiteer

**Youth support for these candidates are cut in half when educated on issues**

**Pulling more from Trump or Harris?**

## What does this all mean?

Since these findings are validated by other research (i.e. today's NYT/Siena poll, Generation Labs/Axios poll), we are increasingly sure that **young people view Kamala Harris differently than Joe Biden.**

Increased enthusiasm to vote is a direct results of **consistent and authentic communication** across a variety of platforms and from a range of advocates.

In youth demographics where President Biden had previously struggled, **Vice President Harris presents a more motivating option.**

Messages framed around **reproductive freedom** and **young people's power to make change** motivate youth across all demographics.

Project 2025 is **particularly salient** amongst Democratic, undecided, RFK, and generic third party voters.

# NY Congressional Mail Program Save America)

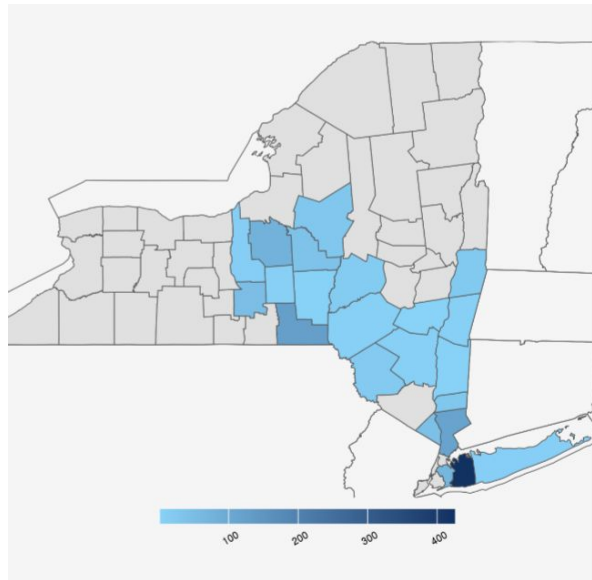
(with Civitech and Vote

**NY CDs 3, 4, 17, 19, 22:** public info records and mover data

10,250 voter reg mail sent + texts to 18-35 year olds.

Social pressure + pre-filled voter reg forms

**1,139 registered (at least); 11.56% registered;  
\$17.81/reg**



In past elections, took long for the voter file to update, and longer for groups to use that update. In 2022, people who registered closer to Election Day were contacted far less than others.

# Questions? Feel free to reach out

Coordinated:

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