

VOTER INFORMATION

Young Voters Key In 2004

(NAPSA)—With the American electorate so narrowly divided, political insiders are expecting to see many close races in Election 2004. It's a presidential election year, and the outcome of the election could also change control over both houses of Congress. Swing voters will play a more important role than ever.



Young voters represent an important constituency—if they make their voices heard.

That's why both parties are investing significant resources in trying to attract swing voters, particularly young voters. Making up nearly a fourth of the voting age population, many young voters have no specific party loyalty.

Now, a new report shows that with a little effort, campaigns can attract young voters to the polls with traditional phone banks. Researchers at Yale University, who conducted the study on behalf of the Youth Vote Coalition, found that commercial phone banks can increase young voter turnout more than five percentage points if the callers gave an authentic pitch.

The Youth Vote Coalition is a national, non-partisan coalition of organizations dedicated to increasing political and civic participation among young people. To learn more, visit www.youthvote.org.