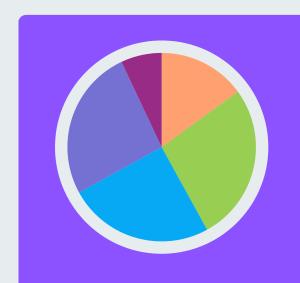
WE HAVE THE POWER TO CHANGE OUR COUNTRY'S COURSE

Though most people in the U.S. share strongly held beliefs that prioritize human life, liberty, and the pursuit of happiness over all else; our government's actions do not reflect this. We see our country's policies and influence used to support, and our resources used to fund, continued expansion of apartheid, genocide, and forced displacement. Meanwhile, community care and public infrastructure are neglected here at home.

Protests, petitions, boycotts, and countless grassroots organized actions have been ignored by our leaders, so the most powerful action we can take now is to vote in new leadership.

The Boomer vote has long dominated our politics, and this has conditioned many of us to vote for the status quo. But now the younger generations are ascendent, and we have the freedom to vote our consciouses in 2024.



2023 POPULATION ESTIMATE

The younger generations now account for a larger percentage of U.S. population age 18 or older than Boomers according to U.S. Census data and population estimates for 2023.

Millennials and Generation Z combined will account for an estimated 42% of the voting age population by themselves in 2024.

Gen Z **15%**

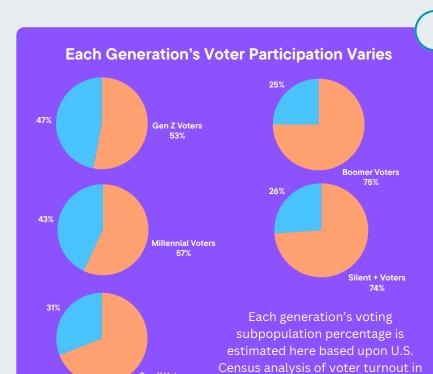
Boomers 26%

Millennials 27 %

Silent + **7**%

Gen X 25 %

the 2020 general election.

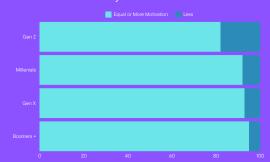


ESTIMATING 2024 VOTERS

The potential growth in younger generations' share of the electorate through increased voting is significant.

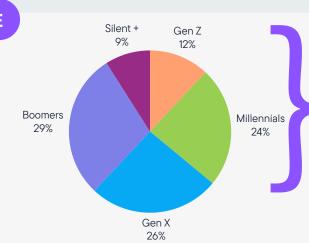
Younger voters are also known to lean left of center.

In an October 2023 Quinnipiac University poll most voters reported being equally as or more motivated to vote in the 2024 election than they were in 2020.



ESTIMATED 2024 ELECTORATE

This view of the 2024 electorate was produced by reducing U.S. Census 2023 population estimates by the U.S. census' 2020 voting subpopulation percentages for each generation.



Gen Z &
Millennials
estimated
36%
of the
2024

electorate

PERMANENT SHIFT IN POLITICAL POWER

In 2024 Gen X & younger leftleaning voters are 62% of the electorate. This vastly diminishes the threat of a conservative being elected president & ultraconservatives' Project 2025.

Younger voters are boldly stepping into their power.

GEN X CAN HELP TIP THE SCALES

Younger generations have shown less allegiance to political parties & are casting their votes based on candidates' policy positions.

Gen X voters (& non-voters)
can help stop Project 2025,
apartheid, and genocide by
uniting with the younger
generations and voting against
candidates who fail to support an
arms embargo and divestment
from apartheid.



The Vote No Evil 2024 movement urges party-line voters to reconsider, and instead vote with those committed to ending apartheid & genocide. Join us as we fight for a better, brighter, future by electing leaders that reflect our shared values. Standing in solidarity with this action is something we can all do this November to force a change in our country's course.