

OBJECTIVE

To **CAPTURE** the attention and the votes of the Eligible Non Voters *(Plan Available)*

To **IDENTIFY** the sectors of the eligible non voters *(See Below)*

To **PINPOINT** the areas of highest concern for each of those sectors *(See Below)*

To **PROVIDE** real solutions for those areas of concern *(Plan Available)*

To **EXECUTE** an all out campaign to topple the Two Party Platform *(Plan Available)*

SECTORS

 Youth

 Female

 Minority

 Disgusted by their own Party

 Disillusioned

This equals approximately **46%** of the Eligible Non Voters



TOP CONCERNS FOR EACH SECTOR

YOUTH VOTE



- #1 Student Loan Debt
- #2 Global Warming
- #3 Jobs/Economy
- #4 Racism and Sexism
- #5 Healthcare Affordability
- #6 Gun Control

FEMALE VOTE



- #1 Jobs and Economy
- #2 Equal Pay
- #3 Affordable Healthcare
- #4 Affordable Education
- #5 Sexism
- #6 Gun Control

MINORITY VOTE



- #1 Jobs and Economy
- #2 Affordable Housing
- #3 Affordable Healthcare
- #4 Racism
- #5 Higher Education Costs
- #6 Immigration

DISGUSTED BY THEIR OWN PARTY



- #1 Jobs and Economy
- #2 Foreign Policy
- #3 Tax Strategy
- #4 Terrorism
- #5 Immigration
- #6 Healthcare

DISILLUSIONED - REASONS FOR NOT VOTING



- #1 Don't Trust Government
- #2 Taxation Unfair to the Hardest Working People
- #3 Lack of Jobs with Fair Pay and Benefits
- #4 Still Trying To Recover From a Financial Crisis That Was Made By the Government
- #5 Hate Obamacare and Being Required By Law to Pay For It
- #6 Tired of Working So Hard While Big Business Take the Majority of the Profits



There is a plan to address most of the areas of concern for each of the eligible non voting sectors.

There is a plan to capture the attention and the votes as well, but it will need to be implemented very quickly.