Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists

Summary of Findings from January 2016 Rock the Vote / USA Today Survey of Millennials

Millennial Attitudes Towards Voting

- Millennials have a complicated orientation towards voting:
  - Only a few say they are likely to vote in the Republican primaries (33%) or the Democratic primaries (42%). Only a small majority say they are likely to vote in the November general election (60%).
  - About two-thirds (63%) report having voted before, most often in the 2012 presidential election.
  - Most claim to understand the mechanics of voting with 71% know how to register and only 20% saying voting is hard.
  - However, there are mixed emotions about the efficacy of voting, with 37% agreeing "my vote doesn't really matter" and 55% agreeing "there are better ways of making a difference than voting."

Millennial Politics and Ideology

- Millennials identify more as Democrats (41%) than Republicans (28%).
- Millennials also tend to consider themselves fiscally moderate or conservative and socially liberal:
  - Economic policy 33% liberal vs. 38% conservative;
  - Foreign policy 28% liberal vs. 37% conservative;
  - Social policy 42% liberal vs. 32% conservative.

Millennials and the Issues

- Millennials tend to be optimistic.
  - 57% describe themselves as optimistic about the future.
- But are concerned about their opportunities to succeed:
  - The most often cited issues for millennials are the economy (35%) and education (28%).
  - Many are also concerned with foreign policy (25%), healthcare (24%) and gun laws (23%).
- Millennials support clean energy efforts:
  - 81% agree America should transition to clean energy by 2030.
  - Only 43% agree America should keep developing fossil fuel reserves.
- Millennials support a humane foreign policy:
  - 53% agree the US should accept refugees.
  - 51% agree that the US should be working to alleviating poverty to reduce terrorism.
  - Only 48% agree the US should commit troops in Syria.
- Millennials want more fairness in police behavior and support more oversight of police.
  - 61% agree that police violence against African Americans is a problem.
  - 67% agree there should be community oversight of the police.
- Millennials believe in the 2nd Amendment, but support stronger gun controls AND greater mental health spending.
  - 82% agree the US should pass a law requiring background checks for all gun purchases.
  - 58% agree stricter gun laws would help prevent mass shootings.
  - 57% agree the government should protect Americans' 2nd Amendment rights.

Brief Methodology Statement:

These are findings from an Ipsos poll conducted January 4-7, 2016 on behalf of Rock the Vote and USA Today. For the survey, a sample of 1,141 adults age 18-35 from the continental U.S., Alaska and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents and a credibility interval adjusted for design effect of the following (n=1,141, DEFF=1.5, adjusted Confidence Interval=5.0). Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income. For more information about Ipsos online polling methodology, please go here http://goo.gl/yJBkuf

Full Methodology Statement:

These are findings from an Ipsos poll conducted January 4-7, 2016 on behalf of Rock the Vote and USA Today. For the survey, a sample of 1,141 U.S. adults ages 18-35 was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. The source of these population targets is U.S. Census 2014 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,141, DEFF=1.5, adjusted Confidence Interval=5.0).

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