



Rock the Vote / USA Today

Millennial Survey

These are findings from an Ipsos poll conducted August 5-10, 2016 on behalf of USA Today. For the survey, a sample of 1,539 adults age 18-34 from the continental U.S., Alaska and Hawaii 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. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2015 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

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 3.1 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=1,539, DEFF=1.5, adjusted Confidence Interval=4.6).

"W1" references the first wave of the USA Today/Rock the Vote/Ipsos Survey in January 2016. "W2" references the second wave in March 2016. "W3" is the current data.

1. Are you currently registered to vote?

	W1	W2	W3
Yes	77%	78%	79%
No	20%	19%	16%
Not sure	3%	3%	4%

2. How likely are you to vote in the 2016 November general election?

	1 – Not very likely	2	3	4	5	6	7	8	9	10	DK/ Refused	TOP 3 (rated 8-10)
W3	9%	1%	1%	1%	3%	4%	4%	8%	10%	55%	3%	72%
W2	7%	1%	2%	1%	3%	3%	4%	8%	9%	59%	3%	76%
W1	11%	1%	2%	2%	6%	4%	5%	7%	8%	45%	9%	60%

3. How much thought have you given to the 2016 election?

	<u>W1</u>	<u>W2</u>	<u>W3</u>
A lot of thought	32%	40%	44%
Much thought	25%	28%	29%
Some thought	26%	22%	17%
A little thought	8%	6%	5%
No thought	9%	4%	5%

4. With which political party do you most identify? Base: All Respondents

	<u>W1</u>	<u>W2</u>	<u>W3</u>
Strong Democrat	16%	18%	21%
Moderate Democrat	16%	19%	19%
Lean Democrat	9%	10%	10%
Lean Republican	8%	6%	5%
Moderate Republican	12%	12%	8%
Strong Republican	8%	7%	8%
Independent	16%	18%	17%
Other	3%	3%	3%
Don't know	12%	9%	9%

5. How would you characterize your political leanings on the following issues?

Economic (jobs, minimum wage, equal pay, education, etc.) policy:

	<u>W1</u>	<u>W2</u>	<u>W3</u>
Very Conservative	14%	12%	11%
Moderate Conservative	14%	13%	13%
Lean Conservative	10%	9%	10%
Middle of the road	17%	18%	15%
Lean Liberal	9%	10%	10%
Moderate Liberal	10%	14%	14%
Very Liberal	14%	18%	18%
Don't know/Refuse	11%	7%	8%

Foreign (international agreements, conflict, terrorism, diplomacy, etc.) policy:

	<u>W1</u>	<u>W2</u>	<u>W3</u>
Very Conservative	12%	10%	10%
Moderate Conservative	16%	13%	12%
Lean Conservative	9%	10%	10%
Middle of the road	22%	22%	21%
Lean Liberal	9%	10%	11%
Moderate Liberal	9%	14%	14%
Very Liberal	10%	13%	12%
Don't know/Refuse	13%	8%	10%

Social issues (race, LGBTQ rights, civil rights, morality, etc.):

	<u>W1</u>	<u>W2</u>	<u>W3</u>
Very Conservative	14%	11%	10%
Moderate Conservative	11%	10%	10%
Lean Conservative	7%	6%	6%
Middle of the road	16%	16%	14%
Lean Liberal	7%	7%	10%
Moderate Liberal	11%	12%	15%
Very Liberal	24%	31%	28%
Don't know/Refuse	11%	6%	8%

6. If the general election is held today, and the candidates are the following, for whom would you vote?

	<u>W2</u>	<u>W3</u>
Hillary Clinton	52%	56%
Donald Trump	19%	20%
Wouldn't Vote	19%	15%
Don't know	9%	9%

7. What is the main reason and secondary you are voting for [CANDIDATE]? (Select two)

	Hillary Clinton	Donald Trump
	N=858	N=307
Has the right experience to lead	57%	22%
Shares my values	26%	23%
Is authentic	20%	28%
To send a message	12%	16%
Is a groundbreaking candidate	8%	14%
To keep ... out of the White House	51%	54%
Is best suited to lead all Americans	15%	8%
Is best suited to fix America	4%	26%
Other	8%	9%

8. Why did you say that you [WOULDN'T VOTE/DON'T KNOW] regarding the general election? (Select one)

	N=356
I don't like any of the candidates	62%
Not interested in politics	16%
Voting doesn't matter	9%
Other	13%

9. And now considering all the candidates who will appear on the national ballot, if the general election is held today, and the candidates are the following, for whom would you vote? (Select one)

Hillary Clinton (Democrat)	50%
Donald Trump (Republican)	18%
Gary Johnson (Libertarian)	11%
Jill Stein (Green Party)	4%
Wouldn't vote	10%
Don't know	8%

10. To what extent, if at all, do you think sexism plays a role in hostility towards Hillary Clinton?

Major reason	39%
Minor reason	31%
Not a reason	29%

11. Did you support Bernie Sanders in the Democratic Primary earlier this year either by voting for him in the primaries, donating money or time to his campaign or advocating on his behalf with friends or family? (Select one)

Yes	54%
No	46%

12. Regardless of who wins in November, which of the following do you think are the most important issues for the next President of the United States to prioritize? (Select up to three)

	W1	W2	W3
Economy / Jobs / Employment / Minimum Wage / Paid Leave	35%	36%	38%
Foreign Policy / the Middle East / Terrorism / Homeland Security	25%	18%	24%
Education / College Affordability / Student Debt	28%	31%	26%
Health Care / Health Insurance	24%	28%	19%
Gun Laws / Gun Safety	23%	16%	19%
Immigration	19%	17%	18%
Civil Rights / Police Brutality/ Mass Incarceration / Criminal Justice Reform	17%	19%	23%
Federal Spending / Budget Deficits / Balanced Budgets	15%	16%	16%
Taxes	11%	16%	11%
Environmental Issues / Climate Change	13%	16%	10%
Crime	12%	11%	12%
Social Security / Medicare	11%	12%	13%
Energy / Fossil Fuels / Renewable Energy	11%	9%	7%
Abortion	6%	7%	6%
Legalization of Marijuana	8%	7%	8%
LGBTQ Issues	6%	7%	9%
Science / Innovation / Exploration	6%	5%	5%
Election Reform	2%	5%	6%
Something else (SPECIFY)	1%	1%	1%

13. To what extent do you agree or disagree with each of the following statements?

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know	Total Agree
W3 -Stricter gun laws would help to prevent gun violence	32%	29%	15%	21%	4%	61%
W1 -Stricter gun laws would help to prevent gun violence	33%	25%	14%	20%	8%	58%
W3 -Police violence against African Americans is a problem	40%	31%	15%	10%	4%	72%
W1 -Police violence against African Americans is a problem	34%	27%	16%	14%	9%	61%
The United States should bar Muslims from entering the country	14%	20%	20%	40%	6%	34%
Transgender individuals should be able to use public bathrooms for the gender they now identify with, rather than the sex they were born	34%	28%	15%	17%	6%	62%
Discrimination against the LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer) community is a big problem in this country	34%	37%	16%	9%	4%	71%
I am very concerned about the safety of police officers doing their jobs in the current political environment	38%	40%	14%	5%	3%	77%

14. How much attention, if any, did you pay to the Republican and Democratic National Conventions? (Select all that apply)

Watched on live TV	42%
Highlights on TV	34%
Read about it afterward in the news	33%
Saw posting on Twitter, Facebook, etc.	31%
Streamed on YouTube, etc.	20%
I did not pay attention to the Conventions at all	19%
Don't know	3%

15. Following the Republican convention, does Donald Trump seem more or less... (Select one for each row)

	More	About the same	Less	Don't know
Trustworthy	15%	25%	50%	9%
Presidential	18%	21%	52%	9%
Accessible	19%	29%	40%	13%
Human	18%	28%	46%	8%
Credible	17%	22%	51%	9%

16. Following the Democratic convention, does Hillary Clinton seem more or less... (Select one for each row)

	More	About the same	Less	Don't know
Trustworthy	31%	29%	31%	9%
Presidential	39%	25%	27%	9%
Accessible	33%	31%	25%	11%
Human	35%	33%	23%	9%
Credible	33%	28%	30%	10%

17. Does anyone in your household own a gun? (Select one)

Yes	37%
No	63%