

Ipsos Poll Conducted for NPR

Millennial Voters

09.27.2016

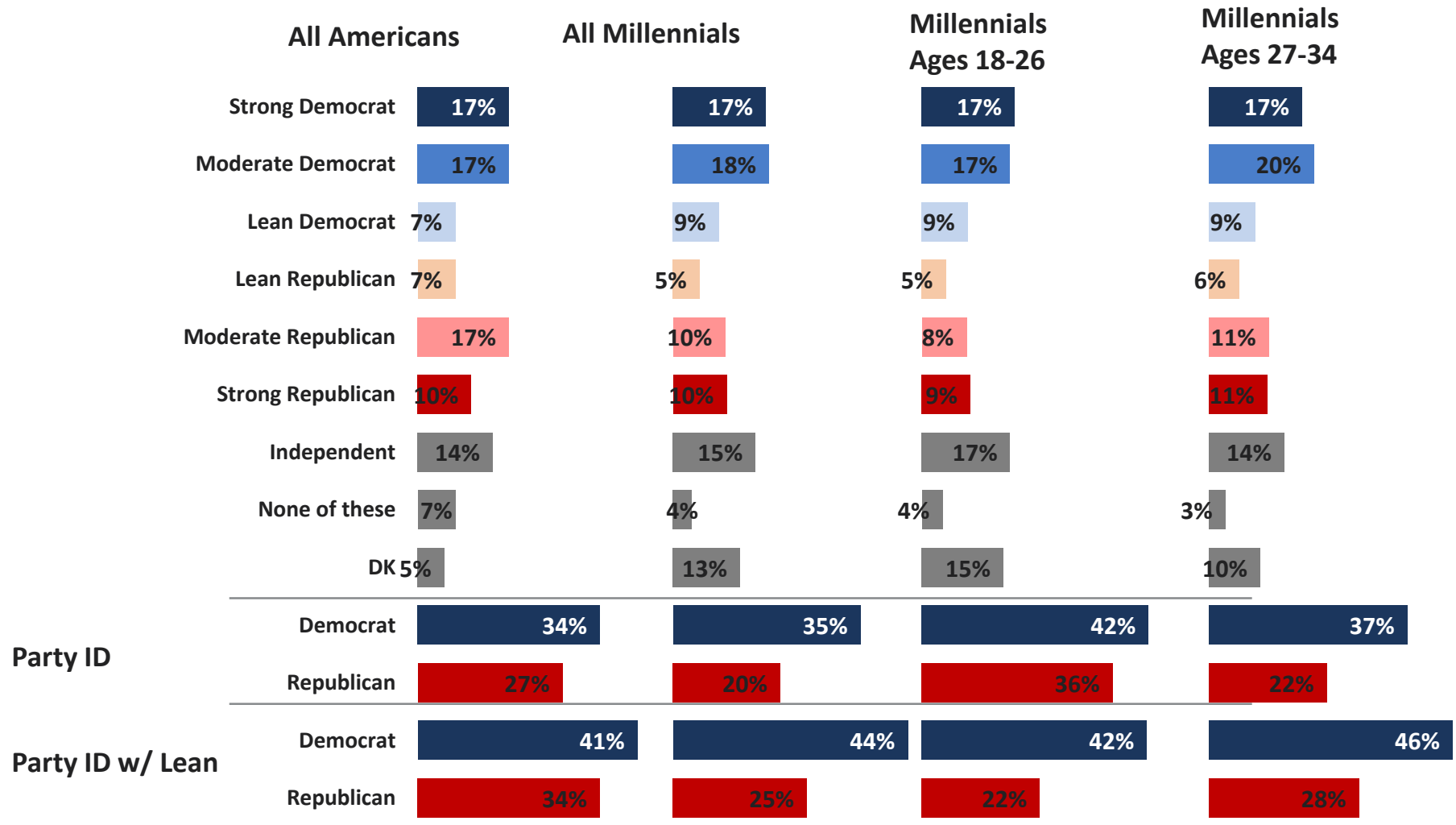
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Millennial Voters

- The data were weighted to the U.S. current population data by:
 - **Gender**
 - **Age**
 - **Education**
 - **Ethnicity**
- 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.
- Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of one per cent.
- Where figures do not sum to 100, this is due to the effects of rounding.
- *To see more information on this and other Reuters/Ipsos polls, please visit:
<http://polling.reuters.com/>*

ALL MILLENNIALS

Political Identity



With which political party do you most identify?

Head-to-Head

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote?

	All Americans	All Millennials	Millennials Ages 18-26	Millennials Ages 27-34
Hillary Clinton (Democrat)	38%	48%	45%	51%
Donald Trump (Republican)	31%	21%	20%	22%
Other	31%	31%	35%	27%

If you had to choose, would you say you lean towards supporting Hillary Clinton or Donald Trump?

	All Americans	All Millennials	Millennials Ages 18-26	Millennials Ages 27-34
Hillary Clinton (Democrat)	14%	14%	13%	15%
Donald Trump (Republican)	12%	14%	12%	17%
Other	74%	73%	76%	68%

Four-Way Ballot Head-to-Head

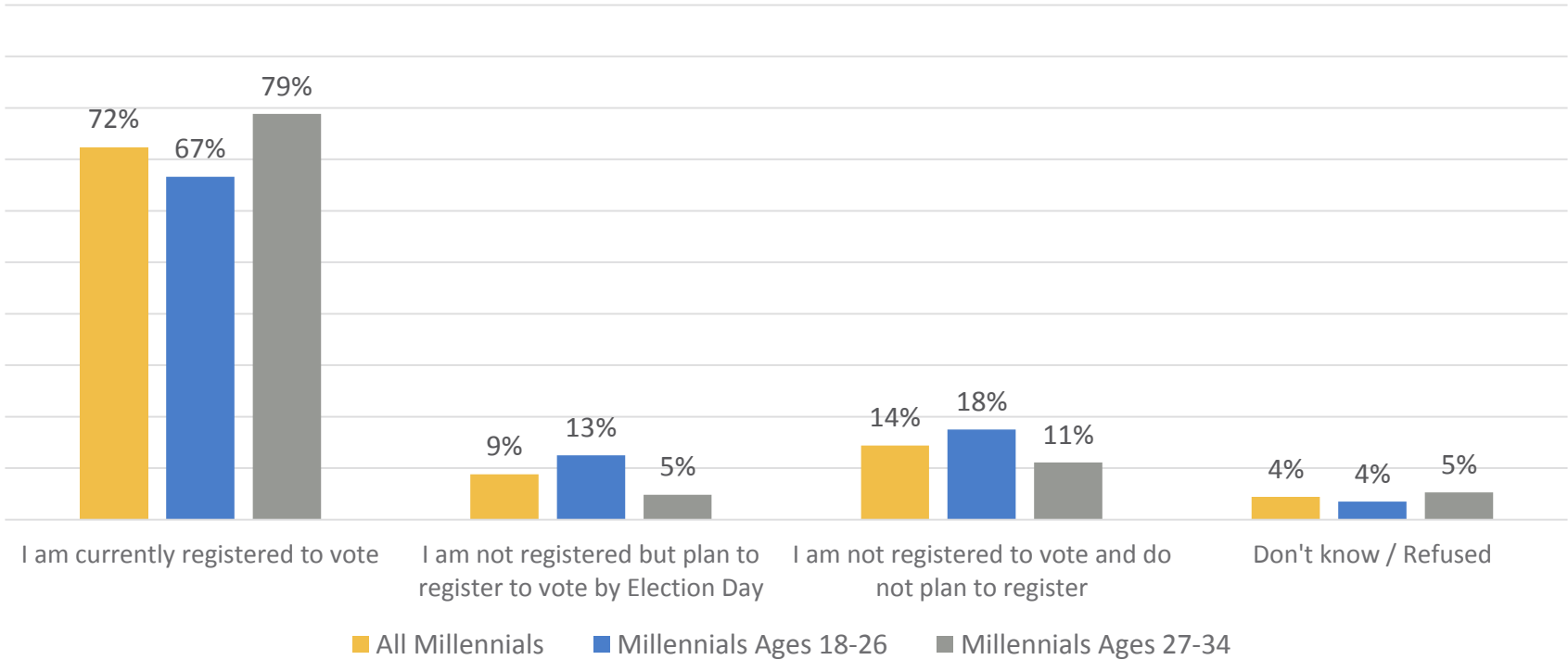
If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote?

	All Americans	All Millennials	Millennials Ages 18-26	Millennials Ages 27-34
Hillary Clinton (Democrat)	36%	45%	42%	49%
Donald Trump (Republican)	32%	21%	21%	22%
Gary Johnson (Libertarian)	9%	9%	10%	9%
Jill Stein (Green)	4%	4%	3%	4%
Other	3%	4%	5%	2%
Wouldn't Vote	9%	10%	13%	7%
Don't know / Refused	9%	7%	6%	8%

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American Voter

Which of the following best describes you?



Main Problem Facing America

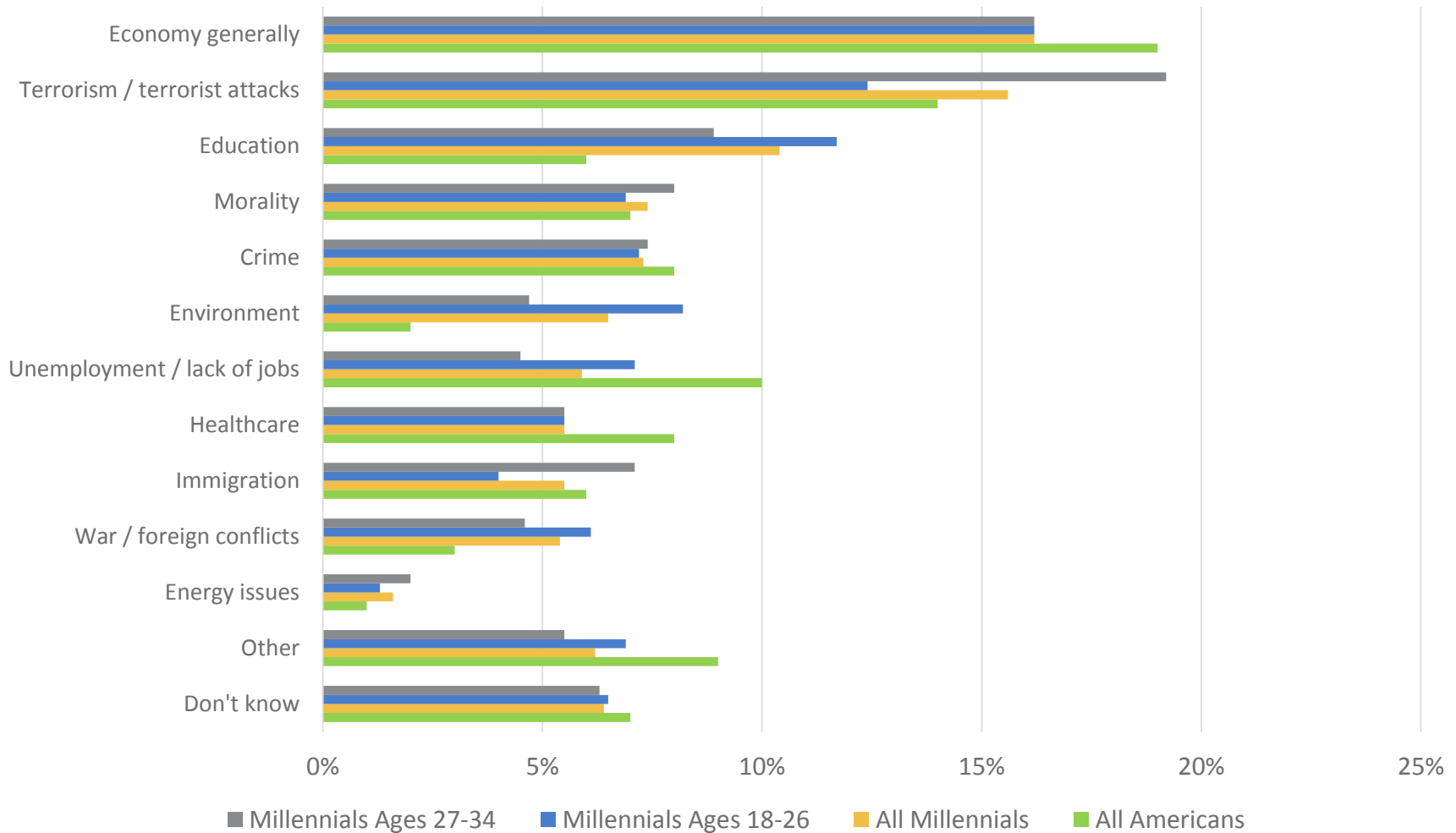
In your opinion, what is the most important problem facing the US today?

	All Americans	All Millennials	Millennials Ages 18-26	Millennials Ages 27-34
Economy generally	19%	16%	16%	16%
Unemployment / lack of jobs	10%	6%	7%	5%
War / foreign conflicts	3%	5%	6%	5%
Immigration	6%	6%	4%	7%
Terrorism / terrorist attacks	14%	16%	12%	19%
Healthcare	8%	6%	6%	6%
Energy issues	1%	2%	1%	2%
Morality	7%	7%	7%	8%
Education	6%	10%	12%	9%
Crime	8%	7%	7%	7%
Environment	2%	7%	8%	5%
Don't know	7%	6%	7%	6%
Other	9%	6%	7%	6%

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Main Problem Facing America

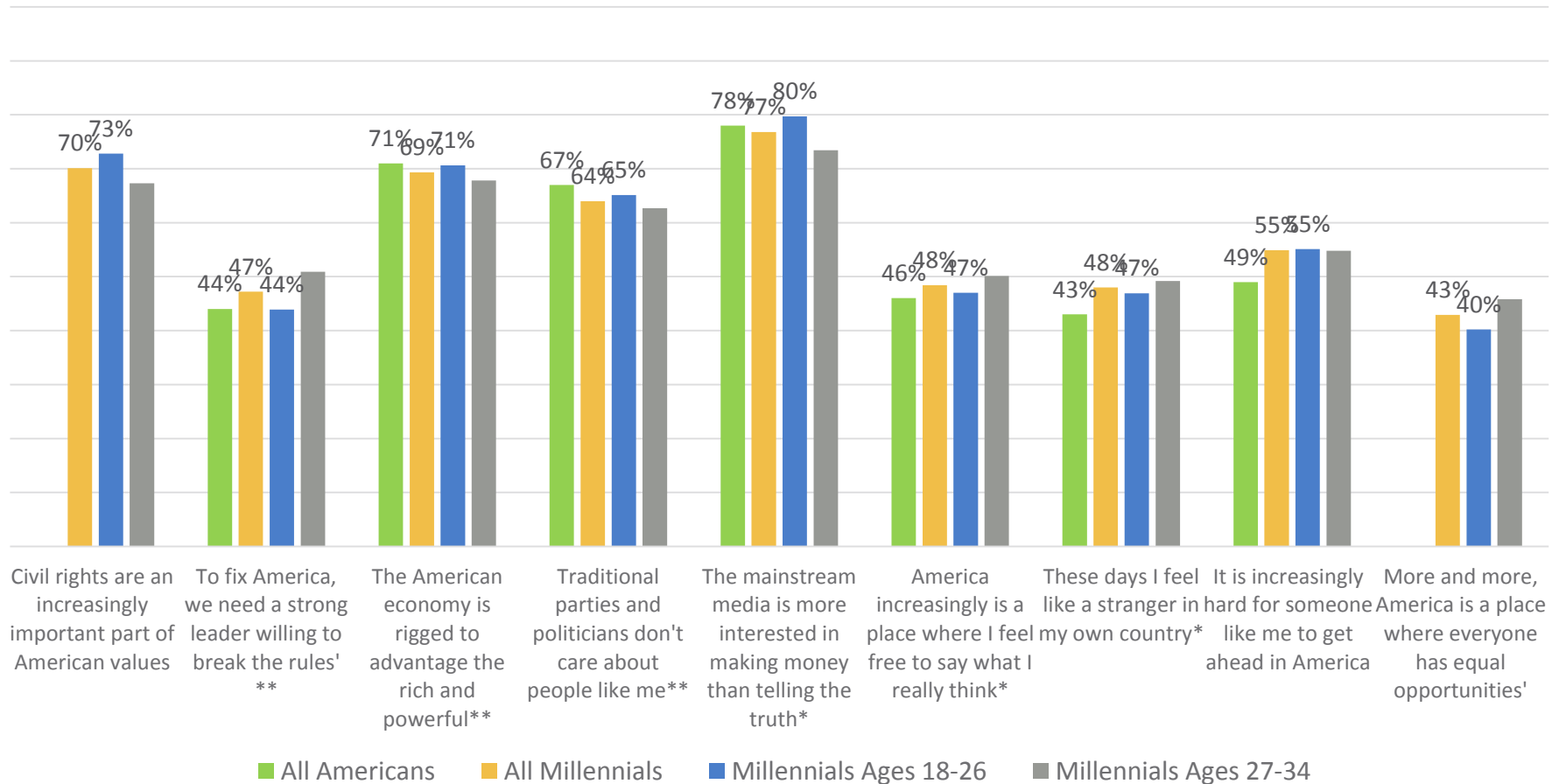
In your opinion, what is the most important problem facing the US today?



ALL MILLENNIALS

Sentiments in America

Do you agree or disagree with the following statements? Strongly agree/somewhat agree

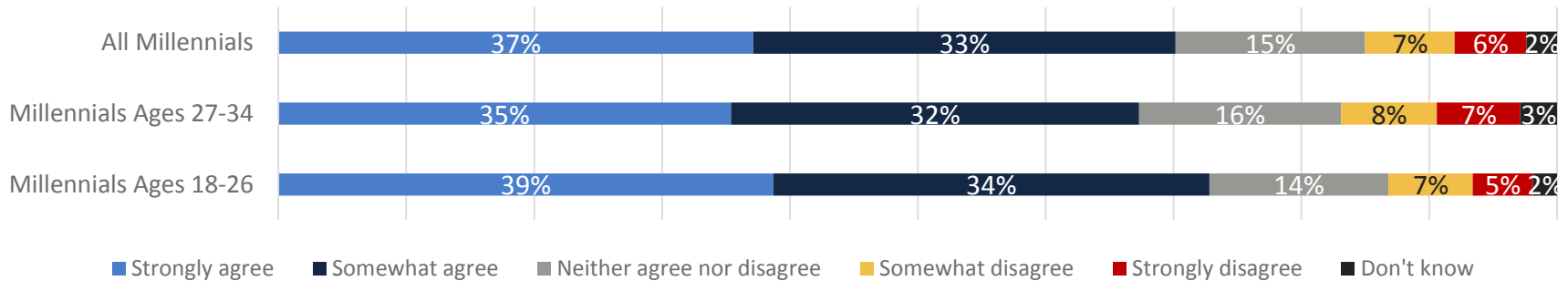


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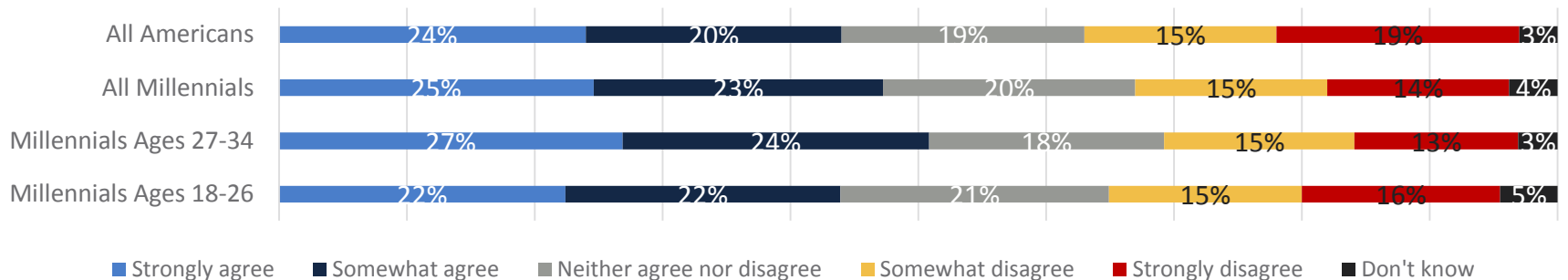
Sentiments in America

Do you agree or disagree with the following statements?

Civil rights are an increasingly important part of American values



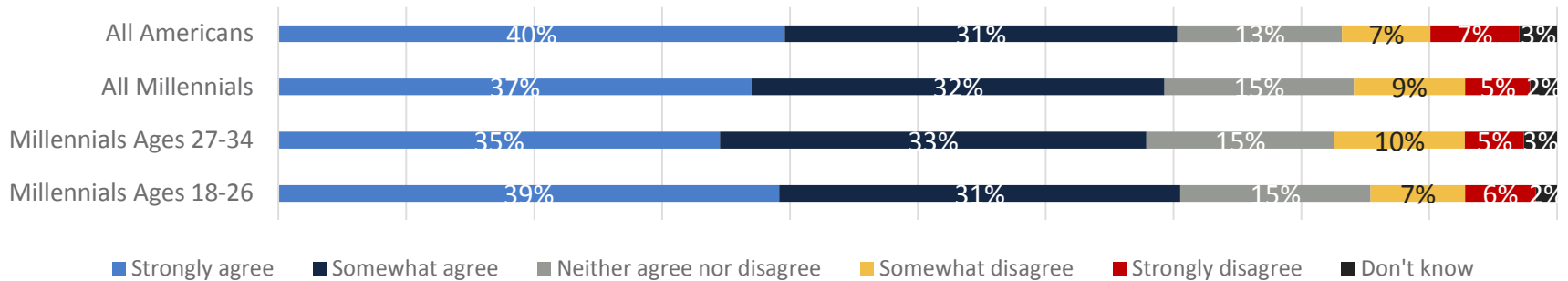
'To fix America, we need a strong leader willing to break the rules'



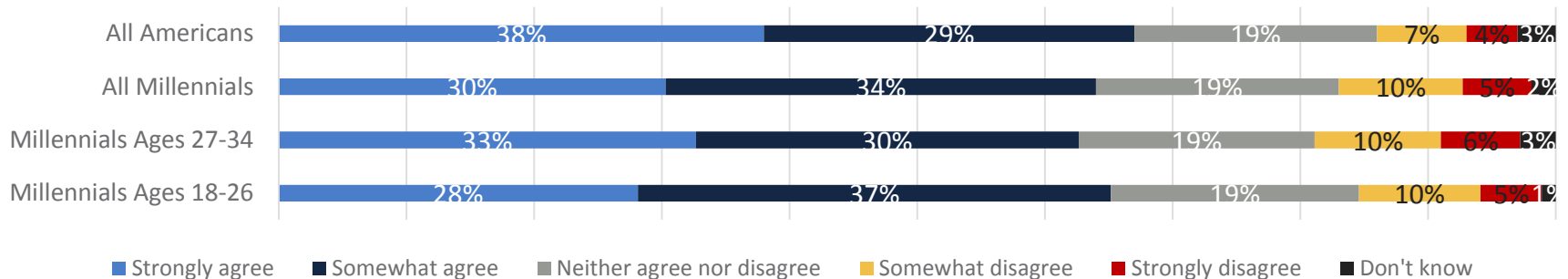
Sentiments in America

Do you agree or disagree with the following statements?

The American economy is rigged to advantage the rich and powerful



Traditional parties and politicians don't care about people like me

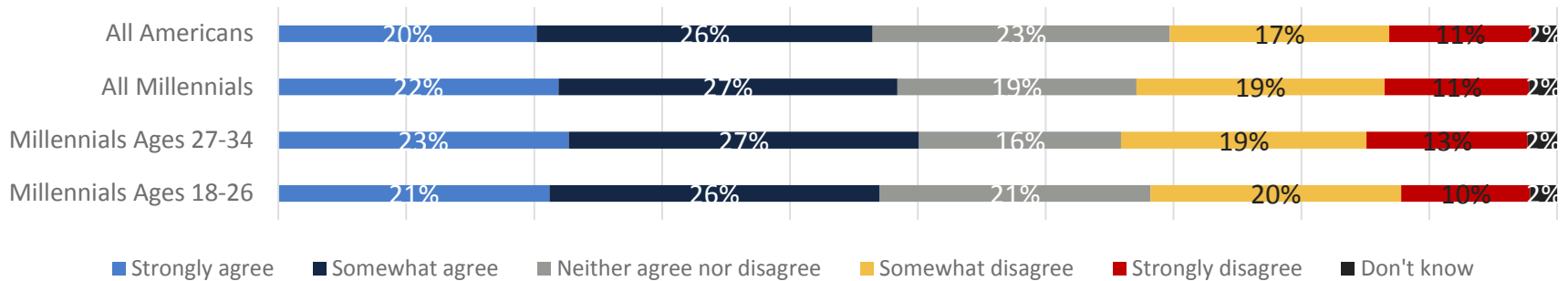


ALL MILLENNIALS

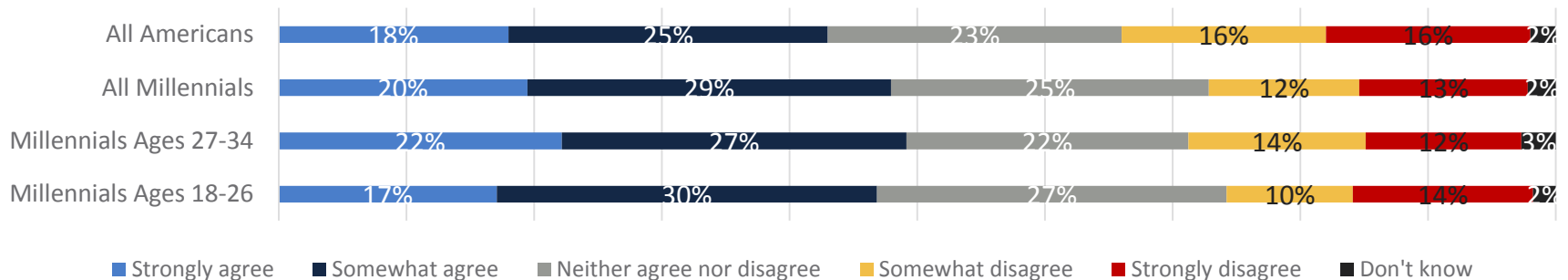
Sentiments in America

Do you agree or disagree with the following statements?

America increasingly is a place where I feel free to say what I really think



These days I feel like a stranger in my own country

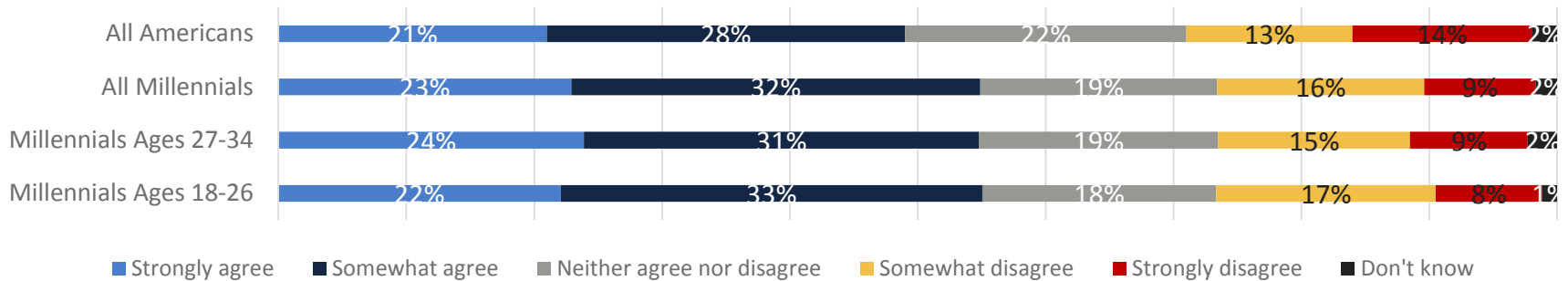


ALL MILLENNIALS

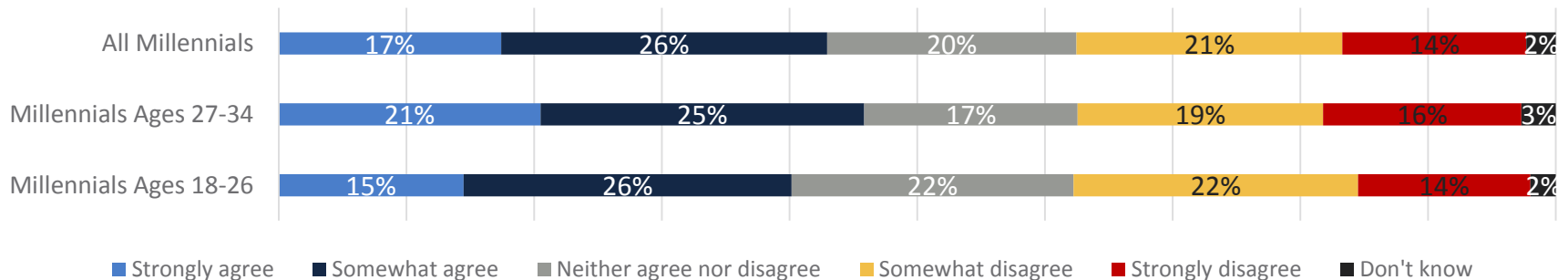
Sentiments in America

Do you agree or disagree with the following statements?

It is increasingly hard for someone like me to get ahead in America



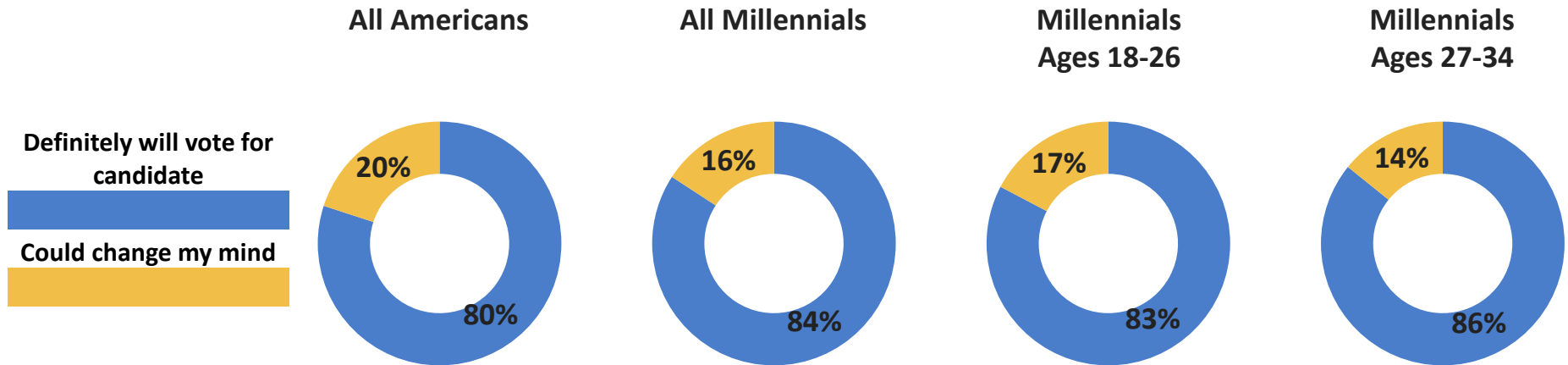
'More and more, America is a place where everyone has equal opportunities



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Voting in America

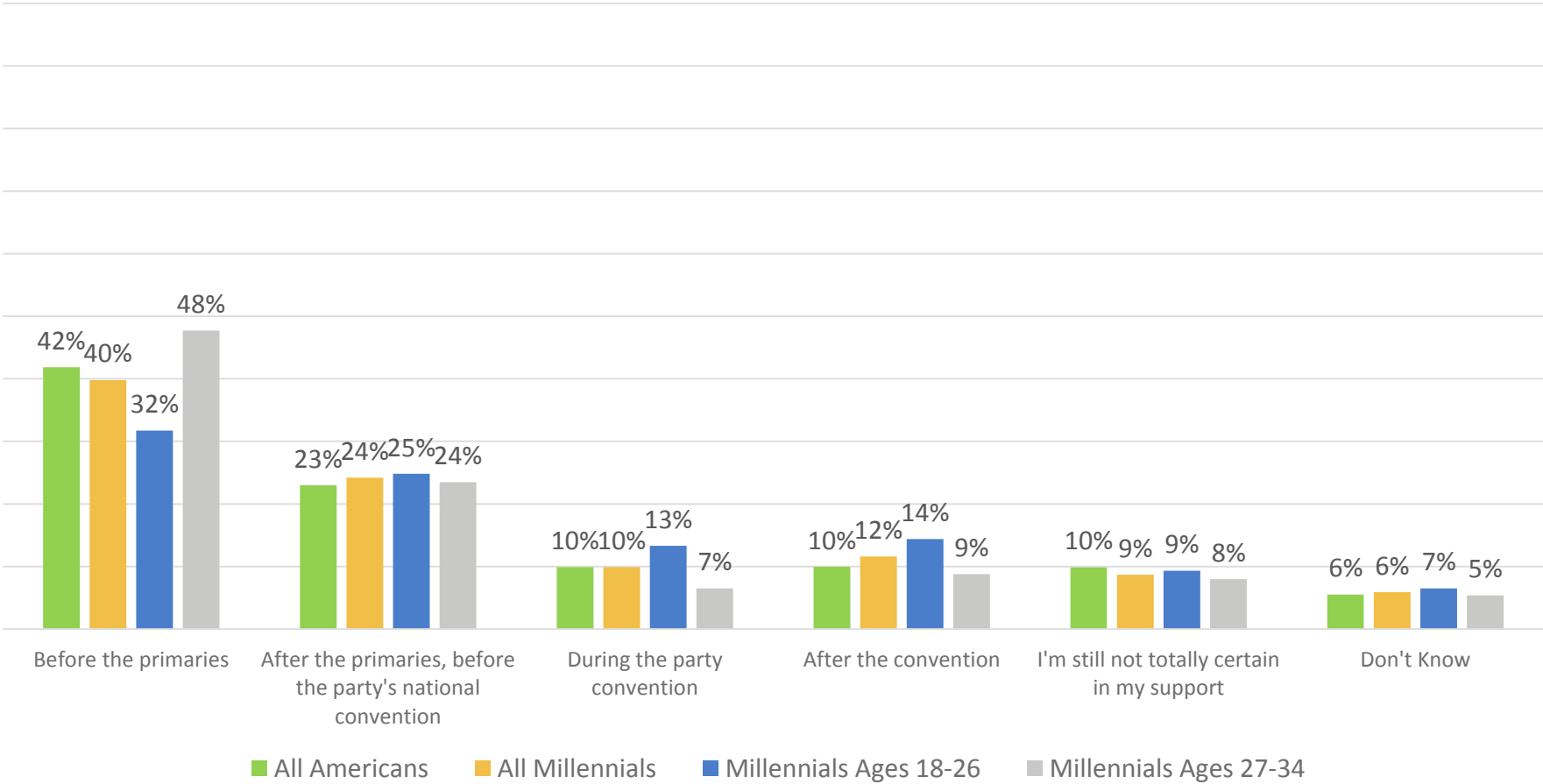
Have you definitely decided to vote for [Trump/Clinton], or is there a chance you might change your mind before you vote?



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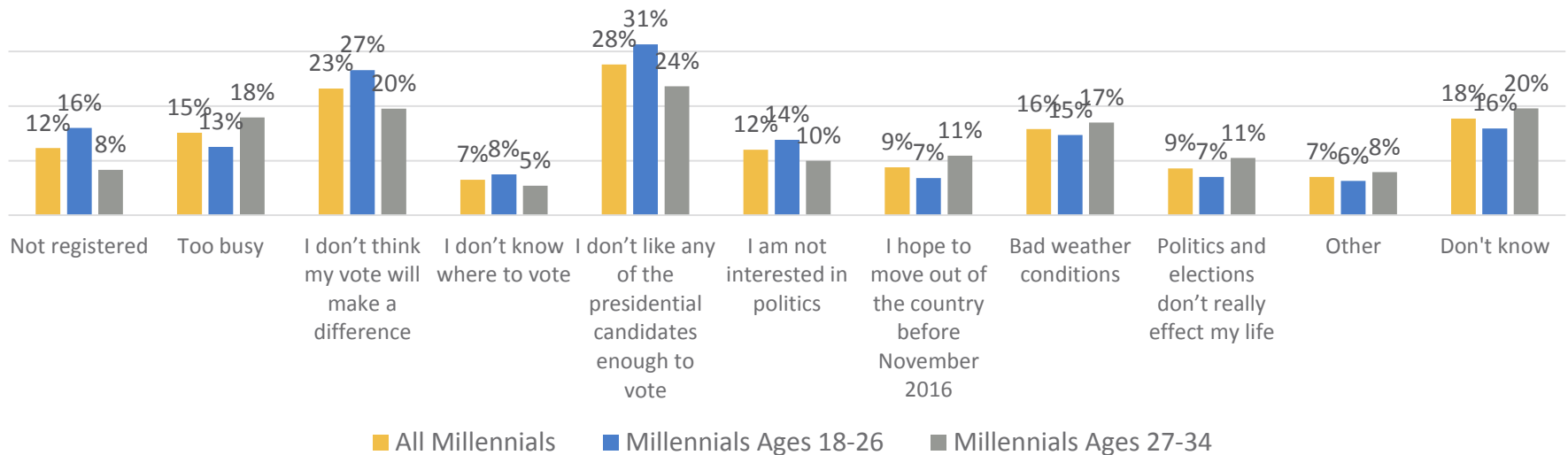
Voting in America

When did you make your decision to support [INSERT CANDIDATE] for president?



Potential Reasons Not to Vote

When thinking about the upcoming 2016 Presidential election in November, which of these reasons, if any, would potentially cause you not to vote?



Voting in America

As you may know, voting takes place at either a physical polling station or by casting an absentee ballot. Thinking about the upcoming 2016 Presidential election in November...

Do you know where your polling station is located?

	All Millennials	Millennials Ages 18-26	Millennials Ages 27-34
Yes	67%	62%	73%
No	26%	31%	21%
Don't know	7%	7%	6%

Do you know how to cast an absentee ballot for the 2016 Presidential election?

	All Millennials	Millennials Ages 18-26	Millennials Ages 27-34
Yes	51%	45%	58%
No	39%	44%	34%
Don't know	9%	11%	7%

Does one or more of your parent(s) or guardian(s) plan to vote?

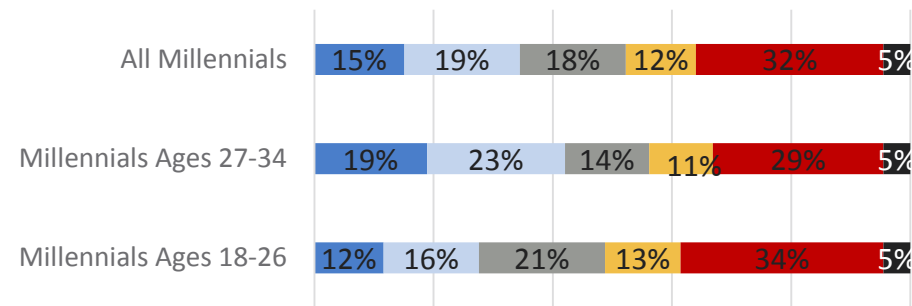
	All Millennials	Millennials Ages 18-26	Millennials Ages 27-34
Yes	70%	69%	71%
No	17%	17%	16%
Don't know	14%	14%	13%

ALL MILLENNIALS

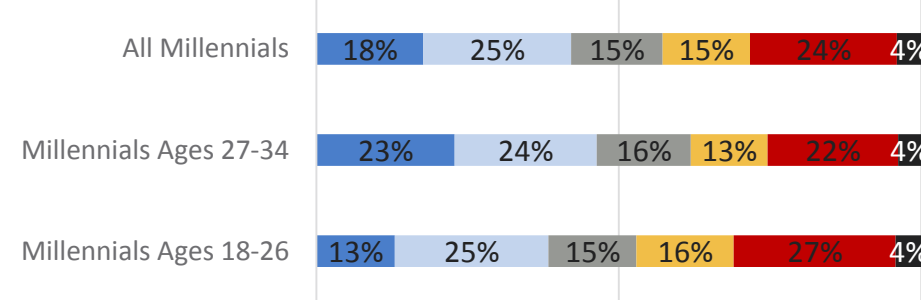
Hillary Clinton Sentiment

Is honest and trustworthy

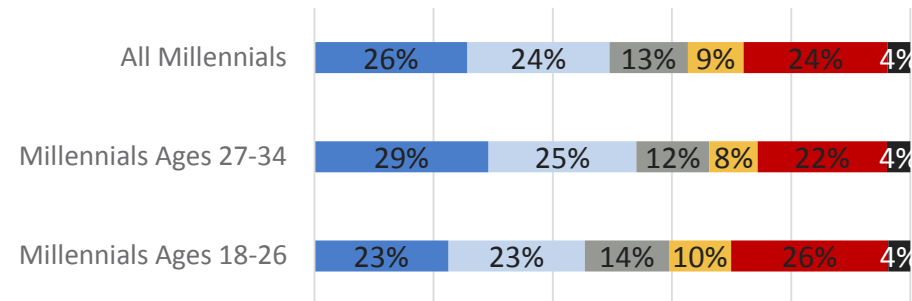
Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know



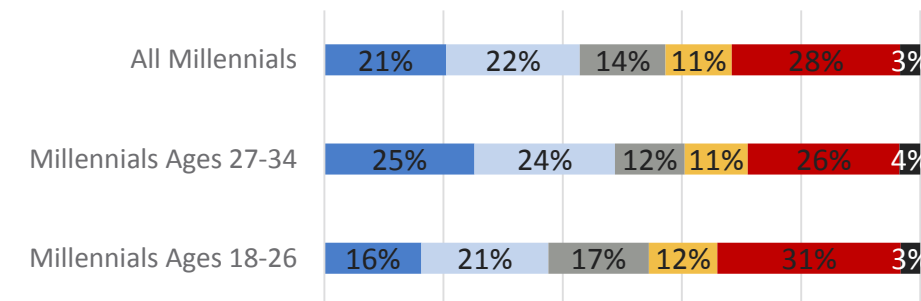
Understands the issues people my age face



Has the ability to lead America



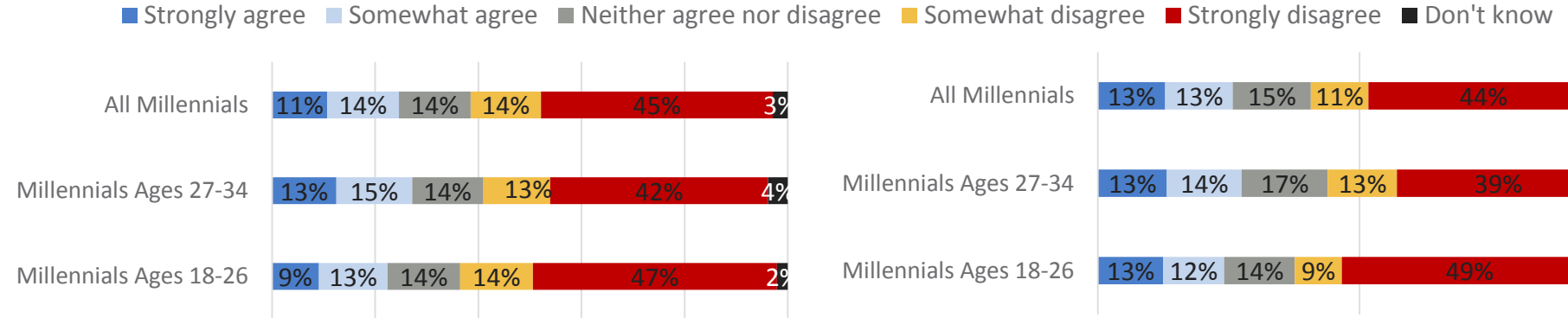
Is someone that I would like to have a cup of coffee with



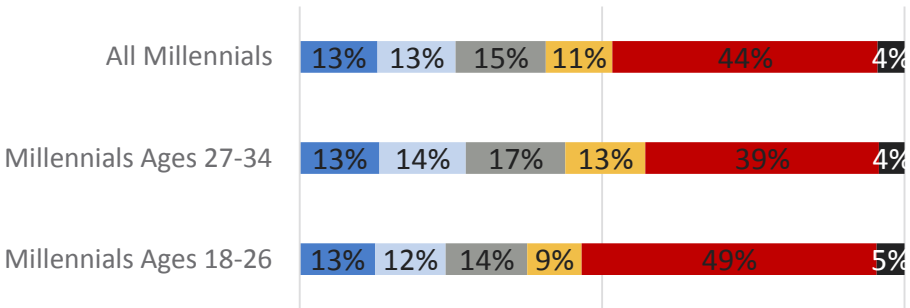
ALL MILLENNIALS

Donald Trump Sentiment

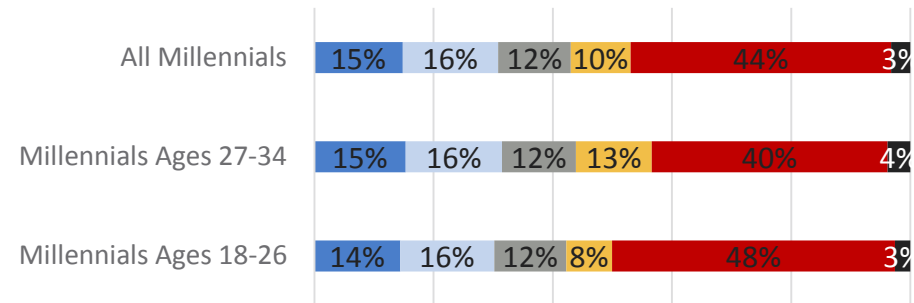
Is honest and trustworthy



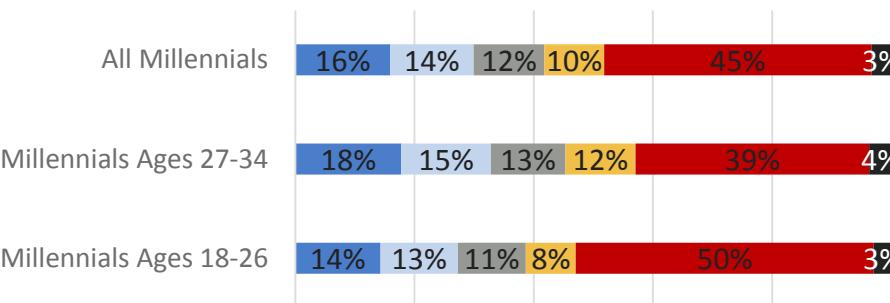
Understands the issues people my age face



Has the ability to lead America



Is someone that I would like to have a cup of coffee with



Voting in America

Thinking about the upcoming 2016 Presidential election in November, how many of your friends do you think will vote?

	All Millennials	Millennials Ages 18-26	Millennials Ages 27-34
My friends do not plan to vote	13%	15%	11%
A few of my friends plan to vote	27%	29%	24%
About half of my friends plan to vote	12%	14%	10%
Most of my friends plan to vote	31%	30%	32%
All of my friends plan to vote	18%	13%	23%

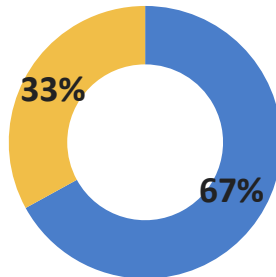
ALL MILLENNIALS

American Dream

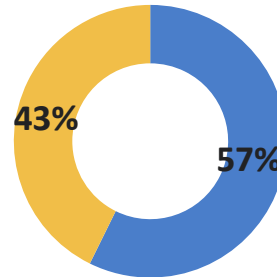
Which of the following is closer to your view of what the “American Dream” means...

In the U.S. it does not matter where you come from, if you work hard you can get ahead. I definitely will vote for candidate

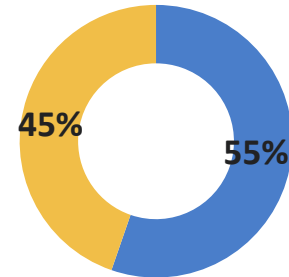
All Americans



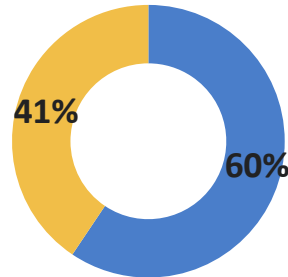
All Millennials



Millennials
Ages 18-26



Millennials
Ages 27-34



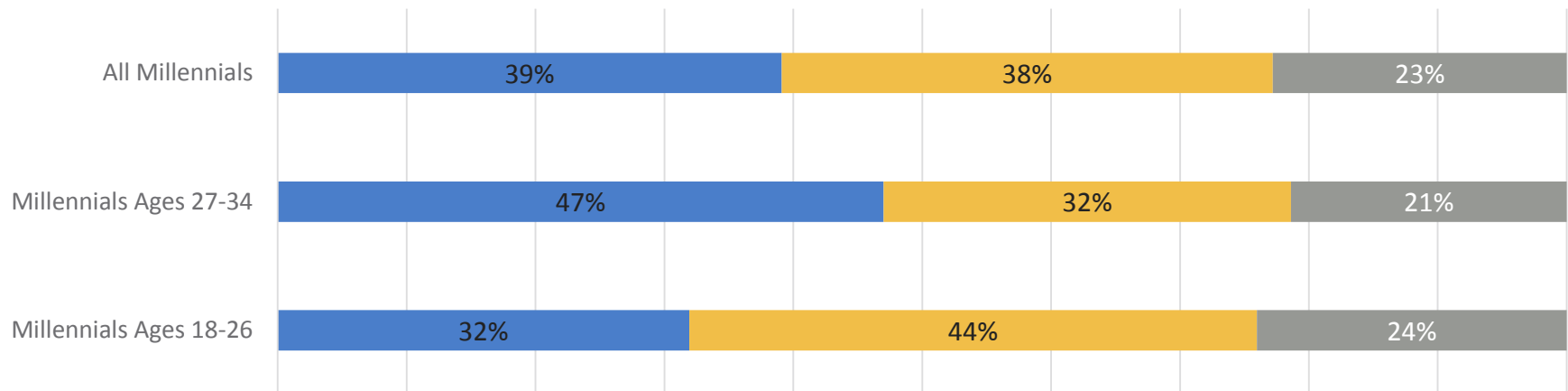
The U.S. is a place where no matter your religion or ethnicity, you will be treated with respect and dignity.

ALL MILLENNIALS

America's Future

Thinking about the future of the United States, do you think the country's best years are ahead of us or behind us?

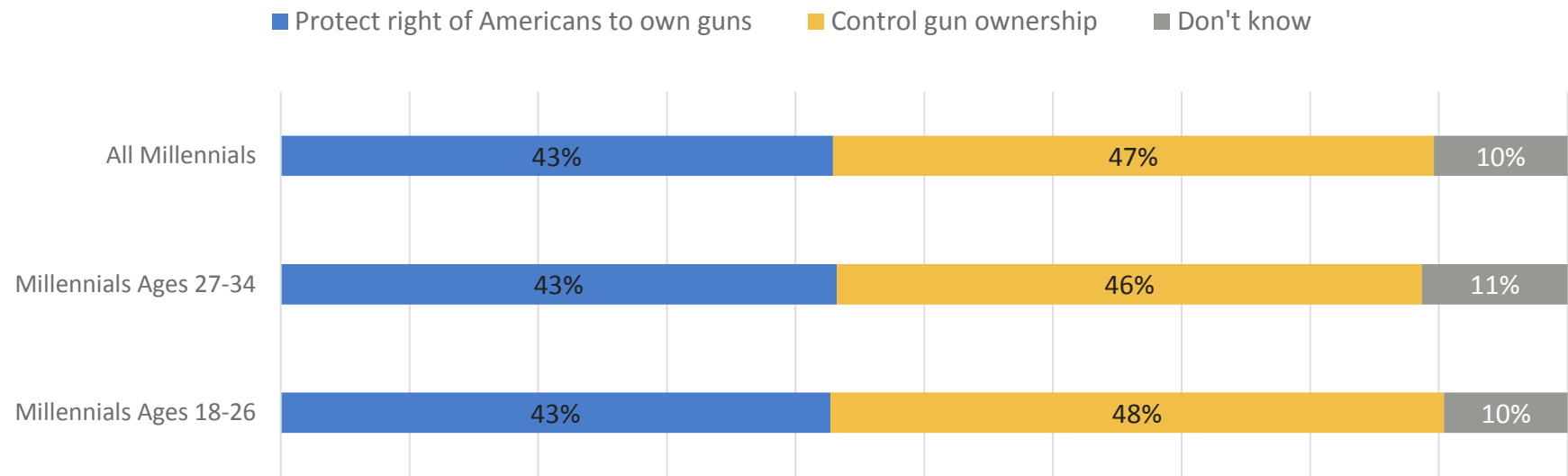
■ Ahead of us ■ Behind us ■ Don't know



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Gun Ownership

What do you think is more important - to protect the right of Americans to own guns, or to control gun ownership?



How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ , i.e., $Y|\theta \sim \text{bin}(n, \theta)$, where n is the size of our sample. In this setting, Y counts the number of “yes”, or “1”, observed in the sample, so that the sample mean (\bar{y}) is a natural estimate of the true population proportion θ . This model is often called the likelihood function, and it is a standard concept in both the bayesian and the classical framework. The bayesian 1 statistics combines both the prior distribution and the likelihood function to create a posterior distribution.

The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ($\pi(\theta/y) \sim \beta(y+a, n-y+b)$), but with updated hyper-parameters.

Our credibility interval for θ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for θ given our updated knowledge base. There are different ways to calculate these intervals based on $\pi(\theta/y)$. Since we want only one measure of precision for all variables in the survey, analogous to what is done within the classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that $a=1$ and $b=1$ and $y=n/2$. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

How to Calculate Bayesian Credibility Intervals

FOR THIS POLL

The Bayesian credibility interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

Examples of credibility intervals for different base sizes are below:

Ipsos does not publish data for base sizes (sample sizes) below 100.	SAMPLE SIZE	CREDIBILITY INTERVALS
	2,000	2.5
	1,500	2.9
	1,000	3.5
	750	4.1
	500	5.0
	350	6.0
	200	7.9
	100	11.2

¹ *Bayesian Data Analysis, Second Edition*, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003

² Kish, L. (1992). Weighting for unequal π . *Journal of Official Statistics*, 8, 2, 183200.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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