Ipsos Public Affairs

NPR – MILLENNIAL VOTING BEHAVIOR

These are findings from an Ipsos poll conducted August 19-23, 2016. For the survey, a sample of 1,251 adults age 18-34 from the continental U.S., Alaska and Hawaii was interviewed online in English. This sample included 658 adults age 18-26 and 593 adults age 27-34.

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 3.5 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=2,010, DEFF=1.5, adjusted Confidence Interval=5.0).

For more information about Ipsos online polling methodology, please go here http://goo.gl/yJBkuf

SURVEY QUESTIONS:

Q1. With which political party do you most identify?

	All	Age 18-26	Age 27-34
Strong Democrat	17%	17%	17%
Moderate Democrat	18%	17%	20%
Lean Democrat	9%	9%	9%
Lean Republican	5%	5%	6%
Moderate Republican	10%	8%	11%
Strong Republican	10%	9%	11%
Independent	15%	17%	14%
Other	4%	4%	3%
Don't know/Refuse	13%	15%	10%
Total Democrat	44%	42%	46%
Total Republican	25%	22%	28%

Q2. In November 2016, the next Presidential election will be held. How likely are you to vote in the next Presidential election? (Select one)

	All	Age 18-26	Age 27-34
Certain will not vote - 0	5%	6%	3%
1	11%	14%	8%
2	1%	1%	1%
3	2%	2%	1%
4	1%	1%	1%
5	3%	4%	3%
6	3%	3%	2%
7	4%	5%	3%
8	7%	7%	8%
9	9%	8%	10%
Complete certain - 10	55%	50%	60%

Q3. If the 2016 Presidential election were being held today and the candidates were as below, for whom would you vote?

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

[IF OTHER/WOULDN'T VOTE/DON'T KNOW]
Q3a. If you had to choose, would you say you lean towards supporting Hillary Clinton or Donald Trump?

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

Q4. If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote?

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

Q5. Which of the following best describes you? (Select one)

	All	Age 18-26	Age 27-34
I am currently registered to vote	72%	67%	79%
I am not registered but plan to register to vote by Election Day	9%	13%	5%
I am not registered to vote and do not plan to register	14%	18%	11%
Don't know / Refused	4%	4%	5%

Q6. In your opinion, what is the most important problem facing the US today? (Select from below or write in)

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

Q7. Do you agree or disagree with the following statements? (Select one for each row)

Civil rights are an increasingly important part of American values

	All	Age 18-26	Age 27-34
Strongly agree	37%	39%	35%
Somewhat agree	33%	34%	32%
Neither agree nor disagree	15%	14%	16%
Somewhat disagree	7%	7%	8%
Strongly disagree	6%	5%	7%
Don't know	2%	2%	3%
Total agree	70%	73%	67%
Total disagree	13%	11%	14%

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

	All	Age 18-26	Age 27-34
Strongly agree	25%	22%	27%
Somewhat agree	23%	22%	24%
Neither agree nor disagree	20%	21%	18%
Somewhat disagree	15%	15%	15%
Strongly disagree	14%	16%	13%
Don't know	4%	5%	3%
Total agree	47%	44%	51%
Total disagree	29%	31%	28%

The American economy is rigged to advantage the rich and powerful

	All	Age 18-26	Age 27-34
Strongly agree	37%	39%	35%
Somewhat agree	32%	31%	33%
Neither agree nor disagree	15%	15%	15%
Somewhat disagree	9%	7%	10%
Strongly disagree	5%	6%	5%
Don't know	2%	2%	3%
Total agree	69%	71%	68%
Total disagree	14%	13%	15%

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

	All	Age 18-26	Age 27-34
Strongly agree	30%	28%	33%
Somewhat agree	34%	37%	30%
Neither agree nor disagree	19%	19%	19%
Somewhat disagree	10%	10%	10%
Strongly disagree	5%	5%	6%
Don't know	2%	1%	3%
Total agree	64%	65%	63%
Total disagree	15%	14%	16%

The mainstream media is more interested in making money than telling the truth

	All	Age 18-26	Age 27-34
Strongly agree	47%	48%	45%
Somewhat agree	30%	32%	28%
Neither agree nor disagree	13%	13%	13%
Somewhat disagree	5%	3%	7%
Strongly disagree	3%	2%	4%
Don't know	2%	2%	3%
Total agree	77%	80%	73%
Total disagree	8%	5%	11%

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

	All	Age 18-26	Age 27-34
Strongly agree	22%	21%	23%
Somewhat agree	27%	26%	27%
Neither agree nor disagree	19%	21%	16%
Somewhat disagree	19%	20%	19%
Strongly disagree	11%	10%	13%
Don't know	2%	2%	2%
Total agree	48%	47%	50%
Total disagree	31%	30%	32%

These days I feel like a stranger in my own country

	All	Age 18-26	Age 27-34
Strongly agree	20%	17%	22%
Somewhat agree	29%	30%	27%
Neither agree nor disagree	25%	27%	22%
Somewhat disagree	12%	10%	14%
Strongly disagree	13%	14%	12%
Don't know	2%	2%	3%
Total agree	48%	47%	49%
Total disagree	25%	24%	26%

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

	All	Age 18-26	Age 27-34
Strongly agree	23%	22%	24%
Somewhat agree	32%	33%	31%
Neither agree nor disagree	19%	18%	19%
Somewhat disagree	16%	17%	15%
Strongly disagree	9%	8%	9%
Don't know	2%	1%	2%
Total agree	55%	55%	55%
Total disagree	25%	26%	24%

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

	All	Age 18-26	Age 27-34
Strongly agree	17%	15%	21%
Somewhat agree	26%	26%	25%
Neither agree nor disagree	20%	22%	17%
Somewhat disagree	21%	22%	19%
Strongly disagree	14%	14%	16%
Don't know	2%	2%	3%
Total agree	43%	40%	46%
Total disagree	35%	36%	35%

[ASK IF TRUMP OR CLINTON SELECTED AT VOTING INTENTION]
Q8. Have you definitely decided to vote for [INSERT CANDIDATE], or is there a chance you might change your mind before you vote?

	All	Age 18-26	Age 27-34
Definitely will vote for candidate	84%	83%	86%
Could change my mind	16%	17%	14%

Q9. When did you make your decision to support [INSERT CANDIDATE] for president?

	All	Age 18-26	Age 27-34
Before the primaries	40%	32%	48%
After the primaries, before the party's national convention	24%	25%	24%
During the party convention	10%	13%	7%
After the convention	12%	14%	9%
I'm still not totally certain in my support	9%	9%	8%
Don't Know	6%	7%	5%

Q10. Do you agree or disagree with the following statements? (Select one for each row)

Hillary Clinton…Is honest and trustworthy

	All	Age 18-26	Age 27-34
Strongly agree	15%	12%	19%
Somewhat agree	19%	16%	23%
Neither agree nor disagree	18%	21%	14%
Somewhat disagree	12%	13%	11%
Strongly disagree	32%	34%	29%
Don't know	5%	5%	5%
Total agree	35%	28%	42%
Total disagree	43%	47%	39%

Hillary Clinton…Has the ability to lead America

	All	Age 18-26	Age 27-34
Strongly agree	26%	23%	29%
Somewhat agree	24%	23%	25%
Neither agree nor disagree	13%	14%	12%
Somewhat disagree	9%	10%	8%
Strongly disagree	24%	26%	22%
Don't know	4%	4%	4%
Total agree	50%	45%	54%
Total disagree	34%	37%	30%

Hillary Clinton…Understands the issues people my age face

	All	Age 18-26	Age 27-34
Strongly agree	18%	13%	23%
Somewhat agree	25%	25%	24%
Neither agree nor disagree	15%	15%	16%
Somewhat disagree	15%	16%	13%
Strongly disagree	24%	27%	22%
Don't know	4%	4%	4%
Total agree	42%	38%	46%
Total disagree	39%	43%	34%

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

	All	Age 18-26	Age 27-34
Strongly agree	21%	16%	25%
Somewhat agree	22%	21%	24%
Neither agree nor disagree	14%	17%	12%
Somewhat disagree	11%	12%	11%
Strongly disagree	28%	31%	26%
Don't know	3%	3%	4%
Total agree	43%	38%	49%
Total disagree	39%	42%	36%

Q11. Do you agree or disagree with the following statements? (Select one for each row)

Donald Trump…Is honest and trustworthy

	All	Age 18-26	Age 27-34
Strongly agree	11%	9%	13%
Somewhat agree	14%	13%	15%
Neither agree nor disagree	14%	14%	14%
Somewhat disagree	14%	14%	13%
Strongly disagree	45%	47%	42%
Don't know	3%	2%	4%
Total agree	25%	22%	27%
Total disagree	59%	61%	55%

Donald Trump…Has the ability to lead America

	All	Age 18-26	Age 27-34
Strongly agree	15%	14%	15%
Somewhat agree	16%	16%	16%
Neither agree nor disagree	12%	12%	12%
Somewhat disagree	10%	8%	13%
Strongly disagree	44%	48%	40%
Don't know	3%	3%	4%
Total agree	31%	30%	32%
Total disagree	54%	55%	52%

Donald Trump…Understands the issues people my age face

	All	Age 18-26	Age 27-34
Strongly agree	13%	13%	13%
Somewhat agree	13%	12%	14%
Neither agree nor disagree	15%	14%	17%
Somewhat disagree	11%	9%	13%
Strongly disagree	44%	49%	39%
Don't know	4%	5%	4%
Total agree	26%	24%	28%
Total disagree	55%	58%	52%

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

	All	Age 18-26	Age 27-34
Strongly agree	16%	14%	18%
Somewhat agree	14%	13%	15%
Neither agree nor disagree	12%	11%	13%
Somewhat disagree	10%	8%	12%
Strongly disagree	45%	50%	39%
Don't know	3%	3%	4%
Total agree	30%	27%	33%
Total disagree	55%	58%	51%

Q12. When thinking about the upcoming 2016 Presidential election in November, which of these reasons, if any, would potentially cause you not to vote? (Select all that apply)

	All	Age 18-26	Age 27-34
Not registered	12%	16%	8%
Too busy	15%	13%	18%
I don't think my vote will make a difference	23%	27%	20%
I don't know where to vote	7%	8%	5%
I don't like any of the presidential candidates enough to vote	28%	31%	24%
I am not interested in politics	12%	14%	10%
I hope to move out of the country before November 2016	9%	7%	11%
Bad weather conditions	16%	15%	17%
Politics and elections don't really affect my life	9%	7%	11%
Other (specify):	7%	6%	8%
Don't know	18%	16%	20%

Q13. 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…

	All	Age 18-26	Age 27-34
Do you know where your polling station is located? :	67%	62%	73%
Do you know how to cast an absentee ballot for the 2016 Presidential election? :	51%	45%	58%
Does one or more of your parent(s) or guardian(s) plan to vote? :	70%	69%	71%

Q14. Thinking about the upcoming 2016 Presidential election in November, how many of your friends do you think will vote?

	All	Age 18-26	Age 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%

Q15. Which of the following is closer to your view of what the "American Dream" means…
(Select one)

	All	Age 18-26	Age 27-34
In the U.S. it does not matter where you come from, if you work hard you can get ahead.	57%	55%	60%
The U.S. is a place where no matter your religion or ethnicity, you will be treated with respect and dignity.	43%	45%	41%

Q16. Thinking about the future of the United States, do you think the country's best years are ahead of us or behind us?

	All	Age 18-26	Age 27-34
Ahead of us	39%	32%	47%
Behind us	38%	44%	32%
Don't know	23%	24%	21%

Q17. What do you think is more important – to protect the right of Americans to own guns, or to control gun ownership?

	All	Age 18-26	Age 27-34
Protect right of Americans to own guns	43%	43%	43%
Control gun ownership	47%	48%	46%
Don't know	10%	10%	11%

[INFO SCREEN] NPR may be interested in interviewing some of the participants in this survey regarding their views.

Q18. If you would be willing to participate in an interview (on-the-record and for attribution), please check "yes" below. If not, please check "no." Your information will not be shared without your consent.

	All	Age 18-26	Age 27-34
Yes, I am willing to be interviewed	54%	49%	59%
No, I am not willing to be interviewed	46%	51%	41%