Rock the Vote / USA Today

Millennial Survey

These are findings from an Ipsos poll conducted October 11-13, 2016 on behalf of USA Today. For the survey, a sample of 1,020 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 3.5 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=1,020, DEFF=1.5, adjusted Confidence Interval=5).

"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 references the third wave in the August 2016 wave. "W4" is the current data. "W4 LV" references the fourth wave broken down by Likely Voters.

1. Are you currently registered to vote?

	W1	W2	W3	W4 N= 1,020	W4 LV N=400
Yes	77%	78%	79%	83%	100%
No	20%	19%	16%	15%	0%
Not sure	3%	3%	4%	2%	0%

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)
W4 LV	0%	0%	0%	0%	0%	0%	3%	5%	11%	81%	0%	97%
W4	10%	1%	1%	2%	5%	4%	5%	7%	8%	54%	3%	70%
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. Did you vote in these elections? (Select all that apply) *Yes*

	W4 N= 1,020	W4 LV *N=400*
2014 midterm Congressional election	35%	76%
2012 presidential election	50%	93%
2010 midterm Congressional election	23%	50%
2008 presidential election	37%	63%
2006 midterm Congressional election	12%	25%
None of these	37%	0%

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

	W1	W2	W3	W4 N= 1,020	W4 LV *N=400*
A lot of thought	32%	40%	44%	48%	78%
Much thought	25%	28%	29%	28%	20%
Some thought	26%	22%	17%	16%	3%
A little thought	8%	6%	5%	4%	0%
No thought	9%	4%	5%	5%	0%

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

	W1	W2	W3	W4 N= 1,020	W4 LV *N=400*
Strong Democrat	16%	18%	21%	17%	27%
Moderate Democrat	16%	19%	19%	21%	24%
Lean Democrat	9%	10%	10%	11%	12%
Lean Republican	8%	6%	5%	7%	5%
Moderate Republican	12%	12%	8%	8%	8%
Strong Republican	8%	7%	8%	7%	11%
Independent	16%	18%	17%	17%	13%
Other	3%	3%	3%	1%	1%
Don't know	12%	9%	9%	10%	1%

6. When you first voted in [PIPE IN EARLIEST ELECTION IN Q3] which political party did you most identify with?

	W4 N= 1,020	W4 LV N=400
Strong Democrat	23%	28%
Moderate Democrat	21%	22%
Lean Democrat	14%	14%
Lean Republican	6%	3%
Moderate Republican	11%	12%
Strong Republican	10%	11%
Independent	10%	9%
Other	1%	1%
Don't know	3%	1%

7. To what extent do you agree or disagree with the following statements?

W4: All

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know/Refused
I know how and when I need to register to vote	48%	36%	10%	4%	2%
My vote doesn't really matter	17%	29%	25%	26%	4%
It is hard to vote in my state	12%	15%	26%	39%	8%
I know whether I am registered to vote	68%	20%	6%	3%	3%
I encourage my friends and family to vote	40%	31%	16%	10%	3%
Most of my friends vote	34%	41%	14%	4%	7%
My vote can change the election	22%	35%	24%	16%	3%
My vote could decide an election.	22%	33%	23%	18%	3%
Voting is a burden	10%	22%	31%	33%	4%
Voting is a responsibility	45%	35%	11%	6%	3%
There are better ways to make a difference than voting	22%	40%	24%	10%	4%
Voting is a way to change things in my community.	33%	47%	11%	6%	3%
Voting is a way to have an impact on an issue I care about.	35%	45%	11%	6%	3%

W4: Likely Voters

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know/Refused
I know how and when I need to register to vote	64%	32%	3%	1%	0%
My vote doesn't really matter	18%	23%	22%	34%	2%
It is hard to vote in my state	21%	18%	17%	42%	2%
I know whether I am registered to vote	73%	22%	3%	2%	0%
I encourage my friends and family to vote	63%	29%	7%	1%	0%
Most of my friends vote	49%	39%	8%	2%	2%
My vote can change the election	38%	39%	14%	9%	1%
My vote could decide an election.	36%	34%	20%	9%	1%
Voting is a burden	14%	19%	25%	42%	1%
Voting is a responsibility	65%	29%	4%	1%	1%
There are better ways to make a difference than voting	23%	39%	26%	11%	1%
Voting is a way to change things in my community.	51%	42%	6%	2%	0%
Voting is a way to have an impact on an issue I care about.	50%	43%	6%	1%	0%

W1: All

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
I know how and when I need to register to vote	38%	33%	15%	7%	8%
My vote doesn't really matter	11%	26%	26%	30%	8%
Voting is a burden	10%	18%	25%	38%	9%
Voting is a responsibility	43%	31%	14%	6%	6%
It is hard to vote in my state	9%	11%	26%	41%	13%
I know whether I am registered to vote	58%	21%	9%	5%	6%
I encourage my friends and family to vote	33%	32%	17%	11%	7%
Most of my friends vote	29%	35%	16%	9%	12%
There are better ways to make a difference than voting	20%	35%	25%	12%	8%
My vote can change the election	23%	30%	24%	16%	7%
Voting is a way to change things in my community.	32%	41%	14%	8%	5%
Voting is a way to have an impact on an issue I care about.	35%	40%	13%	7%	5%
My vote could decide an election.	19%	32%	25%	19%	5%

8. If the general election is held today, and the candidates are the following, for whom would you vote? (Select one)

	W2	W3	W4 N= 1,020	W4 LV N=400
Hillary Clinton	52%	56%	59%	72%
Donald Trump	19%	20%	21%	21%
Wouldn't Vote	19%	15%	13%	3%
Don't know	9%	9%	7%	4%

9. What is the main reason and secondary you are voting for Hillary Clinton? (Select two)

	W4 N= 1,020		W4 LV N=400	
	Main Reason	Secondary Reason	Main Reason	Secondary Reason
They have the right experience to lead	16%	27%	17%	27%
They share my values	9%	12%	13%	13%
They are authentic	8%	7%	10%	8%
To send a message	5%	6%	5%	8%
They are a groundbreaking candidate	4%	5%	4%	6%
To keep Donald Trump out of the White House	36%	19%	26%	17%
They are best suited to lead all Americans	11%	10%	16%	10%
They are best suited to fix America	8%	6%	8%	8%
Other (specify)	3%	8%	1%	3%

What is the main reason and secondary reason you are voting for Donald Trump? (Select two)

	W4 N= 1,020		W4 LV N=400	
	Main Reason	Secondary Reason	Main Reason	Secondary Reason
They have the right experience to lead	3%	7%	3%	9%
They share my values	9%	12%	9%	10%
They are authentic	8%	11%	12%	13%
To send a message	9%	8%	13%	11%
They are a groundbreaking candidate	7%	8%	10%	7%
To keep Hillary Clinton out of the White House	36%	21%	33%	18%
They are best suited to lead all Americans	7%	5%	7%	9%
They are best suited to fix America	17%	17%	11%	18%
Other (specify)	4%	10%	1%	6%

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

	W3	W4 N= 1,020	W4 LV *N=400*
I don't like any of the candidates	62%	65%	61%
Voting doesn't matter	9%	5%	4%
Not interested in politics	16%	17%	2%
Other (specify)	13%	13%	33%

11. 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)

	W3	W4 N= 1,020	W4 LV *N=400*
Hillary Clinton (Democrat)	50%	56%	68%
Donald Trump (Republican)	18%	19%	20%
Gary Johnson (Libertarian)	11%	8%	8%
Jill Stein (Green Party)	4%	4%	1%
Wouldn't Vote	10%	8%	0%
Don't know	8%	6%	3%

12. 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)

	W4 N= 1,020	W4 LV *N=400*
Yes	51%	57%
No	49%	43%

13. 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	W4 N=1,020	W4 LV N=400
Economy / Jobs / Employment / Minimum Wage / Paid Leave	35%	36%	38%	37%	41%
Foreign Policy / the Middle East / Terrorism / Homeland Security	25%	18%	24%	22%	21%
Education / College Affordability / Student Debt	28%	31%	26%	25%	28%
Health Care / Health Insurance	24%	28%	19%	28%	28%
Gun Laws / Gun Safety	23%	16%	19%	17%	18%
Immigration	19%	17%	18%	19%	19%
Civil Rights / Police Brutality/ Mass Incarceration / Criminal Justice Reform	17%	19%	23%	23%	21%
Federal Spending / Budget Deficits / Balanced Budgets	15%	16%	16%	16%	16%
Taxes	11%	16%	11%	16%	17%
Environmental Issues / Climate Change	13%	16%	10%	13%	12%
Crime	12%	11%	12%	14%	12%
Social Security / Medicare	11%	12%	13%	9%	9%
Energy / Fossil Fuels / Renewable Energy	11%	9%	7%	9%	9%
Abortion	6%	7%	6%	6%	6%
Legalization of Marijuana	8%	7%	8%	9%	7%
LGBTQ Issues	6%	7%	9%	5%	5%
Science / Innovation / Exploration	6%	5%	5%	5%	7%
Election Reform / Voting Rights / Money in Politics	2%	5%	6%	5%	8%
Something else (SPECIFY)	1%	1%	1%	1%	1%

14. How much attention, if any, did you pay to the most recent Presidential Debate? (Select all that apply) *Yes*

	W4 N= 1,020	W4 LV N=400
Watched on live TV.	48%	62%
Read about it afterward in the news	28%	33%
Highlights on TV	30%	37%
Streamed on YouTube, etc.	23%	27%
Saw posting on Twitter, Facebook, etc.	34%	38%
I did not pay attention to the debates at all	11%	4%
Don't know	2%	1%

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

W4: All

	More	Less	About the same	Don't know
Trustworthy	16%	56%	22%	6%
Presidential	17%	57%	20%	7%
Accessible	17%	45%	27%	11%
Human	19%	49%	26%	6%
Credible	16%	57%	20%	6%

W4: Likely Voters

	More	Less	About the same	Don't know
Trustworthy	22%	57%	19%	2%
Presidential	24%	57%	17%	2%
Accessible	23%	46%	25%	6%
Human	24%	53%	22%	1%
Credible	23%	57%	18%	2%

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

W4: All

	More	Less	About the same	Don't know
Trustworthy	29%	32%	33%	6%
Presidential	40%	24%	29%	6%
Accessible	32%	24%	35%	9%
Human	38%	23%	33%	6%
Credible	33%	31%	30%	6%

W4: Likely Voters

	More	Less	About the same	Don't know
Trustworthy	42%	26%	32%	0%
Presidential	53%	21%	25%	1%
Accessible	44%	20%	33%	3%
Human	51%	21%	27%	1%
Credible	43%	29%	27%	1%