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Interviews: 1,501 millennials in battleground states  
 Dates: April 10-20, 2015

**FINAL**

Study #11528c  
 NextGen Millennials Online Survey  
 April 2015

***Please note: all results are shown as percentages unless otherwise stated.***

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1a. First, are you **(READ LIST)**?

Male.....	49	<b>[109]</b>
Female .....	51	

1b. How old are you?

18-24 .....	38	<b>[116-119]</b>
25-29 .....	31	
30-35 .....	31	

1c. How would you describe your overall point of view in terms of the political parties?

Mostly Democratic.....	23	<b>[120]</b>
Leaning Democratic.....	15	
Completely independent.....	21	
Leaning Republican.....	12	
Mostly Republican .....	15	
Not sure.....	14	
<b>Total Democratic</b>	<b>38</b>	
<b>Total Republican</b>	<b>27</b>	

1d. What is the last grade that you completed in school?

Grade school .....	-	<b>[121]</b>
Some high school .....	5	
High school graduate.....	31	
Some college, no degree .....	27	
Vocational training/2-year college.....	10	
4-year college/bachelor's degree .....	17	
Some postgraduate work, no degree.....	3	
2 or 3 years' postgraduate work/master's degree .....	5	
Doctoral/law degree.....	2	

2. What racial or ethnic group best describes you?

White .....	66	<b>[122/123]</b>
Black/African American .....	14	
Hispanic or Latino.....	14	
Asian or Asian-American .....	3	
Native American .....	-	
Middle Eastern.....	-	
Mixed Race .....	2	
Other .....	1	

3a. Are you currently registered to vote?

Yes, registered .....	75	<b>[124]</b>
No, not registered .....	21	
Not sure.....	4	

3b. I know it's a long way off, but what are the chances that you will vote in the presidential election in 2016? Are you **(READ LIST)**?

Absolutely certain to vote .....	58	<b>[125]</b>
Fairly likely to vote .....	19	
Just somewhat likely to vote.....	10	
Not that likely to vote .....	13	

3c. On a scale of 0 to 10, please indicate how excited and enthusiastic you are about voting in the 2016 election. You may use any number from 0 to 10 to indicate how you feel.

9-10, extremely enthusiastic and excited .....	23	<b>[126-127]</b>
7-8.....	25	
5-6.....	23	
0-4, not enthusiastic or excited at all .....	29	
<b>Mean</b>	<b>5.8</b>	

4. When you think about the overall direction of the country these days, do you feel that the country is generally headed in the right direction, or do you feel that the country is headed off on the wrong track?

Right direction.....	40	<b>[128]</b>
Wrong track .....	60	

5. Below are the names of some public figures. Please rate your feelings toward each one as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just mark that option.

*THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY OR SOMEWHAT POSITIVE*

	<b>Total Positive</b>	<b>Total Negative</b>	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
Bill Clinton.....	<b>49</b>	<b>24</b>	24	25	25	12	12	2	<b>[131]</b>
Barack Obama.....	<b>43</b>	<b>38</b>	21	22	18	13	25	1	<b>[129]</b>
Hillary Clinton.....	<b>41</b>	<b>35</b>	18	23	23	14	21	1	<b>[130]</b>
George W. Bush .....	<b>29</b>	<b>50</b>	10	19	20	20	30	1	<b>[138]</b>
Rand Paul .....	<b>20</b>	<b>27</b>	6	14	28	13	14	25	<b>[133]</b>
Elizabeth Warren .....	<b>19</b>	<b>13</b>	11	8	25	6	7	43	<b>[132]</b>
Marco Rubio .....	<b>17</b>	<b>24</b>	6	11	27	11	13	32	<b>[137]</b>
Jeb Bush.....	<b>16</b>	<b>38</b>	5	11	30	18	20	16	<b>[134]</b>
Scott Walker .....	<b>12</b>	<b>21</b>	5	7	23	8	13	44	<b>[135]</b>
The Koch brothers .....	<b>8</b>	<b>27</b>	3	5	20	8	19	45	<b>[136]</b>

6a. Suppose there were a candidate for president who wanted to take action on climate change and make America a leader in clean energy, and who would hold corporate polluters accountable for the carbon pollution they put into our air. How appealing would you find this candidate?

Extremely appealing .....	30	<b>[164]</b>
Fairly appealing .....	38	
Just somewhat appealing .....	22	
Not that appealing .....	6	
Not appealing at all.....	4	

6b. Why do you find this candidate (INSERT ANSWER FROM Q.8a)? [165-171]

Net Appealing	58%	Net Not Appealing	25%
Cares about the environment, supports protecting environment, concerned about environment	10	Should concentrate on other issues, there are bigger problems facing our country	6
Important, necessary, an issue that needs to be addressed, the right thing to do	6	Not interested in environmental issues, not concerned about pollution, not a big problem	5
We must protect the earth, we only have one, need to save/take care of our planet	6	The environment is important but not the most important issue, not a priority	4
Corporations/people who run them need to/must be held accountable/responsible/pay	6	None, not an important issue, not a priority, not interested in this topic	3
Need to reduce pollution, something needs to be done/must be done about pollution	4	Would be bad for the economy, policies like this hurt businesses/workers	2
		Depends on candidates' stand on other issues	1
		There has never been a candidate to focus so much attention on this issue	1
		Okay, depends, all other neutral comments	2
		Don't know; no response	14%

7. If Hillary Clinton were the Democratic candidate for president, would you (READ LIST)?

Support Hillary Clinton regardless of who was running as the Republican candidate.....	30	<b>[172]</b>
Lean toward supporting Hillary Clinton but would consider the Republican candidate .....	32	
Lean toward supporting the Republican candidate but would consider Hillary Clinton .....	13	
Definitely support the Republican candidate over Hillary Clinton .....	25	
<b>Total Support Hillary Clinton</b>	<b>62</b>	
<b>Total Support Republican Candidate</b>	<b>38</b>	

8ab. Suppose the candidates in the election for US president were Hillary Clinton, the Democrat, and Jeb Bush, the Republican. If the election were held today, for whom would you vote? (IF RESPONDENT SAYS "NOT SURE," ASK:) Well, as of now, do you lean more toward Hillary Clinton or more toward Jeb Bush?

Hillary Clinton .....	50	<b>[175]</b>
Hillary Clinton (lean) .....	15	
Jeb Bush .....	23	
Jeb Bush (lean) .....	12	
<b>Total Clinton</b>	<b>65</b>	
<b>Total Bush</b>	<b>35</b>	

**Moving on...**

9a. Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose policies to limit the amount of carbon pollution that power plants, factories, and other industrial sources are allowed to put into the air?

Strongly favor .....	34	<b>[212]</b>
Somewhat favor.....	30	
Neutral .....	28	
Somewhat oppose.....	4	
Strongly oppose.....	4	
<b>Total Favor</b>	<b>64</b>	
<b>Total Oppose</b>	<b>8</b>	

9b. Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose policies to make corporate polluters pay for the harmful impacts of the carbon pollution they put into the air?

Strongly favor .....	41	<b>[213]</b>
Somewhat favor.....	28	
Neutral .....	24	
Somewhat oppose.....	3	
Strongly oppose.....	4	
<b>Total Favor</b>	<b>69</b>	
<b>Total Oppose</b>	<b>7</b>	

10. How serious of a problem do you think climate change is?

Very serious problem.....	42	<b>[214]</b>
Somewhat serious problem .....	36	
Not that much of a problem .....	16	
Not a problem at all .....	6	

11ab. From what you've read and heard, is there solid evidence that the earth's climate has been changing over the past few decades, or not? **(IF RESPONDENT SAYS "YES," ASK:)** Do you believe that the earth's climate is changing mostly because of human activity such as burning fossil fuels OR mostly because of natural patterns in the earth's environment?

<b>Total Yes, There is Evidence</b>	<b>69</b>	
Mostly because of human activity .....	35	<b>[215/216]</b>
Mostly because of natural patterns in earth's environment .....	8	
Some of both/both equally .....	25	
Not sure .....	1	
<b>Total No, There Is Not Evidence</b>	<b>13</b>	
Not sure .....	18	

11c. When it comes to the impact of climate change on you personally, do you think climate change **(READ LIST)?**

Is already having a harmful impact on me .....	14	<b>[217]</b>
Will have a harmful impact on me in foreseeable future .....	39	
Won't have a harmful impact on me personally until the more distant future....	32	
Is not likely to ever have a harmful impact on me .....	15	

12. How confident are you that there are actions the US government can take that would be effective in addressing climate change?

Very confident.....	20	<b>[218]</b>
Somewhat confident.....	41	
Not very confident.....	29	
Not at all confident.....	10	

13. Suppose a candidate for president pledged to make corporate polluters pay for dumping their carbon pollution into our air and water. How would this affect your vote? Would it make you **(READ LIST)**?

Much more likely to vote for this candidate .....	27	<b>[219]</b>
Somewhat more likely to vote for this candidate .....	43	
Somewhat less likely to vote for this candidate .....	8	
Much less likely to vote for this candidate .....	4	
Would not make a difference either way .....	18	

14. Next you'll see some things you might learn about a Republican presidential candidate related to climate change and energy. For each one, please indicate whether it would give you very major concerns, fairly major concerns, just minor concerns, or no real concerns about this candidate.

*THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY OR FAIRLY MAJOR CONCERNS*

	<u>Very Major Concerns</u>	<u>Fairly Major Concerns</u>	<u>Just Minor Concerns</u>	<u>No Real Concerns</u>	
Has close ties to the oil industry and voted to keep tax breaks and taxpayer subsidies for oil companies .....	42	32	17	9	<b>[220]</b>
Opposes setting any limit on carbon pollution from power plants and would allow them to release unlimited amounts of carbon pollution .....	45	28	18	9	<b>[226]</b>
Is backed by the Koch brothers, the big oil billionaires who have a long record of environmental violations, who, along with their network of wealthy conservatives, have pledged to spend almost a billion dollars on the presidential election .....	47	25	16	12	<b>[222]</b>
Disagrees with NASA, the US Military, and 97% of climate scientists that human activity is responsible for climate change .....	45	25	16	14	<b>[221]</b>
Opposes making polluters pay for the harmful impacts of dumping carbon pollution into the environment.....	38	30	21	11	<b>[224]</b>
Has called for the United States to pull out of international agreements to lower carbon pollution, including President Obama's recent plan to reduce emissions by half by 2025 .....	39	28	21	12	<b>[225]</b>
Supports continuing to develop America's fossil fuels, including drilling for oil, mining for coal, and fracking .....	27	30	23	20	<b>[223]</b>

15. Below are some reasons people have given for why climate change should be an important issue in the 2016 election. Please rate each one for how strong a reason it is for climate change to be an important issue in the 2016 election. Use a 0-to-10 scale, on which a 0 means that it is not a strong reason at all and a 10 means that it is an extremely strong reason.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST MEAN SCORE

	<u>Mean</u>	<b>Extremely Strong Reason</b> <u>7-10</u>	<u>5-6</u>	<b>Not A Strong Reason At All</b> <u>0-4</u>	
Combating climate change will create the jobs of the future and spur American innovation and investments in clean energy and technology. These will be homegrown jobs right here in the United States that cannot be shipped overseas, and that will enrich America's economy while putting our young people to work in good-paying jobs.....	7.2	66	22	12	<b>[235-236]</b>
The future of energy is in renewable resources like solar power and wind energy. We must speed up the nation's transition to cleaner, renewable forms of energy and move away from dependence on dirty fossil fuels such as oil and coal. We can do better than using the same energy sources we've been using since the 1800s .....	7.1	65	22	13	<b>[237-238]</b>
Young people in America have been given a tough draw. Young people and future generations will have to deal with and clean up a polluted planet. We must make sure that this is not a problem we simply pass on. The longer we put it off, the more expensive and painful it will be for our economy and our families to solve this problem.....	7.1	64	23	13	<b>[229-230]</b>
We need to support candidates who are working to better our environment, and NOT those backed by big oil companies and wealthy polluters who just want to give more tax breaks to special interests. We'll never be able to tackle climate change if our leaders are bought and paid for by the corporate polluters who profit from doing nothing .....	7.1	63	21	16	<b>[239-240]</b>
Americans are already suffering from climate change. Food and utility bills are rising. Floods are overrunning bridges and storms are wiping out neighborhoods. People are losing jobs in drought-related factory closings. Farmers' crop yields are falling across the country. If we don't act now, things will only get worse.....	7.1	63	24	13	<b>[233-234]</b>
NASA, the US Military, and 97% of climate scientists agree that climate change is real, is a threat, and is being accelerated by human activities. Only our vote will ensure that we elect a president who understands the facts and who is NOT stuck living in the past.....	7.0	63	22	15	<b>[241-242]</b>
Industrial carbon pollution is changing the planet's climate, harming people and animals. Already, animals such as polar bears, seals, and walrus are being pushed toward extinction. Their struggle to survive is a clear sign that we must take action before things get even worse .....	7.0	63	23	14	<b>[243-244]</b>
We simply cannot wait any longer to take action to reduce carbon pollution, which scientists say leads to more asthma attacks among our children and heat strokes among our seniors. If we don't act now, things will only get worse .....	7.0	60	26	14	<b>[231-232]</b>
We all make small decisions each and every day that help our environment, from recycling, to turning off lights, to riding our bikes. But if we don't also decide to support and vote for candidates who commit to fighting climate change, we'll undo the progress we've made. To put the United States on a path toward reducing climate change and transitioning to a cleaner energy economy, we can't forget the big picture and we must elect candidates who share these same values.....	6.9	61	25	14	<b>[245-246]</b>

**Thinking back on the different topics in the survey...**

16. There are many reasons why people might decide to vote for a particular candidate for president and we've asked you about some of these in this survey. Overall, how much of a priority would you say a candidate's position on addressing climate change will be in your vote for president in 2016?

The top priority.....	9	<b>[251]</b>
One of several high priorities.....	44	
A factor, but not a major one.....	29	
Not much of a factor.....	10	
Not a factor at all.....	8	

**FACTUALS: The next few questions are for statistical purposes only.**

F1. Which of the following best describes how you voted in the 2012 presidential election?

Voted for Barack Obama.....	40	<b>[258]</b>
Voted for Mitt Romney.....	20	
Did not vote.....	22	
Was not eligible to vote.....	13	
Not sure.....	5	

F2. Are you currently enrolled in any of the following kinds of schools? If you're not enrolled, please select that option.

2-year college.....	9	<b>[259]</b>
4-year college.....	21	
A technical school or training program to learn a specific job skill or trade.....	4	
An apprenticeship or work-based training program.....	1	
Graduate school.....	8	
Some other type of school or training program.....	3	
I am not enrolled in any school or training program.....	54	

F3. Which of the following best describes your employment situation?

I am working full time.....	46	<b>[260]</b>
I am working part time.....	23	
I am not working, but I am looking for work.....	17	
I am not working and am not looking for work.....	14	

F4. How would you describe the area in which you live?

Urban.....	29	<b>[261]</b>
Suburban.....	42	
Small town.....	17	
Rural.....	12	

F5. Which of the following do you feel best describes your political perspective?

Progressive.....	18	<b>[262]</b>
Moderate.....	24	
Conservative.....	22	
Libertarian.....	13	
Other.....	2	
None.....	21	

F6. Which of the following best describes your family's economic situation when you were growing up?

Low income .....	19	<b>[263]</b>
Working class .....	37	
Middle class.....	40	
Upper income .....	4	

F7. In what state do you currently live?

Colorado .....	5	<b>[110-115]</b>
Florida.....	25	
Iowa .....	4	
North Carolina .....	11	
New Hampshire .....	1	
Nevada .....	4	
Ohio .....	15	
Pennsylvania .....	17	
Virginia.....	11	
Wisconsin .....	7	