



July 2016

NextGen Climate/Project New America Battleground Millennial Survey



GLOBALSTRATEGYGROUP
LEAD THE WAY™

About this Survey

- This is the first major survey this cycle conducted exclusively among **millennials in battleground states**.
- Interviews were conducted online between June 29th-July 11th, 2016 among a base sample of 1,664 millennial adults, ages 18 to 34, in the following 11 states that will be critical for the Presidential election:

Arizona	Nevada	Pennsylvania
Colorado	New Hampshire	Virginia
Florida	North Carolina	Wisconsin
Iowa	Ohio	

- In addition to the base sample, oversamples were conducted of African American millennials in Ohio (132 additional), African American millennials in Pennsylvania (130 additional), and Hispanic millennials in Nevada (130 additional) to obtain a more accurate read on these subgroups.
- 925 of the survey's respondents are considered likely voters.
- Beyond the Presidential election, these battleground states are also likely to determine which party controls the U.S. Senate. Senate elections will be taking place this year in 10 of the 11 states surveyed.

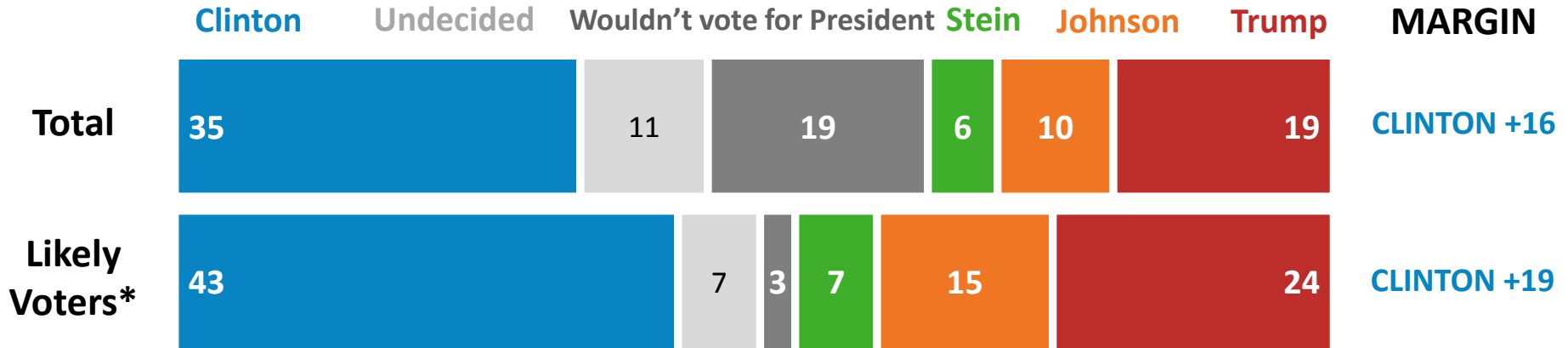


The Race for President



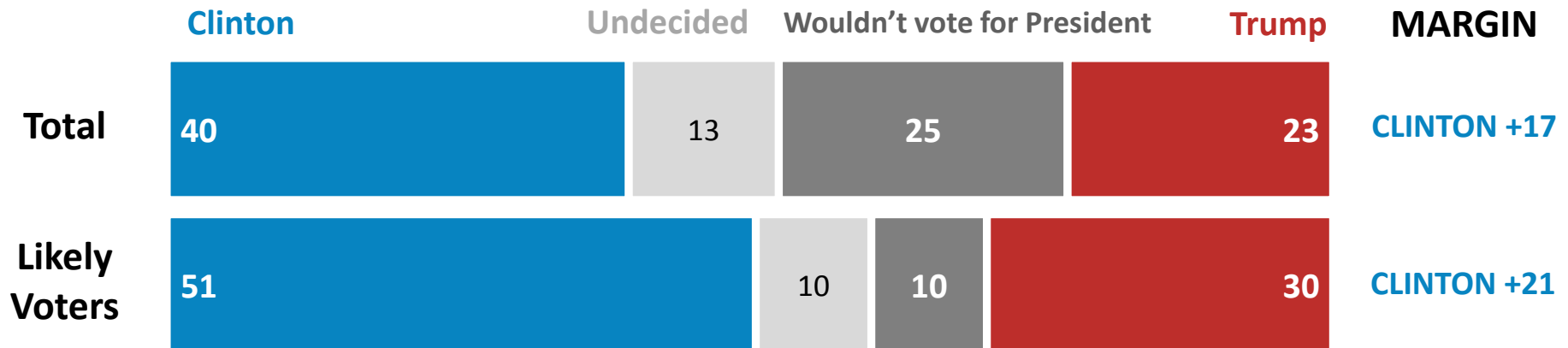
Millennials clearly prefer Clinton over Trump, but she still has significant room to grow

Vote for President (4-Way)



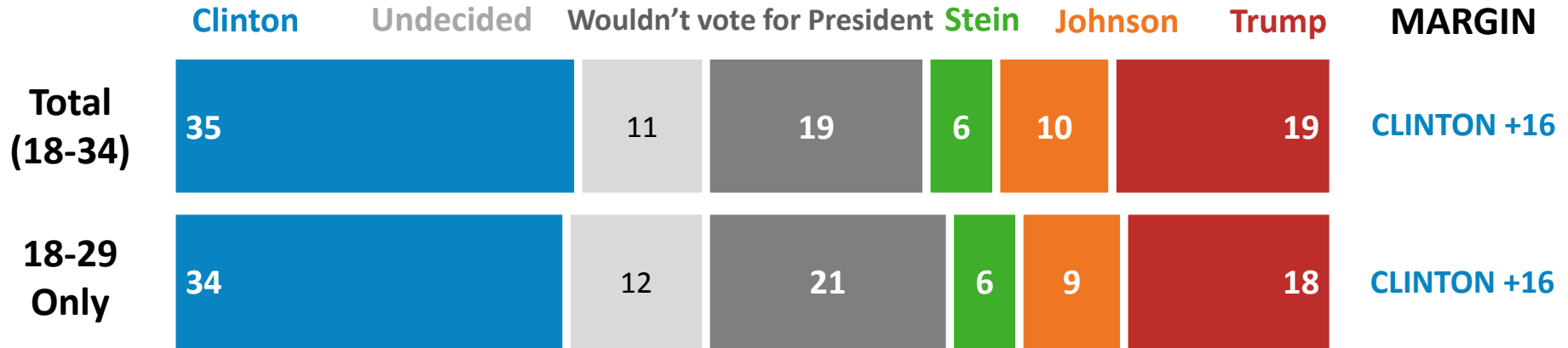
*Already registered to vote and self-report as “definitely” or “probably” turning out in November

Vote for President (2-Way)

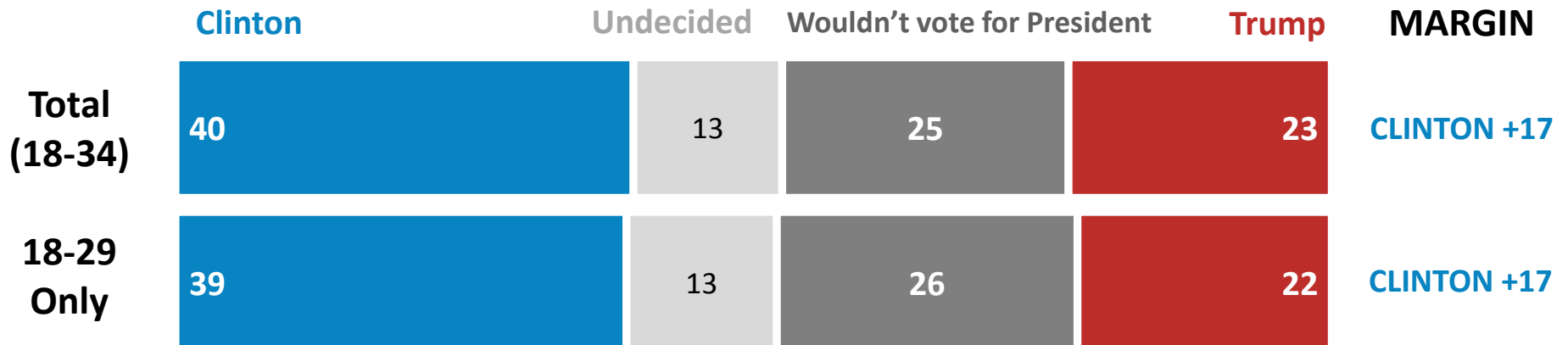


Clinton's margins are identical under a more narrow definition of millennials that only includes those under 30

Vote for President (4-Way)

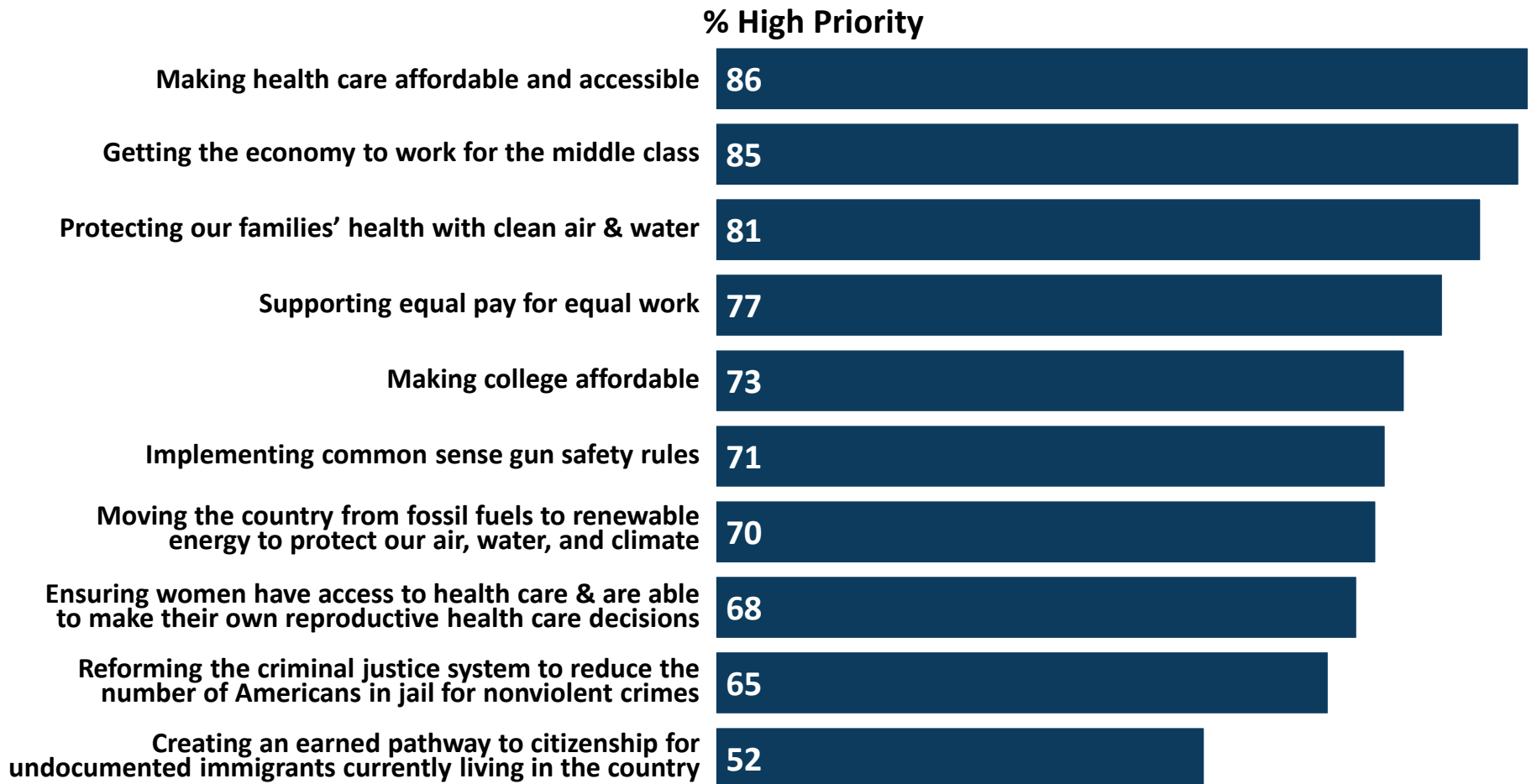


Vote for President (2-Way)



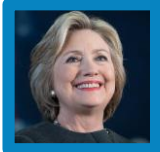


Millennials prioritize progressive values

Below is a list of issues that the candidates for President could focus on. For each, please indicate how high of a priority it is for you personally in your decision about who to vote for in the election for President.



Millennials side with Clinton over Trump across issues, but many do not yet see a difference

For each issue, please indicate which of the candidates below best represents your views on it.

			
Ensuring women have access to health care and are able to make their own reproductive health care decisions	57 <i>Clinton</i>	11 <i>Trump</i>	32 <i>No difference</i>
Supporting equal pay for equal work	48	14	38
Creating an earned pathway to citizenship for undocumented immigrants	46	20	34
Protecting our families' health with clean air and water	45	12	43
Moving from fossil fuels to renewable energy to protect our air, water, and climate	44	12	44
Making college affordable	43	13	44
Making health care affordable and accessible	41	19	40
Getting the economy to work for the middle class	41	23	36
Implementing common sense gun safety rules	40	22	38
Reforming the criminal justice system to reduce the number of Americans in prison	38	18	44

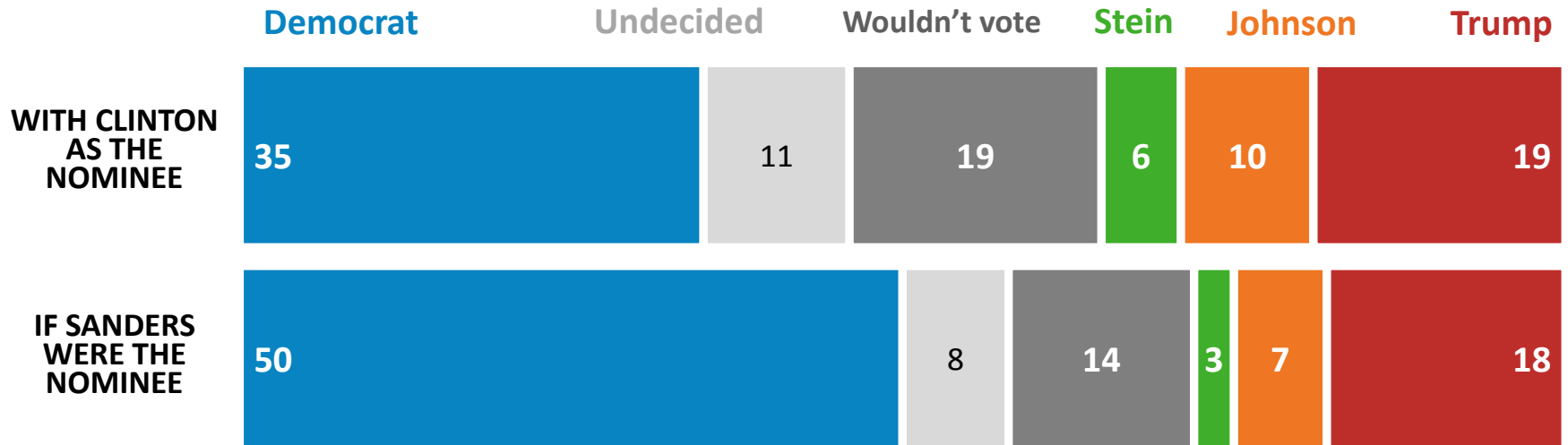


Appealing to Sanders Supporters



A key tactic for boosting Clinton's millennial support is making sure "Sanders Holdouts" end up voting for her

Vote for President (Sanders Scenario vs. Clinton Scenario)



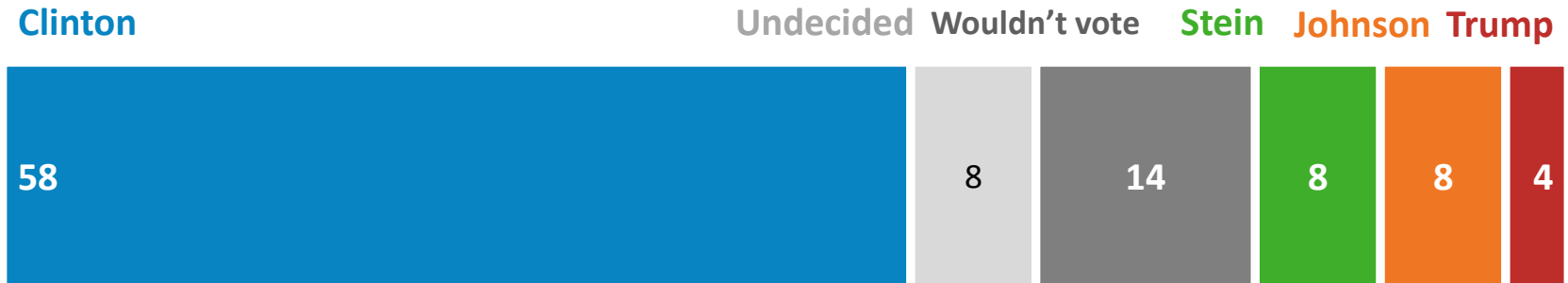
21% of millennials are "Sanders Holdouts" – they don't vote for Clinton in a 4-way race, but do vote for Sanders in a hypothetical scenario where Sanders is the Democratic nominee. Conversely, 6% of millennials vote for Clinton but not Sanders, resulting in a 15-point difference in their vote share.

20% of millennial likely voters are "Sanders Holdouts."



Trump holds little appeal to would-be Sanders voters; however, this segment is not consolidating behind Clinton yet

Vote for President (ONLY AMONG MILLENNIALS WHO VOTE FOR SANDERS ON HYPOTHETICAL BALLOT)

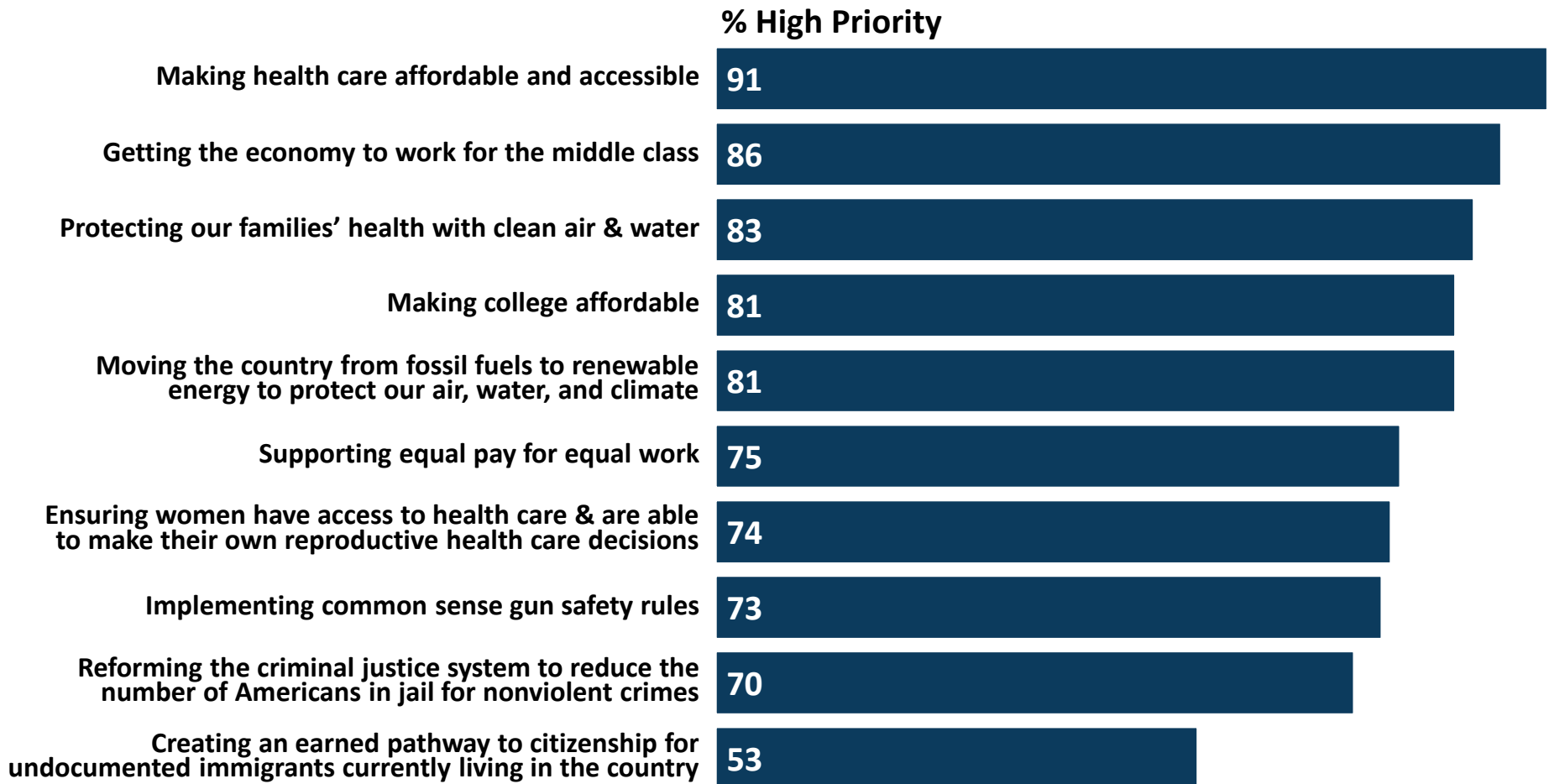


Sanders supporters are unlikely to vote for Trump, but to improve Clinton's 58% vote share with this segment we need to persuade them not to vote third-party (as 16% intend to) or sit out the election (as 14% intend to).



Like millennials overall, Sanders Holdouts care about progressive values

(AMONG SANDERS HOLDOUTS) Below is a list of issues that the candidates for President could focus on. For each, please indicate how high of a priority it is for you personally in your decision about who to vote for in the election for President.



Climate change is just as effective as economic populism for winning the votes of Sanders Holdouts, who see little difference between Clinton and Trump on the issues

On the issues most important to you, there is no real difference between Hillary Clinton and Donald Trump.



(AMONG SANDERS HOLDOUTS) Below are a few things Hillary Clinton could do. For each, please indicate how much of an impact that action would have on your likelihood of voting for Clinton.

% More likely to vote for Clinton

Releasing a plan that would get the economy working for all, not just the wealthy

61

Prioritizing the transition to clean energy to protect our air, water, and climate

58

Supporting more aggressive policies to reduce student debt and the cost of education

56

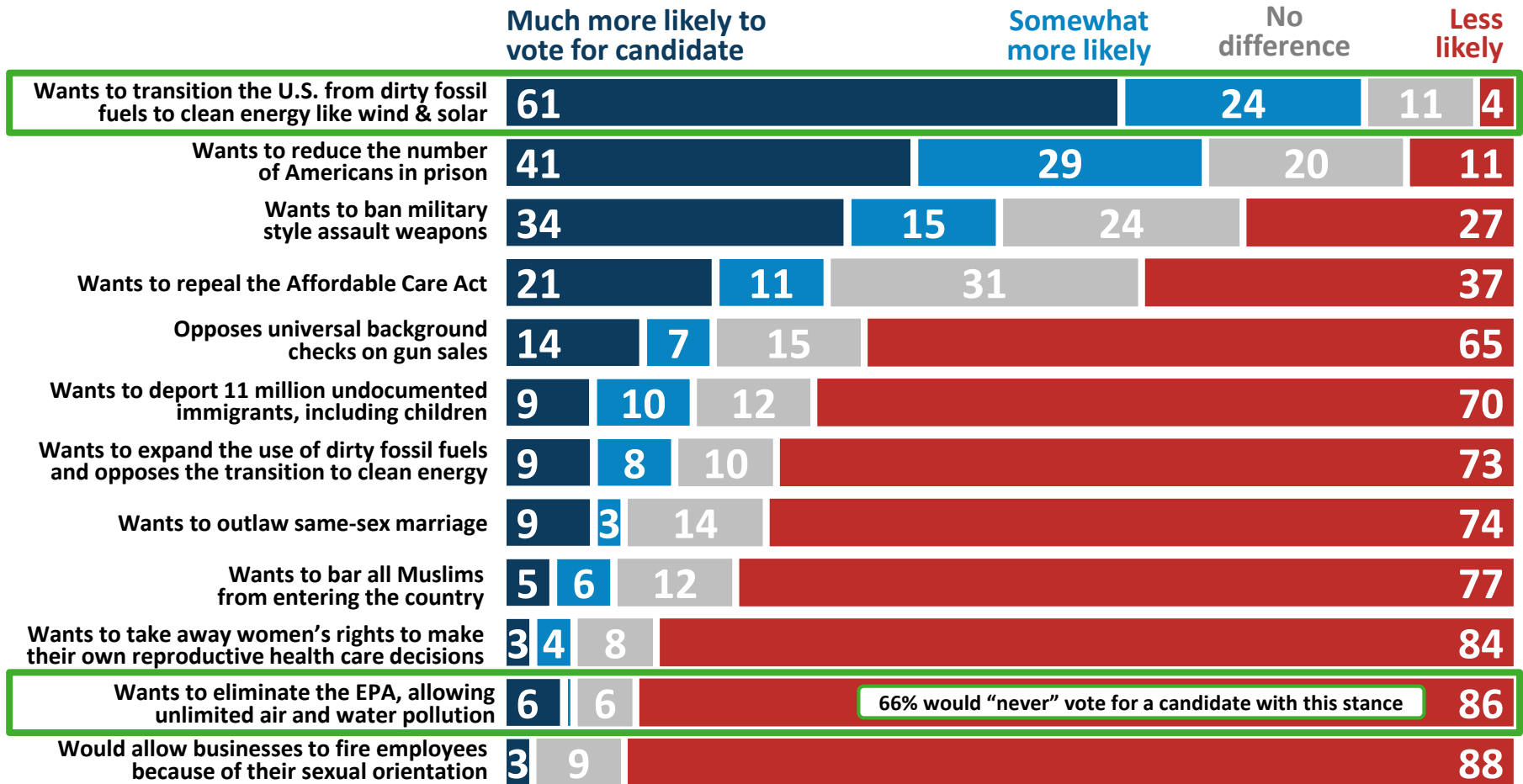
Committing to breaking up the biggest Wall Street banks

42



Environmental issues are critical for Sanders Holdouts, as nearly two-thirds would never vote for a candidate who wants to eliminate the EPA (like Trump)

Please indicate how a candidate taking each stance would impact your likelihood of voting for that candidate.
(AMONG SANDERS HOLDOUTS)

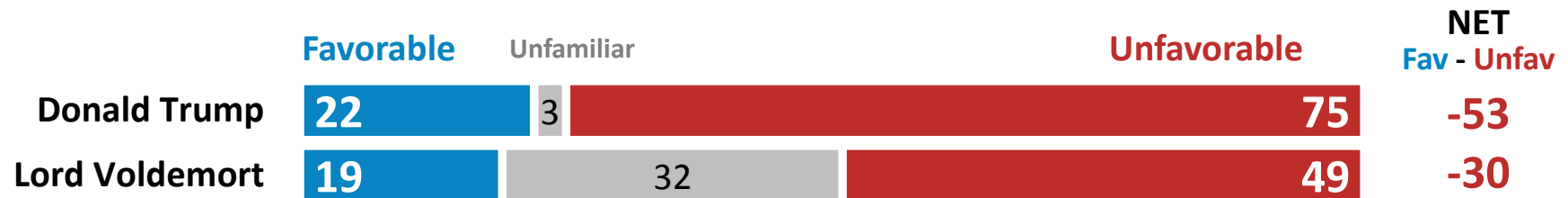


How Millennials View Donald Trump

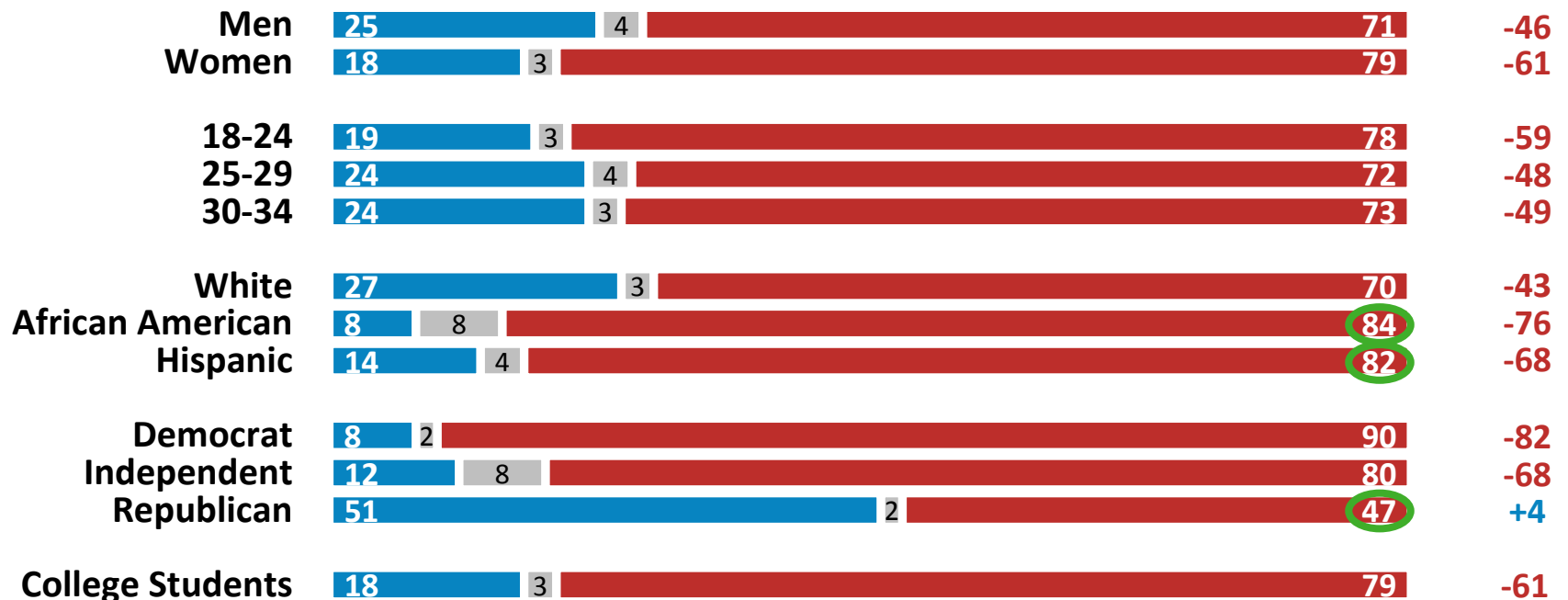


Donald Trump is less popular than Lord Voldemort

Overall Popularity

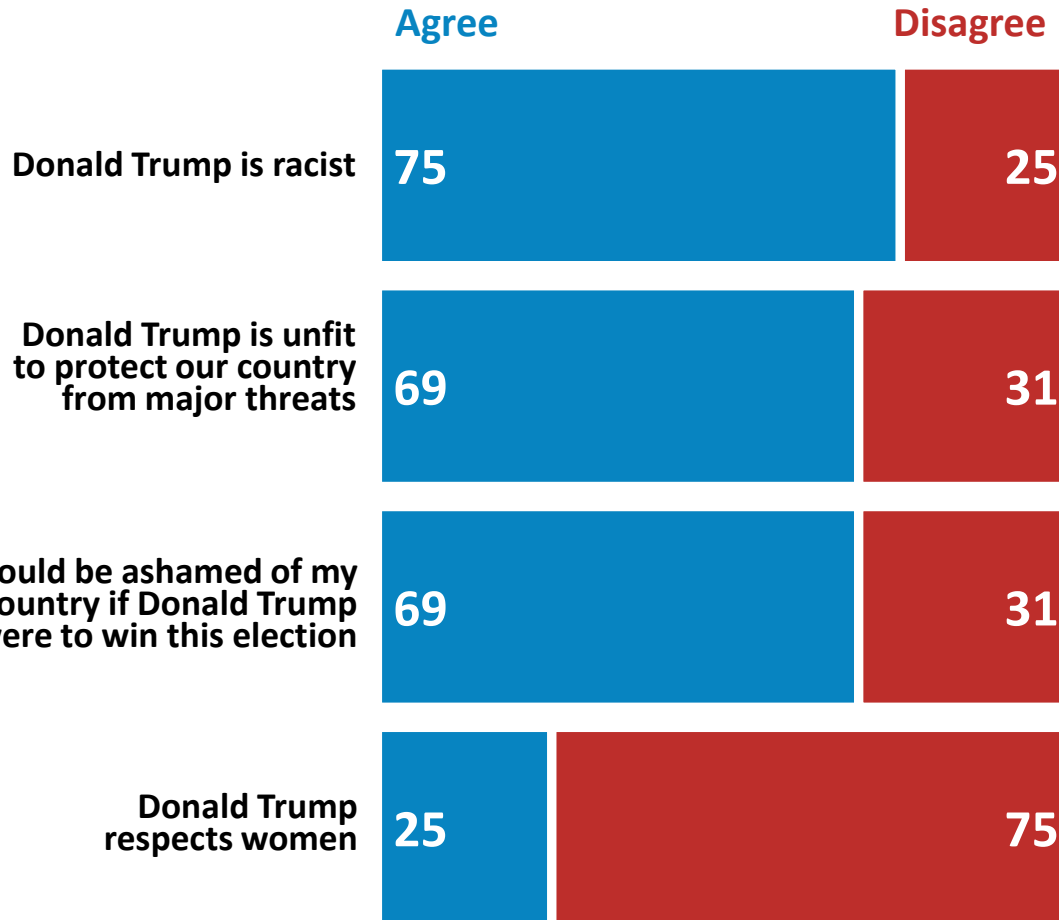


Popularity of Donald Trump by Group



Millennials widely believe Trump is racist and would be ashamed of the country if he were elected

Do you agree or disagree with the following statements?



% Agree by Group								
Men	Wom	Wht	AfAm	Hisp	DEM	IND	GOP	
71	79	70	79	85	92	79	45	
65	72	65	82	76	86	70	41	
64	75	62	90	80	86	69	43	
31	19	28	15	17	12	21	49	

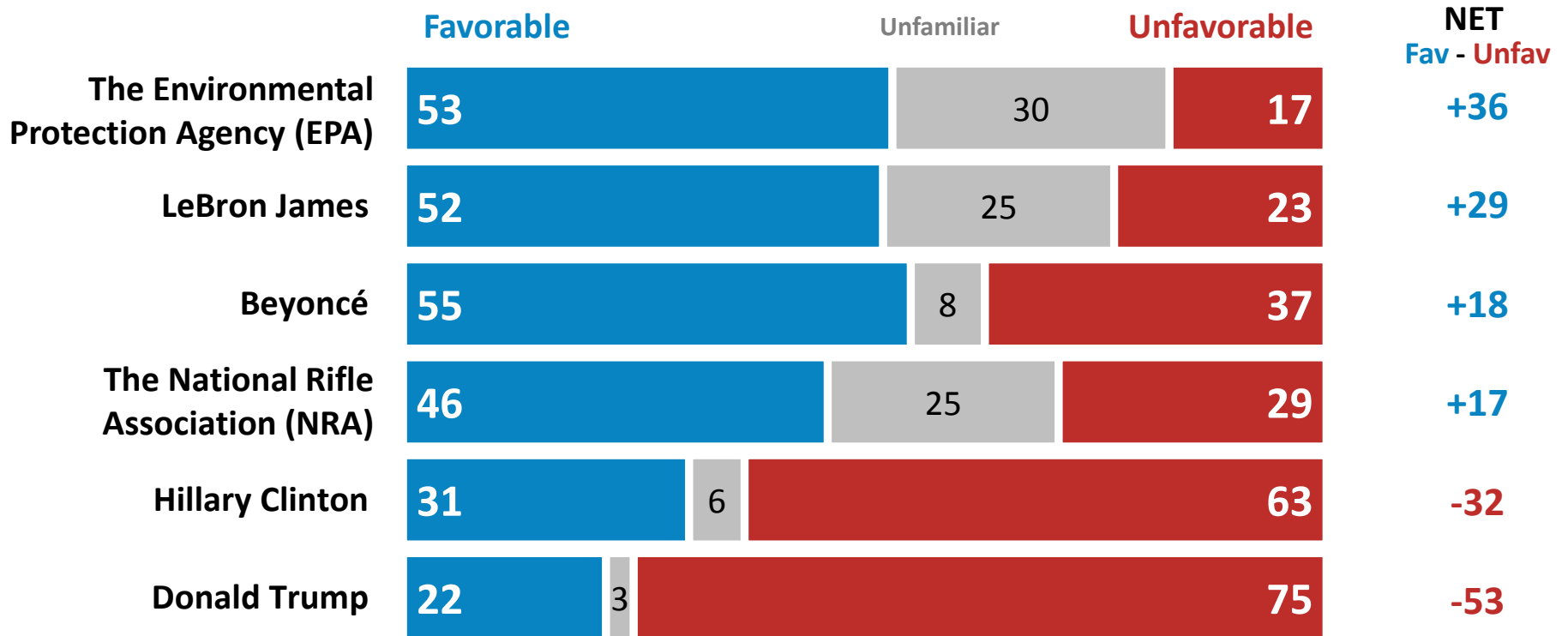


How Millennials View Environment and Climate Issues



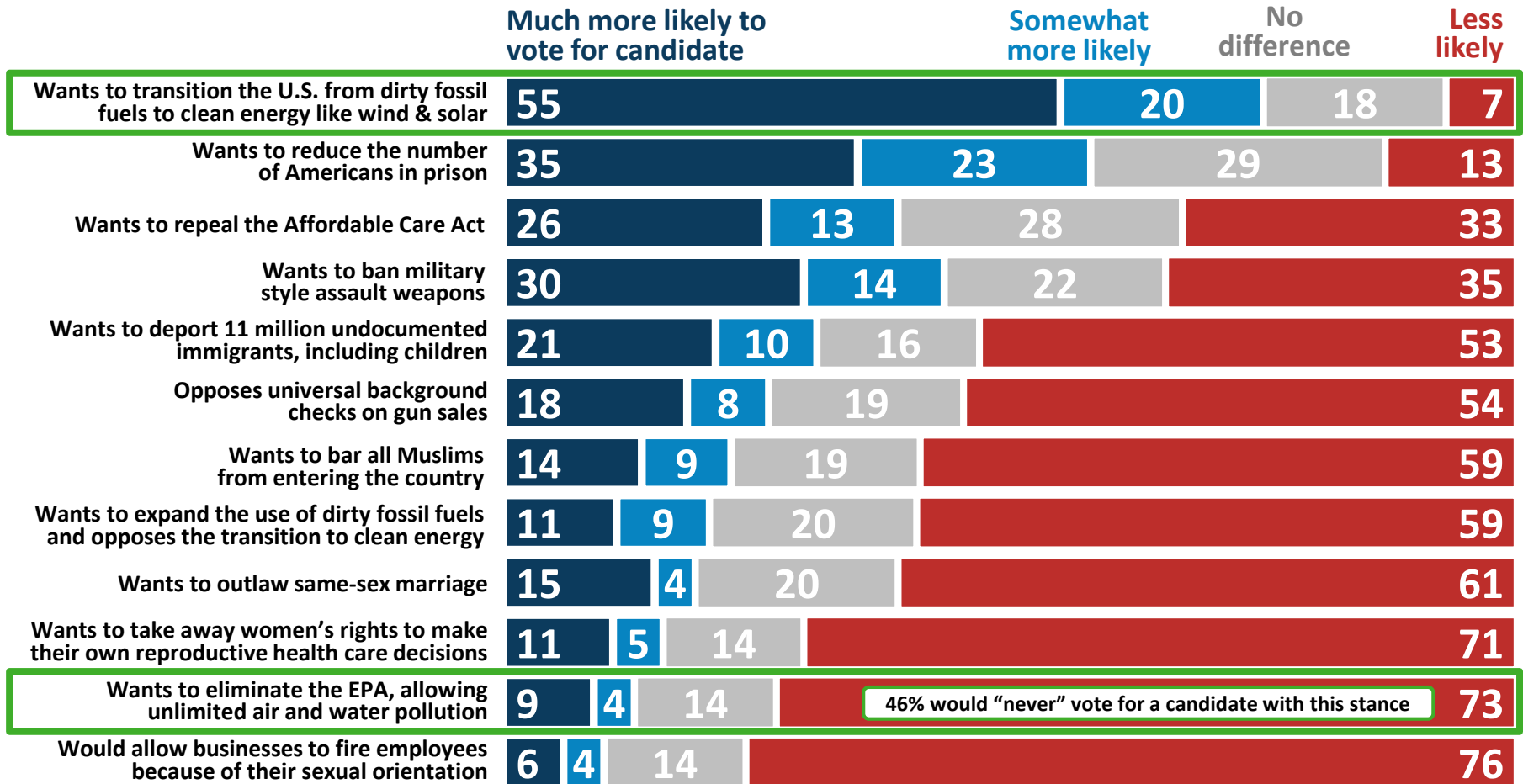
The EPA is more popular than LeBron and Beyoncé

Favorability



Energy and the environment are critical to millennials' voting decisions

Please indicate how a candidate taking each stance would impact your likelihood of voting for that candidate.
(AMONG ALL MILLENNIALS)



Conclusions



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- **Millennial voters disdain Trump.** Donald Trump’s standing is deeply negative among millennials, particularly among African American and Hispanic millennials. This audience overwhelmingly believes Trump is racist and disrespects women, and would be ashamed of the country if he were elected.
- **Still, millennial voters have reservations about Hillary Clinton, and she needs to win over Sanders Holdouts.** Clinton wins a plurality but not a majority of millennials’ votes, as she falls short of the support that Bernie Sanders receives in a hypothetical scenario with Sanders as the Democratic nominee. Many millennials plan on sitting the election out or voting third-party, and roughly one-fifth are “Sanders Holdouts” - people who would vote for Sanders if they could, but don’t plan on voting for Clinton.
- **Climate, energy, and environmental issues are an effective route for Hillary Clinton to solidify the millennial vote.** Prioritizing clean energy is one of the best ways for Clinton to energize millennials, and is on par with focusing on income inequality as a tactic for swaying Sanders Holdouts. Millennials care deeply about issues related to energy and climate, to the point that wanting to eliminate the EPA (like Trump) is immediately disqualifying to a broad swath of millennial voters.



Thank You

