

September 2016

NextGen Climate/Project New America Battleground Millennial Survey – September Update







About this Survey

• Interviews were conducted online from August 24th to August 30th, 2016 among a base sample of 1,652 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			

- This is a tracking poll that follows a benchmark survey, fielded from June 29th to July 11th utilizing the same methodology, that was the first major survey this cycle conducted exclusively among millennials in battleground states.
- 902 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



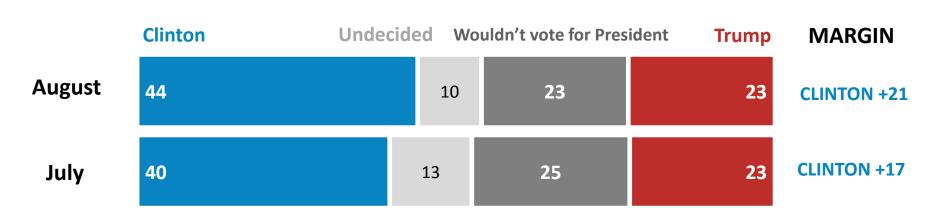




Millennials show some further consolidation behind Clinton, but still plenty of room for improvement

Vote for President Overall (4-Way) Clinton Undecided Wouldn't vote for President Stein Johnson Trump **MARGIN August** 38 6 11 9 16 20 **CLINTON +18 CLINTON +16** July 19 35 19 6 10 11

Vote for President Overall (2-Way)



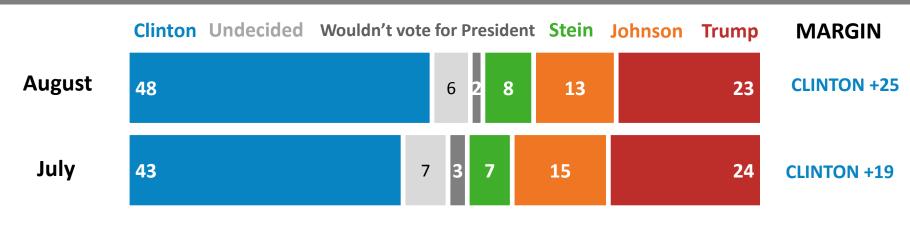






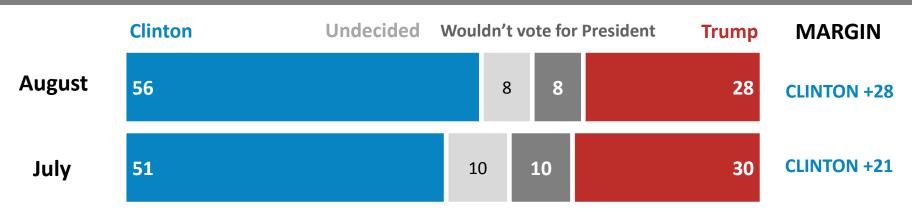
Larger gains for Clinton among likely voting millennials





^{*}Already registered to vote and self-report as "definitely" or "probably" turning out in November

Vote for President Among Likely Voters* (2-Way)



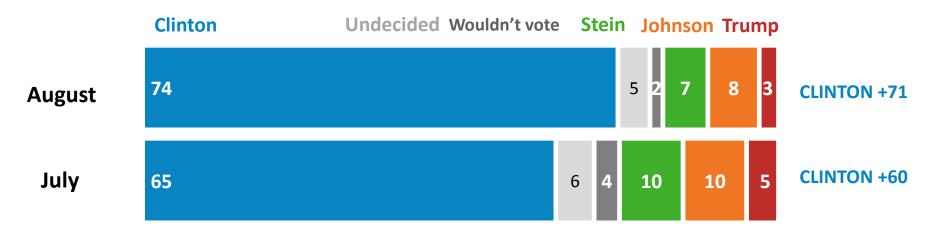






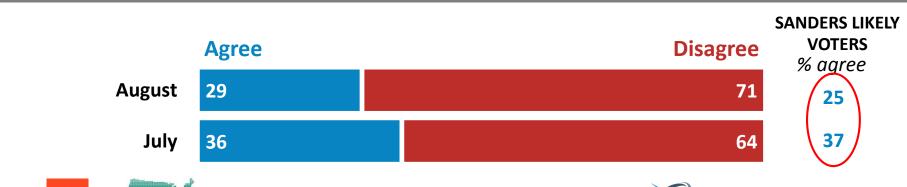
Sanders supporters are becoming more likely to vote for Clinton as they see greater differences between Clinton and Trump

Vote for President (AMONG LIKELY VOTERS WHO VOTE FOR SANDERS ON HYPOTHETICAL GENERAL ELECTION BALLOT)



15% of likely voting 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 – down 5 points from July when 20% of likely voting millennials fit this definition.

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









More millennials see a difference between Clinton, Trump on issues, with most gains going to Clinton. But many still don't see a difference

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

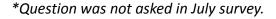
(AMONG MILLENNIAL LIKELY VOTERS)

Change from July

Change from July			
Ensuring women have access to health care and are able to make their own reproductive health care decisions	71 +9 <i>Clinton</i>	13 Trump	16 -8 No difference
Protecting Obamacare and expanding access to affordable health care to more low-income Americans*	63	15	22
Supporting equal pay for equal work	60 +4	18	22 -6
Protecting our families' health with clean air and water	57 +6	16	28 -6
Moving the country from fossil fuels to clean energy to protect our air, water, and climate*	56	14	30
Making debt-free college available to everyone*	55	17	28
Raising the minimum wage*	55	22	23
Allowing people with student loans to refinance them at current interest rates*	54	17	29
Making the wealthy pay their fair share*	51	22	27
Implementing common sense gun safety rules	47 +0	28	25 -2









How Millennials View Donald Trump

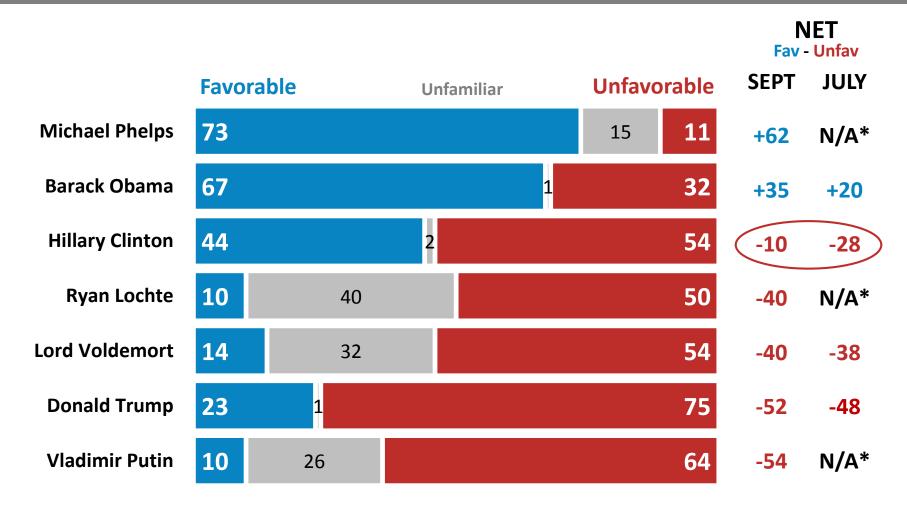






Clinton has made significant gains since July

Popularity (AMONG MILLENNIAL LIKELY VOTERS)



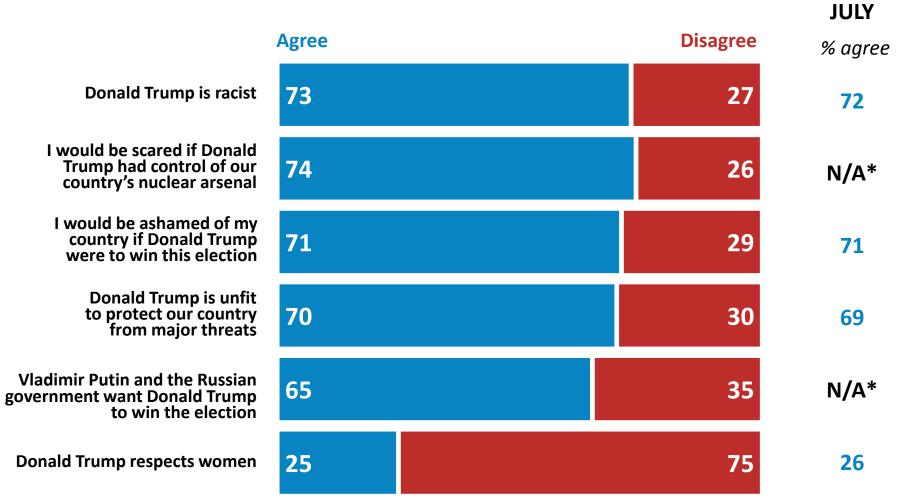






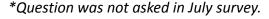
Time has failed to soften Trump's image as millennials still see him as racist and unfit for office

Do you agree or disagree with the following statements? (AMONG MILLENNIAL LIKELY VOTERS)



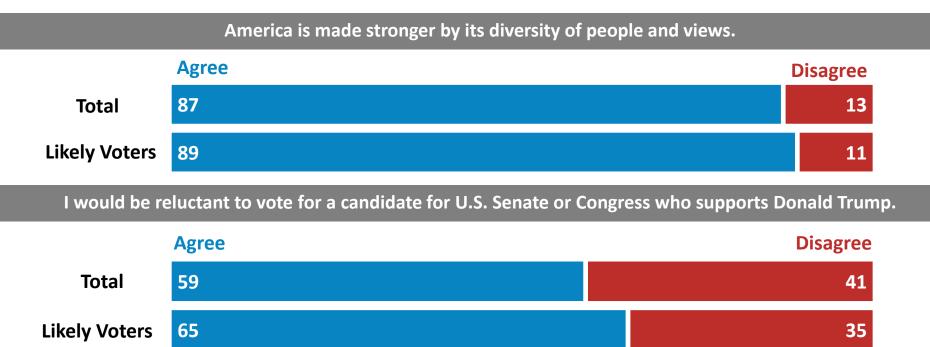








Millennials largely reject Trump's worldview and candidates who support him. Also believe candidates should release tax returns



How important is it to you that candidates release their tax returns so voters can see whether the candidate would profit from their own policy proposals?

	Important	Not important	
Total	72	28	
Likely Voters	74	26	







Millennials find many Trump actions deeply offensive, led by mocking of a reporter, offensive statements towards Mexicans and the Khans

Below are statements and actions Donald Trump has made and taken. Please indicate how offensive you find each, if at all. (AMONG MILLENNIAL LIKELY VOTERS)

	Very offensive	Somewha	t offensive	MILLENNIALS OVERALL % very offensive
Mocking a reporter's disability	72		17	73
Calling Mexican immigrants rapists and killers	67		19	67
Criticizing the parents of a Muslim American soldier who died at war	65		20	64
Saying women should be punished for having an abortion	61		20	59
Falsely claiming he watched American Muslims cheer on 9/11 on the news	59	2	22	57
Tweeting "Appreciate the congrats for being right on radical Islamic terrorism" after a shooting	54	24		52
Saying Barack Obama founded ISIS	54	21		51
Saying a U.Sborn judge can't be impartial against Trump because the judge is "Mexican"	53	27		52
Calling for a shutdown of Muslims entering the United States	52	19		50







How Millennials View Environment and Climate Issues







Energy and climate issues are among top stances that would make millennials more likely to vote for a candidate

Please indicate how a candidate taking each stance would impact your likelihood of voting for that candidate.

(AMONG MILLENNIAL LIKELY VOTERS)

	More likely to vote for candidate	No difference	Less likely	MILLENIALS OVERALL % more	SANDERS HOLDOUTS e likely
Wants to transition the U.S. from dirty fossil fuels to clean energy like wind and solar to protect our air, water, and climate	83		14 B	78	85
Wants to make the wealthy and corporations pay their fair share of taxes	83		11 6	77	90
Wants to establish the U.S. as the clean energy superpower of the world	80		16 4	7 5	83
Supports universal background checks on gun sales	77		17 6	72	84
Supports limiting carbon pollution from power plants that contributes to climate change	76		19 5	73	80
Wants to ensure that women have the right to make their own reproductive health care decisions	75		15 10	71	79
Wants to make debt-free college available to everyone	74		12 14	71	84
Wants to raise the federal minimum wage	68		15 17	65	74







Conclusions







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- Millennial voters continue to despise Trump. Donald Trump has done nothing during or after the convention to change millennials' perceptions that he is racist and unfit to serve. Large majorities of millennials find his actions deeply offensive and few prefer his policy positions.
- Clinton is making inroads, including among Sanders supporters, as millennials see more differences on issues between she and Trump. But there is still much to be done. Clinton's vote share among millennials has increased – particularly with likely voters – as she has started to consolidate Sanders supporters. More millennials see a difference between Clinton and Trump on issues, but there remains room for growth.
- Energy and climate issues continue to be among the most salient to millennials. Candidates' stances on climate and energy are critically important for millennials in deciding whom to vote for. There are fewer Sanders Holdouts as awareness of the differences between Clinton and Trump has grown, suggesting room for further growth in Clinton support as remaining Sanders Holdouts become aware of those differences.





Thank You

