



Rock the Vote / USA Today

Millennial Survey

These are findings from an Ipsos poll conducted March 3-10, 2016 on behalf of USA Today. For the survey, a sample of 1,541 adults age 18-34 from the continental U.S., Alaska and Hawaii was interviewed online in English. This sample included boosts of African Americans (N=197), Hispanic/Latino Americans (N=243) and Asian Americans (N=173)

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 3.1 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=1,541, DEFF=1.5, adjusted Confidence Interval=4.6).

“W1” references the first wave of the USA Today/Rock the Vote/Ipsos Survey in January 2016. “W2” is the current survey data.

1. Are you currently registered to vote?

	W1	W2
Yes	77%	78%
No	20%	19%
Not sure	3%	3%

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

	<u>W1</u>	<u>W2</u>
A lot of thought	32%	40%
Much thought	25%	28%
Some thought	26%	22%
A little thought	8%	6%
No thought	9%	4%

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

	<u>W1</u>	<u>W2</u>
Strong Democrat	16%	18%
Moderate Democrat	16%	19%
Lean Democrat	9%	10%
Lean Republican	8%	6%
Moderate Republican	12%	12%
Strong Republican	8%	7%
Independent	16%	18%
Other	3%	3%
Don't know	12%	9%

5. How would you characterize your political leanings on the following issues?

Economic (jobs, minimum wage, equal pay, education, etc.) policy:

	<u>W1</u>	<u>W2</u>
Very Conservative	14%	12%
Moderate Conservative	14%	13%
Lean Conservative	10%	9%
Middle of the road	17%	18%
Lean Liberal	9%	10%
Moderate Liberal	10%	14%
Very Liberal	14%	18%
Don't know/Refuse	11%	7%



Foreign (international agreements, conflict, terrorism, diplomacy, etc.) policy:

	<u>W1</u>	<u>W2</u>
Very Conservative	12%	10%
Moderate Conservative	16%	13%
Lean Conservative	9%	10%
Middle of the road	22%	22%
Lean Liberal	9%	10%
Moderate Liberal	9%	14%
Very Liberal	10%	13%
Don't know/Refuse	13%	8%

Social issues (race, LGBTQ rights, civil rights, morality, etc.):

	<u>W1</u>	<u>W2</u>
Very Conservative	14%	11%
Moderate Conservative	11%	10%
Lean Conservative	7%	6%
Middle of the road	16%	16%
Lean Liberal	7%	7%
Moderate Liberal	11%	12%
Very Liberal	24%	31%
Don't know/Refuse	11%	6%

[ASK IF REPUBLICAN OR INDEPENDENT AT Q5]

6. If the Republican presidential primary election was held today, for whom would you vote?

	<u>W1</u>	<u>W2</u>
Donald Trump	26%	26%
Benjamin Carson	11%	14%
Marco Rubio	9%	18%
Jeb Bush	8%	NA
Ted Cruz	8%	14%
Rand Paul	5%	NA
Chris Christie	3%	NA
Mike Huckabee	3%	NA
Carly Fiorina	3%	NA
John Kasich	1%	6%
Jim Gilmore	1%	NA
Rick Santorum	0%	NA
Wouldn't vote	22%	21%



[ASK IF DEMOCRAT OR INDEPENDENT AT Q5]

7. If the Democratic presidential primary election was held today, for whom would you vote?

	<u>W1</u>	<u>W2</u>
Bernie Sanders	46%	54%
Hillary Clinton	35%	37%
Martin O'Malley	5%	NA
Wouldn't vote	14%	8%

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

Hillary Clinton	52%
Donald Trump	19%
Wouldn't Vote	19%
Don't know	9%

9. 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)

	<u>W1</u>	<u>W2</u>
Economy / Jobs / Employment / Minimum Wage / Paid Leave	35%	36%
Foreign Policy / the Middle East / Terrorism / Homeland Security	25%	18%
Education / College Affordability / Student Debt	28%	31%
Health Care / Health Insurance	24%	28%
Gun Laws / Gun Safety	23%	16%
Immigration	19%	17%
Civil Rights / Police Brutality/ Mass Incarceration / Criminal Justice Reform	17%	19%
Federal Spending / Budget Deficits / Balanced Budgets	15%	16%
Taxes	11%	16%
Environmental Issues / Climate Change	13%	16%
Crime	12%	11%
Social Security / Medicare	11%	12%
Energy / Fossil Fuels / Renewable Energy	11%	9%
Abortion	6%	7%
Legalization of Marijuana	8%	7%
LGBTQ Issues	6%	7%
Science / Innovation / Exploration	6%	5%
Election Reform	2%	5%
Something else (SPECIFY)	1%	1%



10. To what extent do you agree or disagree with each of the following statements?

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know	Total Agree
It should be easier for people in other countries to apply to legally immigrate to the U.S.	30%	33%	19%	11%	8%	63%
The United States should provide a pathway to legal status for all undocumented immigrants.	32%	36%	16%	10%	7%	68%
The United States should deport all immigrants who are here illegally.	21%	21%	20%	31%	7%	41%
The next president should focus on securing our borders before dealing with the rest of the immigration system.	21%	30%	23%	19%	8%	50%
The next president should make executive orders to deal with immigration if Congress does not act.	23%	37%	19%	11%	11%	60%

11. To what extent do you agree or disagree with each of the following statements?

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know	Total Agree
The United States should switch to a carbon tax system.	18%	26%	21%	14%	7%	44%
Climate change is real and is mostly or entirely caused by humans.	46%	32%	11%	5%	6%	78%
I am willing to pay slightly higher energy and gasoline bills to help prevent climate change.	29%	36%	16%	10%	9%	65%
The U.S. should NOT take any steps on climate change that would hurt our economy unless China and other leading countries also do so.	14%	20%	22%	31%	13%	33%
Working to prevent climate change will not cause the U.S. to lose jobs.	34%	31%	15%	5%	14%	66%

12. To what extent do you agree or disagree with each of the following statements?

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know	Total Agree
College education is essential for success.	37%	33%	18%	8%	4%	70%
The American higher education system is broken.	45%	34%	12%	3%	6%	78%
The U.S. government should focus on improving education opportunities for lower income students.	52%	31%	9%	3%	5%	83%
Most people are not prepared for the impact of student loan debt.	57%	29%	7%	2%	5%	86%
The federal government should ensure that every child has access to quality pre-K programs even if it means raising taxes.	36%	36%	15%	6%	7%	72%



13. To what extent do you agree or disagree with each of the following statements?

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know	Total Agree
I will be more successful in my professional life than my parents were.	31%	37%	16%	5%	11%	68%
The U.S. economy needs more organizations and rules to protect workers.	33%	38%	13%	6%	10%	71%
The "sharing economy" is an improvement on the American economy.	21%	28%	14%	7%	31%	49%
In order to advance my career, I will need to continually develop my skill set.	53%	33%	7%	2%	5%	86%
Americans should be able to support themselves and their families based on a 40-hour work week.	57%	28%	9%	2%	5%	85%

14. To what extent do you agree or disagree with each of the following statements?

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know	Total Agree
A new Supreme Court justice should be nominated and confirmed as soon as possible.	35%	33%	12%	5%	15%	68%
The next Supreme Court justice should be someone moderate and willing to see other points of view.	40%	39%	9%	3%	9%	79%
Supreme Court decisions directly impact my life.	29%	34%	18%	5%	13%	63%
Supreme Court justices should NOT have lifetime appointments.	31%	30%	17%	7%	15%	61%

15. If you were able to make an ideal PRESIDENT, which one of the following attributes would you most want him or her to have?

A fresh approach to tackling America's issues	33%
Strong experience in government	17%
Shares my values	17%
Someone I believe in	12%
Authentic	12%
Strong experience outside government	7%
Other	3%

16. If the choice of president comes down to choosing between the following, which is closer to your preference?

Someone willing to compromise to get things done	55%
Someone who will stick to his/her principles no matter what	30%
Neither of these	7%
Don't know	8%