

Young Voters Issue Agenda Poll

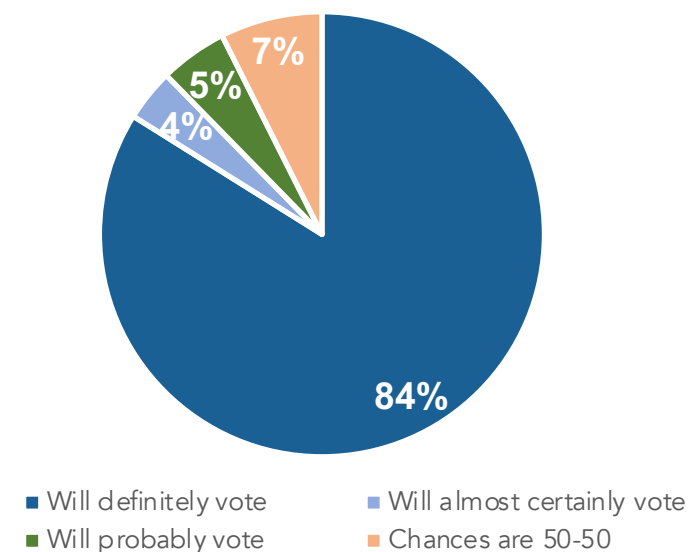
National Survey | January 2020



Research Methodology

Sample	Registered voters, age 17-35	These findings are from a proprietary online survey conducted by HIT Strategies on behalf of Alliance for Youth Action 2020. This Youth survey consisted of 1000 voters with a 200-nonvoter oversample across the states. The survey was conducted via online panel, starting on January 8-19, 2020. The data was weighted slightly to adhere to population demographics of registered voters in the voter file, and weighted to represent the registered voting population in the country. The margin of error for the registered voters sample is +/- 3.1%, and for the non-voting sample is +/- 6.9% with a 95% confidence interval. Notably, the margin of error for sub-groups will be slightly higher depending on the size of the sub-group sample and the size of the actual response to any given question.
Size	1000+200 oversample of non-registered voters for comparison	
Geo	Nationwide	
Demo	Young registered voters and non-voters	

Vote Likelihood



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- 1** Political Landscape
 - 2 Political Engagement
 - 3 2020 Primary Review
 - 4 2020 General Election Overview
 - 5 Youth Issue Agenda

Key Findings | Attitudes and Behavior

LAY OF THE LAND

➤ Young voters are increasingly independent, rejecting the 2 Party choice

- 37%** identify as independent or unaffiliated
- 37%** of young white voters identify as independent, more than either party
- 44%** of under age 25 voters identify as independent, more than either party

➤ Young voters are frustrated with the direction of the nation and both Parties

- 66%** dissatisfied with direction of the nation
- 68%** disapprove of Trump's job performance (51% strongly disapprove)

➤ The economic recovery has not reached most young voters

- 47%** of young people expect to do worse economically than the previous generation
- 74%** Are staying the same or falling behind economically

POLITICAL BEHAVIOR

➤ Young voters are very engaged in the 2020 cycle

- 77%** of Democratic voters are extremely likely to vote in the 2020 Primary Election
- 80%** of all young voters are extremely likely to vote in the 2020 General Election

➤ Young voters are engaging the political process in proactive ways

- 60%** Frequently watch, read, or listen to news about politics
- 31%** Track a policy, court decisions, or legislation often or frequently
- 57%** Often discuss politics with their friends and family

➤ Young voters are not being properly engaged by Democratic candidates

- 57%** of young Democratic voters see political ads on TV or online at least somewhat often
- 67%** have never talked to a campaign on the phone
- 46%** have not received an email from a campaign

Key Findings | Elections

2020 DEMOCRATIC PRIMARY ELECTION

➤ **2020 Democratic Primary Horserace is still fluid as no candidate has attracted majority of support from young voters**

- 30%** Bernie Sanders
- 19%** Joe Biden
- 15%** Elizabeth Warren
- 8%** Pete Buttigieg
- 14%** Another Candidate
- 13%** Undecided

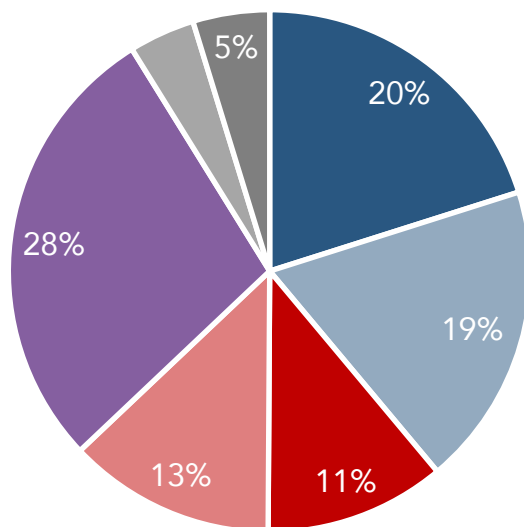
➤ **Candidates have work to do to convince young voters who will continue shopping as the race consolidates**

- 55%** Would vote for their preferred candidate even if they did not have a path to victory
- 64%+** of Sanders and Yang voters would still vote for them even if they didn't have a path to victory

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Many young voters (47%) do not identify as either party.
Very dissatisfied with the direction of the country.

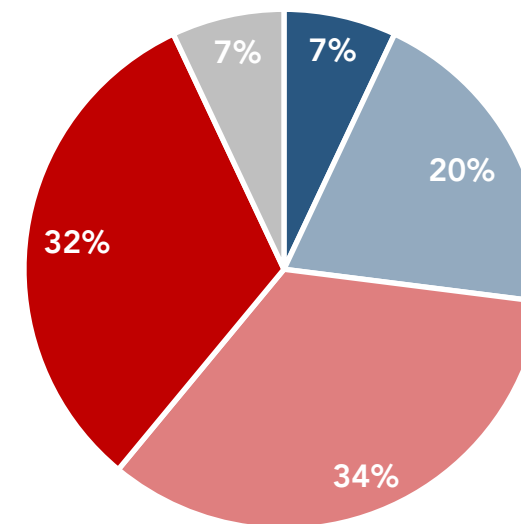
Party ID



■ Strong Democrat ■ Not strong Democrat ■ Strong Republican
 ■ Not strong Republican ■ Independent ■ Other
 ■ Don't know/Ref

	Total Registered	Unregistered	Under 25	Over 25	White	POC
Democrat	39%	17%	36%	40%	30%	52%
Republican	24%	12%	20%	25%	33%	11%
Independent	37%	72%	44%	35%	37%	37%

Satisfaction with direction of country

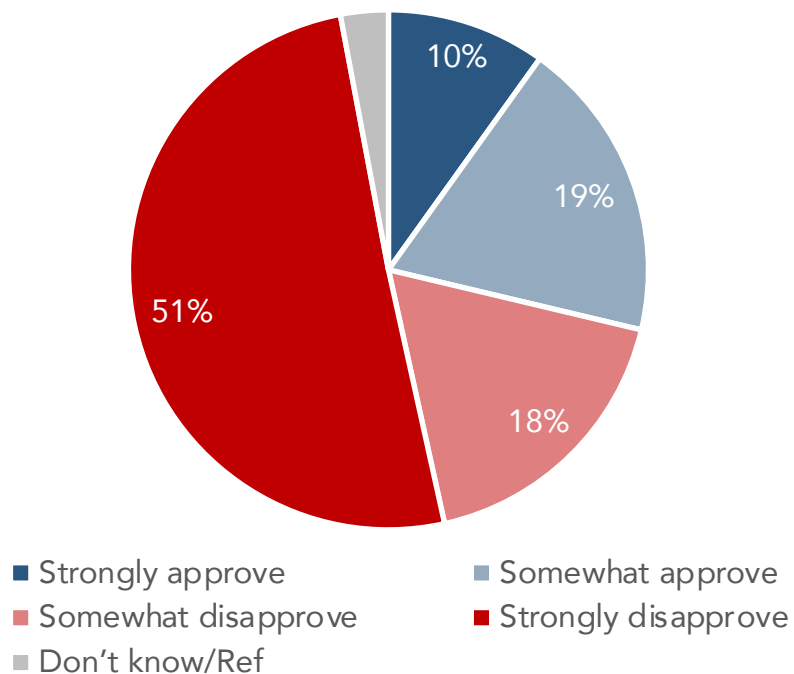


■ Very satisfied ■ Satisfied ■ Dissatisfied
 ■ Very dissatisfied ■ Don't know/Ref

	Total Registered	Unregistered	POC	Dem	GOP	IND
Total satisfied	27%	23%	18%	10%	61%	23%
Total dissatisfied	66%	58%	76%	88%	33%	66%

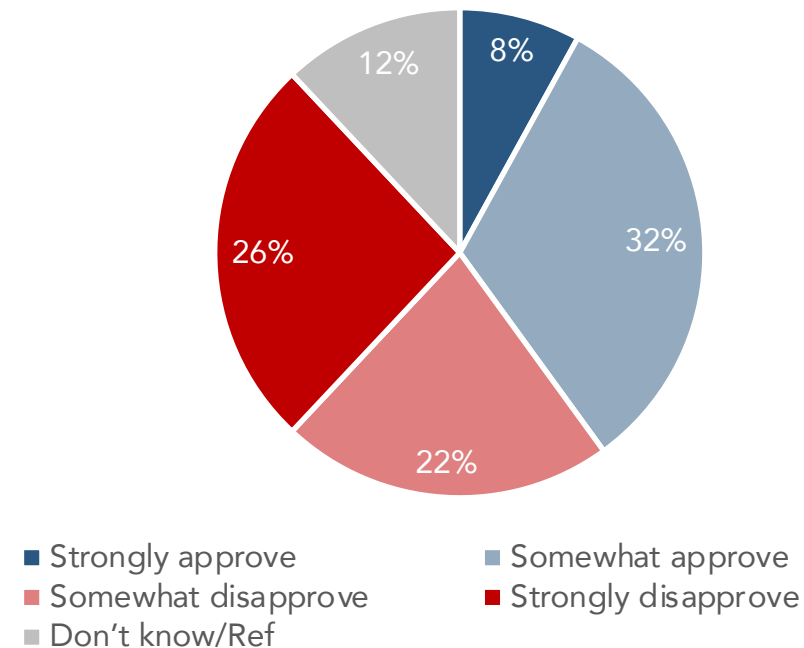
Young voters do not approve of Donald Trump, they also disapprove of Democrats in Congress

Trump Job Approval



	Total Registered	Unregistered	White	POC	Dem	GOP	IND
Total approve	29%	23%	38%	15%	4%	75%	25%
Total disapprove	68%	54%	59%	81%	95%	24%	68%

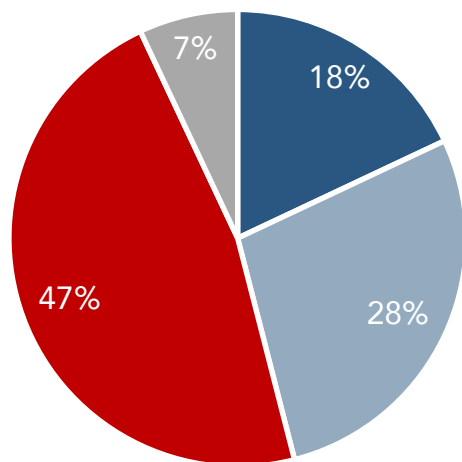
Congressional Democrats Job Approval



	Total Registered	Unregistered	White	POC	Dem	GOP	IND
Total approve	40%	28%	37%	46%	71%	11%	28%
Total disapprove	48%	38%	54%	40%	23%	86%	49%

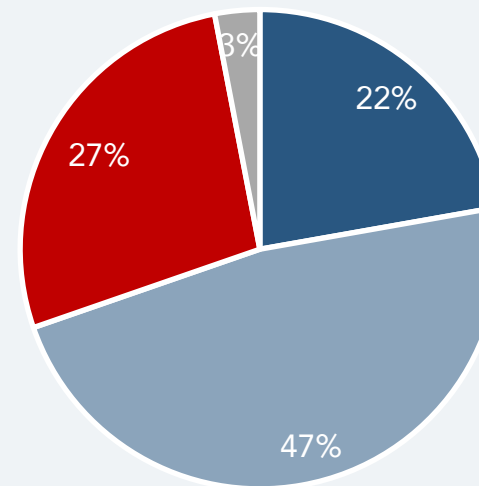
The economic recovery has not reached younger voters, many expect to be worse off than previous generation

Economy for your generation compared to previous generation



■ Better off ■ About the same ■ Worse off ■ Don't know/Ref

Economy in your household



■ Getting ahead ■ Staying the same ■ Falling behind ■ Don't know/Ref

	Total Registered	Unregistered	Dem	GOP	IND
Better off	18%	8%	8%	36%	16%
About the same	28%	41%	27%	30%	28%
Worse off	47%	28%	58%	29%	48%
Don't know/Ref	7%	23%	7%	5%	9%

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Young people are engaging in politics at extremely high levels

Frequently = Daily or weekly

Often = Monthly

Occasionally = A few times a year or once a year

Never = Never

How often have you participated in this activity in the past year?	Total Registered (Frequently)	Total Registered (Often)	Total Registered (Occasionally)	Total Registered (Never)
Watch, read, or listen to news about politics	60%	19%	11%	8%
Discuss politics with your family	30%	27%	29%	13%
Discuss politics with your friends	26%	28%	25%	17%
Encourage others to vote and participate in politics	14%	15%	36%	31%
Track a policy, court decision, or legislation that affects your community	13%	18%	35%	31%
Post on social media about something happening in politics	10%	13%	23%	51%
Share a video or post that demonstrates injustice or unfairness	9%	12%	21%	54%
Attend a political rally, protest, or demonstration	2%	2%	20%	74%
Volunteer for a political cause or campaign	2%	2%	14%	78%
Donate money to a candidate or campaign	2%	2%	20%	74%
Contact your elected representatives	2%	3%	24%	66%

Young people vote to make a difference on issues that matter to them, not to oppose 1 party or the other

Why are you likely to vote?	
Please select the responses that best describe why you're a likely voter in the 2020 election. You can select up to 3 answers.	Total Registered voters
Make a difference on issues that matter	59%
To support candidates I like	39%
To resist actions of Trump and Reps	39%
Because I always vote	39%
People have sacrificed for me to vote	29%
To resist actions of Dems	17%
Enjoy the political process	9%
Pressure from friends and family	5%
Dk/Ref	4%

Why are you likely to <u>not</u> vote?	
Please select the response(s) that best describe why you plan to not vote. You can select up to 2 answers.	Unregistered voters
My vote doesn't count	25%
Don't know enough about the candidates	24%
Voting doesn't change things	19%
Other/ None of the above	18%
Dk/Ref	15%
Don't think the candidates represent my values	13%
Don't like the candidates	11%
Don't have time	10%
Don't understand the voting process	5%
Don't know how to register	4%

Most young people have not heard or seen information about political candidates in this cycle

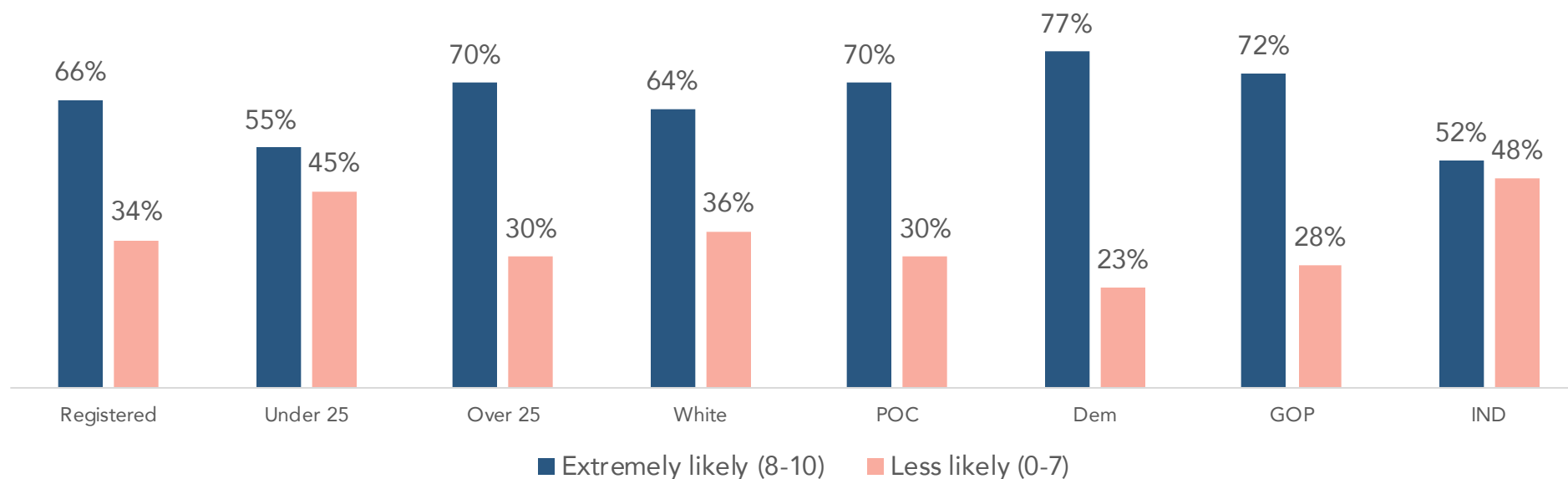
% of young people who have heard from or about Democratic Candidates Very Often

	Total Registered	Unregistered	Under 25	Over 25	White	POC	Dem	GOP	IND
Seen political ads about a candidate on TV	21%	12%	23%	20%	20%	22%	21%	20%	21%
Seen political ads about a candidate online	25%	5%	22%	25%	23%	27%	33%	20%	19%
Heard political ads about a candidate on the radio	9%	1%	13%	8%	9%	9%	8%	9%	11%
Received emails from a political candidate	11%	1%	10%	12%	9%	15%	21%	6%	5%
Received text messages from a political candidate	4%	1%	2%	4%	3%	5%	6%	4%	2%
Talked to someone from a candidate's campaign team on the phone	4%	0%	4%	4%	3%	6%	6%	5%	2%
Talked to someone from a candidate's campaign team at your house	3%	1%	3%	3%	3%	4%	3%	2%	4%
Watched the presidential candidates in a debate or forum	10%	2%	7%	11%	8%	14%	17%	7%	6%

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Young people are extremely likely to turnout in the 2020 Primary Election

Primary Election Vote Likelihood

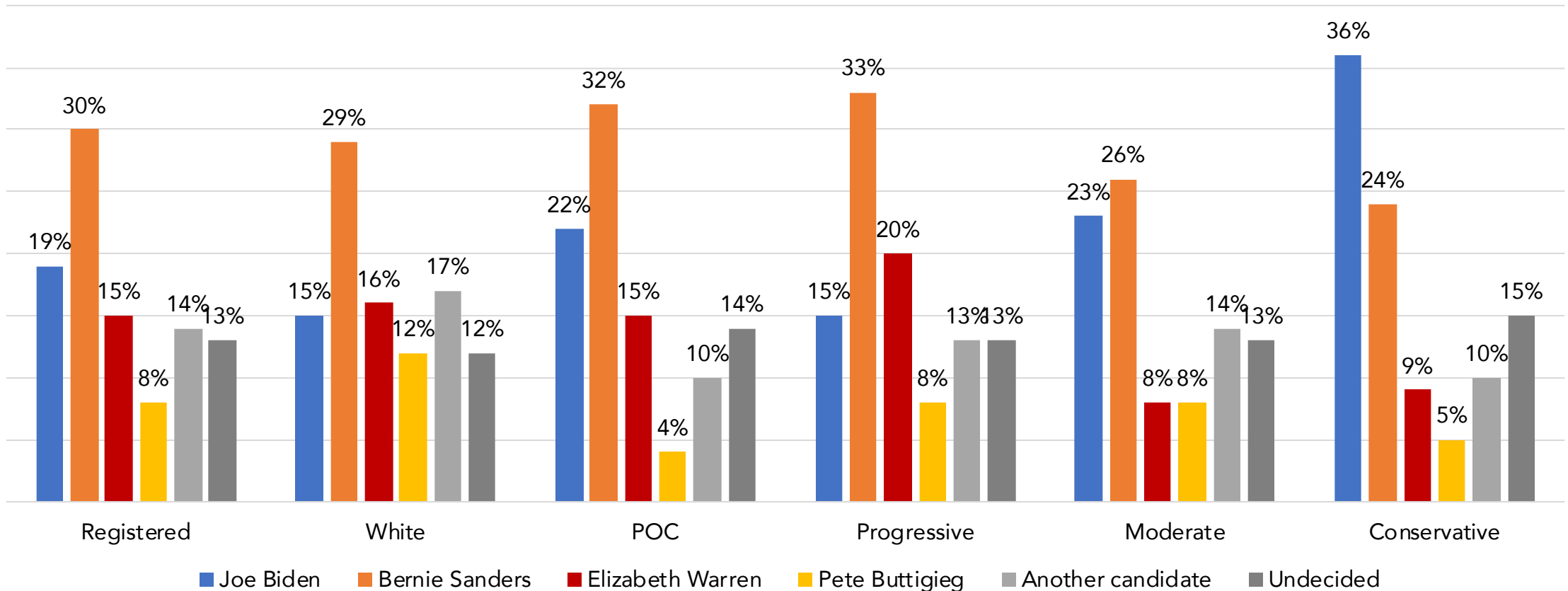


As it stands now, how likely are you to vote in your state's 2020 primary?

	Total Registered	Under 25	Over 25	White	POC	Dem	GOP	IND
Extremely likely (8-10)	66%	55%	70%	64%	70%	77%	72%	52%
Somewhat likely (6-7)	10%	16%	8%	9%	10%	10%	6%	12%
Not very likely (3-5)	18%	23%	16%	20%	15%	11%	17%	25%
Not likely at all (0-2)	6%	6%	6%	6%	6%	2%	5%	11%

Sanders maintains a plurality of support with young voters of almost every group

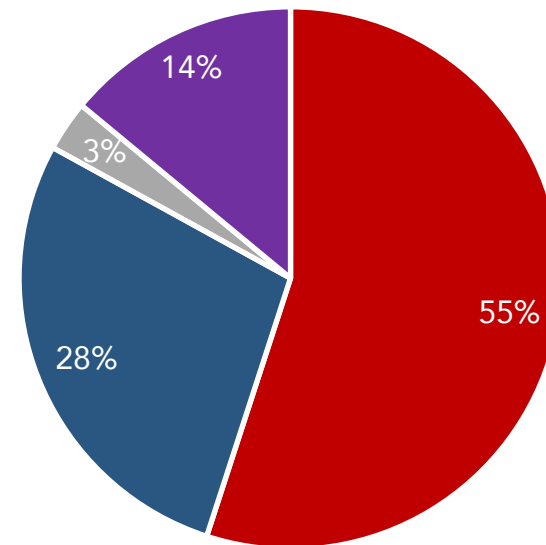
Democratic Primary Horserace by Demographic



Many young voters would shop for a new candidate if their preference did not have a path

If your primary candidate of choice couldn't now win would you...

■ Still vote for them ■ Vote for someone else ■ Not vote ■ Don't know/Ref ■



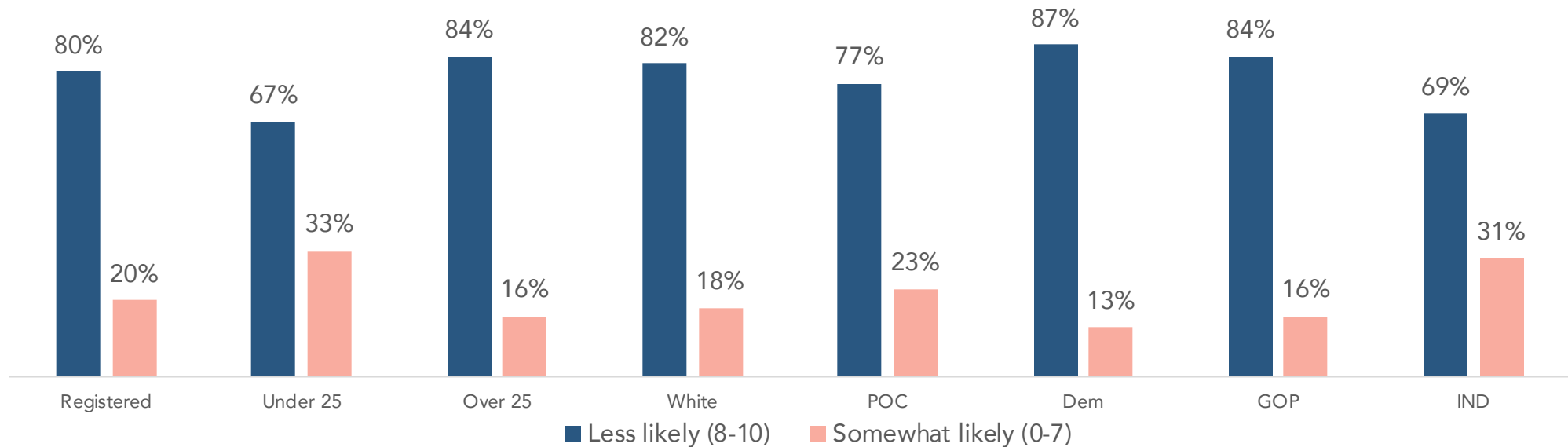
Hypothetically, if your preferred candidate was still on the ballot in your state's primary/caucus but they had no clear path to become the Democratic Presidential Nominee, what would you do on election day?

	Registered	Biden Voters	Sanders Voters	Warren Voters	Buttigieg Voters	Yang Voters
Would still vote for them	55%	52%	68%	39%	32%	64%
Would vote for someone else	28%	29%	20%	41%	45%	16%
Would not vote	3%	6%	1%	0%	10%	2%
Don't know/Ref	14%	13%	11%	20%	14%	18%

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Millennials have very high vote likelihood, especially amongst Democrats

General Election Vote Likelihood



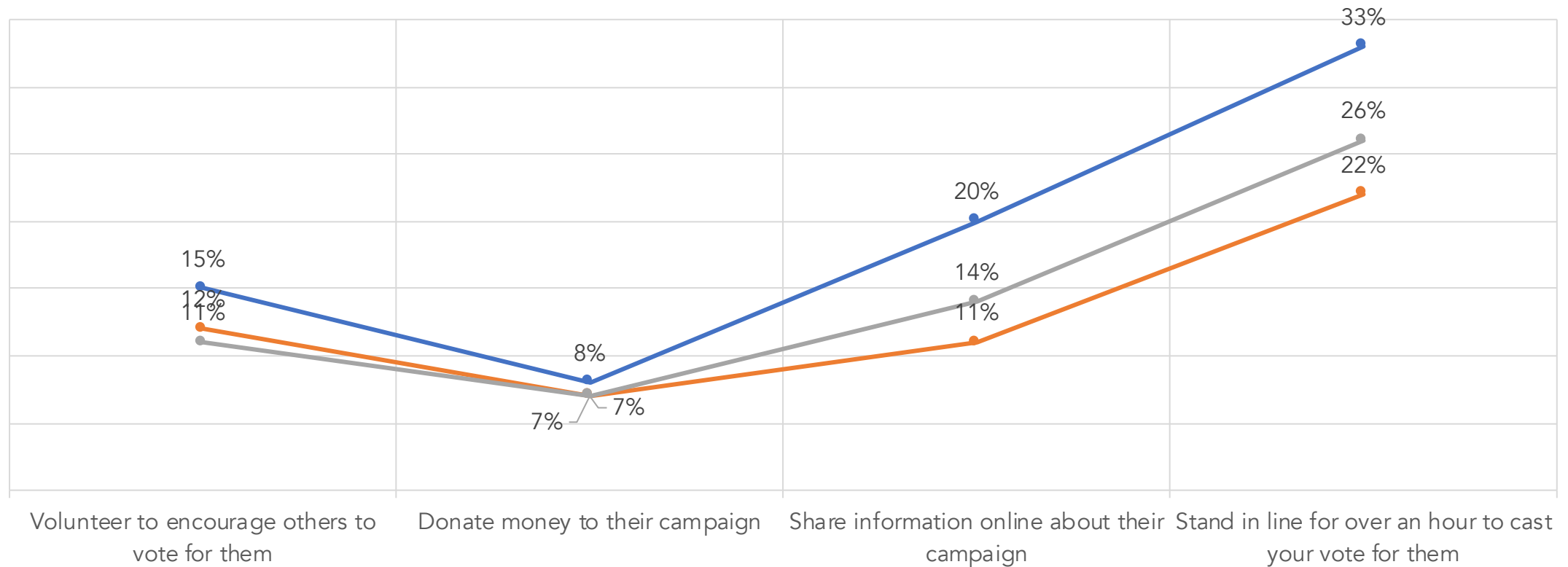
How likely are you to vote in the 2020 November general election?

	Total Registered	Under 25	Over 25	White	POC	Dem	GOP	IND
Extremely likely (8-10)	80%	67%	84%	82%	77%	87%	84%	69%
Somewhat likely (6-7)	7%	10%	5%	6%	8%	6%	4%	10%
Not very likely (3-5)	10%	18%	8%	10%	12%	6%	10%	15%
Not likely at all (0-2)	3%	5%	3%	3%	4%	1%	2%	7%

The energy of young voters is nominee specific for a small but critical margin

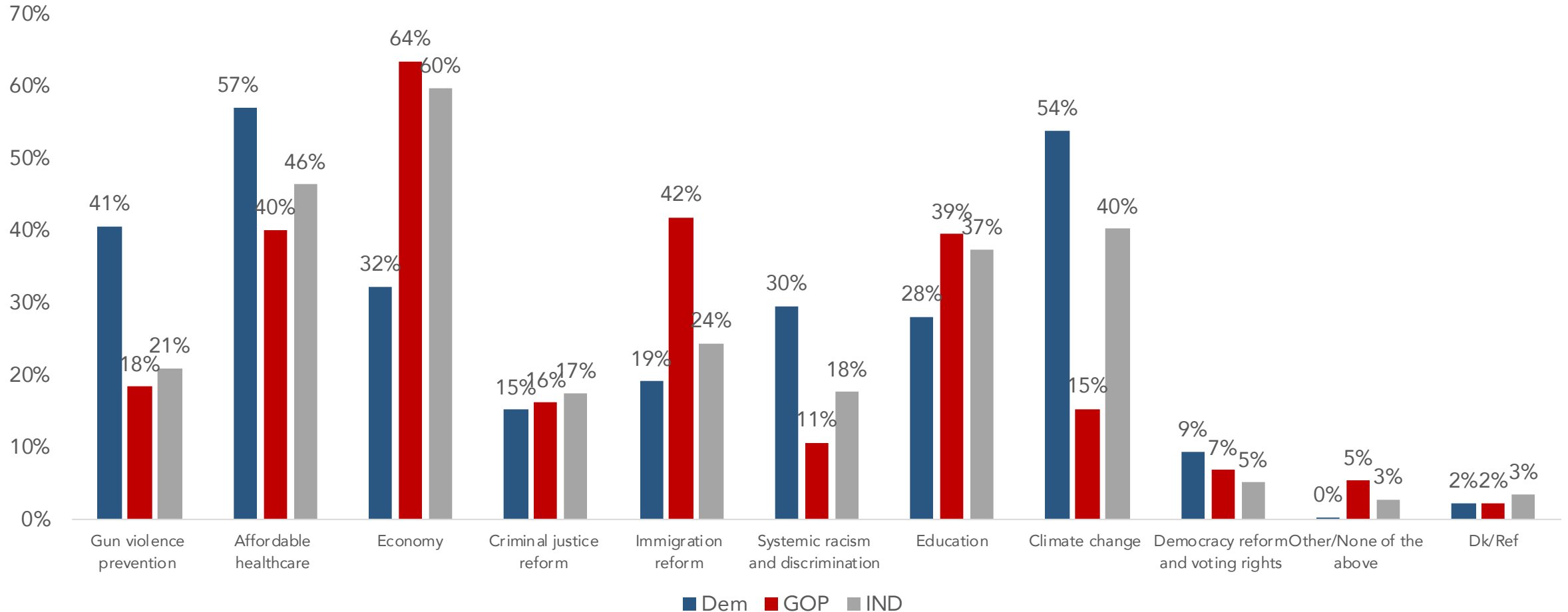
Would you be very likely to perform each activity if _____ is the nominee against Trump? (Very Likely)

— Sanders — Warren — Biden



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Issue priorities vary by Party ID



Key Findings | Policy Agenda

We asked young Democratic voters to rank several policy issues on a scale of 0-10 with 10 being strong support for the solution and a 0 being no support for the solution at all. All responses that received rankings higher than 6 on this scale (equivalent to 60%+) are listed below

YOUNG DEMOCRATIC VOTER'S POLICY AGENDA (rated policy 6-10)

92%	Reduce prescription drug cost
91%	Transition to 100% clean and renewable energy
88%	Offering trade certification programs in high schools
86%	Declaring climate change a national emergency
84%	Investing in public transit to reduce traffic emissions
83%	Moving away from fracking, oil, and gas pipelines
83%	Decrease the racial wealth gap by increasing taxes on those making over \$250,000 a year
82%	End border separation policy and immediately reunite every child that has been separated from their family
81%	Expanding reentry programs and job opportunities for those who have been previously incarcerated
81%	Eliminating student loan debt
80%	Free tuition to public institutions
80%	De-escalation training for police officers
79%	Establishing alternatives to incarceration for non-violent offenses
79%	Reinstating the Paris Climate Agreement
78%	Access to abortion
76%	Investing in a major housing program that prevents people from being displaced by gentrification and high cost of housing
75%	Increasing the federal minimum wage to \$15/hour

Outstanding questions for future research

- What messages overcome the reasons so many young voters are committed to voting 3rd Party and attract them back into the Democratic coalition?
- How can the frustration and political engagement of young people can be activated to mobilize the 49% that do not vote?
- What would motivate unregistered young people to engage the political process?
- What are the best messengers and mediums to reach young voters with progressive messaging?
- Some message frames we suggest testing: