



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.

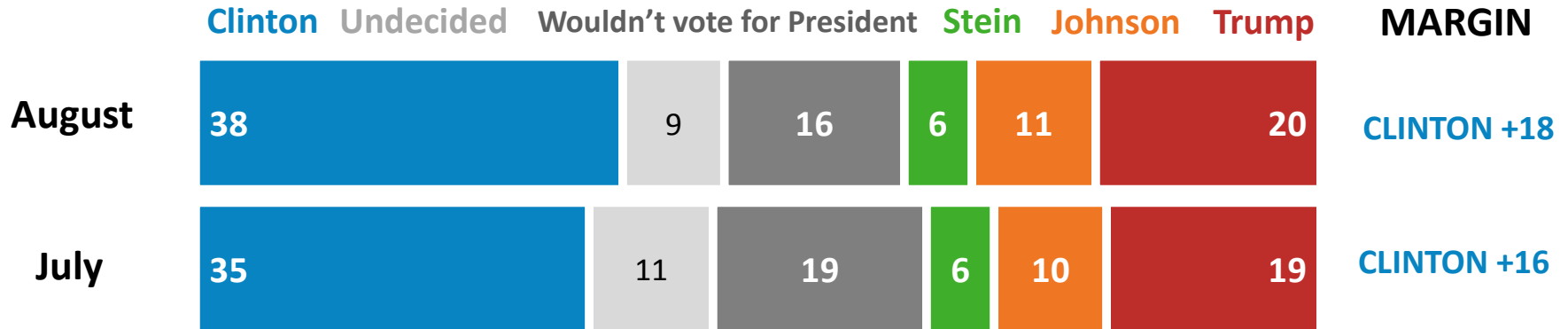


The Race for President

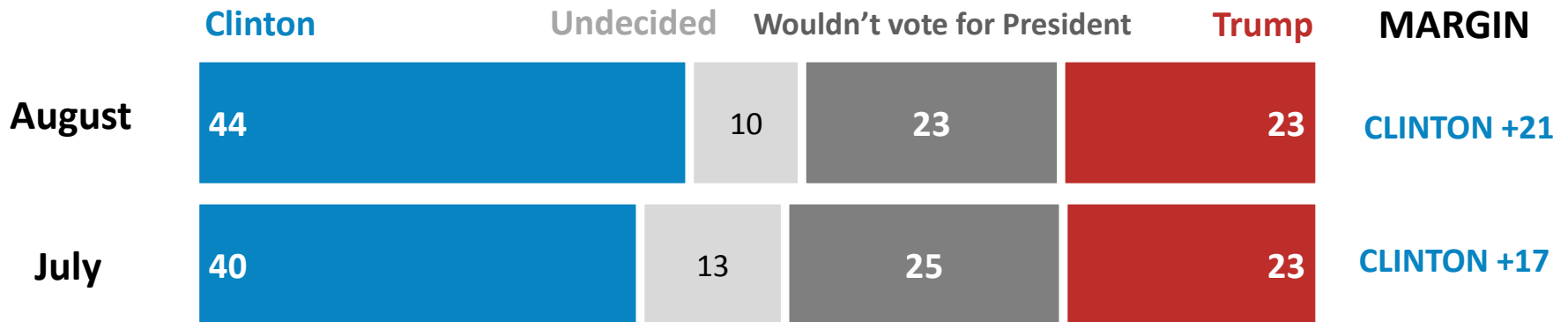


Millennials show some further consolidation behind Clinton, but still plenty of room for improvement

Vote for President Overall (4-Way)

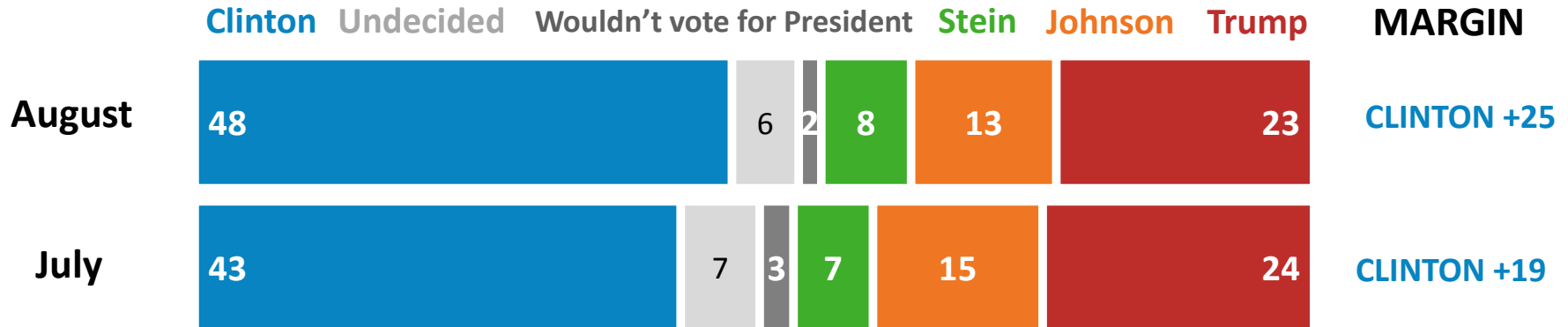


Vote for President Overall (2-Way)



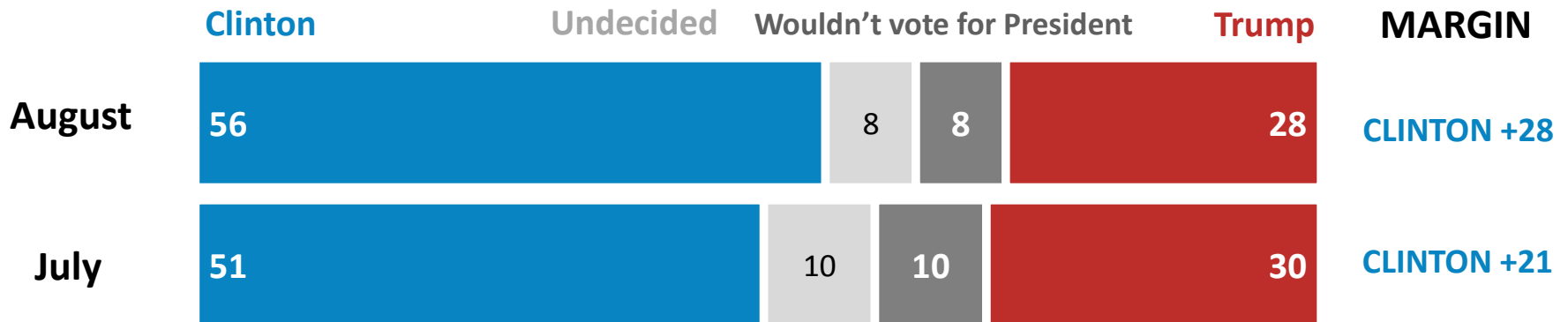
Larger gains for Clinton among likely voting millennials

Vote for President Among Likely Voters* (4-Way)



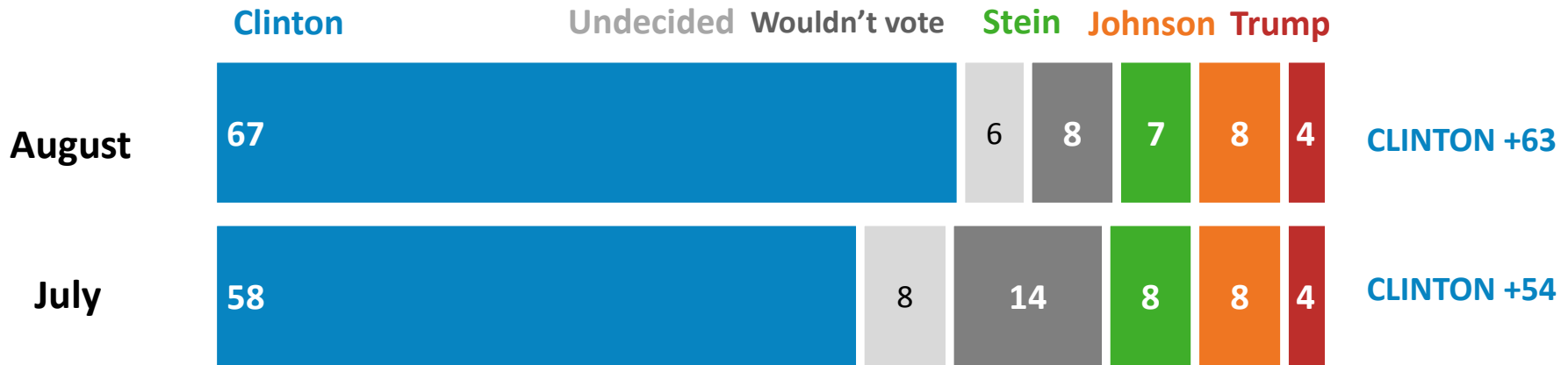
*Already registered to vote and self-report as “definitely” or “probably” turning out in November

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



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

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



16% 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 – down 5 points from July when 21% of millennials fit this definition.

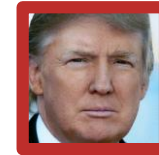
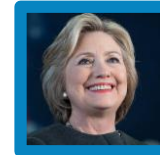
On the issues most important to you, there is no real difference between Hillary Clinton and Donald Trump.



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



Issue	Clinton	Trump	No difference	Change from July
Ensuring women have access to health care and are able to make their own reproductive health care decisions	71	13	16	+9
Protecting Obamacare and expanding access to affordable health care to more low-income Americans*	63	15	22	
Supporting equal pay for equal work	60	18	22	+4
Protecting our families' health with clean air and water	57	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	28	25	+0



*Question was not asked in July survey.

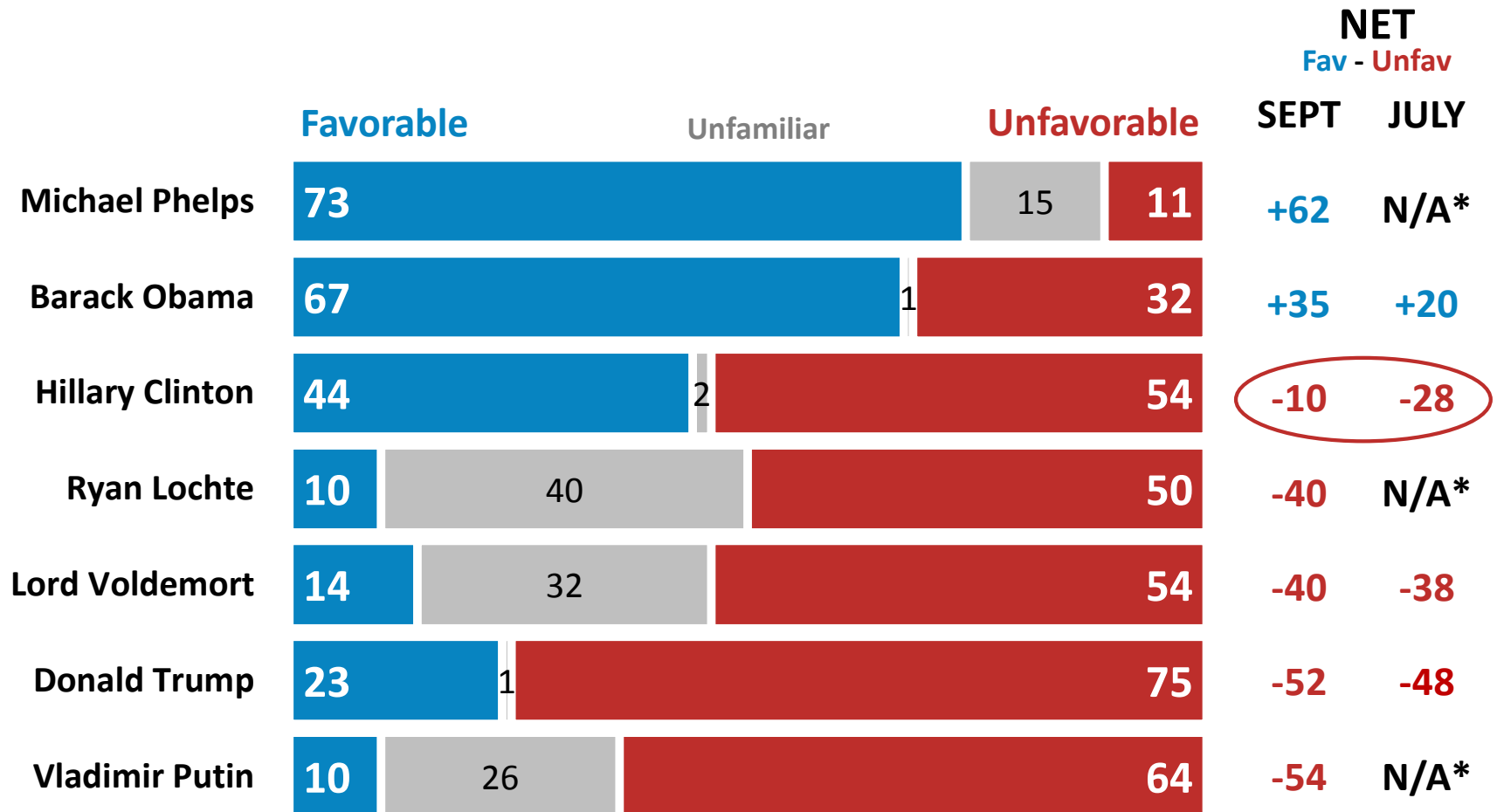


How Millennials View Donald Trump



Clinton has made significant gains since July

Popularity (AMONG MILLENNIAL LIKELY VOTERS)

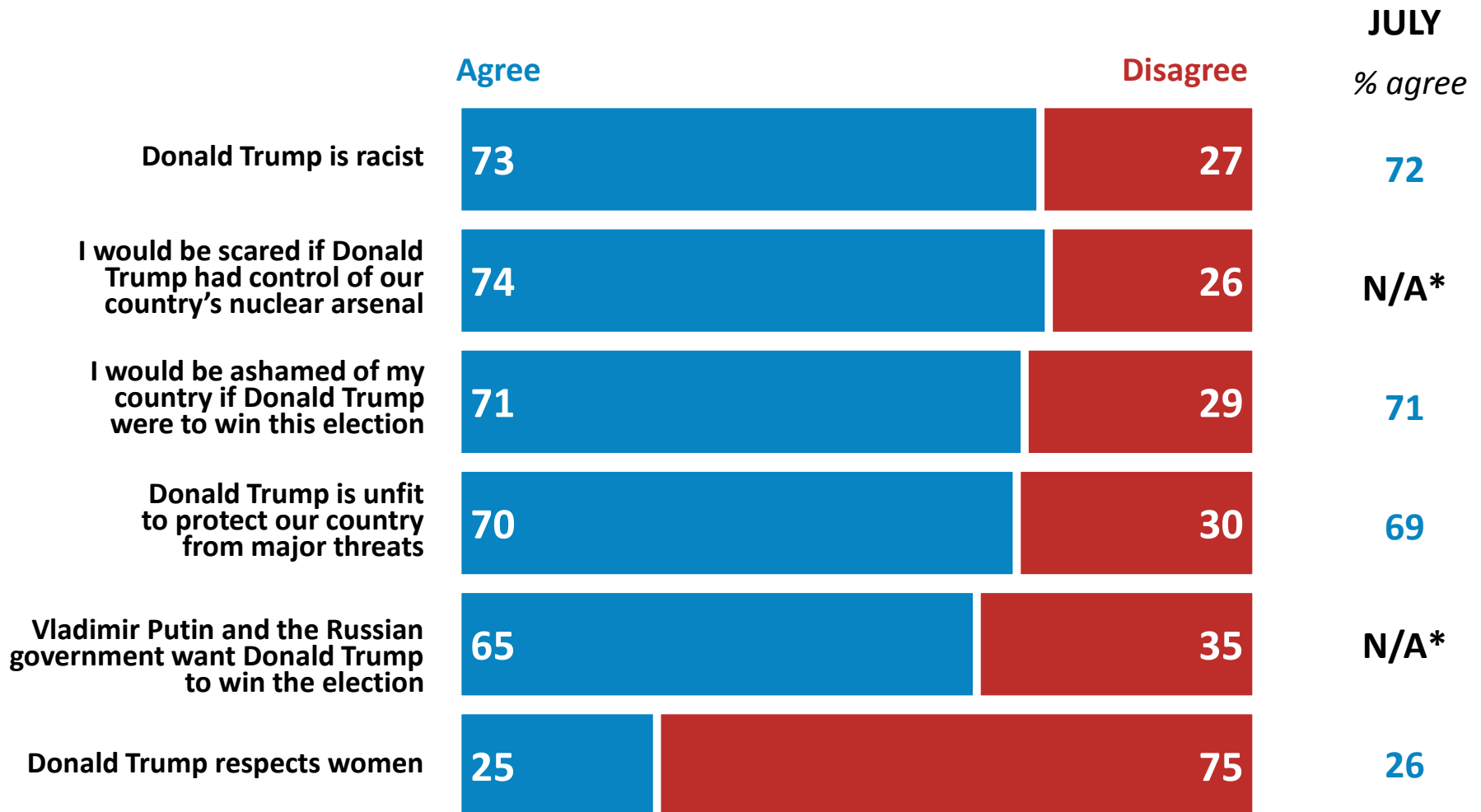


*Question was not asked in July survey.



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)



*Question was not asked in July survey.



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

America is made stronger by its diversity of people and views.



I would be reluctant to vote for a candidate for U.S. Senate or Congress who supports Donald Trump.

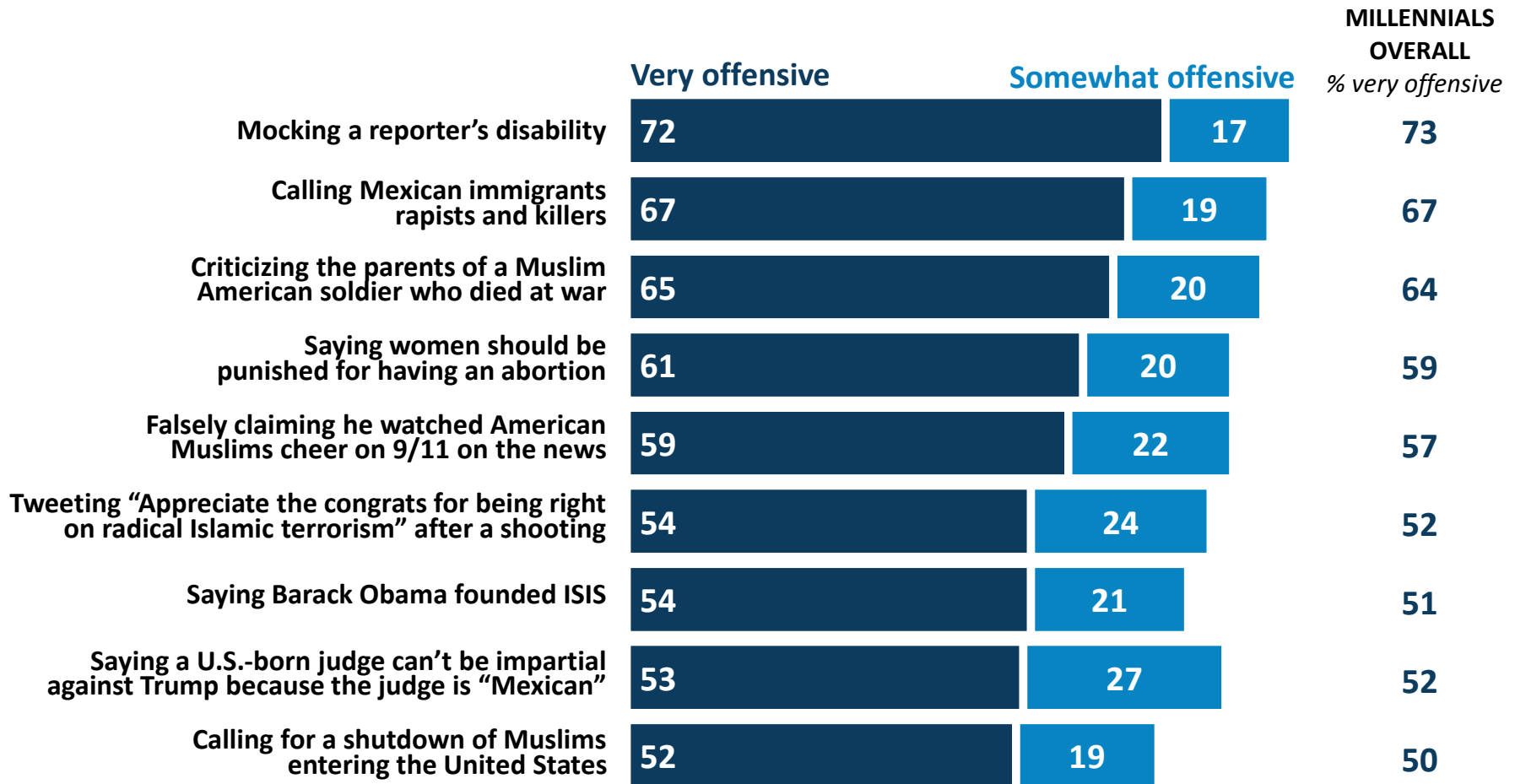


How important is it to you that candidates release their tax returns so voters can see whether the candidate would profit from their own policy proposals?



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)

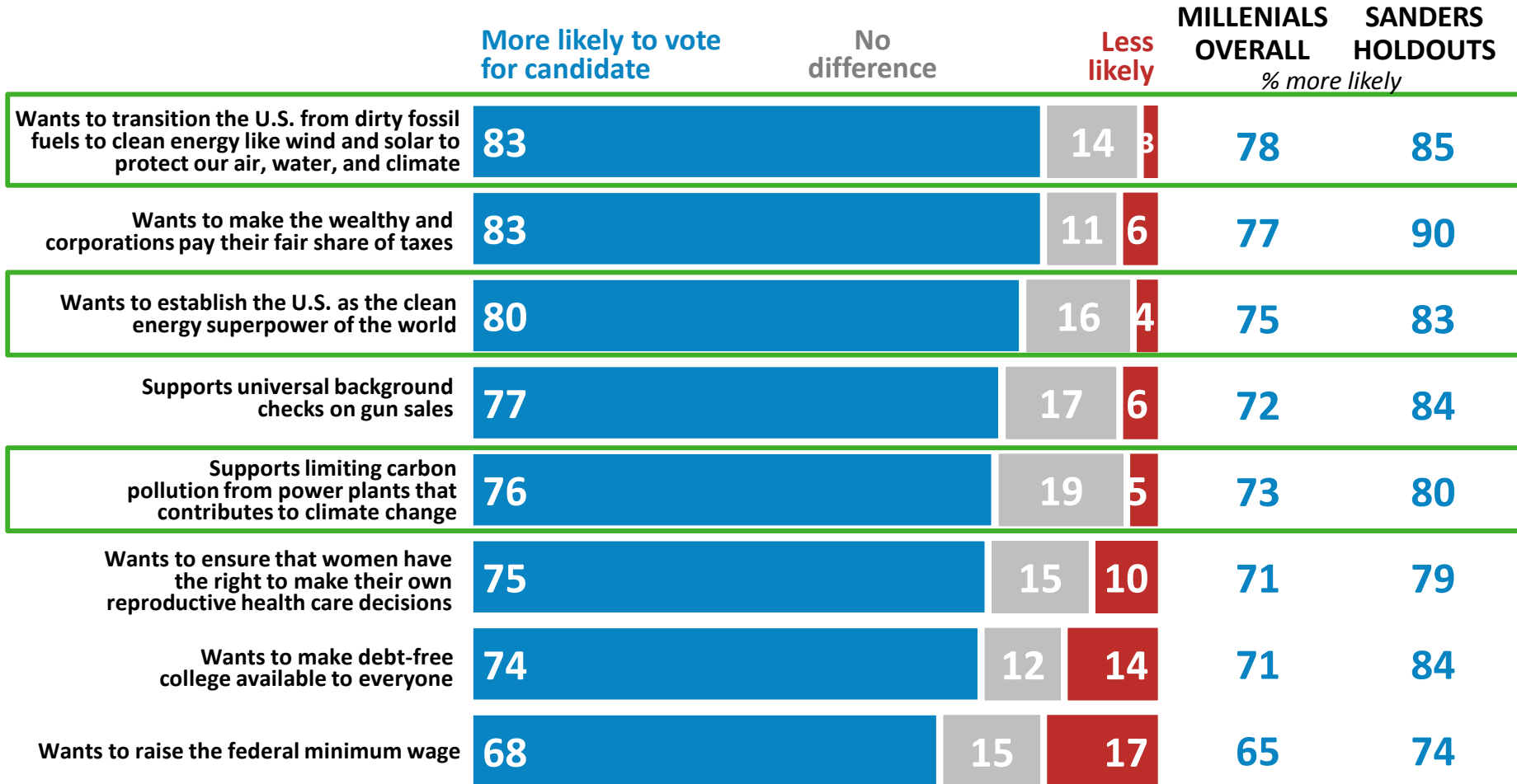


How Millennials View Environment and Climate Issues



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)



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

