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WOMEN'S VOICES
WOMEN VOTE
ACTION FUND

GREENBERG QUINLAN ROSNER

STRATEGY + RESEARCH

The Millennial Strategy

Web-survey of millennials in the battleground

October 2016

CAMPAIGNS

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WORLDWIDE

Methodology

Battleground Web-Survey of 1,000 Millennial Likely Voters.

This online survey took place October 1-4 in 11 presidential battleground states. Likely voters were determined based on stated intention of voting in 2016, and vote history in 2012 and 2014. Millennials were defined as being born in 1980 or later. Data shown in this deck is among all 2016 likely millennial voters unless otherwise noted. Millennials from the following presidential battleground states were included: AZ, CO, FL, IA, NV, NH, NC, OH, PA, VA, and WI.

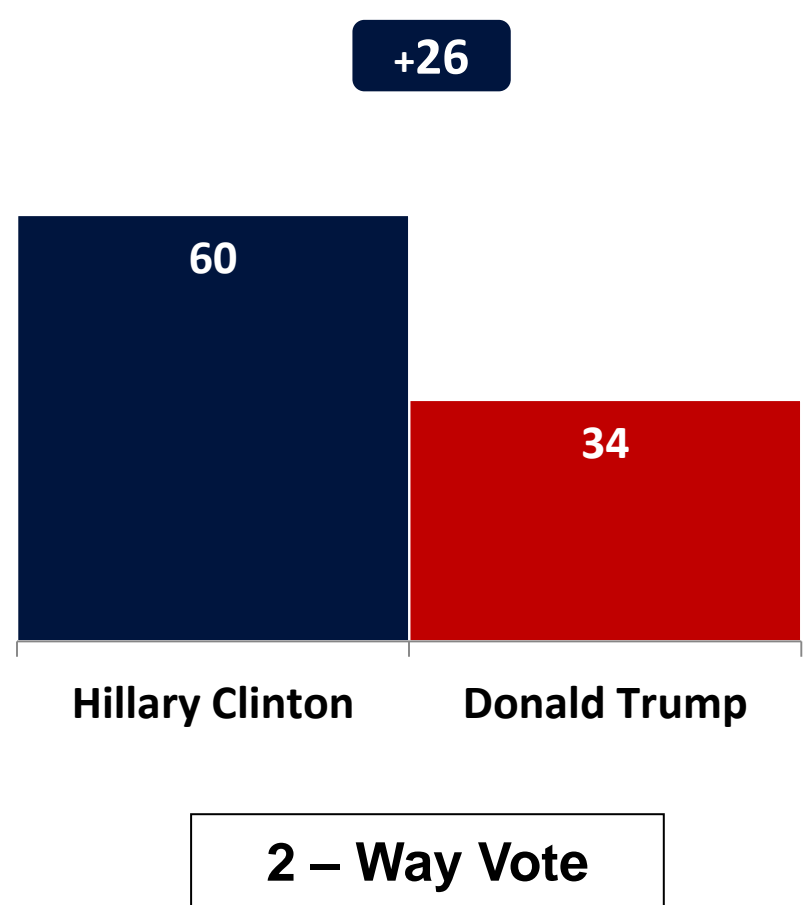
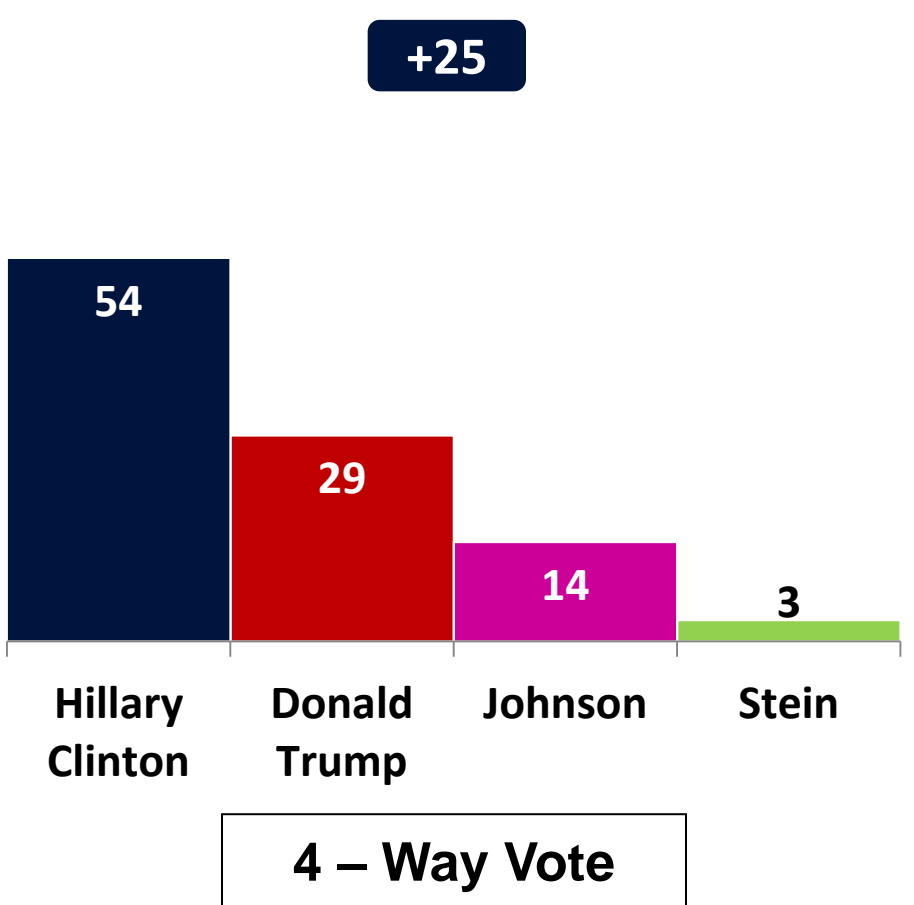
Because the sample is based on those who initially self-selected for participation in the online panel rather than a probability sample, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, and measurement error. If this were a probability sample the margin of error would be +/- 3.10 percent, margin of error would be higher among regional and demographic subgroups.

Regression analysis.

A series of fractional logistic regressions were conducted to obtain the marginal effects of the explanatory variable (presidential vote, interest in election) on outcome variables (messages and statements), representing the change in outcome probabilities estimated for the explanatory variable, all else held equal. No causation is implied by these results.

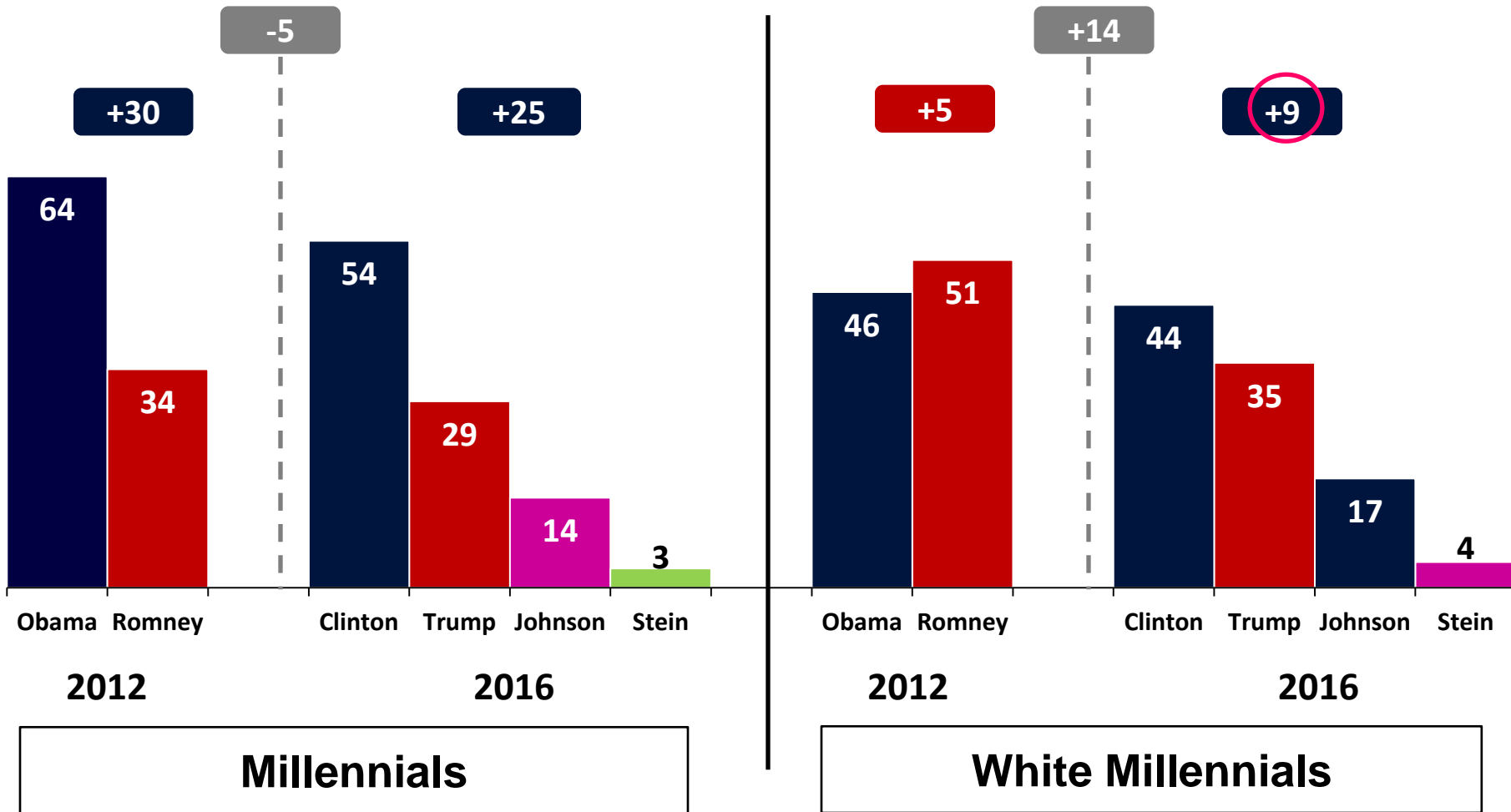
Clinton starting to see big margins with millennials

Thinking about the election for President in November, if the election for President were held today, would you vote for -- Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, or Green Party candidate Jill Stein?

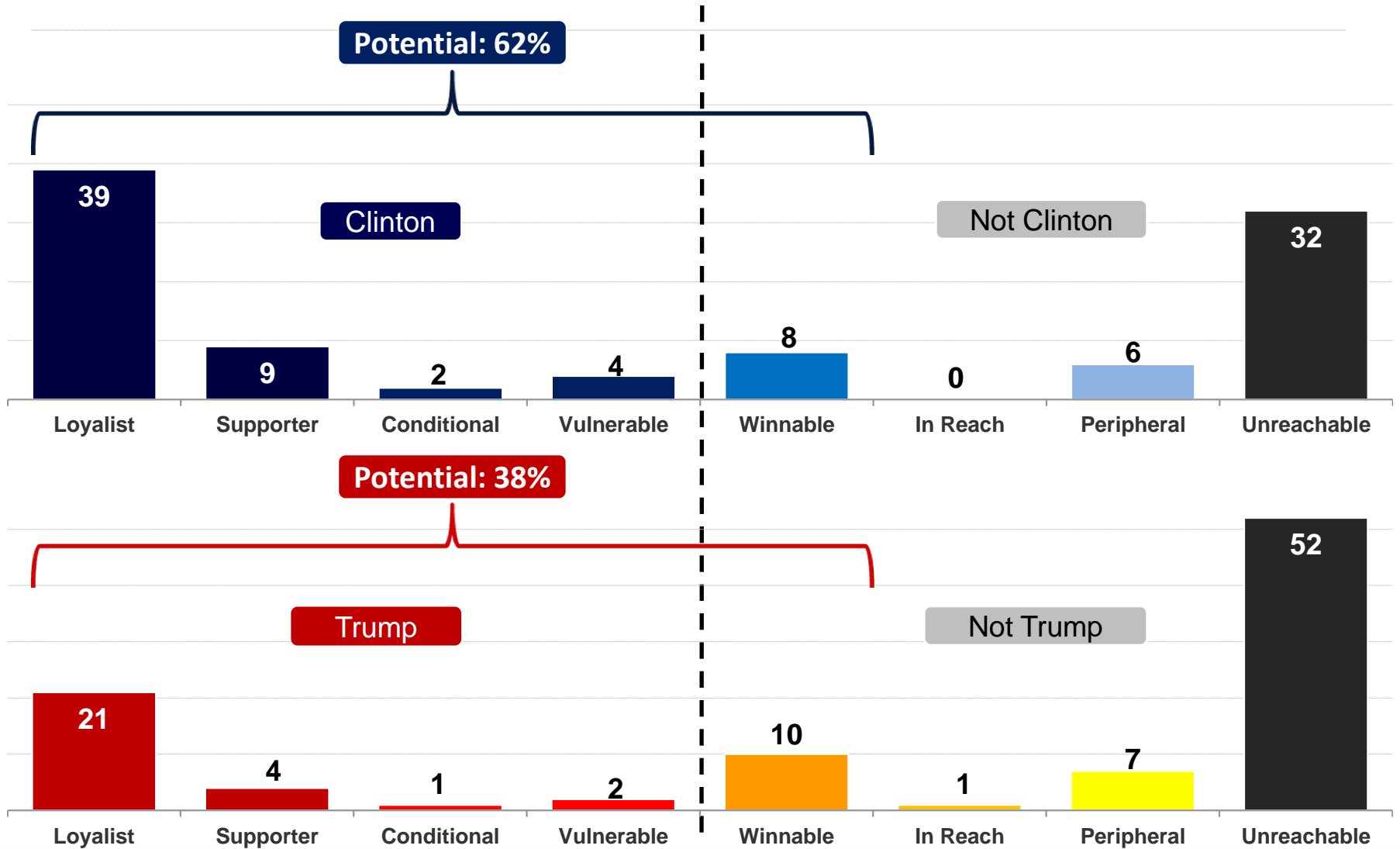


Clinton close to '12 margin, running better with white millennials

I know it's a long way off, but thinking about the election for President in November, if the election for President were held today, would you vote for --Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson or Green Party Candidate Jill Stein?

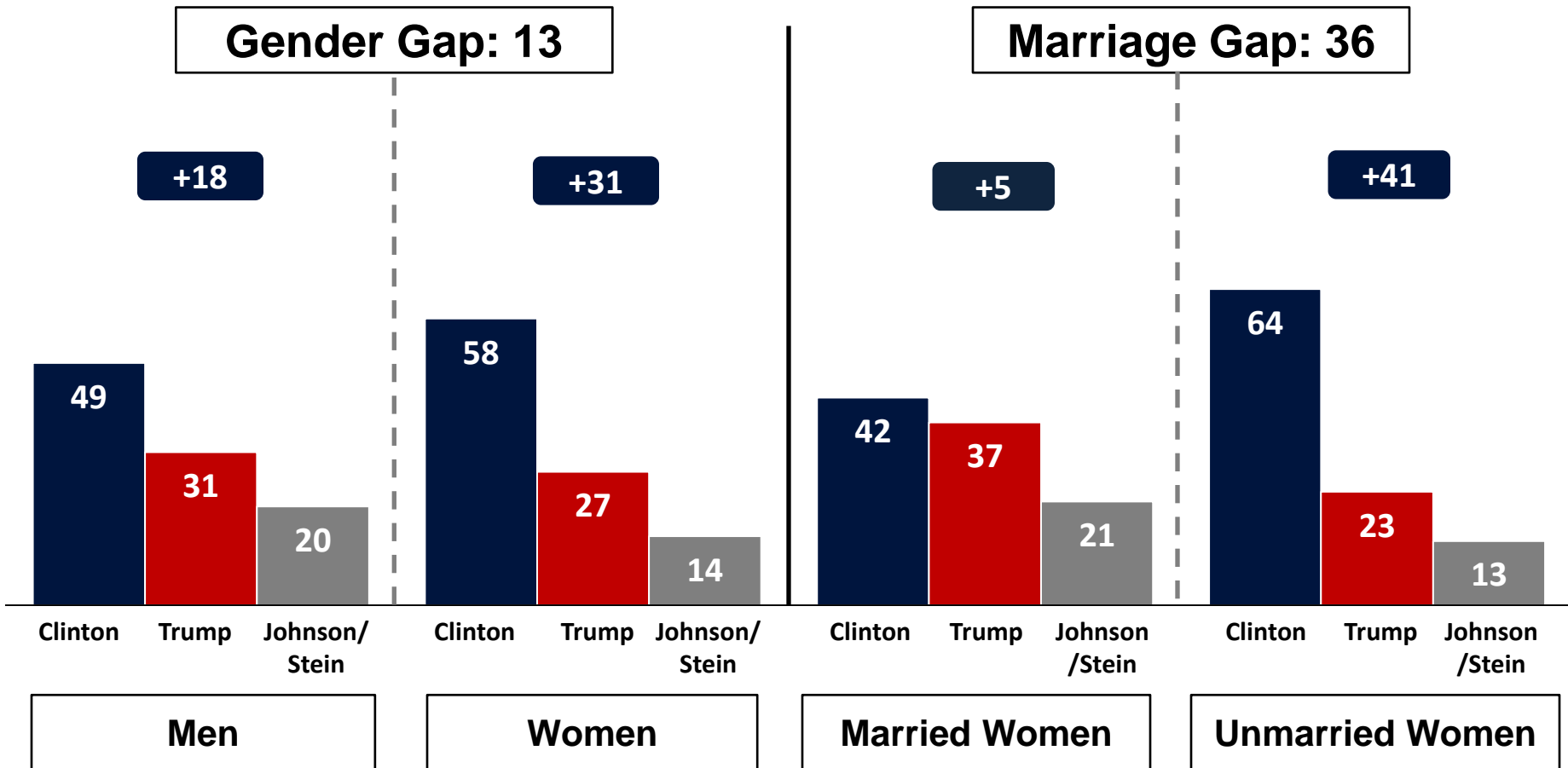


Huge "Never Trump" contingent



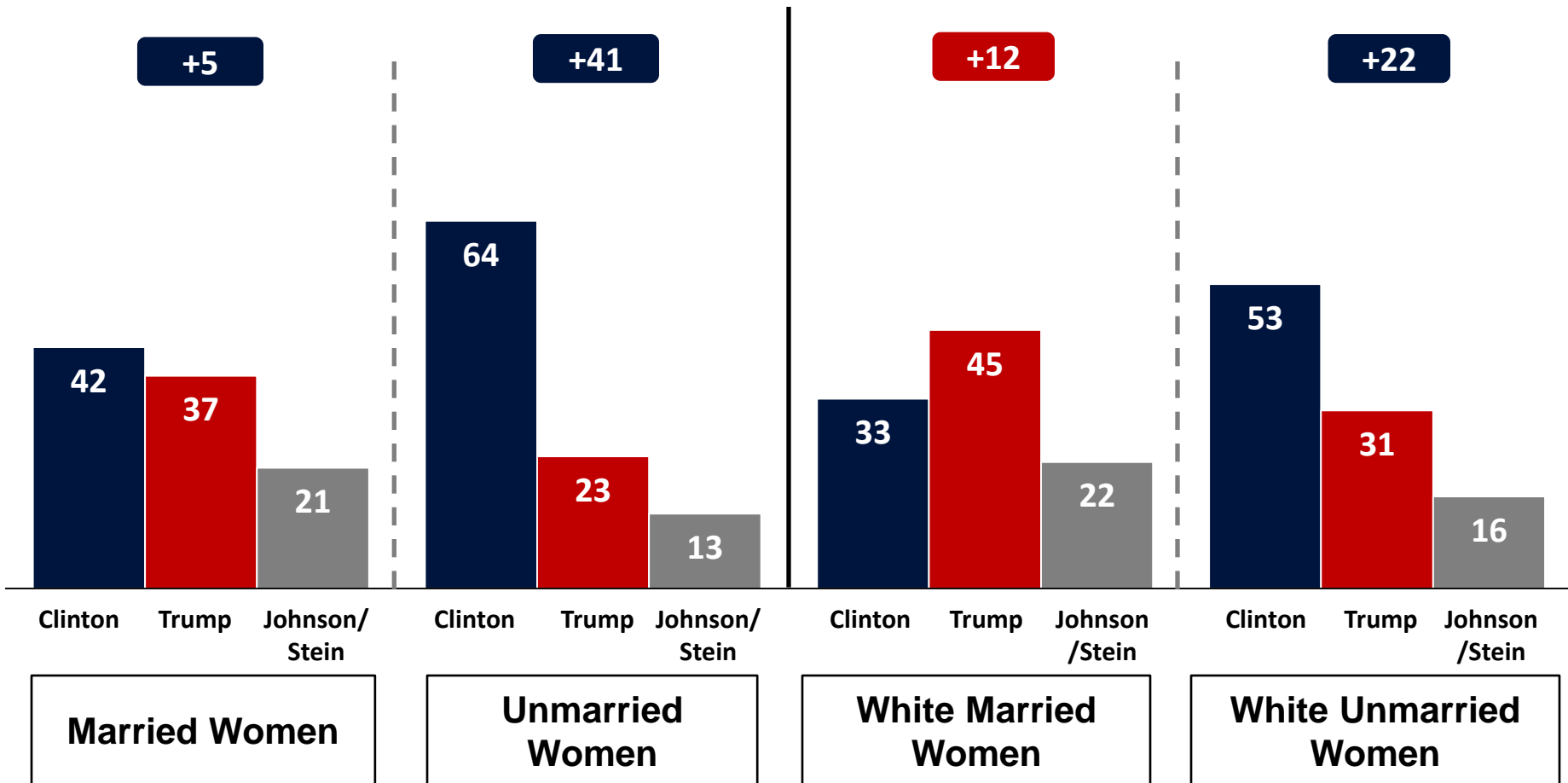
Unmarried women are driving the Clinton margin

Thinking about the election for President in November, if the election for President were held today, would you vote for -- Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, or Green Party candidate Jill Stein?



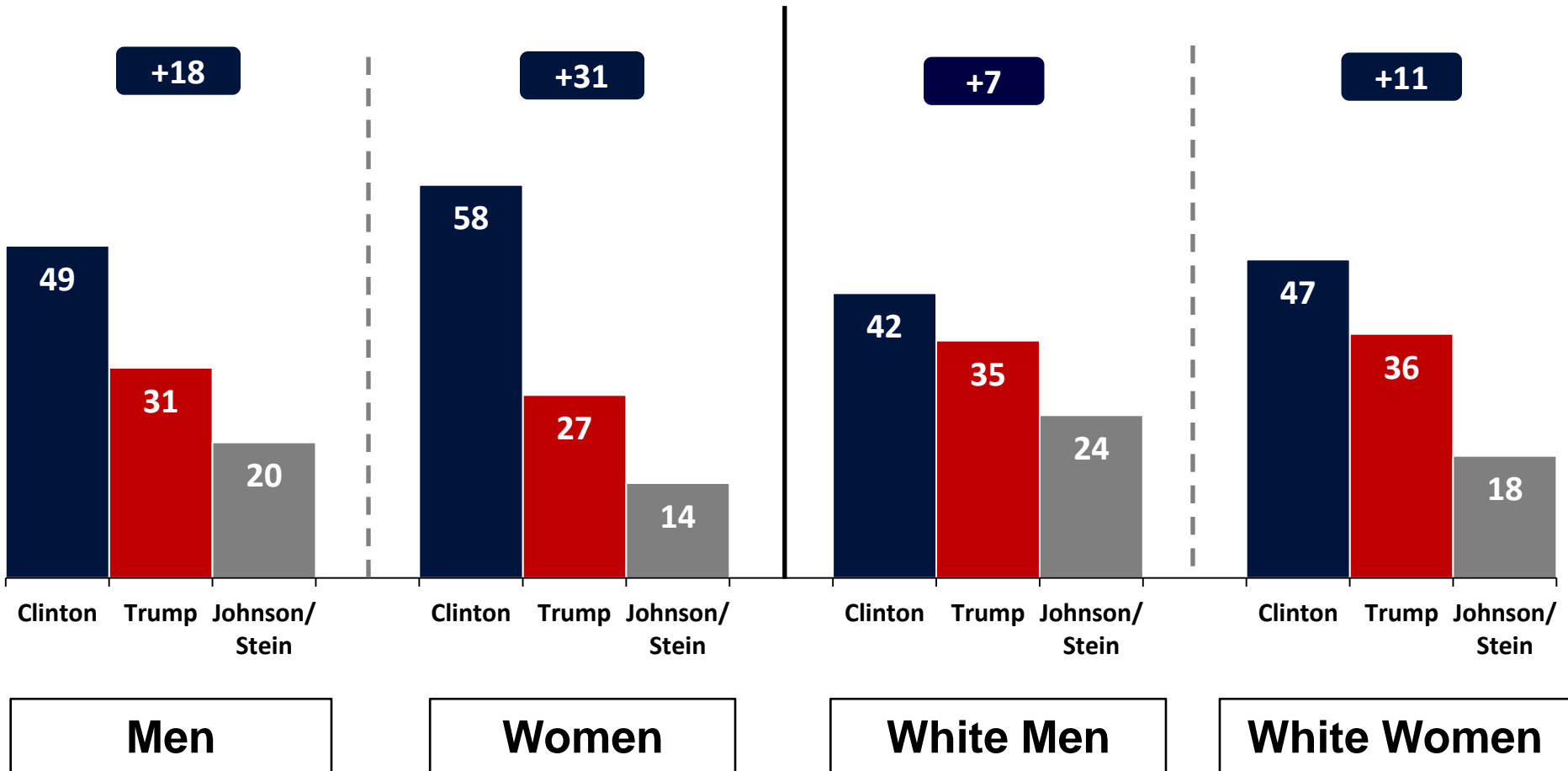
Including white unmarried women

Thinking about the election for President in November, if the election for President were held today, would you vote for -- Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, or Green Party candidate Jill Stein?



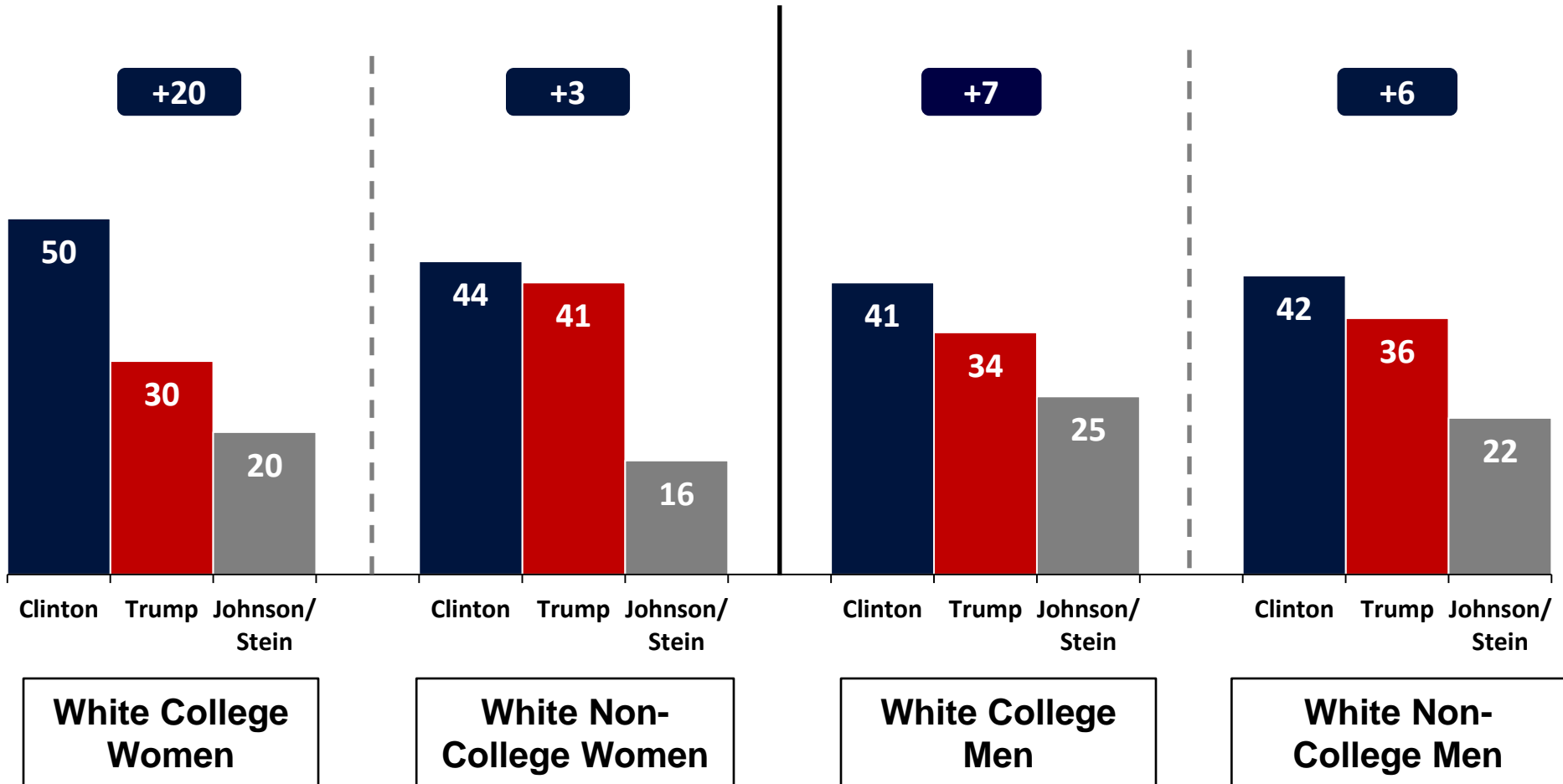
Little difference between white men and women

Thinking about the election for President in November, if the election for President were held today, would you vote for -- Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, or Green Party candidate Jill Stein?



Clinton has big lead with white college & working class women

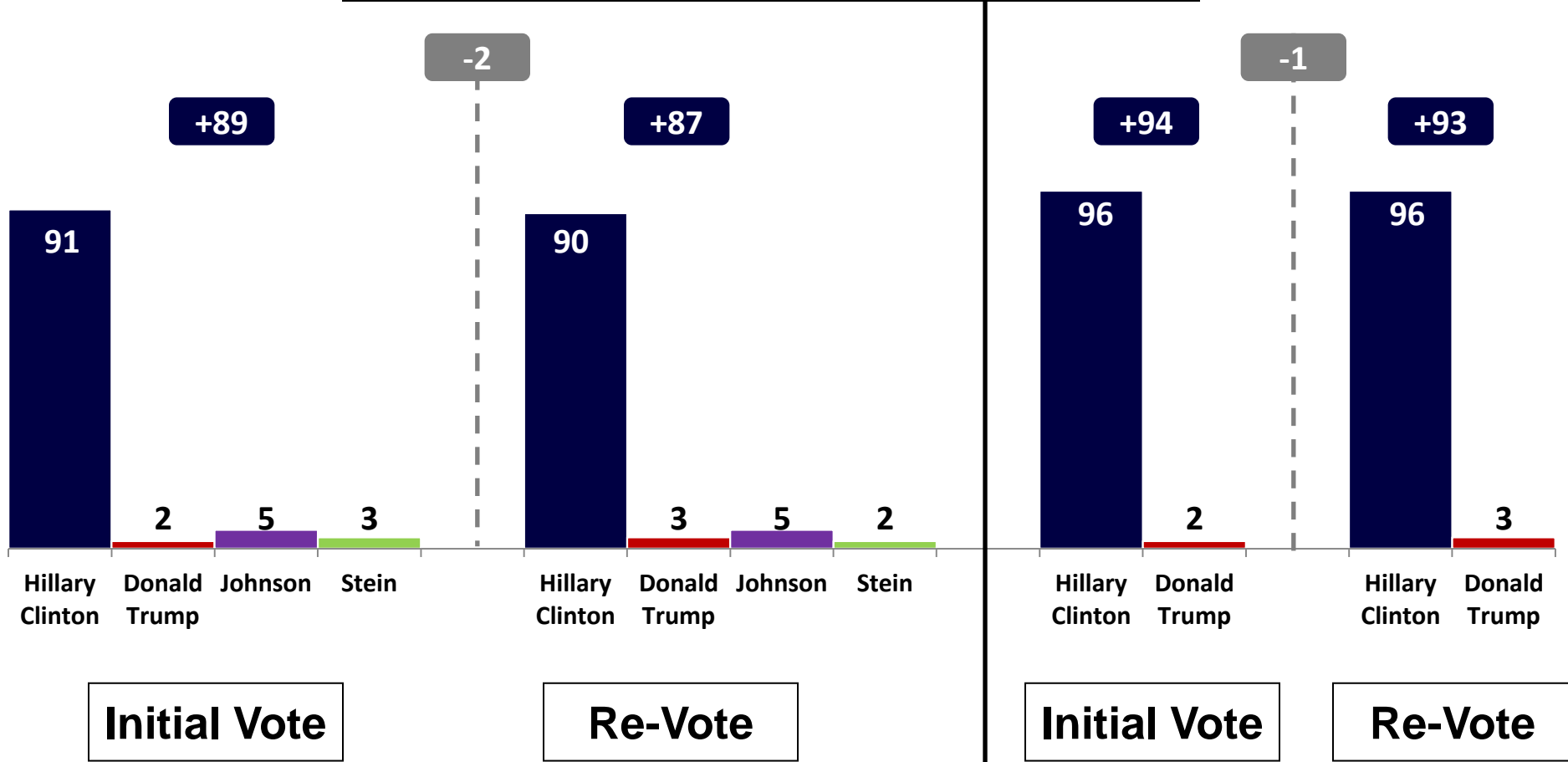
Thinking about the election for President in November, if the election for President were held today, would you vote for -- Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, or Green Party candidate Jill Stein?



90% of Democratic millennials consolidated, potential for 95+

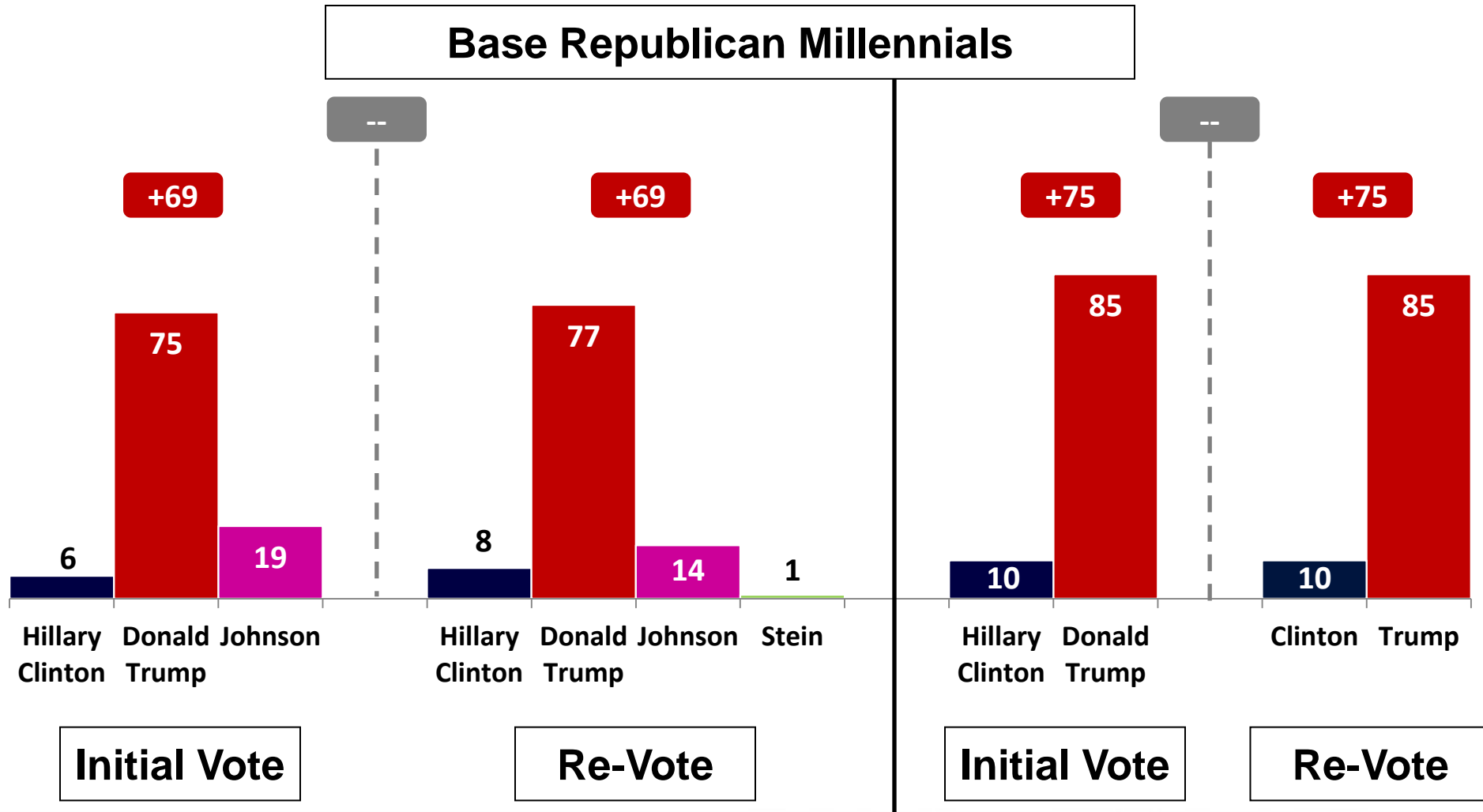
Thinking about the election for President in November, if the election for President were held today, would you vote for

Democratic Base Millennials



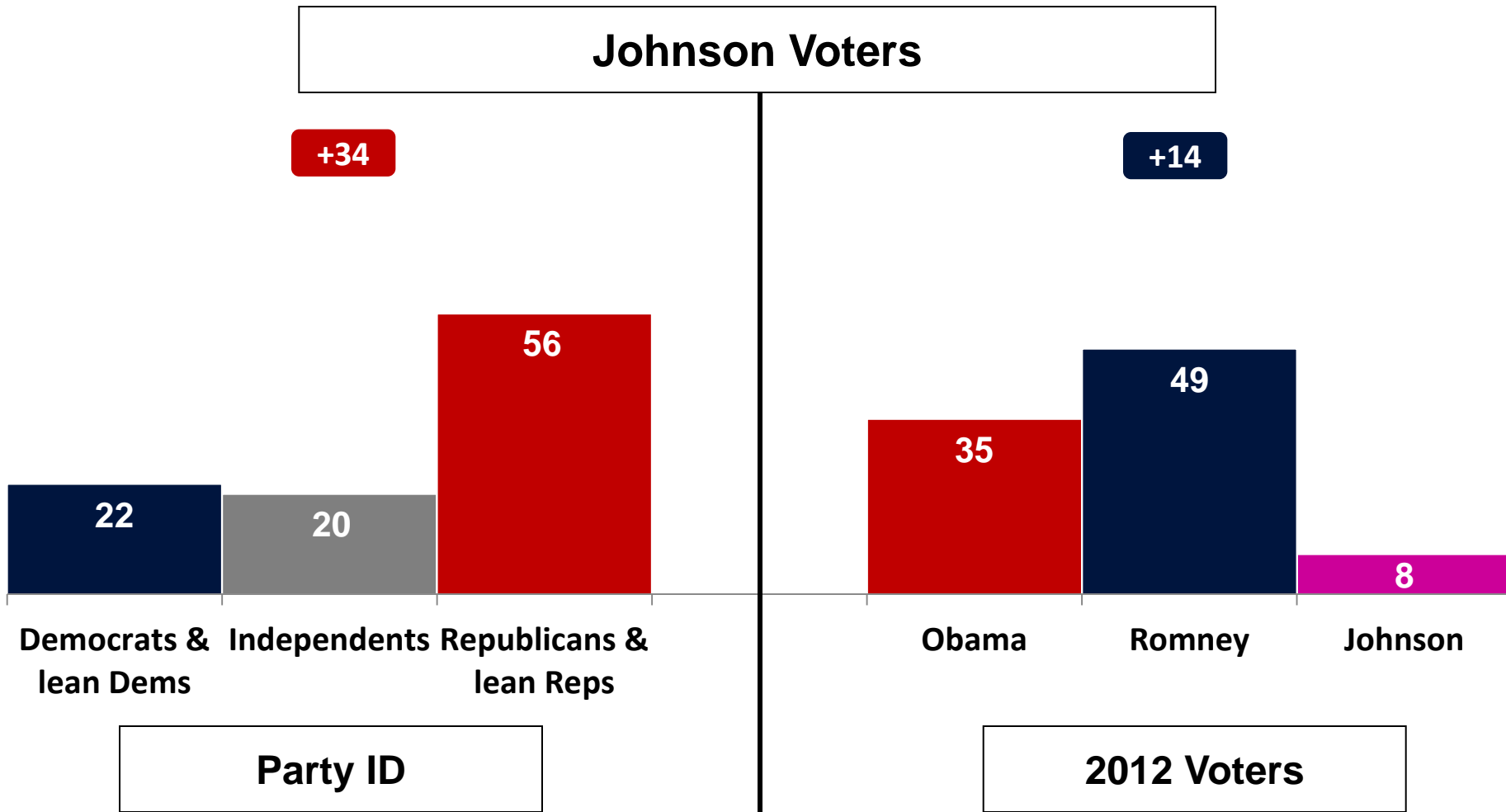
Trump has only 75% of GOP millennials & they don't consolidate

Thinking about the election for President in November, if the election for President were held today, would you vote for



Johnson voters are mostly Republican

Thinking about the election for President in November, if the election for President were held today, would you vote for -- Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, or Green Party candidate Jill Stein?



Johnson voters are strongly anti-Trump

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

Johnson Voters

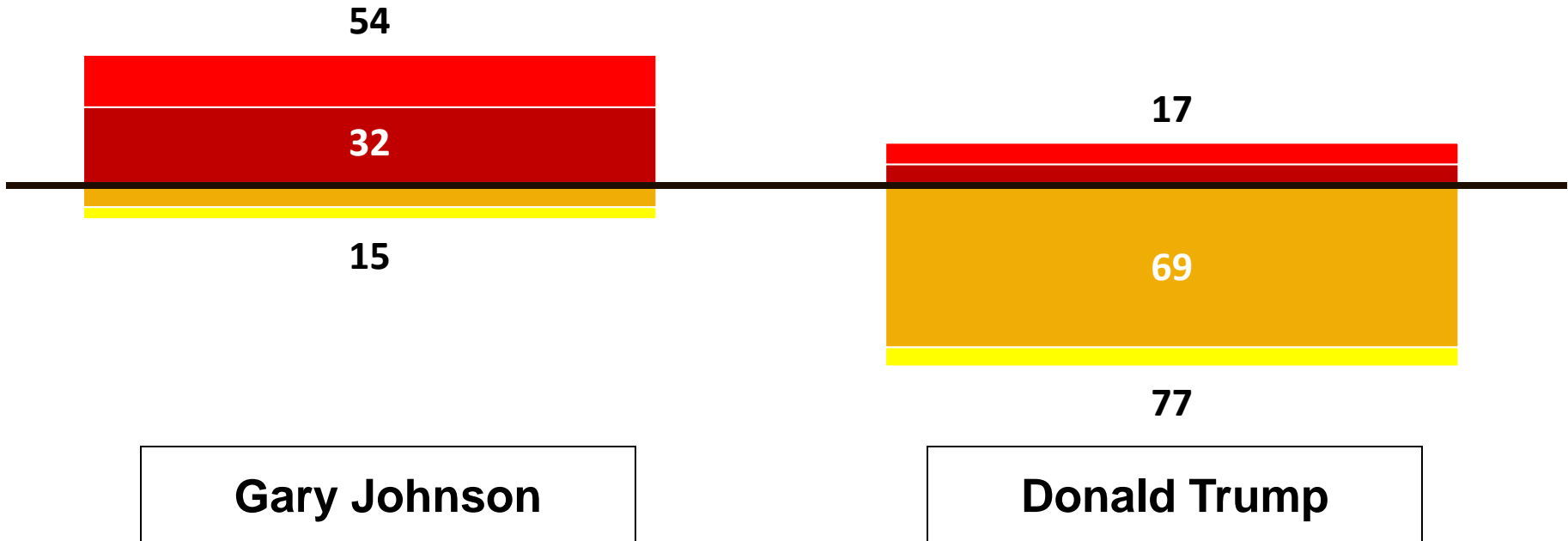
■ Very warm (75-100)
 ■ Warm (51-74)
 ■ Very cool (0-25)
 ■ Cool (26-49)

Mean:
61.3

Net: +39

Mean:
20.9

Net: -60



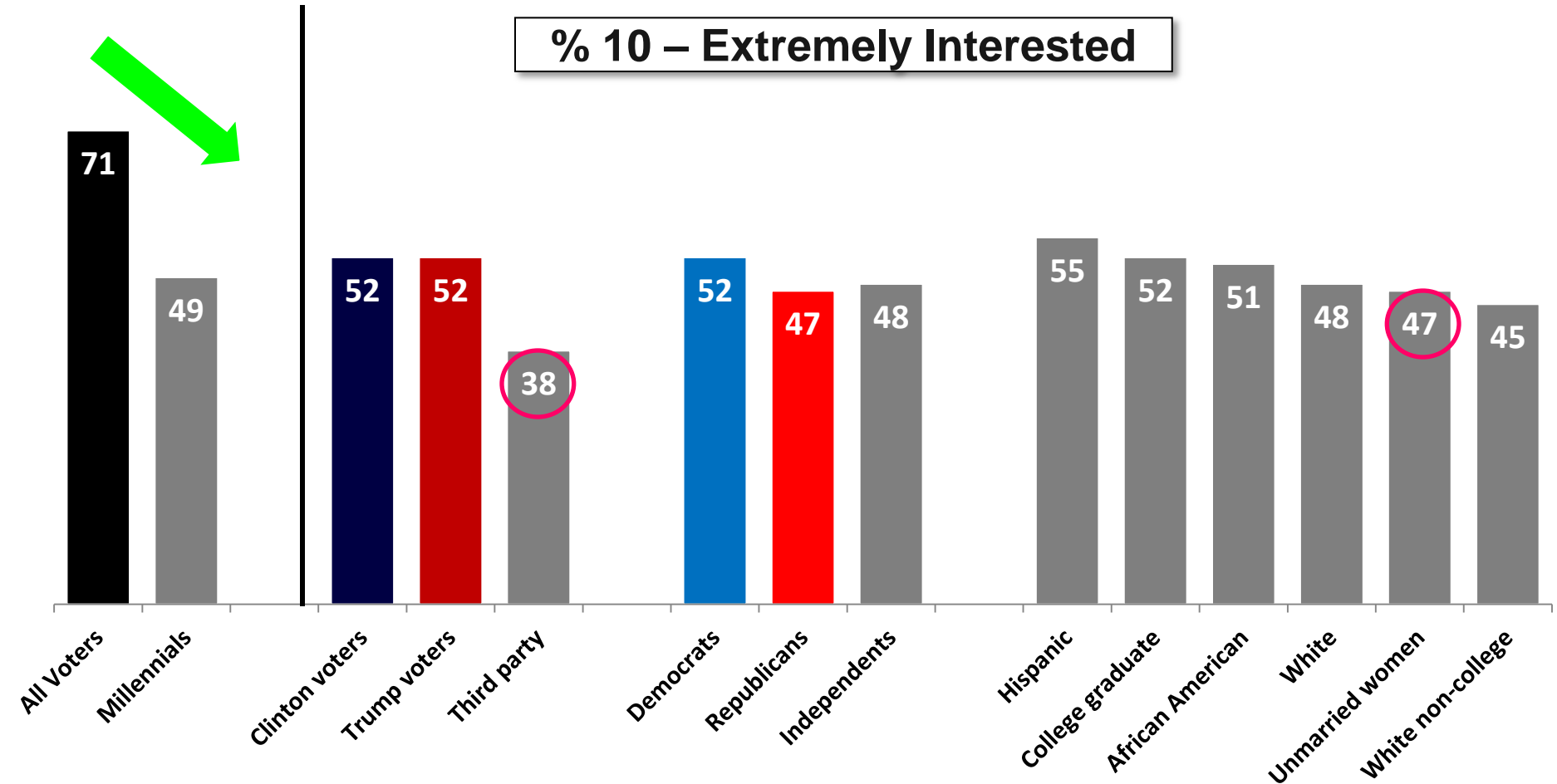
Gary Johnson

Donald Trump

WILL MILLENNIALS VOTE?

The biggest question: will millennials turn out?

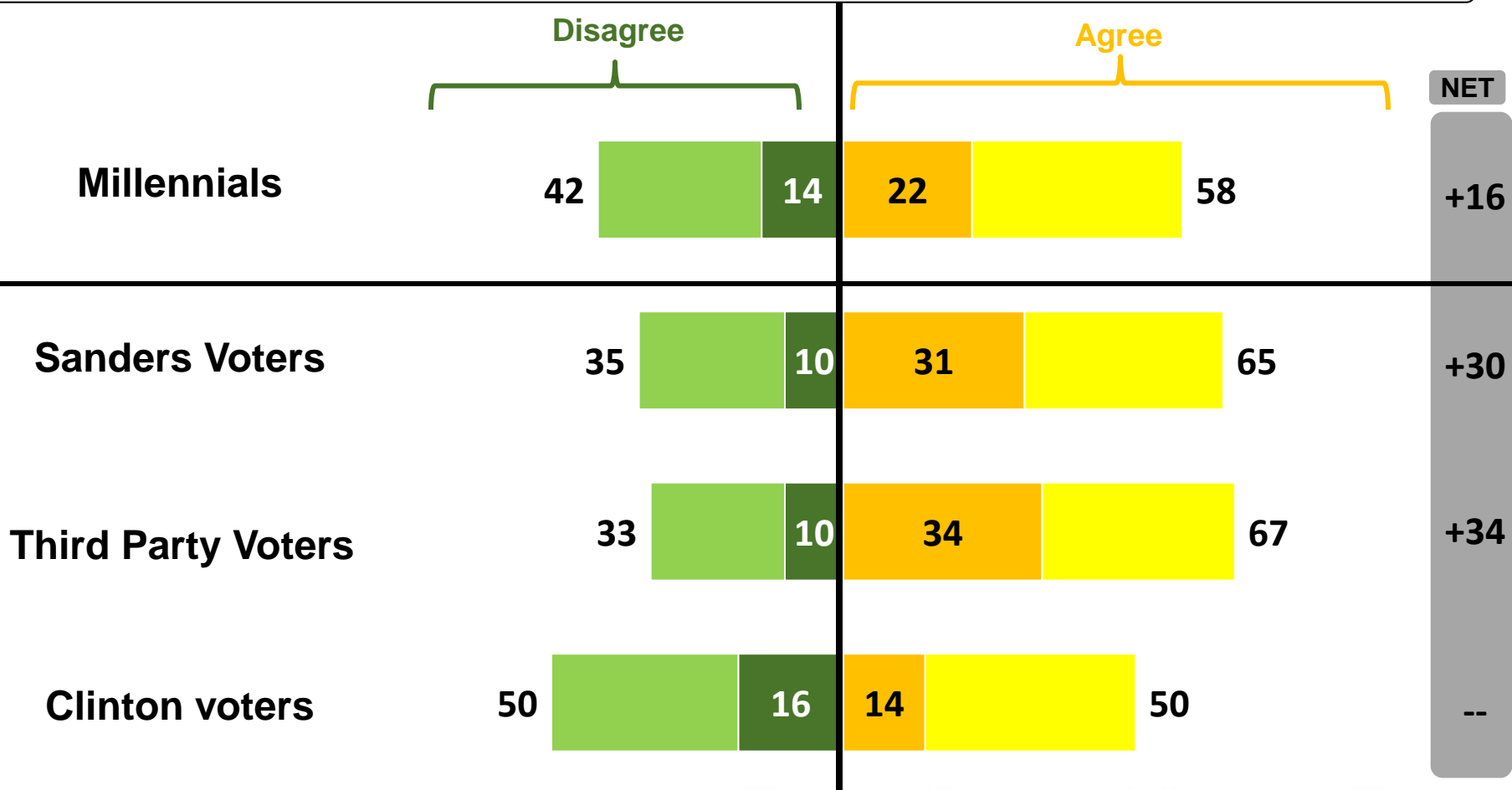
How interested are you in the November elections for President, U.S. Congress and other state and local offices? Please rate your interest from 1 to 10, with 1 meaning that you have no interest in this election and 10 meaning that you are extremely interested. You can choose any number between 1 and 10.



Millennials want a revolution, including half of Clinton voters

Below are a few statements about the presidential election and issues facing the country. For each, please indicate how much you agree or disagree with that statement.

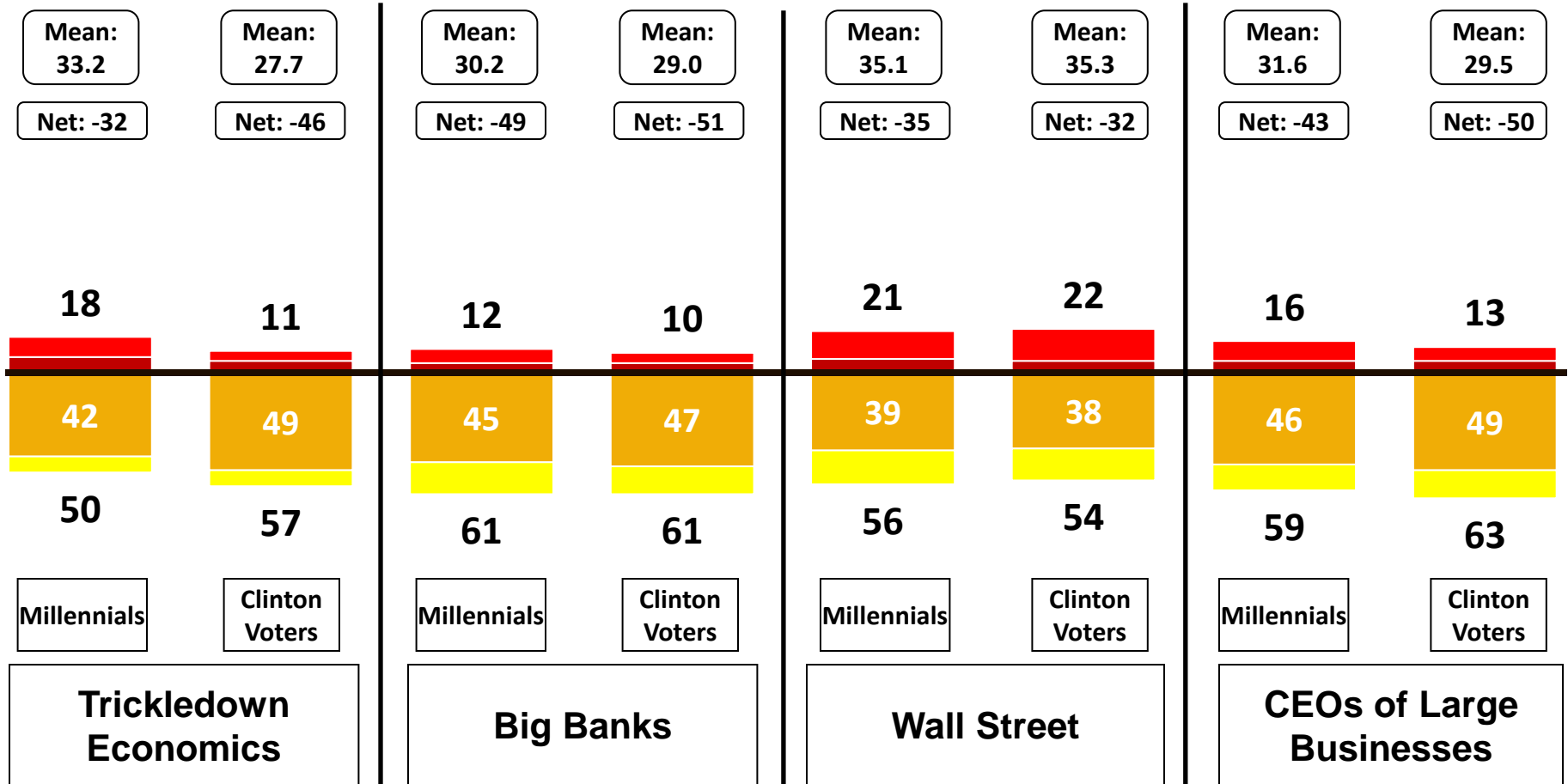
We need a revolution in this country and we don't have time for incremental change.



Deep anti-corporate mood among millennials

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

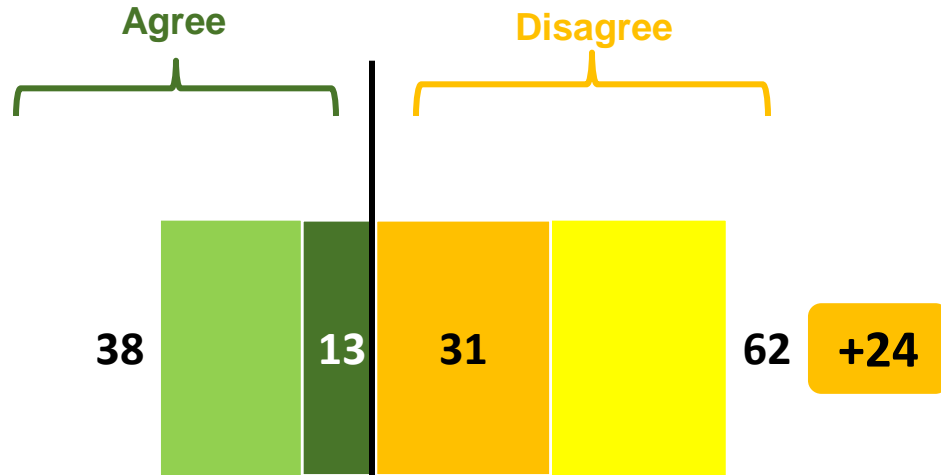
■ Very warm (75-100) ■ Warm (51-74) ■ Very cool (0-25) ■ Cool (26-49)



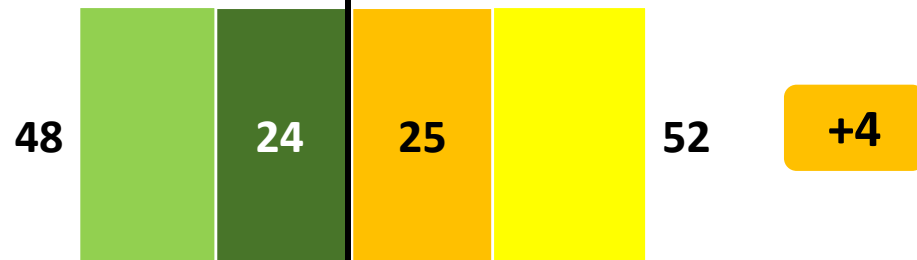
They do think the outcome of this election will matter

For each, please indicate how much you agree or disagree with that statement.

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



No matter who is elected in November, it won't make much difference for people like me.



About half of Third Party voters might shift to stop Trump

Which one of the following statements comes closer to your point of view, even if neither is exactly right.

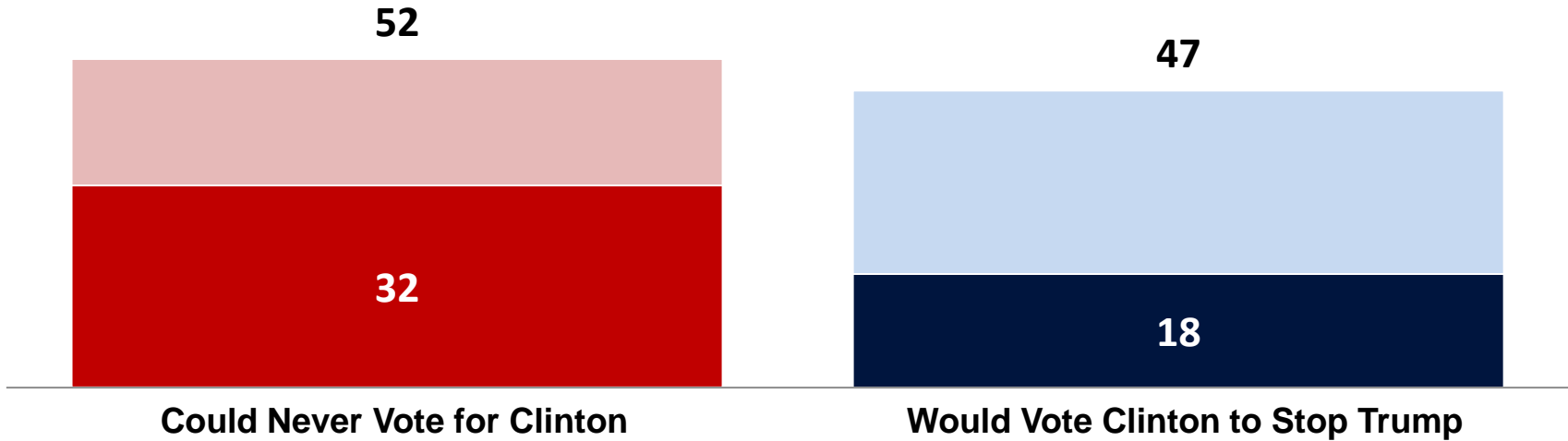
I could never vote for Hillary Clinton, even if that means Donald Trump becomes president.

■ Never for Clinton Strongly

If it seems like Donald Trump might win the election, I would vote for Hillary Clinton to stop him.

■ For Clinton to Stop Trump

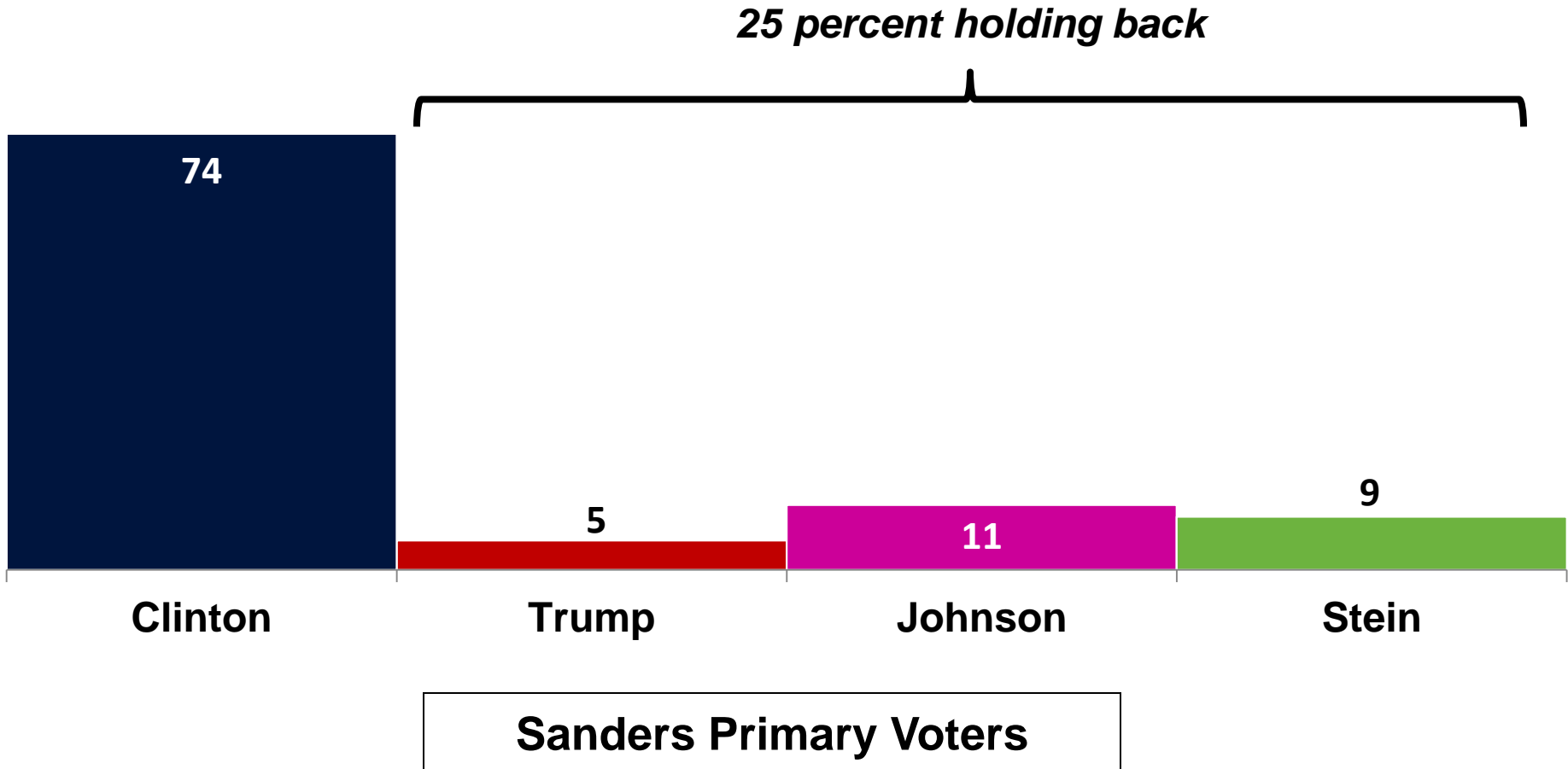
-5



Third Party Voters

Quarter of Sanders millennials holding back

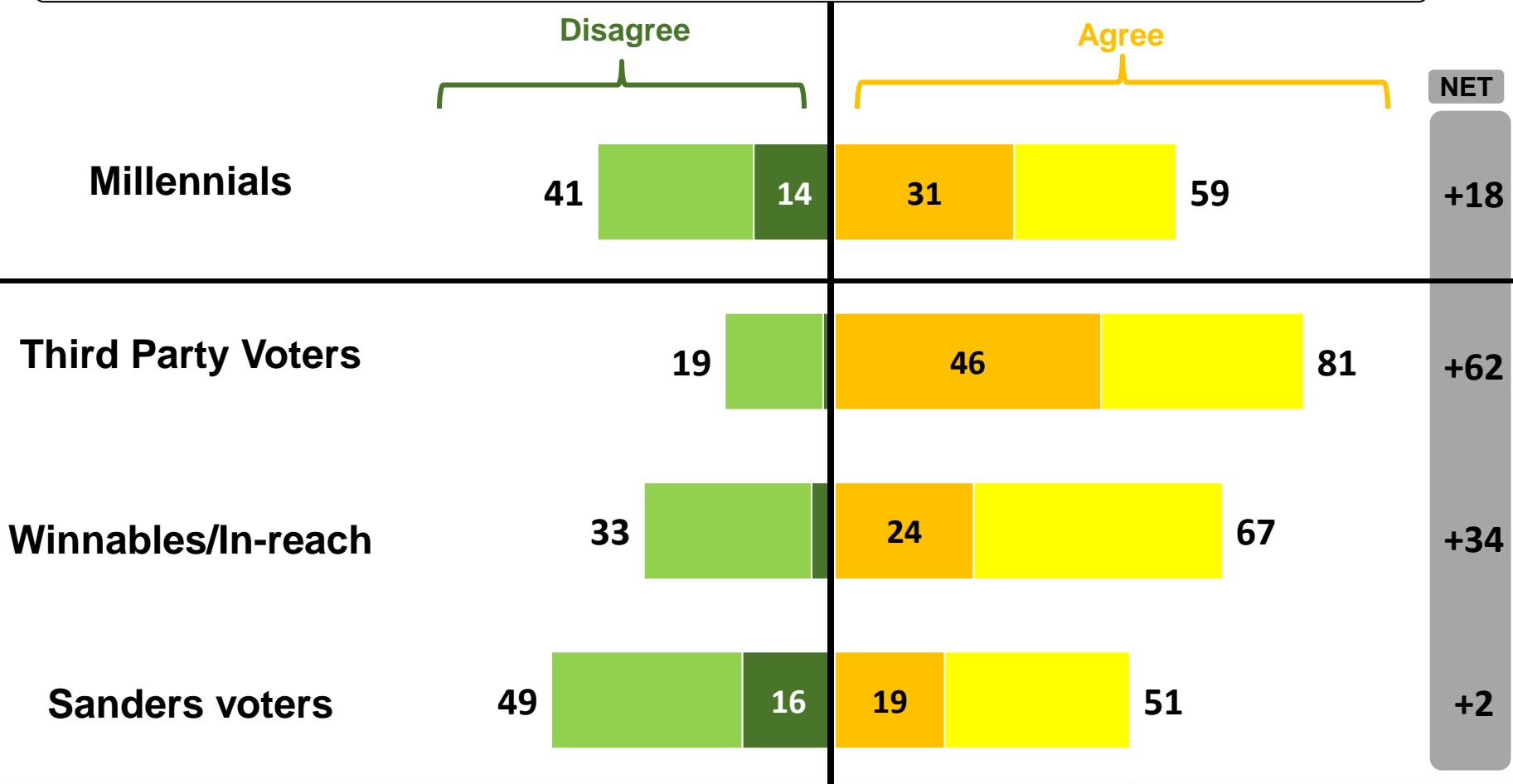
Thinking about the election for President in November, if the election for President were held today, would you vote for --Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, or Green Party Candidate Jill Stein?



Concerns Clinton beholden to special interest holding them back

Below are some statements. For each statement, please tell me if you agree or disagree with it.

Hillary Clinton is too beholden to special interests to look out for people like me.



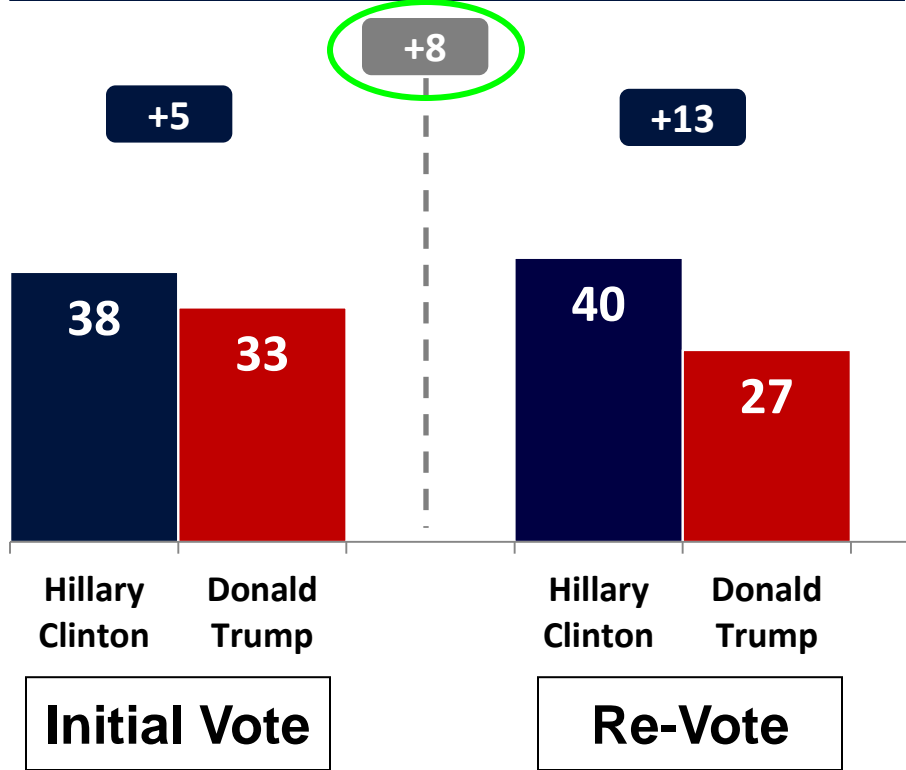
AN ECONOMIC MESSAGE TO MOTIVATE MILLENNIALS

Third Party voters shift when they hear Clinton economic message & contrasts, no movement when exposed to Johnson attacks

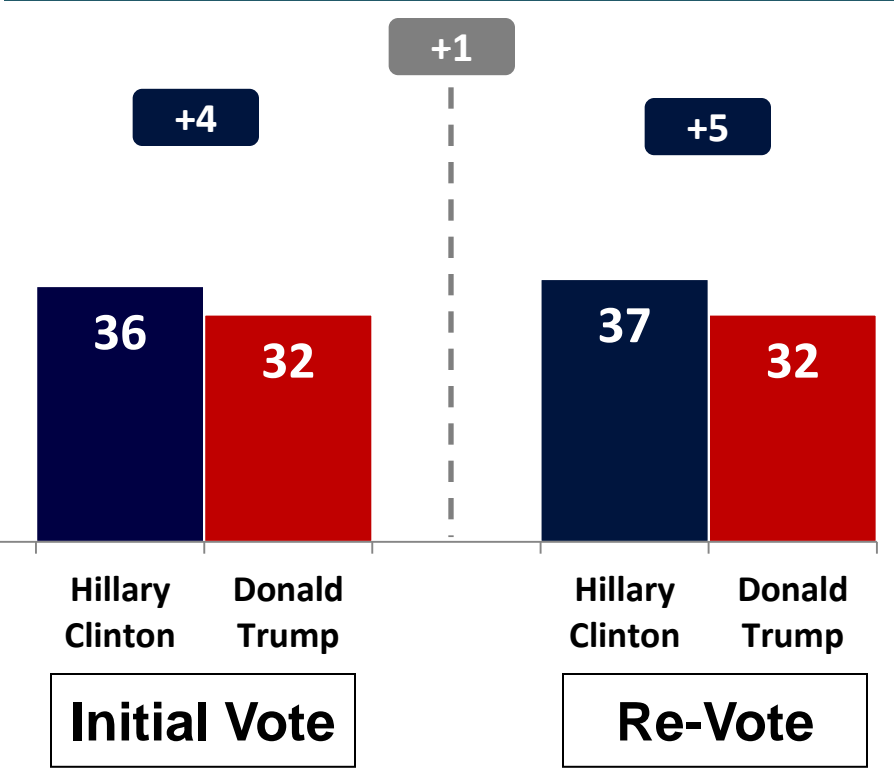
Thinking about the election for President in November, if the election for President were held today, would you vote for

Third Party Voters – in 2 way

REASONS TO VOTE FOR CLINTON



DOUBTS ABOUT JOHNSON



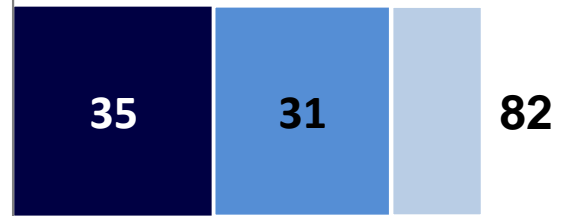
Strong support for Clinton economic messages

These are some statements from Hillary Clinton. How convincing is each statement?

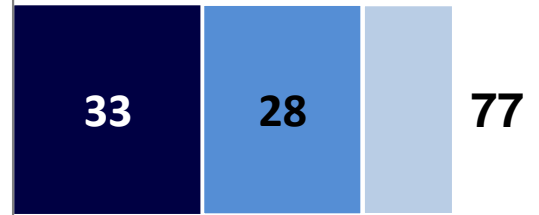
CLINTON ECONOMIC MESSAGES

- Very convincing
- Somewhat convincing
- A little convincing

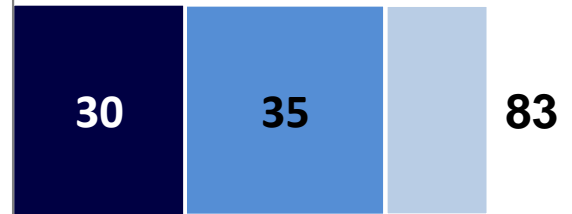
ECONOMY FOR EVERYONE: We have to build an economy that works for everyone, not just those at the top. We have to invest in infrastructure, innovation and technology, and renewable energy. We have to create a fairer economy by raising the national minimum wage, guaranteeing equal pay for women, and ensuring workers share in the profits they make, not just the executives at the top. We need to do more to support people struggling to balance family and work, like ensuring paid family leave, and affordable child care and debt-free college. And let's do it by having the wealthy pay their fair share and close the corporate loopholes.



TAKE ON TRICKLE DOWN: I think it's time that the wealthy and corporations paid their fair share to support this country, because they have made all the gains in the economy. But the plan Donald Trump has put forward it is Trumped-up trickle down. His plan would have the biggest tax cuts for the top one percent that we've ever had, including a 4 billion dollar tax break for his family. Slashing taxes on the wealthy hasn't worked. It got us into the mess we were in, in 2008. Broad-based growth is what we need in America, not more advantages for people at the very top.



OPPORTUNITY: Inclusive growth is what we need in America. That includes building up and investing in the middle class, but also addressing implicit bias in ourselves and our police officers, taking aim at systemic racism in our criminal justice system, and ensuring the color of your skin doesn't determine where you live, the quality of your education, or what jobs you can get. We cannot just say law and order. Inclusive growth means all Americans have the opportunity to go to college, start a business and pursue their dreams.



Trickledown economic message appeals to key millennial targets

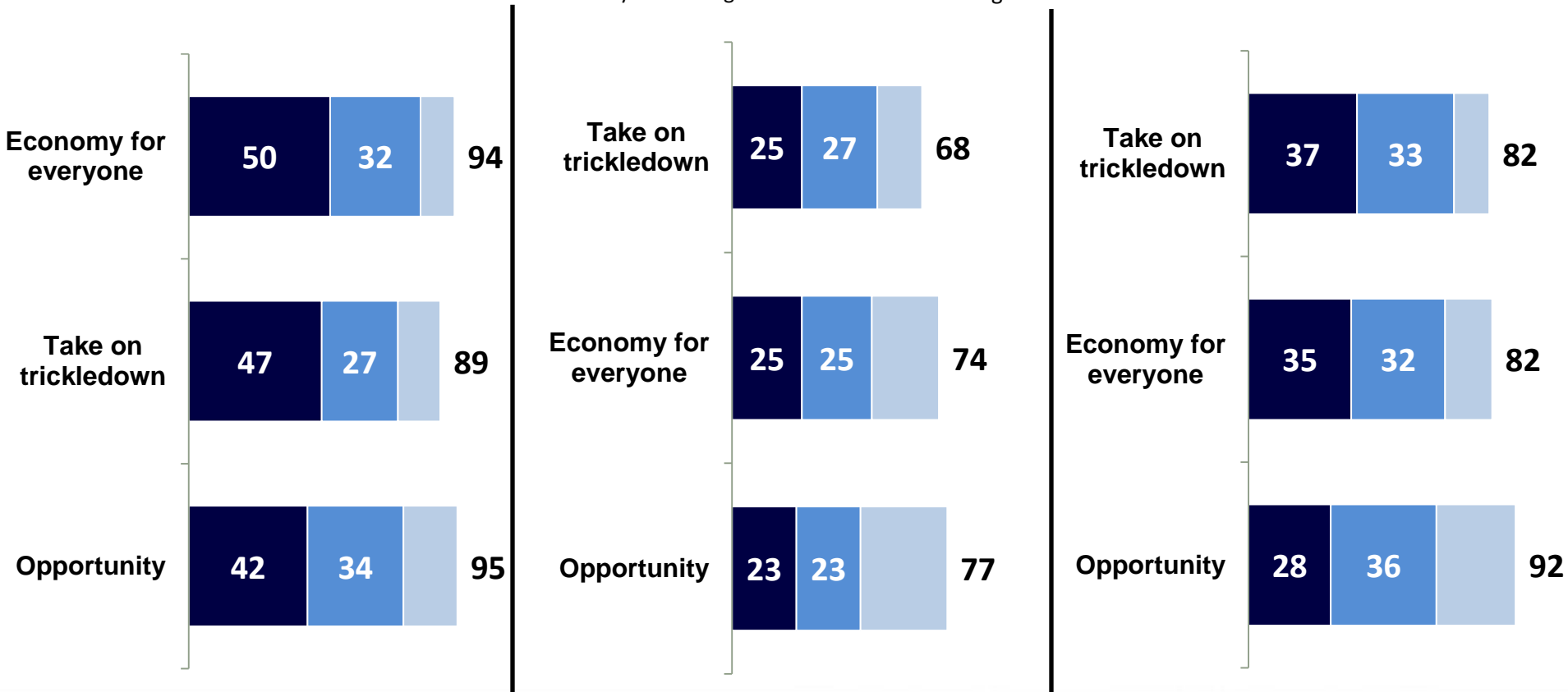
These are some statements from Hillary Clinton. How convincing is each statement?

Sanders Voters

Third Party Voters

Winnable/In-reach

Very convincing Somewhat convincing



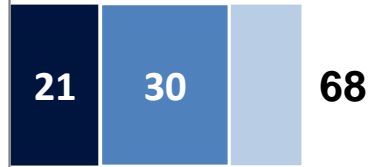
Contrast on taxation leading reason to vote for Clinton

Either Hillary Clinton or Donald Trump will be elected President in November. Here are some reasons why people say it is important to NOT vote for Gary Johnson and instead vote for Hillary Clinton. How convincing is each statement?

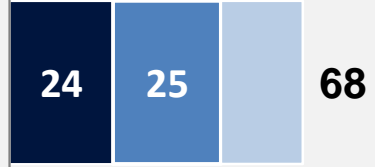
REASONS TO VOTE FOR CLINTON

■ Very convincing
■ Somewhat convincing

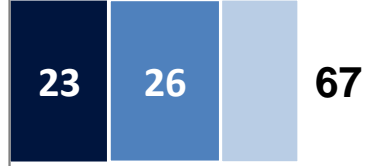
TRICKLE-DOWN ECONOMICS: Clinton wants to end the reign of trickle-down economics and raise taxes on the wealthy who have seen all the new income gains so they pay their fair share and so we can invest in the middle class. **Trump will enact the biggest tax cut for the one percent in history**, including a 4 billion dollar tax break for his family, and make inequality even worse.



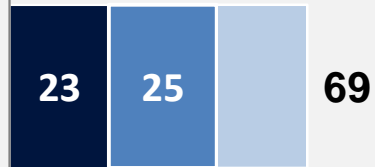
SECURITY: Clinton is prepared to be Commander in Chief. She has a deep knowledge of foreign affairs and national security and has the diplomatic skills and judgement to pursue our interests abroad and keep us safe at home. **Trump lacks the temperament to be Commander in Chief.** He wants to roll back our commitment to NATO allies, and praises authoritarian adversaries like Vladimir Putin.



REPRODUCTIVE RIGHTS & HEALTH: Clinton will fight back against attempts restrict access to quality, affordable reproductive health care and protect funding for Planned Parenthood. And she will defend access to affordable contraception, preventive care, and safe and legal abortion. **Trump wants to criminalize abortion** and said that a woman who seeks an abortion should be punished.



CLIMATE: Clinton understands that climate change is a real threat. She wants to make America the world's clean energy superpower, protect regulations on polluters, and uphold the Paris Climate Change Agreement. **Donald Trump said global warming was a hoax** made up by the Chinese. He wants to eliminate the EPA, give more tax breaks to oil companies, roll back regulations on coal plants, and gets his energy policies straight from oil company CEOs.

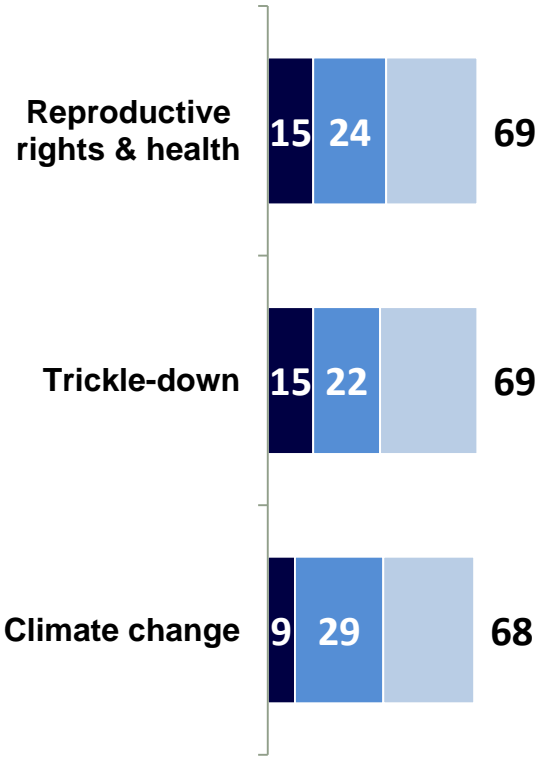


Taxes, climate & abortion contrasts key for target groups

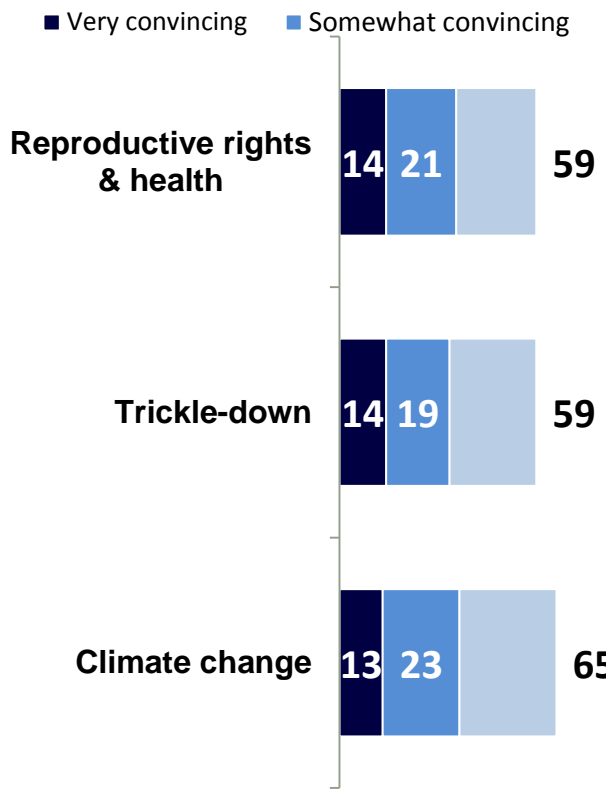
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REASONS TO VOTE FOR CLINTON

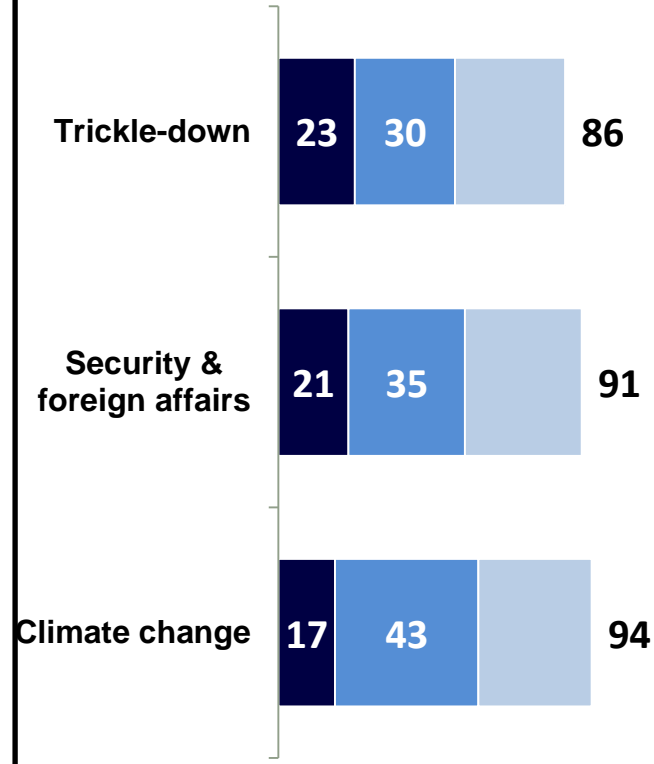
Sanders Voters



Third Party Voters



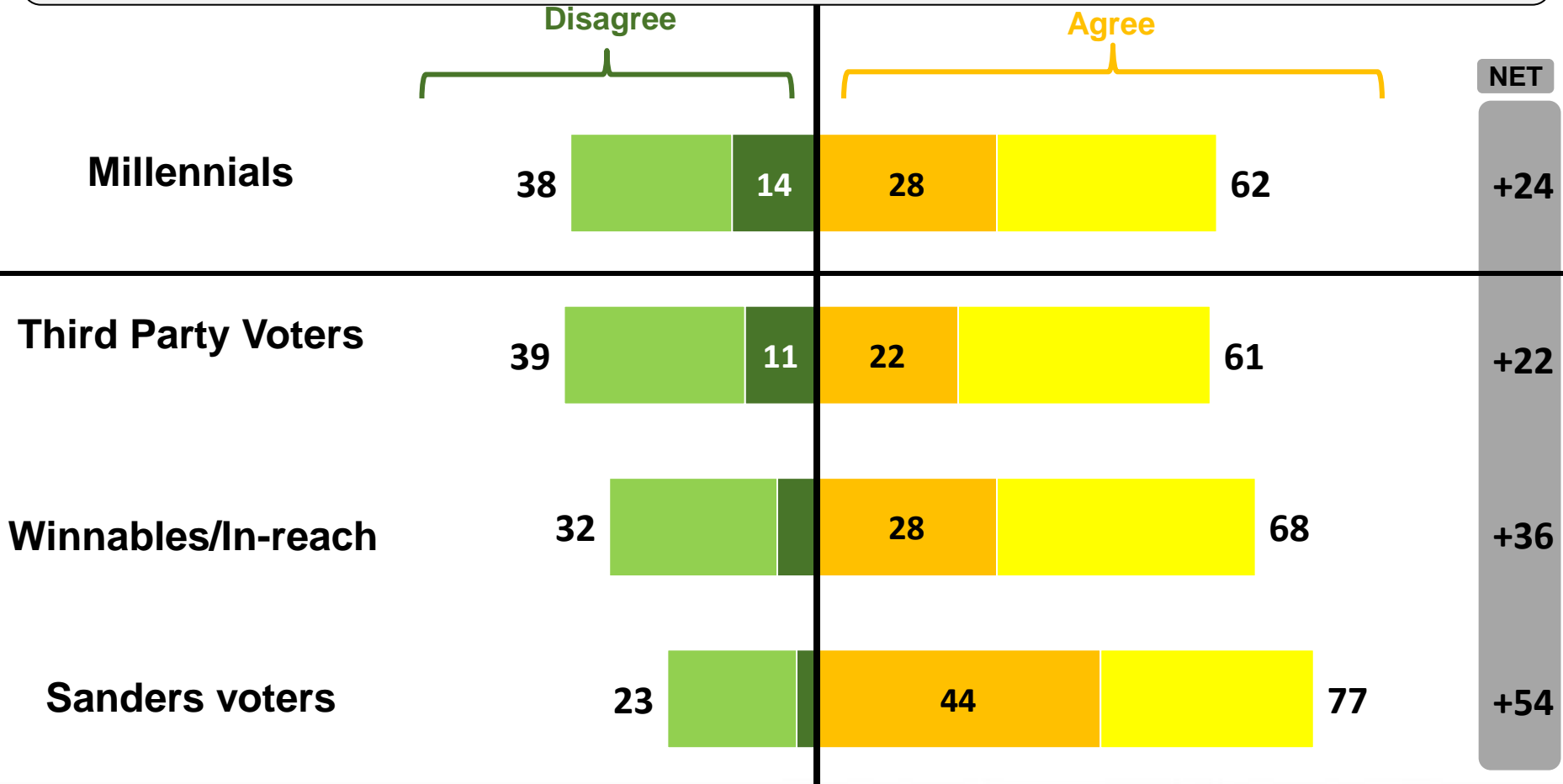
Winnable/In-reach



Most won't vote for someone who wouldn't tackle climate

Below are some statements. For each statement, please tell me if you agree or disagree with it.

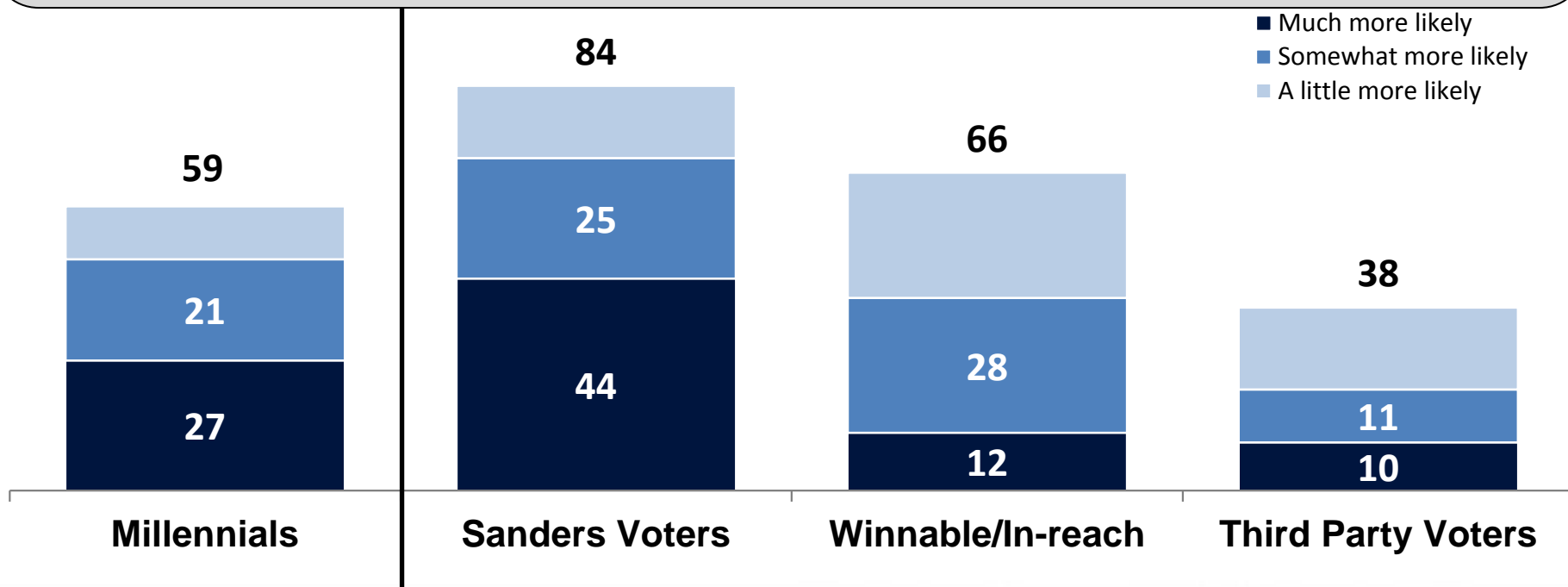
Climate change is a severe threat and I won't vote for a candidate who won't take action to address it.



Sanders is a key messenger for reaching millennials

Below are some statements about why some people say they are voting for Hillary Clinton. How likely are you to vote for Hillary Clinton after reading each statement?

Bernie Sanders says that Hillary Clinton and the Democratic Party have the most progressive platform in history. He has said that they agree on ending Citizens United, to stopping the new TPP trade deal, reining in Wall Street and making sure the wealthiest corporations and people start paying their fair share of taxes. And she worked with Senator Sanders on a bold plan to make college affordable and debt-free.



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