



navigator.*

How Millennials Think About Politics in the Era of Trump

Background & Methodology

Navigator Research launched in April 2018 and conducts monthly research geared to understanding the American public's views on issues of the day and help advocates, elected officials, and other interested parties ***understand the language and messaging needed to make and win key policy arguments.***

There have been four waves of Navigator so far. All research is conducted by Global Strategy Group and GBA Strategies among a nationally representative sample of registered voters online and verified against a voter file:



Wave 1: Corruption, Norms, & Economic Pain Points

- Conducted April 3-5, 2018
- n = 1,009 registered voters
- n = 259 millennials



Wave 2: Mueller, #MeToo, & Cabinet Scandals

- Conducted May 11-16, 2018
- n = 1,017 registered voters*
n = 240 millennials



Wave 3: Political Imagery & Civic Engagement

- Conducted June 12-17, 2018
- n: 1,013 registered voters**
n: 255 millennials



Wave 4: Foreign Policy, Family Separation, & Costs of Things

- Conducted July 6-9, 2018
- n: 1,002 registered voters
- n: 247 millennials

*An oversample of pure independent voters was included in this wave of research.

**An oversample of millennial voters and an oversample of black voters were included in this wave of research.

What You'll See in This Report

This report focuses on millennial voters. For the purposes of this report, **we define millennials as 18-34 year olds.**

We want to know who they are and what they look like, how they are similar and different from the nation as a whole on core political metrics, and how they think about the topics we've approached in the first few waves of Navigator.

To answer these main questions, this report is divided into the following sections:



1 | Profile of Millennial Voters

This section will provide a demographic profile of millennial voters and compare them to the nation at large. For the purposes of this analysis, the data for all four waves of Navigator are rolled up into a combined dataset (n = 4,041 registered voters; n = 1,000 millennials).



2 | Deep Dive on Millennial Views of Core Metrics & Tracking Over Time

This section look at how millennial voters consider things like their likelihood to vote in 2018, Trump's job approval, and other metrics we track in each survey. For the purposes of this analysis, the data will be reported both by the rolled up dataset and by individual waves.

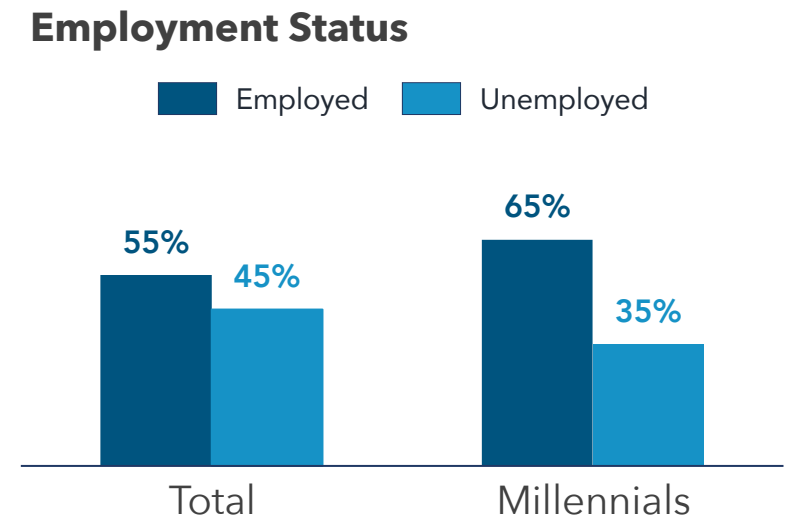
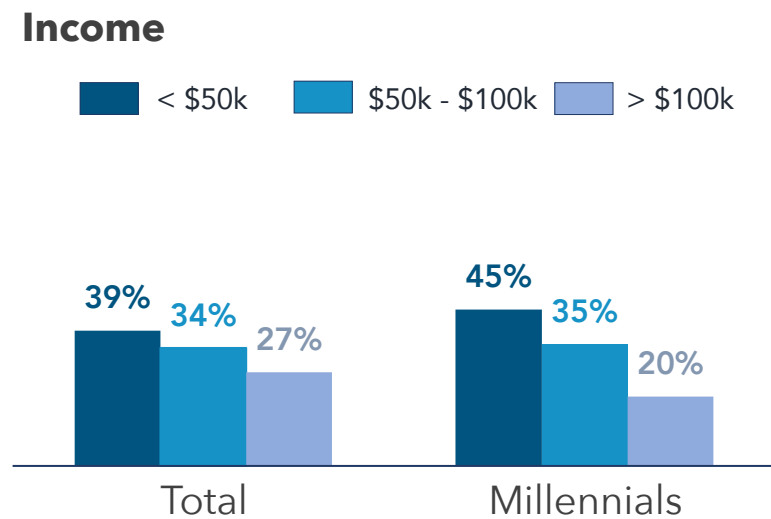
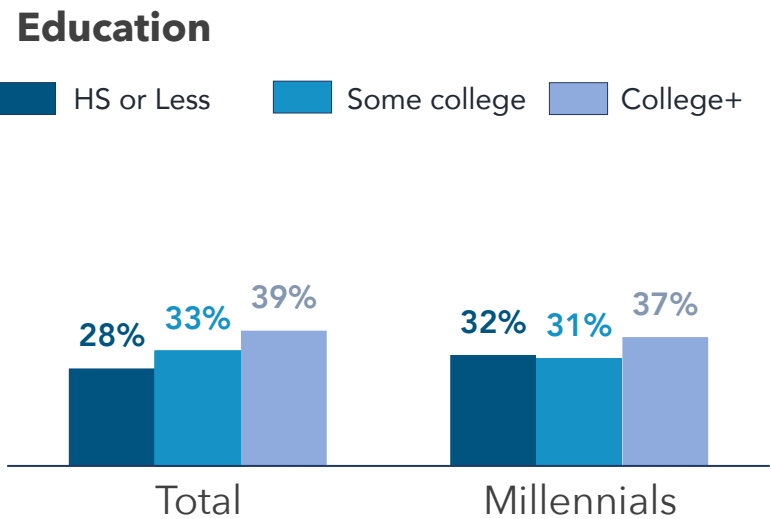
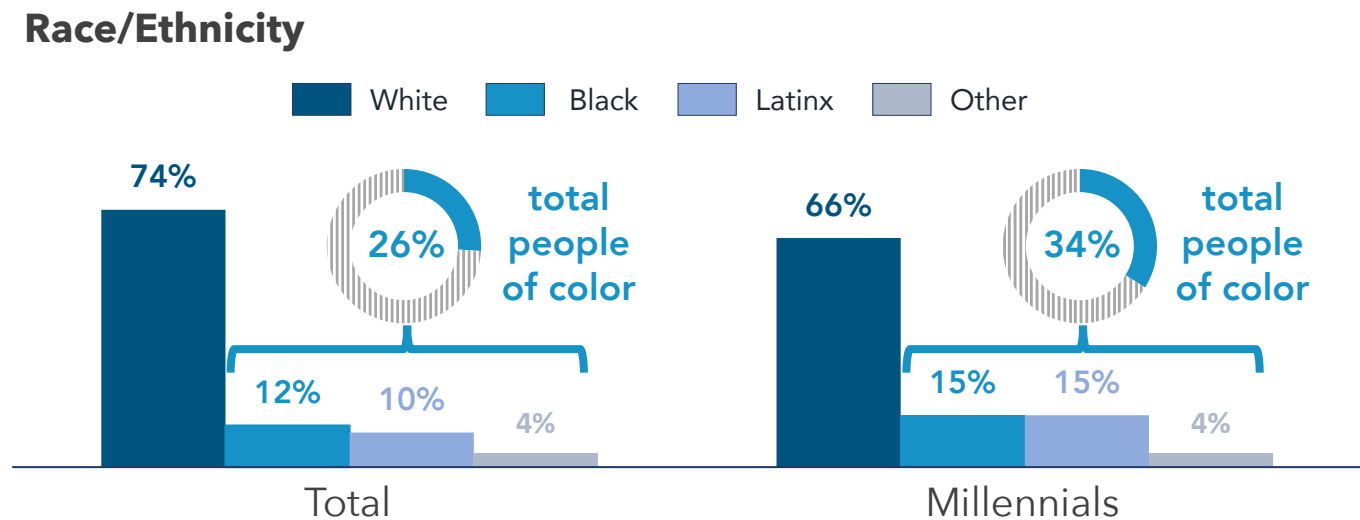
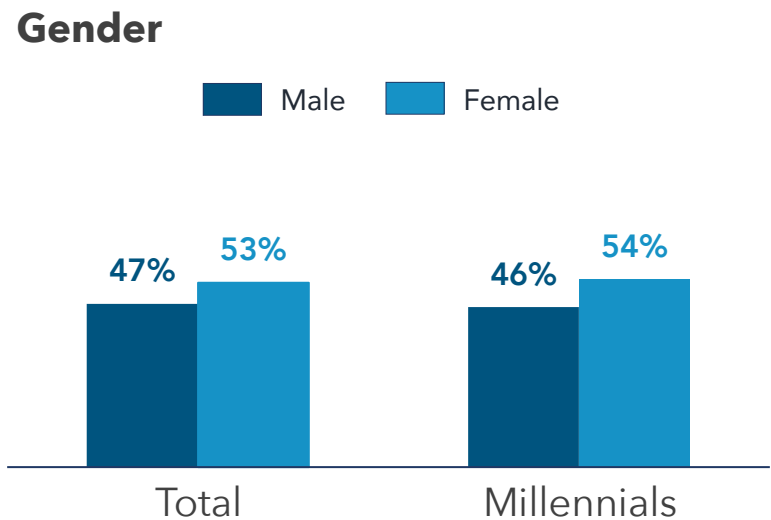


3 | Highlights Among Millennials from Navigator Focus Areas

This section drills down into how millennials evaluated the many topics we have dug into so far. For the purposes of this analysis, the data is reported by individual waves or, in select cases where tracking is available, data is rolled up and reported in aggregate for greater statistical power.

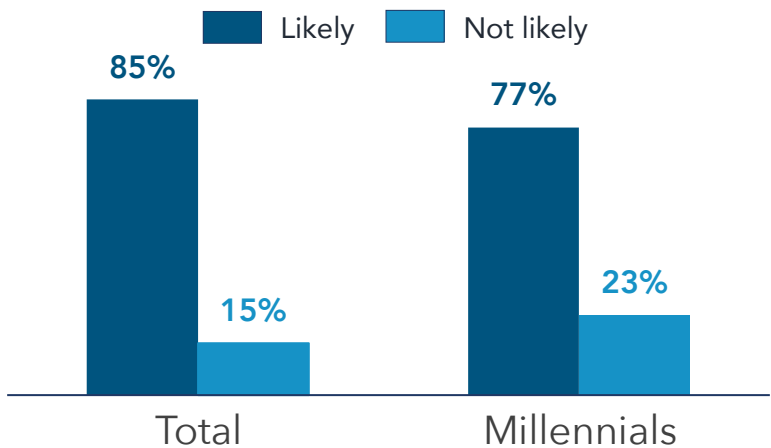
1 | Profile of Millennial Voters

Demographic Profile: More Racially Diverse, Similar in Most Other Ways

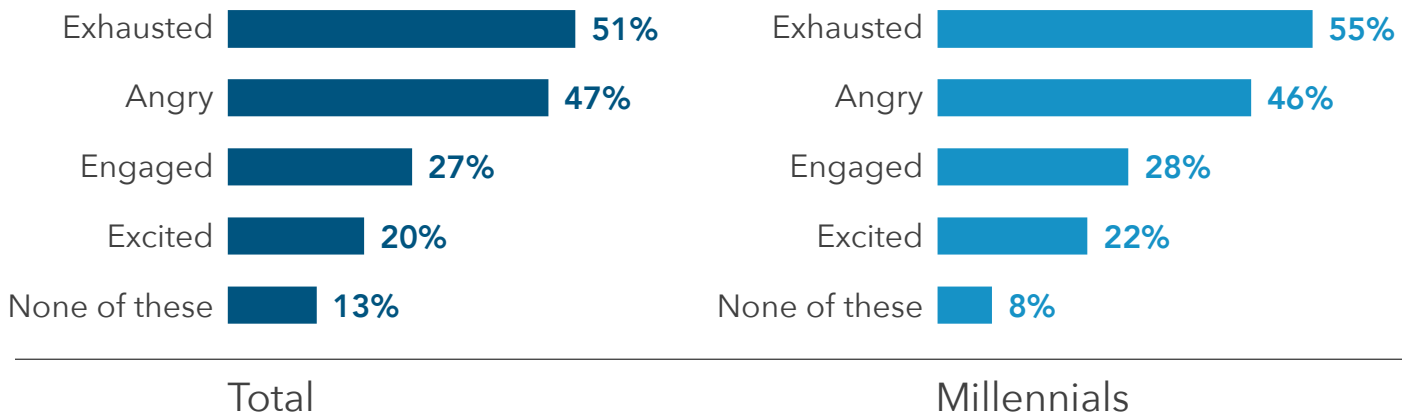


Political Profile: More liberal/Democratic-leaning; lower-likelihood voters

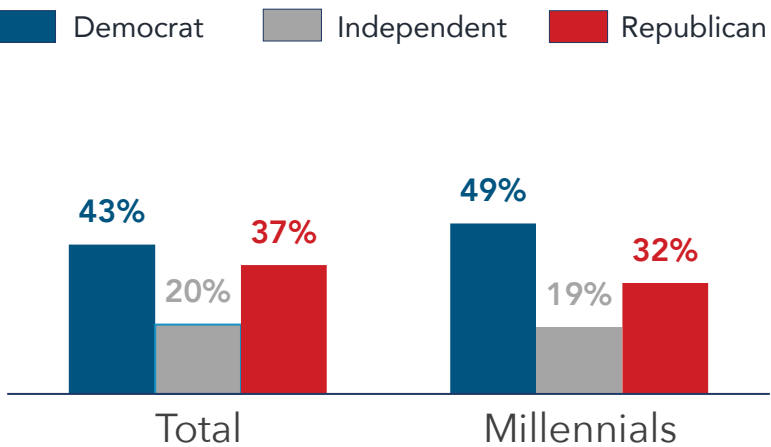
Likelihood to Vote in 2018*



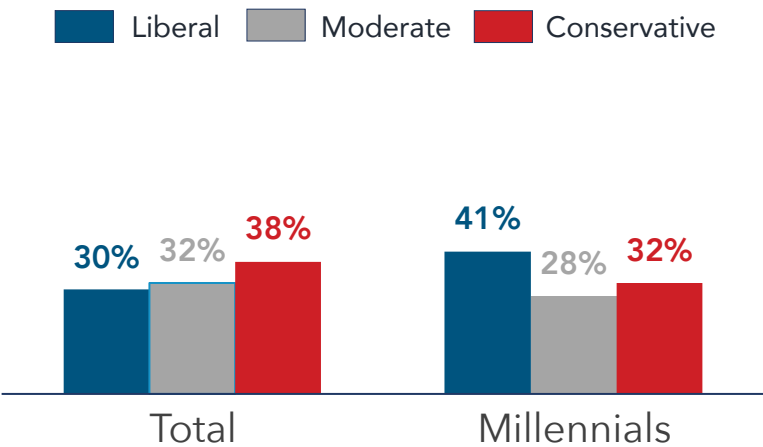
Emotions About Politics Since Trump's Election**



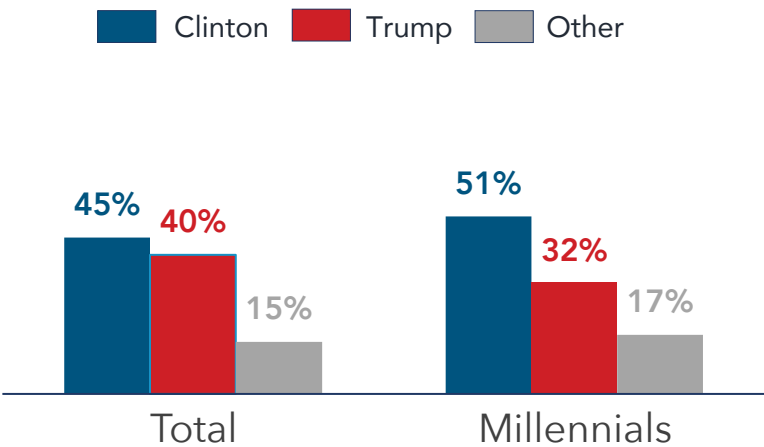
Party ID (with leaners)



Ideology



2016 Vote Choice

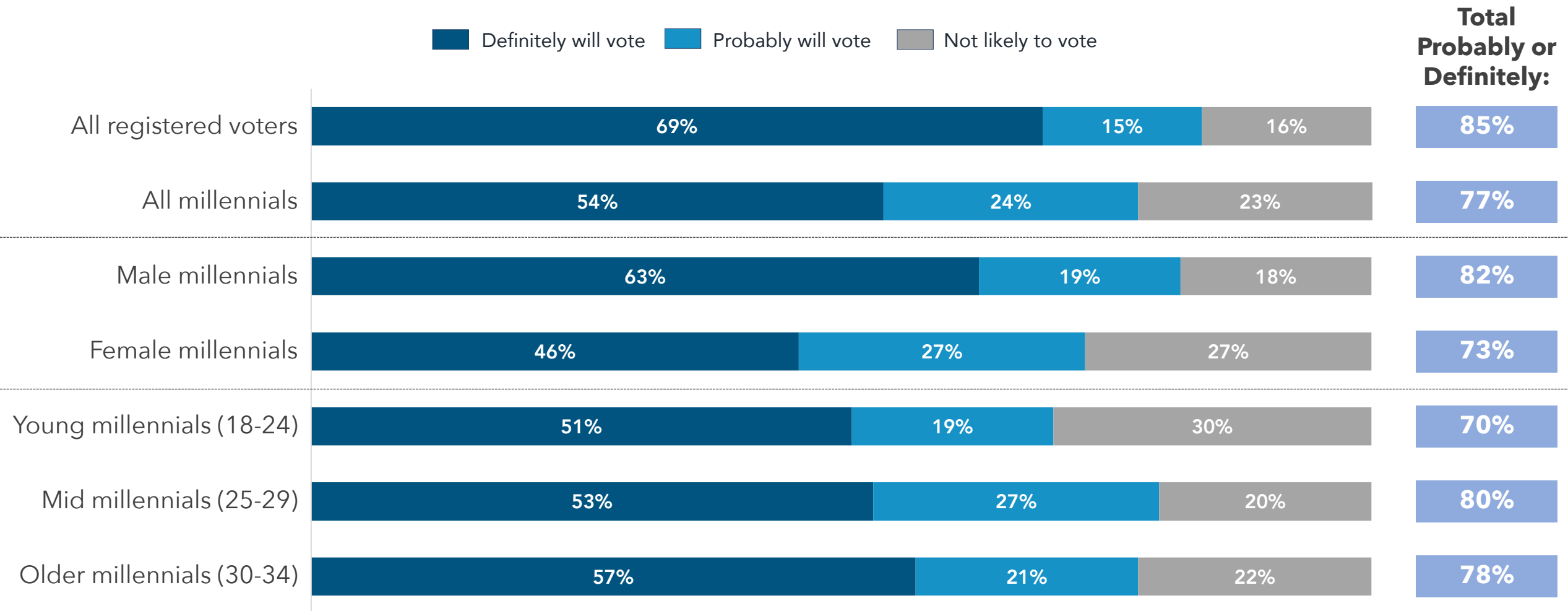


*"Likely" collapses respondents who said definitely or probably. "Not likely" collapses respondents who said 50/50, probably not, or definitely not.

**Percentages exceed 100 percent because respondents were allowed to select multiple options.

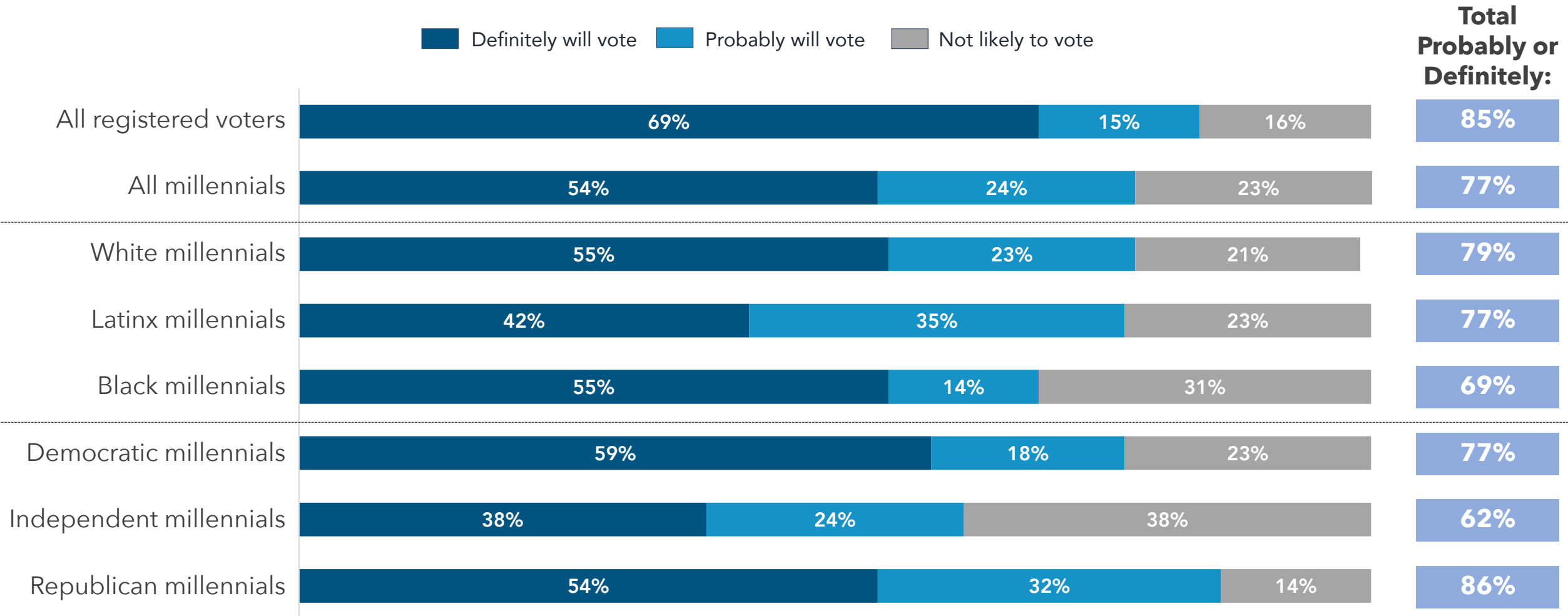
2 | Deep Dive on Millennial Views of Core Metrics & Tracking Over Time

Large gender gap in likelihood to vote in the 2018 midterm elections



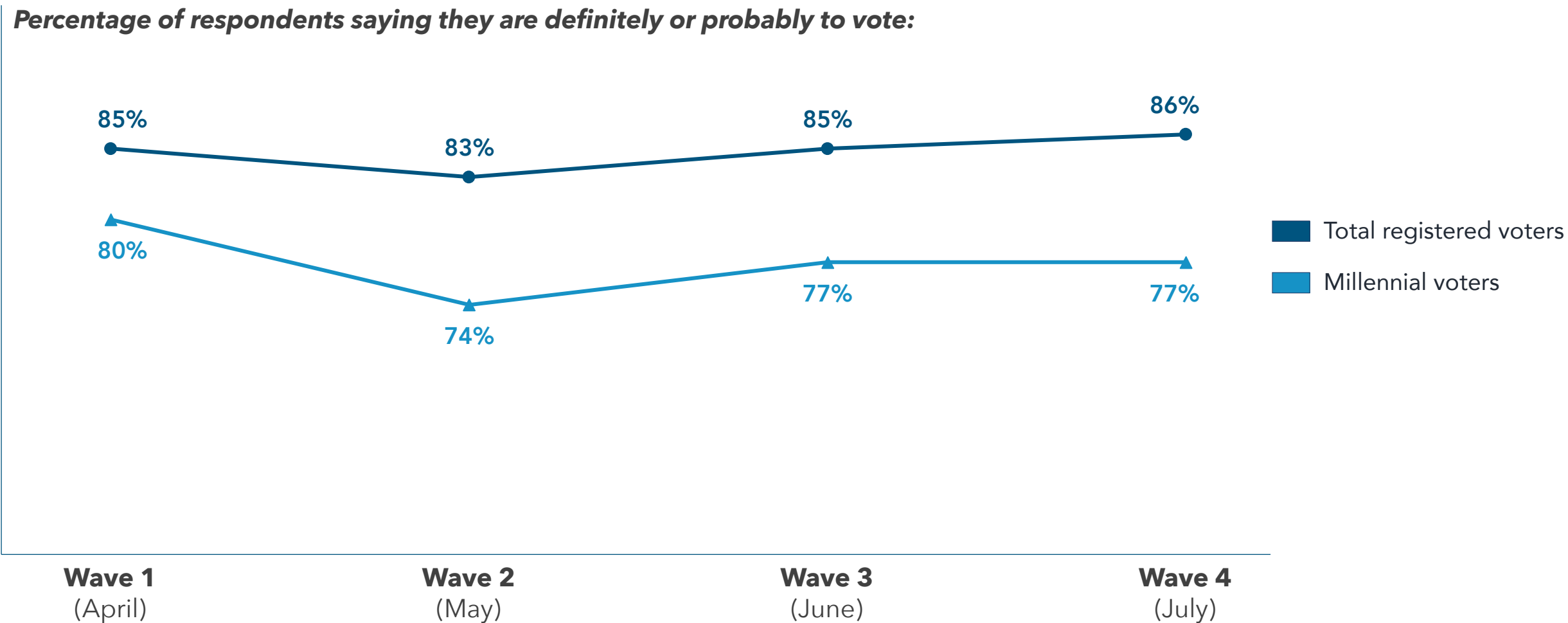
Question wording: "As you may know, there will be an election for Congress in November of 2018. How likely are you to vote in the November 2018 general election?"

Latinx, Independents are less likely to turn out in 2018



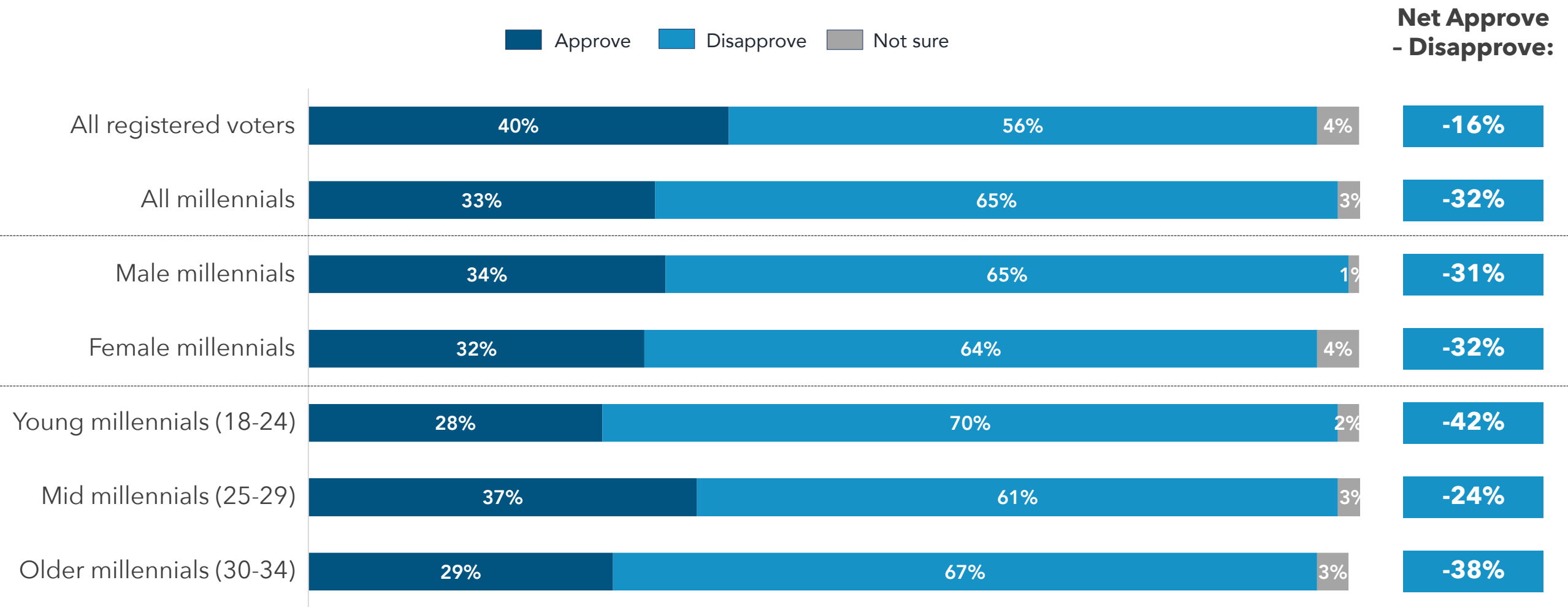
Question wording: "As you may know, there will be an election for Congress in November of 2018. How likely are you to vote in the November 2018 general election?"

Millennials under-index consistently on self-reported likelihood



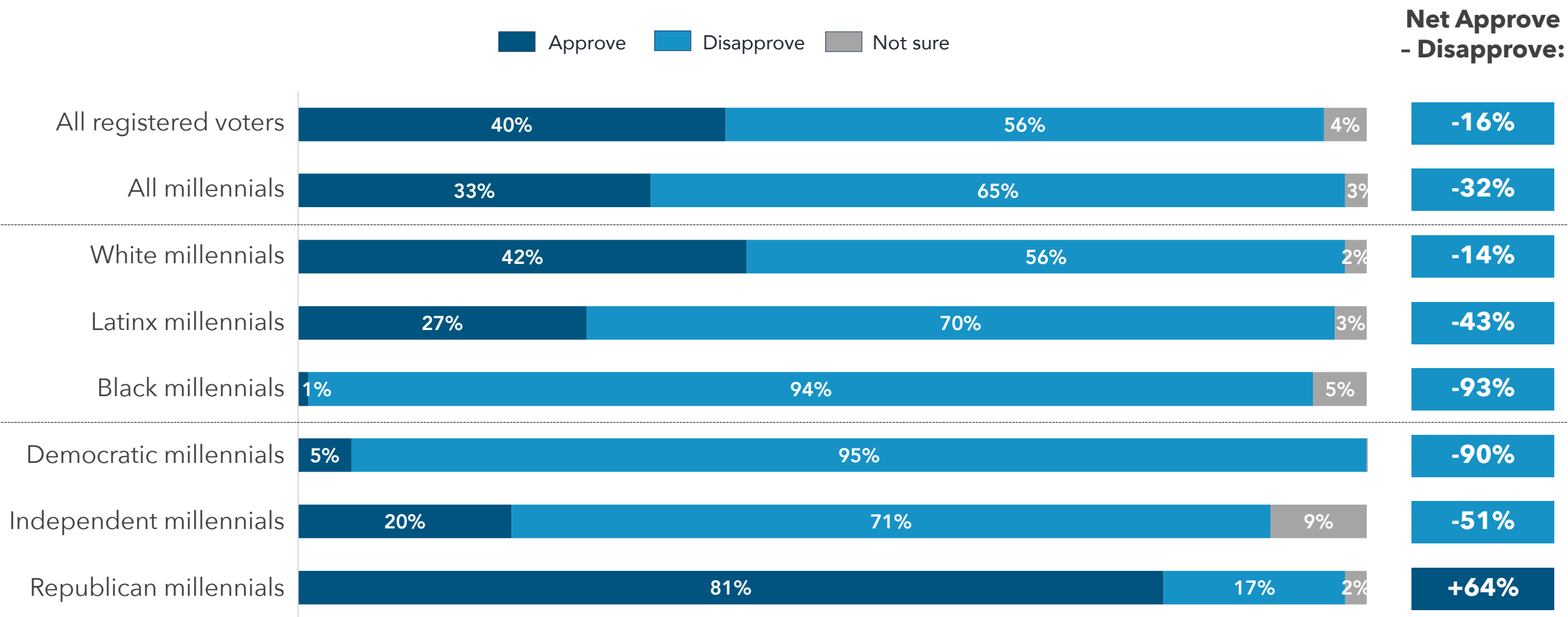
Question wording: "As you may know, there will be an election for Congress in November of 2018. How likely are you to vote in the November 2018 general election?"

Millennials strongly disapprove of Trump



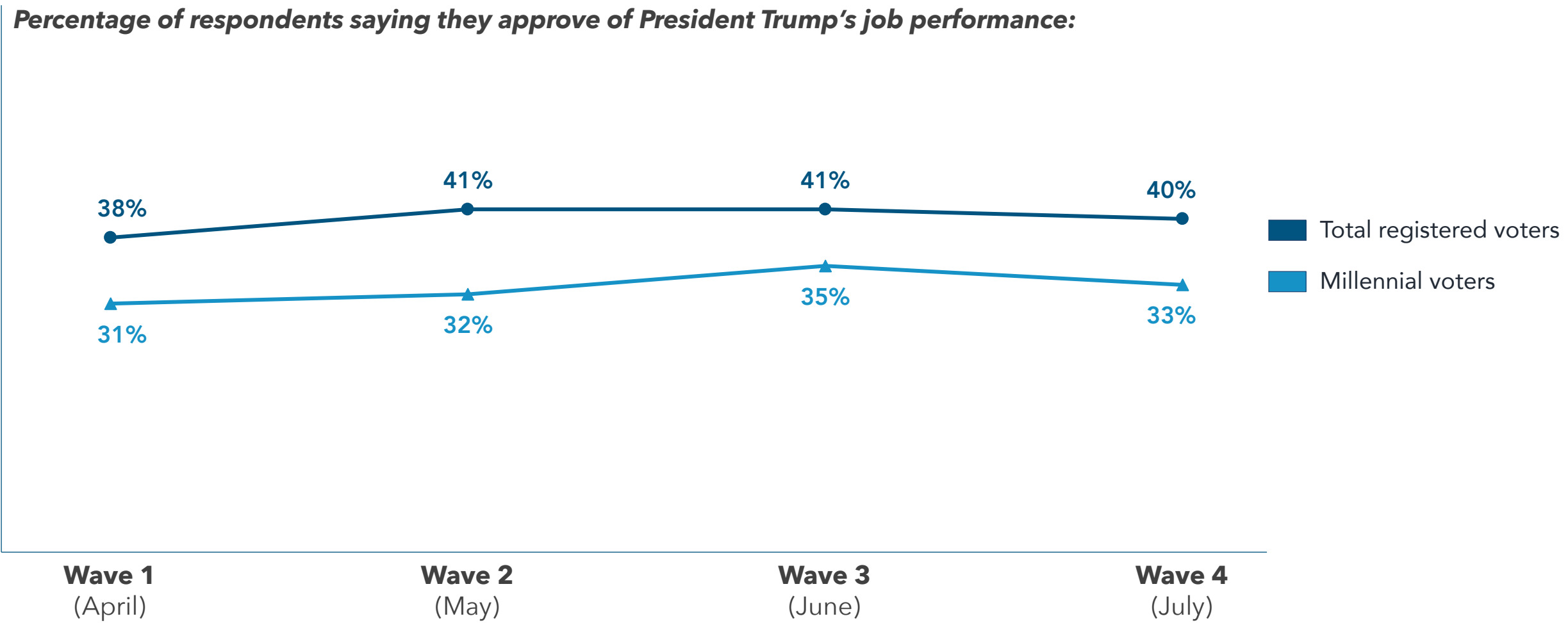
Question wording: "Do you approve or disapprove of the way Donald Trump is handling his job as president?"

Higher levels of disapproval among voters of color; Independents



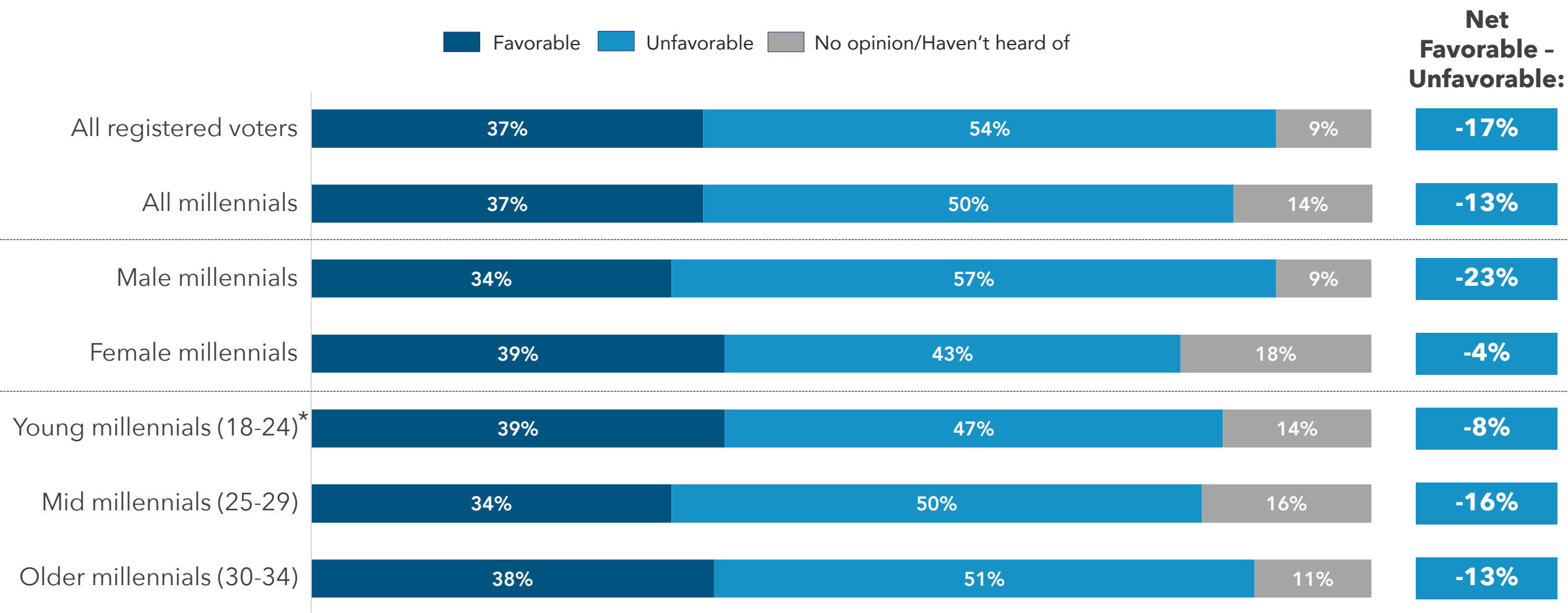
Question wording: "Do you approve or disapprove of the way Donald Trump is handling his job as president?"

Millennials consistently have lower approval of Trump's job performance



Question wording: "Do you approve or disapprove of the way Donald Trump is handling his job as president?"

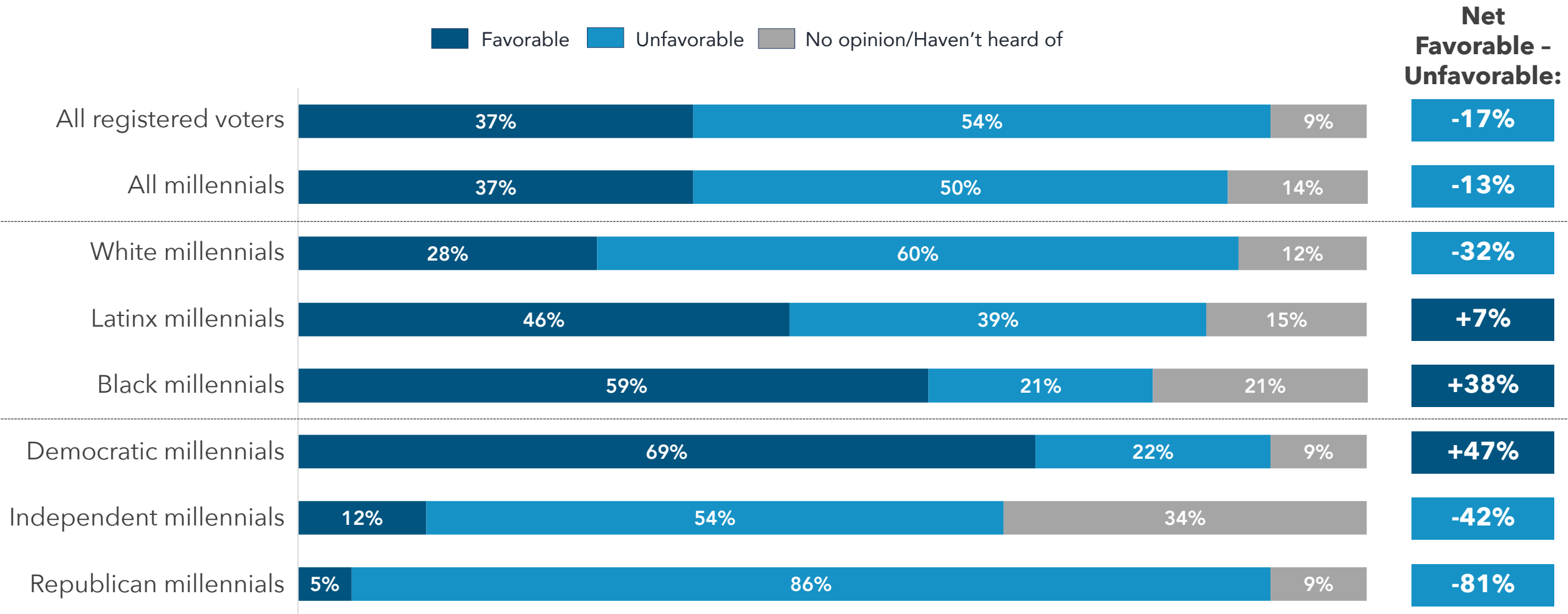
Millennials view Democrats in Congress like the rest of the country



Question wording: "You will now see the names of some people and institutions. Please indicate how favorable or unfavorable you are to each... Democrats in Congress."

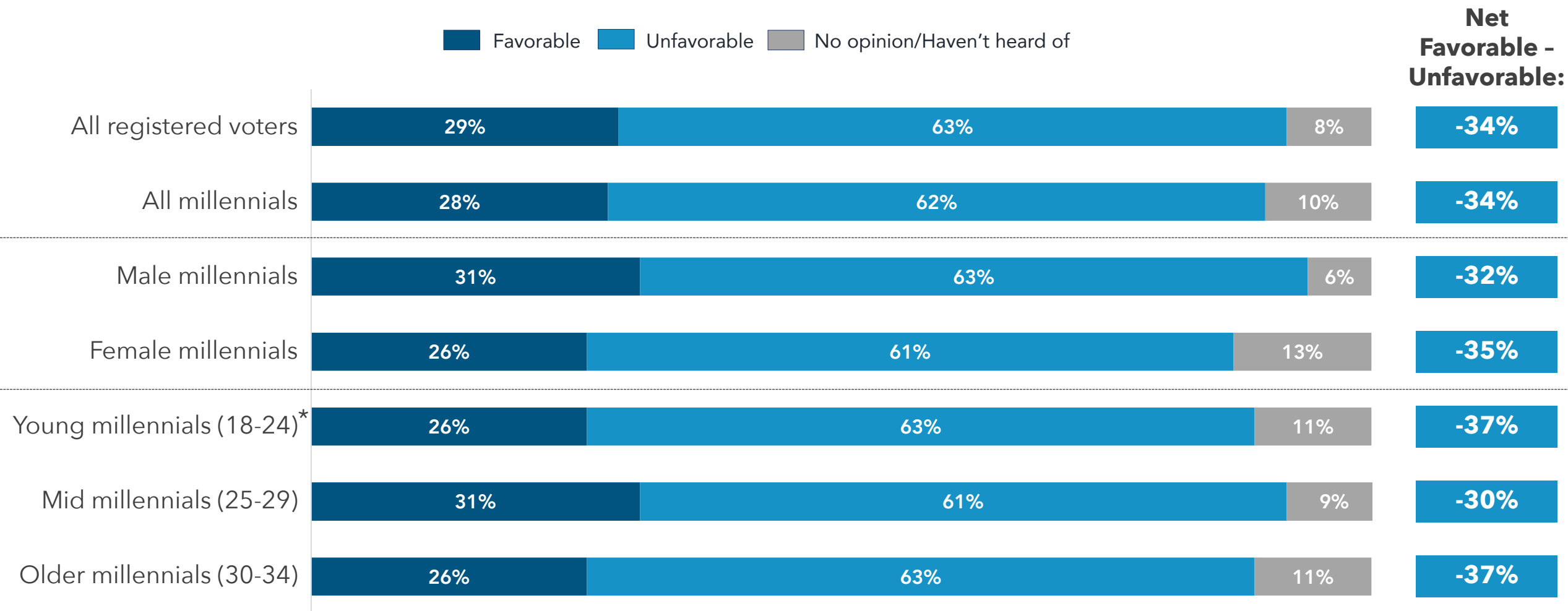
*Sample size <100; interpret with caution.

Net favorability among voters of color and self-identified Democrats



Question wording: "You will now see the names of some people and institutions. Please indicate how favorable or unfavorable you are to each... Democrats in Congress."

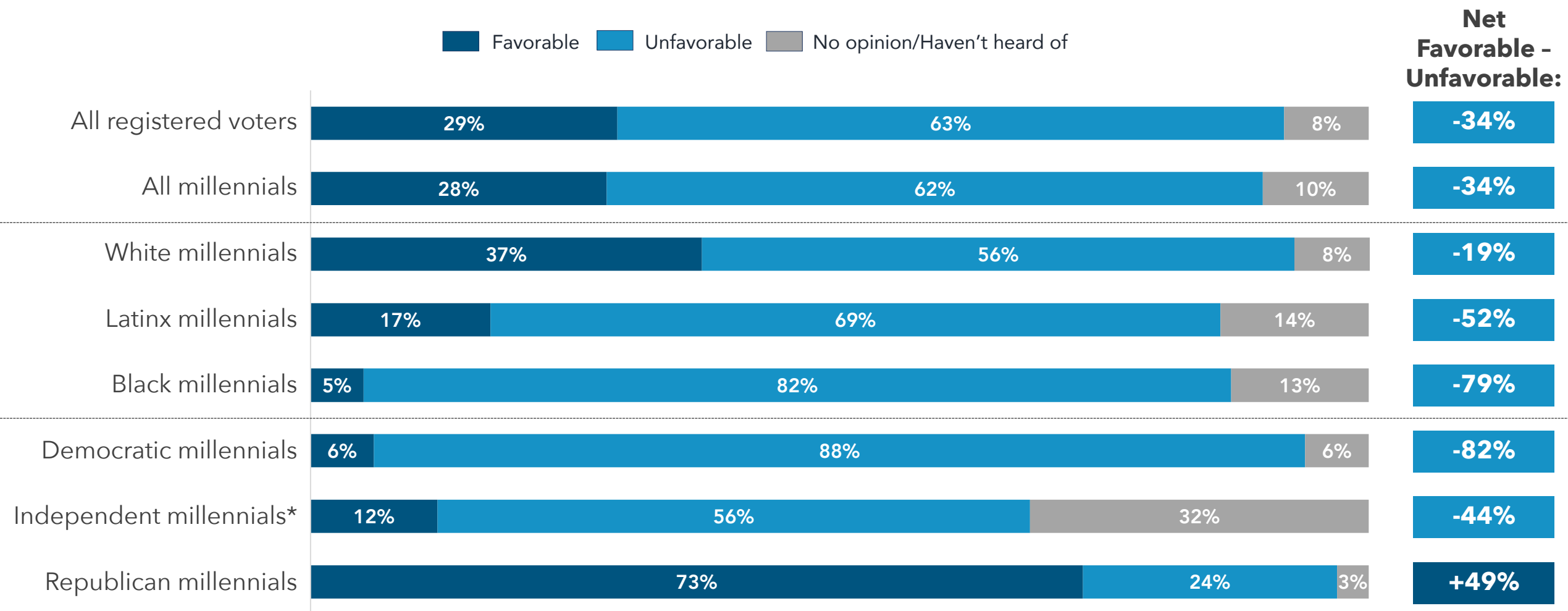
Millennials more averse to Republicans in Congress across all subgroups



Question wording: "You will now see the names of some people and institutions. Please indicate how favorable or unfavorable you are to each... Republicans in Congress."

*Sample size <100; interpret with caution.

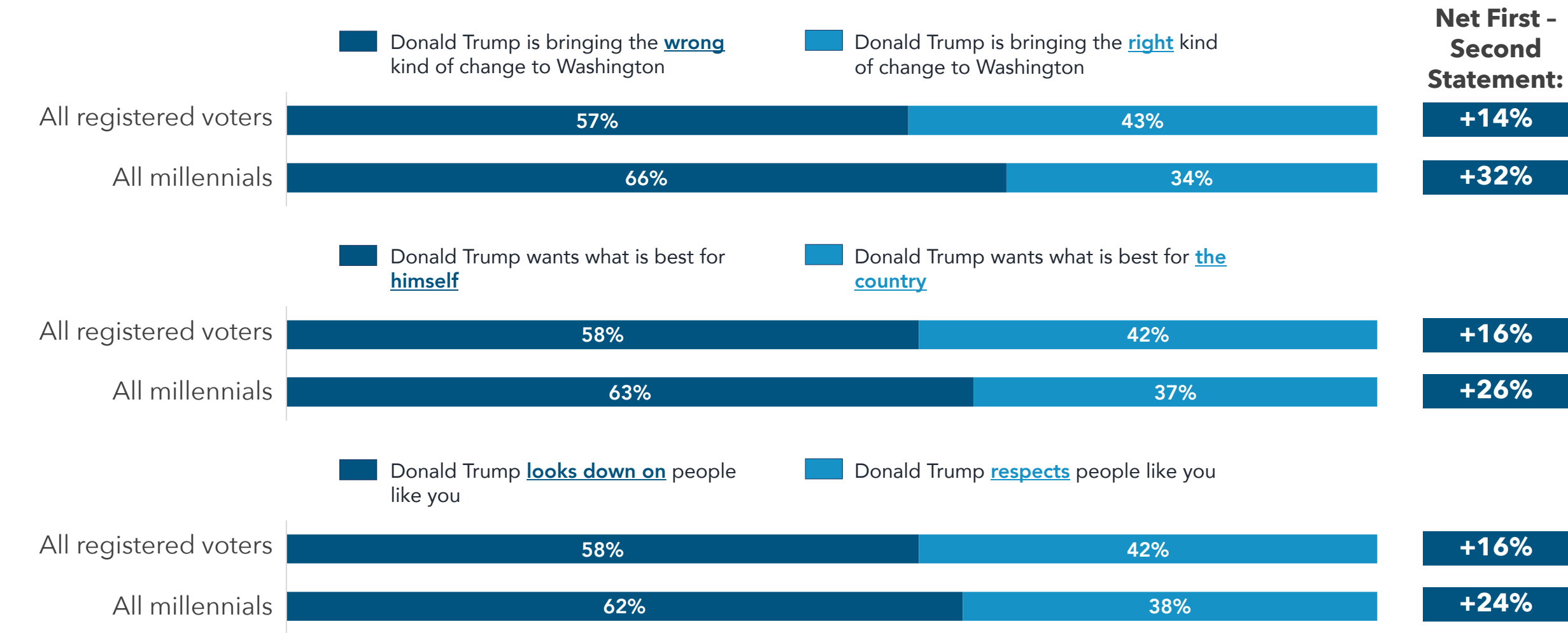
Only Republican millennials favorable toward Republicans in Congress



Question wording: "You will now see the names of some people and institutions. Please indicate how favorable or unfavorable you are to each... Republicans in Congress."

*Sample size <100; interpret with caution.

Evaluations of Trump’s character largely track with job approval ratings



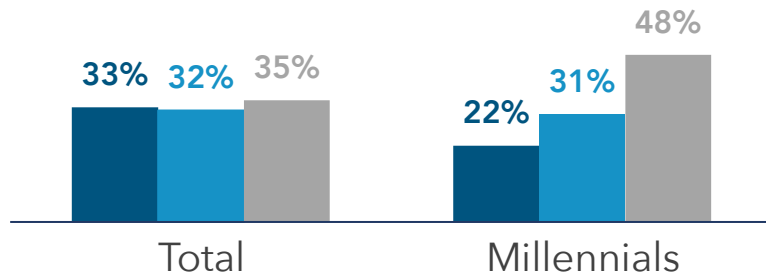
Question wording: “Now you will read some pairs of statements about Donald Trump. For each pair, indicate which you agree with more.”

3 | Highlights Among Millennials from Navigator Focus Areas

The Special Counsel Investigation

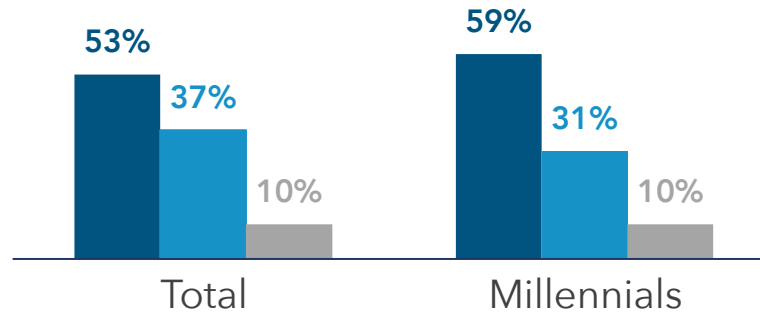
Favorability Rating: Robert Mueller

■ Favorable ■ Unfavorable ■ Can't recall/Not sure



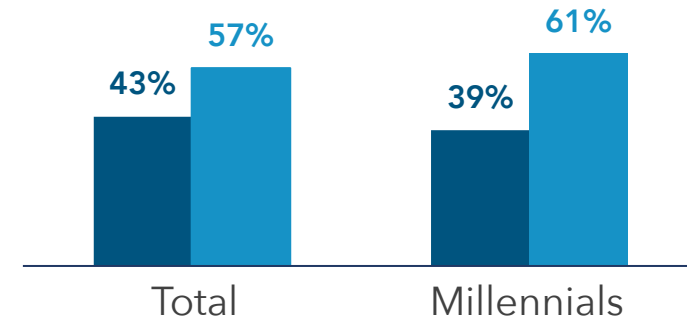
Support for Investigation Continuing

■ Continue ■ Shut down ■ Don't know enough



Uncovered Crimes?

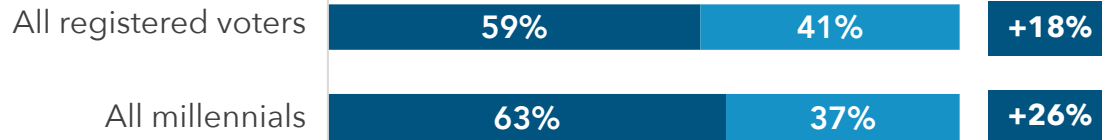
■ Yes ■ No



Messaging Statements: 22 Indictments v. Shut it Down

■ Those who say... there have been 22 indictments or guilty pleas, including Trump's former campaign chairman, who has been indicted for "conspiracy against the United States"

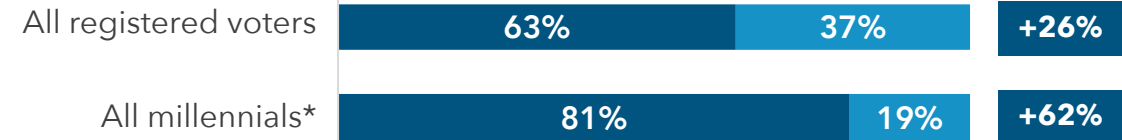
■ Those who say it's been over a year since the 2016 election and it is time to move on – if Mueller won't finish the investigation soon, Congress or the President should move to end it themselves



Messaging Statements: No One Above Law v. Shut it Down

■ Those who say nobody is above the law, not even the President of the United States. If President Trump has nothing to hide and has done nothing wrong, then he should let the investigation finish

■ Those who say it's been over a year since the 2016 election and it is time to move on – if Mueller won't finish the investigation soon, Congress or the President should move to end it themselves

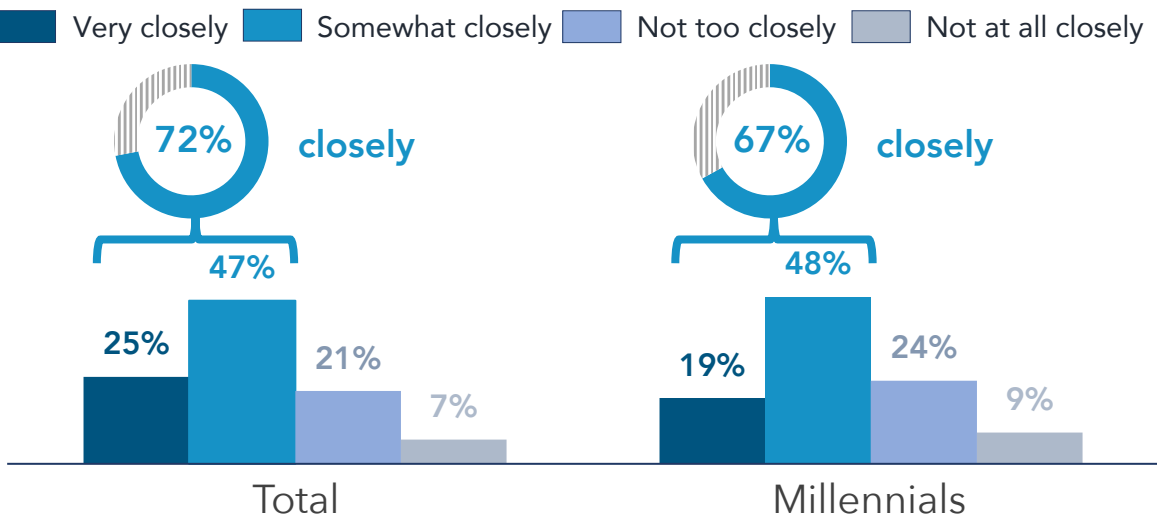


Question wordings: "Please indicate how favorable or unfavorable you are to each... Robert Mueller." / "Which of the following best describes your feelings about this investigation?" / "To the best of your knowledge, has the investigation uncovered any crimes?" / "Whom do you agree with more?"

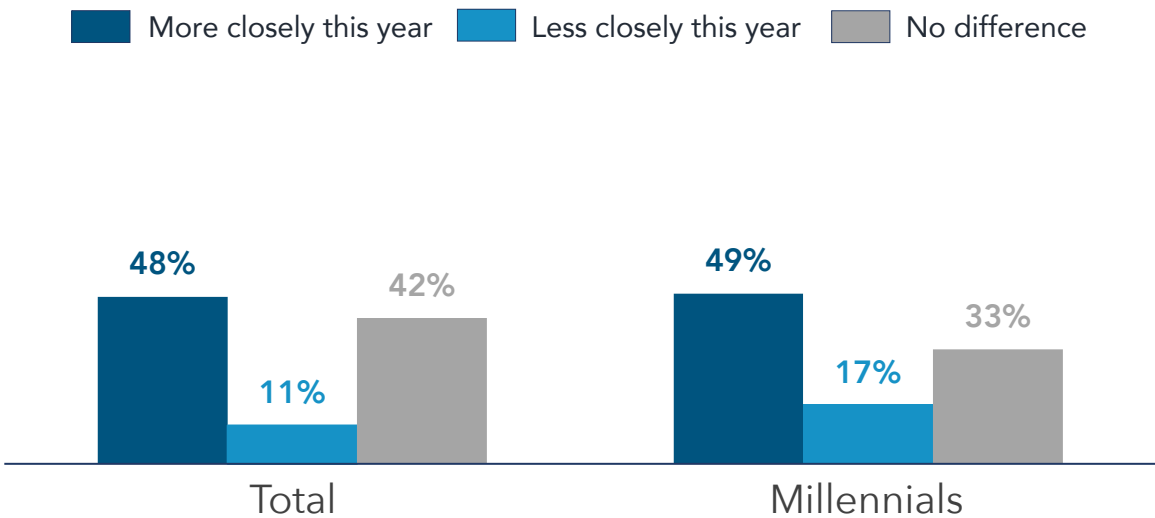
*Sample size <100; interpret with caution.

Enthusiasm & Engagement with Politics

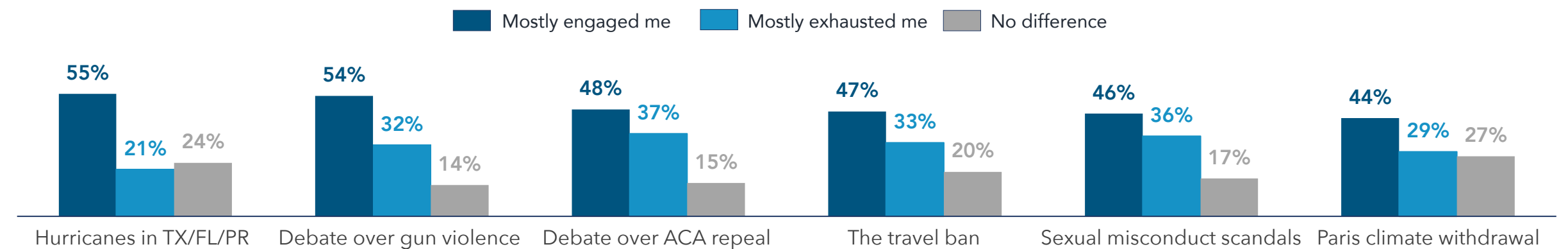
How Closely Following Politics?



Following Politics More/Less Closely Since 2016 Election



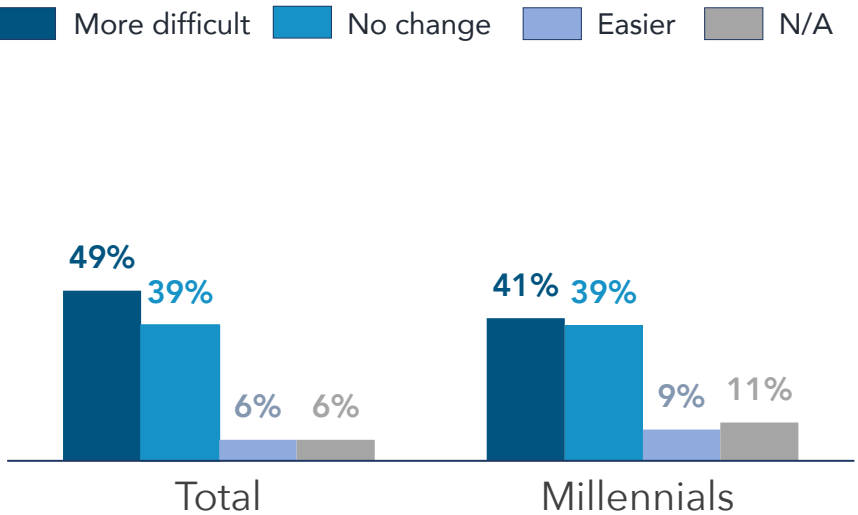
Events That Have Made Millennials Most Engaged in the Past 18 Months



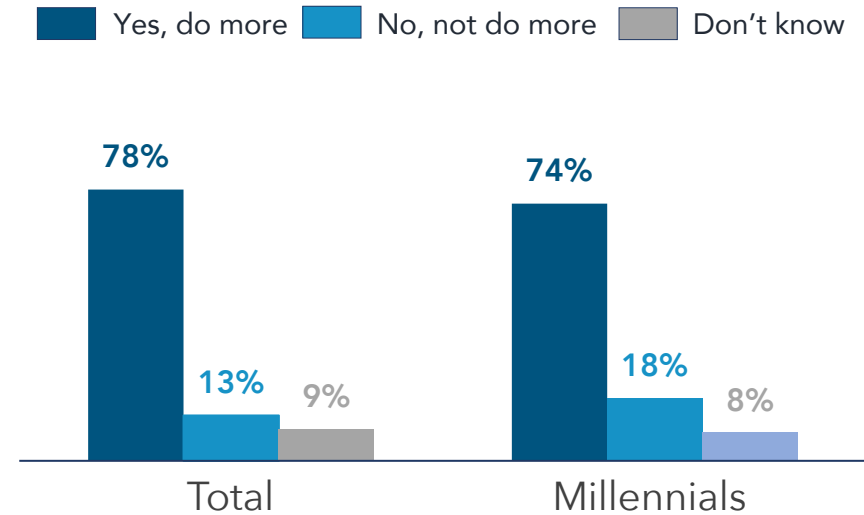
Question wordings: "In general, how closely do you follow politics and elections?" / "Since Trump was elected, do you find you are following national politics more closely, less closely, or is there no difference?" / "For each [issue or event], please indicate whether hearing about it has mostly engaged or exhausted you."

Politics of Rising Costs of Health Care

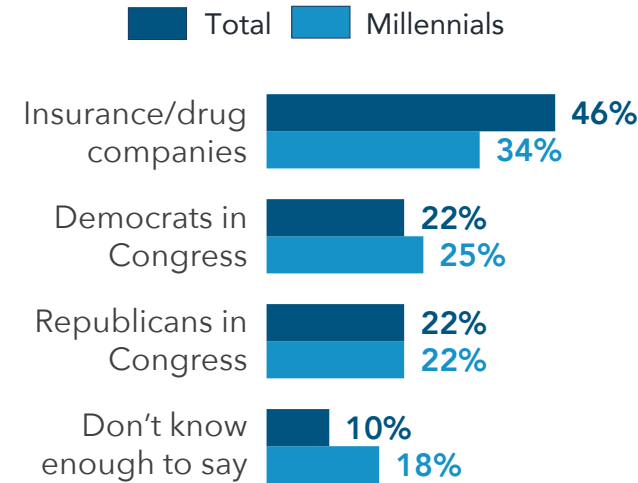
Affordability of Health Care in the Last Year



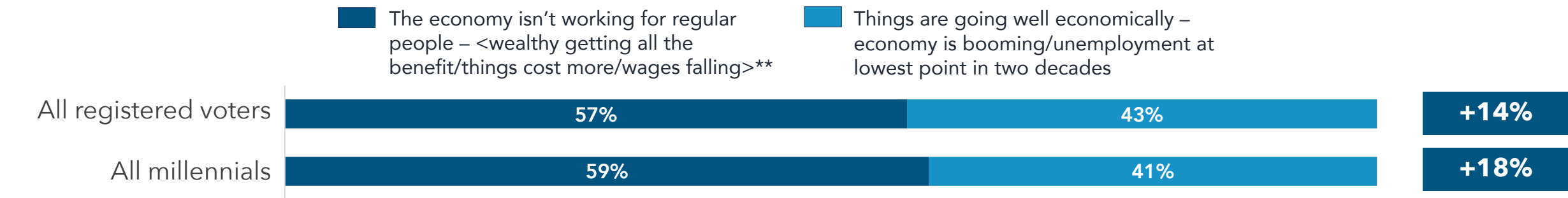
Government Do More to Address HC Costs?



Blame for Rising HC Costs*



Rising Costs of Things vs. Economy Doing Well

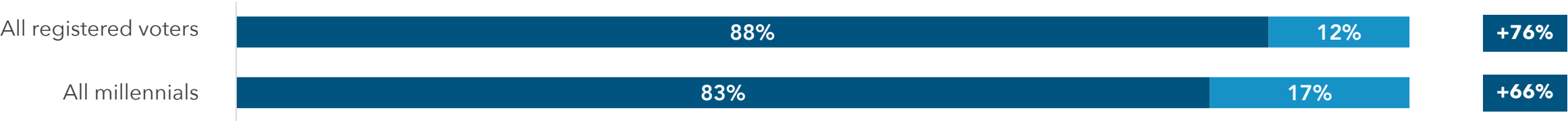


Question wordings: "Please indicate whether you, personally, are finding it <more difficult/easier> to afford since last year, or has there been no change?"
"Please indicate whether the government should be doing more to make each one affordable, or not." / "Which of the following statements do you agree with more?" *Percentages exceed 100 percent because respondents were allowed to select multiple options; **Multiple messages were combined to ensure a sufficient sample size for analysis.

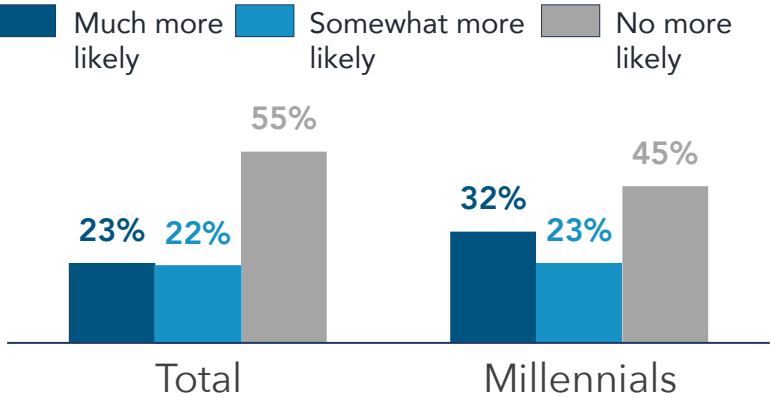
Congressional Accountability for Sexual Misconduct

Messaging Statements: Not a Partisan Issue vs. One Party Can Be Trusted

- Those who say sexual misconduct is not a partisan issue. The problems with sexual misconduct need to be addressed, and it is counterproductive to blame one side or the other
- Those who say only <Democrats/Republicans> can really be trusted to address sexual misconduct in Congress

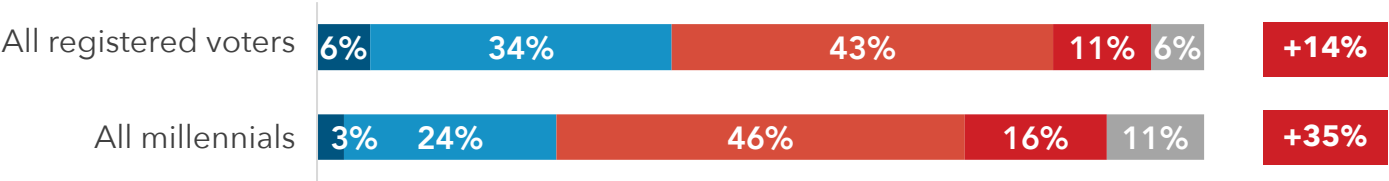


More Likely to Support Women Candidates?



Sexual Misconduct More Common Among Officials in One Party or Another?

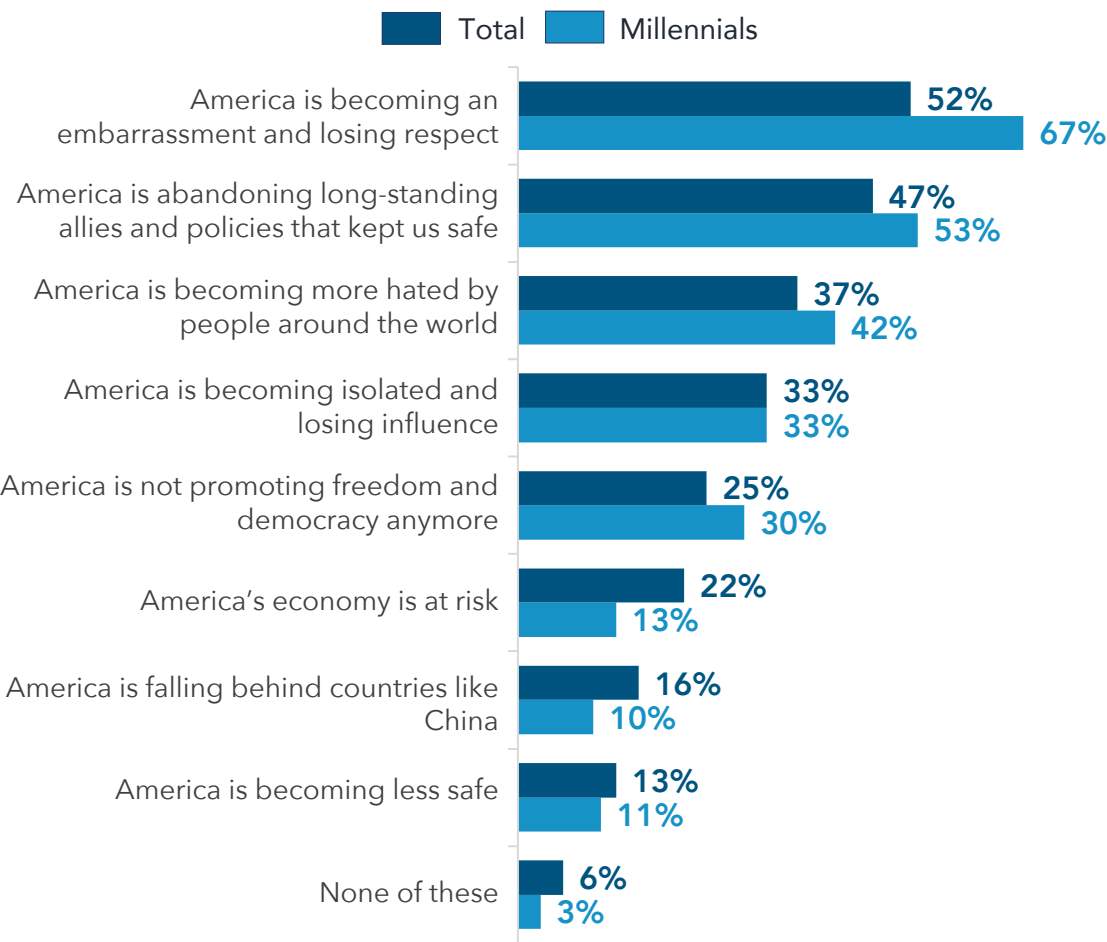
- Sexual misconduct is more common among Democratic elected officials/members of Congress
- Sexual misconduct is more common among Republican elected officials/members of Congress
- Equally common/Democrats more, if had to say
- Equally common/Republicans more, if had to say
- It's not a problem for either party



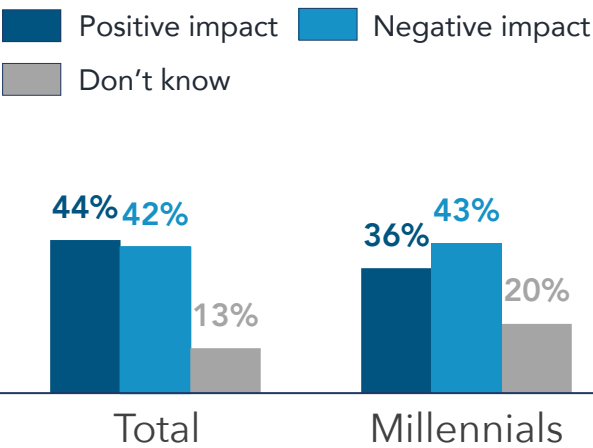
Question wordings: "Please indicate how favorable or unfavorable you are to each... The Me Too Movement." / Whom do you agree with more?" / "How much more likely, if at all, are you to support women candidates running for offices following recent stories about sexual misconduct among elected officials?"

National Security and "America First"

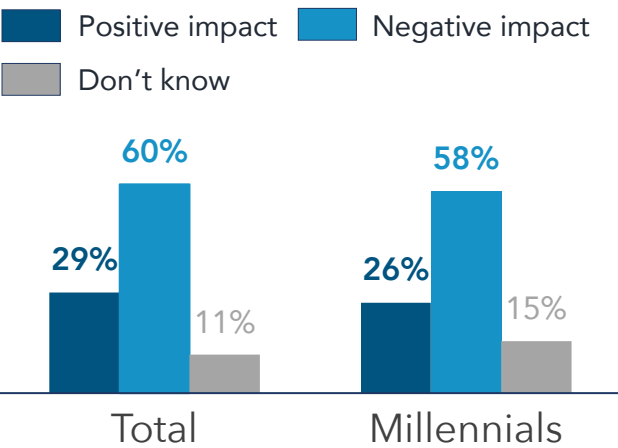
Concerns About American Foreign Policy Under Trump*



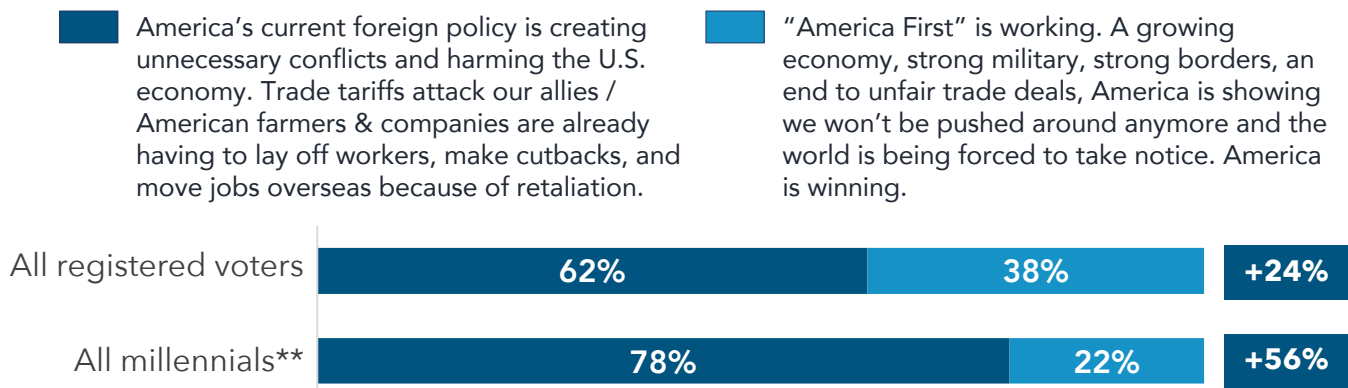
Impact of Trump on Keeping America Safe



Impact of Trump on Maintaining Relationships with Allies



Messaging Statements: Harming Economy v. America is Winning



Question wordings: "Which of the following words best describes your concerns [about how American foreign policy is changing under Trump]?" / "Compared to past presidents, do you think President Trump is having a positive or negative impact in the following areas?" / "Which statement do you agree with more?"

*Percentages exceed 100 percent because respondents were allowed to select multiple options; **Sample size <100; interpret with caution.



Thank you. Read more at...
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