

“Know Your Customer”

Key Findings and Insights from our Survey of
Young Americans’ Attitudes Toward Politics and Public Service

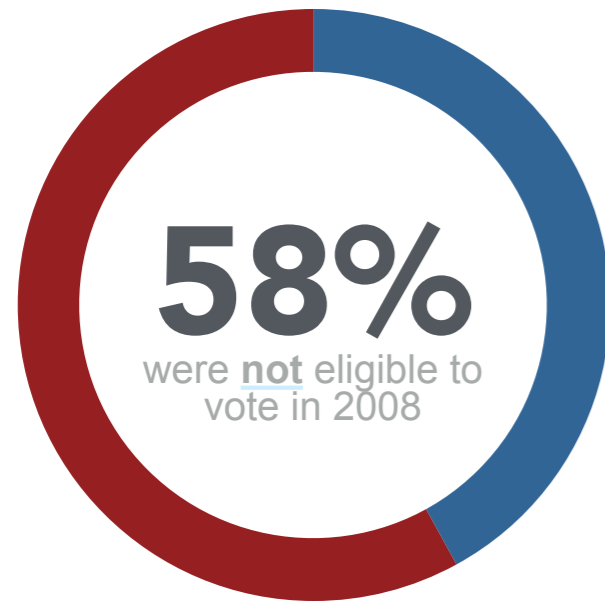
Harvard Public Opinion Project

Presented by:

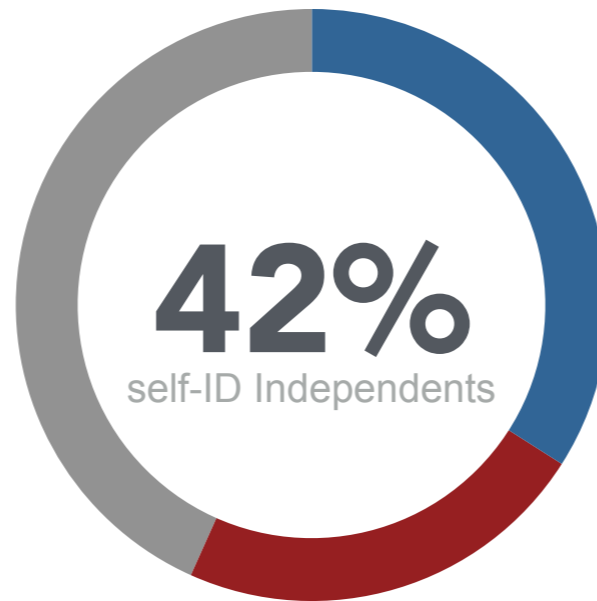
John Della Volpe
Director of Polling

24 November 2014

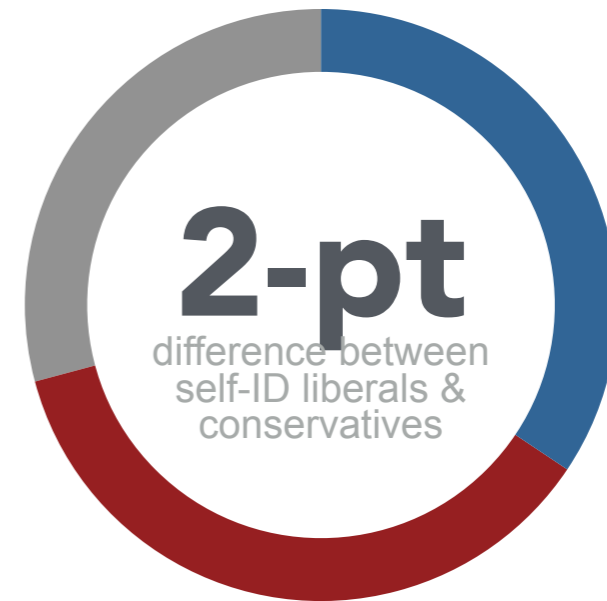
KEY FINDING #1: SOLID MAJORITY CAME OF AGE POST OBAMA '08; YOUTH LACK STRONG PARTY ALLEGIANCES, VOLUNTEER MORE THAN VOTE



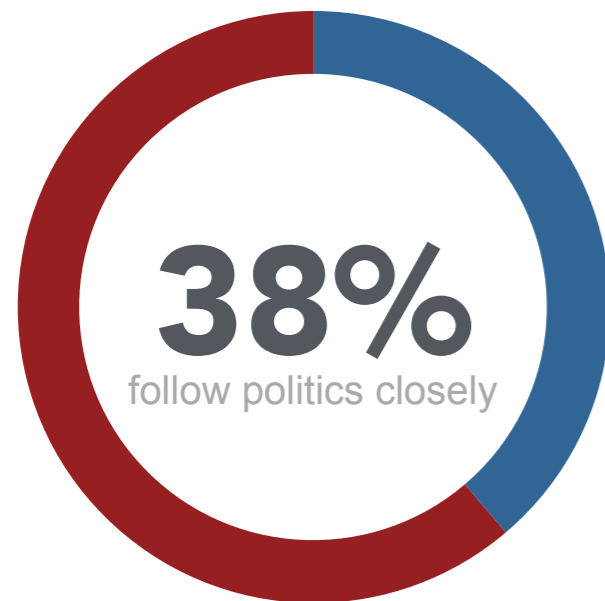
- Eligible to vote in 2008
- Not eligible



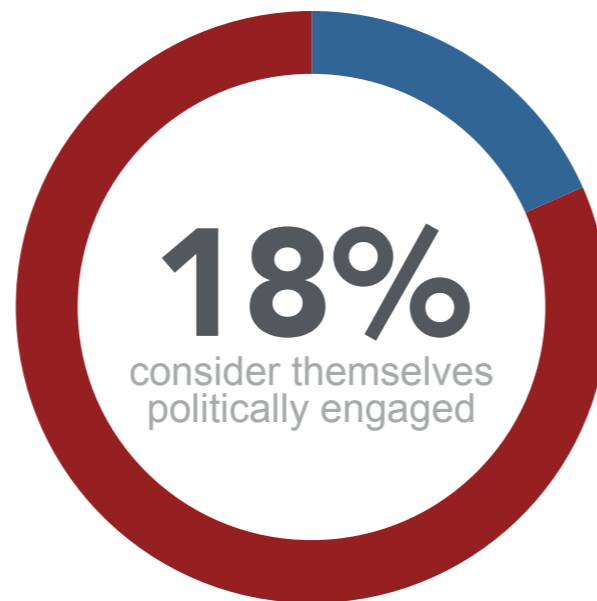
- Democrat
- Republican
- Independent



- Liberal
- Conservative
- Moderate



- Closely
- Not closely

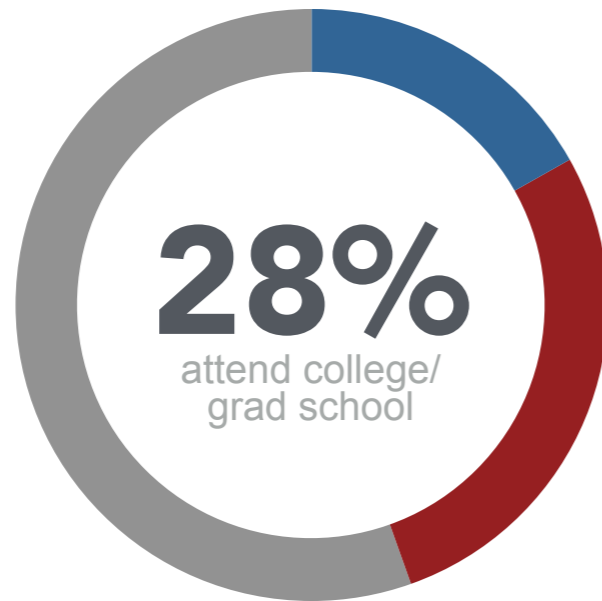


- Engaged
- Not engaged

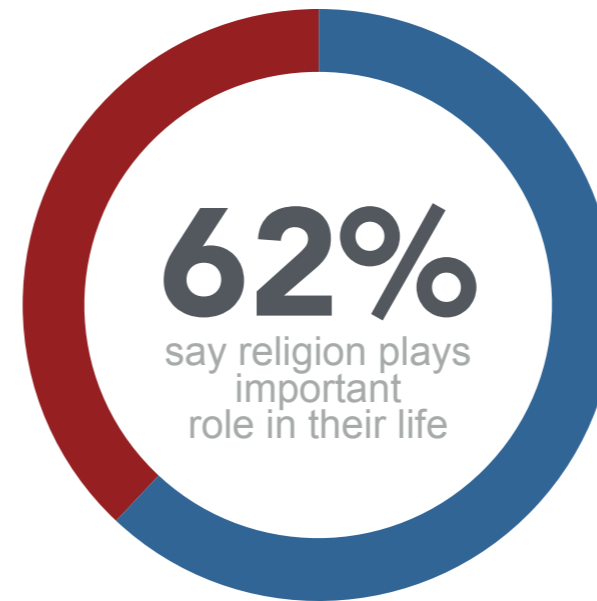


- Vol. for community service
- Did not volunteer

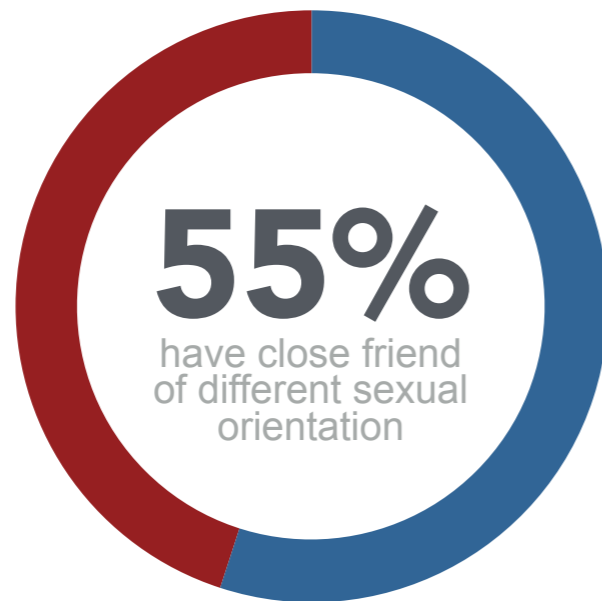
KEY FINDING #2: YOUTH VOTE IS MORE THAN "COLLEGE VOTE;" RELIGION IS IMPORTANT ON PERSONAL BASIS; DIVERSE CIRCLE OF FRIENDS



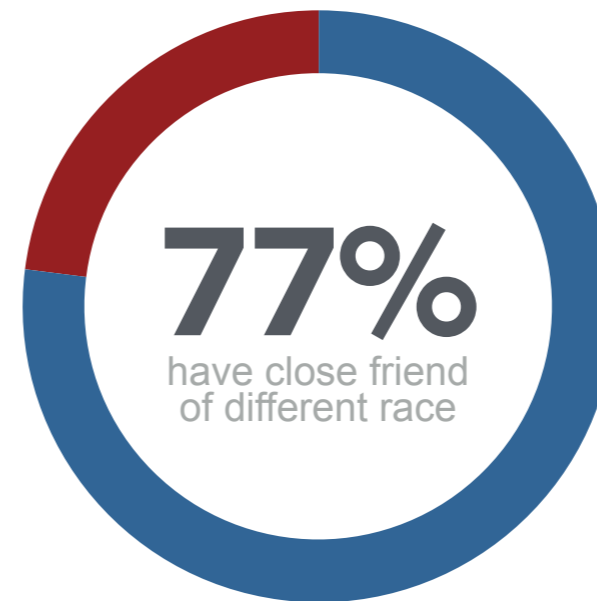
- HS/2-Year
- College/Grad School
- Not enrolled/Other



- Important
- Not important/No preference



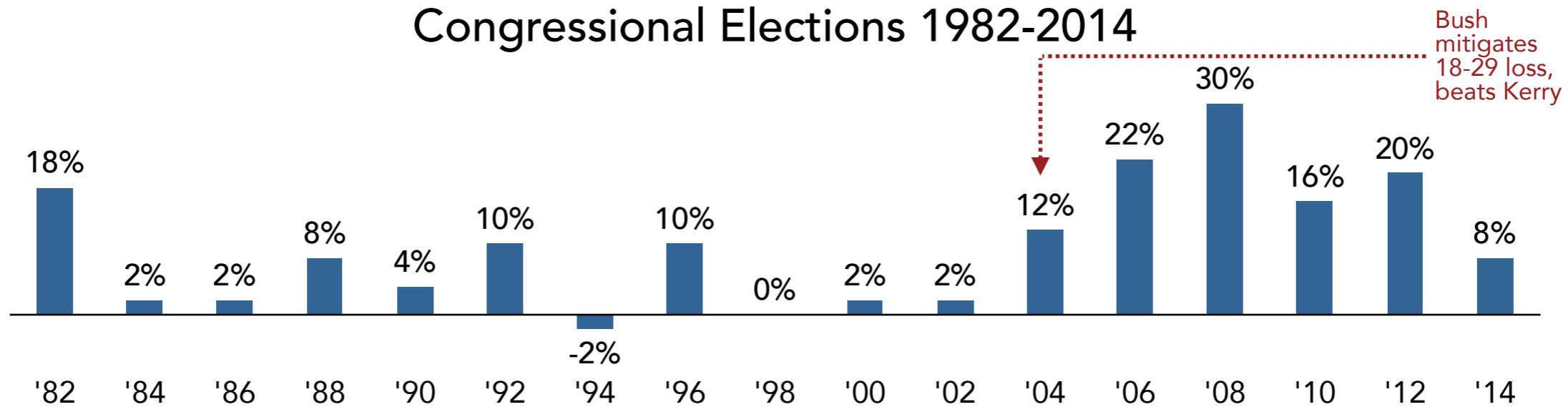
- All/most/some of different sex. orientation
- No friends of different sexual orientation



- All/most/some of different race
- No friends of different race

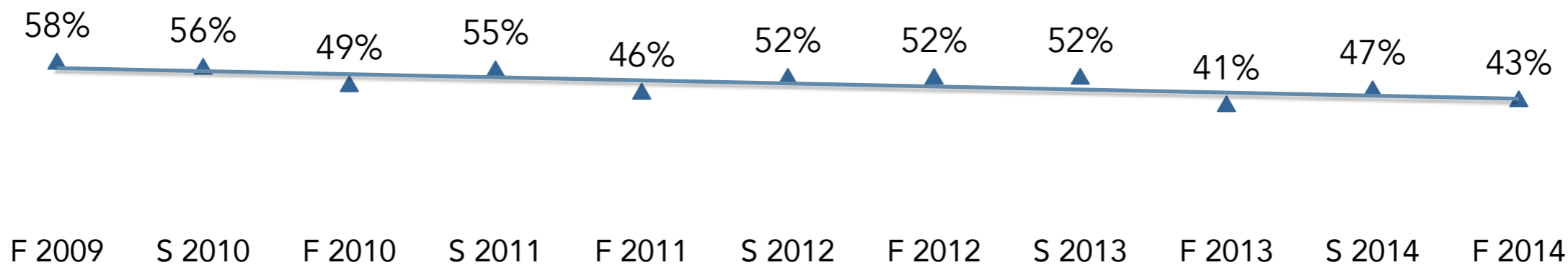
KEY FINDING #3: OUTLIERS NO MORE, SIGNS POINT TO YOUTH VOTE AS LESS DEMOCRATIC IN 2016; RETURNING TO PRE-OBAMA MARGINS

Democratic Margin of the Youth Vote, Congressional Elections 1982-2014

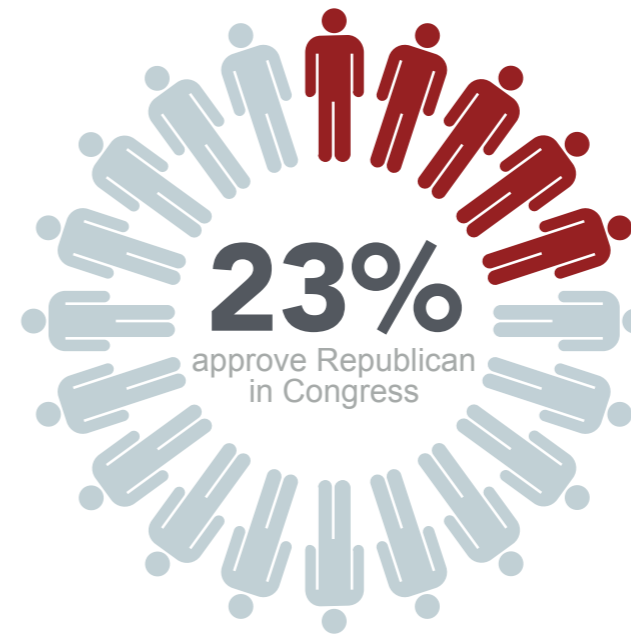
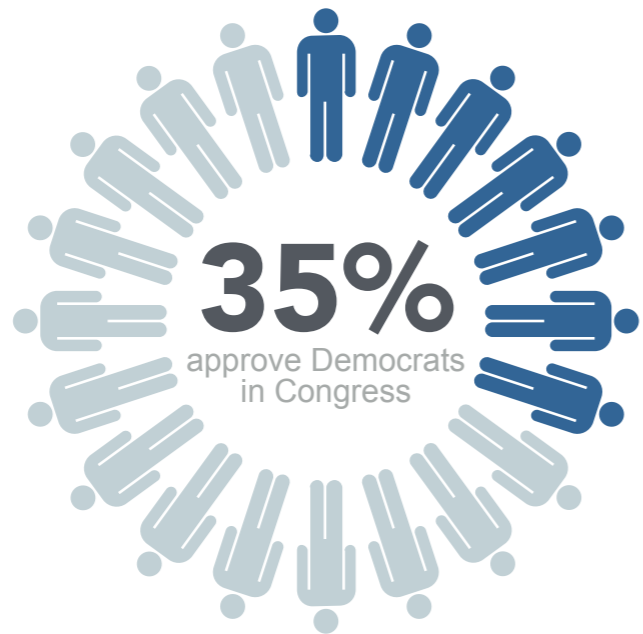


Source: NYT Portrait of the Electorate

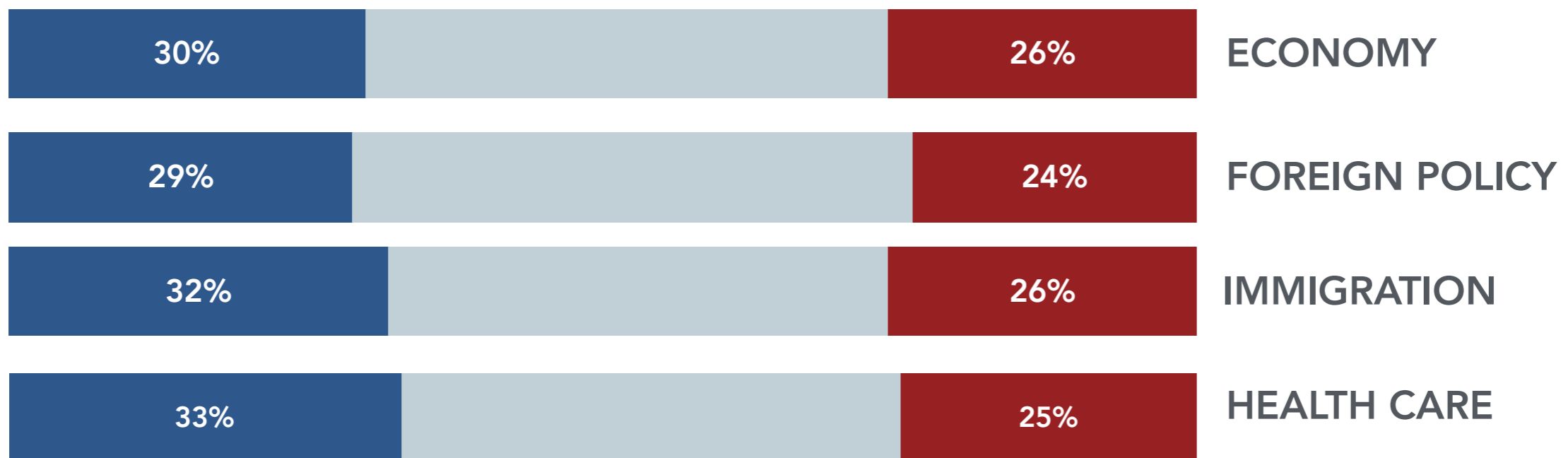
Approval Rating of President Obama



KEY FINDING #4: WHILE THERE'S NOW LESS SUPPORT FOR DEMOCRATS, REPUBLICANS MUST EARN TRUST OF YOUTH

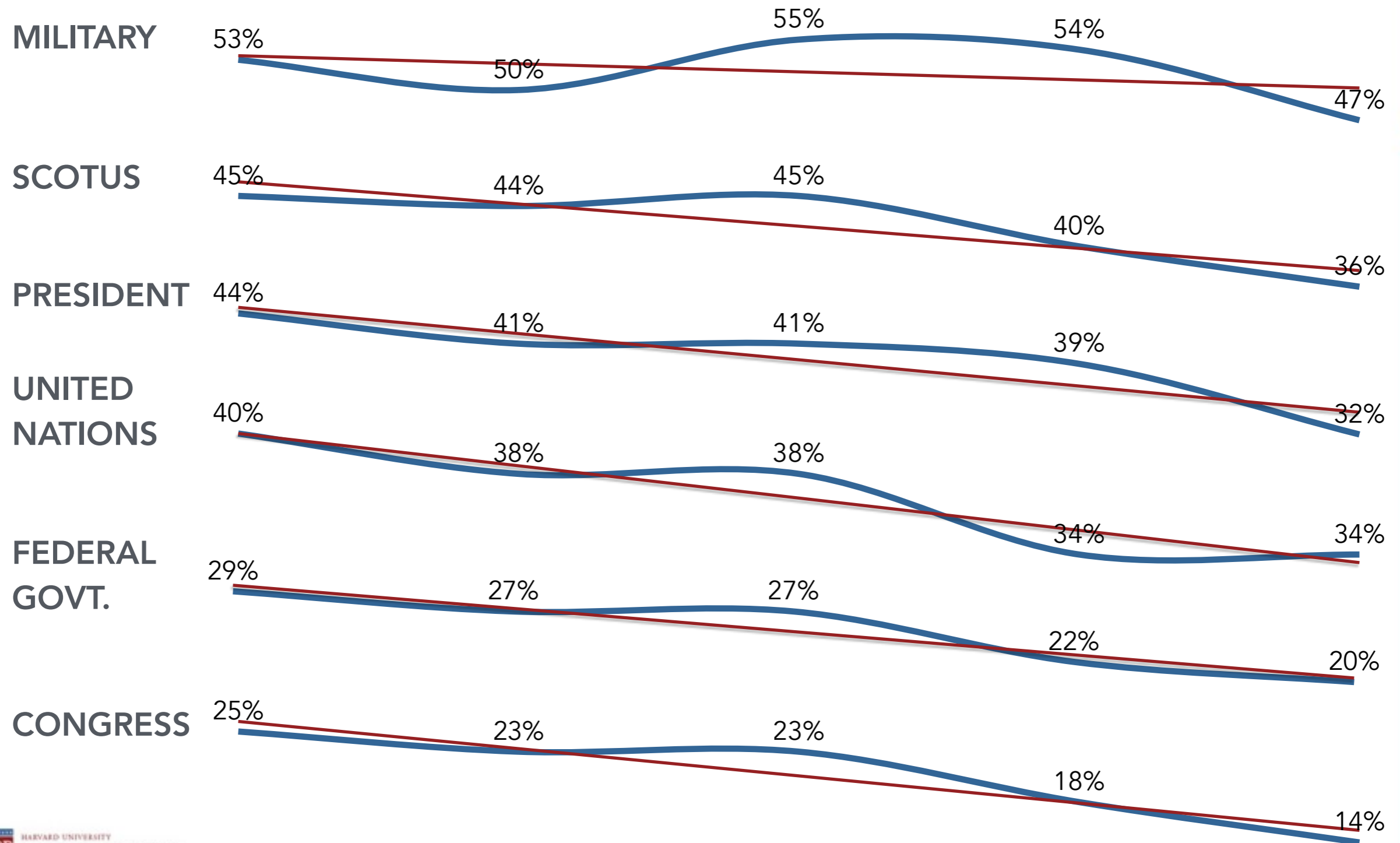


WHICH PARTY DO YOU TRUST?

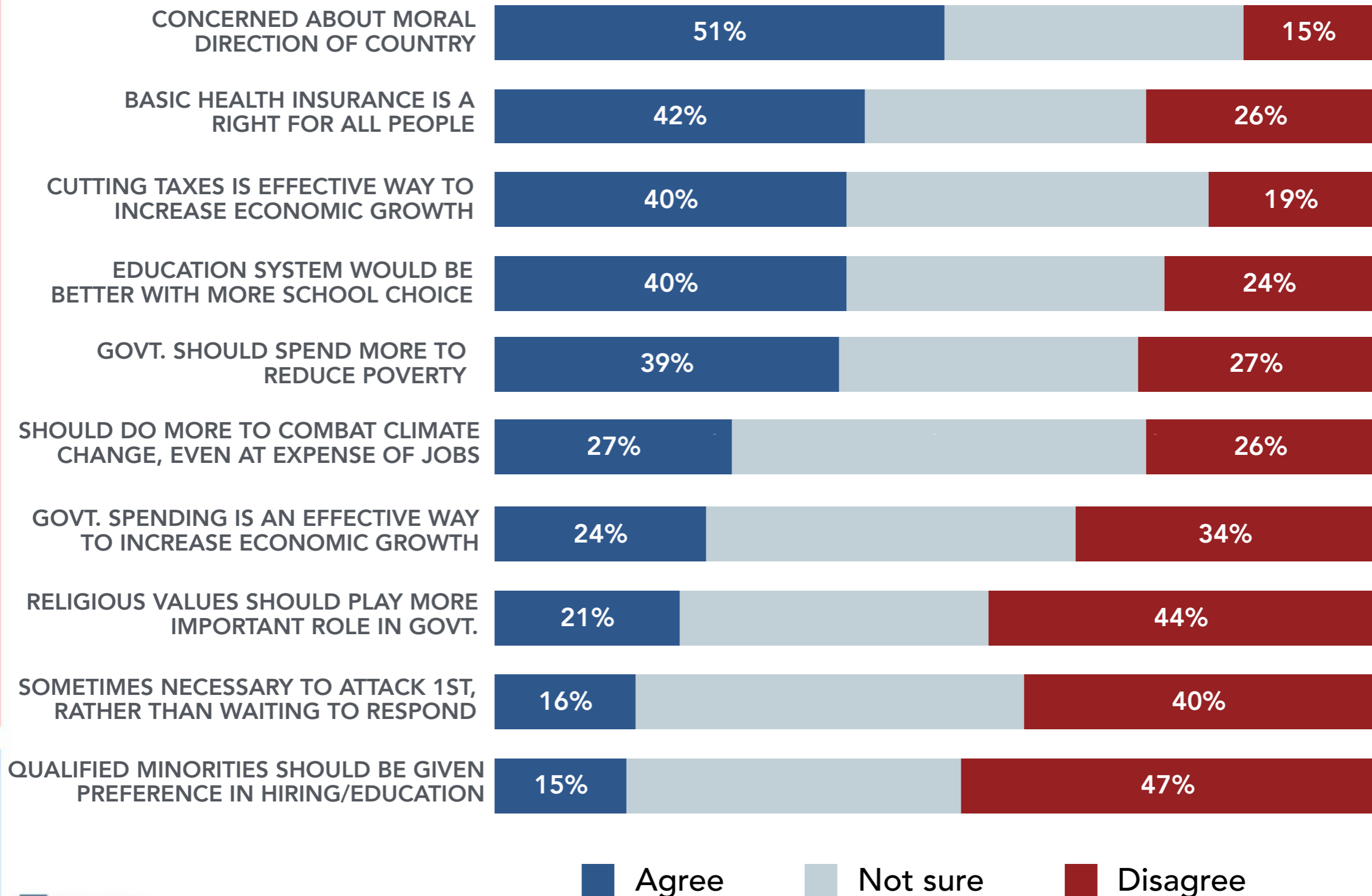


KEY FINDING #6: ACROSS THE BOARD, THERE IS SIGNIFICANTLY LESS TRUST IN GOVERNMENT TODAY THAN 5 YEARS AGO

Trust in Institutions, 2010 - 2014

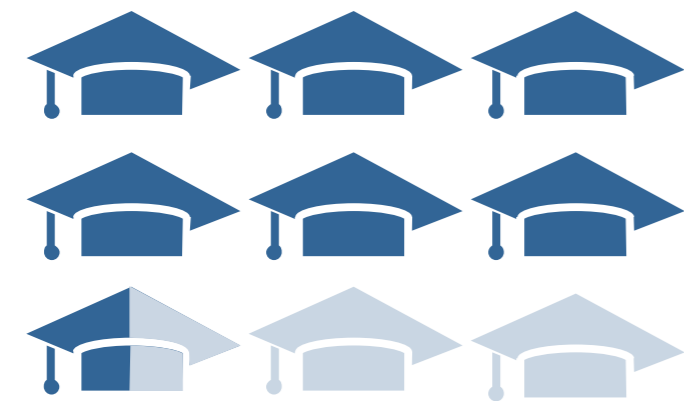


KEY FINDING #5: YOUTH ATTITUDES ABOUT GOVERNMENT GENERALLY & SPECIFIC POLICIES COMPLEX, NOT FULLY FORMED



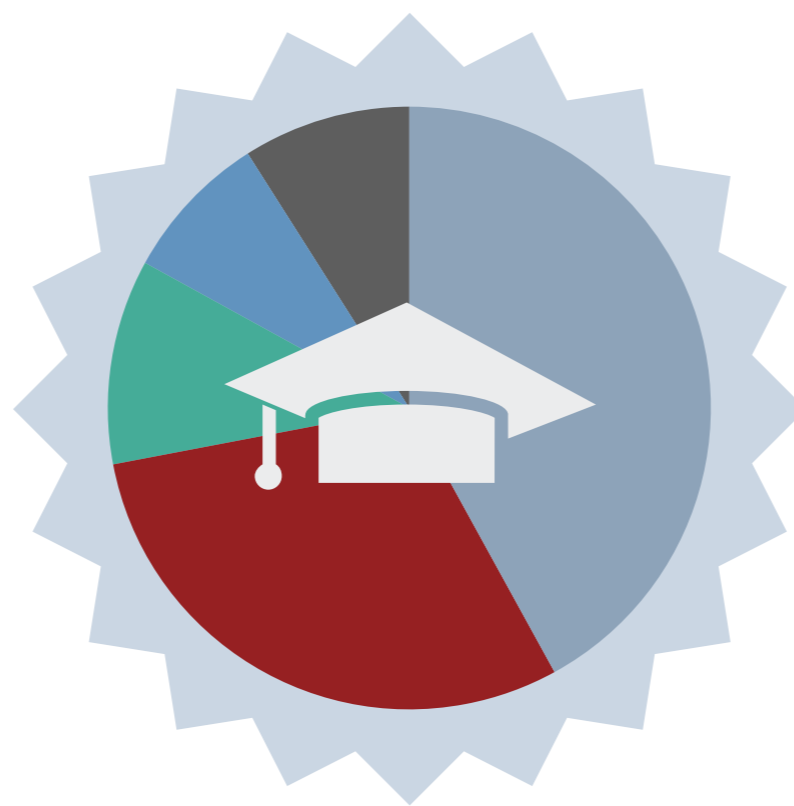
KEY FINDING #7A: ECONOMY IN CONTEXT: STUDENT DEBT IS A PERSONAL ISSUE, OF PRIMARY CONCERN AND WILL TAKE INTEGRATED APPROACH TO SOLVE

8-IN-10 SAY THAT STUDENT DEBT IS A PROBLEM, THE ISSUE UNITES BOTH PARTIES



70%

say that financial circumstances played a role in whether or not they pursued college education.



79%

Say colleges deserves most of the blame

30%

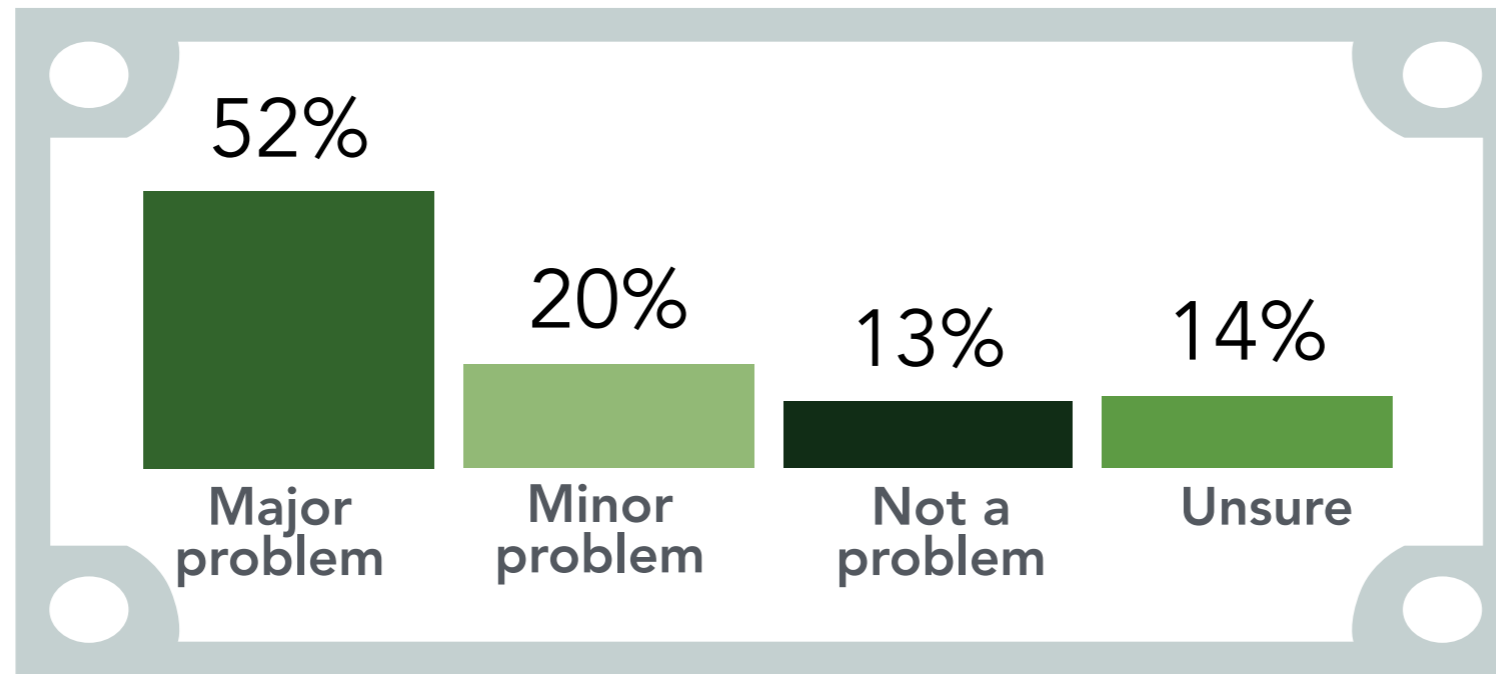
Say federal government deserves most blame

11%

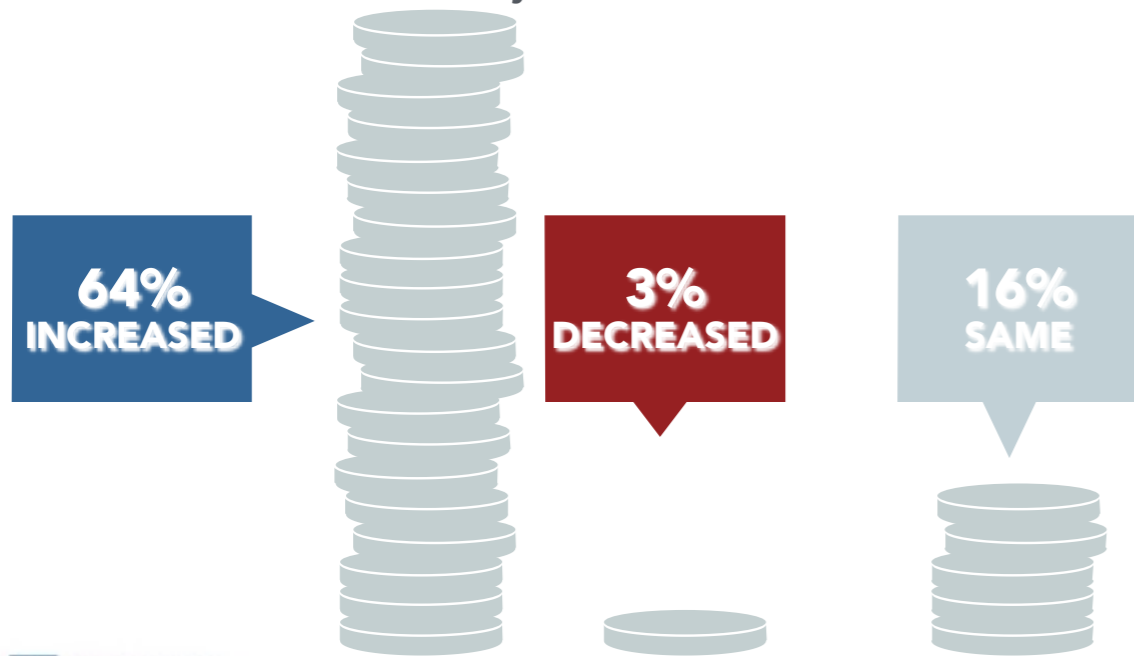
Say students deserve most of the blame

KEY FINDING #7B: ADDRESSING FUNDAMENTALS OF INCOME GAP ONE OF QUICKEST WAYS TO YOUTH VOTE IN 2014

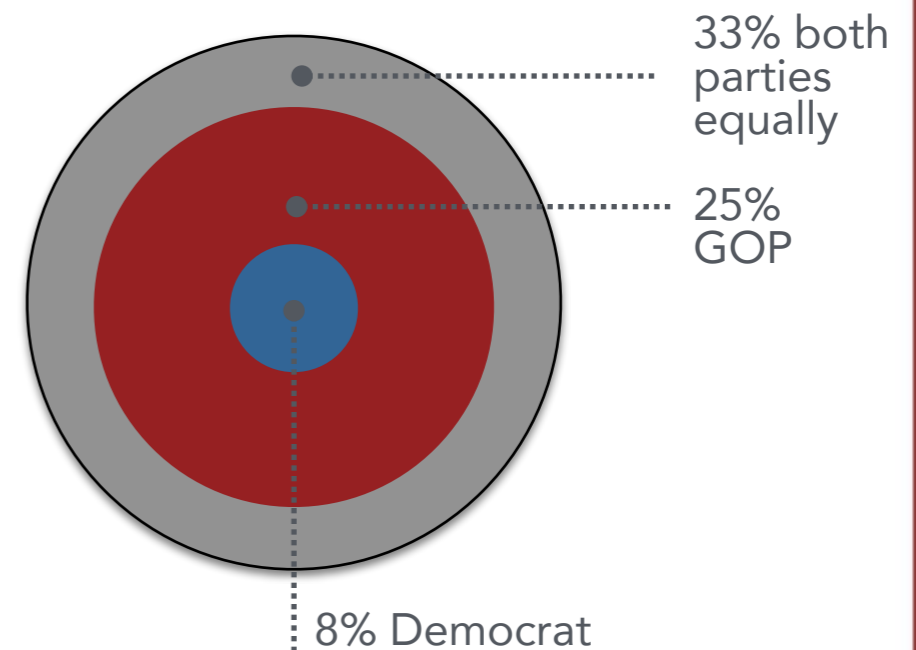
Do you personally believe the gap in income between the rich and everyone else in America is a ...



Over the course of your lifetime, would you say the gap in income in America between the rich and everyone else in America:



In general, whose policies would you say are more responsible ... ?



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