



HARVARD UNIVERSITY
INSTITUTE OF POLITICS

The Millennial Agenda for the Next President

A Summary of Key Findings and Insights
from the Harvard Public Opinion Project

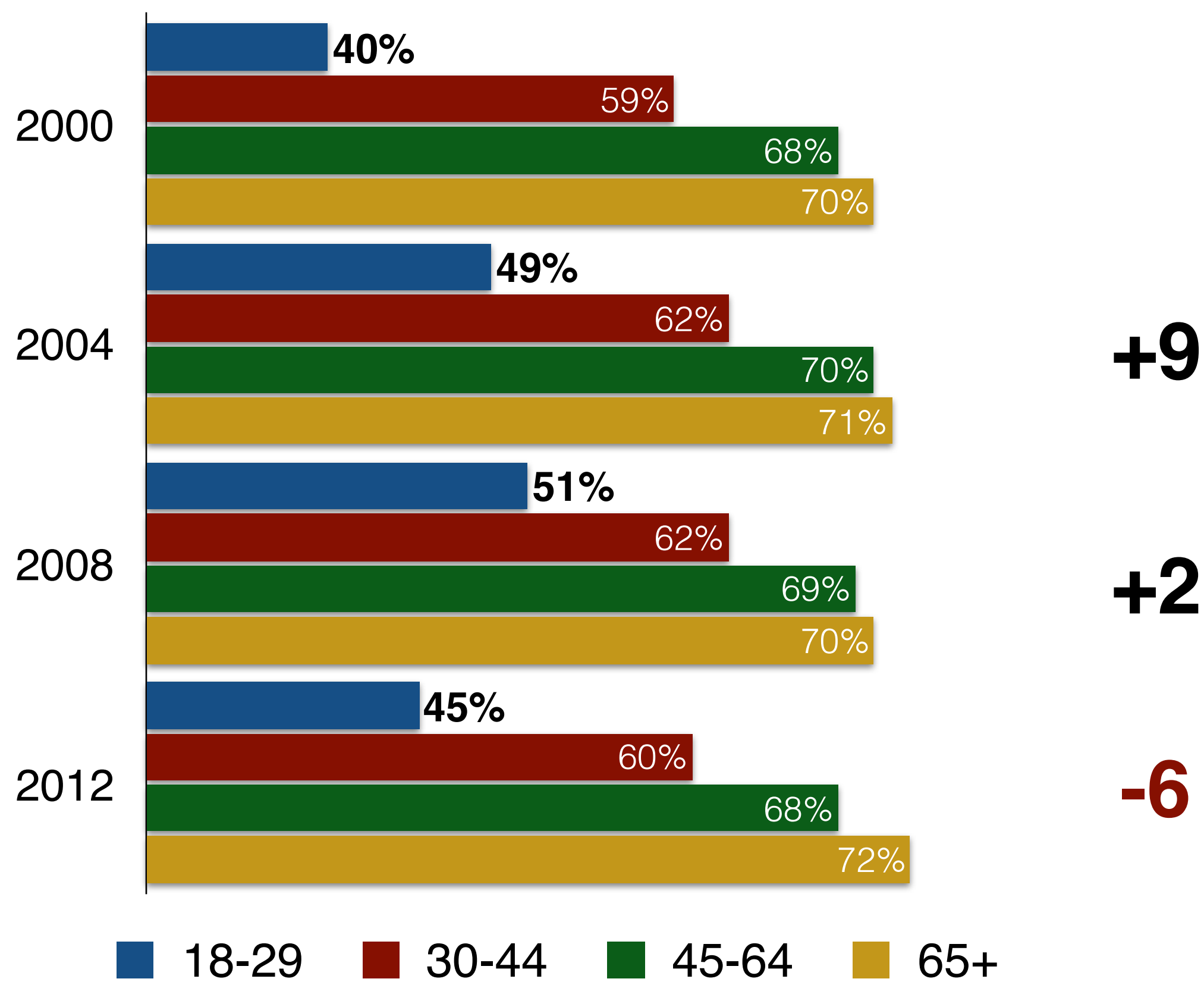
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Director of Polling

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Post-9/11 and through 2008, we saw increase in youth participation, especially in presidential contests. In 2012, youth stepped back.

 **Voter Turnout Among Citizens**
November 2000, 2004, 2008, and 2012

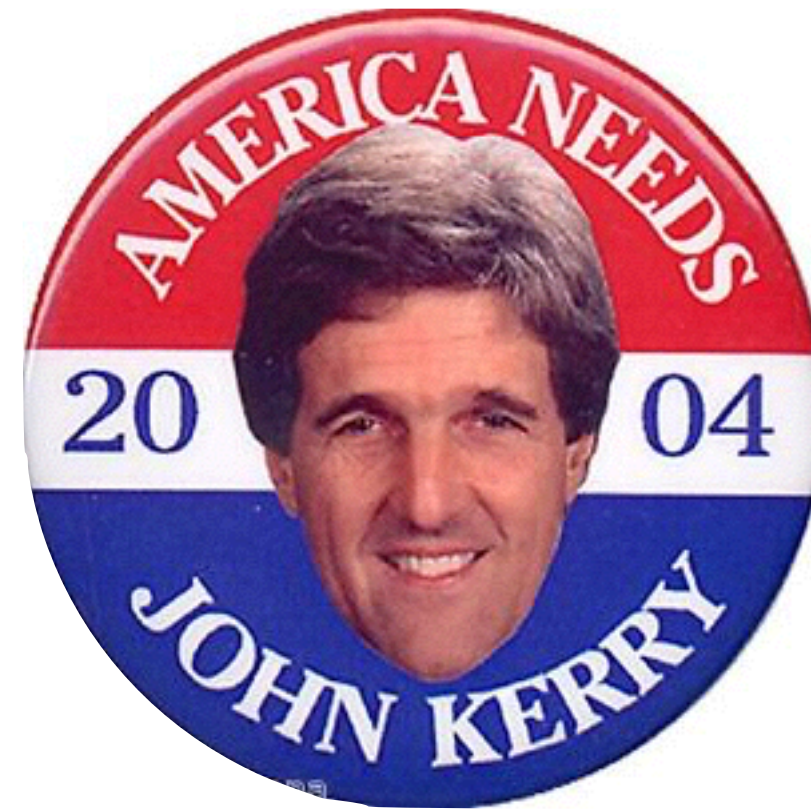


Donald Trump does not need to win the youth vote outright, he only needs make it more competitive, like George W. Bush in 2000 and 2004.

Winner of the Youth Vote, 2000 - 2012



18-29: +2
Popular Vote: +.5



18-29: +9
Popular Vote: -2.4



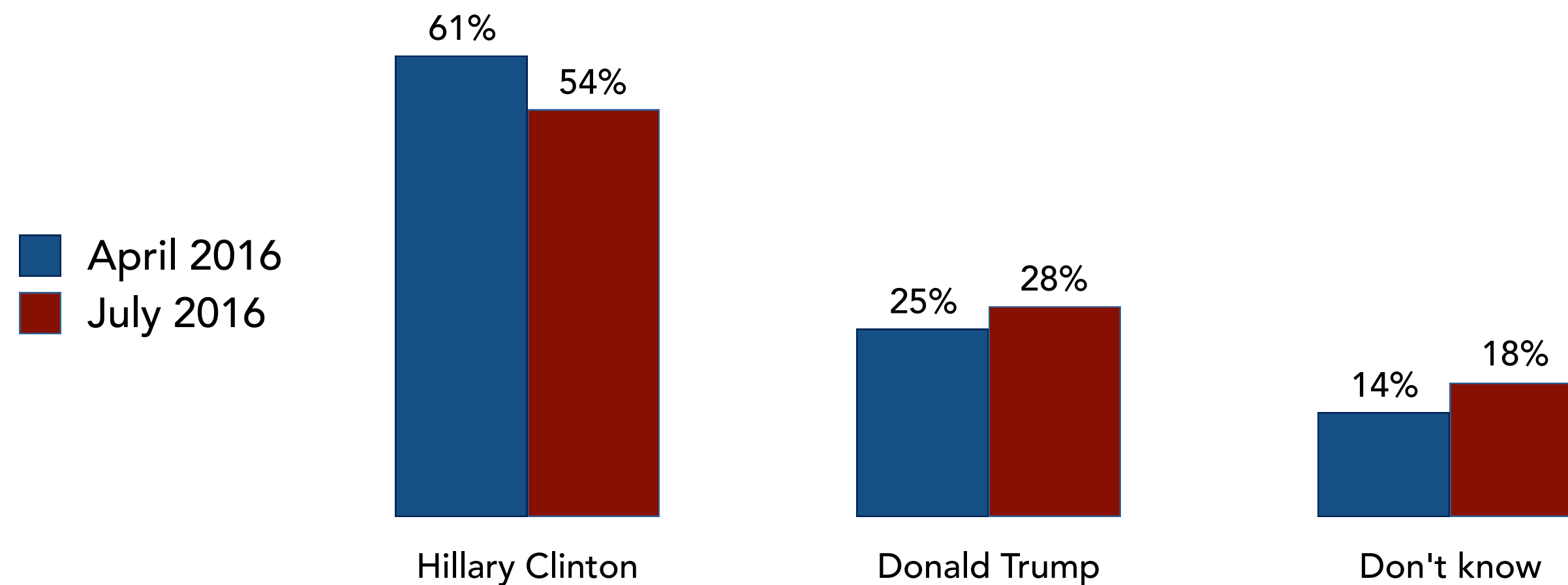
18-29: +34
Popular Vote: +7.2



18-29: +22
Popular Vote: +3.9


Currently, Hillary Clinton holds a significant (+26) but diminishing lead over Donald Trump in a 2-way match-up.

If the election for President were held today and the candidates were Hillary Clinton, the Democrat, and Donald Trump, the Republican, for whom would you vote?
(Among "Likely Voters Only")



In a 3-way race, Gary Johnson takes more from from Clinton, than Trump: Clinton 45%, Trump 23%, Johnson 13%, 19% Undecided.

Nearly every data point from our Harvard IOP polling indicates that the relationship between our government and Millennials is fractured.

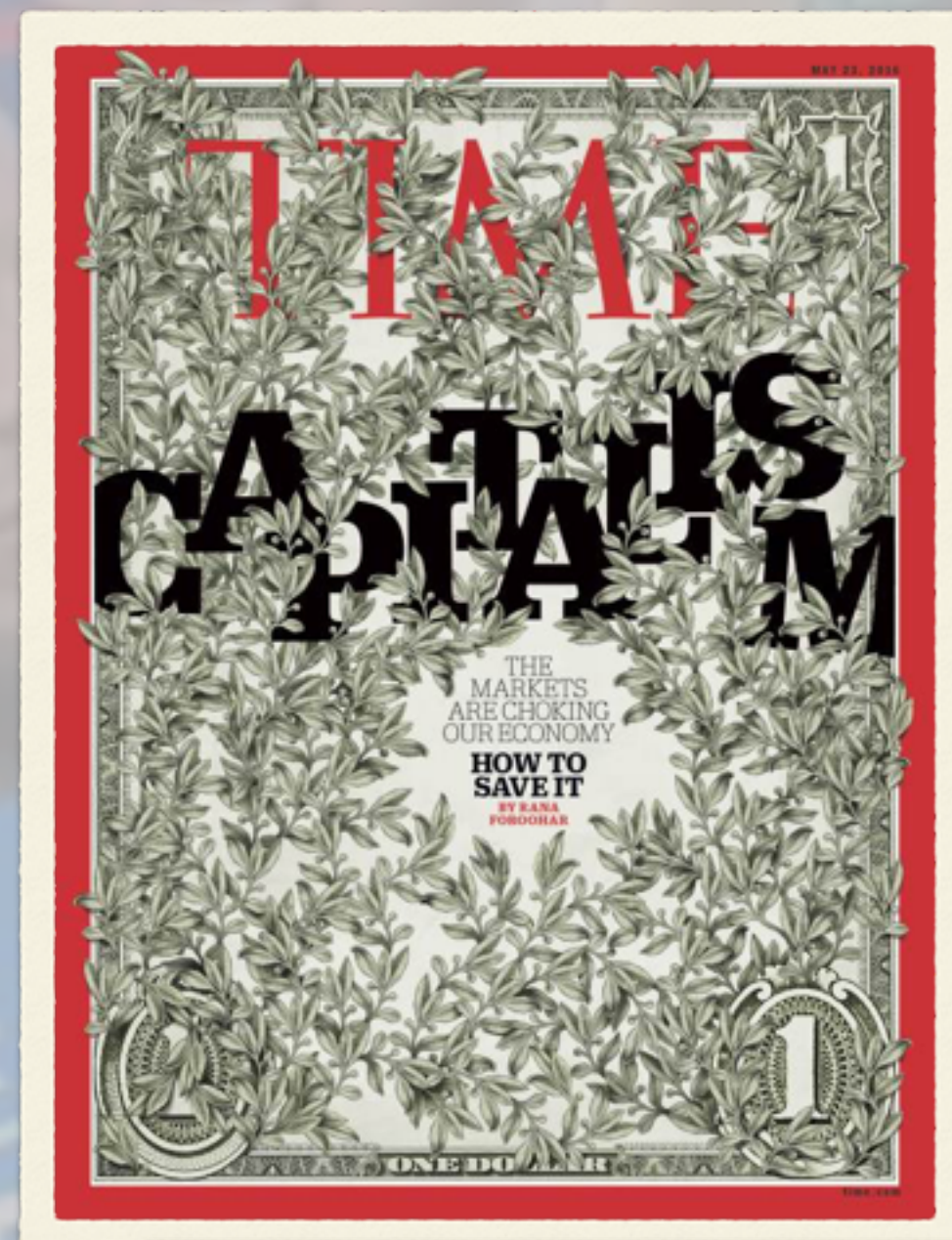


trust no one

Less than 1-in-4 trust the federal government (23%), Congress (18%), Wall Street (11%) or the media (9%) to do the right thing.

Hillary Clinton's unfavorable rating is nearly 2x her favorable (60%-31%), Donald Trump's is 4x, 74% unfavorable and 18% favorable.

Majority do not support capitalism, 48% believe the American Dream is dead and 47% believe our justice system is unfair.



More than 4-in-5 say significant reform in Washington is needed; 33% believe we should find a “reset button and start again.”

To engage Millennials now and in the future, trust in the system and in those who seek to lead it, must be re-built. Our polling indicates that five topics must be addressed to win the White House and win back the hearts and minds of America's largest generation.

Millennial Agenda for the Next President

- 1. Grow the economy.**
- 2. Reduce terrorism at home and abroad.**
- 3. Unite Americans to address inequality on every front.**
- 4. Inspire the post-9/11 unified America many recall.**
- 5. Reduce the role of big money in politics.**



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