

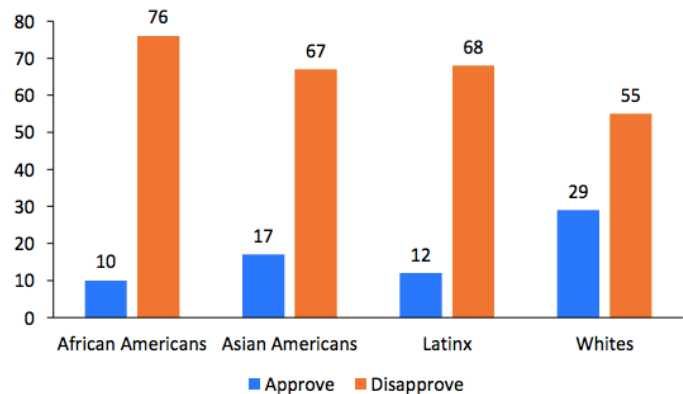
GENFORWARD: MILLENNIALS' POLITICAL VIEWS

Fact Sheet Released: August 3, 2017

To arrange a media interview, please contact Mia Jacobs at mjacobs@rabengroup.com

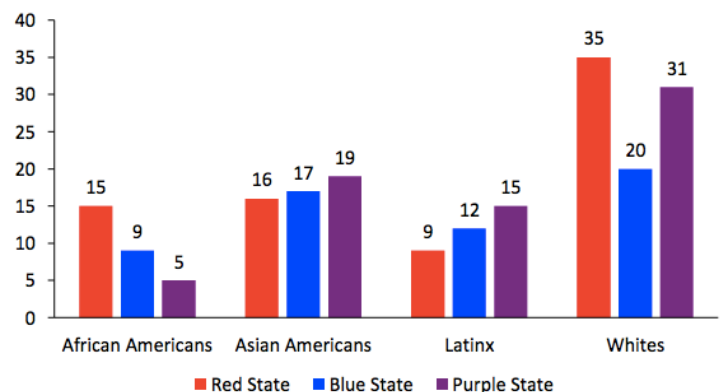
- ✓ **GenForward is the first-ever standing panel of Millennials with a sample that allows for a focus on Millennials of color. Data from the GenForward survey highlights how race and ethnicity help shape the political, economic and social opinions of the country's most diverse generation.**
- ✓ **The GenForward Survey of Millennials is led by Dr. Cathy Cohen from the University of Chicago and is fielded by NORC. The sample includes oversamples of African American, Latino/as and Asian American Millennials. A total of 1,836 respondents, ages 18-34, were interviewed between June 23 and July 10, 2017.**
- ✓ **This report explores how Millennials think about politics and political officials in each party, with an emphasis on President Trump, Congress, and who should lead the Democratic party. It also explores how those views will impact their vote in the 2018 midterm elections.**

Figure 1. Donald Trump Approval Rating



- Majorities of Millennials across all racial and ethnic groups disapprove of Donald Trump's performance as president. Disapproval among whites is now the majority, having increased to 55% from 47% in May. (Figure 1)
- Only 19% of white Millennials believe and trust the President—double all other racial/ethnic groups. Even in red states, President Trump receives far from majority approval from white Millennials. (Figure 2)
- Congress is deeply unpopular with Millennials. Only 19% of white, 8% of African American, 18% of Asian American, and 13% of Latinx

Figure 2. Donald Trump Approval Rating by Red/Blue/Purple State



Millennials approve of its performance.

- Millennials are divided when it comes to how Democrats should engage President Trump. Majorities of African American (62%), Latinx (59%), and Asian American (60%) Millennials believe Democrats should employ a strategy of resistance against President Trump and the Republicans. Majorities of white Millennials, however, prefer that Democrats cooperate (63%) with Trump and Republicans to reach compromises where possible. (Figure 3)
- Majorities of African American and Asian American and a plurality of Latinx Millennials report they plan to vote for a Democratic candidate for Congress in 2018. In contrast, 32% of white Millennials say they will vote for a Democrat, while 28% plan to vote for a Republican candidate. (Figure 4)
- African Americans (49%) and Asian Americans (43%) would prefer to see Barack Obama as the Democratic Party's leader, while white (35%) and Latinx (41%) Millennials think Bernie Sanders is the best leader of the party. (Figure 5)

A total of 1,836 interviews were conducted representing the 50 states and the District of Columbia. The survey was offered in English and Spanish and via telephone and web modes.

Figure 3. Should Democrats Work with or Resist Trump?

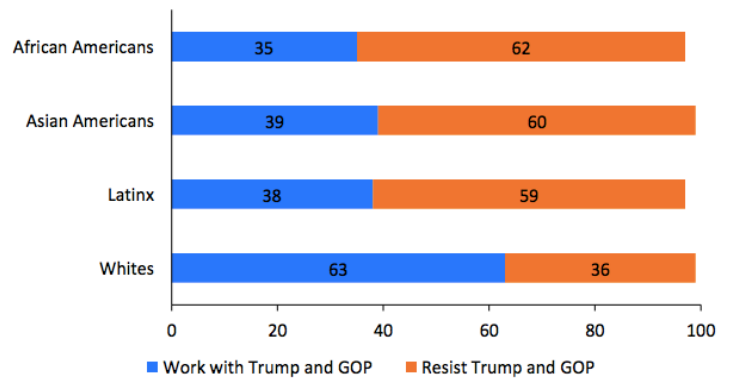


Figure 4. In 2018, Do You Plan to Vote For a Democratic or Republican Candidate?

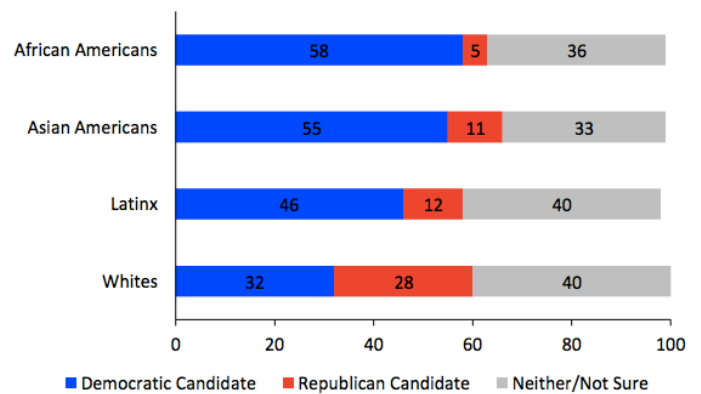
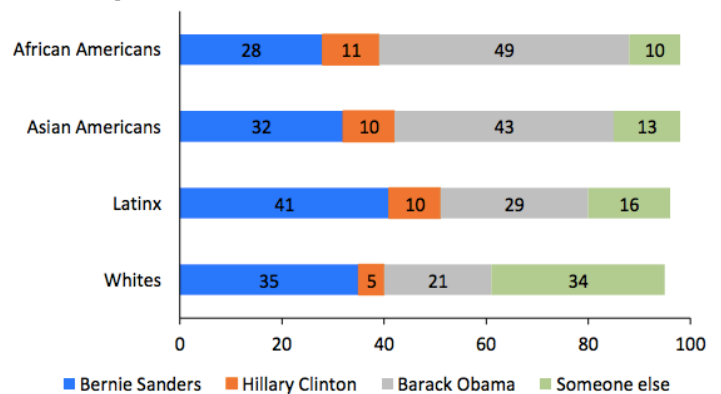


Figure 5. Best Leader for the Democratic Party



The full report on this data can be found at the GenForward website:
www.GenForwardSurvey.com