Politics Toward 2020

March 2019
Survey Overview

The GenForward Survey, founded by Dr. Cathy Cohen at the University of Chicago, is the first of its kind—a nationally representative survey of over 1,750 young adults ages 18-34 conducted bimonthly that pays special attention to the ways race and ethnicity influence how young adults, or Millennials, experience and think about the world.

Given the importance of race and ethnicity for shaping the diverse perspectives and lived experiences of young people, we believe researchers make a mistake when they present data on young adults in a manner that assumes a monolithic Millennial generation and young adult vote.

In this memo, we present an empirical overview of Millennials’ views on the nature of work in the United States. The data presented were collected between February 8th and February 25th, 2019 and is comprised of 547 African American, 251 Asian American, 515 Latinx, and 763 white Millennial respondents.
Key Findings (1 of 2)

> Majorities of individuals, regardless of race and ethnicity, disapprove of the way Donald Trump is handling his job as president.

> Pluralities of African American, Latinx, and white Millennial report neither approval nor disapproval of Nancy Pelosi. Among Asian Americans, equal numbers report feeling neutral toward Pelosi as those that say they “somewhat” approve of her job as Speaker of the House.

> Millennials of color are at least 8-points more likely to hold unfavorable views of the Republican Party compared to white Millennials. The gap between white and Asian American Millennials is largest at 12 points.

> Favorability of the Democratic Party is noticeably higher—a full 21- to 30-point difference—among Millennials of color when compared to white Millennials. White Millennials are the only group where the majority does not have a favorable impression of the Democratic Party.

> Substantial majorities of Millennials of color think that the Democratic Party cares about people them. White Millennials, on the other hand, are more evenly split with a slight majority (55%) reporting that the Democratic Party does not care about people like them. Majorities of Millennials across race and ethnicity do not believe that the Republican Party cares about people like them.

> Slim majorities Asian Americans, Latinxs, and whites feel "somewhat" or "very" optimistic about their personal futures. Among African Americans, 69% are optimistic about being able to afford the lifestyle they want in the future.
Key Findings (2 of 2)

> Across race and ethnicity, Joe Biden and Bernie Sanders are currently polling ahead of the other candidates in the 2020 primary field.

> Millennials that identify as Independents do not necessarily support any of the announced Democrats candidates listed on the survey. Instead, Independents across race and ethnicity would rather support “someone else” running for president in 2020.

> Strong majorities of Millennials across race and ethnicity would like to see other Republican candidates challenge Donald Trump for the party’s nomination for president in 2020.

> Millennials are roughly evenly split about whether or not it is important for the Democrats or the Republicans to nominate a younger candidate as their presidential nominee in 2020.

> Overwhelming majorities of Millennials across race and ethnicity support imposing a 2% tax on the assets of those with a net worth over $50 million and 3% tax on the assets of those with a net worth over $1 billion.

> Beliefs on the appropriate minimum wage vary by race/ethnicity. The plurality of African Americans believe it should be increased to $12/hr. The plurality of Latinxs, on the other hand, support raising the minimum wage to $15/hr. Pluralities of Asian American and white Millennials believe that states should decide the appropriate wage, not the federal government.

> Strong majorities of Millennials of color and a bare majority of white Millennials believe that the government should guarantee a job to every American adult who wants to work.
Political Evaluations
Approval of President Trump

Majorities of individuals, regardless of race and ethnicity, disapprove of the way Donald Trump is handling his job as president. Indeed, majorities of African American and Asian American Millennials “strongly” disapprove of the president.

Percent that somewhat or strongly disapprove:
- African Americans = 71%
- Asian Americans = 76%
- Latinx = 69%
- White = 53%

Overall, do you approve, disapprove, or neither approve nor disapprove of the way Donald Trump is handling his job as president?
Views toward Nancy Pelosi are somewhat mixed. Pluralities of African American, Latinx, and white Millennials report neither approval nor disapproval of Nancy Pelosi. Among Asian Americans, equal numbers report feeling neutral toward Pelosi as those that say they “somewhat” approve of her job as Speaker of the House.

Percent that somewhat or strongly approve:
- African Americans = 33%
- Asian Americans = 41%
- Latinx = 29%
- White = 28%

Overall, do you approve, disapprove, or neither approve nor disapprove of the way Nancy Pelosi is handling her job as Speaker of the House?

Percent that somewhat or strongly approve:
- African Americans = 22%
- Asian Americans = 15%
- Latinx = 19%
- White = 14%
Favorability of the Republican Party

Majorities of Millennials hold either “somewhat” or “strongly” unfavorable views of the Republican Party. Millennials of color are at least 8-points more likely to hold unfavorable views of the Republican Party compared to white Millennials. The gap between white and Asian American Millennials is largest at 12 points.

Percent reporting somewhat or strongly unfavorable views:
- African Americans = 69%
- Asian Americans = 76%
- Latinx = 65%
- White = 57%

GenForward surveys are available at www.genforwardsurvey.com
Favorability of the Democratic Party

Pluralities of Millennials across race and ethnicity report holding “somewhat” favorable views toward the Democratic Party, though overall support is noticeably higher—a full 21- to 30-point difference—among Millennials of color when compared to white Millennials. White Millennials are the only group where the majority does not have a favorable impression of the Democratic Party.

Percent reporting somewhat or strongly favorable views:
- African Americans = 66%
- Asian Americans = 65%
- Latinx = 57%
- White = 36%

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Views toward the Democratic Party

Substantial majorities of Millennials of color think that the Democratic Party cares about people like them. White Millennials, on the other hand, are more evenly split with a slight majority (55%) reporting that the Democratic Party does not care about people like them.
Majorities of Millennials across race and ethnicity do not believe that the Republican Party cares about people like them.

Percent who feel the Republican Party cares about people like them:
- African Americans = 22%
- Asian Americans = 17%
- Latinx = 21%
- White = 35%
Direction of the country

Millennials across race and ethnicity believe that the country is going off on the wrong track.

Percent who say that things in the country are going off on the wrong track:
• African Americans = 66%
• Asian Americans = 68%
• Latinxs = 60%
• Whites = 56%
State of the national economy

White Millennials are slightly more likely to describe the nation’s economy as doing well, especially when compared to Latinx and African American Millennials. Roughly a quarter to a third of Millennials say that the economy is doing neither well nor poorly.

Percent who say the nation’s economy is good:
- African Americans = 25%
- Asian Americans = 35%
- Latinxs = 30%
- Whites = 41%

GenForward surveys are available at www.genforwardsurvey.com
Optimism toward one’s personal economic future

Slim majorities Asian Americans, Latinxs, and whites feel “somewhat” or “very” optimistic about their personal futures. Among African Americans, 69% are optimistic about being able to afford the lifestyle they want in the future.

Percent who are optimistic about their personal futures:
• African Americans = 69%
• Asian Americans = 56%
• Latinxs = 51%
• Whites = 57%

Generally speaking, how optimistic are you about your personal future—think about things like finding and keeping a good job, paying off your student loan debt, and being able to afford the lifestyle you want?
Midterm voter turnout

Roughly half of African American, Asian American, and white Millennials say they voted in the congressional midterm elections in 2018. Latinx reported voting at slightly lower level of 44%.

Percent who reported voting in 2018:
- African Americans = 55%
- Asian Americans = 53%
- Latinxs = 44%
- Whites = 56%

Did you vote in the congressional midterm elections in 2018?

- African Americans: 55% Yes, 43% No
- Asian Americans: 53% Yes, 46% No
- Latinxs: 44% Yes, 56% No
- Whites: 56% Yes, 43% No
Midterm vote choice

Of those who reported voting, Millennials of color overwhelmingly voted for the Democratic candidate in their district. While the majority of the majority of whites also reported for the Democratic candidate, approximately 38% voted for the Republican candidate—the highest of any group.

Percent who voted for the Democratic candidate:
- African Americans = 82%
- Asian Americans = 85%
- Latinxs = 73%
- Whites = 57%

In the congressional elections in 2018, did you vote for a Democratic or Republican candidate?
History of midterm election participation

Of those who voted, nearly half of Millennials of color reported that it was their first time voting in a midterm election. This percentage was roughly 13 points lower among whites, with about 31% saying they had not voted in a congressional election before.

Percent who say it was their first time voting in a congressional election:
• African Americans = 45%
• Asian Americans = 44%
• Latinxs = 45%
• Whites = 31%
Race and ethnicity substantially impacts which issues Millennials consider to be the important problem facing the United States today.

African Americans are most likely to name racism as the most important issue facing the country, while Asian Americans and Latinxs consider immigration to be the most important problem. Equal proportions of white Millennials, on the other hand, believe that the environment/climate change and health care are the most important problem.

<table>
<thead>
<tr>
<th>Most important issue facing this country today? Please select which one of these is the most important.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>African Americans</strong></td>
</tr>
<tr>
<td>1st</td>
</tr>
</tbody>
</table>
Looking to 2020
Support for 2020 Democratic candidates (by race)

Below is a list of people who may be running in the Democratic primaries to be the party’s presidential nominee. Which one candidate do you support or do you support someone else?

<table>
<thead>
<tr>
<th>Candidate</th>
<th>African Americans</th>
<th>Asian Americans</th>
<th>Latinxs</th>
<th>Whites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Former Vice President Joe Biden</td>
<td>28</td>
<td>29</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Vermont Senator Bernie Sanders</td>
<td>17</td>
<td>20</td>
<td>26</td>
<td>15</td>
</tr>
<tr>
<td>California Senator Kamala Harris</td>
<td>10</td>
<td>10</td>
<td>7</td>
<td>5</td>
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<tr>
<td>Massachusetts Senator Elizabeth Warren</td>
<td>4</td>
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<td>4</td>
<td>7</td>
</tr>
<tr>
<td>New Jersey Senator Cory Booker</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Texas Congressman Beto O’Rourke</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Former HUD Secretary Julian Castro</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Someone else</td>
<td>18</td>
<td>14</td>
<td>23</td>
<td>37</td>
</tr>
</tbody>
</table>

Across race and ethnicity, Joe Biden and Bernie Sanders are currently polling ahead of the other candidates in the 2020 primary field.

Nevertheless, substantial numbers of Millennials—particularly white Millennials—do or would like to support someone else not listed.
Support for 2020 Democratic candidates (by party strength)

Below is a list of people who may be running in the Democratic primaries to be the party’s presidential nominee. Which one candidate do you support or do you support someone else?

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Strong Democrats</th>
<th>Not so strong Democrats</th>
<th>Close to Democrats (leaners)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Former Vice President Joe Biden</td>
<td>26</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>Vermont Senator Bernie Sanders</td>
<td>27</td>
<td>22</td>
<td>28</td>
</tr>
<tr>
<td>California Senator Kamala Harris</td>
<td>11</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Massachusetts Senator Elizabeth Warren</td>
<td>6</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>New Jersey Senator Cory Booker</td>
<td>6</td>
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</tr>
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<td>8</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Former HUD Secretary Julian Castro</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Someone else</td>
<td>9</td>
<td>13</td>
<td>13</td>
</tr>
</tbody>
</table>

Joe Biden and Bernie Sanders are currently polling ahead of the other candidates in the 2020 primary field among strong Democrats and Democrat leaners.
Support for 2020 Democratic candidates (Democrats by race)

Below is a list of people who may be running in the Democratic primaries to be the party’s presidential nominee. Which one candidate do you support or do you support someone else?

<table>
<thead>
<tr>
<th>Candidate</th>
<th>African Americans</th>
<th>Asian Americans</th>
<th>Latinxs</th>
<th>Whites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Former Vice President Joe Biden</td>
<td>32</td>
<td>36</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>Vermont Senator Bernie Sanders</td>
<td>18</td>
<td>24</td>
<td>32</td>
<td>25</td>
</tr>
<tr>
<td>California Senator Kamala Harris</td>
<td>11</td>
<td>10</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Massachusetts Senator Elizabeth Warren</td>
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<tr>
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</tr>
<tr>
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<td>5</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Former HUD Secretary Julian Castro</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Someone else</td>
<td>14</td>
<td>7</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

Millennials that identify as Democrats largely support Joe Biden or Bernie Sanders, regardless of race and ethnicity.
Support for 2020 Democratic candidates (Independents by race)

Below is a list of people who may be running in the Democratic primaries to be the party’s presidential nominee. Which one candidate do you support or do you support someone else?

<table>
<thead>
<tr>
<th></th>
<th>African Americans</th>
<th>Asian Americans</th>
<th>Latinxs</th>
<th>Whites</th>
</tr>
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<tbody>
<tr>
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<tr>
<td>New Jersey Senator Cory Booker</td>
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<tr>
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<td>-</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Former HUD Secretary Julian Castro</td>
<td>1</td>
<td>-</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>Someone else</td>
<td>27</td>
<td>29</td>
<td>45</td>
<td>56</td>
</tr>
</tbody>
</table>

Millennials that identify as Independents do not necessarily support any of the announced Democrats candidates listed on the survey.

Instead, Independents across race and ethnicity would rather support “someone else” running for president in 2020.
Support for 2020 Democratic candidates (Republicans by race)

Below is a list of people who may be running in the Democratic primaries to be the party’s presidential nominee. Which one candidate do you support or do you support someone else?

<table>
<thead>
<tr>
<th>Candidate</th>
<th>African Americans</th>
<th>Asian Americans</th>
<th>Latinxs</th>
<th>Whites</th>
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</thead>
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<td>9</td>
<td>21</td>
</tr>
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<td>-</td>
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</tr>
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<tr>
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<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Someone else</td>
<td>24</td>
<td>33</td>
<td>40</td>
<td>55</td>
</tr>
</tbody>
</table>

Millennials that identify as Republicans unsurprisingly would rather “someone else” be the Democratic nominee for president in 2020 than the candidates listed.

Nevertheless, there is sizeable support—rough one in five Millennials—for Kamala Harris among African American Republicans and for Joe Biden among white Republicans.
Preferences toward 2020 Republican primary elections

Strong majorities of Millennials across race and ethnicity would like to see other Republican candidates challenge Donald Trump for the party’s nomination for president in 2020.

Percent who would like to see Donald Trump’s nomination challenged by other Republicans:
- African Americans = 67%
- Asian Americans = 84%
- Latinxs = 78%
- Whites = 68%

Thinking about the 2020 Republican nomination, would you like to see other Republican candidates challenge Donald Trump for the party’s nomination for president in 2020?
Importance of age in the Democratic nomination

Millennials are roughly evenly split about whether or not it is important for the Democrats to nominate a younger candidate as their presidential nominee in 2020.

Percent who are say it is somewhat or very important to nominate a younger candidate as the presidential nominee:
• African Americans = 54%
• Asian Americans = 52%
• Latinxs = 46%
• Whites = 46%

When thinking about presidential candidates, how important do you think it is for the Democrats to nominate a younger candidate as their presidential nominee?
Importance of age in the Republican nomination

Millennials are roughly evenly split about whether or not it is important for the Republicans to nominate a younger candidate as their presidential nominee in 2020.

Percent who are say it is somewhat or very important to nominate a younger candidate as the presidential nominee:
- African Americans = 44%
- Asian Americans = 42%
- Latinxs = 48%
- Whites = 48%

When thinking about presidential candidates, how important do you think it is for the Republicans to nominate a younger candidate as their presidential nominee?

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th>Somewhat important</th>
<th>A little important</th>
<th>Not important at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>African Americans</td>
<td>13</td>
<td>29</td>
<td>25</td>
<td>31</td>
</tr>
<tr>
<td>Asian Americans</td>
<td>18</td>
<td>22</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Latinxs</td>
<td>30</td>
<td>31</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Whites</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>

Importance of gender in the Democratic nomination

Millennials of color, particularly African American and Latinx Millennials are more likely to say it’s important for the Democrats to nominate a woman as their presidential nominee. The majority of white Millennials do not think it is somewhat or very important. Of those, fully 44% say it is not important at all.

Percent who are say it is somewhat or very important to nominate a woman as the presidential nominee:
- African Americans = 52%
- Asian Americans = 41%
- Latinxs = 49%
- Whites = 33%

When thinking about presidential candidates, how important do you think it is for the Democrats to nominate a woman as their presidential nominee?
Majorities of Millennials across race and ethnicity believe it is at least a little important that the Republicans nominate a woman as their presidential candidate. At 37%, white Millennials are the most likely to say it is not important at all.

Percent who are say it is somewhat or very important to nominate a woman as the presidential nominee:
• African Americans = 40%
• Asian Americans = 45%
• Latinxs = 56%
• Whites = 40%
Importance of race in the Democratic nomination

The majority of African American Millennials report it is important that the Democrats nominate a person of color as their presidential nominee. The majority of whites, on the other hand, do not believe it is important at all. Roughly half of Latinx and Asian Americans believe nominating a person of color in 2020 is somewhat or very important.

Percent who are say it is somewhat or very important to nominate a person of color as the presidential nominee:
• African Americans = 58%
• Asian Americans = 45%
• Latinxs = 48%
• Whites = 31%

When thinking about presidential candidates, how important do you think it is for the Democrats to nominate a person of color as their presidential nominee?
Importance of race in the Republican nomination

Latinx Millennials are the only group where a majority say that it is somewhat or very important that the Republicans nominate a person of color as their presidential nominee. Whites are the least likely to hold this position and are most likely to say nominating a person is not important at all.

Percent who are say it is somewhat or very important to nominate a person of color as the presidential nominee:
- African Americans = 48%
- Asian Americans = 46%
- Latinxs = 52%
- Whites = 37%
Support for taxing the wealthy

Overwhelming majorities of Millennials across race and ethnicity support imposing a 2% tax on the assets of those with a net worth over $50 million and 3% tax on the assets of those with a net worth over $1 billion.

Percent who strongly or somewhat support imposing taxes on the wealthy:
- African Americans = 71%
- Asian Americans = 87%
- Latinxs = 75%
- Whites = 71%
Support for withholding funding for a border wall

Majorities of Millennials of color and the plurality of white Millennials strongly support withholding funding from President Trump for the construction of a border wall.

Percent who strongly or somewhat support withholding funding for a border wall:
- African Americans = 70%
- Asian Americans = 74%
- Latinxs = 69%
- Whites = 58%

Do you oppose or support Congressional Democrats withholding the funding President Trump requested for a border wall?
Support for withholding funding for the construction of a border even remains high among Millennials—especially African American and Latinx Millennials—even if it leads to another government shutdown.

Percent who strongly or somewhat support withholding funding for a border wall:
- African Americans = 69%
- Asian Americans = 62%
- Latinxs = 67%
- Whites = 56%
Support for Trump’s use of emergency powers

Presidents can declare a state of national emergency, giving them special powers to take action without approval from Congress. Do you support or oppose Donald Trump using emergency powers to build a wall along the US-Mexico border?

Strong majorities of Millennials of color strongly oppose the president using emergency powers to build a border wall. Nearly half of white Millennials also report strong opposition to the president’s use of emergency powers to facilitate the construction of a border wall.

Percent who strongly oppose using emergency powers to build a border wall:
• African Americans = 65%
• Asian Americans = 68%
• Latinxs = 66%
• Whites = 47%
Beliefs on the appropriate minimum wage vary by race/ethnicity. The plurality of African Americans believe it should be increased to $12/hr. The plurality of Latinxs, on the other hand, support raising the minimum wage to $15/hr. Pluralities of Asian American and white Millennials believe that states should decide the appropriate wage, not the federal government.

As you may know, the federal minimum wage is currently $7.25 an hour. Which position best reflects your view about the minimum wage?

<table>
<thead>
<tr>
<th></th>
<th>It should be eliminated</th>
<th>States should decide the minimum wage, not the federal government</th>
<th>Kept where it is</th>
<th>Raise to $12.00</th>
<th>Raise to $15.00</th>
<th>Raise to $20.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>African Americans</td>
<td>3</td>
<td>8</td>
<td>18</td>
<td>15</td>
<td>24</td>
<td>30</td>
</tr>
<tr>
<td>Asian Americans</td>
<td>3</td>
<td>9</td>
<td>26</td>
<td>18</td>
<td>33</td>
<td>30</td>
</tr>
<tr>
<td>Latinxs</td>
<td>2</td>
<td>14</td>
<td>22</td>
<td>12</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Whites</td>
<td>3</td>
<td>13</td>
<td>19</td>
<td>8</td>
<td>27</td>
<td>27</td>
</tr>
</tbody>
</table>

*GenForward surveys are available at www.genforwardsurvey.com*
African American Millennials report the most confidence in the Social Security System. Nevertheless, roughly a fifth to a quarter of Latinx, Asian American, and white Millennials say they are not at all confident in the future of Social Security.

Percent who are not at all confident in the future of the Social Security system:
- African Americans = 16%
- Asian Americans = 23%
- Latinxs = 19%
- Whites = 25%
Significant majorities of Millennials, especially Millennials of color, either somewhat or strongly support requiring companies to pay a tax for every worker it displaces that then goes to retraining displaced workers.

Percent who somewhat or strongly favor requiring companies to pay a tax for every displaced worker:
- African Americans = 76%
- Asian Americans = 70%
- Latinxs = 73%
- Whites = 63%
Support for a universal job guarantee

Strong majorities of Millennials of color and a bare majority of white Millennials believe that the government should guarantee a job to every American adult who wants to work.

Percent who somewhat or strongly support a universal job guarantee:
- African Americans = 70%
- Asian Americans = 60%
- Latinxs = 70%
- Whites = 52%
Survey Methodology
Survey Methodology (1 of 2)

The GenForward March survey is a project of Professor Cathy J. Cohen at the University of Chicago. Interviews were conducted with a representative sample from GenForwardSM, a nationally representative survey panel of adults ages 18-34 recruited and administered by NORC at the University of Chicago and funded by grants to the Black Youth Project at the University of Chicago from the John D. and Catherine T. MacArthur Foundation and the Ford Foundation.

A total of 2,134 interviews were conducted between February 8 and February 25, 2019 with adults ages 18-34 representing the 50 states and the District of Columbia, including completed interviews with 547 African American young adults, 251 Asian American young adults, 515 Latinx young adults, 763 white young adults, and 58 young adults with other racial and ethnic backgrounds. The survey was offered in English and Spanish and via telephone and web modes.

The GenForward survey was built from two sample sources:

Seventy-two percent of the completed interviews are sourced from NORC’s AmeriSpeak® Panel. AmeriSpeak is a probability based panel that also uses address-based sample but sourced from the NORC National Frame with enhanced sample coverage. During the initial recruitment phase of the AmeriSpeak panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face).

Twenty-eight percent of the completed interviews are sourced from the Black Youth Project (BYP) panel of young adults recruited by NORC. The BYP sample is from a probability-based household panel that uses an address-based sample from a registered voter database of the entire U.S. Households were selected using stratified random sampling to support over-sampling of households with African Americans, Latinxs, and Asian Americans ages 18-34. NORC contacted sampled households by U.S. mail and by telephone, inviting them to register and participate in public opinion surveys twice a month.
Survey Methodology (2 of 2)

Panelists on both the BYP and AmeriSpeak panels are invited to register for the panel via the web or by telephone to participate in public opinion surveys.

Of the 2,134 completed interviews in the GenForward March survey, 97 percent were completed by web and 3 percent by telephone. The survey completion rate is 20.5 percent. The weighted AAPOR RR3 panel recruitment rate is 21.3 percent and the weighted household panel retention rate is 88.9 percent, for a cumulative AAPOR Response Rate 3 of 3.9 percent. The overall margin of sampling error is +/- 3.5 percentage points at the 95 percent confidence level, including the design effect. Among subgroups, the margin of sampling error at the 95 percent confidence level is +/- 5.33 percentage points for African Americans, +/- 8.07 percentage points for Asian Americans, +/- 5.94 percentage points for Latinxs, and +/- 5.71 percentage points for whites.

To encourage cooperation, respondents were offered incentives for completing the survey that ranged from the cash-equivalent of $3 to the cash-equivalent of $10.

The interviews from the two probability-based sample sources were combined for statistical weighting and analysis. The combined panel samples provide sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. The statistical weights incorporate the appropriate probability of selection for the BYP and AmeriSpeak samples, nonresponse adjustments, and also, raking ratio adjustments to population benchmarks for 18-34-year-old adults. A poststratification process was used to adjust for any survey nonresponse as well as any non-coverage or under- and over-sampling resulting from the study-specific sample design. The poststratification process was done separately for each racial/ethnic group and involved the following variables: age, gender, education, and census region. The weighted data, which reflect the U.S. population of adults ages 18-34, and the 18-34-year-old populations for African Americans, Latinxs, Asian Americans, and non-Latinx whites, were used for all analyses.
Full details are available at www.genforwardsurvey.com