

Center for Public Opinion

UMass Lowell/Odyssey
Millennials Poll

October 10-13, 2016

N=1247 American Adults age 18+; 966 Registered Voters; 680 Likely Voters

Credibility Intervals— All +/-3.2%; RVs +/-3.6%; LVs +/-4.3%

See <http://uml.edu/polls> for full questionnaire/topline results and detailed methodology disclosure.

Survey design and analysis by Josh O'Hara, Ph.D., Director, Center for Public Opinion, UMass Lowell; and
TJ EMC /P <<MCID 6>>WJ [9(t)] TJ 9EMC /P <<236 0.0 12 3

Center for Public Opinion

Presidential Horse Race Analysis

By a 3 to 1 margin, likely millennial voters prefer Hillary Clinton to Donald Trump in the race for President of the United States. Among likely voters, Clinton leads 66% to Trump's 22% with 12% undecided. When third-party candidates are added to the mix, Clinton takes 61%, Trump stays at 22%, Libertarian Gary Johnson takes 6%, Green Party candidate Jill Stein gets 5% and only 8% remain undecided. Clinton does best among the likely voter sample, indicating that those most likely to vote are breaking for Clinton. Among those unlikely to vote, however, only a little over half of voters would choose one of the two major party candidates (39% Clinton and 19% Trump). The other 41% of voters would pick Johnson (12%) or Stein (5%), with 25% undecided. Historically, research has shown that voter turnout rates are among the lowest of any age group for young voters and a key then generation (heisvt

Center for Public Opinion

on whether she cares about people like you (55% yes to 45% no) and whether she would bring the right kind of change to the country (51% yes to 49% no).

To get at whether the preference for Clinton was seen as a vote for the “lesser evils,” we asked voters to rank order their preference for five different outcomes: (1) a Clinton Presidency, (2) a Trump Presidency, (3) Obama appointing himself to a life term as President, (4) A giant meteor strikes the earth and extinguishes all human life and (5) the President is selected by a random lottery from among all U.S. citizens. Clinton gets the plurality of first choice votes, with 33%, followed closely by Obama at 27%. Trump comes in at third with 16%, while equal numbers (12% respectively) prefer a giant meteor and a random lottery.

In terms of pairwise comparisons, 39% of millennials prefer that Obama serve a life term as President rather than have either a Clinton or Trump Presidency, 26% prefer a random lottery over serving as President, and 23% (nearly 1 in 4!) prefer a giant meteor and the extinguishing of human life to either a Clinton or Trump Presidency. Majorities prefer a random lottery (67%), lifetime Obama Presidency (66%) and a giant meteor (55) to a Trump Presidency. A majority prefers that Obama serve a life term as President (51%) to a Clinton Presidency, while 39% prefer a lottery election and 34% prefer a giant meteor to a Clinton Presidency.

We do not take our respondents at their word that they are earnestly interested in seeing the world end, but we do take their willingness to rank two Constitutional crises and a giant meteor ahead of these two candidates with startlingly frequency as a sign of displeasure and disaffection with candid] TJ [-3(n)11 TJr1(n)11 TJr1 Td EMCj [-6(h)]04 Tc 0[-1(e)] TJ [-3(c)] TJ [9(o)] TJ [4(m)] TJ [-TJ [11(t)] TJ]

Center for Public Opinion

that millennials are at least familiar and identify themselves with one or more traditional ideological movements. 73% of likely voters in the sample identify themselves as a progressive, 34% identify with the alt-right, and 23% identify with the Tea Party. This is consistent with other evidence showing that, even among self-identified conservatives, people who identify with the Tea Party tend to be older Americans. While the alt- ideth ideth

A

Center for Public Opinion

different perspective on racial discrimination between white and white millennials. In a similar vein, Colin Kaepernick, the quarterback from the San Francisco 49ers who has been kneeling rather than standing during the playing of the National Anthem before games, is disliked by 46% of whites compared to only 21% of blacks. Indeed, the group that dislikes Kaepernick the most are Trump voters: 68% of them indicate dislike for Kaepernick, including 32% who dislike Kaepernick "a lot." Finally, on the question of affirmative action and employment, 53% of white millennials indicate that it is likely that whites will be unable to find a job because employers are hiring minority job candidates instead.