

Ambivalent Young Voters In Non-Urban Areas



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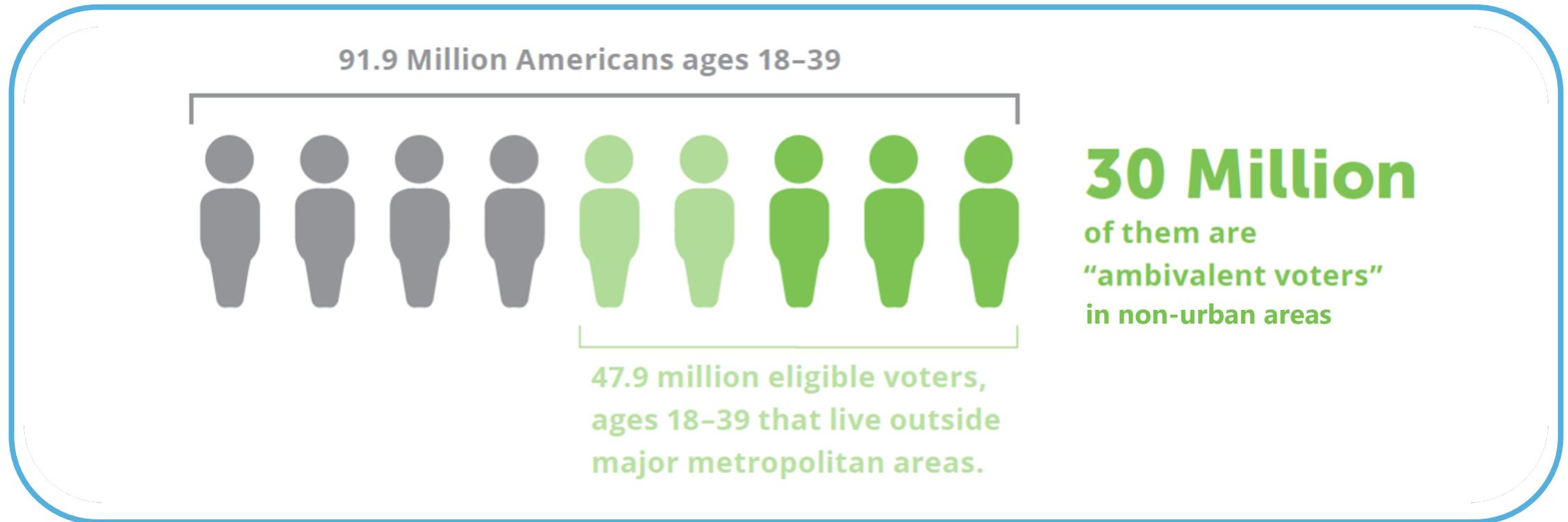


The new IOP poll finds Biden leading Trump by 60-27 among young voters. More importantly, the poll finds that they're promising to vote at 2008 Obama levels.

Opportunity: A cohort of untapped voters

& Danger: A barrier to turnout

At the beginning of 2020, we found **30 million** “Ambivalent Young Voters” in non-urban areas.



This potentially influential segment has **gone untapped by mainstream efforts** — our work to engage Ambivalent Young Voters in small towns, suburbs and rural areas fill this gap.

This report details who these voters are and their attitudes in September, only 40 days out from the 2020 elections.

Data Driven Organization

CaPA based its **messaging recommendations** on the results of a **multi-month quantitative and qualitative** research endeavor:

- ✓ **1,760** Eligible Suburban-Rural Voters surveyed nationwide (Jan 2020)
- ✓ Four **2-hour focus groups** with 29 Ambivalent Non-Urban Voters (Mar 2020)
- ✓ **900** Eligible Ambivalent Suburban-Rural voters surveyed in AZ, MI, and PA (April 2020)
- ✓ **1,518** eligible urban-rural voters surveyed nationwide (Sept 2020)

This report covers:

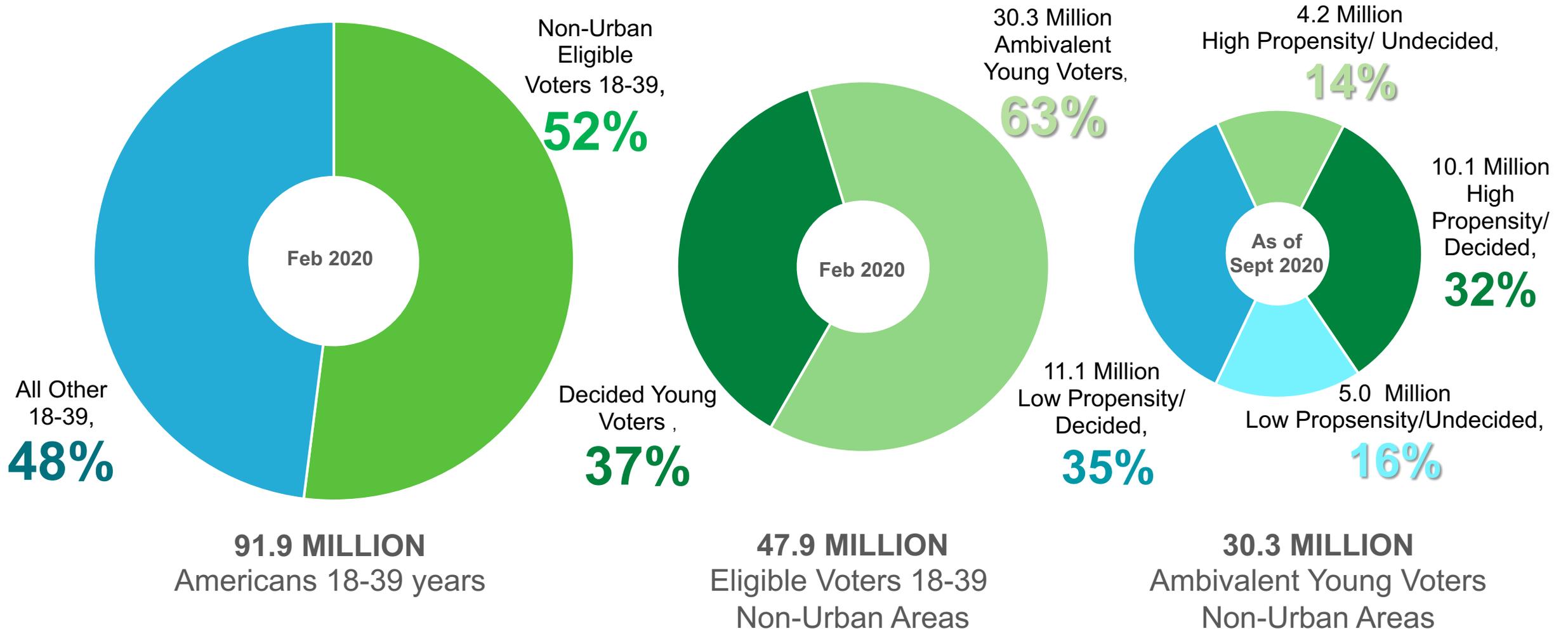
- 770 Ambivalent Non-Urban (population <250k)
 - 243 Ambivalent Non-Urban Gen Z (18-24)
 - 527 Ambivalent Non-Urban Gen Y (25-39 Millennials)



In addition to the primary research conducted, CaPA also consulted a wealth of available published studies, which include: CIRCLE/Tufts University Tisch College, Quinnipiac, Global Strategy Group, IOP Youth Poll, American Bridge, Center for American Progress, Navigator Research, Pantheon Analytics, Pew, EDF, LCV, Environmental Voter Project, The Ad Council.

Ambivalent Young Voters in Non-Urban Areas

Ambivalent Voters are defined as eligible voters who are not registered, exhibit infrequent voting habits, and/or are undecided in their candidate for the 2020 presidential election, as of Feb. 2020.



The Opportunity is Still Out There

4.2 Million High Propensity/
Undecided,

14%

54% plan to vote 2020

Undecided 55%

Lean Biden 23% / Lean Trump 22%

11.1 Million
Low Propensity/
Decided,

35%

84% plan to vote 2020

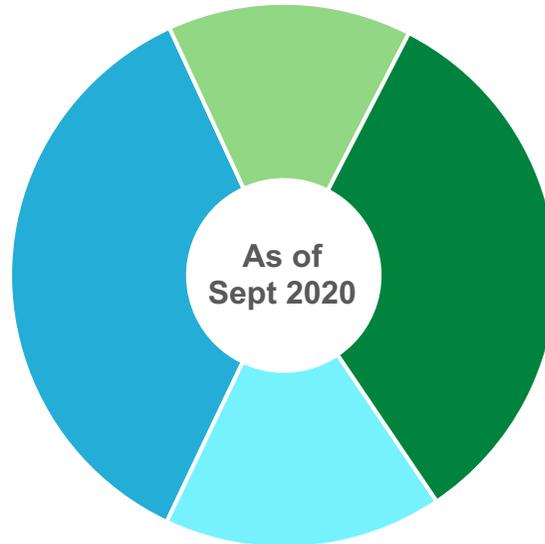
Strong Biden 50% / Strong Trump 48%

10.1 Million
High Propensity/
Decided,

32%

91% plan to vote 2020

Strong Biden 59% / Strong Trump 36%



As of
Sept 2020

5.0 Million
Low Propensity/Undecided,

16%

52% plan to vote 2020

Undecided 60%

Lean Biden 18% / Lean Trump 22%

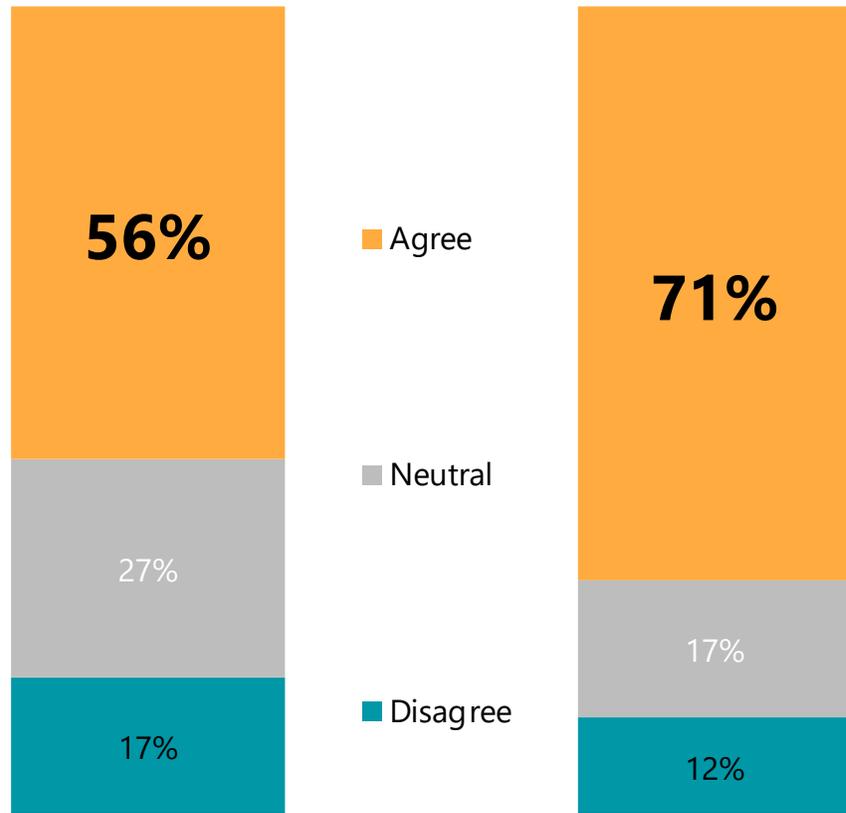
30.3 MILLION

Ambivalent Young Voters

Non-Urban Areas

Little Party Affinity Exists

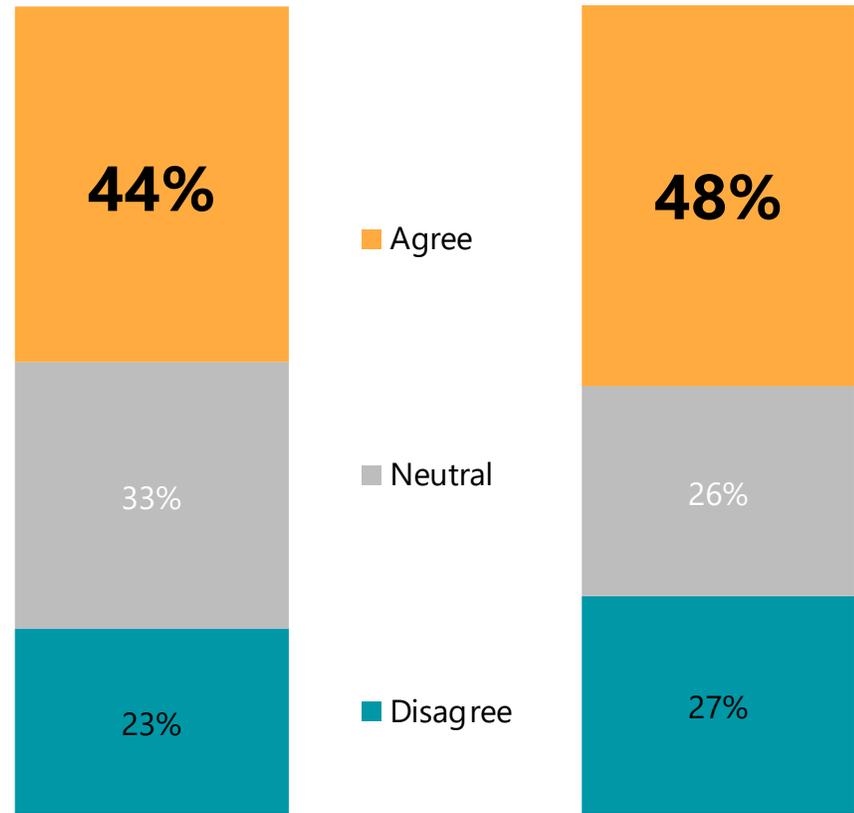
"I vote for the person, not the party"



Non-Urban - Gen Z

Non-Urban - Gen Y

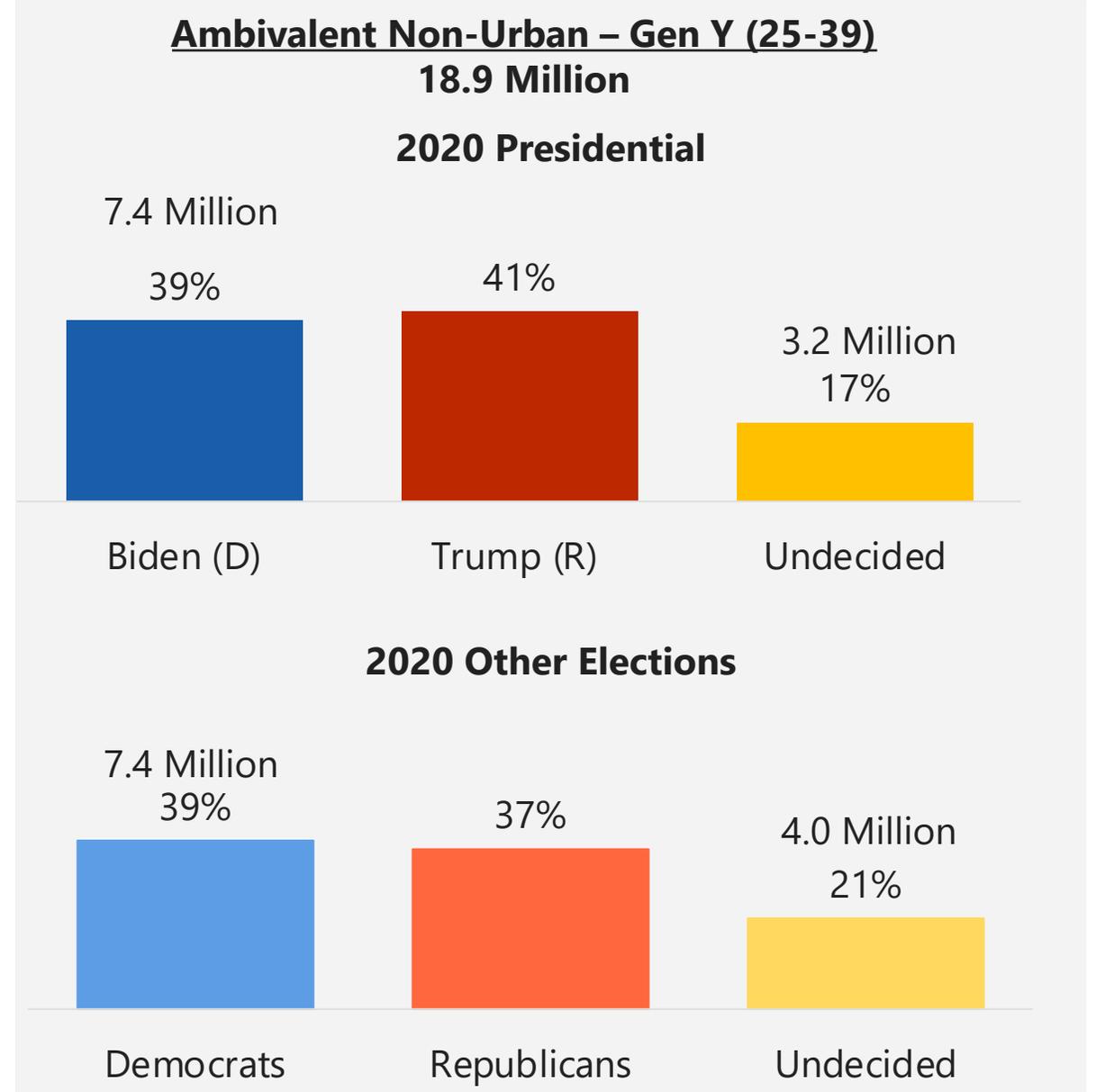
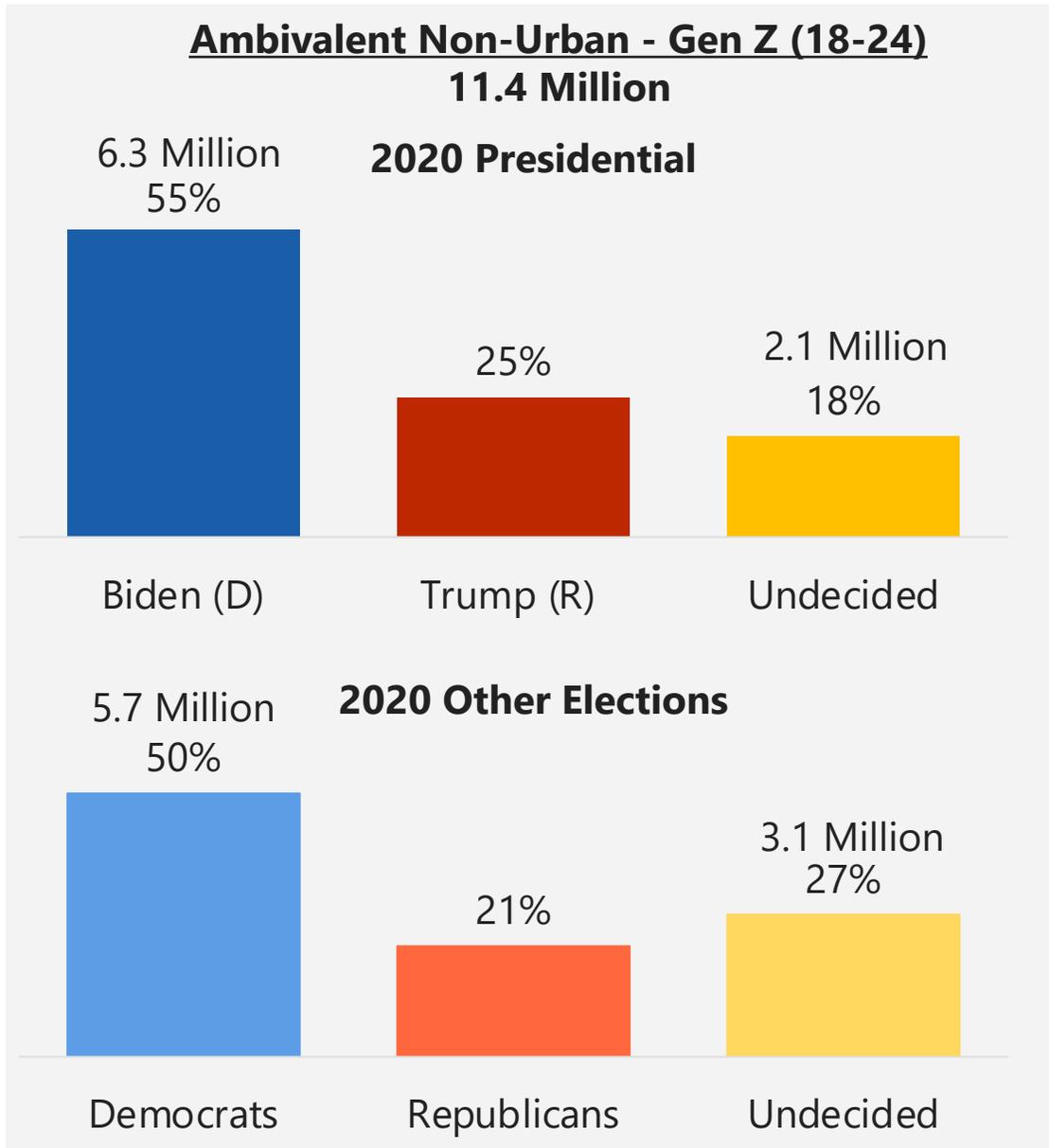
"I don't particularly like or feel a part of either political party"



Non-Urban - Gen Z

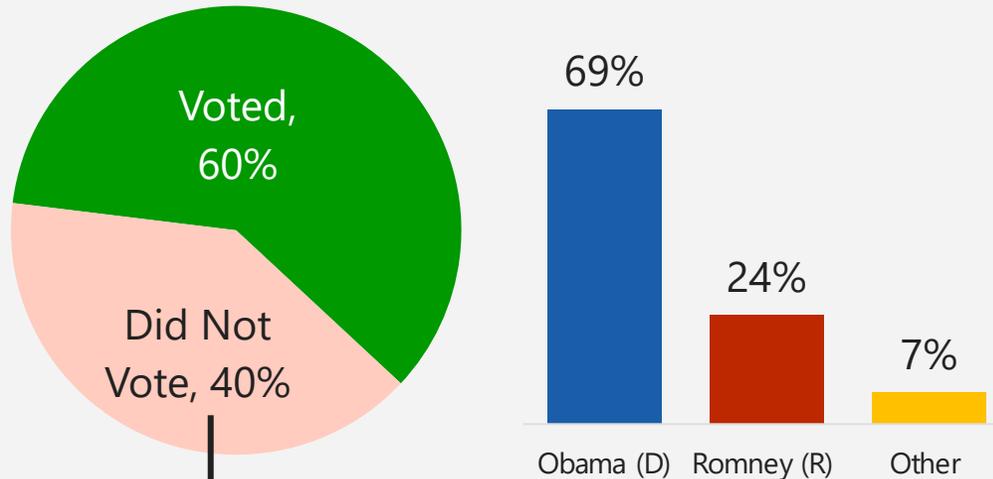
Non-Urban - Gen Y

Ambivalent Non-Urban Gen Z Lean Left; Many Undecided



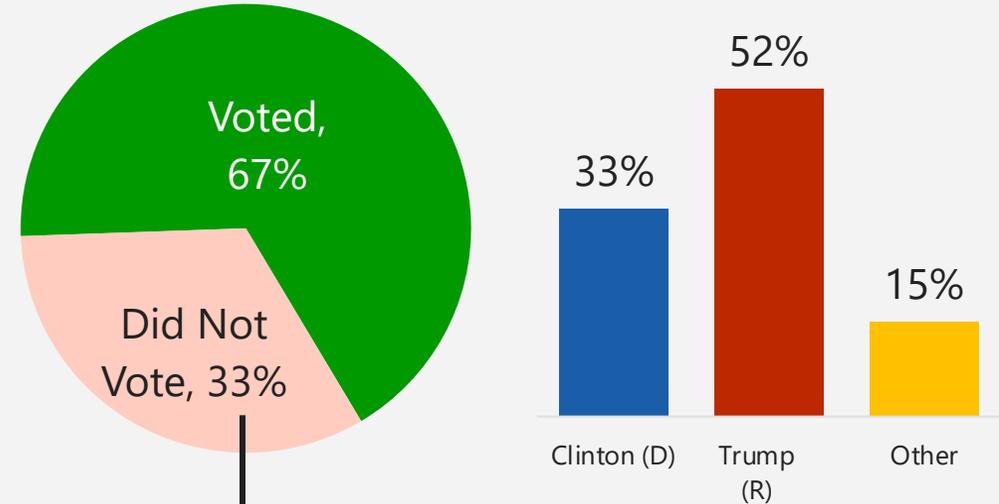
Ambivalent Millennials in Non-Urban Areas Were Heavily Impacted by the 2016 Election and Trump

**Ambivalent Non-Urban - Gen Y
2012 Presidential**



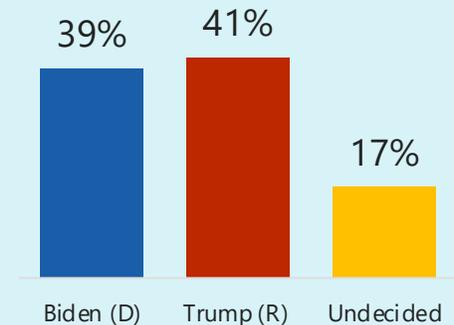
Didn't vote, registered 18%
 Not registered 15%
 Not old enough 7%

**Ambivalent Non-Urban - Gen Y
2016 Presidential**



Didn't vote, registered 20%
 Not registered 11%
 Not old enough 3%

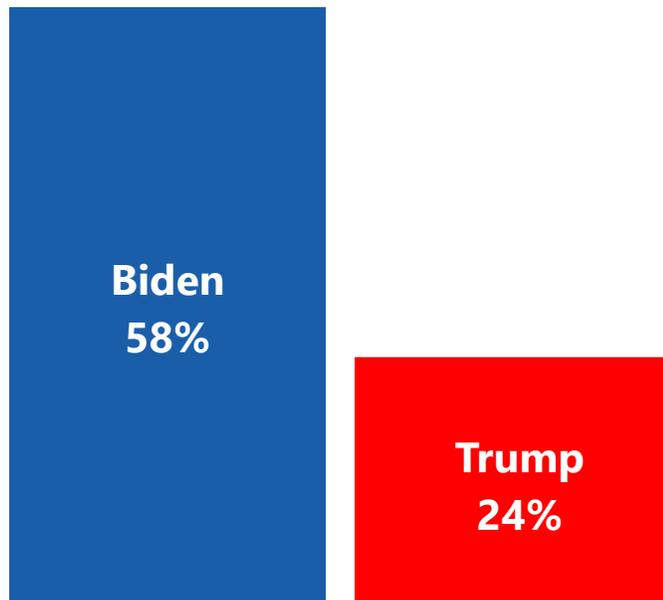
**Ambivalent Non-Urban - Gen Y
2020 Presidential**



Young Voters Lean Toward Biden in General

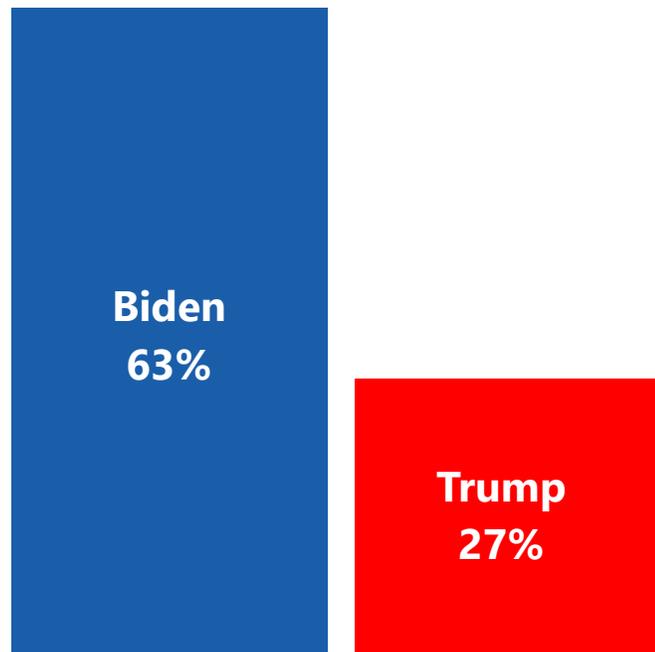
CIRCLE Poll

Likely voters **18-29**



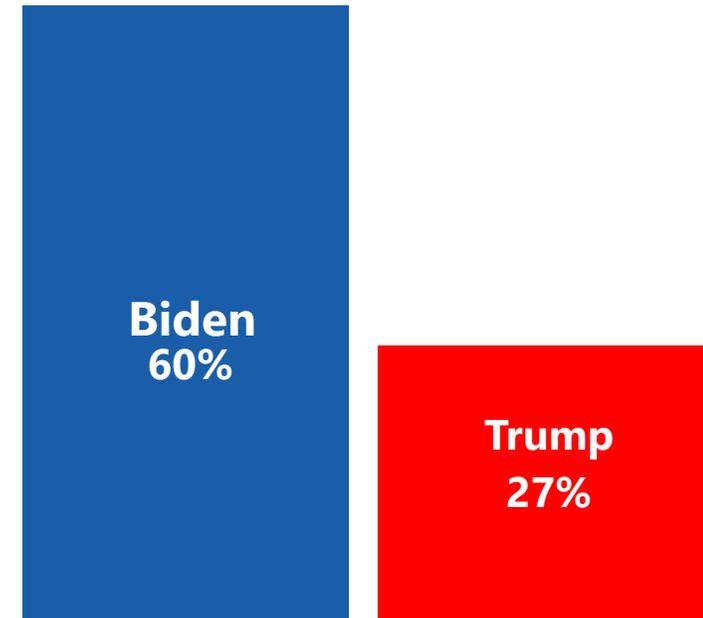
Quinnipiac Poll

Likely voters **18-34**

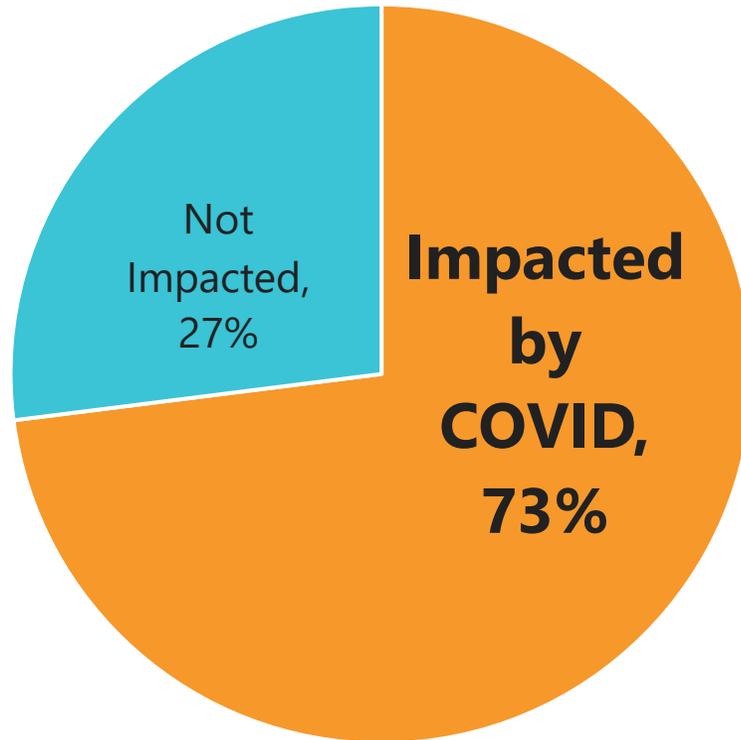


IOP Youth Poll

Likely voters **18-29**



COVID Has Impacts This Cohort



32% Lost income

17% Lost job

17% Went on unemployment

25% Unable to pay bills on time

21% Tapped into savings

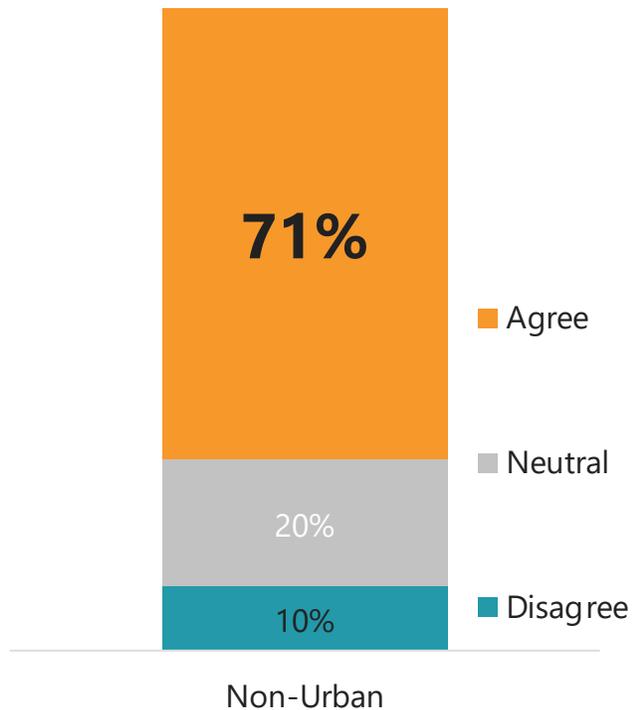
18% Experienced sickness in family

9% Experienced a death in family

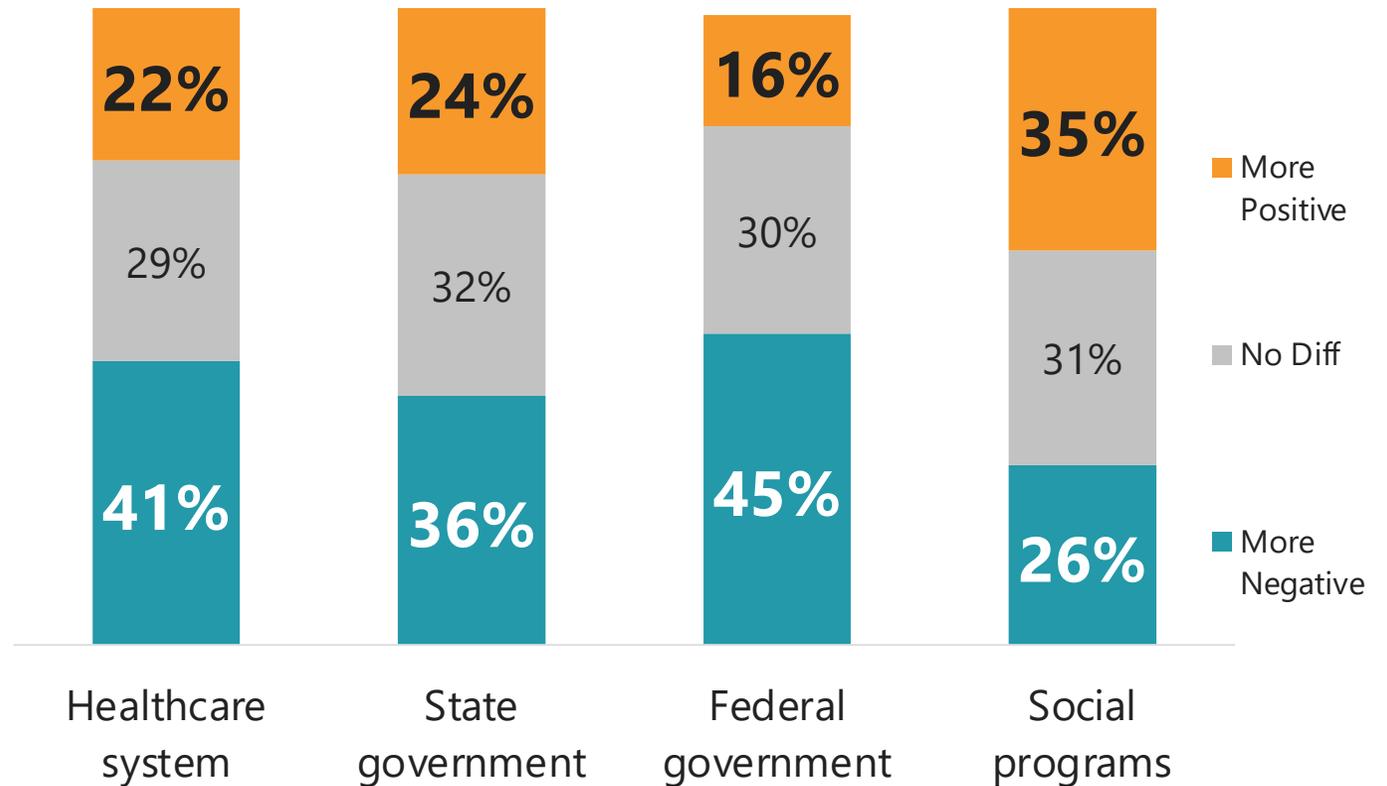
Ambivalent Young Voters in Non-Urban Areas

COVID Has Also Affected These Voters' Political Views

The COVID-19 pandemic has made me feel that political leaders' decisions impact people's every day life.

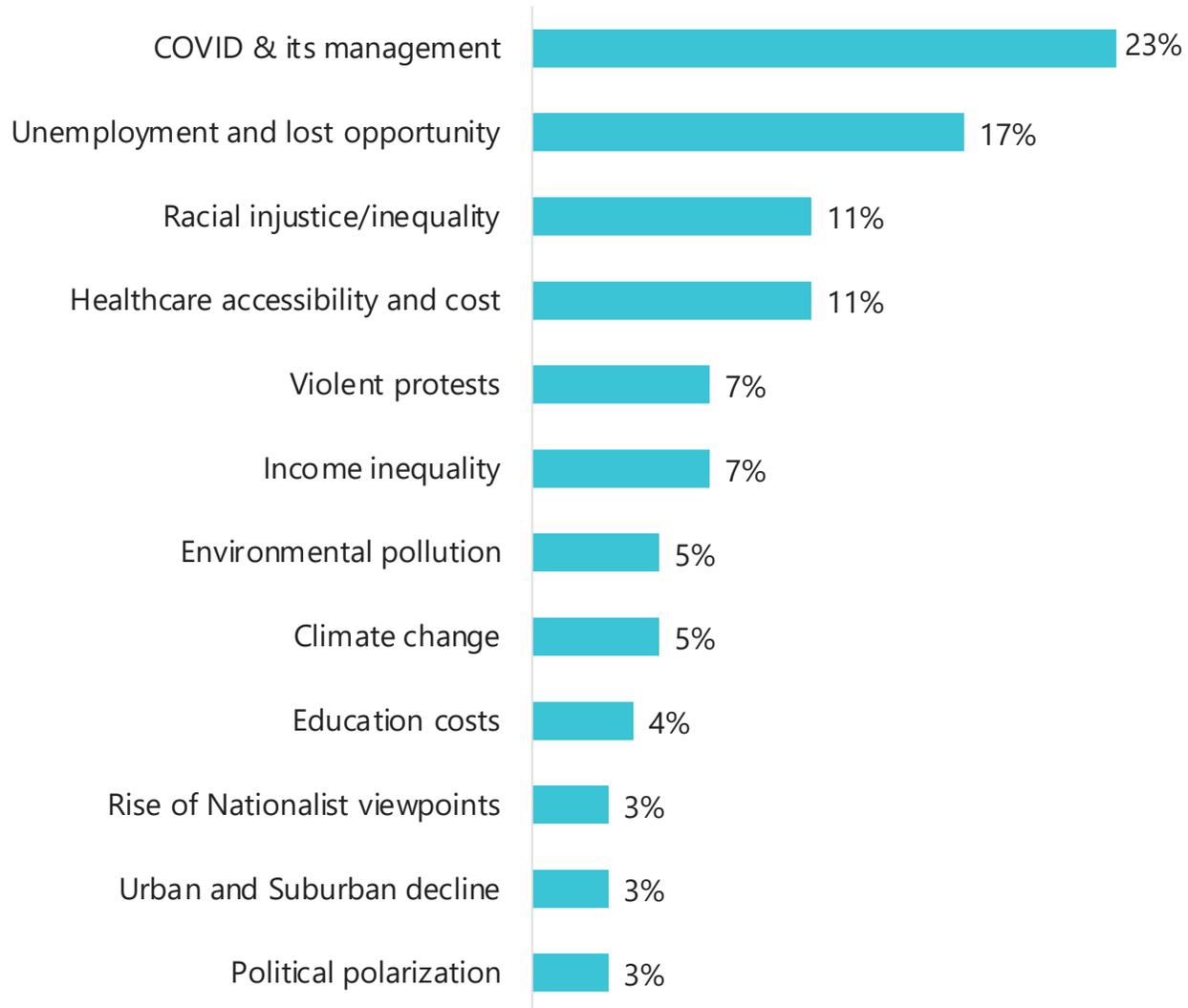


The COVID-19 pandemic makes me feel...

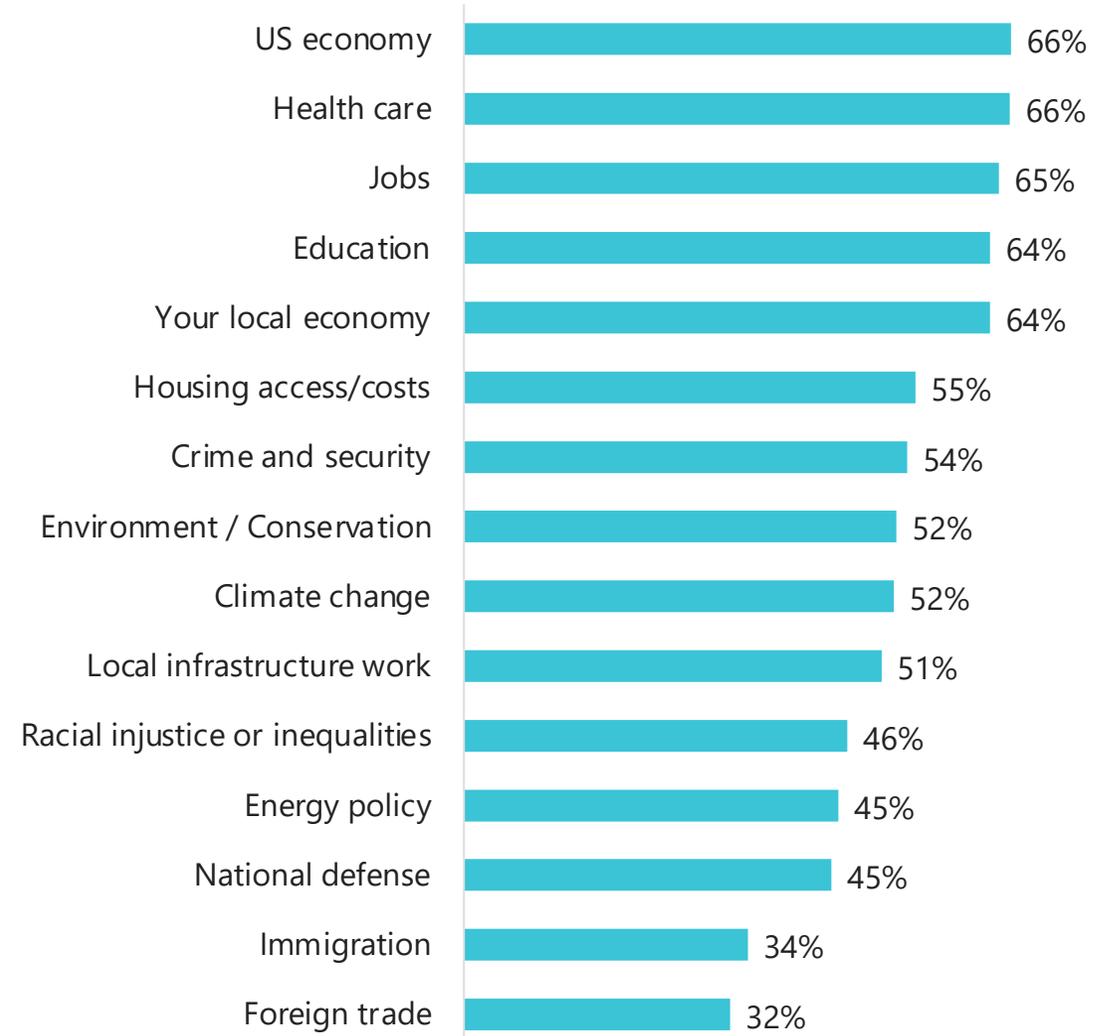


COVID Impacts Everyone's Economy, Stability, and Health

Most Impacts Candidate Choice Local or National

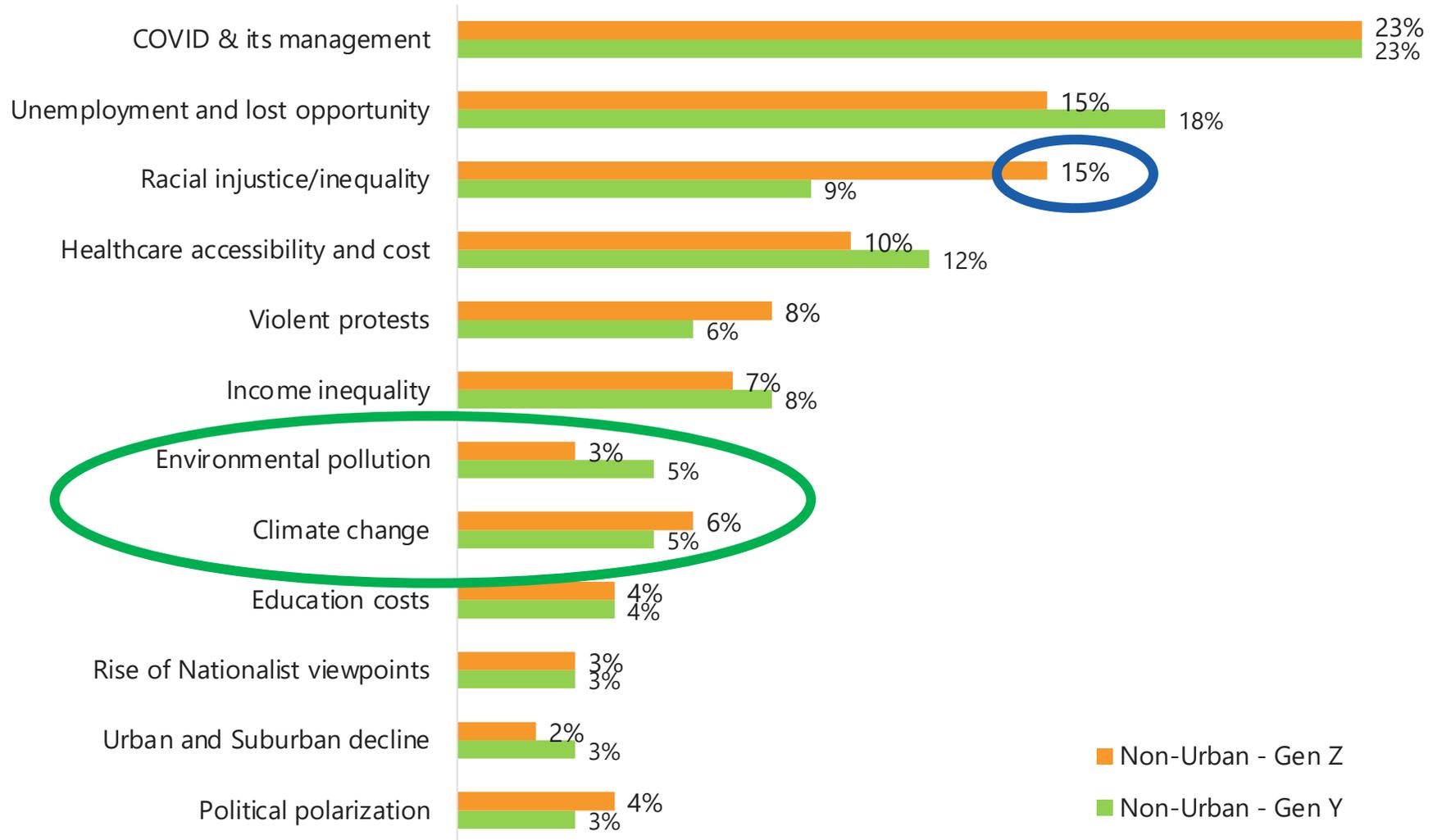


Strongly Impacts Voters' Lives



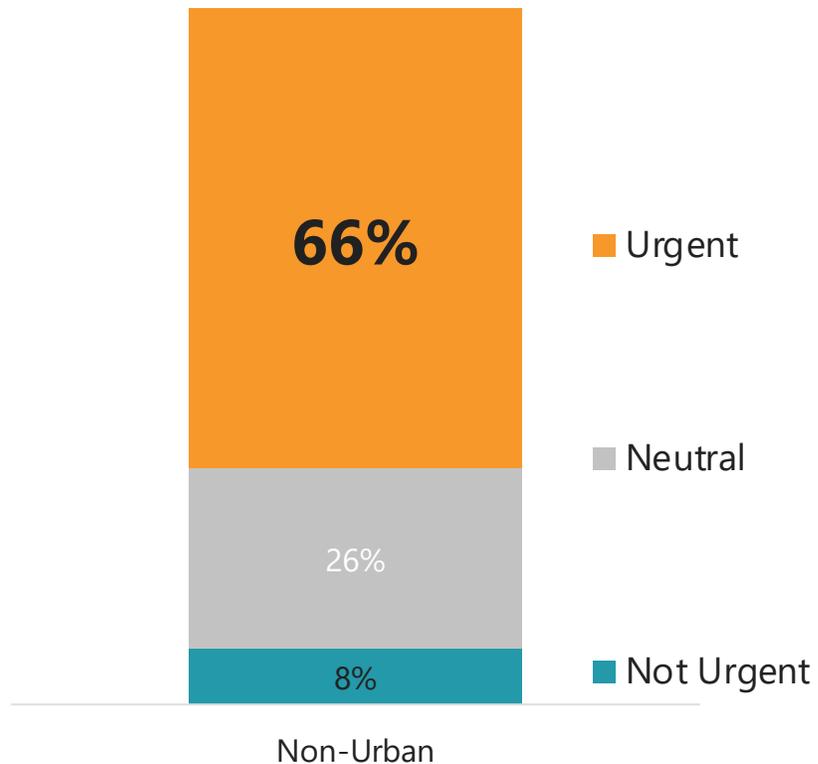
This Cohort of Gen Z Focusing Heavily on Social Issues

Most Impacts Candidate Choice Local or National

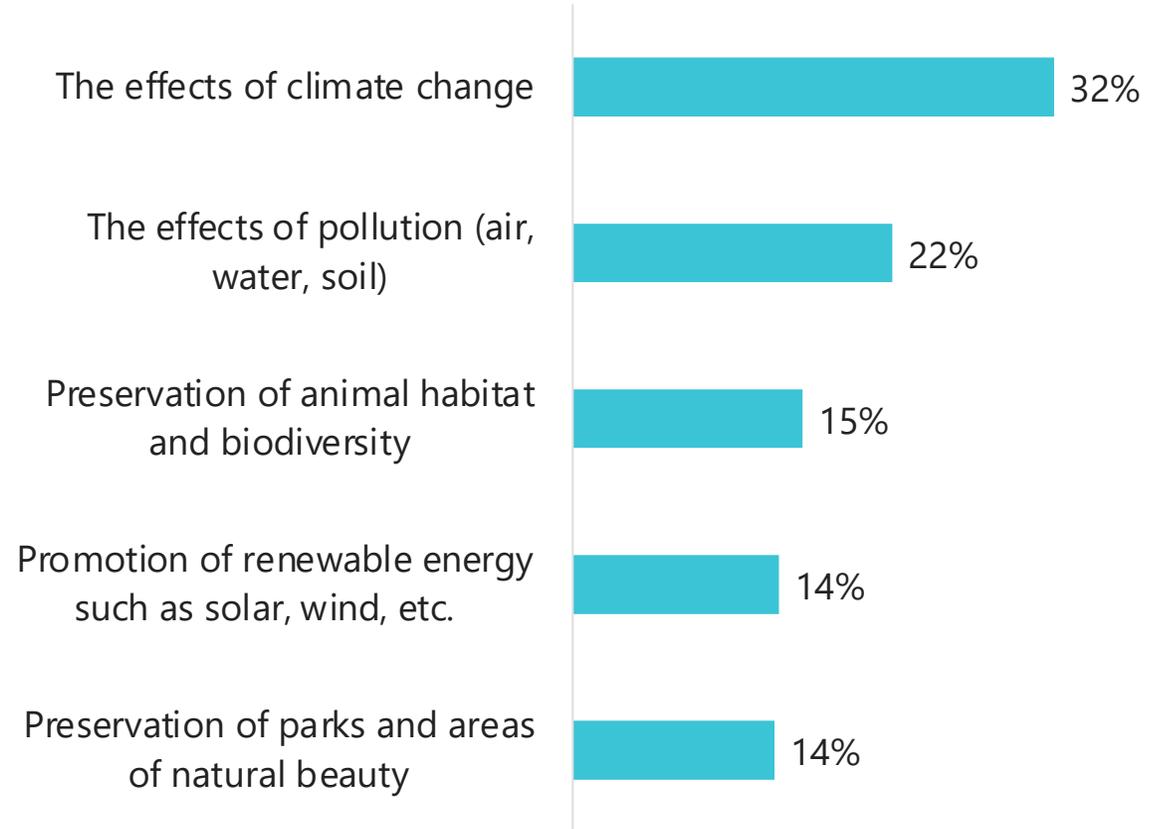


Climate Change Continues to be Urgent and Motivating for Ambivalent Young Voters in Non-Urban Areas

Urgency to take action to take care of environment and reduce human impact on the Earth.



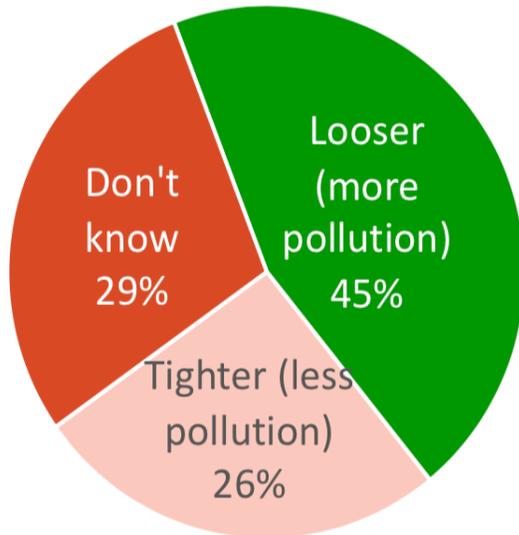
Motivates Personal Action with Environmental Cause



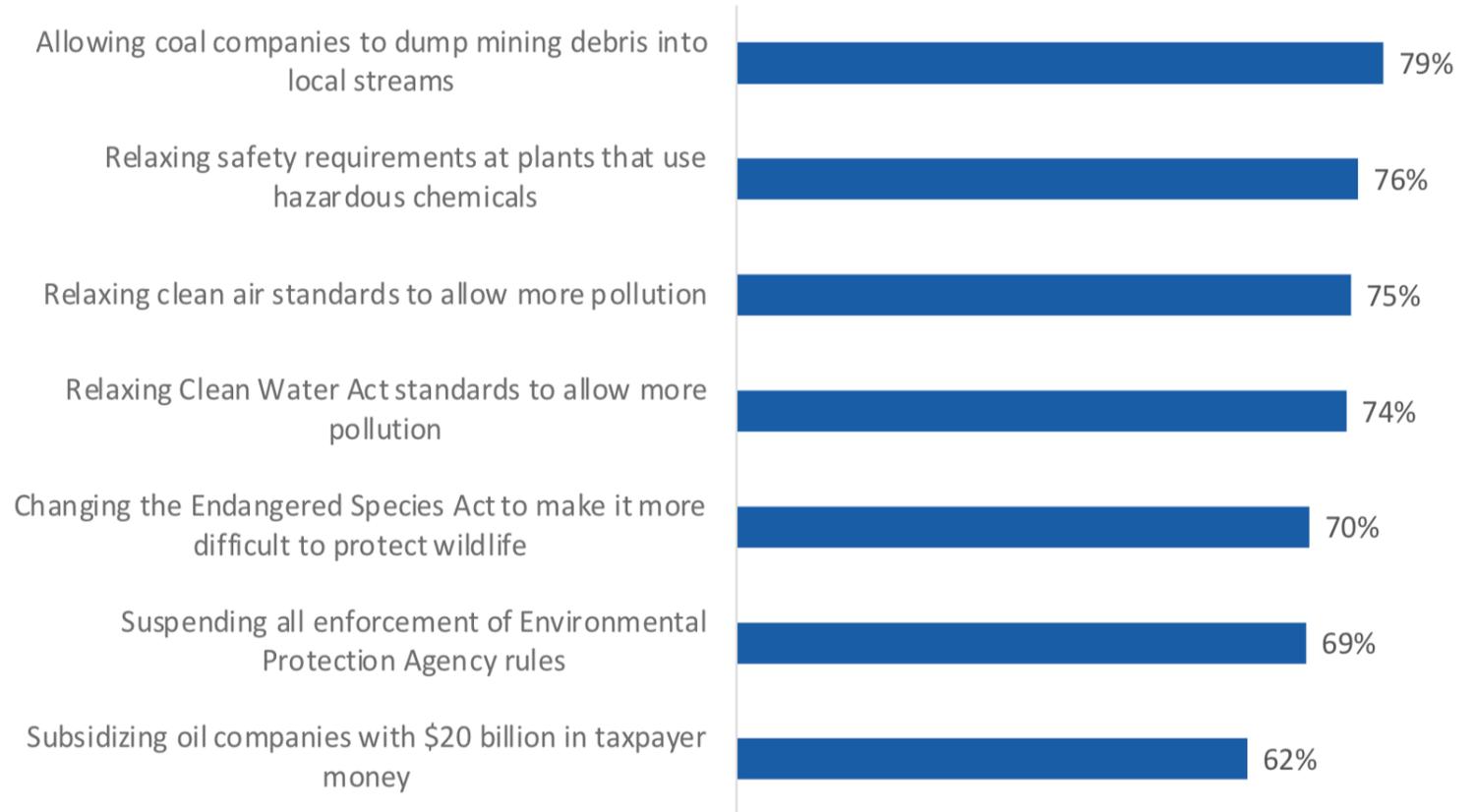
Under the Current Administration: “Surprise!”

More than half of these voters are not aware of the loosening of environmental protections under the Trump administration. At the same time, a majority find current policy changes very concerning.

Federal Regulations Regarding Pollution in Recent Years Are...?

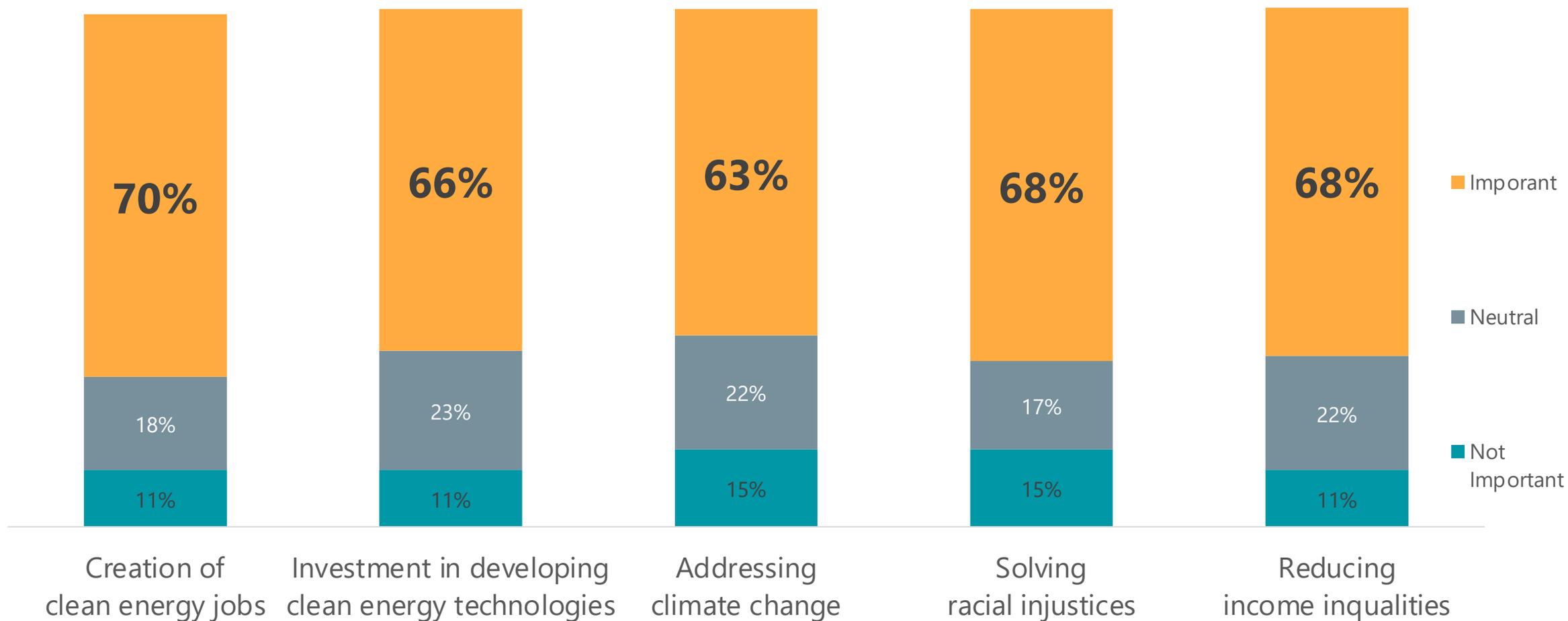


Extremely/Very Concerning



Post-COVID — “Build Back Better”

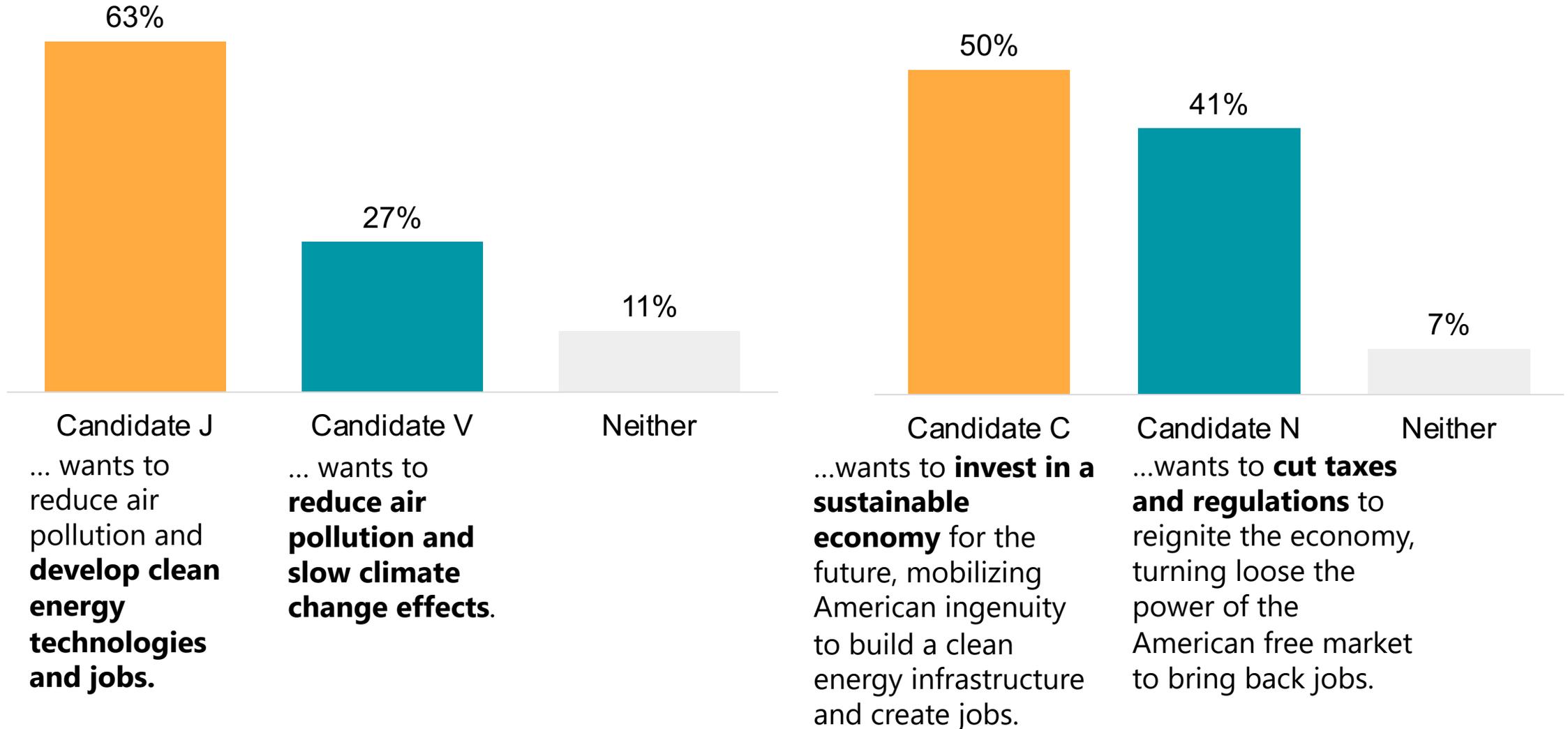
How Important Is It To Address in Pandemic Response?



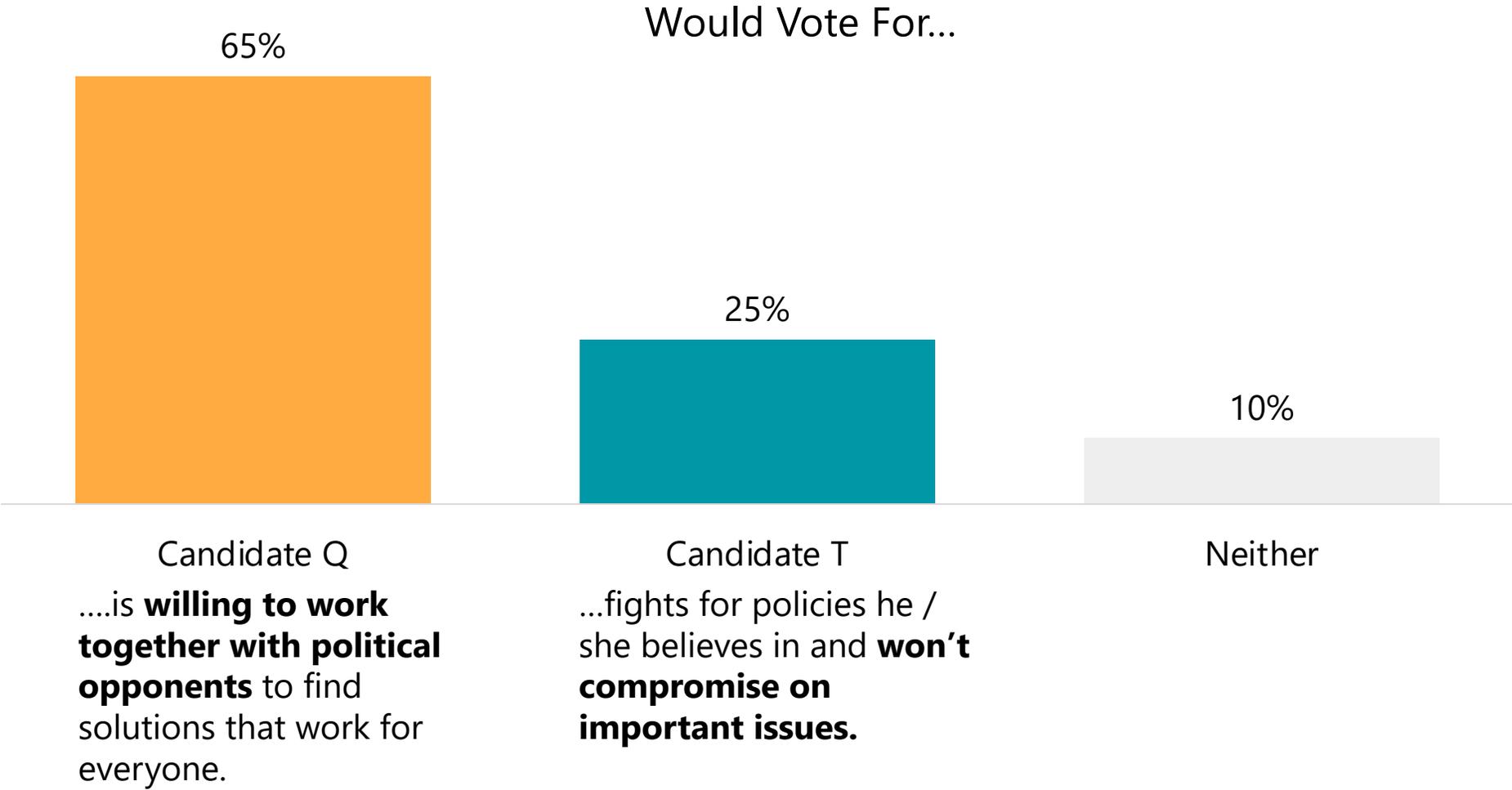
Post-COVID — “Build Back Better”

Would Vote For...

Would Vote For...

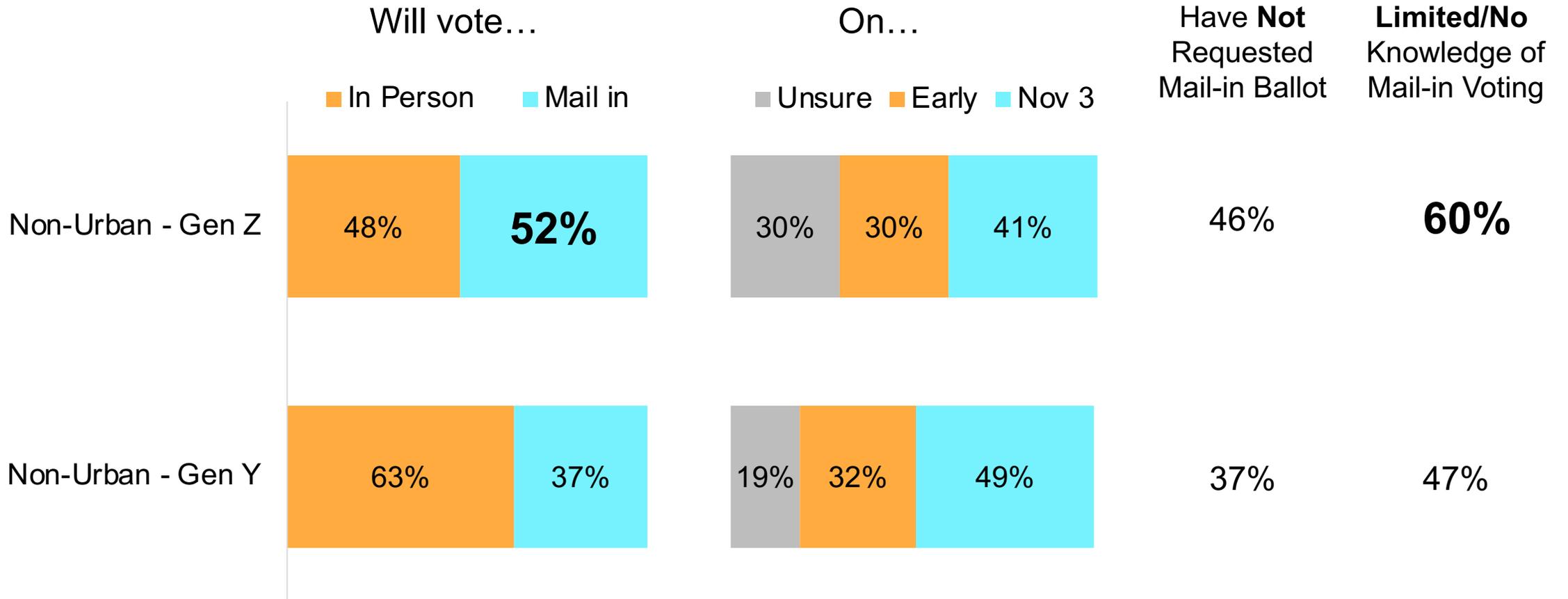


Get Beyond Partisanship — Unity vs Division



Danger:

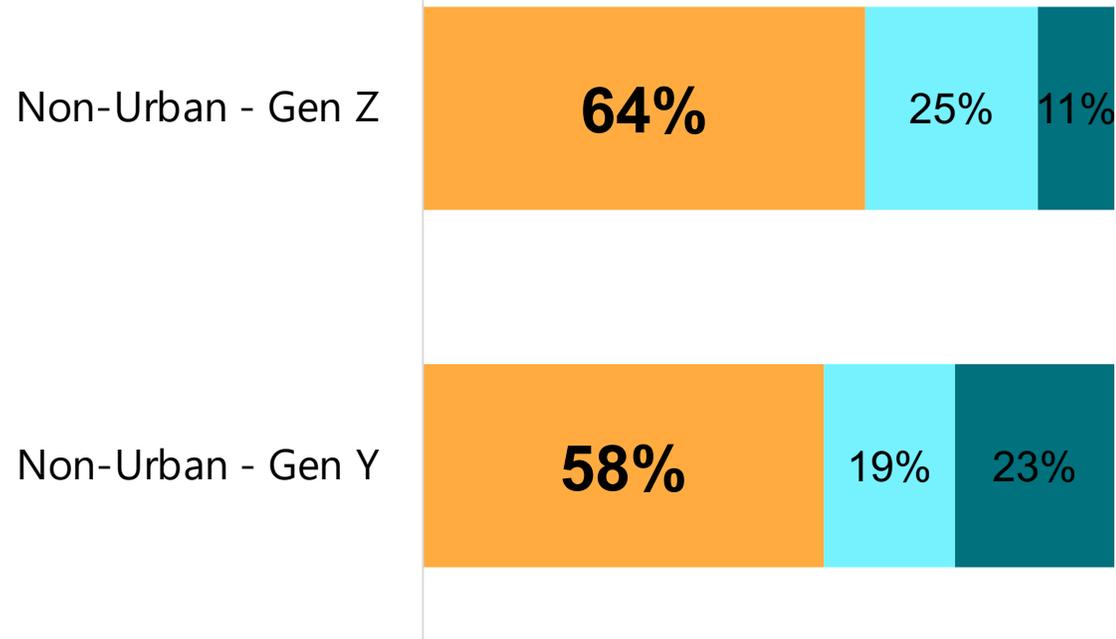
Mail-in Voting Confuses Many Non-Urban Gen Z Voters



Danger: This Cohort Is Not Being Contacted

Since Jan 2020, personally contacted
by a political party...

Not Contacted One Contact Multiple Contacts



Contacted By...

Democrats

Republicans

26%

34%

39%

33%

Recommendations

GOTV

Opportunity: 11.1 million Low-propensity / Decided

- **Contact** Ambivalent Young Voters in Non-Urban Areas to invite them to the party
 - 60% have never been contacted by any candidate from either party
 - Focus on **Gen Z**
 - 2:1 preference for Democrats
- Clear up **confusion**
 - Half intend to vote by mail
 - Yet 60% have limited or no knowledge of the mail-in ballot process
 - Vote.org

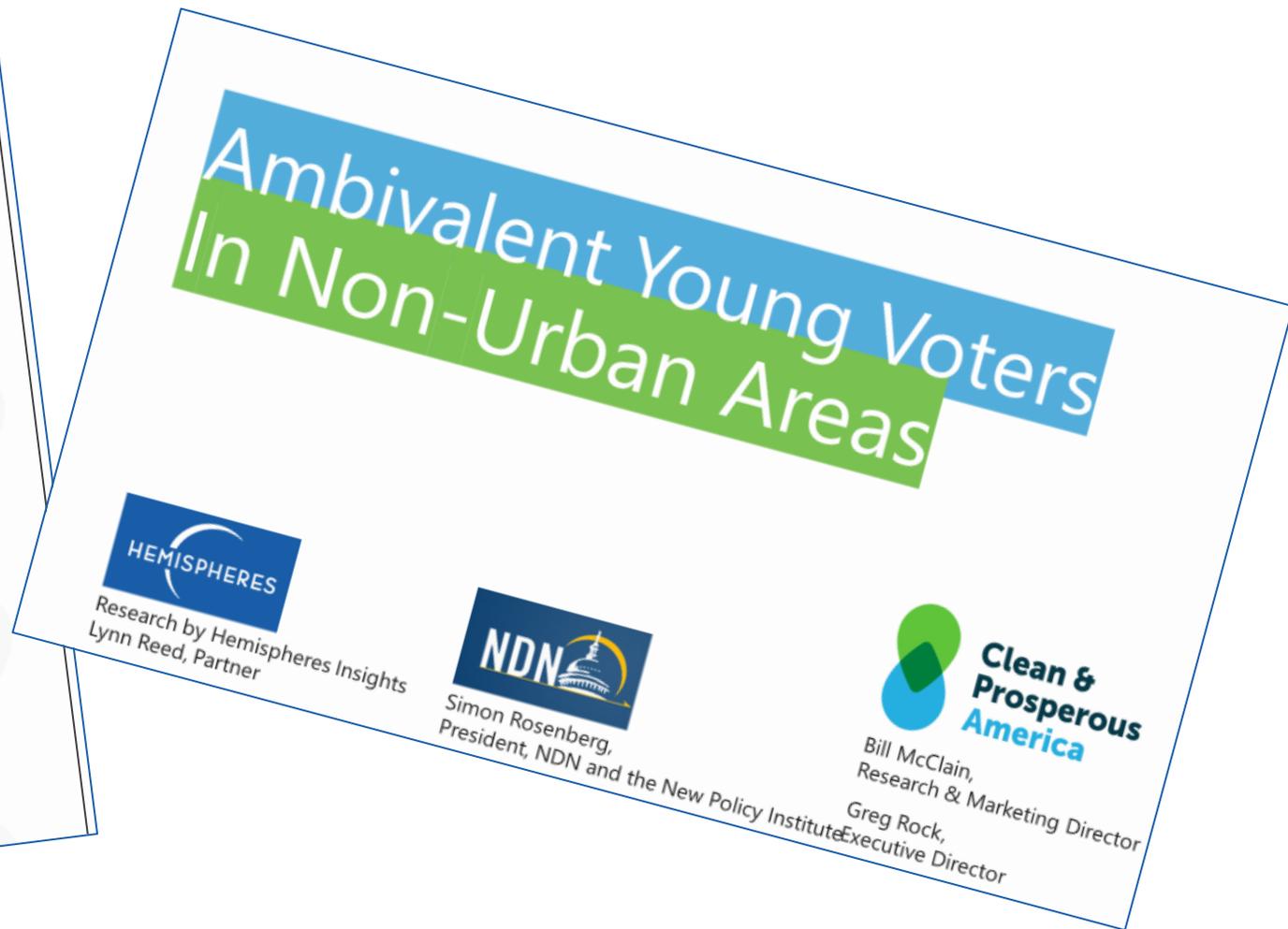
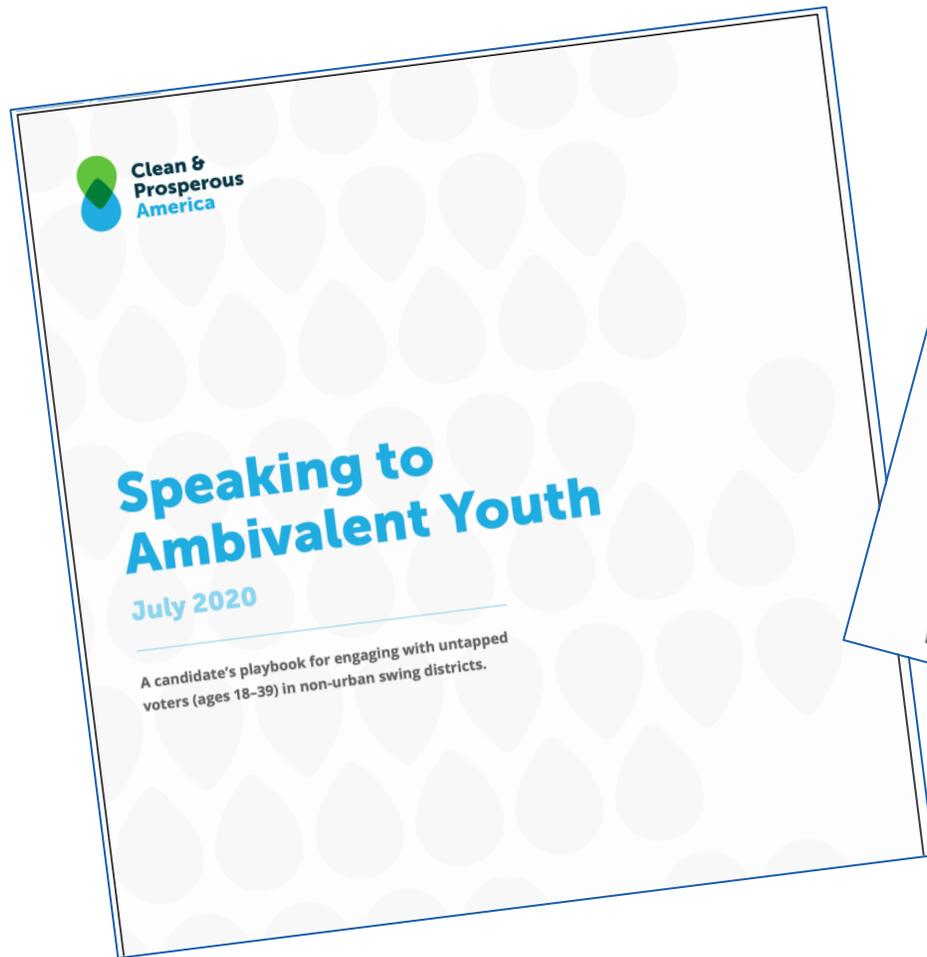


Recommendations

Persuasion

Opportunity: 4.2 million High-Propensity / Undecided

- Communicate a **positive narrative** about:
 - Unity & collaboration
 - Job creation in a clean, green post-pandemic economy
 - **Build back better** themes work and can include social justice, environmental, and economic angles
 - Avoid messaging that turns off this audience - no matter who you are engaging with publicly
- Reach young voters via:
 - Social media – 54% get news from social media
 - Volunteer networks and relational organizing
 - Texting works



Research and Recommendations Summarized in Candidate Playbook and this PowerPoint, found on cleanprosperousamerica.org



Simon Rosenberg

President, NDN and the New Policy Institute,
a think tank based in Washington, DC

“Young voters, particularly 18-29s remain a very powerful area of opportunity for Democrats in the home stretch. But like all voters Democrats should only expect them to vote for them if they are asked and asked in culturally appropriate and compelling ways. Both the CIRCLE poll and the new one from Clean and Prosperous America suggest that Democratic campaigns still have work to do to reach and connect with many millions of these young voters still very open to voting for them.”

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Questions?