

January 28, 2020

TO: Interested Parties

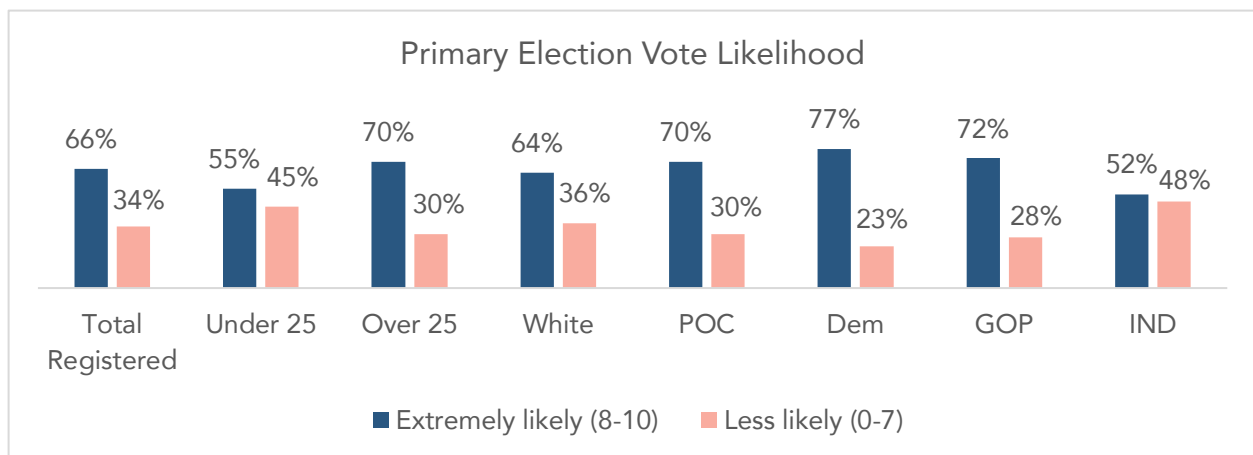
FROM: HIT Strategies and Alliance for Youth Action

PRIMARY ELECTION FINDINGS FROM NATIONAL YOUTH SURVEY

Alliance for Youth Action commissioned HIT Strategies to conduct an extensive survey of young registered voters (and non-voters) to explore their attitudes, behavior, and engagement toward the upcoming 2020 election. While the survey covers a wide range of topics, this memo focuses specifically on young voters' perceptions toward the Democratic primary and the role they will play as the biggest eligible voting bloc in the Democratic electorate. Overwhelmingly engaged and unwilling to coalesce a majority around a single candidate, young voters are the swing voters of this Primary.

These are the four key findings pertaining to the upcoming Democratic Primary elections conducted between January 8-19, 2020 among registered voters nationwide, age 17-35¹.

1. **Young people are extremely likely to vote in the primary.** Across all demographics, a majority of young people say they are extremely likely to participate in the upcoming Presidential Primary in their state. This number is heightened among self-ID Democrats, of whom 77 percent say they are extremely likely to vote in the upcoming Presidential Primary election in their state. Younger voters – those under age 25 – are the least likely to vote in the upcoming primary elections, with only 55 percent saying they're extremely likely to vote.

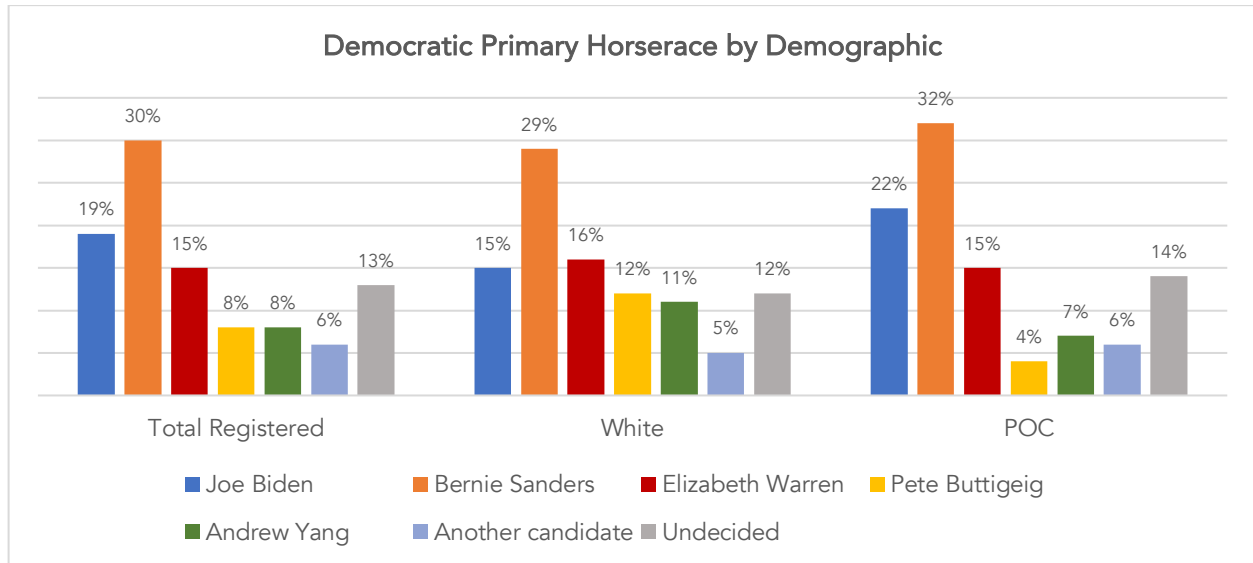


¹ Online panel survey conducted by HIT Strategies on behalf of Alliance for Youth Action, January 8-19, 2020. Sample of 1000 registered voters, age 17-35 nationwide, with a 200-oversample of unregistered voters. The margin of error for the registered voters sample is +/- 3.1%, and for the non-voting sample is +/- 6.9% with a 95% confidence interval.

2. **Many young voters that are likely to participate in the Democratic Primary have not seen, heard, or been directly contacted by Democratic Presidential candidates.** Only fifty-nine percent of young Democrats have seen political ads on TV or online. At least fifty-eight percent have never been contacted directly by, text message, phone, or at their door, and thirty-five percent of young Democrats have not received an email from a campaign. Democratic candidates have an overwhelming opportunity to capitalize on a highly engaged young electorate (40 percent have watched a debate or forum), but they must employ the digital, mobile, and hand-to-hand communications efforts that have proven most effective with young voters.

How often have you heard from any of the Democratic Presidential Candidates in the following formats in the last couple of months?	Registered (Very/smw/ Often)	Dem (Very/smw/ Often)	IND (Very/smw/ Often)	Registered (Never)	Dem (Never)
Seen political ads about a candidate on TV	57%	59%	56%	15%	11%
Seen political ads about a candidate online	57%	68%	49%	15%	9%
Heard political ads about a candidate on the radio	34%	38%	33%	30%	30%
Received emails from a political candidate	28%	40%	21%	46%	35%
Received text messages from a political candidate	16%	22%	12%	64%	58%
Talked to someone from a candidate's campaign team on the phone	12%	15%	9%	67%	61%
Talked to someone from a candidate's campaign team at your house	13%	13%	14%	69%	68%
Watched the presidential candidates in a debate or forum	40%	51%	33%	27%	17%

3. **No Democratic Primary candidate maintains a majority support amongst young voters, many remain undecided or are supporting a candidate below two percent.** Among young voters likely to participate in the Democratic Primary, Bernie Sanders is at the top of the pack with 30 percent support, followed by Joe Biden with 19 percent, and Elizabeth Warren with 15 percent. Though Bernie Sanders has a plurality of support among almost all demographics of young people, no candidate has built a majority coalition of support from this critical voting bloc, with enough young voters remaining undecided to swing this election to any of the top candidates.



- Candidates have work to do to convince young voters who will continue shopping as the race consolidates. While a majority of Biden, Sanders, and Yang voters say they will remain committed to their first-choice candidate, at least thirty percent of their voters will shop for alternatives if their path to victory narrows. Amongst Warren, Buttigieg, and all other candidates’ supporters, the overwhelming majority will not remain committed or will be making a decision as their primary vote date approaches – leaving opportunity for candidates to continue making their case to young voters.

If [CANDIDATE] were still on the ballot in your state’s primary/caucus but they had no clear path to become the Democratic Nominee, would you...	Biden Voters	Sanders Voters	Warren Voters	Buttigieg Voters	Yang Voters
Would still vote for them	52%	68%	39%	32%	64%
Would vote for someone else	29%	20%	41%	45%	16%
Would not vote	6%	1%	0%	10%	2%
Don’t know/Ref	13%	11%	20%	14%	18%

As voting commences in early states and the Democratic field begins to consolidate, young voters remain incredibly engaged in this primary cycle. With many of them remaining undecided, uncommitted, or unsure about participating at all, Democratic Primary Candidates have an opportunity to mobilize the biggest swing voting bloc in the electorate with the power to determine the outcome of the 2020 Democratic Primary.