

FEBRUARY 2021



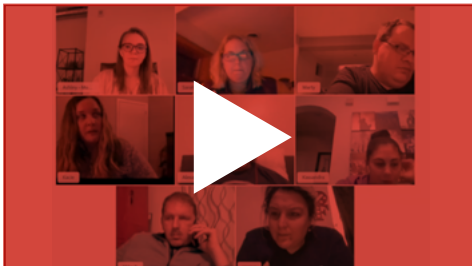
## Raising the Stakes for Young Voters on Insurrection & Impeachment

*Future track are insights about voters age 18-39 collected from reoccurring focus groups and polls conducted monthly with young voters age 18-39. The following key findings are from focus groups conducted between January 17-31, 2021.*

1

### REACTIONS TO INSURRECTION

Young voters strongly disapprove of the insurrection at the U.S. Capitol and see it as a perpetuating the divisions in America that are more about race than politics.



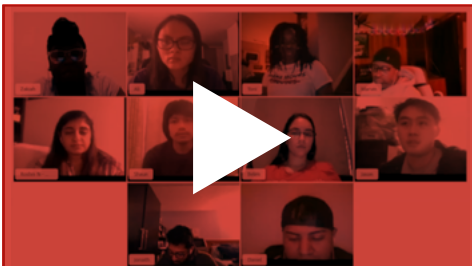
#### STRATEGY

Leverage disapproval of insurrection to increase support for accountability of ALL responsible parties and position Republicans as the perpetrators of division before they exploit the “unity” narrative.

2

### WHO'S AT FAULT

While some Republicans are seen as complicit, Donald Trump is ultimately seen as inciting the insurrection at the U.S. Capitol.



#### STRATEGY

Implicate Republican Members and prevent them from scapegoating Donald Trump and avoiding accountability.

3

## HOLDING THEM ACCOUNTABLE

While young voters insist on the rioters being arrested and Trump convicted by the Senate, there is little demand for Republicans in Congress that contributed to the insurrection to face the same consequences.



### STRATEGY

Expand the definition of accountability for Republican Members in Congress beyond just jail or impeachment and position young voters as way to hold them accountable in upcoming elections.

4

## RAISING THE STAKES

Many young voters are not aware of the most incendiary details of the insurrection but raise the stakes on accountability once they are informed.

### STRATEGY

Communicate details such as “inside job” of some Republican members, assassination attempts against leaders from both parties, and continued effort of 147 Members of congress still promoting the “big lie” about the election that prompted the insurrection.

What details of the Jan 6 insurrection concern you the most?	TOTAL
Several Republican in Congress are being investigated for providing information to the rioters before and during the insurrection	64%
On January 6th, 15 were injured, 50 hospitalized, and a police officer was killed defending the Capitol	14%
Plots were discovered to assassinate the Speaker Nancy Pelosi and chants of “Kill Mike Pence”	9%
Nooses were hung outside the Capitol	9%
The Confederate battle flag was flown in the halls of Congress for the first time ever	5%



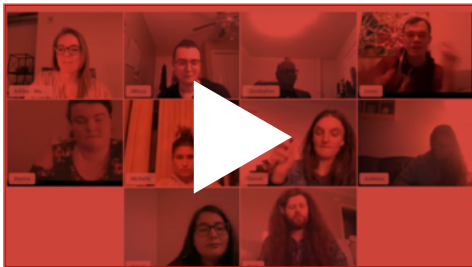
“So these are some of those powerful people in the world [members of congress] and they are not only complicit with white supremacist insurrectionist, but they are assisting like aiding and abetting. So that’s just to know that there’s such vitriolic white supremacist sentiments in our capital is very scary.”

Young White Woman

5

## RESPONSE OF CAPITOL POLICE

Young voters overrepresented in BLM protest during the summer of 2020 so the disproportionate use of force toward the insurrectionist reinforce their perceptions of structural racism and their demands to reform the police.



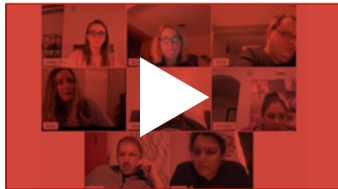
### STRATEGY

Adamantly reject any comparison between peaceful BLM protestors and violent domestic terrorist while acknowledging the disproportionate use of force as evidence that systemic bias in law enforcement must be addressed.

6

## WHAT TO SAY DURING IMPEACHMENT

While young voters support convicting Donald Trump they remain conflicted on whether Congress should just turn the page on the Trump administration to immediately pursue COVID relief.



### STRATEGY

1. Democrats must pursue AND message the impeachment and COVID-19 simultaneously.
2. Discuss impeachment as an opportunity to prevent the threat of Trump pursuing public office in the future.
3. Discuss accountability as a necessary first step of healing and uniting. We must correct the “big lie” about the election in order to move on to governing.
4. Declare the unity of Democrats and Republicans from around America united to accept the outcome of the election, united to condemn the insurrection, united in their call for accountability...invite Republicans in Congress to join us in unity.

As the next administration and Congress take office, which of the following statements do you agree with?	TOTAL
The Democratic Congress and White House should hold hearings and investigations to ensure that Donald Trump and others responsible for storming the capital are held accountable before moving on to their legislative agenda.	60%
The Democratic Congress and White House should move immediately to advance an agenda that will result in progress for the American people and start turning the page on the Trump administration.	27%
Neither	13%