



# Survey

# Trump will win the Millennial Vote!

## Our Millennial Issue

**Trump will win the Millennial vote!!  
...Or will he ?**

Electoral Science Institute surveyed 1500 Americans, mostly young adults, to find out their beliefs, opinions and attitudes across a spectrum of issues but most importantly, to determine their Passion Point

Millennials see the system as “rigged”. Will they engage to change it and make it “Fair”?

TOPIC	Millennials Responses
<b>Fairness or Equality:</b>	<b>65%</b> of Millennials said it is more important to be fair than equitable
<b>Laws:</b>	<b>57.5%</b> of Millennials believe that political leaders should do what’s fair vs. what is best for most Americans
<b>Social Justice:</b>	<b>59.5%</b> of Millennials did not believe that people should be forced to pay for something they don’t believe in
<b>Opportunity:</b>	<b>70%</b> of those same people believed that equality of opportunity was more important than equality of outcome.
<b>Immigration:</b>	<b>70%</b> of Millennials said that Border Security was more important than Open Borders
<b>Guns:</b>	<b>64.7 %</b> of Millennials support gun ownership
<b>Freedom:</b>	<b>66.5%</b> of Millennials feel that their personal freedom is more important than their personal security
<b>Elections:</b>	<b>62%</b> of Millennials do not believe the way we elect a President is fair

### Fairness.... The Millennial Passion Point

Millennials have strong opinions on a variety of issues, but it was Fairness that rated the highest on ESI’s **Passion Point Index™** survey. The overriding issue of Fairness seems to permeate all other issues Millennials care about, either directly or indirectly. It is one of, if not THE seminal issue and clearly impacts a whole host of other issues they support and why.

*Millennials will likely migrate over to Trump, if and when Trump touches their Passion Point!*

**Advantage Trump?**

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[www.electoralscienceinstitute.org](http://www.electoralscienceinstitute.org)

## Fairness.... A Millennial Passion Point Advantage Trump?

Millennials define fairness as everyone starting at the same level—their disadvantages wiped away, their futures determined by how hard they work. But many seem shortsighted, thinking of the poor as themselves: young, ambitious, with their whole lives ahead of them. When voting on the issue of government provided handouts most Millennials tend to focus on the short-term rather than considering the long-term effects of these programs. They want an immediate one-time boost in order to start earning, not a permanent government sponsored salary. They think some people will take advantage of the system, but it is worth the risk to help everyone else succeed. *Millennials understand fairness means equality of opportunity, not equality of outcome. In that they differ significantly from the "older" generation of (mostly) Democrats.*

Our survey also clearly shows why the outsider, be it Sanders or Trump, has gained support among Millennials. No other group sees the system as "rigged" more than they do. Millennials also relate to outsiders as they are both "new" to the political process. They are less apt to be restricted by labels or conventional behavior and identity politics, and are more willing to experiment. This again speaks towards why Sanders has such levels of support and why the Millennials are receptive to Trump's message as well. The question now becomes, with Clinton the presumed Democratic nominee, what will Bernie's supporters do? Some will of course vote for Clinton and some will likely stay. However given our survey results, some will absolutely migrate over to Trump. The question remains how many and why, even if begrudgingly.

When it comes to this year's Presidential election the most important fact is that Millennials is focus solely on fairness of opportunity. They hope the outcome is close to equal but will accept the fact that it may not be. There seems to be a certain libertarian quality to their approach to politics. That is a huge break from the older groups who tend to be left of center. The political spectrum is not linear, it is circular. If a voter goes too far "left" they will end up "right". This potentially bodes well for Trump and explains why there is some cross over appeal from the Sanders supporters. The numbers in our polling data bear this out as well. At least 6 of the 8 key issues from our survey (listed on Page 1) align with Trump or at least his espoused positions. Boil it all down and the Passion Point of Fairness is clearly evident amongst Millennials and aligns pretty strongly with both Sanders AND Trump. In the General election against Clinton, in terms of Millennials, ADVANTAGE TRUMP.

"Everyone should have the same opportunity...what you do with it determines your outcome."

### What is special about America?

*"Passion, pride, freedom, rebelliousness, and the arrogance (in a good way)."*

For more information on ESI's Passion Point Index™ survey of Understanding Millennials with details and insights behind the numbers on Immigration, Guns and the 2<sup>nd</sup> Amendment and Voter Empowerment, contact Robert Chernin at 571-386-1976

Electoral Science Institute is a 501c non-profit corporation. ESI is a research and educational organization dedicated to studying the relationship between human behavior and electorate patterning. ESI combines the power of Big Data with the insights of Behavioral Science to expand the universe of identifiable and persuadable voters.

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