



UMass Lowell Survey of Millennials

November 30-December 10, 2018

N=1000 U.S. Registered Voters, Ages 18-37, Adjusted Margin of Error: 3.4%

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

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Do you have a question about this poll? If so, tweet @UML_CPO and we'll get back to you.

HIGHLIGHTS

American Millennials Skeptical of Trump's Job as President, Behavior

UMass Lowell has conducted a national survey of millennials in the United States in the wake of the 2018 midterm elections, which saw historic turnout for young voters. We define millennials broadly, as voters born in 1981 and after.

Donald Trump has a job approval rating among millennials of 38%, with 62% of millennials saying that they disapprove of his job as president. Only 37% of millennials view the President favorably, while 57% view him unfavorably. Of all the persons that we asked respondents about, Donald Trump has the largest unfavorable gap, at -20. The survey was conducted immediately after the 2018 midterm elections, but millennials, even though they are more likely to identify as Democratic, as a bloc view the President on largely similar terms to the general public. More than 80% of Republican-identified millennials approve of the job Donald Trump is doing as president.

The vast majority of Millennials also do not like President Trump's behavior on Twitter. 68% of millennials in the sample say that President Trump tweets too much, while only 6% say he tweets not enough, and 26% say he tweets about the right amount. The difference is even more stark among Mr. Trump's staunchest supporters: 40% of Republicans, 36% of people who identify as very conservative, and 19% of those who approve of the job he is doing as president say that Mr. Trump tweets too much.



Low Favorables for Twitter and Facebook

Among the most online age cohort, we find low favorability ratings for Twitter and Facebook. Only 37% of millennials view Twitter favorably, while 50% view it unfavorably. Likewise, just 37% of millennials view Facebook favorably, while 54% view it unfavorably. Millennial men in particular view these platforms even more unfavorably; 32% of men view Facebook favorably, while 59% view it unfavorably. Similarly, 35% of men view Twitter favorably, while 53% of men view it unfavorably. The two platforms are most underwater among those who do not identify with or lean towards any political party; only 28% of self-identified independents view Facebook favorably, while only 32% of self-identified Independents view Twitter favorably. Facebook especially has, from other reports, nearly full market saturation among Americans under 37, yet most Americans between the ages of 18 and 37 don't like it.

Hot-Button Issues

Consistent with other findings about the importance of the gun issue to young voters, millennials show support for increased restrictions for purchasing and carrying firearms, with 60% supporting more restrictions, 21% saying there are currently about the right amount of restrictions on purchasing and carrying guns, and only 18% calling for fewer restrictions. While Democrats and Independents support more restrictions at higher rates than Republicans in the sample, 35% of Republican millennials support more restrictions on firearms, compared to 26% of them who say there should be fewer restrictions on firearms.

Turning to immigration, millennials demonstrate far less liberal attitudes than on other issues. When asked about immigration policy in general, 35% of millennials said that the United States should let in more people from other countries, while 34% said the U.S. should let in fewer people from other countries. 30% said that the U.S. lets about the right amount of people in from other countries. Breaking down by racial groups, white millennials support more and less immigration at about equal rates, while black millennials favor letting in fewer immigrants by 32% to 27%. Latino millennials, by contrast, support letting in greater numbers of immigrants by 39% to 29%.

2020 Candidates

As the Democratic primary field expands, we were not able to ask respondents about all potential candidates. We asked millennials about their feelings about Donald Trump, Joe Biden, Beto O'Rourke, Bernie Sanders, and Elizabeth Warren.

We find that on the generic ballot, 27% of millennials favor re-electing Donald Trump in 2020, while 54% say they will support the eventual Democratic nominee. 9% say they plan to support another candidate, while another 10% are undecided.



The Democratic field shows interesting trends as well. Sanders and Biden are the most well-liked among the Democratic candidates we asked about, with 54% of millennials having a favorable impression of Sanders and 51% having a favorable impression of Biden. Only 40% have a favorable impression of Elizabeth Warren, and 36% have a favorable impression of Beto O'Rourke, but both candidates have substantial name recognition problems; 23% of the sample skipped the question about Warren and 36% skipped the question about O'Rourke, indicating that both are not particularly well-known among millennial registered voters.

Other Findings in the Poll

- Of the three cable news networks, millennials have the most favorable impression of CNN, with 39% viewing the network favorably compared to 46% viewing it unfavorably. The numbers are worse for MSNBC and Fox News, with 35% of millennials viewing MSNBC favorably and 45% viewing the left-leaning network unfavorably. 32% of millennials have a favorable impression of Fox News, while 59% view it unfavorably. Self-identified political independents have particular dislike of Fox News, with 70% viewing it favorably and 20% viewing it unfavorably. The favorability gap for Fox News is worse among independents than it is among self-identified Republicans (59 favorable/30 unfavorable) and Democrats (23% favorable/60% favorable)
- When asked how often they could trust the government in Washington to make decisions in a fair way, 60% of millennials said less than half the time, while 23% said more than half the time, and 17% said exactly half the time. These numbers are about even across income categories, but older millennials seem to trust the government more; 55% of respondents said that they could trust the government less than have the time compared to 60-62% in the other age categories.