

NEW SURVEY FINDS NEXT GENERATION OF VOTERS MOTIVATED TO MAKE POSITIVE CHANGE IN 2018 MIDTERMS

Most young people feel the midterm elections will bring about change and will give them a say in how the government works.

CHICAGO, July 30, 2018 — The next generation of potential voters are poised to turn their political pessimism into action in the 2018 midterms, according to the latest wave of the MTV/AP-NORC Youth Political Pulse Survey of Americans age 15 to 34. Sixty-two percent of young people believe that their generation is motivated to make positive changes in the U.S., and 63 percent say that voting in the 2018 midterms will allow their generation to affect real change in the government.

While many young people express optimism, the survey found a great deal of pessimism about where the country is headed. Fifty-seven percent say they are doubtful that people of different political views can come together and work out their differences, and less than 1 in 5 hold out hope that these political divisions will heal over the next five years. Just 1 in 10 have felt positive or excited about the state of the country in the past month, and about 7 in 10 say American politics are dysfunctional.

When it comes to deciding how to vote in the election, those who will be eligible to vote this November are likely to take into account a number of policy issues instead of a single issue. Forty-nine percent of eligible voters cite 5 or more issues as being most important to their vote choice.

“Young people are expressing excitement for candidates who care about the issues that affect them and their generation,” said Trevor Tompson, vice president for public affairs research at NORC. “When it comes to the issues that young people care about, they cite health care, immigration, and the economy as the most important. It remains to be seen how this excitement translates to voter turnout, but most young people believe that their generation is motivated to make positive change.”

Key findings from the survey include:

- Six in 10 say that their generation is feeling motivated to make positive change in the country. And 79 percent think leaders from their generation would do a better job running the country.
- Political candidates that care about the issues that affect the younger generation generate the most excitement. Candidates who are white and older are among those who generate the least excitement.
- Heading into the general election, less than a quarter are confident they have enough information about the candidates for the 2018 midterms to make an informed choice.



- Overwhelmingly, young people think their generation is poised to do a better job than politicians currently in office. Four in 5 say leaders from their generation will be better at running the country, while 1 in 5 say current leaders are preferable.

About the Survey

This survey is the third in a multiwave series of polls highlighting voices of the youngest generation of voters age 15 to 34. It was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from MTV and NORC at the University of Chicago. Staff from NORC at the University of Chicago, The Associated Press, and MTV collaborated on all aspects of the study.

Data were collected using AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between June 21 and July 9, 2018, with young people age 15 to 34 representing the 50 states and the District of Columbia. Interviews were conducted in both English and Spanish, depending on respondent preference. Adult panel members age 18 to 34 were randomly drawn from AmeriSpeak, and 878 completed the survey—853 via the web and 25 via telephone. In addition, teen panel members age 15 to 17 were drawn from AmeriSpeak Teen, and 152 completed the survey—148 via the web and 4 via telephone.

Detailed information on the study's methods is available at www.apnorc.org.

About MTV

MTV is the leading youth media brand inspired by music, in nearly 180 countries and 450 million homes around the world, connecting with over 350 million fans across all social media platforms. A unit of Viacom Inc. (NASDAQ: VIAB, VIA), MTV operations span cable and mobile networks, live events, and the new MTV Studios unit which produces original and reimagined content for SVOD and linear networks based on MTV's library of over 200+ youth titles and franchises.

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The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

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