



The Associated Press-NORC  
Center for Public Affairs Research

# NEW SURVEY FINDS THE NEXT GENERATION OF VOTERS' INTEREST IN THE MIDTERM ELECTION OUTPACES THEIR INTENT TO VOTE

*Young people who identify as Democrats are more engaged in the midterms this year.*

CHICAGO, October 24, 2018 — While the next generation of potential voters say voting is very important, young Democrats are more likely than young Republicans to encourage others to vote and more apt to plan to vote themselves, according to the latest wave of the MTV/AP-NORC Youth Political Pulse Survey of Americans age 15 to 34.

Thirty-nine percent consider the federal government to be a threat to life and liberty; 58 percent regard it as a protector. Most young people think the government should do more to help needy Americans and would like to see an expansion of government services.

“Fifty-eight percent of young people are now paying attention to news about the election, up from 48 percent in April,” said Trevor Tompson, vice president for public affairs research at NORC. “Healthcare, immigration, and the economy are the issues most often on young people’s minds as they decide to cast a ballot.”

Key findings from the survey include:

- Compared to March of this year, fewer young people now say that people like themselves can do little or nothing to affect government policies (62 percent to 52 percent).
- Fifty-four percent get information about this year’s candidates from social media, but only about a quarter share their views using that medium.
- Two-thirds of young people favor universal health care, tuition-free college education for all Americans, and an increased minimum wage. About 6 in 10 would like to see guaranteed employment, an end to government surveillance of private communications, and legalization of recreational use of marijuana. Only about 4 in 10 support reducing government regulation or repealing the income tax.
- About a third of young people say they are likely to encourage their family and friends to vote in November.

## **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 September 20 and October 8, 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 893 completed the survey—877 via the web and 16 via telephone. In addition, teen panel members age 15 to 17 were drawn from AmeriSpeak Teen, and 159 completed the survey—153 via the web and 6 via telephone.

Detailed information on the study’s methods is available at [www.apnorc.org](http://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.

#### **About The Associated Press-NORC Center for Public Affairs Research**

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world. [www.apnorc.org](http://www.apnorc.org)

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NORC at the University of Chicago is an objective, non-partisan research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge. [www.norc.org](http://www.norc.org)

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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