

# Ambivalent Young Voters In Non-Urban Areas



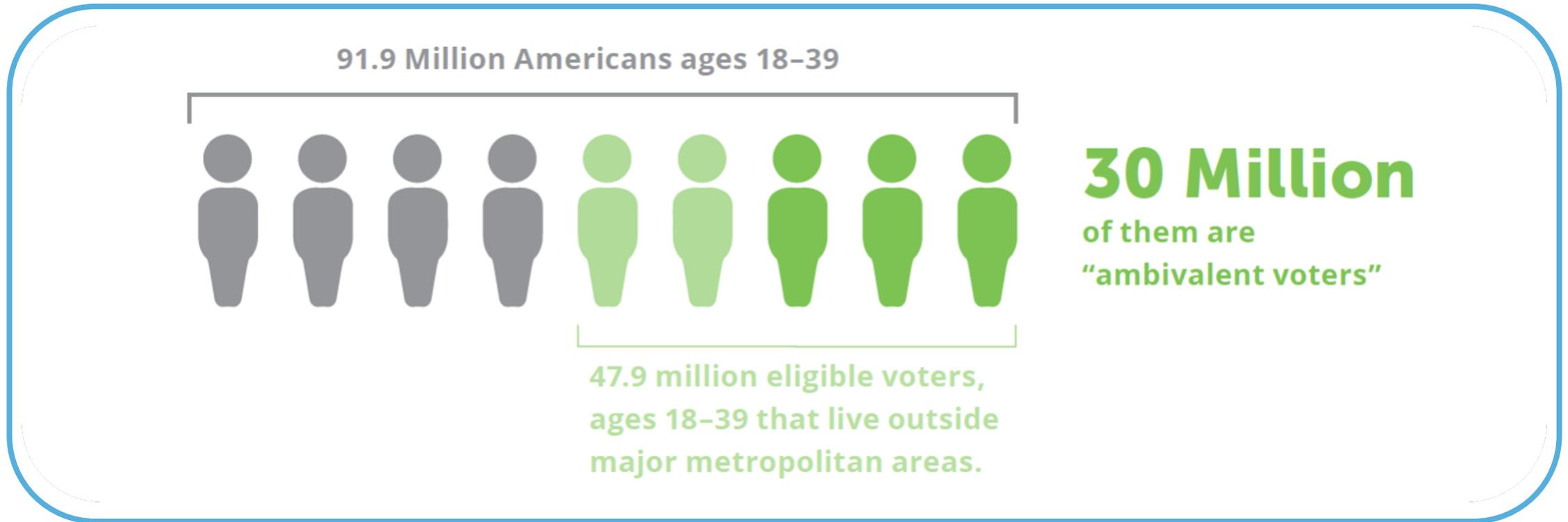
Research by Hemispheres Insights



**Clean &  
Prosperous  
America**

Bill McClain,  
Research & Marketing Director

We found **30 million** “Ambivalent Young Voters” who are largely ignored by political forces



This influential segment has **gone untapped by mainstream efforts** — our work to engage Ambivalent Young Voters in rural and suburban areas fills that gap

# Data Driven Organization

CaPA based its **messaging resources** on the results of a **multi-month quantitative and qualitative** research endeavor:

**1,760** respondents surveyed nationwide

Four **2-hour focus groups** with 29 total participants

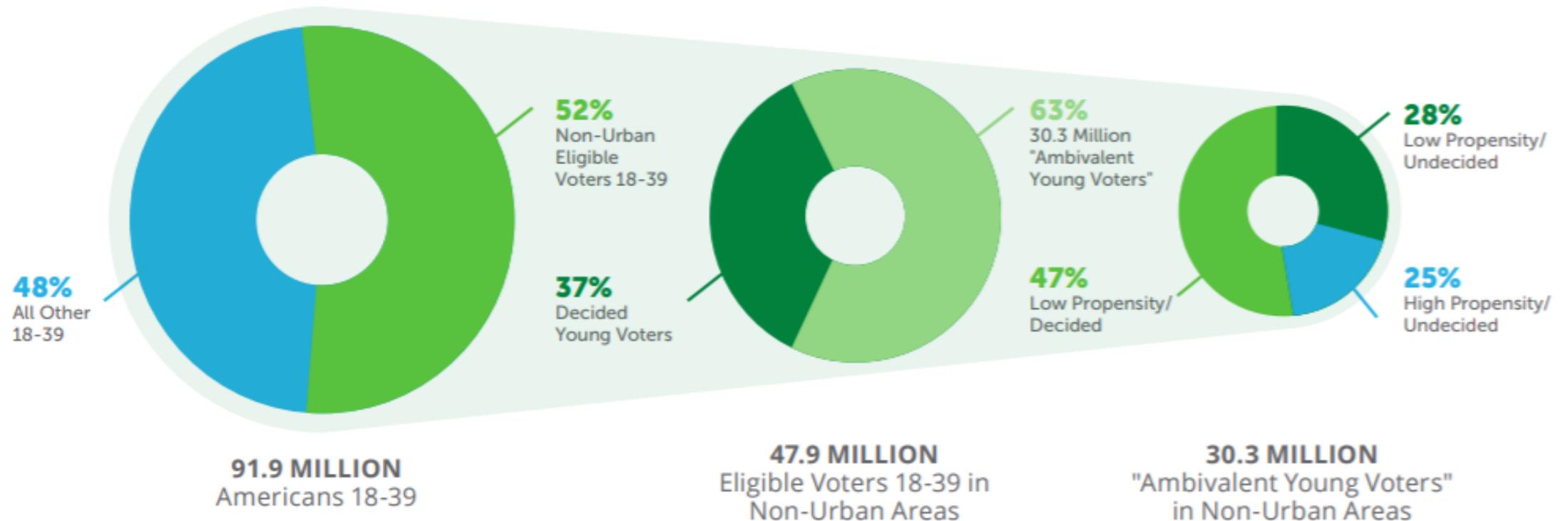
**900** respondents surveyed in AZ, MI, and PA



# Ambivalent Young Voters Not in Urban Areas

Ambivalent voters are defined as eligible voters who are not registered, exhibit infrequent voting habits, and/or are undecided in their candidate for the 2020 presidential election, as of Feb. 2020. There are approximately 30 million of these voters, representing 63% of the total.

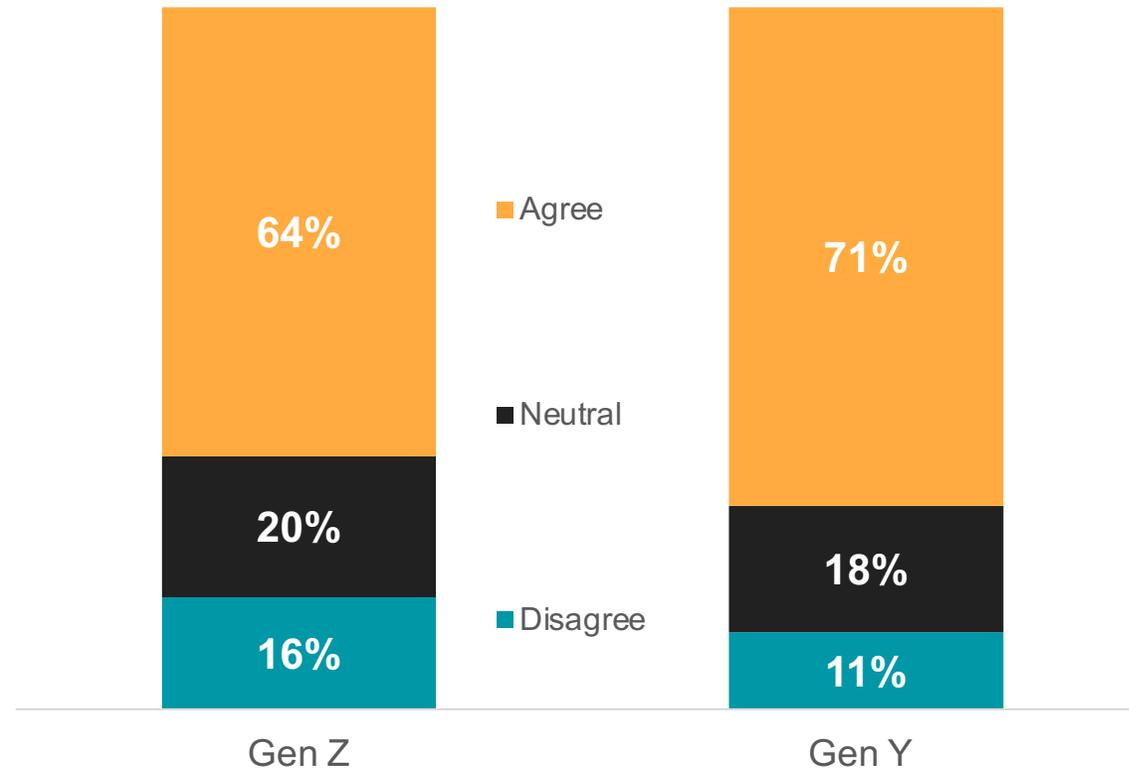
## AMBIVALENT YOUNG VOTER AUDIENCE SIZING<sup>1</sup>



# Party Affinity

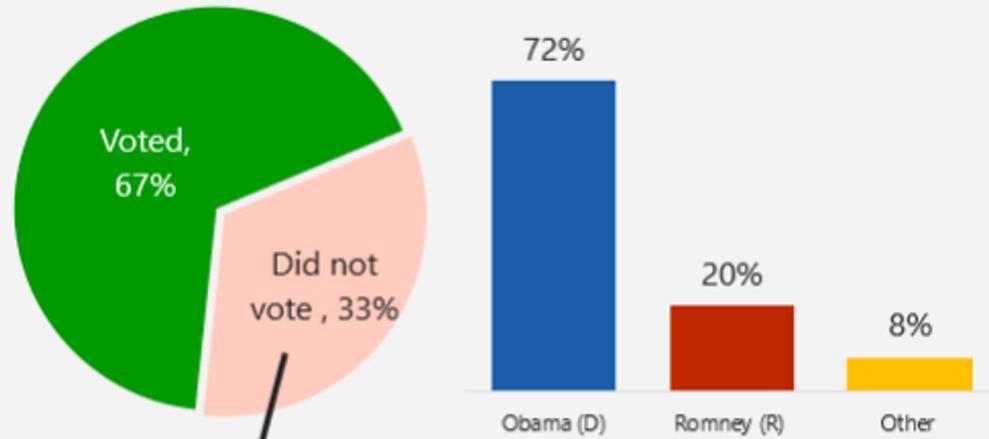
These voters are fiercely independent, with a large majority of them eschewing party affiliation.

“I vote for the person, not the party”



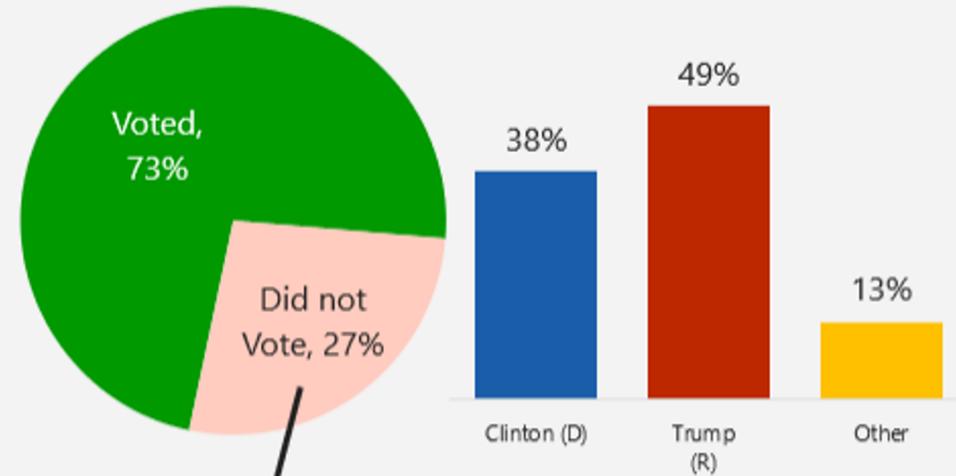
# A Generation of Uncommitted Swing Voters

**Gen Y - 2012 Presidential**



Not registered 14%  
Registered but didn't vote 9%  
Not old enough 10%

**Gen Y - 2016 Presidential**



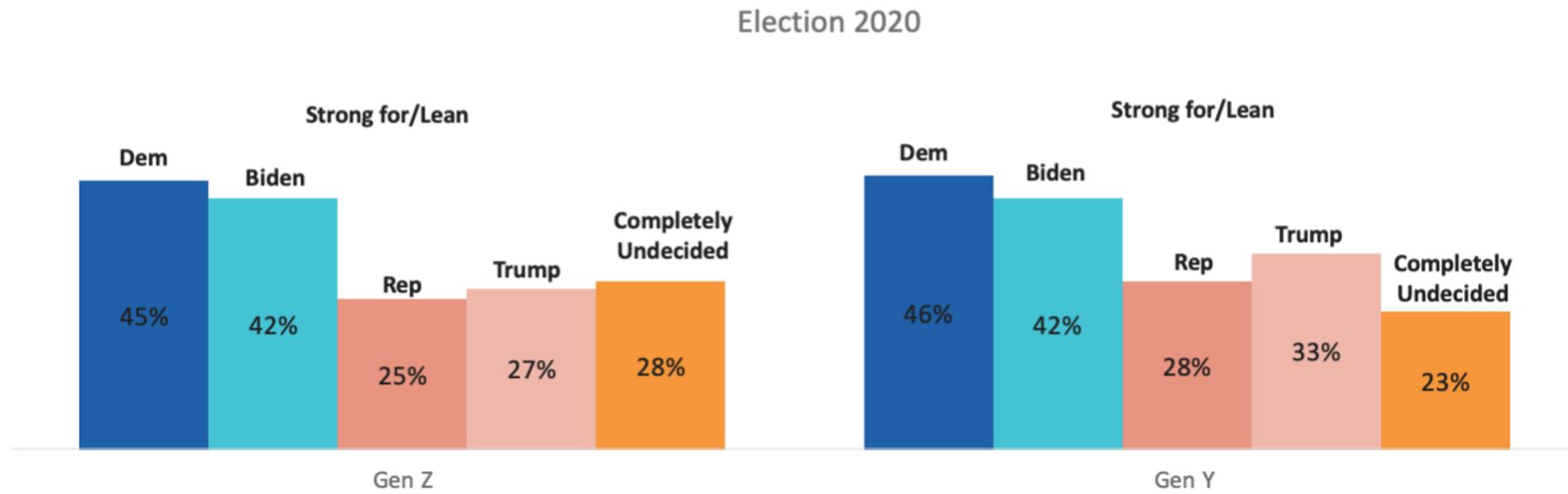
Not registered 12%  
Registered but didn't vote: 12%  
Not eligible in 2016, but now eligible: 3%

# Political Leaning

## 2020 Election Leanings

Democrats and Biden are leading Republicans and Trump in consideration among Ambivalent Youth voters.

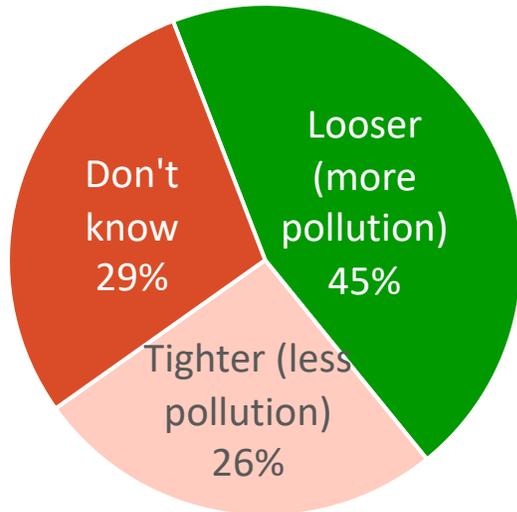
- Gen Z voters are leaning less toward Trump and are more likely to be undecided than Gen Y.



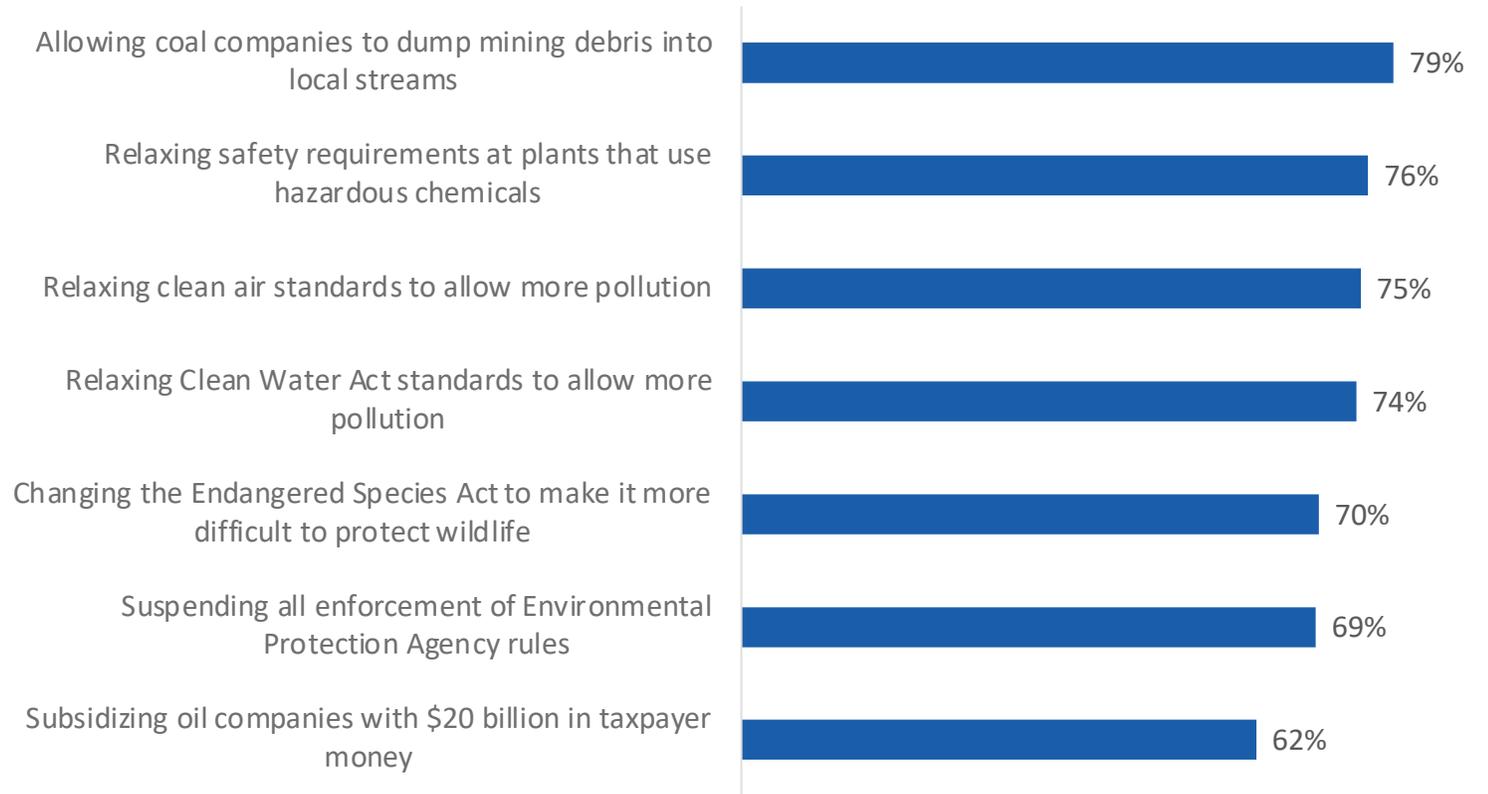
# Under the Current Administration: “Surprise!”

More than half of these voters are not aware of the loosening of environmental protections under the Trump administration. At the same time, a majority find current policy changes very concerning.

### Federal Regulations Regarding Pollution in Recent Years Are...?



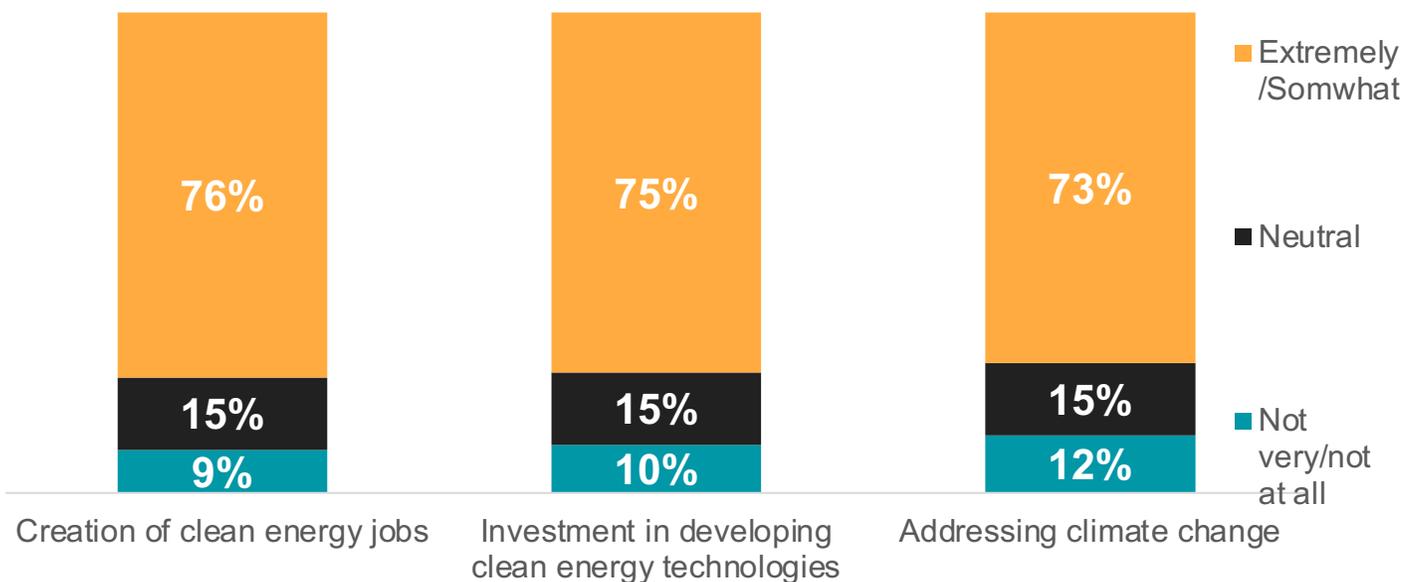
### Extremely/Very Concerning



# Post-COVID — “Build Back Better”

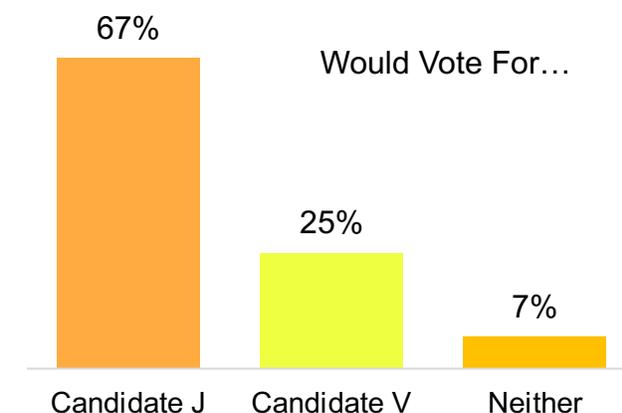
A large majority of these voters say it is important that the post-pandemic economic recovery include efforts that address climate change on several levels, especially job creation. Most say they would vote for a candidate with a clean energy jobs platform over one without.

### How Important Is It?



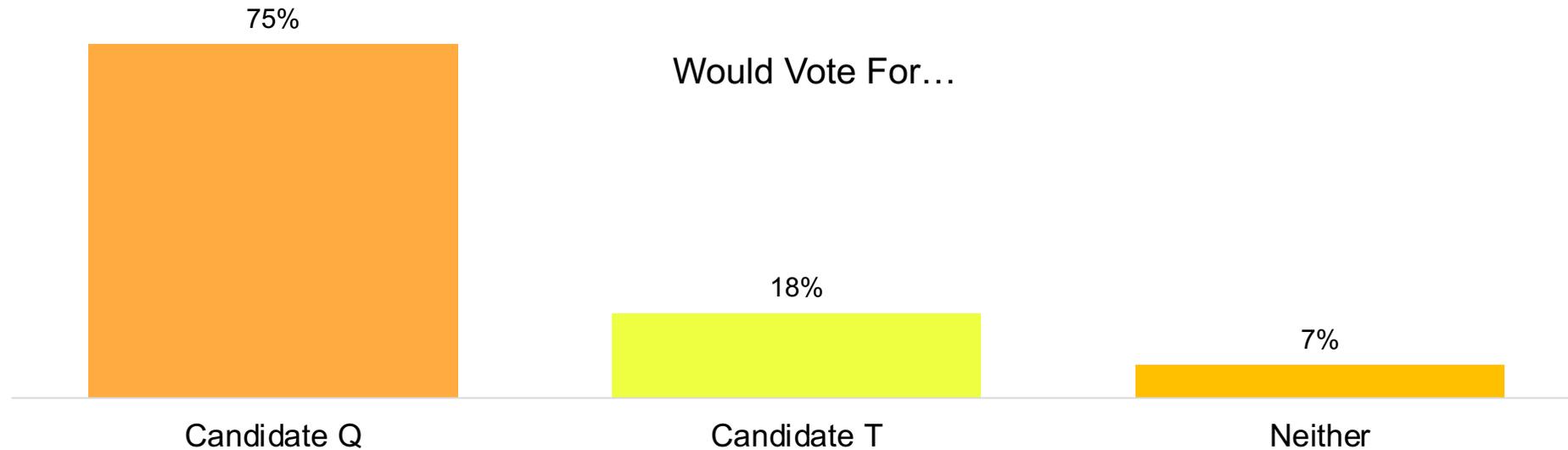
Candidate J wants to reduce air pollution and develop clean energy technologies and jobs

Candidate V wants to reduce air pollution and slow climate change effects.



# Get Beyond Partisanship — Unity versus Division

Most of these voters want candidates willing to work with opponents to find solutions.



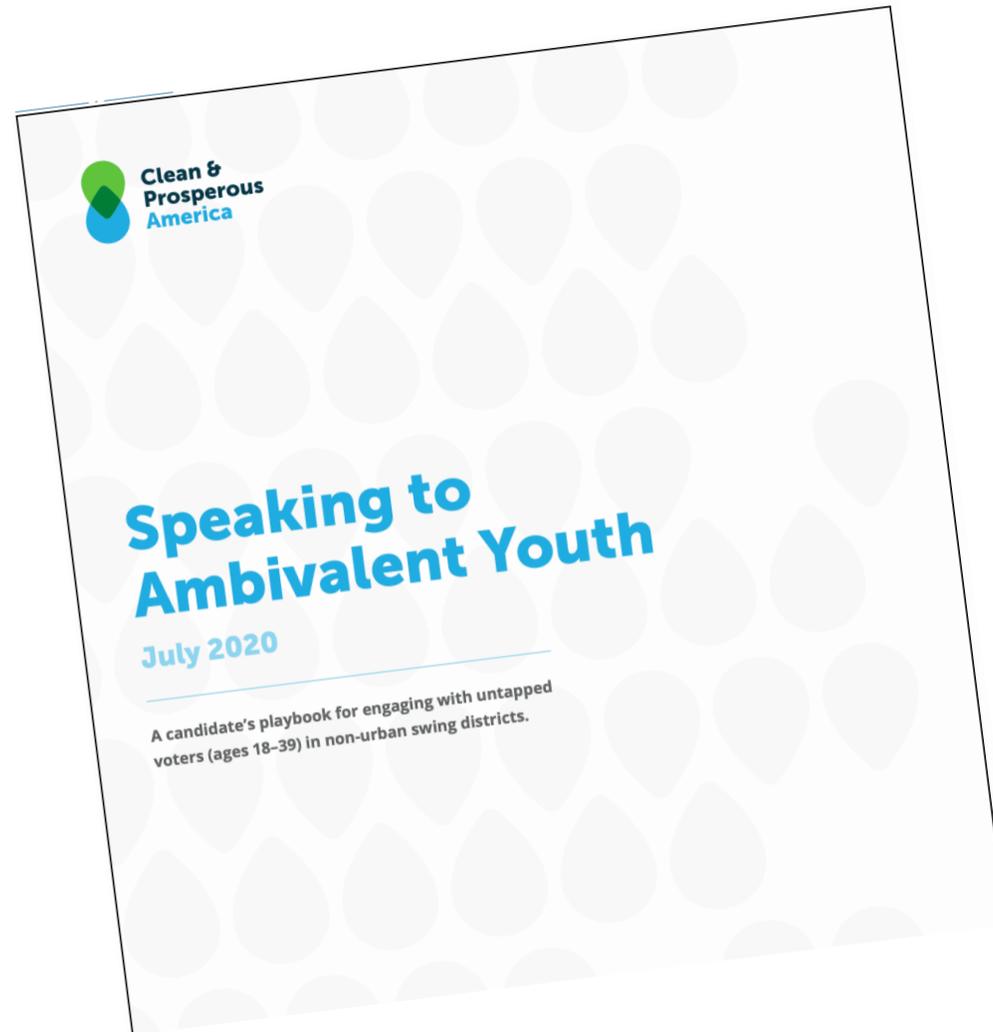
Candidate Q is willing to work together with political opponents to find solutions that work for everyone

Candidate T fights for policies he/she believes in and won't compromise on important issues

## Executive Summary

Our effort has focused on evaluating an under-served cohort of 30M eligible young voters in non-urban areas. We believe if properly engaged these undecided and low propensity voters can secure critical battle grounds while turning the tide in reach races. We found activating this difficult to reach cohort can best be done with specific messaging themes ideally delivered by down-ballot candidates focused on local issues. Securing support from these currently uncommitted young voters could yield decades of benefits for the Democratic party.

The jobs-oriented Biden climate plan, and Trump's hard campaigning on rolling back environmental protections together are creating a strong national narrative backdrop for reaching these voters.



Research & Recommendations Summarized in Candidate Playbook  
@ CleanProsperousAmerica.org

# Ambivalent Young Voters In Non-Urban Areas



Research by Hemispheres Insights



**Clean &  
Prosperous  
America**

Bill McClain,  
Research & Marketing Director