

**Youth Vote**  
OCTOBER 2017

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**VOTER SURVEY RESULTS**

**Brown Issues**

**SchoolsNotPrisons**

**#Health4All**



**ideate  
LABS**

# Voter Survey Overview



More than half of voter survey respondents feel California (63%) and Sacramento (58%) are heading in “the right direction.”



When initially asked about allowing 16- and 17- year old students to vote in school board elections, **45%** of respondents support the idea, while 6% were neutral.

After hearing several arguments for and against the idea, **10%** of survey respondents became more supportive of youth voting in school board elections, increasing support to **55%**.



**52%** of voter survey respondents found the “Trending” argument convincing for supporting youth voting.

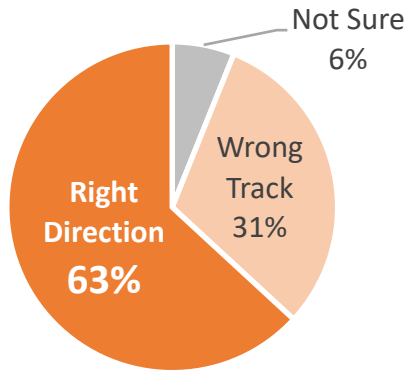


Council districts with HIGHEST likelihood of supporting Youth Vote include:

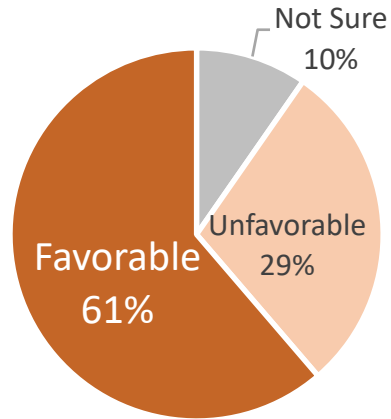
- District 3 – Jeff Harris 57%
- District 4 – Steve Henson 61%
- District 5 – Jay Schenirer 64%
- District 8 – Larry Carr 80%

# Favorable or Unfavorable

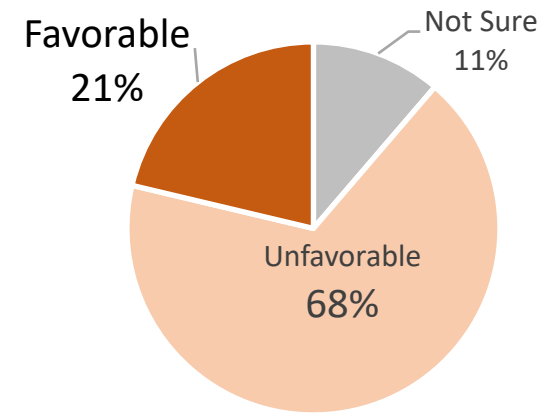
### California



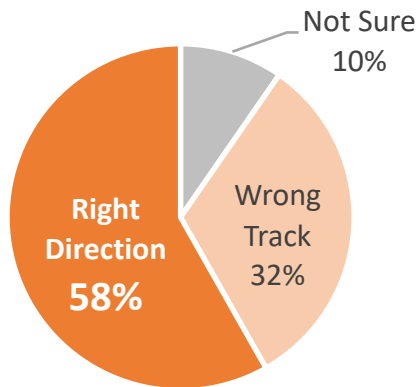
### The Democratic Party



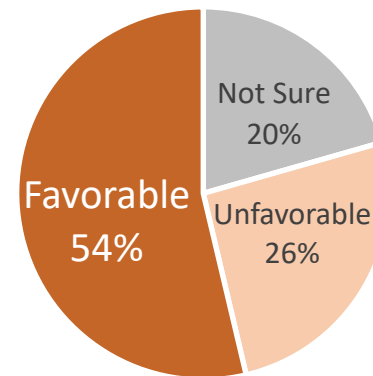
### The Republican Party



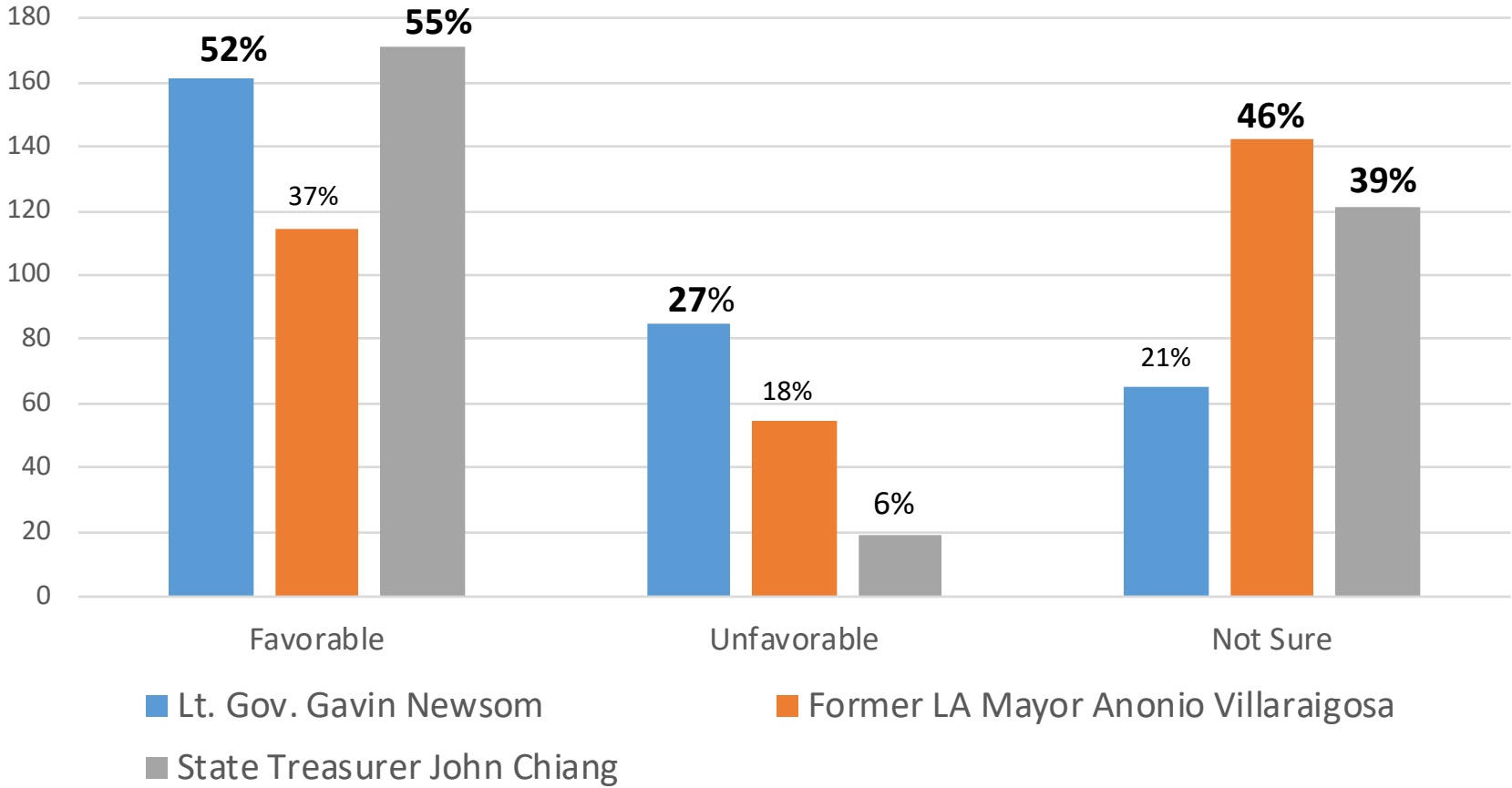
### Sacramento, CA



### The Sacramento City Council

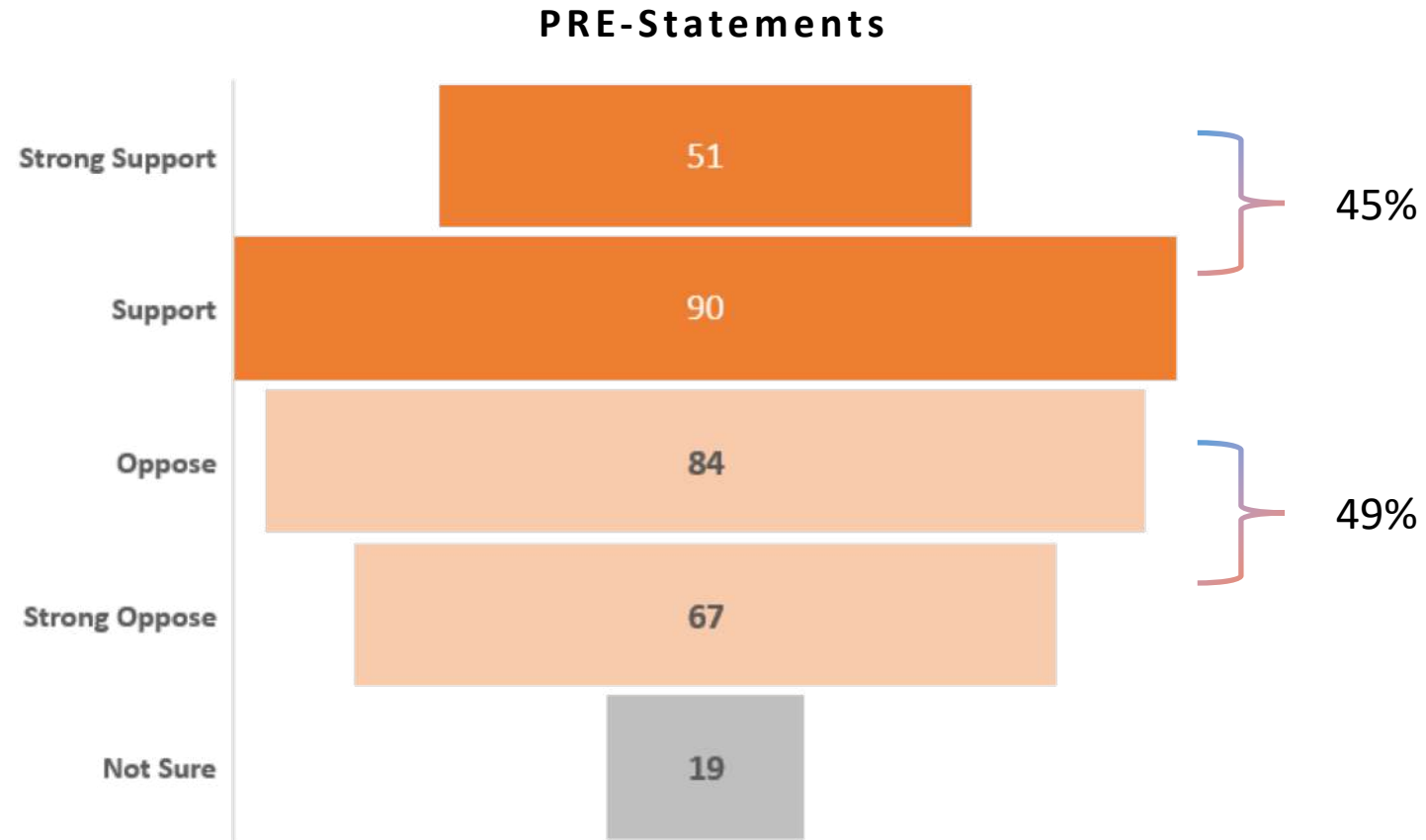


# Gubernatorial Candidates



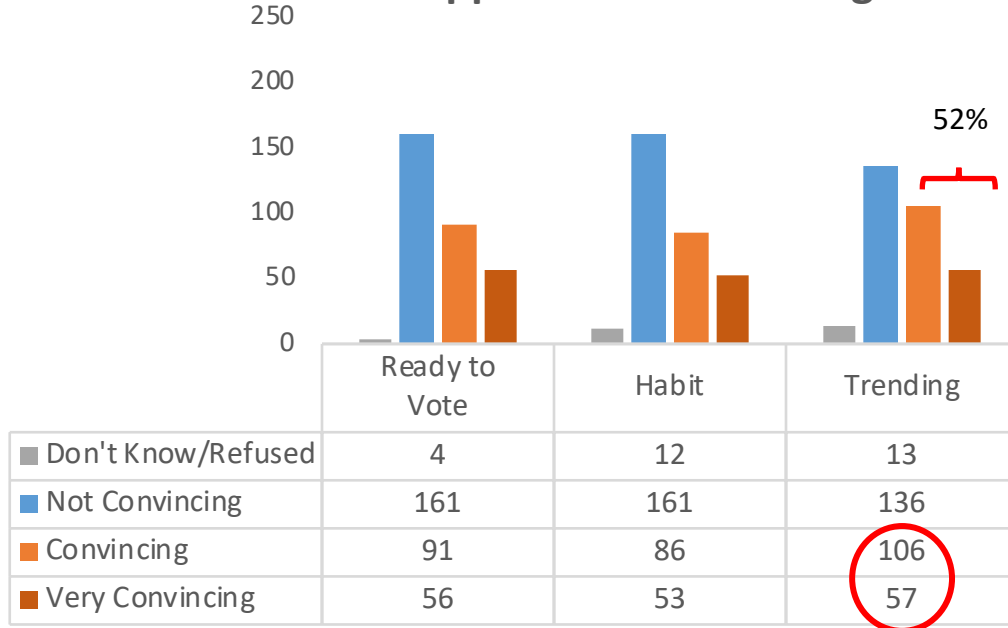
# Youth Vote: Support or Oppose?

QUESTION: Some young adults in Sacramento believe 16- and 17- year old students should be allowed to vote in school board election. Is this an idea that you would support or oppose?

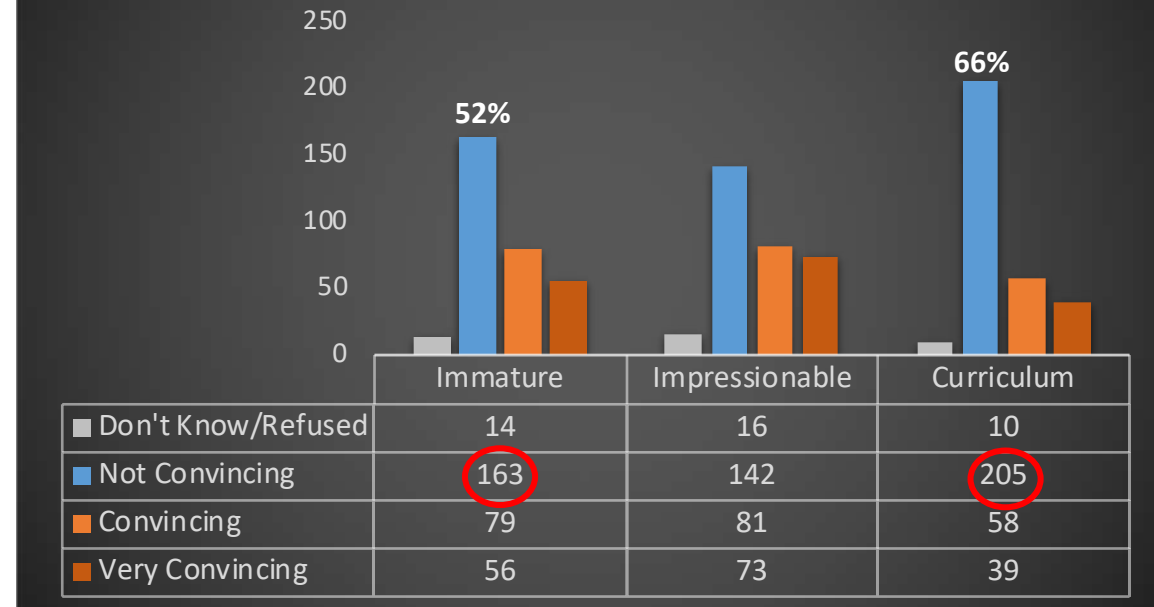


# Convincing vs. Non-Convincing Arguments

## Statements in Support of Youth Voting

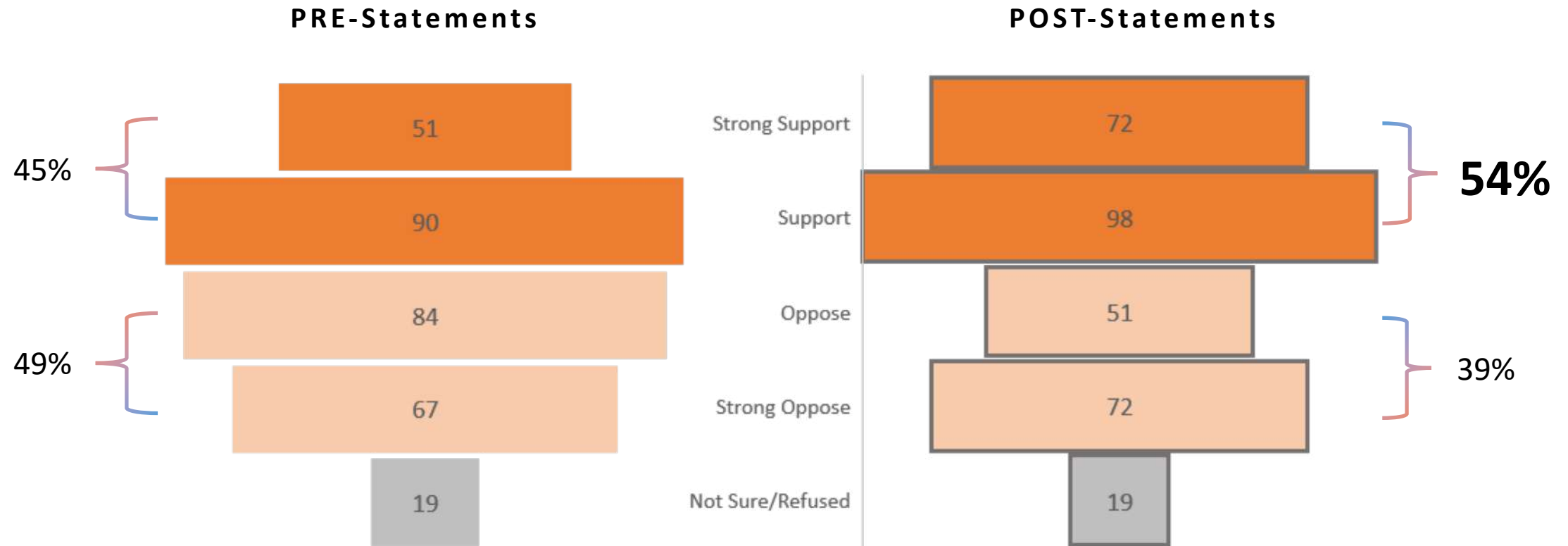


## Statements Opposing Youth Voting



# Youth Vote: Support or Oppose

QUESTION: Some young adults in Sacramento believe 16- and 17- year old students should be allowed to vote in school board election. Is this an idea that you would support or oppose?



# Council District 1



Councilwoman  
Angelique Ashby

Youth Vote: Support or Oppose		
	PRE-Statement	POST-Statement
Oppose	49%	44%
Support	40%	<b>51%</b>
Not Sure	12%	5%

Statements "For" and "Against" Youth Voting						
	In Support of Youth Voting			Opposition to Youth Voting		
	Ready to Vote	Habit	Trending	Immature	Impressionable	Curriculum
Don't Know	2%	2%	5%	5%	5%	2%
Not Convincing	<b>56%</b>	<b>56%</b>	44%	49%	35%	<b>58%</b>
Convincing	42%	42%	<b>51%</b>	46%	<b>60%</b>	40%

SCHOOL AGE CHILDREN	
Yes	26%
No	72%
Refused	2%



# Council District 2



Councilman  
Allen Warren

Youth Vote: Support or Oppose		
	PRE-Statement	POST-Statement
Oppose	57%	<b>55%</b>
Support	38%	40%
Not Sure	5%	5%

Statements "For" and "Against" Youth Voting						
	In Support of Youth Voting			Opposition to Youth Voting		
	Ready to Vote	Habit	Trending	Immature	Impressionable	Curriculum
Don't Know	0%	4%	4%	5%	9%	4%
Not Convincing	<b>68%</b>	<b>55%</b>	<b>55%</b>	45%	45%	50%
Convincing	32%	41%	41%	50%	46%	46%

SCHOOL AGE CHILDREN	
Yes	23%
No	<b>73%</b>
Refused	4%

# Council District 3



Councilman  
Jeff Harris

Youth Vote: Support or Oppose		
	PRE-Statement	POST-Statement
Oppose	47%	39%
Support	46%	<b>57%</b>
Not Sure	7%	3%

Statements "For" and "Against" Youth Voting						
	In Support of Youth Voting			Opposition to Youth Voting		
	Ready to Vote	Habit	Trending	Immature	Impressionable	Curriculum
Don't Know	2%	3%	3%	5%	2%	2%
Not Convincing	49%	47%	38%	<b>59%</b>	<b>52%</b>	<b>74%</b>
Convincing	49%	49%	<b>59%</b>	36%	46%	24%

SCHOOL AGE CHILDREN	
Yes	16%
No	<b>82%</b>
Refused	2%

# Council District 4



Councilman  
Steve Hansen

Youth Vote: Support or Oppose		
	PRE-Statement	POST-Statement
Oppose	41%	30%
Support	56%	<b>61%</b>
Not Sure	3%	9%

Statements "For" and "Against" Youth Voting						
	In Support of Youth Voting			Opposition to Youth Voting		
	Ready to Vote	Habit	Trending	Immature	Impressionable	Curriculum
Don't Know	3%	3%	3%	7%	6%	7%
Not Convincing	44%	47%	47%	<b>49%</b>	<b>50%</b>	<b>69%</b>
Convincing	<b>53%</b>	50%	50%	44%	44%	24%

SCHOOL AGE CHILDREN	
Yes	17%
No	<b>81%</b>
Refused	1%

# Council District 5



Councilman  
Jay Schenirer

Youth Vote: Support or Oppose		
	PRE-Statement	POST-Statement
Oppose	48%	27%
Support	48%	<b>64%</b>
Not Sure	4%	9%

Statements "For" and "Against" Youth Voting						
	Ready to Vote	Habit	Trending	Immature	Impressionable	Curriculum
Don't Know	0%	0%	2%	2%	2%	2%
Not Convincing	41%	48%	41%	<b>66%</b>	<b>62%</b>	<b>68%</b>
Convincing	<b>59%</b>	52%	<b>57%</b>	32%	36%	30%

SCHOOL AGE CHILDREN	
Yes	18%
No	<b>80%</b>
Refused	2%

# Council District 6



Councilman  
Eric Guerra

Youth Vote: Support or Oppose		
	PRE-Statement	POST-Statement
Oppose	47%	41%
Support	47%	<b>43%</b>
Not Sure	2%	10%

Statements "For" and "Against" Youth Voting						
	Ready to Vote	Habit	Trending	Immature	Impressionable	Curriculum
Don't Know	0%	10%	10%	3%	10%	3%
Not Convincing	<b>63%</b>	<b>57%</b>	43%	<b>50%</b>	27%	<b>60%</b>
Convincing	36%	33%	47%	47%	<b>63%</b>	37%

SCHOOL AGE CHILDREN	
Yes	0%
No	<b>93%</b>
Refused	7%

# Council District 7



Councilman Rick Jennings, II

Youth Vote: Support or Oppose		
	PRE-Statement	POST-Statement
Oppose	63%	44%
Support	26%	<b>51%</b>
Not Sure	11%	5%

Statements "For" and "Against" Youth Voting						
	Ready to Vote	Habit	Trending	Immature	Impressionable	Curriculum
Don't Know	0%	11%	5%	0%	11%	0%
Not Convincing	<b>68%</b>	<b>68%</b>	47%	42%	26%	<b>68%</b>
Convincing	32%	21%	47%	<b>58%</b>	<b>63%</b>	32%

SCHOOL AGE CHILDREN	
Yes	26%
No	<b>74%</b>
Refused	0%

# Council District 8



Councilman  
Larry Carr

Youth Vote: Support or Oppose		
	PRE-Statement	POST-Statement
Oppose	40%	0%
Support	40%	<b>80%</b>
Not Sure	20%	20%

Statements "For" and "Against" Youth Voting						
	Ready to Vote	Habit	Trending	Immature	Impressionable	Curriculum
Don't Know	0%	0%	0%	0%	0%	0%
Not Convincing	20%	20%	20%	40%	<b>60%</b>	<b>80%</b>
Convincing	<b>80%</b>	<b>80%</b>	<b>80%</b>	60%	40%	20%

SCHOOL AGE CHILDREN	
Yes	40%
No	60%
Refused	0%

# Voter Survey Methodology

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## **SURVEY MODE**

Landline study of 312 Californians over the age of 18.



## **SURVEY ADMINISTRATORS**

20 students trained in voter survey administration.



## **FIELD DATES**

Field dates: October 9 - 20, 2017



## **LANGUAGE OF INTERVIEWS**

Interviews in English, Spanish,





# Respondent Profile

N = 312

## POLITICAL PARTY

Democrat	61%
Republican	22%
Other	17%

## HOMEOWNERSHIP

Own	72%
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## GENDER

Female	54%
Male	43%

## AGE

18 – 34	7%
35 – 54	26%
55+	67%

## RACE/ETHNICITY

Hispanic	11%
Black	5%
White	62%
Asian	10%
Other	10%
Refused to Answer	2%

## SCHOOL AGE CHILDREN

Yes	18%
No	80%
Refused	2%