

# Third Way Young Voter Research – Part 2

July 2024

*n = 1,500 likely voters age 18-29*

*Conducted June 20-30, 2024 via cell phone, text-to-web, and online panel (1244 pre-debate, 256 post-debate)*

*Margin of error = +/- 2.5 percentage points*

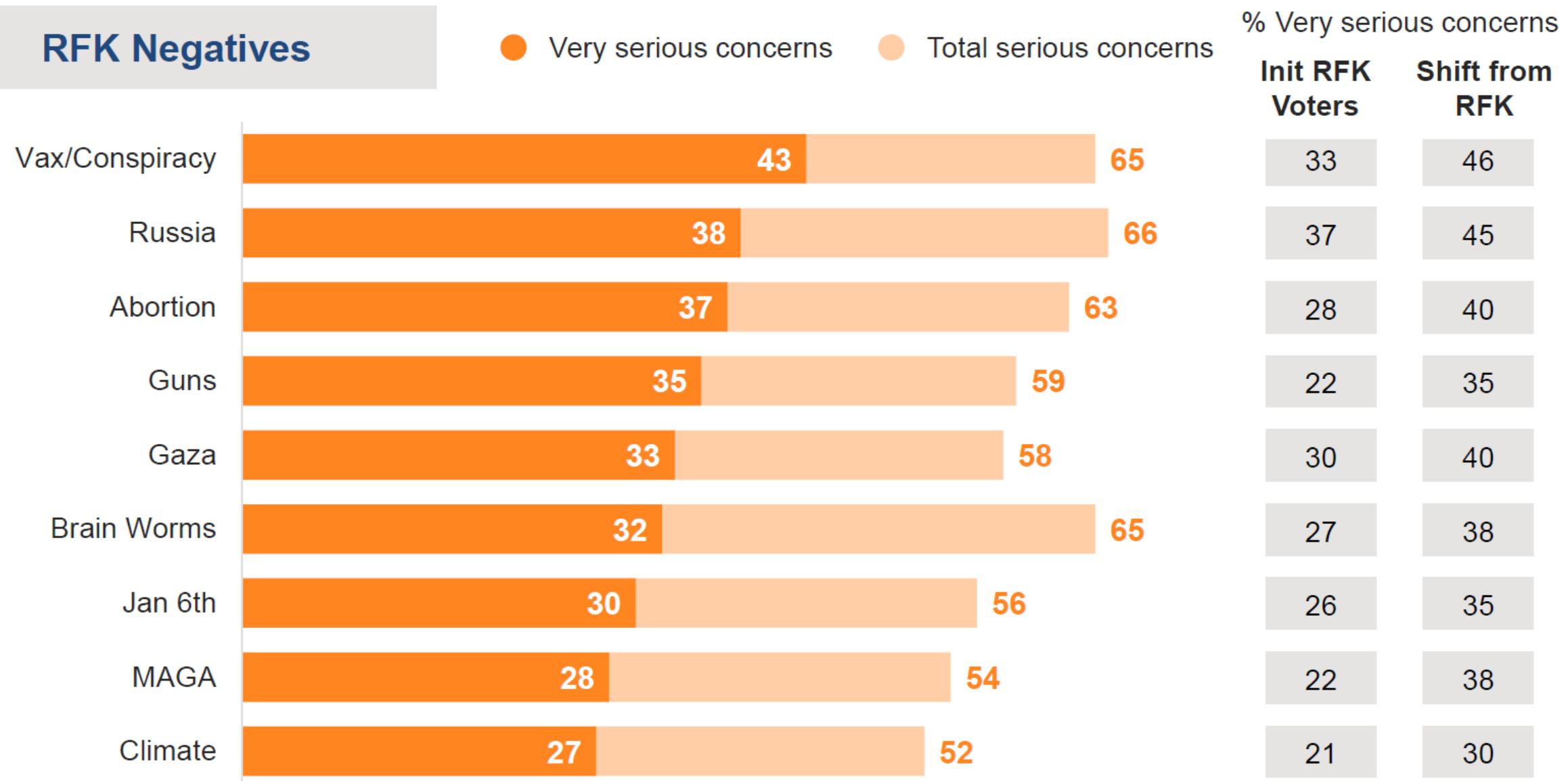
A close-up, slightly blurred photograph of a silver microphone with a mesh grille, mounted on a stand. The background is a soft-focus green and yellow.

# Messaging

<b>Vax/Conspiracy</b>	RFK Jr. has a long history of anti-vaccine advocacy and touting far-right conspiracies. He has falsely claimed that Wi-Fi and vaccines cause autism, and has spread conspiracies that COVID-19 is, "ethnically targeted...to attack Caucasians and Black people," and that chemicals in water are making kids transgender.
<b>(Split) Russia</b>	Kennedy consistently touts Russian propaganda about the war in Ukraine, saying that Russian dictator, Vladimir Putin, has acted in, "good faith" as he commits war crimes.
<b>Abortion</b>	RFK Jr. supports a 15-week abortion ban, says that government has a, "claim" to unborn children, and says that he will re evaluate approval of abortion medication used in 60 percent of procedures. And his running mate has spent millions of dollars attacking in-vitro fertilization.
<b>(Split) Guns</b>	RFK Jr. has spread far-right misinformation that anti-depressants are the cause of mass shootings and that mass shootings have, "nothing to do with the number of guns," and he won't strengthen gun laws if elected president.
<b>Gaza</b>	RFK Jr. opposes a ceasefire between Israel and Gaza. He says that Israel is a, "moral nation", and that Palestinians are, "the most pampered people by international aid organizations."
<b>(Split) Brain Worms</b>	According to RFK Jr. himself, a parasite he likely caught in South America has eaten part of his brain. He has admitted to having, "cognitive problems," including both short and long-term memory loss and brain fog.
<b>(Split) Jan 6<sup>th</sup></b>	RFK Jr. is a danger to democracy. His campaign hired January 6th participants, while Kennedy himself has said, "there is little evidence of a true insurrection," and that he may pardon those convicted of crimes on January 6th if elected.
<b>(Split) MAGA</b>	The MAGA far-right has embraced RFK Jr. Billionaire Trump donors are funding Kennedy's campaign, and MAGA leaders have called for Trump to pick Kennedy as his Vice President. In return, RFK Jr. is defending Trump after his criminal conviction, calling it, "profoundly undemocratic."
<b>(Split) Climate</b>	RFK Jr. claims to be an environmental advocate, but he has said he will roll back the largest clean energy investment in world history, and he has spread conspiracies that climate action, "has been co-opted by Bill Gates" and intelligence agencies.

# Vaccines Raise Most Intense Concerns And Cause Most Shift Away From RFK, Followed By Russia, Abortion, Gaza

Figure 26



## Vaccines/Conspiracies Top Negative Across Target Groups; Gaza Biggest Issue For Gaza Dealbreaker Voters

Figure 27

## RFK Negatives

## ● Top negative ✓

### ● Next top negatives

### *% Very serious concerns*

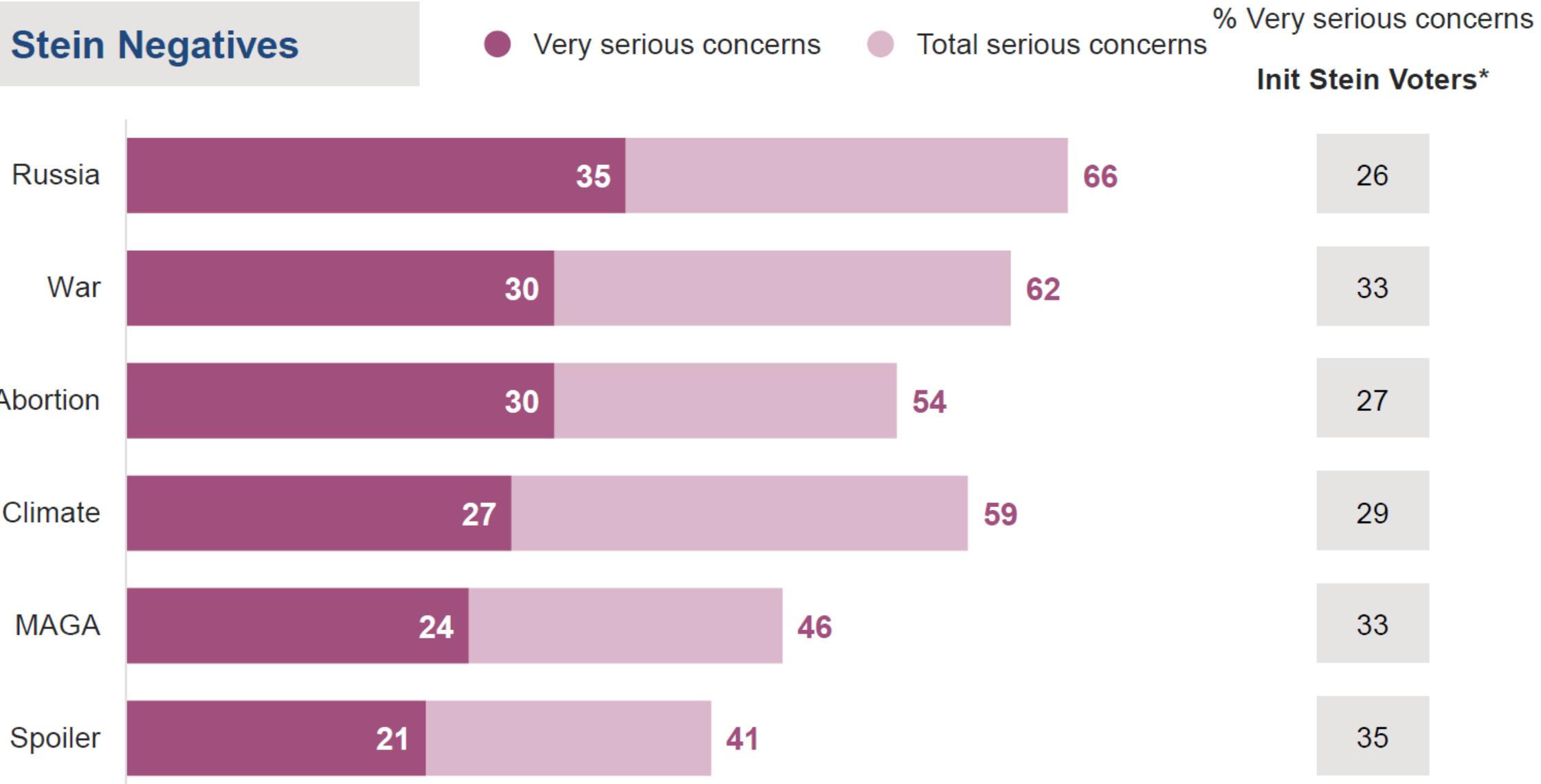
# Stein Negatives

Figure 28

<b>(Split) Russia</b>	Jill Stein is a supporter of Russian dictator Vladimir Putin. Stein dined with Putin before the 2016 election, Russia helped promote her campaign, and she has parroted Russian propaganda and conspiracies ever since. She even claims that Russia's illegal invasion of Ukraine is a, "provoked response," to aggressive moves by the US.
<b>(Split) War</b>	Jill Stein claims to be an anti-war candidate, but she is a hypocrite who owns stock in weapons companies and has profited from war in Ukraine and Gaza.
<b>Abortion</b>	Jill Stein has never criticized Donald Trump or his MAGA Supreme Court picks for overturning Roe v. Wade. Instead, Stein attacks Biden in order to take votes away from him, while Trump brags about ending the constitutional right to abortion.
<b>Climate</b>	Jill Stein pretends to care about the environment, but she and her husband have millions of dollars invested in fossil fuel companies. She criticized the passage of the largest clean energy investment in history, while also profiting off of the Keystone XL pipeline.
<b>(Split) MAGA</b>	Jill Stein is backed by MAGA. Billionaire Trump supporters have given to Jill Stein's campaign in the past, and MAGA leaders say that aiding and boosting her is key to Trump winning re election.
<b>(Split) Spoiler</b>	Jill Stein is an aid to Donald Trump. Far-right MAGA leaders are applauding Jill Stein's presidential run, saying, "Go, Jill, go! ...We knew that she was a spoiler," in 2016. They've said if the Green Party was on the ballot in 2020, "Donald Trump would still be President."

# Russia And Abortion Top Stein Negatives Overall; Spoiler Is Weakest Overall, But Most Effective With Stein Voters

Figure 29



# Russia And Abortion Top Issues For Base Groups And Inds

Figure 30

## Stein Negatives

● Top negative ✓

● Next top negatives

% Very serious concerns

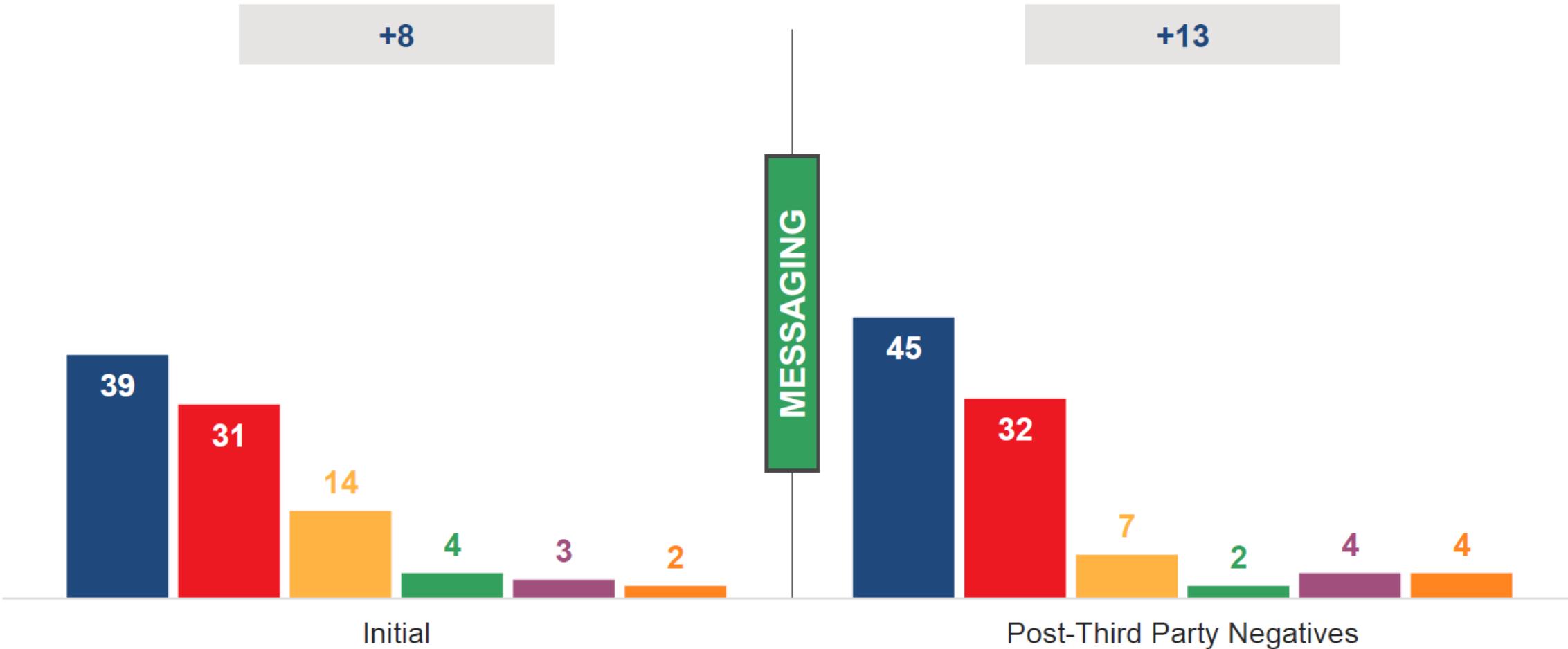
	Lib Dem	Ind	Gaza Dispositive	Climate Dispositive	Unfav Both	Biden 2020/Not Biden 6-Way	Biden 2-Way/Not 6-Way	Dem GOTV
Russia	56✓	35✓		36	39✓	37✓	48	41✓
War		32	40✓		37	32		
Abortion	48	26	33	34	36	33	50✓	39
Climate		26		41✓				
MAGA	52						46	29
Spoiler			28					

# After 3<sup>rd</sup> Party Negatives, Biden's Lead Increases...

Figure 31

## Vote Progression

● Biden ● Trump ● RFK Jr. ● Stein ● West ● Oliver

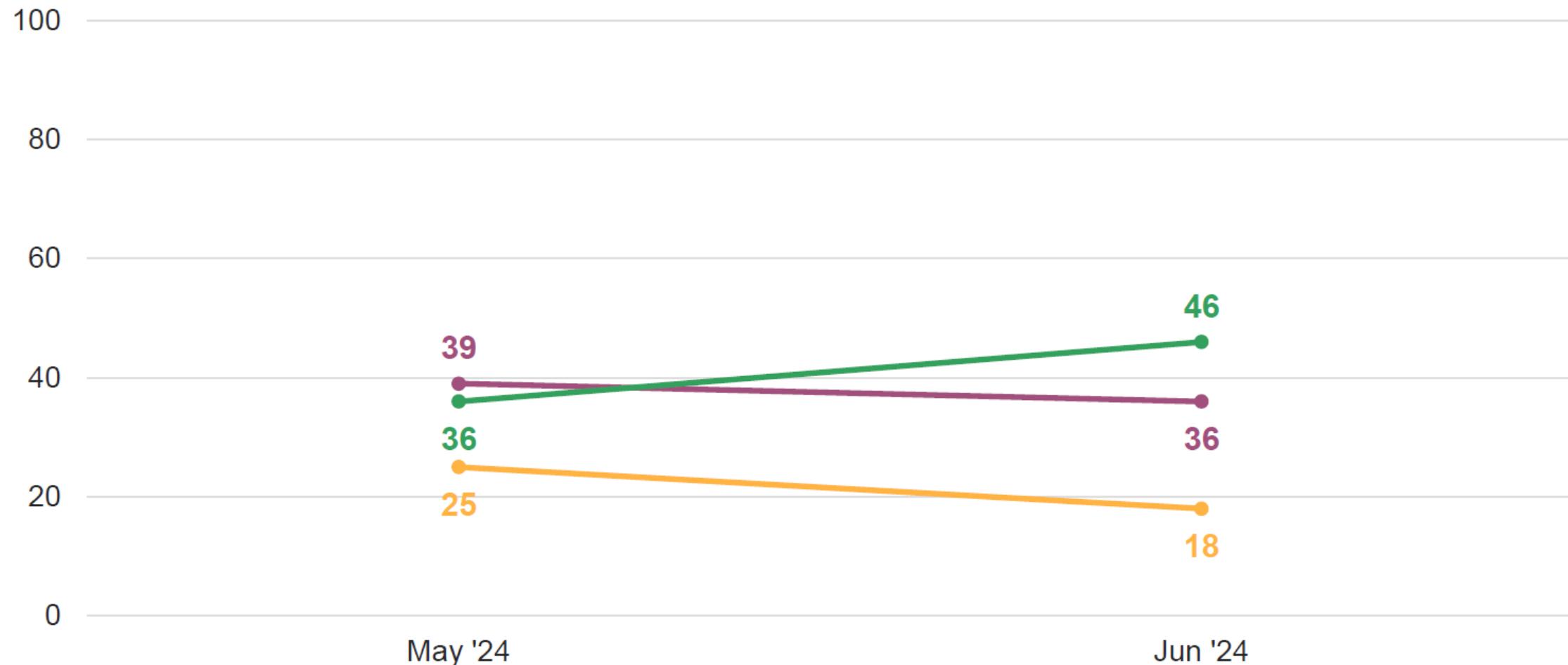


# ...And Number Of Voters Who Would Consider 3<sup>rd</sup> Party Drops

Figure 32

## Third Party Chance Progression

Third Party Voter   Yes, a chance   No, not a chance

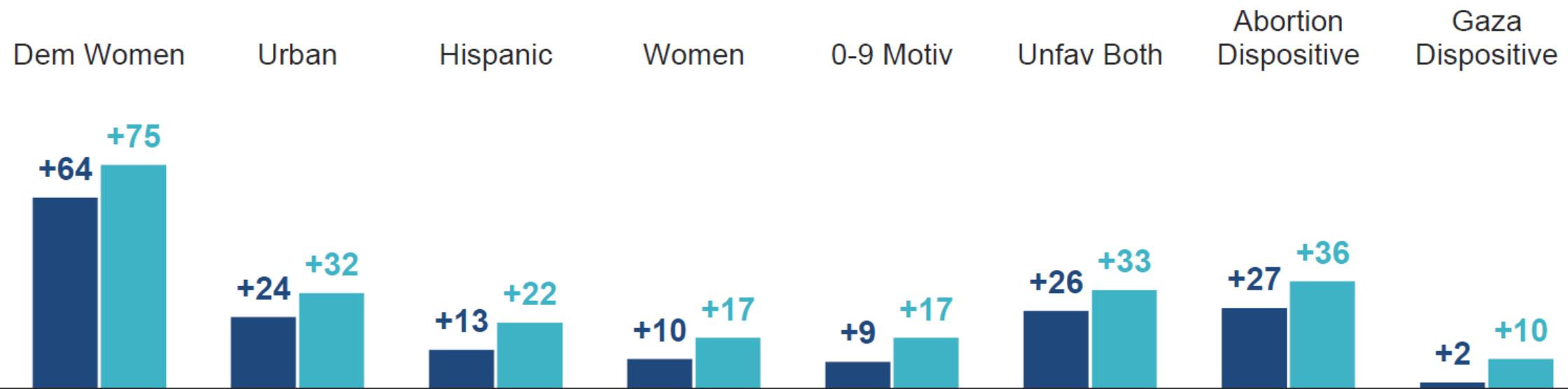


# Biden's Lead Increases Across Many Important Groups

Figure 33

## Vote Comparison

● Initial 6-Way Biden – Trump      ● Post-Third Party Neg Biden - Trump



# Trump Negatives

Figure 34

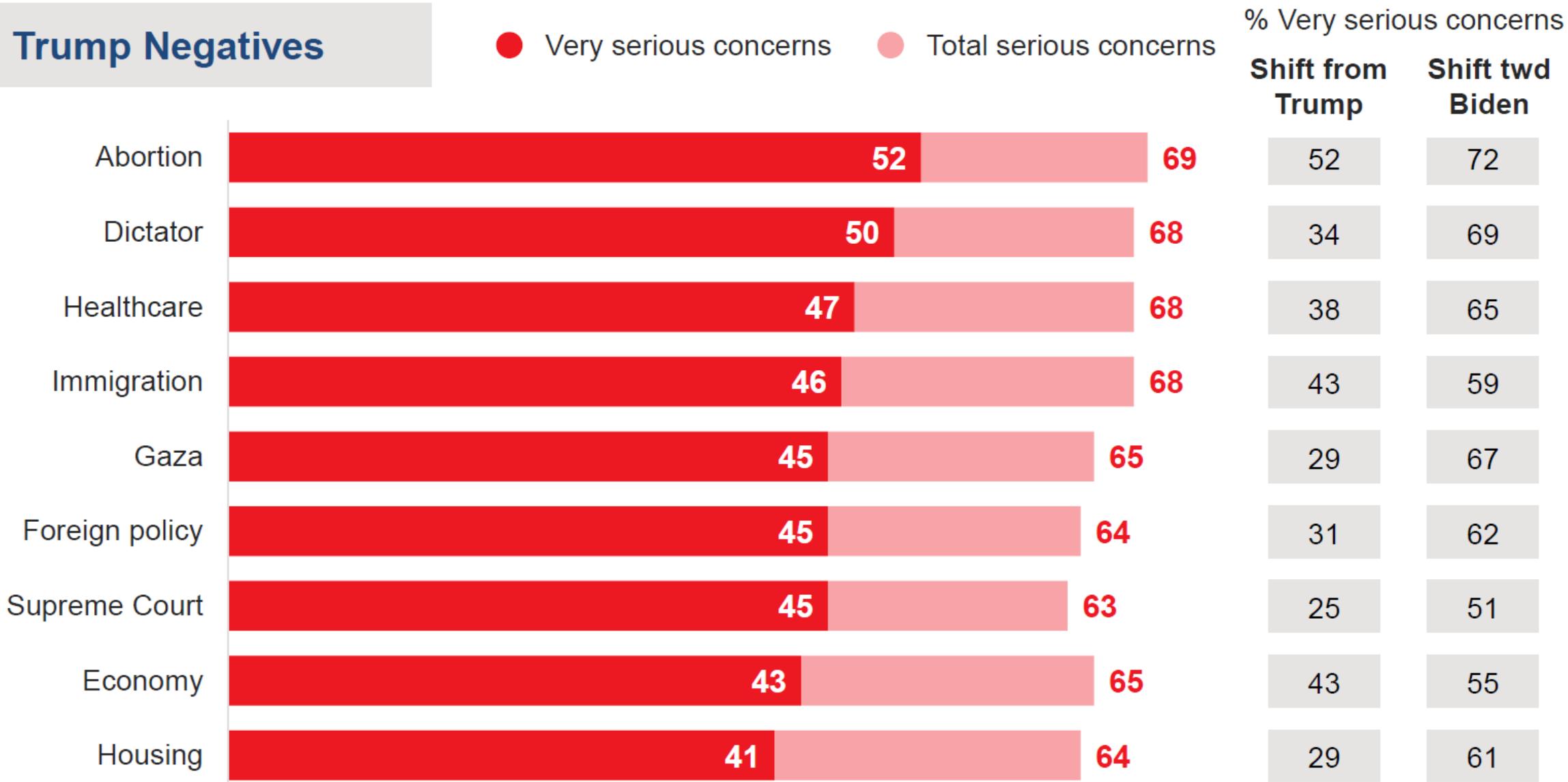
<b>Abortion</b>	Trump has supported a national abortion ban, and he says he will roll back access to birth control, support state governments monitoring women's pregnancies, and undo a policy that protects women from criminal prosecution if they crossed state lines to get an abortion.
<b>Dictator</b>	Trump has said that he will be a dictator on day one, prosecute his political rivals, and pardon every rioter who attacked the Capitol on January 6th. And he will once again try to overturn future elections.
<b>(Split) Healthcare</b>	Trump has promised to repeal the Affordable Care Act and deny Americans with pre-existing conditions health insurance coverage, raising costs for basic health care needs.
<b>Immigration</b>	Trump is ready to mount a war on law abiding immigrant families. He has vowed to deploy the military to enact, "the largest domestic deportation operation" in history, to separate migrant families and deport children alone, to end the "Dreamer" program, and to roll back legal migration into the US.
<b>(Split) Gaza</b>	Trump has advocated for Israel to, "finish" the Palestinians in Gaza, has refused to call for any restraint in Israel's actions, and has refused to support efforts to get humanitarian aid to starving Palestinians.
<b>(Split) Foreign policy</b>	Trump has said he will bring back a Muslim ban, "even bigger than before," bar refugees from Gaza from coming to the U.S, and revoke the student visas of people he deems, "anti-American foreigners," at universities
<b>(Split) Supreme Court</b>	Trump handpicked three MAGA conservatives to the Supreme Court in his first term who overturned Roe v. Wade and blocked student loan forgiveness. If elected, Trump could appoint more ultra conservative Justices to the Supreme Court and solidify a MAGA majority for a generation.
<b>(Split) Economy</b>	Trump has promised to extend his \$2 trillion tax cuts for corporations and billionaires, to slash regulations, and to allow corporations to price gouge consumers.
<b>(Split) Housing</b>	Trump has promised to pass policies that will raise the cost of housing by thousands of dollars and roll back anti discriminatory housing policies, just like he did in his first term.

# Trump Negatives Extraordinarily Powerful, Particularly Abortion And Dictator; Immigration And Economy Also Help Shift Voters From Trump

Figure 35

## Trump Negatives

● Very serious concerns      ● Total serious concerns



# Abortion Top Negative Across Demographics

Figure 36

## Trump Negatives

● Top negative ✓

● Next top negatives

% Very serious concerns

	Mod/Cons Dem	Ind	White	Hispanic	Black	Dem Women	Dem Men
Abortion	66✓	51	51✓	54✓	57✓	79✓	69
Dictator	64	48	48	51	55	72	70✓
Healthcare			45	51			
Immigration				52		71	
Gaza							
Foreign policy							65
Supreme Court	59	45			52	71	
Economy							
Housing							

# Abortion Top Negative With Targets; Supreme Court Strong For Biden Defectors

Figure 37

## Trump Negatives

● Top negative ✓

● Next top negatives

% Very serious concerns

	Unfav Both	Abortion Dispositive	Gaza Dispositive	Biden 2020/Not Biden 6-Way	Biden 2-Way/Not 6-Way	Dem GOTV
Abortion	71✓	70✓	62	62✓	82✓	69✓
Dictator	69	61	62	58		65
Healthcare		59				
Immigration						63
Gaza			67✓			
Foreign policy	67		62	57	80	
Supreme Court				57	82✓	
Economy						
Housing						

# Trump Drops After Negatives As Biden Takes A Larger Lead

Figure 38

## Vote Progression

● Biden ● Trump ● RFK Jr. ● Stein ● West ● Oliver

