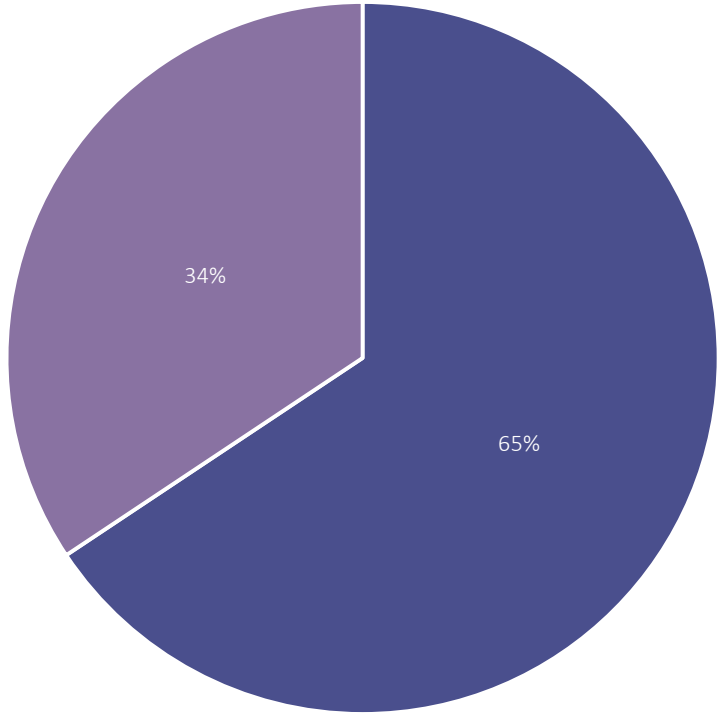


Young voters care more about economic issues than social issues

Most important issues to young voters

Survey of 18-26 year olds, Bank of America/USA Today Better Money Habits Report, Fall 2016

■ Social issues ■ Economic issues



Analysis

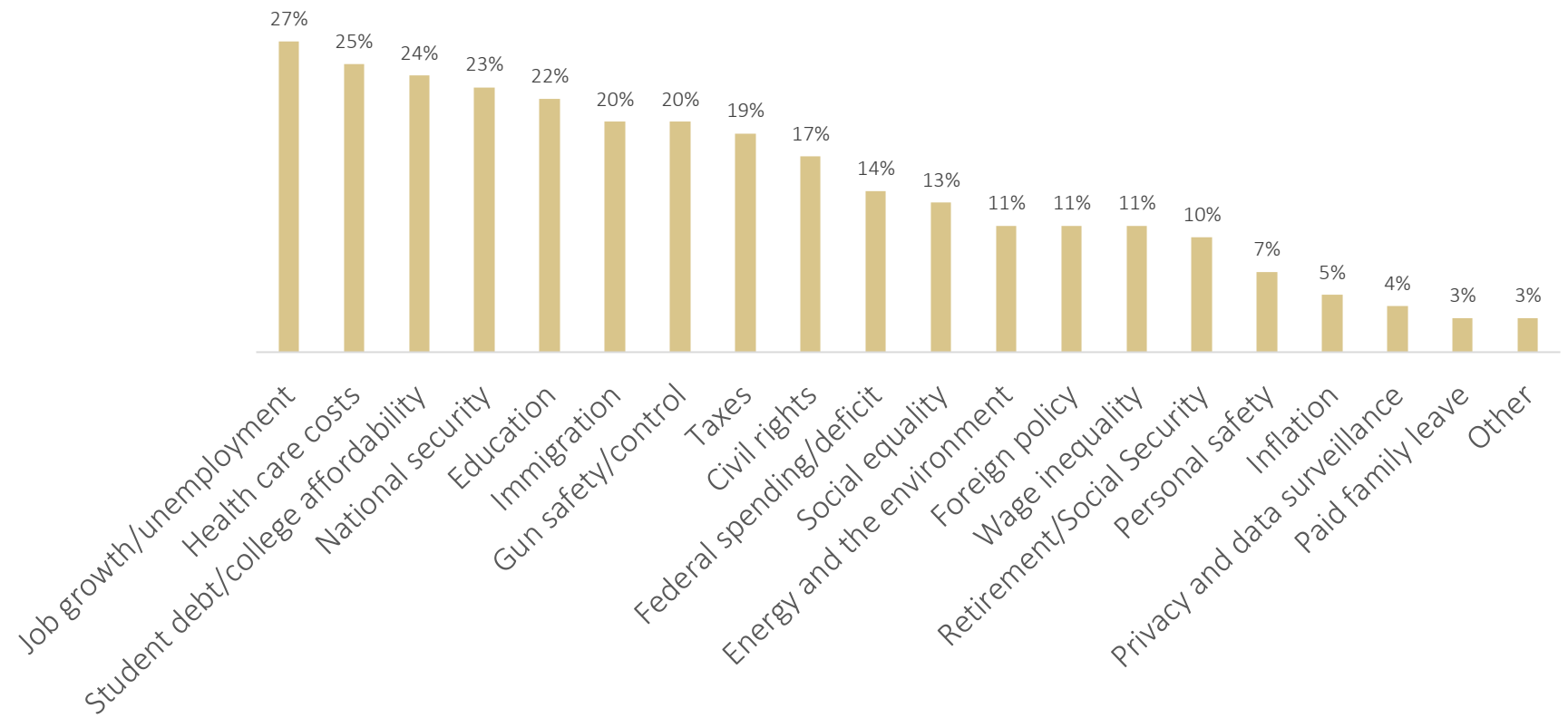
- When voting, a majority (65%) of young voters said economic issues were more important
- Candidates should speak to young people’s worries about finding jobs, uncertainty about the economy and the stress of student debt
- This is contrary to the popular belief that millennials are focused on social issues and overly idealistic

Source: Bank of America/USA TODAY Better Money Habits Report, October 6, 2016.

When considering presidential candidates, job growth tops the list of issues young voters care about

Most important issues to young voters

Survey of 18-26 year olds, Bank of America/USA Today Better Money Habits Report, Fall 2016



Source: Bank of America/USA TODAY Better Money Habits Report, October 6, 2016.

Young voters expect the election to impact their personal finances

Young voters and money

Survey of 18-26 year olds, Bank of America/USA Today Better Money Habits Report, Fall 2016

76%

The percent of voters aged 18-26 who think **the outcome of the presidential election will impact** their personal financial situation

76%

The percent of voters aged 18-26 who say **their personal financial situation is an important factor** in the way that they will vote

37%

The percent of voters aged 18-26 who say they **do not have a solid understanding of how different candidates' policies might impact** their financial wellbeing

Source: Bank of America/USA TODAY Better Money Habits Report, October 6, 2016.

For young voters with student debt, a majority say their debt is a driving factor in their voting decisions

Young voters and student debt

Survey of 18-26 year olds, Bank of America/USA Today Better Money Habits Report, Fall 2016

35%

The percent of young Americans (18-26) who have student debt

57%

The percent of voters aged 18-26 **with student debt** who said their **debt will impact their voting decision**

22%

The percent of voters aged 18-26 with student debt who said their **debt will impact their voting decision a great deal**

Source: Bank of America/USA TODAY Better Money Habits Report, October 6, 2016.