CANDIDATE DEBATE PREP CHECKLIST: HOW TO WIN THE MILLENNIAL VOTE

**WAVE THE FLAG**

- 84% Are proud to be American
- 55% Have strong confidence in the military
- 63% Think the country is on the wrong track

**APPEAL TO THEIR INDEPENDENCE**

- 47% Identify as neither Republican or Democrat
- 39% Have moderate views on the economy
- 72% Have low confidence in the federal government

**ADDRESS STUDENT LOAN CONCERNS**

- 59% Are worried about not being able to pay student loans back
- 48% Believe student debt has limited their career options
- 64% Say public education should be the top priority for federal tax dollars

**GET TO WORK ON A GOOD JOBS AGENDA**

- 78% Are worried about having a good-paying job in the future
- 30% Are making enough money to comfortably get by
- 79% Worry about having enough money to live on when they retire

**VOW TO EMPOWER THE NEXT GENERATION OF AMERICAN ENTREPRENEURS!**

- 72% Believe startups are essential for new innovation and jobs
- 62% Have considered starting their own businesses
- 42% Say they see the biggest obstacle is not having the financial means
- 64% Believe government makes it difficult to succeed in starting a business

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