

navigator*

Thursday, December 8th

The Role of Young Voters
in the 2022 Midterms



What We Did: 2022 Midterm Voters Survey

The slides in this presentation are based on interviews with 5,013 registered voters who had already voted or planned to vote in the November election, with interviews conducted November 1st through November 14th.

Support for Democratic candidates and Republican candidates in elections for Governor, Senate, and the House of Representatives have been adjusted to reflect the actual expected results as of November 14th. The analysis aims to provide a new tool for Americans to understand what happened in the 2022 election, why it happened...and what's next.

Key Takeaways:

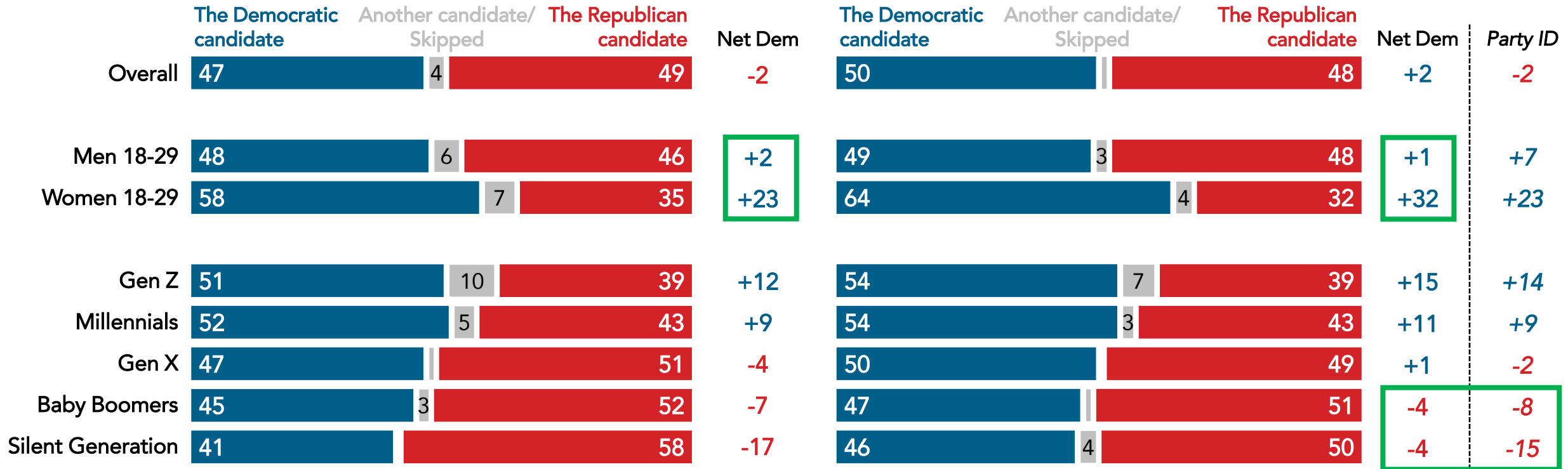
- Younger voters favored Democrats in this election at higher rates than the country overall, particularly younger women, and reported higher levels of political and civic engagement.
- Younger generations were overwhelmingly focused on the issue of abortion, while older voters were focused on issues like inflation, crime, and immigration.
- Voters across generations had frustrations with their personal finances and the national economy.

Younger Voters Broke for Democrats in the Midterms, While Older Voters Leaned Toward Republicans

There was a significant gender gap among younger voters, with women under 30 significantly more likely to support Democratic candidates than younger men.

And in the election for your representative in the U.S. House of Representatives, who did you vote for?

In the election for U.S. Senator in [STATE], who did you vote for?



Pew Research definitions were used to determine the generational cutoffs used in this survey: Gen Z (born 1997-2012), Millennials (1981-1996), Gen X (1965-1980), Baby Boomers (1946-1964), and the Silent Generation (1928-1945). Nationwide survey of 5,013 self-reported 2022 voters conducted November 1-14, 2022. Vote shares in House, Senate, and Governors' races are adjusted to reflect the estimates of the national popular vote as of November 14, 2022. For more info, visit [navigatortresearch.org](https://www.navigatortresearch.org).

Younger Voters Were Less Likely to Talk About Politics But More Likely to Volunteer or Attend Political Events

Nearly half of Gen Z voters (46%) reported that they had volunteered or attended a political event, compared to 23% of Millennials and fewer than one in six Gen Xers (15%), Baby Boomers (11%), and Silent Generation voters (14%).

Below is a list of actions some people have taken. Select ALL actions that you have taken since Biden was elected in 2020.

		Men 18-29	Women 18-29	Gen Z	Millennials	Gen X	Baby Boomers	Silent Gen
Talked about politics with family members	70%	56	63	59	66	69	73	82
Talked about politics with friends	68	51	54	48	64	66	72	80
Posted about or discussed the election, politics, or issues on social media	29	35	35	34	36	29	26	16
Donated to a political candidate	12	14	8	12	10	9	16	16
Donated to an issue advocacy organization	9	15	11	13	10	7	8	11
Attended a political rally or a protest in support of an issue	7	17	20	23	12	6	4	4
Attended a town hall meeting	7	14	6	11	7	8	6	7
Attended an event or rally by an elected official or political candidate	6	21	7	20	7	5	5	6
Volunteered for a political candidate	4	16	7	16	6	3	2	4
Volunteered for an issue advocacy organization	4	14	8	17	5	4	1	2
Have done none of these	16	14	14	12	16	17	16	9
Talked, posted, or donated toward politics (NET)	83	82	79	82	81	82	83	90
Talked or posted about politics (NET)	82	79	77	79	79	81	83	89
Volunteered or attended political events (NET)	17	44	33	46	23	15	11	14

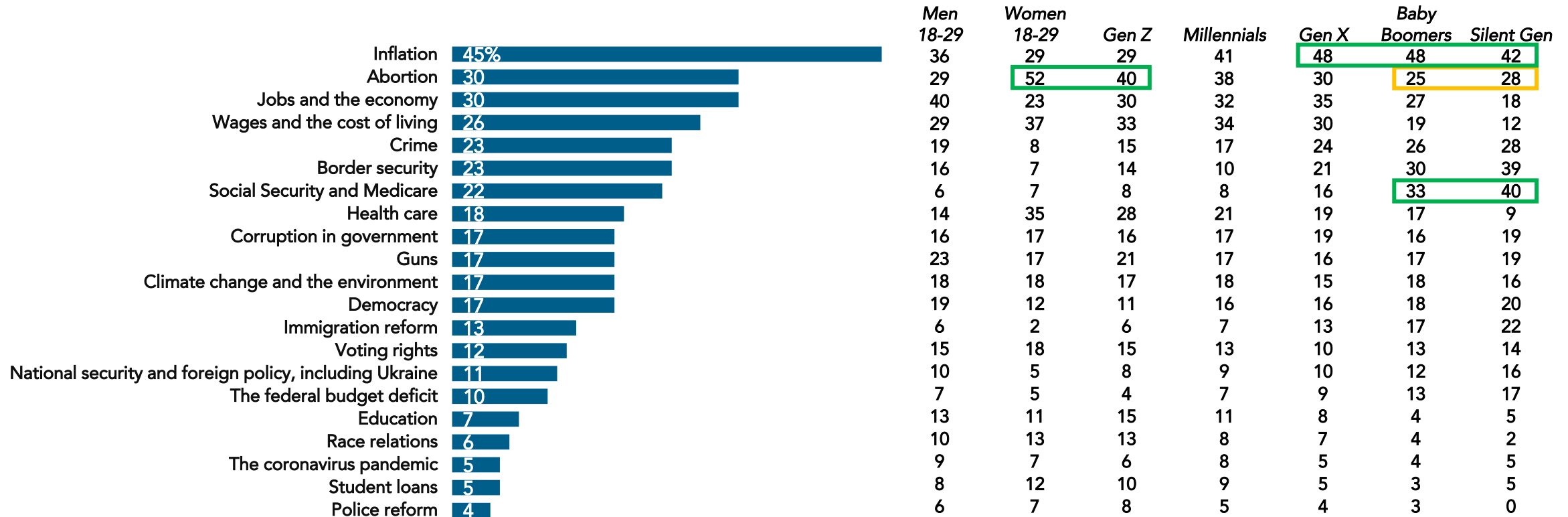
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Abortion Was a Top Issue for Gen Z Voters & Young Women; Inflation, SS/Medicare Were Priorities for Older Voters

For women under 30 and Gen Z voters, abortion was their top issue (52% and 40%, respectively), while men under 30 prioritized jobs and the economy (40%) and inflation (36%). There was also a significant age gap on health care, with younger voters more likely to cite the issue.

- Voters in the Silent Generation (40%) and Baby Boomers (33%) were particularly likely to prioritize Social Security and Medicare.

Which of the following are the most important issues for you in deciding your vote for Congress this year? Select two to four.

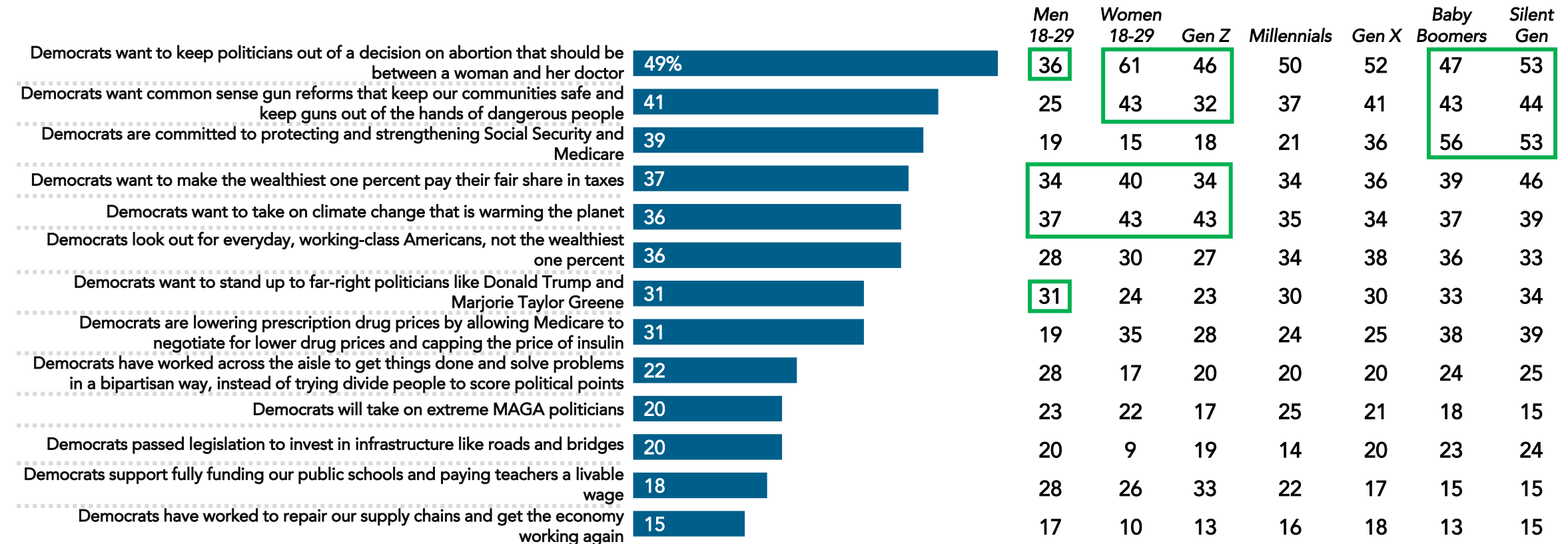


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Young Voters Cited Abortion, Climate, Taxing the Wealthy, and Gun Reform as Top Reasons to Support Democrats

Older voters were significantly more likely to also cite Social Security and Medicare as top reasons to vote for Democrats over Republicans.

[IF VOTED FOR A DEMOCRAT] What are the biggest reasons you voted for a Democrat over a Republican this year?



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Young Voters Who Voted for GOP Cited Lower Taxes as Main Reason, Older Voters Said Inflation, Crime, Immigration

Older Americans were more likely to cite crime, immigration, and inflation as top reasons to vote for Republicans over Democrats. Women 18-29 also cited parental rights in education (39%) as a top reason to vote for Republicans.

[IF VOTED FOR A REPUBLICAN] What are the biggest reasons you voted for a Republican over a Democrat this year?

		Men 18-29	Women 18-29	Gen Z	Millennials	Gen X	Baby Boomers	Silent Gen
Republicans want to reduce government spending and get inflation under control	49%	36	39	30	47	49	52	61
Republicans want to support the police, prioritize public safety, and oppose policies that release violent criminals back onto the streets	45	33	28	32	35	43	52	57
Republicans want to stop the flow of drugs and illegal immigrants over the southern border	43	27	25	35	29	41	50	60
Republicans want to support domestic energy production to bring down energy costs and gas prices	43	30	28	35	31	42	49	53
Republicans want to keep taxes low, support small businesses, and get the economy back on track	41	45	41	41	43	44	40	26
Republicans want to keep our military strong	31	26	18	15	25	32	34	41
Republicans want to protect American traditions of faith, family, and the American flag	30	22	29	27	24	33	32	17
Republicans want to protect parental rights in education and prevent schools from forcing a political agenda on children	29	29	39	37	28	26	31	27
Republicans want to protect the unborn and oppose extreme pro-abortion policies	24	28	31	32	23	27	22	21
Republicans want to reduce the number of handouts given to people who don't want to work	24	25	20	23	22	21	26	28
Republicans want to stand up to far-left politicians like Alexandria Ocasio-Cortez or Nancy Pelosi	22	14	7	9	21	24	22	25
Republicans want to combat cancel culture and protect freedom of speech	21	32	22	27	23	25	17	12
Republicans want to keep transgender athletes out of girls' sports teams and stop the promotion of transgender surgeries on our children	20	18	20	24	21	18	21	14

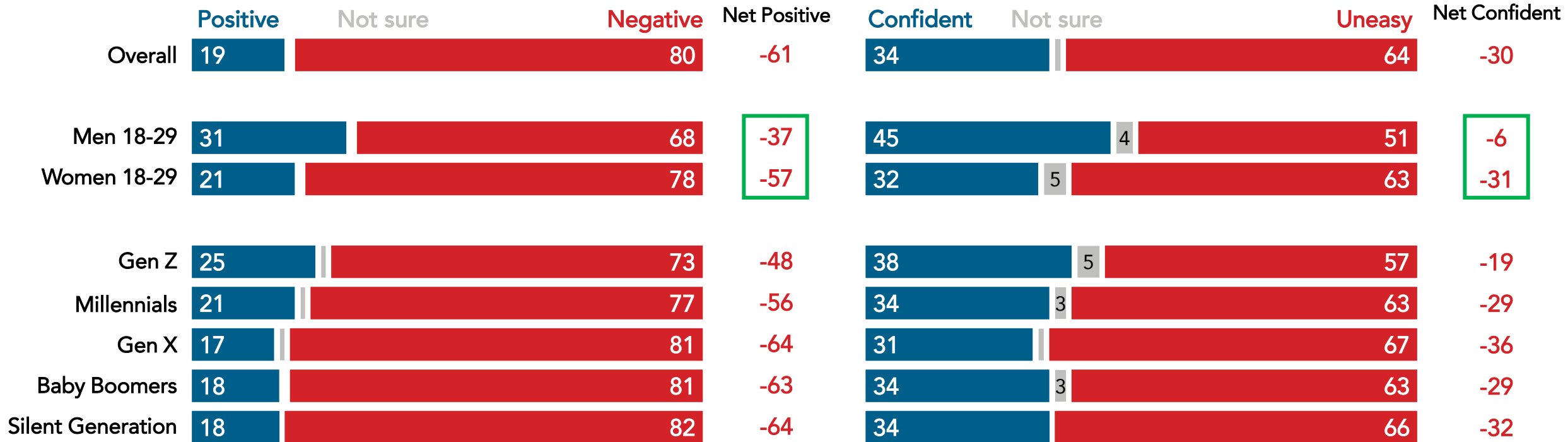
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Cross-Generational Economic Frustrations Were Not Limited to Older or Younger Americans

While economic unease was felt across the board, younger women ages 18-29 felt more uneasy about their personal financial situation (63% uneasy) than men ages 18-29 (51% uneasy).

How would you rate the state of the U.S. economy today?

Thinking about your personal financial situation over the next few months, do you feel confident or uneasy?

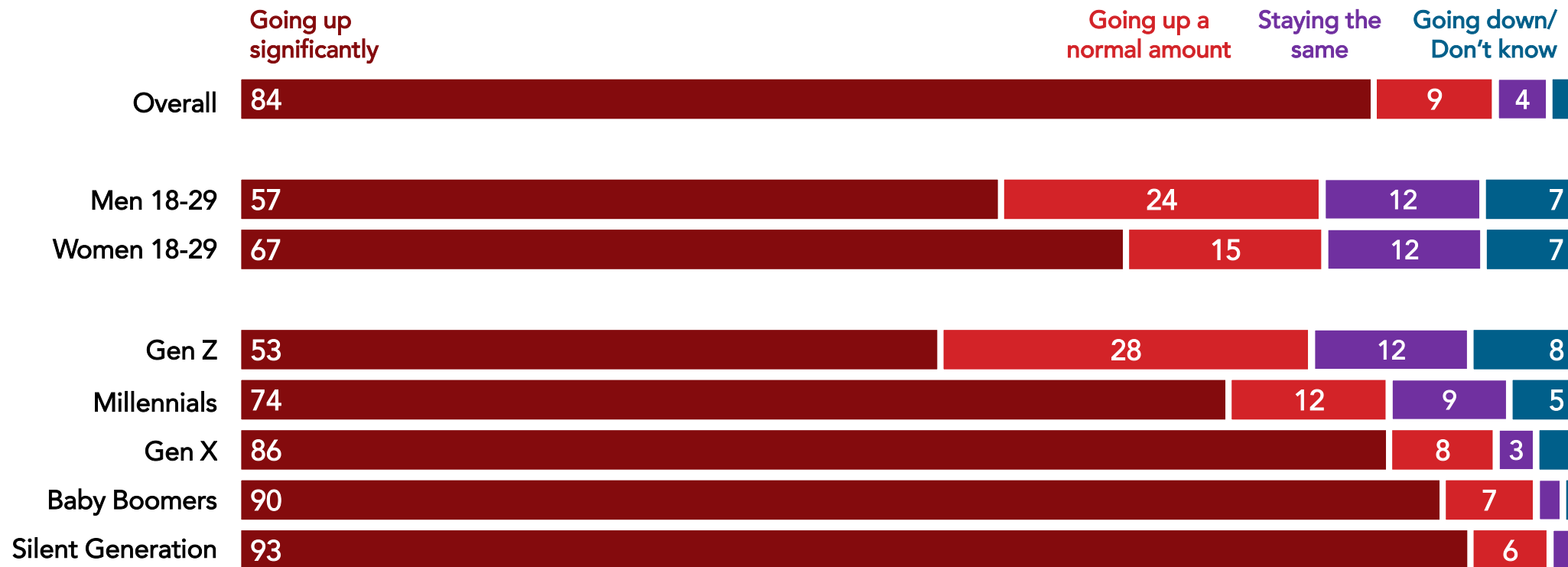


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Voters Universally Saw Costs of Everyday Goods Going Up, Though There Was Less Intensity Among Younger Americans

Nine in ten Boomers (90%) and members of the Silent Generation (93%) said the costs of groceries were going up significantly, compared to just over half (53%) of Gen Z voters.

When it comes to the costs of everyday goods like groceries, do you think costs are:

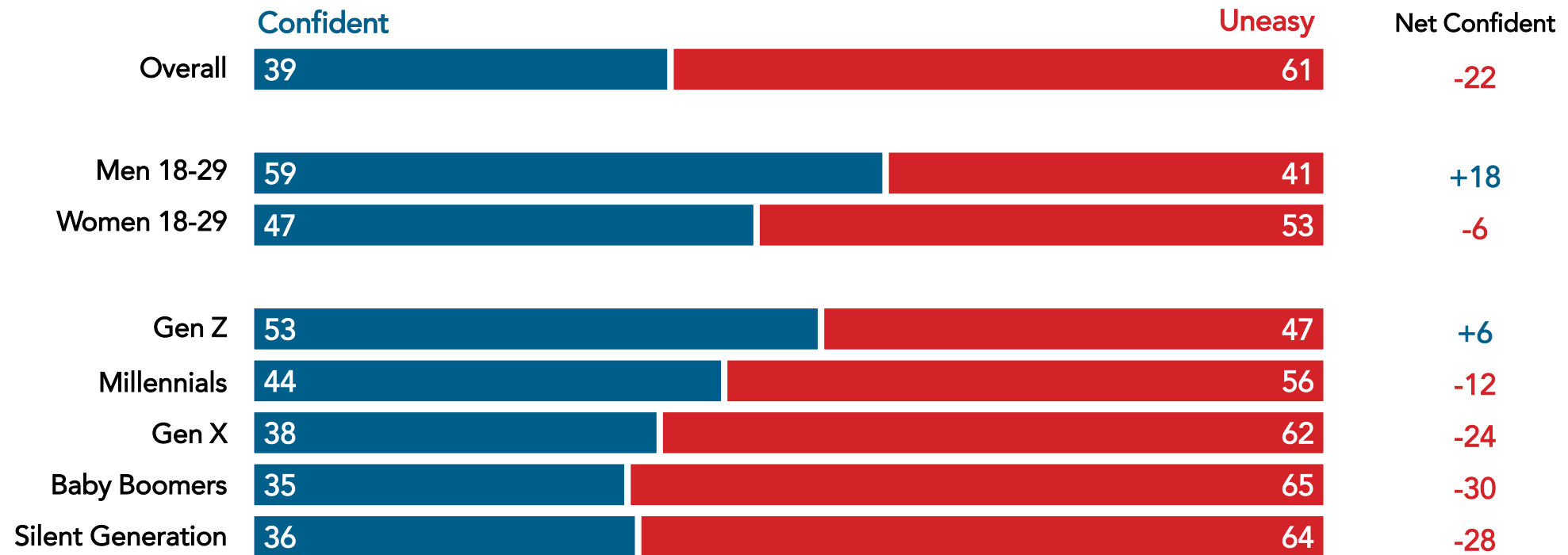


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While Many Across Age Groups Were Uneasy About the State of American Democracy, Younger Americans Most Confident

Younger men (+18 net confident) were significantly more confident in the state of American democracy than younger women (-6).

How confident are you in the state of American democracy today?



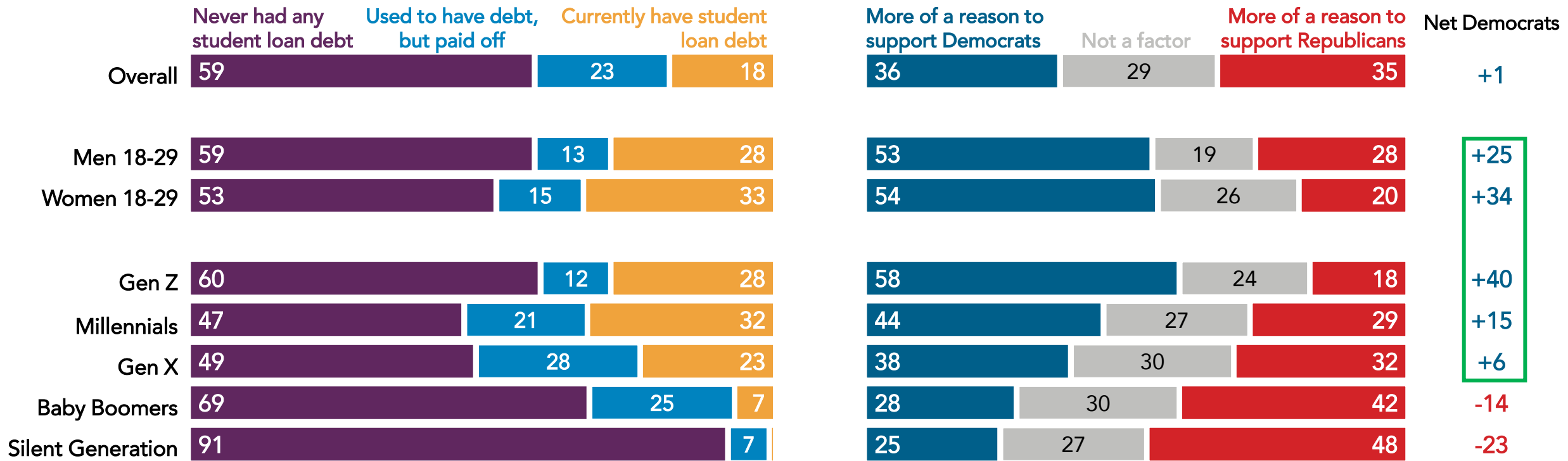
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Gen Z, Millennials, Gen X Most Likely to See Student Loan Debt as a Reason to Vote For Democrats

Gen Z and Millennial voters with student loan debt were especially likely to see the issue as a reason to vote for Democrats (62% more of a reason to support Democrats/17% more of a reason to support Republicans).

Have you ever or do you currently have student loan debt?

Please indicate whether the following is more of a reason to support Democrats, more of a reason to support Republicans, or whether it is not a factor in your vote: The issue of student loan debt.



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted an online survey of 5,013 registered voters from November 1-November 14, 2022, with respondents recruited from opt-in online panel vendors. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of the sample reflected that of the expected 2022 electorate in the House, Senate, and Governor's races. The vote shares for Democrats and Republicans among self-reported 2022 voters were also adjusted to reflect a preliminary estimate of the actual results of the 2022 elections.

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To learn more about Navigator:

<http://navigatorresearch.org>

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