

navigator*

Thursday, August 8th

Young Americans: Political Identification, Ideology, & Civic Engagement

This poll was in the field during the first presidential debate, but fielded entirely before the attempted assassination of Donald Trump, the announcement of Joe Biden's departure from the 2024 presidential race, and his endorsement of Kamala Harris for president.



Credit: Xavier Lorenzo/Upsplash

Methodology

Global Strategy Group conducted a public opinion survey among 4,000 nationwide registered voters between the ages of 18 and 34, between June 18th through July 11th, 2024. 800 interviews were conducted per mode, using each of the following five methodologies:

- Live phone interviews (verified against a voter file)
- Text-to-web interviews (verified against a voter file)
- Online panel interviews (verified against a voter file)
- Online panel interviews (NOT verified against a voter file)
- Online interviews where participants were recruited via social media platforms (NOT verified against a voter file)

Each set of 800 interviews was individually weighted and special care was taken to ensure the demographic composition of our samples in each mode matched that of the national registered voter population across a variety of demographic variables. The same process was then done to the combined dataset. Some questions were asked of all respondents except live phone interviews for time's sake. In those cases, the other four modes were weighted using the same process.

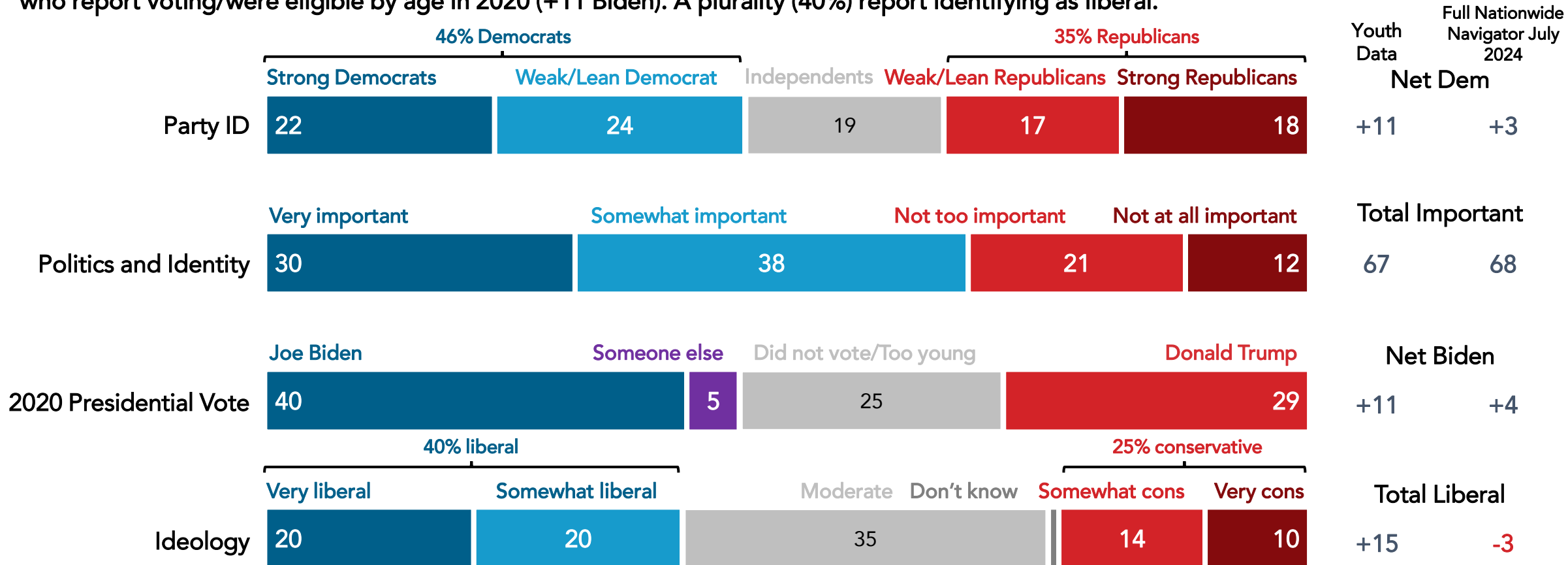
Unless otherwise indicated, data throughout refers to the total of all five modes wherever possible, and on questions asked on all but phone interviews, the total of those four modes.

Key Takeaways:

- Young Americans nationwide lean Democratic and liberal, but not by overwhelming margins.
- At the time of fielding in late June and early July, prior to President Biden's announcement to withdraw from the presidential race, young Americans reported lower levels of motivation to vote than Americans more broadly. This is, in part, due to younger Americans being less strongly partisan (as young strong partisans report higher motivation).
- But, more recent Navigator data found an increase in motivation to vote among younger Americans following Kamala Harris becoming the presumptive Democratic nominee.
- Looking to 2024, these young Americans prioritize jobs and the economy and inflation, with younger women and Democrats especially likely to rate abortion as a top issue.
- When it comes to political engagement, strong Democrats report the highest levels of participation, though two in five young Americans overall report posting on social media and another one in five, attending political events in-person.

Young Americans Lean Democratic, But Most Are Not Strongly Partisan or Ideological

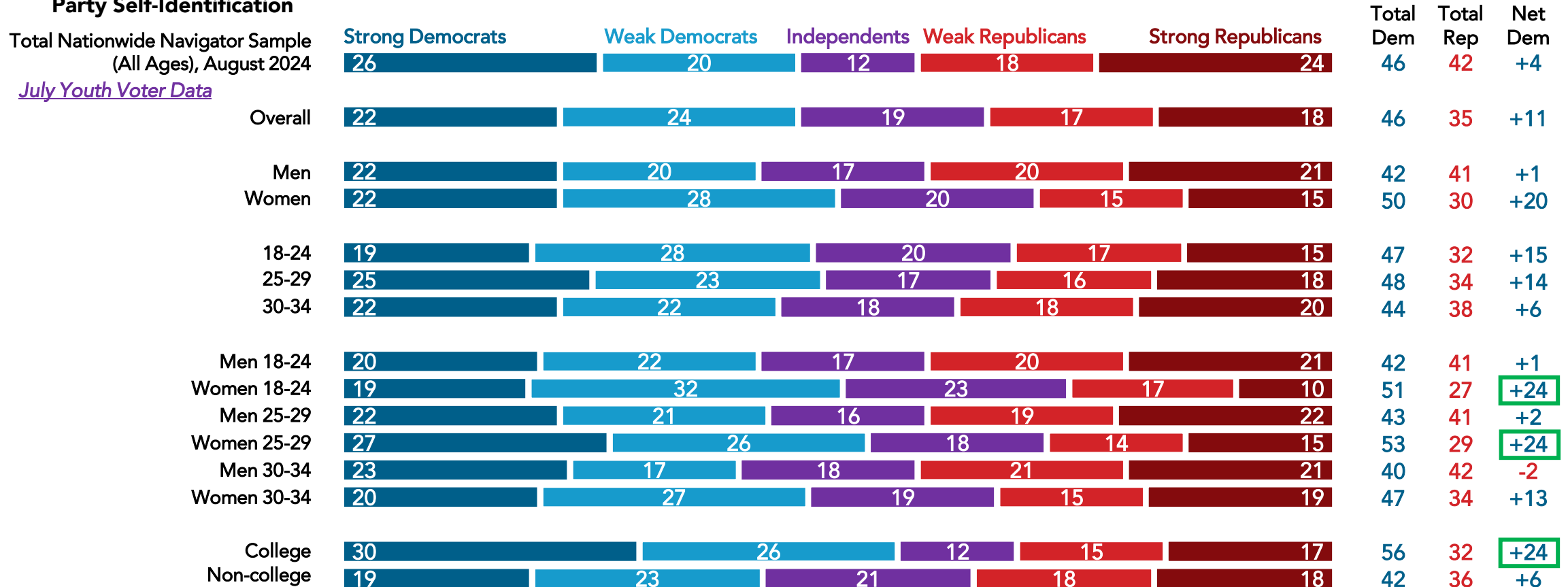
Young Americans are 11 points more Democratic on partisan self-identification and reflect a similar lean in their 2020 vote recall among those who report voting/were eligible by age in 2020 (+11 Biden). A plurality (40%) report identifying as liberal.



Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024. For more info, visit navigatorresearch.org.

Democrats Have a Party ID Advantage With Young People, With Greater Advantages Among Younger Age Cohorts

Party Self-Identification

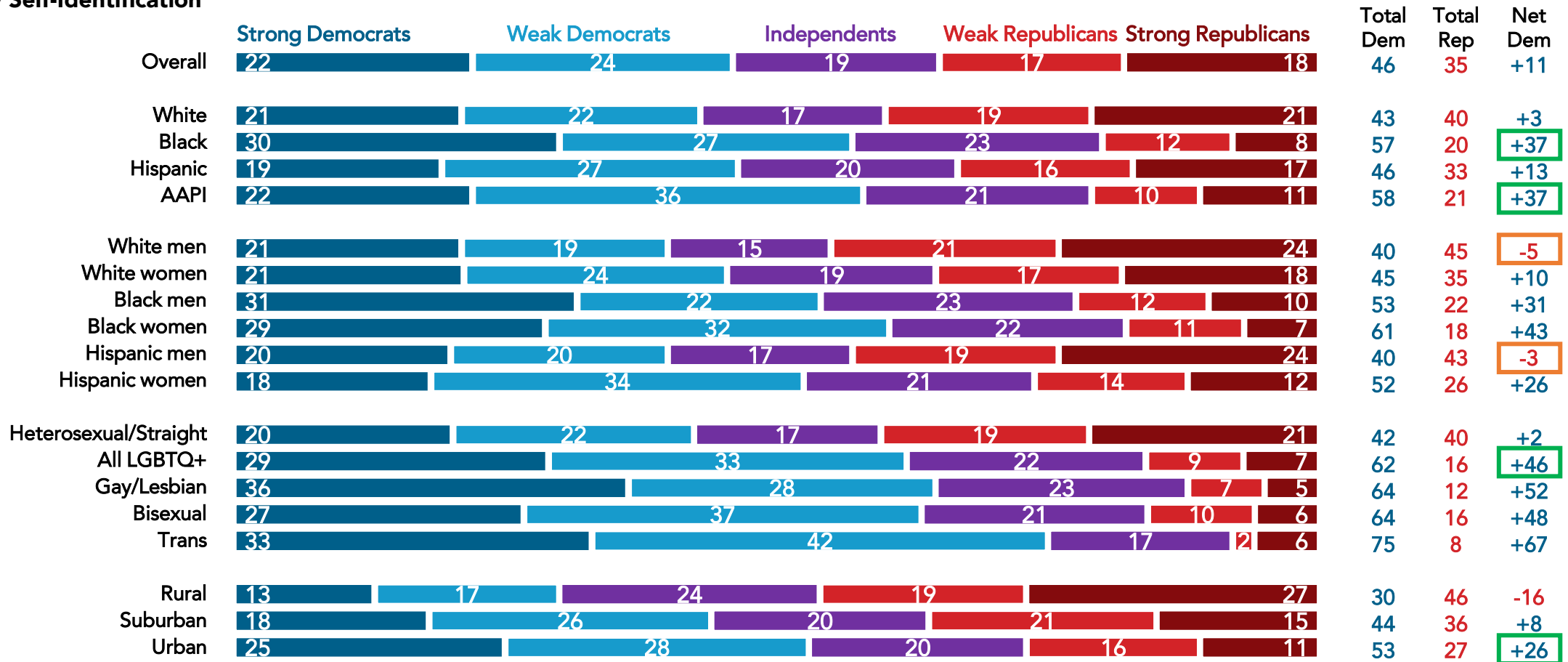


Fewer young Americans are strong partisans than Americans nationwide – 40% are either “Strong Democrats” or “Strong Republicans” compared to 50% in the most recent Navigator national poll.

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Young Black, AAPI, and LGBTQ+ Americans Lean Democratic; White and Hispanic Men Lean Very Slightly Republican

Party Self-Identification

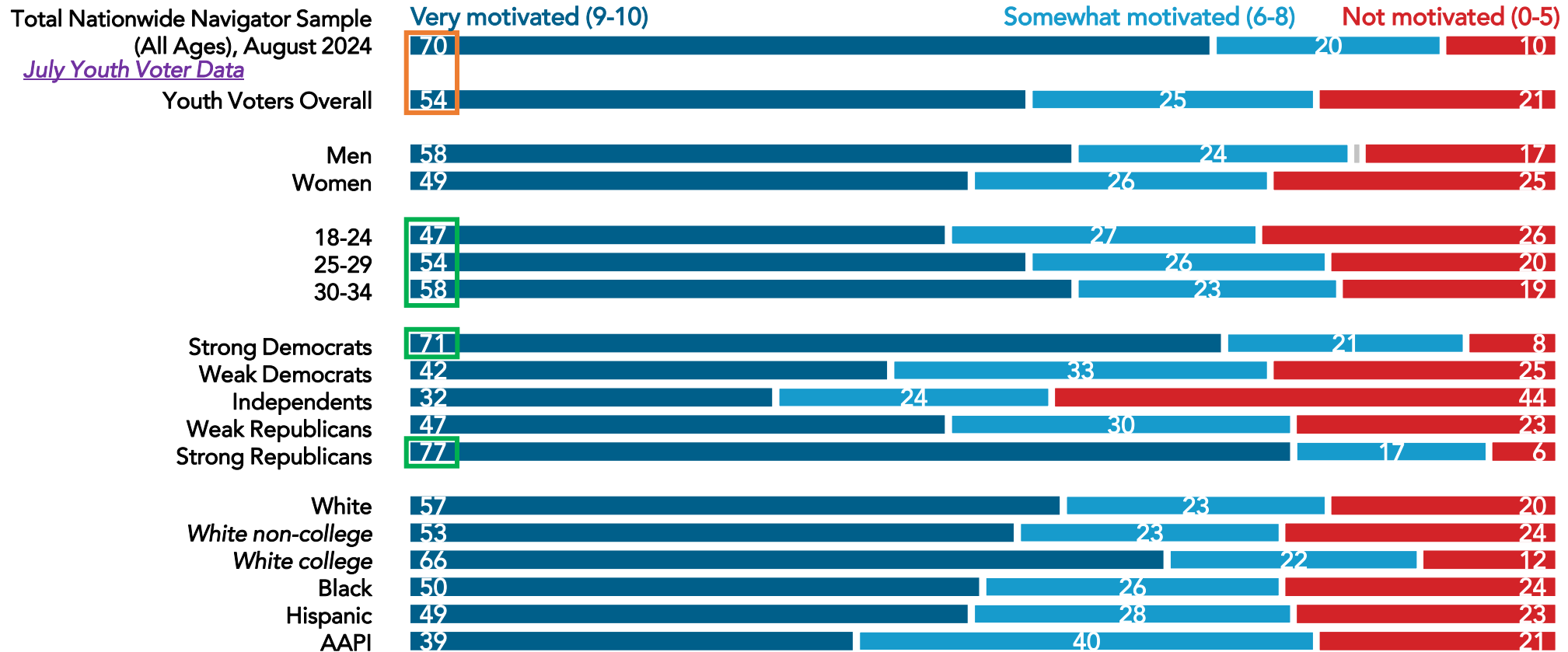


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Youth Are Far Less Motivated Than the Overall Electorate for 2024, Though Young Strong Partisans Are Highly Motivated

Young Black (50%), Hispanic (49%), and AAPI (39%) Americans are less motivated than young white Americans (57%).

Motivation to Vote in 2024 (On a Scale of 0 to 10): Comparing Navigator's August Data (All Ages) With July's Youth Voter Poll

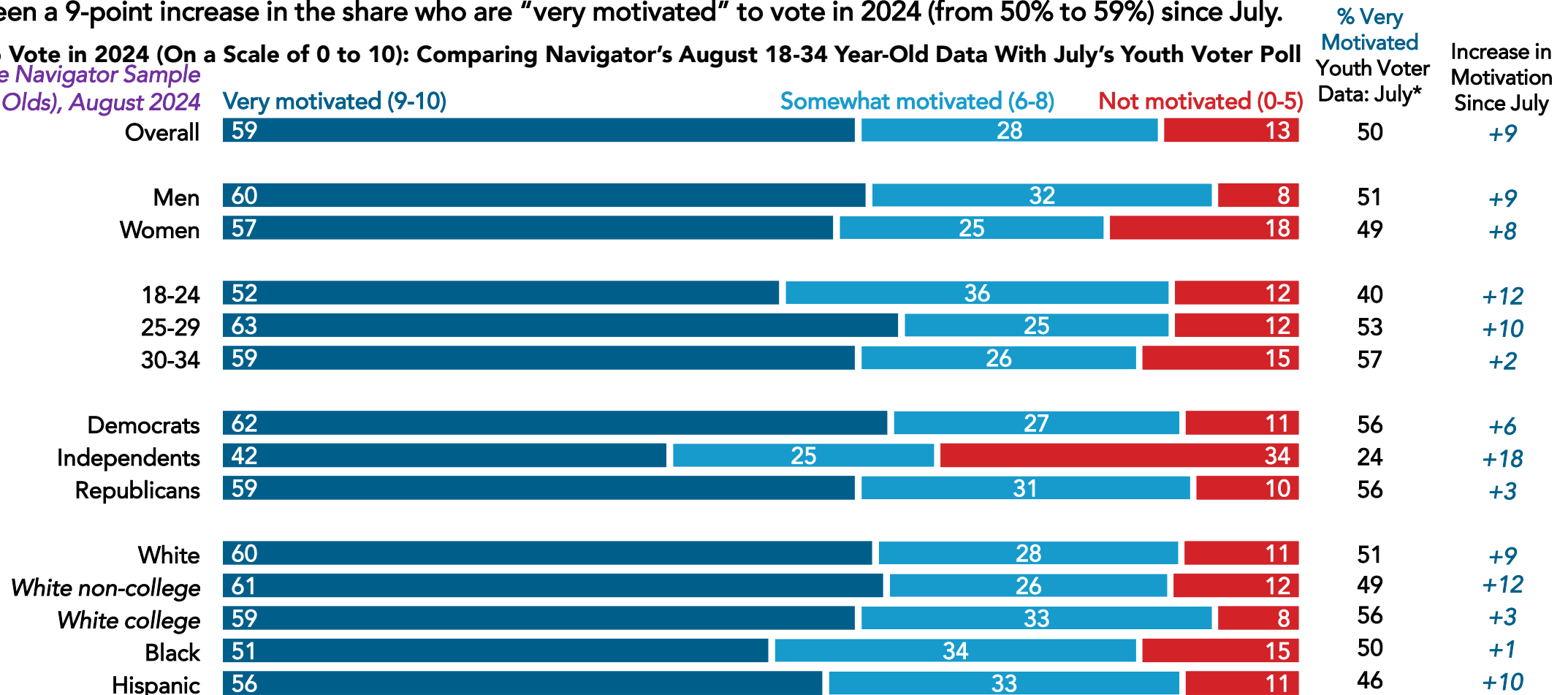


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Compared to Mid-June and Early July, Young Americans Are Now Reporting Feeling More Motivated to Vote

There has been a 9-point increase in the share who are “very motivated” to vote in 2024 (from 50% to 59%) since July.

Motivation to Vote in 2024 (On a Scale of 0 to 10): Comparing Navigator’s August 18-34 Year-Old Data With July’s Youth Voter Poll
Total Nationwide Navigator Sample (18-34 Year Olds), August 2024



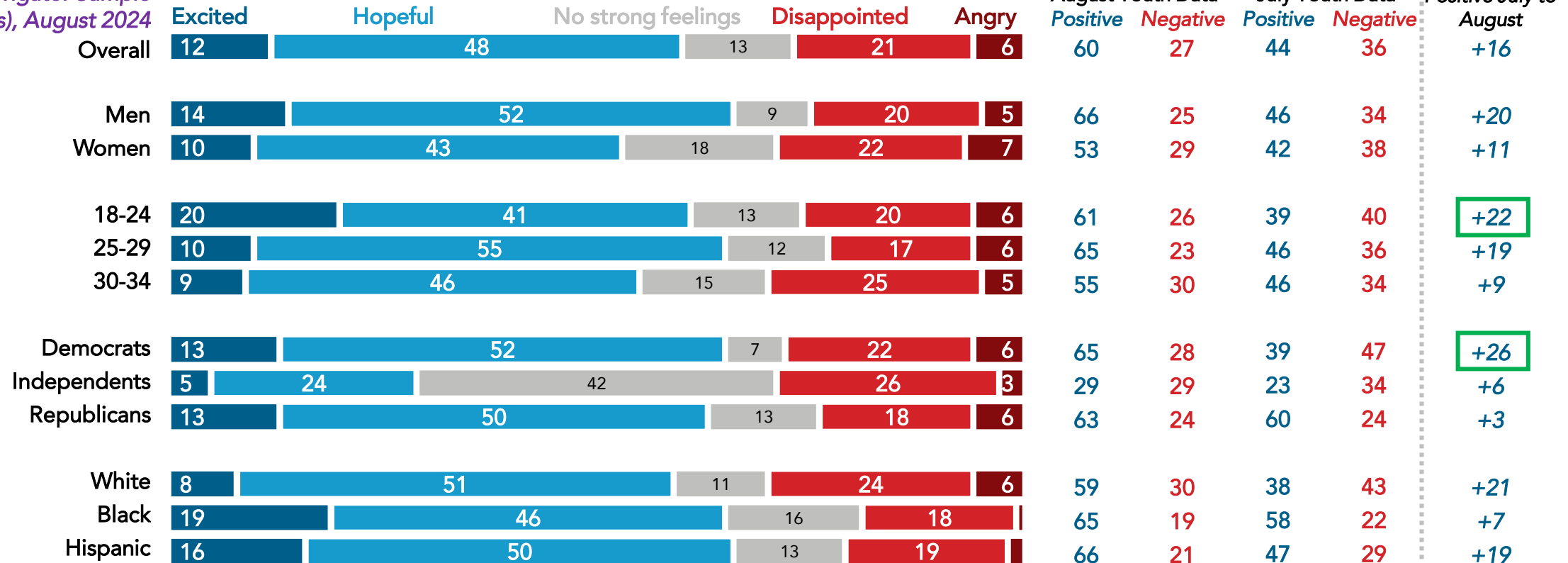
*Voter file matched online panel data only for purposes of apples-to-apples comparison
 Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024.
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Young Americans Now Feel More Positive About the Election Compared to July, Especially Democrats, 18–24-Year-Olds

Compared to data pre-Biden dropping out, young Americans are now feeling 16 points more positive about the election, with a 22-point increase in positive feelings among 18–24-year-olds and a 26-point increase among Democrats.

Which emotion best describes how you are feeling about the upcoming election?

Total Nationwide Navigator Sample
(18-34 Year Olds), August 2024



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Young Americans Are Focused Primarily On Economic Issues, Chiefly Jobs and the Economy & Inflation

Young Americans across the board say jobs and the economy and inflation are their top two issues. Women and Democrats also cite abortion, AAPI Americans cite health care, and Republicans cite immigration.

Which issues are the most important to you in deciding how you will vote in the election this November?

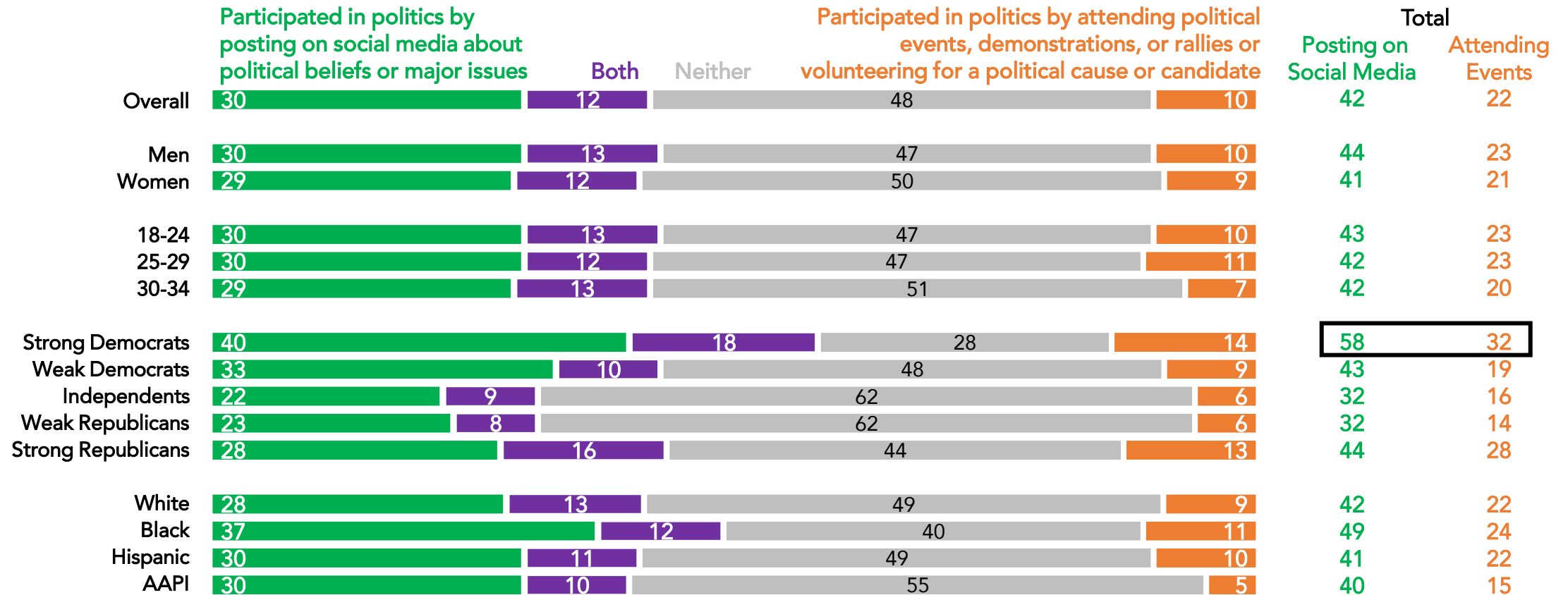
| | <i>% top two most important</i> | Men | Women | 18-24 | 24-29 | 30-34 | Dem | Ind | Rep | White | Black | Hisp | AAPI |
|--------------------------------|---------------------------------|-----|-------|-------|-------|-------|-----|-----|-----|-------|-------|------|------|
| Jobs and the economy | 36% | 37 | 35 | 33 | 35 | 38 | 29 | 38 | 43 | 35 | 34 | 38 | 37 |
| Inflation | 26 | 26 | 26 | 24 | 25 | 27 | 20 | 25 | 33 | 25 | 26 | 27 | 23 |
| Abortion | 16 | 10 | 21 | 16 | 14 | 16 | 23 | 11 | 8 | 16 | 14 | 16 | 14 |
| Health care | 14 | 12 | 16 | 13 | 16 | 13 | 17 | 14 | 10 | 13 | 16 | 12 | 21 |
| War and foreign conflicts | 14 | 15 | 12 | 17 | 12 | 12 | 14 | 13 | 14 | 15 | 11 | 11 | 19 |
| Immigration | 11 | 13 | 9 | 9 | 12 | 11 | 5 | 8 | 19 | 10 | 7 | 16 | 9 |
| Corruption in government | 10 | 12 | 9 | 11 | 11 | 10 | 8 | 13 | 13 | 11 | 11 | 9 | 8 |
| Housing | 10 | 9 | 11 | 10 | 10 | 11 | 10 | 16 | 8 | 9 | 15 | 11 | 7 |
| Threats to democracy | 8 | 9 | 8 | 8 | 8 | 9 | 12 | 5 | 5 | 9 | 5 | 8 | 10 |
| Climate change/the environment | 8 | 8 | 8 | 9 | 8 | 7 | 12 | 7 | 3 | 9 | 5 | 7 | 9 |
| Education | 8 | 8 | 7 | 9 | 7 | 7 | 8 | 8 | 7 | 7 | 11 | 7 | 7 |
| LGBTQ+ Issues | 7 | 7 | 7 | 10 | 7 | 6 | 12 | 7 | 2 | 9 | 6 | 6 | 3 |
| Crime | 7 | 8 | 7 | 6 | 8 | 7 | 7 | 6 | 8 | 6 | 11 | 8 | 11 |
| Guns | 6 | 7 | 6 | 6 | 7 | 6 | 7 | 6 | 7 | 7 | 8 | 6 | 6 |

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A Plurality of Young Americans Are Not Politically Active, Even on Social Media. Democratic-Leaners Are More Involved

Strong Democrats are among those most likely to have posted political content on social media (58%) and attended events (32%).

Please indicate which political activities you have participated in the last year.



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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: Jessica Floyd, 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.

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To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter