## navigator.



Credit: Xavier Lorenzo/Upsplash

### Thursday, August 8<sup>th</sup>

### 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.



### Methodology

Global Strategy Group conducted a public opinion survey among 4,000 nationwide registered voters between the ages of 18 and 34, between June 18<sup>th</sup> through July 11<sup>th</sup>, 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.



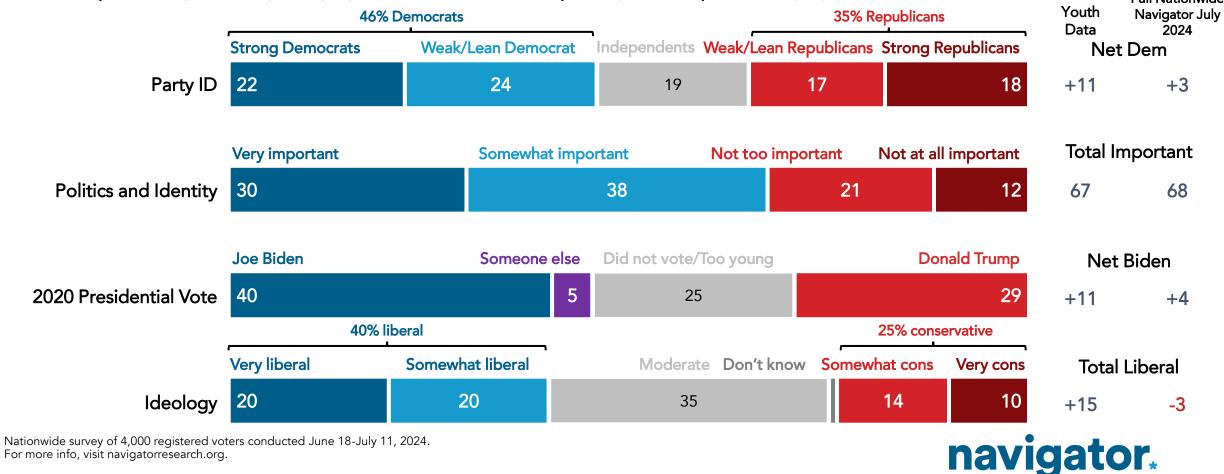
### Key Takeaways:

- 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.



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

Party Self-Identification						Total	Total	Net
Total Nationwide Navigator Sample	Strong Democrats	Weak Democrats	Independents Wea	ak Republicans	Strong Republicans	Dem	Rep	Dem
(All Ages), August 2024	26	20	12	18	24	46	42	+4
July Youth Voter Data								
Overall	22	24	19	17	18	46	35	+11
Mar	22	20	17	20	01	40		. 4
Men	22	20		20	21	42	41	+1
Women	22	28	20	15	15	50	30	+20
18-24	19	28	20	17	15	47	32	+15
25-29 25		23	17	16	18	48	34	+14
30-34	22	22	18	18	20	44	38	+6
Men 18-24	20	22	17	20	21	42	41	+1
Women 18-24	19	32	2	3	17 10	51	27	+24
Men 25-29	22	21	16	19	22	43	41	+2
Women 25-29	27	26	1	8 14	15	53	29	+24
Men 30-34	23	17	18	21	21	40	42	+24 -2
Women 30-34	20	27	19	15	19	47	34	+13
College	30	20	<u> </u>	2 15	17	56	32	+24
Non-college	19	23	21	18	18	42	36	+6
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### Young Black, AAPI, and LGBTQ+ Americans Lean Democratic; White and Hispanic Men Lean Very Slightly Republican

Party Self-Identification	-		-		-	Total	Total	Net
	Strong Democrats	Weak Democrats	Independents	Weak Republic	Weak Republicans Strong Republicans			Dem
Overall	22	24	19	17	18	Dem 46	Rep <mark>35</mark>	+11
White	21	22	17	19	21	43	40	+3
Black	30		27	23	12 8	57	20	+37
Hispanic	19	27	20	16	17	46	33	+13
AAPI	22	36		21	10 11	58	21	+37
White men	21	19	15	21	24	40	45	-5
White women	21	24	19	17	18	45	35	+10
Black men	31	2	2	23	12 10	53	22	+31
Black women	29		32	22	11 7	61	18	+43
Hispanic men	20	20	17	19	24	40	43	-3
Hispanic women	18	34		21	14 12	52	26	+26
Heterosexual/Straight	20	22	17	19	21	42	40	+2
All LGBTQ+	29		33	22	9 7	62	16	+46
Gay/Lesbian	36		28	23	7 5	64	12	+52
Bisexual	27		37	21	10 6	64	16	+48
Trans	33		42		17 2 6	75	8	+67
Rural	13	724		19	27	30	46	-16
Suburban	18	26	20	21	15	44	36	+8
Urban	25	28		20	16 11	53	27	+26



## 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



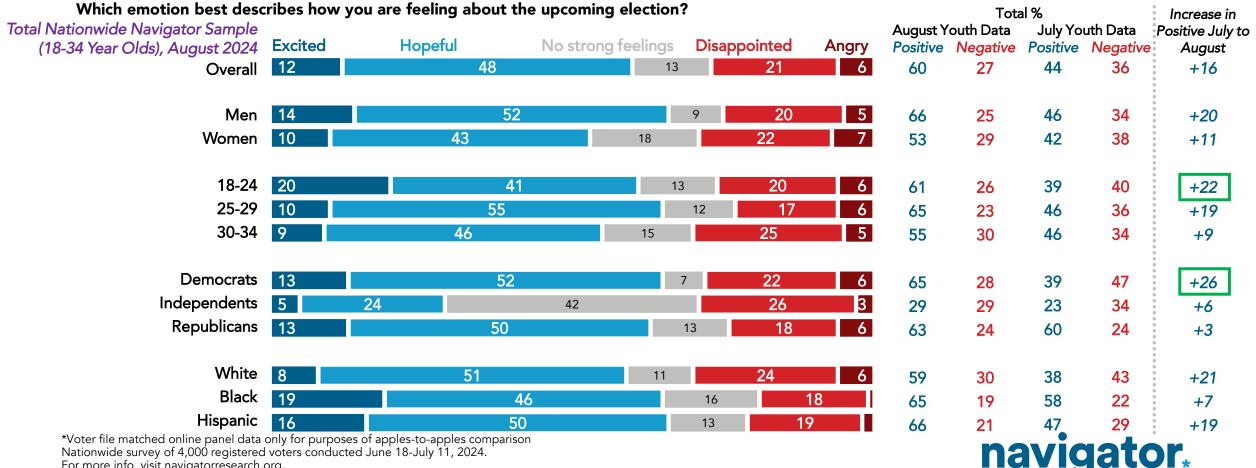


### **Compared to Mid-June and Early July, Young Americans Are Now Reporting Feeling More Motivated to Vote**

There has been a 9-point increase in the share who are "very motivated" to vote in 2024 (from 50% to 59%) since July. % Very Motivated 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 Increase in Youth Voter Total Nationwide Navigator Sample **Motivation** Data: July\* Somewhat motivated (6-8) (18-34 Year Olds), August 2024 Very motivated (9-10) Not motivated (0-5) Since July 59 28 Overall 13 50 +9 60 32 51 Men 8 +9 57 25 18 49 Women +818-24 52 36 12 40 +1263 25-29 25 12 53 +1059 15 30-34 26 57 +2 62 Democrats 27 11 56 +6 42 34 Independents 25 24 +1810 59 31 56 Republicans +360 White 28 51 11 +9 61 26 49 +12White non-college 12 56 59 +333 White college 8 50 51 Black 34 15 +1 Hispanic 56 46 +1033 11 \*Voter file matched online panel data only for purposes of apples-to-apples comparison naviga

### 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.



For more info, visit navigatorresearch.org.

### 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?

	% top two most important	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



### 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.

	Participated in politics by			Participated in politics by	Total			
	posting on social media about political beliefs or major issues	Both	Neither		ations, or rallies or	Posting on Social Media	Attending Events	
Overall	30	12		48	10	42	22	
Men	30	13		47	10	44	23	
Women	29	12		50	9	41	21	
18-24	30	13		47	10	43	23	
25-29	30	12		47	11	42	23	
30-34	29	13		51	7	42	20	
Strong Democrats	40		18	28	14	58	32	
Weak Democrats	33	10		48	9	43	19	
Independents	22 9			62	6	32	16	
Weak Republicans	23 8			62	6	32	14	
Strong Republicans	28	16		44	13	44	28	
White	28	13		49	9	42	22	
Black	37		2	40	11	49	24	
Hispanic	30	11		49	10	41	22	
AAPI	30	10		55	5	40	15	
e survey of 4,000 registered	voters conducted June 18-July 11, 2024.							

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

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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. For Press inquiries contact: press@navigatorresearch.org To learn more about Navigator: http://navigatorresearch.org @NavigatorSurvey on Twitter