

navigator*

Friday, August 9th

Young Americans: Perceptions of the Parties

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.

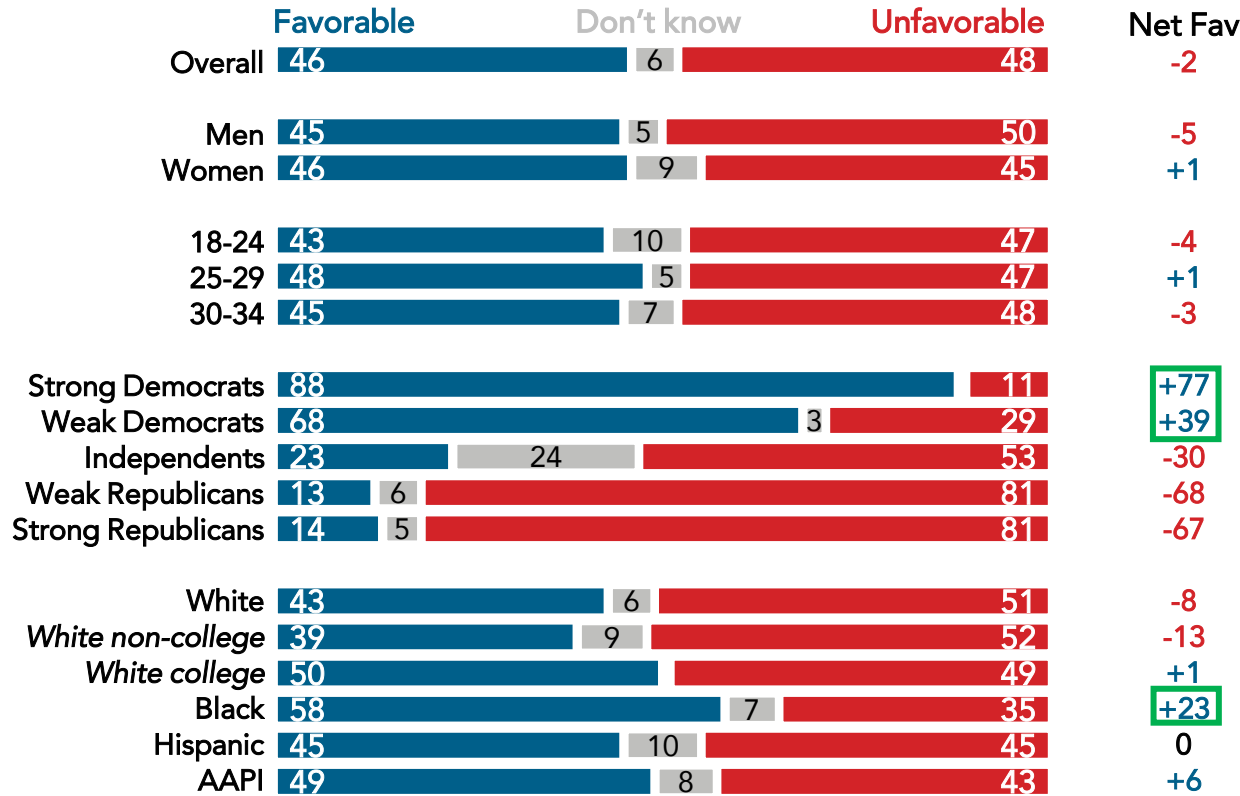
Key Takeaways:

- The Democratic Party is more popular with young Americans than the Republican Party and Donald Trump – though all three are more popular than MAGA Republicans.
- Young Americans see both parties moving further from their views, with the Republican Party moving further away on rights and abortion, and the Democratic Party moving further away on immigration and the economy.
- Few young Americans strongly agree their vote can create the change we need.

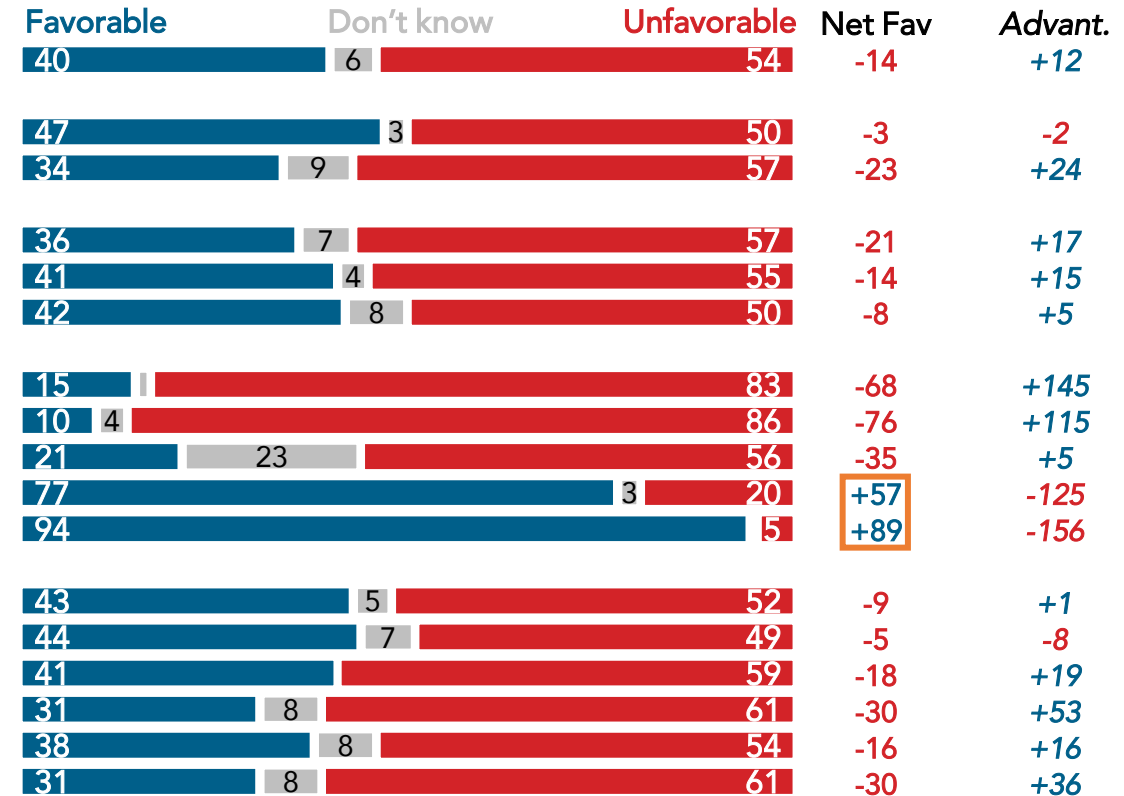
Neither Party Brand Is in Great Shape With Young Americans, Though Democrats Fare Better

The Republican Party's popularity is lower than the Democratic Party's across age cohorts, while Democrats are more underwater with men.

Democratic Party Favorability



Republican Party Favorability



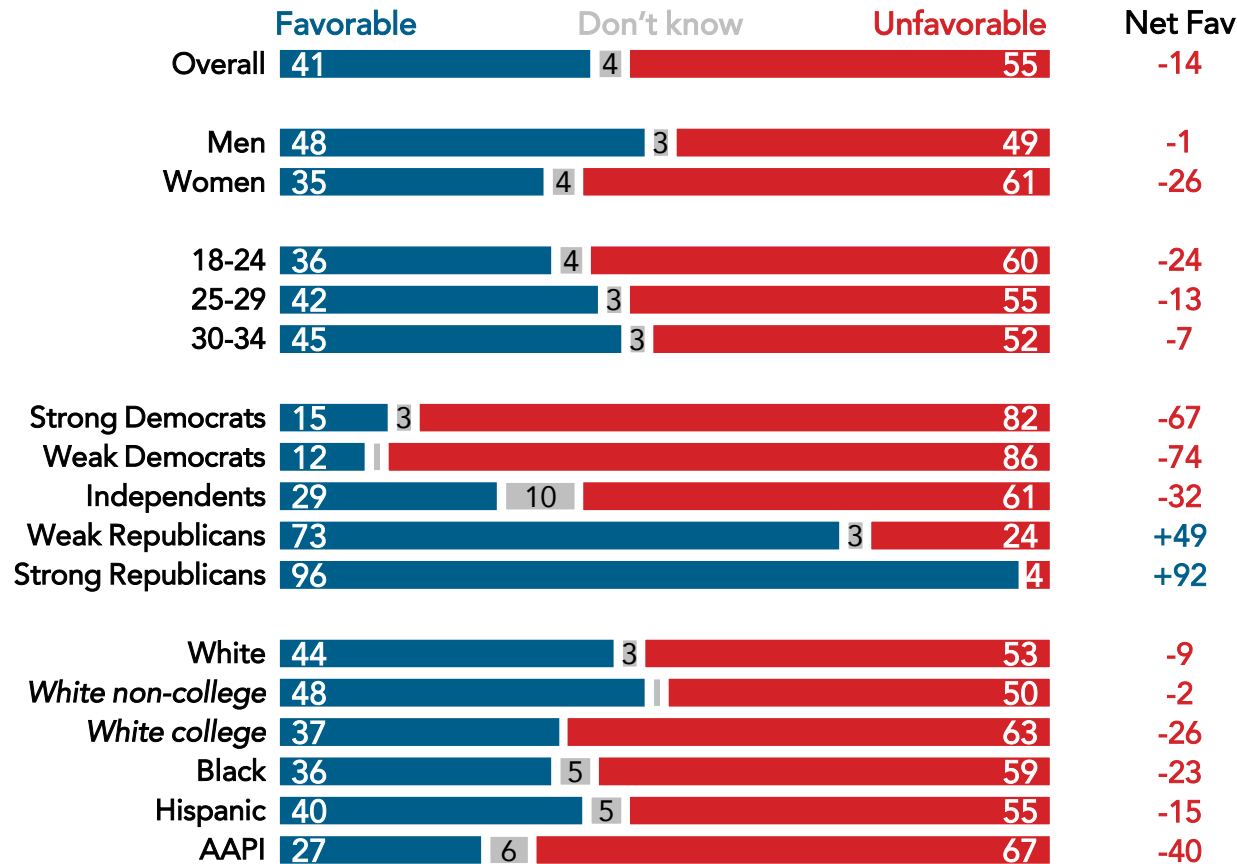
Those who are unfavorable to both are largely independents (38%), as well as non-conservative independents and Republicans (43%).

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

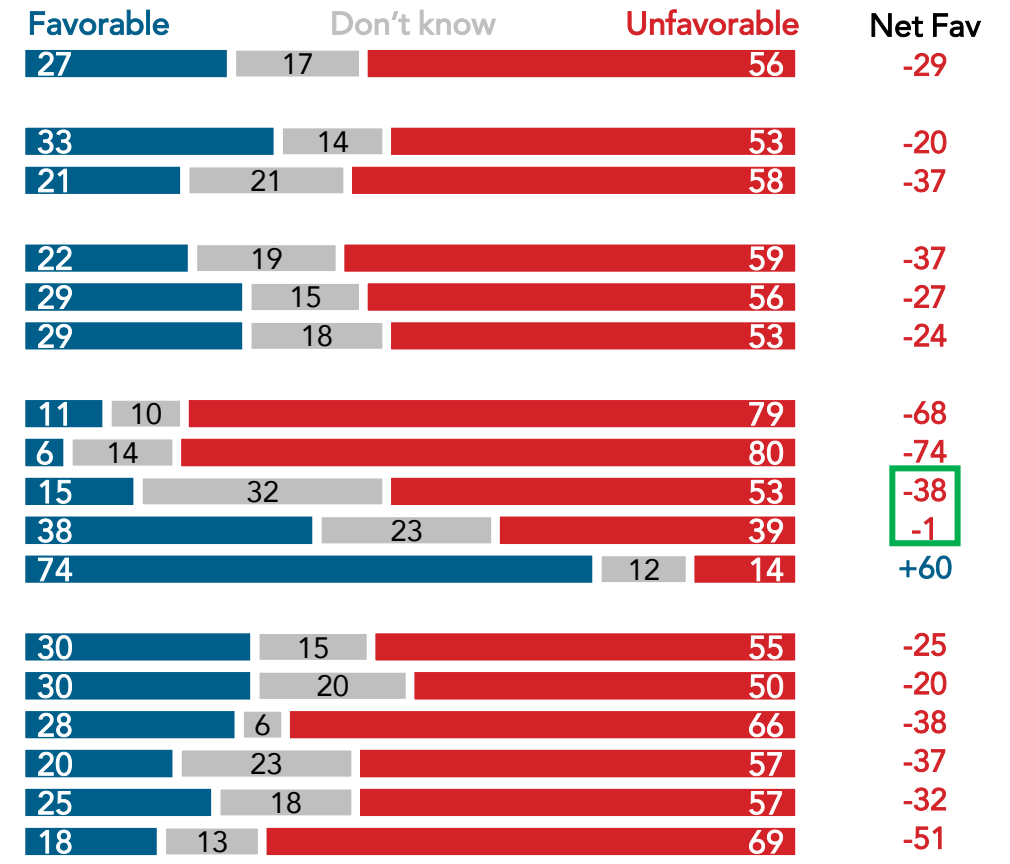
MAGA Republicans Have a More Toxic Brand Among Young Americans Than Trump Does

While Trump enjoys strong ratings among weak Republicans (+49 favorable), MAGA Republicans are split with this group (net -1).

Donald Trump Favorability



MAGA Republicans Favorability



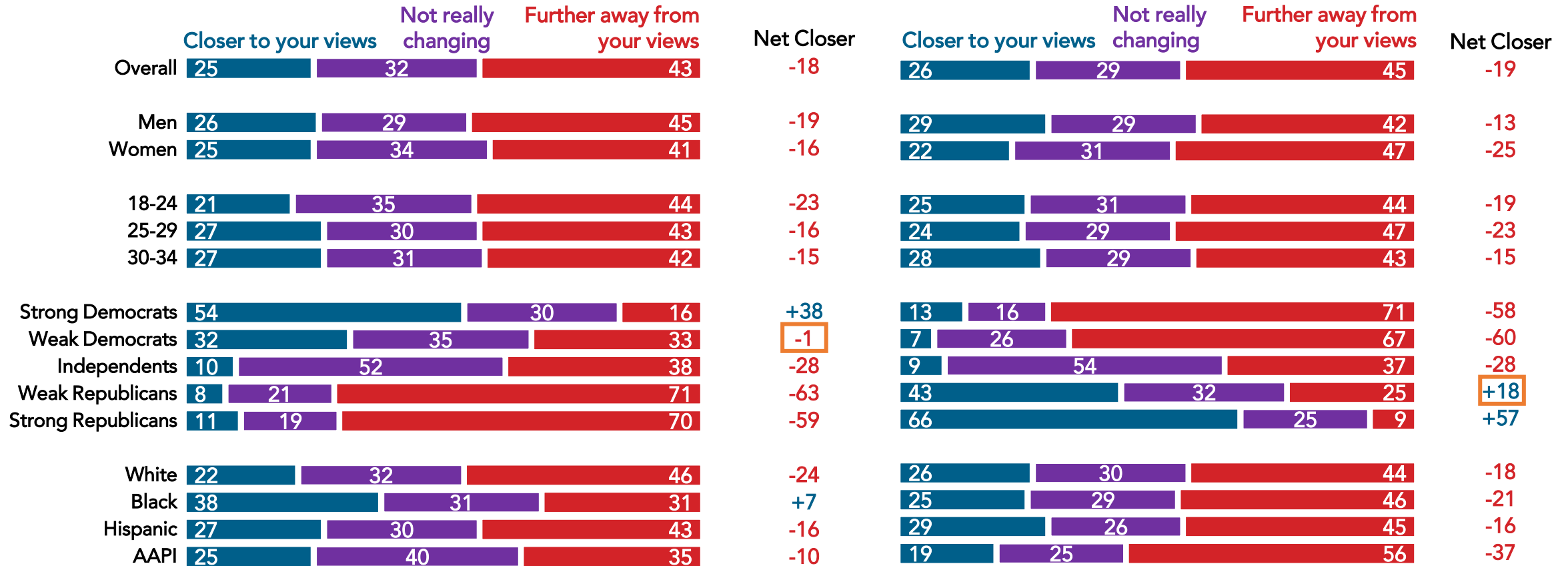
This poll asked Biden's favorability, but results are not shown in the analysis given his departure from the presidential race. Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024. For more info, visit navigatorresearch.org.

Youth See Both Parties Moving Away From Their Views

Nearly one in three young Americans (31%) say both parties are moving further away from their views.

Thinking about the **Democratic Party** as a whole, would you say that it is moving closer to your political views, further away from your political views, or not really changing?

Thinking about the **Republican Party** as a whole, would you say that it is moving closer to your political views, further away from your political views, or not really changing?



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Democrats Are Seen As Moving Closer on Abortion Rights & Democracy, But Further Away on Immigration & the Economy

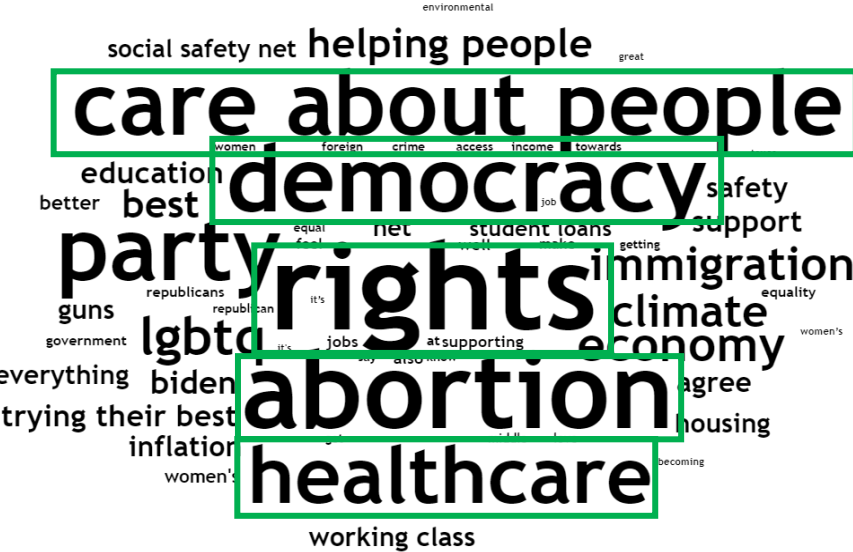
Thinking about the Democratic Party as a whole, would you say that it is moving closer to your political views, further away from your political views, or not really changing?

[If feel the party is moving further away from/closer to their views] You indicated you think the Democratic Party is moving further away from/closer to your views. On what issues would you say the Democratic Party is moving further away from/closer to your views?

Democratic Party Moving **Further** from Views



Democratic Party Moving **Closer** to Views



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Republicans Are Seen the Opposite Way: Moving Away on Abortion, LGBTQ+ Rights, Closer on Immigration & the Economy

Thinking about the **Republican Party** as a whole, would you say that it is moving closer to your political views, further away from your political views, or not really changing?

[If feel the party is moving further away from/closer to their views] You indicated you think the **Republican Party** is moving further away from/closer to your views. On what issues would you say the **Republican Party** is moving further away from/closer to your views?

Republican Party Moving **Further** from Views



Republican Party Moving **Closer** to Views



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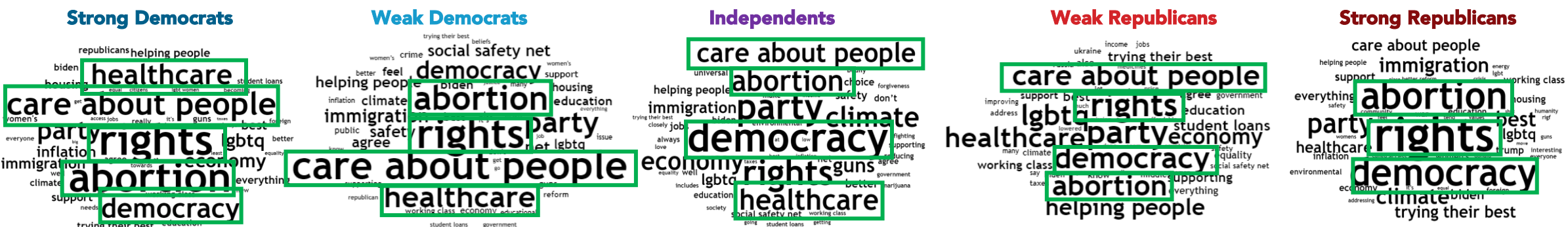
Young Americans See the Democratic Party Getting Closer on Caring About People, Healthcare, Rights, and Abortion

Thinking about the **Democratic Party** as a whole, would you say that it is moving closer to your political views, further away from your political views, or not really changing?

Democratic Party Moving **Further** from Views



Democratic Party Moving **Closer** to Views



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The Economy and Immigration Bring Republicans Closer, But They Stray When It Comes to Abortion, Rights

Thinking about the **Republican Party** as a whole, would you say that it is moving closer to your political views, further away from your political views, or not really changing?

Republican Party Moving Further from Views

Strong Democrats



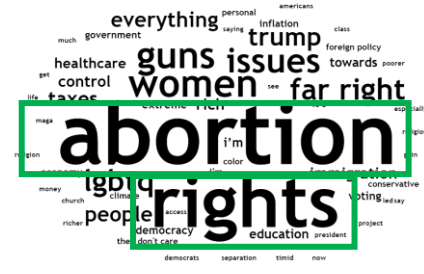
Weak Democrats



Independents



Weak Republicans

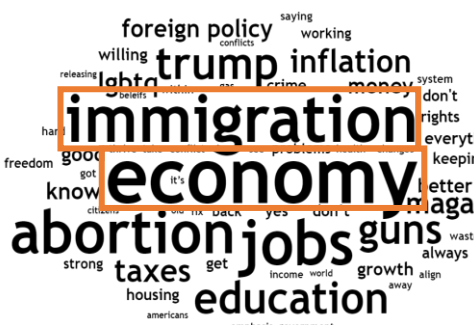


Strong Republicans

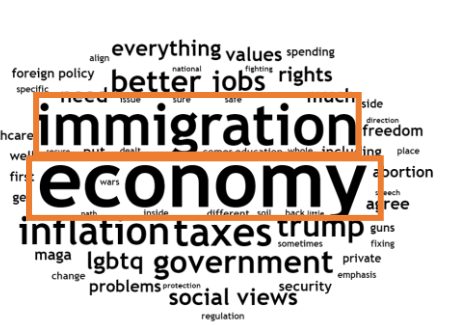


Republican Party Moving Closer to Views

Strong Democrats



Weak Democrats



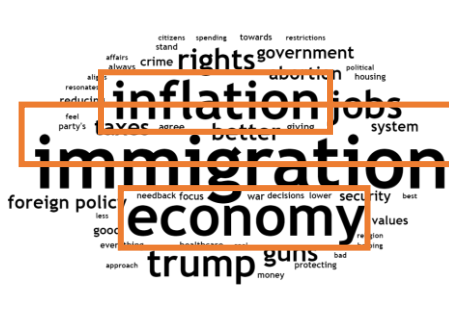
Independents



Weak Republicans



Strong Republicans

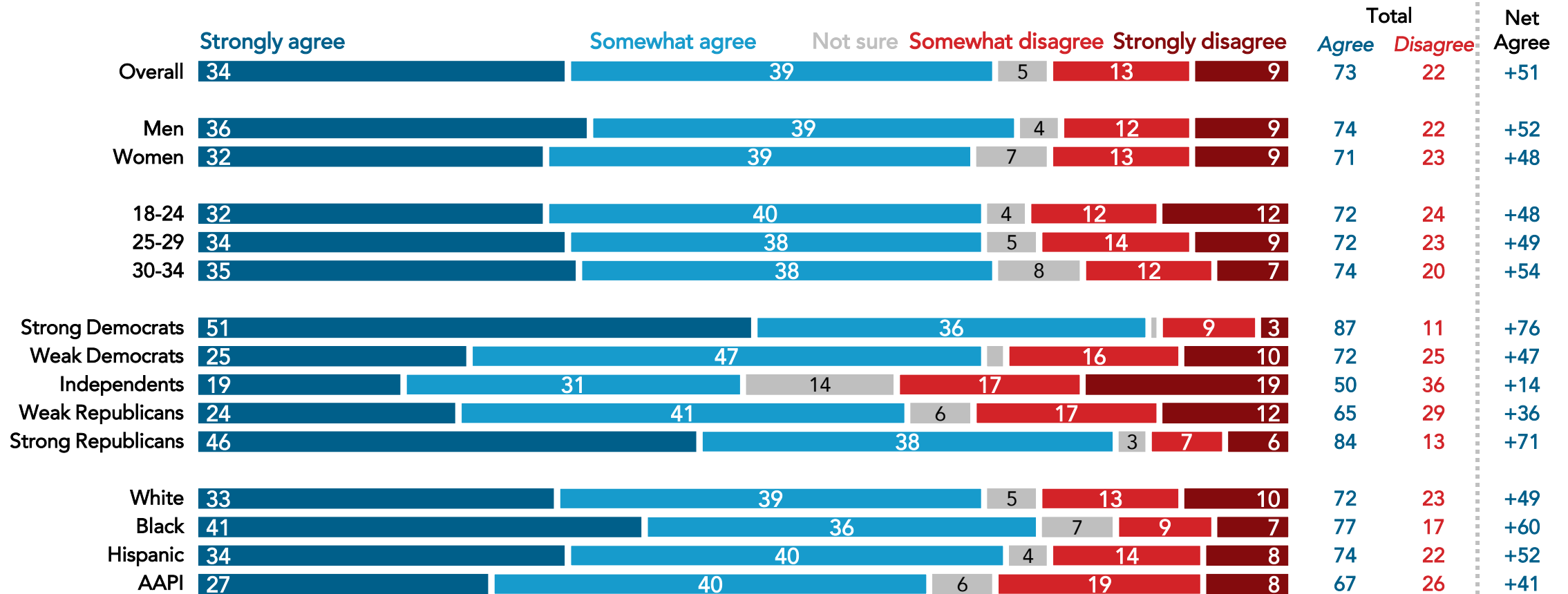


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Only One in Three Feel Strongly Their Vote Can Effect Change

While strong partisans are more optimistic than other groups (51% of strong Democrats and 46% of strong Republicans strongly agree their vote can create change), less than 30% of weak Democrats (25%), independents (19%), and weak Republicans (24%) strongly agree.

Do you agree or disagree with the following statement: My vote can help create the change we need.

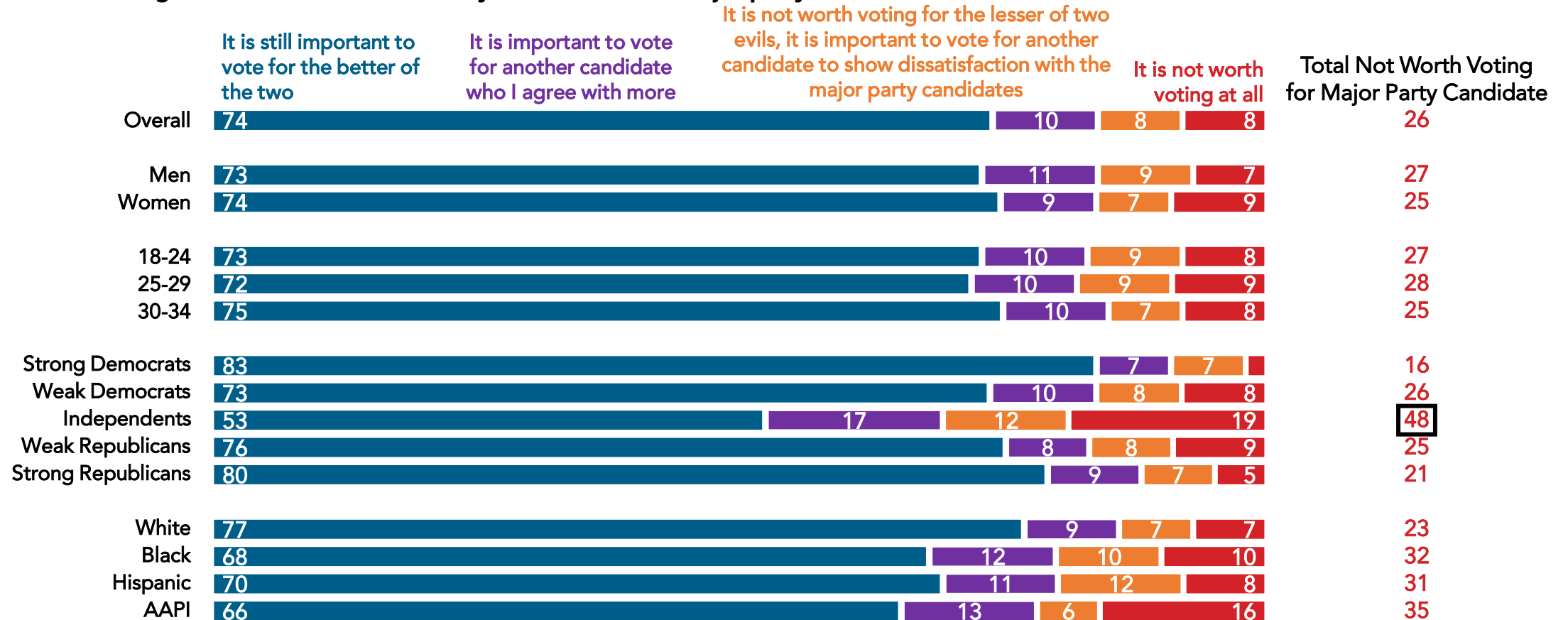


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Most Young Americans Say They'll Vote For A Major Party Candidate, Even If They Are Flawed

Majorities say they would prefer to vote for one of the two major party candidates, though just 53% of independents feel this way.

Which of the following statements comes closer to your view? If both major party candidates are flawed...



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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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<http://navigatorresearch.org>

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