

# navigator\*

Thursday, October 10<sup>th</sup>

## Young Americans: Methodological Differences by Mode

*This poll was in the field in June and July during the first presidential debate, but fielded entirely before the first 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/Unsplash

# About this Project

In response to public polling showing variable estimates in young voters throughout the cycle, Navigator Research embarked upon a large sample polling project using five different methodologies to:

1. Examine the attitudes of young voters using a large, robust sample
2. Identify differences in results by methodology to support the polling community in their efforts to better measure this population

## 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)

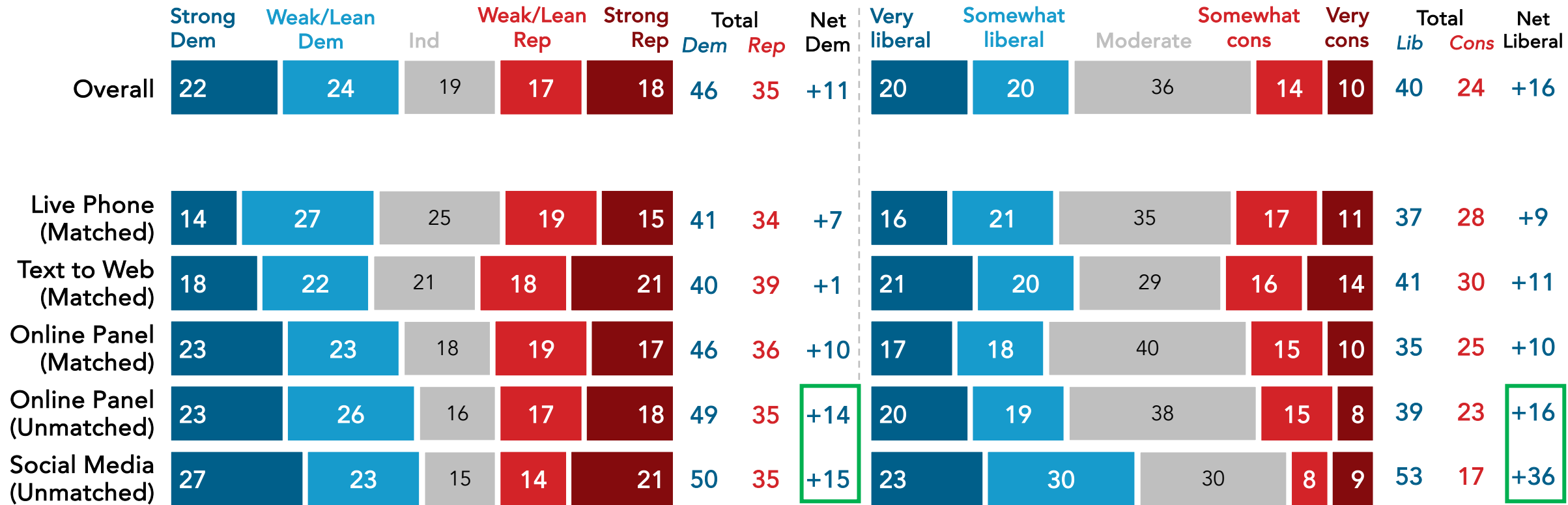
The 800-interview sample for each mode was separately weighted to a variety of demographic and political targets based on estimates for the 18–34-year-old registered voter population, including gender, age, ethnicity, education, region, recalled 2020 presidential vote, and, where possible, turnout score (an estimate of a voters' likelihood of turning out that is available for voter file matched respondents).

# Young Respondents Recruited Via Online Methods That Do Not Match to the Voter File Tended to Be More Democratic and Liberal

Half (50%) of young Americans recruited for this study using social media identify as Democrats or Democratic-leaning independents, while a slightly higher share (53%) describe themselves as “liberal.”

When it comes to politics, do you generally think of yourself as a:

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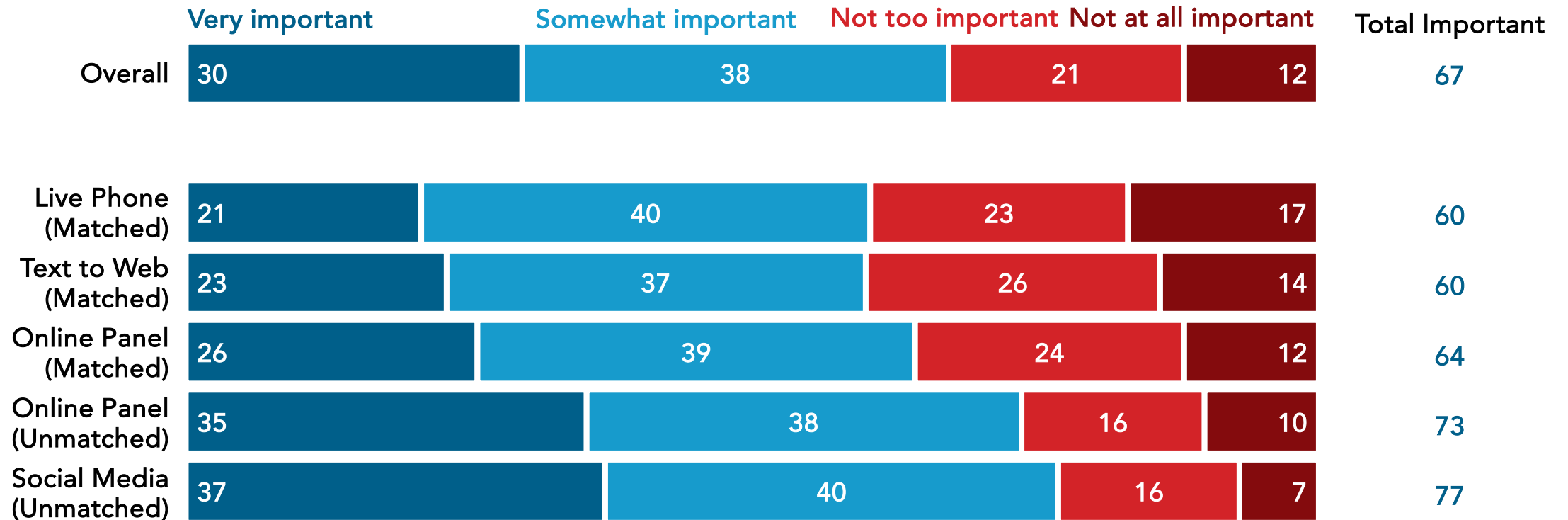


Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Methods Matched to the Voter File Report Lower Levels of Political Engagement

Just three in five phone and text recruits say that politics is “very” or “somewhat important” to their personal identity (60% each), compared to more than three in four social media recruits who say the same (77%). One reason for these differences may be that matched modes can better control for engagement by weighting to variables such as turnout score, which are based on actual turnout history.

**How important is politics to your personal identity?**

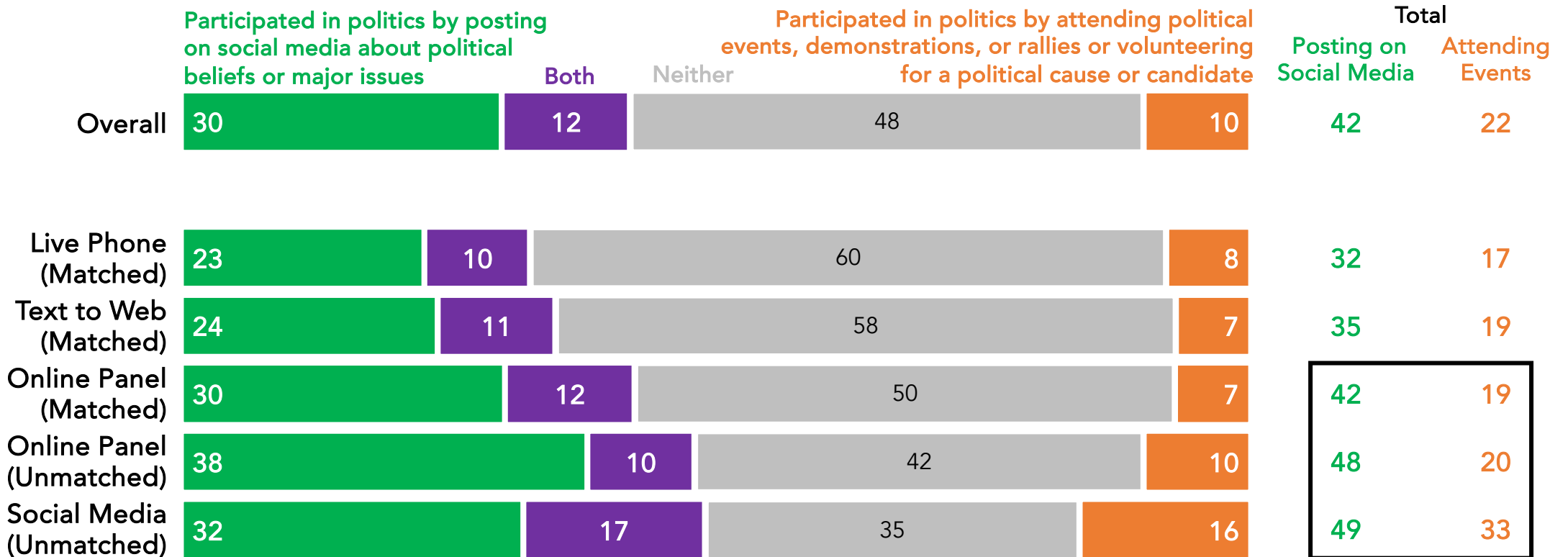


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# Young Americans Recruited Online Report Higher Levels of Political Activity Than Phone or Text Respondents

Social media recruits are most likely to report having posted on social media and attended political events in the last year (49% and 33%, respectively), followed by unmatched panel recruits (48% and 20%) and matched panel recruits (42% and 19%).

Below are some activities that some may have participated in within the last year or so. Please indicate which best describes what you have done in the last year or so.



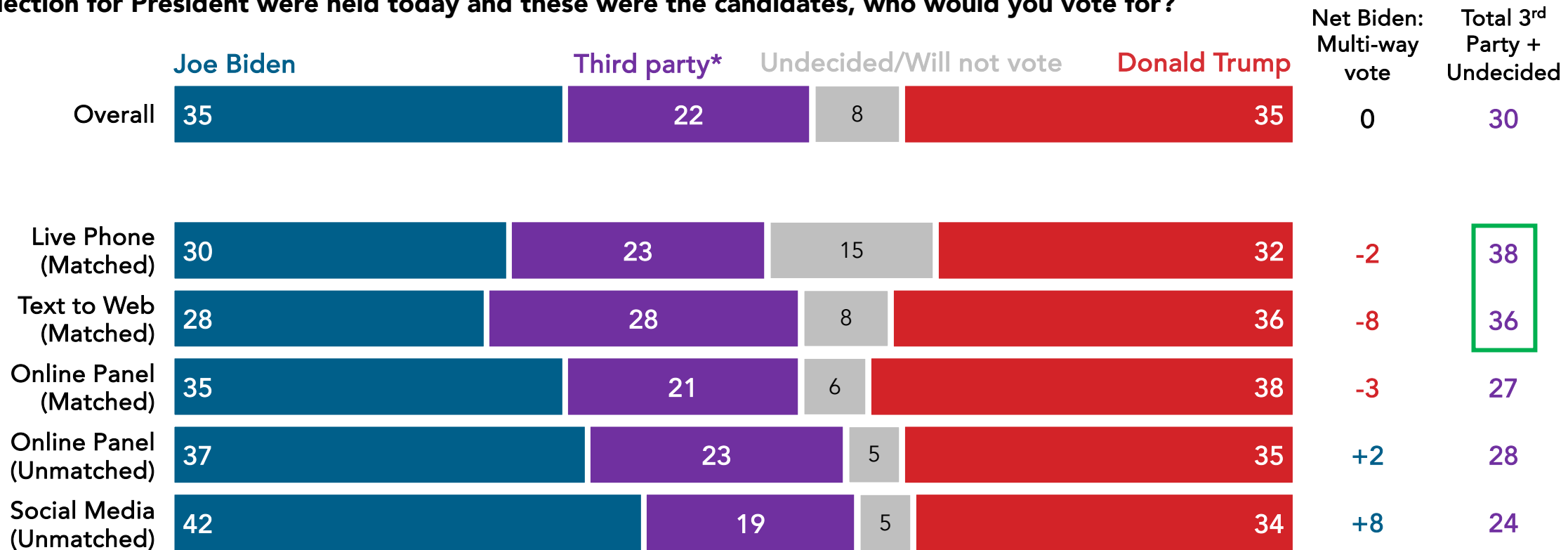
Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Young Americans Recruited by Phone and Text Were Less Likely to Be for Either Major Party Candidate Prior to Biden Dropping Out

Prior to his departure from the race, social media recruits supported Biden by 8 points in the multi-candidate vote, whereas phone recruits supported Trump by 2 points and text recruits by 8 points in the multi-candidate vote.

- Phone (38%) and text respondents (36%) were more likely to back third-party candidates/be undecided than other modes.

**If the election for President were held today and these were the candidates, who would you vote for?**



\*Combines support for four third-party candidates whose names were listed: Robert F. Kennedy Jr., Jill Stein, Chase Oliver, and Cornel West. Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

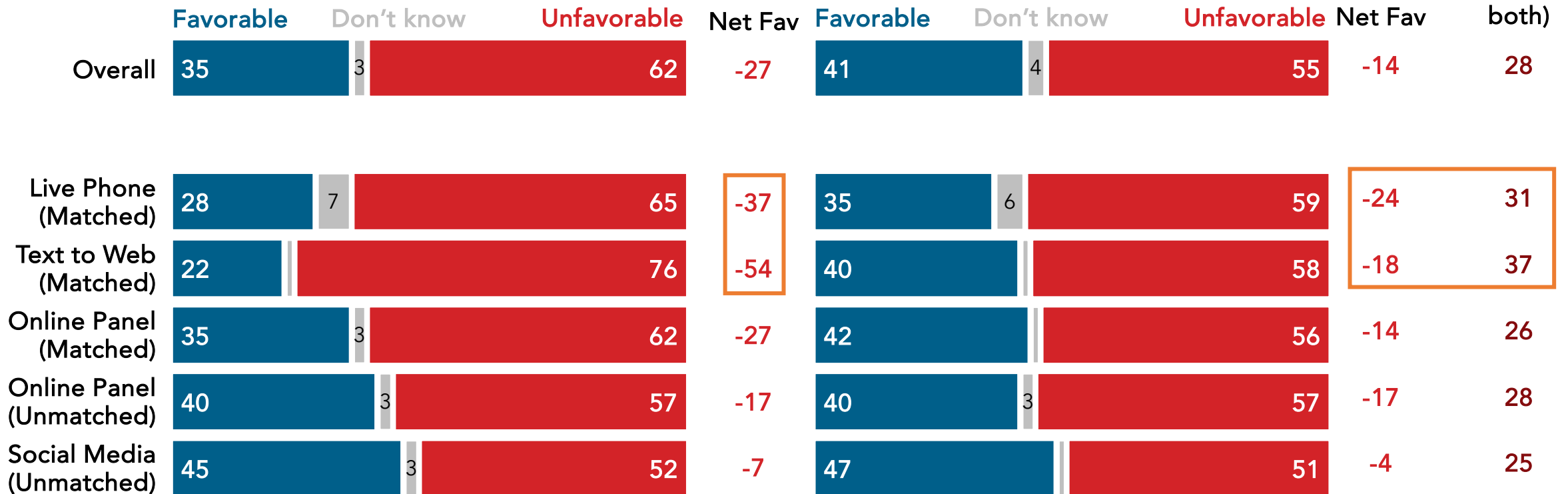
# Young Americans Recruited by Phone and Text Were More Negative on Both Biden and Trump

Phone and text recruits were more critical of Trump than recruits from other modes (net -24 and net -18 favorable, respectively), and they were also more critical of Biden (net -37 and net -54).

## Joe Biden Favorability

## Donald Trump Favorability

Double Haters  
(Unfav to both)



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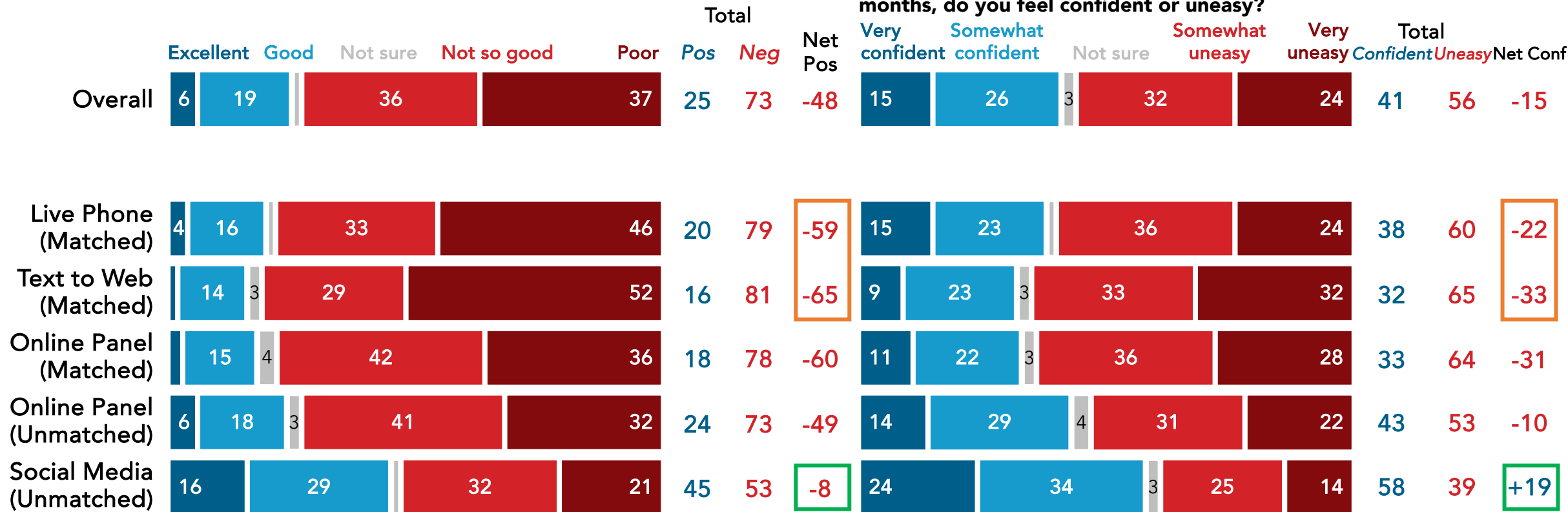


# Phone and Text Respondents Are Among the Most Economically Pessimistic of Young Americans in This Research

Social media respondents are far more optimistic than respondents from other modes: they only rate the U.S. economy negatively by net 8 points, and they are confident about their personal financial situation by net 19 points.

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?



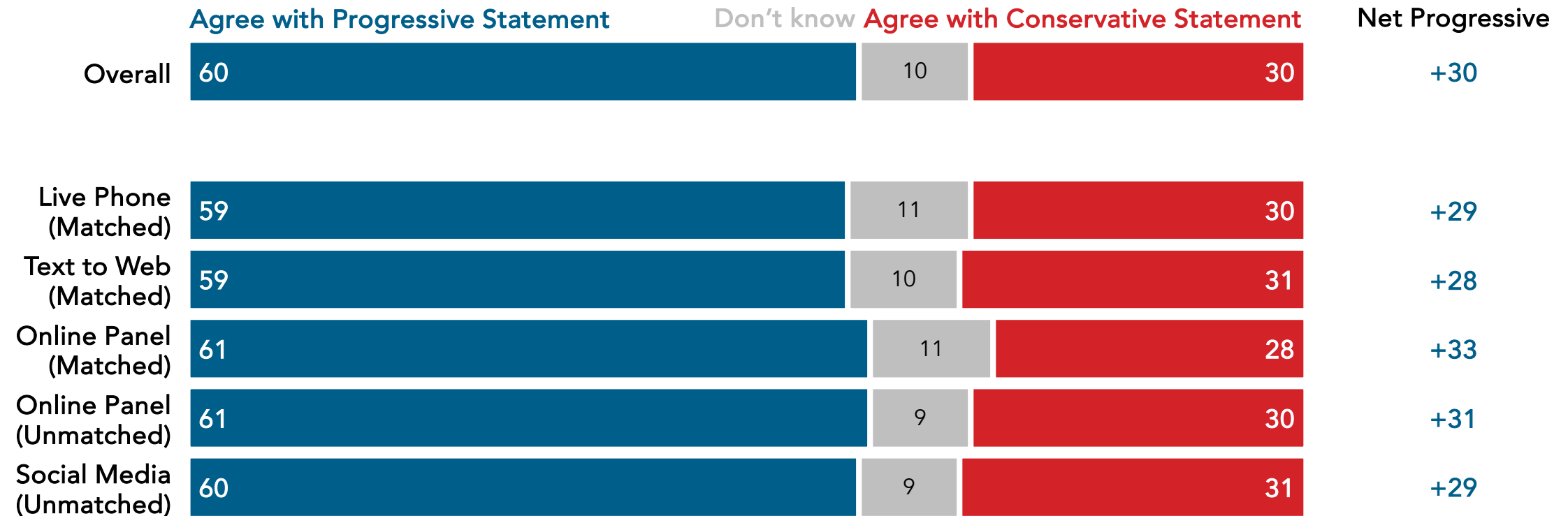
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# Across Eight Questions on a Range of Issues, Respondents Did Not Have Big Differences on Average, By Mode

In an average from responses to eight issue questions (on topics including abortion, taxes, guns, health care, immigration, January 6<sup>th</sup>, rule of law, and LGBTQ+ rights) across all five survey methodologies, similar majorities of young Americans agreed with the progressive statement over the conservative statement.

Which statement do you agree with more?

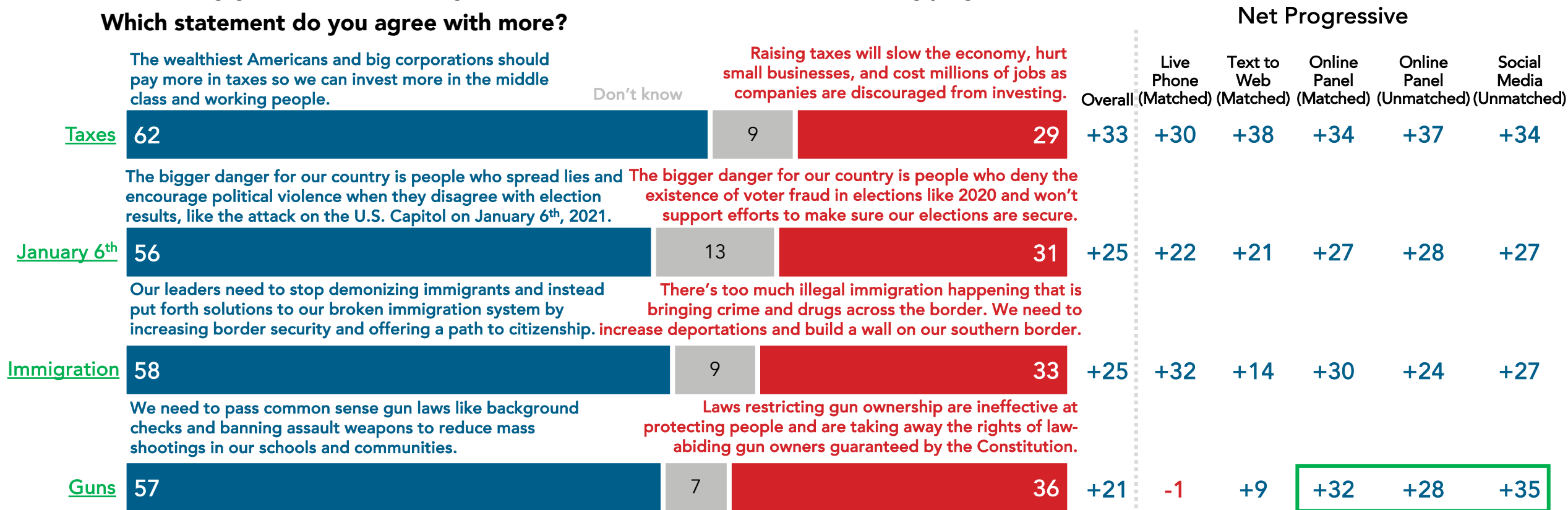


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# However, Attitudes on Guns Is One Area Where Online Methods Produced a More Progressive Response Than Phone and Text

Phone respondents are split on whether “we need to pass common sense gun laws like background checks and banning assault weapons” (46% agree) or “laws restricting gun ownership are ineffective at protecting people and are taking away the rights of law-abiding gun owners” (47% agree). Those recruited online overwhelmingly agree with the former.

Which statement do you agree with more?



Net Progressive  
navigator\*

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# Respondents Recruited Online Report Higher Levels of Social Media Use Across the Board

Panel and social media recruits are more likely than phone and text recruits to report being on Facebook, Instagram, and TikTok.

Do you have an account on any of the following platforms?

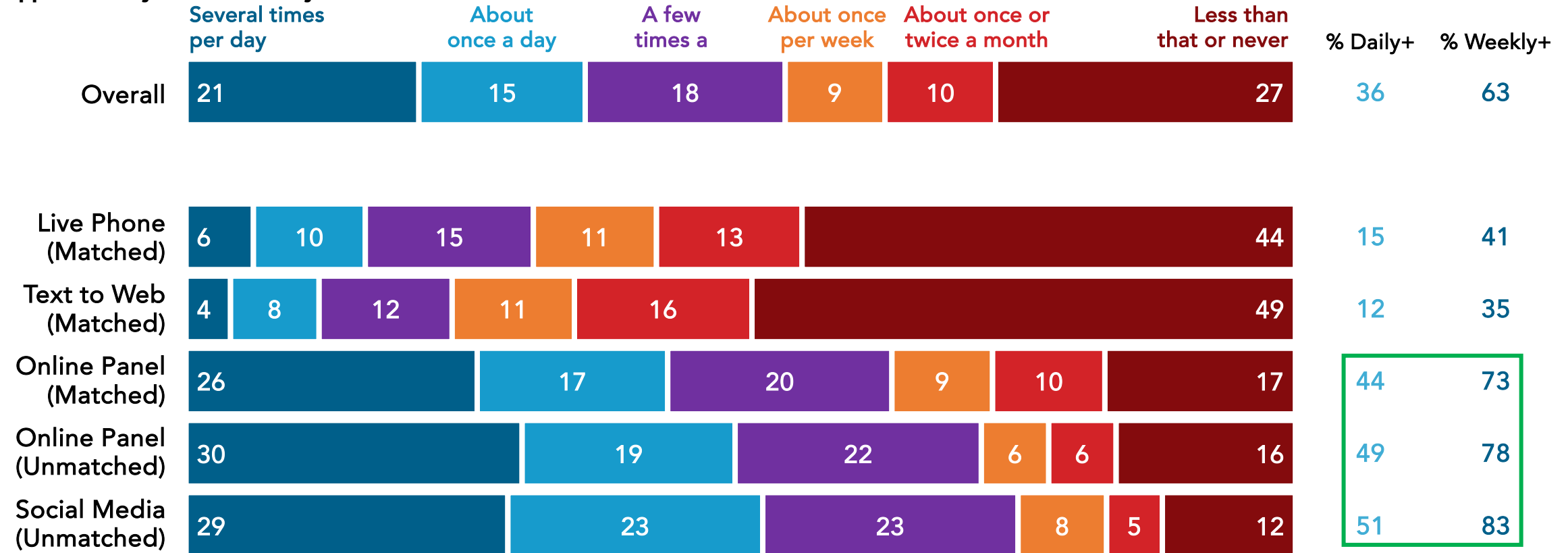
	% with an account	% With an Account				
		Live Phone (Matched)	Text to Web (Matched)	Online Panel (Matched)	Online Panel (Unmatched)	Social Media (Unmatched)
Facebook	73%	62	59	80	78	80
Instagram	73	67	64	78	78	76
TikTok	57	47	44	64	67	57
Snapchat	56	53	52	66	61	44
Twitter/X	50	43	44	49	53	60
Reddit	43	43	47	38	43	42
WhatsApp	28	25	20	26	26	44
Threads	15	13	11	16	14	21

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# Respondents Recruited Online Also Report the Highest Levels of Live TV Consumption

More than seven in ten panel and social media recruits report watching live TV weekly, compared to less than half of phone and text recruits.

Approximately how often do you watch live TV with commercials?



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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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