



the Generation Lab

the STUDENT POLL 2022



THE CONTENT

I KEY INSIGHTS

II FINDINGS

III METHODOLOGY

IV ABOUT US

THE INTRODUCTION

State of play: Each year, Generation Lab partners with NBC News to survey the college class of 2025 on the key issues of our time: politics, culture, health, tech, and emotional outlook. Last year, the COVID-19 pandemic hovered above much of the study, yet young people reported near-universal optimism about their personal lives.

Generation Lab interviewed 1,000+ members of the Class of 2025 (rising college Sophomores) around the country to gauge their views on:

Based on a survey of 1077 rising sophomores conducted on August 12-17, 2022.

KEY FINDINGS

KEY FINDINGS

at a glance

Polarization

Majority of respondents would not live with or have a relationship with someone who voted for an opposing presidential candidate.



Optimism

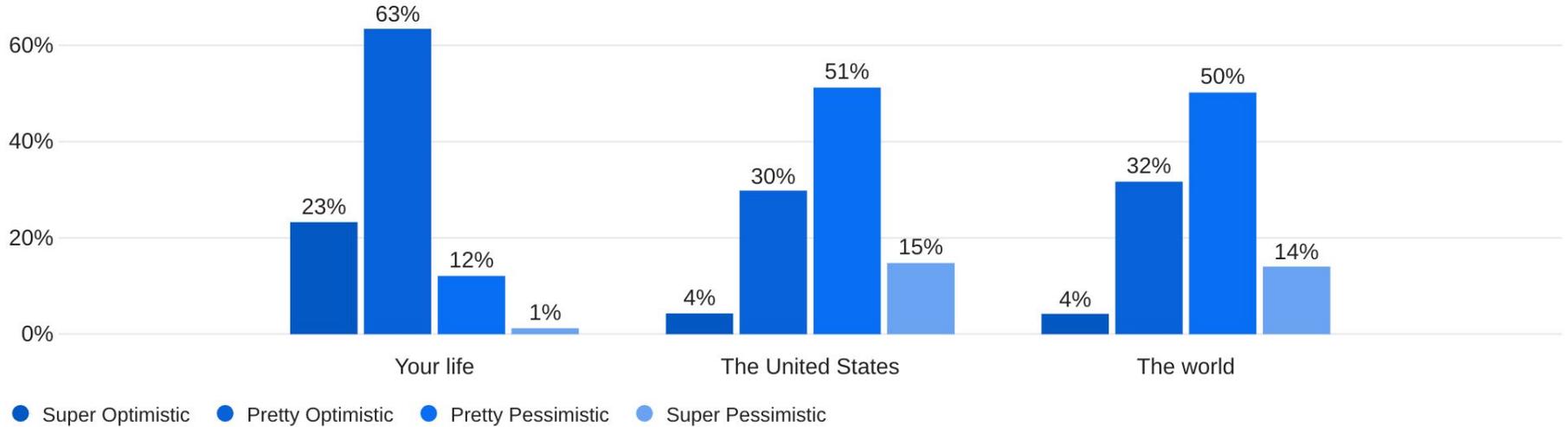
In the past year, optimism about the US and the world has declined, but for personal lives has stayed the same





1. Respondents are optimistic about their future, but not the future of the world

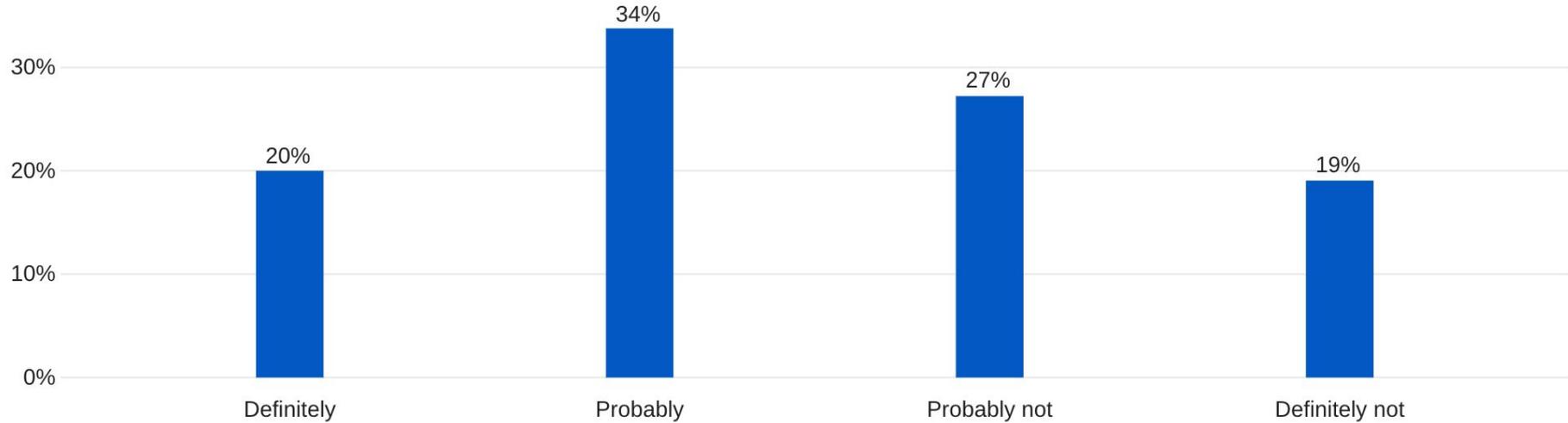
“Rate your level of optimism for the future of ____.”





15. Sophomores are 50/50 on living with someone that voted differently

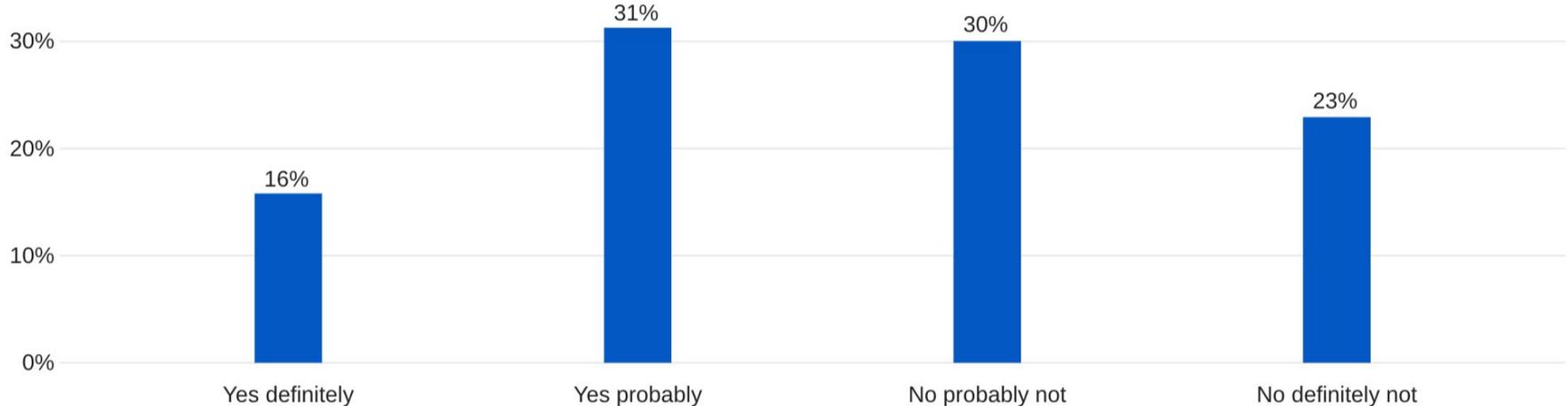
“Could you see yourself choosing to room with someone who supported the opposing 2020 presidential candidate as the one you supported?”





16. Students are slightly less likely to date someone who voted differently

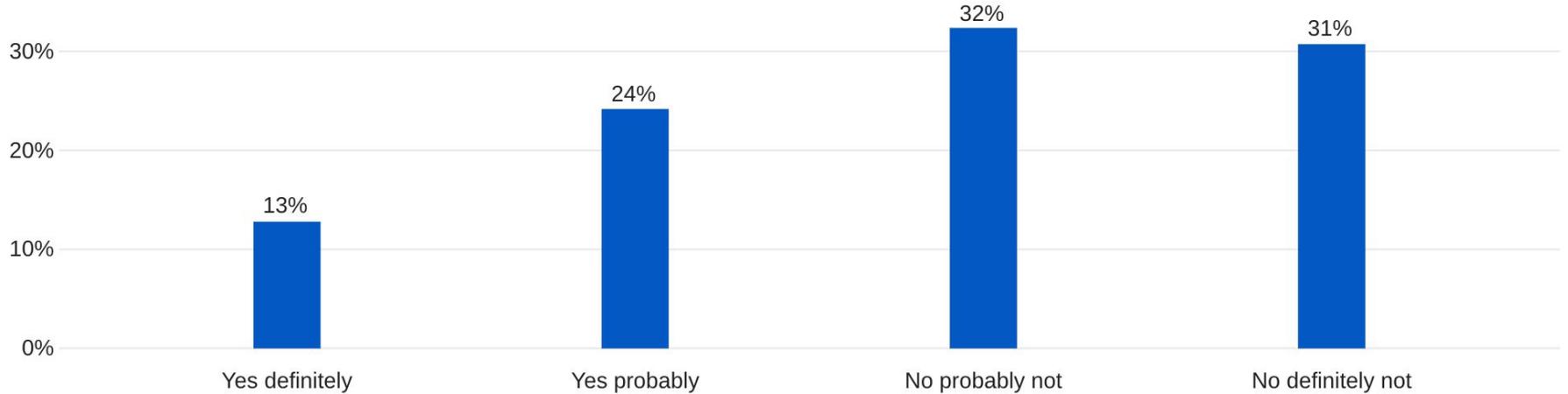
“Would you go on a date with someone if you knew they supported for the opposing presidential candidate as the one you supported in 2020?”





17. Majority of students would not marry someone who voted differently

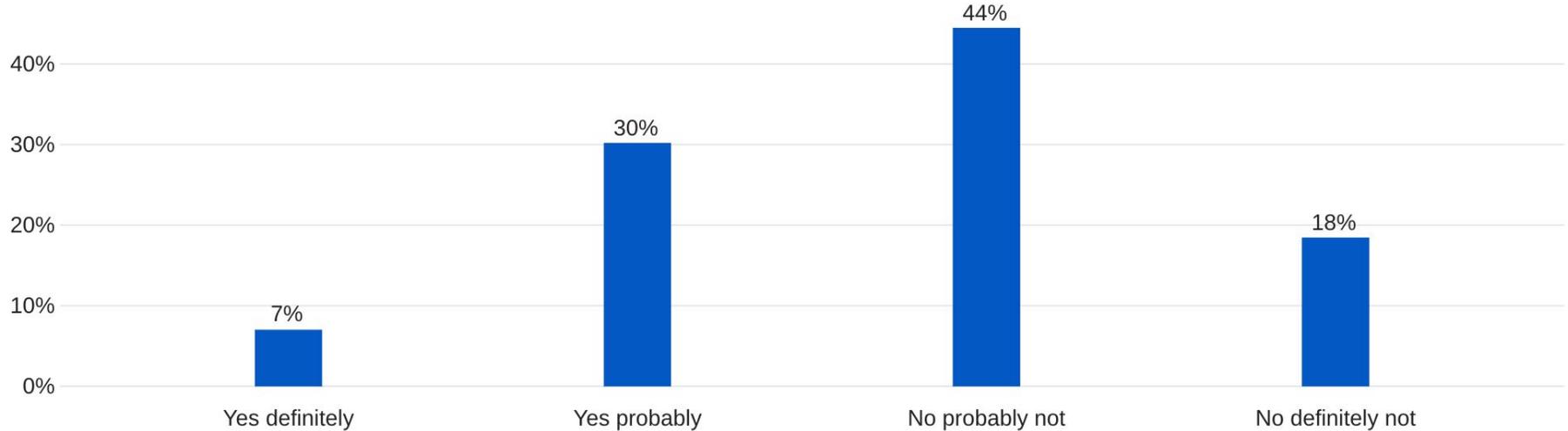
“Could you see yourself getting married to someone who supported the opposite presidential candidate as the one you supported?”





18. Majority of students would not join a company that donated to causes that opposed their beliefs

“Would you work at a company that donated to a cause that conflicts with your value?”



ABOUT US

The Generation Lab is a polling and research firm studying young people and the trends that shape their world.

We translate youth views and behavior for media, academia, businesses, government, and the American public. Whether through a one-day snapshot poll, or a multi-year longitudinal study, we pursue youth truth for our clients and the American public.



the Generation Lab