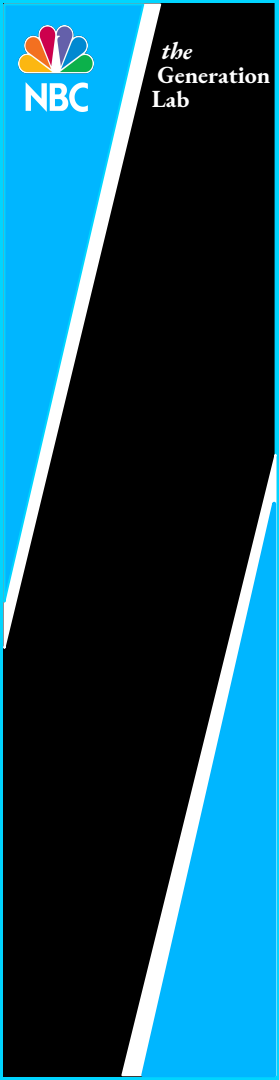




the **Generation Lab**



Confidential: The information contained in this transmission may contain privileged and confidential information. It is intended only for the use of the person(s) or entity named above.



I INTRODUCTION

II KEY INSIGHTS

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Key Insights

Social media & news

News sources:

- **1. Browsing social media:** 63%
- **2. News sites:** 12%
- **3. TV news:** 10%

Social media usage leaderboard

- 1. Instagram
- 2. Snapchat
- 3. TikTok
- 4. Facebook
- 5. Twitter

Marriage and kids

Intention to get married and have kids

- ❖ **Get married:** 88%
- ❖ **Have children:** 77%

Median age hoping to buy a home:

- ❖ **Age:** 25

The future

Optimism about personal futures far outpaces optimism about America and the World.

Percentage who are optimistic about:

1. Their own life - 92%
2. Future of the world - 60%
3. Future of USA - 48%

92% believe they will get their ideal job when they graduate

- ❖ **Definitely:** 33%
- ❖ **Probably:** 59%

Ideal work hours breakdown

- ❖ In-person: 80%
- ❖ Remote: 20%

Gender

60% of students believe someone's gender can be different from sex assigned at birth

Asked if society has gone far enough to accept transgender people:

- ❖ **Not gone far enough:** 54%
- ❖ **About right:** 28%
- ❖ **Gone too far:** 18%

Abortion

Nearly three fourths of incoming students believe Abortion should be legal in most cases:

- ❖ In all cases: 40%
- ❖ In most cases: 33%

Key Insights

COVID-19

Vaccine plans (*unvaccinated students*)

- ❖ **Definitely won't:** 38%
- ❖ **See about other people:** 29%
- ❖ **If they're mandated:** 21%
- ❖ **Soon as possible:** 12%

Top reasons for unvaccinated:

- 1. Worried about side effects
- 2. Too untested
- 3. I'm not worried about COVID
- 4. Don't trust the government

Political support

Presidential approval rating:

President Biden

- **Strongly approve:** 5%
- **Approve:** 53%
- **Disapprove:** 30%
- **Strongly disapprove:** 12%

Political favorability:

- **Donald Trump:** 28%
- **AOC:** 57%
- **Kamala Harris:** 52%
- **Nancy Pelosi:** 38%
- **Mitt Romney:** 40%
- **Ted Cruz:** 27%

American institutions

Trust in institutions:

- 1. Parents & other adults
- 2. Elected city officials
- 3. Community police
- 4. Elected state officials
- 5. Local media
- 6. POTUS

Describe America in one word:



Religion

“What is your present religion, if any?”

- **Christian:** 47%
- **Atheist/agnostic:** 40%
- **Jewish:** 1%
- **Muslim:** 1%

Is America racist?

- ❖ **Totally:** 21%
- ❖ **Somewhat:** 57%
- ❖ **Not really:** 18%
- ❖ **Not at all:** 4%



Optimism

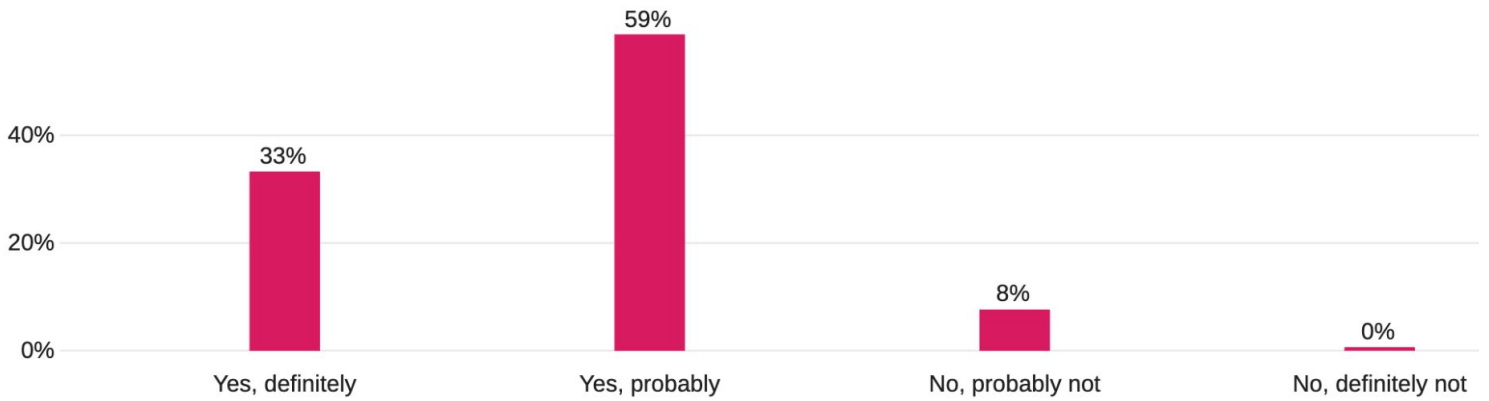
Key questions

- ❖ Do you think you'll get the job you want when you graduate?
- ❖ Rate your level of optimism for the future of (*Your life, The United States, and the World*)

FINDINGS

1.1 Near-universal professional optimism

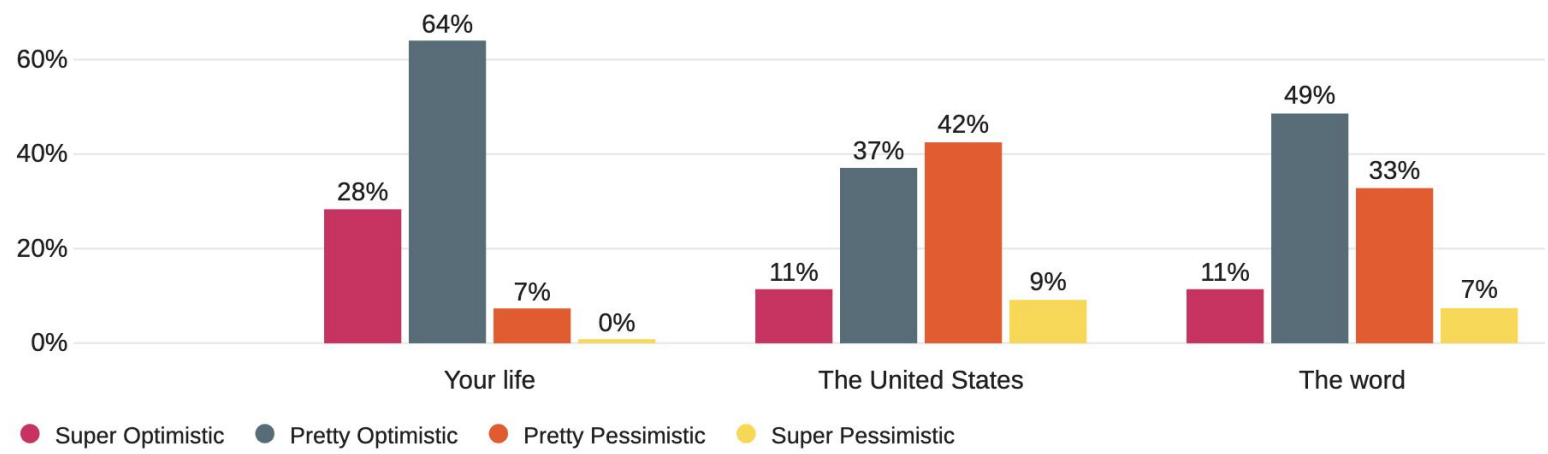
“Do you think you’ll get the job you want when you graduate?”



FINDINGS

1.2 Optimism on a small-scale, not a large scale

“Rate your level of optimism for the future of (*Your life, The United States, and the World*)”





NBC

Trust

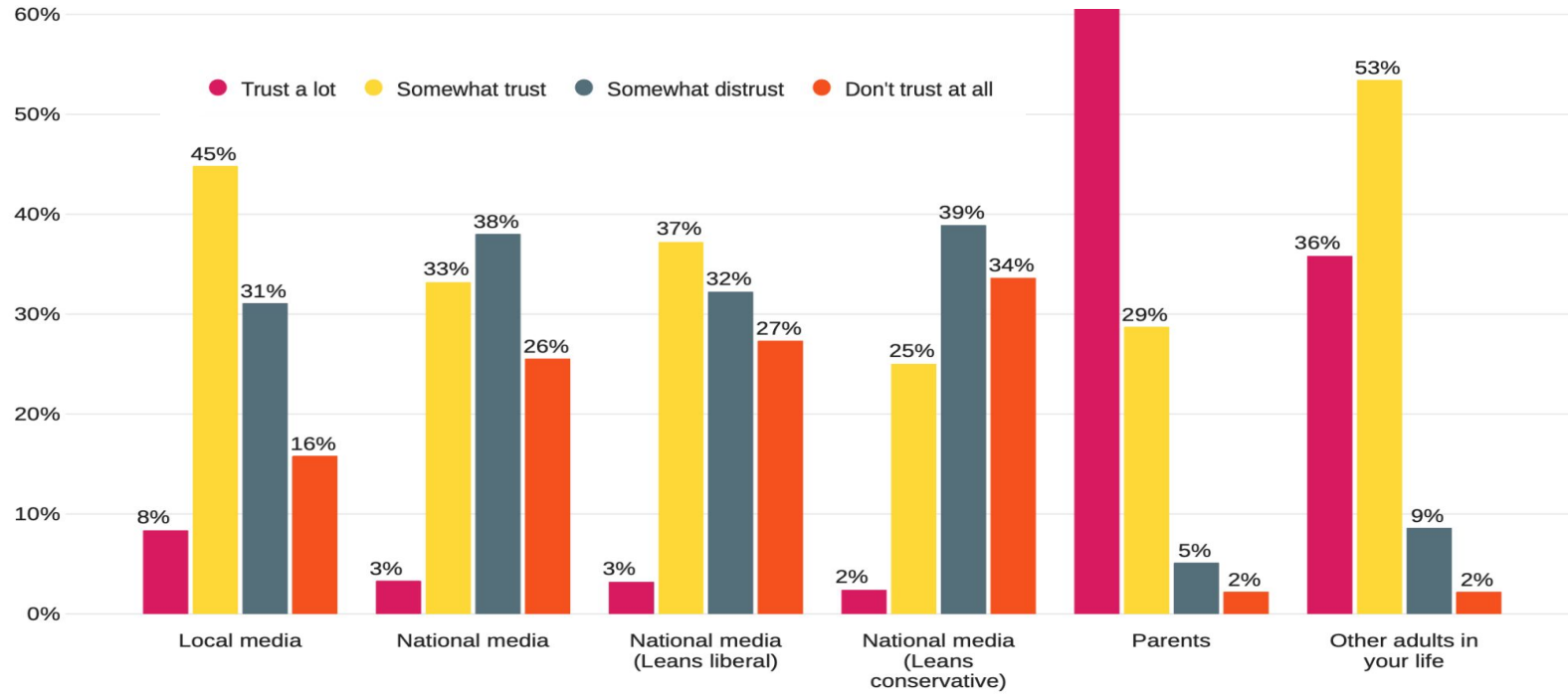
Key questions

- ❖ To what extent do you trust the following people or institutions in your life?

FINDINGS

2.1 Parents & adults garner most trust

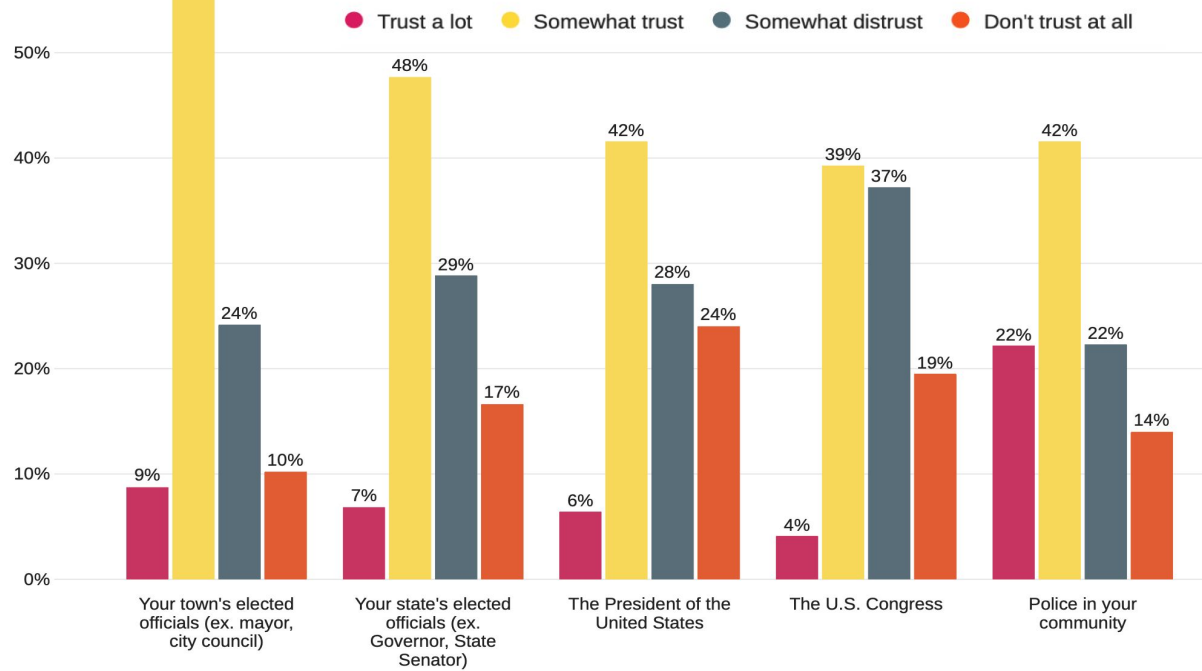
“To what extent do you trust the following people or institutions in your life?”



FINDINGS

2.2 Trust is local

“To what extent do you trust the following people or institutions in your life?”





NBC

Social issues

Key questions

- ❖ Do you think a person's gender is (*Determined by sex at birth, can be different from someone's sex at birth*)
- ❖ Do you think society has (*Not gone far enough, about right, gone too far*) in accepting people who are transgender
- ❖ Do you think abortion should be (*Legal in all cases, legal in most cases, illegal in most cases, illegal in all cases*)?

FINDINGS

3.1 Massive support for abortion

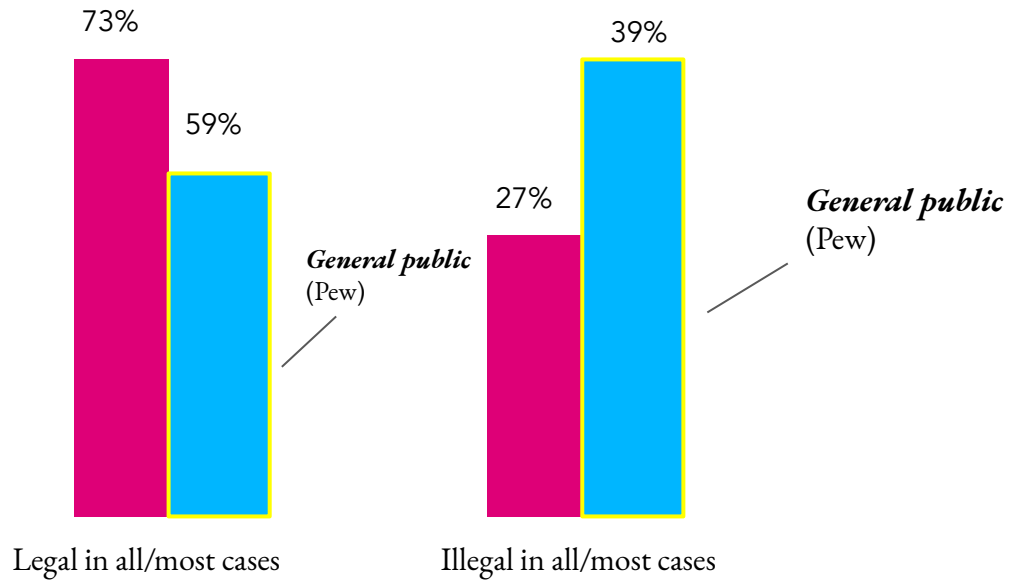
“Do you think abortion should be _____”



FINDINGS

3.2 Abortion gets more support in younger generation

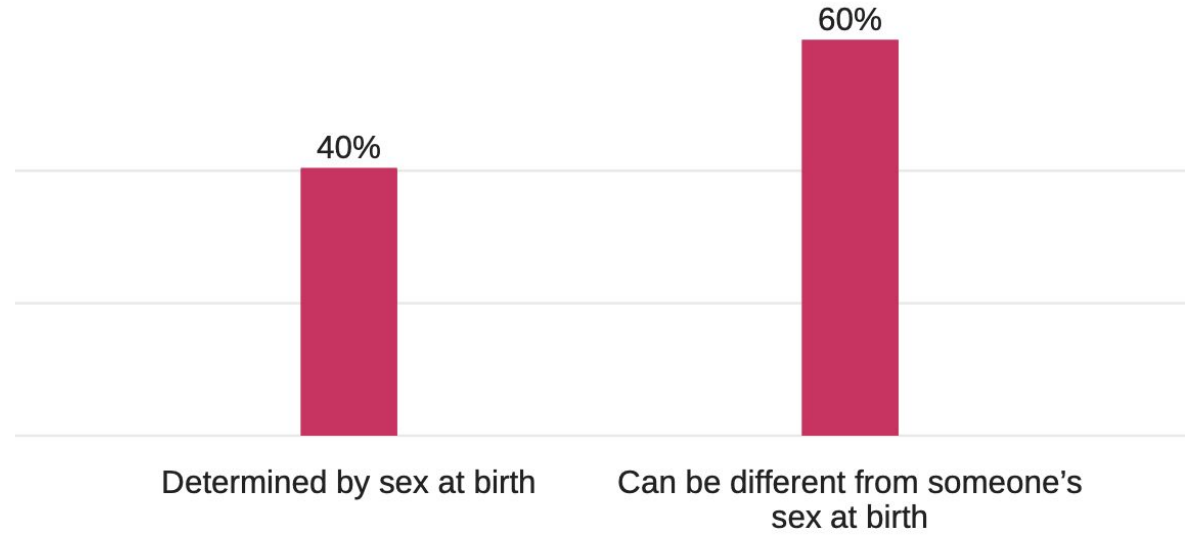
“Do you think abortion should be _____”



FINDINGS

3.2 Transgender support is mainstream

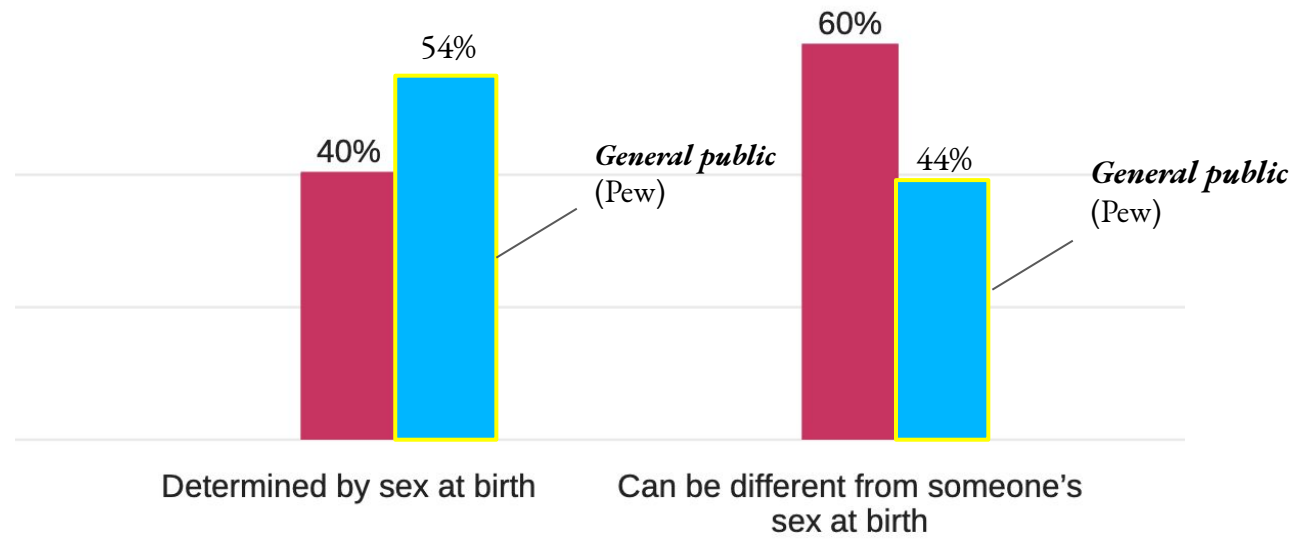
“Do you think a person’s gender is _____”



FINDINGS

3.3 Views on transgender people break sharply from older generations

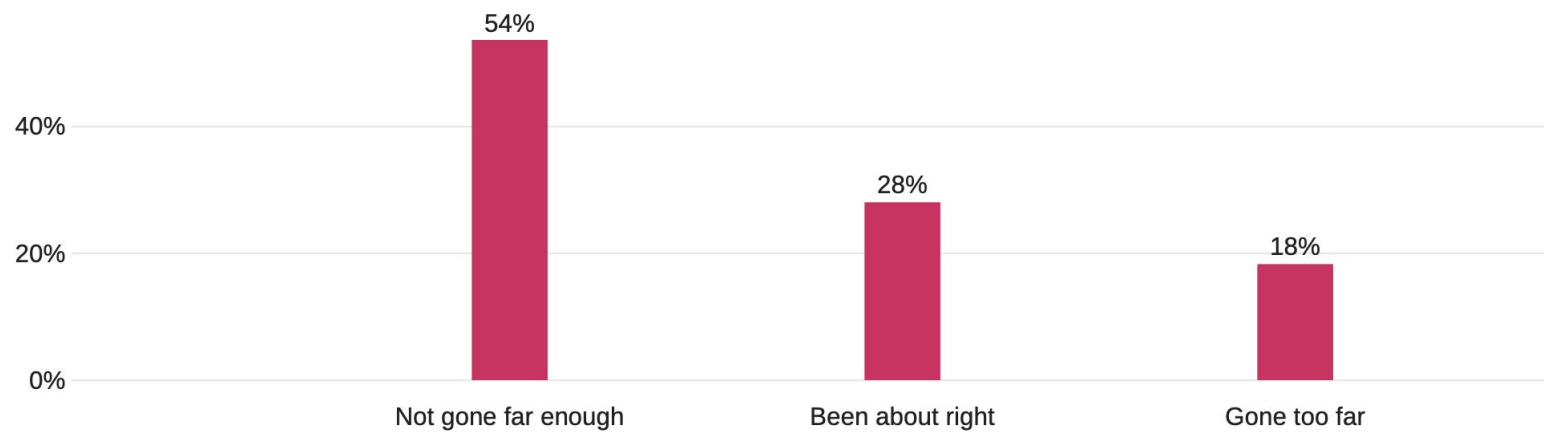
“Do you think a person’s gender is _____”



FINDINGS

3.4 Most think we haven't gone far enough

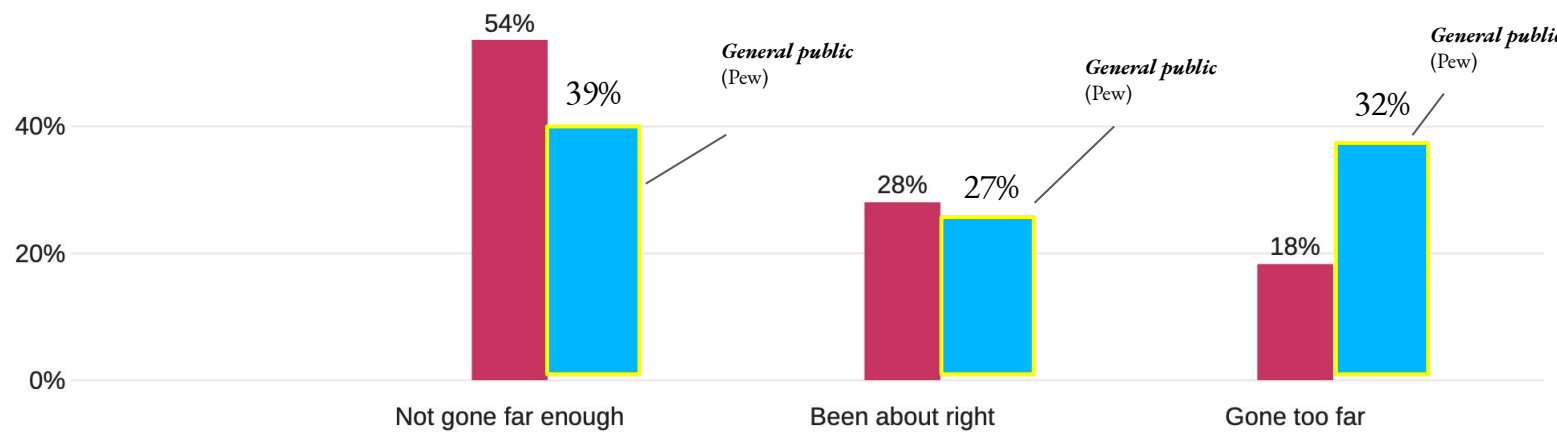
“Do you think society has _____ in accepting people who are transgender?”



FINDINGS

3.5 Fast-changing social views on transgender action

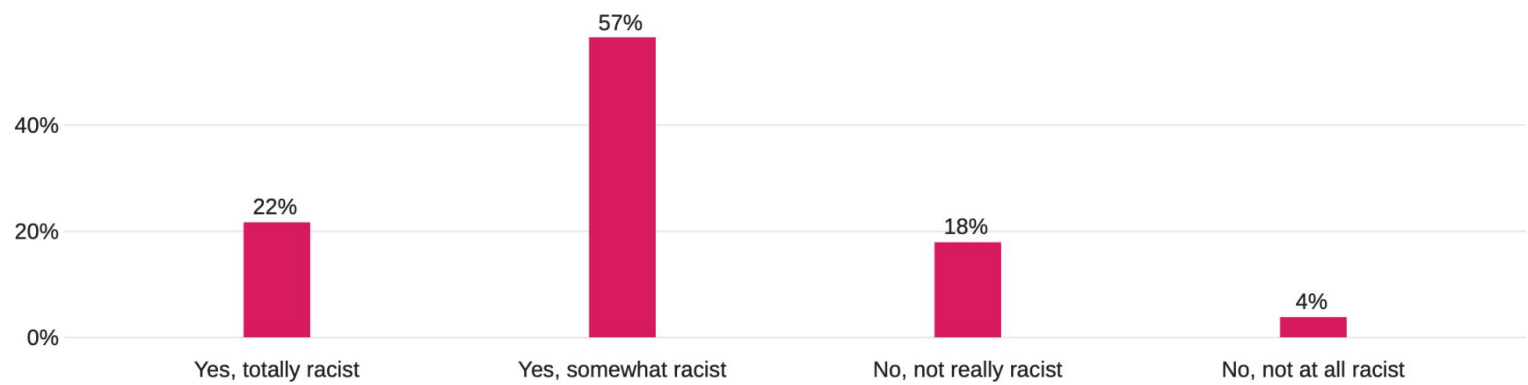
“Do you think society has _____ in accepting people who are transgender?”



FINDINGS

3.6 Young Americans see racism in social core

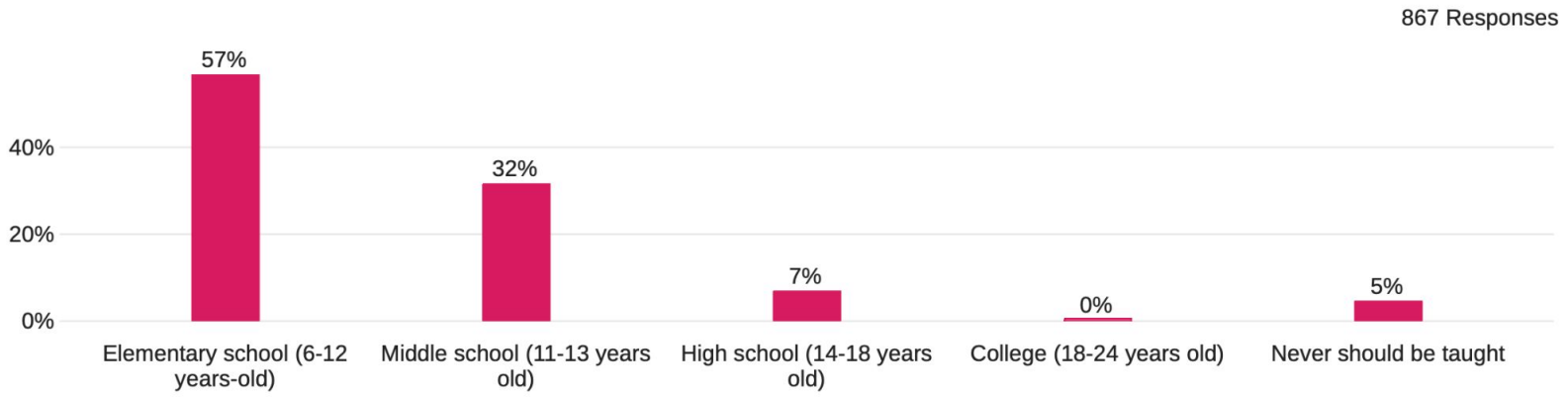
“To what extent do you think American society is racist or not?”



FINDINGS

3.7 Those who believe society is racist think others should learn by age 13

“[Among those who answered affirmatively] When should that be taught to Americans?”





COVID-19

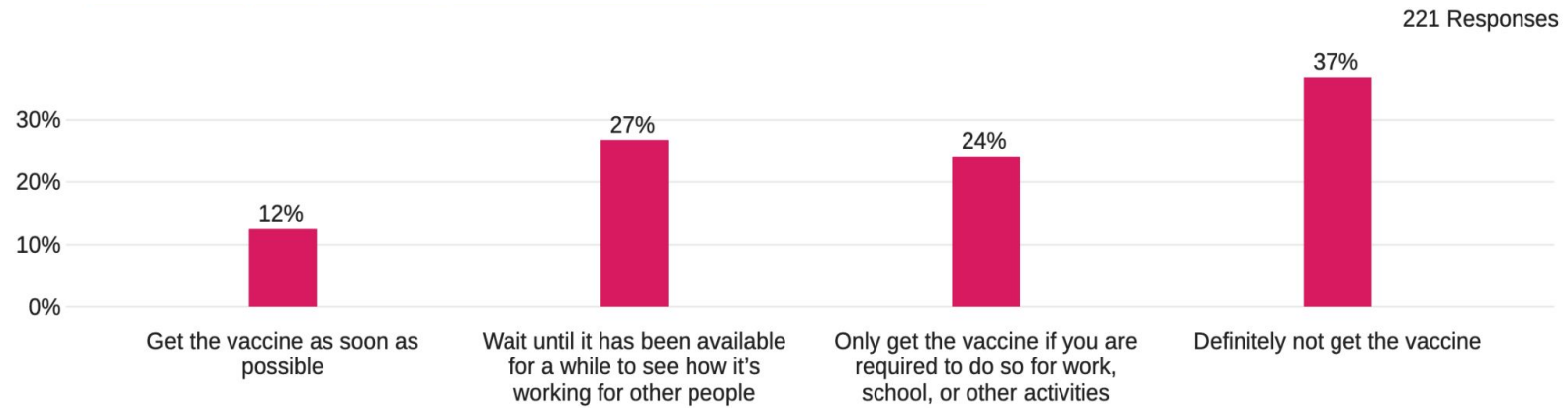
Key questions

- ❖ When do you plan to get vaccinated against COVID-19?
- ❖ Why don't you plan to get vaccinated?

FINDINGS

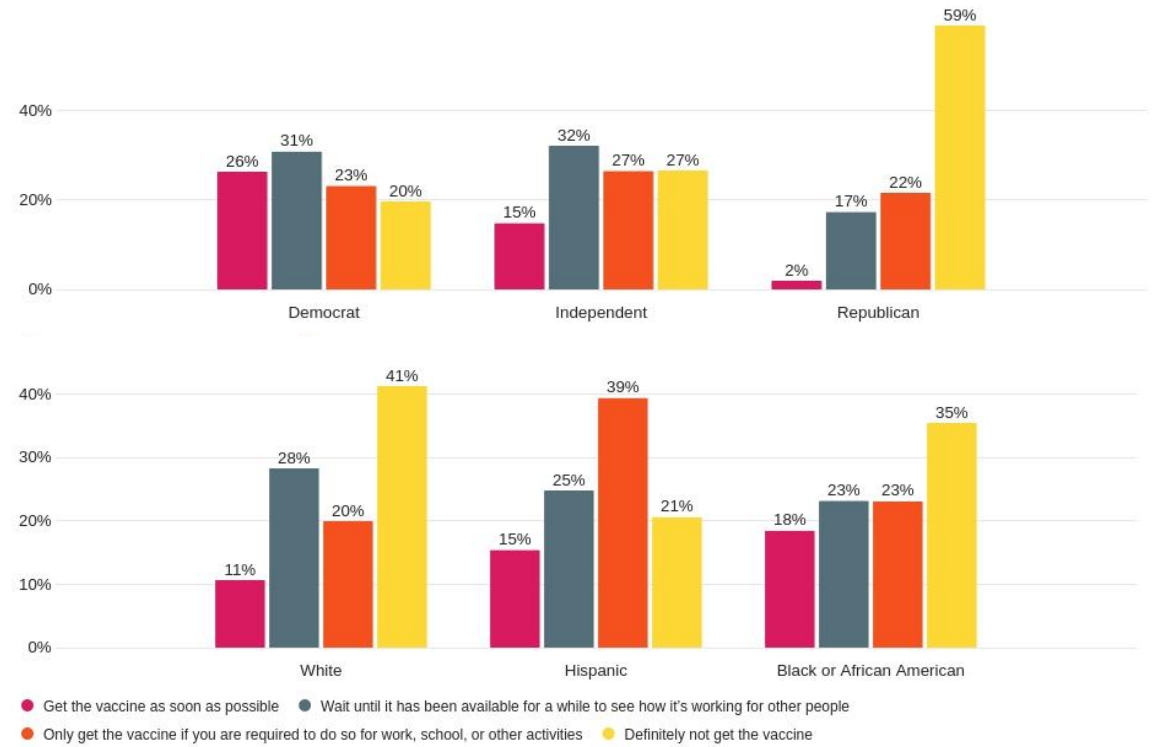
4.1 Major nudges and mandates are best bet to vaccinate skeptics

“[Among unvaccinated] When do you plan to get vaccinated against COVID-19?”



FINDINGS

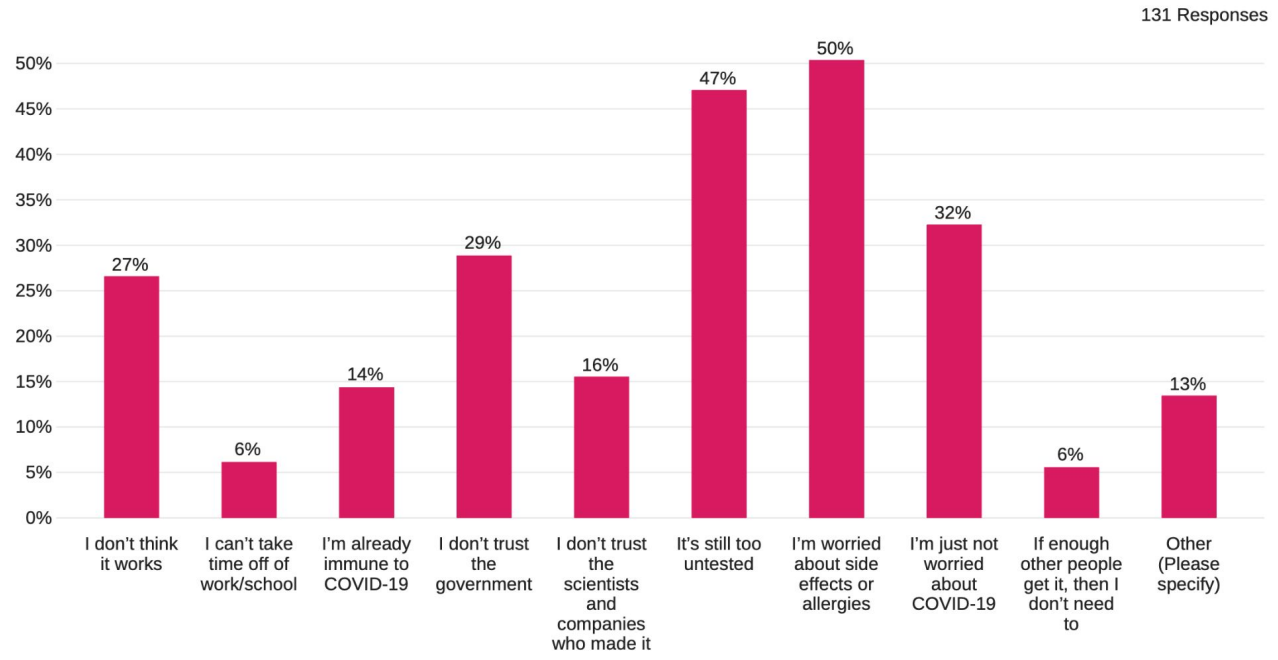
4.2 “[Among unvaccinated] When do you plan to get vaccinated against COVID-19?”



FINDINGS

4.3 Side effects, speed and perceived invincibility drive sluggishness

“*[Among unvaccinated]* Why don't you plan to get vaccinated?”





NBC

Politics

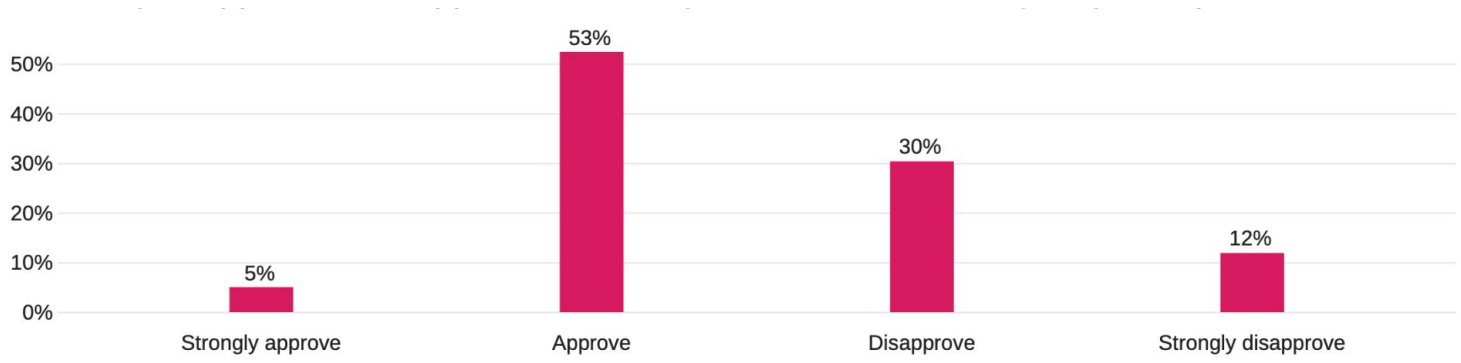
Key questions

- ❖ Do you approve or disapprove of the way Joe Biden is handling his job as President?
- ❖ Do you have a positive or negative view of the following (*Donald Trump, AOC, Kamala Harris, Nancy Pelosi, Mitt Romney, Ted Cruz*)

FINDINGS

5.1 President Biden has support from majority of incoming Freshmen

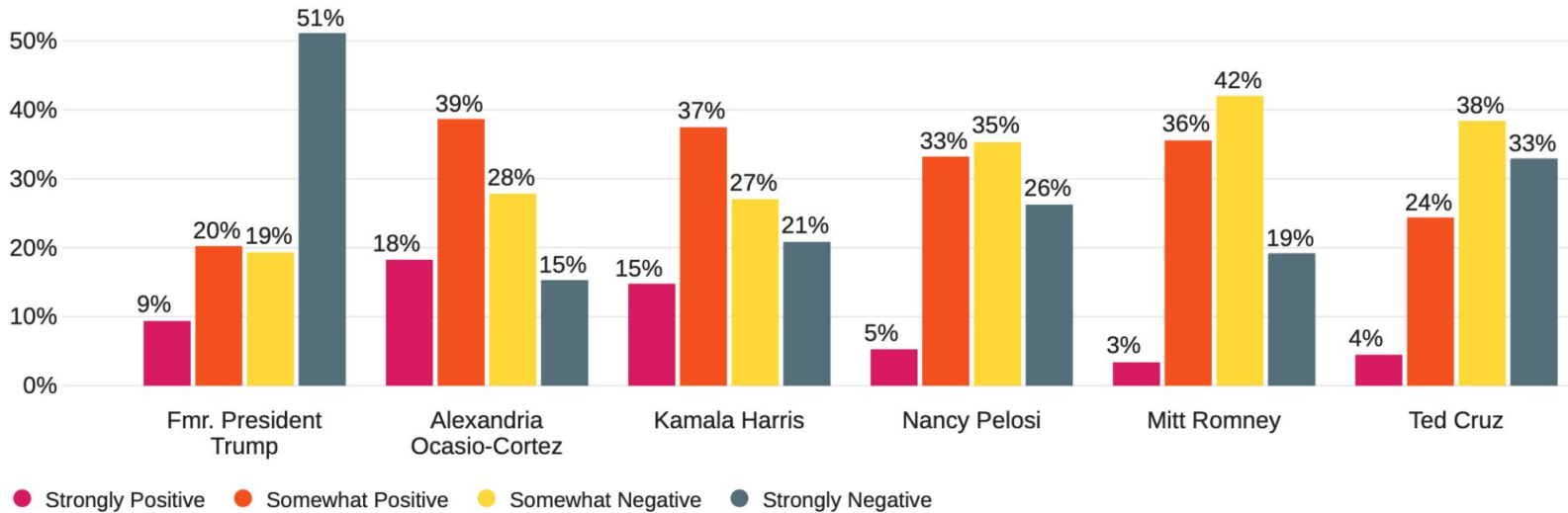
“Do you approve or disapprove of the way Joe Biden is handling his job as President?”



FINDINGS

5.2 AOC, Harris and Romney hold top support

“Do you have a positive or negative view of the following?”



News

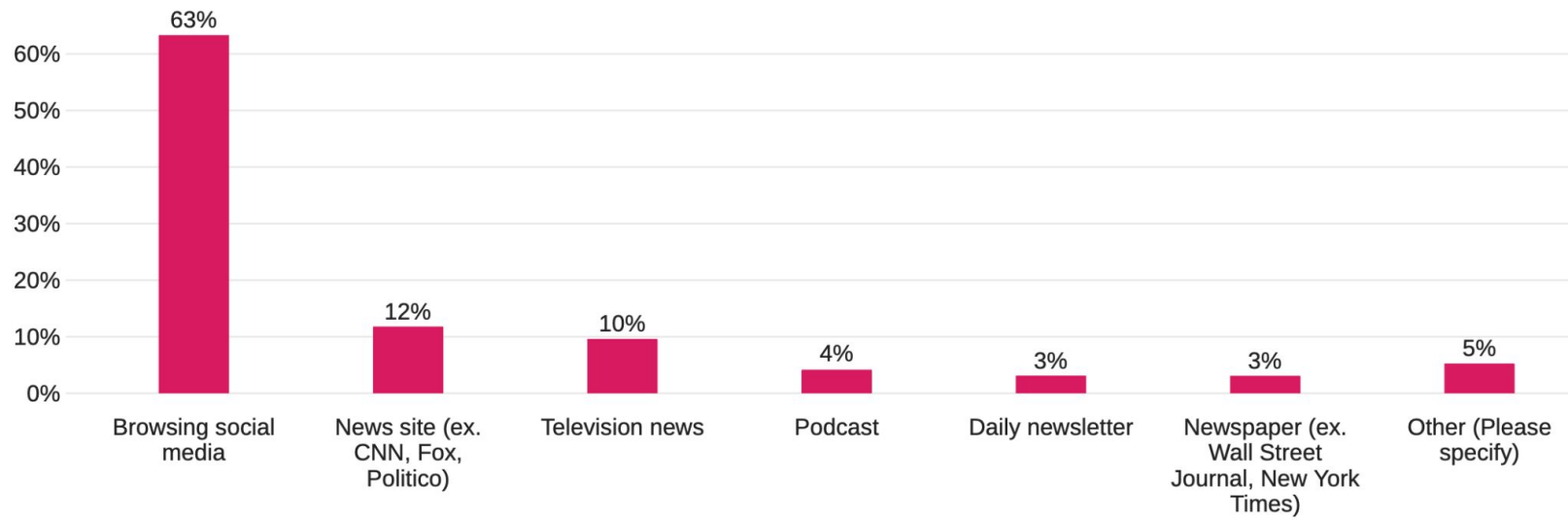
Key questions

- ❖ How do you get the majority of your news?
- ❖ Of the following, which social media apps do you use on at least a weekly basis?

FINDINGS

6.1 Social media is students' news pipeline

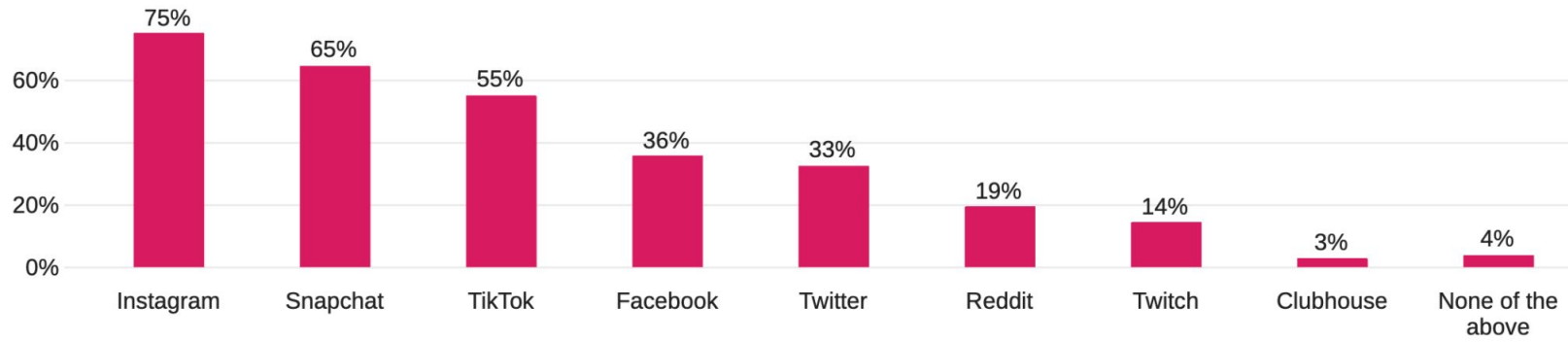
“How do you get the majority of your news?”

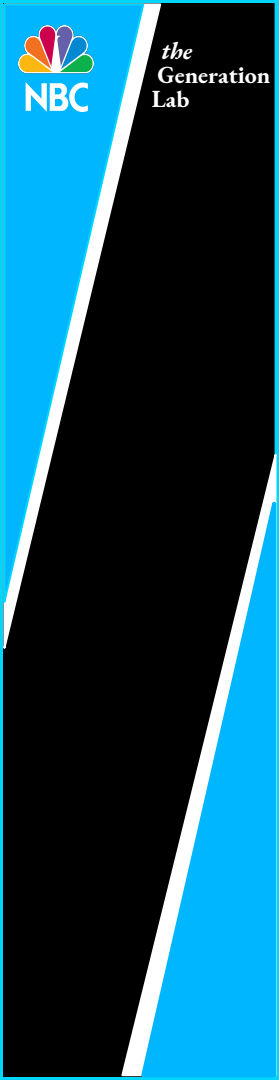


FINDINGS

6.2 Social media is students' news pipeline

“Of the following, which social media apps do you use on at least a weekly basis (*Select all that apply*)?”



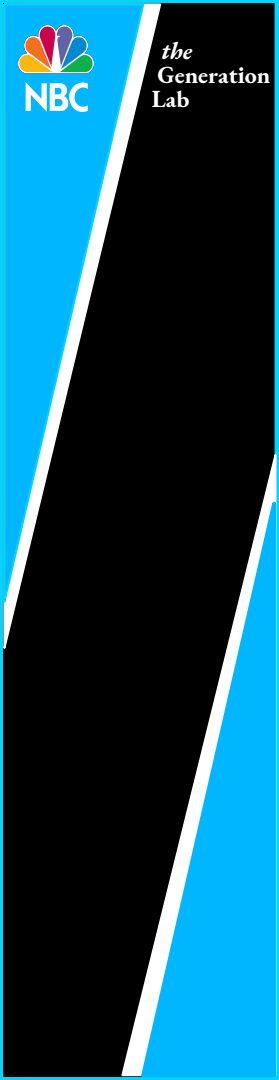


METHODOLOGY

This study was conducted on August 18-19, 2021 from a representative sample of 1,000 incoming college students nationwide from 2-year and 4-year schools. The Generation Lab conducts polling using a demographically representative sample frame of college students at community colleges, technical colleges, trade schools and public and private four-year institutions.

We choose respondents using an exhaustive list of all post-secondary institutions in the United States, and - in random order - engage students through a combination of methods to give any student at each school as equal a chance of being surveyed as possible, including students at HBCUs, women's-only colleges, tribal colleges and technical colleges.

This approach mitigates biases resulting from a non-random approach. The final frame used in our polling closely resembles a probability sample of college students in the United States.



V 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.



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