CNBC + Generation Lab Youth Poll
Youth & Current Affairs in the USA

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A study conducted from April 26-May 2, 2024 from a representative sample of 1033 people aged 18-34 nationwide.
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The backdrop: Between continued talks of inflation, a U.S. crackdown on TikTok, and of course the fast-approaching 2024 presidential election, there's a lot going on right now in America.

The state of play: Although nearly everyone feels the impacts of the job market on their lives, young people who are switching roles frequently may feel it the strongest. Better understanding how young people are feeling about their employment, the economy, and government actions is important as we inch closer and closer to presidential elections.

So: Generation Lab and CNBC asked hundreds of young people around the country to explain their views on the job market, the economy, the 2024 presidential election, the U.S. economy, inflation concerns, investing and more- the big issues impacting young people in America today.

Based on a survey of 1033 young people, conducted in April-May, 2024.
KEY INSIGHTS

TikTok Politics
❖ Republicans in general were more supportive of a TikTok ban, but a majority of all young people want to see the app continue to operate
❖ Slightly more young people report wanting to vote for Biden over Trump
❖ Slightly more young people think Trump is better for the economy than Biden

The Job & Housing Market
❖ Approximately half of young people - even young people with higher incomes - believe the job market could use improvement.
❖ Just 6% believe housing is readily available & affordable

Getting Around Town
❖ Compared with other countries, American public transport gets a bad rap - but nearly half of young people would grade it a “B” or higher
❖ Young Americans are still a car-centric demographic, with less than 25% typically relying on public transportation
1. Only about a third of respondents are working full time

Q: “What is your employment status?”

**Overall**

- Working full-time: 30%
- Working part-time: 28%
- Not currently working: 16%
- Attending school: 26%
2. Over half of respondents have pessimistic views of the job market

Q: “How do you feel about the job market?”

**Overall**

- **Extremely good - the job market is great**: 6%
- **Pretty good - the job market is satisfactory**: 38%
- **Pretty bad - the job market is NOT satisfactory**: 44%
- **Extremely bad - the job market is terrible**: 11%
3. Many young people would support higher taxes for high income brackets

Q: “Which statement best describes your view on taxes?”

**Overall**

- LOWERED for LOW-INCOME: 25%
- LOWERED for EVERYONE: 20%
- LOWERED for BUSINESSES: 2%
- RAISED for EVERYONE: 3%
- RAISED for HIGH-INCOME people: 30%
- RAISED for BUSINESSES: 5%
- Tax incentives for environmental: 7%
- Current tax system is fair: 6%
- Other: 3%
4. Housing can be found, but is less than ideal...

Q: “What is your experience with housing availability in the USA? (select all that apply)”

**Overall**

- Available and affordable: 6%
- Available but not affordable: 68%
- Hard to find availability: 21%
- Available, but poor condition: 12%
- Available but too far away: 7%
- Other: 4%
5. People have a whole range of views on public transportation

Q: “From F to A+, how would you grade the public transportation available to you?”

**Overall**

![Bar chart showing the distribution of grades for public transportation]
6. Driving is still the main transportation source

Q: “How do you get around town most?”

**Overall**

- I always drive: 59%
- Usually drive - sometimes take public transport: 19%
- Usually take public transport - sometimes drive: 12%
- Always take public transport: 11%
7. Many still have some EV concerns

Q: “What is your opinion on electric vehicles (EVs)? (select all that apply)”

Overall

- 23% I think electric vehicles are the future and support their widespread use
- 21% Electric vehicles are too expensive compared to traditional cars
- 29% I'm concerned about the availability and convenience of charging stations
- 33% I like electric vehicles but worry about their battery life and replacement costs
- 17% Electric vehicles don't suit my needs or lifestyle
- 12% I'm undecided about electric vehicles
- 4% Other
8. Tesla leads the EV race but many buyers are forfeiting altogether

Q: “If considering an EV purchase, which option would you prefer?”

**Overall**

- **Tesla**: 17%
- **Ford**: 4%
- **Toyota**: 13%
- **Subaru**: 4%
- **Chevy**: 4%
- **Nissan**: 2%
- **BMW**: 4%
- **Hyundai**: 4%
- **Kia**: 3%
- **Rivian**: 1%
- **Lucid**: 1%
- **Polestar**: 1%
- **Other: A hybrid vehicle**: 6%
- **Other: Waiting for prices to decrease**: 5%
- **Not considering an EV purchase**: 31%

*preparing for* CNBC
9. A majority of young people want to keep TikTok-ing as usual

Q: “Given what you know about the pros and cons of TikTok, which of the following two options would you prefer?”

- U.S. Government bans TikTok: 30%
- U.S. Government allows TikTok to continue operating as usual: 70%
10. A majority have some level of concern over TikTok’s data collection

Q: “What about TikTok’s data collection practices?”

Overall

<table>
<thead>
<tr>
<th>Concern Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am NOT concerned about data</td>
<td>36%</td>
</tr>
<tr>
<td>collection by TikTok</td>
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</tr>
<tr>
<td>I am A BIT concerned about data</td>
<td>46%</td>
</tr>
<tr>
<td>collection by TikTok</td>
<td></td>
</tr>
<tr>
<td>I am VERY concerned about data</td>
<td>18%</td>
</tr>
<tr>
<td>collection by TikTok</td>
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</tbody>
</table>
Nearly 90% support student loan forgiveness in some way, shape or form

Q: “Which of the following best describes your stance on student debt?”

**Overall**

- I support forgiveness of ALL loans: 39%
- I support forgiveness of NO loans: 12%
- I support forgiveness of loans for low-income borrowers: 28%
- I support loan forgiveness in exchange for community service: 20%
12. A majority would avoid states that ban abortions

Q: “Would you live in a state that bans abortions?”

Overall

- Yes, definitely: 17%
- Yes, probably: 21%
- No, probably not: 32%
- No, definitely not: 30%
13. Employment trumps abortion views for most young people

Q: “If a potential employer’s state banned abortions, might you reject that employer’s job offer?”

Overall

- Would DEFINITELY reject offer: 14%
- Would PROBABLY reject offer: 31%
- Would PROBABLY NOT reject offer: 35%
- Would DEFINITELY NOT reject offer: 20%
14. Young people believe Trump edges out Biden when it comes to lifting the economy

Q: “Which Presidential candidate do you believe would better support the economy?”

**Overall**

- President Biden: 34%
- Fmr. President Trump: 40%
- Robert Kennedy, Jr.: 25%
15. Slightly more young people prefer Biden over Trump, but RFK isn’t far behind

Q: “If the election were held today, and the candidates were Joe Biden, Donald Trump, and RFK Jr. who would you vote for?”

Overall

- President Biden (D): 36%
- Former President Trump (R): 35%
- Robert Kennedy, Jr. (I): 29%
Q: “Regarding U.S. policy towards China, which of the following actions do you think is the most important for the United States to do moving forward?”

16. Only 7% of young people think U.S. policy towards China should remain unchanged

Overall

- Tighten US trade policies to compete with China: 7%
- Improve diplomatic and economic relations with China: 23%
- Be tougher on China about human rights and democracy: 13%
- Reduce economic dependence on China for national security: 28%
- Cooperate with China on global issues like climate change: 21%
- Maintain current policies towards China: 7%
17. Inflated food costs are hitting the hardest

Q: “Where do you notice inflation affecting you the most?”

**Overall**

- **The cost of food** (54%)
- **The cost of health care and medicine** (6%)
- **Rent** (22%)
- **Utilities like heat and electricity** (5%)
- **Discretionary spending (clothes, apparel, furniture, etc.)** (10%)
- **I don’t notice it affecting me** (3%)
18. Fully in-person work still reigns supreme

Q: “If you are currently employed, what is your work setting?”

**Overall**

- In-office full time: 43%
- Hybrid (work from home and office): 14%
- Work from home full-time: 8%
- I'm not currently employed: 36%
19. A majority of young people think they work best in the office

Q: “Where do you think you do your best work?”

Overall

- 60% in the office
- 40% from home
20. A four-day workweek is widely supported by the youth of America

Q: “When you think purely about your company’s productivity, what is your opinion on a four-day workweek?”

Overall 81% support; it would positively affect my company’s productivity

19% oppose; it would negatively affect my company’s productivity
21. Approximately ¾ of young people wouldn’t give up pay in exchange for vacation

Q: “Would you accept more vacation days in exchange for lower pay?”

Overall

<table>
<thead>
<tr>
<th>Yes</th>
<th>24%</th>
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<tbody>
<tr>
<td>No</td>
<td>76%</td>
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</table>
22. Mixed views on AI, but most young people don’t expect a big impact on their work

Q: “How do you think artificial intelligence will impact employment?”

**Overall**

- 26% believe it will be good for workers like them.
- 32% believe it will be bad for workers like them.
- 42% believe it will have minimum impact on workers like them.
23. Over half of young people don’t save or just keep their money in cash

Q: “How do you prefer to invest your money currently?”

**Overall**

- In individual stocks: 17%
- In bonds: 5%
- I keep my money in cash: 18%
- Exchange traded funds (ETF’s): 9%
- In cryptocurrencies: 4%
- I'm not investing or saving right now: 42%
- Other (please specify): 5%
24. It appears that “buy low, sell high” is a motto for multiple generations.

Q: “If you are investing in the stock market, what is your strategy?”

**Overall**
This study was conducted April 26-May 2, 2024 from a representative sample of 1033 people aged 18-34 nationwide.

- The margin of error is +/- 3.1 percentage points. The Generation Lab conducts polling using a demographically representative sample frame of young people.
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.