



generation lab



CNBC

# CNBC + Generation Lab Youth Poll

## Youth & Current Affairs in the USA

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**Report by:** Madeleine Gates



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

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# INTRODUCTION

**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

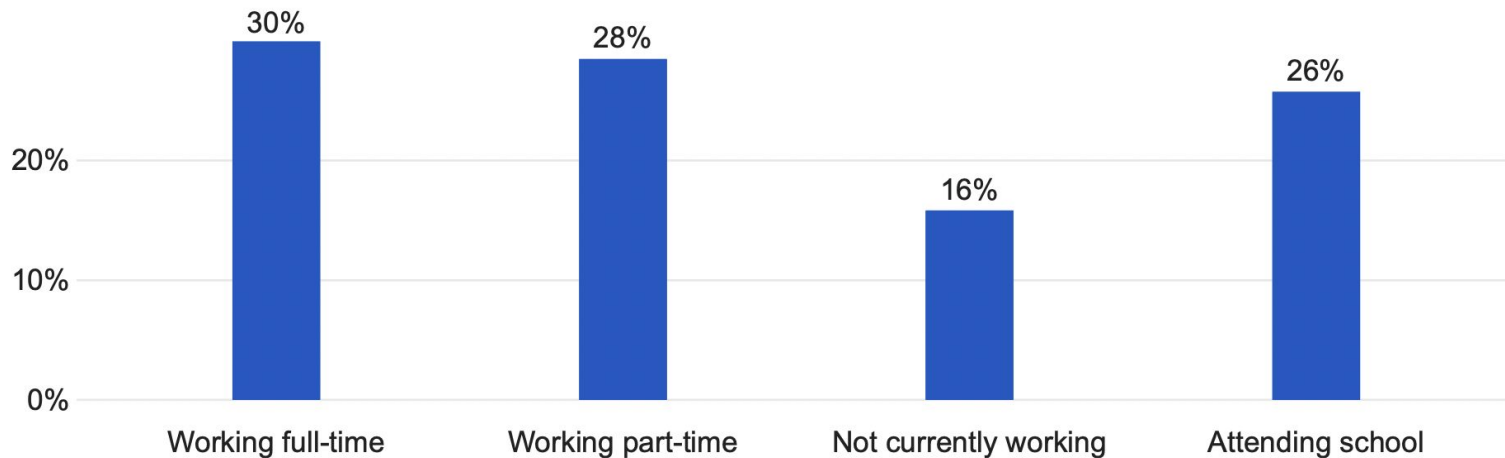
## Getting Around Town

- ❖ 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

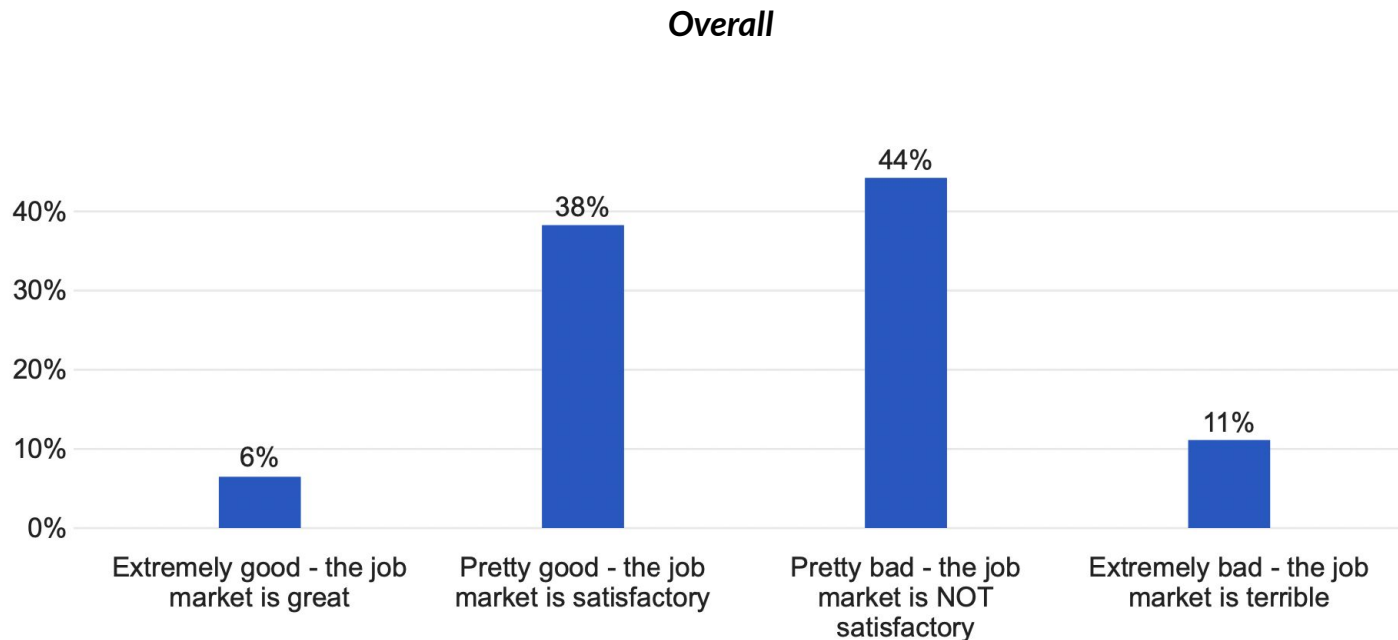
Q: "What is your employment status?"

## Overall



## 2. Over half of respondents have pessimistic views of the job market

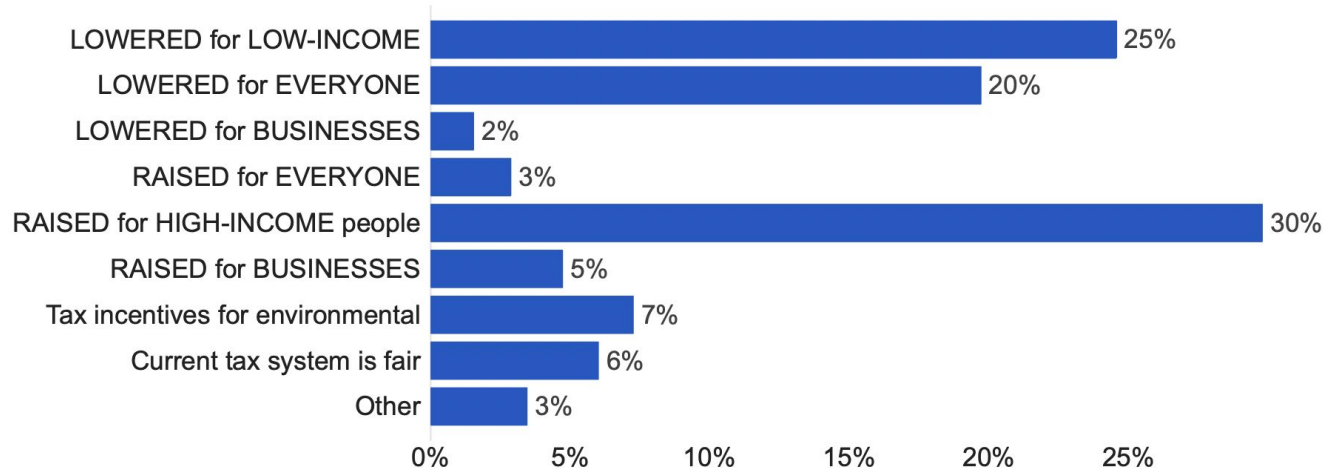
Q: "How do you feel about the job market?"



### 3. Many young people would support higher taxes for high income brackets

Q: "Which statement best describes your view on taxes?"

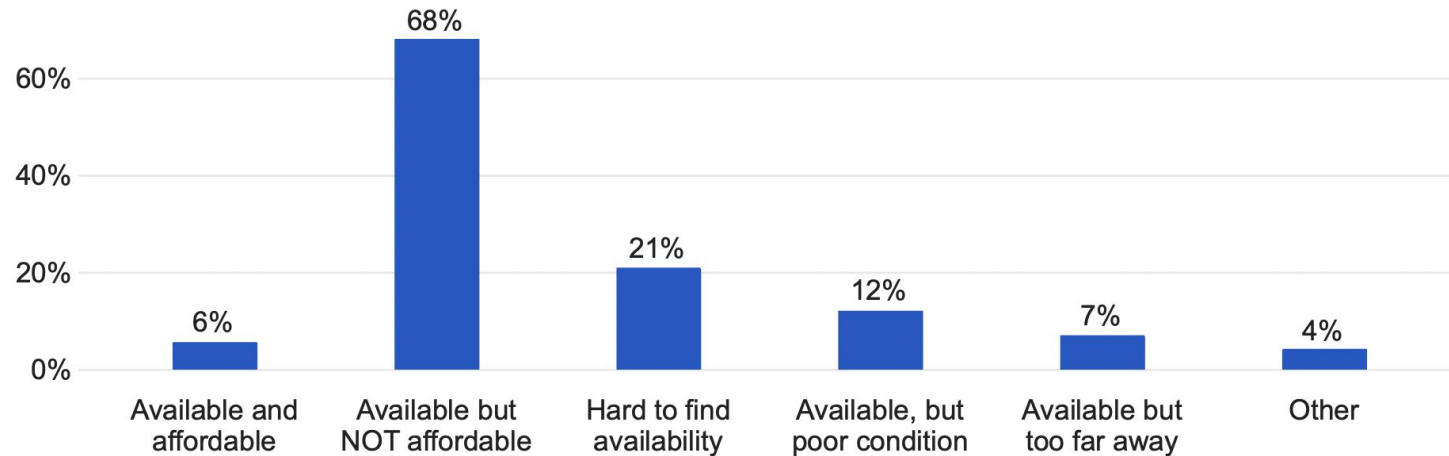
#### Overall



## 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

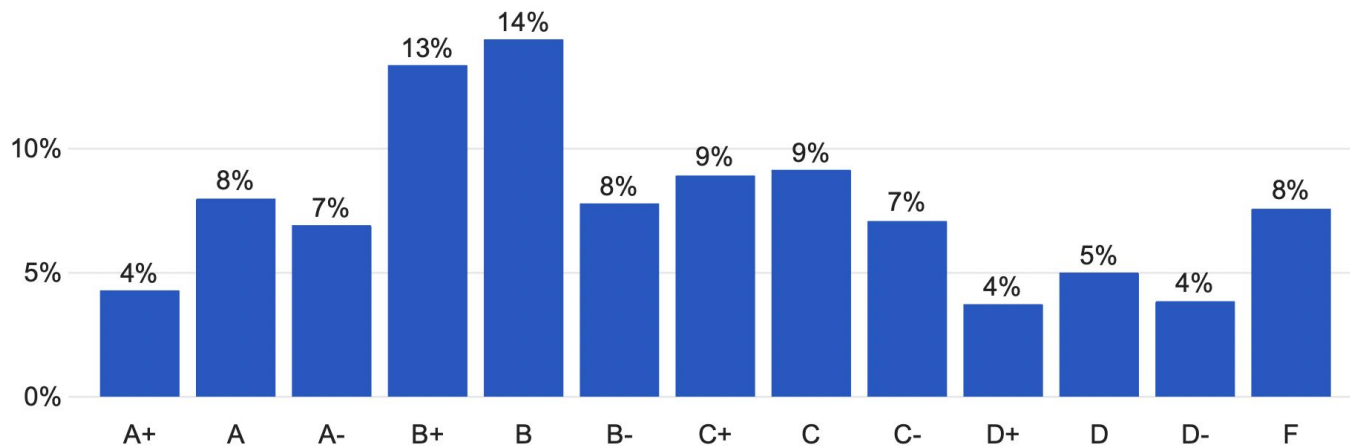




## 5. People have a whole range of views on public transportation

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

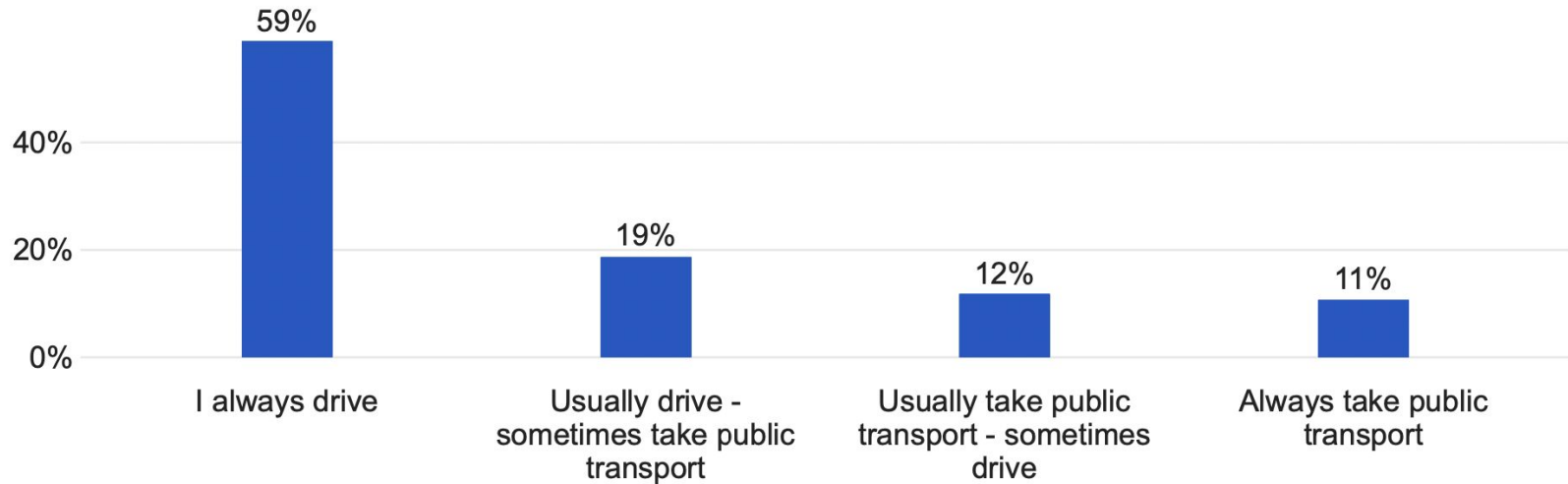
### Overall



## 6. Driving is still the main transportation source

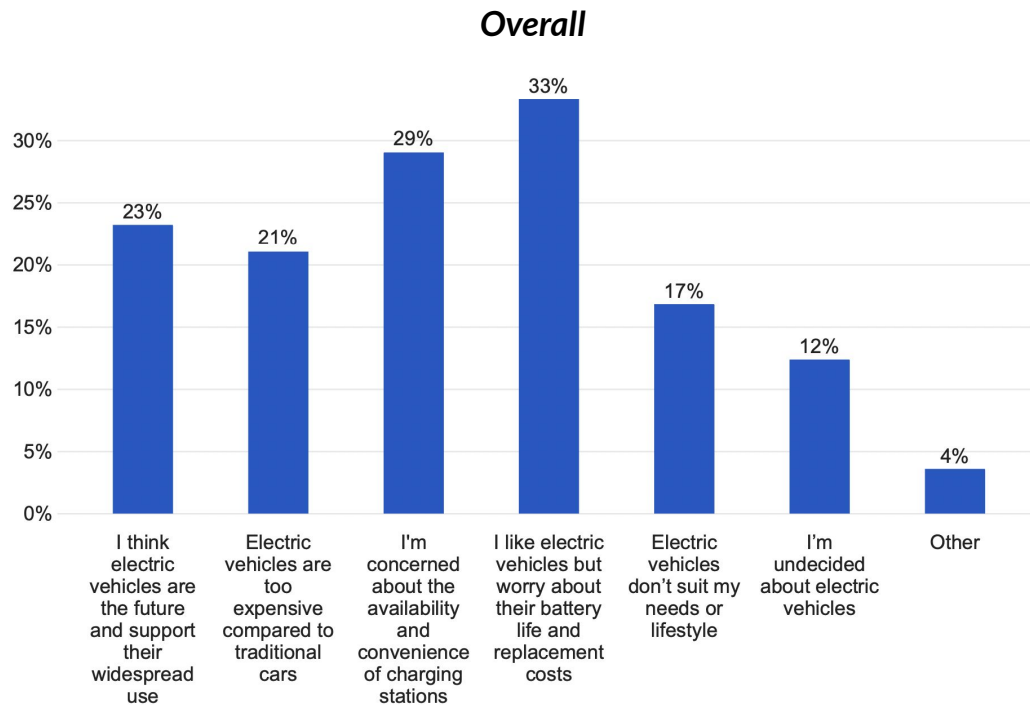
Q: "How do you get around town most?"

### Overall



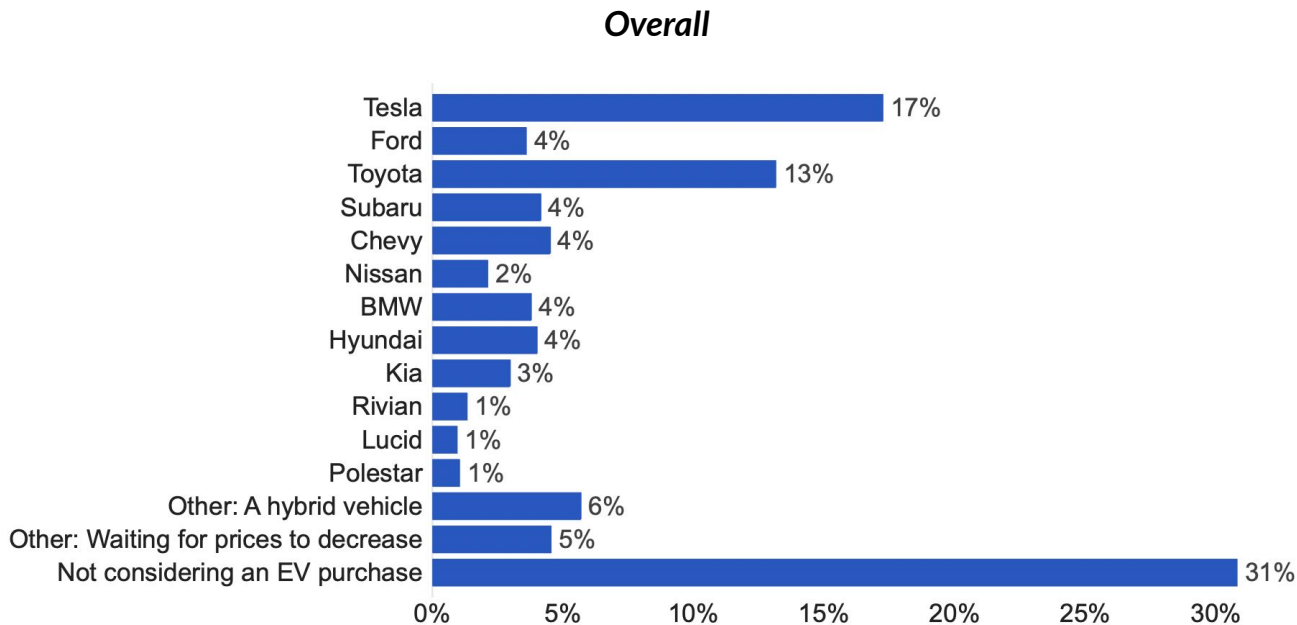
## 7. Many still have some EV concerns

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



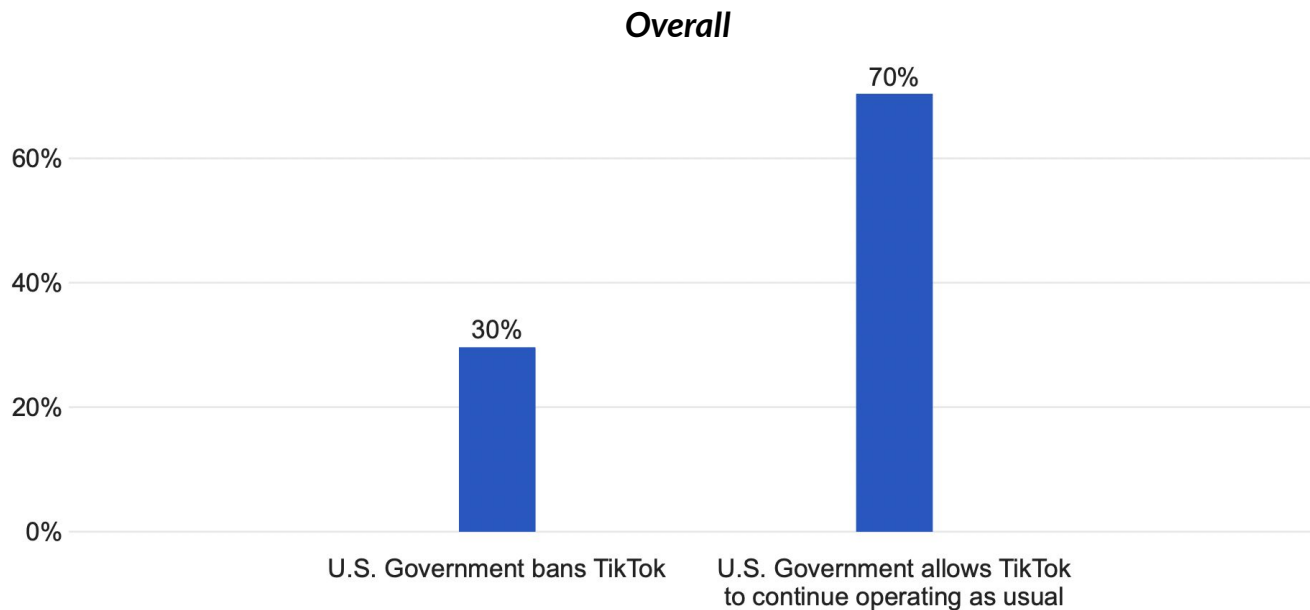
## 8. Tesla leads the EV race but many buyers are forfeiting altogether

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



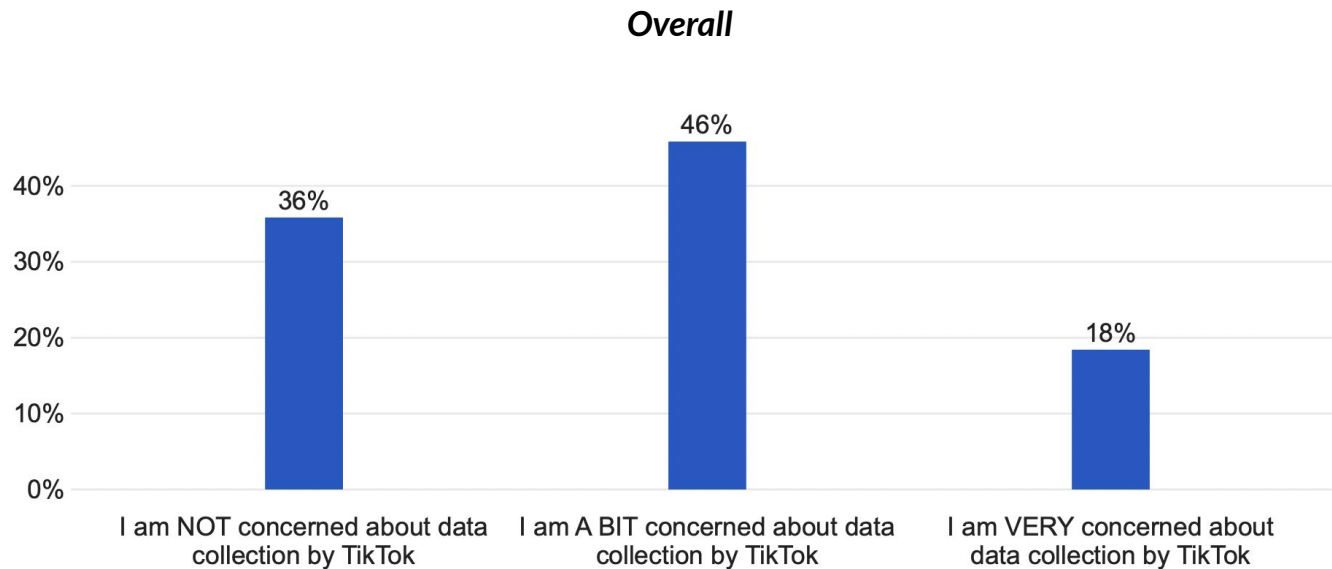
## 9. A majority of young people want to keep TikTok-ing as usual

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



## 10. A majority have some level of concern over TikTok's data collection

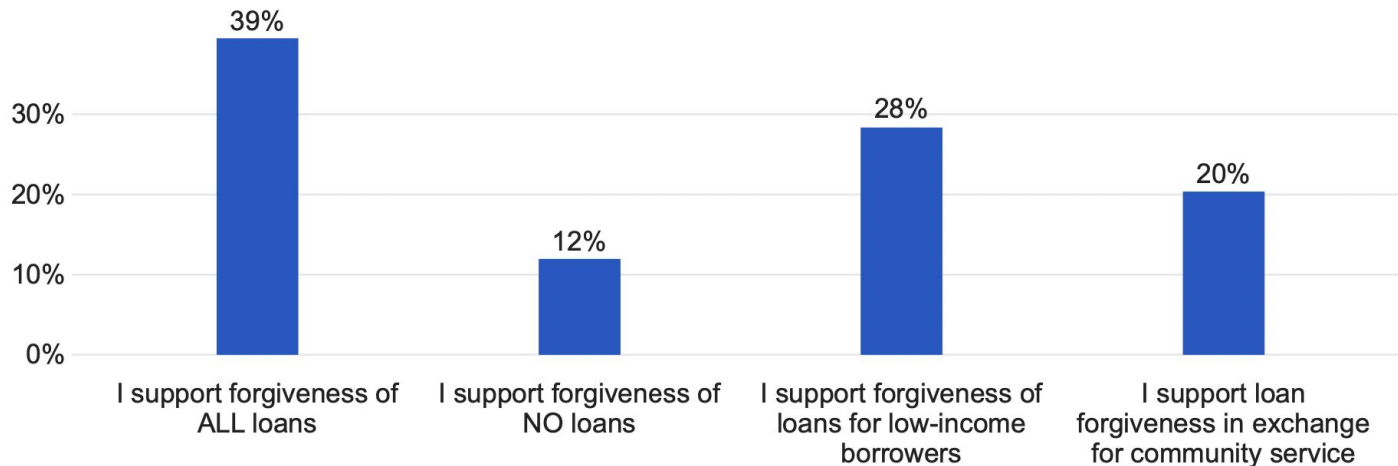
Q: "What about TikTok's data collection practices?"



## 11. Nearly 90% support student loan forgiveness in some way, shape or form

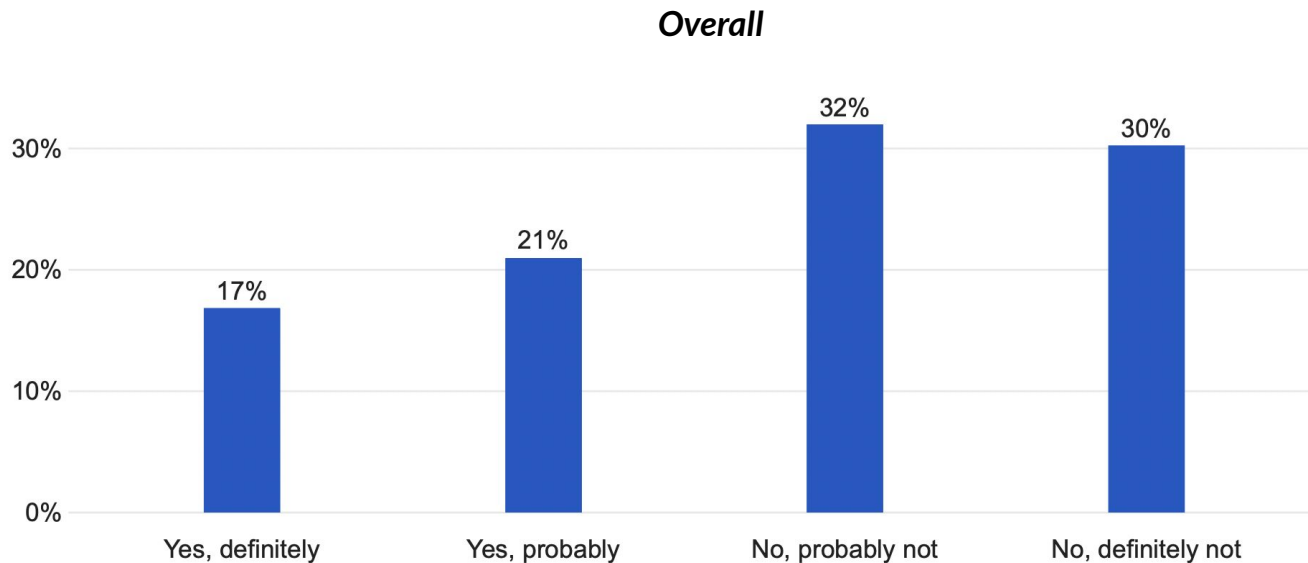
Q: "Which of the following best describes your stance on student debt?"

### Overall



## 12. A majority would avoid states that ban abortions

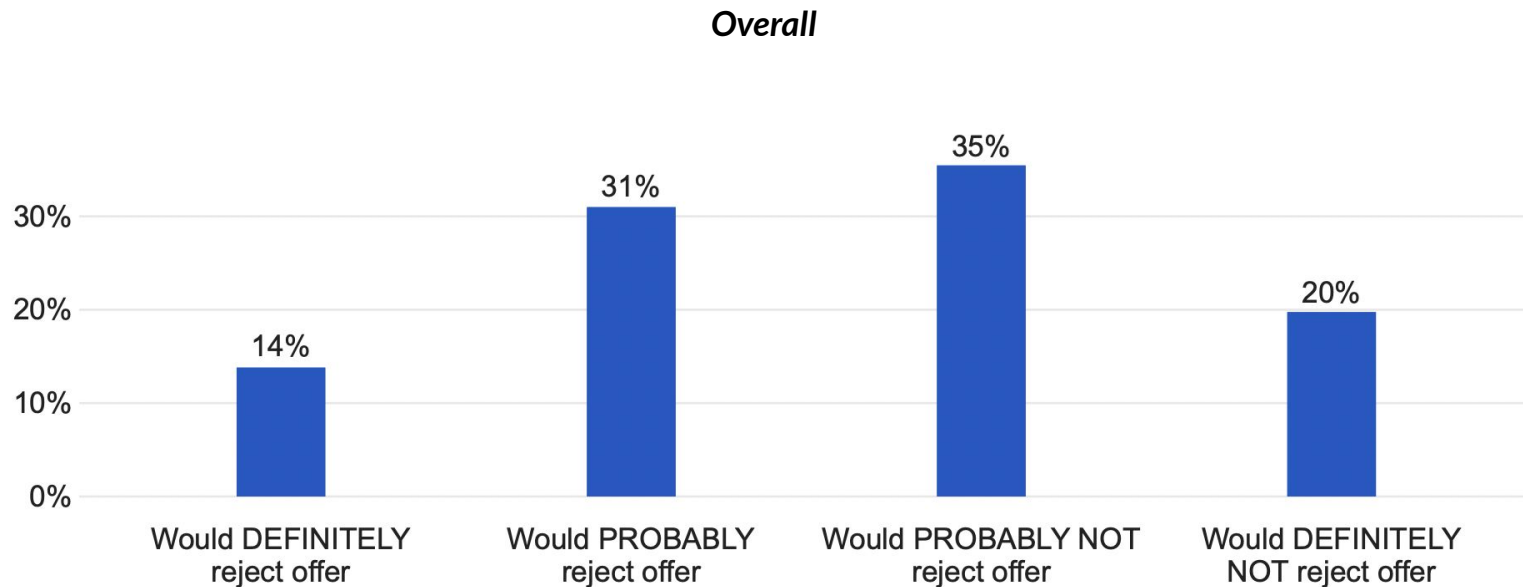
Q: “Would you live in a state that bans abortions?”





## 13. Employment trumps abortion views for most young people

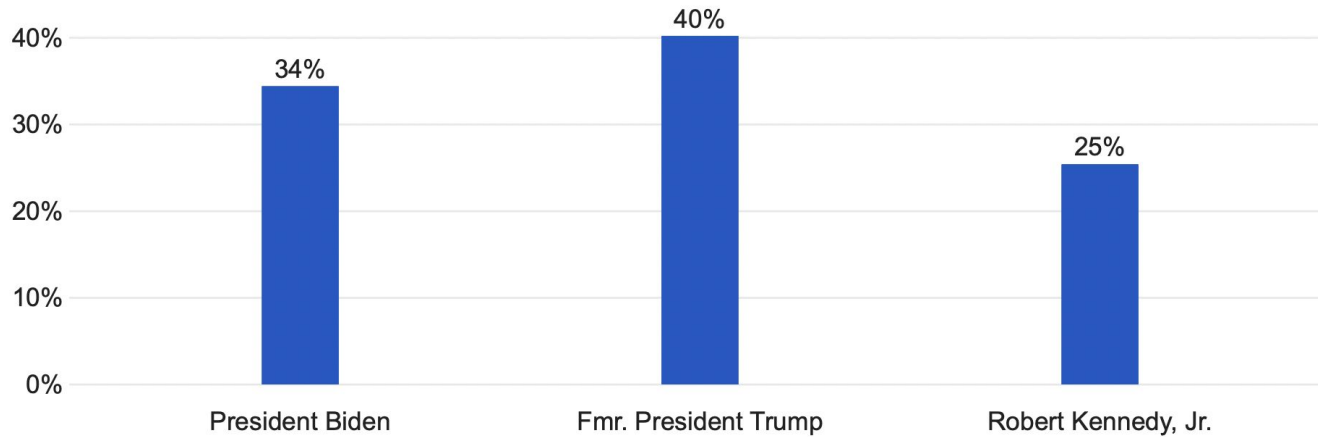
Q: “If a potential employer’s state banned abortions, might you reject that employer’s job offer?”



## 14. Young people believe Trump edges out Biden when it comes to lifting the economy

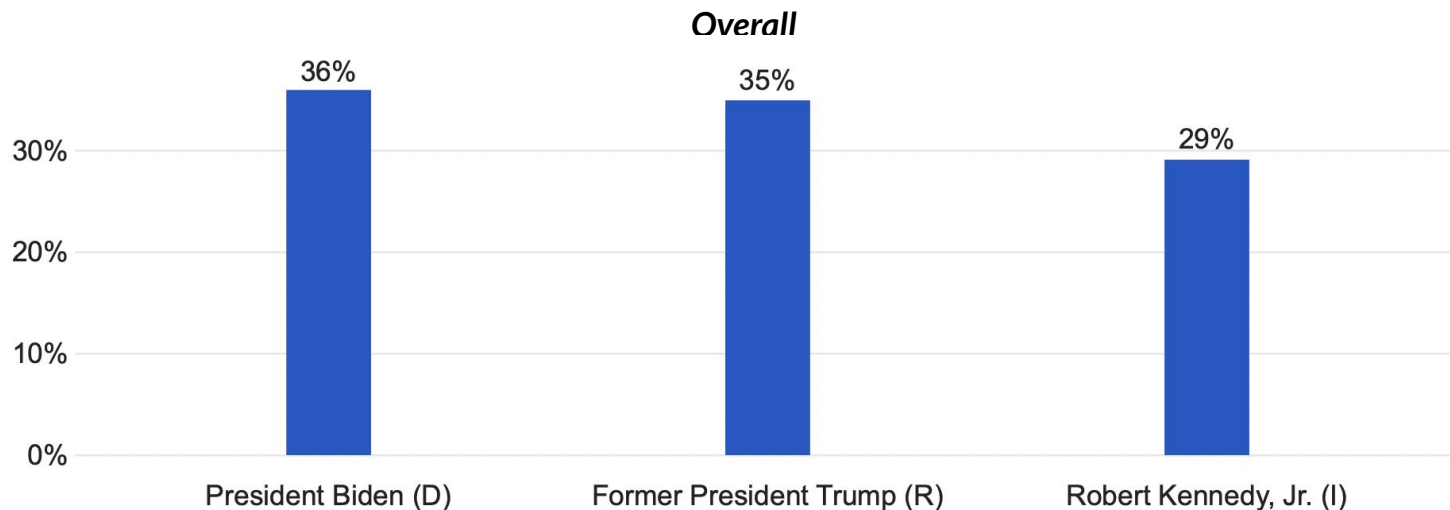
Q: “Which Presidential candidate do you believe would better support the economy?”

### Overall



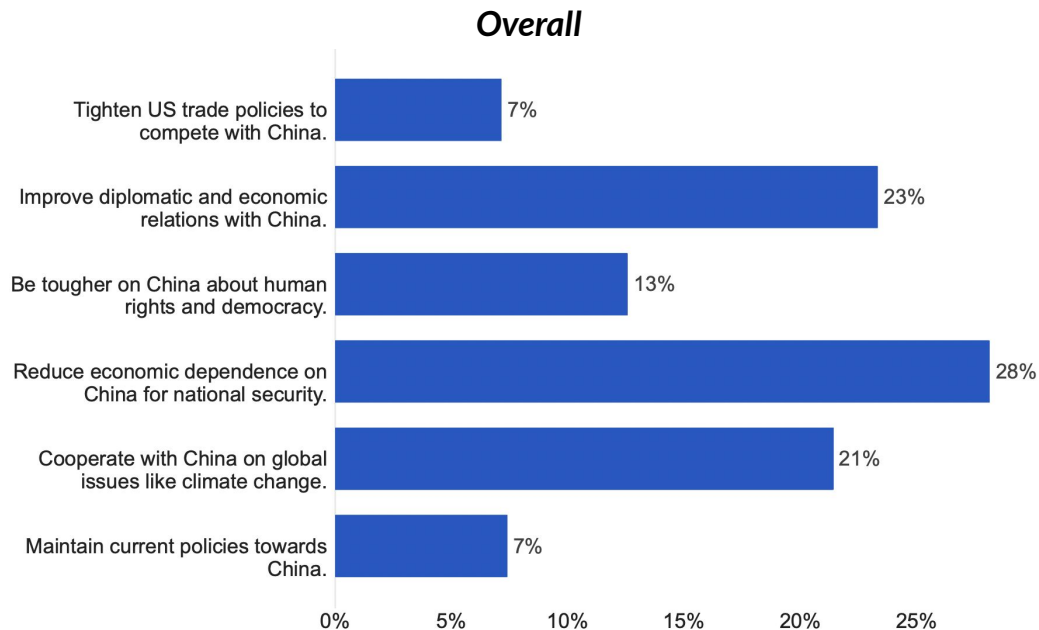
## 15. Slightly more young people prefer Biden over Trump, but RFK isn't far behind

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



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

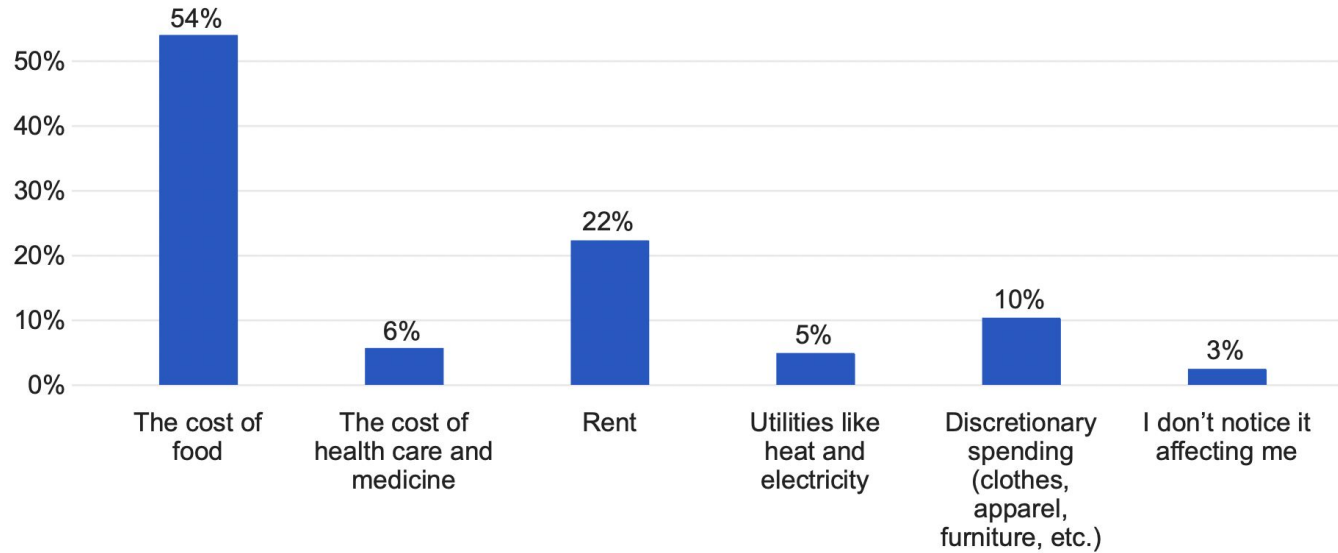
Q: “Regarding U.S. policy towards China, which of the following actions do you think is the most important for the United States to do moving forward?”



## 17. Inflated food costs are hitting the hardest

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

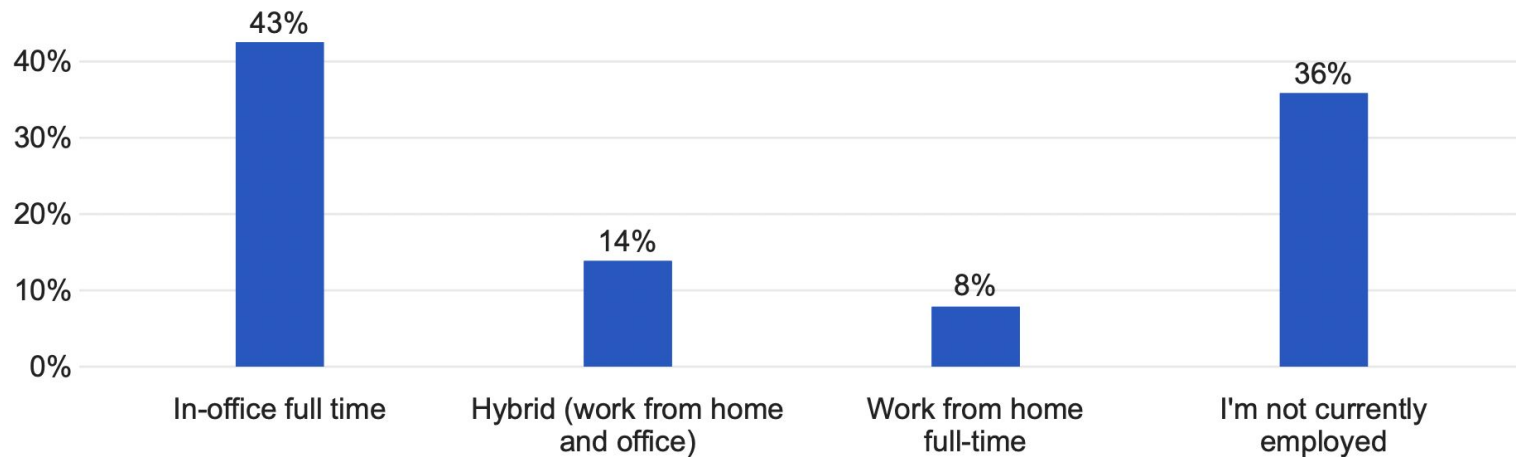
### Overall



## 18. Fully in-person work still reigns supreme

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

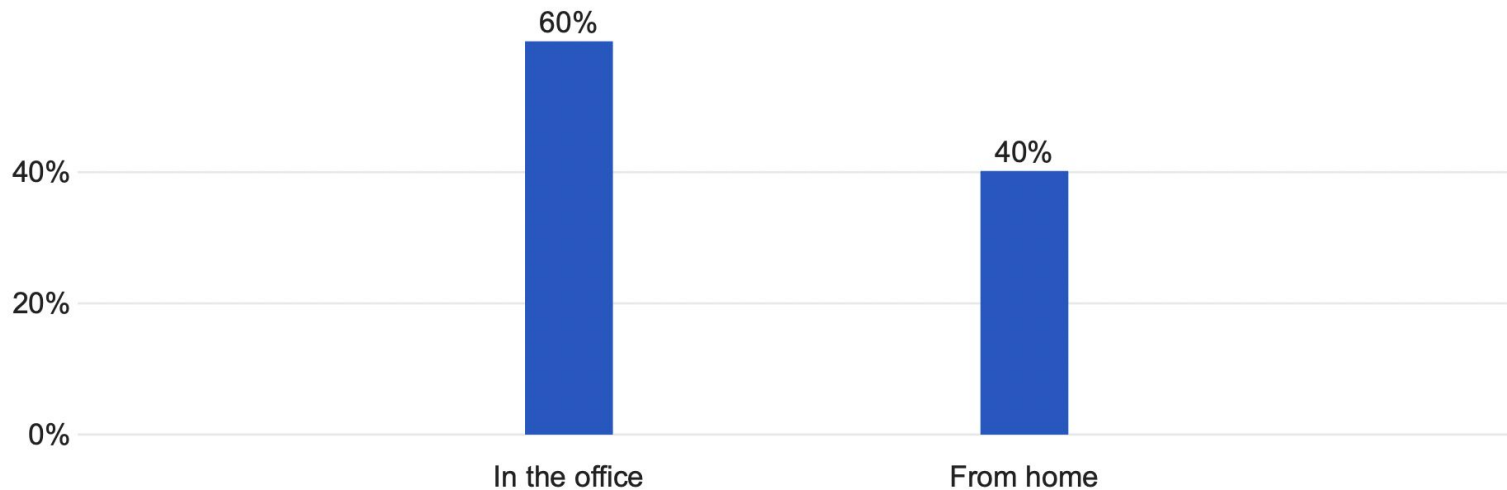
### Overall



## 19. A majority of young people think they work best in the office

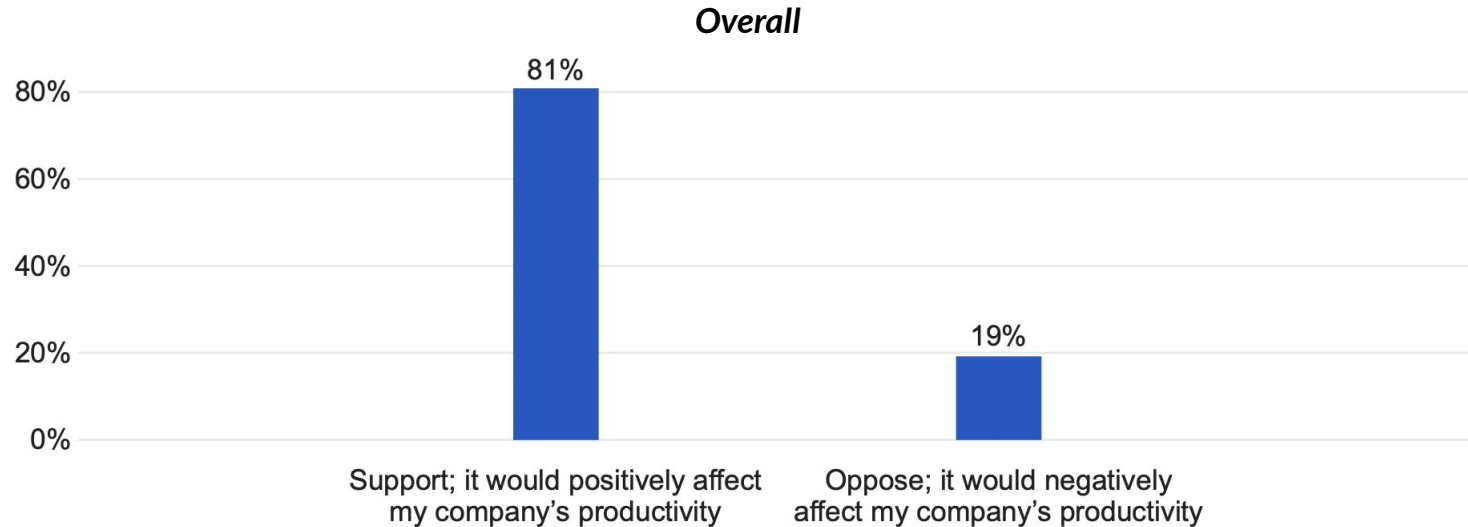
Q: "Where do you think you do your best work?"

### Overall



## 20. A four-day workweek is widely supported by the youth of America

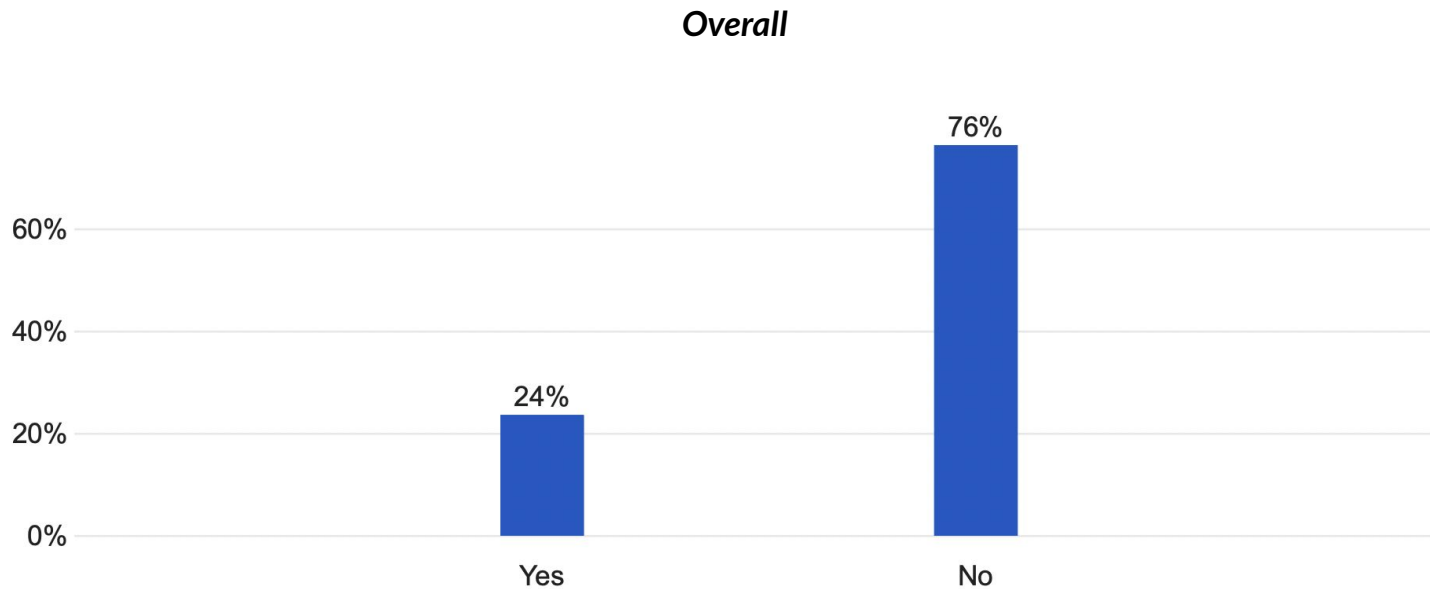
Q: “When you think purely about your company’s productivity, what is your opinion on a four-day workweek?”





## 21. Approximately $\frac{3}{4}$ of young people wouldn't give up pay in exchange for vacation

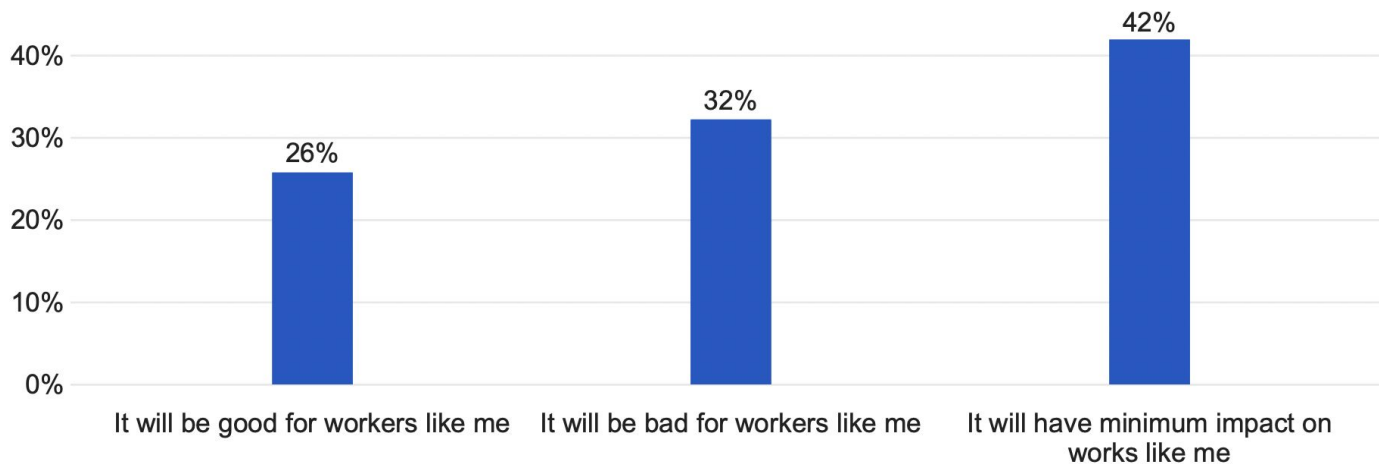
Q: "Would you accept more vacation days in exchange for lower pay?"



## 22. Mixed views on AI, but most young people don't expect a big impact on their work

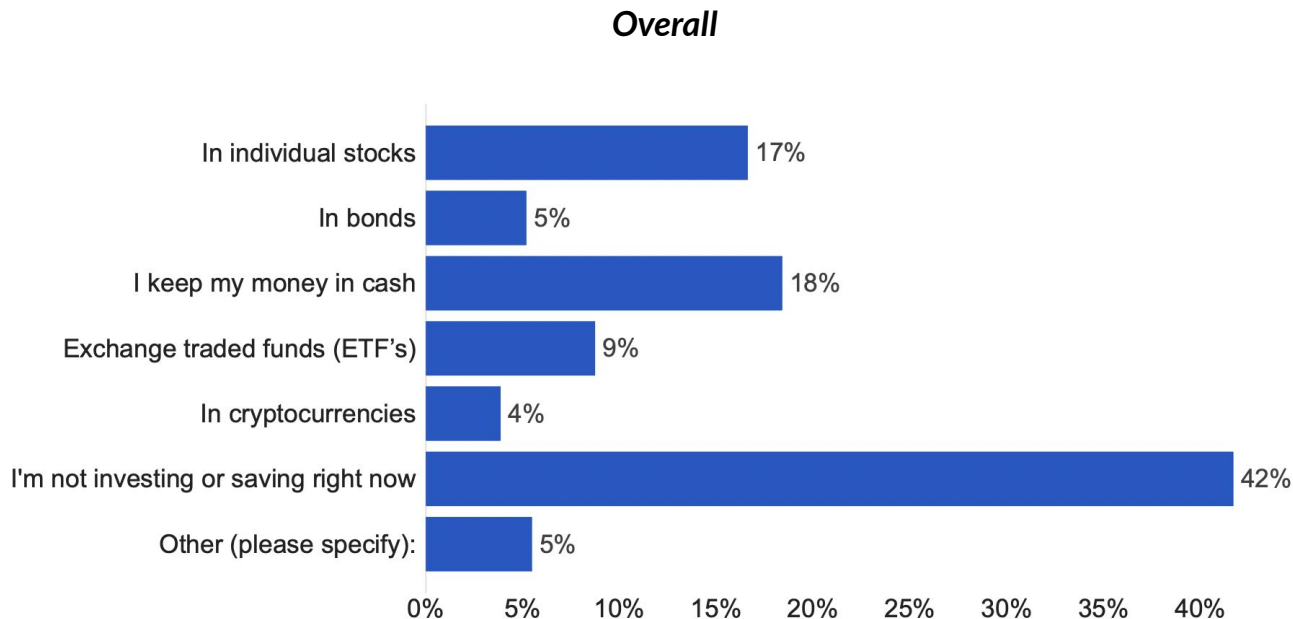
Q: "How do you think artificial intelligence will impact employment?"

### Overall



## 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?"





## METHODOLOGY

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

## ABOUT GENERATION LAB

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.



OUR **TOOLS**



LATEST **DATA**



GET **IN TOUCH**

