



generation lab

AXIOS

Axios + Generation Lab Youth Poll

2024 Election Outlook

A study on youth views on the upcoming election, based on a poll, which was conducted February 3-14, 2024, from a representative sample of 1,073 18 to 34-year-olds nationwide.

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.

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INTRODUCTION

The backdrop: The Super Bowl is now over, and the next big American showdown is fast approaching. How are young people gearing up for the presidential election in November?

The state of play: The 2024 election is already all over the news. Pundits are asking a lot of questions: how will the state of the economy impact the election? Are voters disappointed in their options this year? Can Taylor Swift really swing this election?

So: Generation Lab and Axios asked hundreds of young people around the country to explain their thoughts on the upcoming presidential election, the issues at hand, and factors that might influence their voting behaviors and decisions.

Based on a survey of 1,073 young people conducted in February 2024.

KEY INSIGHTS

Overall

- ❖ A majority of young people report being likely to vote
- ❖ If voting occurred today, young voters would be mostly split between Biden and Trump. But Biden lead expands among those most likely to vote.
- ❖ A quarter of young people would consider running for a public office themselves.

Key Issues

- ❖ The economy is top of mind for young people heading into the election
- ❖ Abortion is also a key issue for young voters, with most young people seeing situations in which abortion should be legal

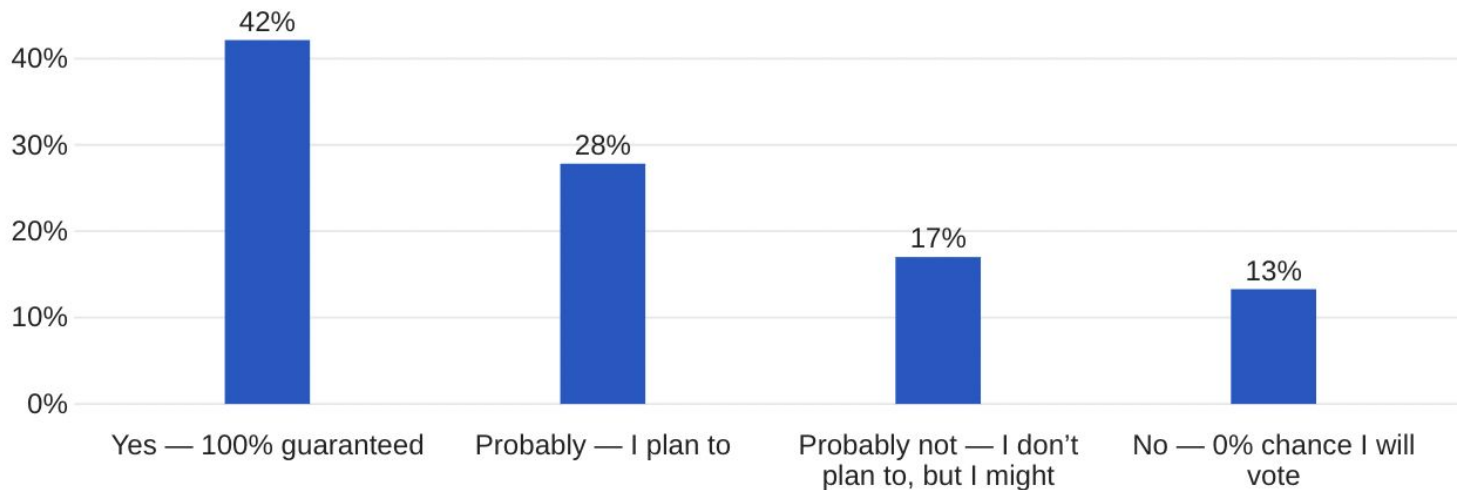
Swifties

- ❖ About a quarter of young people consider themselves Taylor Swift Fans
- ❖ Taylor Swift might not have as much sway at the ballots as some pundits suggest, with about 5% of respondents indicating she could change their voting plans

1.1 About two thirds of respondents are planning on voting this year

Q: "Will you vote in the 2024 Presidential Election this November?"

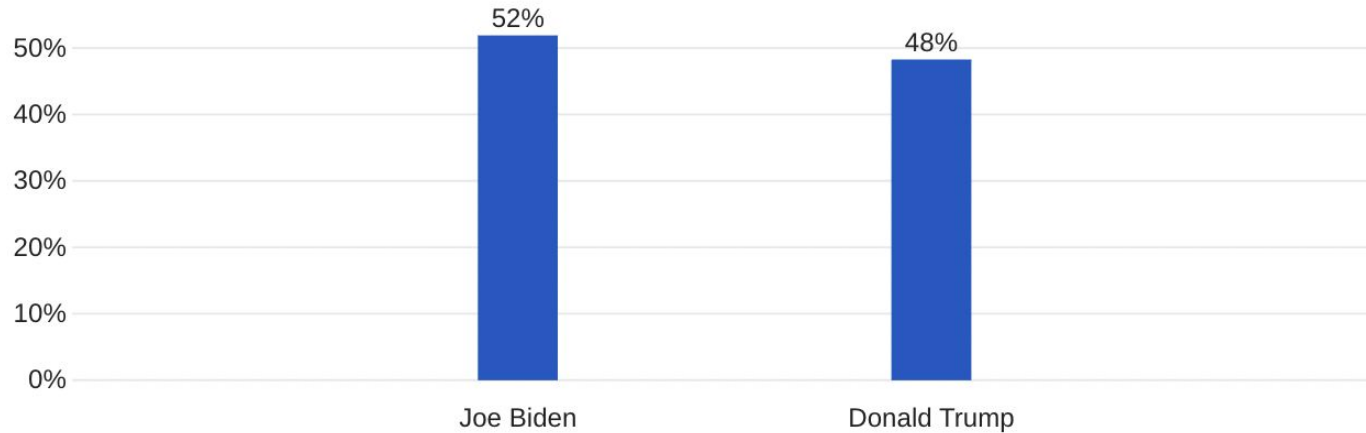
Overall



1.2 It's a tight contest, but youth prefer Biden over Trump

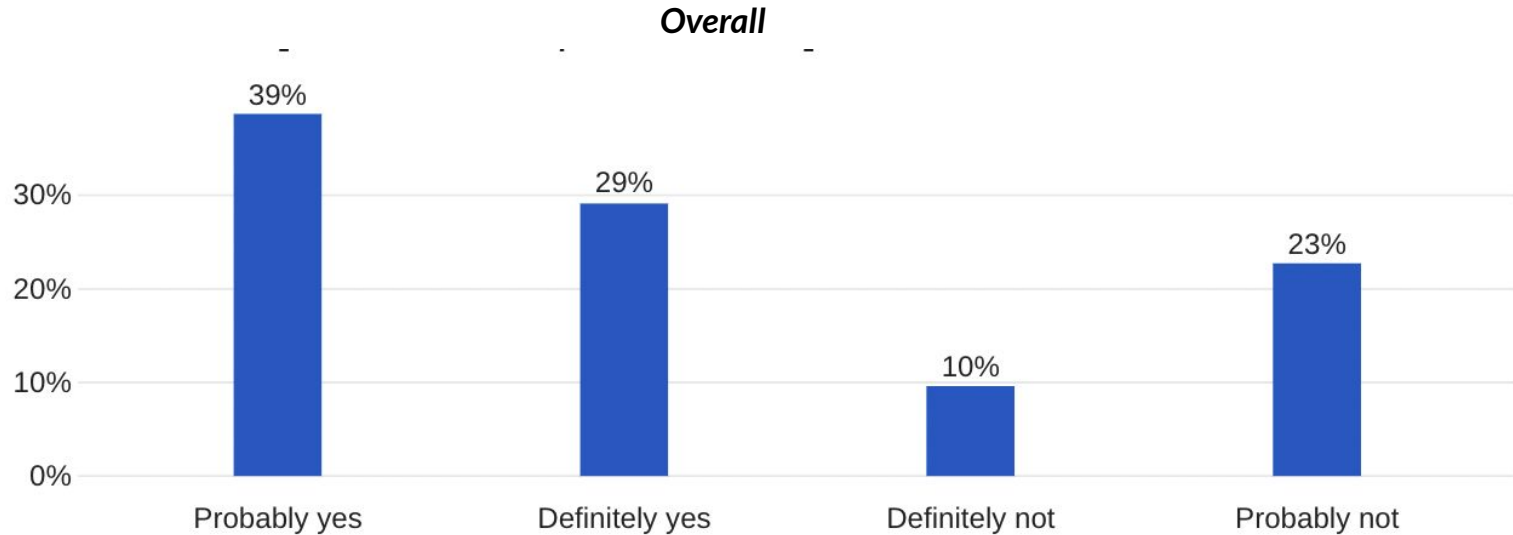
Q: "If the election were held today, and the candidates were Joe Biden and Donald Trump, who would you vote for?"

Overall



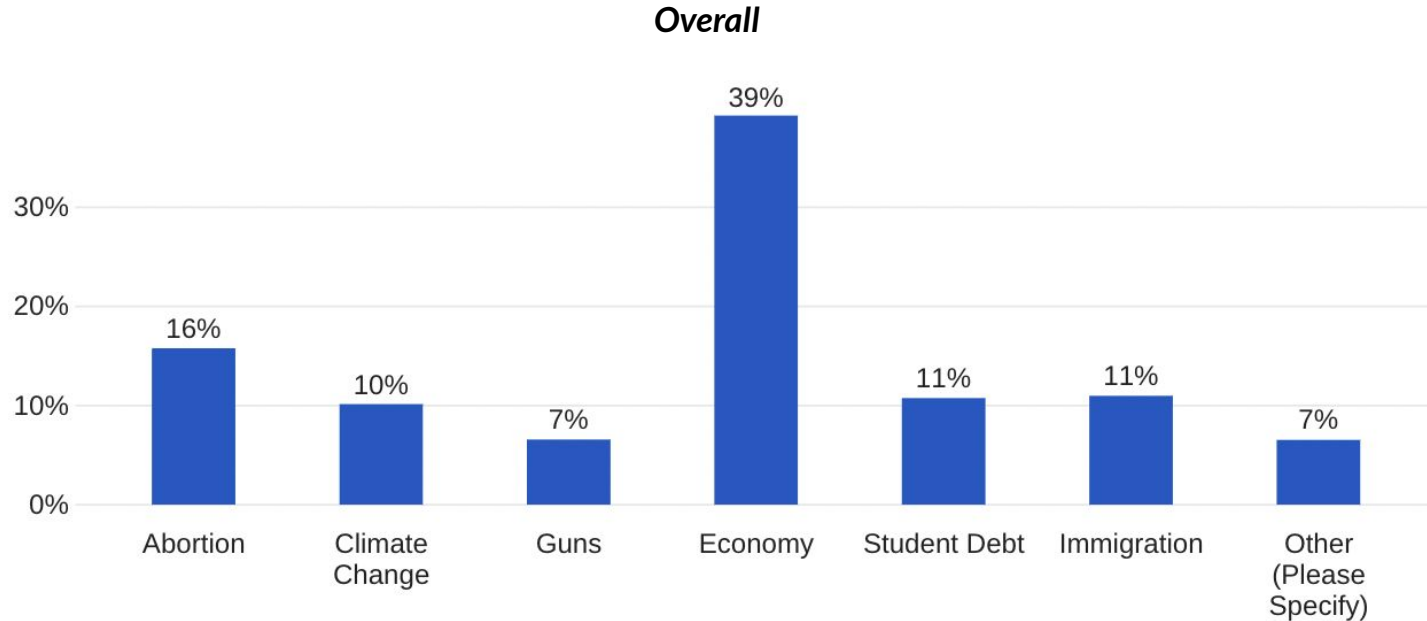
1.3 Most young people are ok with cross-aisle friendships

Q: “Are you open to having a friendship or relationship with someone who voted for [Donald Trump/Joe Biden]?”



1.4 The economy is a top-of-mind issue

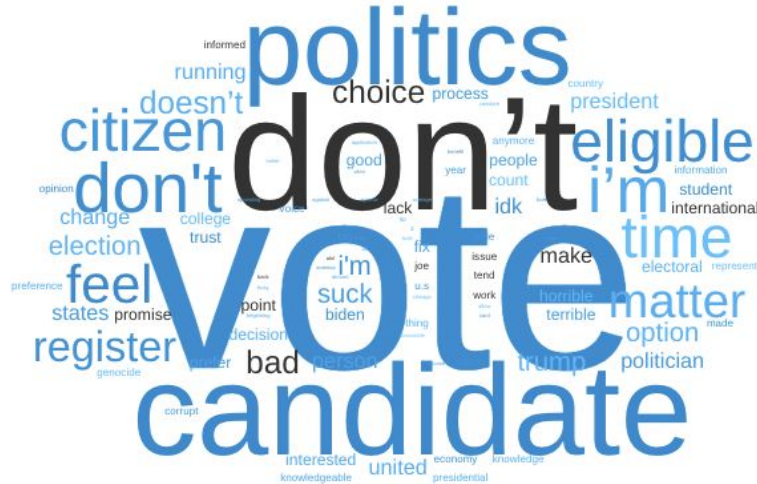
Q: "Which of the following issues matters to you MOST?"



1.5 The candidate options and politics at play may be dissuading some voters

Q: "Why are you not voting? Explain in a few words?"

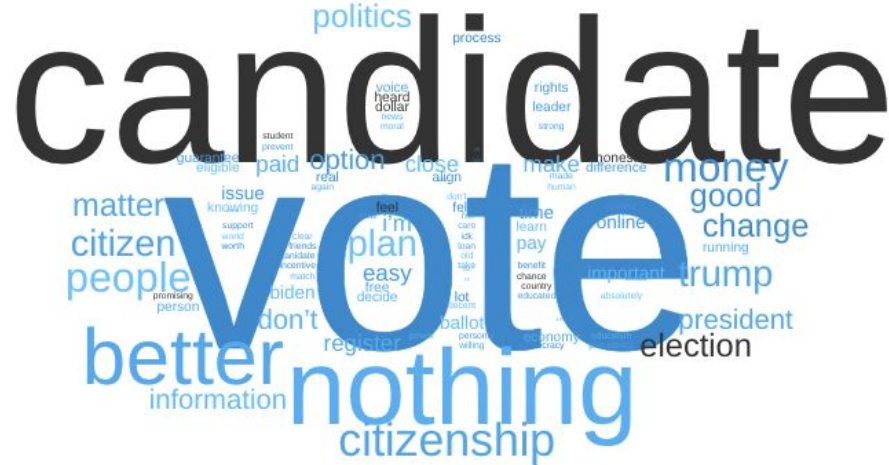
Overall



1.6 Better candidates might encourage more voting by young people

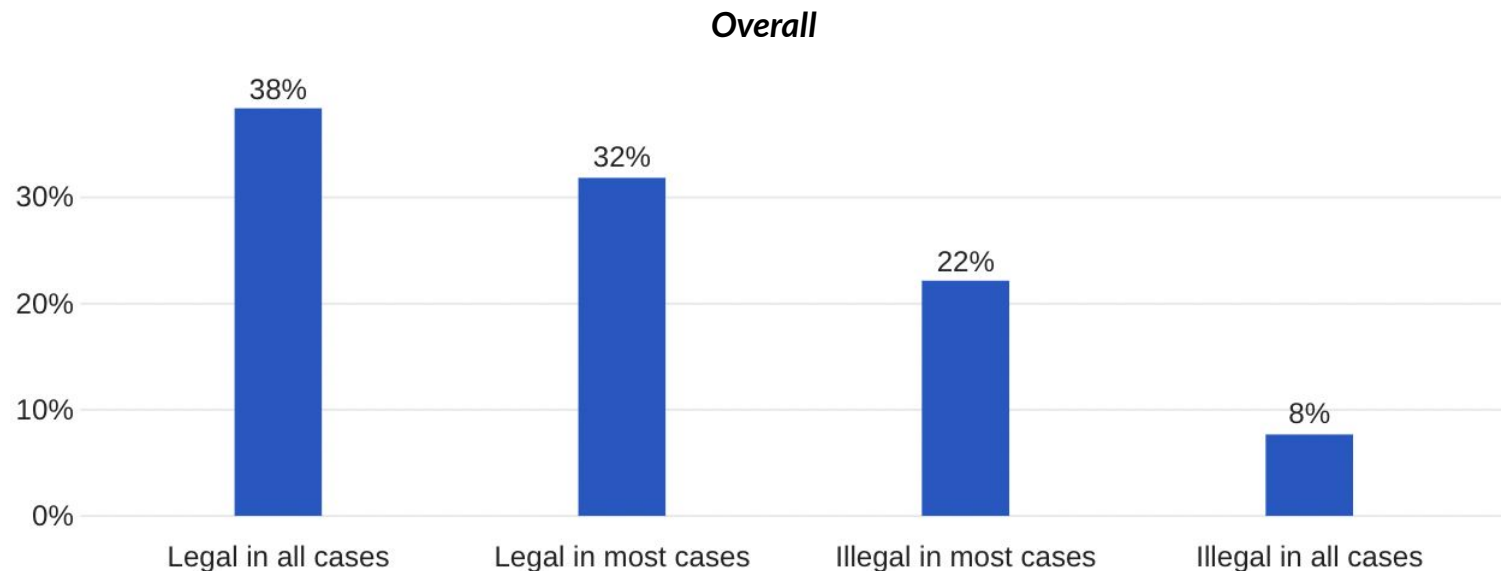
Q: "What would it take for you to vote? Explain in a few words?"

Overall



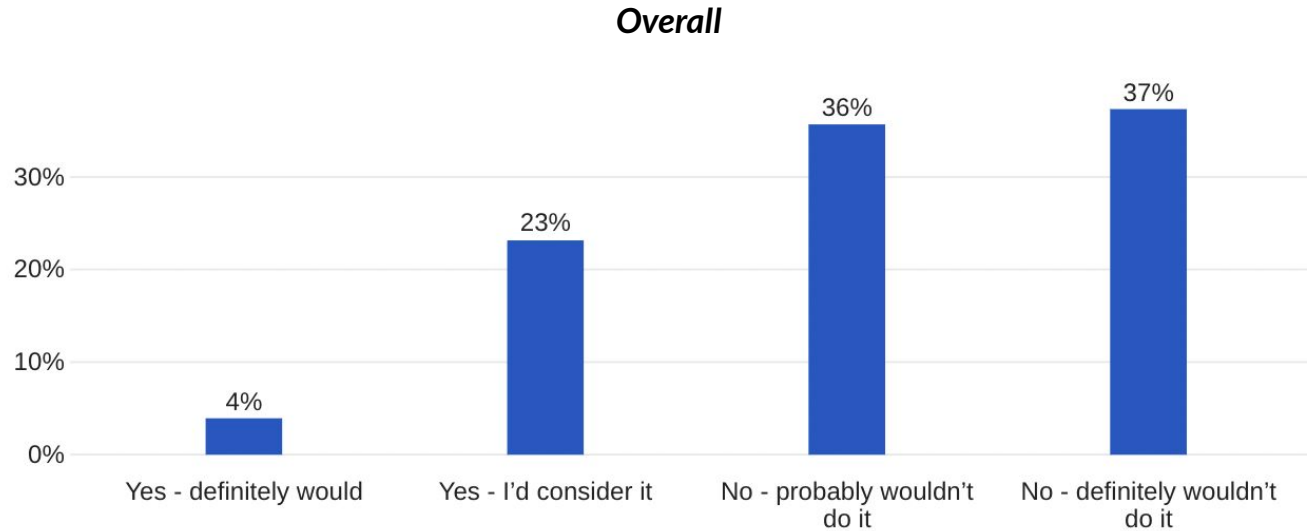
1.7 Over 90% of young people think there are at least some situations where abortion should be legal

Q: "Do you think abortion should be _____?"



1.8 About a quarter of respondents would consider public office

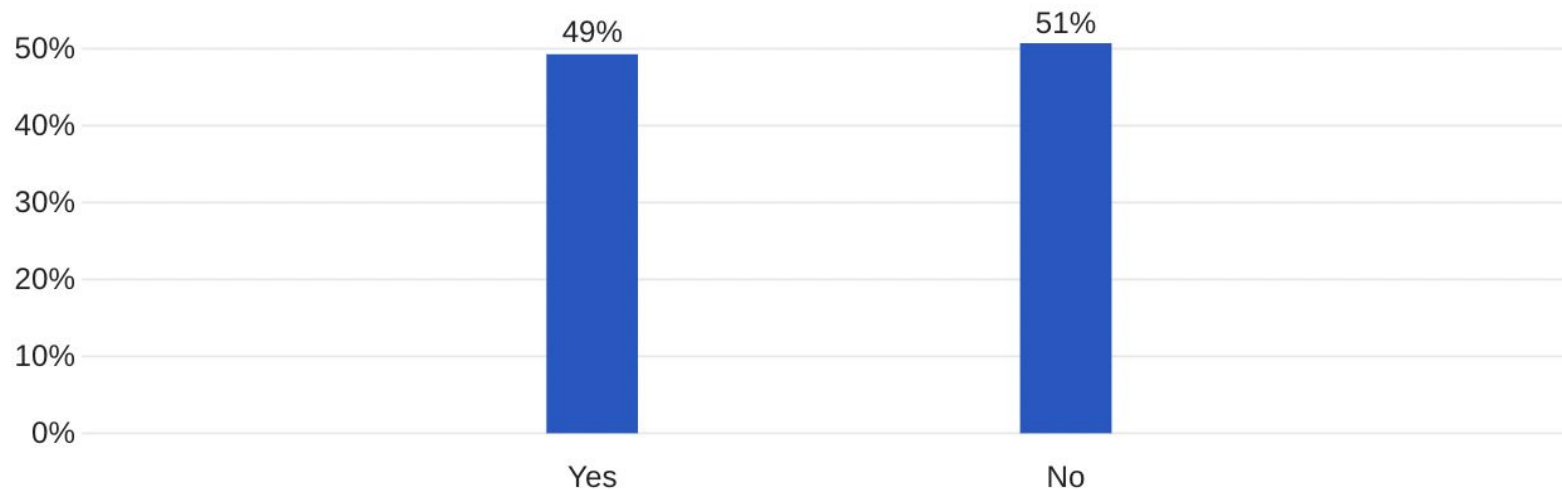
Q: "Would you consider running for public office (city-level, school board, county level, or state-level)?"



1.9 About half of young people consider themselves patriotic

Q: "Are you patriotic?"

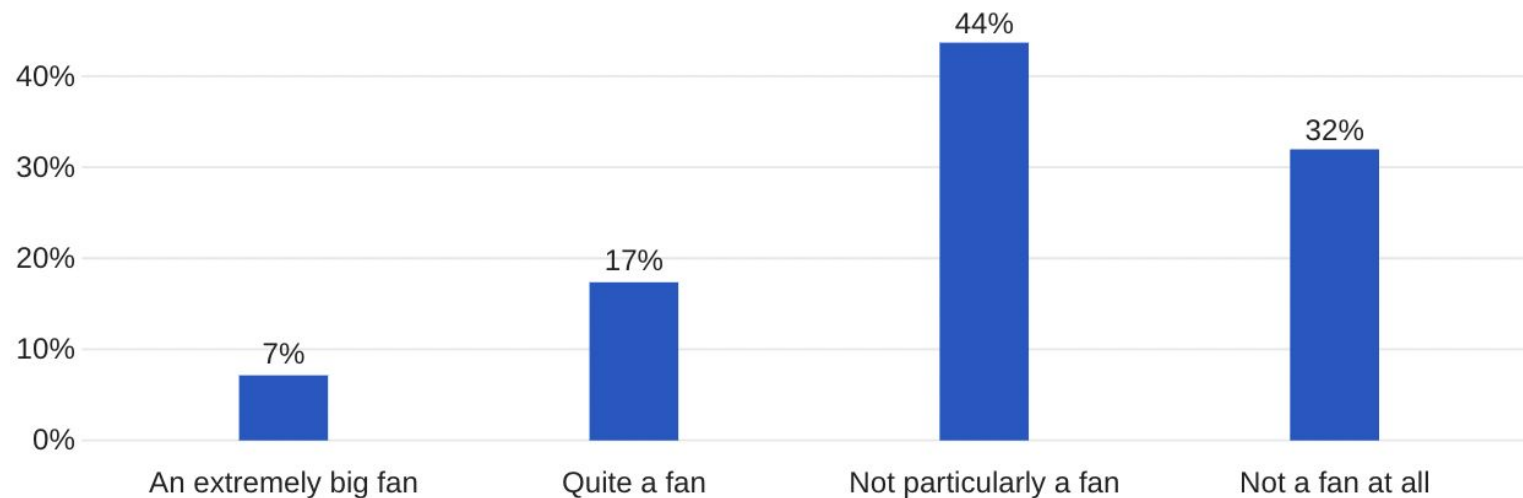
Overall



1.10 About a quarter of young people are Swifties

Q: "To what extent are you a fan of Taylor Swift's?"

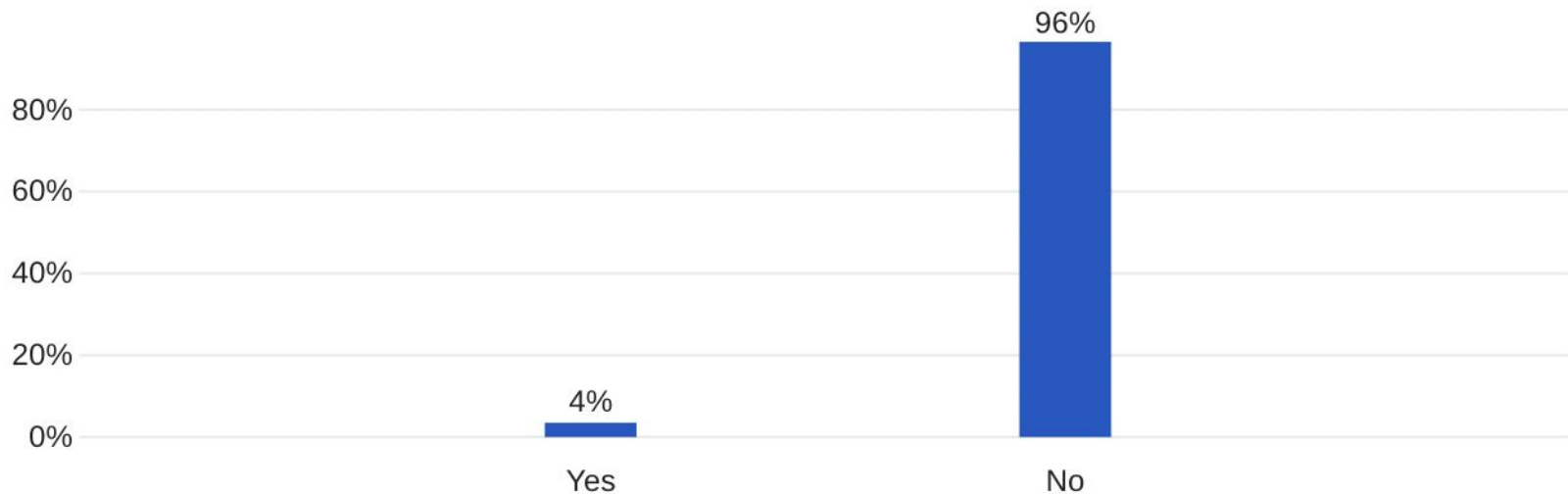
Overall



1.11 Taylor Swift has star power, but it doesn't look like she has vote-swaying power

Q: "If Taylor Swift were to endorse [Donald Trump/Joe Biden], would you consider changing your vote?"

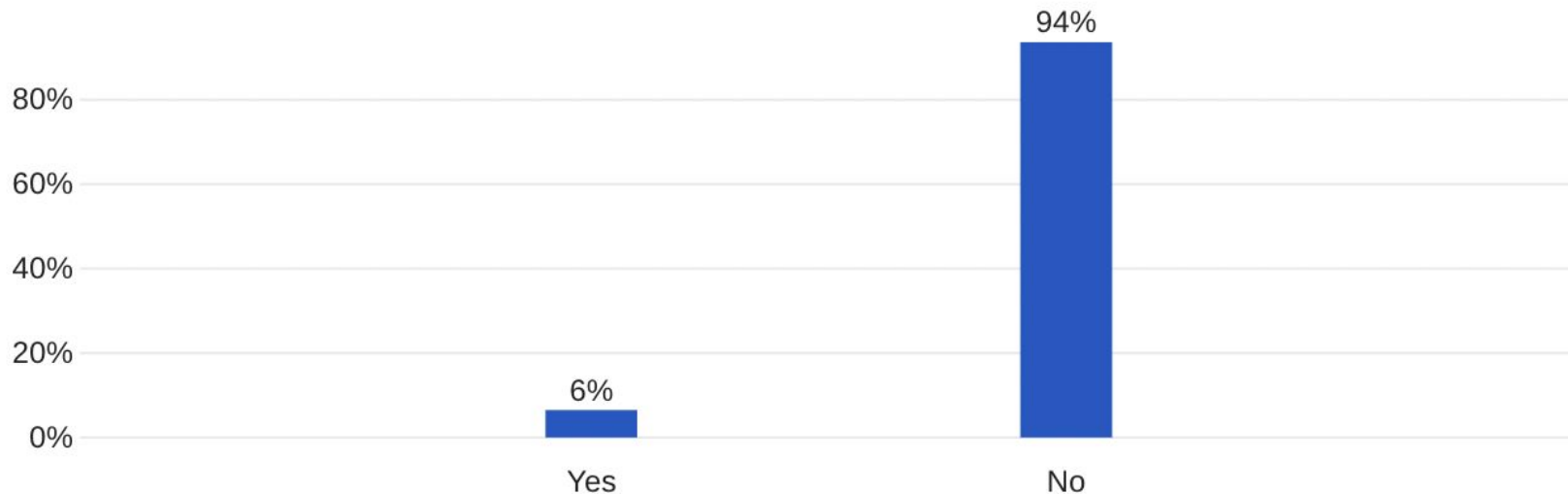
Overall



1.12 Swift has the touring numbers, but she won't sway the polling numbers

Q: "If Taylor Swift were to call on her community to go out and vote, would your likelihood to vote change?"

Overall



METHODOLOGY

- *This poll was conducted February 3-14, 2024, from a representative sample of 1,073 18 to 34-year-olds nationwide.*
 - ❖ *The margin of error is +/- 3.0 percentage points.*

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**

