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2024 Young Voters Report

Young voters are enthusiastic to vote, prefer Harris over Trump, and strongly support progressive policies.

October 2024

2024 Young Voters Report: Young Voters Are Enthusiastic to Vote, Strongly Prefer Harris to Trump

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This year, Gen Z and millennials make up [nearly half](#) of the eligible voting population, including approximately [41 million](#) members of Gen Z (ages 18-27). Data for Progress' previous polling has [found](#) that swing voters — those still not certain in their vote choice this November — are disproportionately young.

From September 27 to October 3, Data for Progress [surveyed](#) 773 likely voters ages 18-29 using SMS and web panel respondents to assess young voters' political views a little over a month before the 2024 election. The survey finds that young voters are enthusiastic about the 2024 election and overwhelmingly think voting is an effective means to create change. Vice President Kamala Harris (58%) leads former President Donald Trump (39%) in a head-to-head race among young voters, who view her as more intelligent, more composed, and stronger than Trump. Young voters also say Harris cares more about people like them by a +27-point margin, while viewing Trump as more extreme and weird.

However, a significant gender divide exists among young voters, with young men showing more conservative tendencies than young women. While young women choose Harris over Trump in a two-way race by a +37-point margin, young men are evenly divided, with 48% choosing Harris and 48% choosing Trump.

Furthermore, young voters strongly support progressive policies, especially economic policies that benefit workers and cap the price of prescription drugs, as well as guaranteeing a right to abortion nationwide and phasing out fossil fuels to confront climate change. Around 2 in 3 young voters support implementing Medicare for All and a Green New Deal, and more than 3 in 5 say that increasing efforts to promote diversity, equity, and inclusion (DEI) across industries would be good for society.

State of the 2024 Race

Compared with previous elections, a majority of young voters (53%) say they are more enthusiastic about voting in 2024. Additionally, the overwhelming majority of young voters (81%) say they feel excited about the candidate they plan on voting for in November, while only 15% say they do not feel excited about their candidate.

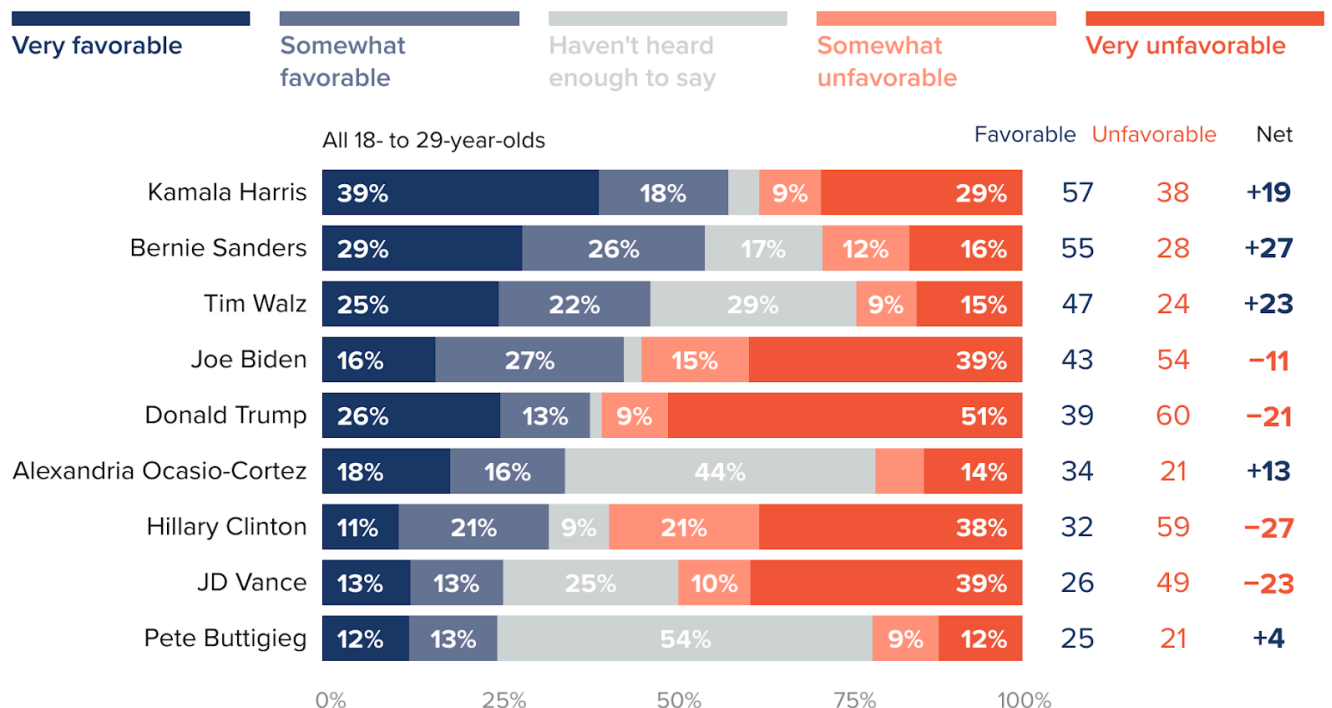
This survey indicates Harris is a more appealing candidate to young voters than President Joe Biden. Harris' net approval rating for how she is handling her job as vice president (+13 points) is significantly better than Biden's approval rating for his job as president (-15).

Furthermore, Harris' net favorability rating stands at +19 — significantly higher than that of Biden (-11), Trump (-21), and JD Vance (-23), as well as the previous (and first) woman to lead a national party ticket, Hillary Clinton (-27).

Harris also has a higher favorability rating than two high-profile, young Democrats, Alexandria Ocasio-Cortez (+13) and Pete Buttigieg (+4), though those two figures have lower name recognition. The only two figures tested who have a higher favorability rating than Harris (+19) are Bernie Sanders (+27) and Harris' running mate, Tim Walz (+23).

Young Voters Are the Most Favorable Toward Harris, Sanders, and Walz

Do you have a favorable or unfavorable opinion of the following people or institutions?

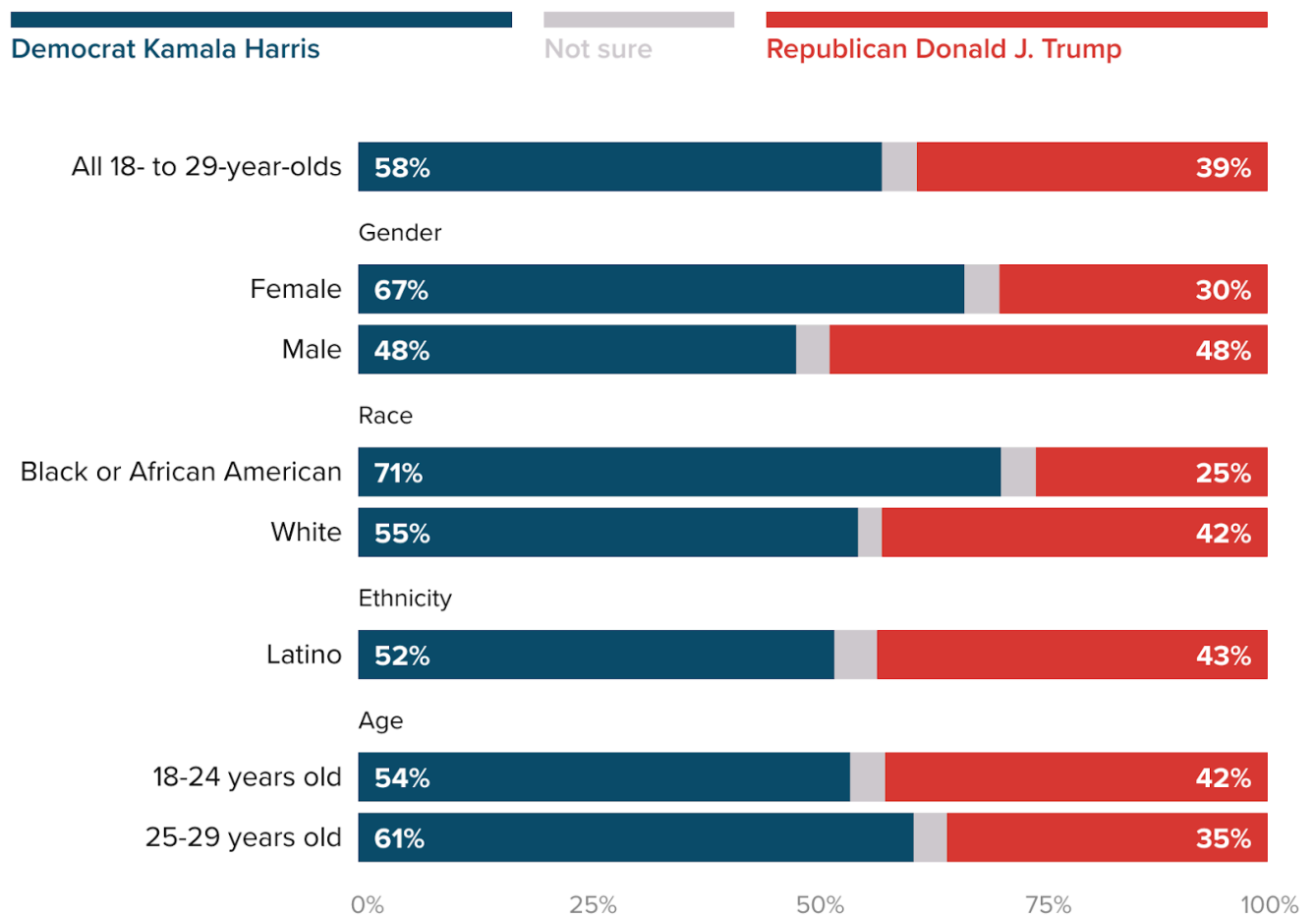


In a two-way matchup between Harris and Trump, Harris leads by 19 points. Young Harris supporters say their vote is more *for Harris* than *against Trump* by a +56-point margin. That margin is even higher for young Trump supporters, who say their vote is more *for Trump* by a +66-point margin.

Notably, there is a significant gender disparity — as is apparent across many of this survey’s findings. While young women choose Harris over Trump in a two-way race by a +37-point margin (67% to 30%), young men are evenly divided, with 48% choosing Harris and 48% choosing Trump.

Young Voters, Especially Women, Favor Harris While Men Are Split

If the November 2024 election for U.S. president was being held tomorrow, **and these were the candidates**, who would you vote for?



September 27–October 3, 2024 survey of 773 likely voters ages 18-29

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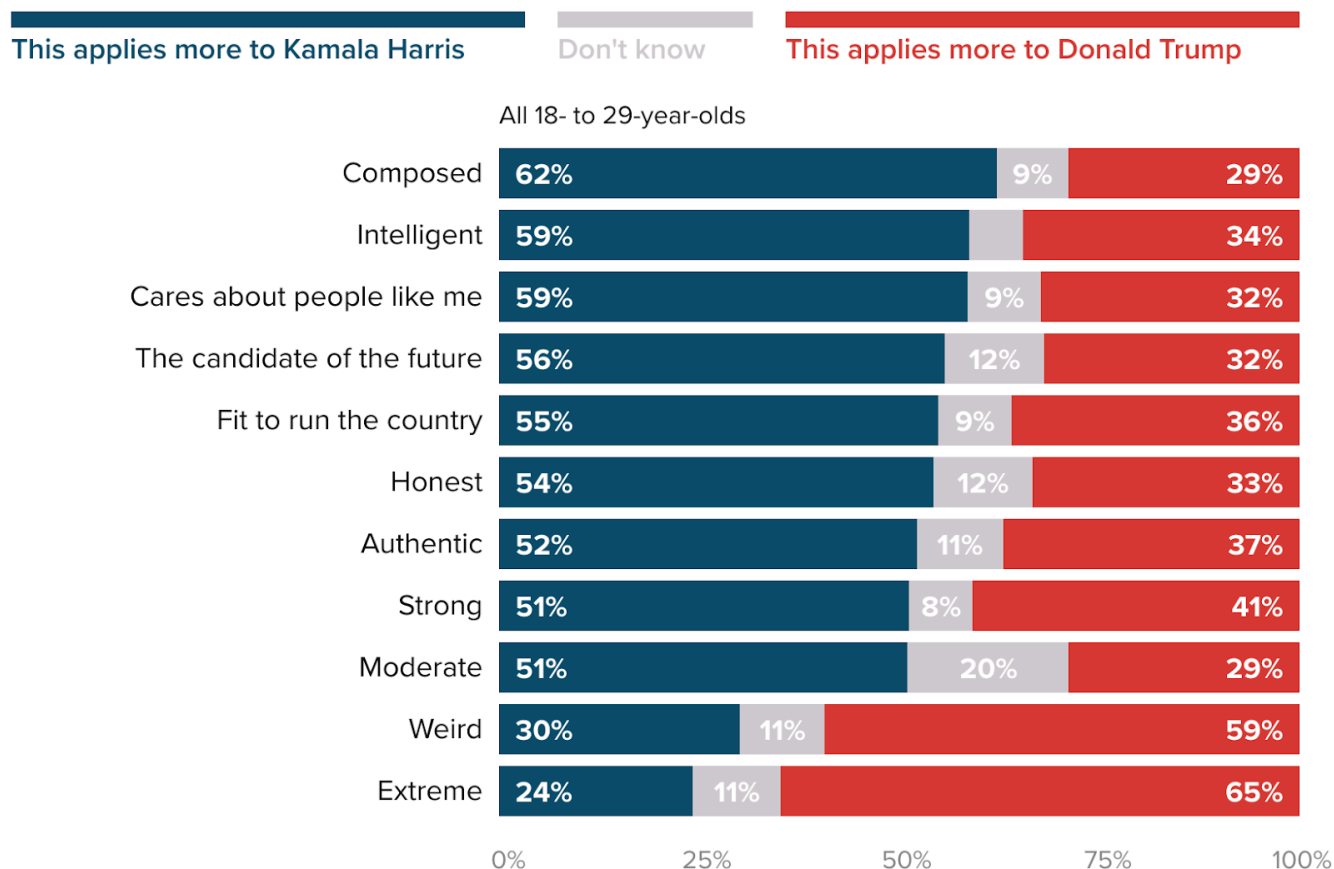
More than 3 in 4 young voters (77%) say they think the 2024 presidential election will impact their generation “a great deal” or “a lot.” When asked how they feel about the upcoming election between Harris and Trump, young voters most frequently say they are nervous (38%), followed by wanting it to be over (32%).

The survey then asked respondents to select whether different characteristics apply more to Harris or Trump. Harris receives the largest positive margins among young voters in terms of whom they see as more composed (+33), more caring about people like them (+27), and more intelligent (+25). Importantly, young voters also see Harris as more honest (+21), more fit to run the country (+19), and stronger (+10) than Trump.

Comparatively, Trump only receives positive margins in terms of being seen as more extreme (+41) and weirder (+29) than Harris.

Young Voters View Trump As More Extreme and Weirder Than Harris

For each of the following characteristics, say whether it applies more to **Kamala Harris** or to **Donald Trump**.



Additionally, Harris leads by 19 points in a six-way matchup that includes Trump, Green Party candidate Jill Stein, Libertarian candidate Chase Oliver, and Independent candidates Cornel West and Robert F. Kennedy Jr. While Kennedy has dropped out of the race, he remains on the ballot in [many states](#). In this question, he was not shown to voters in states where he will not appear on the ballot.

Regarding the six-way race, 71% of young voters say they are *definitely* voting for the candidate they selected, while 19% say they are *probably* voting for the candidate they selected, and 1 in 10 young voters, including 21% of Independents, say they are still considering their options.

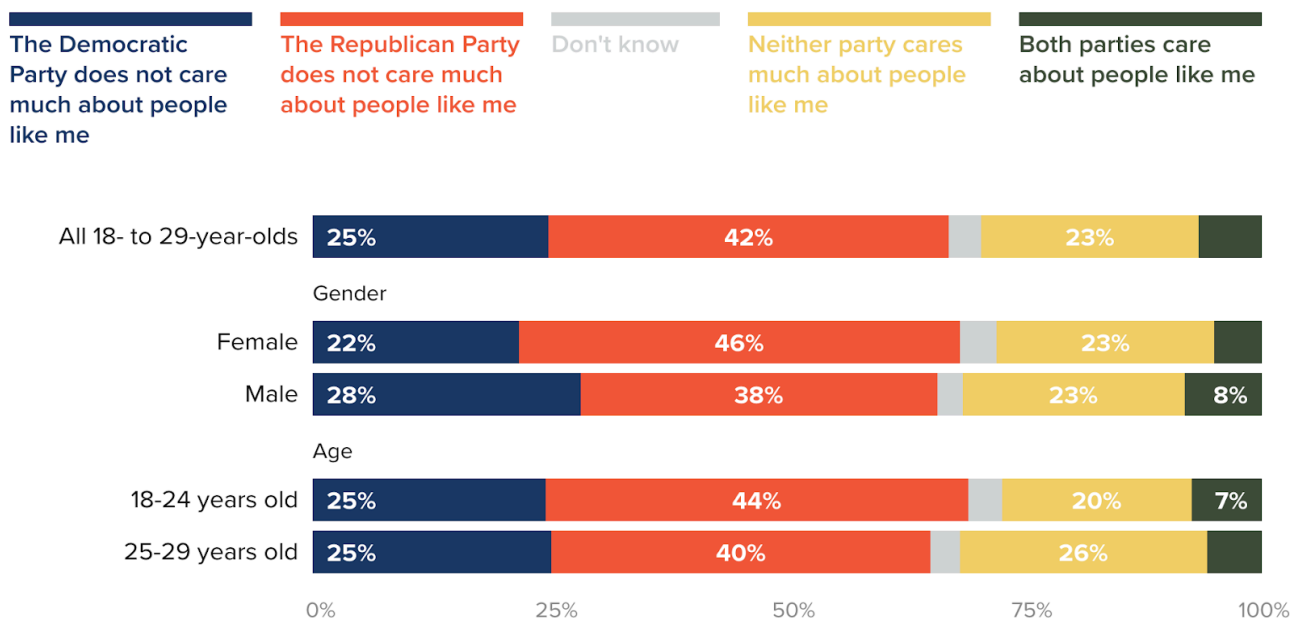
When asked about voting for third-party candidates broadly, a majority of young voters (51%) say they would vote for a third-party candidate, but only if they thought that candidate had a chance to win. Around 1 in 4 young Democrats (25%) and Republicans (23%) say they would never vote third party.

In addition to preferring Harris over Trump and seeing her more favorably, a strong majority of young voters (59%) say they are voting for the Democratic candidate in their local congressional district election, while 36% are voting for the Republican candidate. The Democratic Party has a +9 favorability rating among young voters, while the Republican Party is underwater at -14.

A plurality of young voters say the Republican Party does not care much about people like them (42%), while 25% say the same about the Democratic Party and 23% say neither party cares much about people like them.

A Plurality of Young Voters Say the Republican Party Does Not Care Much About People Like Them

Which of the following comes closest to your views, even if none are exactly right?

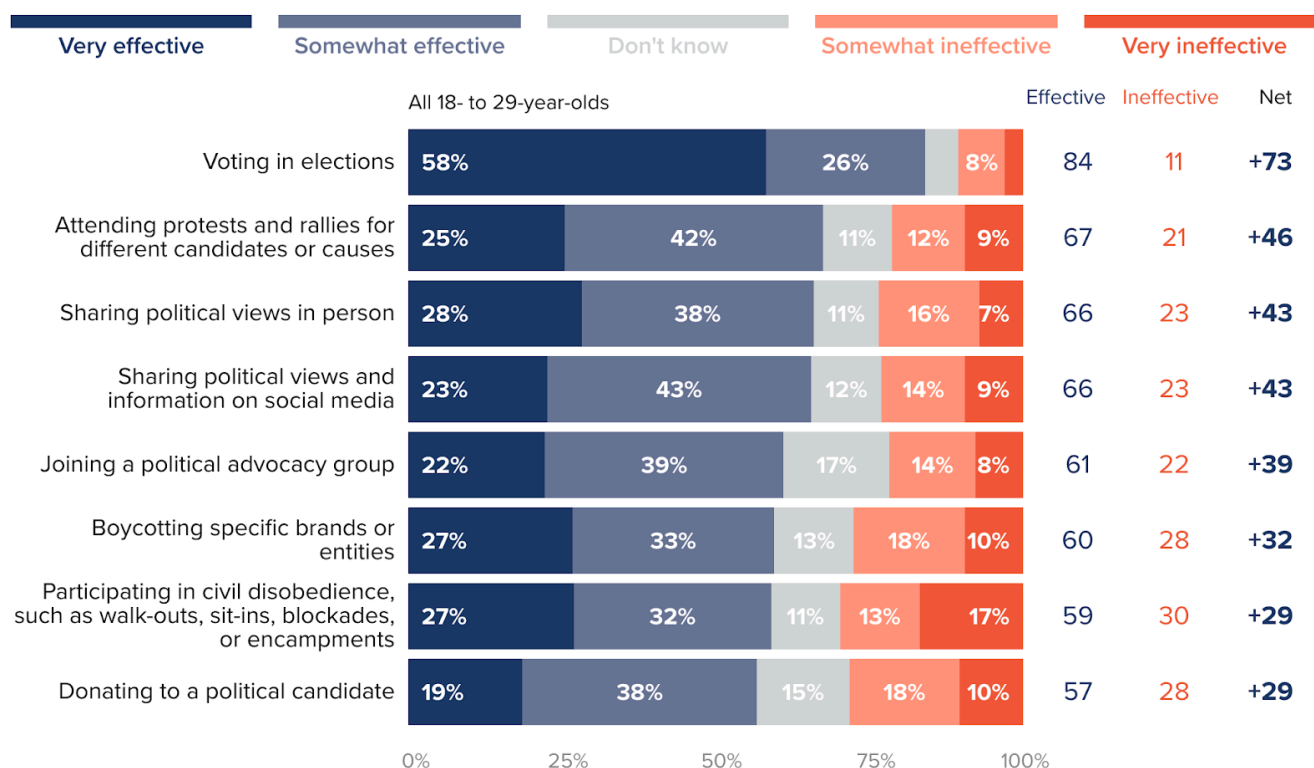


Political Efficacy and Ideology

When asked about the efficacy of various actions to create political change, voting in elections rises to the top — with 84% of young voters saying they think voting in elections is effective. While a majority of voters think all of the tested actions are effective at creating change, the following round out the top five after voting: attending protests and rallies for different candidates or causes (67%), sharing political views and information on social media (66%), sharing political views in person (66%), and joining a political advocacy group (61%).

More Than 8 in 10 Young Voters Say Voting Is Effective At Creating Change

How effective or ineffective do you think each of the following actions can be at creating political change?



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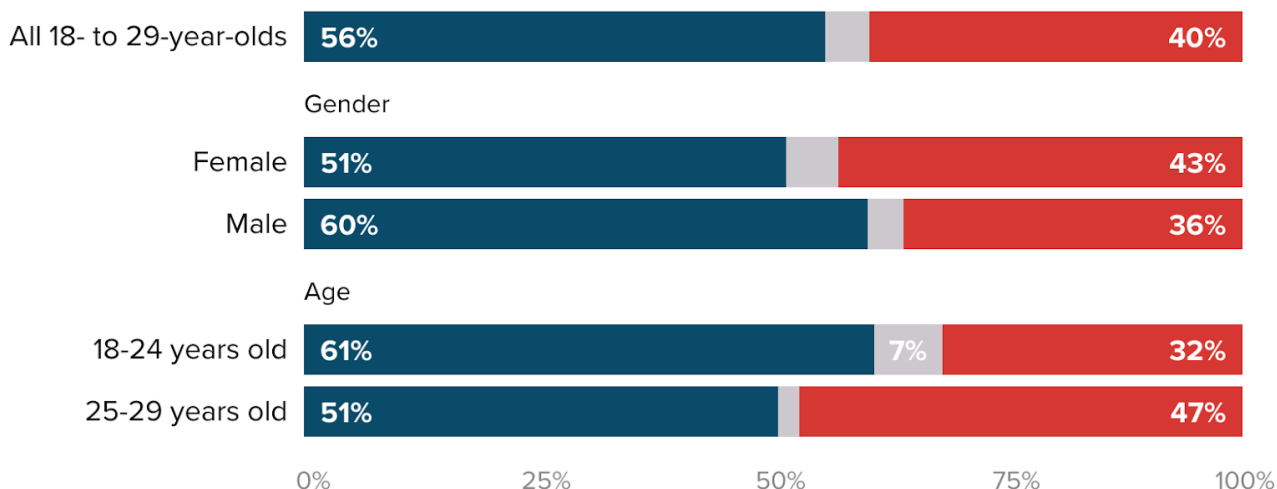
A majority of young voters (56%) also say they “have faith in our political system” and think that “we can make change by voting in elections and electing better representatives to serve in government and craft policy solutions.” In comparison, 40% say they “do not have faith in our political system” and think “the U.S. government is ineffective, and we need a complete overhaul of our political system to make real change in this country.”

While a majority of both young men and young women say they have faith in the U.S. political system, young men say they have faith at a significantly higher rate (+24) than young women (+8).

A Majority of Young Voters Say They Have Faith in the U.S. Political System

Which of the following comes closest to your view, even if neither is exactly right?

I have faith in our political system. We can make change by voting in elections and electing better representatives to serve in government and craft policy solutions.	Not sure	I do not have faith in our political system. The U.S. government is ineffective, and we need a complete overhaul of our political system to make real change in this country.
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The survey provided young voters with 14 options to describe their political ideology and asked them to select all that apply. A plurality of young voters say they are pro-choice (43%), followed by liberal (35%), moderate (29%), progressive (28%), conservative (24%), and environmentalist (21%).

The most-selected ideology among young men is also pro-choice (36%) but at a significantly lower rate than young women (49%). Young women also say they are liberal at a higher rate than young men (+11 more liberal), while young men have slightly higher rates of being moderate (+7) and conservative (+5) than young women.

While only 14% of young voters identify as socialist, this number increases to 20% among Democrats and 17% among Independents, and is slightly higher than the percentage of young voters who identify as capitalist (12%).

Young Voters Most Frequently Identify as Pro-Choice

Which of the following describe your political ideology? Select all that apply.

Survey respondents who selected: Yes

	All likely voters	Female	Male	18-24 years old	25-29 years old
Pro-choice	43%	49%	36%	40%	45%
Liberal	35%	40%	29%	33%	36%
Moderate	29%	26%	33%	28%	31%
Progressive	28%	29%	27%	27%	29%
Conservative	24%	22%	27%	25%	24%
Environmentalist	21%	26%	16%	22%	20%
Socialist	14%	17%	11%	13%	16%
Pro-life	14%	16%	13%	16%	13%
Capitalist	12%	7%	17%	13%	11%
Libertarian	8%	6%	9%	10%	5%
Traditionalist	8%	8%	8%	7%	9%
Populist	4%	4%	3%	5%	3%
Nationalist	4%	2%	6%	4%	4%
Isolationist	2%	3%	1%	4%	0%
None of these	4%	3%	5%	6%	1%

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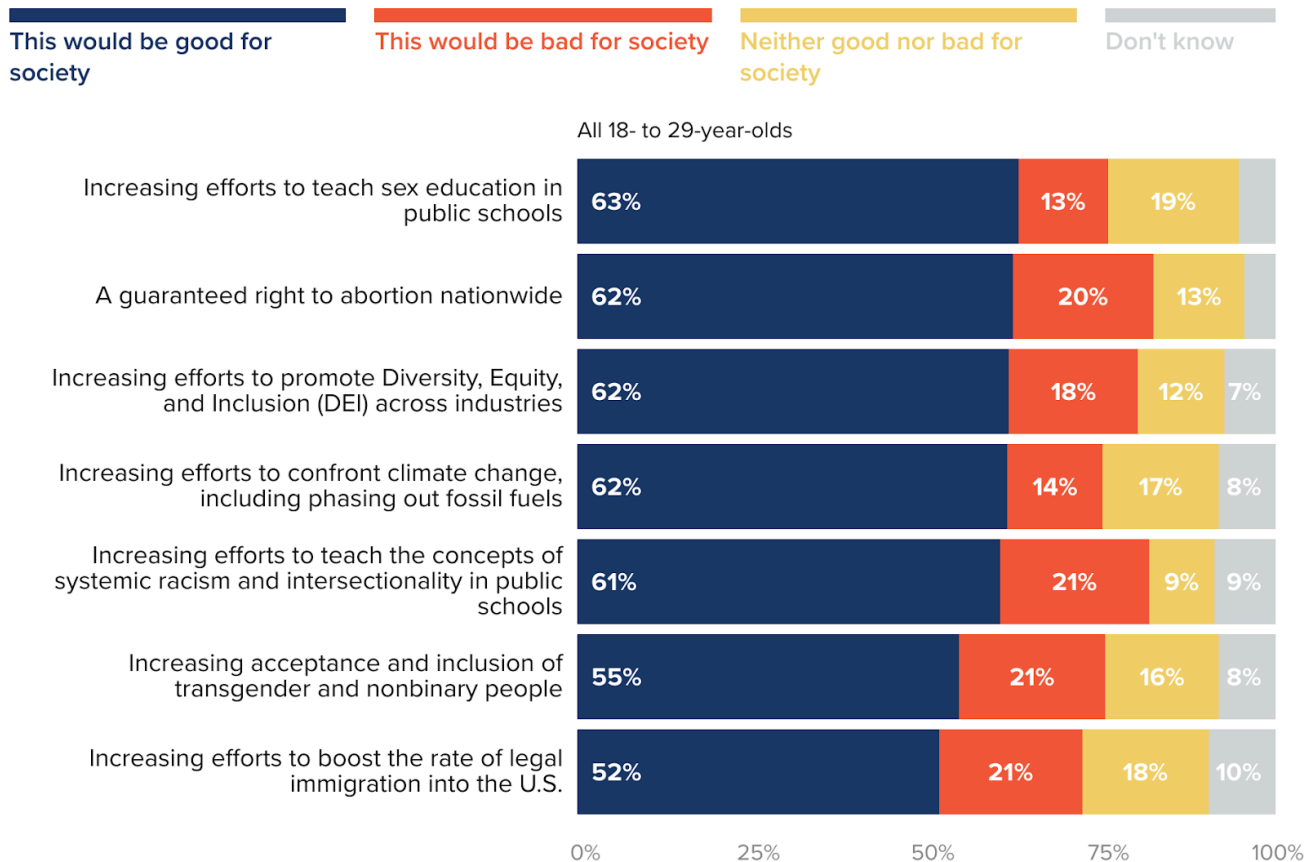
Survey respondents were also asked if various actions would be good or bad for society. The results indicate that young voters are largely supportive of progressive social changes, and have not been effectively swayed by Republicans’ “culture war” rhetoric. For example, more than 3 in 5 young voters (62%) say that increasing efforts to promote diversity, equity, and inclusion (DEI) across industries would be good for society. Young voters say the same for increasing efforts to teach the concepts of systemic racism and intersectionality in public schools (61%) and increasing acceptance and inclusion of transgender and nonbinary people (55%).

The action that young voters see as being the most beneficial to society is increasing efforts to teach sex education in public schools (63%), followed by guaranteeing the right to abortion

nationwide (62%) and increasing efforts to confront climate change, including phasing out fossil fuels (62%).

Young Voters View Various Progressive Actions As Beneficial To Society

For each of the following, please say whether the following actions would be good or bad for society.



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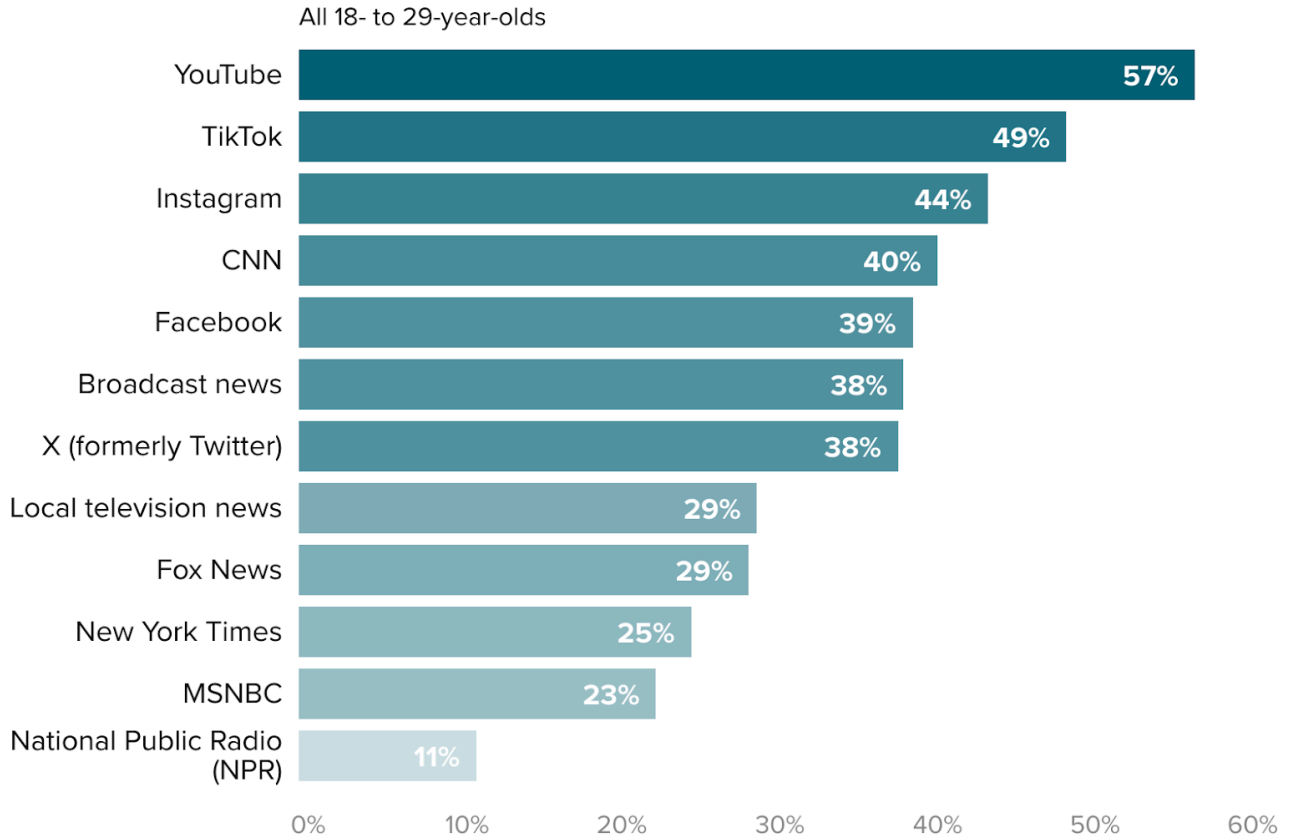
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In addition to their more left-leaning ideologies, a defining feature of young voters is their unique media consumption habits. When asked to identify news sources where they have gotten news about government and politics in the last week, respondents most frequently choose YouTube (57%), followed by TikTok (49%) and Instagram (44%).

In comparison, Data for Progress’ most recent [national survey](#) of likely voters found that broadcast news (like ABC, CBS, or NBC), local television news, and Fox News are the top sources of political news among likely voters overall, the rate for YouTube is slightly lower, and the rates for TikTok and Instagram are significantly lower.

Young Voters Rely on YouTube, TikTok, and Instagram for Political News

Please click on all of the sources of news that you have gotten news from about government and politics in the last week. If you're unsure, please DO NOT click it.



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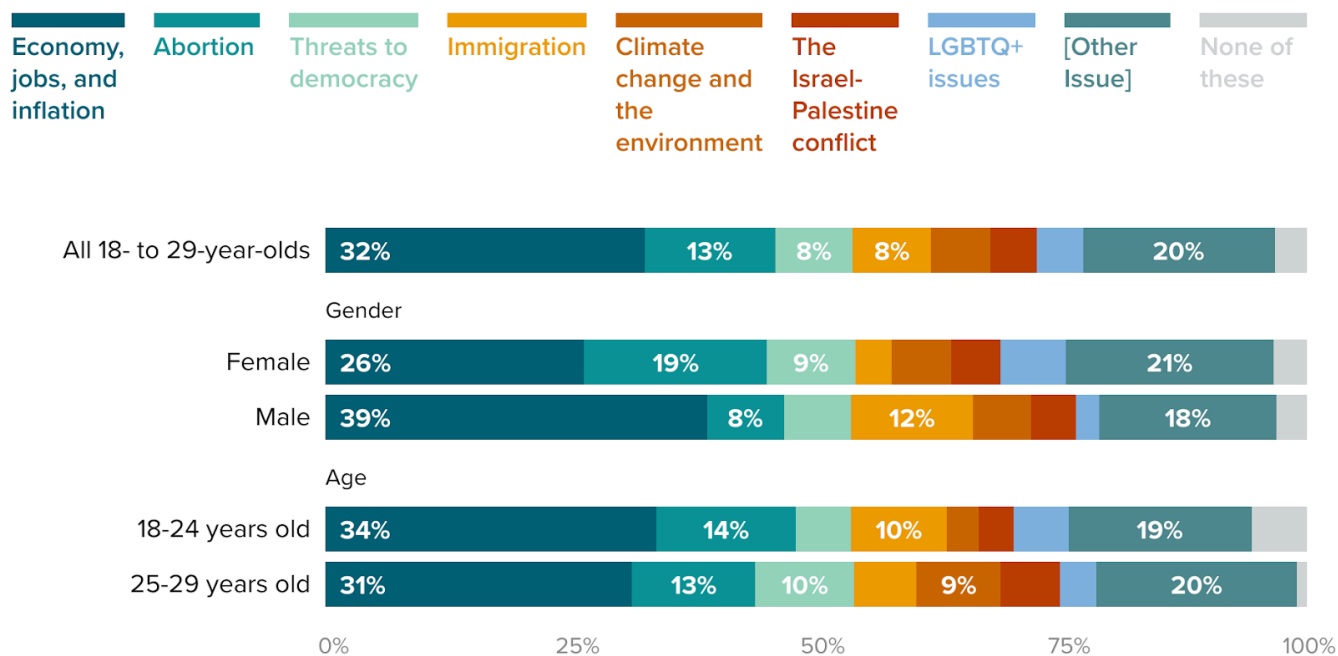
Issue Priorities and Policy Stances

[Similar to likely voters](#) overall, young voters say their top issue is the economy, jobs, and inflation (32%), followed distantly by abortion (13%). However, immigration moves up to second place among young Republicans, as it does among likely voters nationally.

Also similar to likely voters, a plurality of young voters who rank the economy, jobs, and inflation as their top issue say inflation is their top economic concern and those who are concerned about inflation specifically point to the cost of food and groceries (57%) and the cost of rent or home prices (28%).

The Economy and Abortion Are Most Important Issues Among Young Voters

In the voting booth, which of the following issues do you consider **most** when deciding which candidate to vote for?



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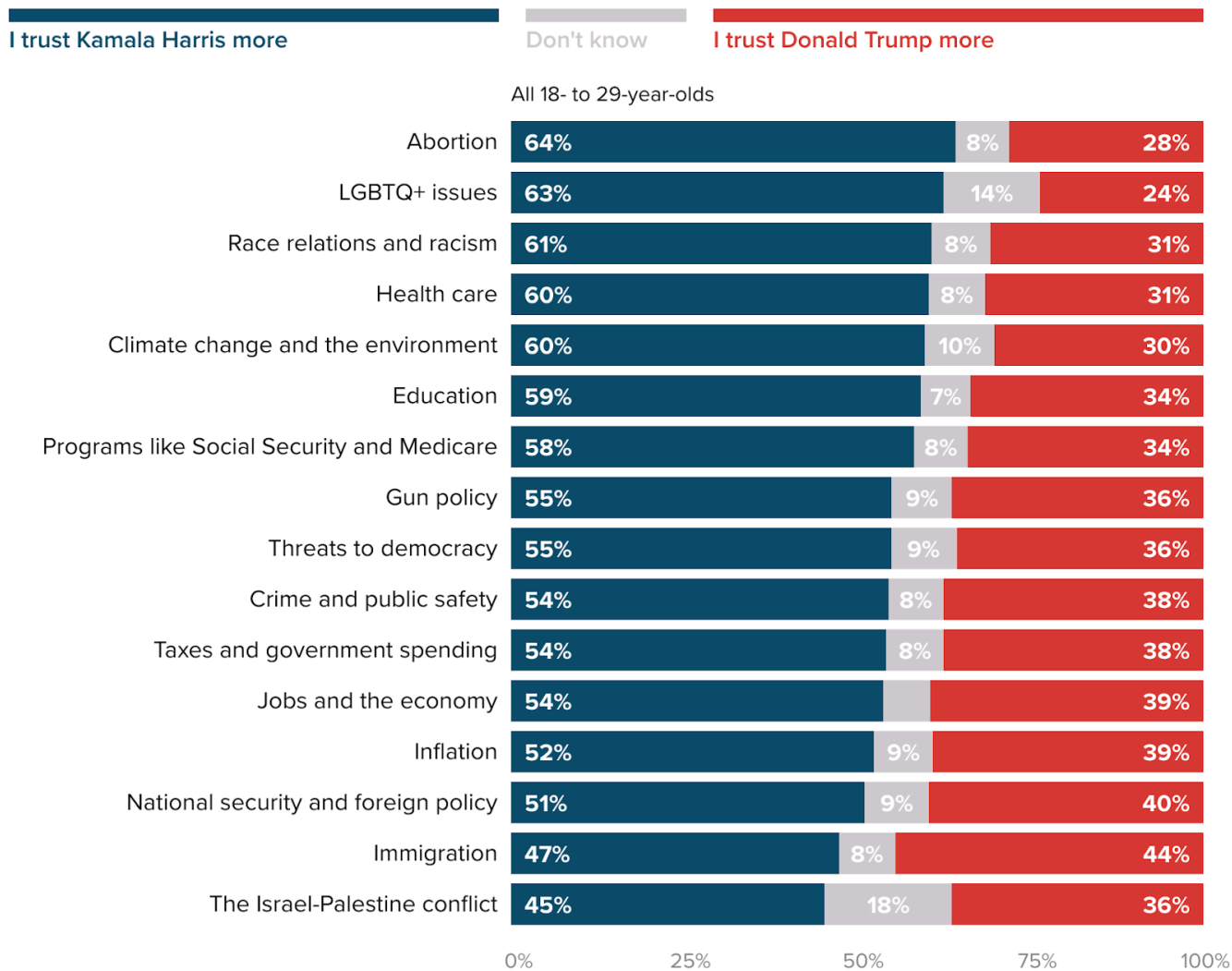
Notably, health care rises to the top three, with the economy and abortion again at the top, when voters are asked for their second-most important issue when deciding which candidate to vote for.

When young voters are then asked whether they trust Harris or Trump more on a range of issues, Harris has a trust advantage on every single issue tested, especially LGBTQ+ issues (+39), abortion (+36), race relations and racism (+30), climate change and the environment (+30), and health care (+29). Regarding the issues most important to young voters, Harris has a clear trust advantage over Trump on inflation (+13) and jobs and the economy (+15).

However, Harris' trust advantage over Trump is much smaller on immigration (+3), with young Independents choosing Trump over Harris by 8 points. Similarly, Trump has a slight trust advantage among young Independents (+1) on the Israel-Palestine conflict. Those are the only two issue areas where young Independents trust Trump more than Harris.

Young Voters Trust Harris More Than Trump on a Variety of Issues

Who do you trust more — Kamala Harris or Donald Trump — to handle each of the following issues?



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Survey respondents were also presented with a list of 11 policy proposals taken from the Harris agenda and the progressive movement, and each one receives support from at least 60% of young voters.

The most popular proposals are populist economic policies that lower costs and support workers. More than 3 in 4 young voters support proposals to cap out-of-pocket costs for insulin at \$35 a month for all Americans (80%), require employers to provide 12 weeks of guaranteed paid family and medical leave to all their workers (79%), pass legislation to make it easier for Americans to form unions and negotiate for higher pay and better benefits (75%), and raise the minimum wage to \$17 an hour by 2028 (75%).

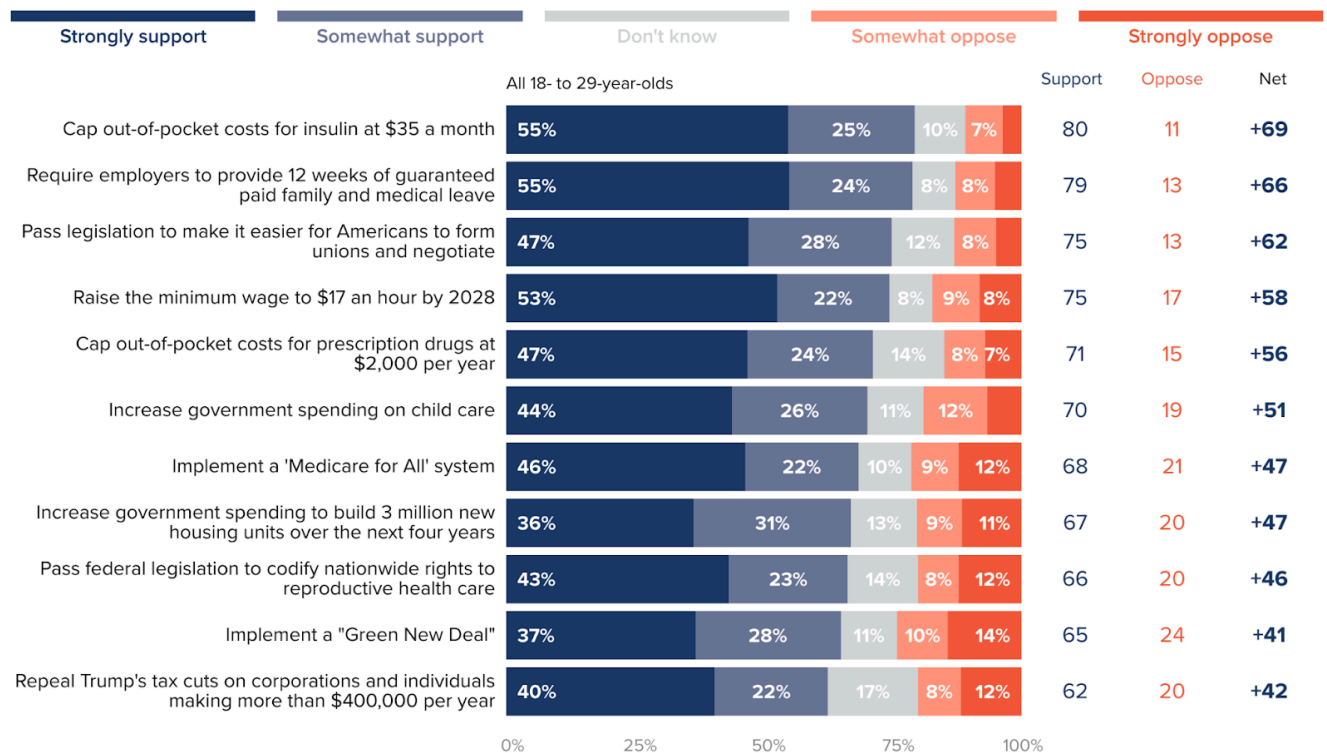
Harris' proposals to cap out-of-pocket costs for prescription drugs at \$2,000 per year for all Americans, increase government spending on child care and affordable housing, and pass federal legislation to codify nationwide rights to abortion, contraception, and in vitro fertilization are also broadly popular among young voters.

Additionally, young voters strongly support Medicare for All and a Green New Deal, keystones of the modern progressive movement.

A Majority of Young Voters Support Key Harris Agenda Policies

Below are policies that some lawmakers in Congress are currently **proposing**.

For each, say whether you would support or oppose them:



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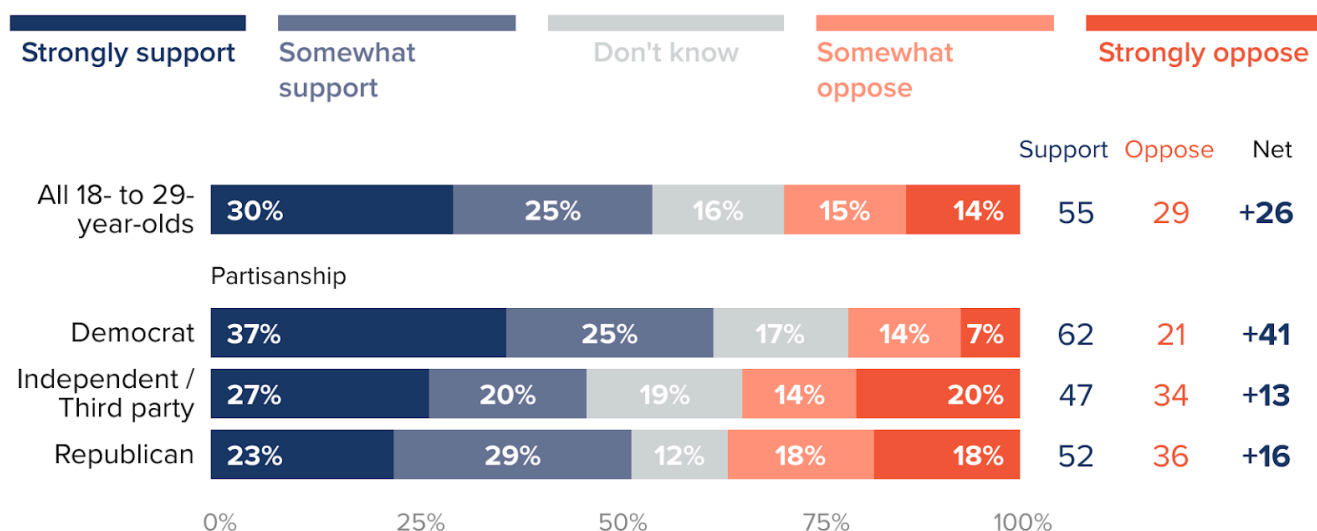
Lastly, voters were asked about two specific topics that have driven political discourse, specifically on social media platforms.

Young voters were informed that some people have argued that the U.S. government should impose an arms embargo on Israel, meaning that the U.S. would stop transferring American-made weapons to Israel. When asked if they support or oppose the U.S. imposing an arms embargo on Israel, 55% of young voters, including a majority of Democrats (62%) and Republicans (52%) and a plurality of Independents (47%), are supportive of an arms embargo, while 29% say they are opposed.

Young Voters Support the U.S. Imposing an Arms Embargo on Israel

Some people have argued that the U.S. government should impose an arms embargo on Israel, meaning that the U.S. would stop transferring American-made weapons to Israel.

Do you support or oppose the U.S. imposing an arms embargo on Israel?



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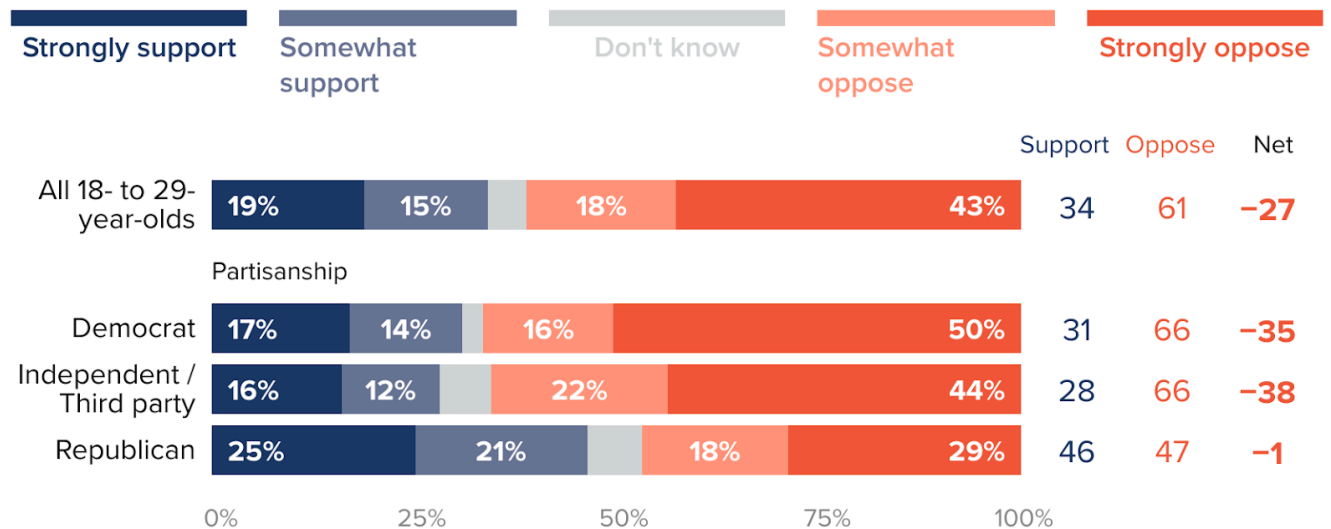
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Survey respondents were also informed that Congress recently passed legislation requiring ByteDance, the Chinese-owned parent company of TikTok, to sell TikTok in the next six months, or else TikTok would be banned from U.S. app stores. A majority of young voters (61%) say they oppose this law, which could lead to a national ban on TikTok. While nearly two-thirds of young Democrats (66%) and young Independents (66%) oppose a potential TikTok ban, young Republicans are more divided, with 46% supportive and 47% opposed.

A Majority of Young Voters Oppose a National Ban on TikTok

Congress recently passed legislation that would require ByteDance, the Chinese-owned parent company of TikTok, to sell TikTok in the next 6 months, or else TikTok would be banned from U.S. app stores.

Do you support or oppose this law that could lead to a national ban on TikTok?



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ID: DPMPT

Takeaways

This report demonstrates that young voters are more enthusiastic about voting in the 2024 election than usual, think that voting in elections can effectively create political change, and prefer Kamala Harris over Donald Trump.

These survey results also indicate that young voters have not been persuaded by Republicans' "culture war" rhetoric, as a majority of young voters say that promoting DEI, teaching sex education and intersectionality in public schools, and increasing acceptance and inclusion of transgender people would be good for society.

While young men are notably more right-leaning than young women — with higher support for Trump and higher identification with "moderate" and "conservative" ideology labels — young voters overall, including strong majorities of young men, broadly support key progressive policies and ideals.