

**1,214 online interviews with adults ages 18-34 (including oversamples of Black, Hispanic and LGBTQ+ adults);
conducted online July 29-August 9, 2024**

Q1 Please read over the statements below and indicate your reaction. (RANDOMIZE.)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
I am optimistic and hopeful when I think about my own future	30%	45%	18%	7%
I am optimistic and hopeful when I think about the future of the United States	15%	32%	37%	16%
I am worried about the state of our democracy	42%	41%	13%	4%
The growing diversity of the United States makes our country a better place to live	38%	42%	16%	5%
Overall the U.S. has more of a positive influence than a negative influence around the world	15%	39%	32%	14%
In the past year, challenges related to my mental health have interfered with my ability to do things or participate in certain activities	24%	39%	19%	18%

Q2 Next you will see some statements that people may use to describe the United States. For each statement, please give the United States a letter grade based on how well or how poorly you think our country is doing on that particular feature. (RANDOMIZE.)

	A (Excellent)	B (Very Good)	C (Average)	D (Poor)	F (Failing)
Being innovative and continuing to discover new and better ways to do things	16%	31%	35%	12%	6%
Having an effective government that represents the interests of all Americans	9%	15%	27%	28%	21%
Providing an opportunity for an affordable, quality college education to those who want it	12%	14%	27%	28%	20%
Being inclusive and having a society where everyone feels valued and respected	12%	19%	36%	21%	12%
Having capable and trustworthy political leaders	9%	13%	21%	30%	28%
Having an economy where people can work and afford to take care of their basic needs	12%	14%	22%	28%	24%
Having an education system that allows people to gain the knowledge and skills they need to accomplish their goals	16%	20%	34%	21%	9%

Q3 Below is a list of causes or activities that some people might identify with and/or get involved in. For each category below, please indicate if you: 1) identify or feel personally aligned with those goals, and/or 2) whether you've ever participated in activities related to those goals. Please note you may check one category, both categories or neither category depending on what best represents your experience. (RANDOMIZE.)

	I identify and feel aligned with this goal	I have participated in some activity related to this goal
Efforts to address climate change and protect the environment	57%	31%
Efforts to reduce gun violence	56%	20%
Efforts to help people who lack resources and need assistance with things like food, clothing and shelter	64%	43%
Efforts to protect free speech	66%	25%
Efforts related to reproductive health issues including abortion	57%	25%
Efforts to stand up for traditional values	39%	21%
Efforts to support and advocate for people who face discrimination	62%	32%
Efforts related to the situations between Israel & Gaza	35%	18%
Efforts to express your faith or religious beliefs	41%	28%
Efforts to help children through tutoring, mentoring or other programs that benefit kids	62%	36%
Efforts related to a cause or issue that is not on this list.	29%	14%

(ASK ONLY IF RESPONDENT INDICATES THEY "PARTICIPATED" IN AT LEAST ONE ACTIVITY FROM Q3.)

Q4a You indicated that you have participated in some activities related to a cause or issue that you care about. Thinking back on how you first got involved in those activities, please select from the list below the two ways that were most important to you in getting involved. (RANDOMIZE.)

	Top Choice (1)	Second Choice (2)	Combined Top (1 & 2)
A friend, family member or someone I know told me about it and asked me to get involved	11%	12%	24%
I saw something about it on social media	10%	11%	21%
I got involved through my school or college	9%	9%	19%
I got involved through a group or organization that I'm part of	8%	9%	18%
A group or organization reached out to me and asked or invited me to get involved	4%	7%	11%
I or someone I know was personally affected by this issue	20%	12%	32%
I sought out information about how to get involved	12%	12%	24%

(ASK ONLY IF RESPONDENT DID NOT PARTICIPATE IN ANY ITEMS IN Q3).

Q4b Which one of the following best describes why you have not gotten involved in an activity or cause that you care about? (RANDOMIZE.)

No one has asked me to get involved	15%
There aren't really any issues or causes that I feel strongly enough about to get involved	10%
I don't know how to get involved or where to find more information	15%
I don't think anything I could do would make a difference in terms of helping a cause that I care about	15%
I don't have the time to get involved	26%
I don't feel comfortable or safe getting involved	20%

Q5a Below are criticisms that some people make of today's political leaders and candidates for elected office. Please consider each one and indicate how much of a problem you think it is in our current political system. (RANDOMIZE.)

	Very significant problem	Pretty big problem	Somewhat of a problem	Not much problem
They are unethical and doing things mostly to benefit themselves	42%	33%	20%	5%
They're too negative in criticizing their opponents instead of offering a positive vision for our country	41%	32%	22%	5%
They don't listen, care about or value the perspectives, experiences, and needs of others (FORM A)	38%	36%	20%	6%
They don't listen, care about or value the perspectives, experiences, and needs of younger Americans like me (FORM B)	46%	30%	20%	4%
They're too focused on their own egos and wanting to be the center of attention	42%	32%	22%	5%
They are not willing to compromise and work in good faith with others to find solutions	41%	34%	21%	3%
They focus on the wrong issues and priorities instead of the things that really affect most Americans	44%	35%	18%	3%
Too often they come from a privileged background and can't relate to average Americans	40%	31%	24%	6%
They are too focused on winning reelection instead of making hard decisions that might make them unpopular	47%	31%	18%	4%

Q5b Please look at this list again and select the two statements that represent what you think are the biggest problems in our current political system. (RANDOMIZE.)

	<u>Top choice</u>	<u>Second choice</u>	<u>Combined Top (1 & 2)</u>
They are unethical and doing things mostly to benefit themselves	18%	13%	31%
They're too negative in criticizing their opponents instead of offering a positive vision for our country	11%	11%	22%
They don't listen, care about or value the perspectives, experiences, and needs of others (FORM A)	3%	7%	10%
They don't listen, care about or value the perspectives, experiences, and needs of younger Americans like me (FORM B)	4%	5%	9%
They're too focused on their own egos and wanting to be the center of attention	9%	9%	18%
They are not willing to compromise and work in good faith with others to find solutions	12%	12%	24%
They focus on the wrong issues and priorities instead of the things that really affect most Americans	19%	17%	36%
Too often they come from a privileged background and can't relate to average Americans	10%	9%	19%
They are too focused on winning reelection instead of making hard decisions that might make them unpopular	15%	14%	28%

Q6 Below is a list of qualities that some people look for in choosing to support a political leader or candidate for elected office. Please read the list below and select the three qualities that are most important to you personally in thinking about the type of political leader you want to support. (RANDOMIZE.)

	<u>Top choice</u>	<u>Second choice</u>	<u>Third choice</u>	<u>Combined Top (1, 2, 3)</u>
They support the policies I support and are in line with my position on important issues	15%	8%	10%	33%
They are intelligent, knowledgeable and have the experience to do the job well	12%	14%	12%	29%
They are authentic and genuine, even if it means they make mistakes	8%	9%	10%	27%
They actively listen and truly consider the perspectives of others when making decisions	12%	13%	13%	38%
They have a set of core and consistent values, even if I disagree with some of their positions	8%	9%	9%	26%
They demonstrate genuine compassion and empathy toward others	9%	12%	10%	30%
They are motivated to serve others, not their own self interest	16%	16%	12%	43%
They have a positive vision for our country	9%	6%	10%	25%
They are willing to work with members of the other party and compromise to get results	11%	11%	11%	33%

Q7 Now you'll see the same list of qualities again. This time, please select the one quality that is most missing or absent when you think about today's political leaders or candidates for elected office. (RANDOMIZE.)

They support the policies I support and are in line with my position on important issues	6%
They are intelligent, knowledgeable and have the experience to do the job well	11%
They are authentic and genuine, even if it means they make mistakes	9%
They actively listen and truly consider the perspectives of others when making decisions	12%
They have a set of core and consistent values, even if I disagree with some of their positions	8%
They demonstrate genuine compassion and empathy toward others	12%
They are motivated to serve others, not their own self interest	17%
They have a positive vision for our country	7%
They are willing to work with members of the other party and compromise to get results	18%

Q8a Next you will listen to some brief statements that a political leader or candidate for elected office might make to appeal to supporters and explain the type of leader they will be. Please listen to each one (the closed-captioning appears on the screen as well) and rate your own reaction on the 0-10 scale below. Please base your ratings on the words and ideas that are being conveyed and not on the voice or tone of the audio clip. (RANDOMIZE.)

Label (Note: Respondents did NOT see label)	Verbatim Script
"Competence"	<i>"I'm running to work hard and get the job done for the American people. I have real-world experience and a track record of delivering results. If we stay focused and determined, we can solve even our most complex challenges."</i>
"Compassion"	<i>"I'm running because I <u>care</u> about people. Good leaders are compassionate, active listeners. I want to make people's lives better by truly understanding your concerns and focusing on our shared humanity."</i>
"Integrity"	<i>"I'm running because we need honest leaders with integrity who will serve others, not themselves. I'll always do what's right for the people I'm elected to represent, whether you voted for me or not."</i>
"Authenticity"	<i>"I'm running because we need leaders who are willing to tell hard truths and be real with people. I won't just say what you want to hear. I'll give you my honest opinion, even if it's unpopular and if I make a mistake, I'll own up to it."</i>
"Idealism"	<i>"I'm running because I want to be part of building a brighter future. We can accomplish anything if we put our minds to it. We're facing a lot of tough problems, but I believe we can find solutions and achieve our potential."</i>
"Inclusive"	<i>"I'm running to make sure our government serves everyone equally. Every voice matters. America works best when it works for <u>all</u>, with no one left out or left behind."</i>
"Decisive"	<i>"My vision for America is clear and it won't waiver. I am running because America deserves a strong leader who will protect our country and enforce our basic rules and values."</i>

“Compromise/Unity” *“I’m running to end the disunity and division tearing us apart. Bringing people together will require compromise. But there is more that unites us than divides us. We’re all in this together, and we will rise or fall together.”*

Label	This type of leader is extremely appealing to me and represents the kind of leader I want to support										This type of leader does not appeal to me at all and is not the kind of leader I want to support		Mean
	10	9	8	7	6	5	4	3	2	1	0		
“Competence”	11%	8%	16%	15%	16%	18%	8%	4%	2%	2%	0%	6.47	
“Compassion”	16%	11%	17%	17%	15%	12%	5%	3%	2%	2%	1%	6.94	
“Integrity”	21%	12%	18%	18%	12%	9%	5%	3%	1%	2%	0%	7.32	
“Authenticity”	17%	12%	18%	18%	12%	11%	5%	3%	2%	2%	0%	7.05	
“Idealism”	11%	10%	15%	15%	16%	16%	6%	4%	3%	3%	1%	6.51	
“Inclusive”	16%	11%	19%	16%	14%	12%	5%	3%	2%	2%	1%	6.97	
“Decisive”	11%	7%	10%	11%	12%	17%	10%	7%	6%	6%	3%	5.65	
“Compromise”	14%	10%	16%	18%	15%	13%	5%	4%	2%	2%	1%	6.75	

Q8b Now that you’ve listened to these different appeals, please fill in the rest of this statement in 10 words or less.

I want to support a political leader or candidate for elected office who _____



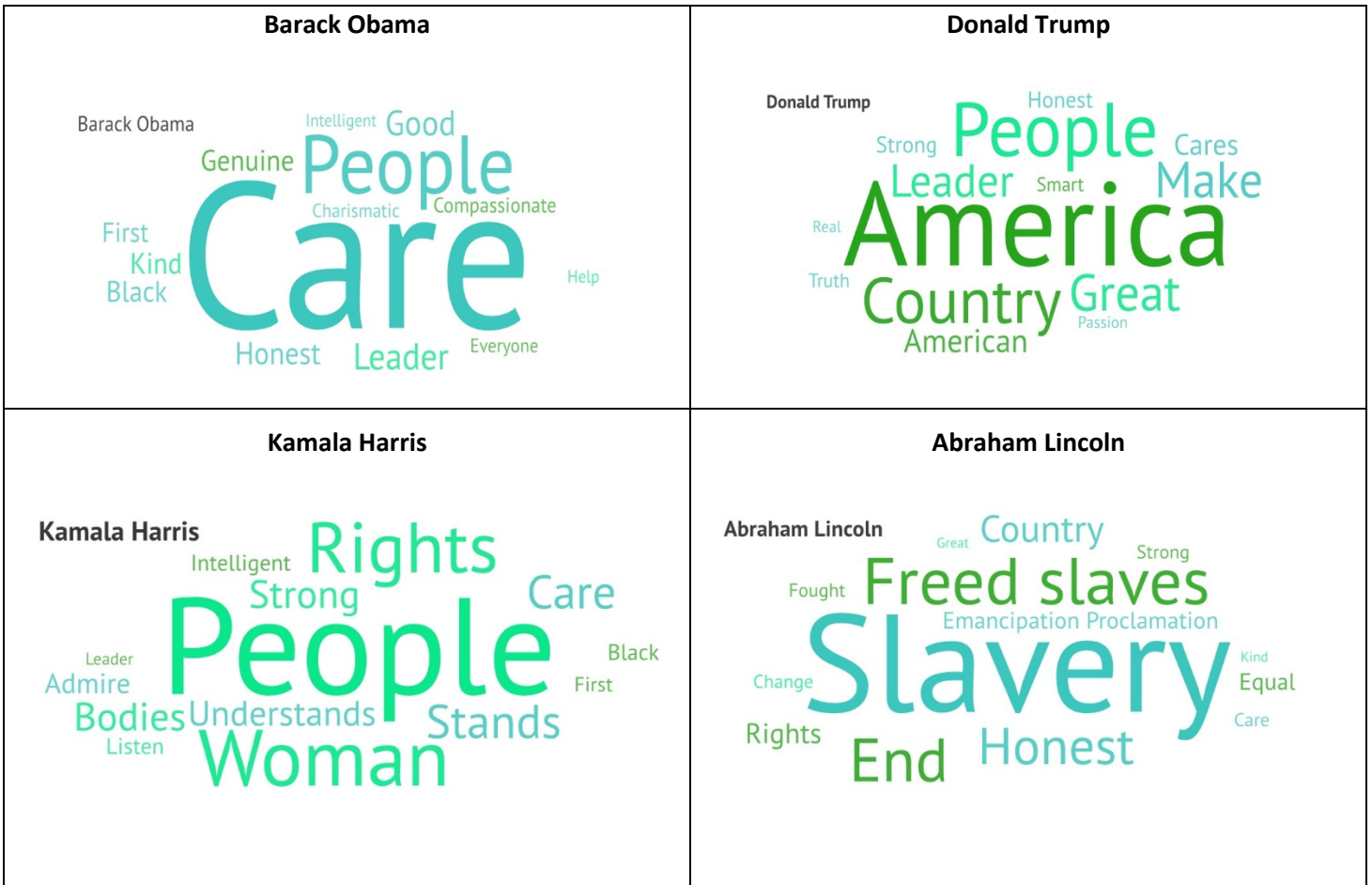
Q9 Below is a list of things a candidate for elected office could do to demonstrate the type of leader they would be. For each item, please indicate whether it would give you a positive impression, a negative impression or not make any difference in how you feel about that candidate. (RANDOMIZE.)

	Very positive	Somewhat positive	No effect	Somewhat negative	Very negative
Talk about a mistake they've made or something they've done that they regret	22%	42%	27%	7%	2%
Talk about adversity or challenges they've faced or something they've personally struggled with	21%	41%	30%	7%	1%
Regularly spend a day "shadowing" an "average" person to understand them better—this could include at work, at school, tending to family responsibilities and other everyday activities	28%	38%	25%	6%	3%
Form a youth advisory council and meet regularly with young people to hear their perspectives, needs and experience	33%	39%	20%	6%	1%
Engage in regular dialogue with someone from the opposite party or with conflicting political views, for example by sharing a weekly meal or participating in another activity.	29%	39%	24%	6%	2%
Share a meal regularly with different "average" families or households to better understand their lives	25%	39%	26%	7%	2%
Participate in community events alongside their constituents, for example participating in a recreational athletic league or volunteering at a local food bank or meal center	30%	42%	23%	4%	2%

Q10a Think of a political leader you admire and identify the person below. The person could be living or dead and could have held elected office or been a leader in some other way.

Barack Obama	19%
Donald Trump	9%
Kamala Harris	7%
Abraham Lincoln	6%
Bernie Sanders	5%
John Kennedy	5%
Joe Biden	3%
George Washington	3%
Martin Luther King Jr.	2%

Q10b In ten (10) words or less, please describe what you most admire about the leader you just identified. You might list personal traits or a major accomplishment or anything that stands out to you.



The remainder of the survey will focus on the upcoming election in November for president and other offices.

Q11 Thinking about this year’s election for president, U.S. Congress, and other offices, please rate your own motivation to vote on a scale from 0 (not at all motivated) to 10 (extremely motivated).

Not at all likely/motivated to vote									Certain to vote/Extremely motivated to vote	
0	1	2	3	4	5	6	7	8	9	10
4%	5%	3%	4%	5%	10%	10%	10%	11%	8%	30%

Q12 If the election for President were held today and the candidates below appeared on the ballot, who would you vote for? (ASK ONLY OF "UNDECIDED.") Well, if you had to say at the moment, do you lean more toward...

	<u>All Young Adults</u>	<u>All Young Registered Voters</u>
Kamala Harris, the Democrat	45%	52%
Kamana Harris, the Democrat (lean)	3%	3%
Donald Trump, the Republican	26%	22%
Donald Trump, the Republican (lean)	1%	2%
Robert F. Kennedy Jr, an independent candidate	8%	6%
Robert F. Kennedy Jr, an independent candidate (lean)	1%	1%
Jill Stein, the Green Party candidate	2%	2%
Jill Stein, the Green Party candidate (lean)	1%	-
Cornel West, an independent candidate	2%	2%
Cornel West, an independent candidate (lean)	1%	-
Don't know/undecided	11%	10%
TOTAL HARRIS	48%	55%
TOTAL TRUMP	27%	24%
TOTAL 3RD PARTY	14%	11%
UNDECIDED	11%	10%

Q13 If the election for President were held today and the candidates were (ROTATE ORDER) Kamala Harris, the Democrat and Donald Trump, the Republican, for whom would you vote for? (ASK ONLY OF "UNDECIDED.") Well, if you had to say at the moment, do you lean more toward....

	<u>All Young Adults</u>	<u>All Young Registered Voters</u>
Kamala Harris, the Democrat	53%	60%
Kamana Harris, the Democrat (lean)	2%	1%
Donald Trump, the Republican	32%	27%
Donald Trump, the Republican (lean)	1%	2%
Don't know/undecided	12%	10%
TOTAL HARRIS	55%	61%
TOTAL TRUMP	33%	29%
UNDECIDED	12%	10%

Q14 Which set of words below best describes how you're feeling now about the upcoming election in November?
(RANDOMIZE.)

Bored & disinterested	7%
Nervous & scared	32%
Determined & motivated	14%
Dissatisfied & disappointed	18%
Hopeful & optimistic	22%
Inspired & enthusiastic	8%

Q15 Earlier in the survey, you rated leadership qualities that are most important to you. That same list appears again below. For each item, please indicate whether you think (ROTATE ORDER OF HARRIS & TRUMP) Kamala Harris is doing better, Donald Trump doing better or if you don't see any difference between the two candidates on that quality. (RANDOMIZE.)

	Trump much better	Trump somewhat better	No difference	Harris somewhat better	Harris much better
They support the policies I support and agree with me on important issues	15%	12%	23%	20%	29%
They are intelligent, knowledgeable and have the experience to do the job well	19%	11%	23%	14%	33%
They are authentic and genuine even if it means they make mistakes	16%	11%	28%	18%	27%
They listen and truly consider the perspectives of others when making decisions	12%	10%	28%	23%	28%
They have core and consistent values, even if I disagree with some of their positions	18%	13%	25%	19%	25%
They demonstrate genuine compassion and kindness to others	13%	9%	24%	21%	32%
They are motivated to serve others, not their own self interest	14%	8%	27%	20%	30%
They are willing to work with members of the other party and compromise to get results	12%	10%	31%	23%	24%

Q16a Thinking about different ways that people can get involved in government and our political system, please rate how important you think each of the following is to having a healthy, working democracy: (RANDOMIZE.)

	<u>Absolutely essential</u>	<u>Very important</u>	<u>Fairly important</u>	<u>Not too important</u>	<u>Not at all important</u>
Vote in elections	52%	23%	16%	6%	3%
Stay informed about major issues facing our country	46%	32%	16%	4%	2%
Be willing to discuss policy issues with peers, neighbors, friends, family, coworkers, etc	29%	28%	29%	12%	2%
Be willing to honestly by respectfully discuss policy issues with people who disagree with you	38%	31%	23%	5%	2%
Join a group or organization that is focused on an issue that is important to you	21%	24%	34%	16%	5%
Participate in events such as rallies and meetings where policy issues are being discussed	23%	24%	32%	17%	5%

Q16b If you could participate in only two of the activities from the list below, which two would you choose as the most important way you personally can contribute to maintaining a healthy, working democracy? (RANDOMIZE.)

	<u>Top choice</u>	<u>Second choice</u>	<u>Combined Top (1 & 2)</u>
Vote in elections	35%	15%	50%
Stay informed about major issues facing our country	23%	28%	51%
Be willing to discuss policy issues with peers, neighbors, friends, family, coworkers, etc	11%	15%	26%
Be willing to honestly but respectfully discuss policy issues with people who disagree with you	15%	19%	35%
Join a group or organization that is focused on an issue that is important to you	8%	10%	18%
Participate in events such as rallies and meetings where policy issues are being discussed	9%	10%	19%

Q17 Below are some statements that people have made about voting and political news and information. Please rate your reaction to each one. (RANDOMIZE.)

	Strong agree	Somewhat agree	Somewhat disagree	Strongly disagree
It's easy to figure out the process of voting, like where to register and how to find a polling place or obtain an absentee ballot	30%	41%	22%	6%
It's hard to get information that is <u>trustworthy and reliable</u> about the candidates and their issue positions	29%	40%	21%	9%
It's hard to get information that is <u>relevant to me</u> about the candidates' positions on issues I care about	17%	40%	32%	11%
In most elections, I don't feel informed enough to be confident in my decision about which candidates to support	19%	33%	30%	18%
There often are not candidates running who I am excited to support	34%	38%	21%	8%

Q18 Please review the list of different issues below and select up to 3 that will be most important to you in thinking about how you will vote in the 2024 election for U.S. President and other offices. (RANDOMIZE.)

The economy, including the cost of living	52%
The war in Gaza	12%
The environment & climate change	18%
Education	17%
Gun violence	17%
Racial justice and civil rights	11%
LGBTQI+ rights	11%
Protecting and maintaining democracy	20%
Criminal justice reform	10%
Health care	29%
Reproductive rights, including abortion	24%
Student debt relief	14%
Affordable housing	27%
Artificial intelligence (AI) and technology	8%
Reducing all forms of discrimination	11%
Issues related to the workforce, including job training and protections for workers	15%

Q19 Finally, you will see some images with different words and slogans about why voting is important. Please look at each image and rate your own reaction on the 0-10 scale. On this scale, 0 means the image does NOT motivate you to vote or make you think voting is important and 10 means the image DOES make you motivated to vote and make you feel voting is important. (RANDOMIZE IMAGES.)

<p>Vote. It's your civic responsibility.</p>	<p>Mean 4.29 9-10 12% 7-8 14% 5-6 21% 0-4 53%</p>
<p>Vote. Otherwise, don't complain.</p>	<p>Mean 4.29 9-10 16% 7-8 15% 5-6 15% 0-4 54%</p>
<p>Vote. You matter.</p>	<p>Mean 5.22 9-10 18% 7-8 18% 5-6 24% 0-4 40%</p>
<p>Vote. You can make a difference.</p>	<p>Mean 5.77 9-10 20% 7-8 22% 5-6 25% 0-4 34%</p>

<p>Vote.</p> <p>Have a say in your future.</p>	<p>Mean 6.22</p> <p>9-10 23%</p> <p>7-8 25%</p> <p>5-6 26%</p> <p>0-4 25%</p>
<p>Vote.</p> <p>Your country is counting on you.</p>	<p>Mean 5.13</p> <p>9-10 16%</p> <p>7-8 18%</p> <p>5-6 25%</p> <p>0-4 40%</p>
<p>Vote.</p> <p>Your vote is your voice. Make it count.</p>	<p>Mean 6.22</p> <p>9-10 22%</p> <p>7-8 25%</p> <p>5-6 24%</p> <p>0-4 29%</p>
<p>Vote.</p> <p>Democracy depends on it.</p>	<p>Mean 5.41</p> <p>9-10 18%</p> <p>7-8 19%</p> <p>5-6 23%</p> <p>0-4 40%</p>

Demographic Questions

Gender Do you describe yourself as a man, a woman, or some other way?

Man	47%
Woman	48%
Other identification	5%

Register Are you currently registered to vote.

Yes, I am registered to vote 85%
No, I am not registered to vote 15%

(ASK ONLY OF RESPONDENTS WHO SAY "YES" IN REGISTER).

2020vote Which of the following best describes your participation in the 2020 election for president?

I voted for Joe Biden, the Democrat 42%
I voted for Donald Trump, the Republican 21%
I voted for another candidate 4%
I did not vote in the 2020 election, but I was registered 11%
I did not vote in the 2020 election and I was not registered then 22%

CollapseAge In what year were you born? (Calculated below as current age.)

Ages 18-24 42%
Ages 25-29 30%
Ages 30-34 28%

PartyID In politics, would you describe yourself as a ...?

Democrat 44%
Independent 32%
Republican 24%

Education1 Which of the following best describes the highest level of education you have completed?

Highschool degree or less 38%
Some college 34%
4 year college grad or higher 28%

Education2 With regard to school, are you currently enrolled at any of the following?

High school 5%
Trade or vocational school 3%
2-year or junior college or community college 8%
4-year college/university 31%
Graduate school 7%
Business or professional school (law, medicine, etc.) 3%
Not currently enrolled in any of these 43%

Race1 What racial or ethnic group best describes you? (Select only one.)

White	53%
Black or African-American	22%
Hispanic or Latino	13%
Asian or Asian-American	6%
Remaining	6%

Race2 Please indicate any/all racial or ethnic groups that you identify with. (Select all that apply.)

White	74%
Black or African-American	45%
Hispanic or Latino	47%
Asian or Asian-American	17%
Native American	4%
Middle Eastern	4%
Other	6%

Orient How would you describe your sexual orientation?

Gay, lesbian, or homosexual	7%
Bisexual	12%
Heterosexual or straight	77%
Something else	4%

Trans Do you identify as transgender?

Yes	4%
No	95%
Prefer not to say	1%