

G B A O

# Third Way Young Voter Research

May 2024

*n = 1,500 likely voters age 18-29*

*Conducted May 9-19, 2024 via cell phone, text-to-web, and online panel*

*Margin of error = +/- 2.5 percentage points*

# YouTube, Instagram, TikTok Are Major News Sources For Young Voters; Republicans Rely On Facebook More Than Dems/Inds

Figure 13

## News Source



*In a typical week, do you use any of the following sources to get your news and information?*

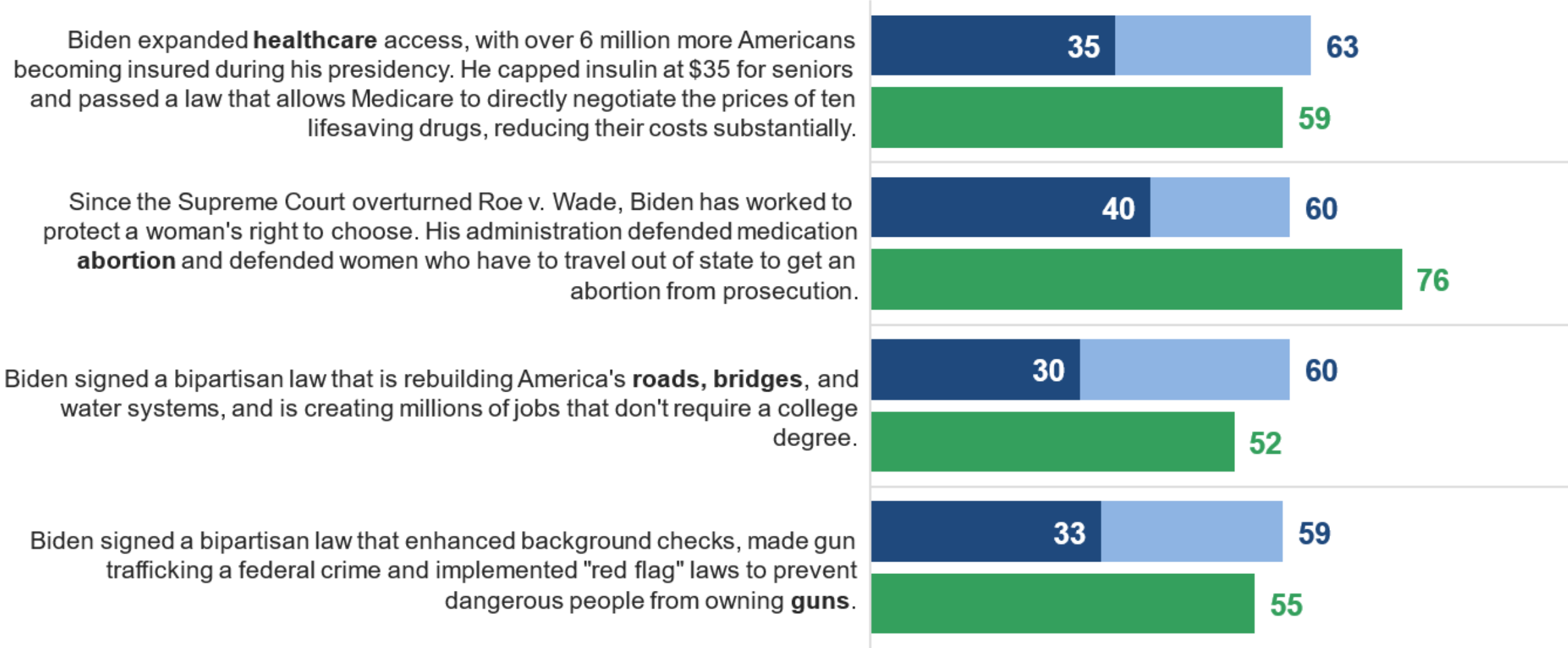
		Dem	Ind	Rep
YouTube	56	56	54	59
Instagram	46	54	41	45
TikTok	44	51	40	41
X, or Twitter	37	44	35	30
Facebook	37	36	28	54
Reddit	24	28	26	16
Snapchat	22	24	17	26
Twitch	8	11	6	5
WhatsApp	7	8	5	8
None of the above	13	9	17	14

# Biden-Harris Policy of Defending Abortion Is Well-Known, While Healthcare/Reducing Rx Costs Tops As Most Persuasive To Young Voters

Figure 6'

## Biden-Harris Admin Actions

 Much more likely/More likely to vote Biden  Remembers Action



# Junk Fees, Clean Energy, Student Loans Earn Biden More Support, But Only Student Loans Well Known

Figure 6'

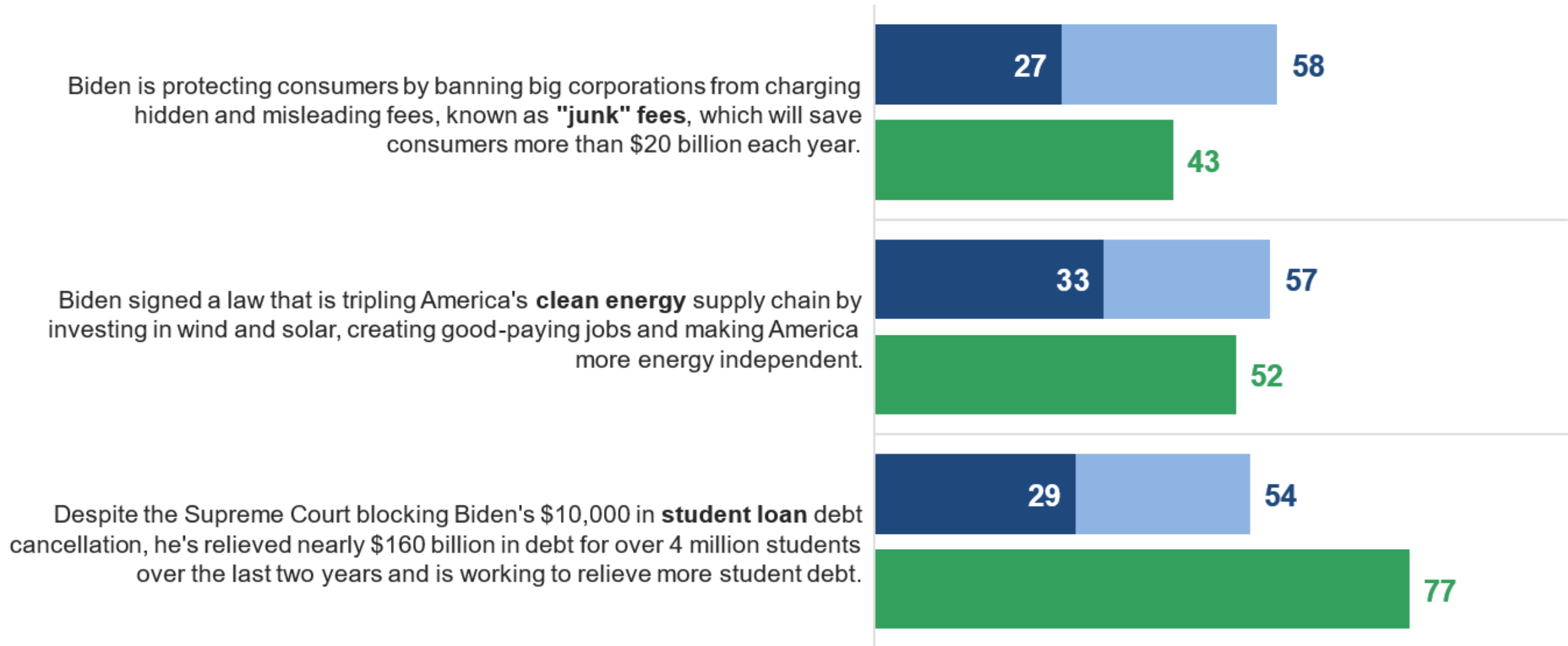
## Biden-Harris Admin Actions



Much more likely/More likely to vote Biden



Remembers Action

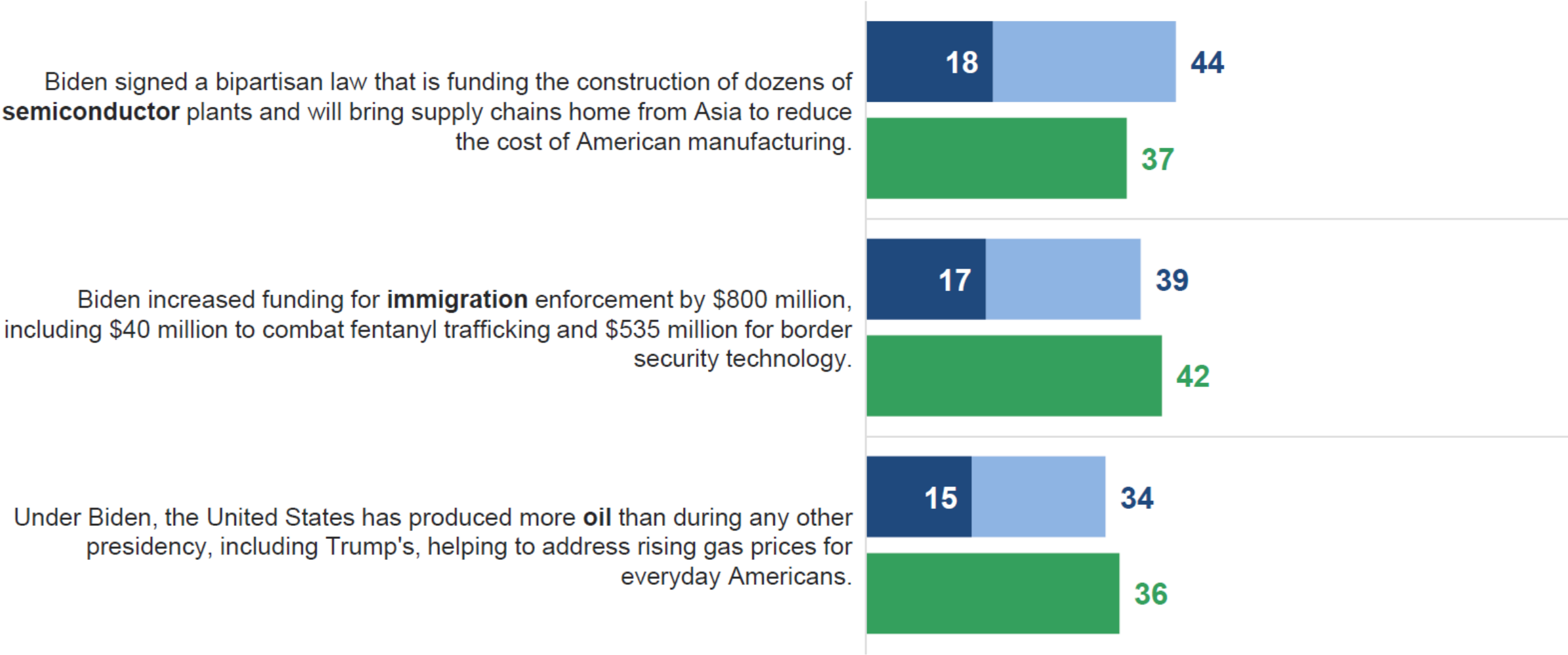


# Bottom Tier Positives Also Lowest Awareness

Figure 39

## Biden-Harris Admin Actions

● Much more likely/More likely to vote Biden ● Remembers Action



# Healthcare Top For Most Groups, Infrastructure Strongest Among Black Voters

Figure 40

## Biden Positives

● Top positive ✓    ● Next top positives    % Total more likely to vote

	Dem Women	Dem Men	Lib Dem	Mod/Cons Dem	Ind	White	Hispanic	Black
Healthcare	88✓	76	91✓	79✓	65✓	60✓	63✓	73
Abortion	87	77✓	90		60	57	63✓	
Infrastructure				75	61	56	63✓	79✓
Guns	84			73		56		
Junk fees		77✓		73				73
Climate	84		86					
Student loans								
Chips								
Immigration								
Gas prices								



# Healthcare Most Persuasive Across Targets

Figure 41

## Biden Positives

● Top positive ✓    ● Next top positives    % Total more likely to vote

	Abortion dispositive	Gaza/Israel dispositive	3 <sup>rd</sup> Party Voter	Biden 2020/Not Biden 5-Way	Gen D/Not Biden 5-Way	Biden 2- Way/Not 5- Way	Biden 5-Way GOTV
Healthcare	75✓	71✓	73✓	76✓	84✓	86✓	81✓
Abortion			68		77	82	78
Infrastructure	71		67	74		81	78
Guns	72		67	73			
Junk fees		67					
Climate		63	67		77		
Student loans							
Chips							
Immigration							
Gas prices							

# Abortion, Migrant Separation, Pandemic Cause Very Serious Concerns And Voters Have High Awareness

Figure 42

## Trump Negatives

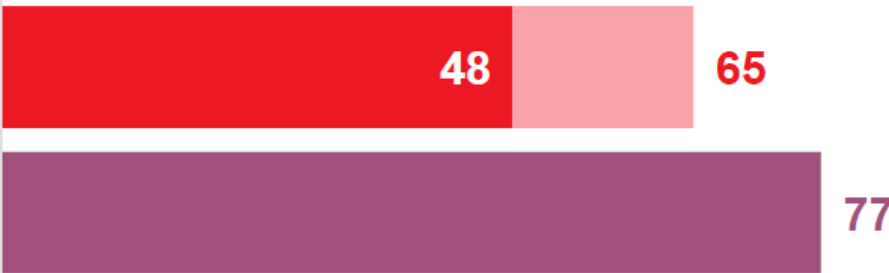


Very serious concerns/Total serious concerns

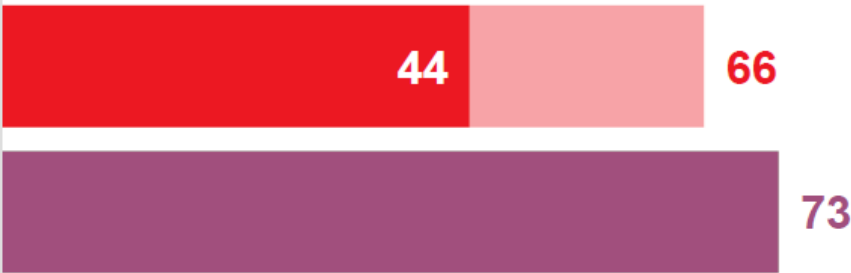


Remembers Action

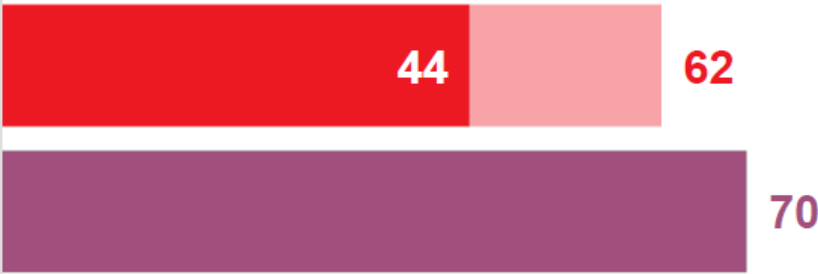
Trump appointed three conservative Supreme Court justices who all voted to overturn Roe v. Wade, took credit for allowing states to ban **abortion**, and said women who have an abortion should be punished.



Trump instituted policies that **separated migrant families** and put children in isolated detention camps.



Trump **mismanaged the COVID-19 response** in 2020. He withheld essential aid for healthcare workers and hospitals, ignored his infectious disease experts, leading to over a million American deaths, and said that people should inject bleach to fight COVID because it, "does a tremendous number on the lungs."





# Election Denial Is Particularly Well Known

Figure 43

## Trump Negatives

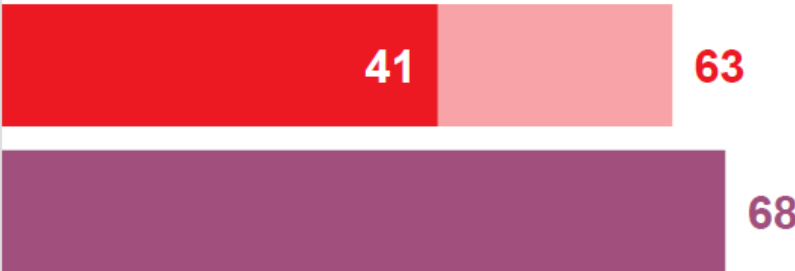


Very serious concerns/Total serious concerns

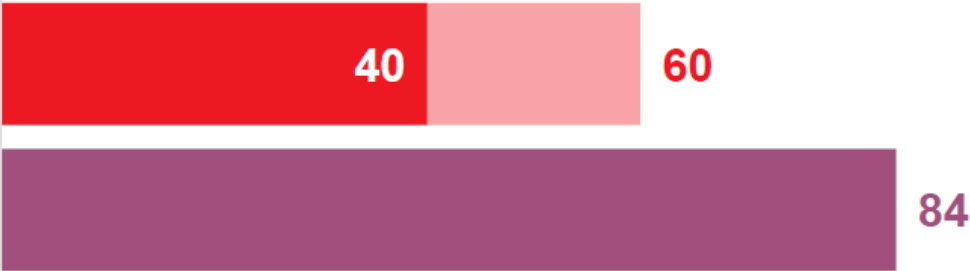


Remembers Action

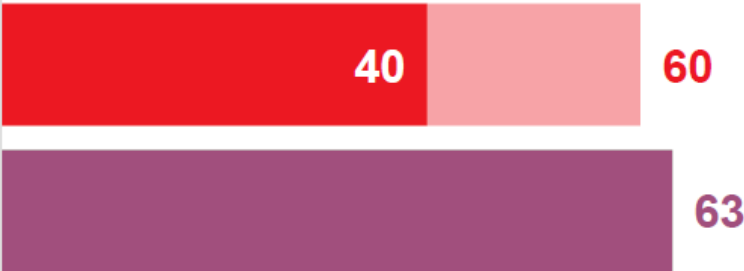
Trump tried to repeal the Affordable Care Act, which would have taken **healthcare** coverage away from 30 million Americans, prevented young adults under 26 years old from staying on their parents' health insurance, and repealed protections for patients with pre-existing conditions.



Trump denied the 2020 election results and has been criminally charged with conspiracy to overturn the election results and conspiracy to disrupt the certification of the 2020 election on **January 6th**.



Trump said there were, "very fine people on both sides," of a **neo-Nazi rally** in Charlottesville.

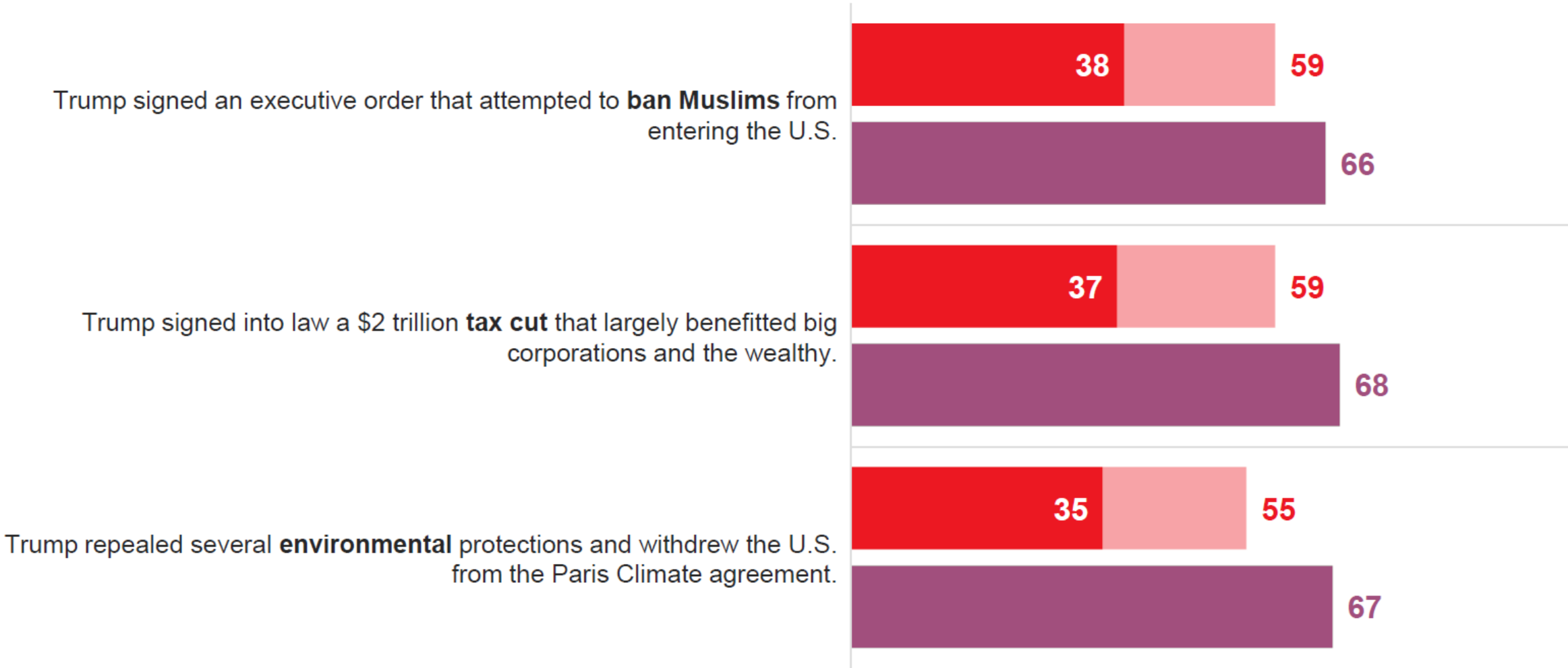


# Climate Least Effective Attack, Yet Majority Still Concerned

Figure 44

## Trump Negatives

Very serious concerns/Total serious concerns      Remembers Action



# Large Differences In Top Negatives For Dems By Gender

Figure 45

## Trump Negatives

● Top negative ✓ ● Next top negatives % Very serious concerns

	Dem Women	Dem Men	Lib Dem	Mod/Cons Dem	Ind	White	Hispanic	Black
Abortion	80✓	56	83	58✓	47✓	43✓	51✓	53
Migrant families	75		84✓		44	39	49	
Pandemic		59		50	43	40	44	54✓
Healthcare	72			49				48
2020 election		60✓	80					48
Neo-Nazis								
Muslim ban								
Tax cut								
Climate								

# Abortion Strongest Negative With Targets

Figure 46

## Trump Negatives

● Top negative ✓    ● Next top negatives    % Very serious concerns

	3 <sup>rd</sup> Party	2-Way Und	Biden 2020/Not Biden 5-Way	Gen D/Not Biden 5-Way	Biden 2-Way/Not 5-Way
Abortion	58✓	58✓	65✓	65✓	65✓
Migrant families	52	52	59	64	
Pandemic	53	52		64	64
Healthcare		53			
2020 election					62
Neo-Nazis			55		
Muslim ban					
Tax cut					
Climate					