



SINE INSTITUTE  
*of* POLICY & POLITICS

---

# Reimagining Political Leadership: The Outlook of Young Americans

## Approach and Methodology

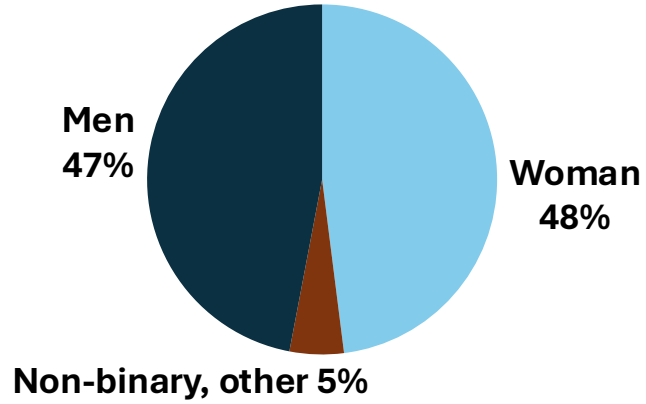
- This is the third annual Sine Institute survey focused on understanding young Americans' unique perspectives on political leadership and engagement.
- The Sine Institute partnered with Future Caucus, Close Up Foundation and a team of American University student advisors on the research. Generation Lab conducted the online interviews using its robust, proprietary panel.
- 1,214 interviews of Americans ages 18 to 34 (regardless of voter registration status), including oversamples with Black, Hispanic, and LGBTQ+ respondents; interviews conducted July 29 – August 9, 2024.

# Context for the *Reimagining Political Leadership* Project:

BACKGROUND	GOALS
<p>Young Americans, like other Americans, consistently express dissatisfaction with our country’s political leadership; this is evident in multiple metrics, including plummeting levels of confidence in institutions from Congress to the Supreme Court and consistent disappointment in their choices of candidates for major offices.</p>	<p>Our aim with this project is to go beyond simply confirming young Americans’ frustration and instead to help establish a model that helps to align American political leadership with the needs and priorities of young Americans.</p>
METHODOLOGY	THE PRESIDENTIAL ELECTION
<p>To do this, we employed several innovative and interactive methodologies, including testing eight (8) short audio clips of hypothetical candidates making appeals or “pitches” that reference different values and leadership styles. We also tested visual “taglines” to identify messages that motivate voting and other forms of political participation among young Americans.</p>	<p>The 2024 election is obviously an important pending event and while the survey gauges core campaign dynamics among younger Americans, we are also very focused on detecting and illuminating more long-lasting political leadership trends.</p>

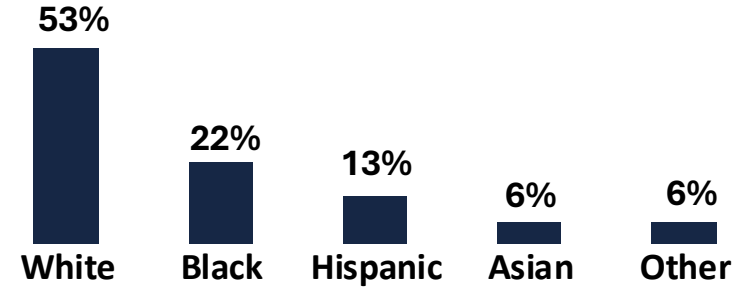
# Demographic Profile

## GENDER

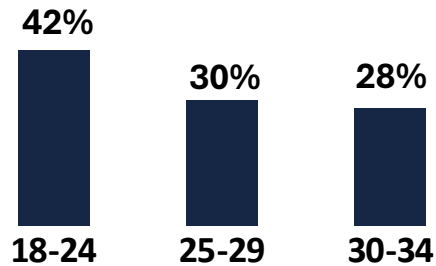


22% identify as LGBTQ+

## RACE



## AGE



85% registered to vote  
15% not registered

## PARTY ID

