



SINE INSTITUTE
of POLICY & POLITICS

Reimagining Political Leadership: *The 2024 Election*

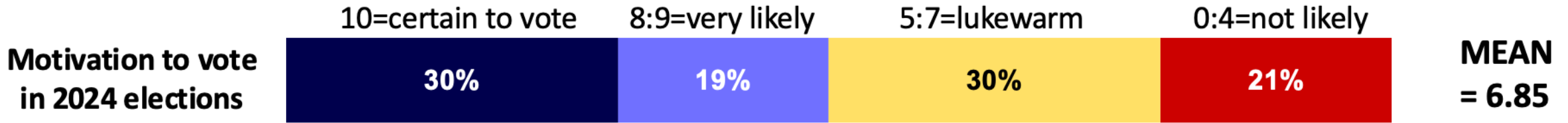
The 2024 Election

With this rich context and backdrop for considering the unique perspective of young Americans, there are important dynamics surrounding the 2024 presidential race:

- Only about half (49%) of young Americans describe themselves as very likely or certain to vote (8 or higher on 10-point scale).
- The most common descriptors of their mood heading into November are “nervous and scared,” followed by “hopeful and optimistic.”
- Kamala Harris has a large, double-digit lead over Donald Trump in both the multi-candidate and head-to-head trial heat. Harris’ advantage with young Americans is rooted in substantive evaluations; she is viewed as better than Trump on all eight qualities that we tested.
- Young Americans have a broad and substantive voting agenda, but it tracks all Americans in centering primarily around the economy and the cost of living.
- While voting is only one of many behaviors that young Americans see as critical to a maintaining a functioning democracy, emphasizing the importance of making their voices count and having a say in their future are most persuasive.

There is more work to do to harness young Americans' engagement in the upcoming election.

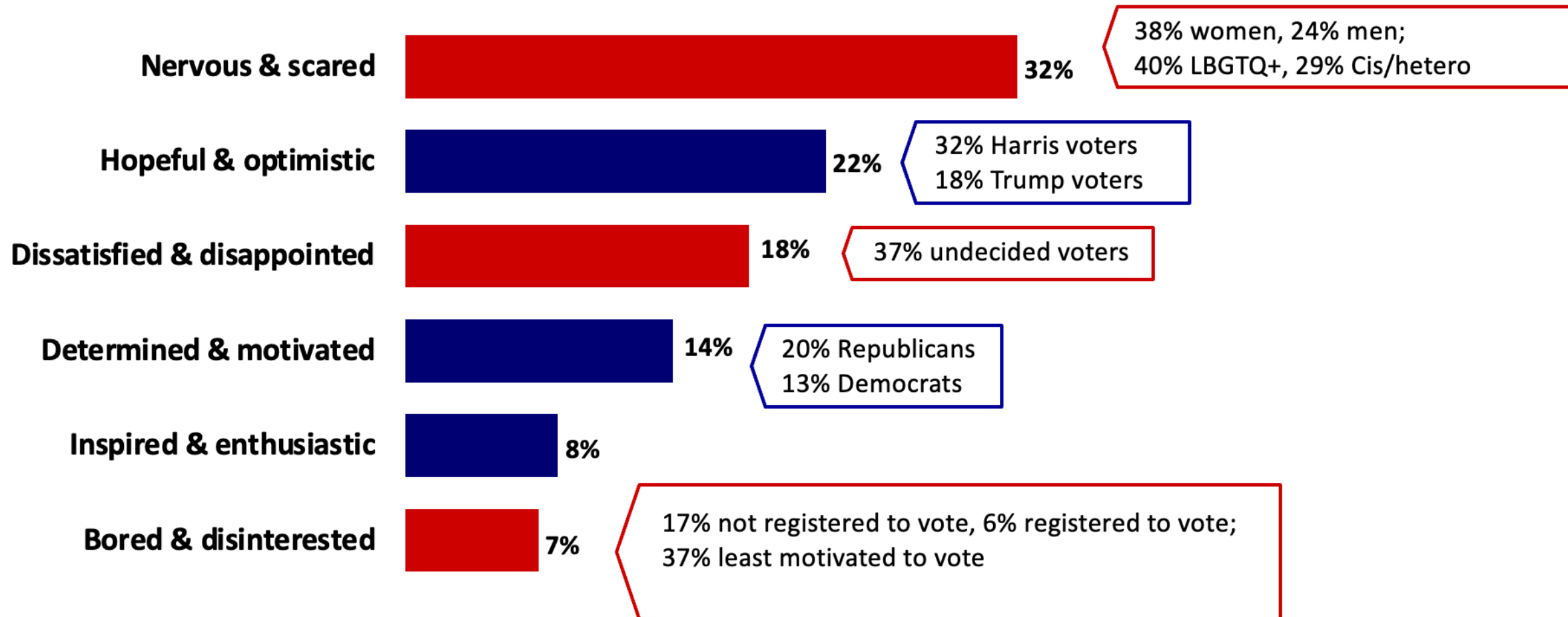
Likelihood of voting on 10-point scale



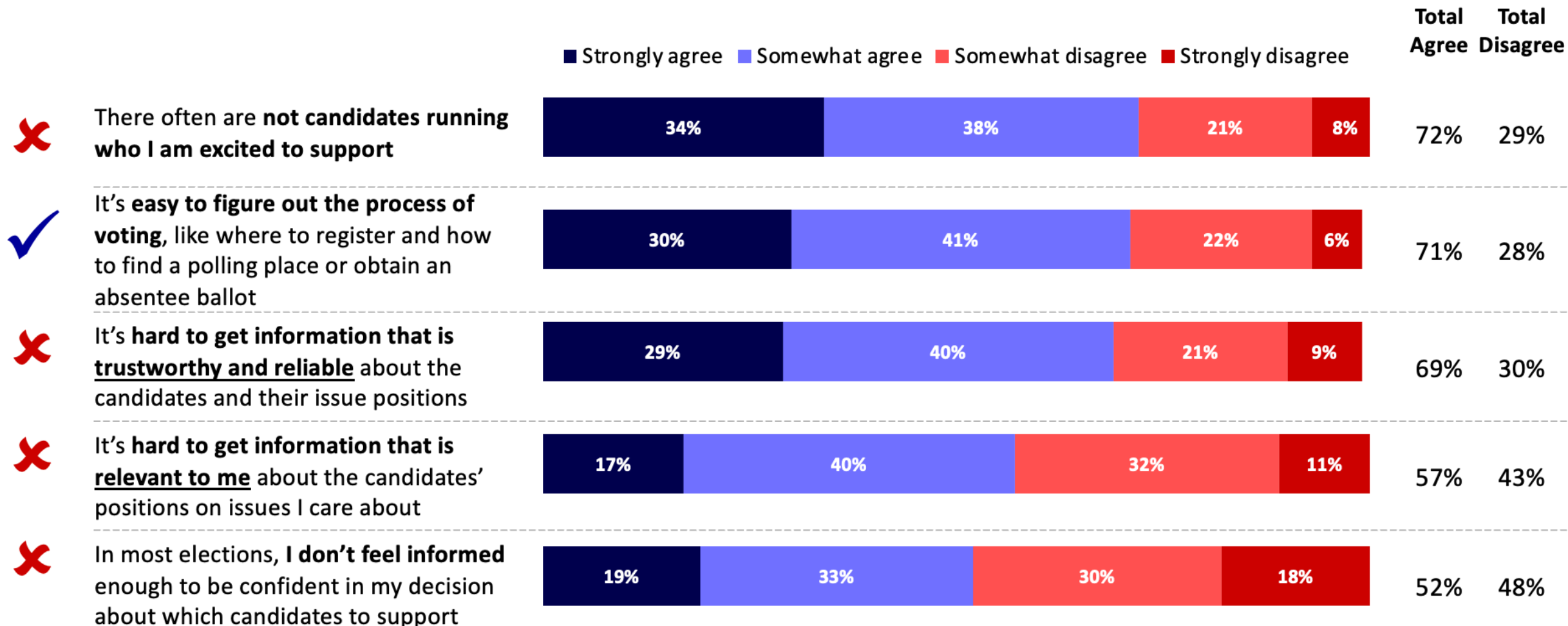
Certain/very likely to vote					
All young Americans	49%	Men	52%	White adults	57%
Harris voters	59%	Women	51%	Black adults	43%
Trump voters	46%	Age 18 to 24	49%	Hispanic adults	51%
Democrats	63%	Age 25 to 29	53%		
Independents	33%	Age 30 to 34	55%		
Republicans	50%	Cis/hetero adults	49%		
Did not vote in 2020	44%	LGBTQI+ adults	54%		

Amid a rapidly changing presidential campaign, young Americans report feeling both nervous and hopeful about the upcoming election.

Which set of words best describes how you're feeling now about the upcoming election in November?

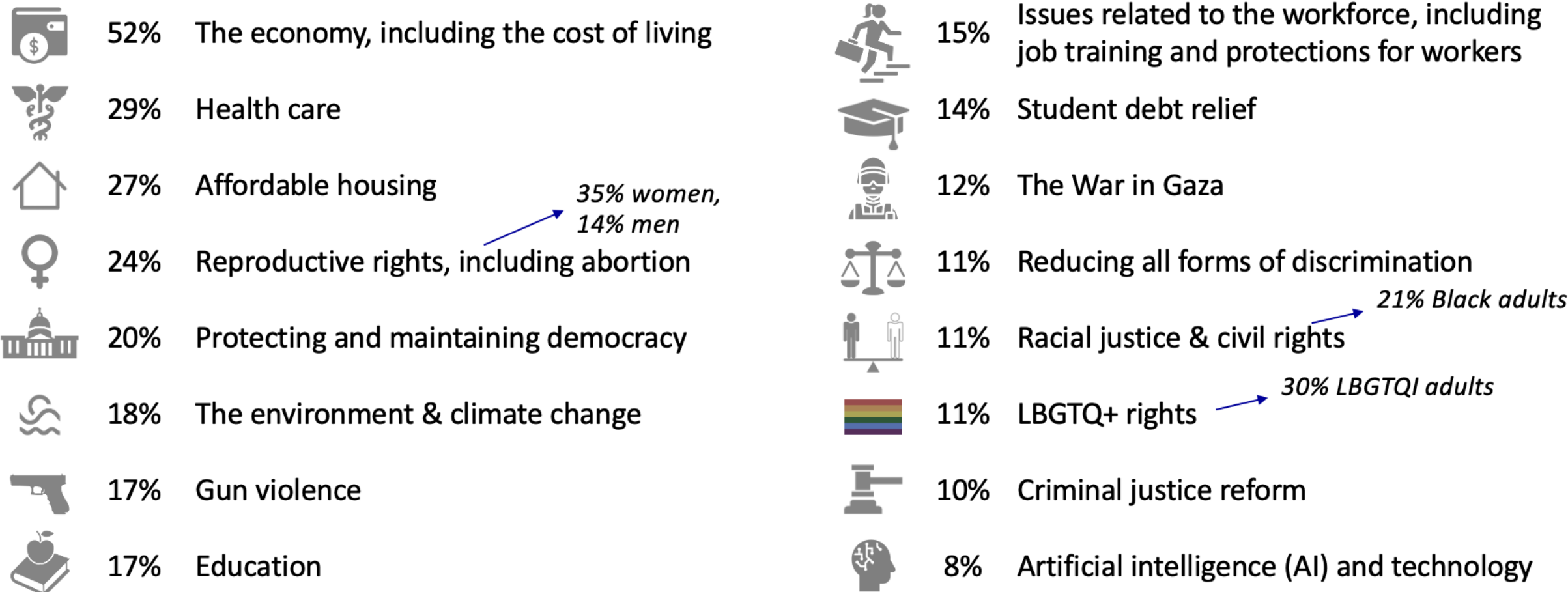


Still, young Americans identify both barriers and opportunities when it comes to their own political engagement: candidate quality and trustworthy information are top obstacles.



Young Americans have a substantive issue agenda heading into November.

Three most important ISSUES when I think about my votes in the 2024 elections

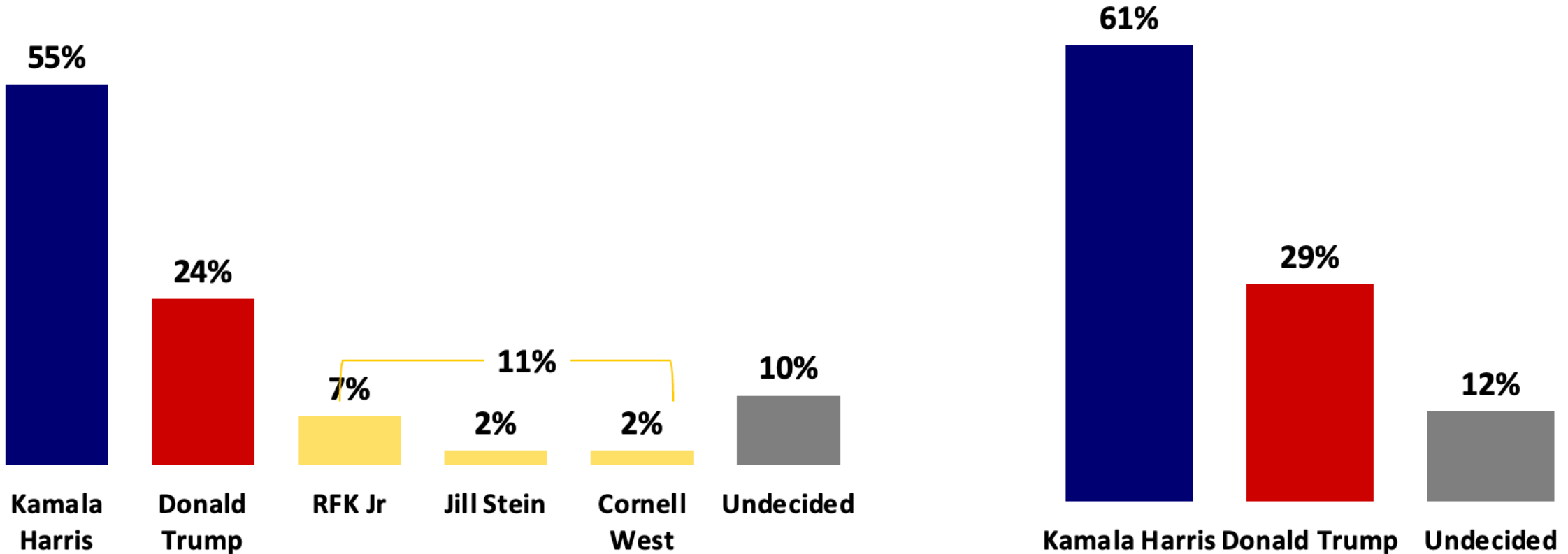


Young American registered voters prefer Harris over Trump by significant margins in both a two-way and a multicandidate trial heat.

Trial Heats for President among Young Registered Voters

Multi-Candidate Trial Heat

Two-Way Trial Heat

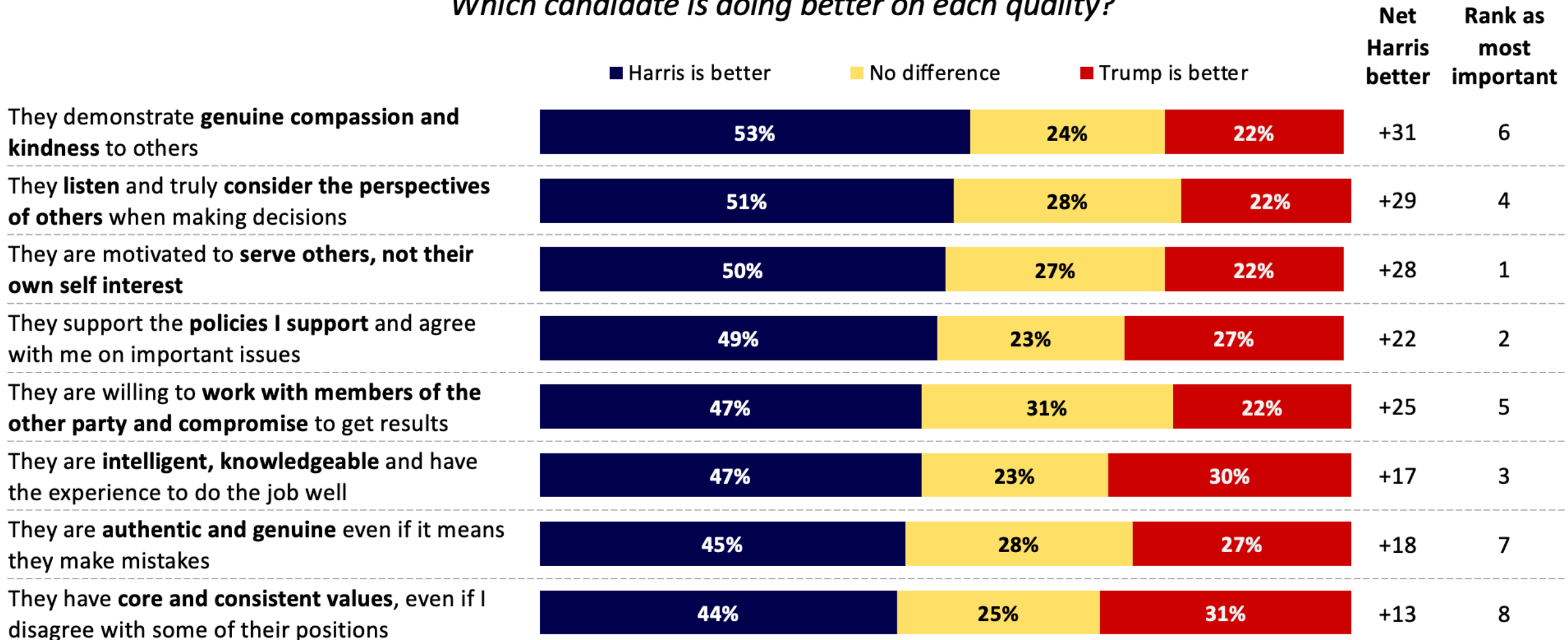


This how the presidential race looks among key blocs of young Americans.

	Harris voters	Trump voters	Third-party voters	Undecided
Registered voters (RVs)	55%	24%	11%	10%
Not registered voters	45%	29%	16%	10%
Highly motivated RVs	64%	29%	5%	2%
Less motivated RVs	35%	24%	25%	16%
White RVs	53%	30%	10%	7%
Black RVs	56%	18%	10%	16%
Hispanic RVs	55%	19%	12%	14%
LGBTQ+ RVs	69%	11%	11%	9%
Men RVs	46%	31%	12%	11%
Women RVs	53%	25%	10%	12%
Democratic RVs	83%	5%	7%	5%
Independent RVs	36%	18%	22%	24%
Republican RVs	6%	76%	6%	12%

Harris' overall lead with young Americans is rooted in her advantage on a full range of important leadership qualities.

Which candidate is doing better on each quality?

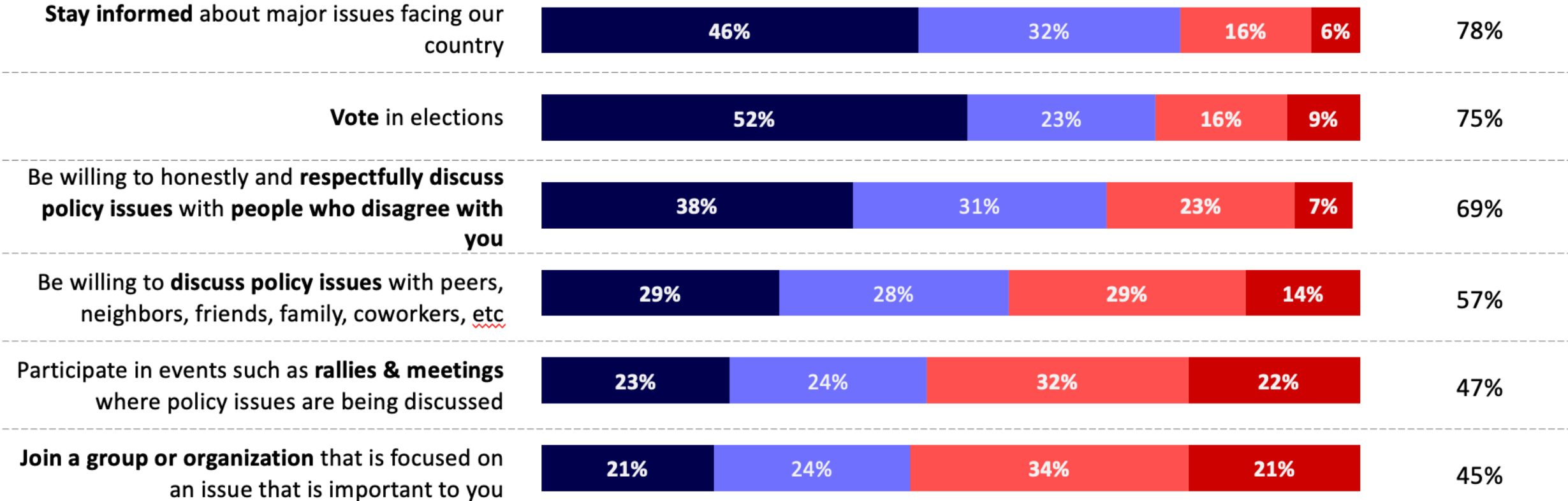


Young Americans validate fundamental behaviors that are necessary for a functioning democracy: being an informed citizen and voting are top priorities.

Thinking about different ways that people can get involved in government and our political system, how important is this to having a healthy, working democracy?

■ Absolutely essential ■ Very important ■ Fairly important ■ Not important

**Total essential/
very important**



In making the appeal to vote, young Americans are most motivated by having a voice and a say in their future.

*Reactions to images/slogans about why voting is important **

Vote.

Your vote is your voice. Make it count.

Mean = 5.80/Motivating = 37%
1st/2nd among almost all groups

Vote.

Have a say in your future.

Mean = 5.79/Motivating = 32%
Hispanic adults, Ind, non-registered

Vote.

You can make a difference.

Mean = 5.62/Motivating = 32%
Women, LGBTQI+, Democrats

Vote.

Democracy depends on it.

Mean = 5.55/Motivating = 31%
White voters, age 30 to 34

Vote.

You matter.

Mean = 5.18/Motivating = 27%
Men age 30 to 34

Vote.

Your country is counting on you.

Mean = 5.10/Motivating = 25%
Men, Republicans

Vote.

Otherwise, don't complain.

Mean = 4.28/Motivating = 23%
Men age 30 to 34

Vote.

It's your civic responsibility.

Mean = 4.27/Motivating = 18%
Men age 30 to 34

* Using 0-to-10 scale: 0 = does not motivate me to vote or think voting is important; 10 = does motivate me to vote or think voting is important; Motivating = 8, 9, 10