

As the single largest voting bloc in the electorate and the plurality of the American work force, young people are the most influential generation in America. The disruptive impact that young voters have had on American politics has been undeniable. In the 2020 general election, Generation Z (age 18-24) and Millennial (age 25-39) voters made up over one third of eligible voters. While young voters political participation surged in 2020 by 2.3 million votes, 38

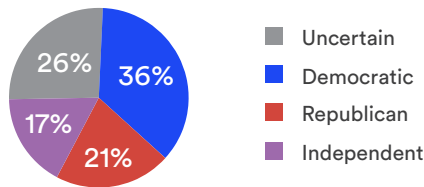
million eligible young voters remained unreached by either party. Young voters are the most diverse generation in American history, but far too often they are condensed to a single crosstab. HIT's unique approach in understanding young voters is done through disaggregating young people to understand them in their full diversity. Here are key characteristics defining the political anatomy of young people:

Defining Young Voters

MARCH 2021

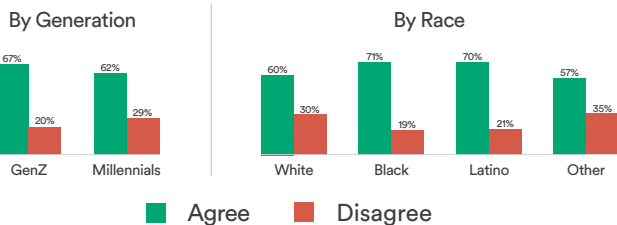
1 Young voters will determine the outcome of the 2022 midterms, but most young voters have not committed to voting for Democrats:

Which political party will you be supporting in 2022?

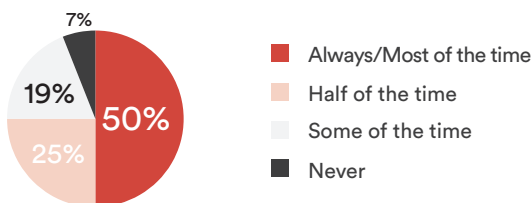


2 Young people are engaged – the majority are paying attention and agree participating in politics is necessary to create change:

I believe that by participating in politics I can make a difference.



How often do you pay attention to politics?

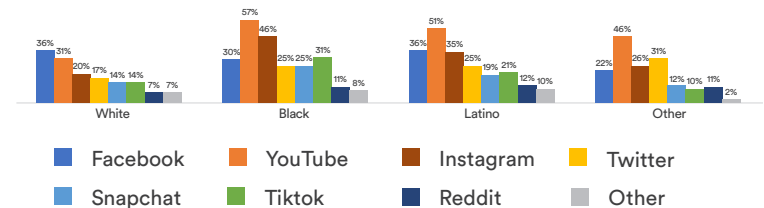


3 Issue priorities vary by demographic, but racism remains a top issue across all racial & age groups of young voters. Gen-Z voters are more worried about social issues while Millennials are more worried about kitchen table issues.

	White	Black	Latino	Other
By Race	Economy/Jobs (43%)	Coronavirus (44%)	Coronavirus (39%)	Coronavirus (47%)
	Coronavirus (42%)	Economy/Jobs (32%)	Economy/Jobs (32%)	Economy/Jobs (46%)
	Racism & Discrim. (25%)	Police Brutality (30%)	Health Care (28%)	Racism & Discrim. (40%)
	Health Care (25%)	Racism & Discrim. (29%)	Immigration (26%)	Health Care (32%)
	Corruption/\$ In Politics (20%)	Health Care (18%)	Racism & Discrim. (22%)	Taxes (22%)
By Generation	Gen-Z		Millennials	
	Coronavirus (40%)		Economy/Jobs (44%)	
	Racism & Discrim. (27%)		Coronavirus (43%)	
	Economy/Jobs (24%)		Racism & Discrimination (26%)	
	Police Brutality (22%)		Health Care (26%)	
Health Care (22%)		Corruption/Money In Politics (21%)		

4 Young people spend more of their time and attention on social media, which is why 51% of young people get their news this way. Each demographic spends their time differently on these sites and in return are all receiving their news through different lenses.

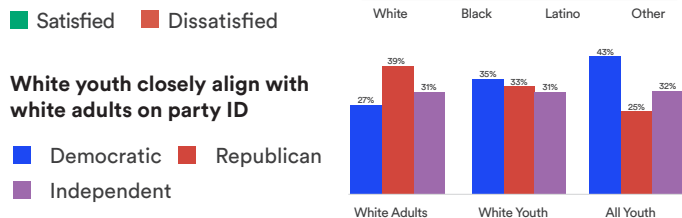
How often do you get news from the following social media sites?



5 Young White Voters express political attitudes and behavior that is much more in line with white voters than young voters.

52% of white voters are dissatisfied with the direction of the country, compared to Black and Latino voters who are majority satisfied

Direction of Country, By Race



Where Young Voters Are Right Now

MARCH 2021

1

COVID-19

Public education to encourage young people to take the vaccine is needed as almost half of young people do not plan on getting vaccinated.

43%

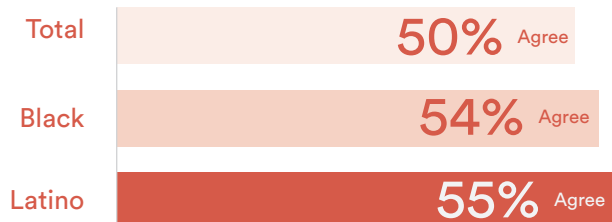
of young people do not plan on getting vaccinated – this is because nearly half (44%) view it as a personal choice opposed to a responsibility

2

CYNICISM

Democrats at risk of losing the youth support that gave them their congressional majority in 2021 and need to get serious about messaging directly to young people about the gains they have already made for their priority issue areas.

Do you think the Democratic Party takes young voters for granted?



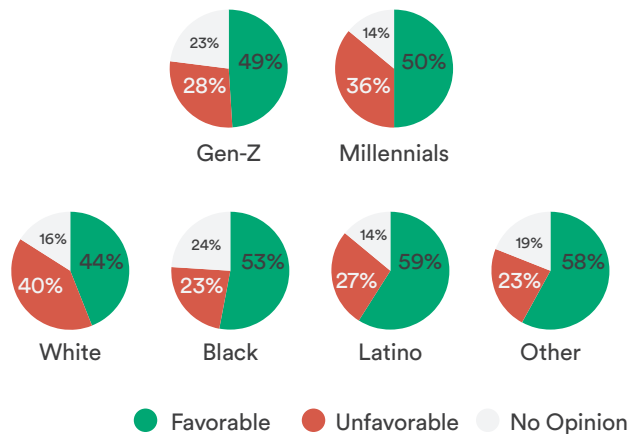
71% agree that leaders in gov't care very little about people like them

3

POLITICAL INSTITUTIONS

The Democratic Party's favorable ratings amongst young people shows there is room to restore this stronghold amongst young voters; additional attention to young voters is needed to thwart disenchantment with the party.

Democratic Party Favorability



4

IMPEACHMENT

Trump's efforts to delegitimize the election have impacted young voters' attitudes towards Biden's Presidency.

53%

The majority do not view Joe Biden's presidency as extremely credible and legitimate.

51%

The majority of young people supported convicting Donald Trump in his Senate trial.

Future Track is a survey of 1,000 Millennials and Generation Z people between the ages of 18-39. It was conducted via online panel and fielded from February 14 – 20, 2021, with a margin of error of +/- 3.1% at a confidence level of 95%.