NBC NEWS

SurveyMonkey®

The NBC News Stay Tuned Gen Z poll was created in collaboration with *Stay Tuned*, NBC's Gen Z news brand across Snapchat, TikTok, Instagram, and YouTube.

The poll was conducted online from August 23 until August 30, 2024 among a national sample of 2,617 registered voters aged 18-29. The error estimate for registered voters aged 18-29 is plus or minus 3.1 percentage points.

The NBC News Stay Tuned Gen Z poll is powered by SurveyMonkey.

Details on weighting and error estimates can be found in the methodology section below.

Q1: Which one of the following issues matters MOST to you right now? [SORT: RANDOMIZE]

Inflation/cost of living	31
Threats to democracy	11
Abortion	9
Health care	8
Crime and safety	8
Israel-Hamas War	8
Climate change	6
Immigration	5
Racial justice	5
Restrictions or bans on what is taught in classrooms	4
Gun policy	4

Q2: Do you think the United States is on the right track, or is it headed in the wrong direction? [SORT: FLIP]

Right track	32
Wrong direction	67

Q3: Many people participate in the political process in ways that aren't directly related to campaigns or elections. In the past year, have you done any of the following? [SELECT ALL THAT APPLY] [SORT: RANDOMIZE ALL BUT LAST]

Unfollowed celebrity or political figure on social media	37
Signed a petition, either on paper or over the internet	34
Boycotted a product or company	32
Shared political opinions or news articles on social media	31
Unfollowed friend or family on social media	29
Donated money to a candidate, campaign or political organization	18
Written or called your representatives	18
Participated in a protest, rally or demonstration	15
Attended local meetings on policy issues	13
Put up a political sign (such as a lawn sign or bumper sticker)	12
Worked or volunteered for a candidate or campaign	12
I have not participated in any of the above	23

Q4: When there's a breaking news story, where do you go first to learn more?
[SORT: RANDOMIZE ALL BUT LAST]

Digital or online news websites	22
X/Twitter	11
TikTok	10
Local TV news	9
YouTube	8
Instagram	7
Facebook	5
Friends and family	4
Public television or radio	4
Broadcast networks	3
Reddit	3
Podcasts	2
Group chats via messaging apps or social	2
Snapchat	1
Twitch	1
WhatsApp	1
Discord	1
Threads	1
None of the above	5

Q5: Which of these do you consider a trusted news source? [SELECT ALL THAT APPLY] [SORT: RANDOMIZE ALL BUT LAST]

Digital or online news websites	36
Local TV news	33
Public television or radio	27
Broadcast networks	22
TikTok	14
YouTube	14
X/Twitter	14
Friends and family	13
Podcasts	11
Instagram	10
Reddit	9
Facebook	7
Group chats via messaging apps or social	6
Twitch	5
Snapchat	5
WhatsApp	4
Discord	4
Threads	4
None of the above	18

Q6: Which comes closest to your view on abortion? Do you think abortion in the U.S. should be… [FLIP]

Legal in all cases	37
Legal in most cases	31
Illegal in most cases	22
Illegal in all cases	10

Q7: How concerned, if at all, are you about the possibility of gun violence in schools or public spaces?

Very concerned	59
Somewhat concerned	26
Not very concerned	12
Not at all concerned	3

Q8: How important is religion in your life?

Very important	30
Somewhat important	29
Not too important	18
Not at all important	23

Q9: Regardless of who you support, who do you think will win the 2024 presidential election? [ROTATE 1:2 (Donald Trump:Kamala Harris)]

Kamala Harris	50
Donald Trump	41
Other	8

Q10: Do you identify with the same political party as your parents?

Yes, with one parent	29
Yes, both parents	42
No, not with either parent	29

Q11: The United States Constitution sets a minimum age limit of 35 to run for president. Would you support or oppose additionally setting a MAXIMUM age limit for candidates to be eligible to run for president of the United States? [SORT: FLIP]

Support	73
Oppose	27

Q11A: [IF Q11 = SUPPORT] What should the age limit be?

Under 50	10
Under 55	7
Under 60	12
Under 65	24
Under 70	26
Under 75	15
Under 80	6

Q12: Do you think the country is ready to elect a woman president? [FLIP]

Definitely ready	38
Probably ready	31
Probably not ready	17
Definitely not ready	14

Q13: Compared to one year ago, is your personal financial situation:

Better today	34
Worse today	36
About the same	30

Q14: Compared to one year ago, are economic conditions in the country as a whole:

Better today	22
Worse today	56
About the same	22

Q15: How proud are you to be an American?

Extremely proud	25
Very proud	22
Moderately proud	28
Only a little proud	13
Not at all proud	11

Q16: Has debt ever caused you to delay any of the following? [SORT: RANDOMIZE ALL BUT LAST] [SELECT ALL THAT APPLY]

Buying a home	38
Buying a car	36
Saving for retirement	33
Moving out on my own	32
Having children	25
Getting married	23
Debt has not caused me to delay life events	30

Q17: Compared to your parents' generation, do you think that owning your own home is: [FLIP]

Much easier to achieve	5
Somewhat easier to achieve	11
Somewhat harder to achieve	20
Much harder to achieve	64

Q18: What best defines where you have the strongest community? [ROTATE 1:2 (Mostly in real life: Mostly online)]

Mostly in real life	50
Mostly online	18
Both equally	24
I don't connect with people frequently	7

Q19: Do you expect life for your generation to be:

Better than previous generations	36
Worse than previous generations	48
About the same	15

Q20: Do you agree or disagree with the following statement: What people call "compromise" in politics is really just selling out on one's principles.

Strongly agree	19
Somewhat agree	44
Somewhat disagree	26
Strongly disagree	9

Q21: In general, how would you describe your views on most political issues? Are you:

Very conservative	12
Conservative	17
Moderate	33
Liberal	22
Very liberal	15

Q22: Thinking ahead to the 2024 presidential general election, are you:

Almost certain that you will vote	55
Very likely to vote	18
Somewhat likely to vote	15
Not very likely to vote	7
Not at all likely to vote	5

Q23: If the 2024 presidential election were held today, who would you vote for if the candidates were: [ROTATE 1:2 (Kamala Harris:Donald Trump)]

Kamala Harris	50
Donald Trump	34
Someone else	6
Would not vote	10

Q24: Now thinking about the 2024 elections for Senate, governor and local offices in your state, are you more likely to vote for: [ROTATE 1:2 (Democratic candidates:Republican candidates)]

Democratic candidates	54
Republican candidates	31
Will not vote	14

Q25: How would you rate Donald Trump's choice of JD Vance as his vice presidential running mate?

Excellent	15
Good	18
Not so good	16
Poor	31
No opinion	20

Q26: How would you rate Kamala Harris' choice of Tim Walz as her vice presidential running mate?

Excellent	31
Good	25
Not so good	11
Poor	14
No opinion	19

Q27: In the 2020 presidential election, did you vote for: [ROTATE 1:2 (Joe Biden, Donald Trump)]

Joe Biden	36
Donald Trump	24
Someone else	2
Did not vote	17
Was not eligible to vote	21

Q28: In politics today, do you consider yourself a Republican, Democrat, an independent or something else?

Democrat	52
Republican	28
Independent/ Something else	21

Q29: Which race or ethnicity best describes you? [SELECT ALL THAT APPLY]

White (Non-Hispanic)	41
Hispanic or Latino/a	28
Black or African-American (Non-Hispanic)	11
Asian or Asian-American (Non-Hispanic	10
Other	9

Q30: Are you currently enrolled in school?

Yes, in high school	5
Yes, in technical, trade or vocational school	7
Yes, in college	32
Yes, in graduate school	9
No	47

Q31: What is the last grade of school you completed?

Did not complete high school	3
High school or G.E.D.	28
Some college, but no degree	20
Associate's degree, occupational or vocational program	7
Associate's degree, academic program	9
Bachelor's degree	26
Post graduate degree	7

Q32: My total income last year was:

Under $15,000	35
Between $15,000 and $29,999	18
Between $30,000 and $49,999	17
Between $50,000 and $74,999	15
Between $75,000 and $99,999	8
Between $100,000 and $150,000	4
Over $150,000	1

Q33: Which of the following best describes you?

Employed, working full time	45
Employed, working part time	21
Not employed, student	23
Not employed, retired	1
Not employed, looking for paid work	8
Not employed, not looking for paid work	2

Q34: Which sex were you assigned at birth, on your original birth certificate?

Male	51
Female	49

Q35: What is your current gender? [SELECT ALL THAT APPLY]

Male	49
Female	47
Nonbinary	4
Transgender	2
Not listed	1

Q36: Do you identify as: [SELECT ALL THAT APPLY]

Straight/Heterosexual	74
Bisexual	12
Gay	7
Queer	6
Lesbian	4
Pansexual	4
Asexual	3
Something else	1

Methodology:

This NBC News Stay Tuned Gen Z poll was powered by SurveyMonkey, the fast, intuitive feedback management platform where 20 million questions are answered daily. It was conducted online August 23 through August 30, 2024 among a national sample of 2,617 US adults 18-29 years old. Respondents were selected from the more than two million people who take surveys on SurveyMonkey each day.

The data was weighted to population totals among 18-29 year olds for sex, race, census region (all from the American Community Survey), and partisanship (from the Cooperative Election Study). After weighting, the sample was reduced to self-identified registered voters. The valid sample after removing non-registered voters and those without a weight is 2,617.

The estimated margin of error for this survey is plus or minus 3.1 percent. When looking at the difference between two percentages, like when calculating the margin between two candidates, this margin of error is doubled. This margin of error attempts to capture the possible error due to both sampling and weighting, though other sources of error are possible. Sampling error associated with subgroup results is higher.

To calculate a margin of error a bootstrap method was used. The full sample (before removing registered voters and before weighting) was re-sampled with replacement 5,000 times and the same weighting procedure was applied to each new sample. The reported MOE is 95% empirical distribution of estimates from these 5,000 samples.