



Election 2020 Special Report

Gen Z & Millennials' Plans for the Voting Booth



With a monumental presidential election underway, young people are planning on making their voices heard. They're bringing all of the events of this year into the voting booth with them, and their votes are being decided by the hot button issues they've been rallying around.

TL;DR

The pandemic, the Black Lives Matter Movement, and the economy are the top issues deciding young peoples' votes.

The majority of young people are registered to vote, and say they plan to.

Voting-age young adults are most likely to consider themselves Democratic, but the number who affiliate as Republican has grown since 2016.

Young people are most likely to say that they would vote for Biden, but more than one in five remain undecided.

Young people are feeling unheard and losing faith in the system to handle the issues that matter to them.

77%

of 13-39-year-olds agree: "All issues are politicized these days."



70%

say politicians don't focus on the issues that they care about



62%

agree: "Both Democrats and Republicans are too extreme in their beliefs."



Young Americans' have been feeling that the major causes and problems that impact their lives are not being addressed, and many don't feel they fit into the current political structure. Seven in ten feel that politicians aren't focusing on the issues they care about, and young Democrats are more likely to feel this way than young Republicans. But whether if they identify as Democrat or Republican, the majority feel the political parties are too extreme in their beliefs.

As a result, they are increasingly seeing their generations as the ones who have to make change.

75%

of young people feel more **empowered** to bring positive change to the world than they did last year

73%

wish there were more ways for young people to **get involved** in politics

67%

agree: "My generation will change the U.S. for the **better**"

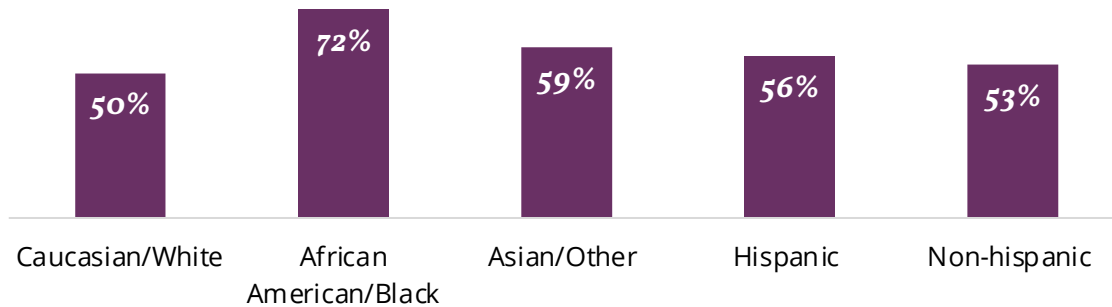
Young people's frustrations with their country's system has pushed them to take matters into their own hands. They are activating and becoming more passionate to make the changes they want themselves, with more than three in five agreeing that their generation will change the U.S. for the better and more than seven in ten wishing there were more ways for young people to get involved with politics.

The tumultuous year and hostile political climate has encouraged them even more, with three in four telling YPulse they feel more empowered to bring positive change to the world than last year.

Racial discrimination is impacting their votes.

54%

of likely voters agree: "The Black Lives Matter movement has impacted who I'll vote for in the upcoming election."
(43% among undecided voters)



Racism is without a doubt one of the biggest issues that Gen Z and Millennials feel they face today. In our most recent survey of young consumers, almost half stated that they felt racism in the U.S. is getting worse. The presidential candidates' response to the Black Lives Matter movement will be pivotal for the majority of young voters.



The majority of young people plan to vote in the upcoming 2020 presidential election.



The Coronavirus crisis isn't impeding on young people's plans to put in their vote in the upcoming 2020 presidential election. As the future generations of this country, young people plan to make their voices heard and be a part of this monumental moment in politics. The majority tell YPulse that they will definitely or most likely vote in this coming Presidential election.

83%

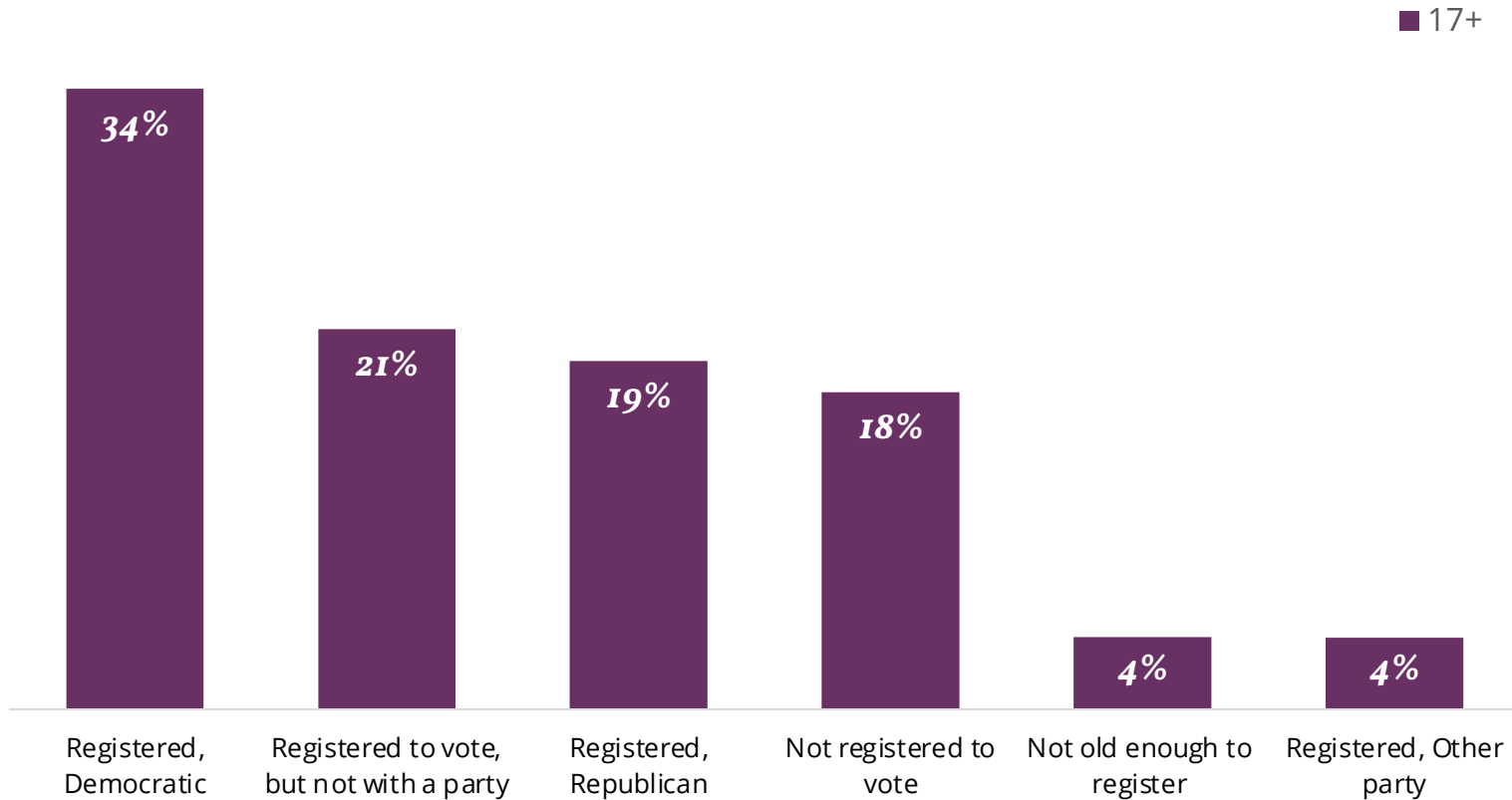
likely 18+ voters

17%

unlikely 18+ voters/
not old enough

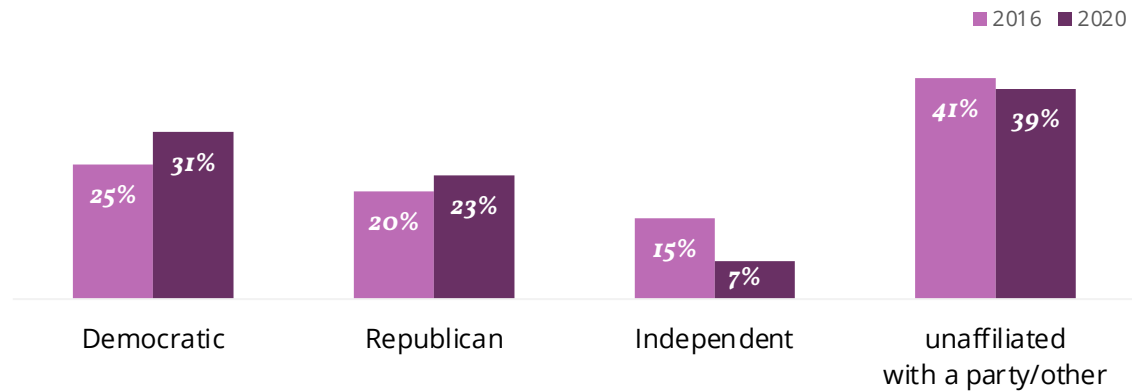
And the majority have registered.

Voter Registration Among Young People

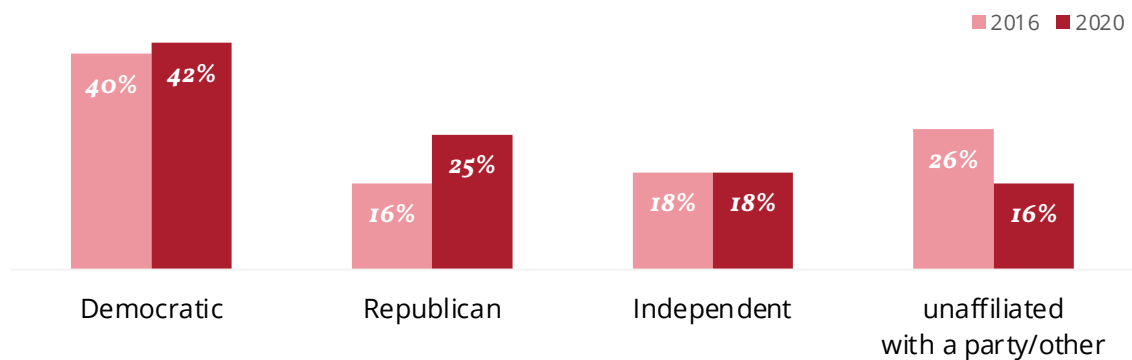


The highly divisive election has young people increasingly choosing sides.

Under 18-years-old Political Affiliation



18-year-olds and Older Political Affiliation

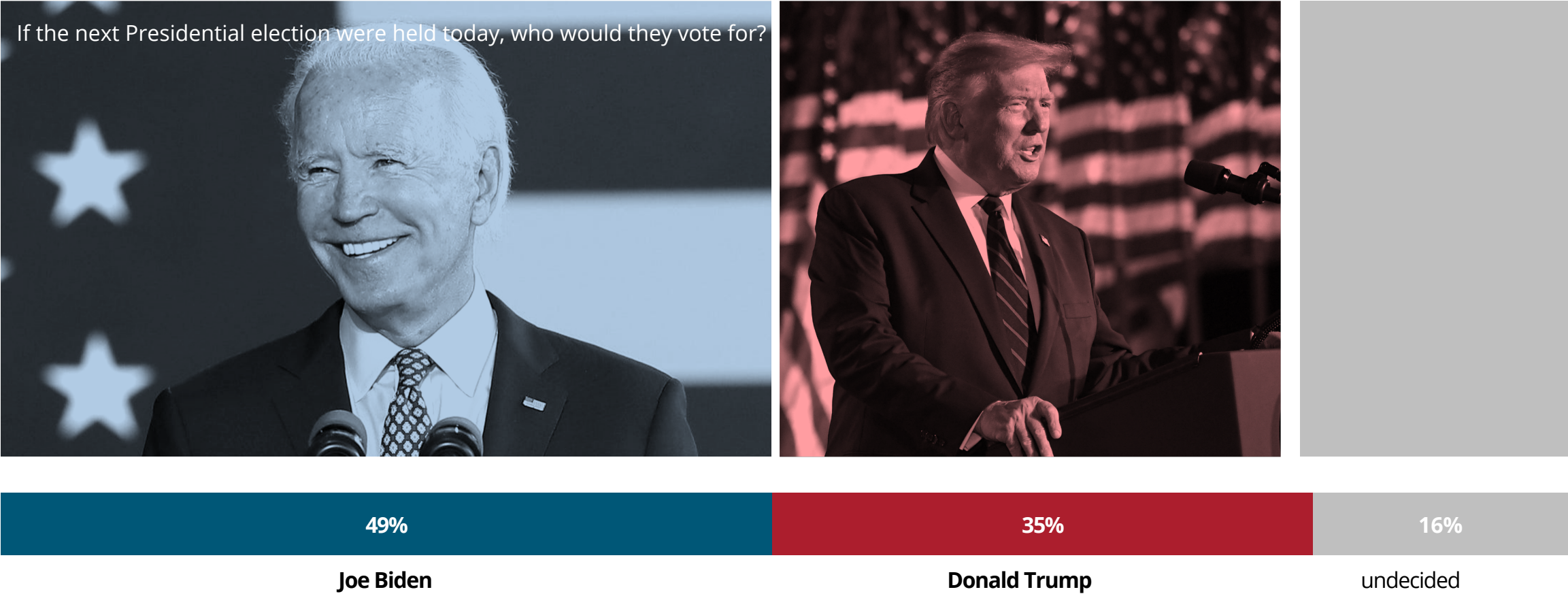


67%

is 13-39-year-olds agree: "My political party will change the U.S. for the better"

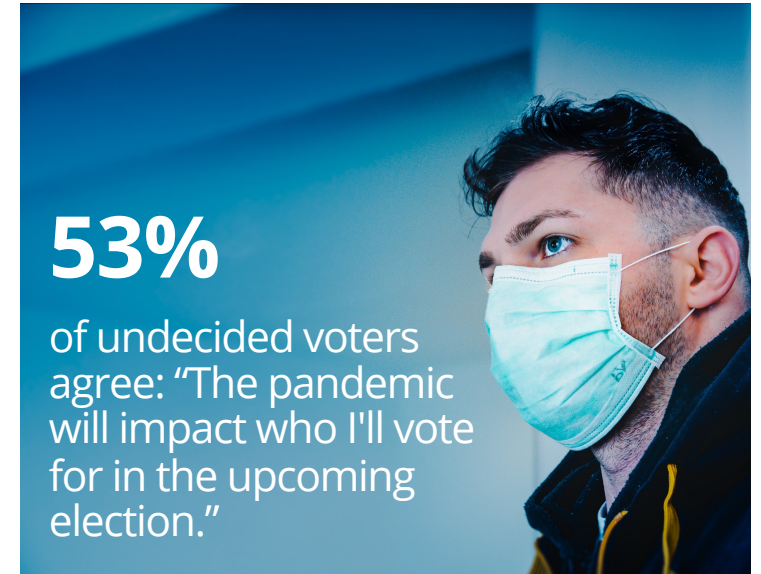
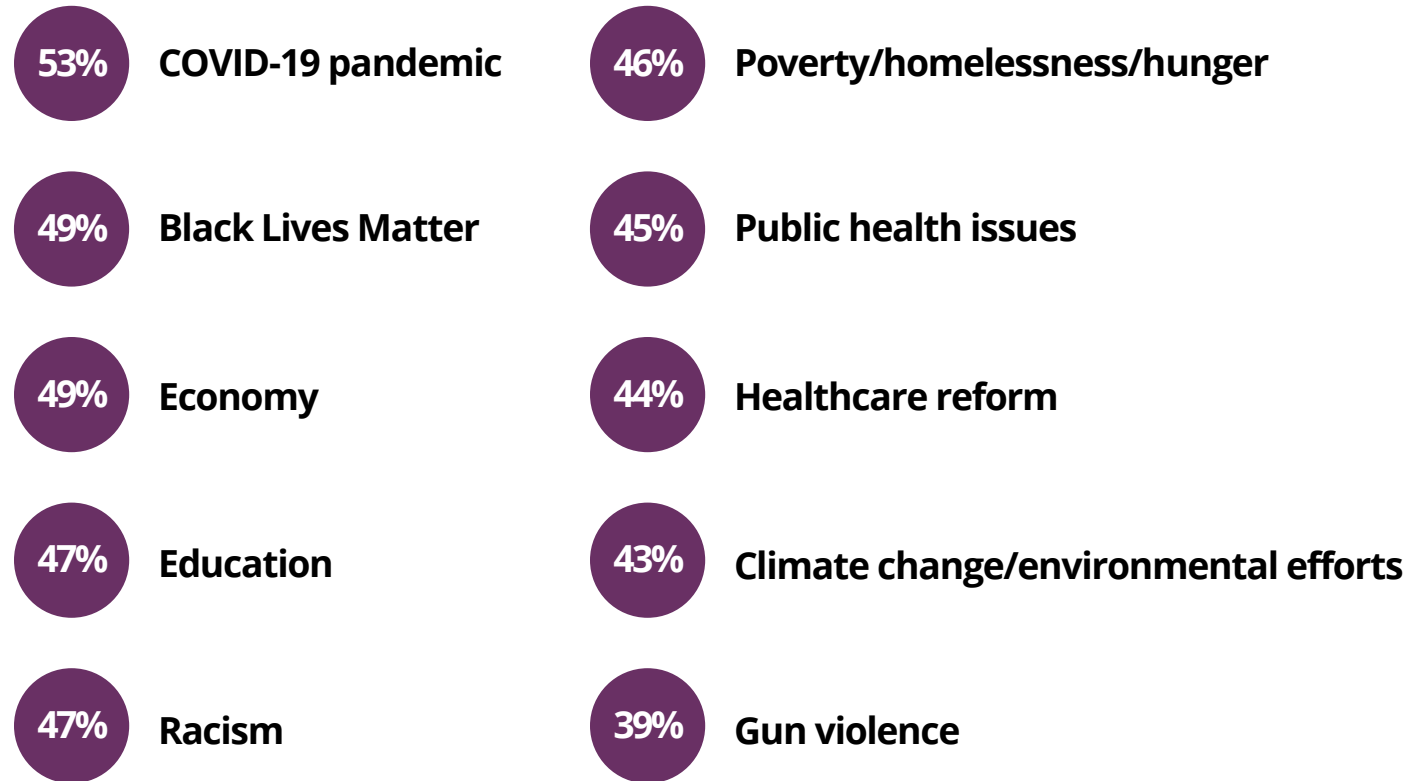
Compared to 2016, young people are more likely to affiliate with either the Democratic or Republican parties. The results of the 2016 presidential election has divided the country in more ways than one and has increasingly pushed young people to choose sides in anticipation of the next election. While they may feel that these parties don't exactly match their views, Millennials especially are more likely to choose a "side" than they once were. That said, Gen Z is still more likely to say they're unaffiliated than to choose a party—indicating that the next generation wants the system to change in a more extreme way.

Currently, the Democratic party has the lead among young voters.



The pandemic is top of mind among the undecided.

Top 10 Issues Undecided Voters Would Like to Hear Presidential Candidates Discuss



Along with the racial discrimination, undecided voters will be taking into account how the presidential candidates will handle the issue of the COVID-19 pandemic. The crisis has altered young consumers lives in multiple ways, and trying to regain the life they once had is top of mind. The way this crisis is handled in the coming months could decide the election.