



## METHODOLOGY

*Change Research surveyed 1,033 registered voters ages 18-34 nationwide from August 25-September 1, 2023. Change Research self-funded this research for public release.*

*We used the following sources to recruit respondents:*

- *targeted advertisements using the Meta advertising platform*
- *SMS text messages*

*Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.*

*Ads placed on social media targeted likely voters nationwide. Those who indicated that they were not registered to vote were terminated. Those who indicated they were over the age of 34 were terminated. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, raising budgets for ads targeting groups that were underrepresented. The survey was conducted in English.*

*The survey was conducted online by Change Research. Post-stratification weighting was performed on age, gender, region, education, ethnicity, and 2020 presidential vote. Weighting parameters were based on the demographic composition of likely voters nationwide, obtained from the voter file.*

*The modeled margin of error\* for this survey is 3.4%, which uses effective sample sizes\*\* that adjust for the design effect of weighting.*

*\* We adopt The Pew Research Center's convention for the term "modeled margin of error"<sup>(1)</sup> (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.*

*\*\* The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation <sup>(2)</sup>.*

*(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>*

*(2) Kish, Leslie. Survey Sampling, 1965.*

## REPORTED QUESTIONS

### *Media Consumption*

1. Which of the following do you regularly access? Select all that apply. [Randomize]
  - Podcasts
  - Facebook
  - TikTok
  - Twitter/X
  - Threads
  - Instagram
  - Reddit
  - LinkedIn
  - Twitch
  - Snapchat
  - YouTube
  - Cable news
  - Cable TV
  - Streaming services
  - Newspapers
  - Whatsapp
  - Pinterest
  - Tumblr
  - Other online sources (please specify)
  
2. [If Podcasts] Which of the following podcasts do you listen to? Select all that apply. [Randomize]
  - The Daily
  - Up First
  - The Journal
  - The Joe Rogan Experience
  - The Ben Shapiro Show
  - Pod Save America
  - This American Life
  - Smartless
  - Serial
  - The Candace Owens Show
  - Call Her Daddy
  - Huberman Lab
  - Smartless
  - Armchair Expert
  - The Bill Simmons Podcast
  - Something else (please specify)

### *Politics*

3. If the election for the U.S. House of Representatives were held today, who would you vote for?
  - The Republican candidate
  - The Democratic candidate
  - Not sure
4. If the 2024 election for President were held today and the candidates are Joe Biden, the Democrat, or Donald Trump, the Republican, who would get your vote?
  - Joe Biden, the Democrat
  - Donald Trump, the Republican
  - Not sure
5. If the 2024 election for President were held today and the candidates are the following, who would get your vote?
  - Joe Biden, the Democrat
  - Donald Trump, the Republican
  - Cornel West, the Green Party candidate
  - Not sure

### ***Abortion***

6. Do you think abortion should be: [FLIP]
  - Legal in all cases
  - Legal in most cases
  - Illegal in most cases
  - Illegal in all cases
7. Which statement do you agree with more: [FLIP]
  - I am willing to vote for a candidate who I disagree with on the issue of abortion.
  - I will not vote for a candidate who has a view of abortion different than me
  - Not sure
8. As far as you know, has your state made abortion illegal or severely restricted?
  - Yes, mostly illegal/restricted
  - No, mostly legal
  - Not sure
9. If your state bans abortion or has recently passed laws to ban abortion in your state, does that make you: [FLIP]
  - Much more motivated to move to another state
  - Somewhat more motivated to move to another state
  - Makes no difference
  - Somewhat more motivated to stay in your state
  - Much more motivated to stay in your state

### ***Culture***

10. Do you consider each of the following behaviors or traits a green, beige, or red flag in a partner?  
[Green | Beige | Red] [Randomize]
  - They identify as liberal
  - They identify as conservative
  - They identify as a communist

- They identify as a MAGA Republican
- They own a gun
- They don't care about politics
- They talk about politics frequently
- They listen to Joe Rogan
- They watch reality dating shows
- They refuse to see the Barbie movie
- They read
- They are not on social media
- They frequently post on social media
- They say All Lives Matter
- They say Black Lives Matter
- They are into astrology
- They say there are only two genders
- Researching for best deals and rates before buying
- They take candid pictures of you
- They are so unbothered they never ask for details
- They look better in person
- They send green texts
- They have too many hobbies
- They have no hobbies
- They prefer cow milk over any non-dairy milk

11. Which statement best describes what you think about “canceling”?

- It's a common and serious problem
- It happens, but concern about it is overblown
- It doesn't really happen, people who behave problematically rarely face long-term consequences
- It's really just accountability for problematic behavior
- I don't really know what this is
- Not sure

**Demographics, Party ID and vote motivation**

12. Are you:

- *Male*
- *Female*
- *Transgender*
- *Non-binary/non-conforming*
- *Other*

13. In what year were you born? [TERMINATE IF 35 OR OLDER]

14. In what ZIP code do you currently live?

15. In what state do you currently live?

16. Which of the following best describes yourself:

- *I live in the same place I grew up in*
- *I live in a similar place that I grew up in*
- *I live in a somewhat different place that I grew up in*

- *I live in a completely different place than I grew up in*

17. How far away do you currently live from the place you grew up in?

- Less than 6 miles
- 6-12 miles
- 13-18 miles
- 19-24 miles
- 25-30 miles
- More than 30 miles

18. *What is your race? [multi-select]*

- *White/Caucasian*
- *Black or African American*
- *Hispanic or Latino/a*
- *American Indian or Alaska Native*
- *Asian / Pacific Islander*
- *Something else (please specify)*

*Are you from a Hispanic, Latino/a or Spanish-speaking background?*

- *yes*
- *No*

19. *What is the highest level of education you have completed?*

- *High school diploma or less.*
- *Some college, but no degree*
- *Associate's degree, or two-year college degree*
- *Bachelor's degree, or four-year college degree*
- *Graduate degree*

*[if 'high school,' 'some college,' or 'associate's degree'] Are you currently enrolled in a degree-granting program?*

- *Yes*
- *No*

*[if answered 'BA' or 'Graduate Degree'] Are you currently enrolled in a graduate or professional degree program (Masters, PhD, law school, medical school, etc)?*

- *Yes*
- *No*

20. What is the highest level of education your parent(s) or guardian(s) have completed?

- High school diploma or less
- Some college, but no degree
- Associate's degree, or two-year college degree
- Bachelor's degree, or four-year college degree
- Graduate degree

21. Do you own or rent where you live?

- Own
- Rent
- Live with friends or family
- Prefer not to say

22. Are you the parent or guardian of a child(ren) under the age of 18?[EMBOLD]

- Yes
- No

23. When it comes to your employment status, are you now:

- Employed full-time
- Employed part-time
- Self-employed
- Retired
- Unemployed, looking for work
- Not employed for pay
- Disabled
- Student
- Something else (please specify)

24. Are you registered to vote?

- Yes
- No [TERMINATE]
- Not sure [TERMINATE]

25. Generally speaking, do you think of yourself as a: [Randomize]

- Democrat
- Republican
- Independent/Other

*[If independent/ no party affiliation] Do you consider yourself closer to:*

- The Democrats
- The Republicans
- Neither

*[If Democrat/Republican] Do you consider yourself a:*

- Strong [Democrat/Republican]
- Not so strong [Democrat/Republican]

26. How did you vote in the 2020 election for President, or for some reason were you unable to vote?

- Joe Biden, the Democrat
- Donald Trump, the Republican
- Jo Jorgensen, the Libertarian
- Not registered/Too young/Ineligible
- Did not vote

27. How likely are you to vote in the 2024 presidential election?

- Yes, definitely
- Yes, probably
- Maybe (50-50)
- No, probably not
- No, definitely not

28. How motivated are you to vote in the 2024 presidential election on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated? [0 - not motivated at all | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 - extremely motivated]