

September 29, 2026

Alliance for Youth Power

YouGov® 

September 2026 youth survey

YouGov

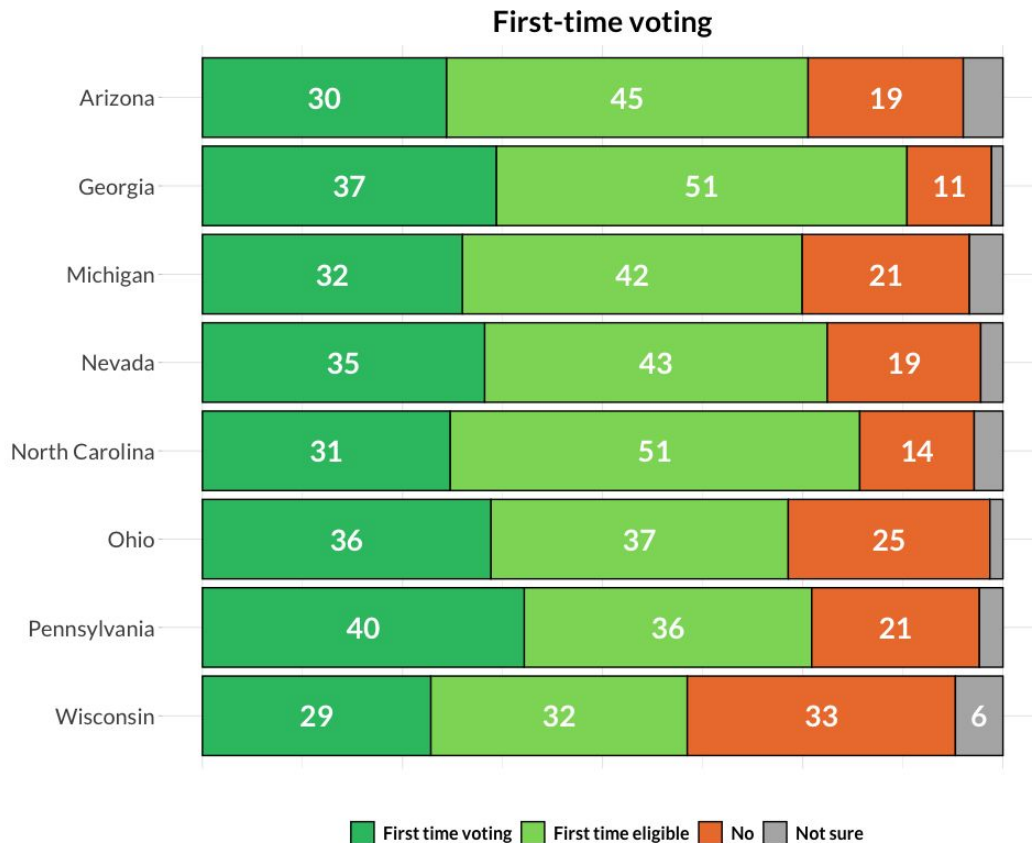
Sample summary

- On behalf of AYP, YouGov fielded a survey including 3,310 18-29 year old voters across key battleground states.

State	Sample	MoE
Arizona	401	5.3
Georgia	434	5
Michigan	401	5.1
Nevada	403	5.5
North Carolina	417	5.1
Ohio	423	4.9
Pennsylvania	420	5
Wisconsin	411	5.2
<i>Each sample was fielded via text-to-web and online, and weighted according to gender, age, race/ethnicity, education, and state geographic region based on voter registration lists, the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote and approximate 2024 Presidential vote based on available results.</i>		

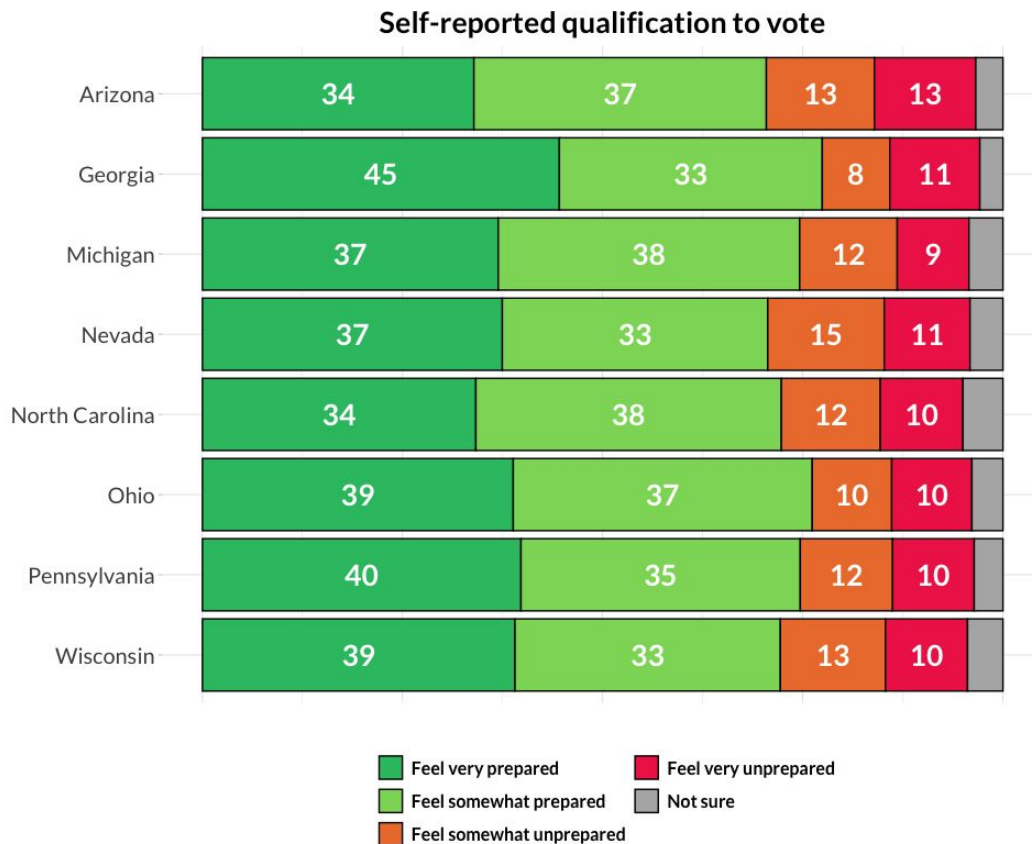
- 18-29 sample includes significant shares of voters not eligible to vote in 2024 and did not vote in 2022

Many young voters are about to vote for the first time



- Majority of young voters do not feel “very prepared” to vote

Many young voters do not feel qualified to vote



Which young people feel more/less qualified to vote?

- “Older,” Black, college-educated, and male voters feel qualified to vote

Feel "Very qualified" to vote	
All	38
Age 18-23	29
Age 24-29	46
Men	43
Women	34
College-educated	46
Non-college	35
AAPI	25
Black	45
Hispanic	39
White	37

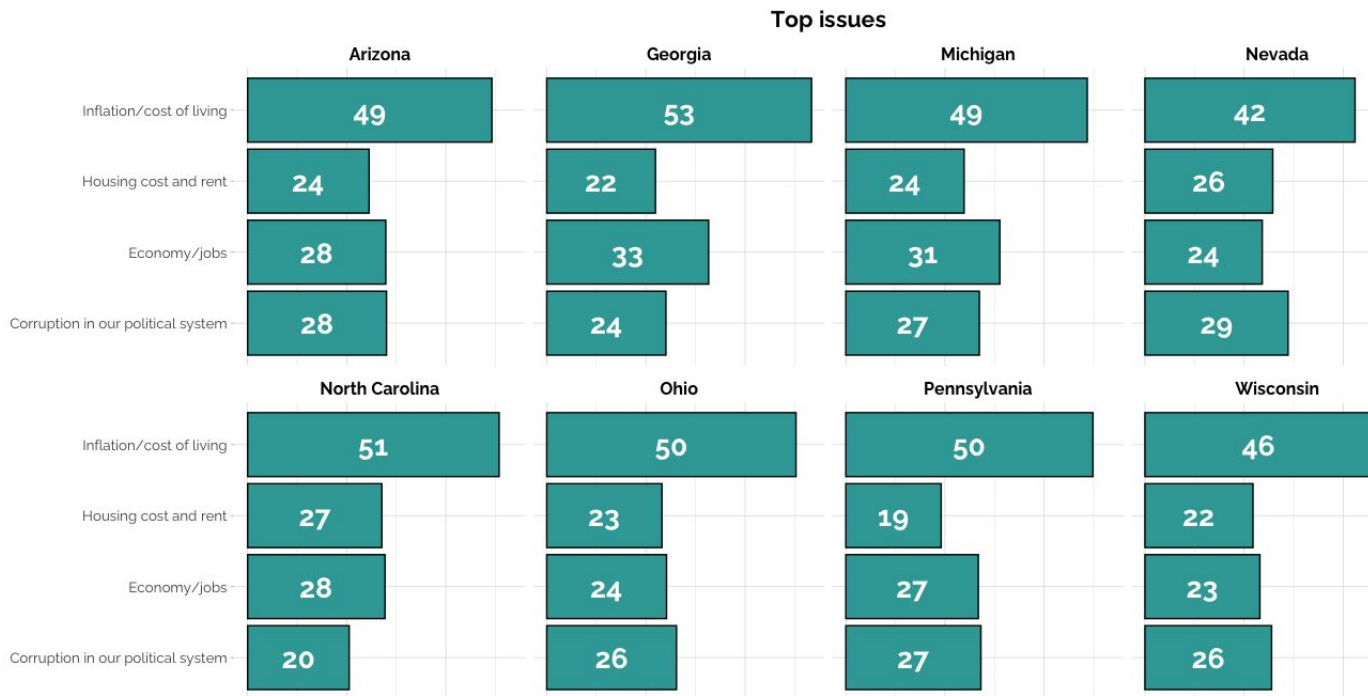
Self-reported “preparedness to vote,” enthusiasm to vote, and political knowledge are intertwined

- Those who believe they are “more qualified” to vote are also generally more interested in politics overall

- Fully about 70 percent of young people who say they “follow the news most of the time” also feel very prepared to vote - compared to only about 15 percent of young people who say they follow the news “only now and then” or “hardly at all”
 - The “highly news attentive” and those who follow the news “now and then/hardly at all” are about equal shares of the sample (30 percent apiece)
- About 90 percent of the “very prepared” say they will “definitely vote” in November, compared to just about 25 percent of the somewhat/very unprepared respondents
- The “very prepared” have denser news diets than others. About 30 percent of the very prepared get news from mainstream news websites/apps or the major networks, compared to only about 10 percent of the “unprepared”
 - Fully about 50 percent of the “very prepared” say politics is “very important” to their identity, compared to only about 27 percent of young people overall

- Significant shares of young voters concerned with corruption in our political system

Young people are chiefly concerned about inflation and the economy



- Economic pessimism is higher among young people than other groups

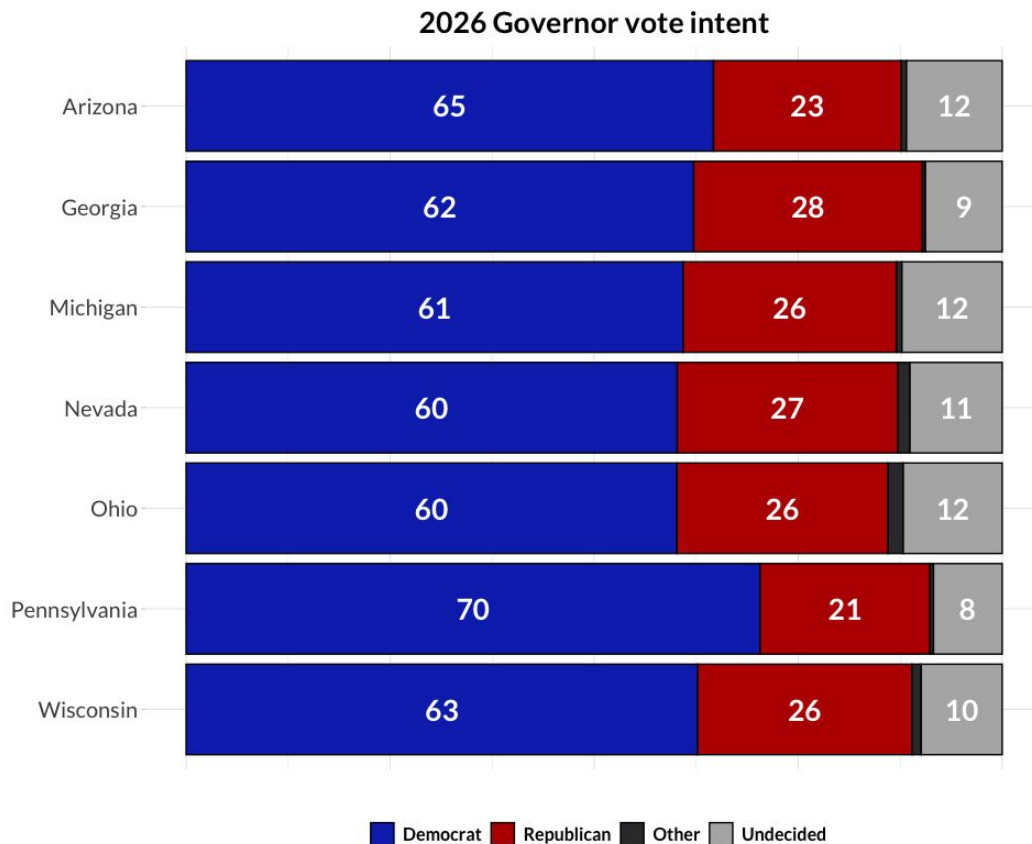
Across measures, young people are worried about their economic future YouGov

- Across states, about 80 percent of young people agree the country is on the wrong track
- Only 49 percent believe *their own community* is on the wrong track
 - But also, fully about 43 percent say their own financial situation has become worse “compared to a year ago,” with only about 16 percent saying things have improved within the past year
 - Partisanship influences these views, with the more economically optimistic generally including higher shares of conservative and Trump-voting young people, particularly men

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Young people prefer the Democrats in gubernatorial races

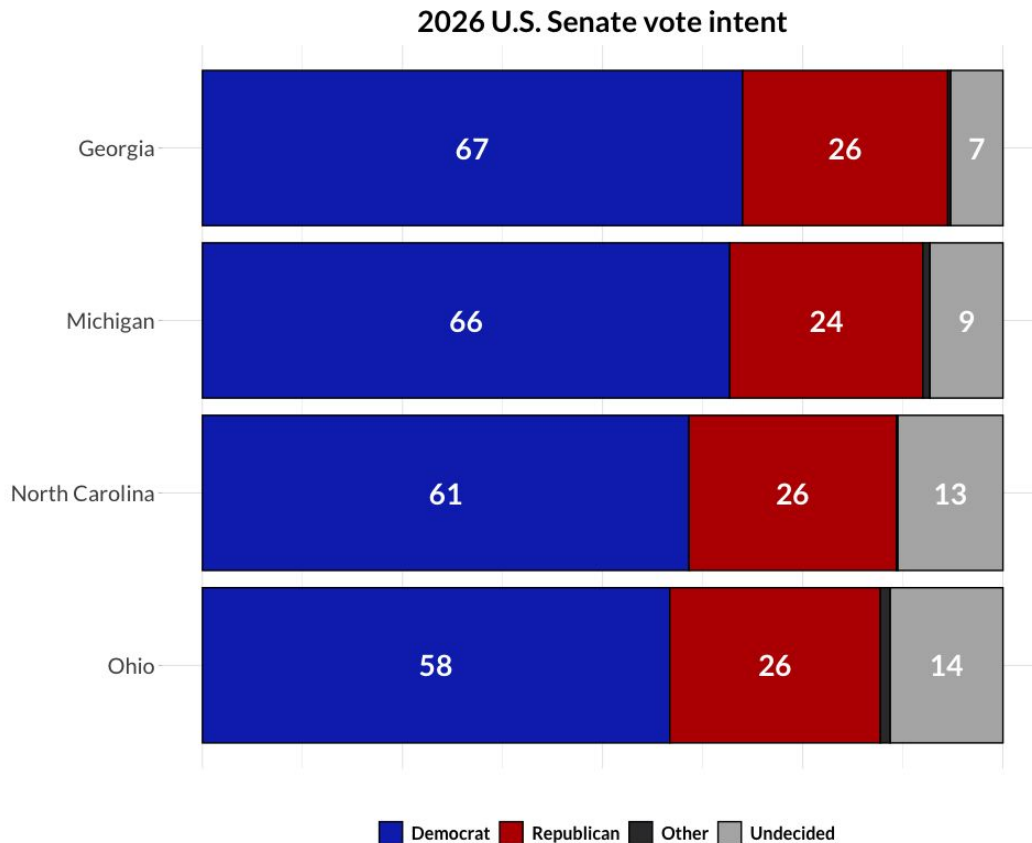
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- In Georgia and Michigan where the “undecided” share is lower, Ossoff and El-Sayed enjoy particularly strong favorability ratings

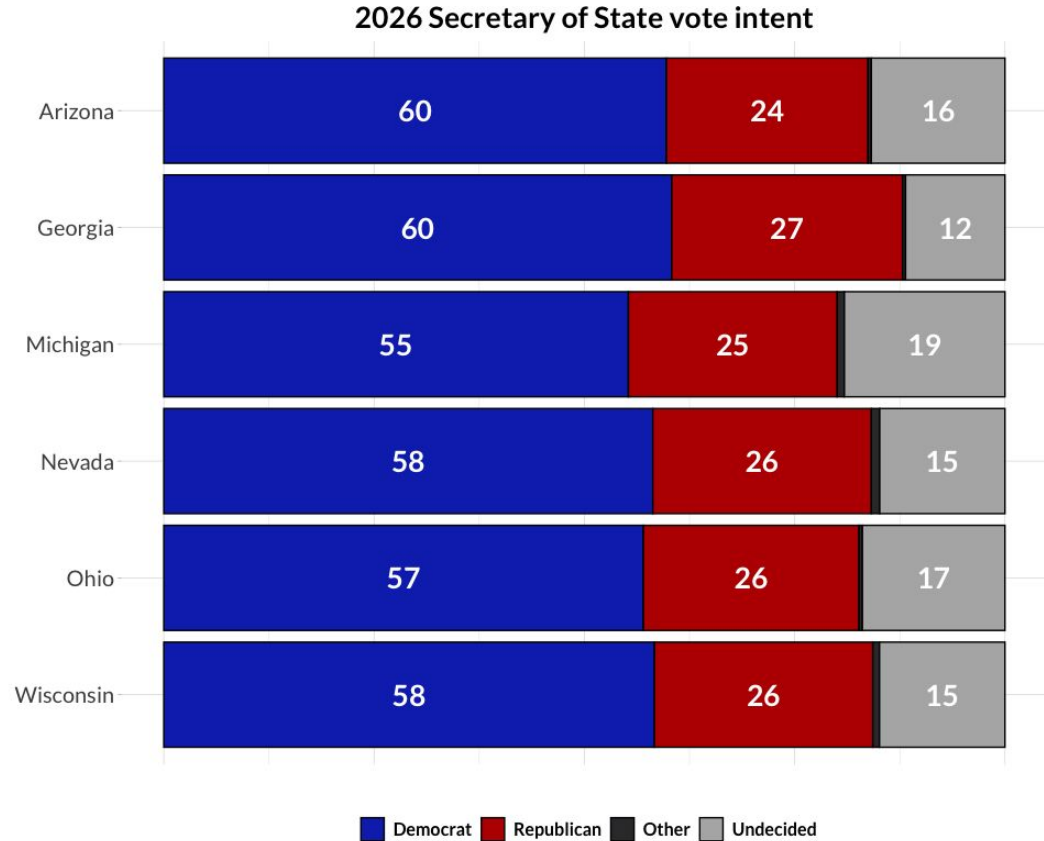
Democratic candidates ahead among young people in key Senate battlegrounds

YouGov



Young people currently lean toward the Democrats, with more undecided in key SoS races YouGov

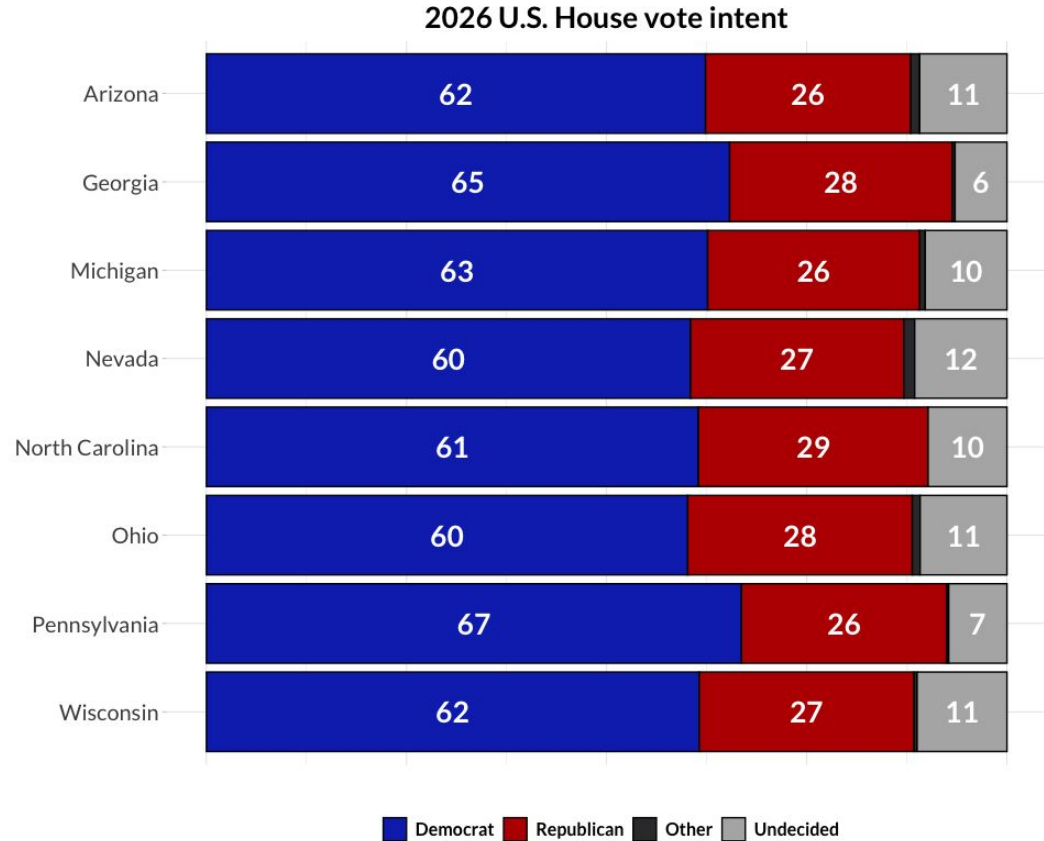
- Higher “don’t know” share consistent with lower name recognition for these candidates



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Young people support Democratic House candidates

YouGov

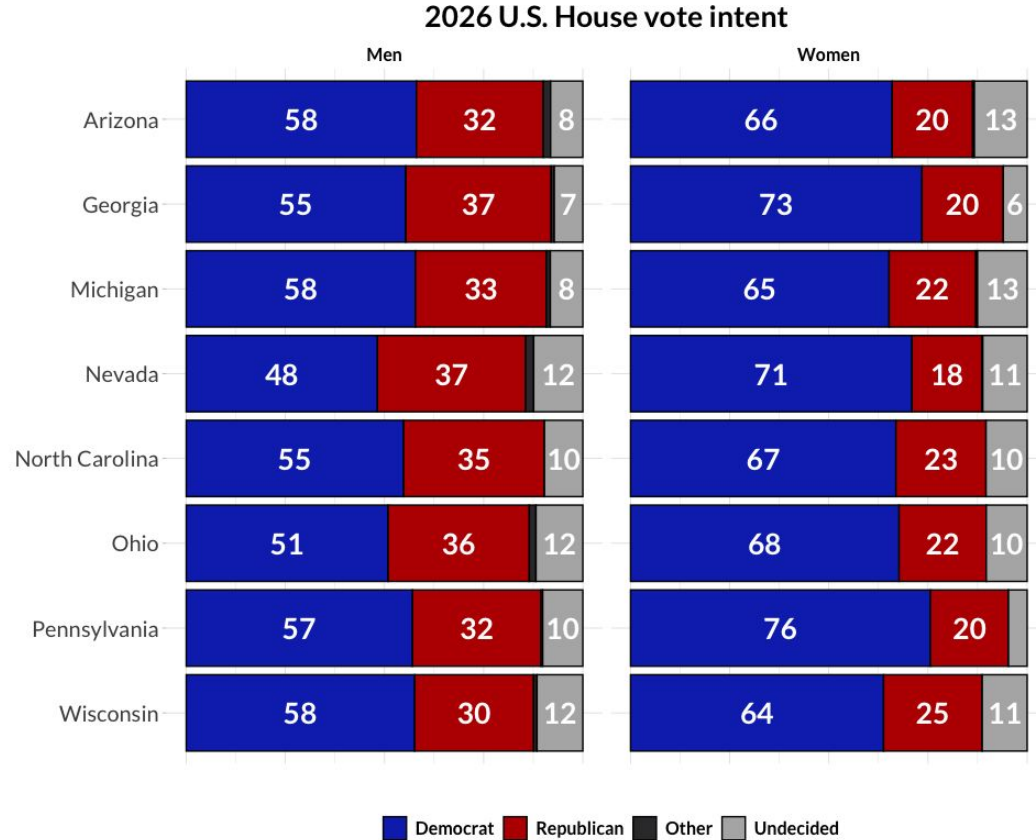


Democrats are benefiting from new voters and defections from Republicans

- Among young people who have voted Democratic in the past, about 95 percent intend to vote Democratic again
- Only about 80 percent of previous Republican voters intend to do so again
- Across states, first-time young voters break roughly 50-25-25 Democratic/Republican/undecided
 - Only about 1 percent of young voters say they intend to support a third party

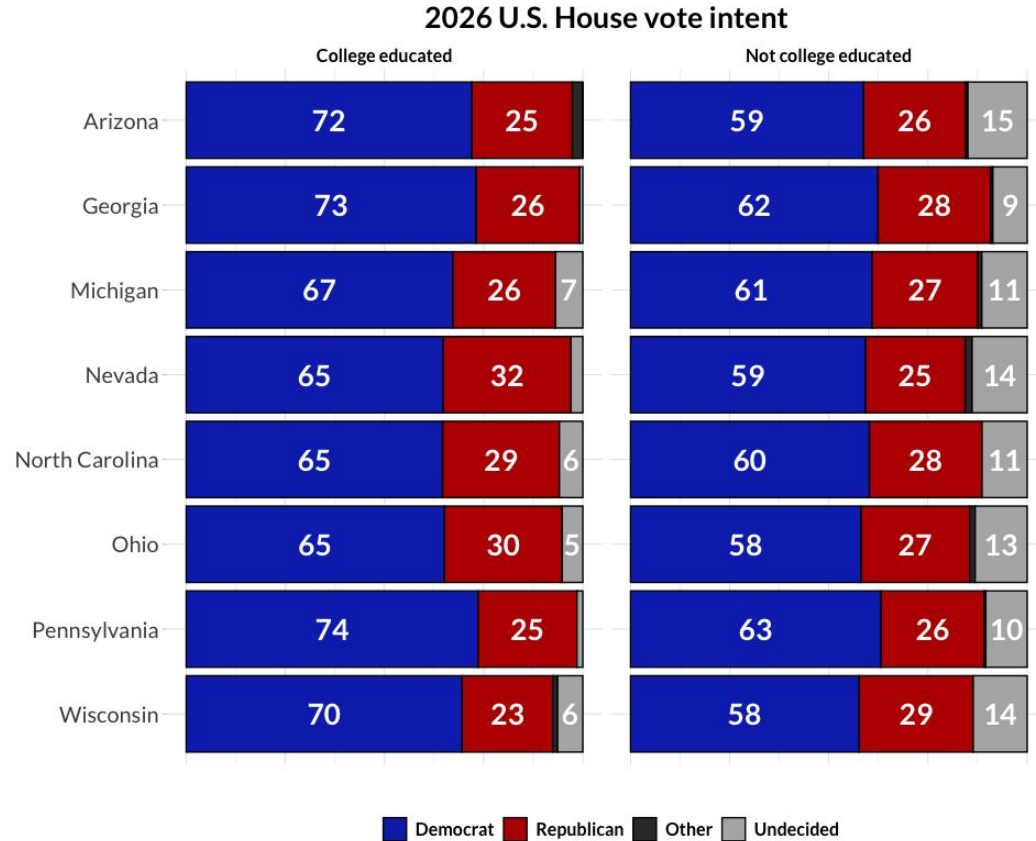
The gender gap persists, but has likely shrunk since 2024

- Voterfile analysis from Catalist suggests young men voted for Trump by about 55/45, while young women voted for Harris by about 70/30



The education gap persists

- Similar to other demographics, young voters with a college degree support Democrats at a higher rate than young voters without a degree



Democratic candidates enjoy solid favorability advantage over Republicans

- Democrats viewed favorably, Republicans unfavorably

		Governor			
		Fave	Unfave	Net	No opinion
AZ	Andy Biggs	25%	35%	-10	39%
	Katie Hobbs	57%	20%	+37	23%
GA	Rick Jackson	20%	33%	-12	47%
	Keisha Lance Bottoms	49%	17%	+32	34%
MI	John James	22%	33%	-10	45%
	Jocelyn Benson	37%	27%	+10	36%
NV	Joe Lombardo	27%	48%	-20	25%
	Aaron Ford	39%	21%	+18	40%
OH	Vivek Ramaswamy	24%	45%	-21	31%
	Amy Acton	49%	20%	+29	31%
PA	Stacy Garrity	19%	40%	-21	41%
	Josh Shapiro	61%	19%	+42	21%
WI	Tom Tiffany	21%	56%	-35	23%
	David Crowley	44%	26%	+18	30%

Democratic Senate candidates viewed favorably

- Abdul El-Sayed (MI) and Jon Ossoff (GA) viewed particularly favorably

U.S. Senate					
		Fave	Unfave	Net	No opinion
GA	Mike Collins	21%	41%	-20	38%
	Jon Ossoff	63%	15%	+49	22%
MI	Mike Rogers	24%	55%	-30	21%
	Abdul El-Sayed	59%	25%	+34	16%
NV	Jim Marchant	16%	19%	-3	65%
	Cisco Aguilar	33%	13%	+20	54%
NC	Michael Whatley	22%	38%	-16	40%
	Roy Cooper	49%	24%	+25	27%
OH	Jon Husted	18%	44%	-26	38%
	Sherrod Brown	48%	23%	+25	29%

Many young voters unsure of or unaware of SOS candidates

- “No opinion” shares high across states - this is typical for this type of race
- Across key battleground states, majorities say they are unsure of or have no opinion about SoS candidates

Secretary of State					
		Fave	Unfave	Net	No opinion
AZ	Alexander Kolodin	20%	22%	-1	58%
	Adrian Fontes	38%	13%	+25	49%
GA	Tim Fleming	21%	17%	+4	62%
	Penny Brown Reynolds	36%	12%	+24	51%
MI	Anthony Forlini	17%	14%	+3	70%
	Garlin Gilchrist II	24%	12%	+12	63%
NV	Jim Marchant	16%	19%	-3	35%
	Cisco Aguilar	33%	13%	+20	54%
OH	Robert Sprague	16%	16%	+0	68%
	Allison Russo	29%	12%	+18	59%
WI	Jay Schroeder	13%	15%	-3	72%
	JoCasta Zamarripa	23%	11%	+13	66%

Young voters do not support Donald Trump

- Trump is viewed negatively across the youth electorate
- Among *previous Trump voters* Trump's approval is about 65-35 positive-negative

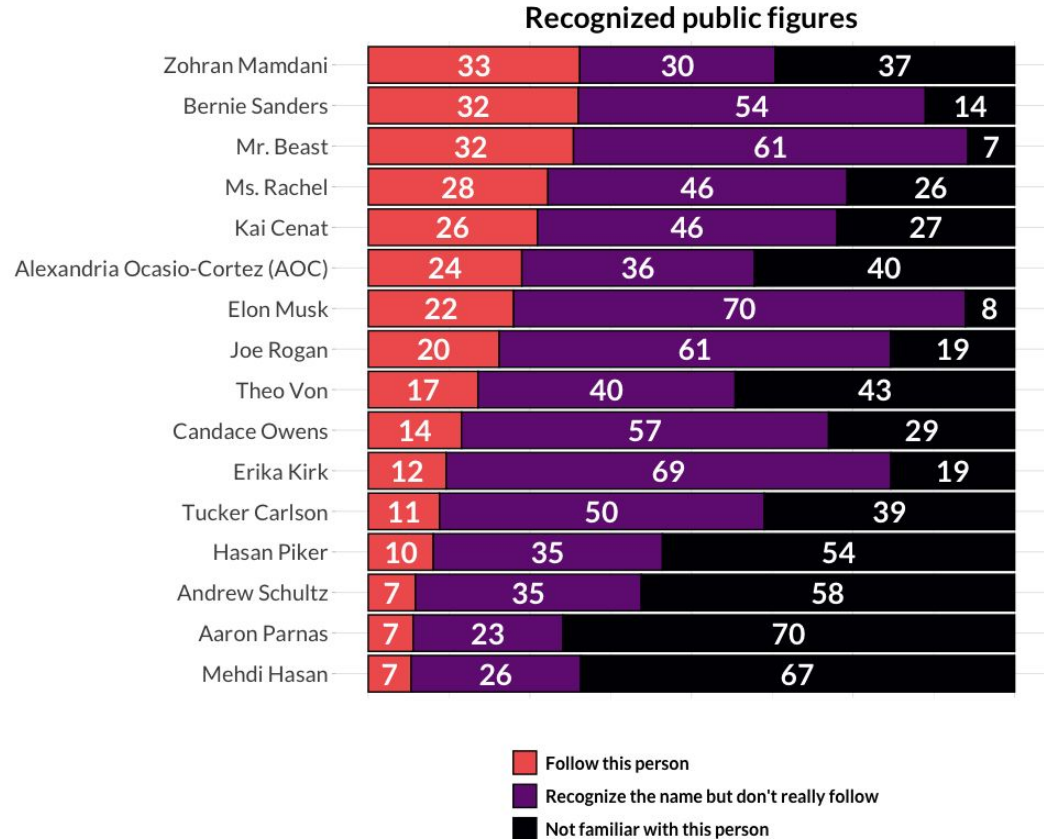
Trump				
	Fave	Unfave	Net	No opinion
AZ	20%	76%	-56%	4%
GA	25%	73%	-48%	3%
MI	19%	78%	-59%	2%
NV	20%	76%	-56%	4%
NC	22%	64%	-42%	5%
OH	22%	74%	-52%	4%
PA	17%	81%	-64%	2%
WI	18%	76%	-58%	5%

Other key favorability results

- Individual candidates generally viewed more favorably than their overall party brand
 - Democratic Senate candidates are viewed about 20pp more favorably than “the Democratic Party”
 - Democratic Gubernatorial candidates and SoS candidates typically viewed 5-10pp more favorably, with lower name recognition than Senate candidates
 - Generally similar results for GOP candidates
- Across states, the Democratic Party is viewed favorably (about 55/35/20 Favorable/Unfavorable/No opinion across states) and the Republican Party is viewed negatively (about 20/60/20 Favorable/Unfavorable/No opinion across states)
- The DSA is viewed about as favorably as the Democratic Party across states, and “The Make America Healthy Again (MAHA) Movement” is viewed about 30pp more favorably than the Republican Party

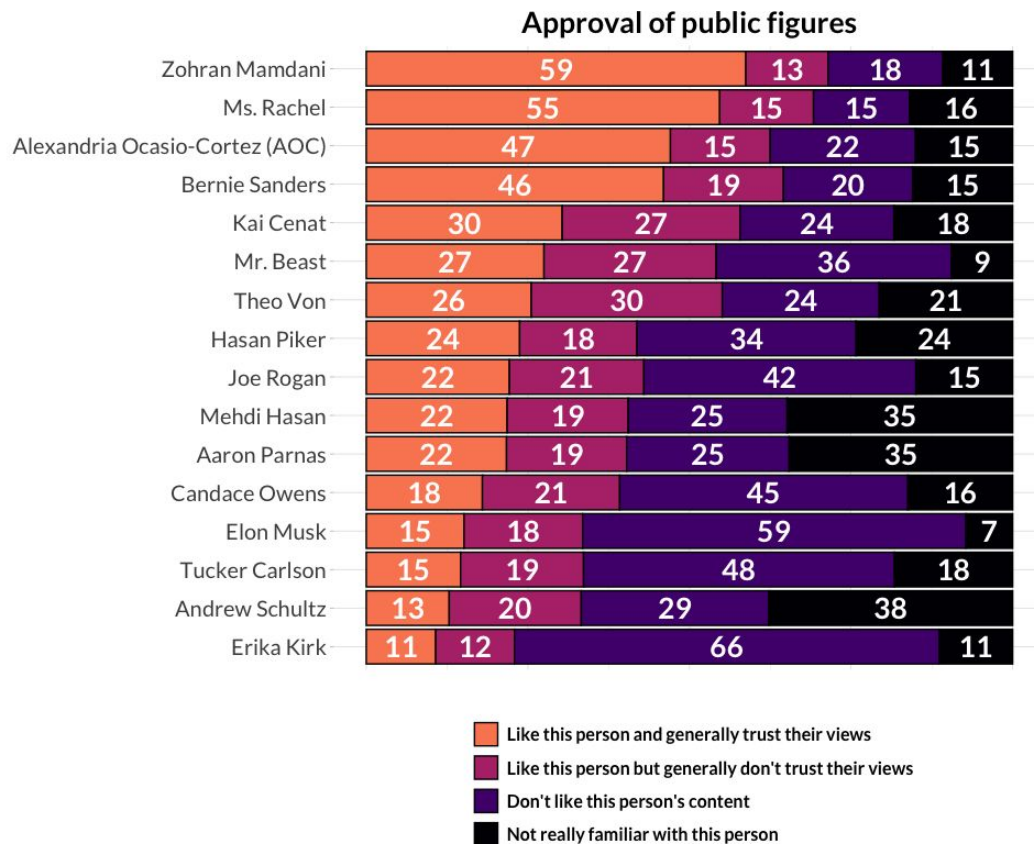
- Majorities of young voters recognize or follow Zohran Mamdani, Bernie Sanders, AOC, and others

Several key figures are widely recognized across the youth electorate...



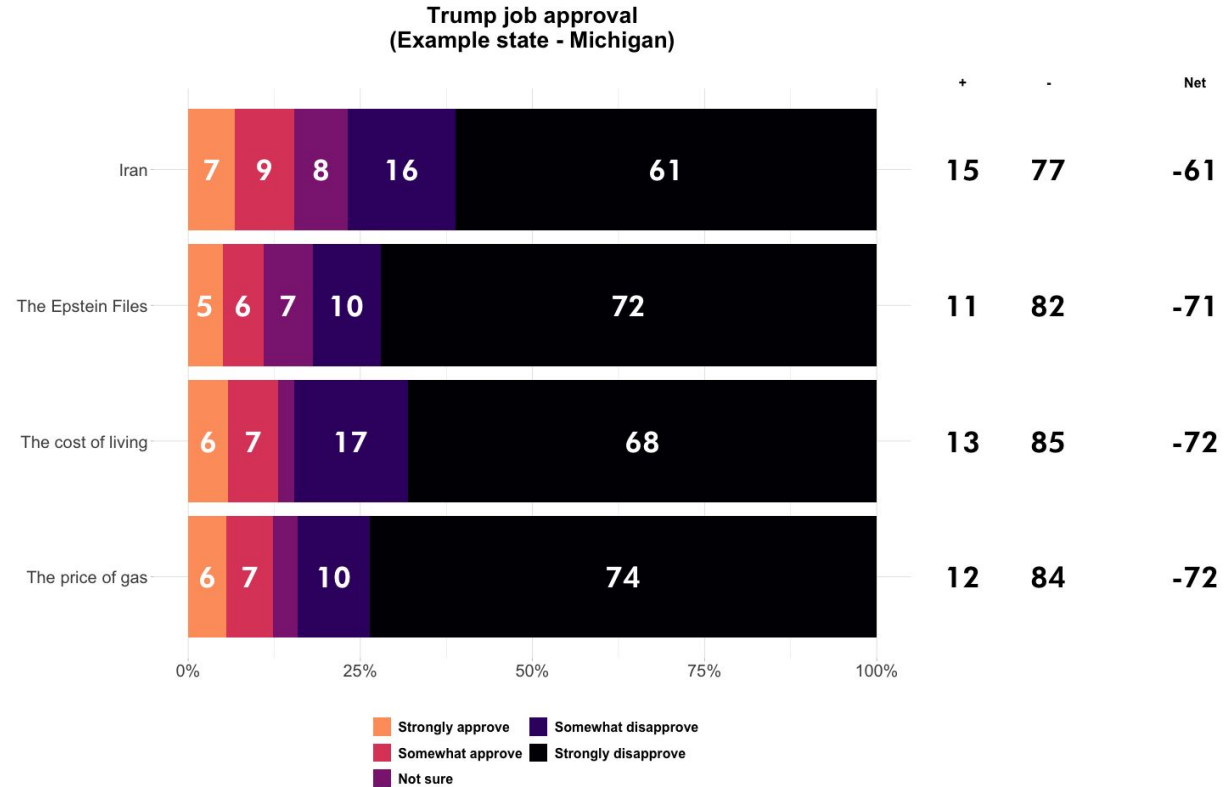
...But just because you recognize someone doesn't mean you like them

- Recognition/name ID of several key figures much higher than their general approval



- Trump underwater across the economy, foreign policy, corruption scandals

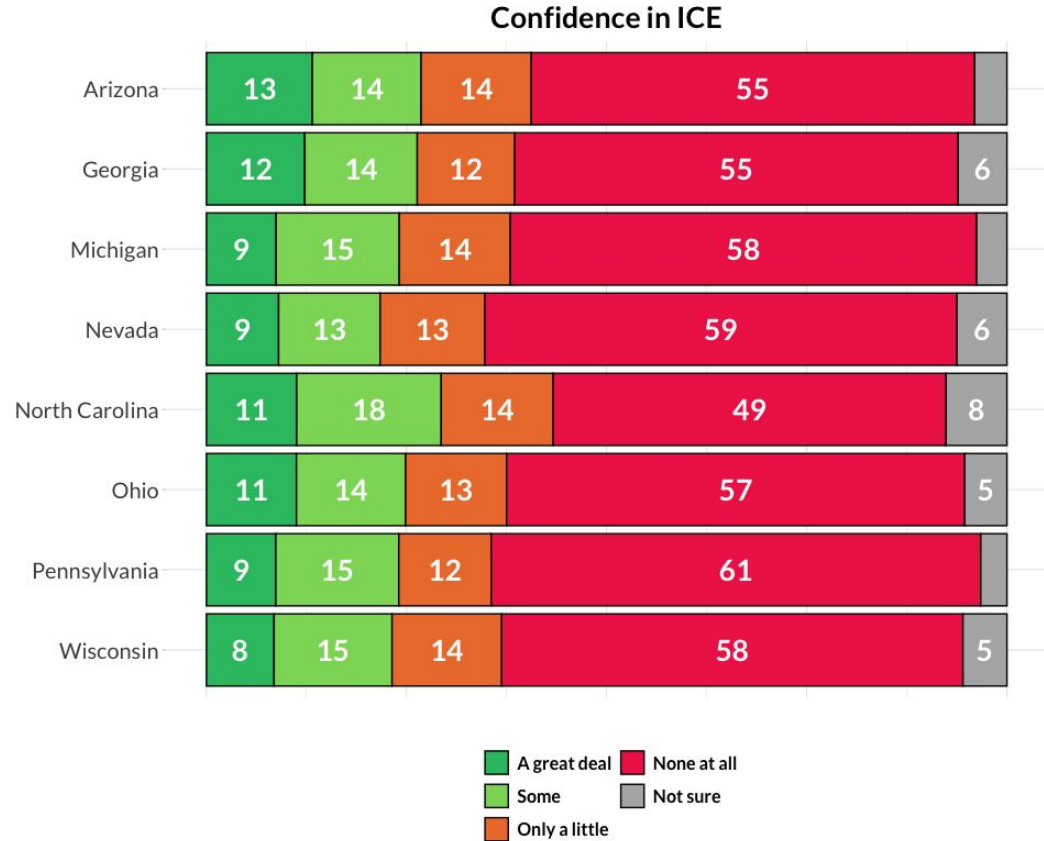
Trump viewed negatively on key issues



Do you approve or disapprove of the way Donald Trump is handling the following issues?

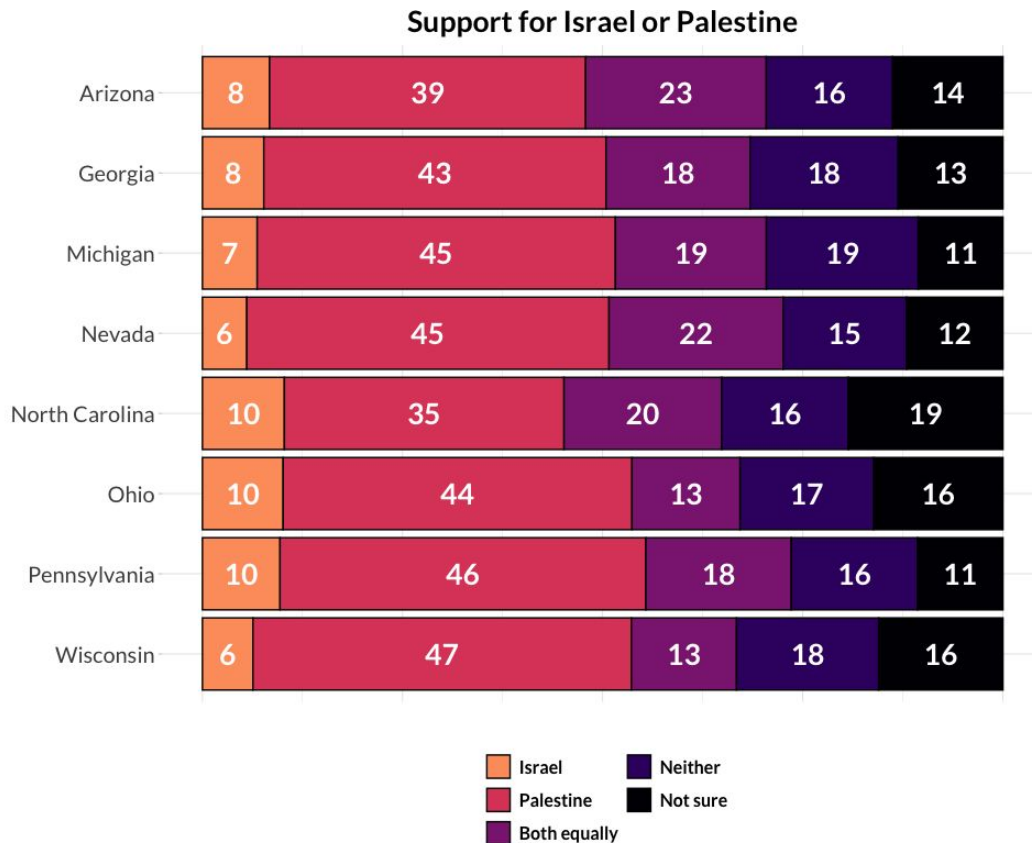
Young people view ICE negatively

- Majorities of young voters across key states report having no confidence at all in ICE



- About 10 percent of young people list “Israel and Gaza” as one of their top concerns

While Israel/Palestine is not a top concern for young people, young people support Palestine over Israel



Conclusion

- Significant shares of young voters across key battleground states are about to vote for the first time
 - Those who feel more prepared to vote are driving surge in young voter enthusiasm, while those who feel less prepared are also less likely to vote
- These voters lean heavily toward Democratic candidates across the ticket, with their top issues related to the economy and political corruption
 - Within this electorate, the gender and education gap seen in previous generations persists, though the gender gap is currently on track to be smaller than 2024
- Young voters are paying attention to a wide variety of influential political figures, with Zohran Mamdani and Bernie Sanders enjoying high name recognition and trust, and Jon Ossoff and Abdul El-Sayed enjoying strong favorability numbers within their respective states
- Young voters disapprove of the current administration across the board, feeling negatively about Trump's handling of key issues