



**NSHSS**

Be Honored. Be More.

# NSHSS Why Vote Survey

August 29, 2024





## Who Qualified for the Survey?

The results in this report are from an online survey of 1,680 respondents that was fielded from August 9 to 29, 2024.

The responses were not weighted.





# Highlights

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## Voting Age

Age Range

98% = 18-34 (98%) + 35-44 (<1%)

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## Voter Registration

Are you currently registered to vote for the state you live in?

Yes (75%), No (25%)

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## Voting Intent

Do you plan to vote in the Presidential Election on Tuesday, November 5th?

Yes (83%), No (17%)

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## Voting Impact and Information

Which is the primary way you feel about the upcoming election?

55% Optimistic = Very optimistic (13%) + Somewhat optimistic (19%) + Slightly optimistic (23%)

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## Voting Education

To what degree do you think your high school courses have prepared you to make informed decisions about voting?

40% = Excellent (16%) + Good (24%)

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## Presidential Selection

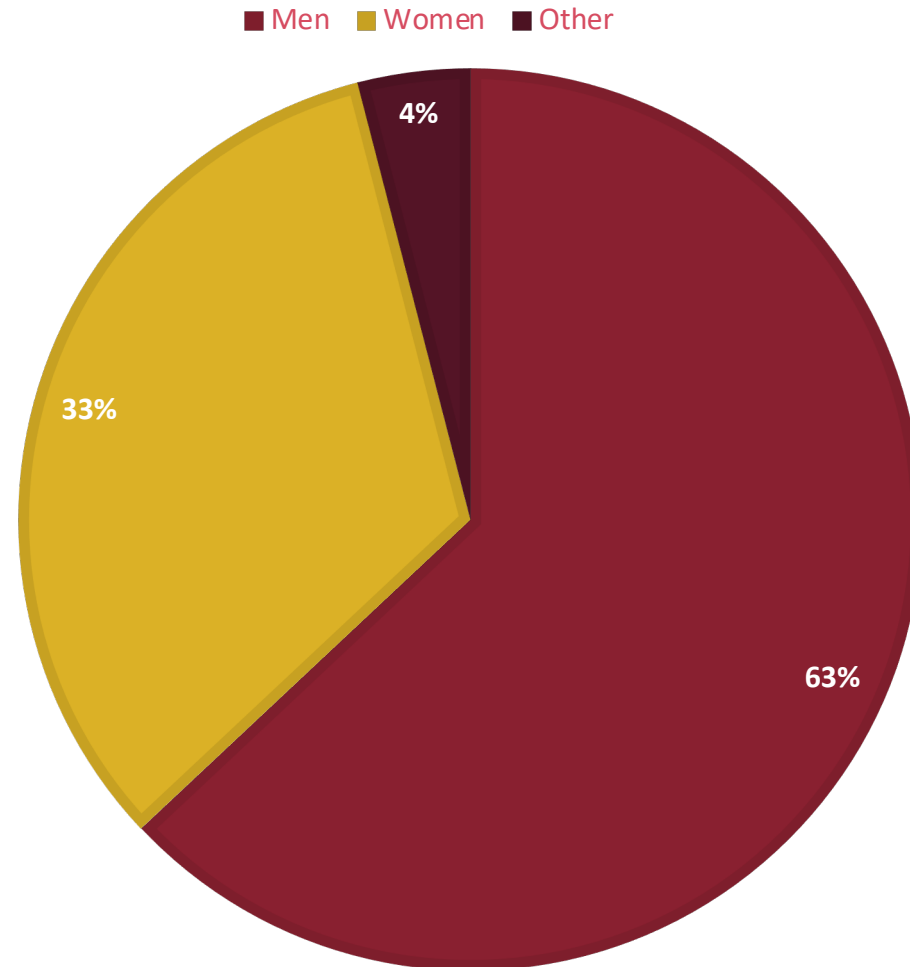
How old do you think is too old to run for President?

30% = 80 and older (20%) + No age is too old to run for President (10%)

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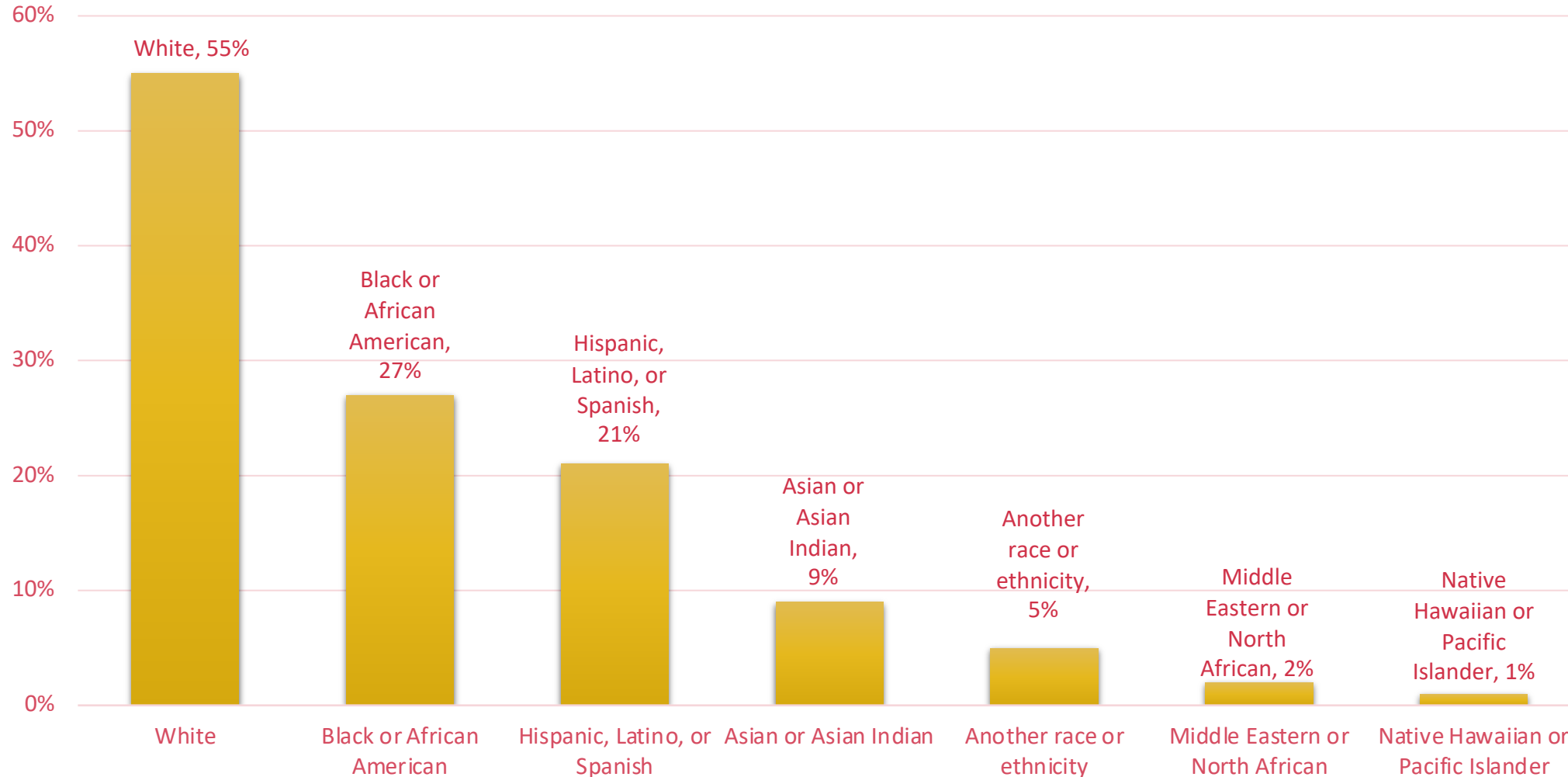


# Demographics - Gender





# Demographics - Race or Ethnicity





# Demographics - Age

## *Age:*

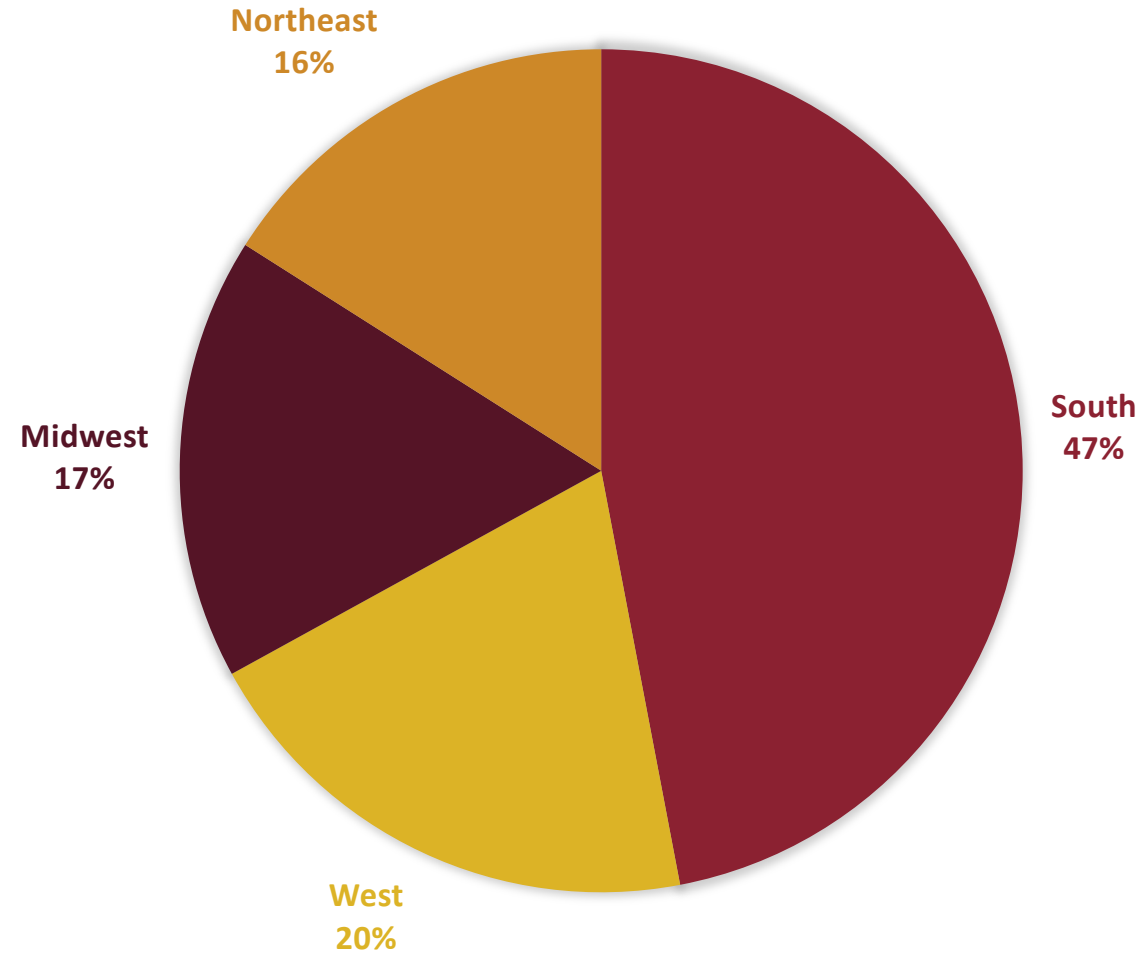
18-34 (98%)  
35-44 (<1%)  
45-54 (1%)  
55-64 (1%)  
65+ (<1%)

## *Generation:*

GenZ (96%)  
Millennials (2%)  
Generation X (2%)  
Baby Boomers (<1%)  
Silent Generation (<1%)

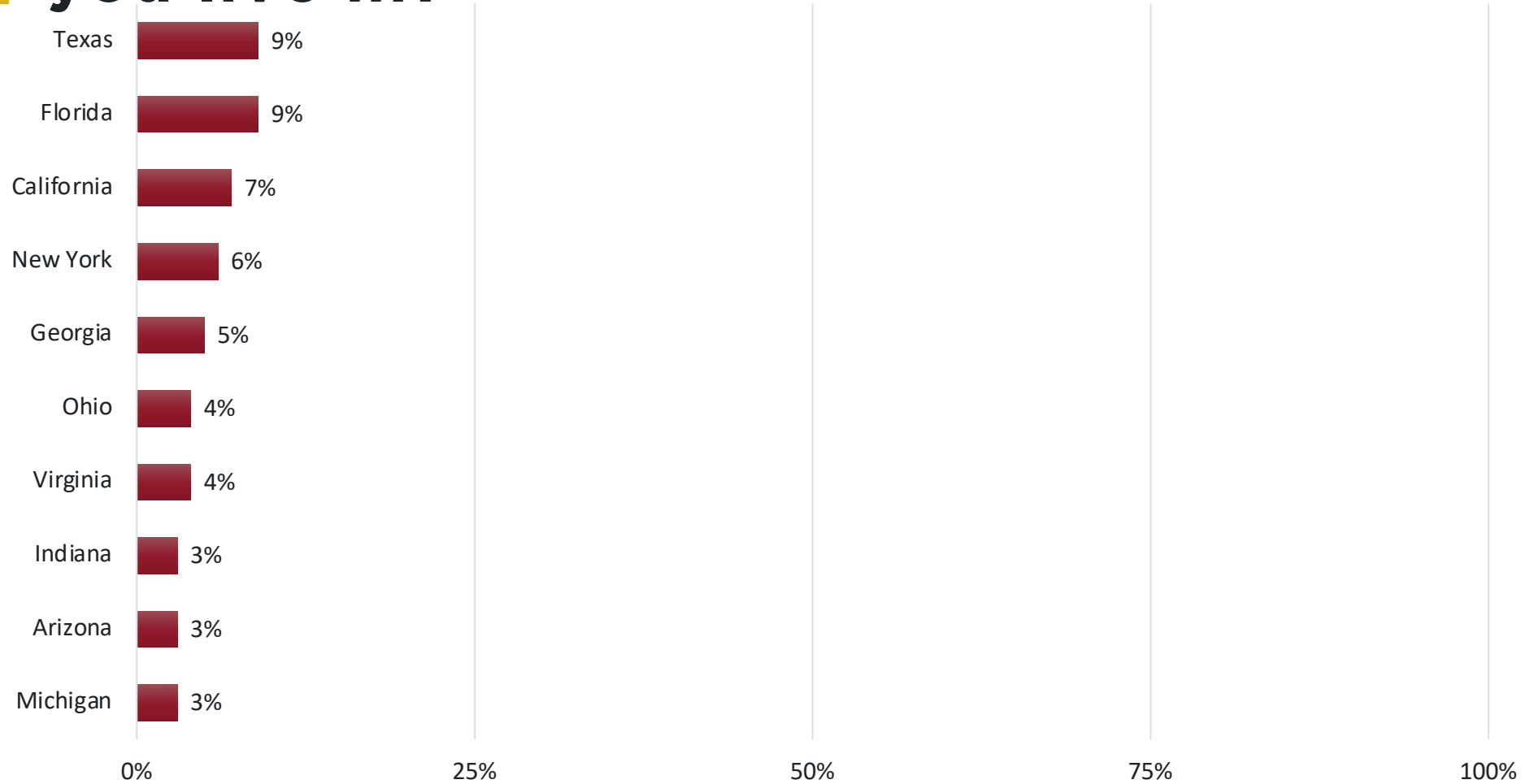


# Demographics - Census Area





# Demographics - Location What state do you live in?



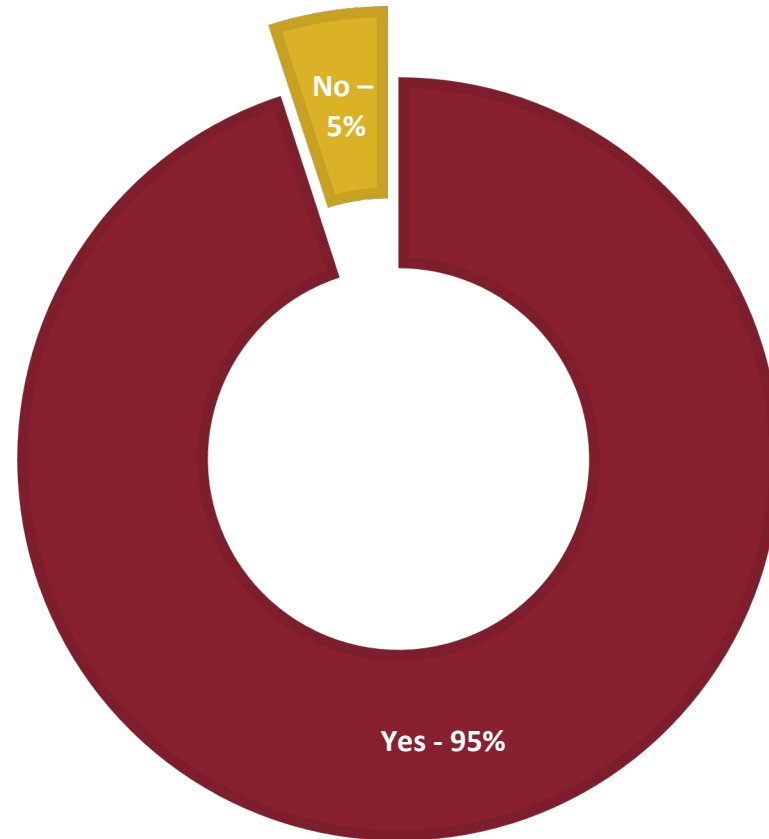
Base: 1,673 (>99% of respondents) Showing only the top 10 most selected options





# Demographics - Voting Age

*OLD ENOUGH TO VOTE?*

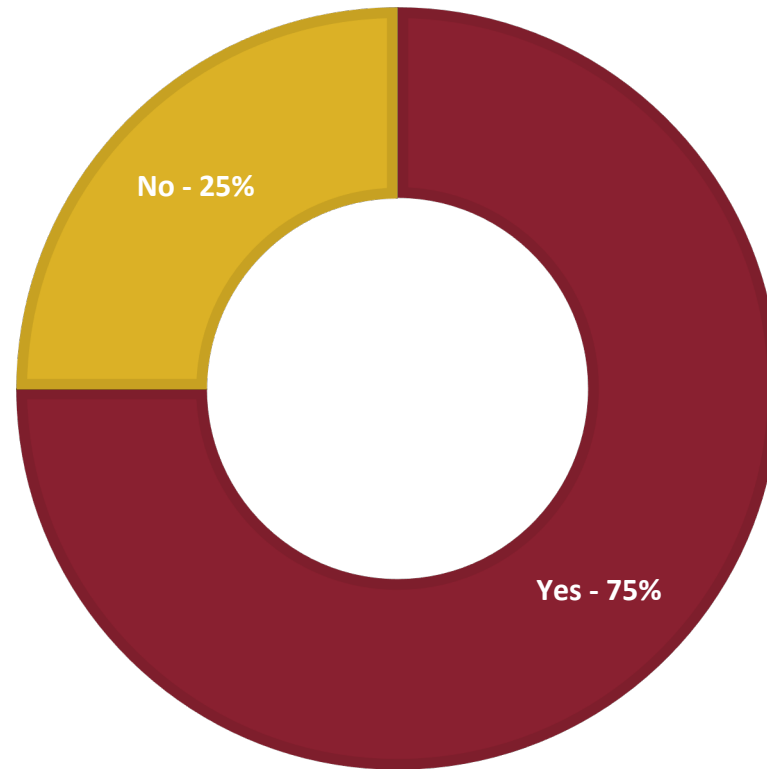


Base: 1,677 (>99% of respondents)



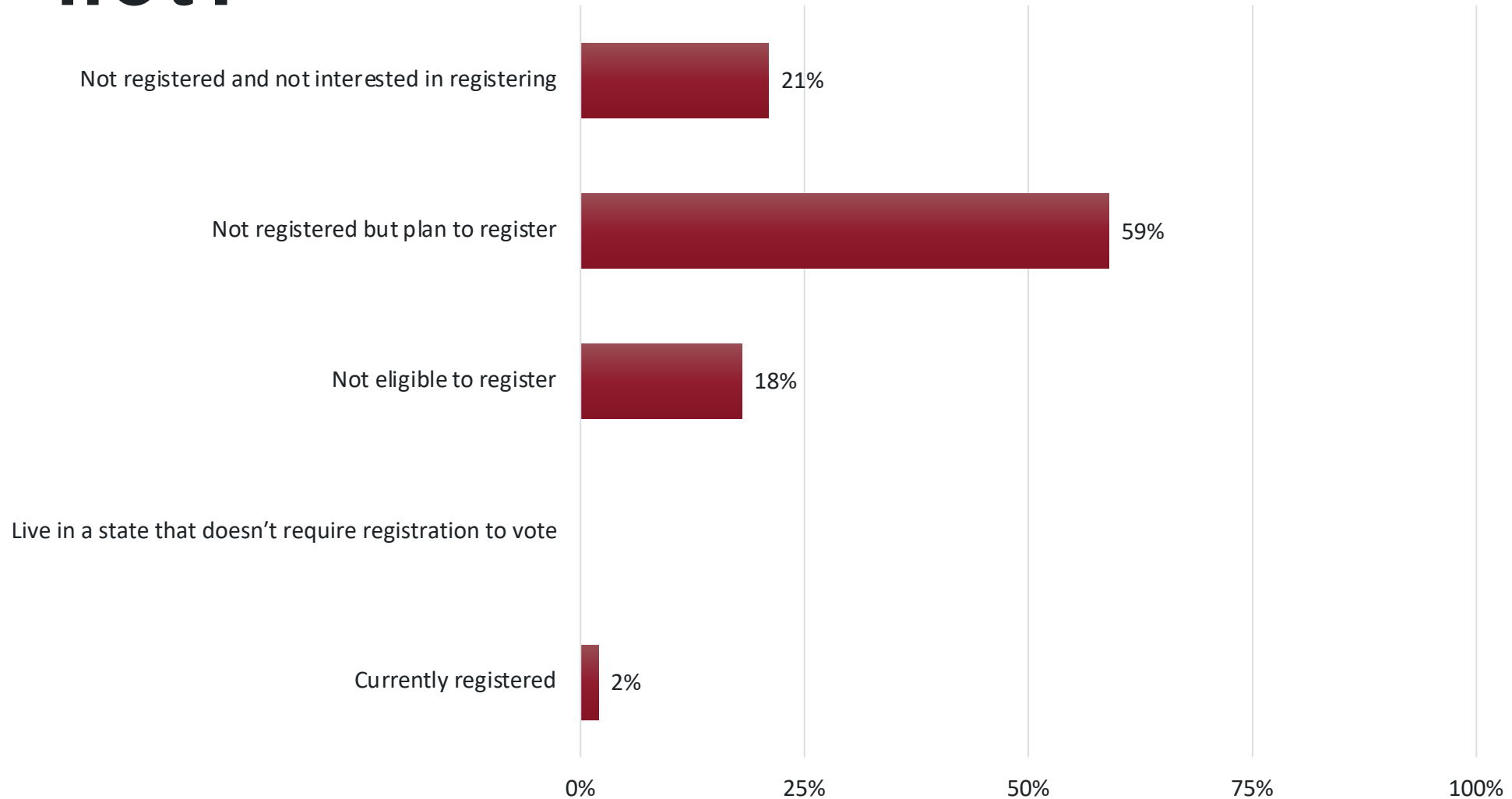
# Demographics - Voter Registration

ARE YOU REGISTERED TO VOTE?





# If not registered to vote, why not?

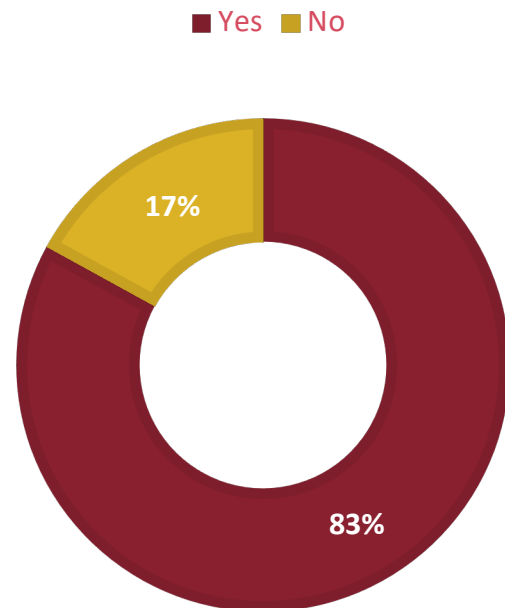


Base: 355 (21% of respondents)



# Voting Intent

**DO YOU PLAN TO VOTE IN THE  
PRESIDENTIAL ELECTION ON  
TUESDAY, NOVEMBER 5TH?**



***If no, why not?***

Top 3 — I don't like any of the candidates (31%), I'm not registered to vote (27%), I don't think my vote will make a difference (17%)

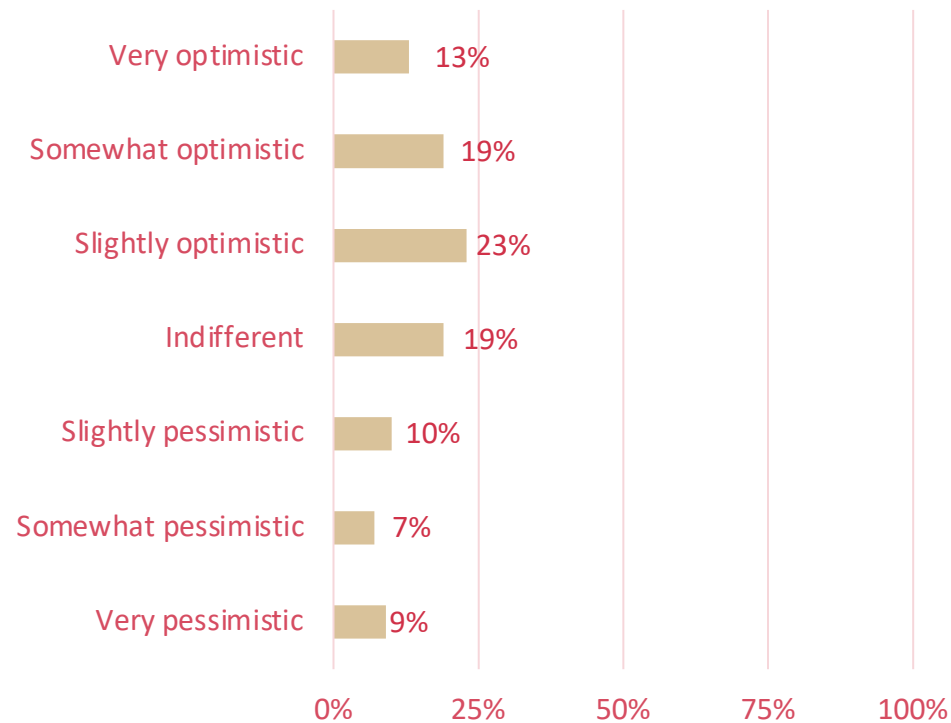
***To what degree do you think your vote in the Presidential election will make a difference?***

46% = Essential (25%) + Significant (21%)

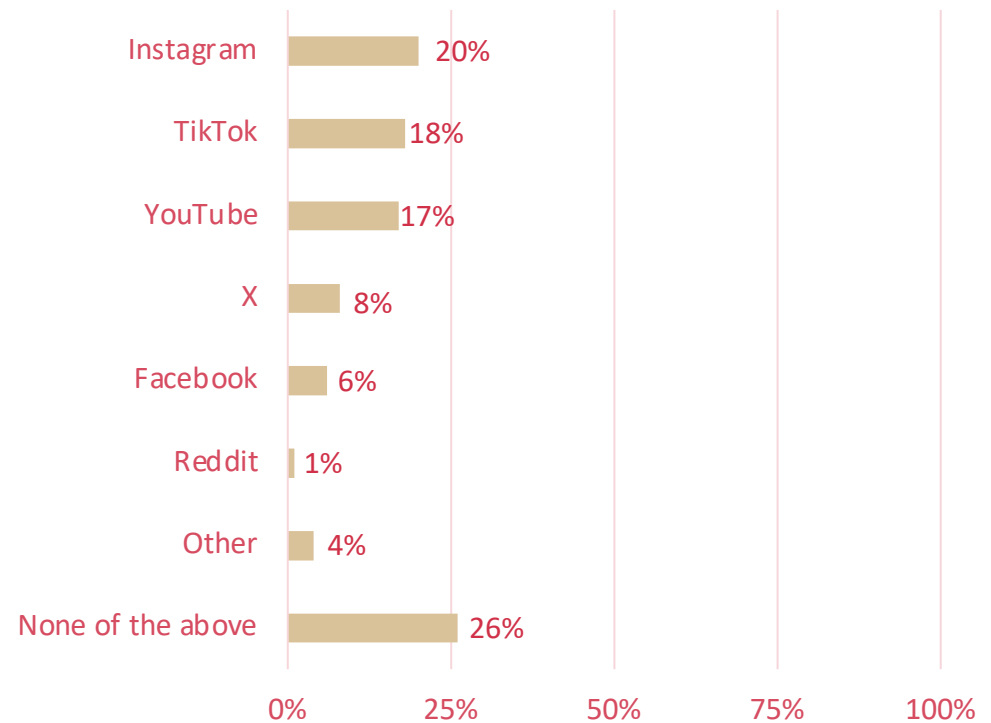


# Voting Impact and Information

*Which is the primary way you feel about the upcoming election?*



*Of these primary social media platforms, which one do you use the most to get news?*

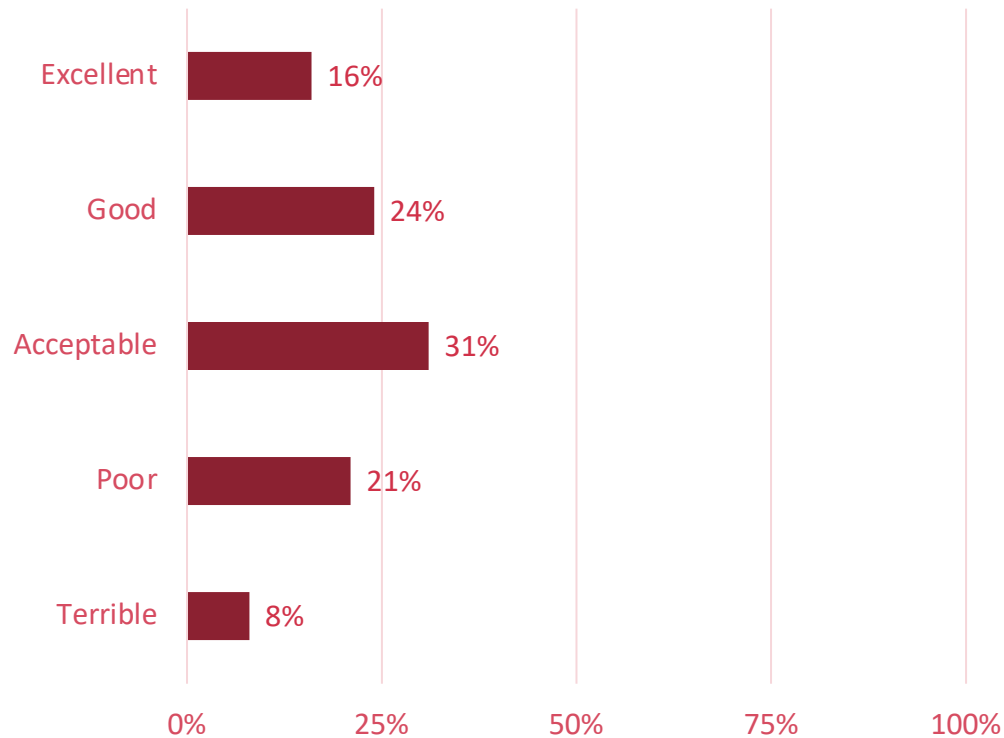


Base: 1,627 (97% of respondents)



# Voting Education

*To what degree do you think your high school courses have prepared you to make informed decisions about voting?*



*Have you participated in any voter education initiatives at your school or within your community?*

No (72%)  
Yes (28%)

*If no, why not?*

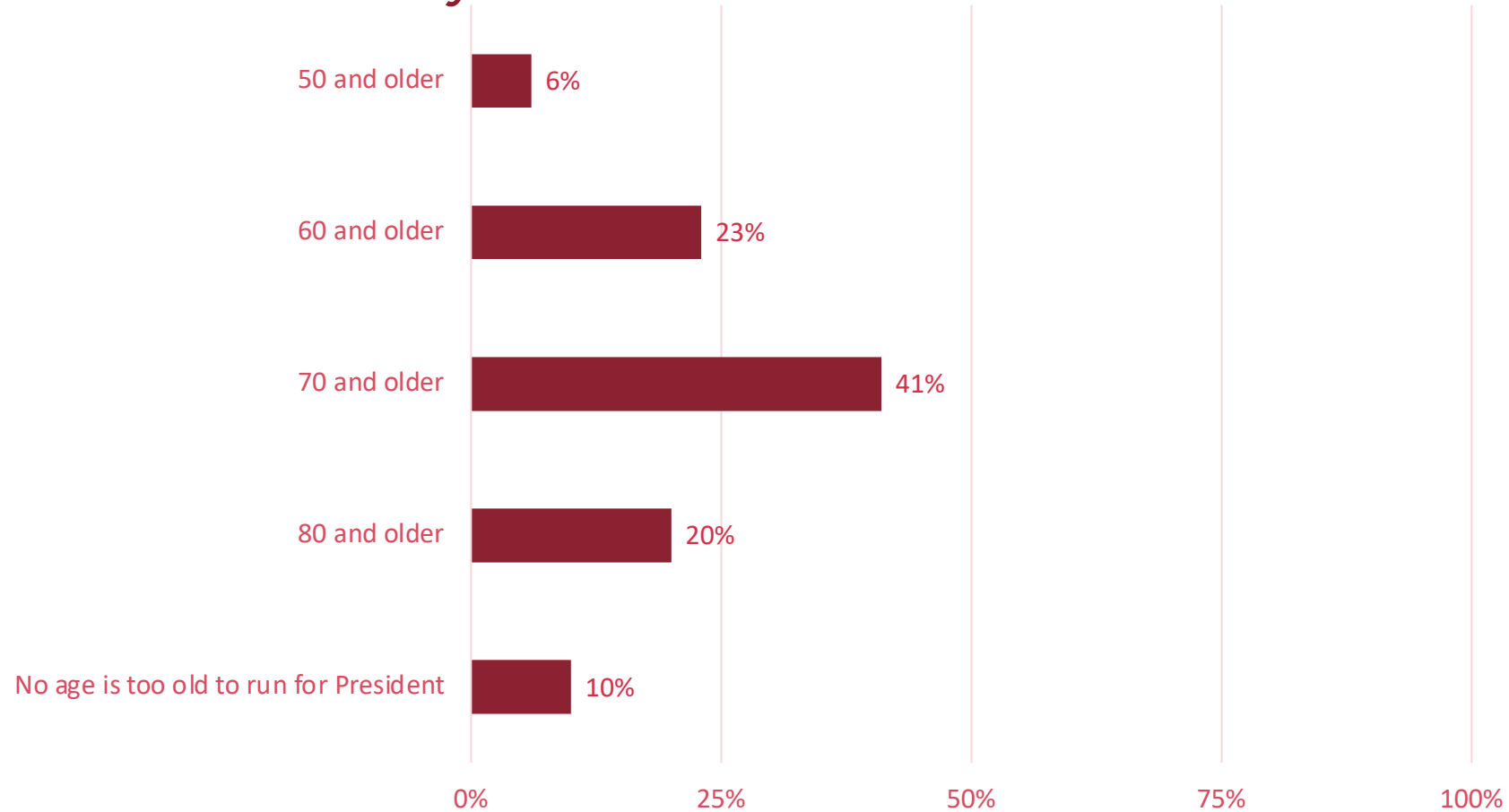
I'm not aware of any (80%)  
I don't think I need any education (10%)  
The ones I've attended in the past haven't been helpful (5%)  
Other (5%)





# Presidential Selection

*How old do you think is too old to run for President?*



Base: 1,599 (95% of respondents)



# Presidential Selection

*Within the context of this election, please rank the following issues that matter the most to you.*

Ranked

#1 Economy

#2 Healthcare

#3 Women's rights

#4 Environment

#5 Gun control

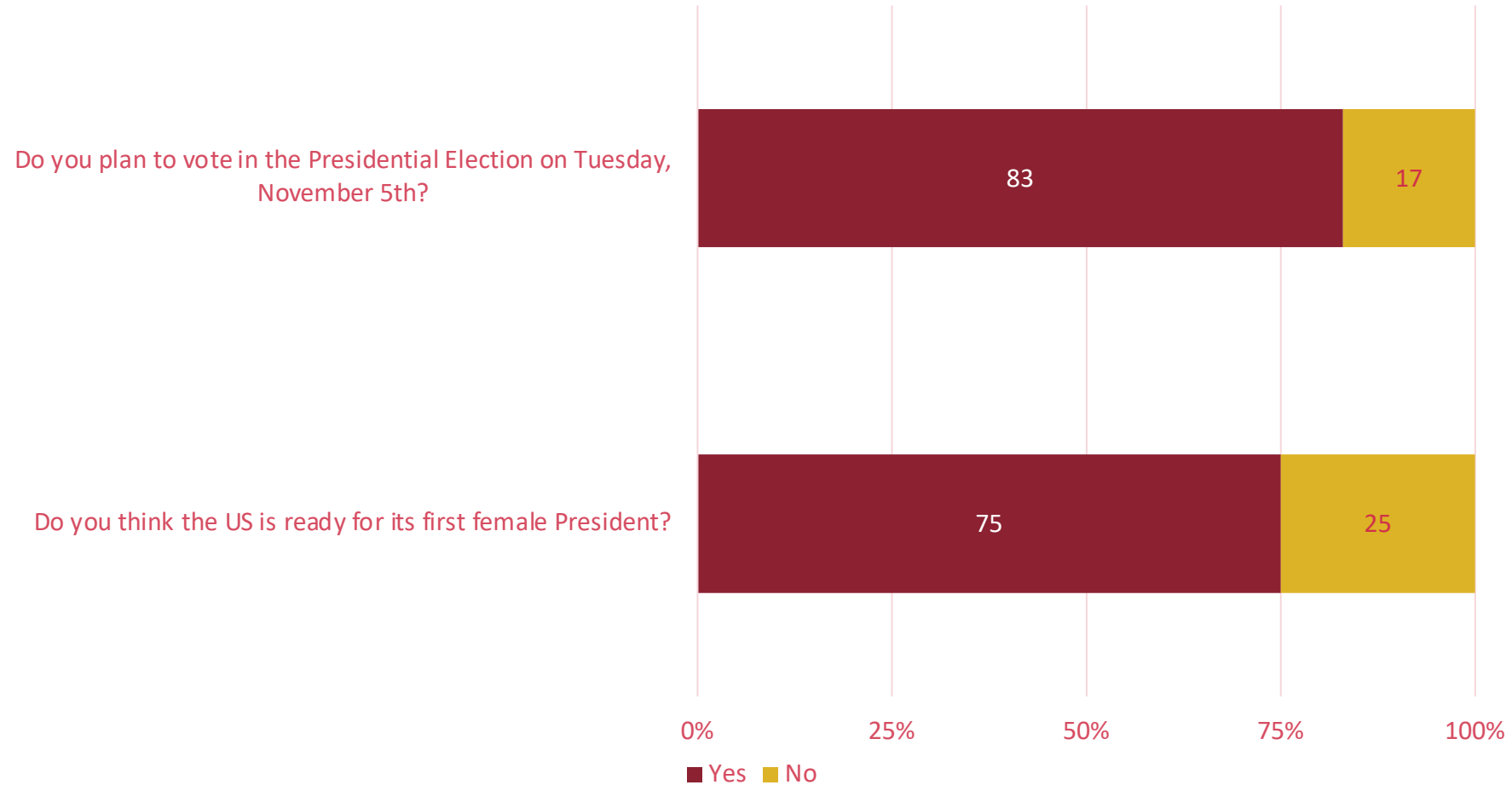
#6 Immigration

#7 International affairs

#8 LGBTQ+ rights



# Yes/No Questions?

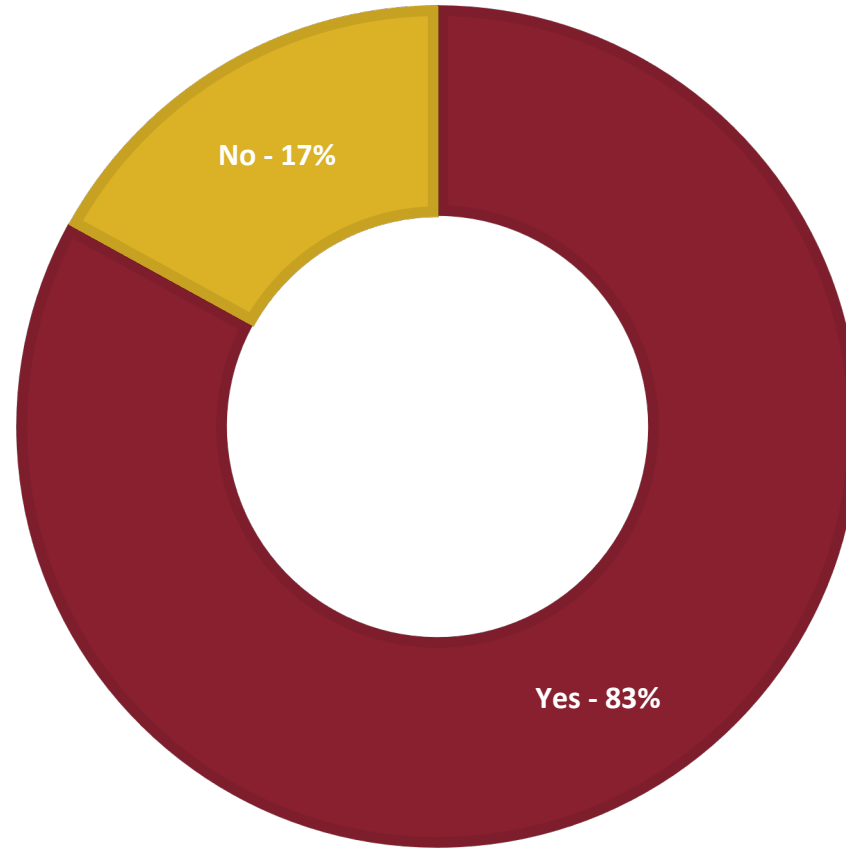




# Detailed Results



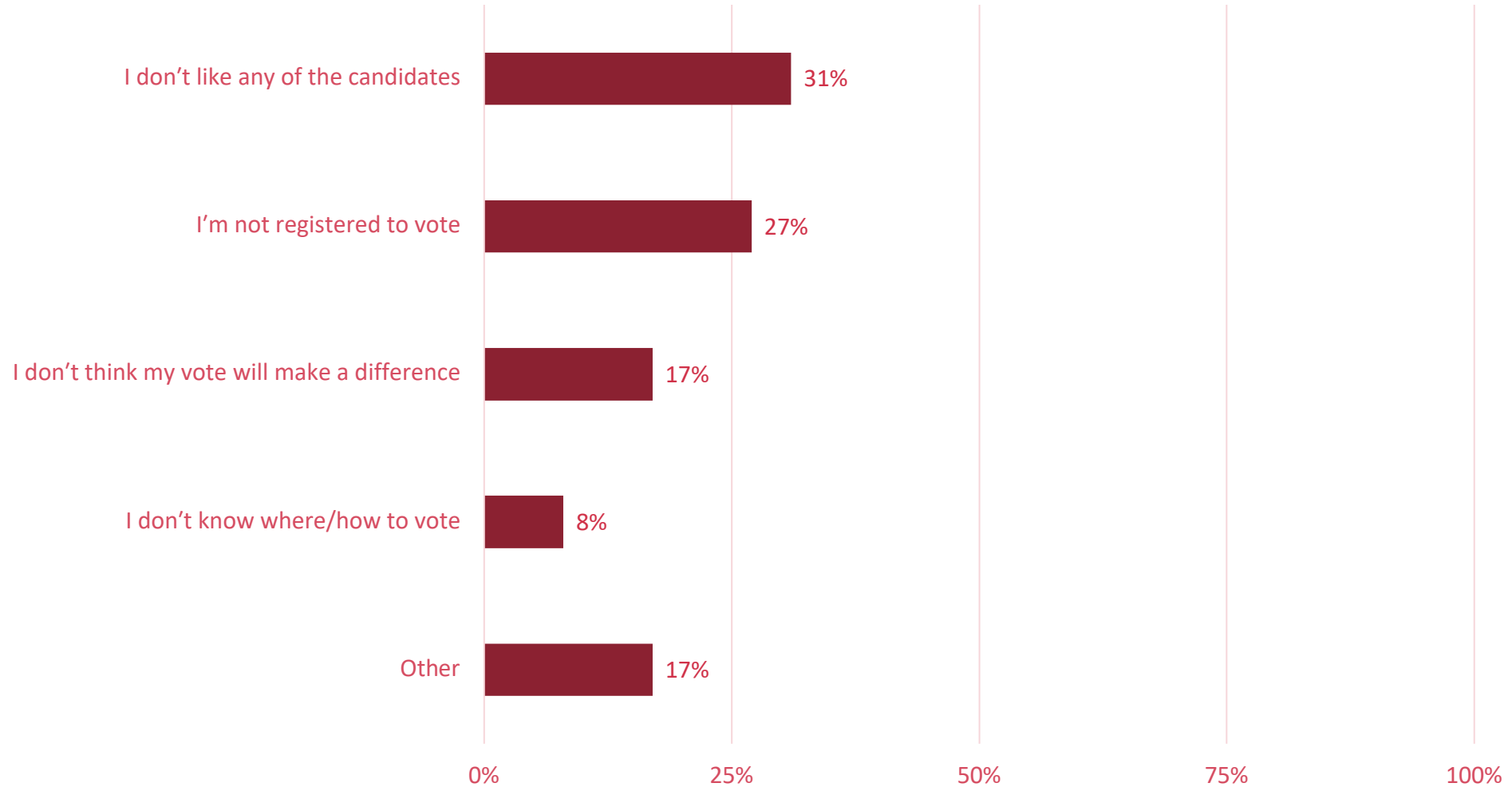
# Do you plan to vote in the Presidential Election on Tuesday, November 5th?



Base: 1,557 (93% of respondents)



# If no, why not?

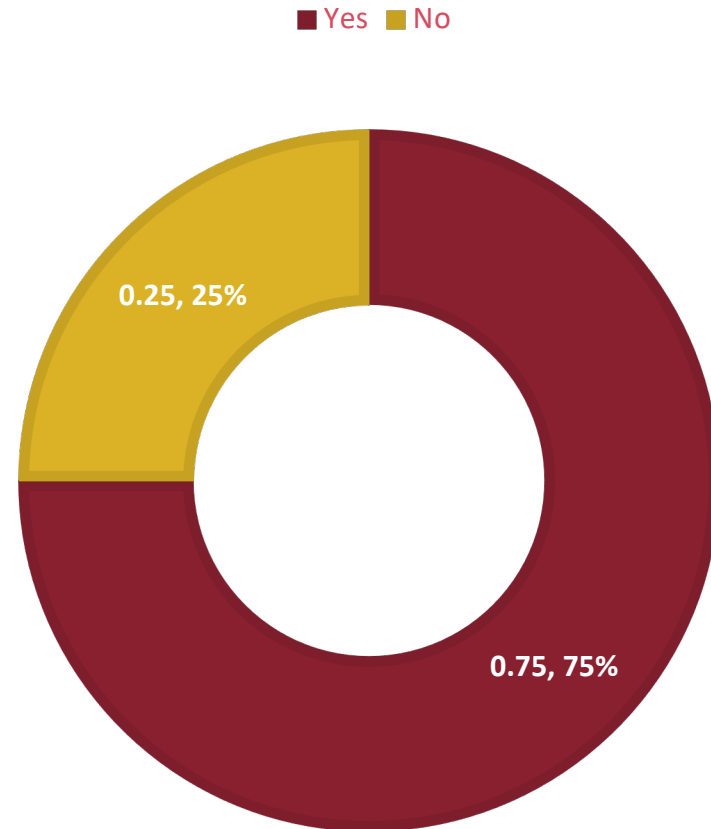


Base: 263 (16% of respondents)





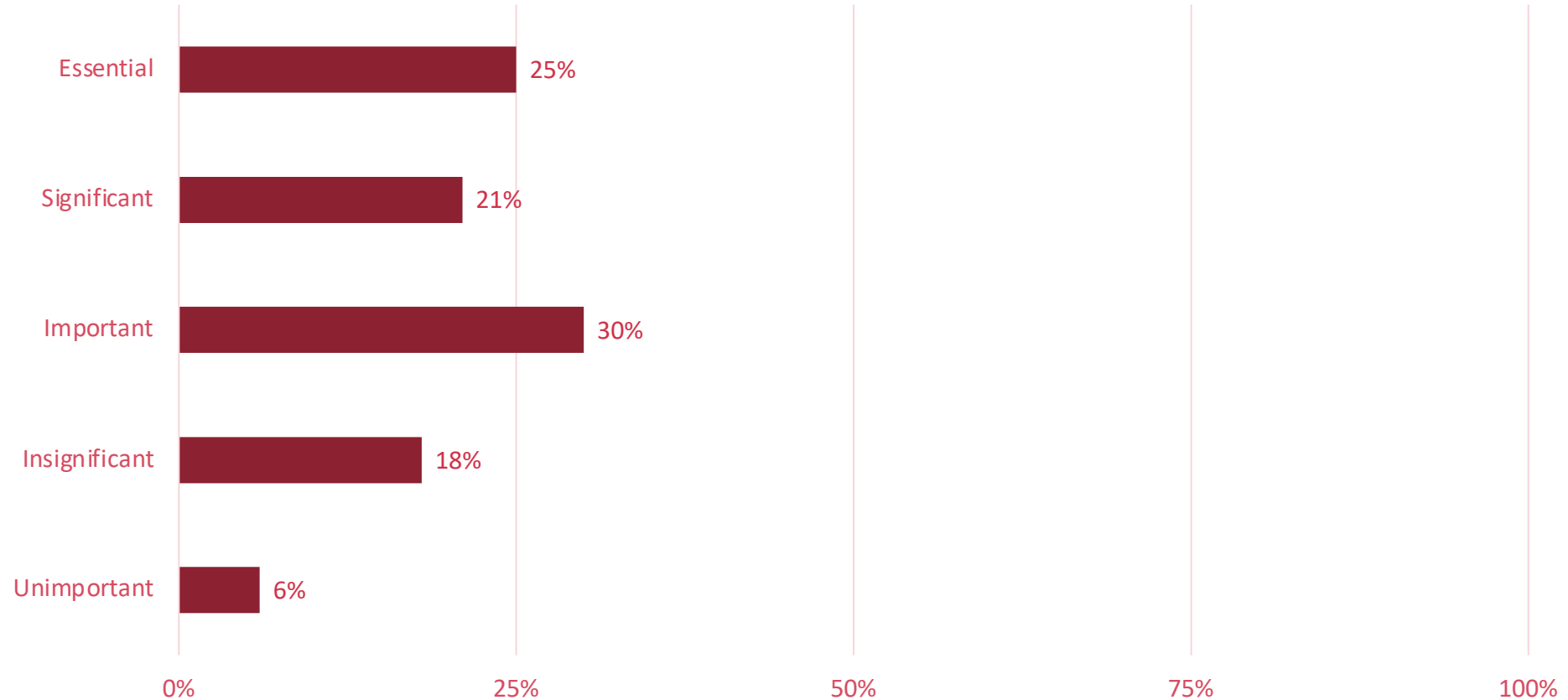
# Presidential Selection - Do you think the US is ready for it's first female president?



Base: 1,599 (95% of respondents)



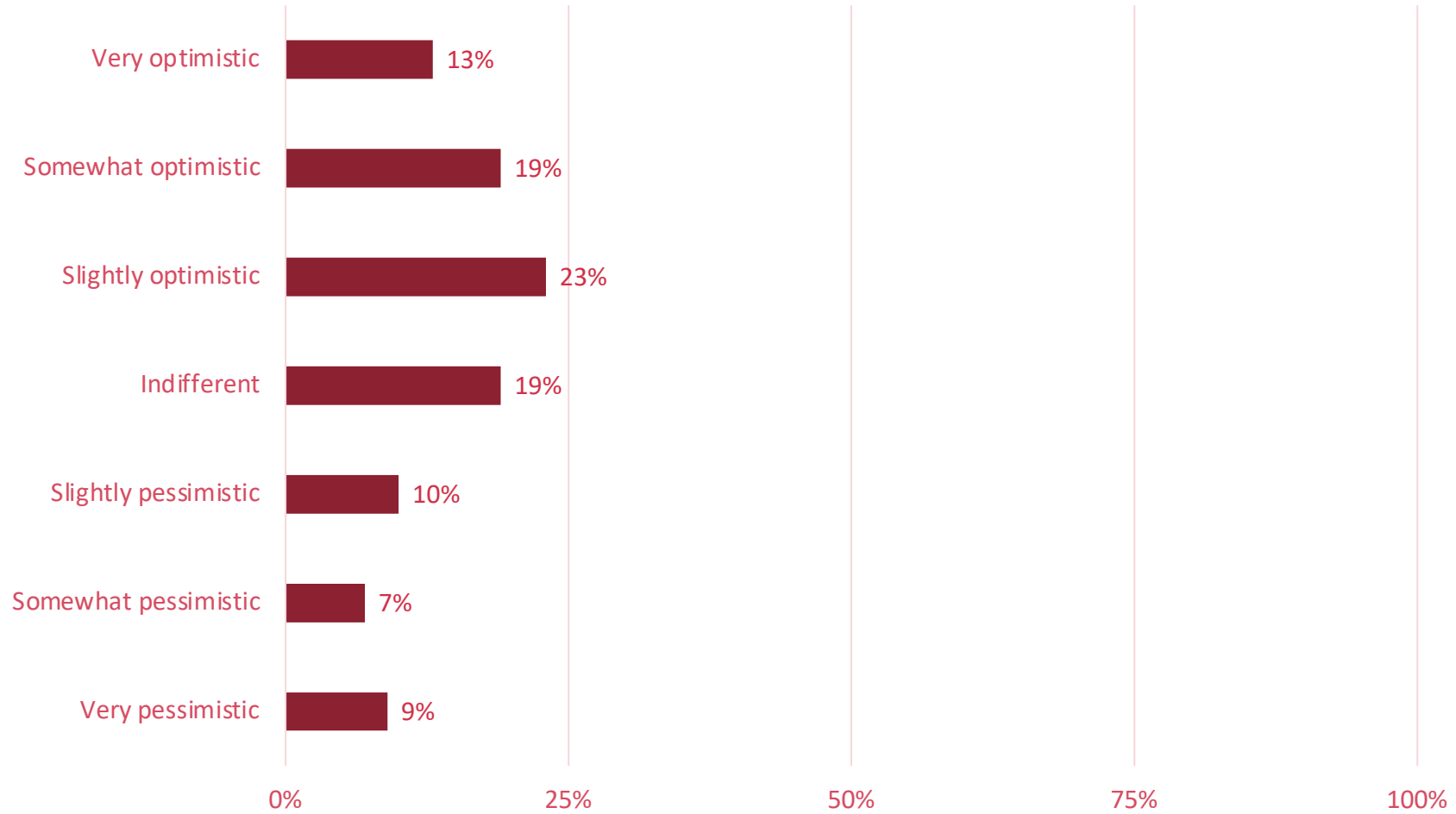
# To what degree do you think your vote in the Presidential election will make a difference?



Base: 1,556 (93% of respondents)



# Which is the primary way you feel about the upcoming election?



Base: 1,627 (97% of respondents)



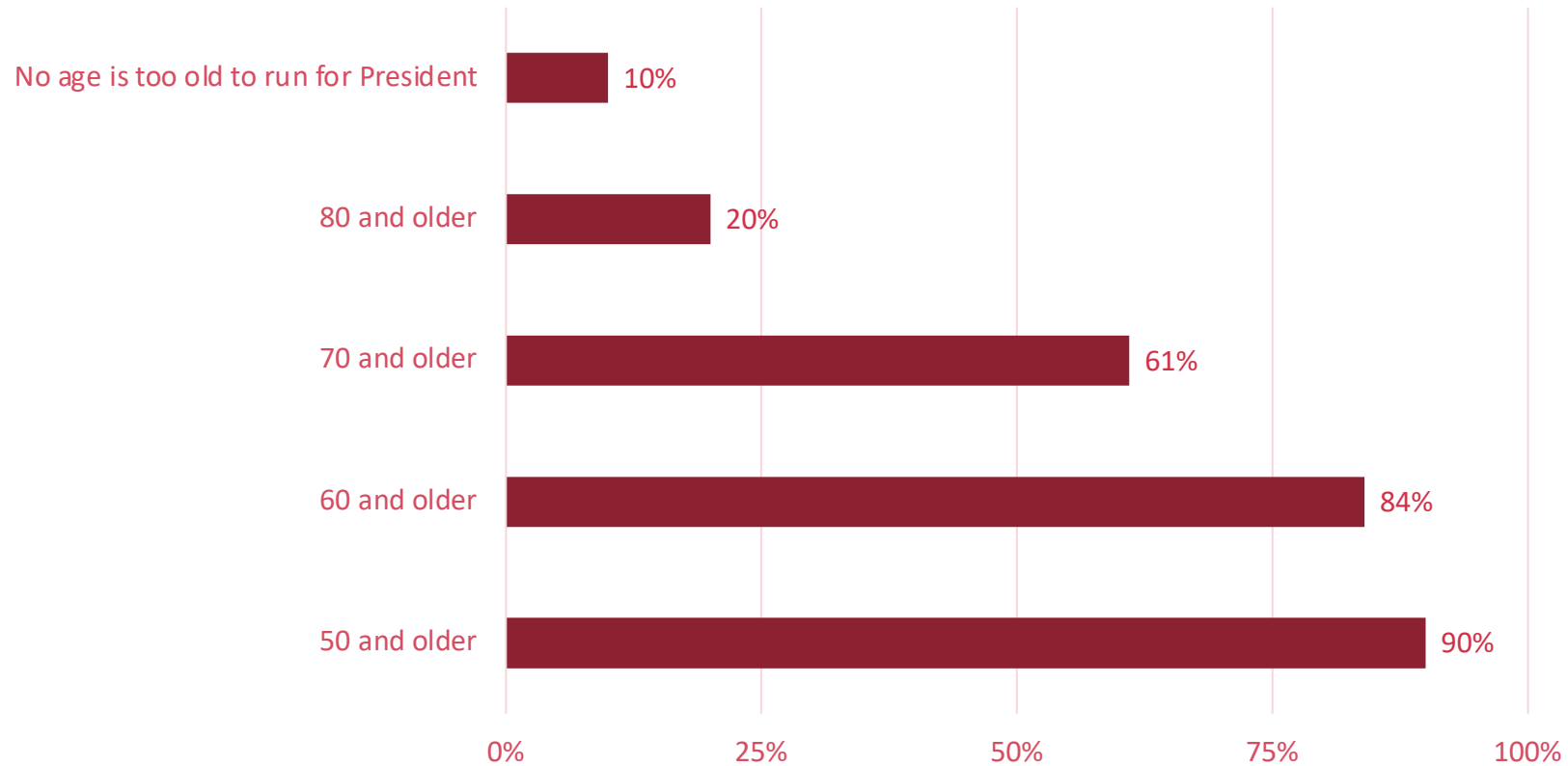
# Which is the primary way you feel about the upcoming election?

	Gender		Generation			
	Female	Male	Boomer	Gen X	Millennial	Gen Z
%						
[Very + Somewhat optimistic]	31	34	50	46	44	↓ 31
Very optimistic	12	15	50	35	16	↓ 12
Somewhat optimistic	19	19	0	12	28	19
Slightly optimistic	23	23	25	15	12	23
Indifferent	↑ 21	↓ 16	0	12	16	19
Slightly pessimistic	10	11	25	0	8	11
Somewhat pessimistic	6	7	0	8	12	7
Very pessimistic	8	9	0	19	8	9
[Somewhat + Very pessimistic]	14	16	0	27	20	15
Base (n=1,627)	n=1,031	n=531	n=4	n=26	n=25	n=1,571

Base: 1,627 (97% of respondents)



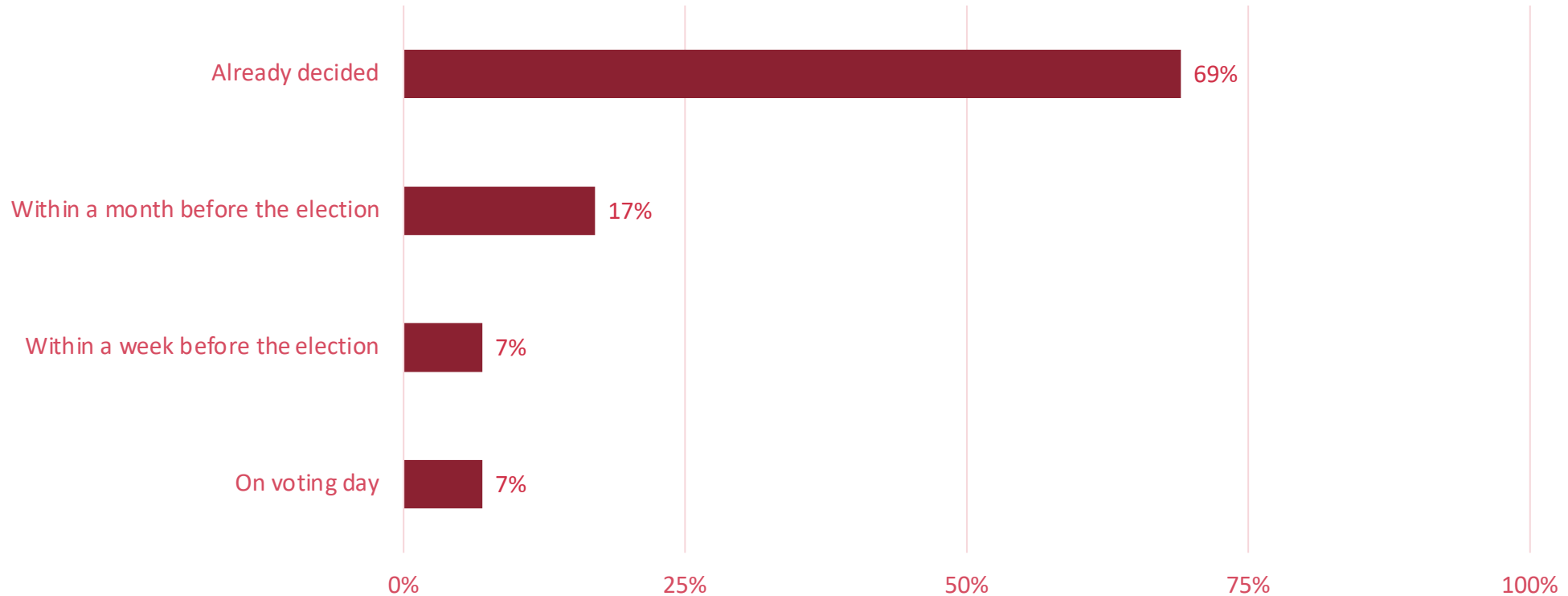
# How old do you think is too old to run for President? (cumulative)



Base: 1,599 (95% of respondents) – Anyone who selected a decade is marked as selecting all higher decades (e.g., 70 and older also implies 80 and older is too old)



# When do you expect to make your decision on who to vote for?



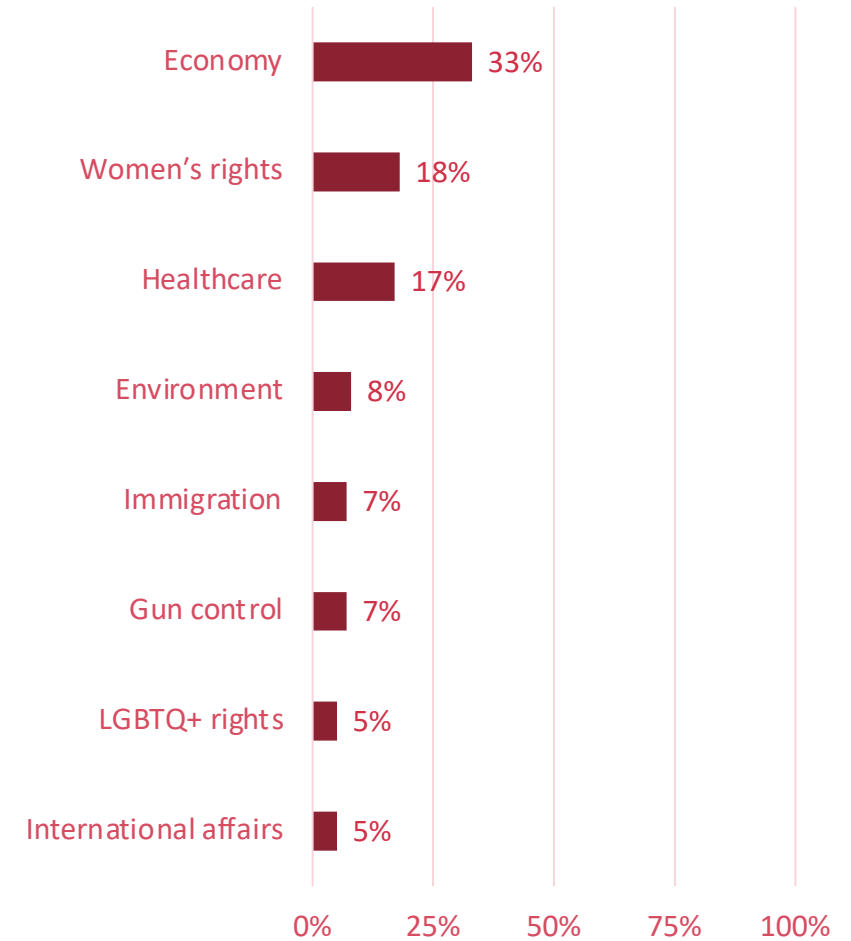
Base: 1,515 (90% of respondents)





# Within the context of this election, please rank the following issues that matter most to you.

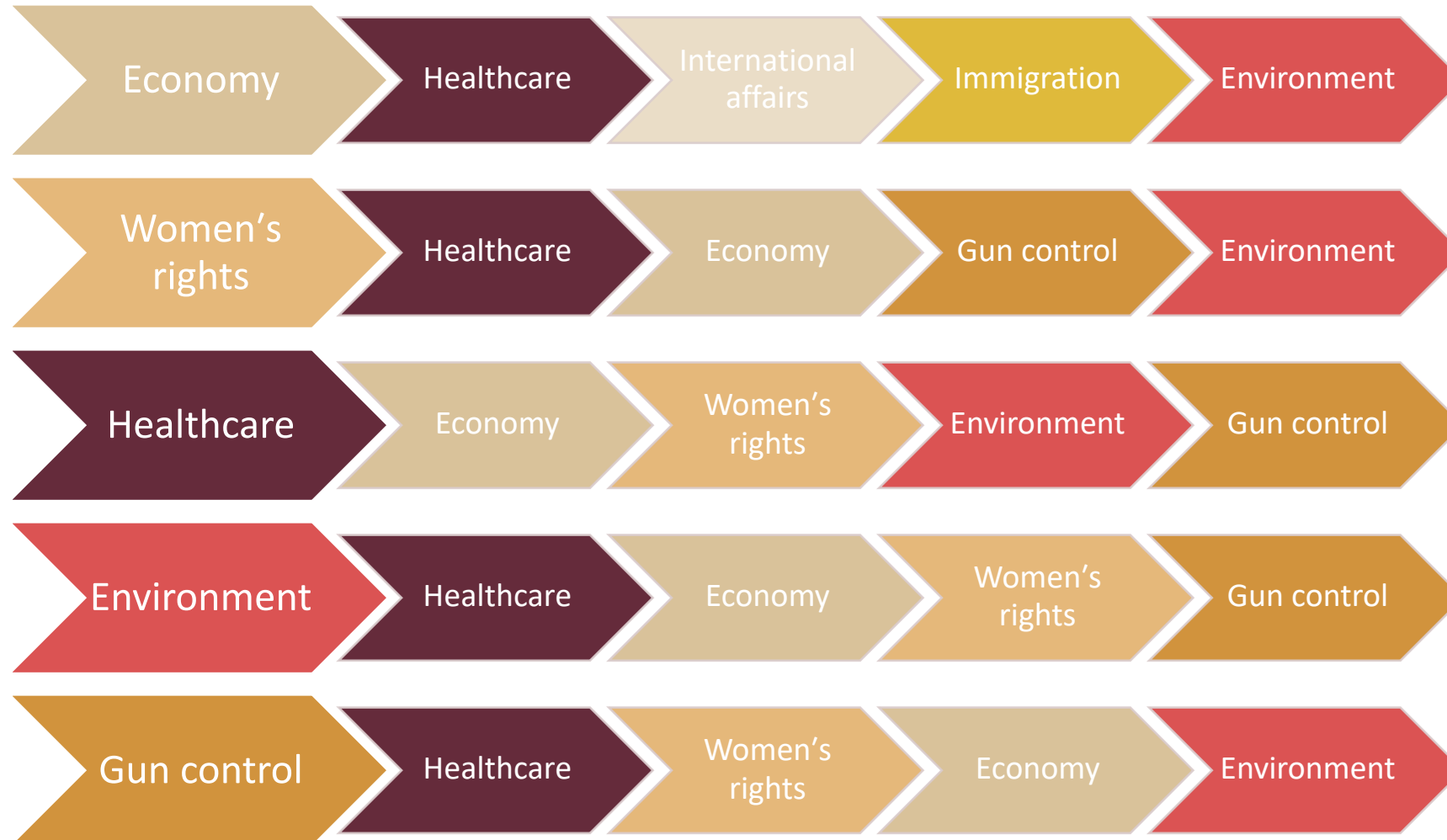
	Overall Rank	#1	#2	#3	#4-#8	Unranked
Economy	1	33%	17%	13%	31%	5%
Healthcare	2	17%	24%	20%	30%	10%
Women's rights	3	18%	13%	11%	43%	15%
Environment	4	8%	10%	13%	55%	14%
Gun control	5	7%	10%	13%	54%	16%
Immigration	6	7%	11%	11%	58%	14%
International affairs	7	5%	8%	14%	60%	13%
LGBTQ+ rights	8	5%	6%	6%	62%	21%



Base: 1,577 (94% of respondents)



**Within the context of this election, please rank the following issues that matter the most to you. - Subsequent ranked items for the largest 5 segments.**



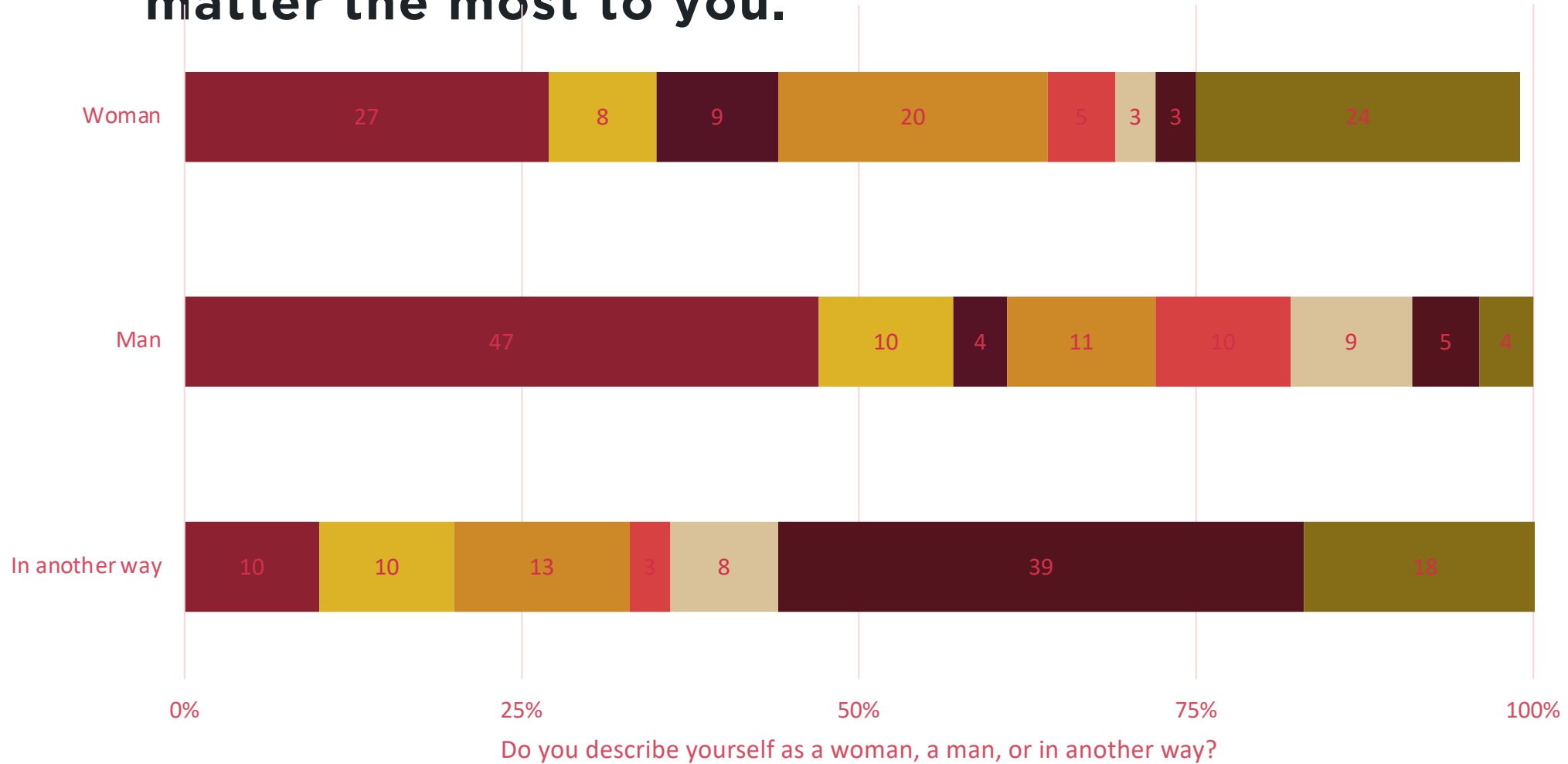
Base: 1,577 (94% of respondents)  
Segments: n=520, 278, 268, 131, 111



# Top Ten Crosstabs



# Top Ranked - Within the context of this election, please rank the following issues that matter the most to you.



■ Economy ■ Environment ■ Gun control ■ Healthcare ■ Immigration ■ International affairs ■ LGBTQ+ rights ■ Women's rights

Base: 1,577 (94% of respondents)



## Top Ranked - Within the context of this election, please rank the following issues that matter the most to you.

	%	Do you describe yourself as a woman, a man, or in another way?		
		Woman	Man	In another way
Economy		↓ 27	↑ 47	↓ 10
Environment		8	10	10
Gun control		↑ 9	↓ 4	0
Healthcare		↑ 20	↓ 11	13
Immigration		↓ 5	↑ 10	3
International affairs		↓ 3	↑ 9	8
LGBTQ+ rights		↓ 3	5	↑ 39
Women's rights		↑ 24	↓ 4	18
Base (n=1,577)		n=999	n=516	n=62



# Which is the primary way you feel about the upcoming election?

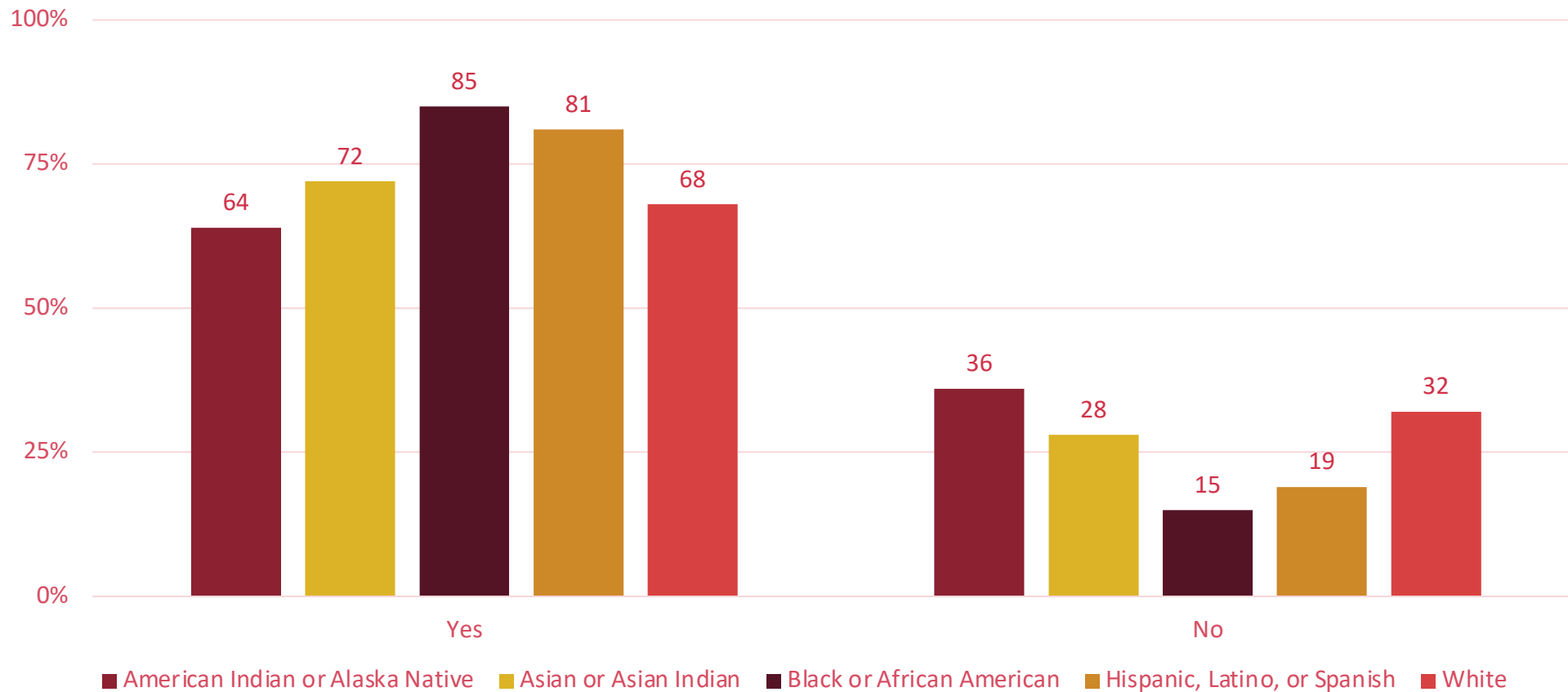
%	What is your race or ethnicity?							
	American Indian or Alaska Native	Asian or Asian Indian	Black or African American	Hispanic, Latino, or Spanish	Middle Eastern or North African	Native Hawaiian or Pacific Islander	White	Another race or ethnicity
[Very + Somewhat optimistic]	36	28	1 41	30	32	18	↓ 28	29
Very optimistic	18	11	1 18	13	14	12	↓ 10	23
Somewhat optimistic	19	17	1 23	17	18	6	18	6
Slightly optimistic	↓ 14	25	21	27	21	35	24	↓ 6
Indifferent	12	18	1 22	19	7	12	17	23
Slightly pessimistic	1 18	12	↓ 6	10	11	18	1 13	10
Somewhat pessimistic	9	8	↓ 3	↓ 4	18	0	1 9	1 16
Very pessimistic	11	7	8	9	11	18	10	16
[Somewhat + Very pessimistic]	20	16	↓ 11	13	29	18	1 19	1 32
Base (n=1,627)	n=80	n=153	n=434	n=350	n=28	n=17	n=903	n=31





# Do you think the US is ready for its first female President?

What is your race or ethnicity?



Base: 1,599 (95% of respondents)

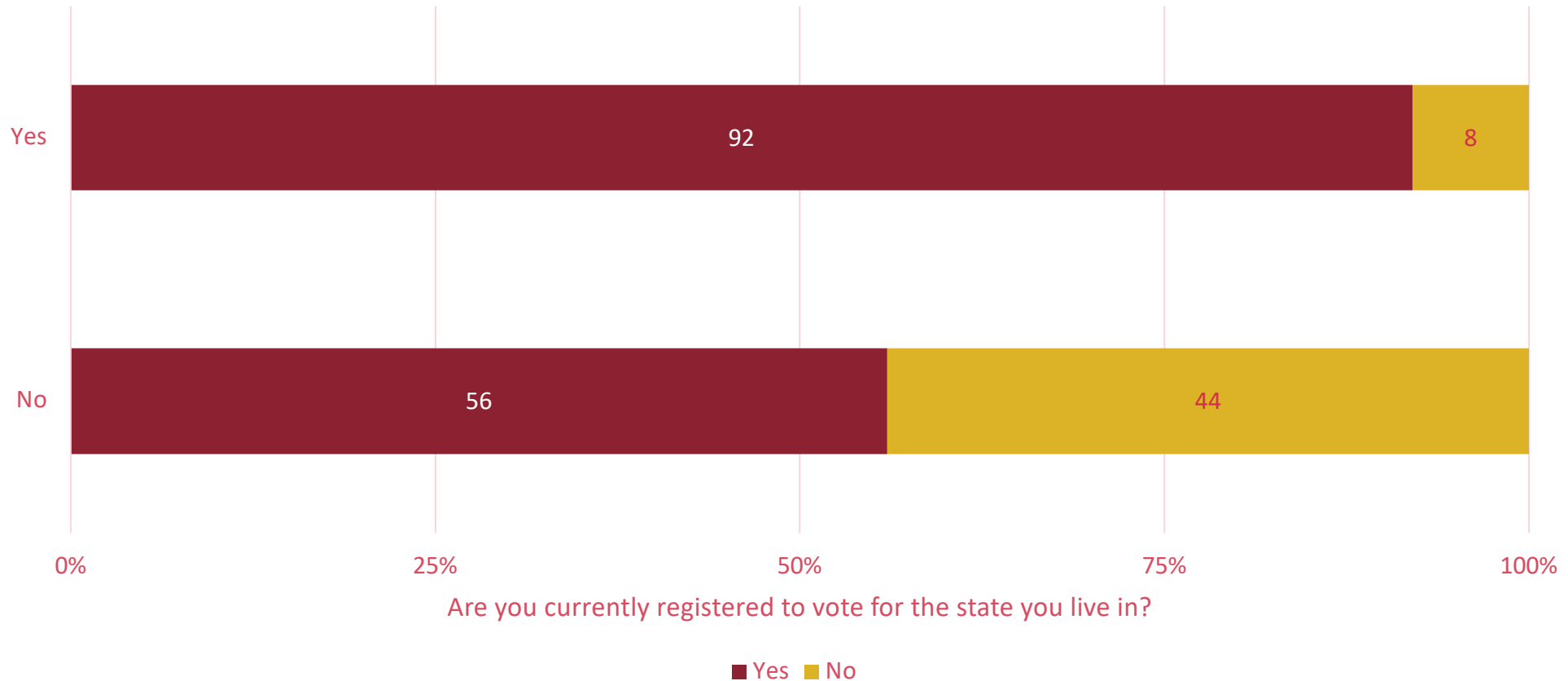


# Do you think the US is ready for its first female President?

	What is your race or ethnicity?							
%	American Indian or Alaska Native	Asian or Asian Indian	Black or African American	Hispanic, Latino, or Spanish	Middle Eastern or North African	Native Hawaiian or Pacific Islander	White	Another race or ethnicity
Yes	↓ 64	72	↑ 85	↑ 81	89	71	↓ 68	62
No	↑ 36	28	↓ 15	↓ 19	11	29	↑ 32	38
Base (n=1,599)	n=80	n=151	n=425	n=343	n=28	n=17	n=892	n=29



# Do you plan to vote in the Presidential Election on Tuesday, November 5?



Base: 1,557 (93% of respondents)

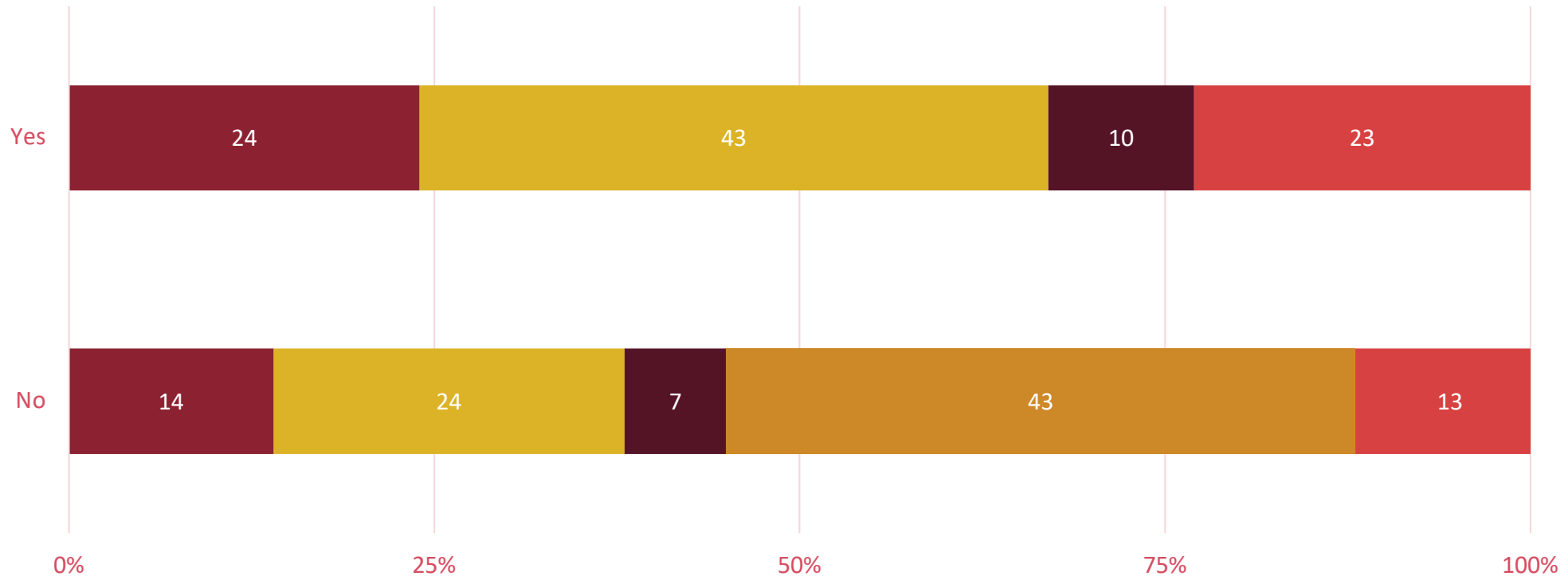


# Do you plan to vote in the Presidential Election on Tuesday, November 5?

	Are you currently registered to vote for the state you live in?	
	Yes	No
%		
Yes	↑ 92	↓ 56
No	↓ 8	↑ 44
Base (n=1,557)	n=1,174	n=383



# If no, why?



Are you currently registered to vote for the state you live in?

- I don't think my vote will make a difference
- I don't like any of the candidates
- I don't know where/how to vote
- I'm not registered to vote
- Other

Base: 263 (16% of respondents)

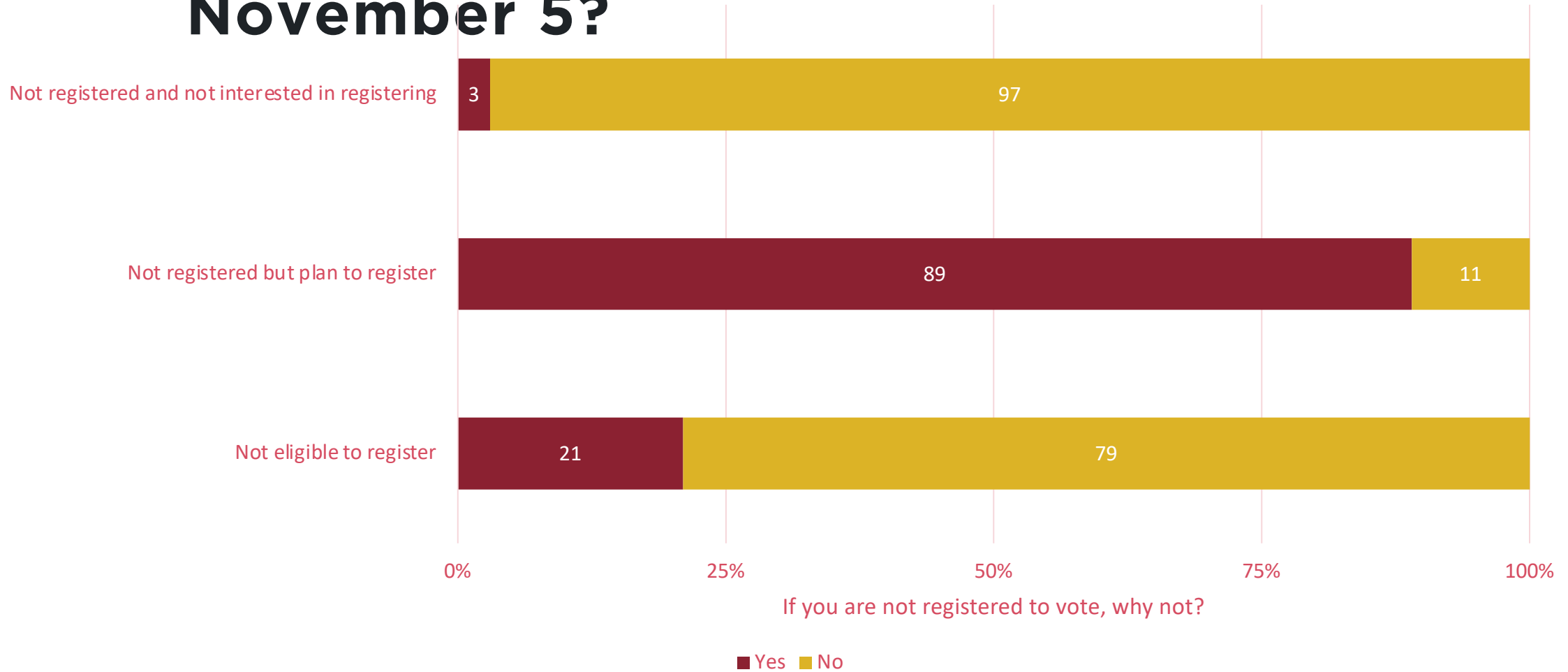


# If no, why?

	Are you currently registered to vote for the state you live in?	
	Yes	No
I don't think my vote will make a difference	↑ 24	↓ 14
I don't like any of the candidates	↑ 43	↓ 24
I don't know where/how to vote	10	7
I'm not registered to vote	0	↑ 43
Other	↑ 23	↓ 13
Base (n=263)	n=96	n=167



# Do you plan to vote in the Presidential Election on Tuesday, November 5?



Base: 347 (21% of respondents)



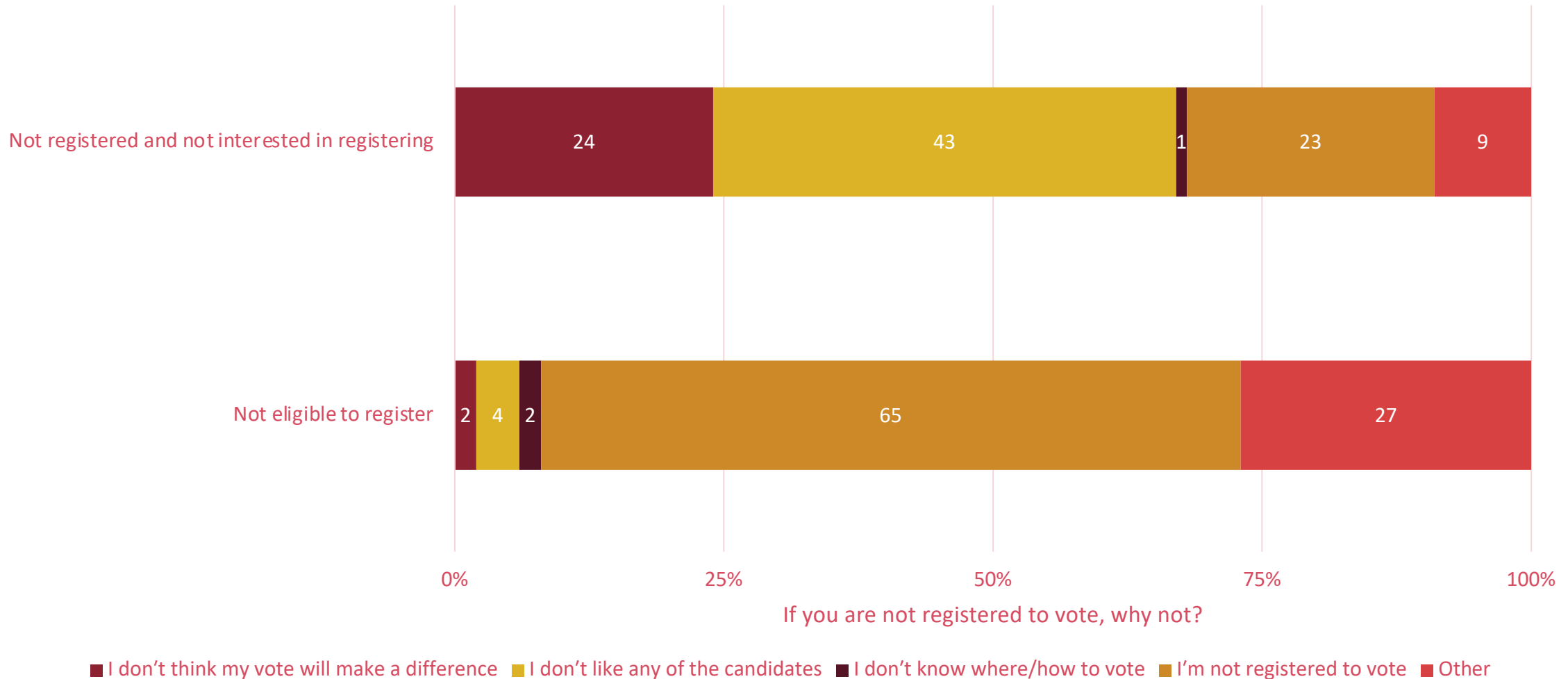
# Do you plan to vote in the Presidential Election on Tuesday, November 5th?

		If you are not registered to vote, why not?				
	%	Not registered and not interested in registering	Not registered but plan to register	Not eligible to register	Live in a state that doesn't require registration to vote	Currently registered
Yes		↓ 3	↑ 89	↓ 21	0	86
No		↑ 97	↓ 11	↑ 79	0	14
Base (n=347)		n=72	n=207	n=61	n=0	n=7





# If no, why?



Base: 141 (8% of respondents)

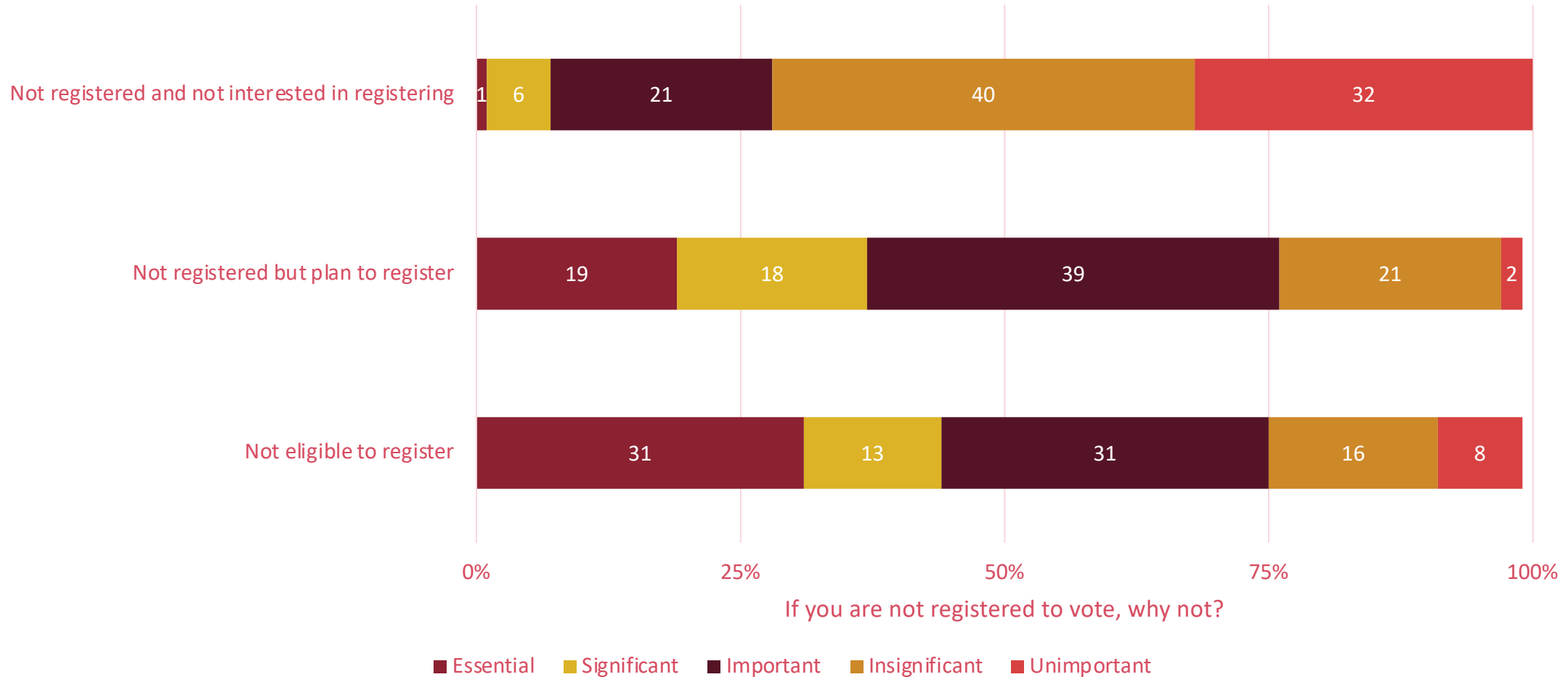


# If no, why?

	If you are not registered to vote, why not?				
%	Not registered and not interested in registering	Not registered but plan to register	Not eligible to register	Live in a state that doesn't require registration to vote	Currently registered
I don't think my vote will make a difference	↑ 24	5	↓ 2	0	0
I don't like any of the candidates	↑ 43	18	↓ 4	0	0
I don't know where/how to vote	1	9	2	0	100
I'm not registered to vote	↓ 23	64	↑ 65	0	0
Other	9	5	↑ 27	0	0
Base (n=141)	n=70	n=22	n=48	n=0	n=1



# To what degree do you think your vote in the Presidential election will make a difference?



If you are not registered to vote, why not?

Base: 347 (21% of respondents)



# To what degree do you think your vote in the Presidential election will make a difference?

		If you are not registered to vote, why not?				
	%	Not registered and not interested in registering	Not registered but plan to register	Not eligible to register	Live in a state that doesn't require registration to vote	Currently registered
[Essential + Significant]		↓ 7	↑ 38	↑ 44	0	57
Essential		↓ 1	19	↑ 31	0	43
Significant		↓ 6	↑ 18	13	0	14
Important		↓ 21	↑ 39	31	0	14
Insignificant		↑ 40	21	16	0	14
Unimportant		↑ 32	↓ 2	8	0	14
[Insignificant + Unimportant]		↑ 72	↓ 23	25	0	29
Base (n=347)		n=72	n=207	n=61	n=0	n=7



# Which is the primary way you feel about the upcoming election?

	%	If you are not registered to vote, why not?				Currently registered
		Not registered and not interested in registering	Not registered but plan to register	Not eligible to register	Live in a state that doesn't require registration to vote	
[Very + Somewhat optimistic]		↓ 4	23	↑ 34	0	29
Very optimistic		3	8	12	0	0
Somewhat optimistic		↓ 1	15	↑ 22	0	29
Slightly optimistic		↓ 13	↑ 30	27	0	43
Indifferent		↑ 39	↓ 19	25	0	0
Slightly pessimistic		6	↑ 13	5	0	14
Somewhat pessimistic		10	7	5	0	0
Very pessimistic		↑ 28	↓ 9	↓ 3	0	14
[Somewhat + Very pessimistic]		↑ 38	16	↓ 8	0	14
Base (n=342)		n=71	n=205	n=59	n=0	n=7



# Of these primary social media platforms, which one do you use the most to get news?



Base: 342 (20% of respondents)



# Of these primary social media platforms, which one do you use the most to get news?

	If you are not registered to vote, why not?				
%	Not registered and not interested in registering	Not registered but plan to register	Not eligible to register	Live in a state that doesn't require registration to vote	Currently registered
TikTok	↓ 11	↑ 24	19	0	29
X	3	5	↑ 12	0	14
Facebook	↑ 11	4	3	0	0
Reddit	1	0	2	0	0
Instagram	15	20	↑ 39	0	29
YouTube	18	17	15	0	14
Other	1	4	2	0	0
None of the above	↑ 38	25	↓ 8	0	14
Base (n=342)	n=71	n=205	n=59	n=0	n=7



# Researchscape

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