



New Poll by Voters of Tomorrow Shows Joe Biden with Strong Support Among Gen Z, leading GOP Challengers

Summary

Voters of Tomorrow / Generation Labs' latest poll of young voters (18-29 years old) shows President Biden and the Democratic Party maintaining a strong lead with Gen Z:

- President Biden's job approval among young voters outpaces the national average, with **53% approving of his job performance.**
- Joe Biden holds a commanding lead over Republican challengers, with **Biden +30 over DeSantis and Biden +25 over Trump among young voters.** Similarly, the Democratic Party holds a +30 lead over the GOP among young voters asked "which party best represents young people's interests."
- Young voters ranked "**Jobs and the economy**", "**Abortion**", and "**Gun Policy**" as their **top three issues**, with abortion maintaining salience since the previous Voters of Tomorrow/Generation Labs poll in July 2022. 50% of young voters were aware of the White House "canceling \$34 billion in student debt", the highest of any policy accomplishment polled.

Strong youth support for President Biden

Overall, the poll shows continued support for President Biden. More than half of young people support President Biden, with **75 percent of young Democrats saying they either strongly or somewhat support him** and **44 percent of young independents saying they strongly or somewhat support him.** Among young Black people, **70 percent either strongly or somewhat approve of President Biden**, and among young Asian people, **73 percent either strongly or somewhat approve of President Biden.**

Young people prefer Biden over Trump and DeSantis, Democratic primary challengers

President Biden has maintained strong enthusiasm among young voters. When asked, "If the 2024 election for president was held today, who would you vote for," **46 percent of young people said they would vote for Joe Biden compared to only 21 percent for Donald Trump** and **43 percent of young people said they would vote for Joe Biden compared to only 13 percent for Ron DeSantis.** When asked which party best serves the interests of young people, **47 percent of young people said the Democratic Party while only 13 percent said the Republican Party.**

President Biden’s policies resonate with young voters, top issues favor Democrats

When asked, “Which of the following policy events of the past two years are you most familiar with,” **half of young people (50%) said they were familiar with the administration’s cancellation of \$34 billion in student loans.** When asked which issue respondents care most about, the top three issues were jobs and **the economy (40 percent), abortion rights (36 percent), and gun policy (34 percent).** The ranking of abortion as a priority has remained consistent at 36% since our polling conducted immediately after the overturning of Roe v. Wade in June, 2022.

Conclusion

The new polling by Voters of Tomorrow and Generation Labs provides clear evidence that the majority of young people still support President Biden and view him as their candidate in 2024 far more than Republicans. As 2024 gets closer, Democrats and President Biden should center their messaging around the economy, abortion rights, and gun policy to galvanize as many young people as possible.

Poll Details: Generation Labs, commissioned by Voters of Tomorrow, surveyed 717 18-29-year-old voters. The poll has an unweighted margin of error of $\pm 3.7\%$.