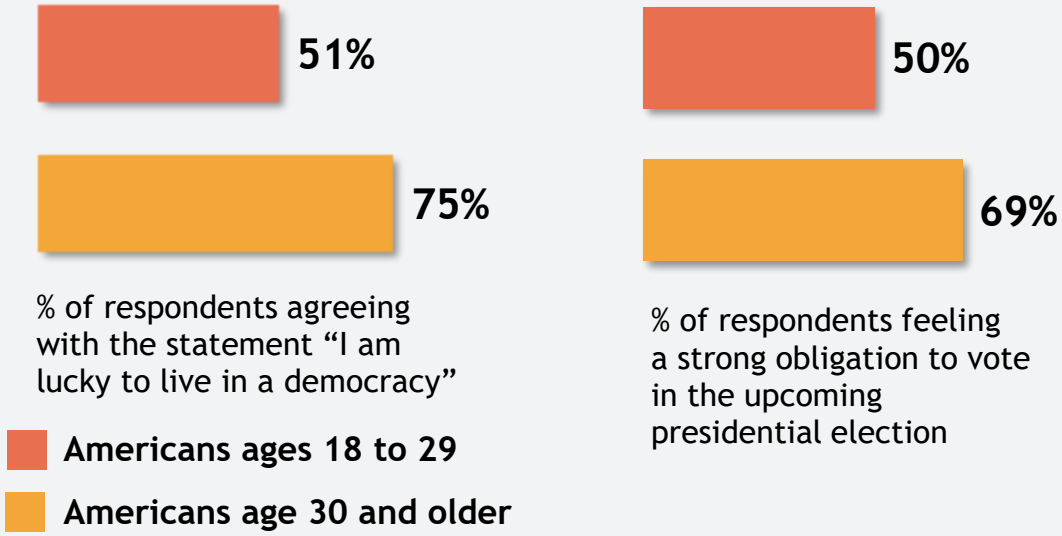
If Democracy Is On the Ballot, It May Be Losing (Particularly Among Young People)

Tiller

Compared to older adults, young Americans care less about democracy and are less likely to vote



"Nobody will ever deprive the American people of the right to vote except the American people themselves and the only way they could do this is by not voting."

Franklin D. Roosevelt

Economics vs. Democracy: While the Wallet Wins, Is It an Either/Or Proposition?

Financial well-being is important to most Americans but a primary consideration for many young adults

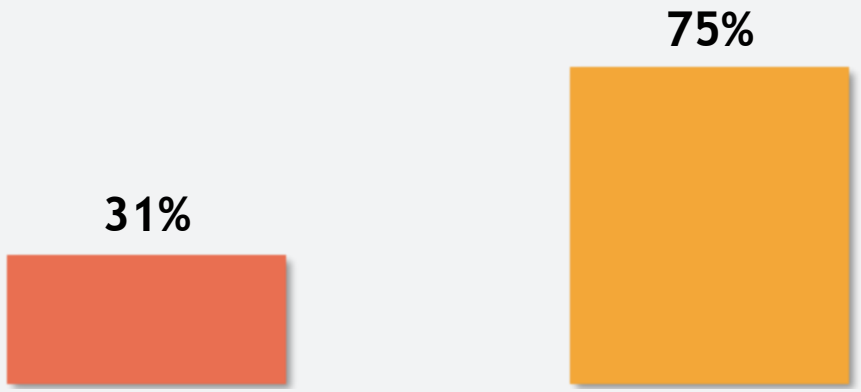
% of respondents agreeing with the statement "my personal finances are a larger focus for me than preserving our democracy"

- Americans ages 18 to 29
- Americans age 30 and older

> *"Democracy is a strong driver of a healthy economy. Economists have found that democratization causes an increase in GDP per capita of between 20% and 25%. Conversely, there is also indisputable evidence of the economic costs of democratic decline."*
>
> The Brookings Institution (2024)

Is America Great?

Young Americans doubt America's greatness



% of respondents agreeing with the statement “while there is always room for improvement, I feel that America is great already”

- Americans ages 18 to 29
- Americans age 30 and older

“Democracy is never a final achievement. It is a call to an untiring effort.”

John F. Kennedy

Young Americans Are Disinclined to Vote

Tiller

Top 3 reasons Americans ages 18 to 29 say they are disinclined to vote

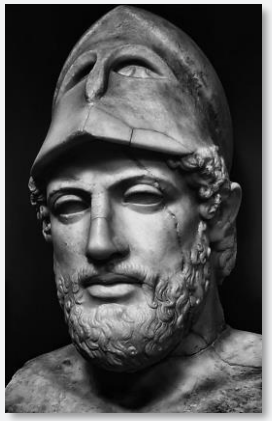
21% “Feel my vote doesn’t count”

19% “A general feeling of hopelessness”

15% “Feel neither party/candidate represents my view”

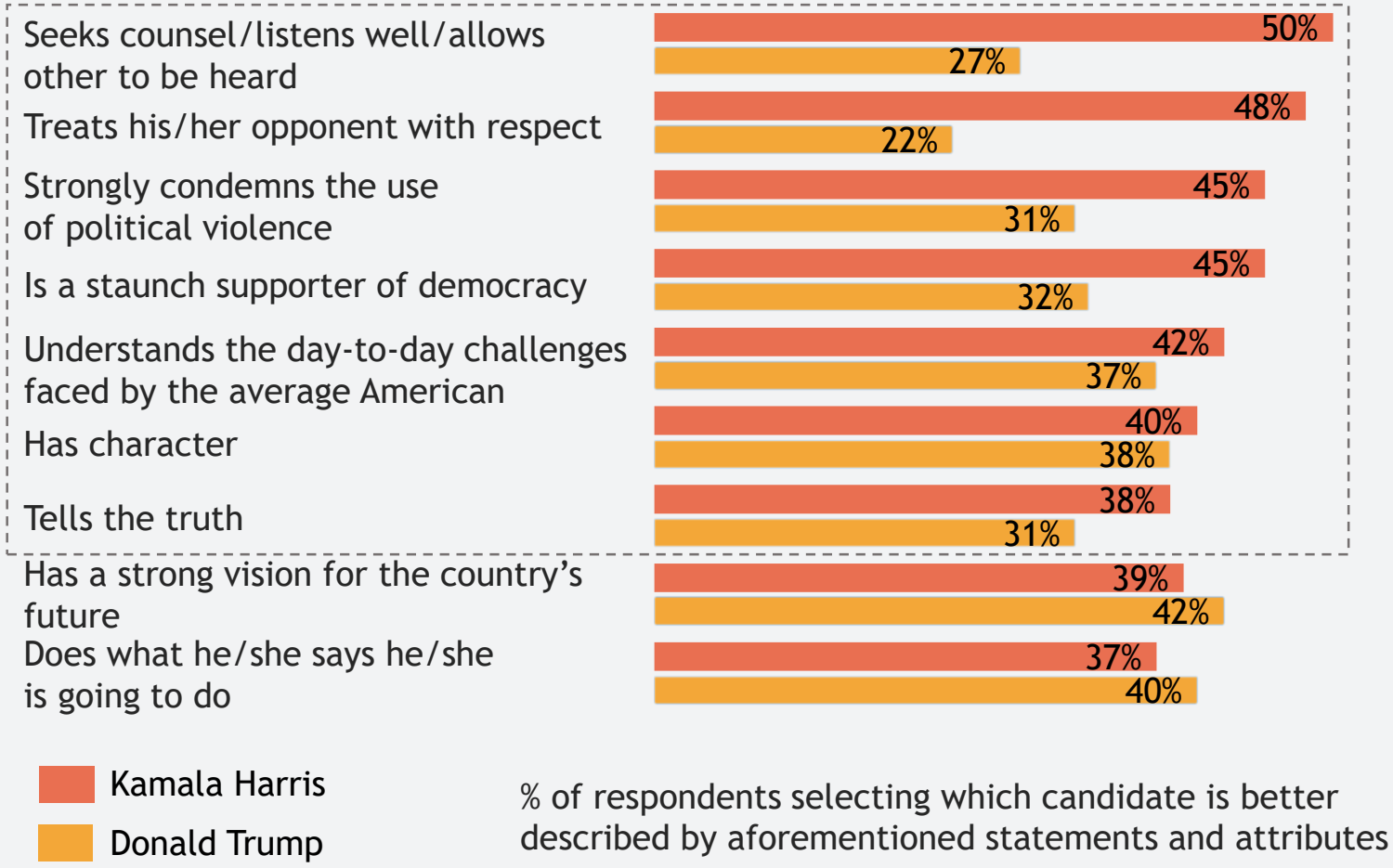
“Just because you do not take an interest in politics doesn't mean politics won't take an interest in you.”

Pericles



When It Comes to Character…

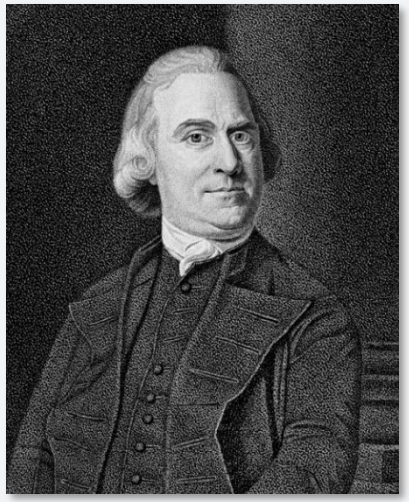
Harris leads over Trump on majority of statements and attributes



% of respondents selecting which candidate is better described by aforementioned statements and attributes

"The public cannot be too curious concerning the character of public men."

Samuel Adams



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Survey Methodology

Survey conducted from September 21 to September 25, 2024 by AlphaROC, Inc.’s machine learning-powered data collection engine, EdWIN.

EdWIN collected a sample of 3,221 Americans - including 572 18 to 29 year-olds and 2,650 age 30+ (census-balanced across eight different demographic variables, providing a reliable and accurate representation of the total U.S. population). At a 95% confidence level, the margin of error for the overall sample is +/- 1.7% , +/- 4.2% for the 18 to 29 year olds, and +/- 1.9% for respondents age 30 and over.