

Edvisors® Gen Z Survey Results

Edvisors Sample Demographic Questions (n = 1,183)

	Total	
Gender or sex you identify with most	74%	Female
	24%	Male
	2%	Other

	Total	
What is your racial or ethnic group?	48%	Caucasian/White
	20%	Hispanic
	18%	African American/Black
	8%	Asian
	5%	Other
	1%	Native American

	Total	
How likely are you to vote in November?	65%	Certain that I will vote
	15%	Very likely to vote
	9%	Somewhat likely to vote
	6%	Not very likely to vote
	5%	Definitely not voting

	Total	
Is this the first time you're voting?	67%	Yes
	24%	No
	9%	I'm not voting

Election Survey Questions on Gen Z Likely Voters (n = 1,055)

	Total	
Which political party do you belong to?	40%	Democrat
	22%	Independent
	13%	Other
	25%	Republican

	Total	
How will you vote in the election?	31%	By mail
	7%	Depositing absentee ballot in drop box
	12%	Early voting in person
	30%	In person on election day
	20%	Not sure

	Party Affiliation				
	Dem.	Rep.	Ind.	Other	
How will you vote in the election? (By political party affiliation)	38%	21%	27%	35%	By mail
	9%	8%	6%	5%	Depositing absentee ballot in drop box
	14%	11%	11%	5%	Early voting in person
	23%	43%	31%	26%	In person on election day
	17%	17%	24%	29%	Not sure

	Total	
Who will you vote for in the election for President in November?	25%	Donald Trump
	48%	Joe Biden
	3%	Other
	25%	Undecided

	Total	
How much do you care about who wins the presidential election?	2%	Care a little
	75%	Care a lot
	22%	Care somewhat
	1%	Do not care

	Total	
How motivated are you to vote?	3%	Not that motivated
	22%	Somewhat motivated
	75%	Very motivated

	Total	
How optimistic or pessimistic are you that votes will be counted fairly and accurately?	21%	Very optimistic
	47%	Somewhat optimistic
	25%	Somewhat pessimistic
	6%	Very pessimistic

	Total	
Regardless of your preference, who do you think will win the election?	35%	Donald Trump
	30%	Joe Biden
	35%	Not sure

	Total	
Do you support free college?	12%	I don't support free college
	42%	I support free college for everyone
	19%	I support free college for only those considered low-income
	12%	I support free college opportunities only at public community colleges
	15%	Undecided

	Party Affiliation				
	Dem.	Rep.	Ind.	Other	
Do you support free college? (By political party affiliation)	1%	33%	11%	6%	I don't support free college
	60%	19%	37%	41%	I support free college for everyone
	20%	14%	18%	26%	I support free college for only those considered low-income
	10%	13%	16%	11%	I support free college opportunities only at public community colleges
	9%	21%	18%	16%	Undecided

Multiple Answer Questions (All respondents, n = 1,183)

	Total	
Of the following issues, what are important to you? (Check those that are important)	85%	Education
	81%	Jobs and the economy
	79%	Health care
	76%	Civil rights and civil liberties
	70%	Crime and criminal justice reform
	68%	Taxes and government spending
	66%	Climate change and the environment
	59%	Immigration
	53%	Gun control
	50%	National security and foreign policy

	Total	
How should existing student loan debt be managed? (You may select multiple)	59%	Stop charging interest and fees on federal student loan debt
	34%	Forgive student loan debt for everyone
	24%	Require public service for student loan forgiveness
	21%	Forgive only federal student loan debt (but not private)
	21%	Forgive student loan debt for only those considered low-income
	20%	Allow student loans to be discharged in bankruptcy
	17%	Undecided
	8%	Require everyone to repay borrowed loans in full
	1%	Other