GBAO

Economic Security Project
Young Voter Research

October 2025

n = 1,000 registered voters, ages 18-39
Conducted September 30 - October 5, 2025 via online panel
Margin of error = +/- 3.1 percentage points

Key Findings

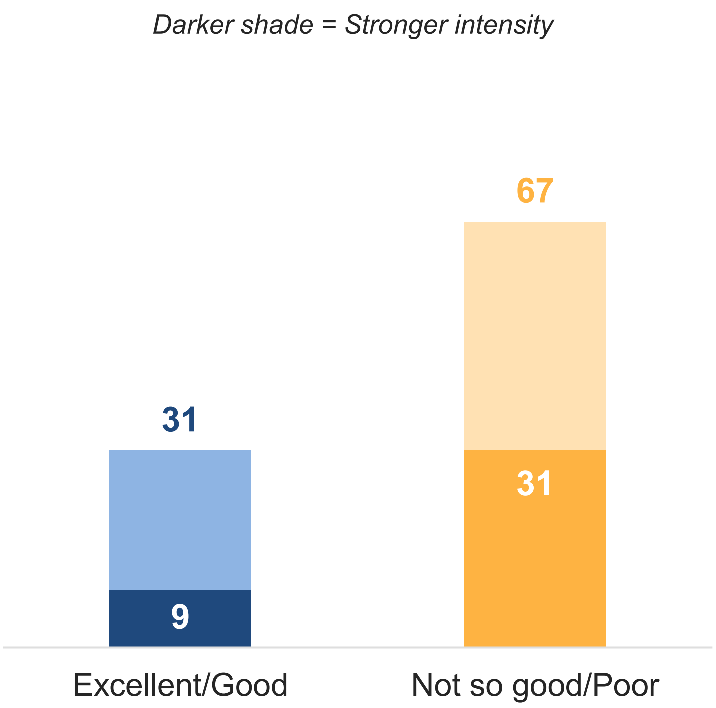
- There is widespread pessimism about the country's economy, but more are mixed or even optimistic about their own situations.
- Costs loom large – with many relying on short-term relief like credit cards, BNPL, or payday loans.
- Financial strain is ongoing, with young voters nearly universally reporting some financial struggle or sacrifice in the last month.
- While many view government as having a role in addressing these challenges, few people or entities are trusted to deliver relief.
- Belief in the traditional formula for success—hard work, college, white-collar job—is fading, especially outside college-educated voters.
- And young people want a job to provide both community and a stable income.

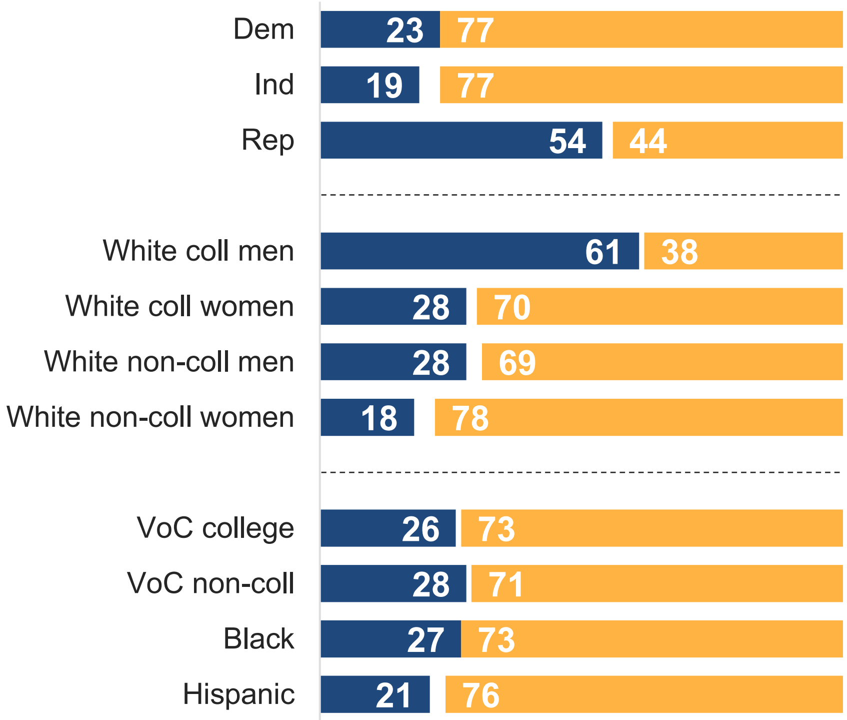
The Economy & Personal Finances

Most Young Voters Are Down On The Economy, Republicans And White College Men See It Differently But Are Only Mildly Positive

U.S. Economy

How would you describe the U.S. economy these days?



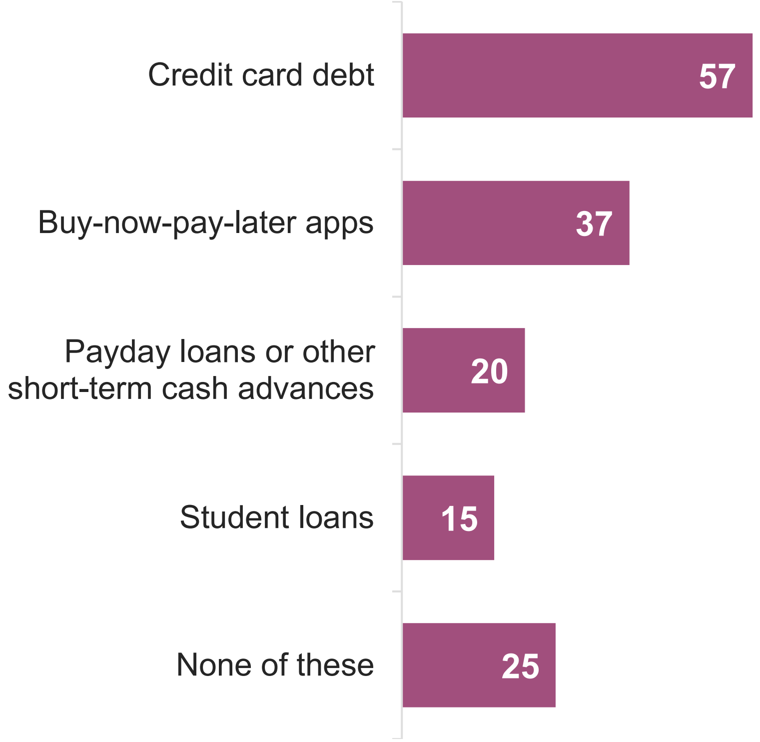


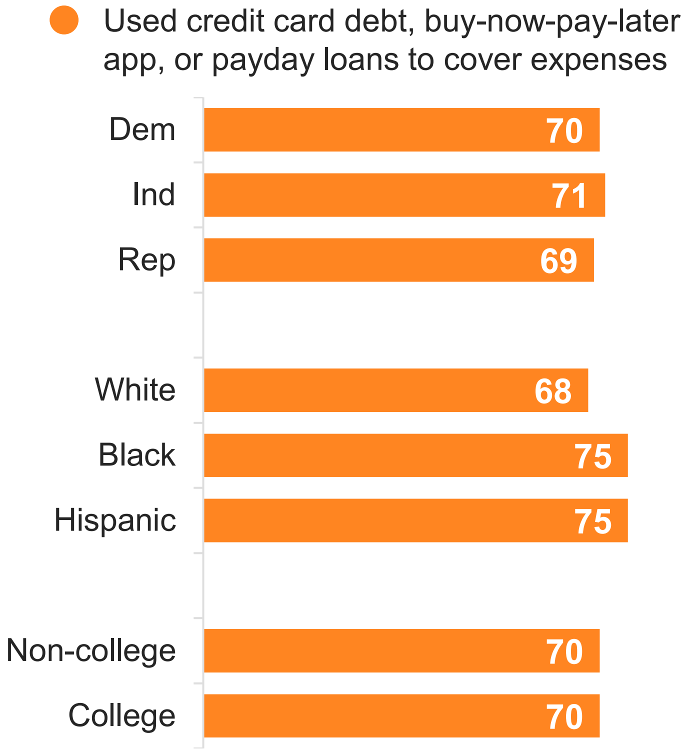
**VoC= Voters of color*

Debt From Everyday Purchases Is Widespread And Felt Across All Groups, Considerably More So Than Student Loan Debt

Personal Debt

In the past few years, which, if any, of the following have you used to cover your expenses? Select all that apply.

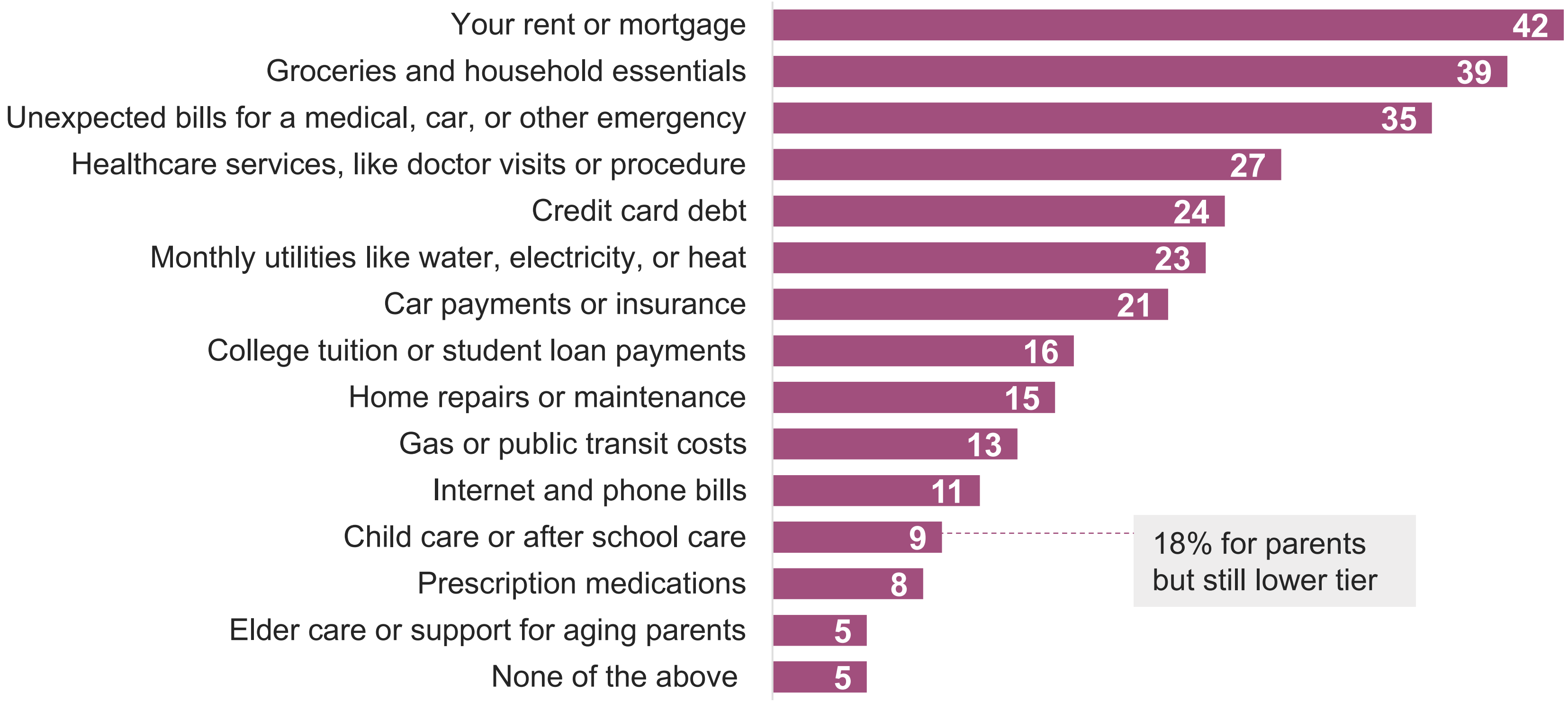




Housing, Groceries/Everyday Essentials, And Unexpected Bills Top List Of Expense Worries

Expenses

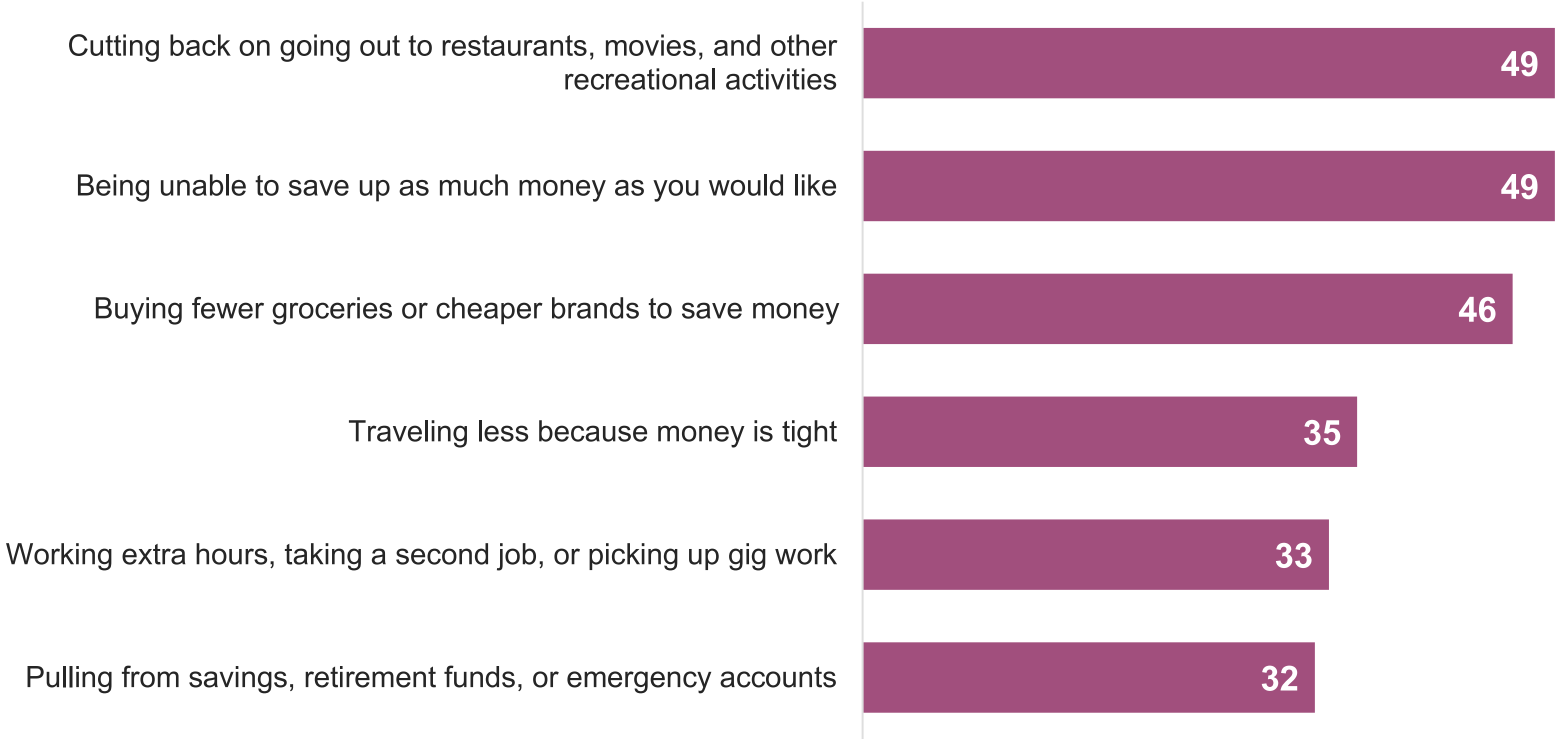
*Which **THREE** expenses from the list below are you most worried about being able to afford?*



Nearly Half Have Cut Back On Leisure Activities, Failed To Save, And Changed Their Grocery Habits, A Third Have Taken Up Extra Work

Sacrifices
Most Frequent

In the past month, have you experienced or done any of the following because of financial pressures or rising costs? Please select all that apply.

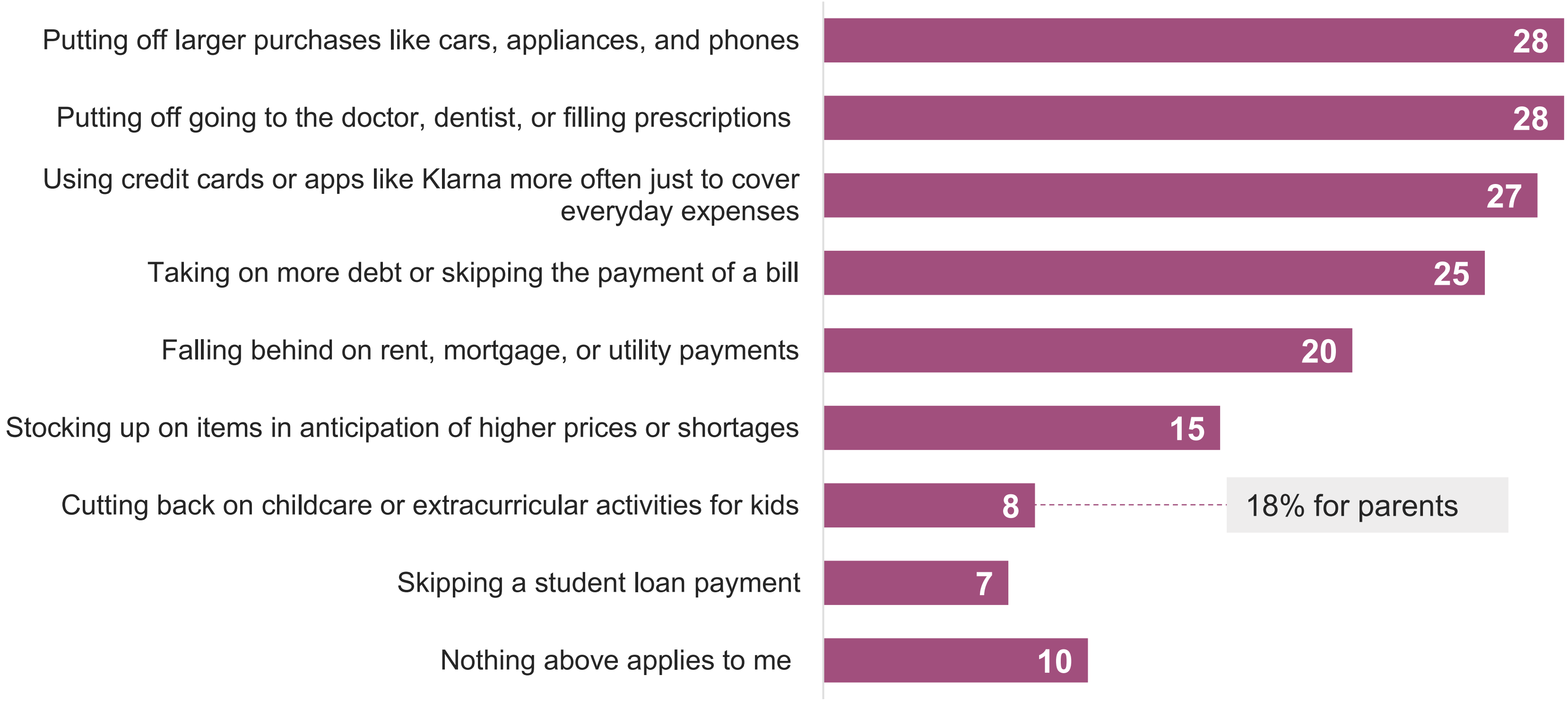


A Quarter Are Delaying Large Purchases Or Healthcare Or Adding Debt, Fewer Are Cutting Back On Child Care Or Student Loan Payments

Sacrifices

Less Frequent

In the past month, have you experienced or done any of the following because of financial pressures or rising costs? Please select all that apply.



Role of Government

Trump's Tariffs And Corporate Greed Bear Blame For High Costs

Cost Drivers

*Which **TWO** of the following do you think is most responsible for the high cost of goods?*

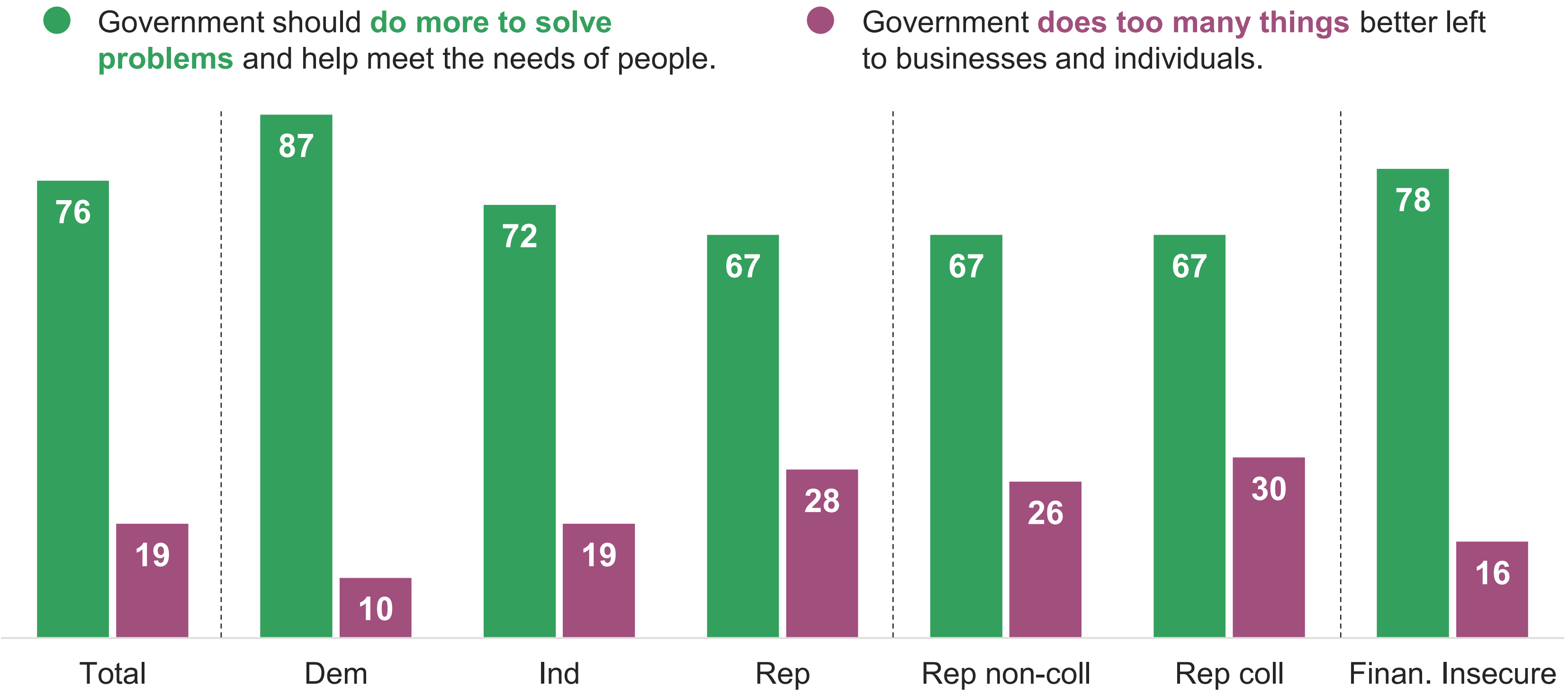
	Total	Dem	Ind	Rep	Finan. Insecure
President Trump's tariffs and economic policies	57	77	59	29	64
Big corporations charging more than necessary to boost profits	52	63	52	39	57
President Biden's spending and economic policies	22	7	21	42	16
Pandemic-related government aid and stimulus spending	21	15	18	32	19
It's simply part of normal economic cycles of prices going up and down	18	15	16	24	13
Businesses facing worker shortages and paying higher wages	17	17	16	19	13

**Finan. Insecure = Getting by/Finding it difficult to get by*

Younger Voters Across Party See A Larger Role For Government

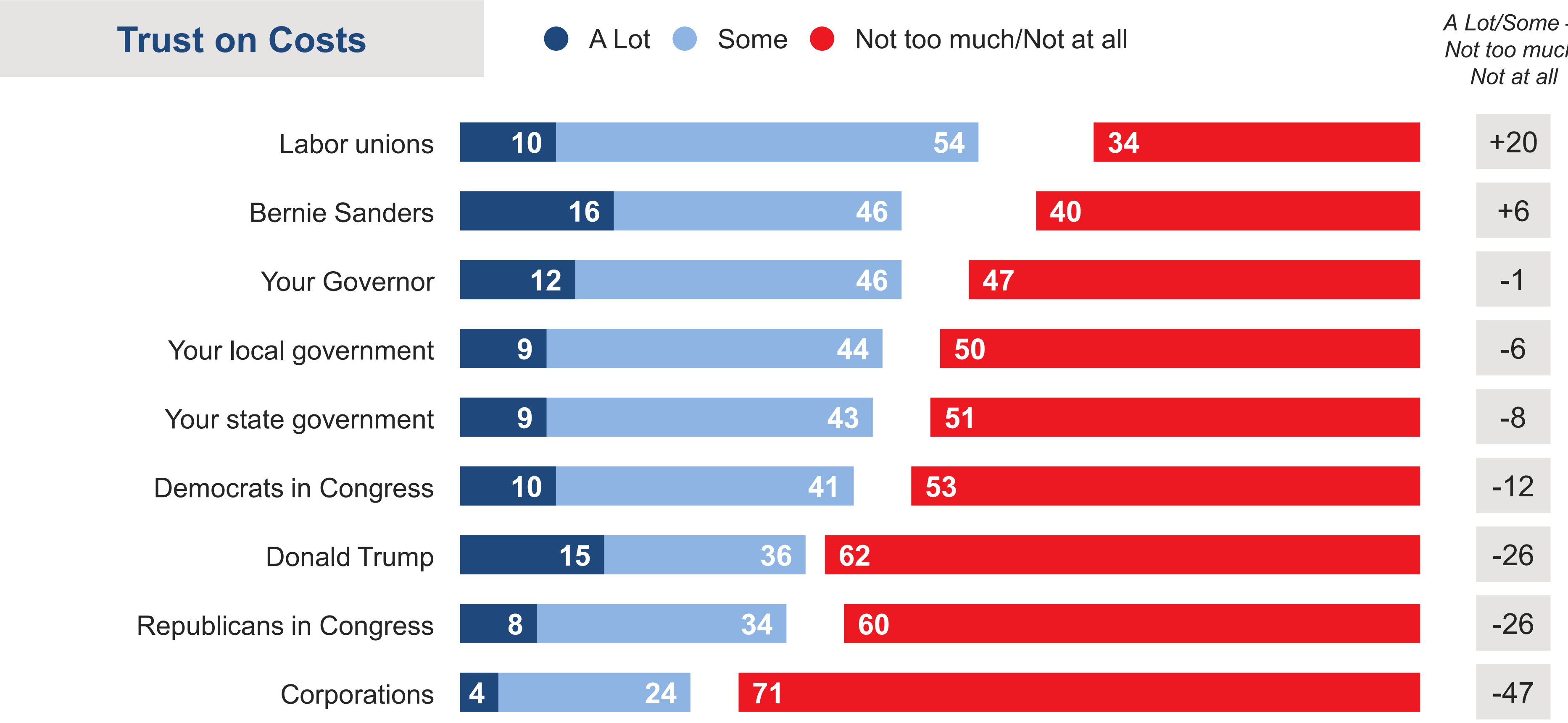
Role of Government

Which of the following statements comes closest to your own view, even if neither is exactly right?



Finan. Insecure = Getting by/Finding it difficult to get by

No One Strongly Trusted To Bring Down Costs, Unions Most Trusted



Labor Unions Net Trusted Across The Board, Independents Distrust Politicians And Government, Sanders Appeals To Financially Anxious

Trust on Costs

How much do you trust each of the following people or groups on the issue of lowering costs?

% A Lot/Some – Not Too Much/Not At All	Dem	Ind	Rep	Finan. Insecure
Labor unions	**+40**	**+8**	**+9**	**+19**
Bernie Sanders	**+48**	-5	-32	**+8**
Your Governor	**+9**	-24	**+15**	-20
Your local government	**+10**	-33	**+11**	-24
Your state government	**+2**	-34	**+11**	-29
Democrats in Congress	**+37**	-35	-44	-18
Donald Trump	-71	-53	**+64**	-53
Republicans in Congress	-63	-50	**+50**	-51
Corporations	-48	-65	-24	-70

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