



generation lab



CNBC

CNBC + Generation Lab **Youth & Money** in the USA

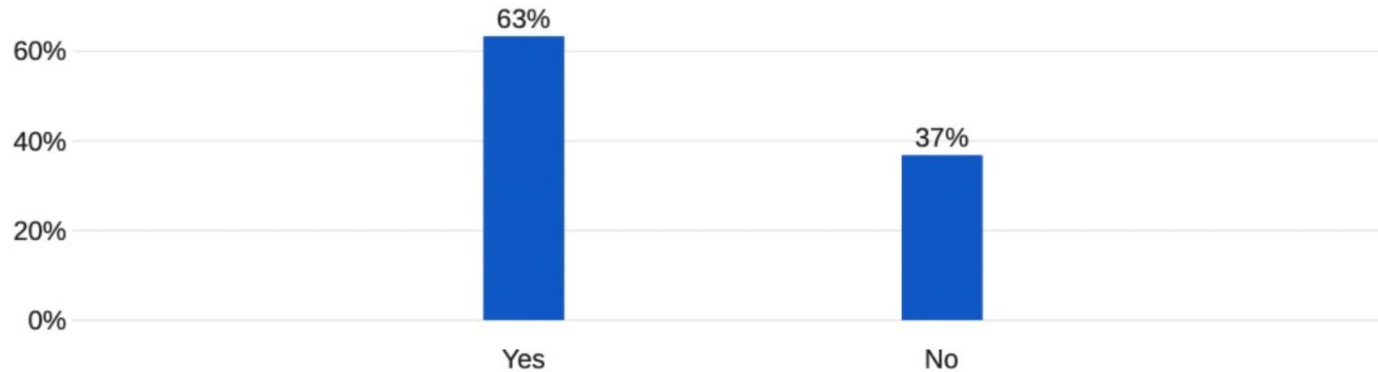
A study of youth views on finance, employment, work and the economy; based on a survey of n=1039 young Americans (18-34) between October 25-30.

Confidential: The information contained in this transmission may contain privileged and confidential information. It is intended only for the use of the person(s) or entity named above.

5. A majority of young people believe in the stock market

Q: “Do you think the stock market is a good place to build wealth and invest?”

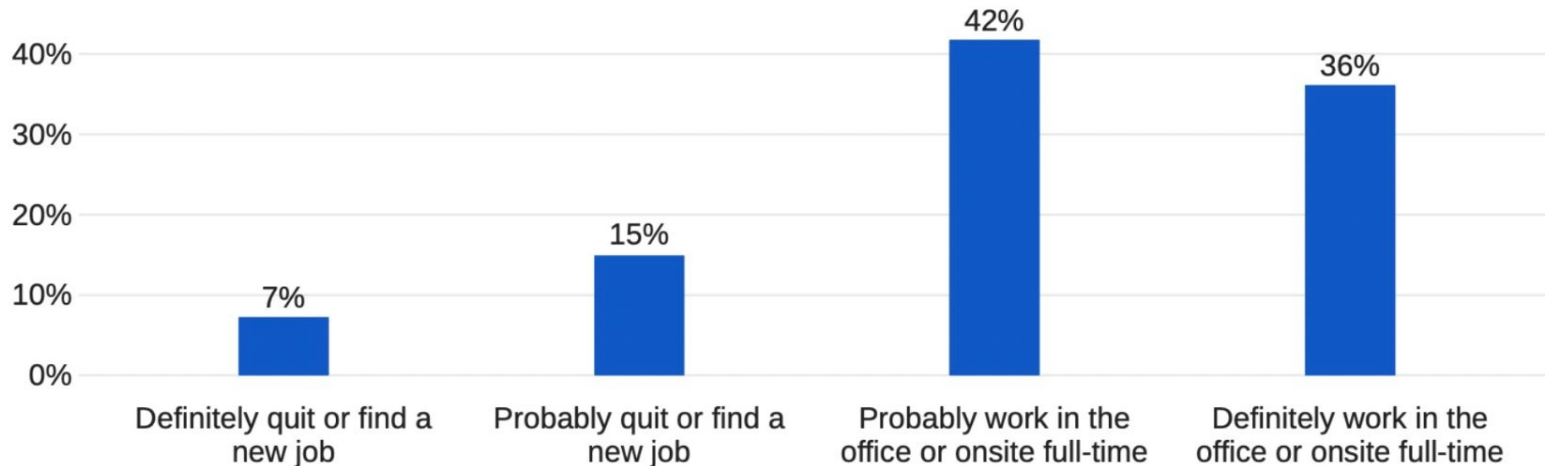
Overall



12. If faced with in-person only employment, most would accept the conditions

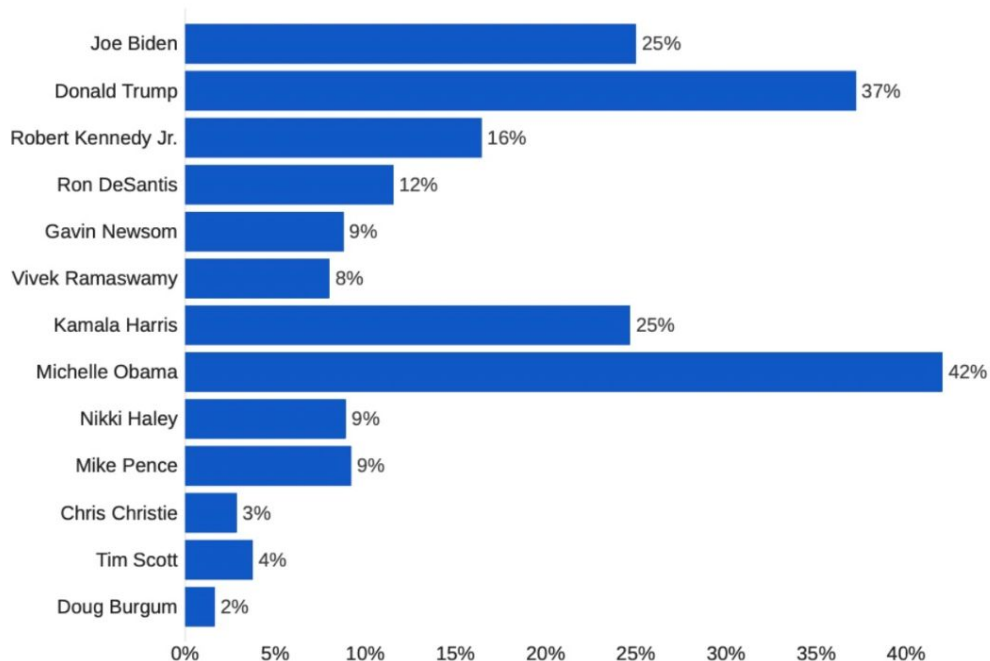
Q: "If you had to work in the office or onsite full-time, would you do so, quit, or find a new job?"

Overall



9. Michelle Obama appears to have more support than presidential frontrunners

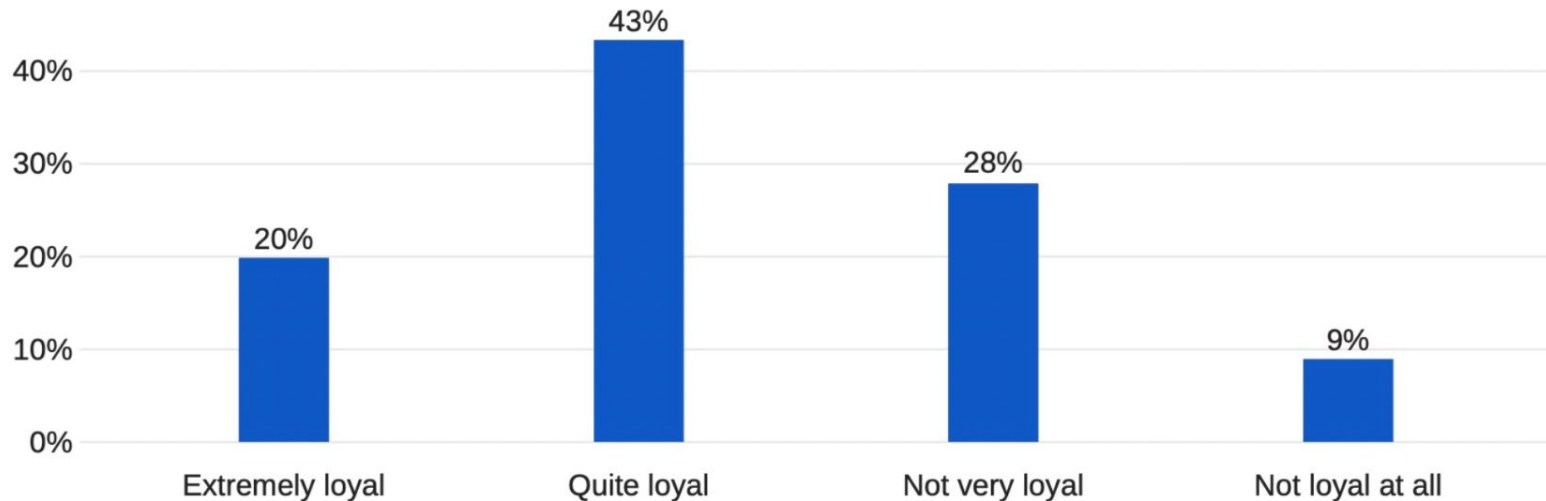
Q: "Which two candidates do you believe would be best for the overall American economy? (Please choose two options)"



13. Most young people feel loyal to their employer

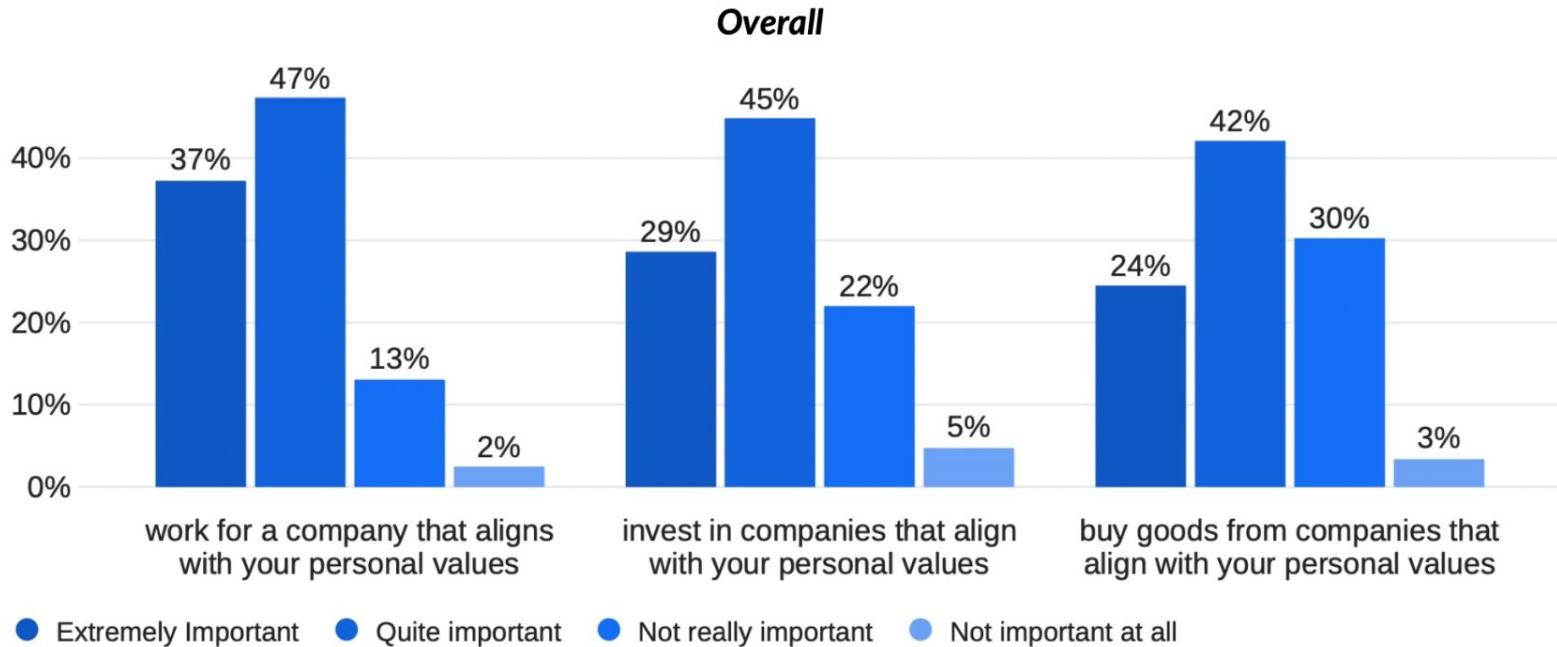
Q: "How loyal do you feel to your employer?"

Overall



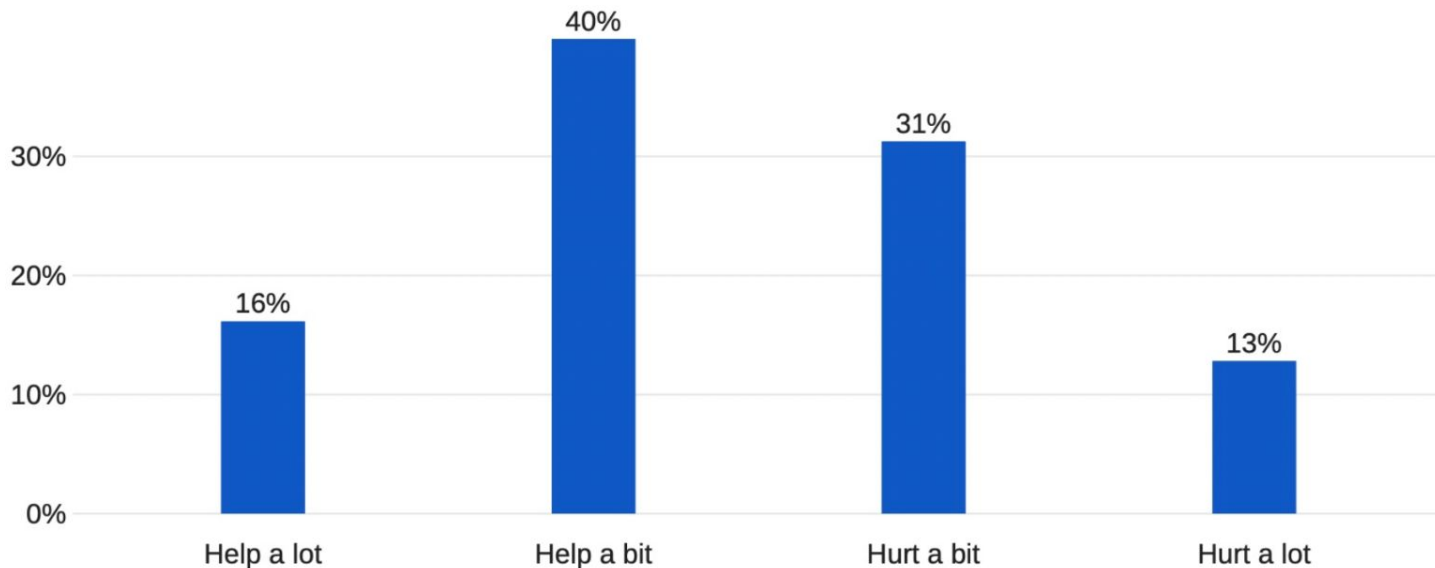
20. Alignment with personal values is prioritized more as an employee than as an investor or consumer

Q: "How important is it to you to...?"



10. Most young people expect AI to have a small impact on employment prospects

Q: "Do you think AI will help or hurt your future employment prospects?"



21. Amazon is still viewed favorably by many

Q: "What is your favorite large company in America?"



METHODOLOGY

(OVERVIEW)

This study was conducted in October 25-30, 2023 from a representative sample of 1039 people aged 18-34 nationwide.

- The margin of error is +/- 3.0 percentage points. The Generation Lab conducts polling using a demographically representative sample frame of young people

METHODOLOGY

OVERVIEW

Generation Lab conducts ongoing studies that measure the attitudes and behaviors of the American youth. With the widespread accessibility of technology and growing desires for privacy, computer and mobile devices have become a favorable method of collecting data, especially among the younger generation.¹ These methods, while challenged in their reach among other demographics, have higher or as high of a reach among young people and particularly among students, compared to traditional methods. Among young people, 100% are internet users, 96% own a smartphone, and 90% use at least one social media site. In addition, web-based data collection has been shown to present a more comprehensive set of data than many other modes of data collection.³ Generation Lab's approach is guided by the aforementioned findings and relies on innovative methods to efficiently collect data nationwide, reduce costs, and minimize different forms of error.

OUR FRAME

Generation Lab generates samples that reflect the youth population from a variety of perspectives. In our approach, we leverage the universal reach of the internet, social media, and search platforms to create a non-probability panel with the accuracy of a probability-based panel at a lower cost and higher speed through academically-guided, ad-tech-enabled, geographic recruitment. This panel is built to reflect individuals of all

backgrounds ages 13-34 in the United States. In our patent-pending process, we utilize a geographic frame made up of a set of randomized geographic units, selected by applying probability proportional to size (PPS) sampling, to recruit participants. This ensures that all individuals in the population have the same probability of selection irrespective of the density of their geographic areas. It mitigates selection bias by third-party platforms and is notably better than merely relying on river sampling. Once recruited, we validate the demographic information of participants through our intake process. This approach is deliberately designed so only our narrowly targeted population has the opportunity to sign up. Our intake form is a private page with a dynamic URL to prevent snowballing. We leverage digital fingerprinting to prevent multiple sign-ups. Respondents are identified by their email and phone number, which is required for receiving incentives. Coupling digital fingerprinting and location tracking with verification of phone numbers and emails mitigates fraud in our frame. The recruited panel is further monitored across a variety of demographic variables, including age, sex, race, ethnicity, and education to ensure representativeness compared to the target population statistics, based on estimates from Census's American Community Survey as well as the Current Population Survey. We conduct periodic benchmarking studies to compare our panel's quality with population-level statistics and other high-quality governmental and commercial surveys.

FIELDING STUDIES

We employ a stratified random method of sampling. Studies are deployed and sent out to the respondents who satisfy the qualification of our intended population through emails and text messages. Throughout the process, we utilize a variety of features to ensure the integrity of the data that we collect, including protocols preventing multiple responses and flagging invalid inputs. An honorarium is given to the sampled respondents who complete each study.

Weighting and Analysis

After fielding the study, Generation Lab weights the results based on characteristics that need to be readjusted to more closely match the population. Typically, this involves weighting by age, gender, race, and voting behavior using population statistics from the Census Bureau. Our goal is to make the distribution of the characteristics of the sample match that of the target population by implementing post-stratification calibrated weighting. Our process involves determining population proportions from the Census Bureau within each stratum and calculating the post-stratification adjustment factors using iterative proportional fitting. After applying weights, we analyze results for each item using a variety of measures, including mean and standard deviation, in order to study the opinions and viewpoints of young individuals in the United States. In addition, we delve deeper into the results by segmenting each item by respondent characteristics (i.e., breakdown of each result across different demographics). Our statistical analysis also consists of studying specific response trends and patterns across various waves or iterations of similar studies.

ABOUT GENERATION LAB

The Generation Lab is a polling and research firm studying young people and the trends that shape their world.

- We translate youth views and behavior for media, academia, businesses, government, and the American public. Whether through a one-day snapshot poll, or a multi-year longitudinal study, we pursue youth truth for our clients and the American public.



OUR **TOOLS**



LATEST **DATA**



GET **IN TOUCH**

