

# Generation Z's Political Priorities

Gen Z, also known as Plurals, demands respect and takes action to be heard. For Gen Z, voting is a tool for impact, driven by a sense of responsibility and a desire to shape outcomes. Discover key touchpoints revealing their values.

Bottom line: acknowledge their individuality, and talk to them where they are.

## Defining Generation Z



Diverse



Educated



Raised in Turbulence



Skeptical of Government



Value Individual Freedoms

As Gen Z continues to come of age, the Brookings Institute suggests it's time to drop outside labels and recognize them who they are: Plurals, a name that embrace their authenticity.



## On the Rise

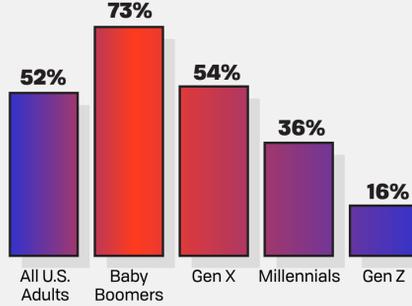
Every year, more Gen Zers join the voter pool as they turn 18.

A 2021 study by the Tisch College of Civic Life at Tufts University found that 50 percent of those 18 to 29 voted in the 2020 election, an 11 percent increase over 2016.

## National Pride Sharply Declines Among the Youngest Voters

Only 16% of Gen Z reports being proud to live in America—as opposed to nearly three-quarters of Boomers.

Source: Statista, "Americans on being proud to live in the United States in 2022, by generation"



Boomers were moved to patriotism over the JFK assassination and the space race—they grew up fearing Communism and nuclear war.

Gen X and Millennials found national unity in the wake of 9/11 and experienced fears of terrorism and Y2K.

Gen Z isn't sold on American nationalism and has domestic foes—the COVID-19 pandemic, gun violence, and environmental policies.

Generations defined by external enemies

Marked by internal conflict

## They want change, and they want it now.

As many as 7 in 10 Gen Zers is involved in a political cause.

Source: Edelman, "Unleashing the Power of Gen Z"



### Big Issues:

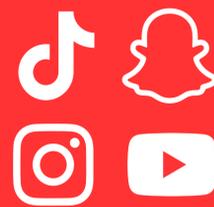
- Gun Control
- Climate Change
- Reproductive Health
- Racial Justice
- Education Reform
- Human Rights

Source: The Harvard Gazette, "Rising political tide of young adults, Gen Z"

## Social Forward

50% of Gen Z uses social media as their go-to daily news source.

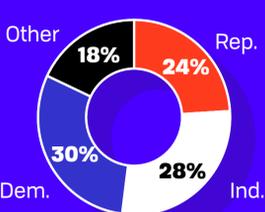
Source: Statista, "Frequency of using selected news sources among Generation Z in the United States as of August 2022."



**Don't become a meme!** Gen Z calls out politicians by way of viral memes, videos, and cancel culture.

Trust in social media sites as a news source has increased while declining in local and national news organizations.

Source: Pew Research Center, Sept 2022



## Political Loyalty and Party Identity

The political affiliation of Gen Zers is open, with a high percentage of swing voters.

To sway their votes, digital advertising is the platform of choice to reach this internet-raised demographic.

Source: NPR, "Gen Z's political power: new data gives insight into America's youngest voters."

## Motivating Their Vote

Gen Z votes based on their social values. They oppose policies that they perceive as infringements on their rights, and will actively vote against candidates that espouse those principles.



(This is a generation that grew up with openly LGBTQIA+ identities/peers/families—social policies like Florida's recent moves against sex education and gender-affirming healthcare don't resonate with them.)

Source: Politico, "6 things to know about Gen Z, politics and 2020."

## Gen Z and the GOP

No mincing words: Gen Z favored Democrat candidates in 2022, and their high turnout in recent years decided several elections.

They're not opposed to fiscal conservatism, though—GOP candidates would do well to focus on financial concerns like inflation over social platforms.

Source: NPR, "Gen Z's political power: new data gives insight into America's youngest voters."

## Undecided Gen Z Voters

Some Gen Z voters remain undecided due to a perceived lack of balanced information and a desire for a middle ground.



(Moderates want to be heard, too!)

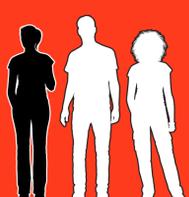


Candidates win Gen Z votes by putting information where they look for it—i.e. on social platforms—and telling them how they intend to address their problems (school shootings, education costs, etc.)

## An Education Gap

Experts and young organizers emphasize the need for improved civic education and community-wide changes to enhance political interest and understanding.

Some Gen Z members acknowledge they should take more initiative to research candidates and issues.



Roughly 1 in 3 wish they knew more about the candidates.



About half lacked confidence in every race on their ballot.

Source: NPR, "Gen Z's political power: new data gives insight into America's youngest voters."

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