Generation Z’s Political Priorities

Generation Z has been described as a diverse, educated, and opinionated group, with a strong sense of identity. They are the youngest demographic in the United States, comprising individuals ages 11 to 26 years old. As Generation Z continues to come of age, it is crucial to understand their values and interests in order to effectively engage with them politically.

National Pride Slips Among Youngest Voters

According to a report by the Edelman Trust Barometer, national pride has slipped among young voters. Among the youngest voters (ages 18-24), only 43% report feeling proud to be American, down from 53% in 2018. This decline may be due to a variety of factors, including political polarization and the rise of alternative narratives on social media. The report highlights the importance of understanding and addressing the concerns of Generation Z in order to build trust and engagement with this demographic.

Motivating Their Vote

Young voters are motivated by a range of issues, from environmental concerns to social justice. The 2020 election saw a significant increase in voter turnout among young adults, with 50% of those aged 18-29 casting their ballots. This demonstrates the power of Generation Z as a political force.

Political Loyalty and Party Identity

The political affiliation of Generation Z is fluid and open. Many young voters identify as independents or are unaffiliated with a political party. This lack of political loyalty presents opportunities for political organizers and candidates to engage with this demographic.

Ready to harness Gen Z’s political power with MNI?

To effectively engage with Generation Z, it is important to understand their values, concerns, and motivations. By focusing on key issues and using relevant platforms, it is possible to build trust and influence this important demographic. Contact us to learn more about how we can help you connect with Generation Z and harness their political power.