



Political Insight on Gen Z

Opinium US

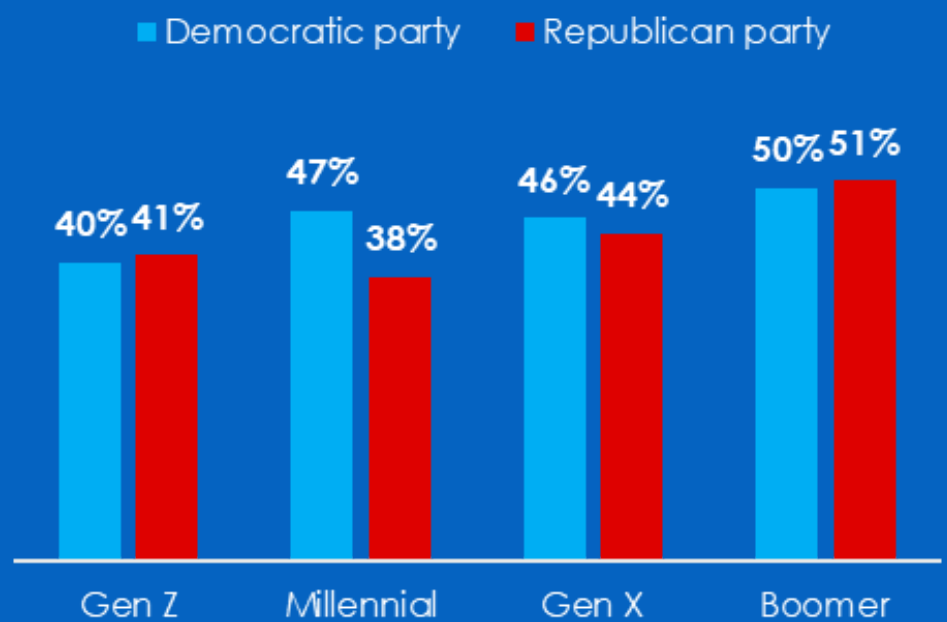
The parties are slipping with younger voters

Gen Z is most likely to identify as a Democrat (31%) or Independent (30%). Around a quarter (23%) identify as a Republican.

Only four in ten Gen Zers strongly identify with their political party. Among self-identifying Democrats, 40% strongly identify with the party. Among self-identifying Republicans, 41% strongly identify with the party. Both parties are struggling to maintain their footing with younger demographics.

Further emphasizing this point is that Gen Z is the most out of all generations to say their political leanings are “neutral” with 27% doing so.

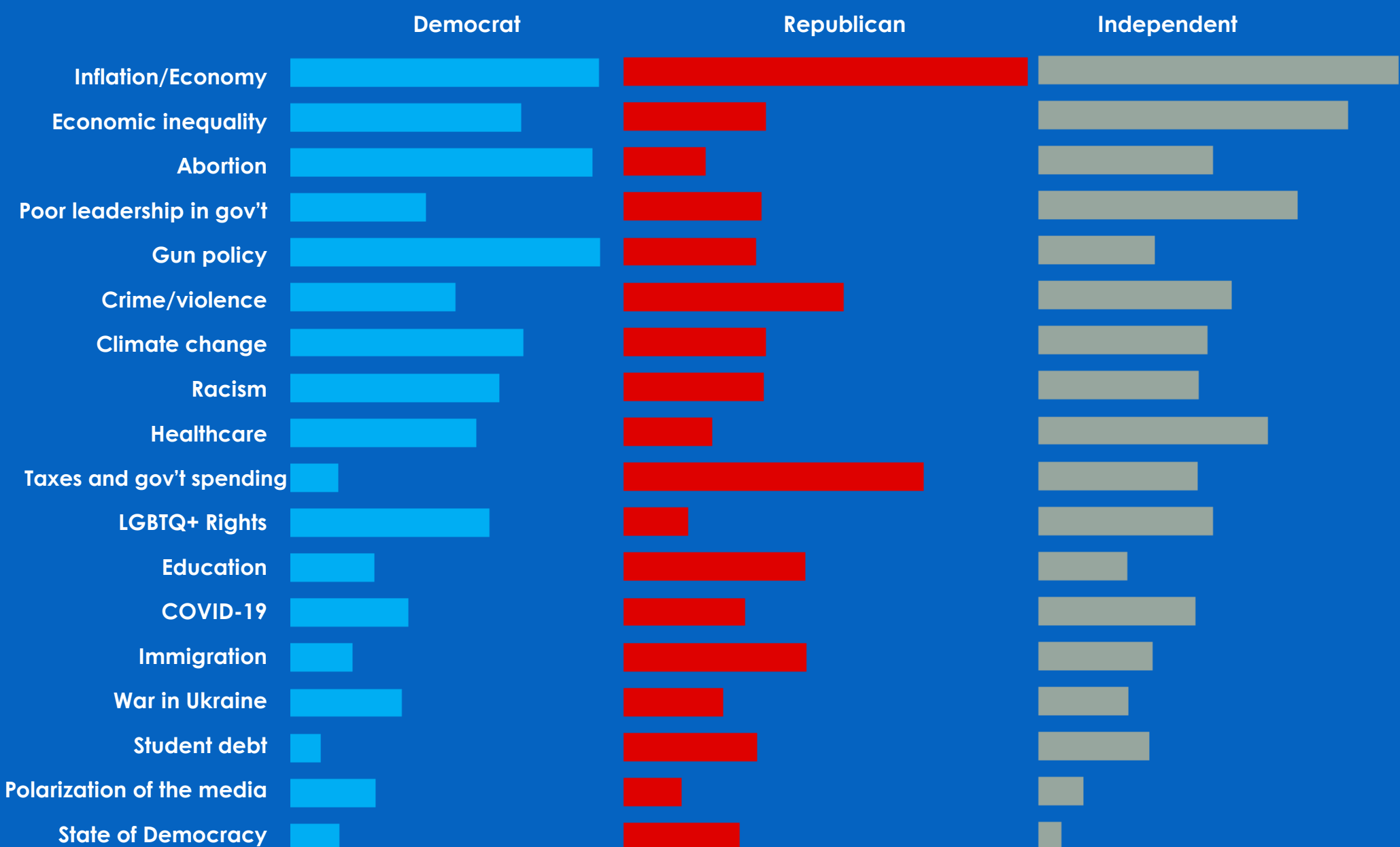
% strongly identify with their political party



Gen Z rallies around certain issues but partisanship is still at play

Overall, Gen Z believes the top three issues facing the country are inflation and the economy (29%), economic inequality (22%), and abortion/women's rights (17%). Gen Z is much more likely to perceive racism (15%) and LGBTQ+ rights (14%) as top issues facing the country, but the political divides we witness at large when it comes to issues facing the country persist among Gen Z.

Top issues for Gen Z, by party identification

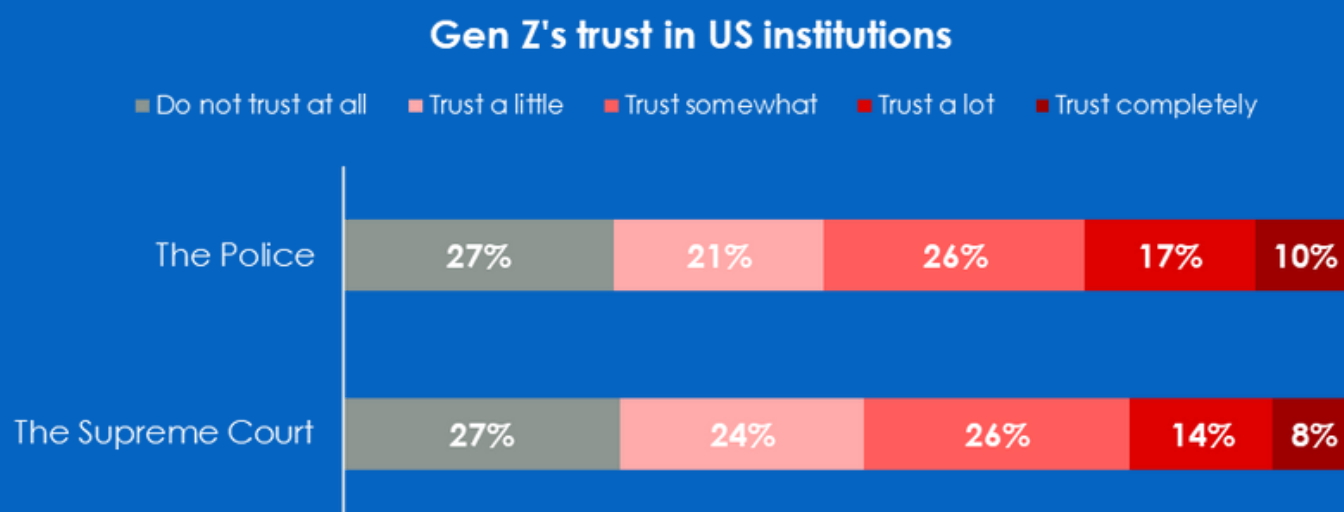


*sorted from most important to least important issue for Gen Z overall, only showing issues where at least 10% selected as a top issue (from one or more parties)

Gen Z has especially low trust in the Supreme Court and the police

Less than a quarter of Gen Z (23%) trusts the Supreme Court completely or a lot, and slightly over a quarter (27%) of Gen Z does not trust the Supreme Court at all.

Gen Z has lower trust in the police than the American public overall. Only a quarter (26%) of Gen Z trust the police completely or a lot, compared to 37% of Americans overall. Additionally, 27% of Gen Z doesn't trust the police at all, compared to only 15% of Americans overall.

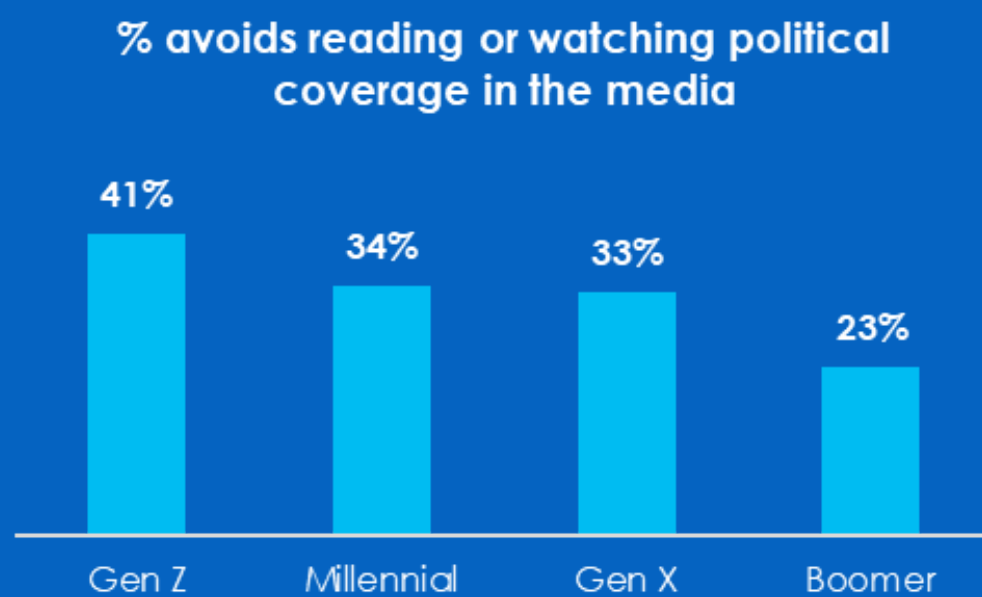


Young Americans are more likely to avoid engaging with political media coverage

Gen Z has played a critical role in rallying society around key issues facing the day, but this activism is at odds with a generation who is also more disengaged with politics.

Two in five (41%) Gen Zers avoid reading or watching political coverage in the media — the most of any generation.

Three in ten (31%) Gen Zers talk about politics with their friends, and a third (33%) with their families.



At the same time, a third (32%) of Gen Zers participate in advocacy and activism for issues they care about.

Gen Zers trust the Democratic Party more than the Republican Party, but high levels of mistrust abound

When it comes to the 2024 presidential election, two-fifths (42%) of Gen Z trust the Democratic Party most to handle the country's top issues, while a third (33%) trust the Republican Party most. However, a quarter (25%) of Gen Z declined to answer this question altogether, suggesting high levels of mistrust in both major political parties.

Of Gen Zers who identify as politically independent, slightly more trust the Democratic Party (34%) over the Republican Party (29%) to handle the most pressing issues facing the country, but the most common answer amongst this group was "prefer not to say," (37%) suggesting a lack of trust in either party.

METHODOLOGY

An online survey was conducted among 2000 US adults 18+ in the United States via an online opt-in panel. Respondents were weighted by age & gender, race, ethnicity, region, education, and past vote in the 2020 election. Fieldwork took place from September 5 - September 11, 2023.

The sample contained n286 Gen Z respondents (18-26), n448 Millennial respondents (27-42), n530 Gen X respondents (n43-58), and n660 Boomer+ respondents (59+).

ABOUT OPINIUM US

Opinium is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people think, feel and do. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter.

We work with organizations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes

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