

GEN Z VOTERS: 2022 Research Findings

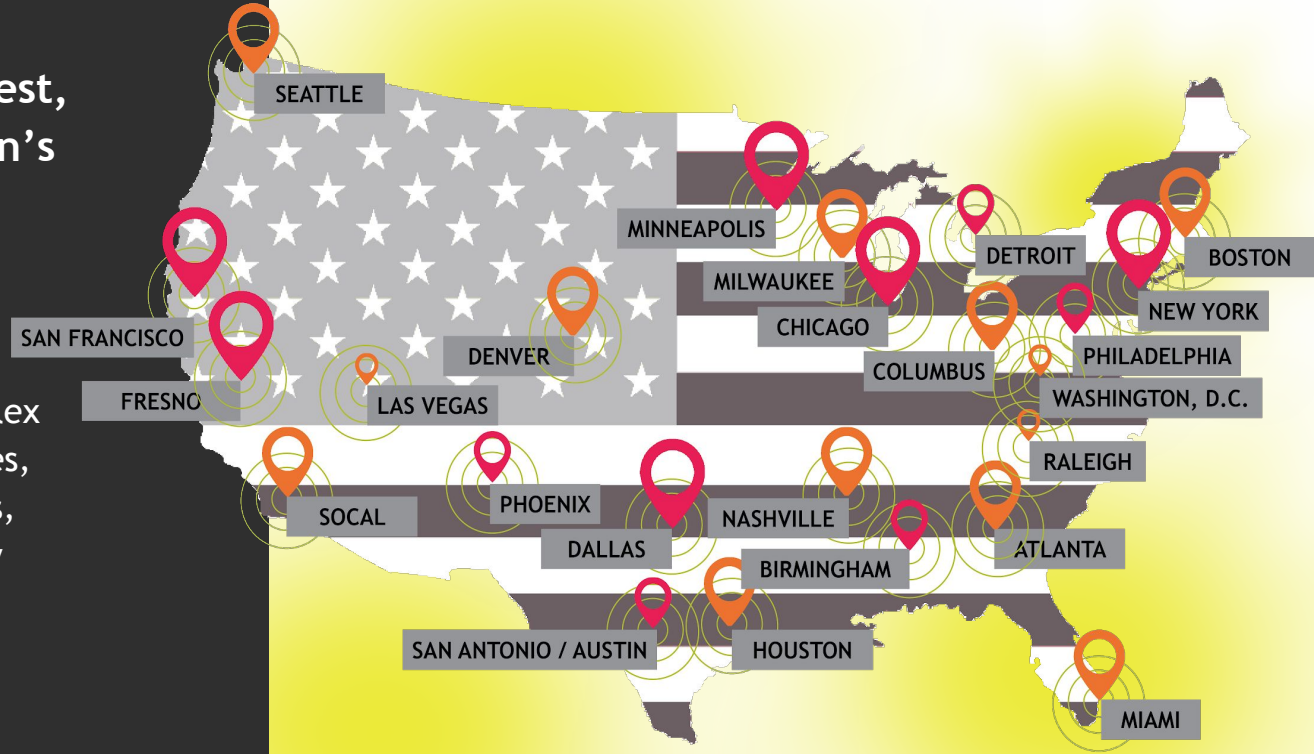
iGNiTE

POLITICAL POWER IN EVERY YOUNG WOMAN



IGNITE is building the largest, most diverse young women's political leadership organization.

Since 2010, IGNITE has trained 20,000+ women to discover and flex their political power as candidates, campaign staffers, commissioners, community organizers, and policy makers.



THE IGNITE RESEARCH HUB

Since 2019, IGNITE's research hub has partnered with leading political scientists and researchers to conduct research on Gen Z political participation, behaviors and mindset.

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2022 STUDY: METHODOLOGY

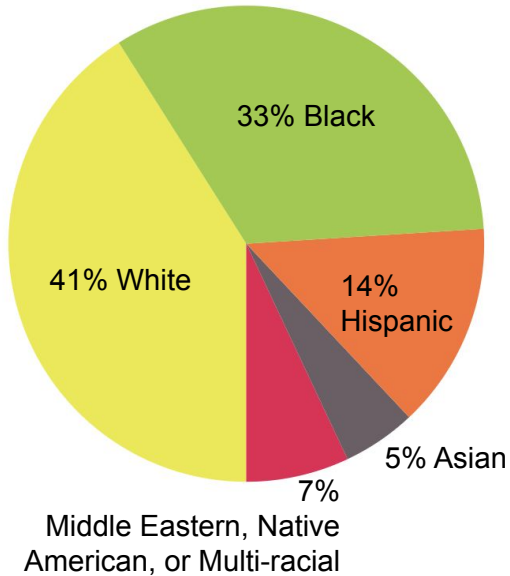
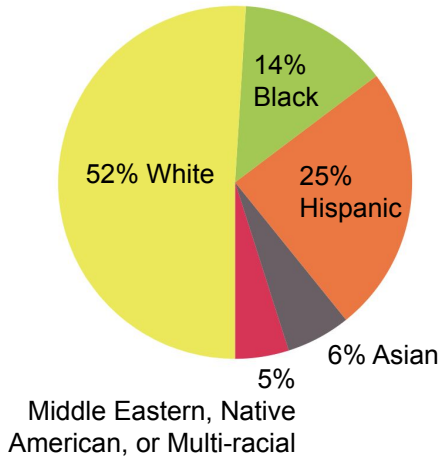
- IGNITE worked with Dr. Melissa Deckman (CEO, Public Religion Research Institute) and Dr. Jared McDonald (University of Mary Washington). Research leads at IGNITE were Sara Guillermo (CEO) and Laura Long (Database & Technology Manager).
- We surveyed a cross-section of approximately 3200 respondents across 50 states; half of the sample were members of Gen Z (defined as Americans born after 1996) and the other half were Americans older than Gen Z using Qualtrics Panels.
- Although not a probability sample, the data are weighted to match 2019 Pew Analysis of the 2018 US Census Current Population Survey benchmarks for age, race, ethnicity, and income, so it closely resembles the demographic makeup of the US public.
- The survey was in the field between May 10-19, 2022 (Note: the SC Dobbs decision was leaked the week before and had generated a lot of media coverage.)

GEN Z DIVERSITY

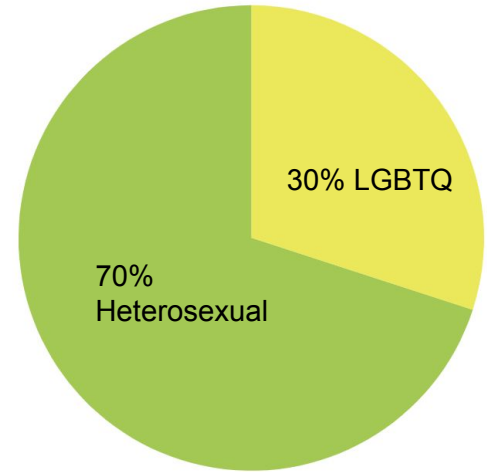
Gen Z is the most diverse generation in U.S. history

RACE/ETHNICITY

PEW: GEN Z RACE/ETHNICITY



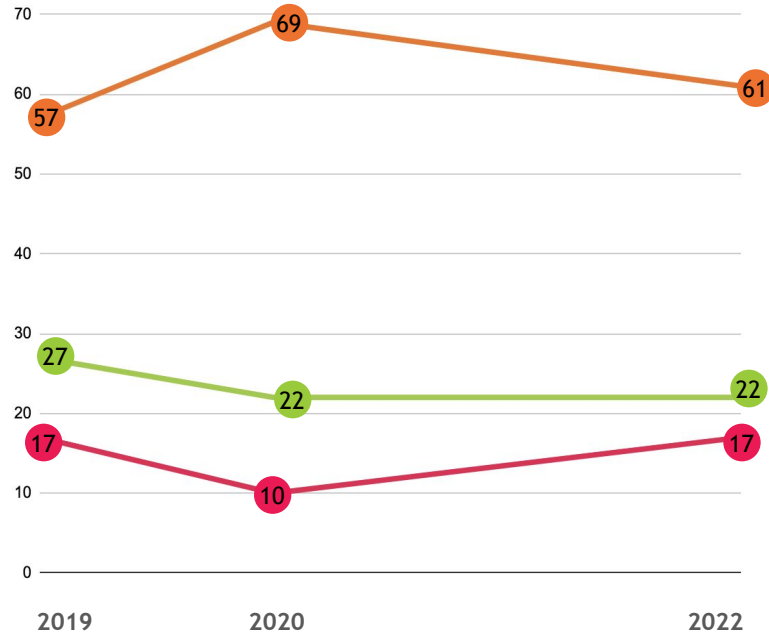
SEXUAL ORIENTATION



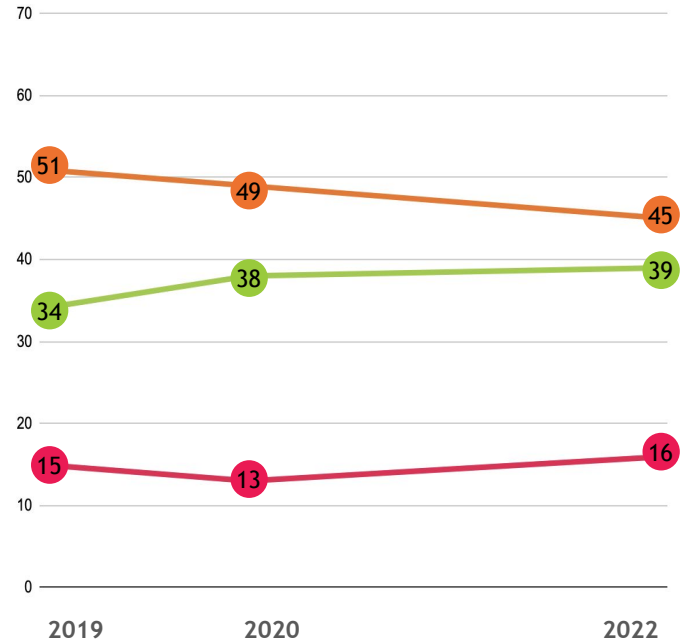
GEN Z PARTY IDENTIFICATION

Gen Z women voters are heavily Democratic; Gen Z men more split on partisanship

Dem Women Voters GOP Women Voters Independent Women Voters



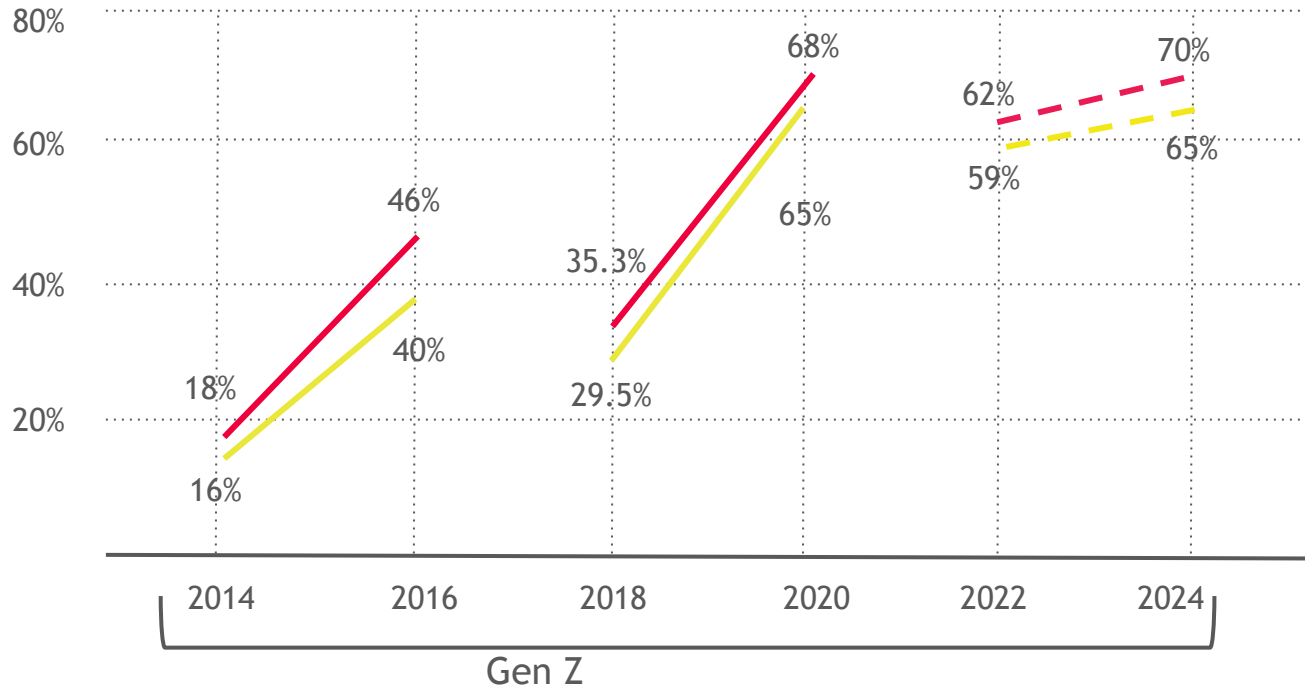
Dem Men Voters GOP Men Voters Independent Men Voters



GEN Z VOTER TURNOUT

- Gen Z voter turnout has been consistently increasing, especially for women.
- Gen Z and Millennials will be the largest voting blocs by 2024.
- As a comparison, the youngest generation typically votes at 15-20% in a midterm election....

WOMEN
MEN



GEN Z TOP PRIORITIES BY GENDER

The issues Gen Z women and Trans/non-conforming folks care most about are different than those their male peers care about.

Gen Z (Cisgender men)	Gen Z (Women, trans, and gender nonconforming participants)
Inflation (56.8%)	Healthcare (70.9%)
Healthcare (54.4%)	Mass shootings (69.2%)
Mental Health (53.3%)	Mental Health (66.6%)
Jobs and unemployment (52.5%)	Racial inequity (65.7%)
Mass shootings (51.6%)	Abortion (63.8%)

GEN Z WOMEN: ISSUE PRIORITIES

Though Gen Z is driven by the issues, they're also not a monolith.

2019

Mass Shootings



Climate Change



Race Inequity



Education



Abortion



2020

Health Care



Jobs



Mass Shootings



Racial Inequity



Abortion



2022

Health Care



Mass Shootings



Mental Health



Racial Inequity



Abortion



GETTING GEN Z TO THE BALLOT BOX

Gen Z stands to make the difference this November election.
What could stand in their way?



Lack of knowledge:
Students feel like they have inadequate political knowledge to cast a vote. So voting feels like a test they're going to fail.



Civic and political efficacy:
Young people don't connect political participation and how government impacts their everyday experiences.



Practical issues:
Students don't understand how to register and where to vote (especially if they are away from home), plus they move a lot.

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