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Gen Z Prioritizing Abortion, Mass Shootings, and Mental Health at the Polls in 2024, Per New Study

IGNITE releases new data highlighting Gen Z's rising electoral power ahead of the 2024 election cycle

OAKLAND— [IGNITE](#), the nation's largest and most diverse young women's political leadership organization, released the results of a new study analyzing Gen Z voters (Americans born after 1996) ahead of the 2024 elections. With many expected close races in 2024, Gen Z's vote will have a significant impact on the outcomes. Paying attention to the issues of Gen Z voters will prove crucial for races across the country, especially Florida, Georgia, Montana, Nevada, North Carolina, Ohio, Texas, and Wisconsin. As Gen Z continues to grow more established politically, it is important to remember they are the most varied generation by gender, and traditional political reporting needs to account for this transition.

Among the significant findings below, there is a shift between the way that Gen Z women-identifying and non-binary individuals feel on these issues compared to their cis male counterparts. The visuals in the report highlight these differences on issues like abortion, gun violence and the importance of increased diversity among candidates running for office.

- **Gen Z polling shows that young voters are more politically empowered than ever**, with 75 percent of respondents registered to vote. By 2024, Gen Z and Millennials will be the largest voting block in the country. However, reaching voting age does not necessarily correlate to political participation. The polling results also registered a significant amount of partisan disillusionment among Gen Z.
- **Gen Z women want more diverse candidates who speak to their issues.** Roughly 70% of women and non-binary Gen Zers say they would be more likely to vote if there was more diversity among candidates regarding gender, race, and age, as well as candidates speaking to the issues young people care about.
- **Most Gen Z support legal abortion under all circumstances**, but Gen Z women are more likely than Gen Z men to support abortion "for any reason."
- **Gen Z are split on how to prevent gun violence.** Gen Z men, by a narrow margin, say improving mental health care should be the priority to prevent gun violence. Gen Z women, by a 2 to 1 margin, prefer restricting access to guns as the primary method to

combat gun violence. In addition, they have increasingly rated mental health as a critical issue, particularly since the COVID-19 global pandemic.

“Gen Z and young voters are going to have more political power in the 2024 election cycle than ever before,” [Sara Guillermo](#), **CEO of IGNITE**, said. “We need to start focusing on the issues that drive them because they don’t conform to the hard lines of political parties like previous generations. They want candidates who care about their issues, represent the diversity they see amongst their peers, and have the authentic digital savviness to engage with them in a meaningful way.”

IGNITE partnered with [Dr. Jared McDonald](#), assistant professor at the University of Mary Washington, to complete the study. He surveyed 1,298 respondents from 49 states and the District of Columbia. All respondents were members of Gen Z. The study was funded by [Grantmakers for Girls of Color](#).

“IGNITE’s research tackles the data gender gap and is crucial to understanding the political perspectives of Gen Z women, femmes and gender-expansive youth.” [Maheen Kaleem](#), **Vice President of Operations and Programs for Grantmakers for Girls of Color** said. “Insights from this report will go a long way in elevating the critical role that Gen Z plays in advancing just and democratic futures, and help us all better understand what is needed to fully leverage their power and promise.”

The research builds on previous studies, allowing for a deeper comparative understanding of Gen Z and politics since 2019. The data was weighted to match the 2019 Pew Analysis of the 2018 U.S. Census Current Population Survey benchmarks for age, race, ethnicity, and income, so it closely resembles the demographic makeup of the U.S. public. The survey was in the field between April 28 and June 4, 2023.

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[IGNITE](#) is a national organization building the largest, most diverse movement of young women who are ready and eager to become the next generation of political leaders.