Research by Corey Seemiller and Meghan Grace
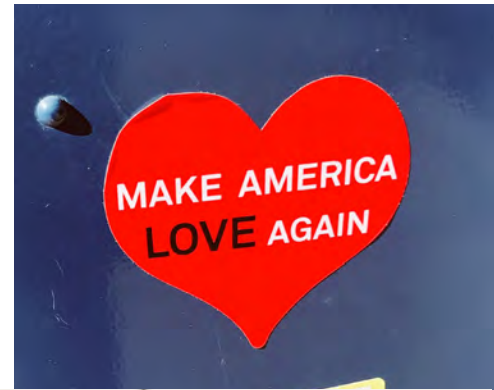
VOICES ON VOTING

GETTING GEN Z TO THE POLLS

In partnership with Ologie

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Introduction

WHO IS GENERATION Z?

For more than a decade, a great focus has been placed on how to better understand and work with Millennials, those born from 1982 to 1994 *(Strauss & Howe, 1990)*. But Generation Z (born 1995-2010) *(Sparks & Honey, 2014)* has emerged into young adulthood and includes our 18 to 25 year-old voters. Although they may resemble the Millennial Generation, Generation Z possesses unique attributes and experiences that shape their perspectives and behaviors around politics. For example, this generation is characterized as open-minded, compassionate, and responsible, having grown up during a recession, a time of rapid technological advancement, and an era that shifted from progressive to regressive social change *(Seemiller & Grace, 2019)*. It isn't surprising then that their characteristics and lived experiences play an important role in shaping their political views and potential voting behavior.

GENERATION Z - BORN 1995-2010 HAS EMERGED INTO YOUNG ADULTHOOD AND INCLUDES OUR 18 TO 25 YEAR-OLD VOTERS.

HOW MIGHT THESE YOUNG ADULTS ENGAGE IN THE 2020 U.S. ELECTION?

With much anticipation about the participation of the Generation Z voting bloc in the upcoming election, especially given their low turnout in 2016 *(Seemiller & Grace, 2019),* it is critical to understand their overarching perspectives on politics. To do this, we conducted a nationwide mixed-methods survey of Generation Z young adults, focusing on:

- Political ideologies

- Issues of importance

- Political news access and consumption

- Voting intentions

- Voting motivations

This report highlights insight into the hearts and minds of those in Generation Z, while also offering a blueprint for enhancing their political participation.

Party Identification and Political Ideologies
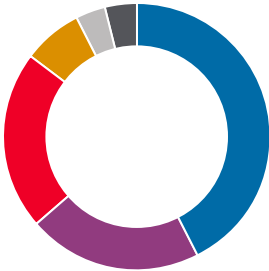
Perhaps surprisingly, only 29.9% of those surveyed strongly identified with a particular political party, whereas 49.6% only somewhat identified and 20.4% did not identify at all. For Generation Z, it is less about party and more about ideology, which for many is substantially clear. There are some unique ideologies, off the political spectrum, but most fall in line with left, independent, right, or Libertarian ideologies.

WHAT ARE THEIR STATED IDEOLOGIES?

Of the 512 respondents who reported a clearly articulated ideology, there were far more who identified as left or left-leaning than right or right-leaning, and a pretty substantial number in the middle.
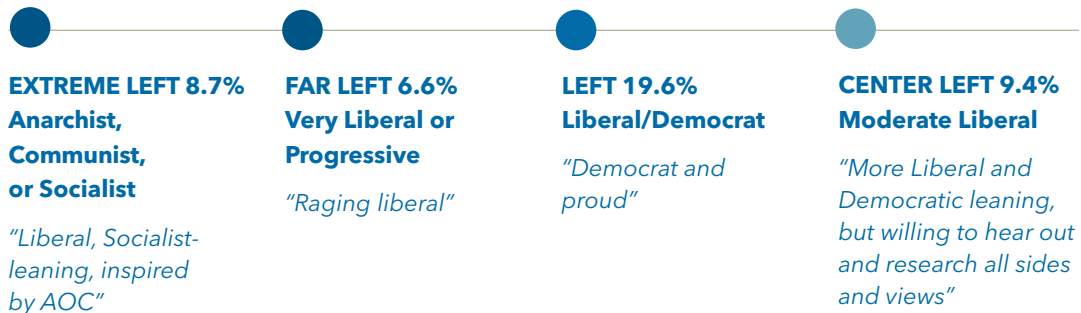
● Other Ideologies

Most everyone reported aligning with an ideology on the left-right spectrum. There were, however, two types of emergent ideologies that centered on two streams of thinking: doing what is in the best interest of all humans and the environment, or being led by a faith leader, royal family, or other Institutionalized head of state.

● No Ideology

There were 69 individuals who expressed not having an ideology at all, because they don't think about it, don't care about it, don't know about politics, or are disaffected and have chosen not to engage.

Left 44.3%

Overall, Generation Z leans left, with many identifying as extreme or far left. And far fewer identify as center left (Moderate Liberal) than even left (Liberal/Democrat), indicating a stronger lean away from the center.

EXTREME LEFT 8.7%
Anarchist,
Communist,
or Socialist

"Liberal, Socialist-leaning, inspired by AOC"

FAR LEFT 6.6%
Very Liberal or
Progressive

"Raging liberal"

LEFT 19.6%
Liberal/Democrat

"Democrat and proud"

CENTER LEFT 9.4%
Moderate Liberal

"More Liberal and Democratic leaning, but willing to hear out and research all sides and views"

Party Identification and Political Ideologies

FOR GENERATION Z, IT IS LESS ABOUT PARTY AND MORE ABOUT IDEOLOGY.

Center 22.1%

In looking at the responses in the middle of the ideological spectrum, two types of "center" emerged: Fluid and Blended. Fluid involves individuals moving back and forth between left and right, depending on the issue or the candidate. This group's votes would likely be malleable as these individuals could be swayed in either direction. The second type of center is Blended, which involves having very clear values, some of which align with more liberal ideals and some with more conservative ideals (e.g., pro-choice and gun rights). The vast majority of responses for those identifying with a Blended ideology expressed their social values as more liberal and their fiscal values as more conservative. This group's votes are likely less malleable, instead influenced by the extent they prioritize certain issues over others.

CENTER-FLUID 14.0%
Independent or Moderate

"Independent or free thinking"

CENTER-BLENDED 8.1%
Liberal and Conservative

"Left on social issues and right on economics"

Right 22.7%

There were far fewer individuals who identified with right-leaning ideologies, especially extreme or far right, than there were on the left. The largest group of right-leaning Gen Z-ers is actually those who are center right (Moderate Conservative), followed closely by right (Conservative/Republican).
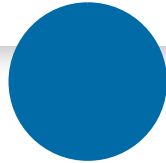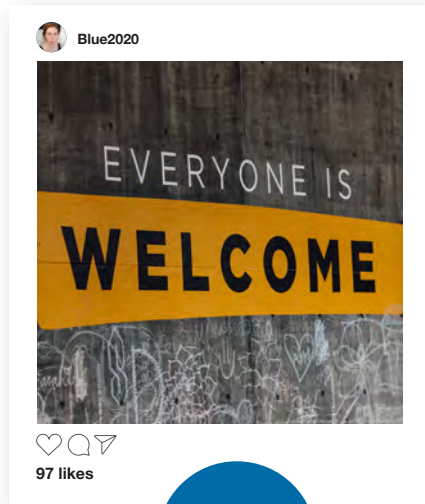
EXTREME RIGHT 0.2%
Authoritarian

"Traditionalist Catholic Authoritarian, give me an emperor or a strongman in power please"

FAR RIGHT 4.9%
Federalist, Constitutionalist, or Nationalist

"Constitutionalist; protect the individual against the society"

RIGHT 8.7%
Conservative/ Republican

"I am a conservative Republican. I am strong in my faith and so my decisions are influenced by my faith in Jesus and God's Word."

CENTER RIGHT 8.9%
Moderate Conservative

"Flexible Conservative"

Libertarian 7.5%

Many who identified as Libertarian focused on wanting a government that was "hands off," with some even situating themselves as either right- or left-leaning Libertarians.

"Textbook Libertarian but I tend to vote Republican because third-party votes are a waste" " I'd call myself a Liberal-tarian"

Party Identification and Political Ideologies

Blue2020

EVERYONE IS WELCOME

97 likes

WHAT ARE THEIR VALUES-DRIVEN IDEOLOGIES?

There were 203 individuals who did not express a stated ideology but instead shared values that traditionally align with a particular ideology.

Left 31%

Of those who described their values as their ideology, 31% identified socially or fiscally left-leaning values (e.g., pro-choice, gun restrictions, health care for all, wealth tax, pro-immigrant rights). Human rights/social justice/equality was by far the most reported value.

"I believe that everybody has a voice no matter where you [are] from, if you're illegal, if you're a citizen, it just doesn't matter; you have a voice."

"Body autonomy, access to birth control, save the planet"

"The wealthy should be taxed more."

"I want to center the voice of Black and Brown, Queer and disabled marginalized groups, uplift their voices and be able to amplify and advocate for their basic human rights and necessities."

Right 3.4%

A much smaller percentage identified socially or fiscally right-leaning values that shaped their ideology (e.g., gun rights, anti-immigration, national debt). Being pro-life was the most reported value among right-leaning responses. However, only three individuals discussed it.

"Being Pro-life is also a huge part of my political ideology."

"Get national debt down!"

Red2020

POLITICS KILLS. CHOOSE LIFE.
CAPITAL PUNISHMENT
CRUEL TREATMENT OF IMMIGRANTS
ABORTION
HUMANIZE INTERNATIONAL

46 likes

Party Identification and Political Ideologies

Yellow2020

The government that
**governs best...
governs least.**

~ THOMAS JEFFERSON

97 likes

Grey2020

HUMAN RIGHTS
· Save our children
· Invest in our children
· Make our voice strong
FREEDOM
· knowledge
· teach Morals. Morals.
BE kind → BE HUMAN

220 likes

Libertarian 12.3%

There was also a considerably higher number of those describing Libertarian values than right-leaning values. Comments reflecting Libertarian values centered on having a small government or having a government that refrained from interfering in people's choices.

"The federal government should not be so into individuals' lives as they are."

"Let gay people smoke weed with their weapons, just leave me alone."
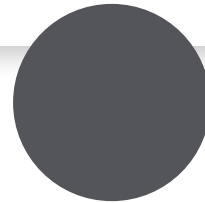
Neutral 53.2%

53.2% identified values that anyone on the ideological spectrum could theoretically support (e.g., safety, freedom, creating change, environment). The most reported neutral values echoed the sentiment of "for the people, by the people," emphasizing the importance of democracy.

"The government's job is to protect the people's interests."

"Make the world less toxic, both in humanity and the environment."

*"Do right for the people and for the future of this country."*

"Justice for all without being corrupt or biased"

**"FOR THE PEOPLE ,
BY THE PEOPLE."**

Party Identification and Political Ideologies

IDEOLOGIES AND ISSUES

The following chart offers a combination of stated and values-driven ideologies to offer a better understanding of the ideological perspectives of Generation Z. Neutral values, however, were not included in this chart, as their descriptions did not align with a specific left, right, center, or Libertarian ideology. As evidenced, Generation Z is incredibly left-leaning overall, with those in the center nearly matching the number of those on the right.

Ideologies

Dark = Ideologies
Light = Issues

LEFT	CENTER	RIGHT	LIBERTARIAN	OTHER
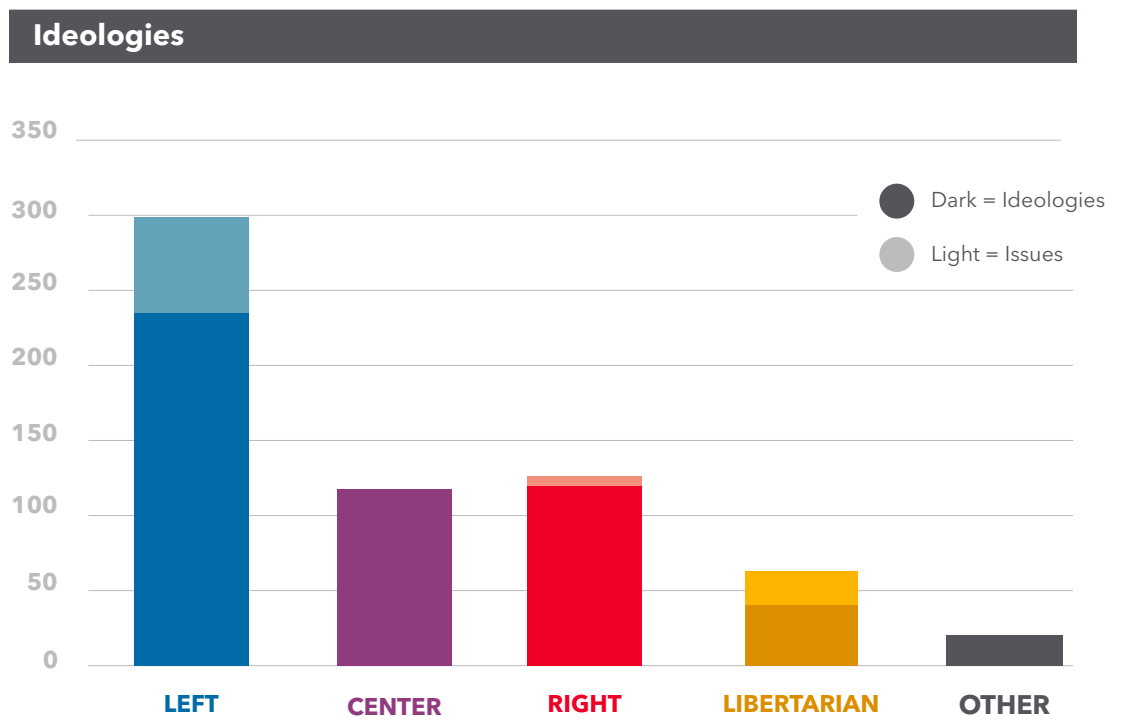
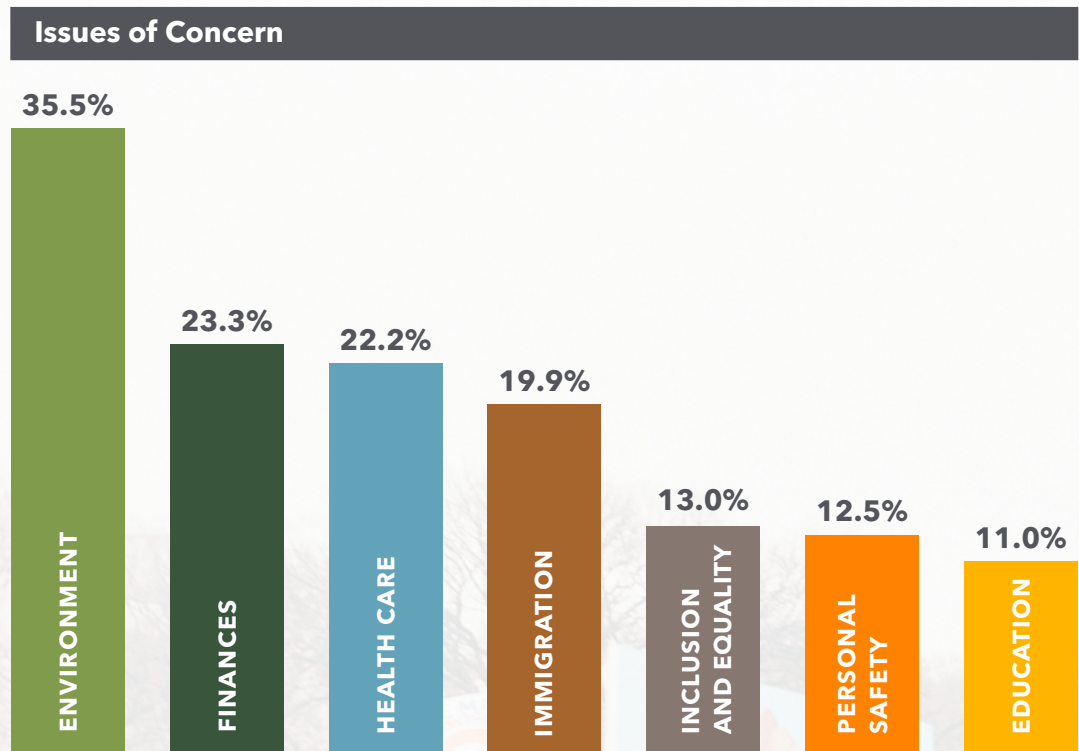GENERATION Z IS INCREDIBLY LEFT-LEANING OVERALL.
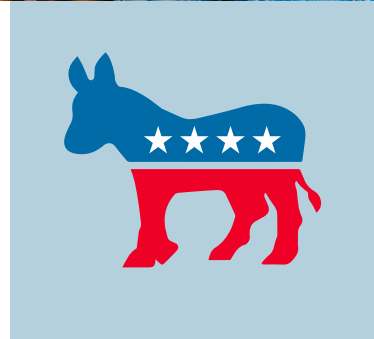
Issues They Believe Candidates Should Focus On

Voters of all ages are looking to political leaders to champion and address issues that impact society. Generation Z is no exception. Addressing Generation Z's issues of concern will be critical for candidates who want to win their hearts and their votes.

ISSUES OF GREATEST CONCERN

Of the 826 respondents who shared concerns that they believe candidates should be focusing on, the issues of greatest concern included those related to the environment, finances, and health care. While many people often vote with their own interests and benefits in mind, this may not be the full motivation for the issues Generation Z is concerned about. This "We Generation" seems to care most about issues that have an impact on others and society as a whole *(Seemiller & Grace, 2016; Seemiller & Grace, 2020).*

Issues of Concern

Issue	Percentage
ENVIRONMENT	35.5%
FINANCES	23.3%
HEALTH CARE	22.2%
IMMIGRATION	19.9%
INCLUSION AND EQUALITY	13.0%
PERSONAL SAFETY	12.5%
EDUCATION	11.0%

Issues They Believe Candidates Should Focus On

Environment
35.5%

As the most cited issue, more than a third of respondents indicated that candidates should be focusing on environmental issues. Generation Z's concerns regarding the environment involve climate change, global warming, renewable and sustainable energy, and environmental protection. With a concern for the future and with calls for urgency, some Gen Z-ers identify environmental issues as a crisis and an emergency that warrants immediate and focused attention by political leaders.

"I know Trump and health care are big topics right now, but I really wish candidates cared more about sustainability efforts for America."

"Climate change... I would like to live to see the year 2055."

"Promoting peace, equality, and healing the earth we are killing"

Finances
23.3%

Second only to the environment, Gen Z respondents said that candidates should be focusing on financial issues. Their concerns, though, are nuanced and not exclusive to their own personal financial well-being and stability. At a macro-level, the economy and its health was a commonly cited financial issue. Additionally, income and economic inequality, the alleviation of a shrinking middle class, the growth of the uber-wealthy, and the impact of poverty on American citizens were discussed. In regard to personal financial stability, Generation Z respondents shared their desire for a livable minimum wage and concern for dire issues facing the economy now that may negatively impact them later in life.

"The vast inequality. CEOs make 380x the average worker and that's ridiculous."

Health Care
22.2%

In line with the national conversation, Generation Z respondents noted health care as another major issue that candidates should be addressing. Being able to access and afford health care is of extreme value to Generation Z, and many view health insurance as a "must-have" *(Seemiller & Grace, 2019)*. With 22% indicating that health care should be a priority, the focus of these responses included increasing efficiency and affordability in the health care system. There was also a call among Generation Z voters for an ethical health care system that works to benefit patients instead of large corporations.

"Fixing our broken healthcare system and implementing Medicare for all"

"Health care system that actually benefits the patients instead of only working for profit"
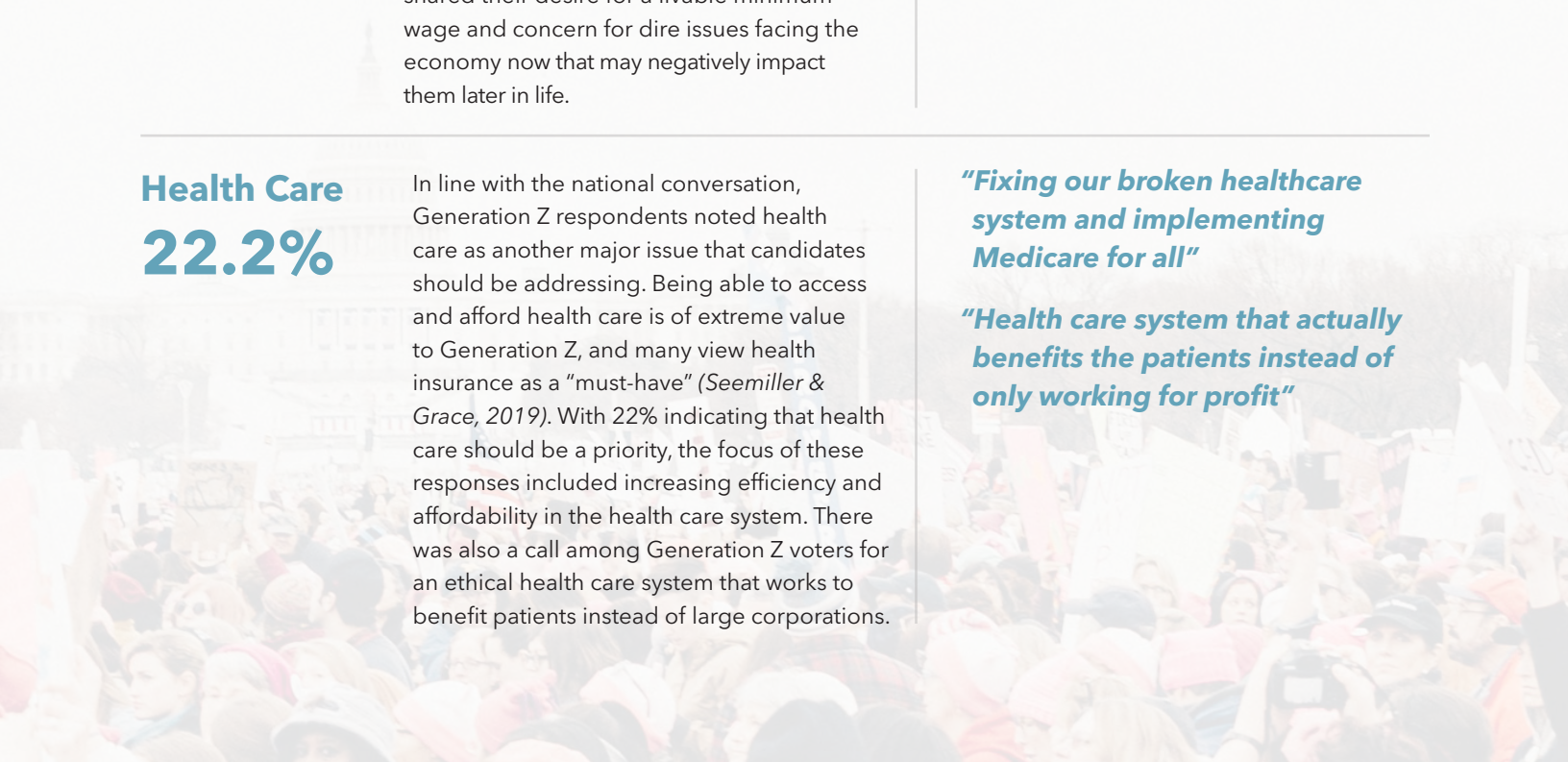
Issues They Believe Candidates Should Focus On

ISSUES OF MODERATE CONCERN

While the environment, finances, and health care are the leading issues that Generation Z voters believe candidates should be focusing on, there are other issues on their minds, including immigration, inclusion and equality, personal safety, and education.

Immigration
19.9%

One in five respondents listed immigration as an issue candidates should be focusing on. However, few indicated their specific stance on immigration. Still, since immigration was a commonly cited issue, it is clear that many in Generation Z have a desire for leaders to be willing to confront the issue head on and develop effective solutions.

"Immigration (reinforcing that America welcomes them)"

*"Preventing illegal immigration without letting everyone in automatically"*

ADDRESSING GENERATION Z'S ISSUES OF CONCERN WILL BE CRITICAL FOR CANDIDATES WHO WANT TO WIN THEIR HEARTS AND THEIR VOTES.

Inclusion and Equality
13%

Issues regarding inclusion and equality were regularly cited among Generation Z respondents, especially in regard to equal rights for various identity groups. Some specific issues included racial discrimination, gender discrimination, and LGBTQI rights and equality. While some pointed out the importance of treating others fairly and equally, others described wanting candidates who will address issues of equality by combating institutionalized racism and gender discrimination. Generation Z's view on equality and inclusion that is not only a cultural issue manifested through everyday interactions, but also a critical policy issue.

"EQUALITY, treating everyone with kindness even if they disagree with you on something"

"Equity. Understanding the diversity of this nation"
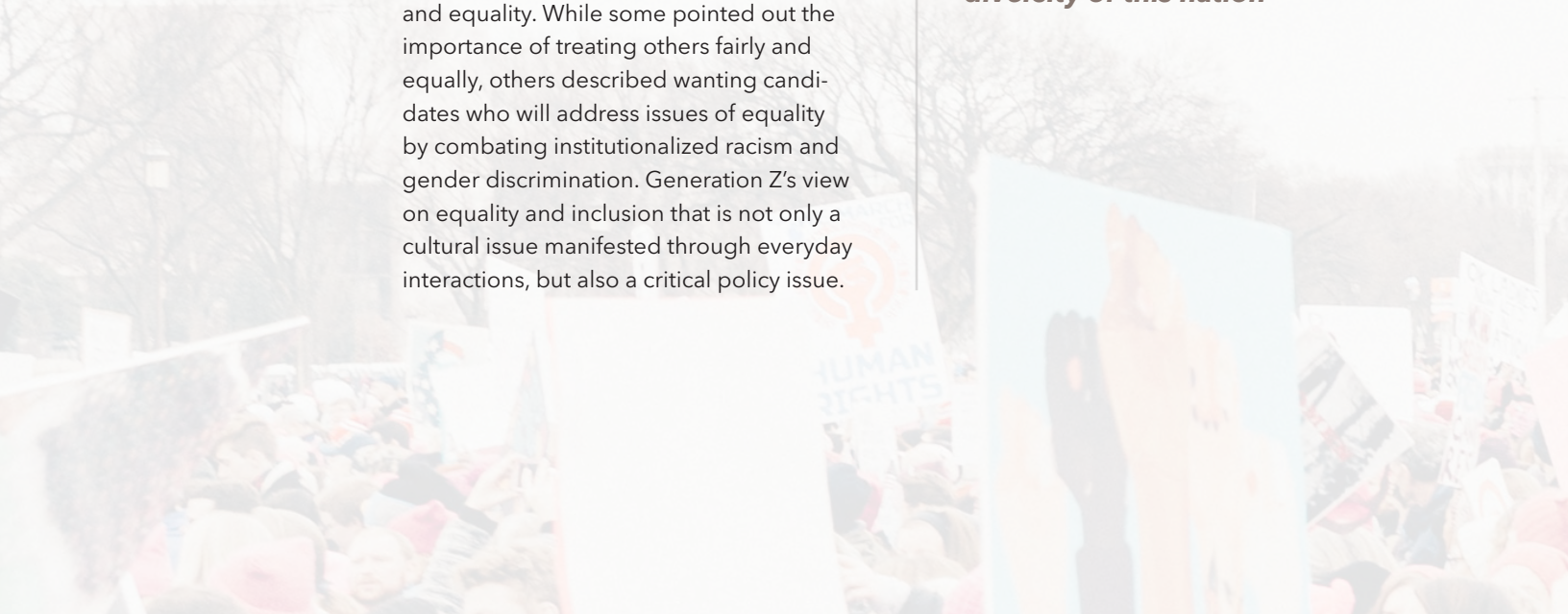
Issues They Believe Candidates Should Focus On

Personal Safety

12.5%

" The safety of ALL types of people that inhabit America"

"Strengthening gun laws; putting stronger protections in place for all human life"

Personal safety was identified by 12.5% of respondents as an issue candidates should be focusing on. While some respondents cited general personal safety for individuals, some referred to safety and stability for the country in relation to terrorism, both domestic and international. Of those who listed personal safety as an issue, 50% were in favor of gun reform and control, whereas just over a quarter were in favor of protecting gun rights.

Education

11.3%

"Investment in education to ensure physically and mentally healthy citizens and the reduction of human ignorance"

"A reform of the student debt problems that will help jumpstart the younger generation in the adult world"

Given that the majority of those in Generation Z are currently students, whether at the K-12 level or in college, it would make sense that they would be concerned about education. However, only 11% of respondents cited education as an issue that candidates should be focusing on. Additionally, 7% of respondents cited college affordability and student loans as critical issues needing to be discussed by candidates. While these response numbers are small, this is not to say that Generation Z doesn't care about education or issues facing education. In the grand scheme of political issues, they appear to be placing a higher priority on environmental issues, financial issues, and healthcare.

ISSUES OF LESSER CONCERN

There are many issues that Generation Z believes candidates should be focusing on. However, some of them do not rise to top priority for these voters. Candidates traditionally focus on issues like abortion, tax policies, and international relations, but among Generation Z, each of these issues was cited by less than 10% of respondents. And for some issues, such as abortion and inter-national relations, there was no conclusive indication of Generation Z's general stance.
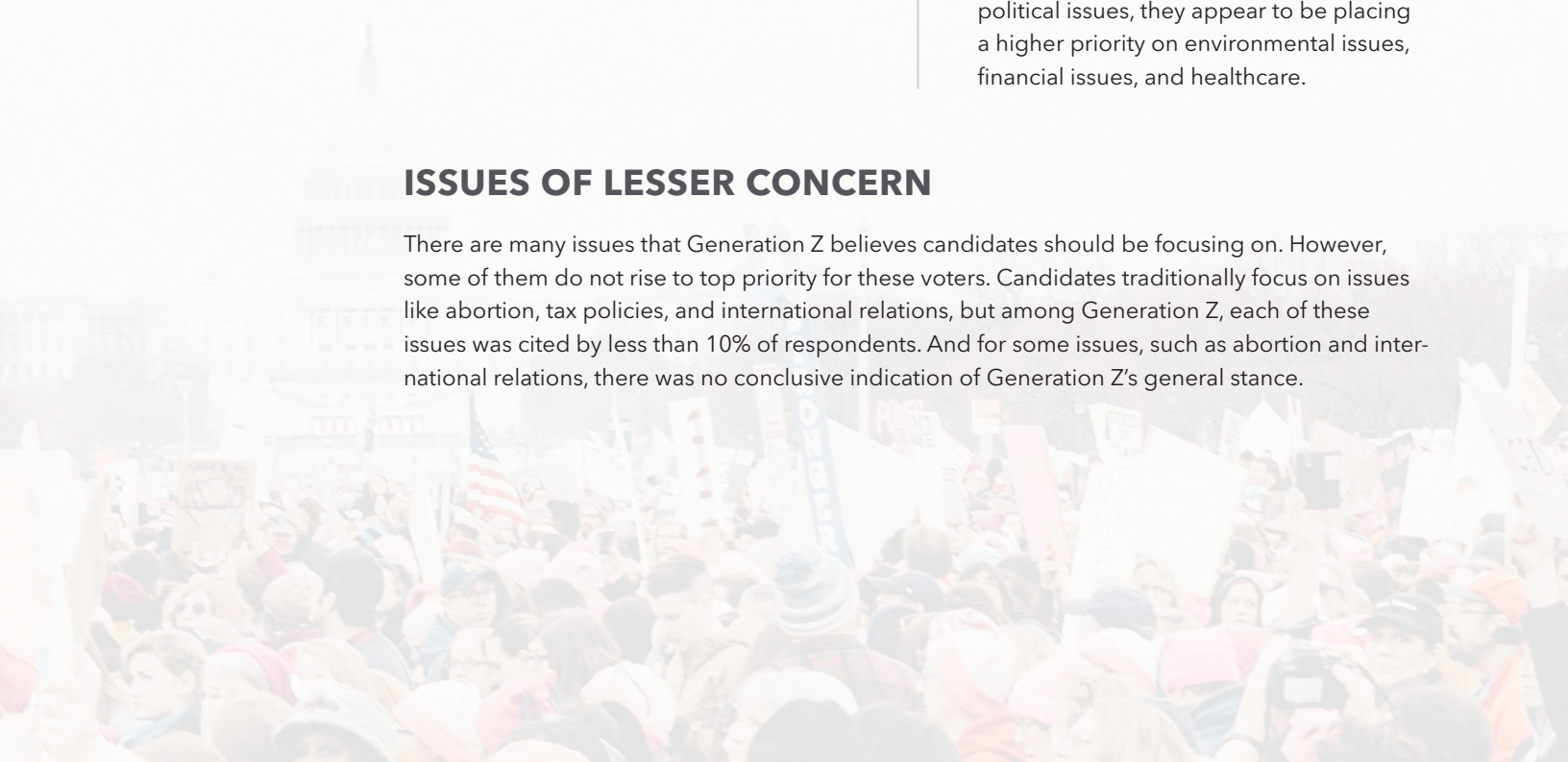
Sources of Political News

Members of Generation Z have always lived in a digital world, where they can stay up to date on current events online. But does this generation solely rely on digital technology to learn about and stay in the loop on politics?

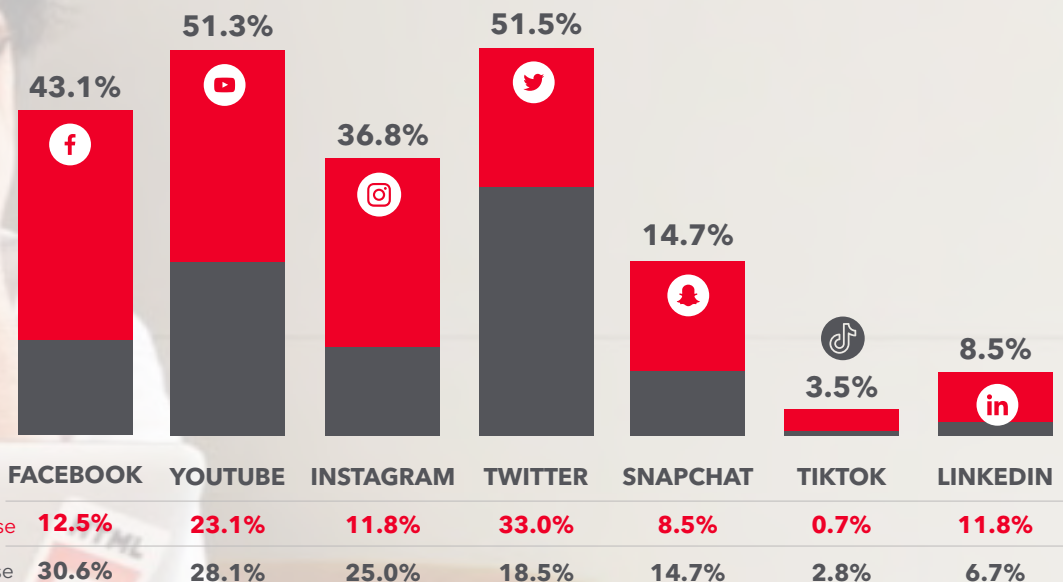## PRIMARY SOURCES FOR POLITICAL NEWS

Generation Z is motivated by and places great value on personal relationships *(Seemiller & Grace, 2016; Seemiller & Grace, 2019),* so it makes sense that they turn to their personal networks first when seeking out political information and news. Social media, friends, news websites, and their parents were the most cited sources of political news and information for these Gen Z respondents.

Social Media 81.2%

As a generation born and raised in the digital age, it is no surprise that 81% of our Generation Z respondents turn to social media when getting their political news. Considering the vast usage of social media throughout all generations, social media offers a one-stop-shop for those in Generation Z to follow thought leaders, view the opinions of others, and maybe even share their own.

When utilizing social media for information and news about politics, more than half gravitate toward Twitter (51.4%) and YouTube (51.2%). Not far behind, Facebook serves as a news source for 42.9% of respondents, and roughly a third utilize Instagram to get political information. It seems Generation Z is reserving some platforms for entertainment or just building connections free from political conversation.

Social Media Use for Political News

	FACEBOOK	YOUTUBE	INSTAGRAM	TWITTER	SNAPCHAT	TIKTOK	LINKEDIN
Total	43.1%	51.3%	36.8%	51.5%	14.7%	3.5%	8.5%
Often Use	12.5%	23.1%	11.8%	33.0%	8.5%	0.7%	11.8%
Sometimes Use	30.6%	28.1%	25.0%	18.5%	14.7%	2.8%	6.7%

Sources of Political News

Despite the wide use of Snapchat and TikTok among Generation Z users *(Statista, 2017; Global-WebIndex, 2019),* only 23% of respondents indicated using Snapchat and 3.5% indicated using TikTok to get political news and information. Further, more than half of respondents said they do not use Snapchat (68.2%) or TikTok (57.9%) for news about politics. Generation Z has placed great ownership over both platforms as a place to connect with peers of their own age. So they may be reserving these spaces for friendships and peer relationships as opposed to political conversations *(Masback, 2016).* Additionally, LinkedIn (8.4%) and Pinterest (2.9%) are not widely used by Generation Z to gain information and news regarding politics, likely highlighting their desire to use these platforms for their original uses of professional networking and creative inspiration.

Friends 74.2%

Following social media, 74.2% of Generation Z respondents indicated turning to their friends to get political news and information. This makes sense, considering that social media allows for peers to easily share and consume information.

News Websites 69.3%

The credibility of news publications is still relevant to today's young adult voters. But they may be consuming these publications in different ways. More than two-thirds (69.3%) of Generation Z respondents indicated visiting news websites to get information about politics. Generation Z's usage of news websites is in line with the observed increase in news consumption online, compared to the decline in print media readership and newspaper circulation *(Pew Research Center, 2019).* However, only 27.9% of study respondents reported getting political news and information from print news sources, rather than digital.

Parents 61.8%

A number of prior studies have found that members of Generation Z have close relationships with their parents, feel comfortable talking with them about issues, and turn to them when making decisions *(Seemiller & Grace, 2019).* It's not surprising then that 61.8% of Generation Z respondents reported their parents as sources of political information and news.

GENERATION Z IS MOTIVATED BY AND PLACES GREAT VALUE ON PERSONAL RELATIONSHIPS.

Sources of Political News
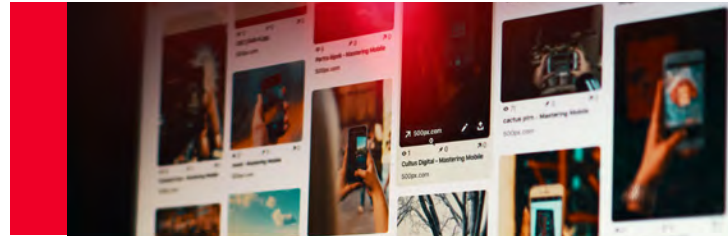
SECONDARY SOURCES FOR POLITICAL NEWS

While the most commonly cited sources of political news for respondents stemmed from existing relationships or credible publications, there are other places that Generation Z may seek out information regarding politics.

Online News Aggregators 47.3%

Some members of Generation Z look to online news aggregators as a way to receive information and news about politics. About 47% noted looking to aggregators, such as Google News, Apple News, or Flipboard, to get information about politics. Online news aggregators are appealing because they bring multiple trending stories together in one place, making it easy to quickly access a lot of information about current events.

Local & Cable Television 42.6%, 37.1%

While those in Generation Z tend to be fans of streaming video content *(Seemiller & Grace, 2016; Seemiller & Grace, 2019),* many are still watching local and cable television to get news about politics. Nearly half of respondents (42.6%) reported watching local television broadcasts, and more than a third (37.1%) reported watching cable television to get information and news.

Podcasts 39.1%

Podcast listenership has grown in recent years, with one in three Americans saying they've tuned in to a podcast in the last month *(Edison Research, 2019).* Further, Generation Z might be driving the growth in podcast listenership as 40% of young people between the ages of 14 and 24 reported listening to a podcast in the last month *(Edison Research, 2019). S*ome of their favorite shows might focus on politics, as 39.1% of our survey respondents reported getting political news and information from podcasts.

Online Forums 38.2%

Online forums, such as Reddit, can be an attractive platform for news and information because everyday users can consume and contribute to conversations. Twenty-three percent of Generation Z respondents said they use online forums for getting political news and information. Whether it's just by reading posts or sharing information, online forums can provide a safe, anonymous space for those in Generation Z who may want some level of comfort, knowing that their opinions or thoughts may not be traceable to their in-person identities.
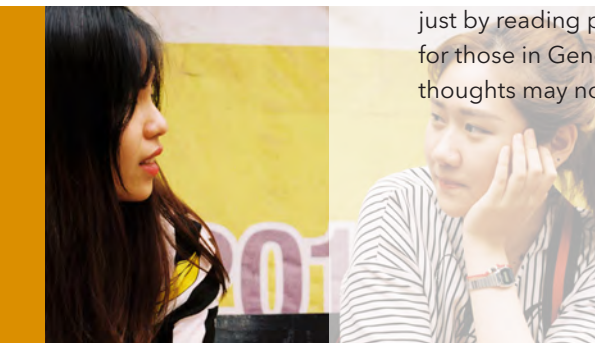
Sources of Political News

OTHER SOURCES OF INFORMATION

In today's digitally connected world, there are more options than ever for gathering and consuming information. For Generation Z, there are some platforms they frequent for political news and information more than others. For example, radio and blogs are two sources that Generation Z does not readily use to stay informed about political news.

Local and Satellite Radio 31.3%, 13.3%

Since Gen Z-ers are prominent users of music streaming and audio streaming in general *(Seemiller & Grace, 2019),* one might assume that they may tune in to the radio to get information and news about politics. However, less than a third of respondents (31.3%) reported listening to the local radio for political news. Even fewer, roughly one in seven (13.3%), noted using satellite radio to get political news and information. This may be due to the ease and accessibility of consuming news through social media, websites, and other audio formats such as podcasts.

Blogs 19.3%

While blogs may be a great form of personal expression, an outlet for creativity, or a platform for entertainment, many in Generation Z are not turning to blogs for political information as much as other methods and platforms. Only 19.3% of respondents indicated using blogs to gain information and stay up to date with political news, and even fewer (6.7%) indicated using blogging apps such as Tumblr.

Voting Intentions

Among those who said they were eligible to vote, a vast majority indicated that they planned to go to the polls.

Plan to Vote 86% ✅

Of those who reported being eligible to vote, 86% reported that they planned to vote in the 2020 presidential elections, with 94% of that group reporting that they were already registered to vote.

Unsure 9% ❓

While only 9% of respondents reported being unsure about their plans to vote, the majority of them (57.4%) indicated that they were already registered. This is an indication that a majority of those who are unsure have at least taken the first step in the voting process by registering.

Among the unsure, more than half (53%) did not feel like they were informed enough to vote, whether that was about the issues or the process. Specifically, 30% of the unsure felt like they needed more information about candidates. Others cited reasons associated with the logistics of voting, including not being registered, not having enough time to vote, or not knowing how to register or how to vote. Few of the unsure (14%) shared that their uncertainty in their plans to vote was due to a lack of interest in politics.

With a majority already registered and only a few stating a complete lack of interest, there is promise that those who are unsure could be converted into active voters if barriers such as knowledge gaps and logistics were resolved.

Don't Plan to Vote 4.4% ❌

Of the voting-eligible respondents, very few (4.4%) indicated they did not plan to vote in the 2020 presidential election. Among those who reported not planning to vote, more than half (54.7%) were currently unregistered. Further, more than a third of respondents who did not plan to vote cited not being interested in politics, which would align with the lower rates of voter registration among this group.

Another common reason for not planning to vote included not feeling informed enough, which was cited by 28% of those who indicated they were not planning to vote. Additionally, those who did not plan to vote voiced feelings that their vote doesn't matter (18%) and frustrations with the current political system (16%).

I Voted

Voting Intentions

THOSE WHO DID NOT PLAN TO VOTE VOICED FEELINGS THAT THEIR VOTE DOESN'T MATTER.

Voting Plans by Voter Registration Status

Dark = Registered

Light = Unregistered

94%

57.4%

54.7%

42.6%

45.3%

6%

PLAN TO VOTE   **UNSURE**   **DO NOT PLAN TO VOTE**
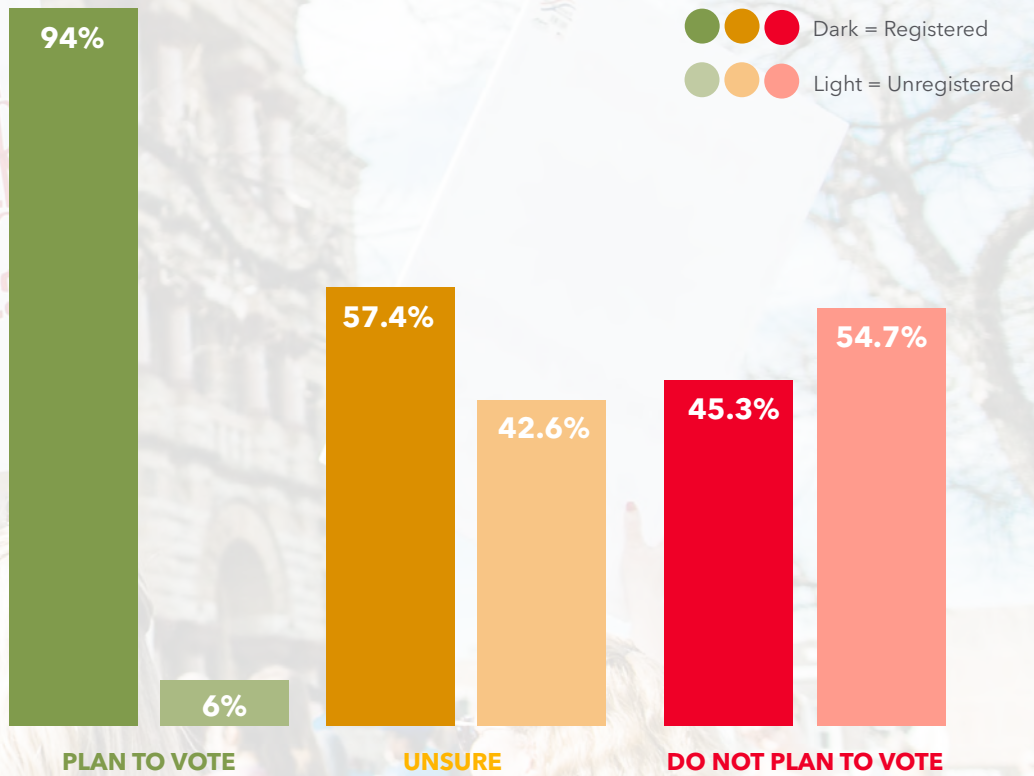
Motivation to Vote

When asking Gen Z-ers what motivates them to vote, there were two distinct types of answers: what motivates them and what would enhance their motivation. For both, themes are listed in order, starting with the most frequently discussed responses.

What Motivates Generation Z to Vote?

The Issues

- They want candidates who **share the same views and values** that they do on social issues.

- They want candidates who will **protect their rights**.

"Supporting people who support the change I want to see"

"The threat of people taking away my freedoms and liberties"

The Candidates

- They want **new leadership,** specifically at the federal level.

- They want candidates who are **good and ethical.**

- They may vote just to **prevent another candidate from winning.**

- They want candidates who care and **have the best interests of everyone in mind.**

- They want smart candidates who have realistic plans and **can get things done.**

- They want candidates who are inspiring, positive, and **who they can believe in.**

"If we kind of just nuclearize current politicians and start all over with who we can vote for"

"If knowing that one of the candidates could motivate the system to change as a whole ... versus the current black-mailing, cheating and stonewalling"

"If a candidate was so horrible I had to do what I could to cancel their vote out"

"Policies that can actually improve the majority of Americans' lives, instead of policies that only benefit the wealthy or higher-class population"

"One with plans, not promises"

"Being able to vote for candidates I believe in really gets me excited to cast my vote"

"Radical politicians who reflect the population of the country"

GEN Z WANTS LEADERS WHO ARE GOOD AND ETHICAL , AND CAN GET THINGS DONE.

Motivation to Vote

GEN Z WANTS TO VOICE THEIR OPINION, CREATE CHANGE, AND MAKE LIFE BETTER FOR EVERYONE.

Civic Duty

- They see voting as a way to **voice opinions.**
- They believe **voting is an important part of the functioning of our society.**

"Voting is an important and necessary thing that any adult needs to do if they want their voice or opinion to be heard."

"Nothing needs to motivate me to vote. I will vote every time I should because it is my job as an American citizen to take part in my government."

Creating a Positive Impact

- They want to **create change.**
- They want to **make lives better for everyone.**

"To be part of the change for the better and let my choice have an impact on something"

"I want the world to be better."

What Would Enhance Generation Z's Motivation to Vote?

- If they believed **their vote could make a difference** in an election.
- If voting were **incentivized.**
- If there were **more unbiased sources** to prepare the electorate to vote.
- If voting was **easy and accessible.**
- If the political **process and laws were different.**
- If they were **encouraged and supported by family,** friends, and others in a non-judgmental way.

"If gerrymandering wasn't continued, I would know my vote would count more and I'd be more motivated to keep up with current politics."

"Money, cash, or currency. This is the most simple incentive to get anyone to go out and vote"

"Showing me where I can get unbiased information easily so I can form my own thoughts and opinions and become educated in something that is not taught to anyone well enough in an unbiased form"

"Ease of access (Voting Day as a holiday, register on phones, etc.)"

"Destruction of the electoral college"

"Knowing that I won't get bashed because of who I voted for"

Call to Action

Talk about the importance of voting and how the electoral process works.

Parents and Family Members

○ Talk about the importance of voting and how the electoral process works.

○ Build in time to discuss current political issues, even if you and your Gen Z-er see these issues differently.

○ If your Gen Z-er is not old enough to vote, make sure to bring them with you on Election Day so they can see voting in action.

○ Attend a campaign event with your Gen Z-er.

○ Watch the debates together.

○ If your Gen Z-er is of voting age, encourage them to complete their voter registration and vote on Election Day.

○ Go to the polls together.

Help Gen Z students get informed on issues.

Educators

○ Help Gen Z students get informed on issues by engaging in discussions and activities about current events.

○ Include a short, grade-appropriate, non-partisan lesson on the importance of voting and how to register to vote.

○ Have students research candidates and then hold a mock election where they can vote to elect a leader. Afterward, hold a debriefing session to discuss how students made their decision and what information they used to do so.

○ Have students study an issue relevant to the upcoming election by analyzing multiple sources with opinions.

○ Have students learn about their local candidates by sharing websites, news stories, and biographies of each candidate with them.

○ Hold voter registration drives on campus to ensure that students are able to vote in elections.

○ For Gen Z-ers of voting age, arrange transportation and carpooling options for students to go to a voting location together.

○ Celebrate the act of voting on campus with programming and special events.

Call to Action

Allow time for Gen Z-ers to vote.

Supervisors

O Host a non-partisan professional development session for employees about understanding the electoral process, issues impacting the upcoming election, and an overview of candidates (local and national).

O Allow for a company-wide late start, early end time, or elongated lunch break so Gen Z-ers can have time to vote.

O Hold a non partisan celebration at work with coffee and snacks to celebrate voting and civic engagement.

Use digital and in-person means for connecting with Gen Z.

Share ideas, tell your truth and be transparent.

Candidates

O Create short, engaging YouTube videos about the causes you care about.

O Be active on social media, not just about your candidacy but about your day-to-day life as well.

O Engage in authentic, face-to-face interactions with Gen Z-ers.

O Hold focus groups with Gen Z-ers and truly listen to their concerns.

O Highlight examples of being an ethical leader and how you would commit to leading ethically.

O Share ideas about how you could truly plan to engage in bipartisanship.

O Don't dismiss, re-route, or avoid tough questions. Tell your truth and own up to mistakes or failures.

O Make sure you are transparent around the issues they care about most — what are your opinions and what would be your policies?

Get informed.

VOTE!

Gen Z-ers

O Take online quizzes to see which candidates you align with, based on the issues you care most about.

O Host a politics party where you discuss issues with your friends — not to strive for agreement but to help each other understand various sides of each issue.

O Text your friends to remind them about voter registration deadlines.

O Consider signing up for early voting and take the time to look through the ballot carefully at home before mailing it in.

O Register to vote and make sure you double-check that your voter registration has been processed and you know your polling location.

O If you are working, talk with your supervisor ahead of time to request time to vote during the workday, if needed.

O Schedule a large block of time on Election Day, if you plan to vote in person, so you make sure to get to the polls in plenty of time.

O Assemble your group of friends and go to the polls together.

O Bring the required identification to the polls so that you ensure that you are able to vote.

About the Researchers

Dr. Corey Seemiller

Dr. Corey Seemiller is a seasoned educator, researcher, and speaker on Generation Z. Her work has been featured on NPR and in *The New York Times,* as well as in other news publications, podcasts, and academic journals around the world. Her TED Talk at TEDxDayton, which now has more than 190,000 views, showcased how Generation Z plans to make a difference in the world. Her books include *Generation Z Goes to College,* which aims to prepare college administrators and educators for a new generation of college students; *Generation Z Leads,* a practical implementation guide for educators in designing meaningful leadership development experiences for Generation Z students; *Generation Z: A Century in Making,* which offers insight into nearly every aspect of the lives of those in Generation Z; and *Generation Z Learns,* a practical guide for teaching and learning with Generation Z.

Corey is also the author of *The Student Leadership Competencies Guidebook* and associated measurements and tools to help educators develop intentional curriculum that enhances leadership competency development as well as *Fenix: The Fearless Feline,* an award-winning children's book she co-authored with her Gen Z daughter, who was eight at the time.

Corey received her bachelor's degree in communication, her master's degree in educational leadership, and her Ph.D. in higher education. She has worked in the college setting for more than 20 years — and for the last several, directly with Generation Z students. She currently serves as a faculty member in the Department of Leadership Studies in Education and Organizations at Wright State University.

Meghan Grace

Meghan Grace is a generational researcher, an international speaker, and the host of the podcast *#GenZ.* She is the co-author of the books *Generation Z Goes to College* and *Generation Z: A Century in Making,* as well as the guidebooks *Generation Z Leads* and *Generation Z Learns.* Meghan and Corey have been studying Generation Z since 2013 and have conducted three original studies on Generation Z.

Meghan received her bachelor's degree in communication studies at Chapman University and her master's degree in higher education at the University of Arizona, and she is completing her Ed.D. in higher education leadership and policy at Vanderbilt University. She has diverse experience working in higher education, consulting with organizations, and conducting research, assessment, and program evaluation. She is also an associate with Plaid, LLC.

Also by the Researchers:
Generation Z Goes to College
Generation Z: A Century in the Making
Generation Z Leads: A Guide for Developing the Leadership Capacity of Generation Z Students
Generation Z Learns: A Guide for Engaging Generation Z Students in Meaningful Learning

About the Study

Results from this study are based on responses from a self-reported web-based quantitative and qualitative survey. The sample for each question ranged from 821 to 1,213. The survey was conducted from October 9, 2019 through November 26, 2019. Survey participants were solicited through direct email from the researchers to college student populations, direct email from other educators and adults to eligible populations, and through links posted and shared on social media. There is a 3.4% margin of error at the 95% confidence level.

Overall Demographics

There are 34 states represented in this study with an over representation of Ohio (57.86%), based on the lead researchers' positionality. Other states with at least 20 participants include Arizona, California, Texas, New York, Pennsylvania, and Kentucky.

In addition:

• 88.06% identify as college students

• 46.16% Man; 50.67% Woman; 3.16% Transgender, Other, or Prefer not to answer

• 75% White; 6.53% Hispanic; 6.42% Black; 3.54% Asian; 1.88% American Indian; 5.42% Other or Prefer not to answer

For more information about the study, go to www.thegenzhub.com.

About Ologie

Ologie is a branding and marketing agency that works with clients who advance the greater good. They are a team of strategic thinkers, creative problem solvers, and bold storytellers. Together, they help organizations define their purpose, convey their story, and achieve their goals through a full range of media, including print, digital, environmental, social, and video. For more information visit ologie.com.

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