Attitudes of Generation Z: Message Board Results

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Methodology

• We held three message boards:
  – Cis Male Gen Z
  – Cis Female Gen Z
  – Gender Non-conforming Gen Z

• For each group, we recruited based on the following:
  – Gender identity – Cis Male, Cis Female, Gender Non-Conforming
  – Half college-educated/in college, half non-college educated
  – Half students, half non-students
  – Eligible to vote by 2020
  – Half ages 18-20, half ages 21-22

• The only difference between the groups was gender identity

• States participants were from include: AZ, CA, CT, FL, GA, IL, KS, LA, MD, MI, MN, MO, NC, NJ, NY, OH, OR, PA, TX, VA, WA

• Participants were recruited from a database

• Goals were to learn what’s important to Gen Z, how to mobilize them so that they register and vote in 2020.
Summary
Generation Z Cis Female Group

• The Cis Female Group is worried about their future—specifically they are worried about finding a good job and finding a balance between their career and personal life. They are also worried about money. They are not feeling financially secure right now and are worried about making enough money out of college and paying their student loans.

• Most of the Cis Female participants identified more with the Democrats than any other party. While many distrust the government and don’t feel they can rely on it to fix the issues they care about, they see a role for it.

• Most of the participants believe that voting is important; a few do not. More participants than not chose volunteering over voting when given the option, and they cited that volunteering has a more direct impact on a community. They agree that voting has “the potential” to change things, but they’re wary. There’s a slight distrust with the voting system among this group.
Generation Z Cis Female Group

- Most participants said they would open the two VPC envelopes we tested (beginning on slide 53). A majority of them said the two letters we tested would motivate them to register to vote as well, and that they appreciated the convenience of being able to register from their own homes. Some also added that it would be easier and faster to register online.

- However, most did not like the Facebook Ad we tested with the Florida state flag because they thought it looked like spam or like the confederate flag.

- The biggest opportunity with this group is that they think voting is important and they lean Democratic, so there is a huge opportunity for increased turnout in 2020.

- The challenges in reaching these cis women is that they are suspicious of everything that’s marketed directly to them — especially Facebook ads — and they don’t necessarily see the direct impact in voting as much as they do in volunteering.
Generation Z Cis Male Group

- The Cis Male Group expressed the same worries as the Cis Female Group. They’re worried about their future—specifically they are worried about finding a good job and finding a balance between their career and personal life. They are also worried about money. They are not feeling financially secure right now and are worried about making enough money out of college and paying their student loans.

- Most of the Cis Male participants identified more with the Democrats than any other party. Some think government is important and that it should help with issues they care about, but others expressed that they don’t want to rely on the government for anything.

- Most of the participants believe that voting is important. More participants than not chose volunteering over voting when given the option, and similar to the other two groups, they chose volunteering because it has a more direct impact on the community. Many mentioned that the binary choice made it difficult, and they still think voting makes a difference.
Generation Z Cis Male Group

- A majority of the Cis Male participants said they would open the two VPC envelopes we tested. Similarly, most of them said the two letters we tested would motivate them to register to vote as well. Many participants, however, didn’t like the Facebook Ad we tested with the Florida state flag because they thought it looked like spam or like the confederate flag—although this ad did best with this group.

- Like the other two groups, the biggest opportunity with this group is that they think voting is important and they lean Democratic, so there is a huge opportunity for increased turnout in 2020.

- Many note that while it is easy to feel disillusioned with the process, they see voting as something that everyone should participate in, even if they sometimes feel like their voice doesn’t matter.

- The big challenge in reaching these cis men is that they are disheartened. They see a large generational gap and feel that older generations aren’t listening to them and don’t care about their concerns; this might discourage them from turning out.
Generation Z Gender-Non Conforming Group

• The Gender Non-Conforming Group are also worried about money and their futures. But more than the cis groups, many mentioned that they are worried about the rising popularity of bigots, white supremacists, homophobia, and attacks on LGBTQ+ rights. Many specifically brought up their concern about trans rights.

• These participants also identified more with the Democrats than any other party. They also think government is important and that they should be able to rely on them when it comes to issues they care about, but with the current landscape, that’s not realistic.

• Almost all participants believe that voting is important; only one did not (this participant said that it is unfair to expect marginalized communities to vote in races where neither candidate is looking out for those communities). They feel that it’s easy to register and vote currently. A majority chose volunteering over voting when given the option, because they think it makes a bigger difference. This isn’t an either/or with this group, though. They think both are important. Many are employed by non-profit organizations.
Generation Z Gender-Non Conforming Group

- Most participants said they would open the two VPC envelopes we tested. A majority of them said the two letters we tested would motivate them to register to vote as well. They expressed more than the other groups that they weren’t comfortable with the gender option (this group is more critical of binaries and most likely to bring up intersectionality). Like the other two groups, these participants didn’t like the Facebook Ad we tested with the Florida state flag because they thought it looked like spam or like the confederate flag.

- Like the other two groups, the biggest opportunity with this group is that they think voting is important and they lean Democratic, so there is a huge opportunity for increased turnout in 2020.

- The challenge in reaching these Gender Non-Conforming Gen Z’ers is that they are the least trusting of the political system—voting, politicians, the government. Most said they more closely align with the Democratic party than the others, yet many said throughout the board that they didn’t trust the Democrats’ intentions on things such as paying attention to African American voters. They think they have ulterior motives.
Key Findings
Key Findings

• Generation Z is progressive and they lean towards being Democratic.

• Money is a major stressor for this generation.

• They grew up online and it’s led them to value their privacy and also be weary of “snail mail.”

• Conceptually, they don’t find it hard to register or vote. However, when it comes to the registering online, there’s a disconnect between their perception and reality.

• They think voting is important as it lets them have their voice heard. However, they are cynical about the efficacy of voting. When given the choice, they would rather volunteer than vote.

• They have a distrust in the government – especially those in the Gender Non-Conforming Group – but many in the cis groups still see a role for government.

• Generation Z views issues through the lens of intersectionality.
Key Finding 1 – Gen Z is progressive and they lean toward being Democratic

- Most of these participants identify as either independent or Democrat, with only a handful identifying as Republican. According to a recent public poll*, 14% of Gen Z identify as Republicans, and 37% as Democrats.

- They have progressive views on major issues like climate change, abortion, gun laws, racial equality, etc.

- Recent polling shows that only 20% of Gen Z have a favorable opinion of Trump, and 64% have an unfavorable opinion.

- They are, however, distrustful of political parties in general, evidenced by the cynicism about the Democratic Party’s motives when it comes to paying attention to African American voters’ needs.

Key Finding 2 – Money is a major stressor for this generation

• A majority of participants say that money and financial stability are things they worry about in the present time and for the future.

• College affordability is a top issue among Cis Male and Cis Female participants. They worry about student loans and being able to keep up with them.

• Using messaging that will give them financial hope—especially when it comes to college and student loans—could turn out these voters.
Key Finding 3 – They grew up online and value their privacy

- This generation is unique in that they grew up using the internet. Because of this, they have a comfortability with it that other generations just don’t have.

- Participants from all three groups said they would rather fill out their voter registration form online because it was quicker, but also because they trusted it more.
Key Finding 4 – Conceptually, they don’t find it hard to register or vote

• When prompted, an overwhelming majority of all three groups said they have had zero issues when it comes to registering to vote. Many noted that being able to do so online makes the process simple and quick.

• Similarly, participants from all three groups said that voting is rather easy as well, and that there are polling stations near them on election days.

• However, they perceive that it’s easy to register online, when the reality is that it’s not. There’s a disconnect here between their perception and reality.
Key Finding 5 – Volunteering v. Voting

- Most participants say that voting is important and that they want their voices to be heard in elections across all levels of government.

- However, they are cynical about the efficacy of voting. They don’t necessarily see the immediate effects of it. Many also cite the flaws of an electoral college system and the consequences of that in 2016.

- When given a choice between voting and volunteering, most choose volunteering because it felt like more of a direct impact.
Key Finding 6 – They distrust government

• Most participants agree that the role of government is to help them if and when it’s needed. They do not feel like government is doing that right now.

• They want a government/politicians that are taking action on the issues they care about

• They don’t feel heard by older generations, especially those in government.
Key Finding 7 – Generation Z views issues through the lens of intersectionality.

• Generation Z recognizes that there is intersectionality between many issues, such as climate change, abortion, jobs and the economy, health care, etc.

• Many participants brought up things like finding racism in health care and environmental policy, LGBTQ+ discrimination in hiring practices, and the disparity in health care quality for African American women versus white women.
Next Steps
Key Questions for the Survey

• How much of our approach towards Gen Z should focus on positive communication versus drawing a more assertive contrast with the current system?

• Does Gen Z want to do good, prevent bad things from happening, stand up against opponents, or work with them?

• What about race, sex, and gender—are they divided or united and is it real? Can we tell if the cis men are genuine or not?

• Who do they trust?
Setting the Frame
Attitudes on Trump

Generation Z in general does not like Trump; they believe that he is not qualified to be President, abuses his power, gives voice to bigotry, and is a bad example for future generations.

Cis Men’s Group
He is unprofessional in my opinion and seems to prioritize his personal beliefs over the good of the country.

Cis Women’s Group
He's not a politician, he's a business man/socialite. Not qualified whatsoever. He's a perfect example of a white man of his generation.

Gender Non-Conforming Group
[Trump] is quite the disappointment. There is a gross misuse of power and disregard for human life that is truly sickening.

Cis Women’s Group
Young children think of the president as a God, and when they look up to Donald Trump, that is not going to positively impacts kids' perspectives growing up.
Attitudes on Trump

These participants believe that we should be able to depend on government to help us when we need them, but they aren’t following through on that right now. They are weary of any political machines—which does include the Democratic Party. They see a role for government in theory, but are disappointed in and distrusting of our current government.

**Cis Men’s Group**

We should be able to count on the government for help. We are the wealthiest country in the world and have the ability to bring in a ton of tax revenue to accomplish this type of aid without taxing the poor and middle class.

**Cis Women’s Group**

As a liberal human, I truly believe that the government was put into place not only to keep order, but to promote a democratic system in which all people would be heard and included... The government's main goal should be providing the constituents of America the resources they need to propel the country forward and economically grow.

**Cis Women’s Group**

I don't believe the government always has us, as the youngest generation able to vote, in their best interest as they don’t often know how to relate to our values. I think there are some politicians who could potentially help us with these issues.

**Gender Non-Conforming Group**

The Democratic Party is our best hope to do anything to address the wounds the Republicans have inflicted upon this country / this world, but they are too big of an institution to do anything but put a band-aid on issues.
The Issues
Top Issues

- Marijuana reform
- Voting rights
- College affordability
- Affordable health care
- Protecting a woman’s right to choose an abortion
- Gender equality
- Racial equality/racial justice/racial profiling
- Equality for the LGBTQi community
- A higher minimum wage
- More job training and access to ways to gain new skills
- Affordable housing
- Reproductive health care rights like choice, abortion, and birth control
- Immigration reform
- Climate change
- Gun safety
- Ending mass incarceration

Here is a list of issues that people like you have mentioned in other groups like this. Choose the TWO that are most important to you personally. [THIS WAS RANDOMIZED]
Top Issues By Group

Cis Female Group
- Reproductive health care rights like choice, abortion, and birth control
- College affordability
- Racial equality/racial justice/racial profiling

Cis Male Group
- Racial equality/racial justice/racial profiling
- College affordability
- Protecting a woman’s right to choose an abortion

Gender Non-Conforming Group
- Equality for the LGBTQ+ community
- Ending mass incarceration
- Affordable healthcare

Here is a list of issues the people like you have mentioned in other groups like this. Choose the TWO that are most important to you personally. [THIS WAS RANDOMIZED]
Two of the top five issues for the Cis Female Group are abortion and reproductive health rights. And similar to the Cis Male Group, Gen Z Cis Females are also highly concerned about college affordability and racial equality.
The two top concerns for the Cis Male Group are college affordability and racial equality, with affordable healthcare and abortion in their top five. Interestingly, while Cis Male participants respond well to language around protecting a woman’s right to choose, none selected reproductive health care rights as a top issue.
The Gender Non-Conforming group’s top issue is equality for the LGBTQi community, which is unsurprising because they are part of this community. Two of the top five issues for this group involved racial equality/mass incarceration, which is in line with the Cis Male and Cis Female groups. This group also chose reproductive rights in its top five.
Climate Change

Although this is only a top issue among the Cis Female Group, participants from all groups expressed their concern about climate change – which they see as real – and the need for the government to do something about it. It’s also important to note that these groups were conducted before the recent climate strikes.

**Gender Non-Conforming Group**
climate change is non negotiable no matter what other issues are on the table if we don’t prioritize it then solving other issues quickly wont matter.

**Cis Women’s Group**
Climate change is important because all of these animals and nature are suffering because of us, we are killing the planet at an alarming rate and it wont be here much longer if we continue.

**Cis Men’s Group**
I do think the government has a large role to play in helping to address issues like climate change that could prove devastating otherwise..

**Gender Non-Conforming Group**
There needs to be more government oversight in preparing for climate change (that is already occurring!!) as significant parts of this country will look completely different if we do not change anything.

**Cis Men’s Group**
I think for someone to inspire me they would have to speak out about the importance of addressing climate change.

**Cis Women’s Group**
Climate change is happening and it's happening now. If we don't address it literally everyone will be affected so I’m not quite sure why climate change deniers are having a field day.
Recent Polling on Gen Z and Climate Change

A recent poll* done by Morning Consult shows that climate change is a top issue for Generation Z, with 62% choosing climate change as a top issue, as opposed to 47% of older adults.

Another poll** done by the University of Maryland on the recent climate protests shows that Gen Zers are taking action on their grievances. About half of participants at Washington D.C.’s protest on September 26th were under the age of 22 years old.

Racial Equality –

All three groups chose an issue related to race as a top issue, connecting racial equality to policing and mass incarceration.

**Cis Women’s Group**
I wholeheartedly believe every single person in this world is equal. Race shouldn’t be a topic of discussion in any negative connotation, it should be normal. The color of skin shouldn't be something to degrade someone or think of them as less.

**Gender Non-Conforming Group**
I think ending mass incarceration would be a major step in reforming the US as a whole.

**Gender Non-Conforming Group**
I think that the police will always inherently protect the rich white cis-heteropatriarchy.

**Cis Men’s Group**
I do have very strong feelings on reforming the criminal justice system. This issue has very strong ties to race relations and racial profiling which is a whole other can of worms.

**Cis Men’s Group**
As a black man i will always have to endure racial profiling. No on should have to go through that. And people are being put in jail for petty crimes and when they get out they are treated just as bad as real criminals

**Cis Women’s Group**
People seem to be so tired of talking about [race], but I feel like we wouldn't have to talk about it if it were being properly addressed.
Cis Men’s Group
I think Trump is terrible...He is a good example of how far we still need to change in America, and he is good at outing his supporters for being racist, sexist, etc., whereas without him that could have stayed hidden, besides that, I hate everything about him.

Cis Women’s Group
I'm aware not everyone will agree but I just feel he's a sorry excuse for a president. He's racist, sexist and greedy and that's all I have to say about that.

Cis Men’s Group
Homophobes, racists, sexist people, etc. will be emboldened by the fact that Trump got elected once for years to come.

Gender Non-Conforming Group
Our President is a Racists, all his Republican cohorts are racists, he is the leader of the country, and people follow his lead.

Gender Non-Conforming Group
I don’t like Trump because he is a power and money hungry, sexist, and racist.

Cis Women’s Group
He did not deserve the presidency in the first place and since he's been president, America has gone downhill. He's racist, homophobic, and frankly just incompetent.

Racial Equality –
All three groups connected racism to Trump. Many linked racism, sexism and homophobia.
Is either party better when it comes to racism and racial equality, or not really?

All three groups think the Democratic Party is better on race issues than the Republican Party, both for their agenda and greater diversity.

**Cis Women’s Group**
I feel that Democrats are better when it comes to racism and racial equality. They are always trying to increasing spending on schools, government grants, and also getting African Americans in the workplace.

**Cis Men’s Group**
The Democratic Party seems to be more concerned and passes more laws that stop racism.

**Gender Non-Conforming Group**
Democrats are easily less racist than Republicans.

**Cis Men’s Group**
I feel that Democrats are better when it comes to racism and racial equality. They are always trying to increasing spending on schools, government grants, and also getting African Americans in the workplace.

**Gender Non-Conforming Group**
I But the democratic party has a better diversity of members, and I think way less democrats are racist.

**Cis Women’s Group**
Yes, I think the democratic party is better. There is way more diversity within the democratic party which means they are much less racist.
Is either party better when it comes to racism and racial equality, or not really?

However, although the GNC Group thinks Democrats are better on racial equality, they are suspicious about their motive.

**Gender Non-Conforming Group**
I think that they both have their ways of being racist, but a lot of democrats just tend to be more lowkey about it (increasing mass incarceration).

**Gender Non-Conforming Group**
Democrats, but not because they care, they just want the vote of marginalized people.

**Gender Non-Conforming Group**
Democrats "try" and claim to not be racist but it comes off as performative activism sometimes.

**Gender Non-Conforming Group**
Democrats pretend to be but it's more about respectability politics. They realize it can be profitable to avoid surface level obvious aggressive racism but they don't actually take any meaningful action.
College Affordability

College affordability is a top issue for the Cis Male and Cis Female groups. However, it was brought up in the Gender Non-Conforming Group as an issue as well. These Gen Z’ers are concerned about their financial future, and student loan debt plays a large role in that concern. They see a clear role for government in helping make college affordable.

**Cis Men’s Group**
I do not think we should be able to count on the government for help in regards to the issue of high college cost... I think that this responsibility should fall on the students.

**Gender Non-Conforming Group**
Even something as simple as college tuition rates far surpassing inflation rates many older people just say to get a part time job like they did to pay for school.

**Cis Women’s Group**
I think government could help more in lowering the cost of tuition since investing in the education of the youth would lead to economic growth in the years following.

**Cis Men’s Group**
Student loans debt is...a scary thing.

**Cis Women’s Group**
College affordability. This is so so important to me. The main reason is because I think it lends itself to all the other issues.
Reproductive Rights and Abortion

This is a top issue for all three groups.

**Cis Men’s Group**
Clearly men should have no say so in what a woman chooses to do with her body.

**Cis Women’s Group**
[Women] shouldn't have to potentially throw away their future because of an accident or mistake. They should be able to prevent pregnancy with birth control regardless of any situation.

**Gender Non-Conforming Group**
[We] can't focus on reproductive health rights without acknowledging that barriers in access are in predominantly black/southern areas.

**Gender Non-Conforming Group**
With the war on reproductive rights, it is really apparent how uteruses' (since not just women have uteruses, and not all women have a uterus) are really disvalued in society right now.

**Cis Men’s Group**
Clearly men should have no say so in what a woman chooses to do with her body.

**Cis Women’s Group**
Without reproductive rights, it’s like we’re living in a perverse era where conception is the main goal and we don’t need any reproductive rights because everyone absolutely must have a baby.
Reproductive Health and Abortion

- Although all three groups chose either reproductive health or a woman’s right to choose an abortion as a top issue, the Cis Male Group favored the language about a woman’s right to choose.
  - Their focus is more on the decision than on reproductive health care.

- All three groups are outraged by the recent laws passed throughout the US that make abortion illegal, calling it “straight up sexism.”

- These participants are comfortable using the term “abortion” and there wasn’t any pushback on abortion in these groups at all.
#MeToo

Cis Men are very supportive of #MeToo and believe that it’s their duty to step up and support women.

_Cis Men’s Group_
I think #MeToo and #TimesUp movements are very empowering for women and girls. Our previous generation seem to lack the understanding that women are equals and continue to disrespect women.

_Cis Men’s Group_
I think the #MeToo movement is great as it has empowered women to speak out about their encounters with sexual assault. They are no longer afraid of the repercussions that come from talking about that and it has helped out many assailants.

_Cis Men’s Group_
Men have a great responsibility when it comes to sexual assault. As the vast majority of assailants are men, it is our responsibility to hold other men accountable when they are out of line.

_Cis Men’s Group_
Men have to step up and call out harassment when they see it. From the man who talks over women in the boardroom to the guy making sleazy comments on a bus, men can help women by actively talking out against these people.
#MeToo

Cis Females are overall supportive of #MeToo, but interestingly, a number of participants brought up cases of false accusations.

*Cis Women’s Group*
I think the #MeToo and TimesUp movement are very important. I do feel that it empowers women and girls because it shows them that people care.

*Cis Women’s Group*
I think it originally sent a great message and did make progress as a movement. However, I think, in some instances, it has undermined true stories of victims. Some women took advantage of the term, which is unfortunate.

*Cis Women’s Group*
I feel like it started off as an empowering movement, because millions of women and people were sharing their stories, but like a lot of trends it started snowballing and getting out of hand and being used for instances that were not sexual assault and rape and it started watering down the importance of it.

*Cis Women’s Group*
I think it empowers women and young girls. It makes people more willing to stand up and tell their story.
#MeToo

Gender non-conforming participants were supportive overall of #MeToo, but again there were some comments on intersectionality and too much of a focus on cis white women.

**Gender Non-Conforming Group**
Being a survivor myself, it often feels really hard to speak out and it feels incredibly lonely and the #MeToo movement made me realize that I wasn't alone in this.

**Gender Non-Conforming Group**
I don't think a conversation about rape culture can go too far. It needs to be had...I do hate the woman and girls focus considering how targeted a group trans and nonbinary people are and how we are so much larger a population than studies seem to capture.

**Gender Non-Conforming Group**
Yes it does [empower women and girls]. As a girl who has been molested I agree with this movement.

**Gender Non-Conforming Group**
i think #MeToo is a good start but it also seems to only empower white cis women.
Affordable Healthcare

- This is a top issue for the Gender Non-Conforming Group, but it is also a named-top issue in the other two groups.
- Gen Z sees health care as a right, as well as a large expense for them.
- There was also an intersectionality conversation here, where participants acknowledged the racial disparities in health care quality throughout the US.

*Gender Non-Conforming Group*
Nobody chooses to get sick or injured so we shouldn’t have to spend an arm and a leg to be treated.

*Cis Women’s Group*
I have learned a lot about the disparities in the healthcare system, especially racial and gender disparities. I learned about women who requested epidurals during labor, and the Caucasian woman received it, while the African American woman did not.

*Cis Men’s Group*
People have a right to be treated and live a great healthy life. Nobody should be denied regardless of age, condition and price of the care.
Equality for LGBTQ+

- This is the top issue in the Gender Non-Conforming Group.

- Almost every participant had a story about or an experience of being discriminated against for their sexuality.

- Many participants mentioned not having family support, or not talking to them about it because they are anti-LGBTQ+.

- There is a particular focus in this group on the discrimination that the transgender community faces—particularly trans people of color.

Gender Non-Conforming Group
Queer and trans people (especially QTPOC) are being literally murdered in the streets, either by other civilians or by the police, while the rest of the country turns a blind eye.

Gender Non-Conforming Group
Yes, even though I live in a "liberal" state I still feel as though I cannot be open about my sexuality-let alone my gender identity. Violence against trans women, job discrimination, homeless LGBTQ youth, are all big issues. The LGBTQ community did not reach equality just by passing marriage laws.
Equality for LGBTQ+

Although it wasn’t a top issue, Cis Male and Cis Female participants agree that homophobia is an issue that needs to be addressed, both culturally and in our laws.

*Cis Men’s Group*

I think it’s imperative that we add sexual orientation as a protected class federally.

*Cis Women’s Group*

Although more people are starting to understand the LGBT community thanks to social media, a lot of people, specifically older folk, still find it hard to accept.

*Cis Men’s Group*

Yeah definitely, in most states you can be fired or evicted from your home for no other reason than being gay or trans which is reason enough, and that id say is the biggest problem.

*Cis Women’s Group*

My sister was constantly bullied in school for being gay and not presenting as feminine as other girls. Trans women are being killed at an alarming rate, trans people were forced out of the military, it is just one constant thing after another.
Intersectionality

The Gender Non-Conforming group was more focused on intersectionality than any other group, however they all mentioned it in regards to different issues.

Gender Non-Conforming Group
If we only protect woman's right to abortion that really fucks over men and nonbinary people who can get pregnant.

Gender Non-Conforming Group
Also, I think a lot of discussions around the abortion bans are focusing only on the rights of cis women, and completely ignoring the fact that this issue is also affecting queer and trans people. I'm just tired of seeing my community constantly left out of the discussion when we are often the most affected by things like this.

Gender Non-Conforming Group
It seems like there's more of an awareness about how the intersectionality around race, class, and gender identity affects some of our more vulnerable community members and can often leave our youth homeless and in danger.

Gender Non-Conforming Group
I think that Gen Z has a better understanding of intersectionality, and how issues like jobs and economics connect to sexism and racism, and I think we respond better to politics that also addresses that idea.
Voting and Registering to Vote
Voting

- Most participants agree that voting is important.

- However, the 2016 election made them jaded about the electoral college system. Many don’t think their singular vote counts very much.

- They need to see that their vote matters, that it makes a difference, and that voting is how they will be heard by older generations/politicians.
They don’t see voting and volunteering as mutually exclusive.

The deciding factor on which one is more important to Gen Z comes down to which one they think has a direct impact.

When faced with a forced choice, many participants chose volunteering over voting.
## Voting vs. Volunteering

Our challenge is to convince this group that voting is important for the issues that are on their minds that it can bring real change.

### When Volunteering is Important
- They would rather volunteer when it comes to *local* issues where they know they can make a difference in:
  - Environmental issues/water quality/conservation
  - Feeding the homeless
  - Helping LGBTQ+ youth and prisoners

### When Voting is Important
- They see voting as important as well, and recognize that voting changes things on a *larger scale*:
  - Healthcare
  - Taxes
  - Trade/Foreign Policy
- They agree that it’s important to vote in a presidential election because presidents set the tone of the country
They don’t think that it’s difficult to register to vote OR to vote.

Gen Z is notoriously concerned about their privacy and that surfaces here.

Non-participation stems from a lack of faith in voting and “the system” in general—not seeing the immediate results (or any) from the act of voting.

We tested a Facebook ad and none of the groups responded well. They said they don’t trust Facebook ads and wouldn’t click on any of them.
We tested two versions of envelopes, two versions of letters, and the registration form that VPC sends in the mail to vote-eligible people.

Overall, participants said they were likely to open the envelopes, read the letters, and fill out the registration form.

The Gender Non-Conforming Group was the most wary when it came to the registration form and more likely to say they would rather register online because they are concerned about the letter getting lost in the mail.

The sentiment that it would be easier and much quicker to fill out the registration online was echoed throughout all three groups.

However, many were still concerned about privacy when it comes to mail.

**Cis Women’s Group**
I would prefer to answer the questions online, especially since you're being asked about SSN and sending the paperwork in the mail. There is enough information on the registration form for one to commit identity theft and although it is illegal for one to open someone else’s mail, people still do it.

**Gender Non-Conforming Group**
If the organization checks out online, it's pretty trustworthy even if they're not sending something personalized. I wouldn't trust them if they have no online presence.
Registering Gen Z – Creative #1

On a scale of ZERO to TEN how likely you are to open it--where ZERO means you are NOT AT ALL LIKELY to open this envelope, and TEN means you are VERY LIKELY to open this envelope. You can choose any number in between. Why did you pick that number?

Cis Women’s Group
I picked 8 because when something says it's from the government, I would be interested.

Cis Men’s Group
It seems official and it may include important voting information.

Gender Non-Conforming Group
10 because it's coming from a voting agency. They might require some info from you in order to be able to vote in the next election.
Registering Gen Z – Creative #2

September 3, 2018
Dear Jane Q Smith:

According to our review of publicly available records, you reside in Bay County but do not appear to be currently registered to vote. Florida law requires that all eligible citizens must register if they wish to exercise their right to vote.

If you have already registered at this address or are ineligible to vote, please disregard this notice. Otherwise, please fill out the enclosed registration form and send it in the pre-addressed, postage-paid envelope provided.

As part of our ongoing voter registration program, we will continue to review the voter file and hope to find you on the list of registered voters.

To check your current voter status or to register online, please visit: RegisterToVoteFlorida.gov

Thank you for your prompt attention to this matter.

Sincerely,

Page Gardner
The Voter Participation Center

P.S. We have already filled in your name and address on the enclosed form. If either is incorrect, please cross it out and enter the correct information. Complete the form, enter your date of birth, sign, date, and send it in the enclosed pre-addressed, postage-paid envelope. Thank you.

Note: October 9, 2018 is the deadline to register to vote in the General Election on November 6.

If you wish to be removed from our mailing list, email this code: 8lrestz2111 to unsubscribe@voterparticipation.org.

 NOTICE: Florida law requires you to file a registration application in order to vote.

Cis Women’s Group
I would certainly be motivated to vote but I would be more likely if it didn’t require snail mail. However it is a plus that the form is already ready to go.

Cis Men’s Group
I would say very motivated as it is worded that some may interpret it as a requirement by law to be registered to vote. Besides that, they made it easy for you by already filling out the form for you and giving you a prepaid postage.

Gender Non-Conforming Group
I really like that this letter is very to-the-point and easy to understand and follow through with. The org just wants people registered and to go vote and makes the process simple.

After reading this letter, how motivated are you to register to vote? Use a scale of ZERO to TEN, where ZERO means you are NOT AT ALL MOTIVATED to register to vote, and TEN means you are VERY MOTIVATED to register to vote. You can use any number in between. Why did you choose that number?
Registering Gen Z – Creative #3

<table>
<thead>
<tr>
<th>Numbered rows 1 through 7 and 12 must be completed for a new registration.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Florida Voter Registration Application</strong></td>
</tr>
<tr>
<td>Part 1 - From (850) 921-3666. Fax: (850) 212-9711. Part 1 - From (850) 921-3666. Fax: (850) 212-9711.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>??</th>
<th>Florida Voter Registration Application Part 1 - From (850) 921-3666. Fax: (850) 212-9711. Part 1 - From (850) 921-3666. Fax: (850) 212-9711.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cis Women’s Group</strong></td>
<td>I love filling out forms and this one seems pretty simple.</td>
</tr>
<tr>
<td><strong>Cis Men’s Group</strong></td>
<td>If this is all that was necessary to fill out, it would be pretty simple.</td>
</tr>
<tr>
<td><strong>Gender Non-Conforming Group</strong></td>
<td>I can do this online, why am I waiting ten business days to register.</td>
</tr>
</tbody>
</table>

Use a scale between ZERO to TEN, where ZERO means you are NOT AT ALL LIKELY to fill this application out, and TEN means you are VERY LIKELY to fill this application out. You can use any number in between. Why did you choose that number?
## Registering Gen Z – Creative #3 - Continued

### Questions?
- **Cis Women's Group**
  - Yup, always online! It's faster and easier and it doesn't require I get up.

- **Cis Men's Group**
  - Yes, as a younger person, I spend a lot of time online and am more used to filling things out online than on paper and mailing them in.

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### Gender Non-Conforming Group

I registered to vote online because it was easier for me, so probably.

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Would you prefer to answer these questions online? Why or why not?
Registering Gen Z – Creative #4

On a scale of ZERO to TEN how likely you are to open it--where ZERO means you are NOT AT ALL LIKELY to open this envelope, and TEN means you are VERY LIKELY to open this envelope. You can choose any number in between. Why did you pick that number?

Cis Women’s Group
It still says government documentation is enclosed, so I would open it

Cis Men’s Group
Just the simple fact is said do no discard I most likely will

Gender Non-Conforming Group
I'm fairly likely to open the envelope just because I open pretty much all my mail and again, it seems fairly trustworthy.
Registering Gen Z – Creative #5

Facebook ad

Cis Women’s Group
To be honest the image scares me and it makes me think of the confederate flag???

Cis Men’s Group
Love the copy but the image is horrible in my opinion and wouldn’t trust it.

Gender Non-Conforming Group
I don’t click on or trust any ads from Facebook.
Gen Z is the most privacy oriented of any age cohort and it influences how they respond to sharing personal information.

Some Gender Non-Conforming participants were uncomfortable with the gender identity and racial identity boxes on the registration form.

Some participants were uncomfortable providing any information because they want privacy and don’t want any of it being public.

Overall, participants do not like the idea of having to provide their Social Security numbers and driver’s license numbers on the registration form—especially when it’s being mailed.
Privacy and Registering Gen Z

• Generation Z has grown up with the internet and new technologies where privacy and security has always been a discussion.

• This makes them more wary of people having their information – for example, out of fear of identity theft – but it also makes them more hesitant to fill things out in the mail.

• This is a large part of what makes them different from previous generations. While previous generations are more worried about putting their information online, Generation Z’s distrust lies with snail mail, which they say takes too long and is difficult to verify.
What makes Gen Z Unique?

- They are highly concerned about their finances, getting ahead in life, and having a successful career.

- This cohort values individuality and is very oriented towards individual rights and social justice.

- This is the first digitally native generation. They consume social media but also try to be responsible about getting their news from a variety of sources.

- Gen Z is used to immediate access to information, but also expects that online communication protect their privacy.

- They are less US-centric than older generations and more global in their perspectives.

- They worry that older generations do not understand the unique anxieties that their generation faces – such as global and national security, personal finances, and climate change.
What makes Gen Z Unique?

_Cis Women’s Group_
I think we are constantly worrying or stressing about something. Our stress comes in many forms and at a younger age we are beginning to worry about things like money, education, our careers, and our futures. I think people above 40 definitely had stressors but I think our generation faces these pressures more early on. I think we care more about the state of the country and things that personally affect not only us but others around us.

_Cis Women’s Group_
Something unique to our generation is social media. Social media has completely changed a lot things. Because of social media we get to use that platform and spread awareness about many causes because it's a way for millions of people to cross paths and here about what's going on the world. It's a way for people to stand together on serious problems going on in our world.

_Cis Women’s Group_
I'd say, in general, our generation is more adaptable in terms of technology. On top of that, I think we tend to be more open-minded (probably based on the exposure to different experiences/circumstances through social media and the internet, among other things).
What makes Gen Z Unique?

**Gender Non-Conforming Group**
I think that my generation, which grew up in a mainly post-9/11 world feels a lot more restricted than other generations. I think growing up always worrying about safety, or money after the financial crisis, and now just everyday tragedy makes us feel kind of hopeless about our future, like we don't have much of a role in shaping it. Unlike baby boomers who really felt the autonomy to build the world they wanted, or people over 25 who still had a lot of freedom.

**Gender Non-Conforming Group**
One thing that is unique to us is having access to the internet, which can provide information on local and regional resources as well as access to knowledge surrounding gender identity that past generations had stronger barriers to accessing. As a result, it seems like people are gaining knowledge about social justice issues at an earlier and earlier age, which is resulting in a generation that is well versed in the nuances of racism, transphobia, homophobia, etc.

**Gender Non-Conforming Group**
I think our generation is very affected by the tech boom that's been happening over the past few decades. It's given us more of an awareness of the struggles of other people and more ways to help but I think we're often absorbed in our phones and less socially able. I think we're also more sensitive in good ways and bad.
What makes Gen Z Unique?

**Cis Men’s Group**

we are a tech savvy class. We have everything at our fingertips and can do whatever we want in an instant.

**Cis Men’s Group**

Our generation is unique in how we grew up with a higher level of connectedness to society than any preceding generation. Older people were more mentally formed when the internet and smartphones became prevalent, but we experienced these things during our formative years and have a more dominantly global perspective of socialization because of it.

**Cis Men’s Group**

I think our generation more aware than other generations before us but we are more scared I say this because we face more adversity.

**Cis Men’s Group**

I think there's a sense of determination among my generation. There's a general optimism about the future, but also a realization that any advances will require work. We're dismayed by the stagnation we see in politics, the hypocrisy that both sides represent.