



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.



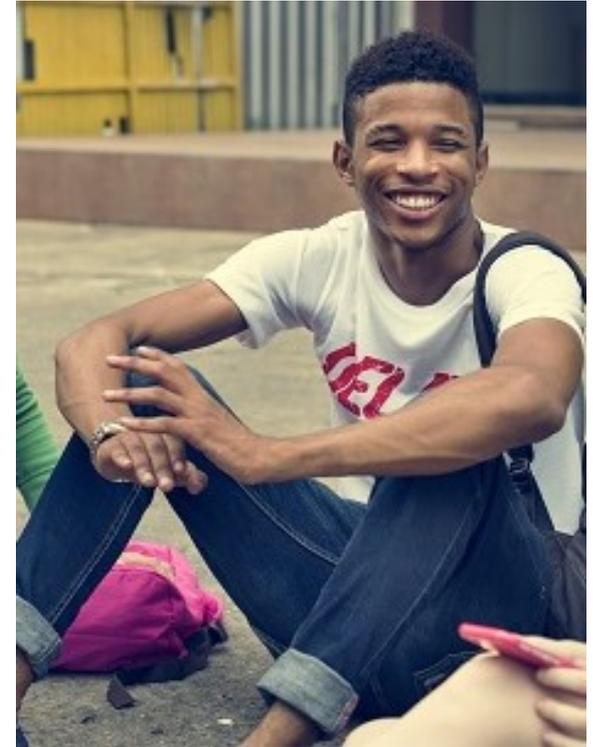
Generation Z Cis Female Group

- 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.



* <https://morningconsult.com/wp-content/uploads/2019/06/Morning-Consult-Understanding-Gen-Z.pdf>

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 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.

Cis Men's Group

He is unprofessional in my opinion and seems to prioritize his personal beliefs over the good of the country.

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

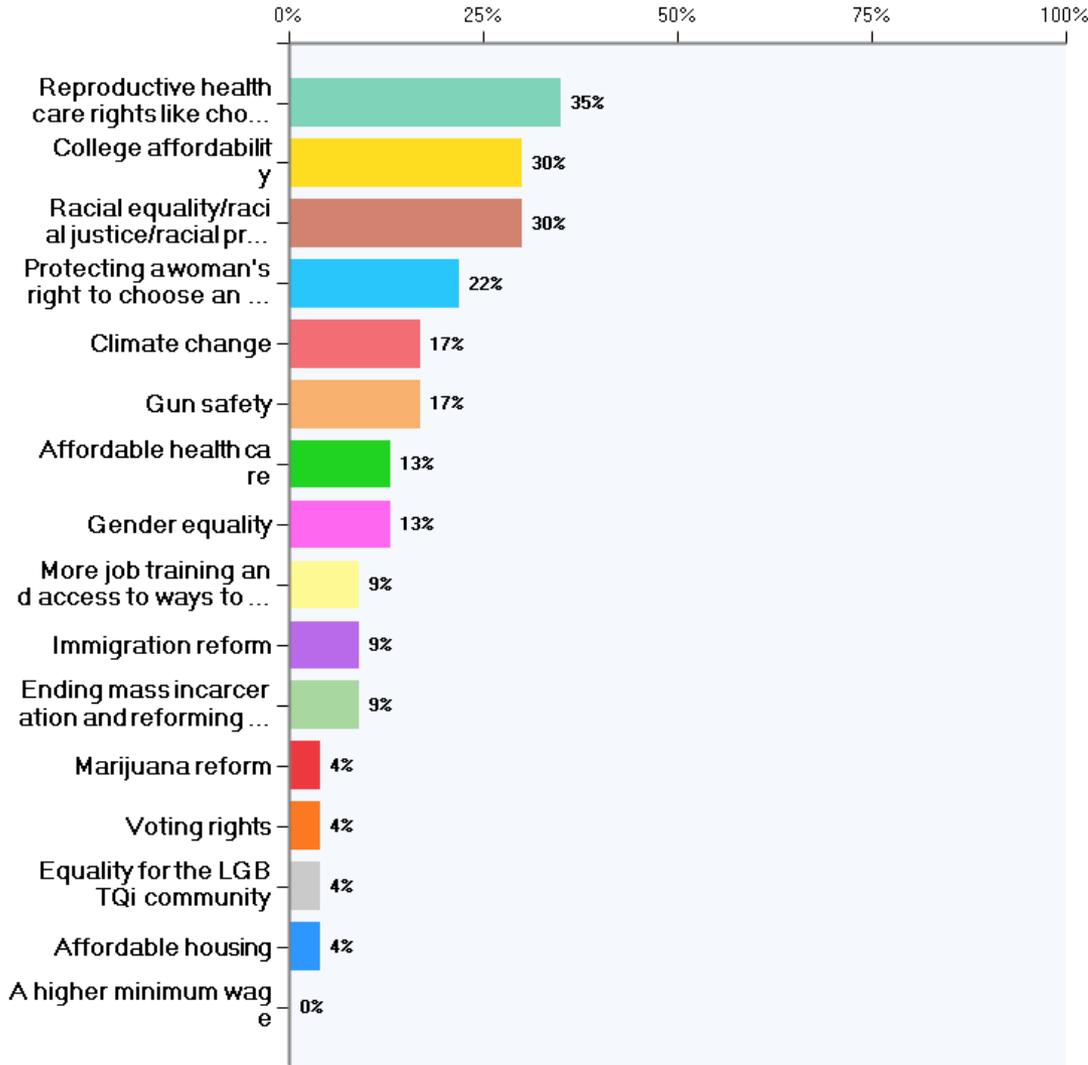
- Racial equality/racial justice/racial profiling
- College affordability
- Protecting a woman's right to choose an abortion

Gender Non-Conforming Group

- Equality for the LGBTQ+ community
- Ending mass incarceration
- Affordable healthcare

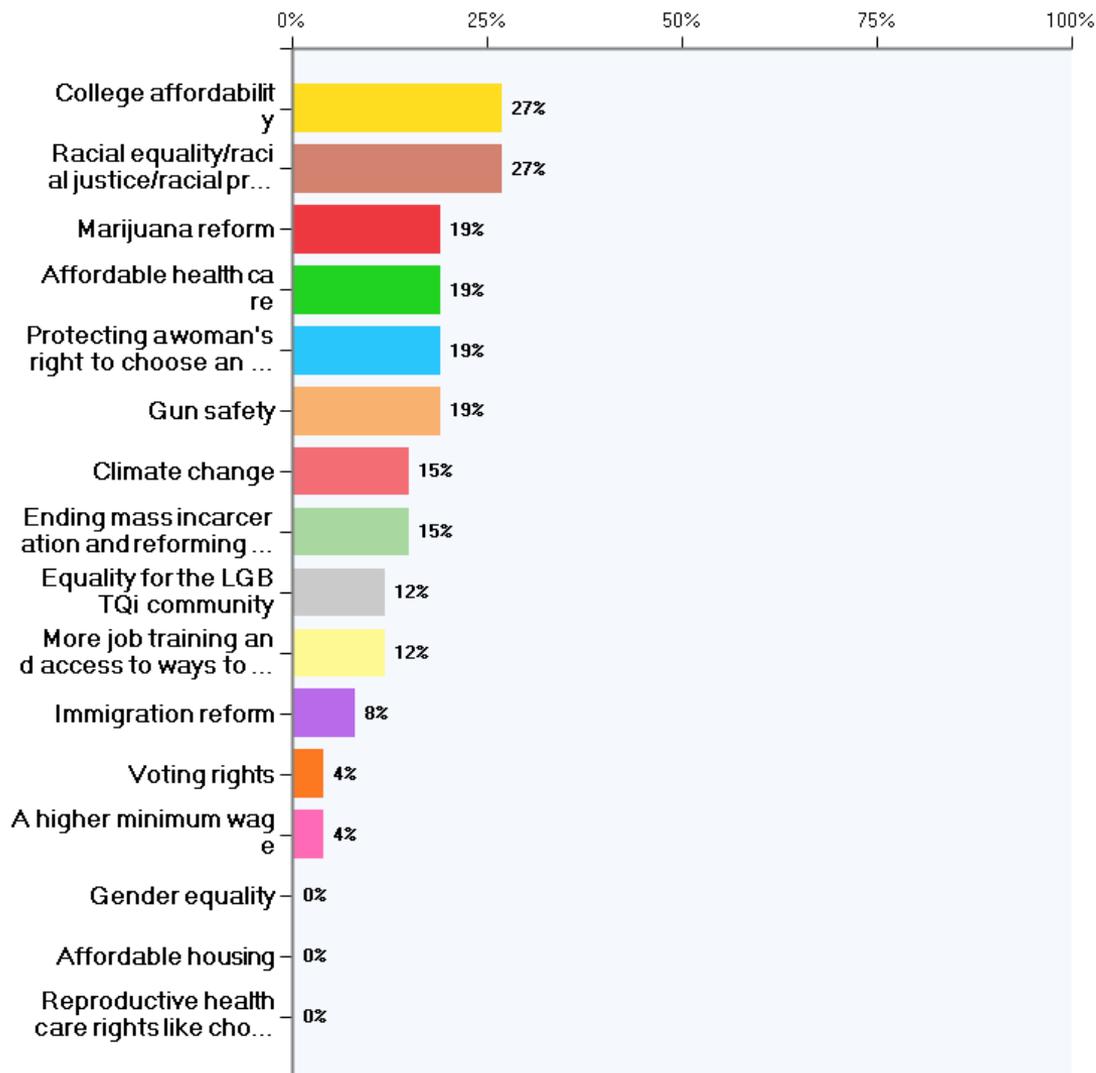
Here is a list of issues the people like you have mentioned in other groups like this. Choose the TWO that are most important to you personally. **[THIS WAS RANDOMIZED]**

Cis Female Issues Ballot



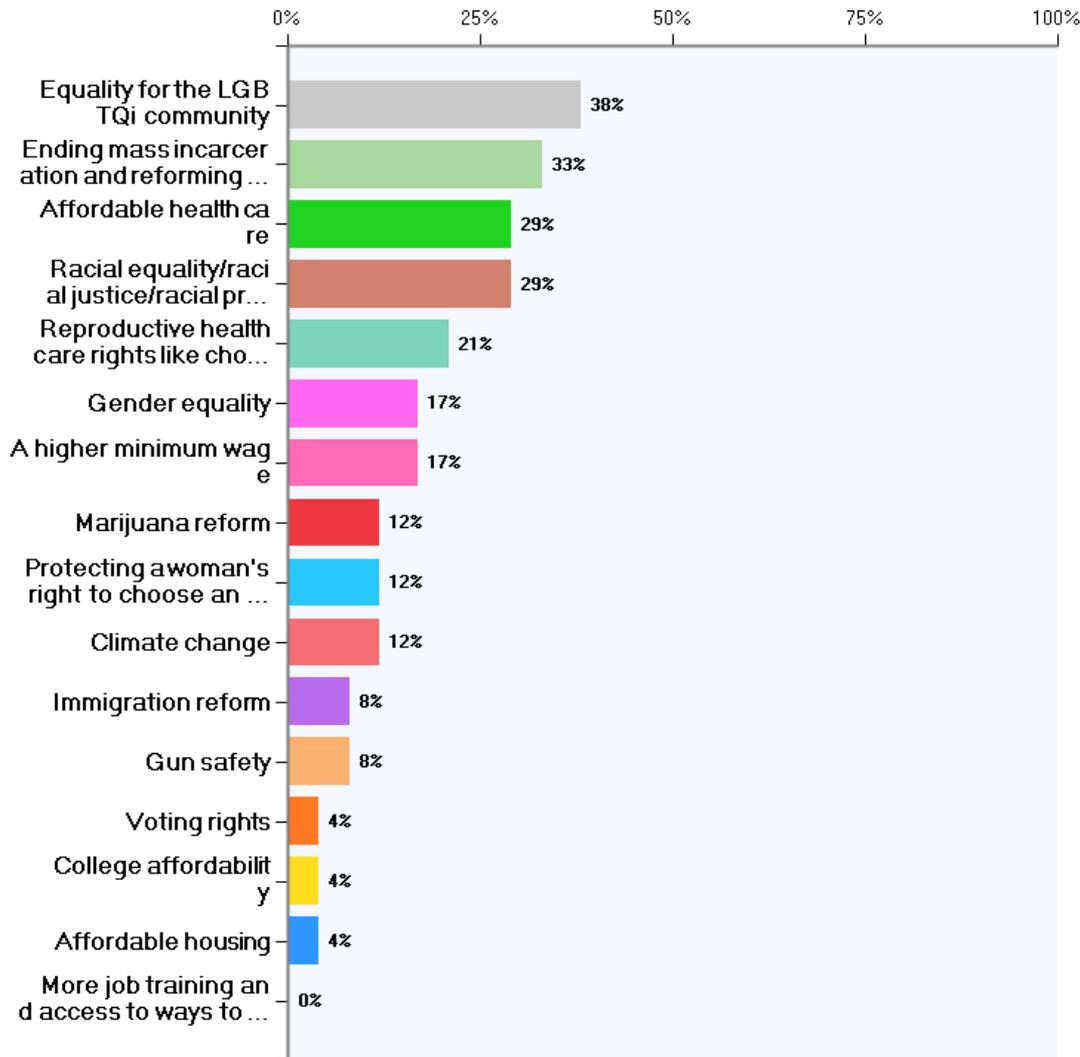
Two of the top five issues for the Cis Female Group are abortion and reproductive health rights. And similar to the Cis Male Group, Gen Z Cis Females are also highly concerned about college affordability and racial equality.

Cis Male Issues Ballot



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.

Gender Non-Conforming Issues Ballot



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..

Cis Men's Group

I think for someone to inspire me they would have to speak out about the importance of addressing climate change .

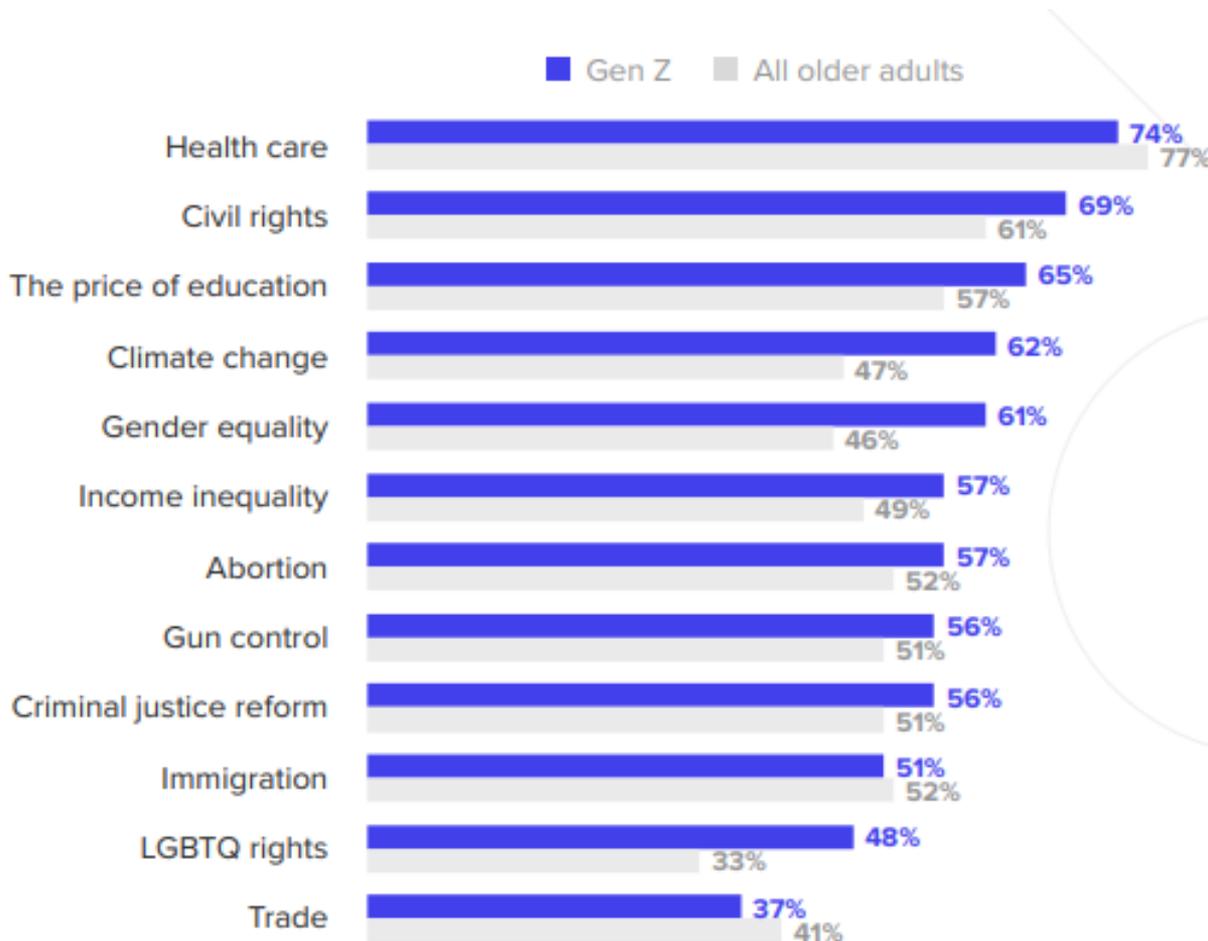
Cis Women's Group

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.

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.

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.

* <https://morningconsult.com/wp-content/uploads/2019/06/Morning-Consult-Understanding-Gen-Z.pdf>

** <https://www.washingtonpost.com/politics/2019/09/28/young-climate-strikers-marching-this-week-are-all-fired-up-ready-vote/>

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 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

Gender Non-Conforming Group

I think ending mass incarceration would be a major step in reforming the US as a whole.

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.

Racial Equality –

All three groups connected racism to Trump. Many linked racism, sexism and homophobia.

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.

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.

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.

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 would say democrats for sure. That's not to say that republicans out there don't care about racial equality, they're just less likely to do something about it I feel

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 increase 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.

Cis Men's Group

Clearly men should have no say so in what a woman chooses to do with her body.

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 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

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

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 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 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 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 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

Yes it does [empower women and girls]. As a girl who has been molested I agree with this movement.

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

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 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.

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.

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 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

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 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

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.

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.



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.

Gender Non-Conforming Group
years I was part of the executive board for my colleges organization queer people of color. We did some community service work with other organizations as well as on campus.

Cis Men's Group
Sometimes it's demoralizing to consider the fact that real change in the system probably won't happen because that would require people who are in power to give up power. But every single election has something important about it, whether it's on a local, state, or federal level.

Cis Women's Group
[Voting] literally shapes our entire society and what we will be built on and what foundation we will be working on. I was happy to vote during 2016 because it was my first time and I was just excited to have that newly acquired right, but now I think it is a necessity to utilize the right to vote because every vote counts. Not only that, but there are a lot of people in society who do not have the privilege to vote, so if I can put my voice out there for them too, I will.

Voting vs. Volunteering

- 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

Cis Men's Group

Volunteering is more personal and direct, and everyone can contribute to it. If everyone worked a little bit to make a difference in their community, we would see drastically more change than if everyone voted for one person who could make change.

Gender Non-Conforming Group

People should be active year round to whatever capacity they can. I don't believe in the statement "If you don't vote you don't have the right to complain", because pretty much everyone I've heard say that uses voting as an excuse to not be involved in their community year round.

Cis Women's Group

I think volunteering makes a bigger difference because it is first-hand. You can actually see the difference you are making and you are spending way more time and effort on the issue.



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

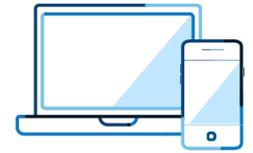
When Voting is Important

- 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

Cis Women's Group
 It is going to be a while till you see a difference from a candidate you are voting for. Volunteering is taking action now

Gender Non-Conforming Group
 I think you see the change when you volunteer but I think voting allows the change to happen generationally rather than on a day to day basis

Cis Men's Group
 I think it really depends on the issue. With climate change, for example, I think it takes a combination of legislation and micro-individual-level impact. With gun control, I think voting for candidates is a move that makes a bigger difference.



Registering Gen Z

Cis Men's Group

Giving them my license number and last 4 digits of my social security is very uncomfortable. This is very important information.

Cis Women's Group

I would answer every question, maybe not race just because I wouldn't want my registration to vote to get accidentally lost.

Gender Non-Conforming Group

I believe the voting system is corrupt and broken, but we still should vote because it's the primary way to change the things we don't like about our country

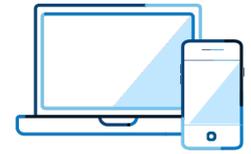
Gender Non-Conforming Group

The "gender" box only has M/F when what they meant was biological sex and even still there are intersex people who couldn't truthfully answer one way or the other

- 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.



Registering Gen Z

Cis Women's Group

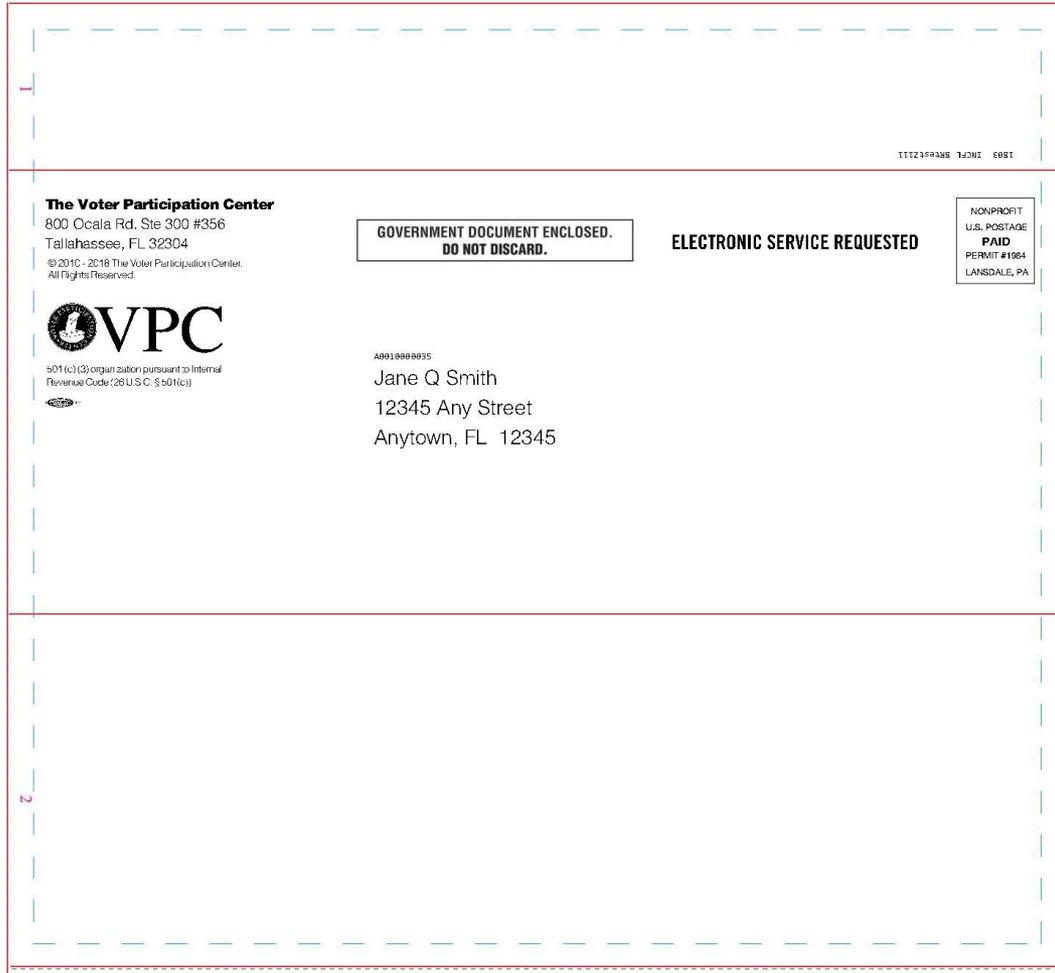
I would prefer to answer the questions online, especially since you're being asked about SSN and sending the paperwork in the mail. There is enough information on the registration form for one to commit identity theft and although it is illegal for one to open someone else's mail, people still do it

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.

- 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.

Registering Gen Z – Creative #1



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.

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?

Registering Gen Z – Creative #2



INCL
1303

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

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

If you have recently updated your registration or are ineligible to vote, please disregard this notice.

Check your voter status at:
RegisterToVoteFlorida.gov

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: 3RtEstZ111 to unsubscribe@voterparticipation.org.

This mailing has been paid for by the Voter Participation Center (VPC). VPC is a non-government, nonprofit, and nonpartisan 501(c)(3) organization. Its Florida address is 800 Ocala Rd., Ste 300 #306, Tallahassee, FL 32304. (877) 255-6750 www.voterparticipation.org. VPC is not affiliated with state or local election officials. © 2010-2018 The Voter Participation Center. All Rights Reserved.

09120006035

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 - Continued

State of Florida Voter Registration Application

Florida Voter Registration Application Part 1 – Instructions (DS-DE 39, R1S-2.040, F.A.C.) (eff. 10/2013)		Información en español: Si desea llamar a la oficina del supervisor de elecciones de su condado o si le interesa obtener este formulario en español.	
To Register in Florida, you must be: <ul style="list-style-type: none"> a U.S. citizen, a Florida resident, at least 18 years old (you may pre-register at 16 or 17, but cannot vote until you are 18). If you have been convicted of a felony, or if a court has found you to be mentally incapacitated as to your right to vote, you cannot register until your right to vote is restored. If you do not meet any ONE of these requirements, you are not eligible to register.		Where to Register: You can register to vote by completing this application and delivering it in person or by mail to any supervisor of elections' office, office that issues driver's licenses, or voter registrar on agency (public assistance office, center for independent living, office serving persons with disabilities, public library, or armed forces recruitment office) or the Division of Elections.	
Questions? Contact the Supervisor of Elections in your county: dos.myflorida.com/elections or dos.myflorida.com/elections . Visit the Florida Division of Elections' website at dos.myflorida.com/elections .		Deadline to Register: The deadline to register to vote is 29 days before any election. You can update your registration at any time, but for a Primary Election, party changes must be completed 29 days before that election. You will be contacted if your new application is incomplete, denied or a duplicate of an existing registration. Your Voter Information Card will be mailed to you once you are registered.	
CRIMINAL OFFENSE: It is a 3rd degree felony to submit false information. Maximum penalties are \$5,000 and/or 5 years in prison.		Identification (ID) Requirements: New applicants must provide a current and valid Florida driver's license number (FL DL), or Florida identification card number (FL ID). If you do not have a FL DL or FL ID, then you must provide the last four digits of your Social Security number (SSN). If you do not have any of these numbers, check "None." If you leave the field and box blank, your new registration may be denied. See section 97.053(5). File Stat.	
PUBLIC RECORD: Once filed, all information including your phone number and email address as provided become public record except for the following which can only be used for voter registration purposes: your FI (D), FI (ID), SSN, where you registered to vote, and whether you declined to register or to update your voter registration record at a voter registration agency. Your signature can be viewed but not copied. (Section 97.0585, Fla. Stat.)		Special ID requirements: If you are registering by mail, have never voted in Florida and have never been issued one of the ID numbers above, include one of the following with your application, or at a later time before you vote: 1) A copy of an ID that shows your name and photo (acceptable IDs—U.S. Passport, debit or credit card, military ID, student ID, retirement center ID, neighborhood association ID, or public assistance ID); or 2) A copy of an ID that shows your name and current residence address (acceptable documents—utility bill, bank statement, government check, paycheck, or other government document).	
Numbered rows 1 through 7 and 12 must be completed for a new registration.			
Florida Voter Registration Application Part 2 – Form (DS-DE 403, R1S-2.040, F.A.C.) (eff. 10/2013)		The downloadable/printable online form is available at: dos.myflorida.com/elections/forms-voters/voter-registration	
This is: <input type="checkbox"/> New Registration <input type="checkbox"/> Record Update/Change (e.g., Address, Party Affiliation, Name, Signature) <input type="checkbox"/> Request to Replace Voter Information Card			
1 Are you a citizen of the United States of America? <input type="checkbox"/> YES <input type="checkbox"/> NO		OFFICIAL USE ONLY	
2 <input type="checkbox"/> I affirm that I am not a convicted felon, or if I am, my right to vote has been restored.			
3 <input type="checkbox"/> I affirm that I have not been adjudicated mentally incapacitated with respect to voting or, if I have, my right to vote has been restored.			
4 Date of Birth (MM/DD/YYYY) [] - [] - []		FVRS No. [] [] [] [] [] [] [] []	
5 Florida Driver License (FL DL) or Florida Identification (FL ID) Card Number [] - [] - [] - [] - [] - []		Last 4 digits of Social Security Number [] [] [] [] <input type="checkbox"/> I have NONE of these numbers.	
6 Last Name SMITH		First Name JANE	
7 Address Where You Live (legal residence-not P.O. Box) 12345 ANY STREET		Middle Name Q	
8 Mailing Address (if different from above address)		Name Suffix (Jr., Sr., I, etc.)	
9 Address Where You Were Last Registered to Vote		City ANYTOWN	
10 Former Name (if name is changed)		County BAY	
11 <input type="checkbox"/> Email me SAMPLE BALLOTS if option is available in my county. (See Public Record Notice above). My email address is		State or Country Zip Code	
Party Affiliation (Check only one, if left blank, you will be registered without party affiliation)		State Zip Code	
<input type="checkbox"/> Florida Democratic Party		Telephone No. (optional)	
<input type="checkbox"/> No party affiliation		Gender <input type="checkbox"/> M <input type="checkbox"/> F	
<input type="checkbox"/> Minor party (print party name):		State or Country of Birth	
Race/Ethnicity (Check only one)		Telephone No. (optional)	
<input type="checkbox"/> American Indian/Alaskan Native		<input type="checkbox"/> I am an active duty Uniformed Services or Merchant Marine member	
<input type="checkbox"/> Asian/Pacific Islander		<input type="checkbox"/> I am a spouse or a dependent of an active duty uniformed services or merchant marine member	
<input type="checkbox"/> Black, not of Hispanic Origin		<input type="checkbox"/> I am a U.S. citizen residing outside the U.S.	
<input type="checkbox"/> Hispanic		<input type="checkbox"/> I will need assistance with voting.	
<input type="checkbox"/> White, not of Hispanic Origin		<input type="checkbox"/> I am interested in becoming a poll worker.	
<input type="checkbox"/> Multi-racial		Date	
<input type="checkbox"/> Other:		Date	
12 Oath: I do solemnly swear (or affirm) that I will protect and defend the Constitution of the United States and the Constitution of the State of Florida, that I am qualified to register as an elector under the Constitution and laws of the State of Florida, and that all information provided in this application is true.		SIGN/ MARK HERE	

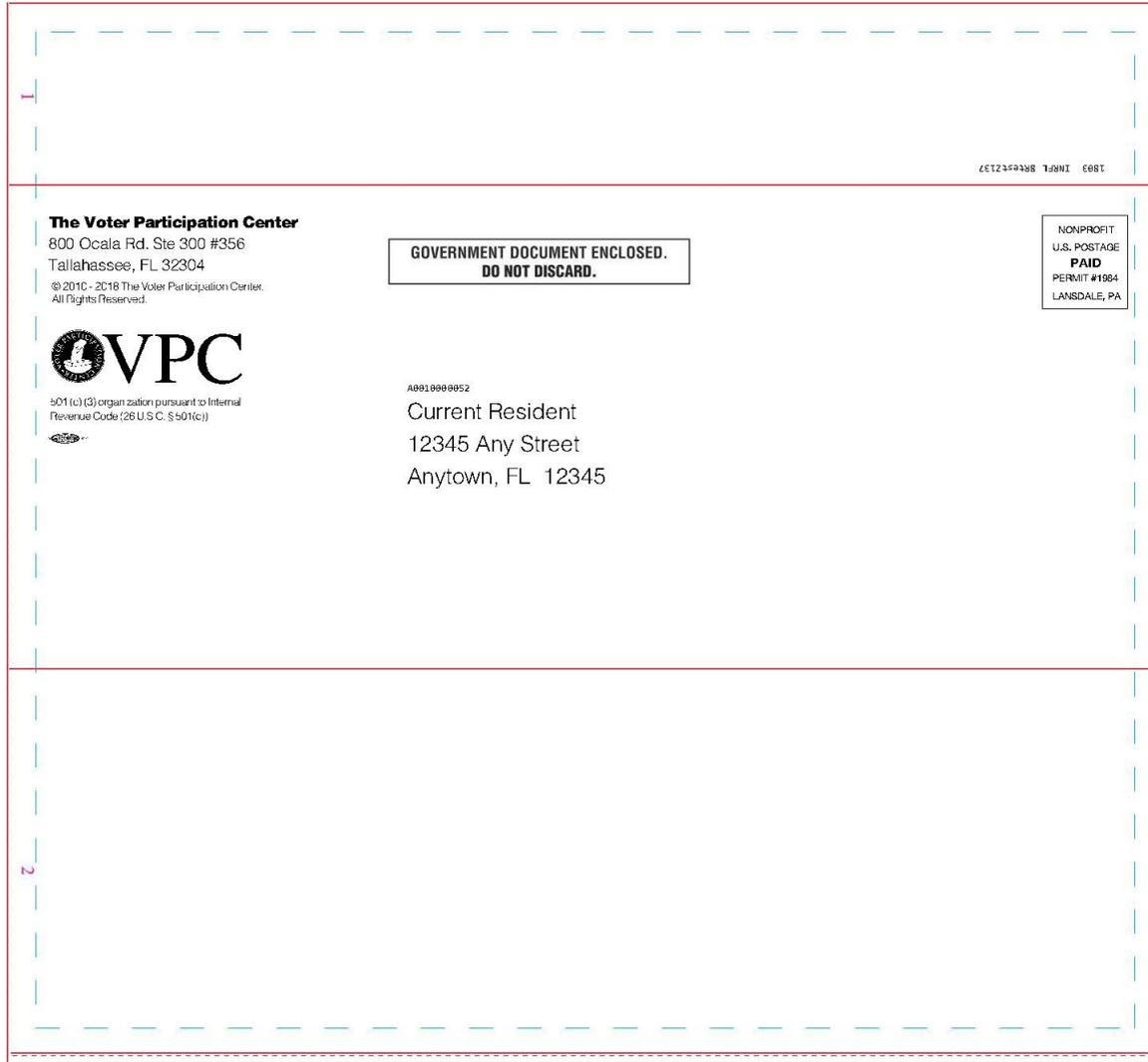
Cis Women's Group
 Yup, always online!
 It's faster and easier
 and it doesn't require
 I get up.

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.

Gender Non-Conforming Group
 I registered to vote online
 because it was easier for
 me, so probably.

Would you prefer to answer these questions online? Why or why not?

Registering Gen Z – Creative #4



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.

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?

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???

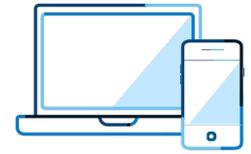
Cis Men's Group

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.

Privacy and Registering Gen Z



Cis Women's Group

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.

Cis Men's Group

The fact that it asks for a social security number is a bit of a red flag.

Gender Non-Conforming Group

I am already registered, but if I wasn't, this application seems complicated and might draw me away from registering if I wasn't very motivated to vote.

Gender Non-Conforming Group

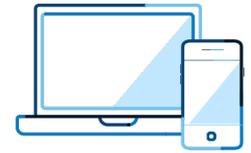
I don't like to mail important things because you don't know when they'll actually arrive or if they'll be damaged or lost.

- 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 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.

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.

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