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Tuesday, July 29th

The Latest Data on Gen Z: A Guide for Advocates



Credit: Xavier Lorenzo/Unsplash

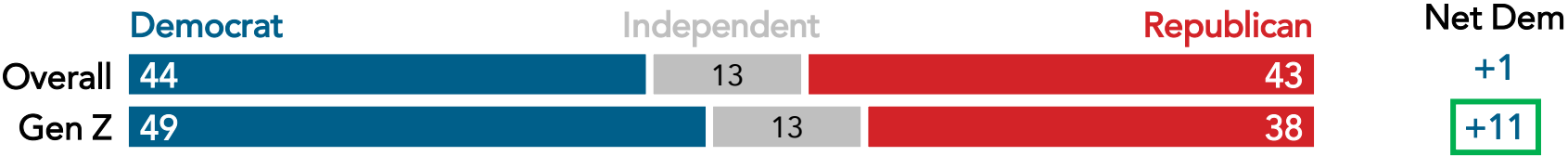
Key Takeaways:

- Gen Z Americans lean slightly more Democratic and liberal than Americans overall, despite only narrowly reporting voting for Harris in 2024. Majorities say they feel unfavorably toward the Democratic and Republican Parties.
- Two in three Gen Z Americans disapprove of the job Trump is doing as President, and a majority disapprove of how he's handled the economy.
- Gen Z are more negative on the economy than Americans overall. The most important issues for Gen Z are inflation and the cost of living, jobs and the economy, health care, and education.
- More Gen Z Americans are passive news consumers than Americans overall, and four in five Gen Z Americans report daily use of YouTube. They also report lower rates of viewing live TV, and social media websites are by far their number one source for news.

Gen Z Leans Slightly More Democratic & Liberal, But Less So Than Past Generations at this Stage

In 2016, a majority of Millennials (55%) identified as Democrats according to [Pew Research](#); today, 49% of Gen Z identify as Democrats in Navigator’s most recent data.

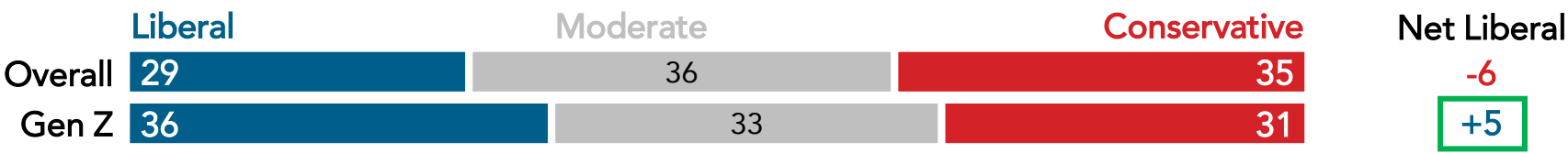
When it comes to politics, do you generally think of yourself as a:



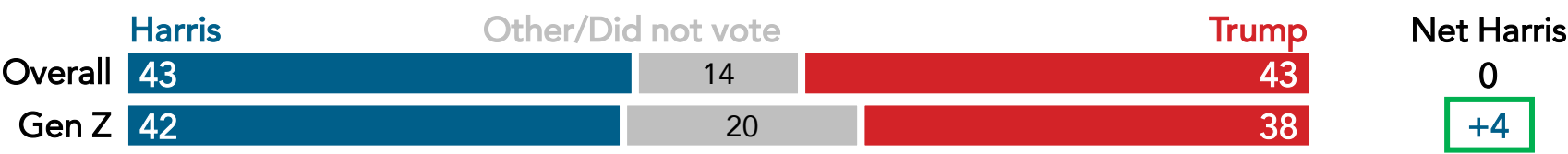
How important is politics to your personal identity?



When it comes to politics, do you generally think of yourself as:



Thinking back, in the November 2024 general election for President, who did you vote for?

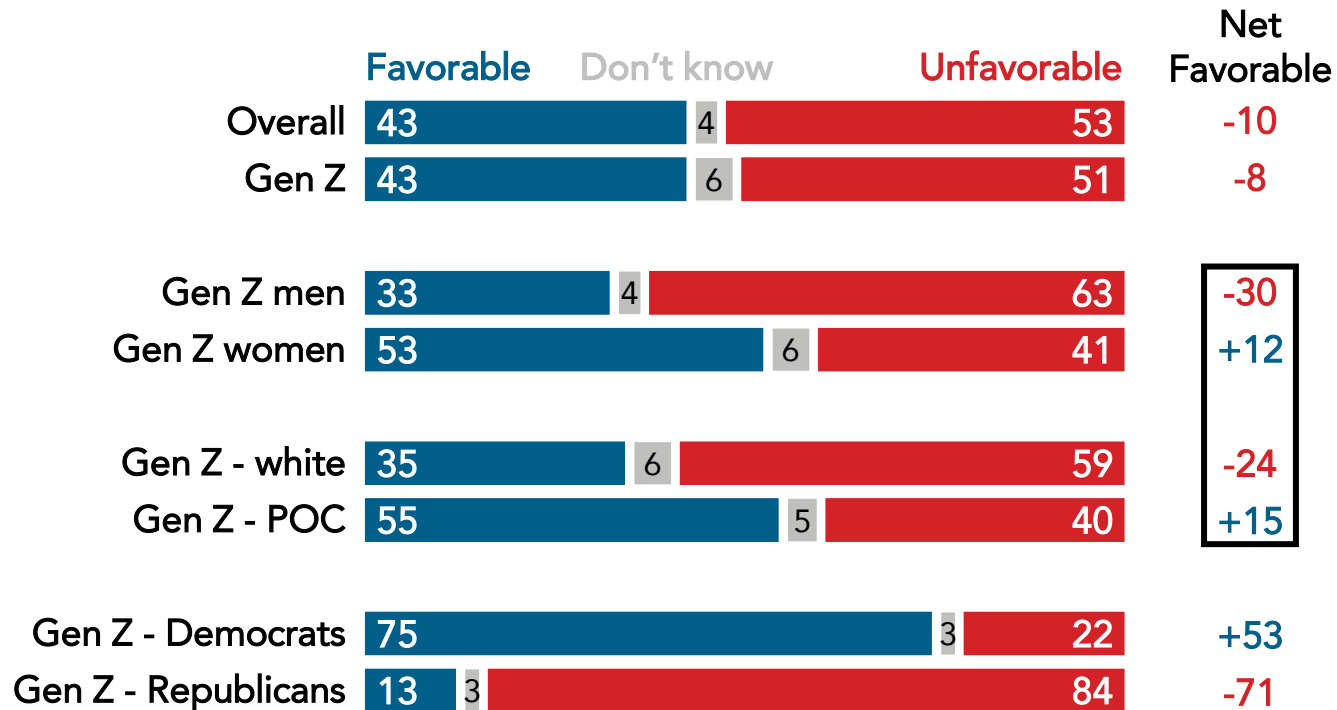


Nationwide survey of 1,000 registered voters conducted July 16-July 21, 2025.
For more info, visit [navigatorresearch.org](#).

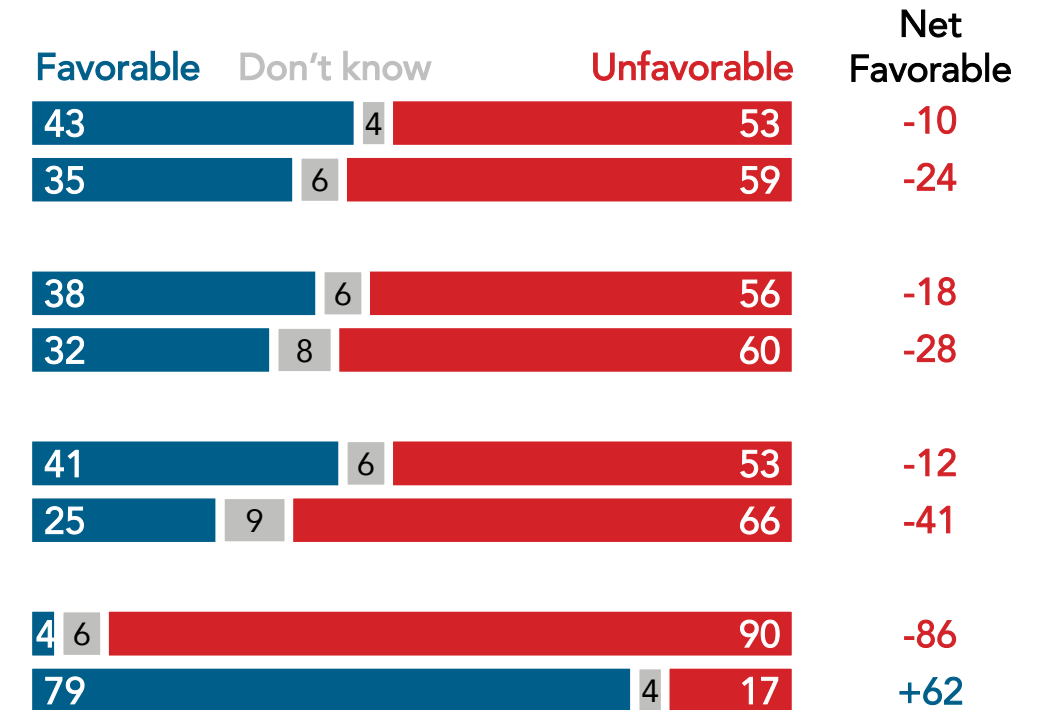
Despite Gen Z's Left Lean, Majorities Are Unfavorable Toward the Democratic Party; But, Views of the GOP Are Worse

Gen Z Americans view the Republican Party unfavorably – but they are divided by gender and race/ethnicity on Democrats: Gen Z women (net +12 favorable) and Gen Z POC (net +15) are positive, while Gen Z men (net -30) and white Gen Z (net -24) are negative.

Please indicate how favorable or unfavorable you are to:
The Democratic Party.



Please indicate how favorable or unfavorable you are to:
The Republican Party.



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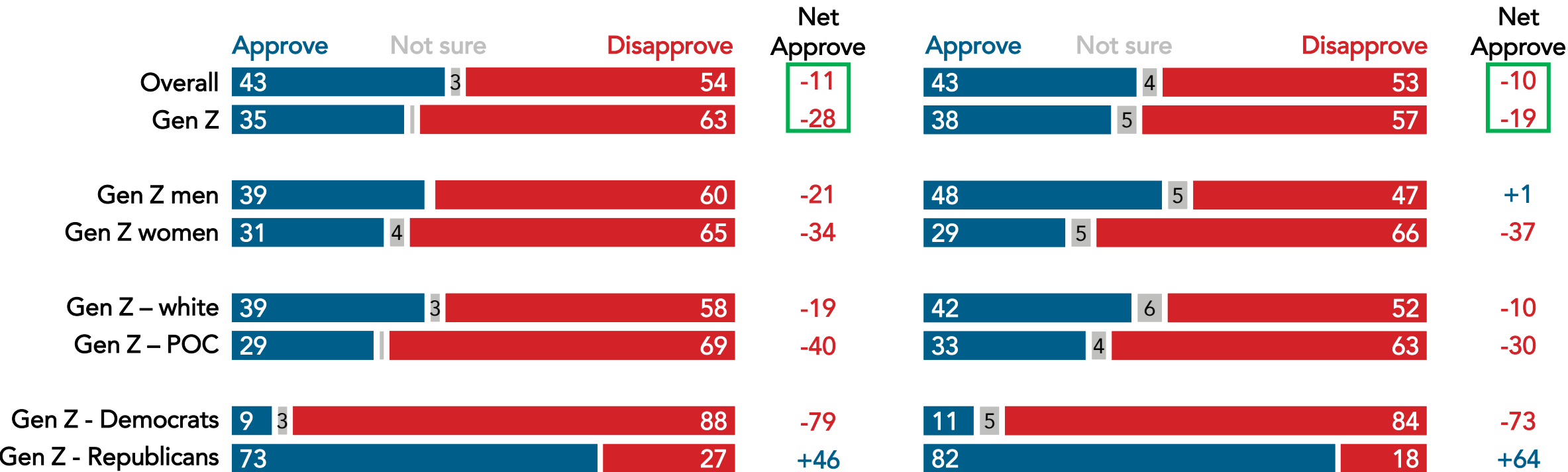
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Gen Z Americans Are More Negative Than Americans Broadly on Trump's Handling of His Job Overall and the Economy

Majorities of Gen Z disapprove of Trump overall (63%) and his handling of the economy (57%), more than Americans broadly (54% and 53%, respectively). Gen Z women (net -34 overall approve) and Gen Z Americans of color (net -40) are among the most disapproving.

Do you approve or disapprove of the way Donald Trump is handling his job as president?

Do you approve or disapprove of the way Donald Trump is handling the economy?



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Gen Z Are More Negative on the Economy Than Americans Overall

Gen Z are feeling negative about the state of the economy overall (net -40 positive), say the economy is getting worse (57%), and say they are behind where they expected to be by now financially (54%).

How would you rate the state of the U.S. economy today?



Which of the following best describes the current state of the U.S. economy?



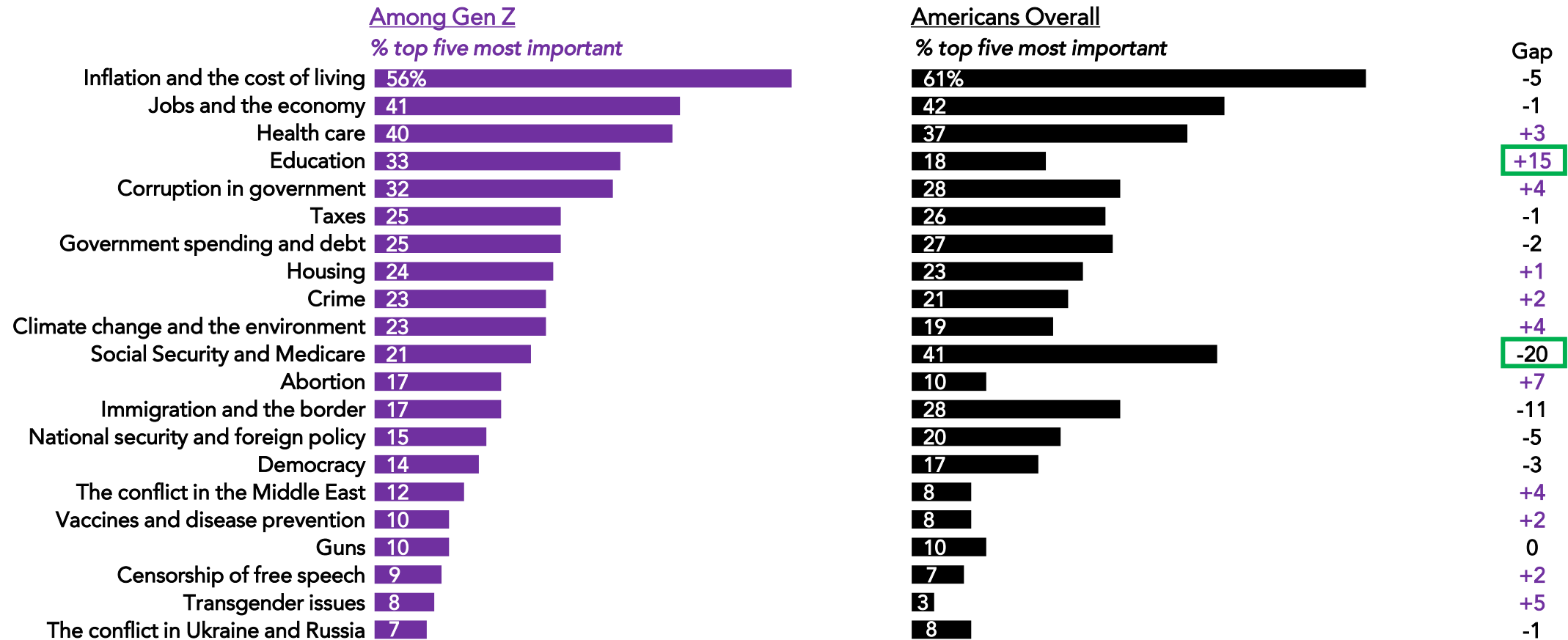
Thinking back to a few years ago and where you thought you might be by now financially... Would you say you are:



Gen Z Prioritize Inflation, the Economy, Health Care, Education

Gen Z prioritizes education more than Americans overall by 15 points (33% compared to 18%), while Americans overall prioritize Social Security and Medicare more than Gen Z by 20 points (21% compared to 41%).

Which do you feel are most important for the President and Congress to focus on?



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Gen Z Are Passive News Consumers, Whose Media Diets Revolve Around YouTube, Social Media, Online News – Less So Live TV

Among Gen Z who do not identify as strong Democrats or strong Republicans, 62% are passive news consumers, with 61% also saying social media is their top source of news.

Which of the following better describes how you get news about things like current events and politics?



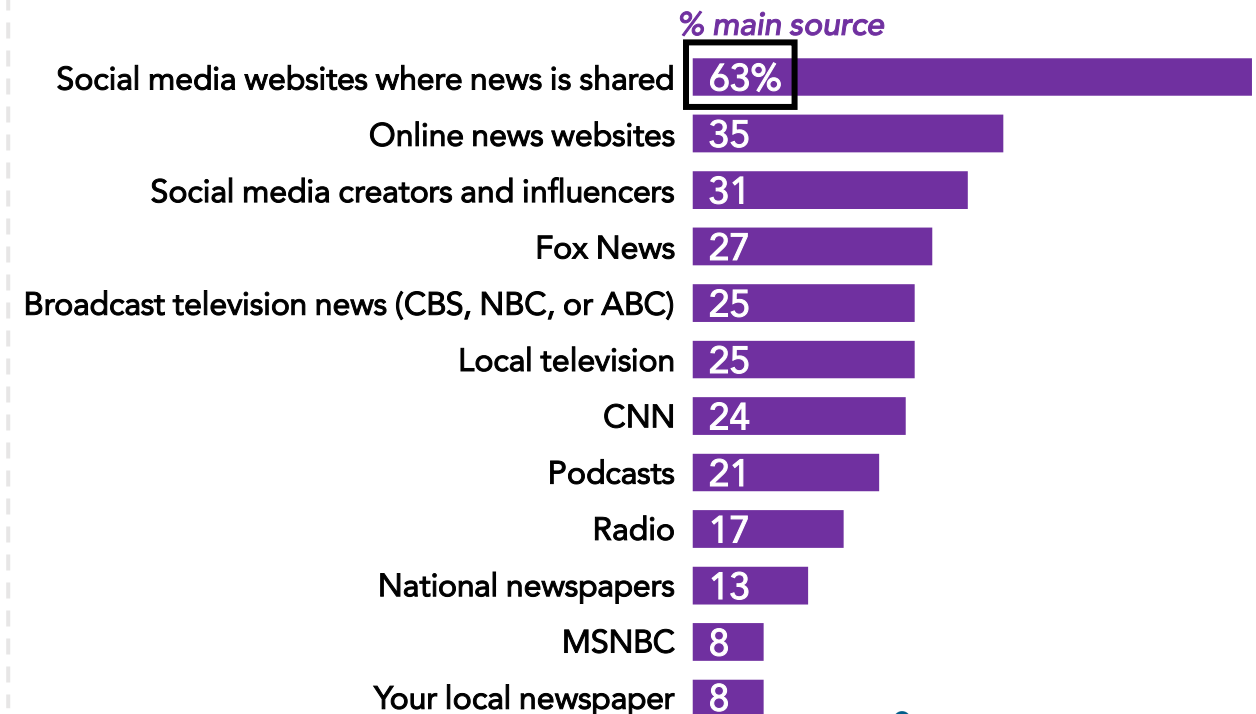
Approximately how often do you use YouTube?



Approximately how often do you watch live TV with commercials?



[Among Gen Z] Which of the following would you say are your main sources of news about politics and current events in the U.S.?



*Full text read "Social media websites where news is shared (such as Facebook, X/Twitter, or YouTube)."
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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds; Mike Podhorzer; Jesse Ferguson, progressive strategist; Navin Nayak; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from July 16-July 21, 2025. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among younger voters between ages 18 and 27. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

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