

# navigator.\*

Tuesday, August 25<sup>th</sup>

## Generational Divides



Credit: BRO.vector/Shutterstock

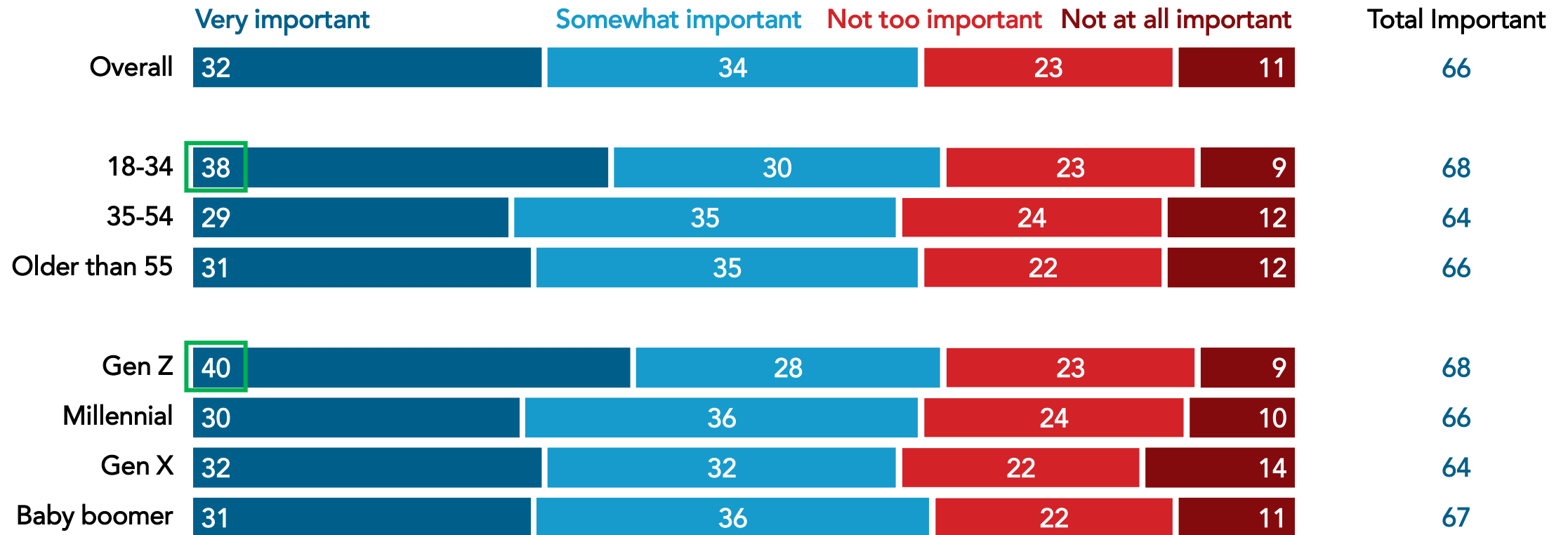
## Key Takeaways:

- Americans across age groups say politics is important to their identity, though Gen Z are slightly more likely to say it's "very important."
- Americans across age groups are pessimistic about the direction of the country and sour on Trump's handling of his job as president, though those feelings are particularly negative with younger Americans.
- Three in ten Gen Z Trump 2024 voters say they regret their choice, compared to just one in ten baby boomers who voted for Trump.
- Older Americans are more likely to be active news consumers, compared to Gen Z who are equally divided between active and passive news consumption.
- Gen Z are more likely to get their news from social media and influencers, compared to baby boomers who get their news from more traditional media sources like local and broadcast television.

# Two in Three Across Generations Say Politics Is Important to Their Identity, With Higher Intensity Among Younger Americans

Two in five 18–34-year-olds (38% very important) and Gen Z (40%) say politics is “very important” to their personal identity.

**How important is politics to your personal identity?**

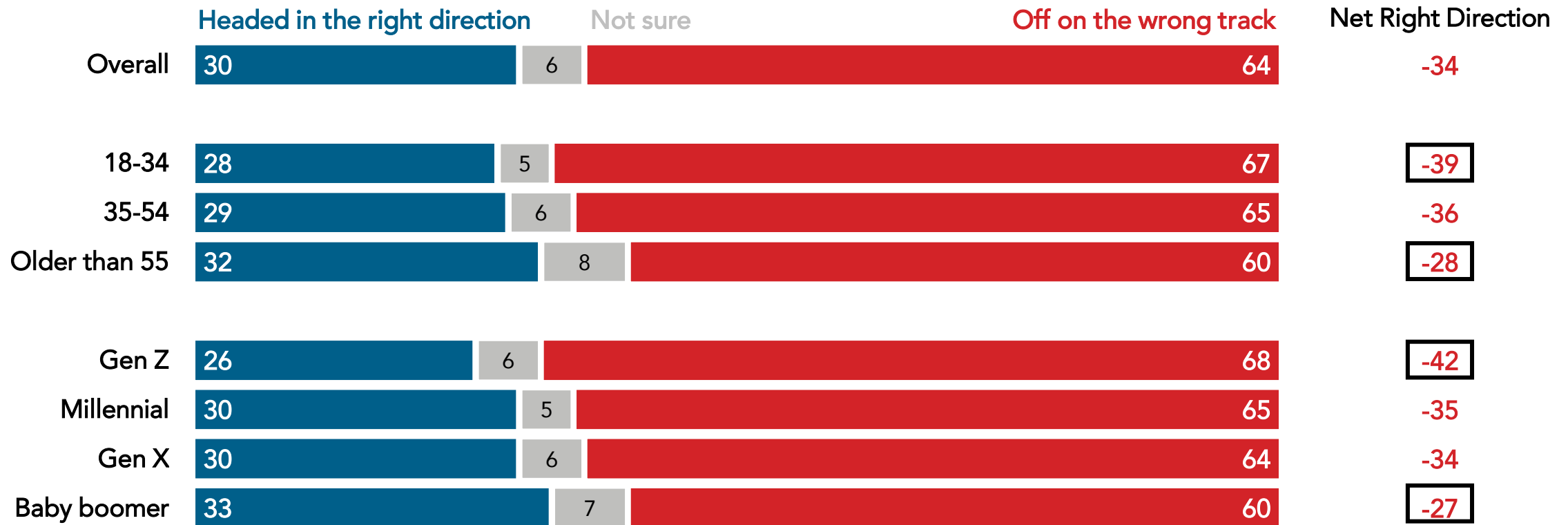


\*"Gen Z" includes Americans born between 1998-2008, "millennial" includes Americans born between 1981-1997, "Gen X" includes Americans born between 1965-1980, and "baby boomer" includes Americans born between 1946-1964. 3,000 nationwide interviews with registered voters collected between June 4-July 27, 2026, in a combined dataset of three 1,000 interview surveys conducted every three weeks during that time. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Younger Americans Are More Pessimistic About the Direction of the Country, Though Majorities Are Pessimistic Across Age

Americans ages 18-34 (net -39 right direction) and Gen Z (net -42) are more pessimistic about the direction of the country compared to Americans 55+ (net -28) and baby boomers (net -27) – though majorities across the board say the country is off on the wrong track.

Generally speaking, would you say the country today is...

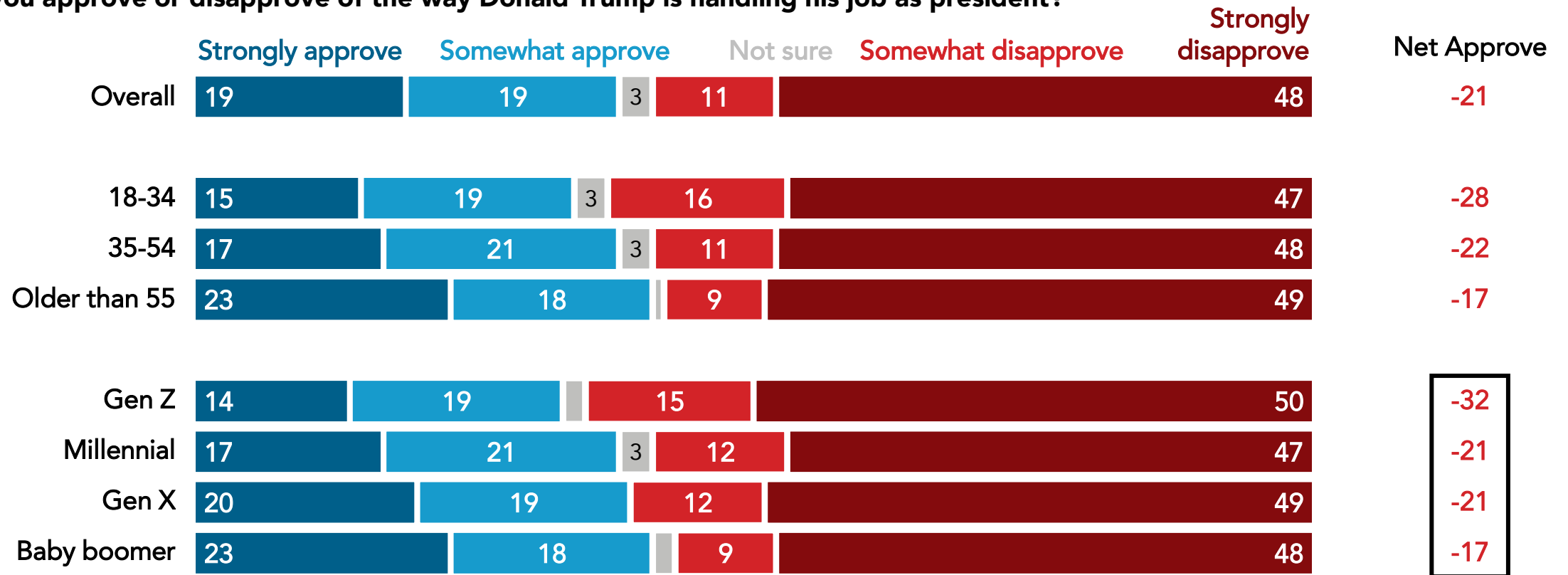


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# Trump's Approval Rating Is Deeply Negative Across Age Groups, Though Worst With Gen Z

While Trump has his lowest approval rating among Gen Z (net -32 approve), majorities across generations disapprove of his handling of his job as president.

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

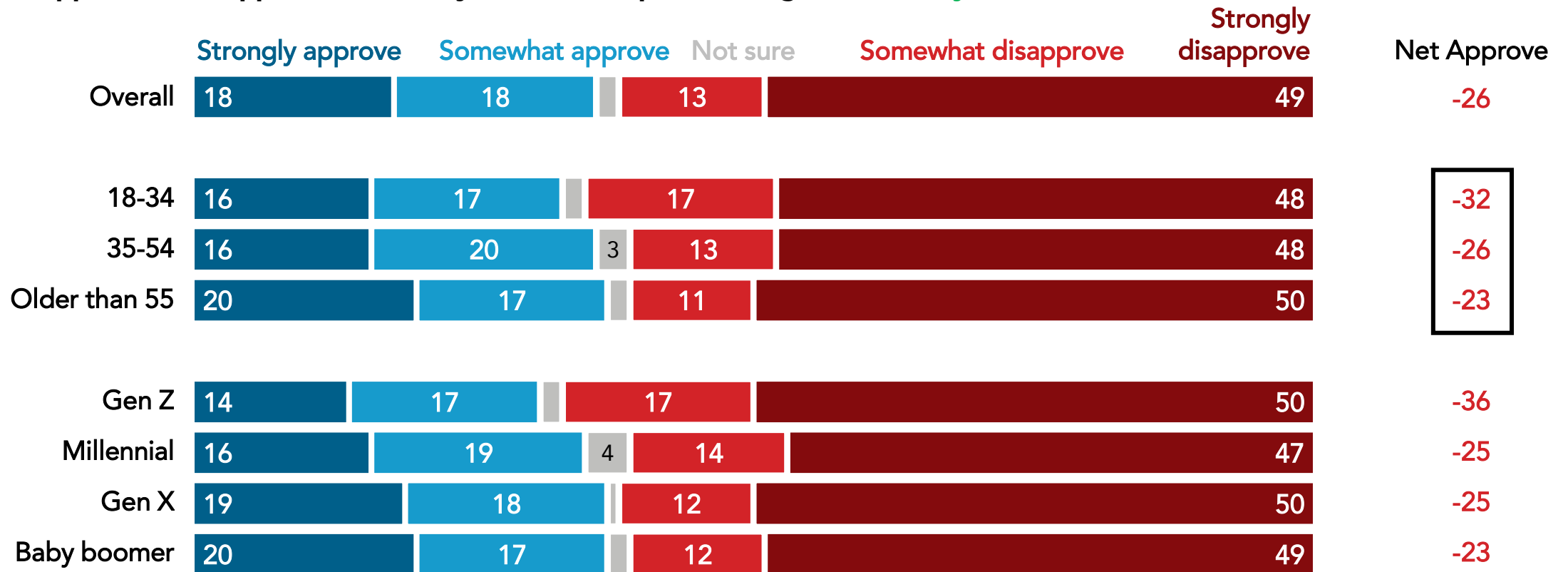


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# Younger Americans Are Even More Negative on Trump's Economy Than Older Generations

Majorities of Americans ages 18-34 (net -32 approve), 35-54 (net -26), and 55+ (net -23) all disapprove of Trump's handling of the economy.

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



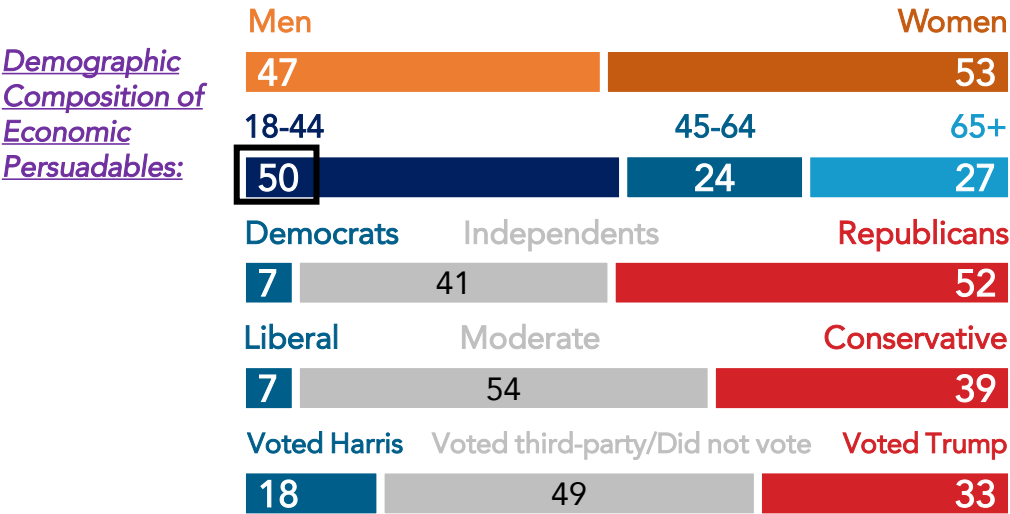
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# Economically Persuadable Americans Skew Younger

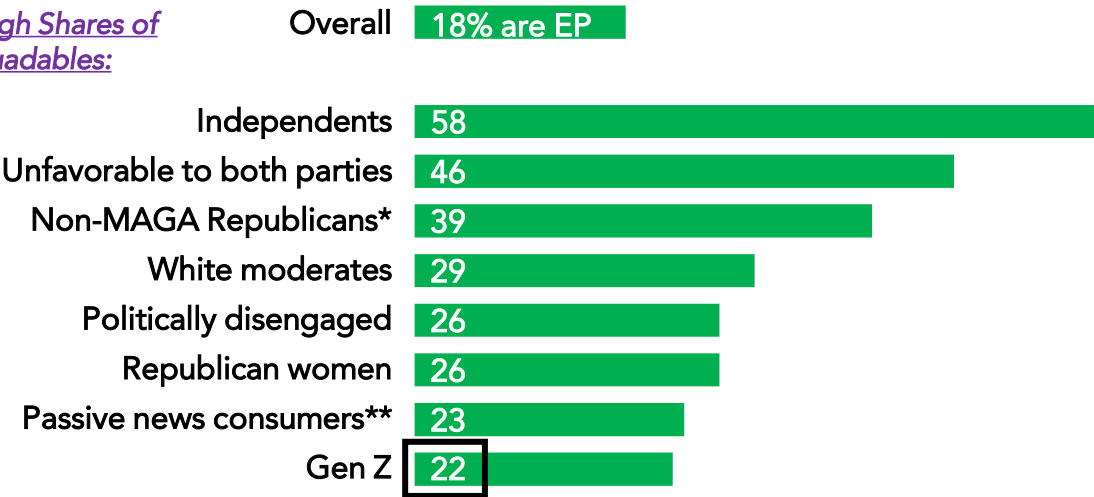
Half of economically persuadable Americans are ages 18-44 (50% of economically persuadable Americans are under the age of 45). And, Gen Z are disproportionately likely to fall into economic persuadables (22% of Gen Z are economically persuadable).

## Economic Persuadables (18% of Americans):

Economic persuadables disapprove of Trump’s handling of the economy, but do not trust the Democratic Party more to handle inflation and the cost of living or jobs and the economy, and do not identify as strong/weak Democrats (but include independents who lean toward the Democratic Party).



*Groups With High Shares of Economic Persuadables:*

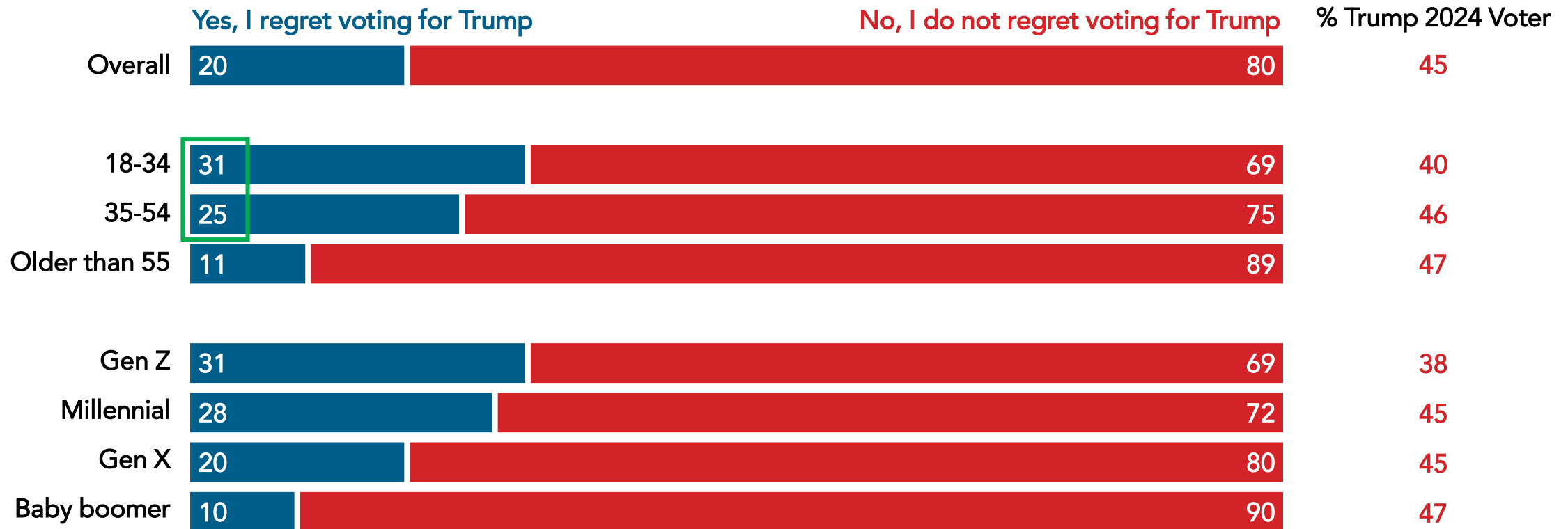


\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. \*\*"Passive news consumers" are those who say, "News comes to me," while "active news consumers" say, "I seek out news." Nationwide survey of 1,000 registered voters conducted June 25-June 30, 2026. For more info, visit [navigatortresearch.org](https://navigatortresearch.org).

# Younger 2024 Trump Voters Are More Regretful of Their Ballot Than Older Ones

Three in ten 2024 Trump voters who are 18-34 (31% regret their vote) or Gen Z (31%) say they regret voting for Trump, compared to just one in ten Trump voters over 55 (11%) and baby boomers who voted for Trump (10%).

**[If 2024 Trump voter] You indicated you voted for Donald Trump in 2024. Do you regret voting for Donald Trump?**

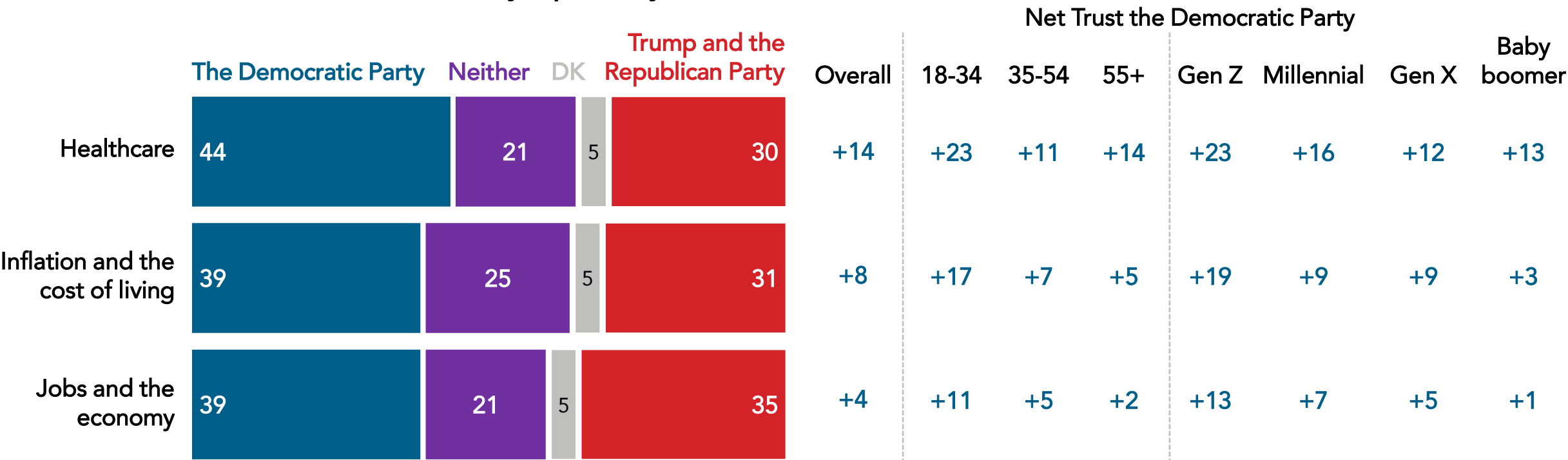


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# The Democratic Party Is More Trusted Than Trump and Republicans on a Range of Economic Issues Across Generations

At least one in five Americans who are under 55 say they trust neither party to handle healthcare (22% neither), inflation and the cost of living (28%), and jobs and the economy (23%) – compare that to 19% of those over 55 on healthcare, 22% on inflation and the cost of living, and 19% on jobs and the economy.

Below is a list of issues. Please indicate who you personally trust more to handle each one.



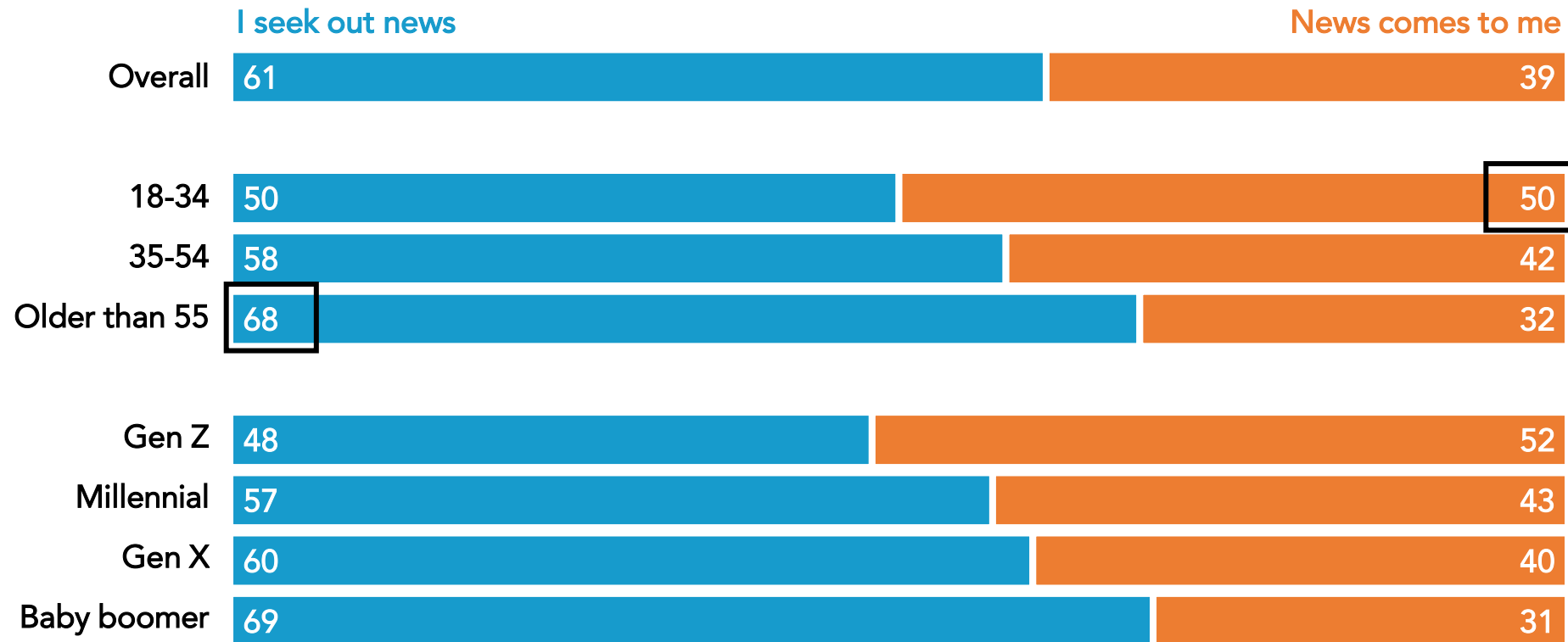
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# Younger Americans Are Split on How They Consume News, But Are More Passive Consumers Than Older Americans

Americans 18-34 are evenly divided between “seeking out news” and “news coming to me” (50% each), while Americans above 55 are more likely to be active news consumers (68% seek out news).

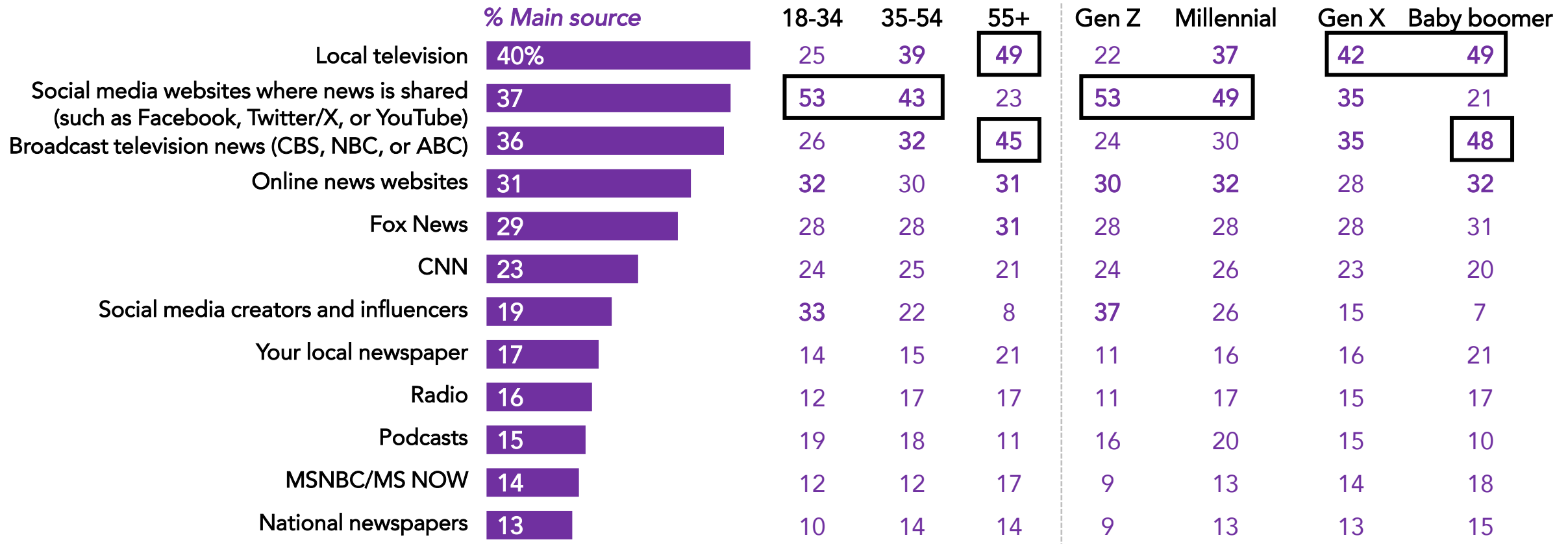
Which of the following better describes how you get news about things like current events and politics?



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# There Are Clear Generational Divides on Where Americans Get Their News: Younger on Social Media, Older on TV

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

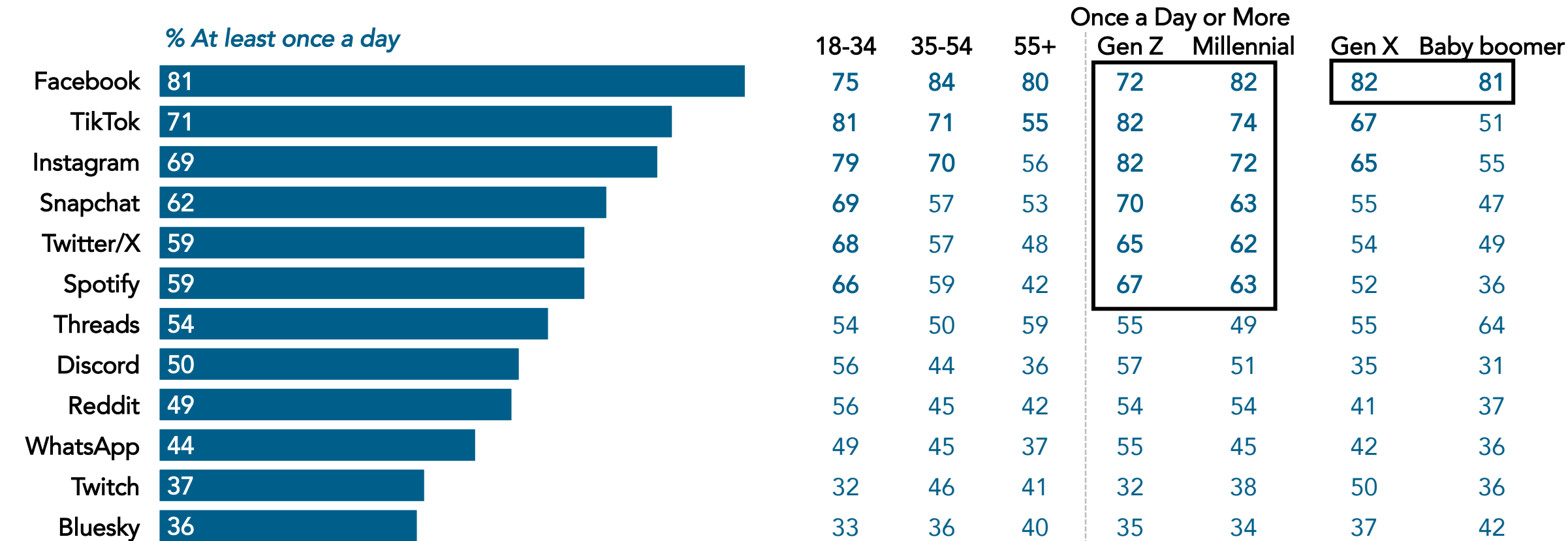


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# Americans Across Age Groups Are Using Social Media Platforms At Least Once a Day, With Facebook as the Great Unifier

Americans older than 55 regularly use TikTok at least once a day or more (55%).

Over the last month, how frequently have you viewed your social media feeds on the following platform(s)?



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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.

## About the Study

Global Strategy Group conducted a public opinion surveys among a sample of 3,000 registered voters from June 4, 2026-July 27, 2026. Oversamples were also conducted among Hispanic, Asian American and Pacific Islander, African American, and independent voters. The surveys were 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 +/- 2.2 percentage points. The margin of error for subgroups varies and is higher.

For Press inquiries contact:

[press@navigatorresearch.org](mailto:press@navigatorresearch.org)

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