

Young Georgia Voters: Anxious, Broke, and Ready to Make Change

October 2026

Young registered voters (ages 18-29) in Georgia are under intense economic pressure and deeply dissatisfied with the country's direction, leaving them frustrated and anxious. Polling from URGE: Unite for Reproductive & Gender Equity shows that instead of turning towards apathy, Gen Z Georgians are active online and in their communities, believe in their collective power, and motivated to vote.

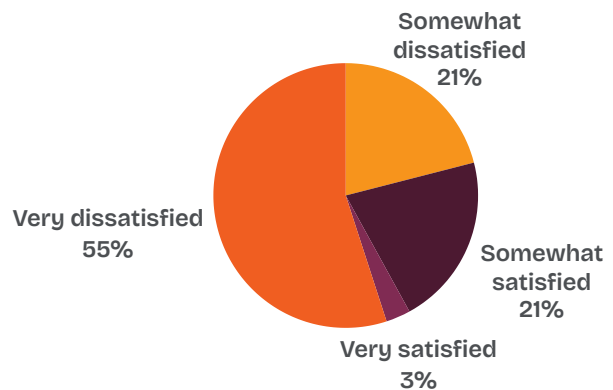
KEY FINDINGS

Discontent with the state of the country is pronounced.

Eighty percent (76%) of young Georgia voters are dissatisfied with the country's direction, including 55% who are very dissatisfied.

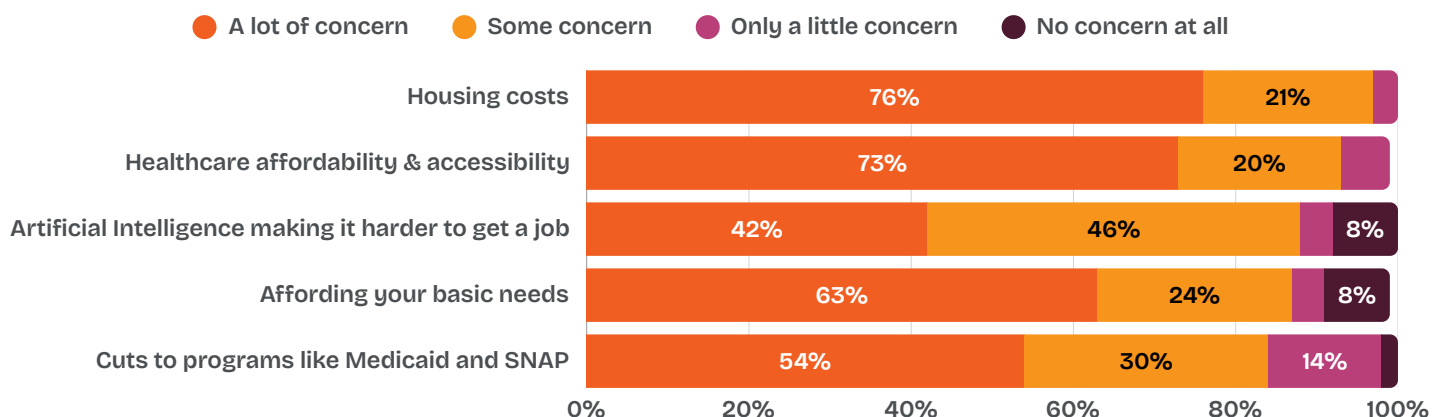
When asked to choose words to describe how they feel about the state of the country, the most common responses were anxious (46%), frustrated (32%), and angry (30%).

Satisfaction with the Direction of the Country



Young adults are struggling financially.

Four in five respondents report little or no room to build financial security: 31% are struggling to pay bills, 49% make only enough to cover them, and just 20% say they can pay bills and save money. Housing costs produce the greatest economic concern, with 97% of Gen Z Georgian voters concerned overall and 76% expressing a lot of concern. Affording basic needs concerns 87%, while 93% are concerned about affordable, accessible healthcare, including mental healthcare.



Economic concerns coexist with concerns about rights and government action.

Daily economic pressure does not displace concerns about rights, personal freedom, and fair treatment. Young Georgia voters report high concern across a wide range of issues: 86% are concerned about laws restricting or banning abortion, 87% about ICE tactics, 83% about discrimination against immigrants, and 85% about discrimination against transgender people.



Anxiety has not developed into electoral apathy.

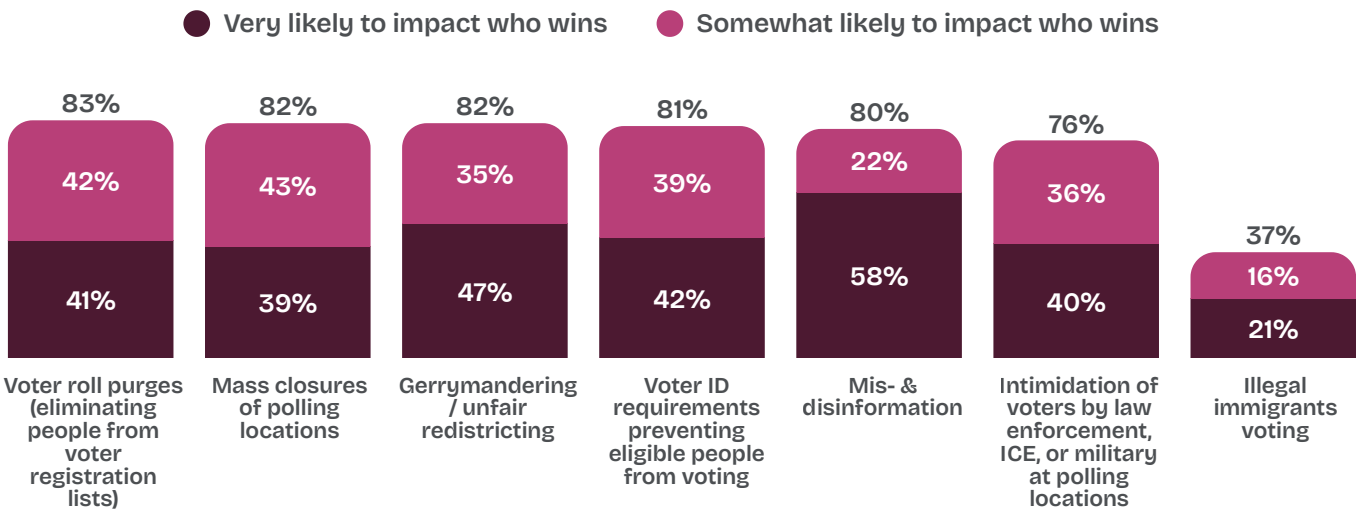
Eighty-five percent (85%) of respondents say they are motivated to vote in the 2026 midterms, including 55% who are very motivated. Further, 85% also say they are almost certain to vote. Far and away, the leading reason motivating Gen Z Georgians' voting is "to make change on issues that matter," selected by 37% of those surveyed.

GEN Z GEORGIAN VOTERS' TOP 3...	
most motivating reasons to vote	things that make them feel less motivated to vote
To make change on issues that matter to me	Corporations and the ultra-wealthy's influence in politics
Voting is my civic duty	The two-party system
To protect my community	The voting system is rigged so my vote doesn't count

Motivation to vote sits alongside concern about fair elections.

Large majorities believe voter suppression efforts are likely to affect who wins the midterms, helping explain why young voters can value voting while remaining skeptical of the process.

Likelihood of the following to impact who wins the upcoming midterm elections



Gen Z Georgians believe in their power, but see wealthy interests standing in the way.

Sixty percent (60%) of Gen Z Georgians rate their generation's power to create change at 7 or higher on a 10-point scale. Yet, they see that power competing with concentrated wealth: 94% are concerned about the power of billionaires and the wealthiest 1%, while 44% say corporate and ultra-wealthy influence in politics makes them less motivated to vote.

Civic participation extends beyond elections.

In the past year, 53% of Gen Z Georgia voters signed a petition, 49% boycotted a corporation, brand, or business, 45% donated to a cause or organization, and 36% volunteered for a cause or organization. Sixty-nine percent (72%) say they are encouraged by people coming together to protest and boycott, and 63% are encouraged by mutual-aid networks meeting local needs.

About the Research

URGE commissioned HIT Strategies to examine how Georgia voters ages 18 to 29 view power, community, civic participation, and Reproductive Justice. The survey included 456 registered voters and was conducted by phone, text-to-web, and online panel from June 24 through July 9, 2026. The margin of error is +/- 4.54 percentage points.

