



URGE

Young Voters Survey 2026

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Objectives



UNDERSTAND

1

Understand how Gen Z voters feel about their personal circumstances and the state of the country.

IDENTIFY

2

Identify the issues that most concern Gen Z.

UNDERSTAND

3

Understand Gen Z's plans and perceptions about the upcoming midterm elections.

Methodology

Universe

Registered Voters
Nationally, Age 18-29

Sample Size

Total N=2,950

N=1,000 Base (weighted)

This survey consisted of 3 national oversamples:

- N=200 Black voters nationally
- N=300 AAPI voters nationally
- N=200 LGBTQ+ voters nationally

And 3 state-based oversamples

- N=400 registered voters in TX
- N=400 registered voters in GA
- N=400 Registered Voters in AL.

Methodology

These findings are from a proprietary survey conducted by HIT Strategies on behalf of URGE. The survey fielded from June 24 – July 9, 2026, and the margin of error is +/- 2.85%. Margin of error is higher among subgroups.



- Gen Z is **dissatisfied but not disengaged**.
- Gen Z is **struggling to get by** amid unprecedented economic challenges.
- Gen Z voters express concern about a variety of issues that affect **their safety, stability, and opportunities**.
- Gen Z voters are **politically engaged, but institutionally skeptical**.

Demographic Summaries & Distinctions



Despite the ideological gender gap, there is common ground between Gen Z men and women on many issues of concern.

- For many issues (including reproductive rights, healthcare affordability and access, ending of DEI programming, and climate change), majorities of Gen Z men and women are both concerned, but women report higher *intensity* of concern.
- On issues of gender and sexuality (e.g., discrimination against transgender people, the “trad wife” trend), there are broader gaps between men and women in levels of concern.

Gen Z voters of color are under especially high levels of financial and social pressure.

- Although majorities of white Gen Z voters are also worried about social issues, voters of color express greater levels of concern about ending DEI, discrimination against immigrants, ICE tactics, personally being mistreated or denied opportunities because of identity, and themselves or a loved one being able to access to abortion and reproductive care.
- Black Gen Z women report especially high levels of personal concern on cost-of-living and job-related issues. For example, 71% of Black women say they have a lot of concern about affording their basic needs, compared to 56% of Gen Z voters overall.

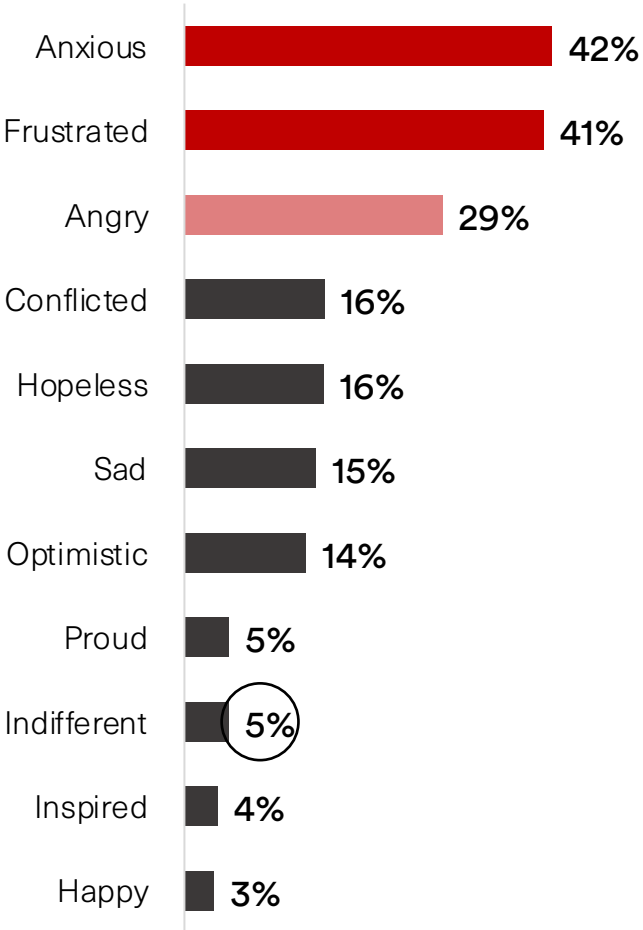
LGBTQ+ Gen Z voters are fired up and taking action on issues facing their community and the country at large.

- LGBTQ+ Gen Z voters report being angrier and having taken more political actions than Gen Z voters overall.
- LGBTQ+ Gen Z voters report *higher intensity* of concern than Gen Z voters overall on issues like healthcare affordability and access, ICE tactics, discrimination against transgender people, and violence against protestors.
- Almost all transgender* Gen Z voters report concern about being mistreated or denied opportunities because of identity.

Most Gen Z voters feel negative emotions when thinking about the state of the country, especially anxiety and frustration. Very few feel indifferent.

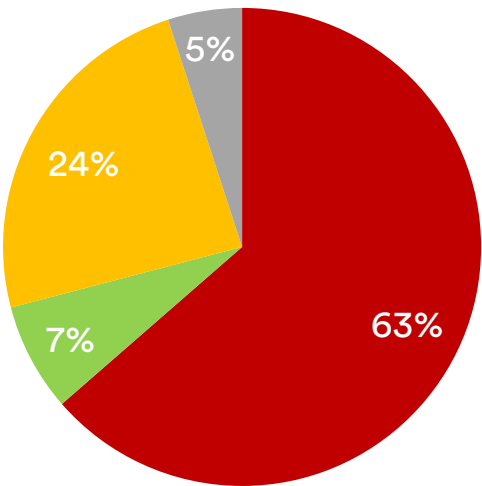


Q14. When thinking about the current state of the country, which three of the following best describe how you feel?



Selection summary

- Only negative emotions
- Only positive emotions
- Mixed sentiments / Conflicted
- Indifferent

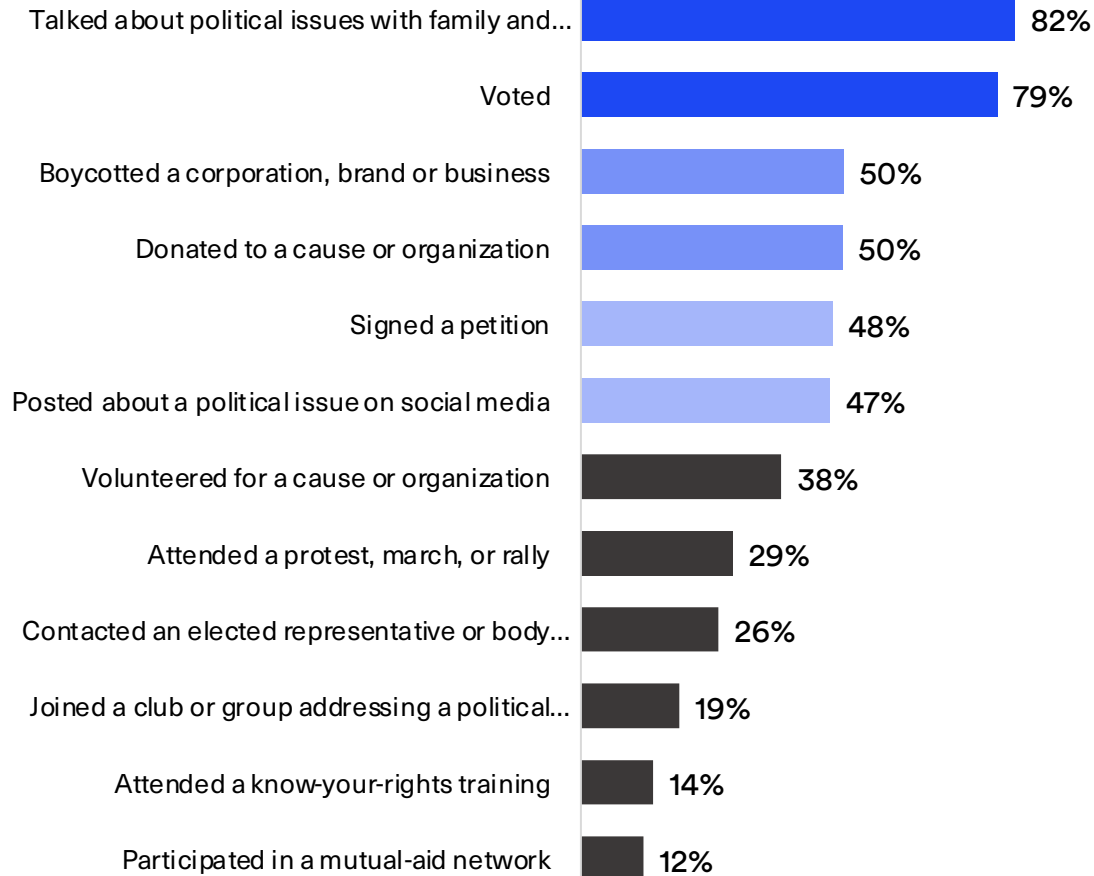


- The top two emotions across partisanship, gender, race, and key states are anxiety and frustration.
- Anger is a mobilizing emotion:** Gen Z voters who are angry about the state of the country are more likely to be taking political actions (49% very politically active).
- LGBTQ+ voters are more likely to report anger (41%).

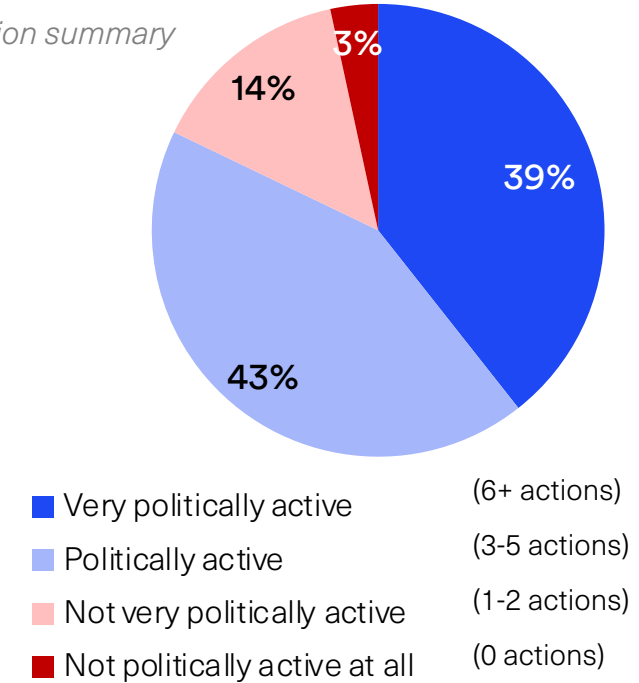
Gen Z is talking about politics and taking action. Most have participated in at least three of the listed political actions in the last year.



Q13. For each of the following, please [PHONE: tell me ONLINE/TTW: indicate] if you have or have not done the activity in the last year.



Selection summary



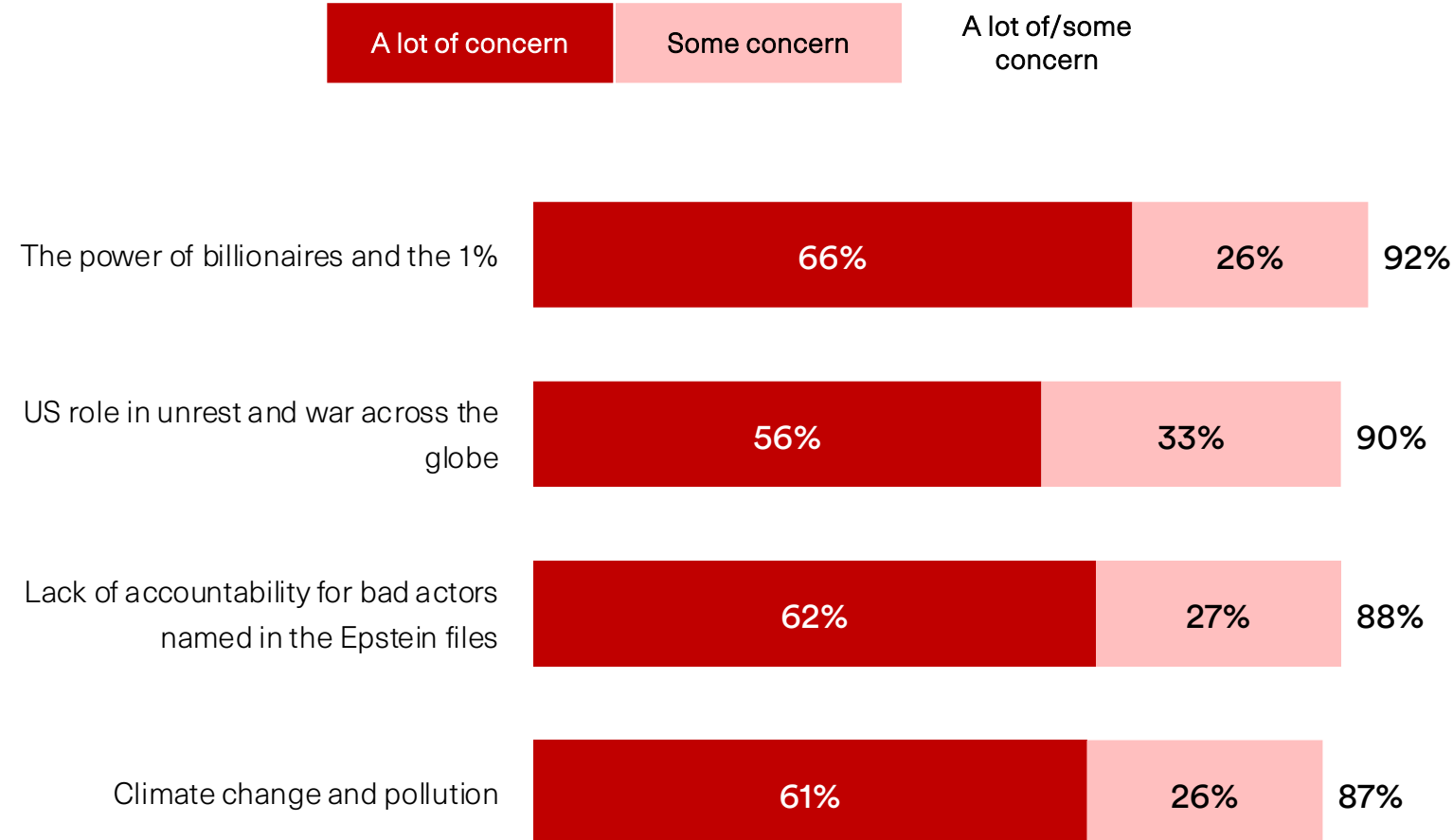
- Those reporting **low Gen Z power to make change** are **less politically active**.
- **Democrats** are **more politically active** than Independents and Republicans (very politically active – 45%, 36%, and 33% respectively).
- **LGBTQ+** (48%) voters are more likely to be **very politically active**.
- Among all **Black voters** and **Latina women**, those **ages 25-29** (48% and 51%, respectively) are **more politically active** than those aged **18-24** (35% and 36%, respectively).

Notably, most Gen Z voters say they are **encouraged by mutual aid networks meeting needs in local communities** (70%) and **people coming together to protest and boycott** (70%), though fewer say they have participated.

There is widespread anxiety about the power of the ultra-wealthy, the U.S. role in war and unrest globally, lack of accountability of the Epstein files, and climate change.



Q17. For each of the following issues, please [PHONE: tell me ONLINE/TTW: indicate] if you have a lot of concern, some concern, only a little concern, or no concern at all about each issue. [SPLIT SAMPLE]



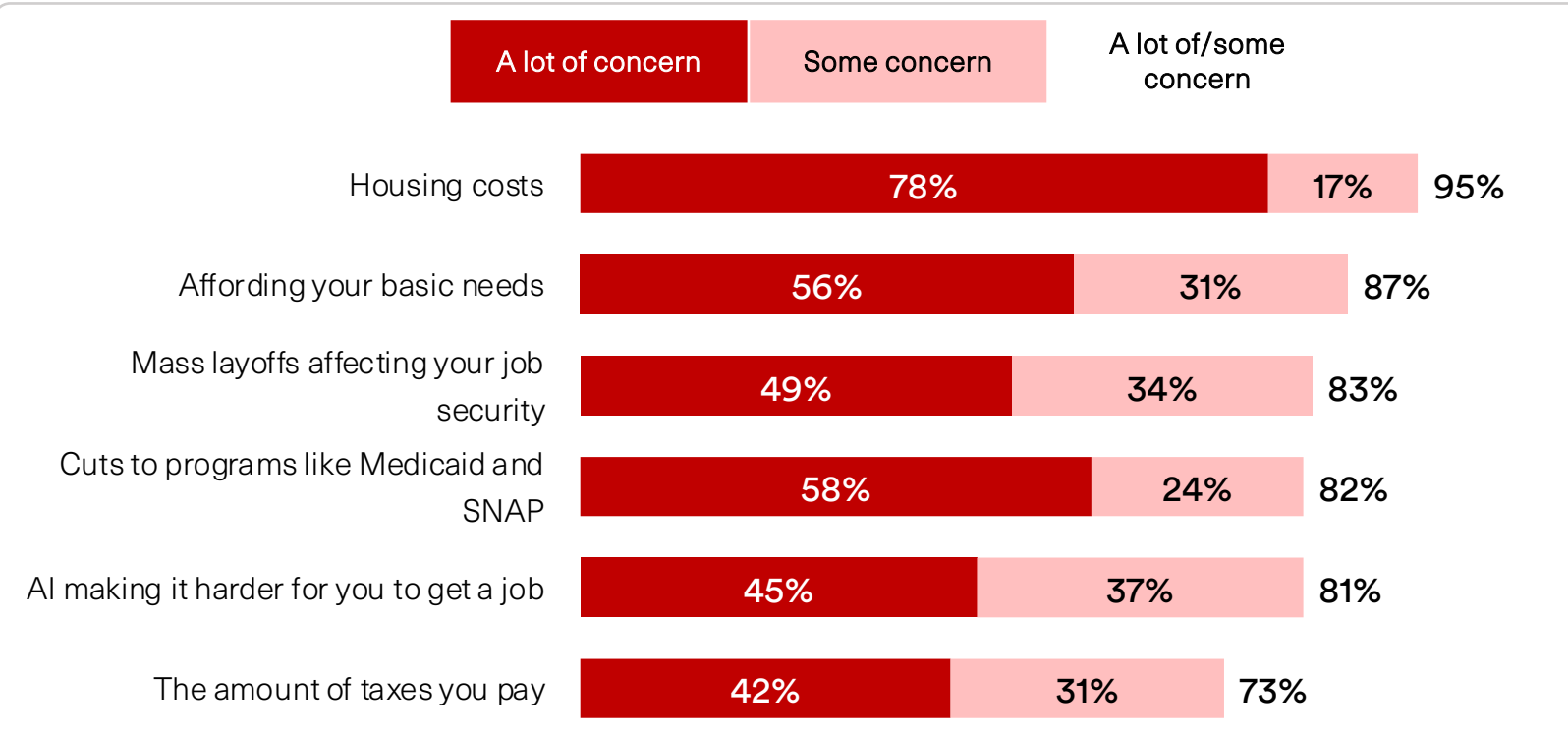
Corruption and Climate Change

- A substantial majority are worried about each issue across gender, race, sexual orientation, partisanship, and key states.
- Gen Z concern about climate change and pollution is shared across partisan identity and ideology, including 93% of Democrats, 85% of Independents, and 76% of Republicans.
- Roughly nine in ten voters are worried about US role in unrest and war across gender, race, sexual orientation, partisanship, and key states.

Issues of affordability are of urgent personal concern.



Q15. For each of the following issues, please [PHONE: tell me ONLINE/TTW: indicate] if you personally have a lot of concern, some concern, only a little concern, or no concern at all about each issue. *[SPLIT SAMPLE]*



Q17. For each of the following issues, please [PHONE: tell me ONLINE/TTW: indicate] if you have a lot of concern, some concern, only a little concern, or no concern at all about each issue. *[SPLIT SAMPLE]*



Financial Issues

- **Housing costs are the number one personal financial concern** across gender, race, sexual orientation, and partisanship.
- **Gen Z voters of color** are more likely to be worried about **cuts to Medicaid and SNAP** than white voters (87% and 78%, respectively).
- **Black Gen Z women** express more intensity of concern around affording their basic needs (71% a lot of concern), and are more concerned about mass layoffs (91%) and AI making it harder to get a job (90%).
- **At least eight in ten Gen Z voters** are worried about healthcare affordability across gender, race, sexual orientation, partisanship, and key states.

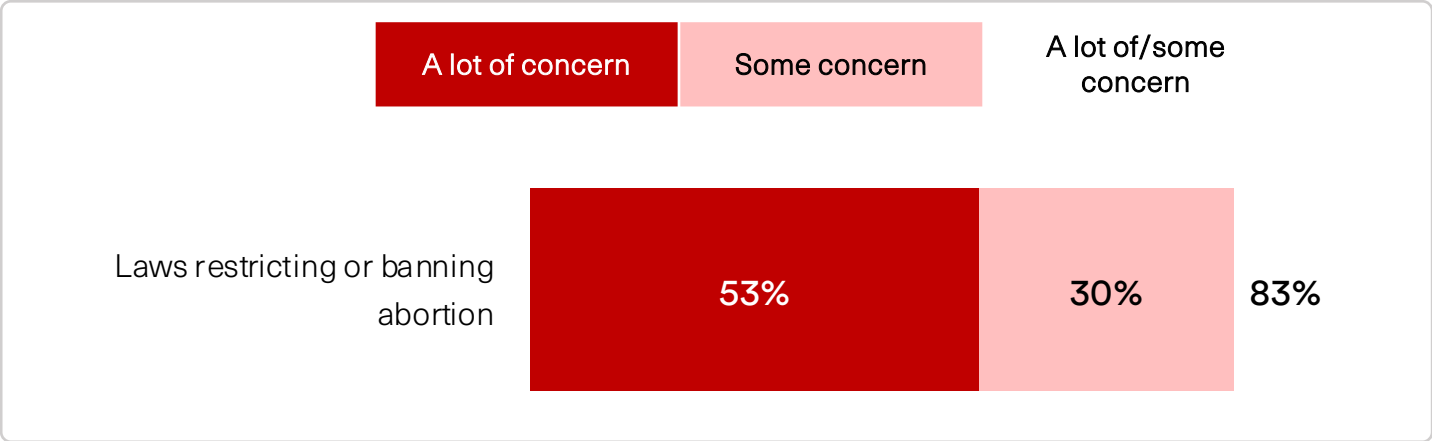
Most Gen Z voters are anxious about laws that limit access to abortion and reproductive care, and it affects them personally.



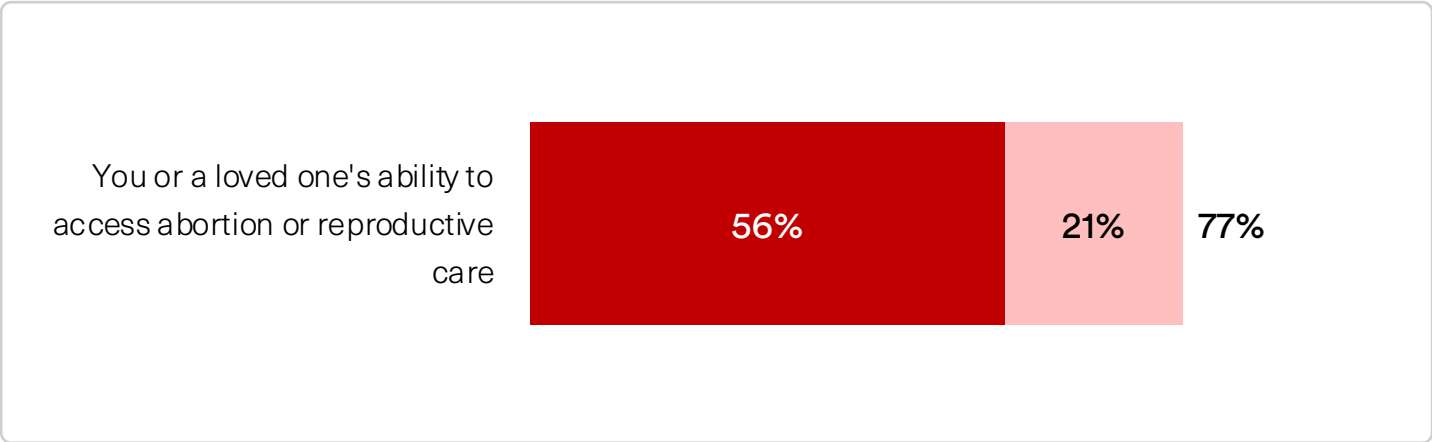
Reproductive Healthcare

- Democrats (92%) and Independents (87%) are more concerned than Republicans (52%) about laws restricting or banning abortion, but half still express concern about this.
- Men and women both express concern about laws about laws restricting or banning abortion (80%, 85% concern respectively), but **women with higher intensity** (men 46% a lot of concern, women 59%).
- Black (89%), AAPI (85%) and Latino/a Gen Z voters (80%) feel especially concerned about their own or a loved one's access to abortion and reproductive care.

Q17. For each of the following issues, please [PHONE: tell me ONLINE/TTW: indicate] if you have a lot of concern, some concern, only a little concern, or no concern at all about each issue. [SPLIT SAMPLE]



Q15. For each of the following issues, please [PHONE: tell me ONLINE/TTW: indicate] if you personally have a lot of concern, some concern, only a little concern, or no concern at all about each issue.



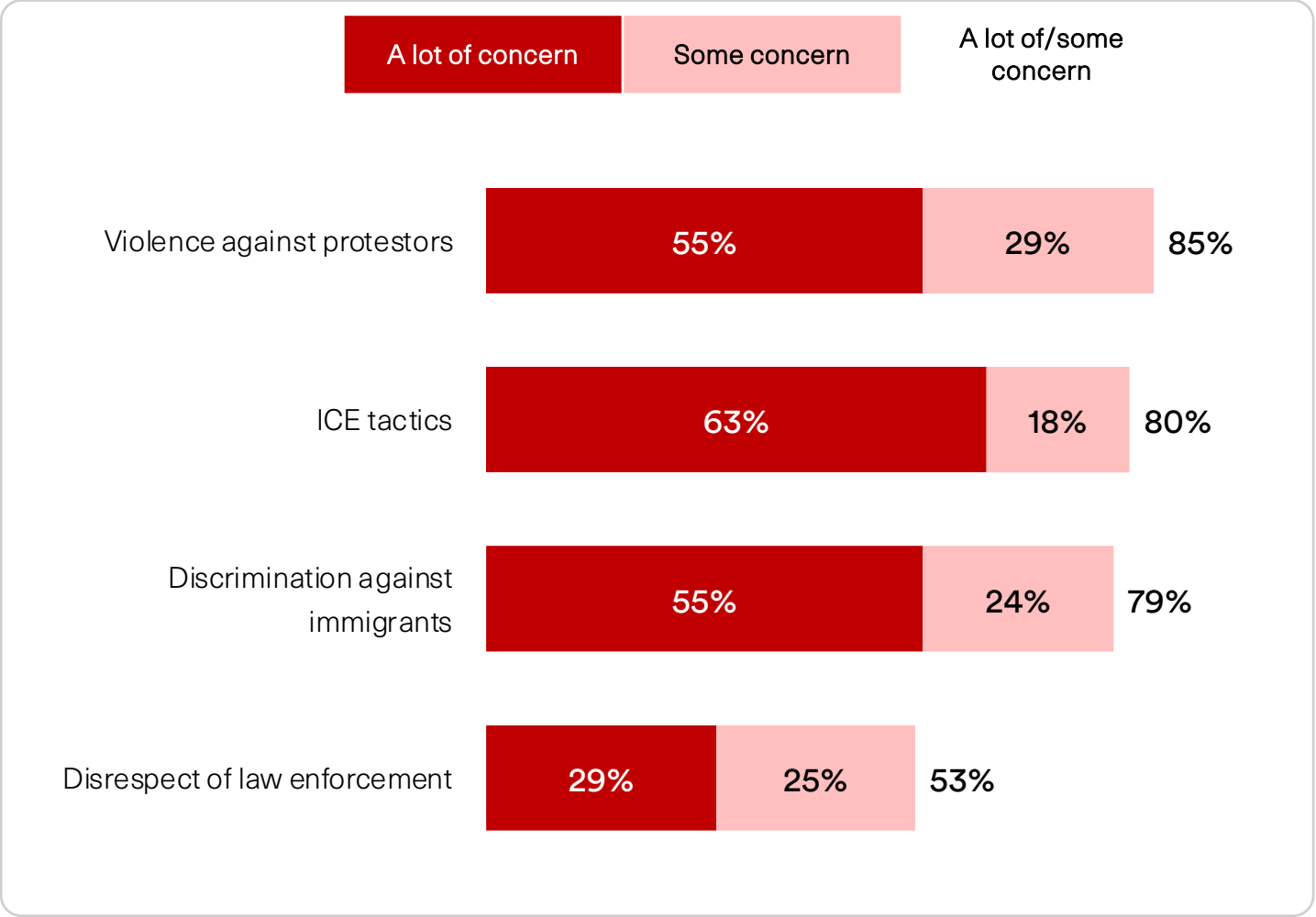
There is significant concern about violence towards immigrants and protestors, but opinions about law enforcement are more divided along partisan and racial lines.



Political Violence

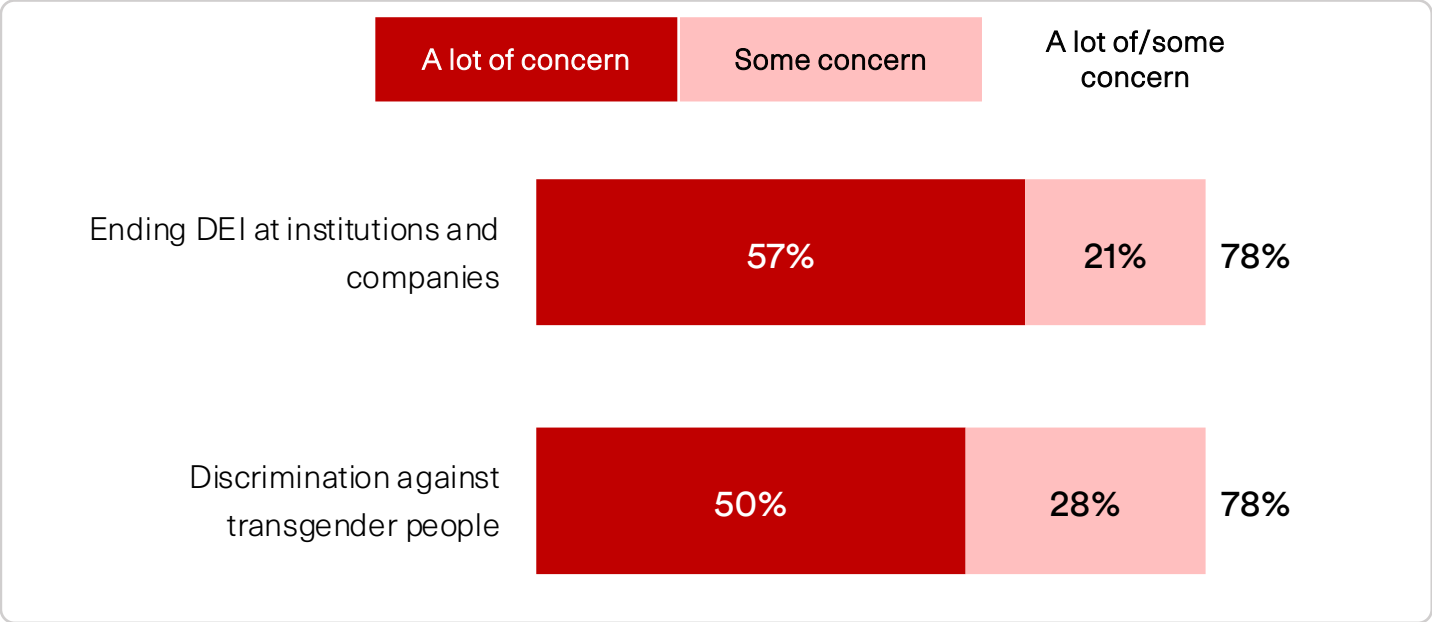
- **AAPI voters** are especially worried about discrimination against immigrants (94%).
- **Gen Z voters of color** are especially concerned about ICE tactics (73% a lot of concern).
- **Republicans** are least likely to be worried about these issues, but many are still concerned. Six in ten express concern about violence against protestors (64%), and about four in ten are worried about ICE tactics (43%).
- **Republicans, Georgia, and Texas voters** are the most concerned about disrespect of law enforcement (68%, 69%, and 66%, respectively).

Q17. For each of the following issues, please [PHONE: tell me ONLINE/TTW: indicate] if you have a lot of concern, some concern, only a little concern, or no concern at all about each issue. *[SPLIT SAMPLE]*



Many Gen Z voters are personally concerned about being mistreated or denied opportunities because of their identity.

Q17. For each of the following issues, please [PHONE: tell me ONLINE/TTW: indicate] if you have a lot of concern, some concern, only a little concern, or no concern at all about each issue. [SPLIT SAMPLE]



Q15. For each of the following issues, please [PHONE: tell me ONLINE/TTW: indicate] if you personally have a lot of concern, some concern, only a little concern, or no concern at all about each issue. [SPLIT SAMPLE]



Prejudice and Identity

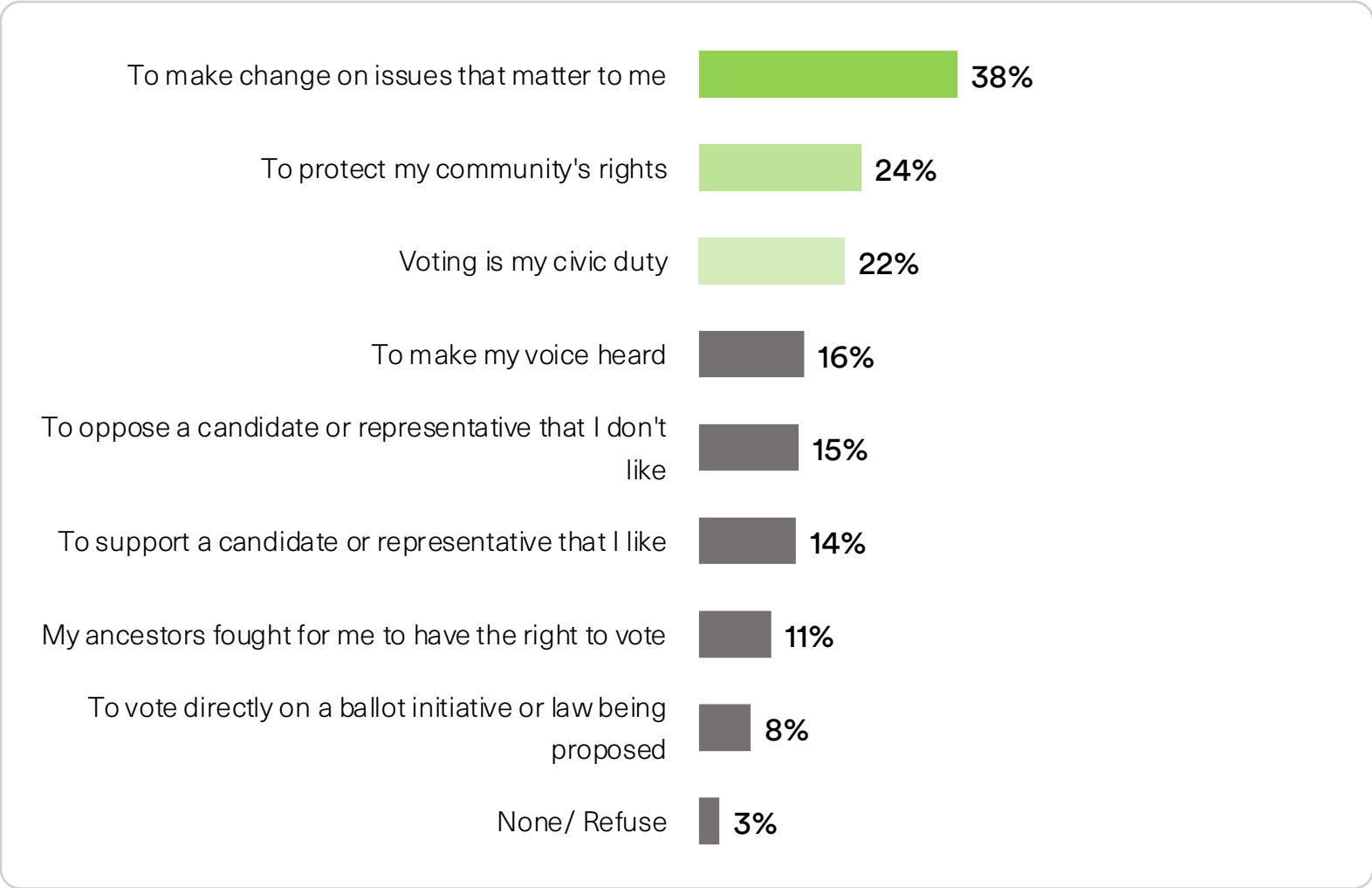
- A majority of Democrats, Independents, and Republicans are concerned about ending of DEI.
- AAPI voters and Latina women are highly concerned about ending DEI (90% and 90%, respectively).
- Republicans are far less concerned about discrimination against transgender people (44%) compared to Democrats (90%) and Independents (79%).
- Among white and Latino Gen Z voters, women express greater levels of concern than men about discrimination against transgender people (White women: 53% a lot of concern v. white men: 38%, 57% Latina women, 42% Latino men).
- Black Gen Z men and women ages 25-29 (80%, 90%, respectively), Latina women ages 25-29 (81%), AAPI voters (79%), and transgender voters* (92%) are especially concerned about mistreatment due to their identity.
- Notably, about half (49%) of white Trump voters are concerned about being mistreated or denied opportunities because of a part of their identity.

* Small sample size: Interpret directionally

Gen Z votes to make change on issues that matter to them.



Q19. Which TWO of the following best describe the most motivating reasons for you to vote? You may select up to two.

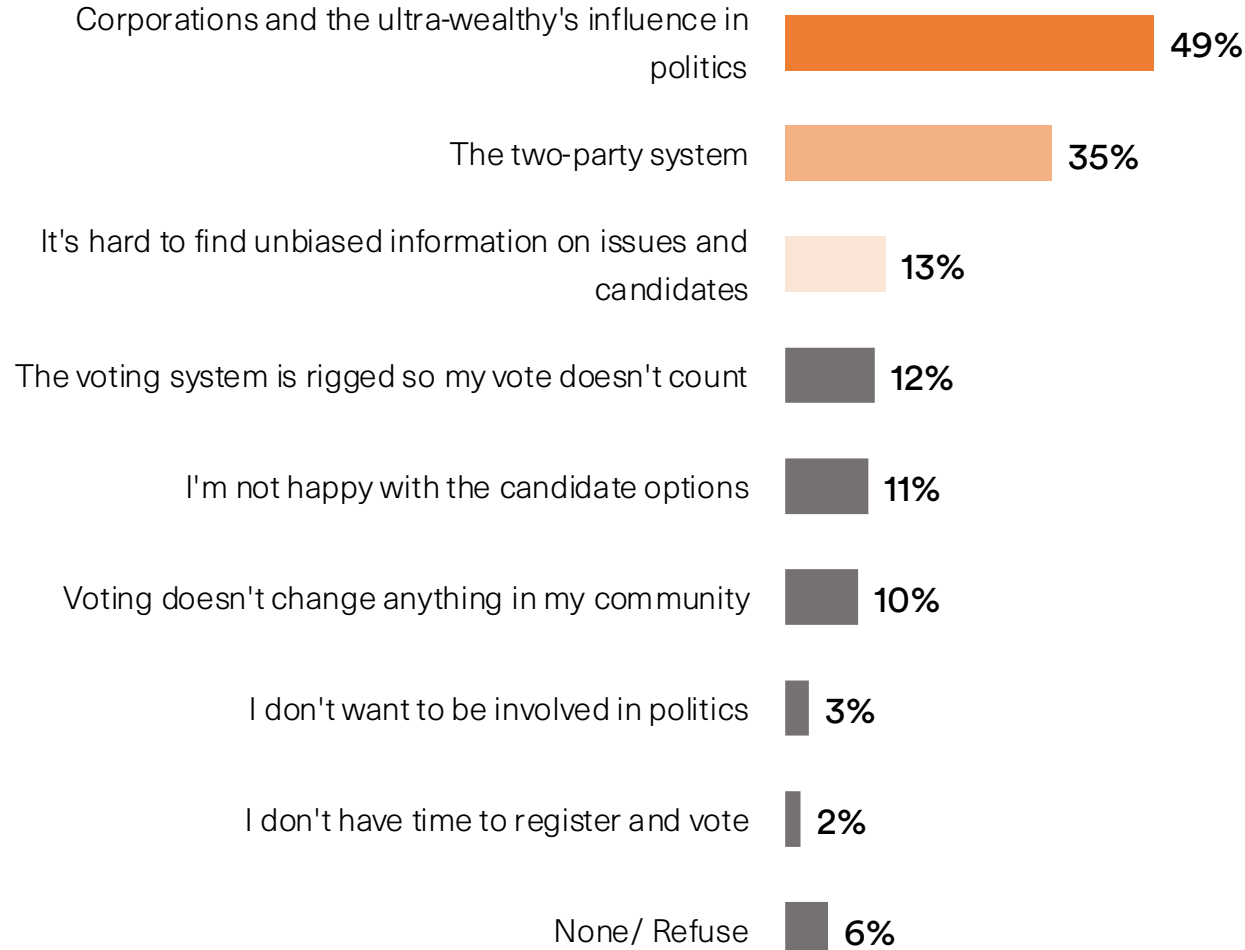


- Black and white women ages 25-29 connect more with “make my voice heard” framing as a reason to vote (23% and 22%, respectively).
- Black men ages 18-24 connect more with “protecting my community’s rights” (32%) as a motivating reason to vote, as well as supporting a candidate they like (26%).

The factors most damaging to Gen Z's motivation to vote cannot be fixed without substantial systemic reforms to our election system.



Q20. Which TWO of the following best describe what makes you feel less motivated to vote in the upcoming midterm elections? You may select up to two.



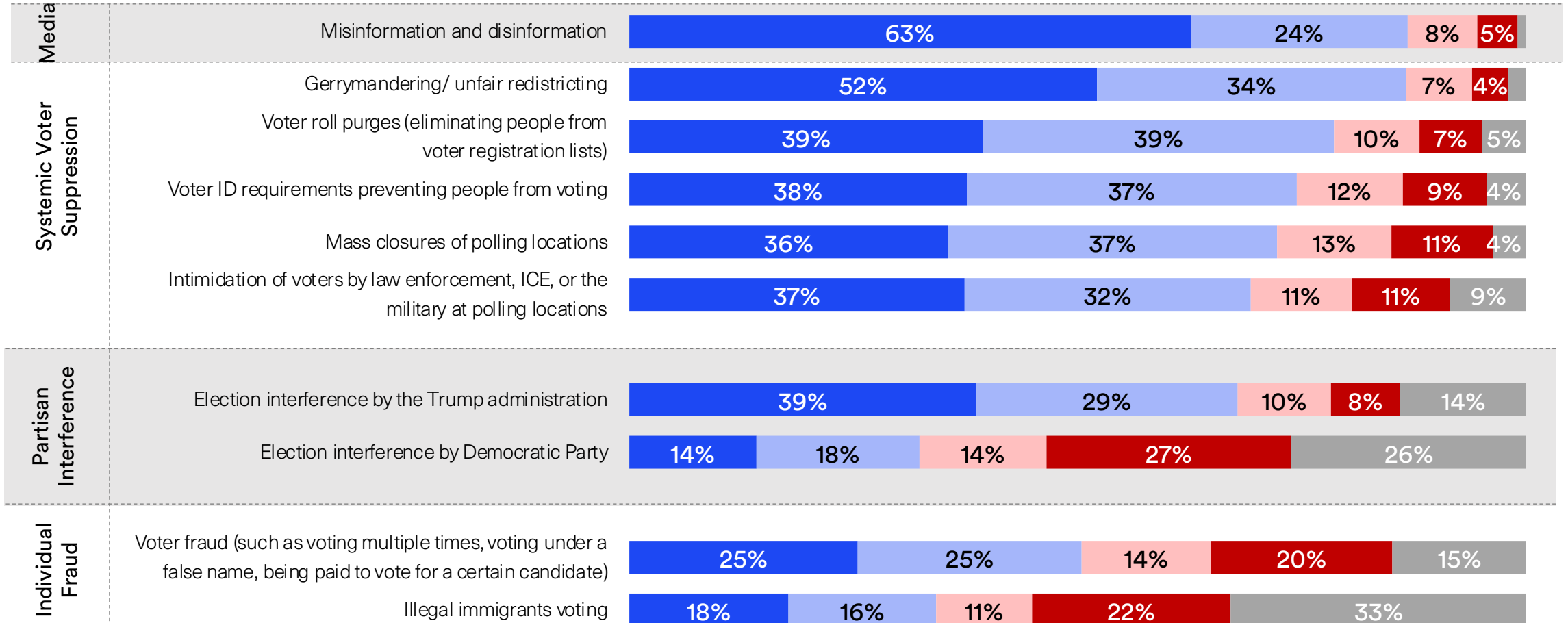
- Influence of corporations and the ultra-wealthy in politics is most damaging to vote motivation across demographics.
- Independents (40%) and Democrats (36%) more demotivated by **two-party system** than Republicans (27%).
- Latino men ages 25-29 (44%) also report being especially demotivated by **two-party system**.
- Those who are 50/50 if they will vote in the **midterms** report being demotivated by corporate influence (48%), but also **difficulty finding unbiased information** (30%) and **thinking the voting system is rigged** (24%).

Gen Z voters think systemic voter suppression tactics and election interference by the Trump administration will have more of an impact on election outcomes than individual voter fraud.



Q22. How likely or unlikely is each of the following to impact who wins the upcoming midterm elections? [SPLIT SAMPLE]

Very likely to impact who wins SW likely to impact who wins SW unlikely to impact who wins Very unlikely to impact who wins Will not happen



Values less than 3% are not labelled.

Obstacles & Opportunities

Among Gen Z Voters Nationally



Obstacles:

Gen Z is struggling with everyday costs and spread thin trying to get by

Gen Z feels anxious and frustrated about the state of the country,
which are not mobilizing emotions

Power of billionaires, corporations, and the ultra-wealthy damage vote motivation

Gen Z predicts voter suppression tactics will impact election results

Partisan and gender gap on issues with high concentration of partisan rhetoric in the news,
especially on transgender rights

Opportunities:

High rating of Gen Z's collective power to make change on issues

Many Gen Z voters are taking a variety of civic actions, including voting

There is alignment among Gen Z in concern about a variety of issues like
healthcare, climate, and reproductive rights

Gen Z is a growing portion of the electorate that is paying attention
and looking for an alternative to the status quo

Thank you

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