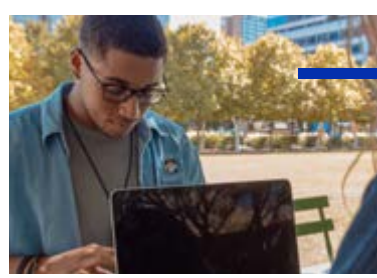




HERE ARE 10 THINGS THAT WE THINK YOU SHOULD KNOW ABOUT GEN Z & MILLENNIALS BEFORE GENERAL ELECTION 2024.

Based on a nationally representative survey with 500 Gen Z and 503 Millennials, 21-26 June 2024.



76%

OF GEN Z & MILLENNIALS SAID THAT THE GENERAL ELECTION IS RELEVANT TO THEIR LIVES.

This is reflected in their voting intention - only 12% were choosing not to vote, with a further 8% undecided.



ALMOST TWICE AS MANY GEN Z (43%) AS MILLENNIALS (23%) ARE USING SOCIAL MEDIA TO RESEARCH WHO TO VOTE FOR.

19% OF GEN Z & MILLENNIALS FEEL THAT THEY HAVE THE MOST POWER TO INFLUENCE SOCIAL CHANGE THROUGH VOTING

- but Gen Z overall feel the most power through activism (39%).

36% OF GEN Z AND MILLENNIAL SAID THEIR VOTE WILL BE MOST INFLUENCED BY THE POLICIES THAT MATTER TO THEM - THE TOP CHOICE.

Only 12% reported that they will vote tactically.

49%

OF GEN Z & MILLENNIALS SAY THAT THE UK GOVERNMENT HAS THE MOST POWER TO INFLUENCE THE SOCIAL ISSUES THAT MATTER TO THEM.

61% OF GEN Z & MILLENNIALS SAY THAT COST OF LIVING IS THE MOST IMPORTANT SOCIAL ISSUE RIGHT NOW.

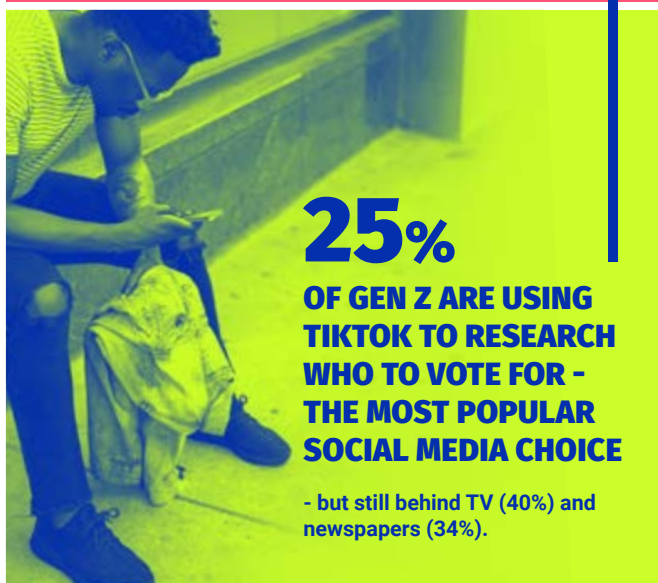
Followed by climate change (22%) and stopping war and genocide (21%).



25%

OF GEN Z ARE USING TIKTOK TO RESEARCH WHO TO VOTE FOR - THE MOST POPULAR SOCIAL MEDIA CHOICE

- but still behind TV (40%) and newspapers (34%).



MORE GEN Z AND MILLENNIALS ARE ONLINE RESEARCHING 'WAYS TO MAKE MONEY' (25%) THAN 'POLITICS' (8%).

ONLY **18%** OF GEN Z & MILLENNIALS TRUST THE UK GOVERNMENT THE MOST TO MAKE POSITIVE SOCIAL CHANGE

- 19% don't trust anyone.



23% OF GEN Z & MILLENNIALS THINK THAT NO-ONE LISTENS TO YOUNGER GENERATIONS

- Only 8% think that the UK government do.

