

Affluent Generational differences in Civic Engagement

Patriotism can be expressed in various ways beyond traditional voting. Older generations tend to vote more often and engage more in traditional political activities as they index higher than Total Affluents. However, younger generations show lower indexes for voting but are more inclined to demonstrate their civic engagement through activism and protests.



Gen Z



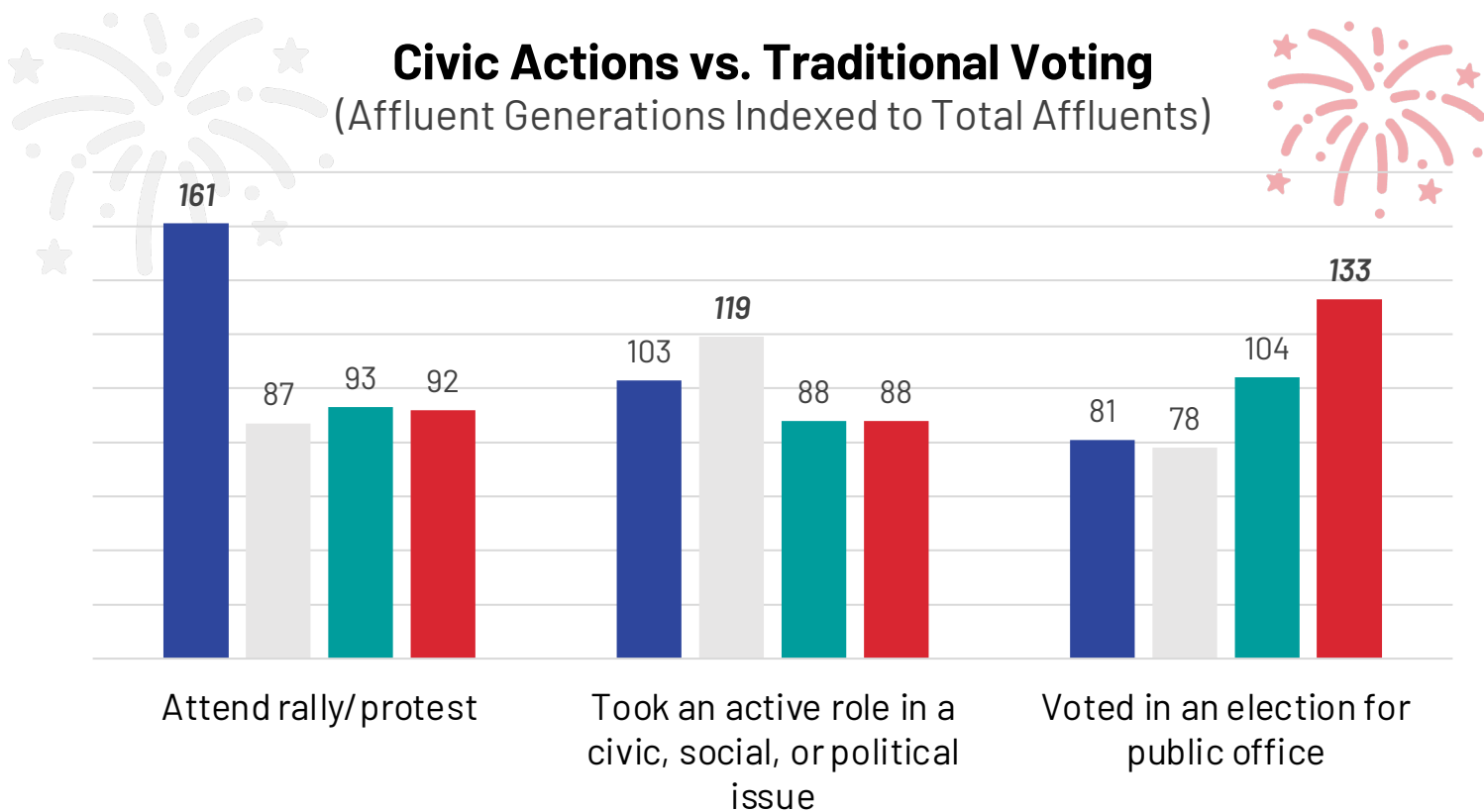
Millennials



Gen X



Baby Boomers



In the past 12 months...

Gen Z is 61% more likely to attend a rally or protest compared to all Affluents. This generational shift highlights a changing landscape of political participation, where individuals are actively shaping their communities outside of established voting systems.

HAPPY

FOURTH OF JULY

