

GEN Z iNDEX

2024

 **YOUNG
SOCIAL
INNOVATORS**

 **amárach**
25 years of research



Generation Z or ‘Gen Z’ represent those born between 1995-2009

YSI and Amárach Research have teamed up to publish a series of collaborative research on Gen Z.

This is the **4th** release of our findings focusing on Gen Z’s wellbeing and their fears and aspirations for the future.

Fieldwork for this study took place between 19th March to 15th July 2024.

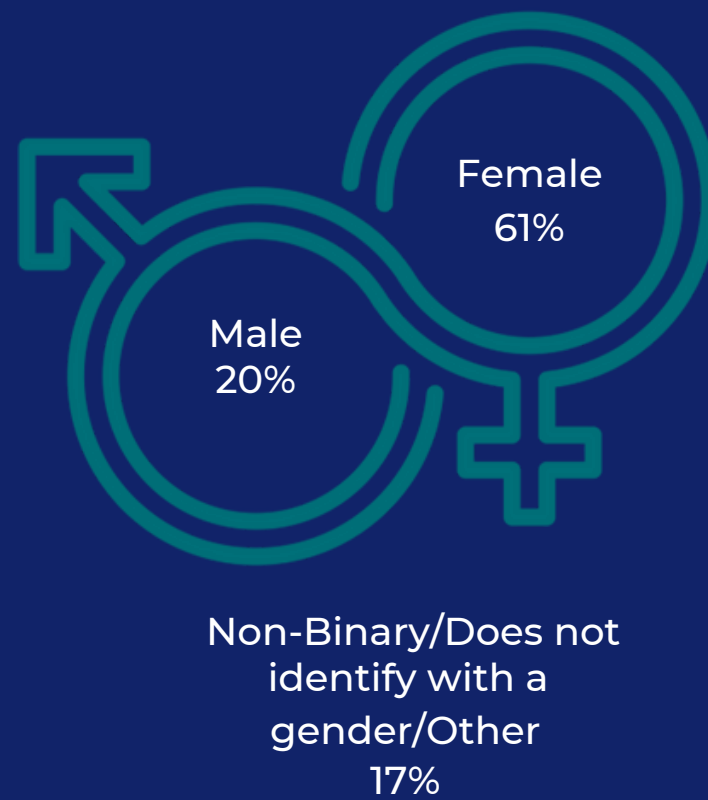
In total, **1,002** completed survey were achieved

To see the previous Gen Z Index reports, please visit our website [here](#).

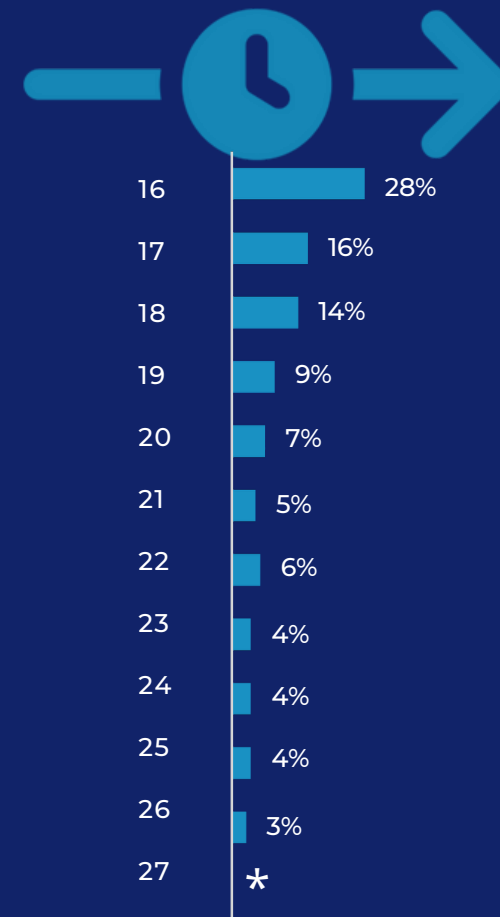


SAMPLE PROFILE

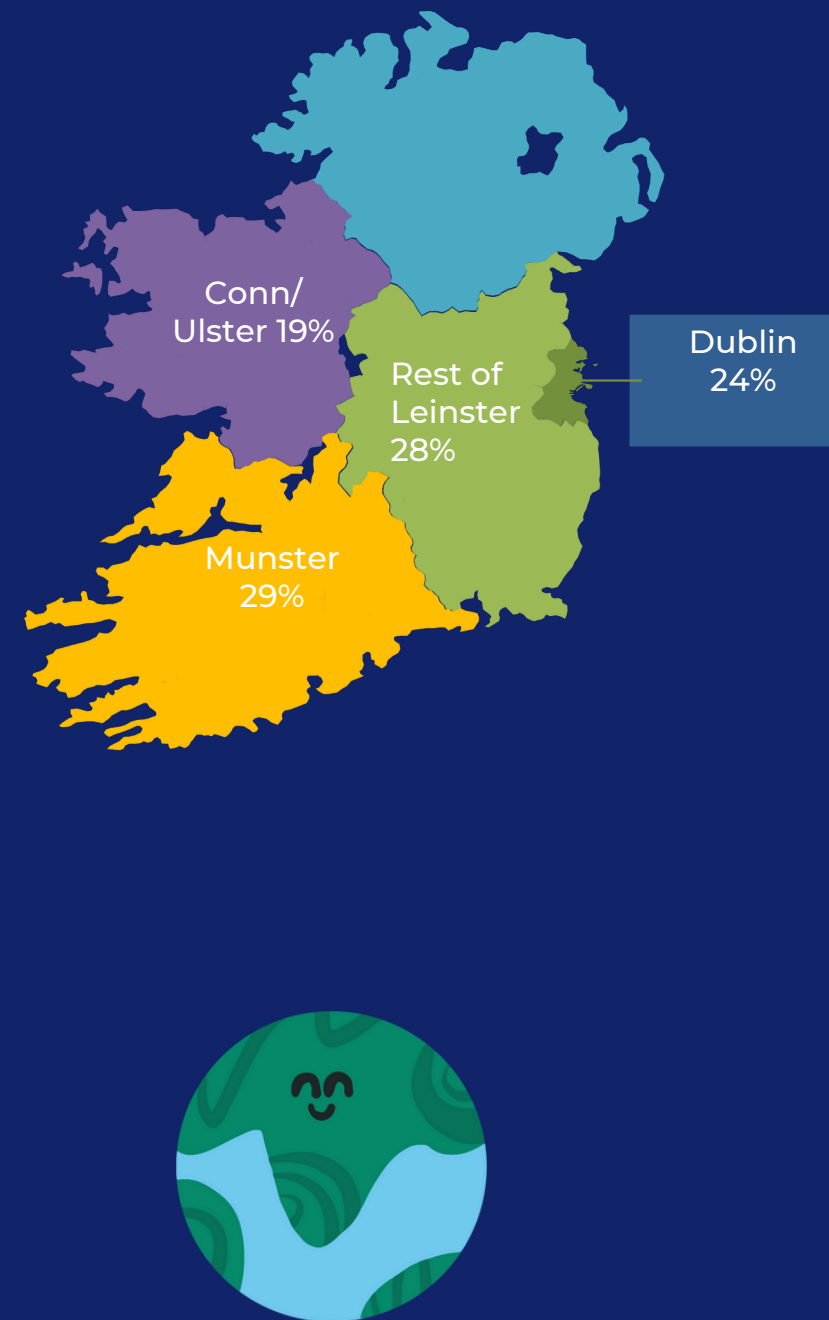
Gender



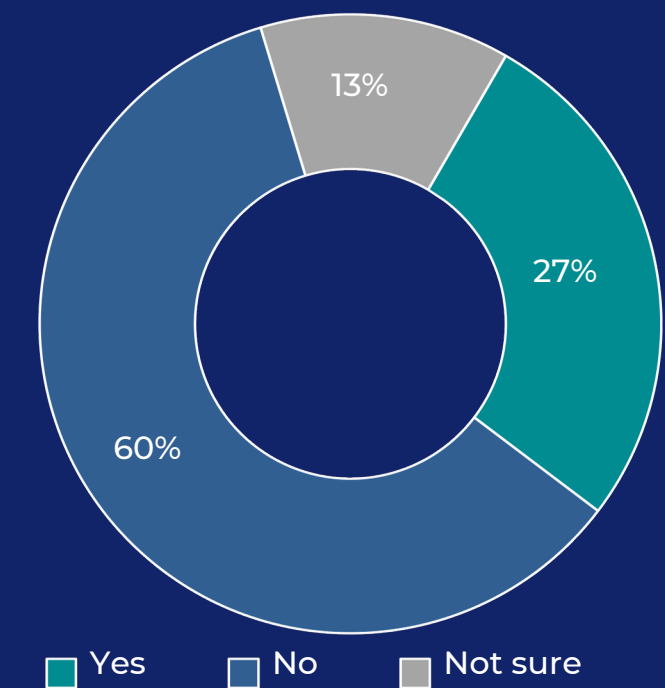
Age



Region



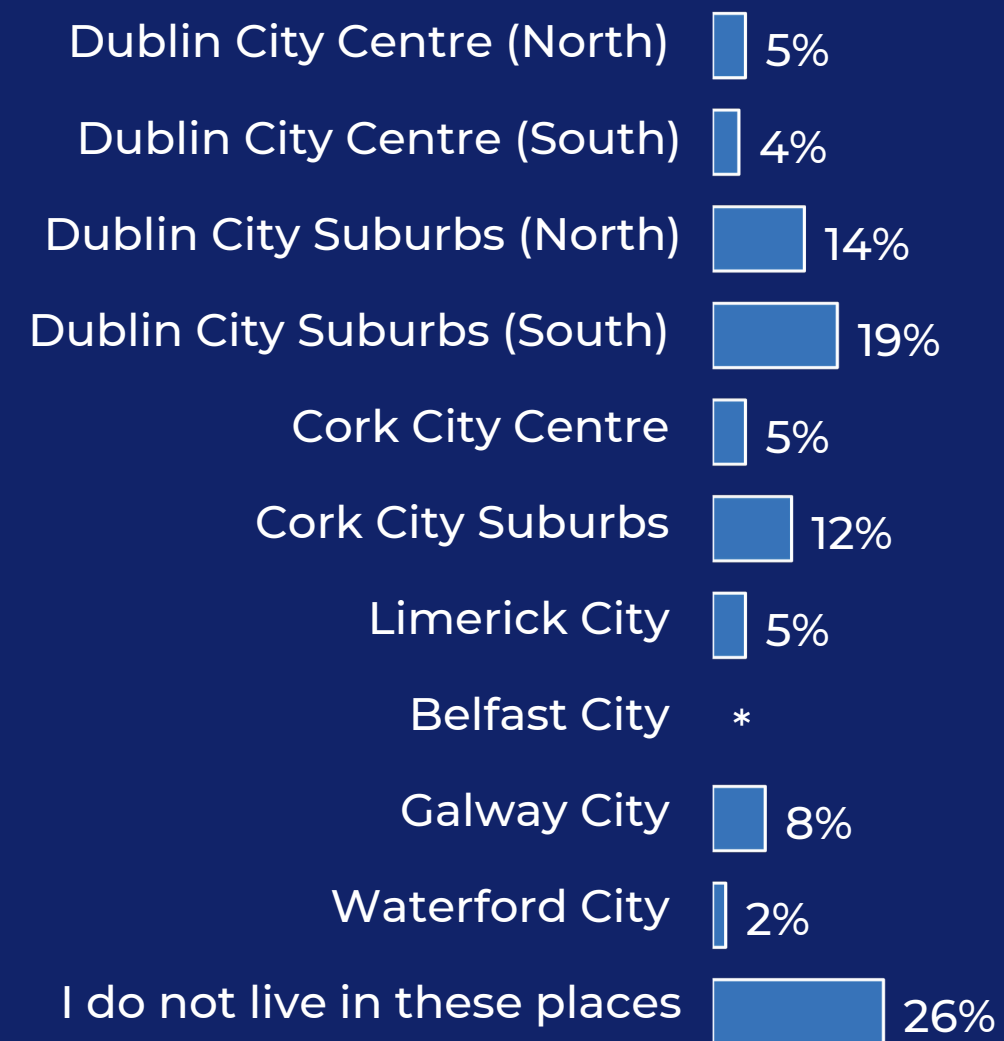
Have taken part or are taking part in Young Social Innovators



3

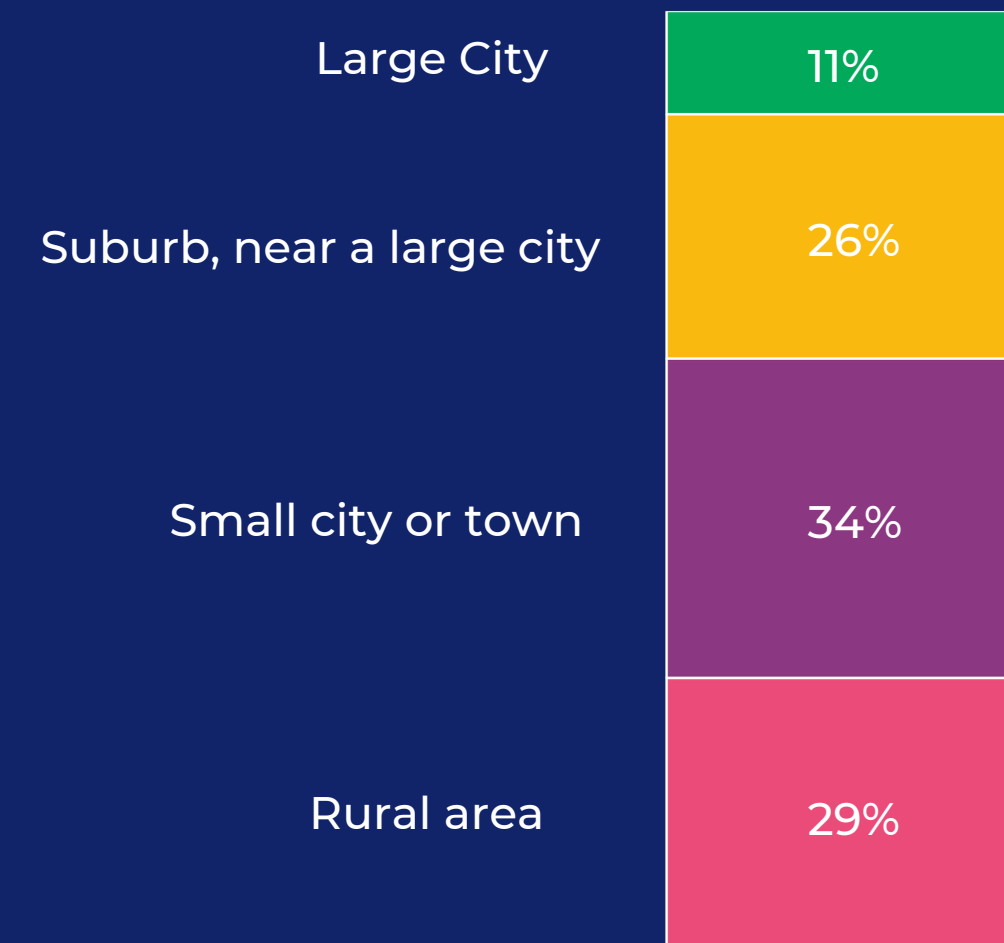
SAMPLE PROFILE

City



QE. Do you live in either one of the following cities in Ireland?

Community Size



Q8. How would you describe the size of the community in which you live?



MAIN FINDINGS



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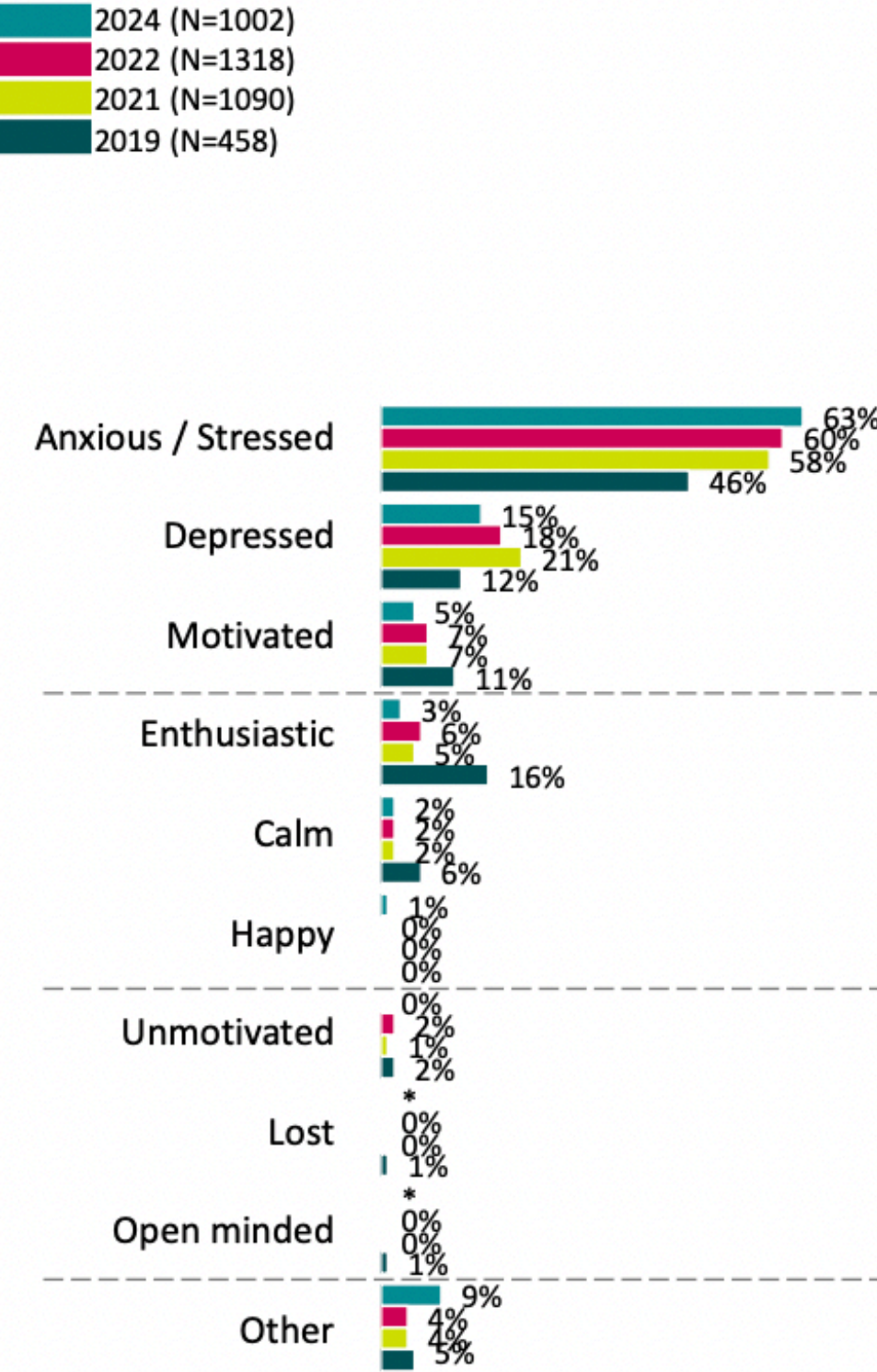
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1. SENTIMENT



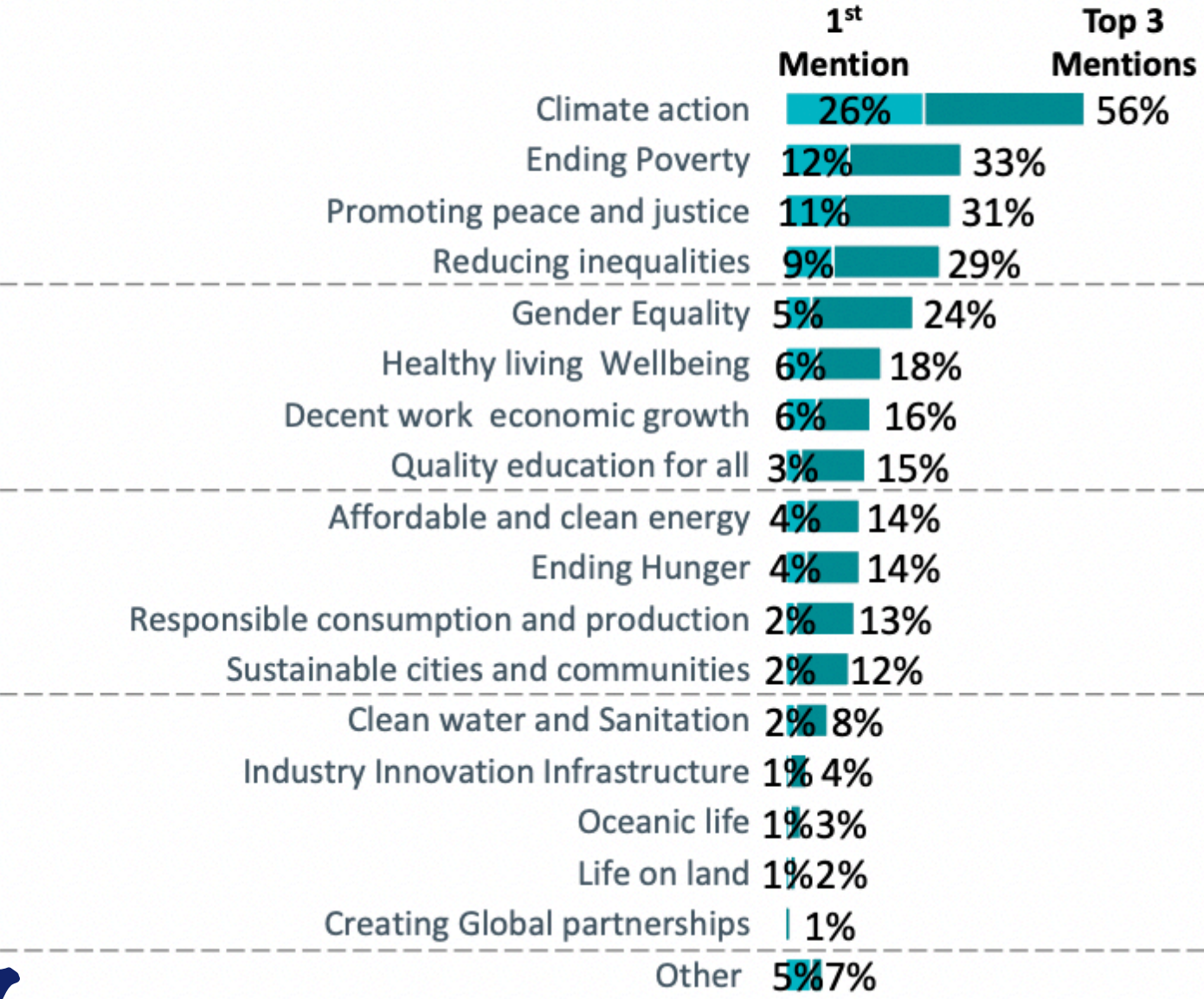
Nearly two-thirds (63%) of Gen Z currently describe the mood of their generation as ‘anxious/stressed’, indicating a steady increase since the first wave was conducted in 2019.



GENDER			AGE			REGION				TAKE PART IN YSI	
Male	Female	Non-Binary/Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
202	612	173	438	301	263	239	282	289	187	275	600
52%	65%	68%	57%	67%	68%	65%	64%	62%	61%	67%	62%
14%	14%	20%	13%	15%	17%	13%	15%	15%	17%	10%	17%
7%	5%	2%	7%	4%	2%	4%	4%	6%	4%	5%	4%
2%	3%	2%	4%	2%	1%	2%	4%	4%	1%	2%	4%
3%	2%	0	3%	1%	0	2%	1%	3%	1%	3%	2%
3%	1%	0	2%	1%	*	2%	1%	1%	1%	1%	1%
n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
13%	7%	8%	9%	9%	9%	8%	8%	8%	13%	8%	9%

Gen Z believe that the most pressing issue for people of their generation is climate action (56% mentioned in their top 3). There was a considerable disparity between climate action and the next top social issues: ending poverty at 33%, peace and justice at 31%.

(Base: All respondents – 1,002)



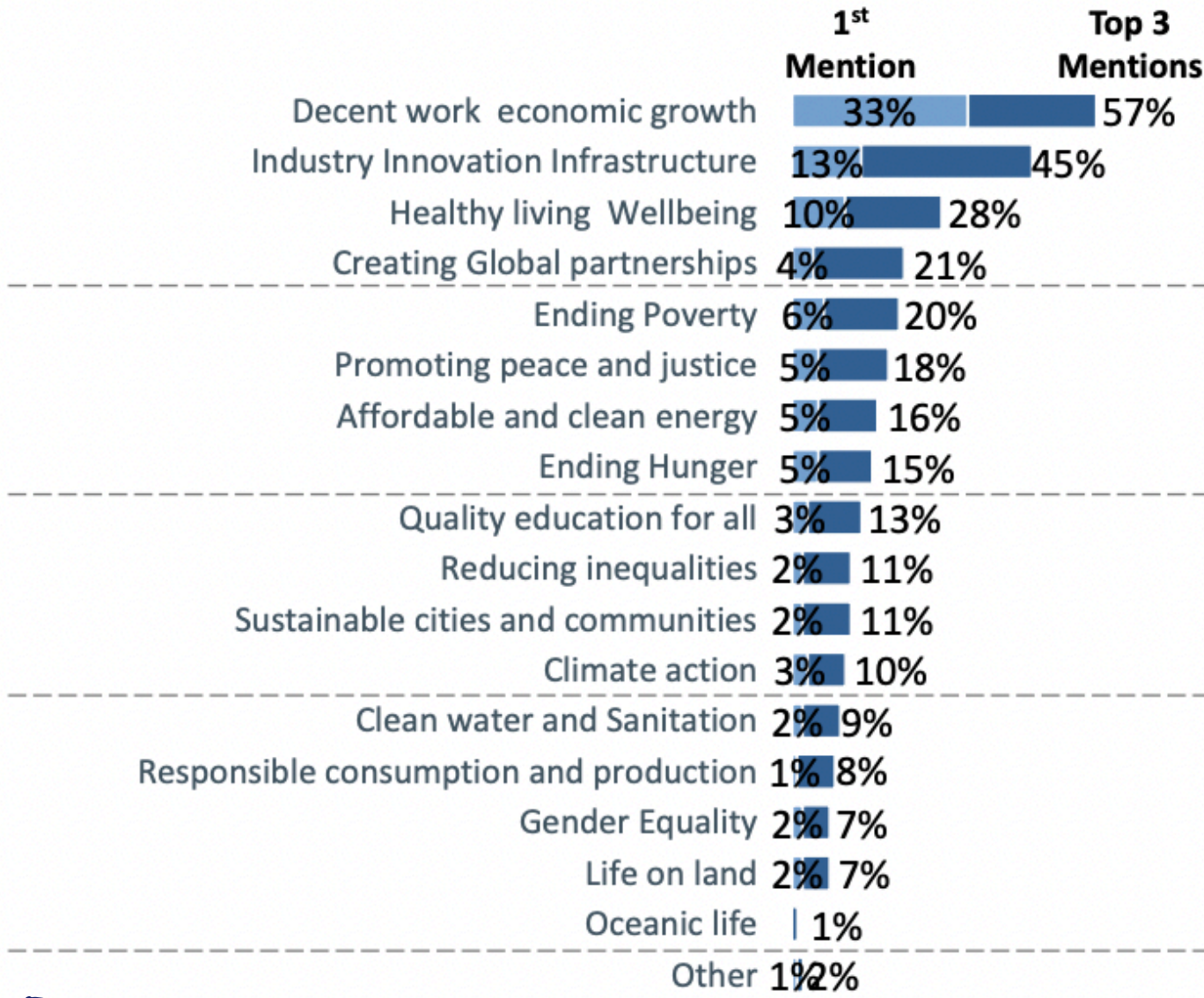
GENDER			AGE			REGION				TAKE PART IN YSI	
Male	Female	Non-Binary/Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
202	612	173	438	301	263	239	282	289	187	275	600
52%	55%	61%	53%	58%	57%	56%	57%	52%	58%	57%	56%
27%	33%	36%	34%	36%	27%	31%	32%	31%	37%	27%	35%
21%	33%	35%	31%	30%	32%	33%	33%	29%	29%	33%	30%
23%	27%	42%	22%	31%	37%	24%	30%	32%	28%	23%	30%
14%	27%	26%	25%	26%	22%	23%	25%	26%	22%	28%	23%
19%	21%	8%	22%	15%	16%	18%	18%	20%	17%	21%	17%
22%	15%	11%	13%	15%	22%	19%	16%	15%	14%	15%	16%
17%	16%	10%	20%	14%	8%	15%	14%	17%	14%	19%	14%
25%	12%	10%	14%	15%	14%	16%	13%	16%	12%	14%	15%
17%	14%	11%	20%	10%	9%	15%	15%	14%	12%	15%	13%
10%	12%	18%	8%	14%	19%	15%	9%	13%	15%	9%	15%
13%	11%	16%	7%	18%	14%	11%	12%	11%	17%	8%	15%
12%	8%	1%	11%	6%	4%	7%	9%	8%	6%	11%	6%
9%	2%	2%	4%	3%	4%	4%	4%	2%	4%	3%	4%
4%	4%	1%	5%	3%	1%	2%	3%	4%	4%	5%	3%
2%	3%	1%	3%	2%	1%	2%	1%	3%	4%	3%	2%
3%	1%	1%	2%	1%	1%	1%	1%	2%	0	1%	2%
8%	5%	11%	5%	5%	12%	10%	7%	5%	6%	9%	5%

Q1 Please choose the top 3 social issues that you believe are most important to people in your generation.

GEN Z INDEX

Gen Z believe that the most pressing issue for people of their generation is climate action. (56%)
Gen Z believe that people in older generations are most likely to prioritise decent work/economic growth (57% in top 3 mentions), industry/innovation/infrastructure (45%) and healthy living/wellbeing (28%).

(Base: All respondents – 1,002)



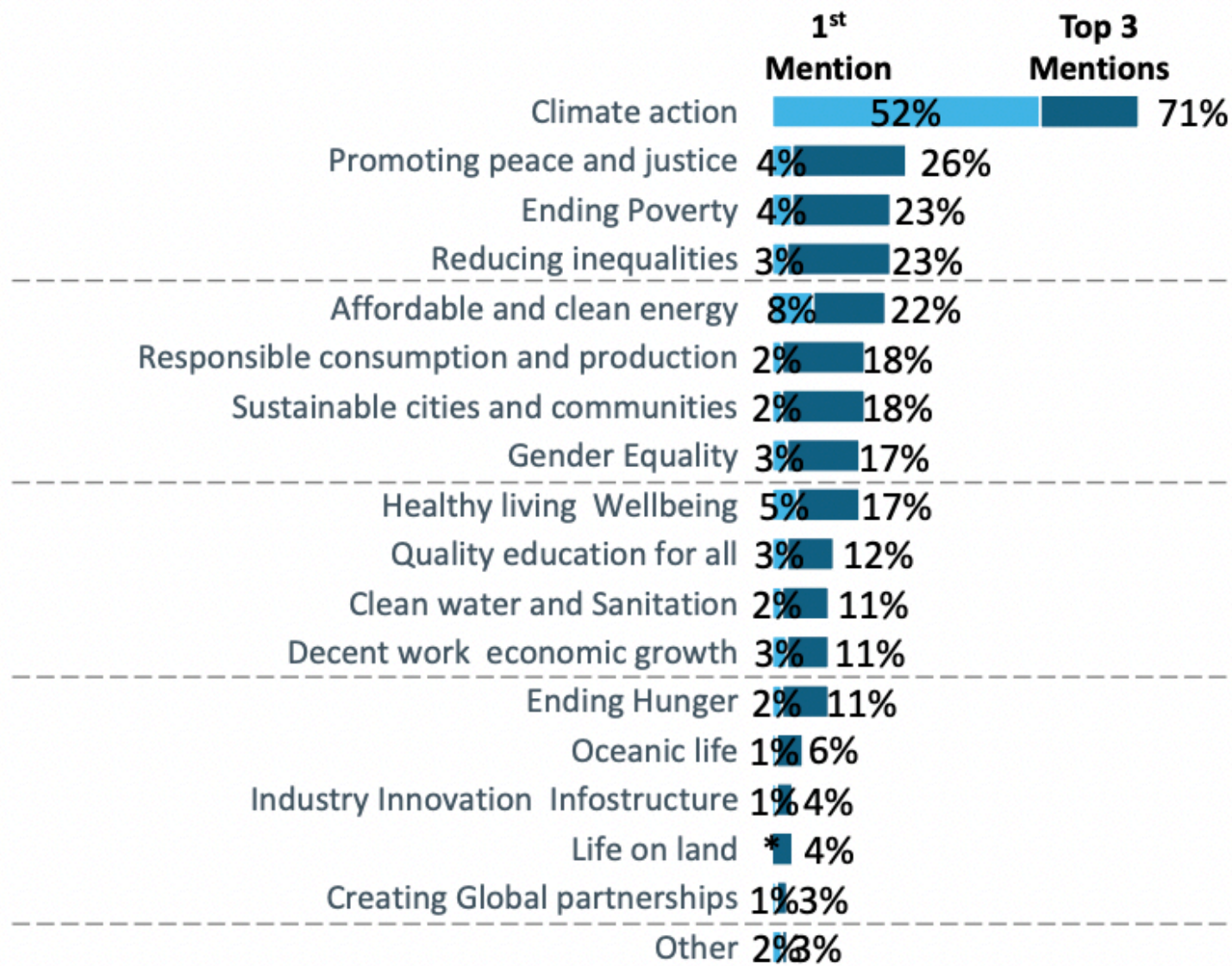
GENDER			AGE			REGION				TAKE PART IN YSI	
Male	Female	Non-Binary/Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/Ulster	Yes	No
202	612	173	438	301	263	239	282	289	187	275	600
47%	58%	68%	44%	66%	70%	64%	56%	51%	63%	53%	60%
42%	41%	60%	33%	49%	60%	50%	43%	41%	47%	40%	46%
37%	27%	21%	31%	30%	21%	25%	29%	31%	25%	31%	26%
19%	20%	25%	15%	23%	28%	28%	20%	19%	16%	21%	22%
18%	24%	13%	26%	21%	11%	18%	23%	21%	18%	19%	22%
17%	19%	18%	21%	18%	16%	17%	19%	19%	20%	23%	17%
17%	15%	14%	18%	12%	15%	15%	15%	17%	17%	20%	13%
15%	17%	10%	19%	13%	12%	13%	16%	16%	16%	16%	15%
12%	14%	12%	14%	12%	13%	15%	12%	13%	13%	11%	13%
10%	12%	9%	12%	13%	8%	10%	10%	11%	14%	10%	13%
13%	10%	11%	13%	9%	10%	10%	13%	12%	6%	11%	10%
13%	9%	8%	14%	6%	6%	9%	9%	8%	12%	9%	10%
9%	10%	4%	12%	7%	5%	6%	10%	10%	6%	9%	8%
9%	7%	8%	9%	7%	7%	5%	7%	10%	10%	9%	7%
9%	7%	5%	8%	7%	6%	7%	6%	9%	5%	9%	8%
7%	7%	9%	8%	7%	8%	5%	7%	9%	9%	7%	7%
1%	1%	1%	2%	*	1%	0	2%	1%	1%	2%	1%
3%	2%	5%	1%	2%	5%	3%	3%	1%	3%	2%	2%

GEN Z INDEX

Q2 Please choose the top 3 social issues that you believe are most important to people in older generations.

Gen Z believe the top social issues for the younger generation are climate action (71%), peace and justice (26%), and poverty and inequalities (23%)

(Base: All respondents – 1,002)



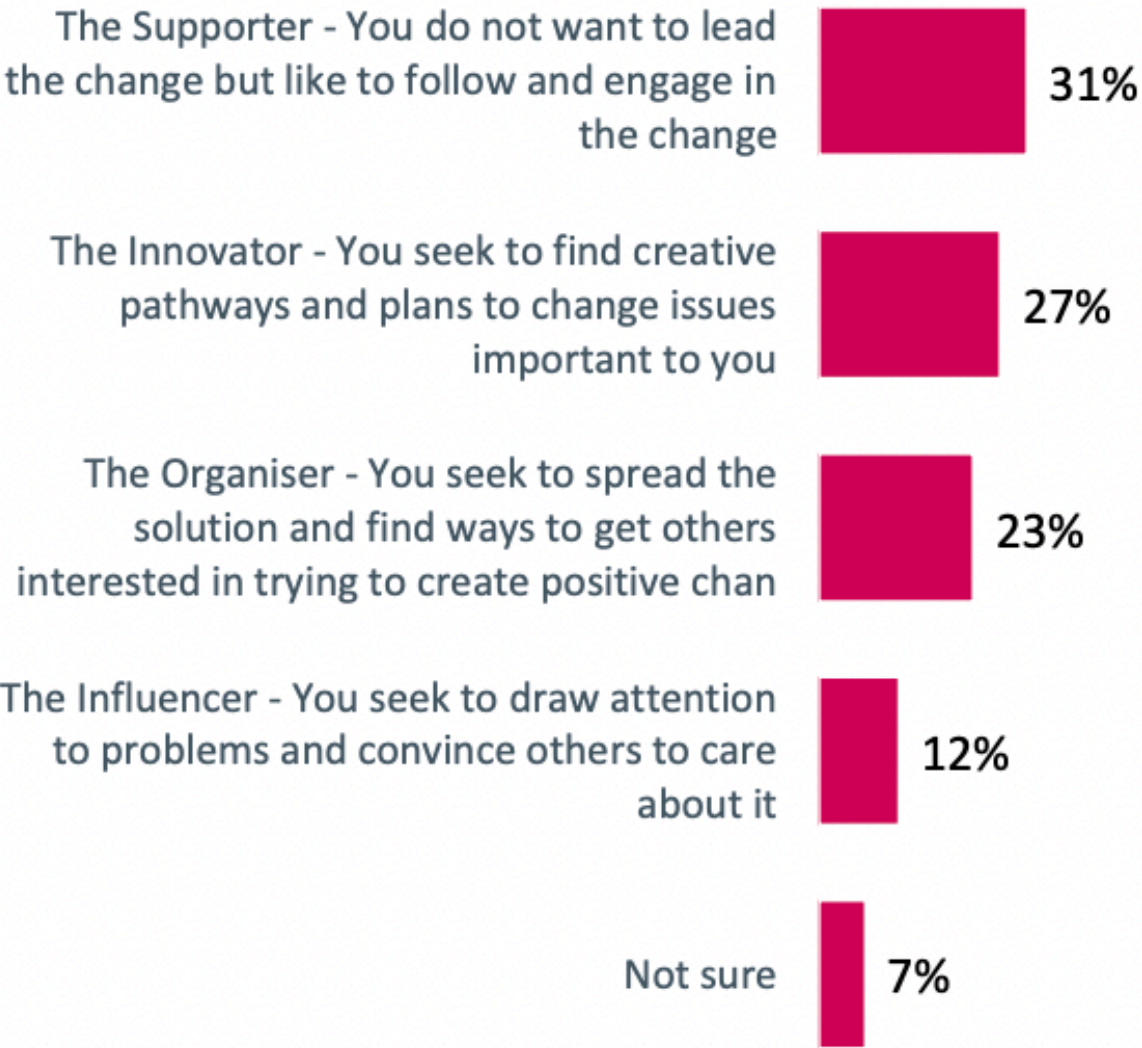
GENDER			AGE			REGION				TAKE PART IN YSI	
Male	Female	Non-Binary/Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
202	612	173	438	301	263	239	282	289	187	275	600
62%	72%	79%	66%	73%	77%	71%	77%	67%	70%	70%	71%
20%	27%	31%	23%	26%	30%	28%	27%	22%	28%	25%	26%
21%	23%	22%	25%	19%	22%	21%	18%	24%	28%	21%	23%
17%	22%	31%	19%	24%	27%	23%	22%	23%	25%	21%	23%
30%	19%	23%	24%	22%	19%	20%	20%	24%	27%	22%	22%
14%	19%	22%	14%	21%	22%	18%	15%	19%	21%	16%	20%
17%	18%	16%	16%	20%	19%	20%	16%	18%	18%	15%	19%
17%	17%	16%	20%	13%	16%	14%	17%	19%	15%	22%	15%
17%	19%	12%	20%	17%	13%	18%	21%	18%	12%	17%	17%
10%	14%	9%	16%	12%	7%	12%	11%	13%	13%	15%	12%
17%	10%	10%	12%	10%	12%	13%	13%	10%	7%	12%	11%
15%	10%	9%	8%	14%	11%	15%	11%	9%	9%	10%	11%
14%	10%	7%	15%	7%	8%	10%	8%	15%	9%	11%	11%
5%	7%	3%	7%	5%	4%	3%	9%	6%	5%	7%	5%
9%	3%	2%	4%	6%	3%	4%	5%	4%	3%	4%	4%
4%	4%	4%	5%	5%	1%	4%	5%	4%	2%	4%	4%
4%	3%	2%	3%	5%	2%	2%	3%	4%	3%	4%	3%
5%	2%	2%	2%	2%	6%	5%	3%	2%	3%	3%	3%

GEN Z INDEX

Q3 Please choose the top 3 social issues that you believe will be most important for the younger generation (those born since 2010) to focus on when they are older

The most common type of leader among Gen Z is **The Supporter (31%)**. However, a significant portion of respondents identify as **Innovators (27%)**. Nearly one quarter (23%) see themselves as **Organisers**, while the smallest group are **Influencers (12%)**.

(Base: All respondents – 1,002)



GENDER			AGE			REGION				TAKE PART IN YSI	
Male	Female	Non-Binary/Other	16-17	18-20	21-27	Dublin	ROI	Munster	Conn/Ulster	Yes	No
202	612	173	438	301	263	239	282	289	187	275	600
32%	30%	36%	27%	32%	38%	36%	29%	29%	31%	24%	34%
29%	26%	28%	25%	33%	23%	26%	30%	27%	24%	26%	28%
17%	25%	20%	25%	22%	21%	19%	23%	25%	24%	30%	20%
11%	12%	10%	15%	8%	10%	10%	11%	13%	13%	14%	10%
11%	6%	5%	8%	5%	9%	8%	7%	6%	9%	5%	8%

GEN Z INDEX

QG. There are different types of leaders in social movements. Please read through the following types of leaders and select which would best describe you.

CONCLUSIONS:



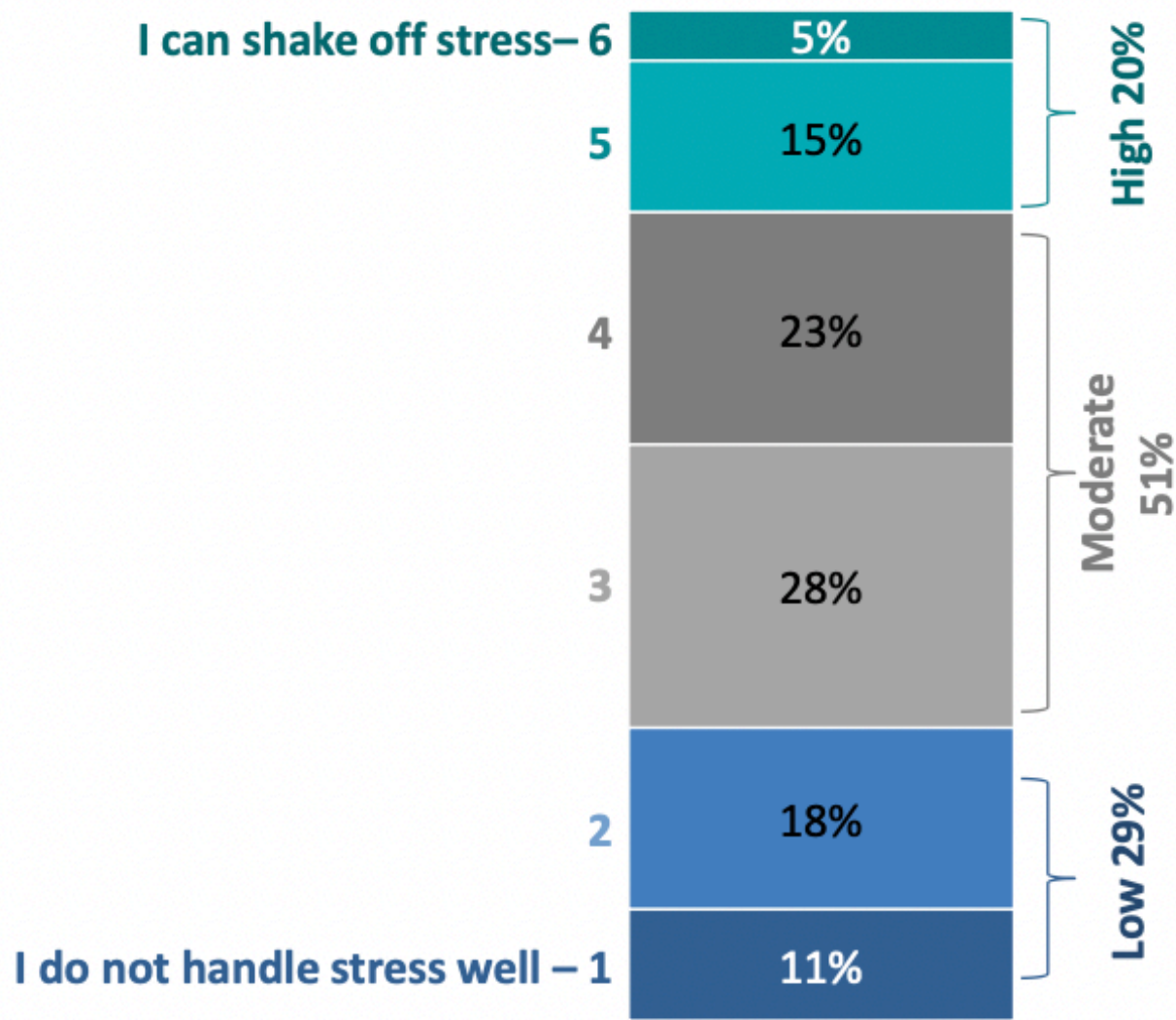
Gen Z is increasingly experiencing and expressing anxiety and stress, suggesting a growing need for mental health support and stress management resources tailored to this generation.

Stress management is a critical area of concern, especially for non-binary individuals, who report higher stress levels and lower stress-handling abilities compared to males and females.

The majority (51%) rate their **ability to handle stress as moderate**.
One fifth (20%) rate their ability as high, while 29% rate it as low.

Males have the highest rating of their ability to handle stress, whereas those who identify as non-binary have the lowest rating.

(Base: All respondents – 1,002)



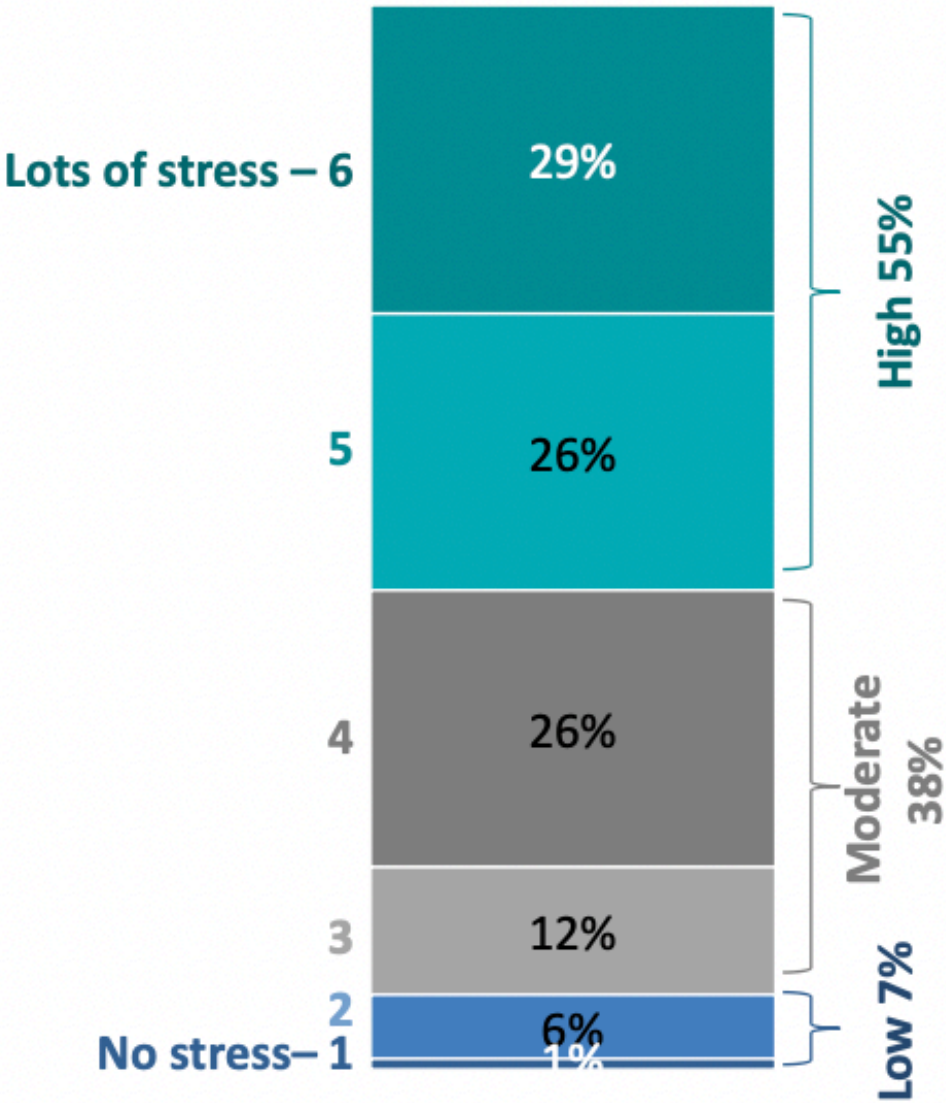
	GENDER					AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/Ulster	Yes	No		
	202	612	173	438	301	263	239	282	289	187	275	600		
6 - I can shake off stress	15%	3%	1%	6%	5%	3%	4%	6%	4%	7%	4%	5%		
5	26%	13%	8%	15%	12%	17%	12%	11%	19%	16%	16%	15%		
4	27%	22%	23%	22%	26%	22%	26%	24%	21%	22%	20%	25%		
3	20%	31%	28%	31%	25%	27%	32%	24%	28%	29%	31%	27%		
2	9%	20%	24%	17%	21%	18%	17%	23%	19%	13%	20%	18%		
1 - I do not handle stress well	2%	12%	16%	9%	11%	12%	10%	11%	10%	13%	11%	10%		
Stress tolerance														
High (5/6)	42%	16%	9%	21%	17%	21%	16%	17%	22%	22%	19%	20%		
Moderate (3/4)	47%	53%	51%	53%	51%	49%	57%	49%	49%	52%	50%	52%		
Low (1/2)	11%	31%	40%	26%	32%	30%	27%	34%	28%	26%	31%	28%		

GEN Z INDEX

Q5. How would you rate your ability to handle stress?

The majority (55%) rate **the amount of stress** in their life over the last year as **high**, while 38% rate it as moderate. A small minority (7%) rate their stress levels as low. Males report the lowest levels of stress, whereas those who identify as non-binary report the highest levels.

(Base: All respondents – 1,002)



	GENDER					AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No		
	202	612	173	438	301	263	239	282	289	187	275	600		
6 – Lots of stress	20%	30%	35%	20%	39%	33%	31%	26%	32%	27%	24%	32%		
5	21%	26%	32%	25%	27%	28%	27%	27%	24%	28%	25%	27%		
4	28%	26%	21%	27%	24%	25%	27%	27%	23%	26%	29%	24%		
3	17%	10%	9%	16%	8%	10%	9%	10%	14%	14%	13%	11%		
2	13%	6%	2%	10%	3%	5%	7%	9%	6%	4%	8%	6%		
1 – No stress	2%	*	0	2%	0	0	*	1%	1%	1%	1%	1%		
Stress in the last year														
High (5/6)	41%	57%	68%	45%	65%	61%	57%	53%	56%	55%	49%	58%		
Moderate (3/4)	45%	37%	31%	43%	32%	34%	36%	37%	37%	40%	42%	35%		
Low (1/2)	15%	6%	2%	12%	3%	5%	7%	10%	7%	5%	9%	7%		

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Q6. How would you rate the amount of stress in your life in the last year (at home and in education/work)?

CONCLUSIONS:

Climate change is **a major concern** for Gen Z, overshadowing other social issues.

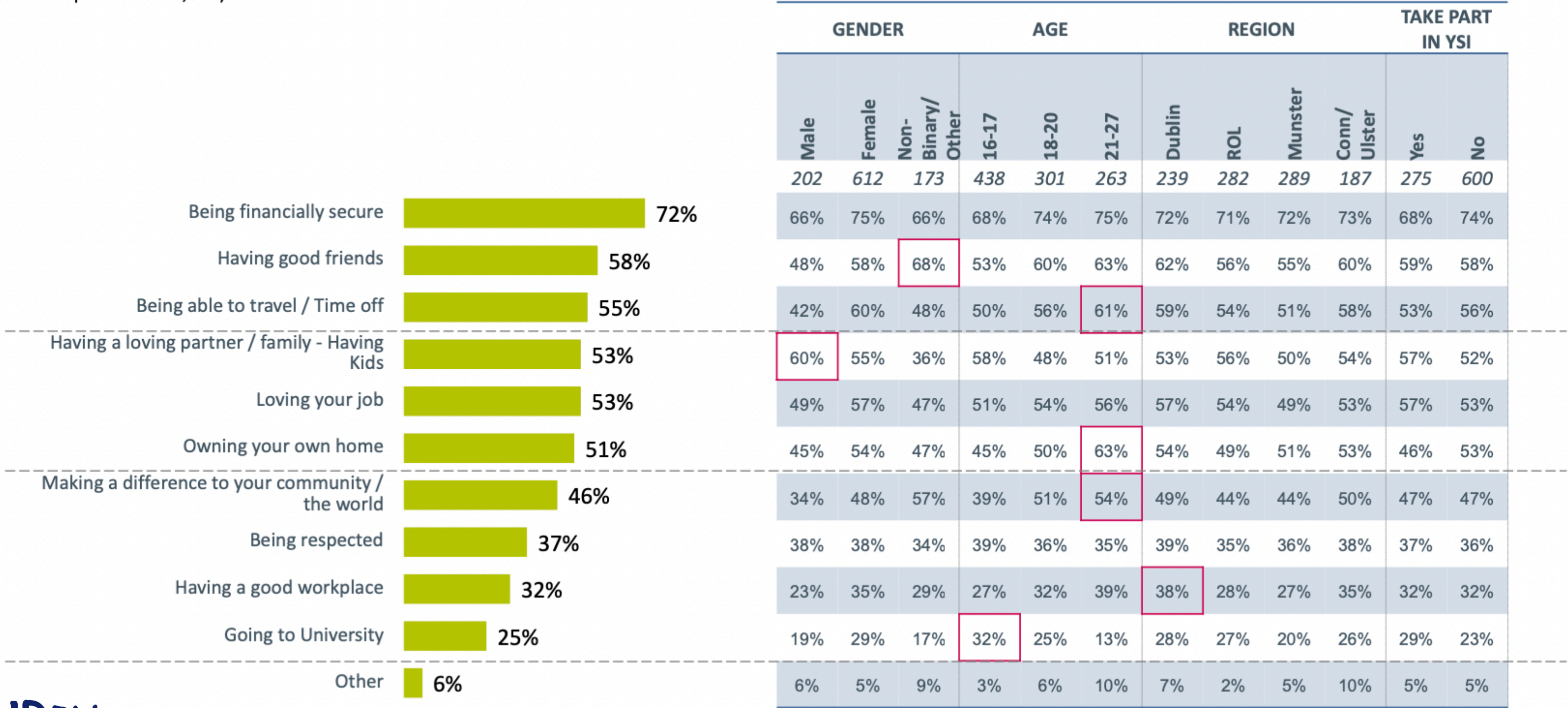


There is a clear **generational gap** in **priority issues**, with Gen Z focusing more on climate action while they believe that older generations prioritise economic and infrastructural development.

Overall, the most significant indicator of a successful life in this cohort is **being financially secure (72%)**.

Other important indicators include **having good friends (58%)** and the **ability to travel or take time off (55%)**. Responses to this question varied most significantly by gender and age.

(Base: All respondents – 1,002)



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Q7. Thinking about the future what would be the greatest signs of a successful life for you personally?

CONCLUSIONS:



Financial stability is seen as the foremost indicator of success among Gen Z, though other factors like **social relationships** and **leisure** are also important.



Gender and age differences significantly influence these perceptions.

2. COMMUNITY



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2024

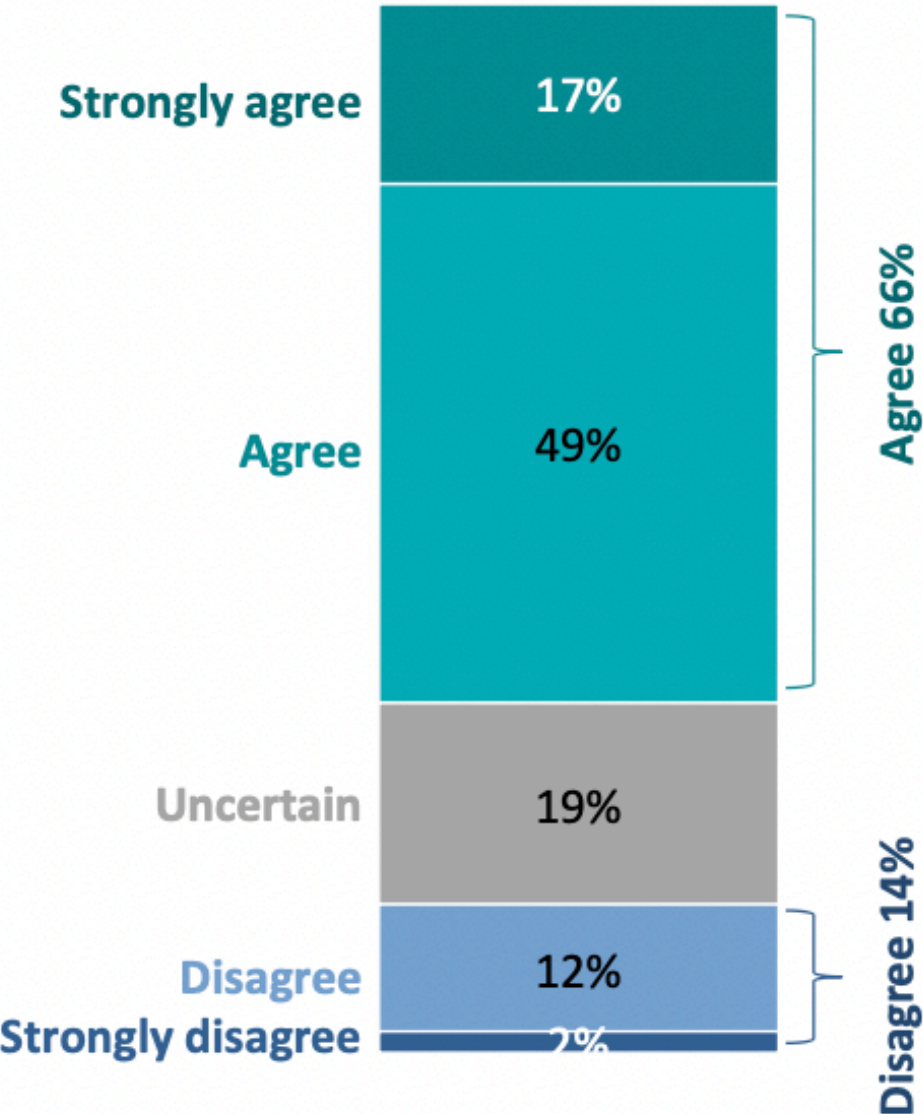
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Overall, two-thirds (66%) of Gen Z agree that **they feel safe in their community**. One in five (19%) are unsure while 14% disagree with this statement (rising to 26% among those who identify as non-binary).

(Base: All respondents – 1,002)

I feel safe in my community



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	77%	66%	53%	68%	66%	63%	57%	70%	66%	73%	66%	68%
Uncertain	10%	22%	21%	17%	20%	23%	23%	17%	20%	17%	21%	18%
Disagree	12%	12%	26%	15%	14%	14%	20%	13%	14%	10%	13%	15%

CONCLUSIONS:



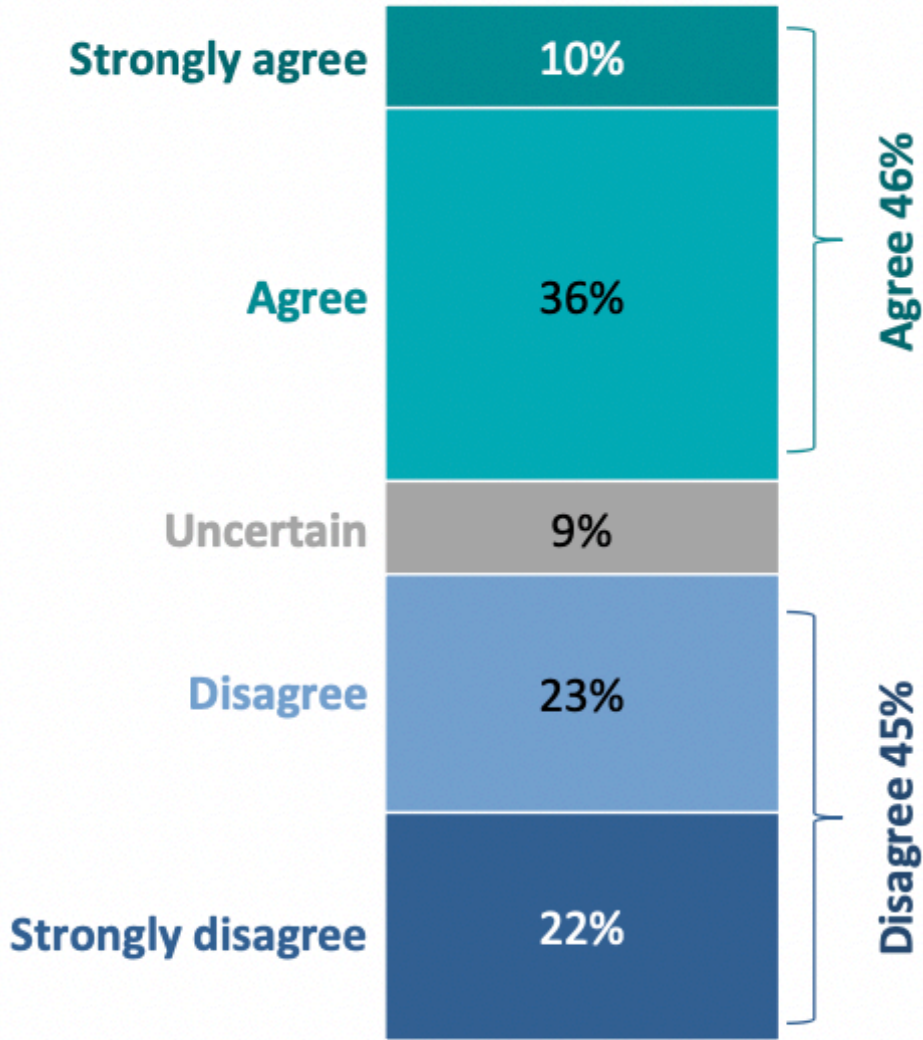
There is a perceived **lack of adequate social spaces** for young people, and opinions on **healthcare** access are mixed, with older respondents aged 21-27 expressing particular dissatisfaction.



Respondents are divided on whether it is easy to get around using public transport in their own community. Overall, 46% agree, while a similar proportion (45%) disagree. Those living in Dublin are more likely to agree with this statement, whereas those living outside Dublin are more likely to disagree.

(Base: All respondents – 1,002)

It is easy for me to get around using public transport in my community



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	49%	43%	51%	48%	44%	43%	78%	35%	37%	30%	48%	44%
Uncertain	9%	9%	10%	12%	8%	6%	7%	10%	9%	10%	10%	9%
Disagree	43%	48%	39%	40%	49%	51%	15%	55%	54%	59%	41%	48%

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Q9 Please say whether you agree or disagree with the following statements

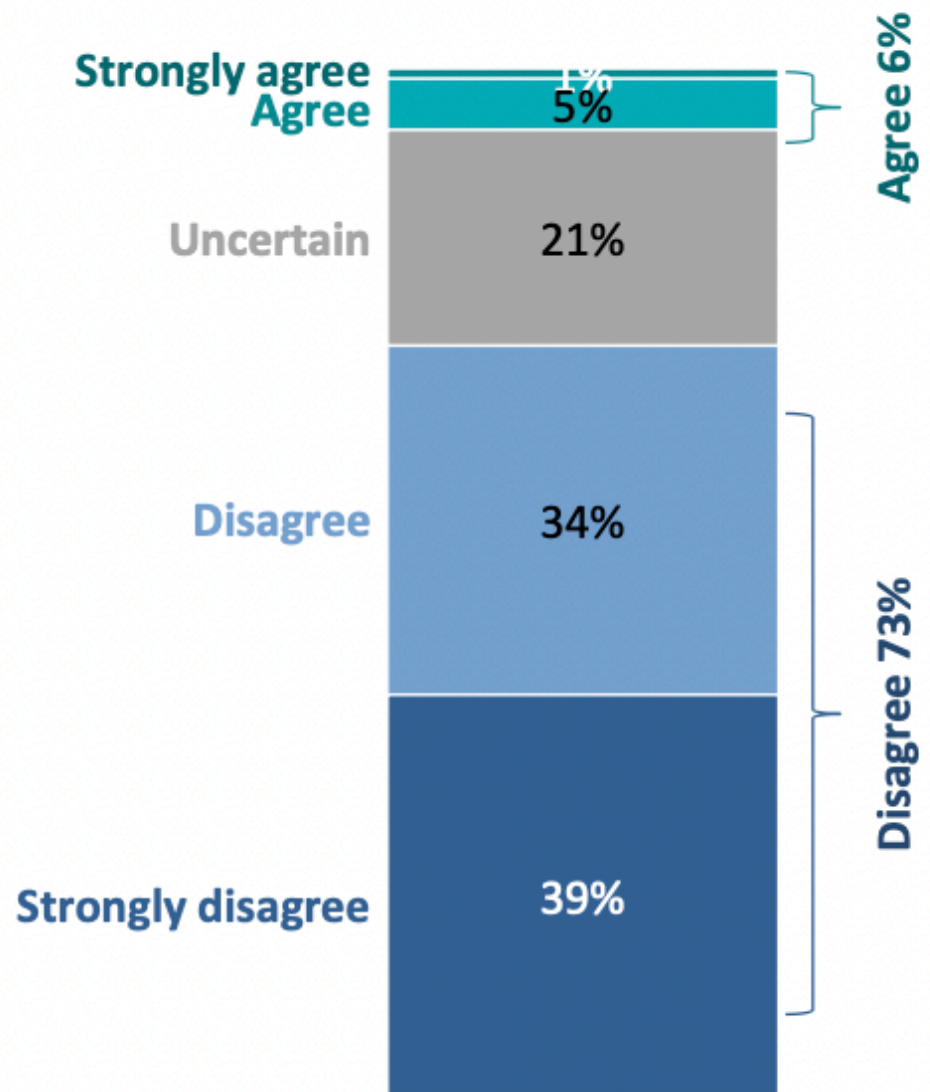
CONCLUSIONS:

While a majority feel safe in their community, there is **mixed sentiment about public transport accessibility**, with notable regional differences between Dublin and other areas.

The majority (73%) of Gen Z disagree that their community has adequate and affordable housing opportunities, with this figure rising to 92% among those aged 21-27.

(Base: All respondents – 1,002)

My community has adequate and affordable housing opportunities



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	7%	6%	2%	9%	4%	2%	6%	7%	5%	3%	7%	6%
Uncertain	23%	24%	11%	32%	19%	6%	15%	26%	23%	21%	28%	18%
Disagree	70%	70%	87%	58%	77%	92%	79%	67%	72%	76%	65%	76%

CONCLUSIONS:

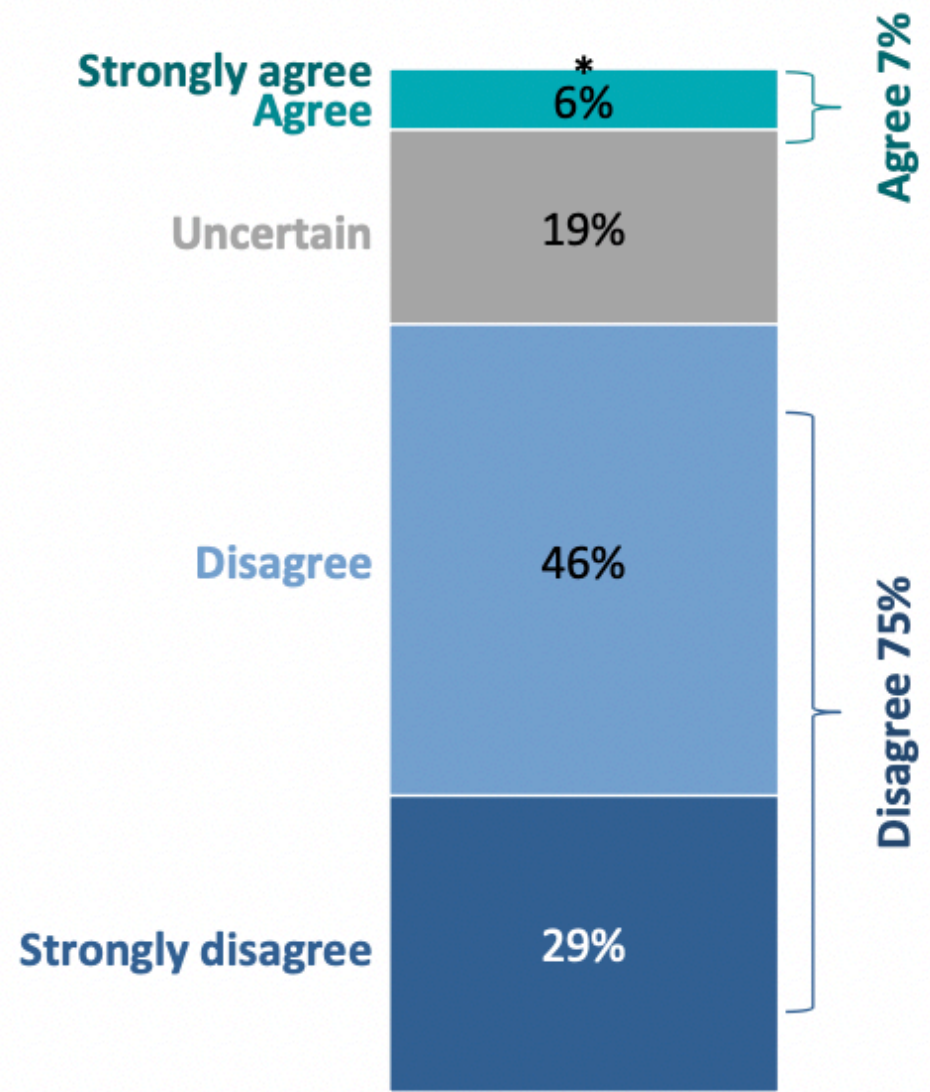
There is significant dissatisfaction with affordable housing and job opportunities for young people.

Housing is a particularly pressing issue, especially for those in the 21-27 age group.

Similarly, the majority (75%) disagree that they feel involved in the decisions about what happens in their community.

(Base: All respondents – 1,002)

I feel involved in the decisions about what happens in my community

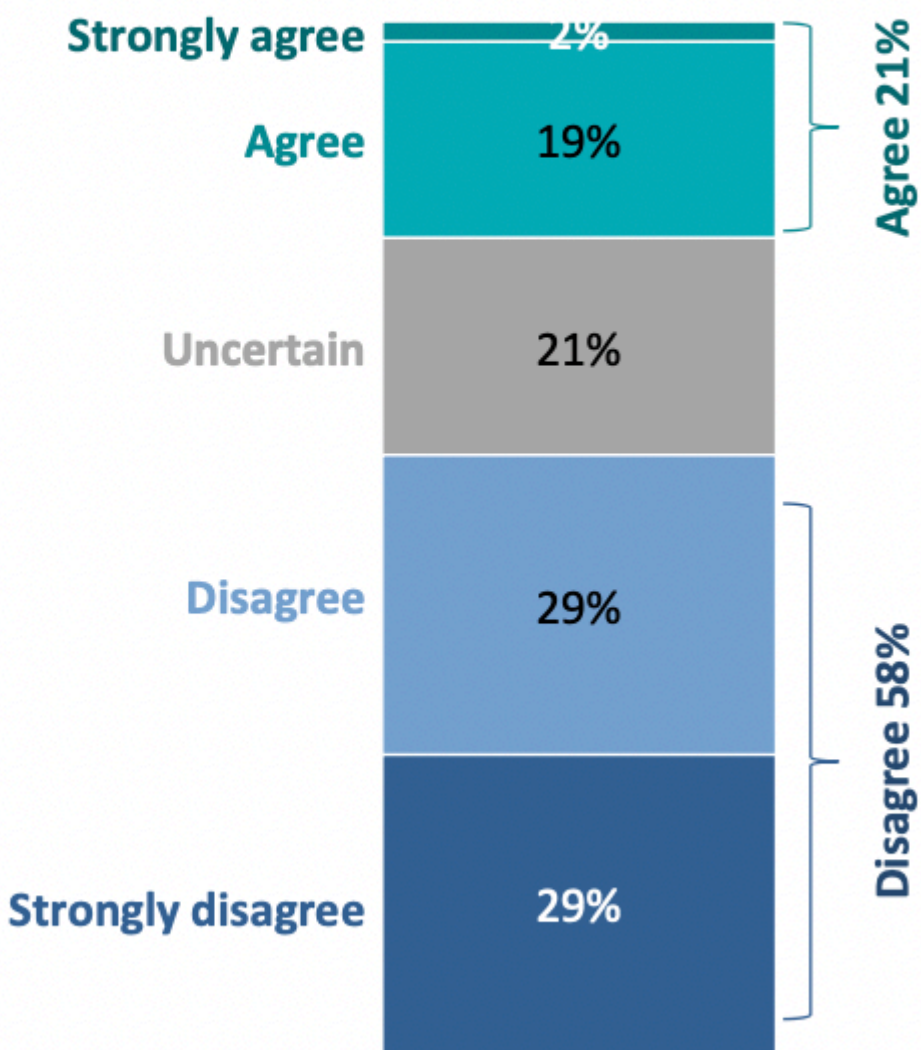


	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	11%	5%	5%	6%	8%	5%	6%	4%	9%	6%	8%	6%
Uncertain	18%	19%	16%	21%	17%	15%	22%	17%	18%	18%	20%	18%
Disagree	71%	75%	79%	72%	75%	79%	72%	79%	73%	76%	72%	76%

Approximately one fifth (21%) agree that their community offers decent job opportunities for young people and those starting their careers. A similar proportion (21%) are unsure, while the majority (58%) disagree with this statement.

(Base: All respondents – 1,002)

My community has decent jobs opportunities for young people and those starting off in their careers



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	26%	21%	12%	25%	21%	13%	27%	17%	23%	15%	25%	19%
Uncertain	18%	20%	27%	22%	20%	21%	27%	17%	19%	21%	20%	21%
Disagree	56%	58%	61%	53%	59%	66%	46%	66%	57%	64%	55%	60%

GEN Z INDEX

Q9 Please say whether you agree or disagree with the following statements

CONCLUSIONS:



Many Gen Z individuals feel excluded from community decisions and uncertain about where to voice concerns, indicating a need for better engagement mechanisms.

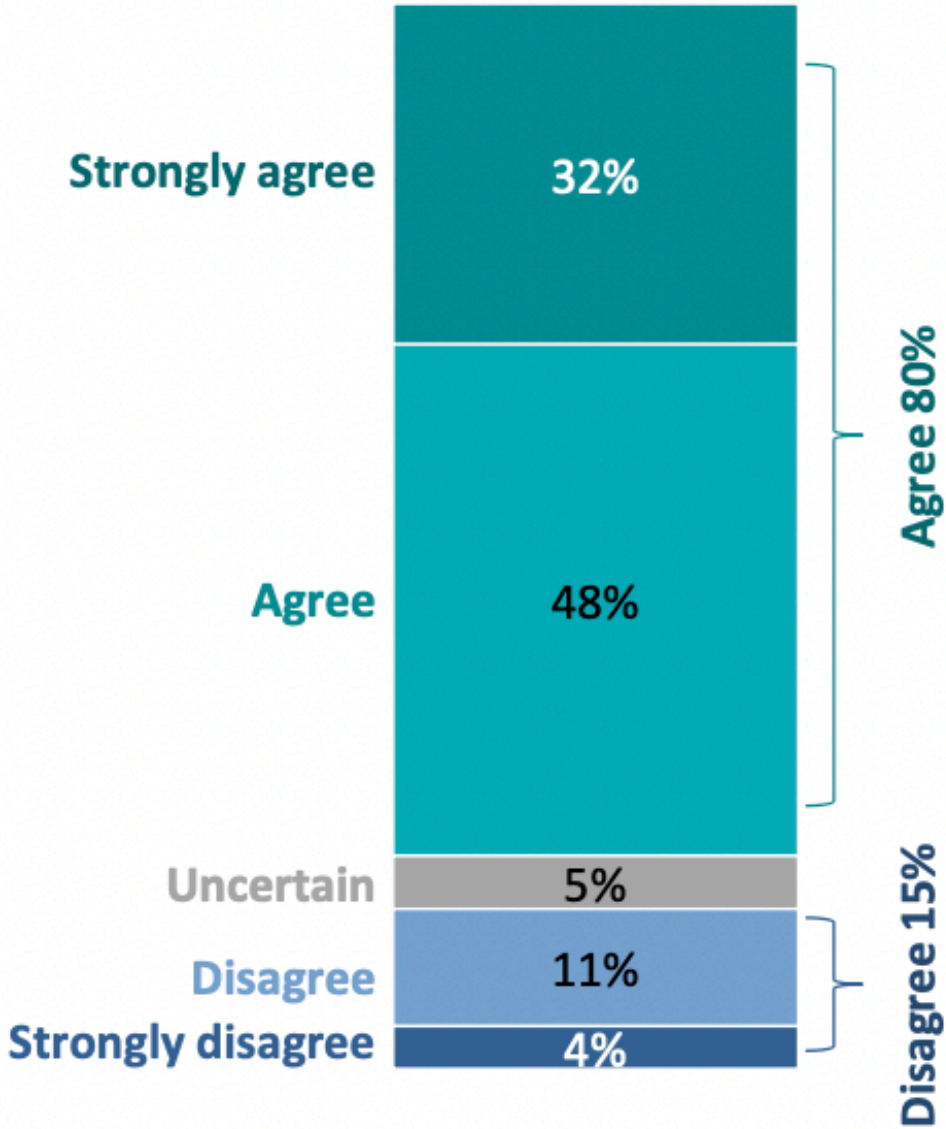
However, there is a general satisfaction with local retail services, green spaces and educational institutions.



Overall, there seems to be widespread satisfaction with community access to local shops, grocery stores and other retail services, especially among those living in Dublin.

(Base: All respondents – 1,002)

My community has access to local shops, grocery stores, other retail services (e.g. malls, restaurants etc)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	79%	78%	86%	77%	80%	83%	92%	73%	76%	76%	73%	80%
Uncertain	4%	5%	3%	4%	7%	3%	3%	6%	4%	5%	7%	5%
Disagree	17%	17%	11%	19%	13%	14%	4%	20%	19%	19%	20%	15%

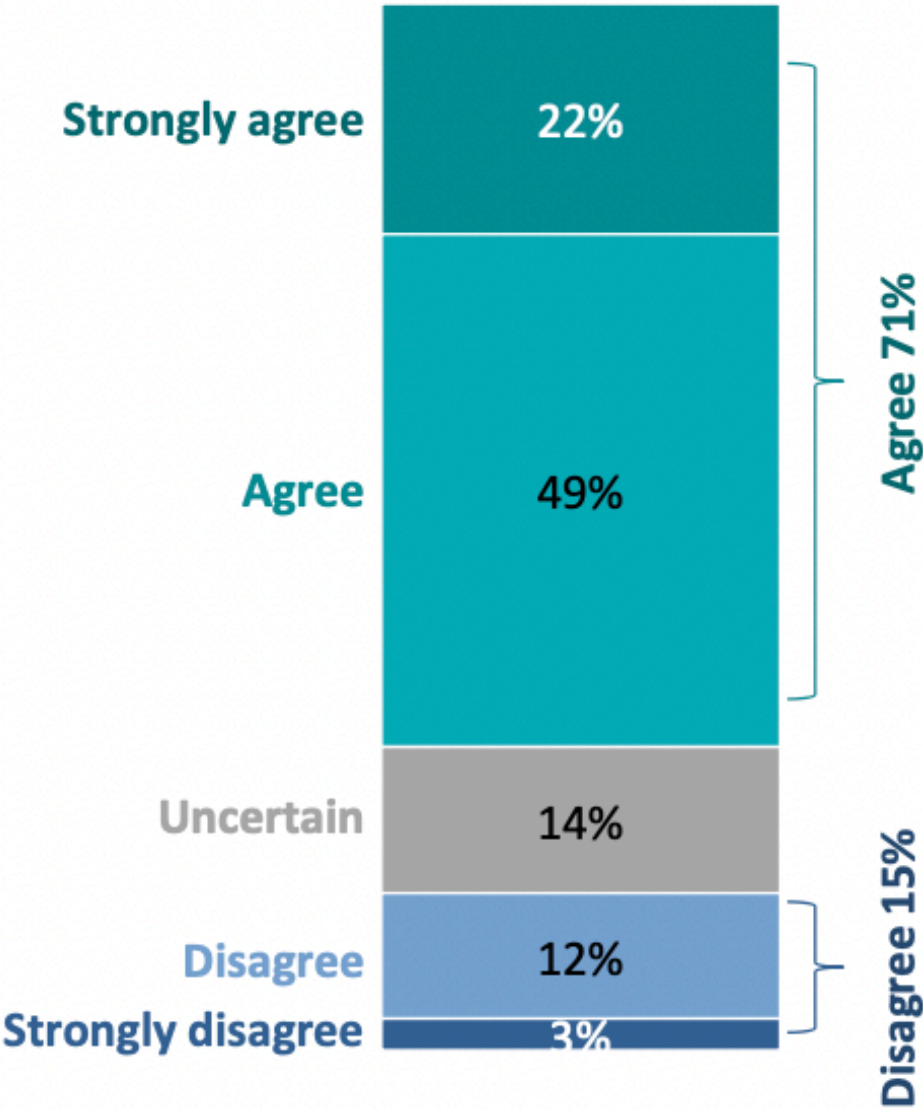
GEN Z INDEX

Q9 Please say whether you agree or disagree with the following statements

Nearly three-quarters (71%) agree that **their community has adequate access to green spaces**, while 15% disagree and 14% are unsure.

(Base: All respondents – 1,002)

My community has adequate access to green spaces

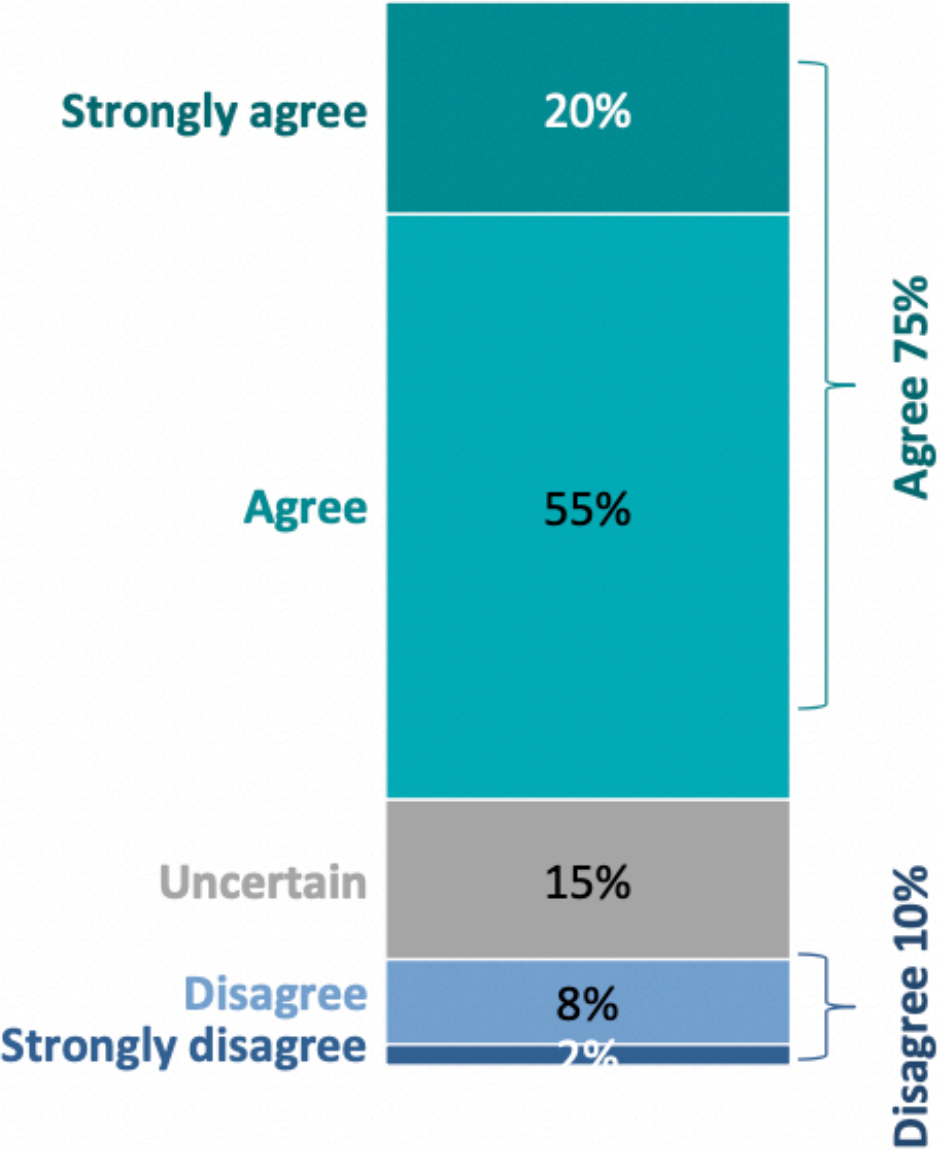


	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	75%	71%	68%	70%	75%	69%	75%	70%	69%	71%	71%	72%
Uncertain	11%	14%	15%	16%	12%	12%	12%	12%	16%	14%	13%	13%
Disagree	13%	15%	17%	14%	13%	19%	13%	17%	15%	15%	17%	15%

A higher proportion (75%) agree that their community has access to good schools, creches and other educational institutions. 1 in 10 disagree and 15% are unsure.

(Base: All respondents – 1,002)

My community has access to good schools, creches and other educational institutions

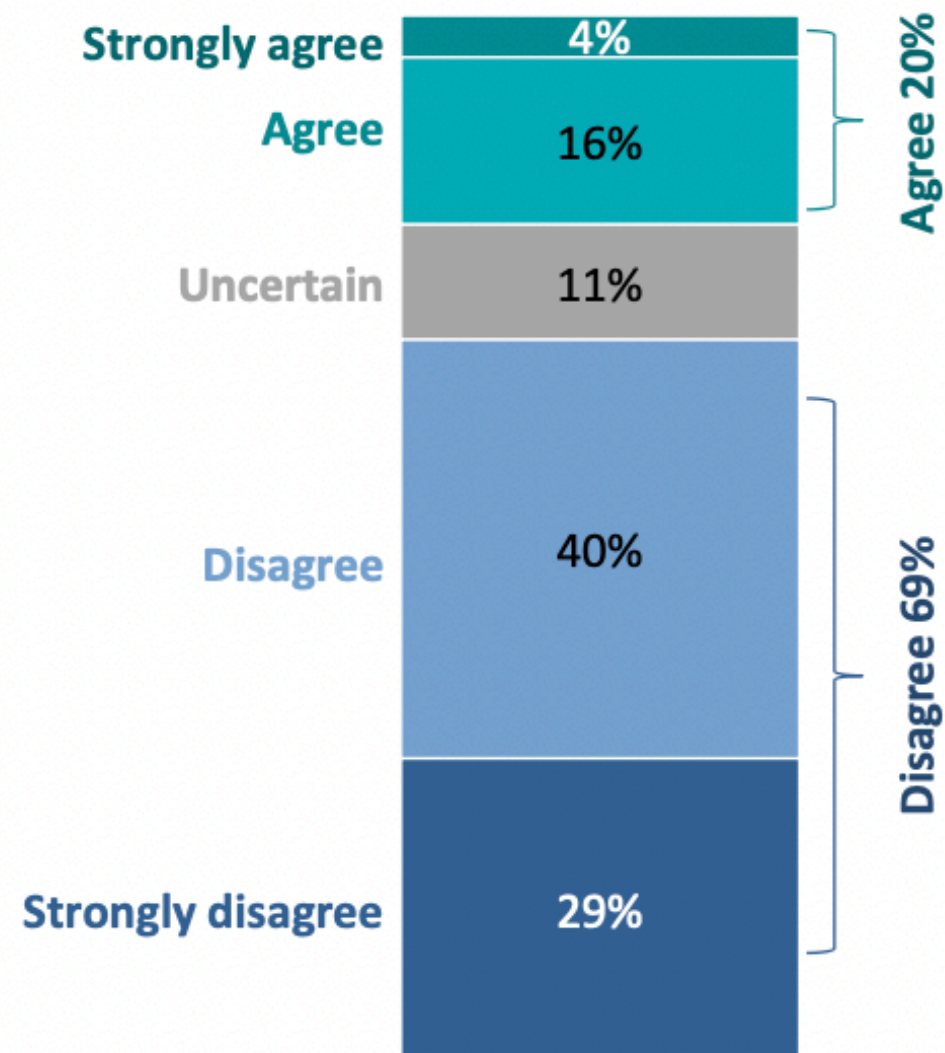


	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	80%	76%	69%	84%	74%	65%	73%	77%	81%	70%	82%	72%
Uncertain	11%	15%	20%	8%	15%	26%	18%	12%	12%	20%	10%	18%
Disagree	8%	9%	11%	8%	11%	10%	9%	11%	7%	11%	8%	10%

However, there is widespread disagreement among Gen Z about **whether their community provides adequate space for young people to hang out and socialise**. The majority (69%) disagree, 20% agree and 11% are unsure. Responses vary by gender, age and region.

(Base: All respondents – 1,002)

My community has adequate space for young people to hang out and socialise

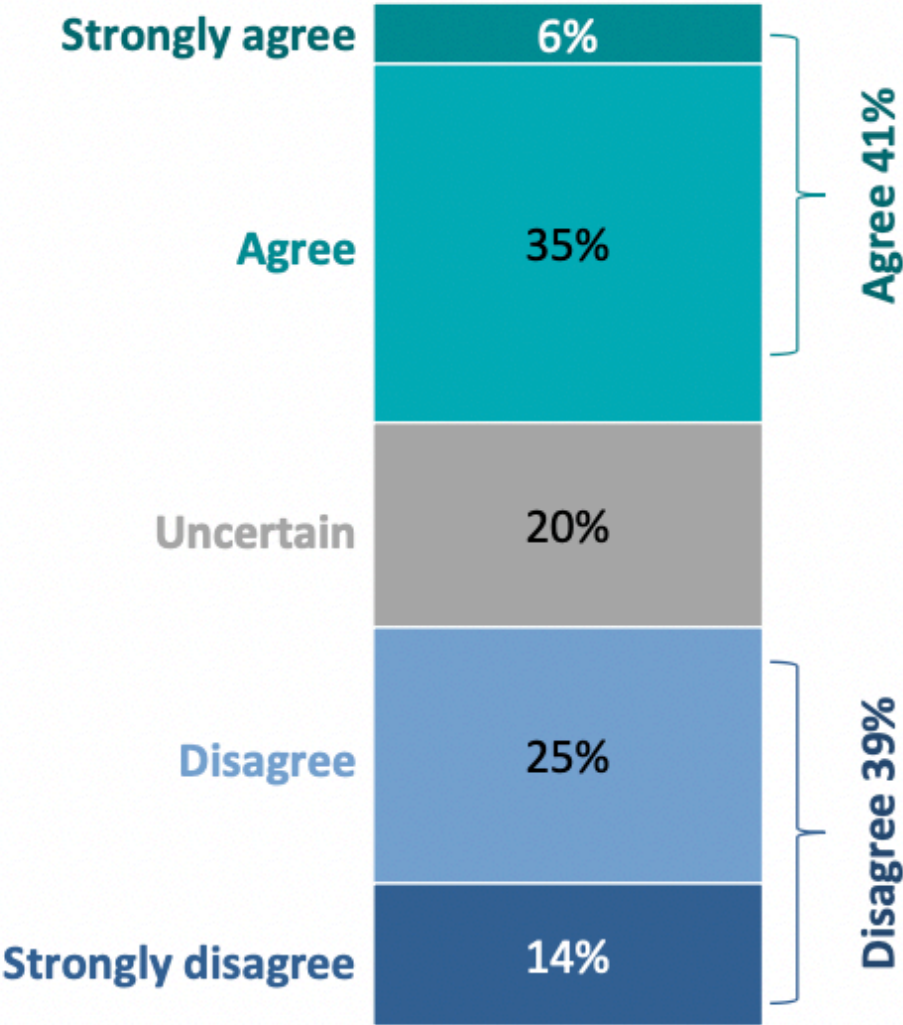


	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	29%	20%	9%	26%	18%	13%	31%	16%	19%	13%	25%	19%
Uncertain	9%	11%	12%	11%	10%	10%	14%	9%	10%	10%	10%	11%
Disagree	61%	69%	79%	63%	72%	76%	55%	75%	71%	77%	65%	71%

Respondents are somewhat divided on whether their community **has access to adequate health care services**. Fewer than half (41%) agree, while a similar proportion (39%) disagree. Disagreement is higher among those aged 21-27, reaching 51%.

(Base: All respondents – 1,002)

My community has access to adequate health care services (GP mental health services etc)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	45%	44%	29%	48%	41%	30%	46%	39%	44%	35%	47%	40%
Uncertain	18%	17%	28%	22%	17%	18%	22%	19%	18%	21%	17%	19%
Disagree	37%	39%	43%	30%	42%	51%	33%	42%	39%	44%	35%	41%

CONCLUSIONS:

wee

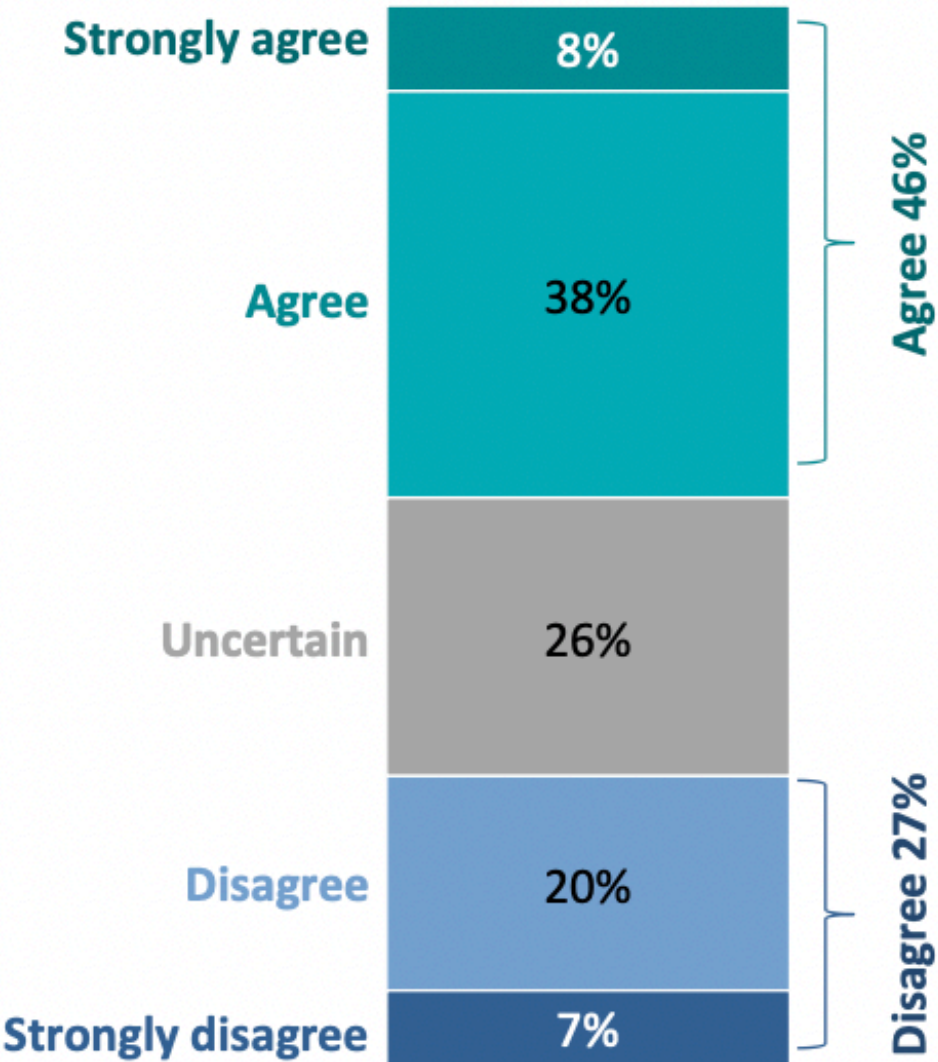
The recommendation to move to their community is divided, reflecting mixed overall satisfaction.

⚡ The primary areas needing attention are affordable housing, sustainable transport, and spaces for young people, with a call for improvements in healthcare systems to better meet Gen Z's needs.

Overall, nearly half (46%) agree that their **community is accepting of people from other countries**, while 27% disagree and a similar proportion (26%) are unsure. Agreement is highest among males, 16-17 year olds, and those who have participated in a YSI programme, whereas those who identify as non-binary are least likely to agree.

(Base: All respondents – 1,002)

My community is accepting of people from other countries



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Agree	55%	48%	28%	52%	42%	43%	42%	49%	50%	40%	54%	44%
Uncertain	24%	26%	32%	23%	28%	30%	27%	26%	26%	28%	23%	27%
Disagree	20%	26%	40%	25%	30%	28%	31%	25%	24%	32%	23%	29%

CONCLUSIONS:

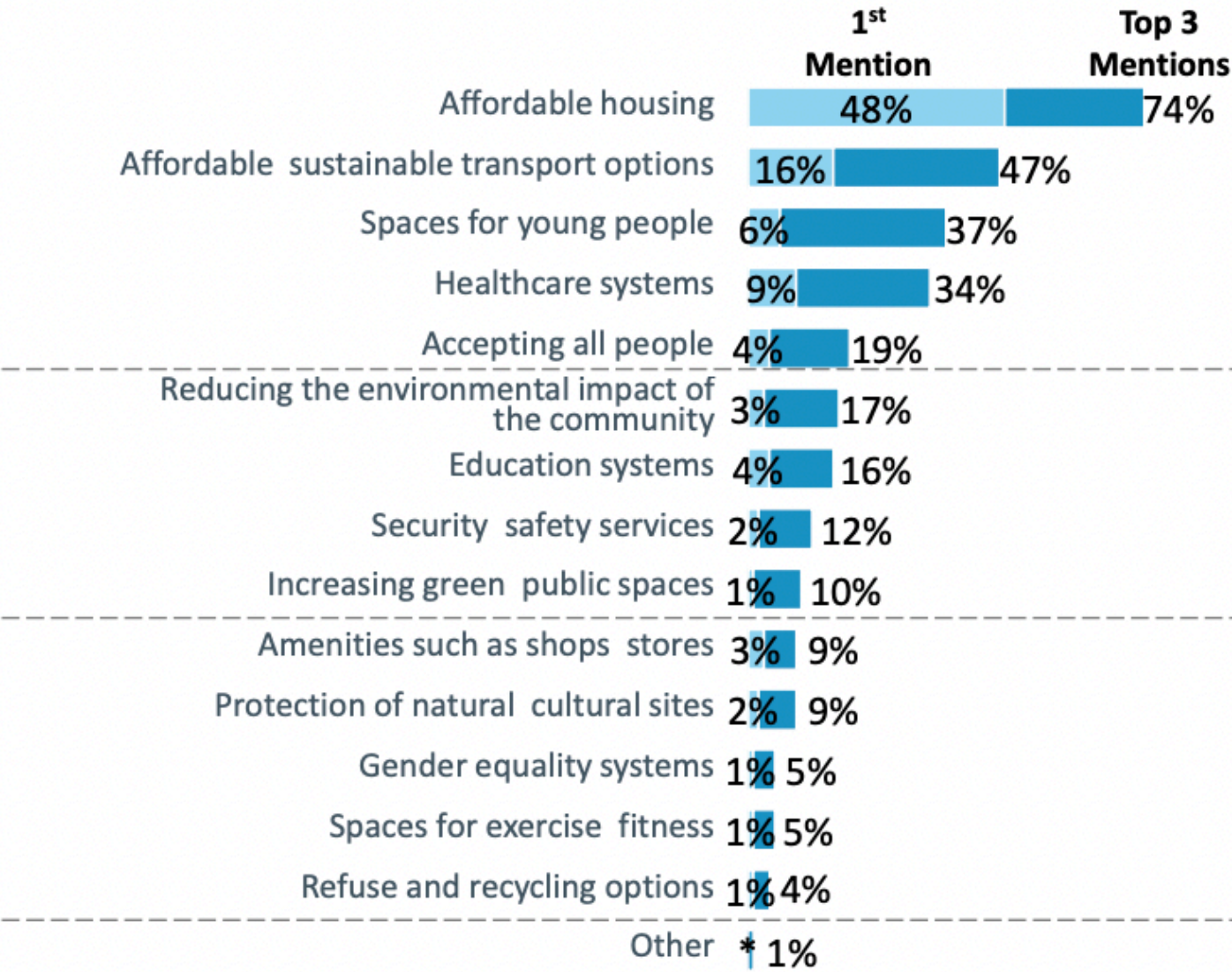


The **sense of community acceptance** of people from other countries **varies**, with non-binary individuals less likely to agree with this statement.



Gen Z believe that the top three **areas for improvement** in city/community development are **affordable housing (74%)**, **affordable and sustainable transport options (47%)** and **spaces for young people (37%)**.

(Base: All respondents – 1,002)



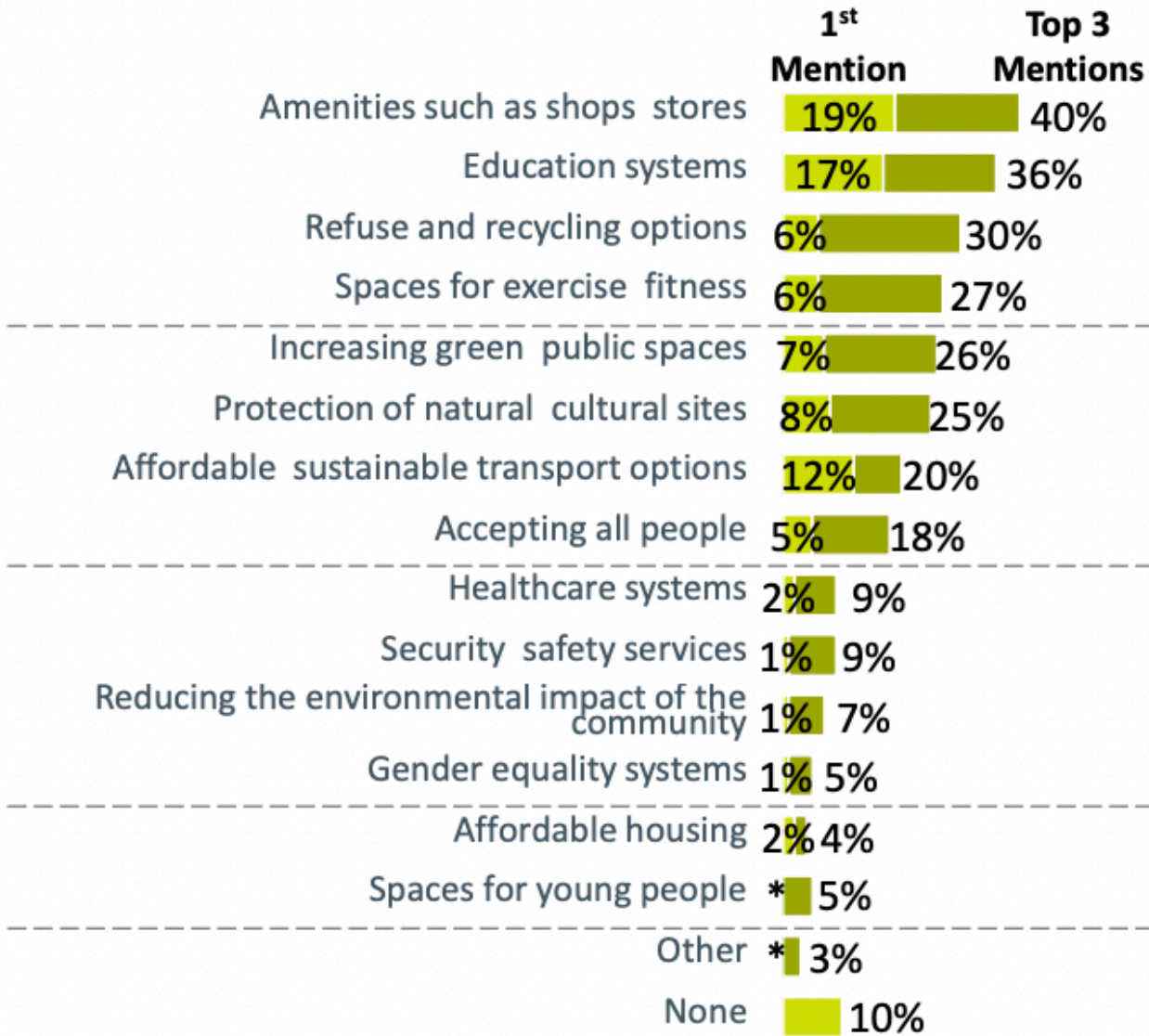
GENDER			AGE			REGION				TAKE PART IN YSI	
Male	Female	Non-Binary/Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
202	612	173	438	301	263	239	282	289	187	275	600
75%	71%	82%	64%	78%	85%	85%	69%	69%	74%	67%	75%
49%	47%	39%	40%	49%	55%	38%	48%	48%	53%	44%	49%
28%	40%	34%	42%	34%	30%	30%	39%	38%	38%	37%	36%
28%	33%	44%	29%	35%	40%	32%	39%	29%	36%	28%	37%
17%	18%	28%	22%	18%	17%	21%	19%	20%	17%	21%	18%
13%	18%	22%	17%	19%	17%	24%	15%	19%	12%	15%	17%
18%	16%	12%	20%	15%	9%	15%	15%	18%	14%	15%	16%
10%	13%	10%	13%	12%	10%	21%	10%	11%	6%	15%	10%
13%	10%	9%	10%	9%	11%	11%	11%	9%	11%	11%	11%
13%	10%	4%	13%	7%	8%	5%	12%	10%	10%	11%	9%
11%	9%	8%	10%	11%	8%	8%	9%	10%	10%	11%	8%
4%	5%	6%	5%	6%	4%	4%	5%	6%	5%	8%	4%
9%	5%	1%	8%	2%	3%	5%	4%	6%	5%	8%	4%
8%	3%	2%	5%	3%	2%	3%	4%	4%	5%	5%	4%
1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	3%	1%

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Q10 Which top 3 areas of city / community development do you think officials need to focus on improving?

They feel that **officials are currently doing a good job at managing amenities** such as shops and stores (40%), education systems (36%) and refuse and recycling options (30%), among others.

(Base: All respondents – 1,002)



GENDER			AGE			REGION				TAKE PART IN YSI	
Male	Female	Non-Binary/Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
202	612	173	438	301	263	239	282	289	187	275	600
39%	40%	44%	37%	44%	42%	46%	39%	42%	33%	35%	44%
38%	39%	23%	43%	32%	29%	28%	38%	36%	41%	40%	35%
22%	32%	35%	29%	30%	33%	28%	33%	30%	30%	30%	30%
25%	26%	29%	25%	28%	28%	25%	28%	26%	27%	19%	29%
23%	27%	27%	27%	27%	24%	28%	24%	26%	27%	23%	28%
19%	26%	27%	21%	27%	28%	14%	29%	30%	26%	24%	26%
29%	18%	20%	22%	24%	14%	31%	18%	18%	14%	21%	20%
22%	19%	8%	23%	14%	14%	17%	21%	16%	17%	25%	16%
9%	10%	4%	11%	8%	6%	9%	7%	10%	8%	11%	8%
6%	10%	8%	9%	9%	8%	10%	6%	8%	13%	10%	9%
9%	7%	7%	8%	10%	4%	6%	7%	9%	8%	8%	8%
11%	4%	1%	8%	2%	4%	5%	6%	5%	5%	6%	5%
6%	4%	2%	5%	4%	3%	2%	4%	5%	5%	5%	3%
5%	5%	2%	7%	3%	2%	7%	4%	5%	2%	7%	3%
1%	2%	5%	2%	3%	3%	3%	1%	2%	4%	2%	3%
11%	8%	17%	6%	11%	17%	12%	10%	10%	11%	10%	10%

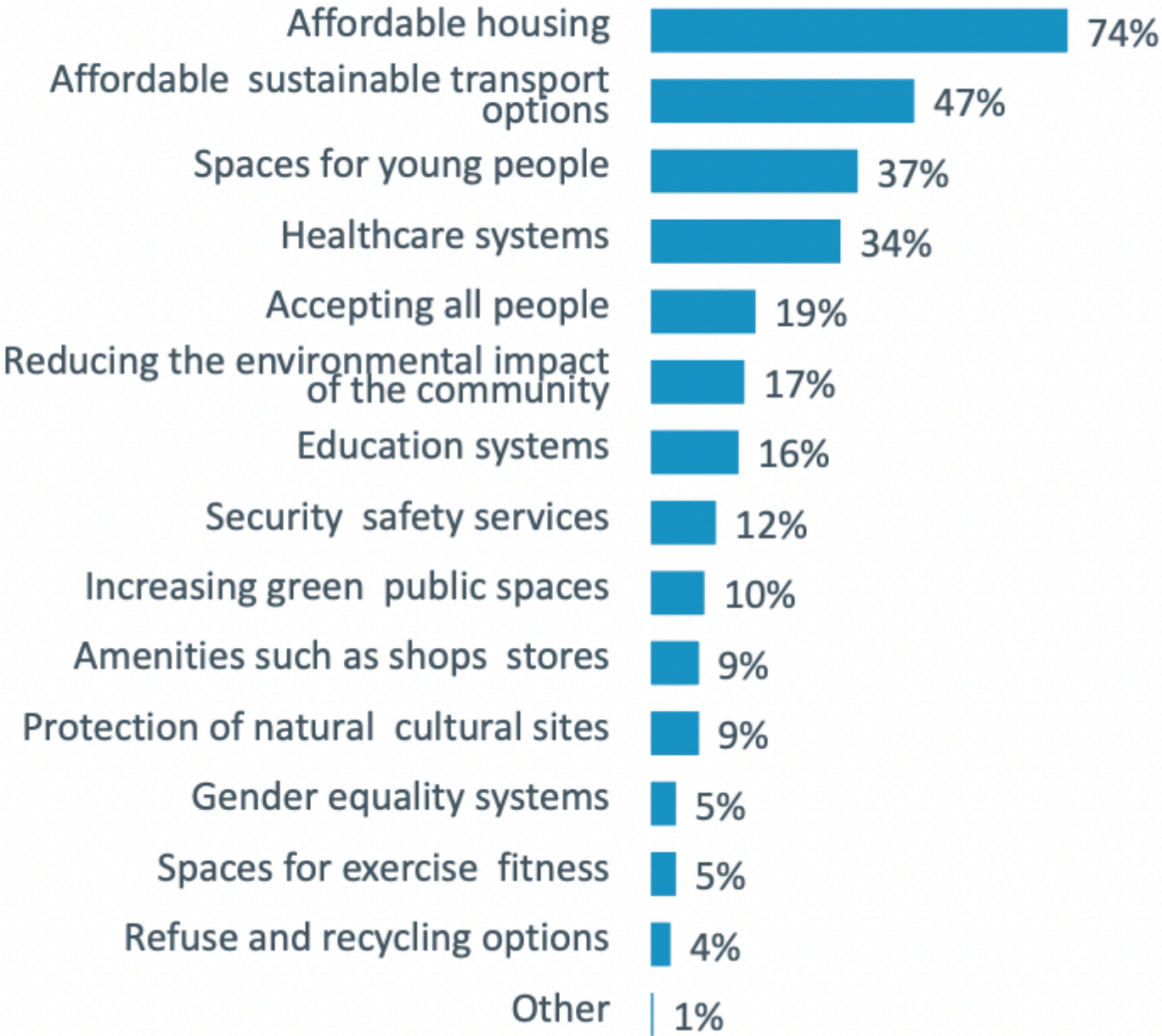
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Q11. Which top 3 areas of city / community development do you think your officials are currently doing a good job at managing?

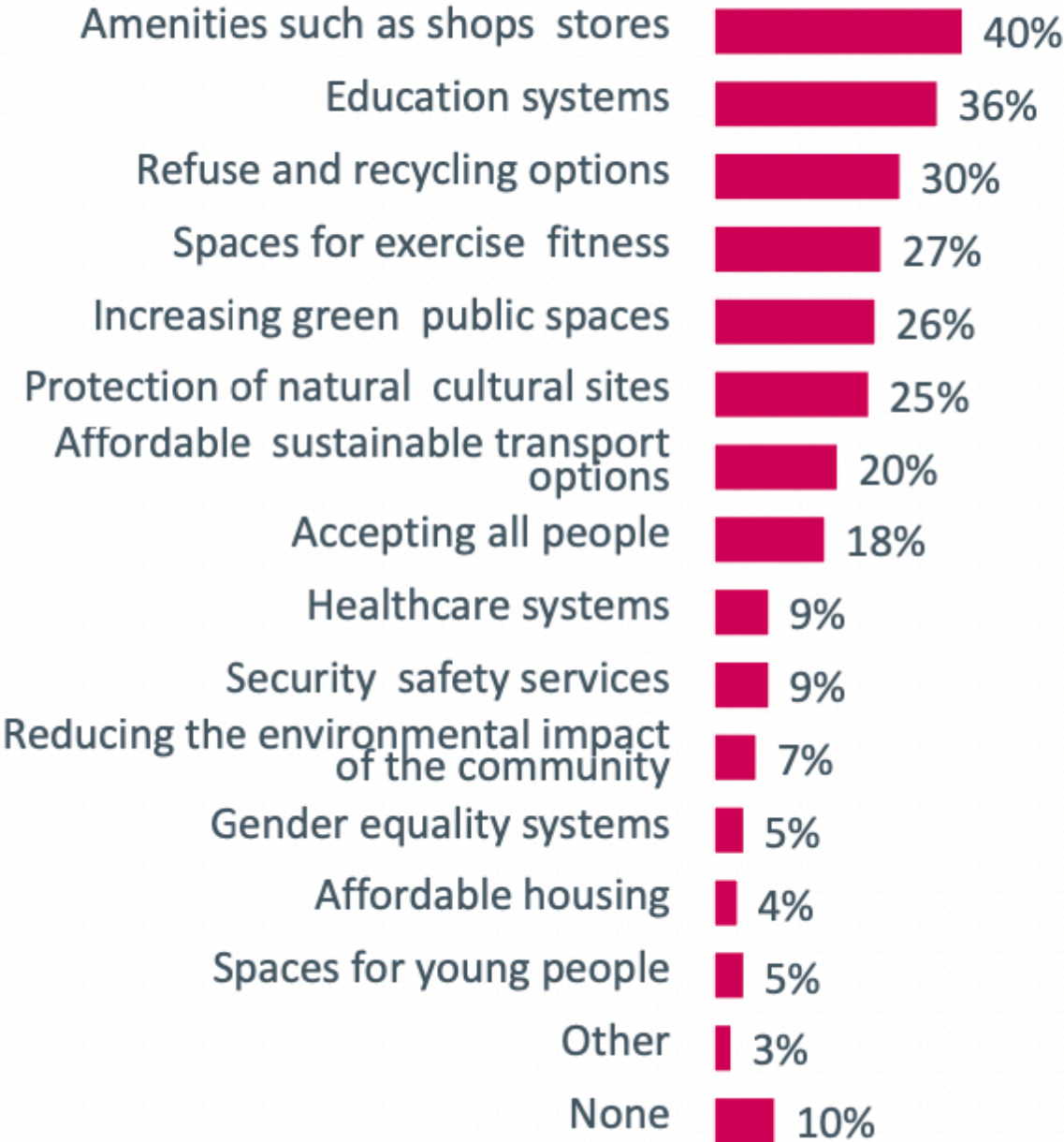
Going forward, the **greatest focus needs to be on affordable housing, followed by affordable and sustainable transport options, spaces for young people and healthcare systems.**

(Base: All respondents – 1,002)

Need to focus on improving



Doing a good job at managing



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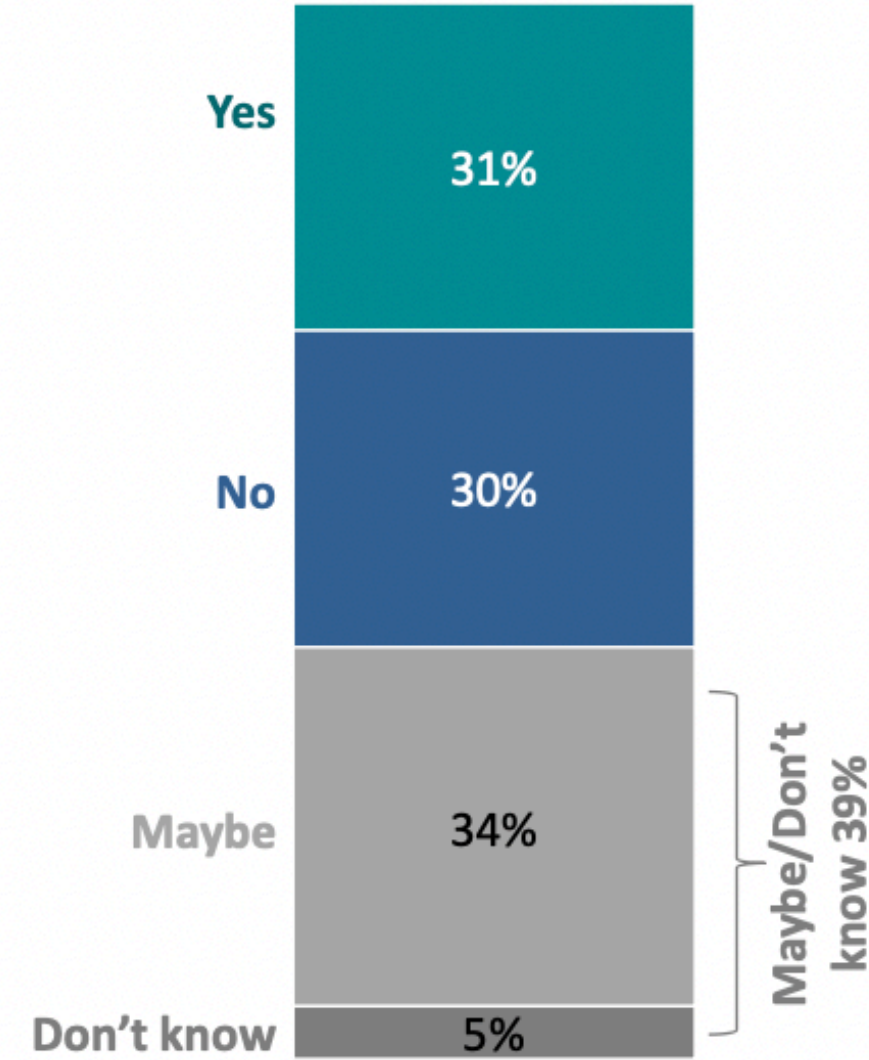
Q10. Which top 3 areas of city / community development do you think officials need to focus on improving?
Q11. Which top 3 areas of city / community development do you think your officials are currently doing a good job at managing?

3. POLITICAL & COMMUNITY ENGAGEMENT



Nearly one in three (31%) Gen Z individuals **would consider getting involved in politics** and **34% might consider it**. Less than a third (30%) stated that they would not consider participating in politics.

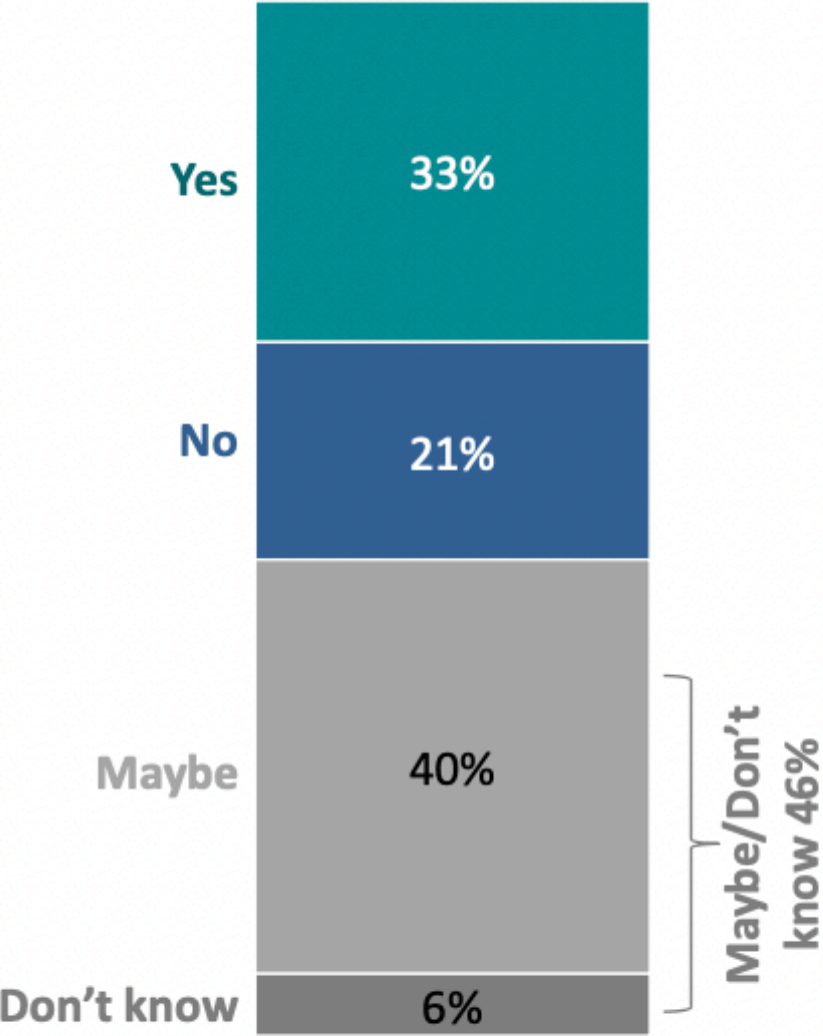
(Base: All respondents – 1,002)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Yes	35%	27%	41%	27%	34%	33%	31%	27%	34%	32%	31%	30%
No	35%	32%	21%	32%	28%	30%	31%	32%	31%	26%	31%	32%
Maybe	27%	36%	34%	35%	34%	31%	32%	35%	31%	40%	30%	34%
Don't know	3%	6%	4%	5%	4%	5%	5%	7%	4%	3%	8%	4%
OC												
Maybe/DK	30%	42%	38%	41%	38%	37%	38%	41%	35%	43%	38%	38%

Overall, one third (33%) would like to become a civic activist or social innovator and 40% might consider it. One fifth (21%) stated that they would not like to pursue this path. Nearly half (46%) of those who identify as non-binary would like to become a civic activist or social innovator.

(Base: All respondents – 1,002)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Yes	31%	31%	46%	29%	38%	35%	29%	30%	37%	39%	33%	33%
No	35%	18%	12%	24%	20%	17%	22%	23%	18%	19%	21%	23%
Maybe	30%	44%	36%	41%	35%	44%	44%	38%	40%	37%	40%	39%
Don't know	4%	6%	6%	7%	7%	4%	5%	9%	5%	5%	6%	6%
OC												
Maybe/DK	35%	50%	42%	47%	42%	48%	49%	46%	45%	42%	46%	45%

CONCLUSIONS:



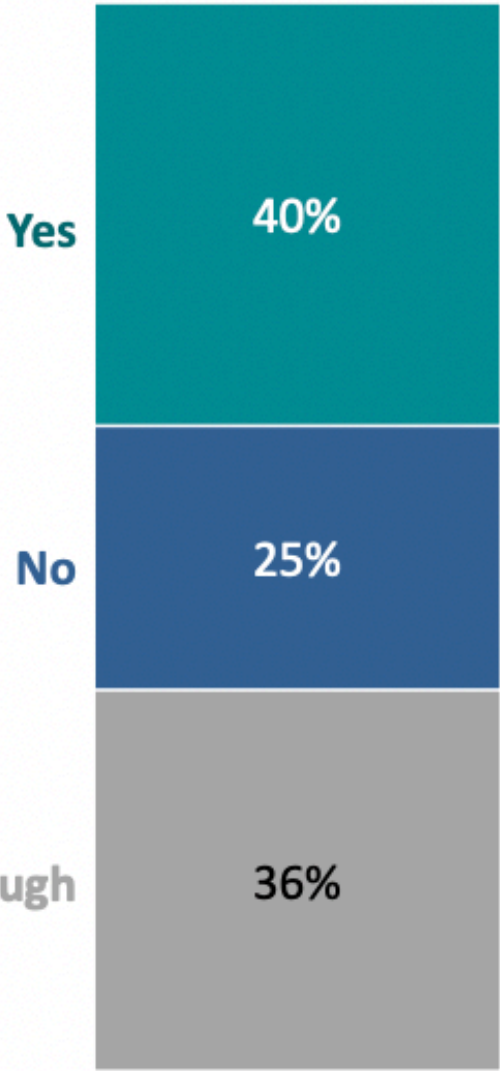
A significant portion of Gen Z is **interested in political engagement and civic activism**, with many considering these paths.

Non-binary individuals show a particularly high level of interest in these areas.



A significant portion (40%) of Gen Z has participated in a community or national-based vote or election. One quarter (25%) has not participated and 36% are not old enough to vote. Participation is highest among 21-27 year olds.

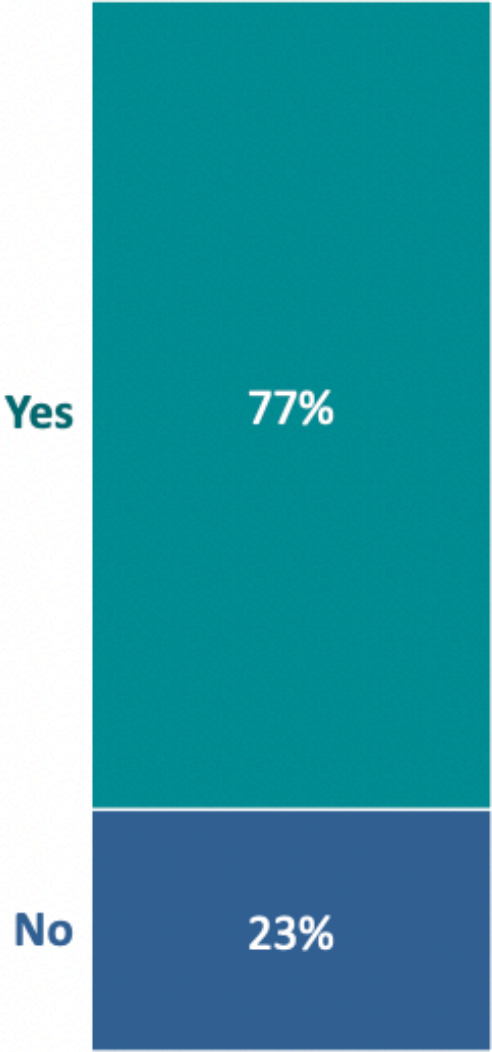
(Base: All respondents – 1,002)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Yes	39%	36%	58%	4%	58%	78%	41%	40%	35%	44%	36%	41%
No	32%	23%	22%	15%	41%	22%	25%	24%	25%	25%	18%	29%

The majority (77%) have participated in a school or organisational-based vote or election.

(Base: All respondents – 1,002)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Yes	78%	77%	76%	77%	76%	79%	77%	80%	75%	76%	80%	77%
No	22%	23%	24%	23%	24%	21%	23%	20%	25%	24%	20%	23%

CONCLUSIONS:

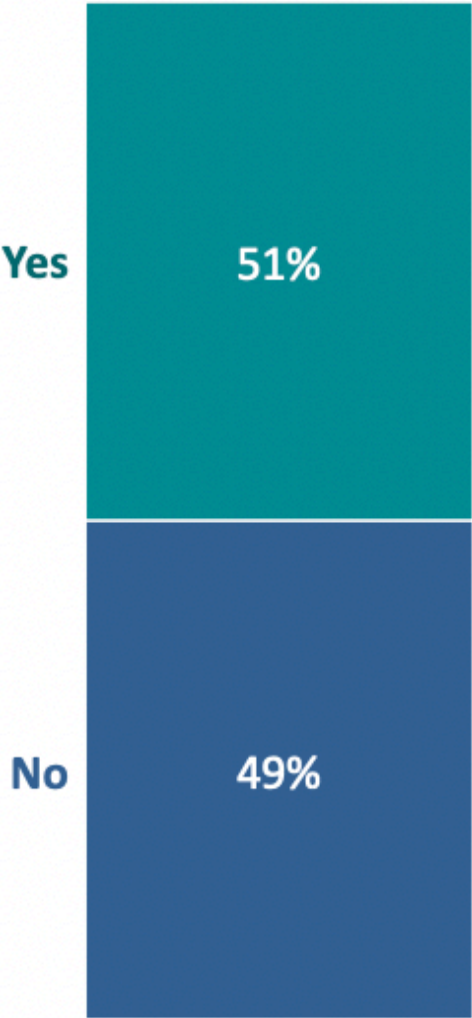


Participation in voting and elections is notable, with Gen Z members aged 21-27 years being more actively involved.



Approximately **half (51%)** have participated in a protest, rally or parade for something important to them or something they believe in. Participation is highest among those who identify as non-binary (80%).

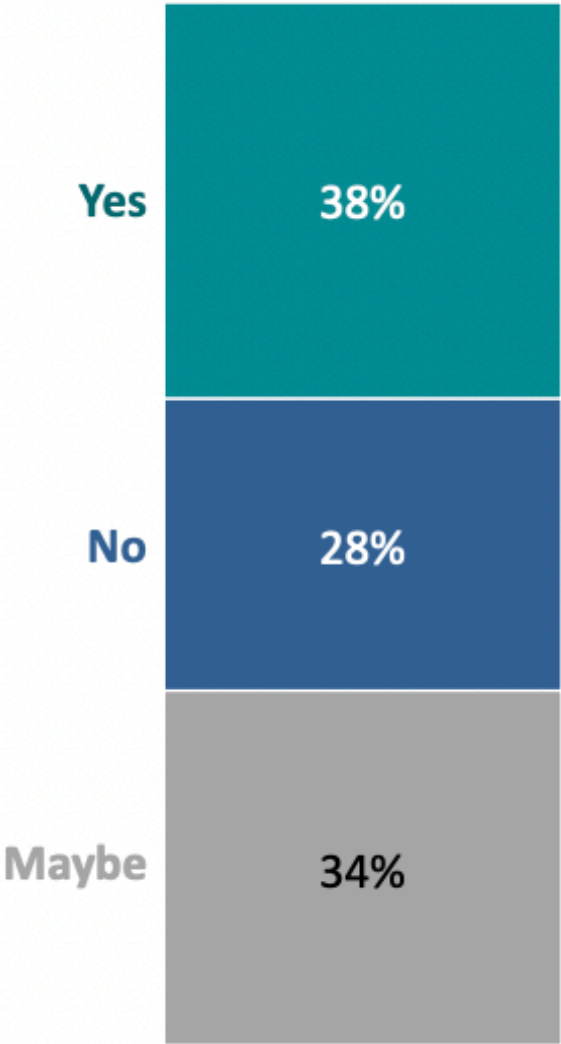
(Base: All respondents – 1,002)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Yes	41%	46%	80%	35%	55%	73%	54%	44%	55%	53%	43%	54%
No	59%	54%	20%	65%	45%	27%	46%	56%	45%	47%	57%	47%

While participating, 38% felt their voices and opinions were heard, 28% did not and 34% were unsure.

(Base: All who ever participated in a Protest / Rally / Parade – 512)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	83	281	138	155	166	191	128	125	158	100	321	72
Yes	31%	39%	41%	42%	33%	39%	35%	36%	45%	33%	46%	36%
No	37%	28%	22%	27%	28%	28%	27%	32%	24%	30%	25%	31%
maybe	31%	33%	37%	31%	39%	32%	38%	32%	31%	37%	29%	33%

CONCLUSIONS:



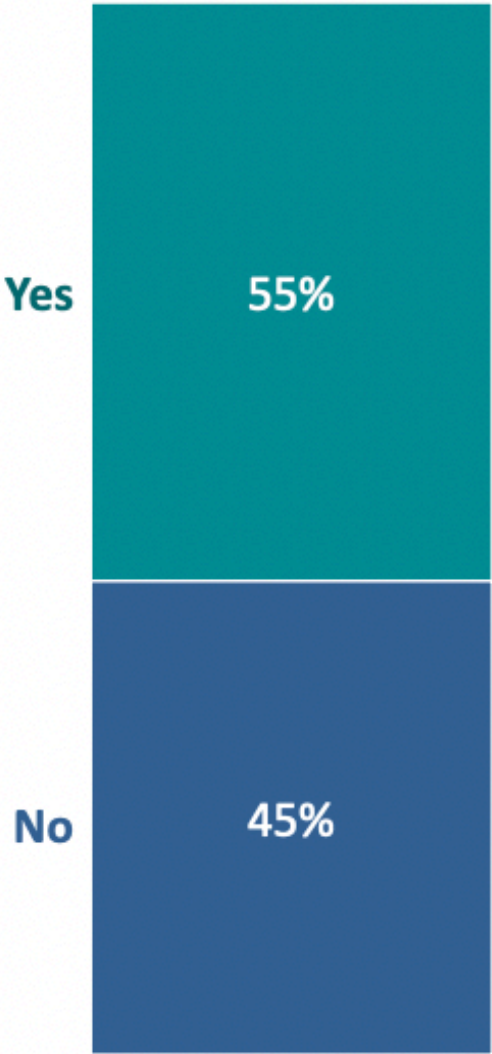
There is **strong engagement** in protests and rallies, especially among non-binary individuals.

However, **the effectiveness** of these actions in terms of feeling heard is mixed.



The **majority (55%)** of Gen Z have made a social media post sharing their views or opinions. Among those who identify as non-binary, **71%** have made such a post.

(Base: All respondents – 1,002)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Yes	46%	52%	71%	44%	59%	67%	56%	55%	55%	52%	52%	55%
No	54%	48%	29%	56%	41%	33%	44%	45%	45%	48%	48%	45%

The vast majority (81%) have re-posted someone else’s post on a social media platform about something related to their views or opinions, with this rising to 92% among those who identify as non-binary.

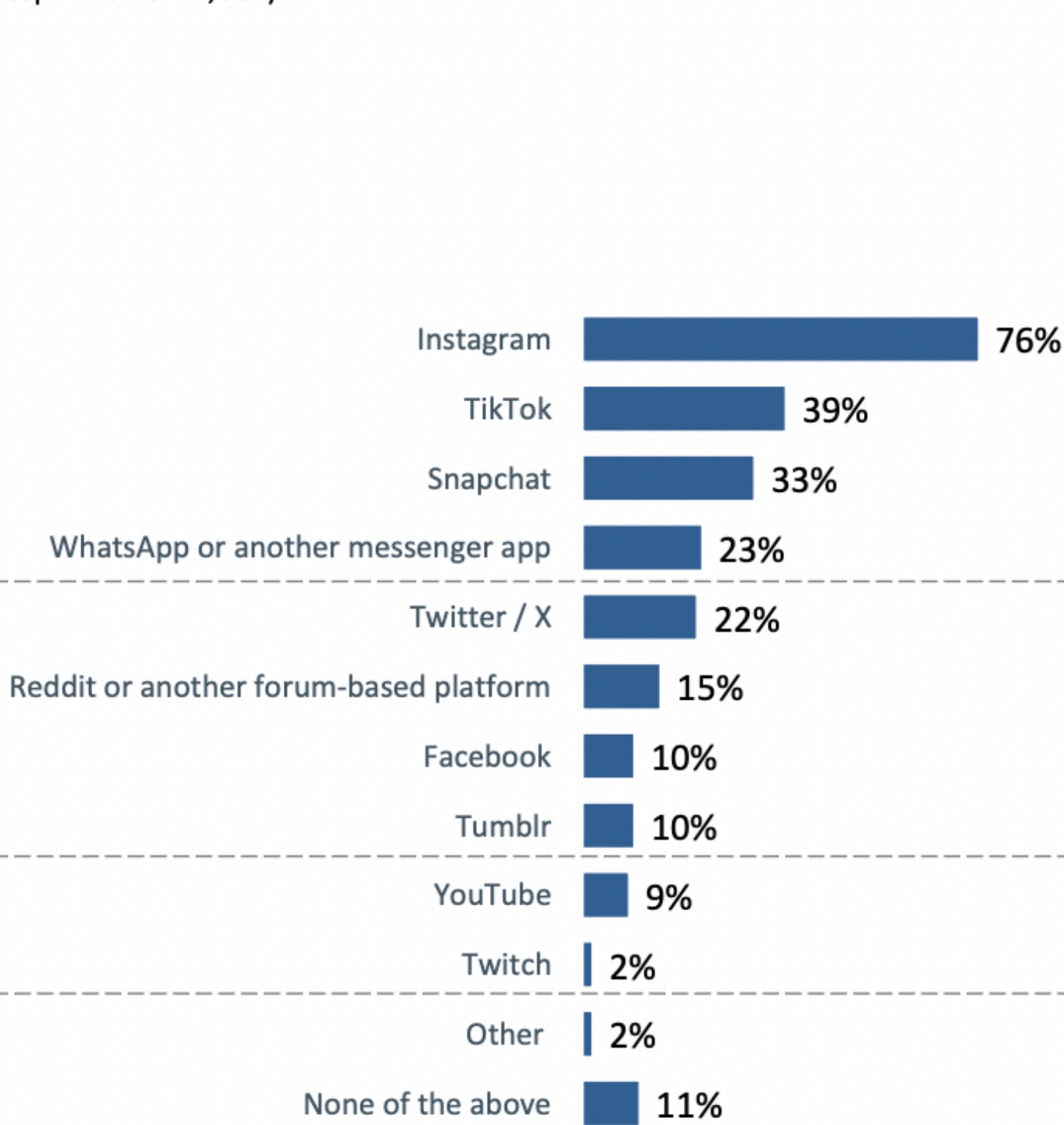
(Base: All respondents – 1,002)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Yes	68%	83%	92%	77%	83%	84%	74%	80%	86%	81%	80%	80%
No	32%	17%	8%	23%	17%	16%	26%	20%	14%	19%	20%	20%

Instagram is the most widely used platform among Gen Z, followed by TikTok and Snapchat. Usage of different social media platforms varies by gender and age.

(Base: All respondents – 1,002)



GENDER			AGE			REGION				TAKE PART IN YSI	
Male	Female	Non-Binary/Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/Ulster	Yes	No
202	612	173	438	301	263	239	282	289	187	275	600
64%	78%	83%	67%	84%	81%	79%	76%	75%	74%	78%	76%
32%	41%	40%	51%	39%	19%	34%	38%	42%	43%	47%	35%
31%	38%	21%	43%	29%	22%	27%	31%	40%	34%	40%	30%
22%	21%	28%	20%	23%	28%	29%	17%	25%	20%	21%	22%
26%	16%	36%	17%	25%	26%	23%	18%	24%	22%	17%	23%
20%	12%	20%	9%	20%	20%	13%	13%	19%	15%	11%	17%
12%	10%	11%	4%	7%	24%	12%	8%	10%	12%	10%	10%
4%	7%	24%	6%	8%	17%	10%	9%	12%	7%	7%	11%
15%	6%	11%	8%	12%	7%	10%	9%	10%	7%	9%	10%
4%	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%	2%
4%	1%	2%	1%	2%	2%	1%	1%	3%	2%	2%	2%
16%	11%	5%	13%	10%	8%	12%	10%	8%	13%	8%	12%

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Q19. What social media platforms have you used to express your views and opinions?

CONCLUSIONS:

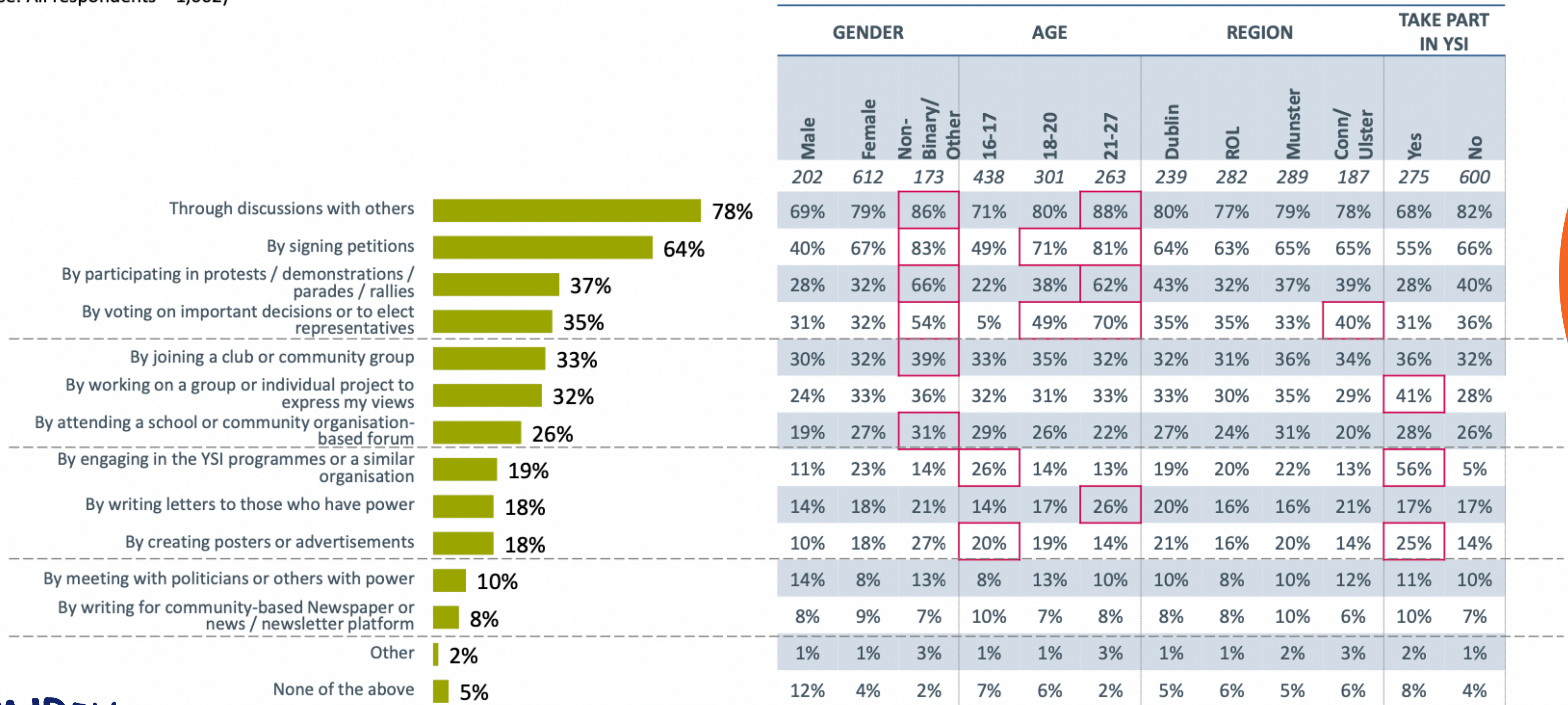
Social media plays a crucial role in expressing views and participating in activism, with high levels of engagement in both posting and re-posting content.

The vast majority believe that information on social media is partially honest and accurate.



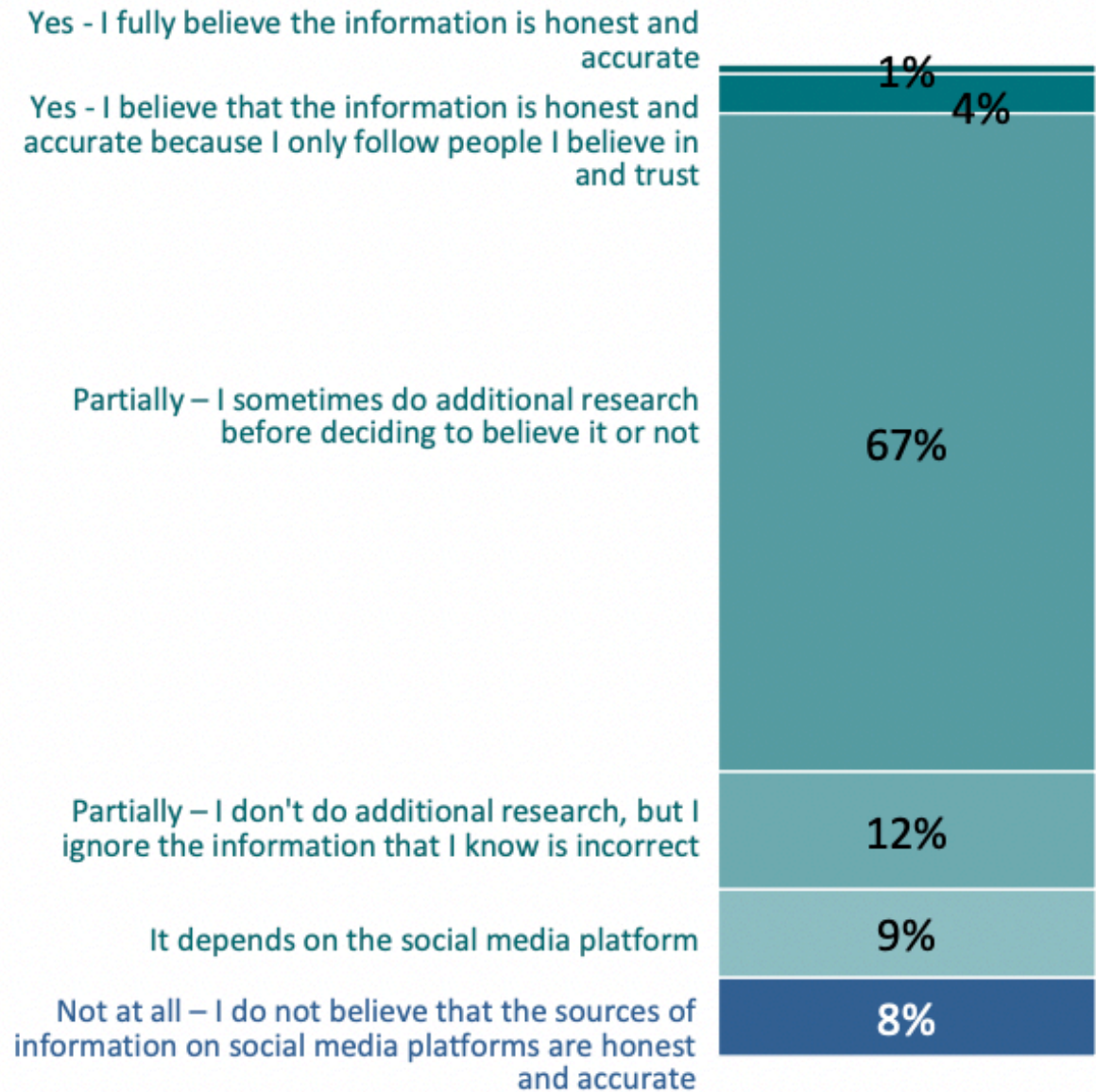
Other common methods for expressing views and opinions include **discussions with others (78%)** and **signing petitions (64%)**.

(Base: All respondents – 1,002)



The greatest proportion (79%) believe that the sources of information on social media platforms are partially honest and accurate.

(Base: All respondents – 1,002)



	GENDER			AGE			REGION				TAKE PART IN YSI	
	Male	Female	Non-Binary/ Other	16-17	18-20	21-27	Dublin	ROL	Munster	Conn/ Ulster	Yes	No
	202	612	173	438	301	263	239	282	289	187	275	600
Yes - I fully believe the information is honest and accurate	2%	1%	0	2%	*	0	1%	*	2%	1%	3%	1%
Yes - I believe that the information is honest and accurate because I only follow people I believe in and trust	5%	3%	5%	6%	2%	4%	5%	3%	4%	3%	4%	4%
Partially - I sometimes do additional research before deciding to believe it or not	51%	70%	73%	61%	74%	69%	62%	72%	68%	65%	63%	69%
Partially - I don't do additional research but I ignore the information that I know is incorrect	17%	12%	4%	16%	8%	8%	13%	10%	11%	13%	12%	12%
It depends on the social media platform	9%	8%	13%	10%	9%	7%	12%	7%	7%	11%	9%	9%
Not at all - I do not believe that the sources of information on social media platforms are honest and accurate	15%	6%	5%	5%	7%	12%	7%	7%	8%	8%	10%	7%

GEN Z INDEX

Q23. Do you believe that the sources of information on social media platforms are honest and accurate?

CONCLUSIONS:



Besides social media,
discussions and petitions
are also important methods for Gen
Z to express their opinions and
engage in civic matters.



GEN Z iINDEX

2024



admin@ysi.ie



01 645 8030



ysi.ie



info@amarach.com



01 410 5200



amarach.com