

Civic participation is strong but changing

Millennials and Gen Z are just as likely to be active participants in society and politics. However, for the under 30s, the means of engagement is likely to be very different. Their engagement is primarily done online, through social media or civic tech platforms. These tools give young citizens a greater voice in their community, help them express their concerns and priorities and build a long-term bond with local or national government.

While young people's commitment to voting is in decline in many democracies today, large numbers of young people are nevertheless strongly committed to [non-conventional and civic forms of participation](#).

[Teenagers are not trailblazing on traditional channels of political involvement, but neither are they selfishly doing nothing](#). Three in ten British teenagers think it likely they will contribute to a discussion or campaign on social media. Generation Z in the UK are half as likely as Baby Boomers to think immigration is a major concern. Gen Z also seem to be more likely to value ethical purchasing. A quarter of teenagers say they have avoided certain products because of the conditions under which they were produced or what they are made from.

Voting is still important for many but they want to engage differently. The recent rise in political participation in citizens ages 16-24 in both the United States and the United Kingdom shows that young voters are eager to engage, and [should therefore be given appropriate means to do so](#).

The COVID-19 pandemic has made social distancing the norm across the country and even more of civic life has shifted to virtual environments. [This shift toward online engagement may better reach young voters](#), especially those who are new or first-time voters who campaigns might not otherwise contact.