

Spotlight on Gen Z

The SSRS Opinion Panel is a nationally representative probability-based panel of U.S. adults 18 and older that is a uniquely reliable source for studying the varied opinions and experiences of 18- to 29-year-olds, as well as 14- to 17-year-old Gen Z teens.



The SSRS Opinion Panel can help
Public Health and Policy Researchers:



Field nationally representative surveys of U.S. adults* who are a part of Gen Z



Conduct in-depth qualitative research with Gen Z adults* to understand daily experiences and opinions

The SSRS Opinion Panel has Large Enough Samples of Adults*
to Study the Experiences of Gen Z who are:



Men v. women



Lower-income
v. middle- and
higher-income
adults



Identify as LGBTQ+



Different racial
and ethnic groups



Parents of
children under 18
v. non-parents



Primary decision
makers in the
household



Employed v.
those not working



Married v. living
with a partner v. not
living with a partner



Diagnosed with
a chronic health
condition or has
a disability



Democrats v.
Republicans v.
Independents; and
those who voted in
the 2024 elections



Living in urban
v. suburban
v. rural areas



Living in
different regions
of the U.S.

**We can also conduct research with 14- to 17-year-old Gen Z youth*

To Learn More About Our Gen Z Population, Contact Us at info@ssrs.com



SSRS is an industry leader in health policy and healthcare research. We are the preferred partner of many of the nation's elite organizations working to improve public health and health policy, address health inequities, and increase public access to quality care. Learn more about our work in health policy and healthcare at ssrs.com > [research-areas](#) > [health-care-health-policy](#).