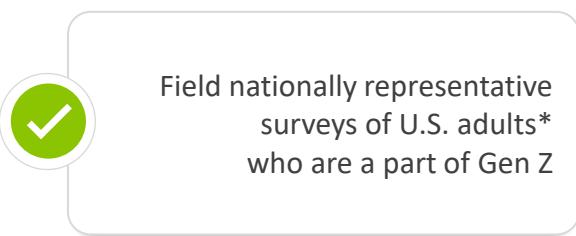


Spotlight on Gen Z

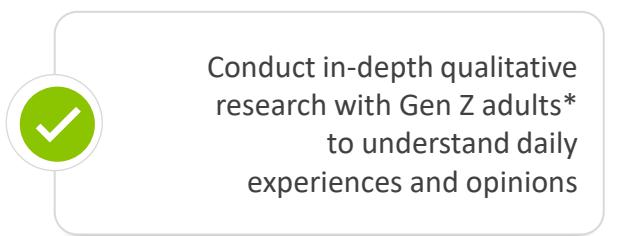
The SSRS Opinion Panel is a nationally representative probability-based panel of U.S. adults 18 and older that is a uniquely reliable source for studying the varied opinions and experiences of 18- to 29-year-olds, as well as 14- to 17-year-old Gen Z teens.



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

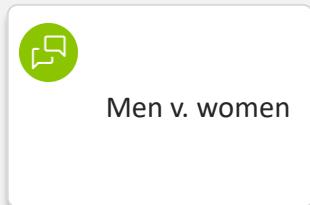


Field nationally representative surveys of U.S. adults* who are a part of Gen Z

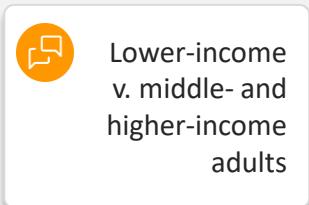


Conduct in-depth qualitative research with Gen Z adults* to understand daily experiences and opinions

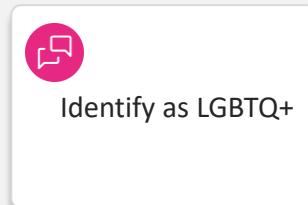
The SSRS Opinion Panel has Large Enough Samples of Adults* to Study the Experiences of Gen Z who are:



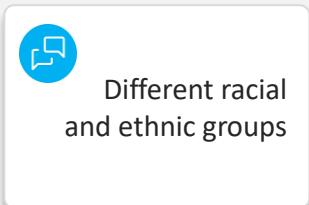
Men v. women



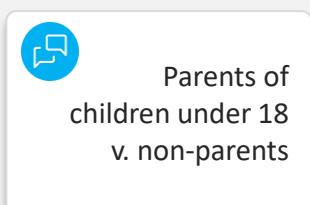
Lower-income v. middle- and higher-income adults



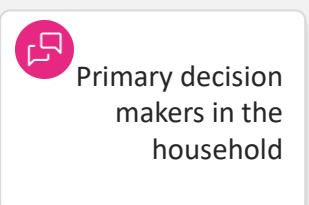
Identify as LGBTQ+



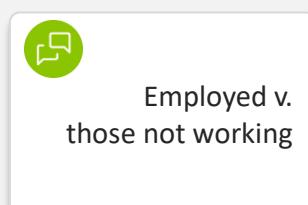
Different racial and ethnic groups



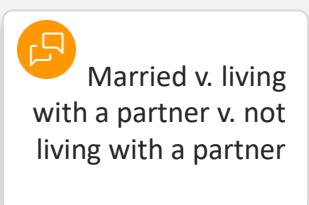
Parents of children under 18 v. non-parents



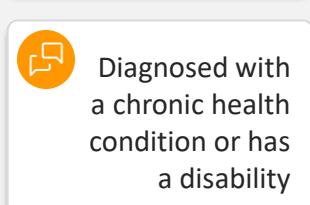
Primary decision makers in the household



Employed v. those not working



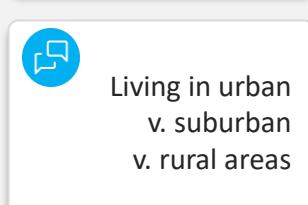
Married v. living with a partner v. not living with a partner



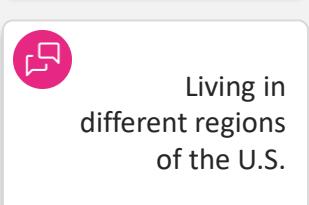
Diagnosed with a chronic health condition or has a disability



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](http://ssrs.com/research-areas/health-care-health-policy).