

**RS POLITICAL STRATEGIES**

# 2026 Gen Z Playbook

RS Political Strategies

*Updated February 2026 - Includes White House Midterm Strategy Briefing Insights*

**Housing. Debt. Jobs. Purpose. Position.**  
**Gen Z deals in reality, not 2020's millennial-coded distractions.**

*Reality vs. Polls vs. What You Can Make People Believe*

Full version: \$199 (Digital Download)
Preview (Pages 1-5): Free
Premium Consulting: Custom Race Audit + 1-Hour Strategy Call: \$750-\$1,500
Social Media Audit & Consult: \$500-\$1,000

*RS Political Strategies - Connecting Data to Reality for Winnable Conservative Wins*

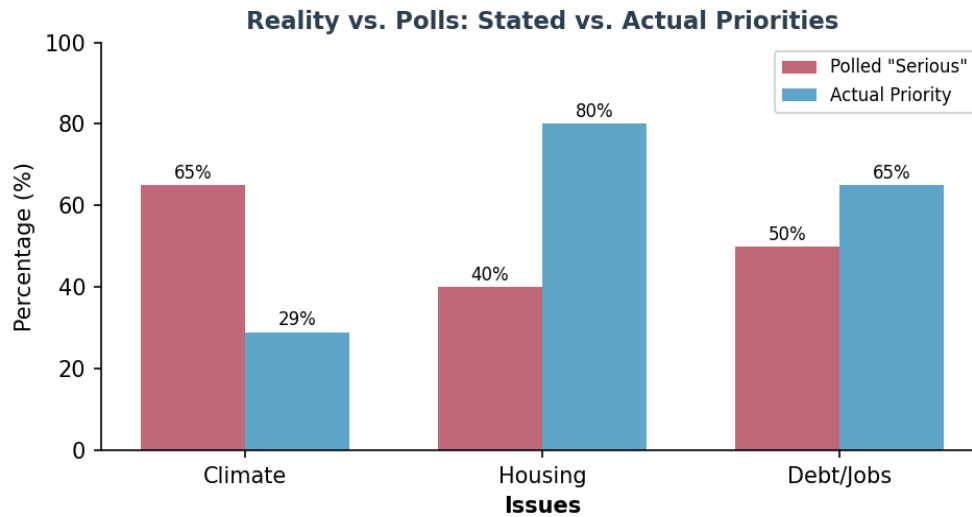
# Reality vs. Polls vs. Forced Narrative

Most 2026 strategies will fail because they rely on polls that misrepresent voter priorities by 20-40%. Gen Z doesn't care about climate (29% actual priority) despite 65% stating it's "serious" in surveys. They care about housing costs up 47% since 2020, debt burdens, and jobs in an economy where youth unemployment sits at 10.4%. This playbook shows you how to cut through polling noise to reach the real drivers of votes.

**FEBRUARY 2026 UPDATE:** The White House's own midterm strategy briefing confirmed this playbook's core thesis. Chief pollster Tony Fabrizio told ~75 senior Republicans that the economy dominates all other issues for 2026, and that voters must "feel" improvements, not just hear about them. Stated improvements won't help; revealed experience drives votes. This is exactly what we've been saying: the gap between what polls report and what voters actually experience is where elections are won or lost.

## Why Polls Lie:

Response bias skews data - people give socially desirable answers. The 2020 and 2024 elections underestimated Trump support by 3-5 points in battlegrounds due to "shy voters." Market research firms routinely miss by 20-40% on Gen Z priorities. Stated preferences diverge from revealed preferences, leading campaigns astray. As the White House's own strategists now acknowledge, telling voters the economy is improving won't work - they have to feel it in their rent, their grocery bill, and their paycheck.

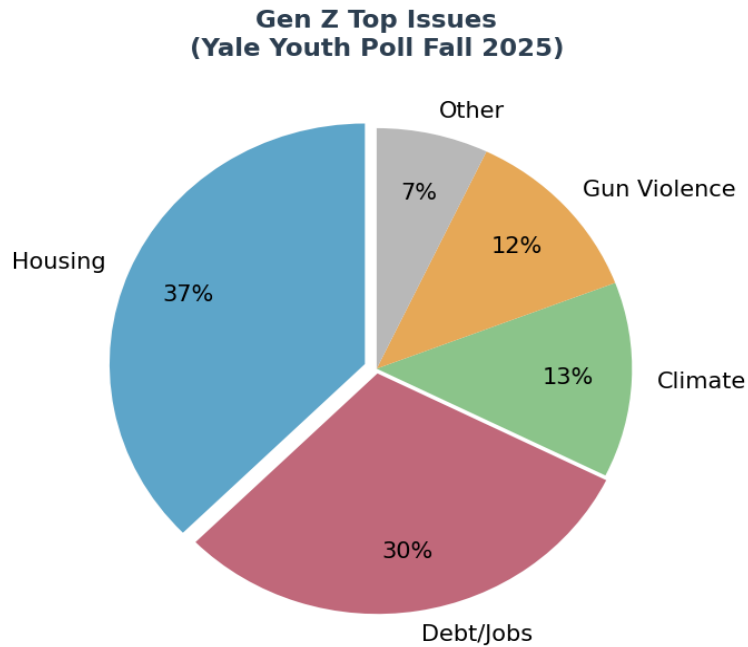


## Reality Drives Votes:

Housing costs are up 47% since 2020. Youth unemployment is 10.4% (double the national average). The average age for first-time homebuyers is now 38. These are the actual pain points Gen Z faces daily, and they drive voter behavior far more than abstract concerns. When 80% cite housing as critical and 65% prioritize debt/jobs, campaigns ignoring wallet issues lose.

## CRITICAL WARNING:

Gen Z support for Trump specifically has cratered since the 2024 election, particularly among men. The 2024 gains were real but fragile, and we'll show you exactly how dramatic this decline has been in our updated polling analysis below. This playbook focuses on economic messaging that transcends any single candidate - housing, debt, and jobs remain the winning issues regardless of post-election approval fluctuations. Don't assume 2024's numbers carry forward without maintaining the wallet-issue focus that created them.



## Forced Narrative Is a Strategic Tool.

Some positions may appear unpopular at first, but they can gain traction if you effectively control the information landscape. Positioning yourself and your party to build popularity around a belief or policy is essential and proven effective. For example, people may initially express opposition to intervention abroad, but if executed smoothly with positive outcomes, public opinion shifts rapidly, as historical data from post-2024 foreign policy polls shows (CNN: 61% under-30 said too much international focus, yet approval flips with demonstrated wins).

# Psychographic Insights: Beyond Demographics

Demographics tell you who voters are. Psychographics tell you why they vote. By layering Activities, Interests, and Opinions (AIO) profiling on top of age, gender, and location data, campaigns can boost targeting accuracy by 20-30%.

## Gen Z Is Not a Monolith

Tufts CIRCLE 2025 segments Gen Z into three distinct psychographic profiles:

- **Passive Appreciation (63%):** Value democracy but are disengaged with low institutional trust. Economic messaging on wallet issues pulls them in.
- **Dismissive Detachment (~30%):** Completely checked out of political participation. They respond to strength-based vibes and tangible results, not ideology.
- **Hostile Dissatisfaction (7%):** Dissatisfied and open to extremes. Smallest segment but loudest online. Don't chase them; they'll come if you project authority.

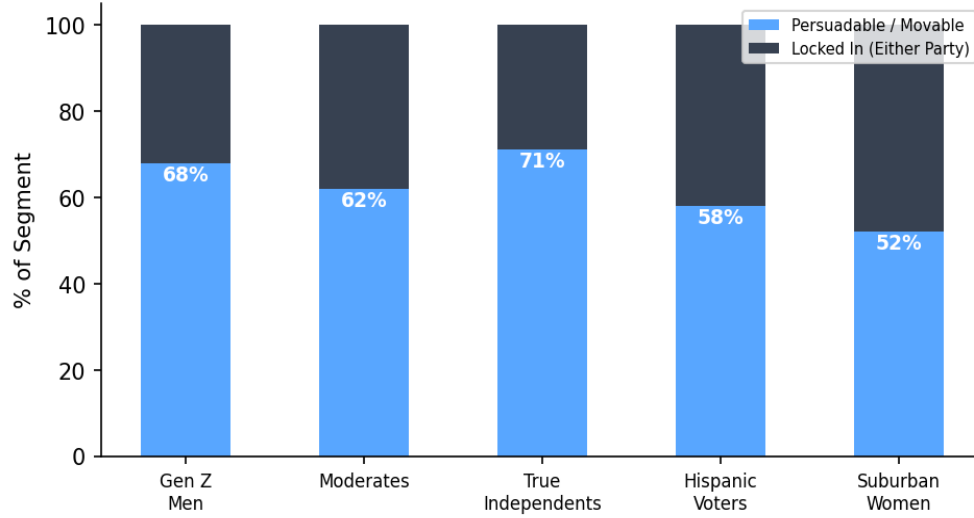
## Key Data Points

- Harvard IOP Fall 2025: 43% report economic insecurity. 43% identify as independents. 70% prefer strong leadership vibes over partisan loyalty.
- Yale Youth Poll 2025: 18-21 trend conservative by +11.7 pts; 22-29 lean Dem by +6.4. Self-ID: 39% liberal, 32% conservative.
- Ipsos Generations 2025: Gender divide intensifying. Men lean conservative/traditional; women lean progressive.

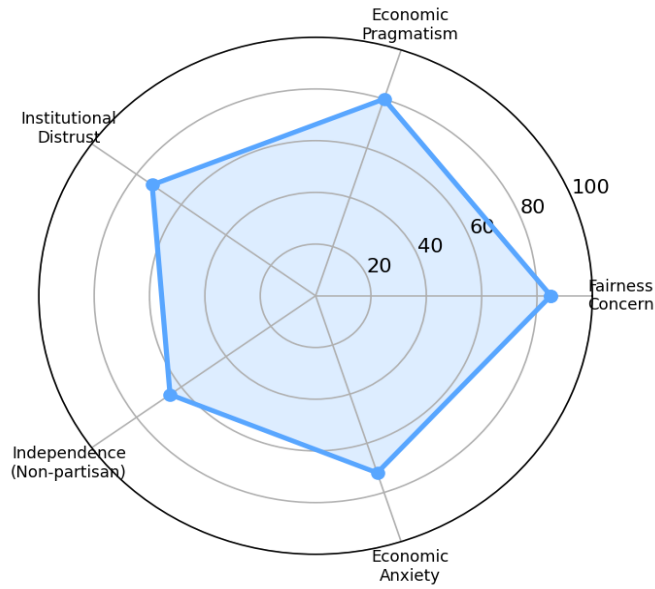
## Who Are the Persuadables?

The February 2026 White House midterm briefing identified four key persuadable voter groups: men, moderates, true independents, and Hispanic voters. This aligns precisely with our psychographic data showing Gen Z men trending conservative (+11.7 among 18-21) while independents make up 43% of Gen Z overall. Hispanic Gen Z voters are a particularly high-value target, responding to economic messaging on housing and jobs over cultural appeals.

**2026 Persuadable Voter Segments  
(Fabrizio/White House Data, Feb 2026)**



**Gen Z AIO Profile  
(Psychographic Index)**



## [ END OF FREE PREVIEW ]

**Get the Full Playbook for \$199 to Unlock the Rest.**

**The full playbook includes:**

- Positioning Yourself for Popularity with Gen Z While Maintaining Trust Among Seniors
- Three Plug-and-Play Messaging Templates with actionable policy solutions (housing, health insurance transparency, prescription drug costs, tax cut extensions)
- Social Media Strategy: Do It Well or Don't Do Much at All (Trump 2015 vs. DHS 2025 case study)
- Low-Cost Outreach: Podcasts over national media, targeted social (FB/IG/TikTok), grassroots tactics
- Lessons from TN-7 special election: 13-point swing in a Trump+22 district
- Full persuadable voter analysis with actionable targeting by segment