AGE 45 IS THE OVER/UNDER LINE IN US POLITICS

• Michael D. Hais, Ph.D.
• September 12, 2023

• Brookings Institution, Young Voters Webinar
Millennials and Plurals Projected to Be Majority of Potential Voters by 2028

Data source: U.S. Census Bureau 5-year population projections
Plurals Are the First “Majority-Minority” Generation in US History

- Nearly half of Plurals (42%) and a quarter of Millennials (26%) say they can speak a language other than English well enough to hold a conversation compared with about one in ten Boomers (12%) and members of the Silent generation (10%).

Data Source: Center for American Progress Foreign Policy Survey (February-March, 2019)
Plurals are the Least Religious and Least Christian Generation in US History

<table>
<thead>
<tr>
<th></th>
<th>TOTALS</th>
<th>PLURALS</th>
<th>MILLENNIALS</th>
<th>GEN X</th>
<th>BOOMERS</th>
<th>SILENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protestant*</td>
<td>30%</td>
<td>26%</td>
<td>20%</td>
<td>22%</td>
<td>24%</td>
<td>54%</td>
</tr>
<tr>
<td>Catholic</td>
<td>15%</td>
<td>40%</td>
<td>32%</td>
<td>27%</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Non-Christian Denominations</td>
<td>12%</td>
<td>14%</td>
<td>5%</td>
<td>12%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>None/Agnostic/Atheist</td>
<td>5%</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Prefer Not to Say</td>
<td>23%</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>12%</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Includes Mormons

Data Source: Center for American Progress Foreign Policy Survey (February-March, 2019)
Reaching Younger Voters Requires Using Social Media

Plurals and Millennials Prefer to Use Digital to Get News and Trust it More as a News Source

- Since 2016, trust in social media sites as a news source has increased while declining in local and national news organizations. Democratic coalition demographics—younger voters and people of color—are particularly trusting.

Source: Pew Research Center, September 20, 2022
America’s Youngest Generations Voted
Overwhelmingly Democratic for Congress in the 2022 Midterm Elections

Source: Pew Research Center, December 1, 2022
The 2022 Democratic Advantage Among Young Voters in Battleground States Allowed the Democrats to Recapture Senate Control

Source: NBC 2022 General Election National Exit Poll
Gender Gap Has Disappeared Among Plurals and Millennial White Voters

Data Source: Pew Research Center post-election survey, November 16-27, 2022

- Males 18-44: Republican 43%, Democrat 55%
- Females 18-44: Republican 47%, Democrat 52%
- Males 45+: Republican 67%, Democrat 31%
- Females 45+: Republican 58%, Democrat 41%

Data Source: Pew Research Center post-election survey, November 16-27, 2022
No Gender Gap Among African-Americans

Data Source: Pew Research Center post-election survey, November 16-27, 2022
Gender Gap Has Disappeared Among
Plural and Millennial Hispanics

Data Source: Pew Research Center post-election survey, November 16-27, 2022
Younger and Older Republicans Diverge Significantly on Social Issues, Democrats Broadly United

- 54% of Younger Republicans (18-44) and 34% of Older Republicans (45+) believe America's openness to people from all over the world is essential to who we are as a nation.
- 37% of Younger Republicans (18-44) and 23% of Older Republicans (45+) think white people have advantages black people don't.
- 34% of Younger Republicans (18-44) and 28% of Older Republicans (45+) believe women have obstacles men don't.

Source: Pew Research Center, October 20, 2022
Millennials and Plurals Solidly Support Keeping Abortion Legal Across Gender, Ethnic and Partisan Lines

18–44-year-old men (66%) and women (70%) equally support keeping abortion legal.
White (67%), black (69%), and Hispanic (69%) 18–44-year-olds equally favor keeping abortion legal.
No generation gap among Democrats: 18-44 (84%) and 45+ year old (86%) equally support keeping abortion legal.
As on other social issues, a generation gap among Republicans: 47% of 18–44-year-old Republicans in contrast to 34% of 45+ Republicans favor keeping abortion legal.

Data source: Pew Research Center, March 27-April 2, 2023