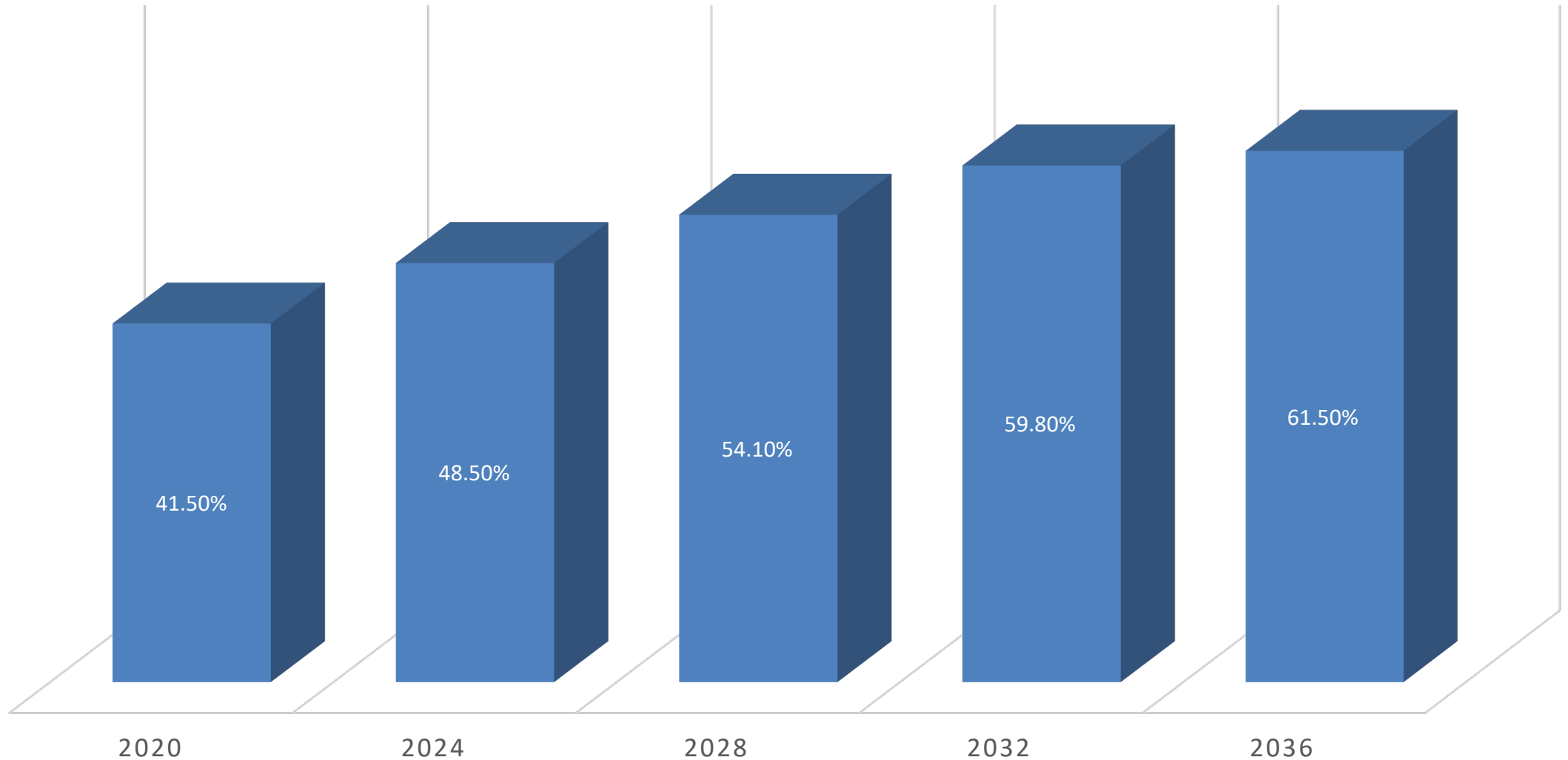


**AGE 45 IS  
THE  
OVER/UNDER  
LINE IN US  
POLITICS**

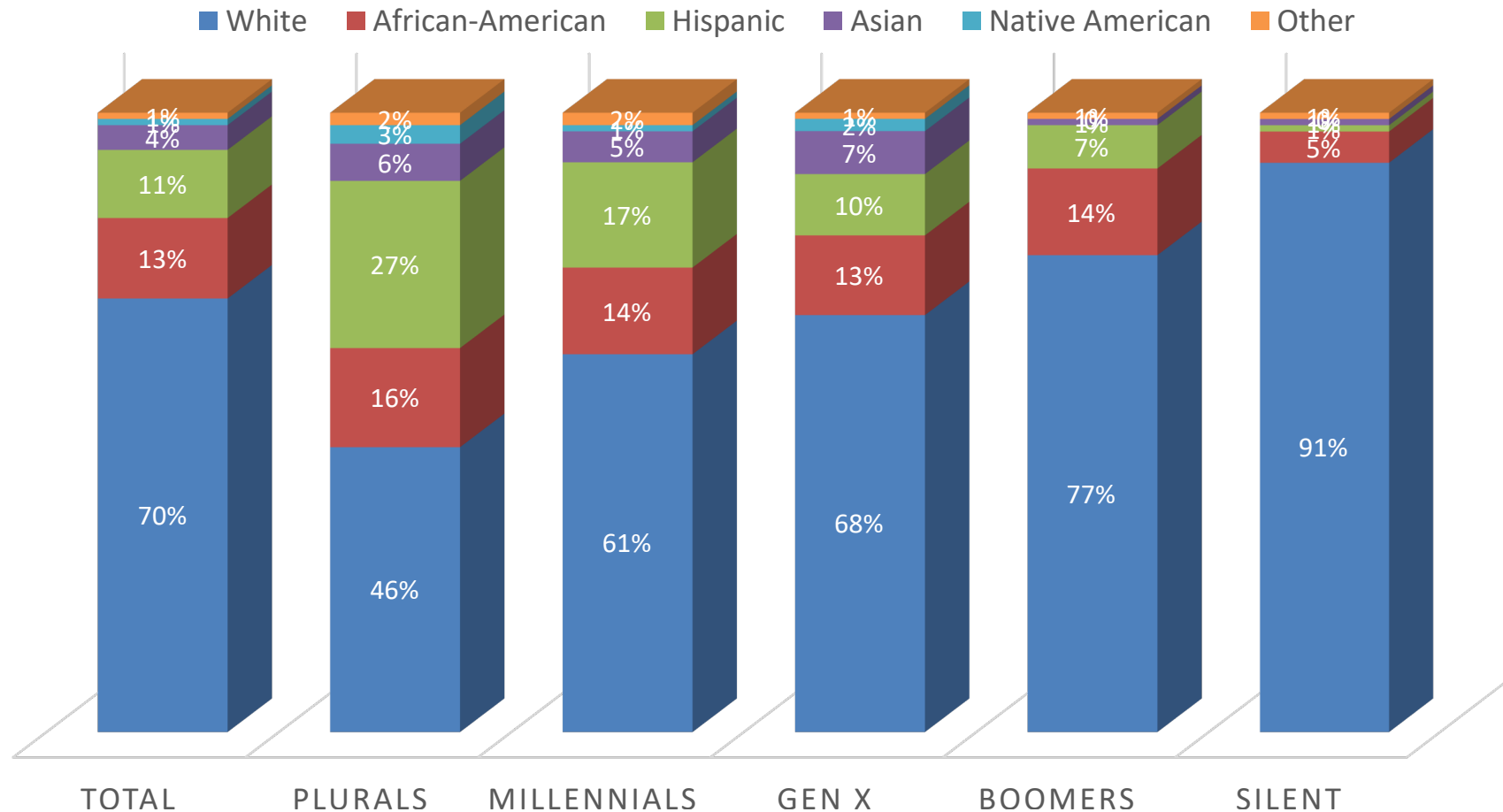
- Michael D. Hais, Ph.D.
- September 12, 2023
  
- *Brookings Institution, Young Voters Webinar*

# Millennials and Plurals Projected to Be Majority of Potential Voters by 2028



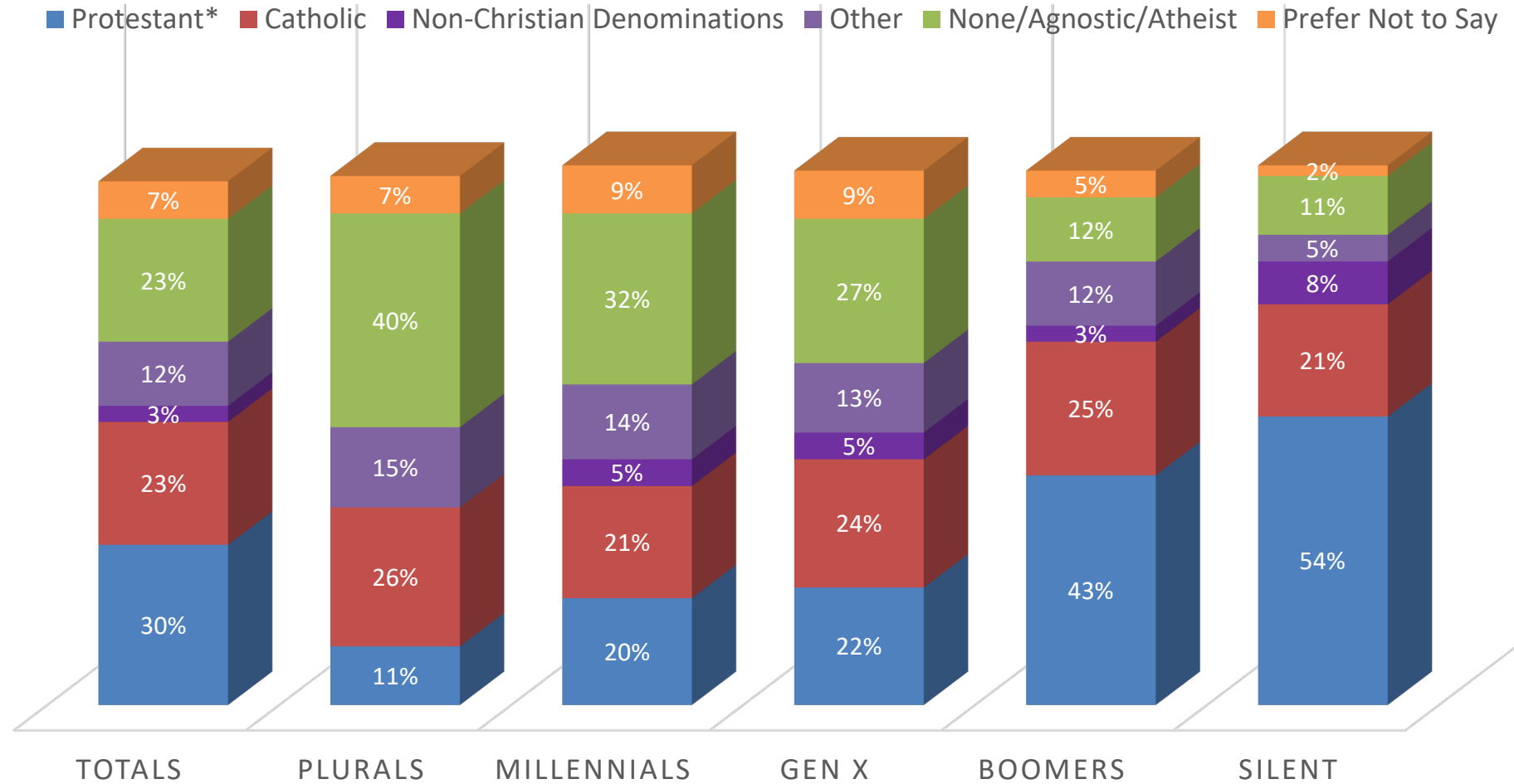
Data source: U.S. Census Bureau 5-year population projections

# 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%).

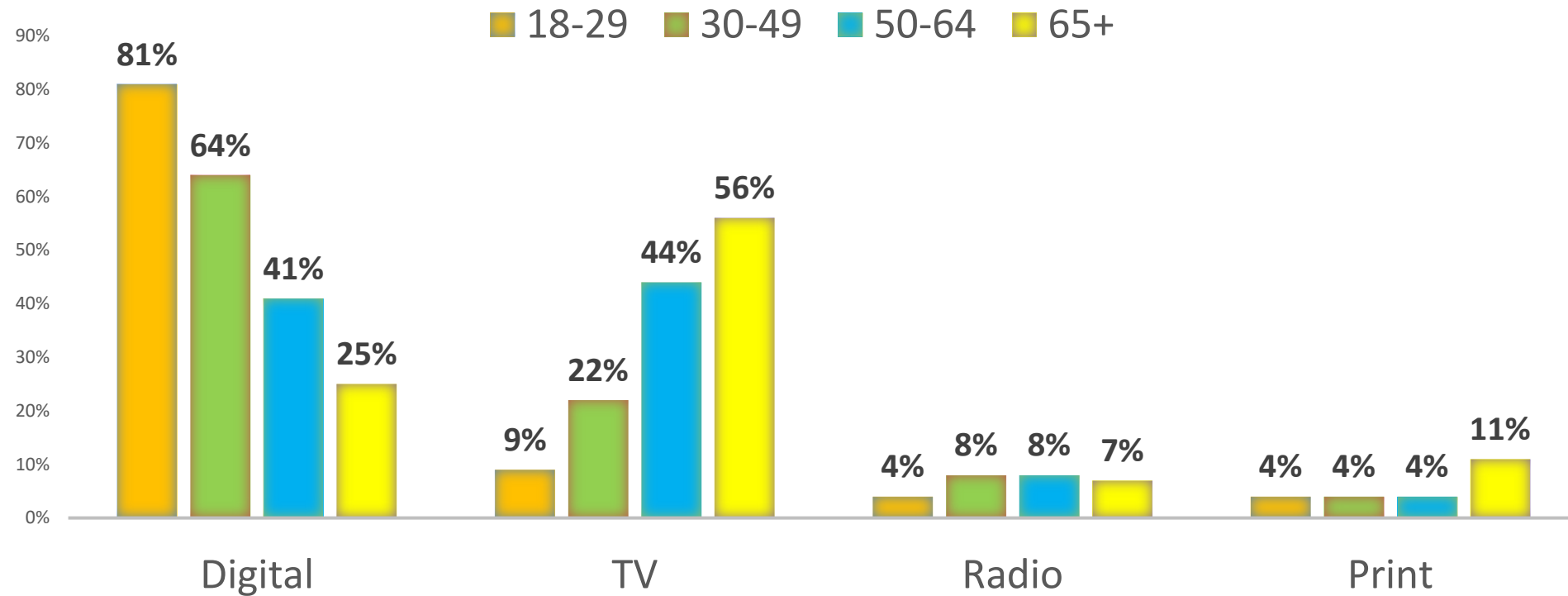
# Plurals are the Least Religious and Least Christian Generation in US History



\*Includes Mormons

# Reaching Younger Voters Requires Using Social Media

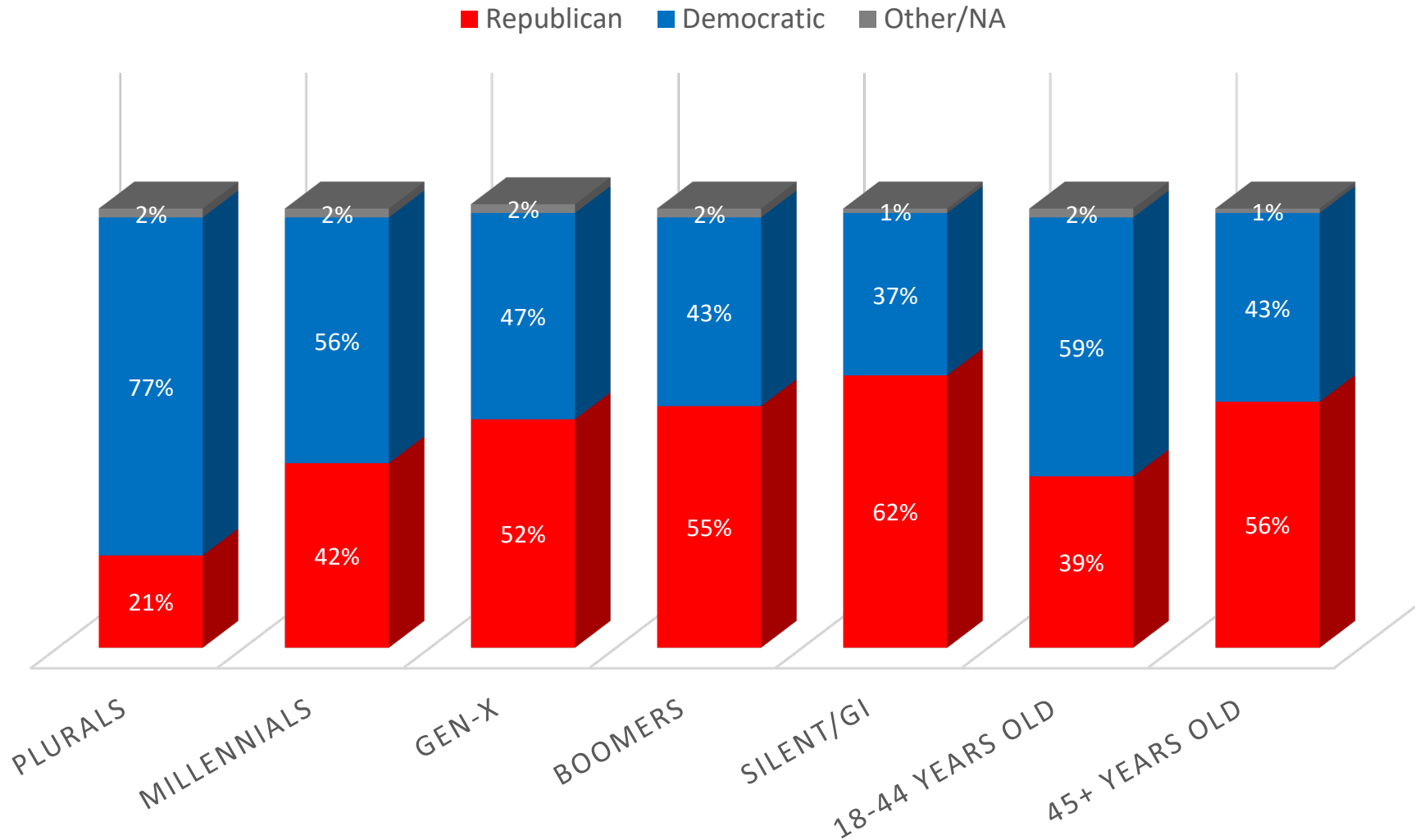
Plurals and Millennials Prefer to Use Digital to Get News and Trust it More as a News Source



- 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.

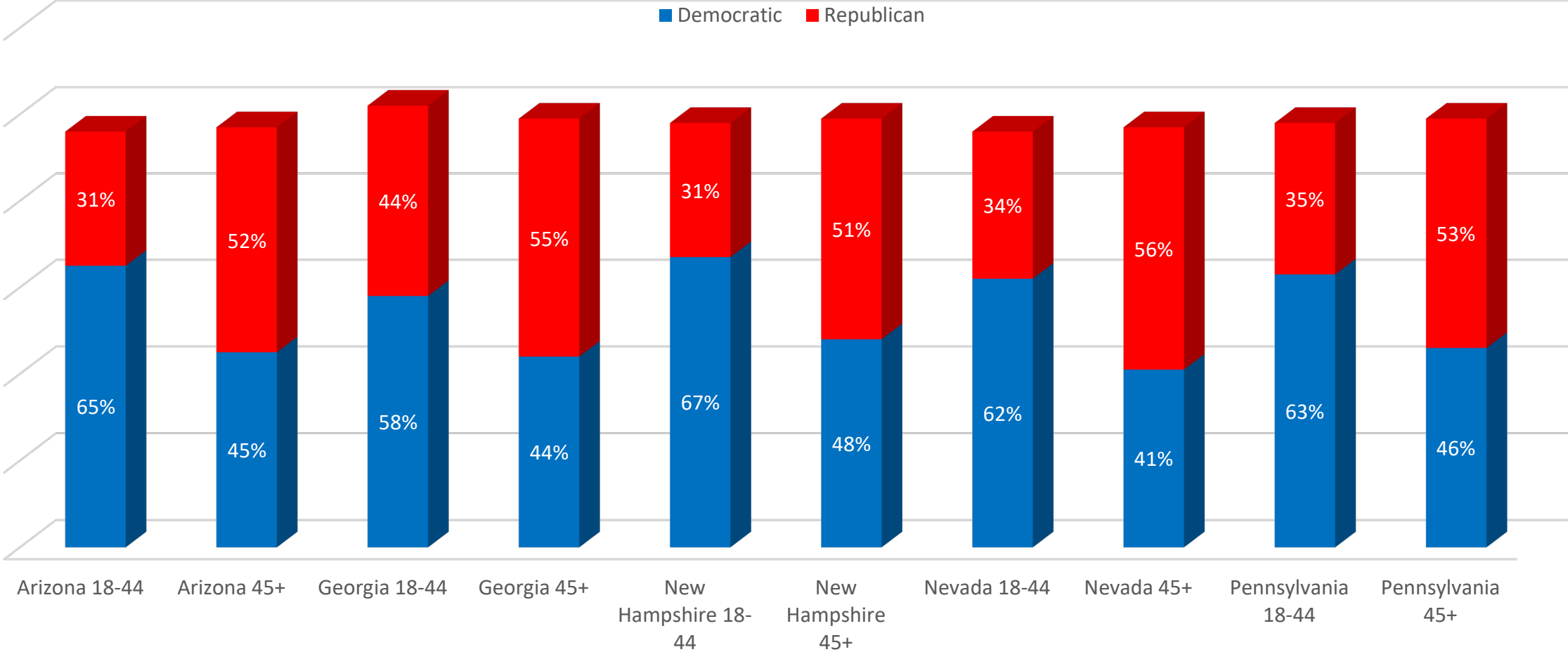
# America's Youngest Generations Voted

## Overwhelmingly Democratic for Congress in the 2022 Midterm Elections



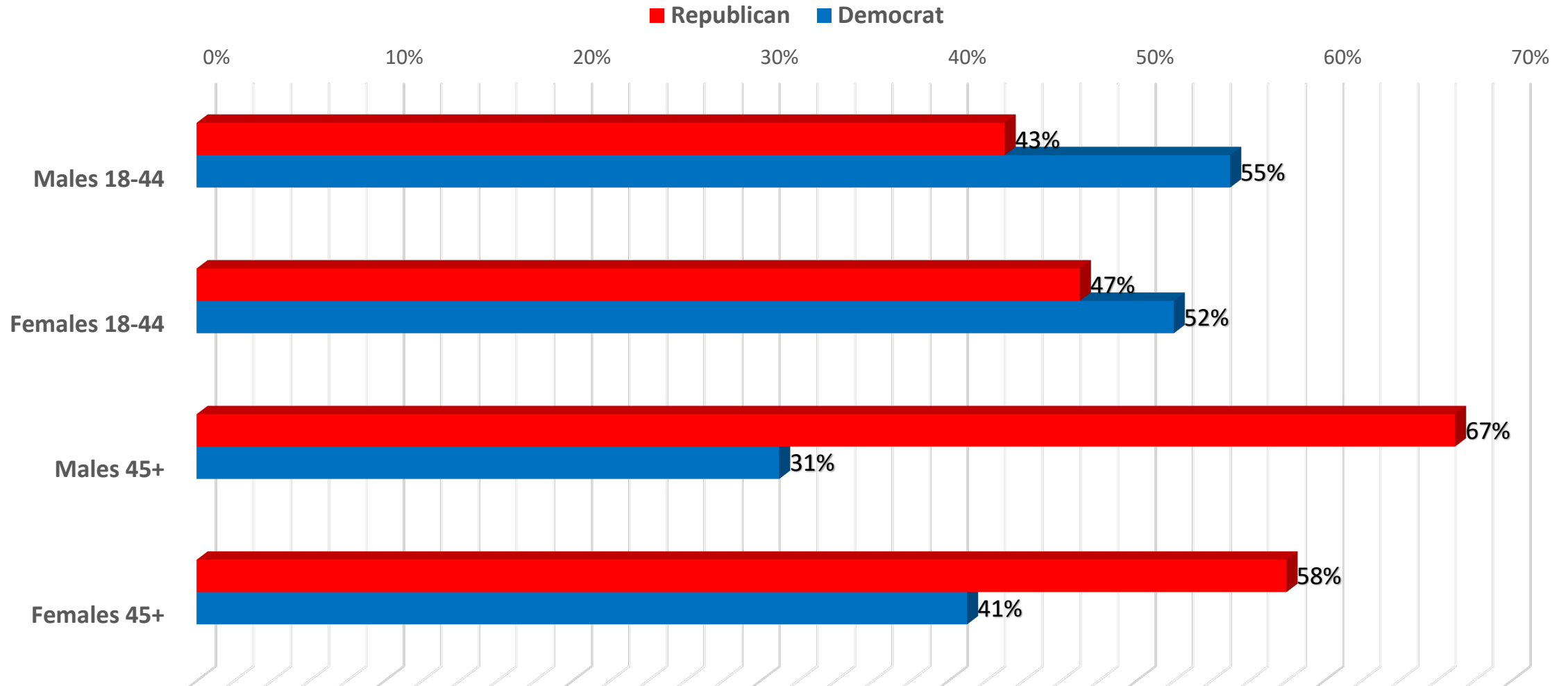
Source: Pew Research Center, December 1, 2022

# 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

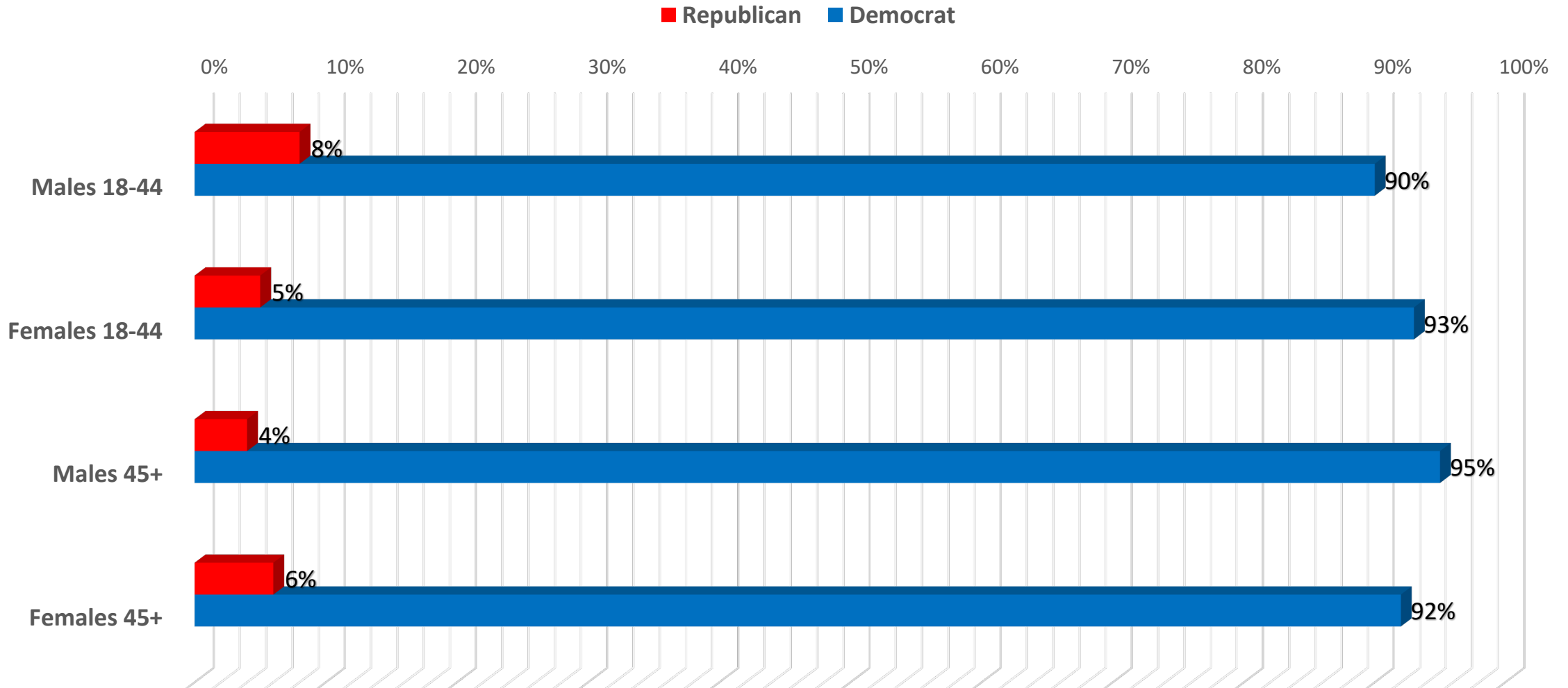
# Gender Gap Has Disappeared Among Plurals and Millennial White Voters



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

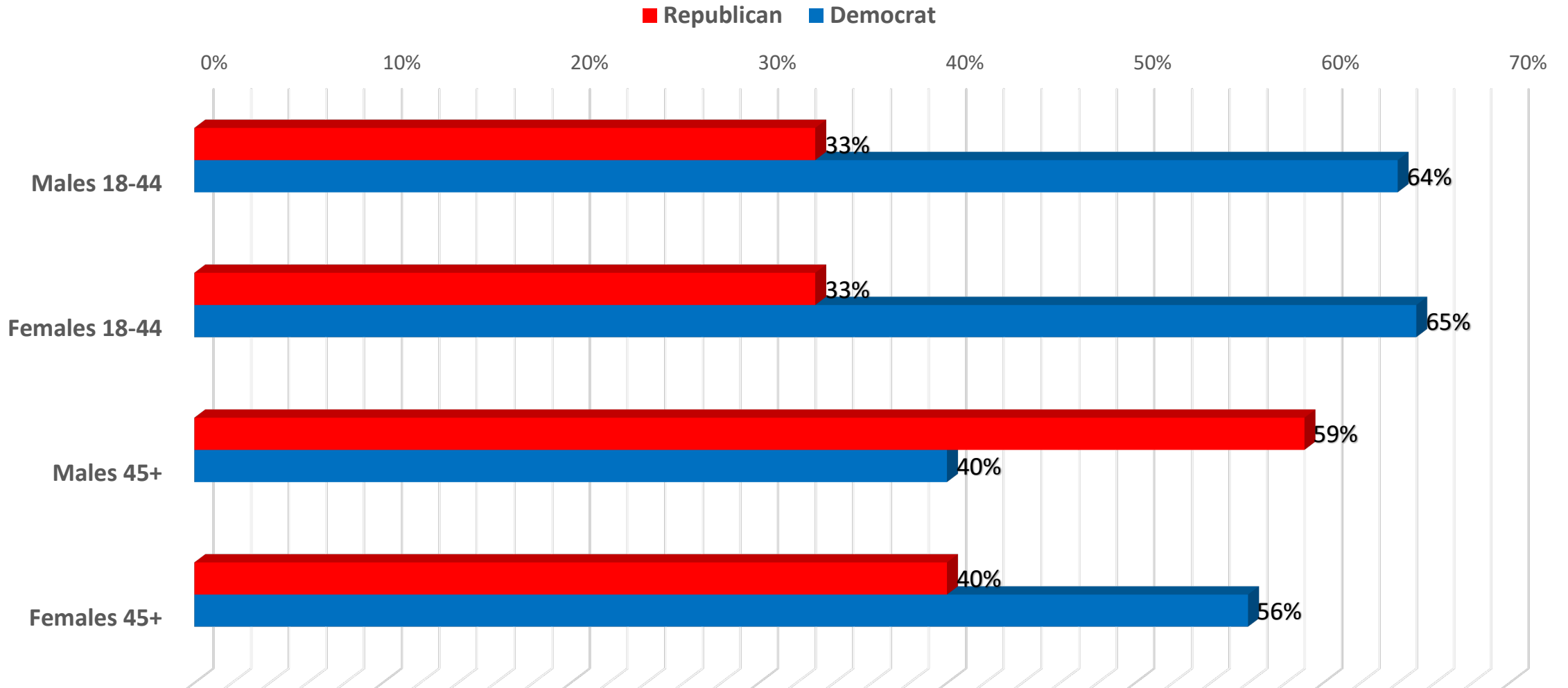


# No Gender Gap Among African-Americans



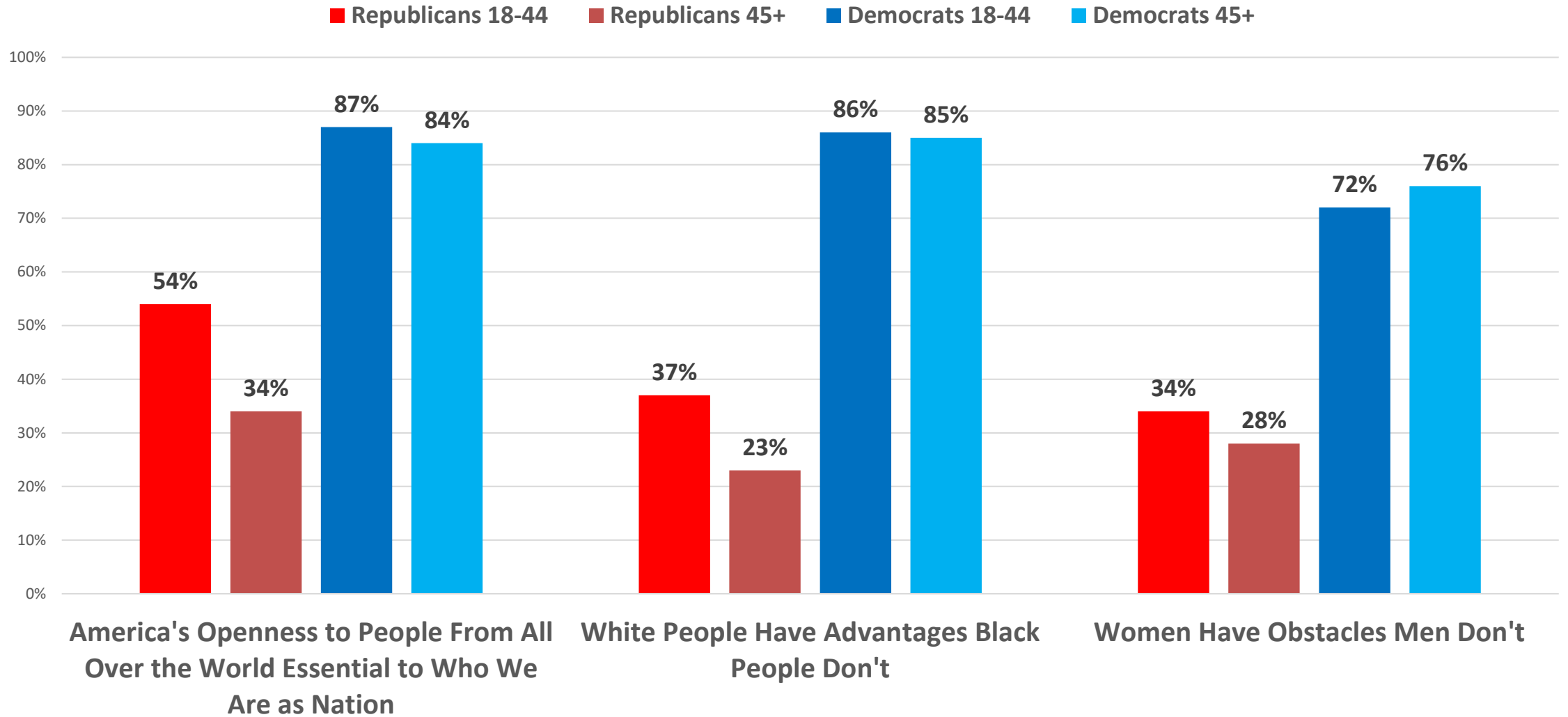
Data Source: Pew Research Center post-election survey, November 16-27, 2022

# Gender Gap Has Disappeared Among Plural and Millennial Hispanics



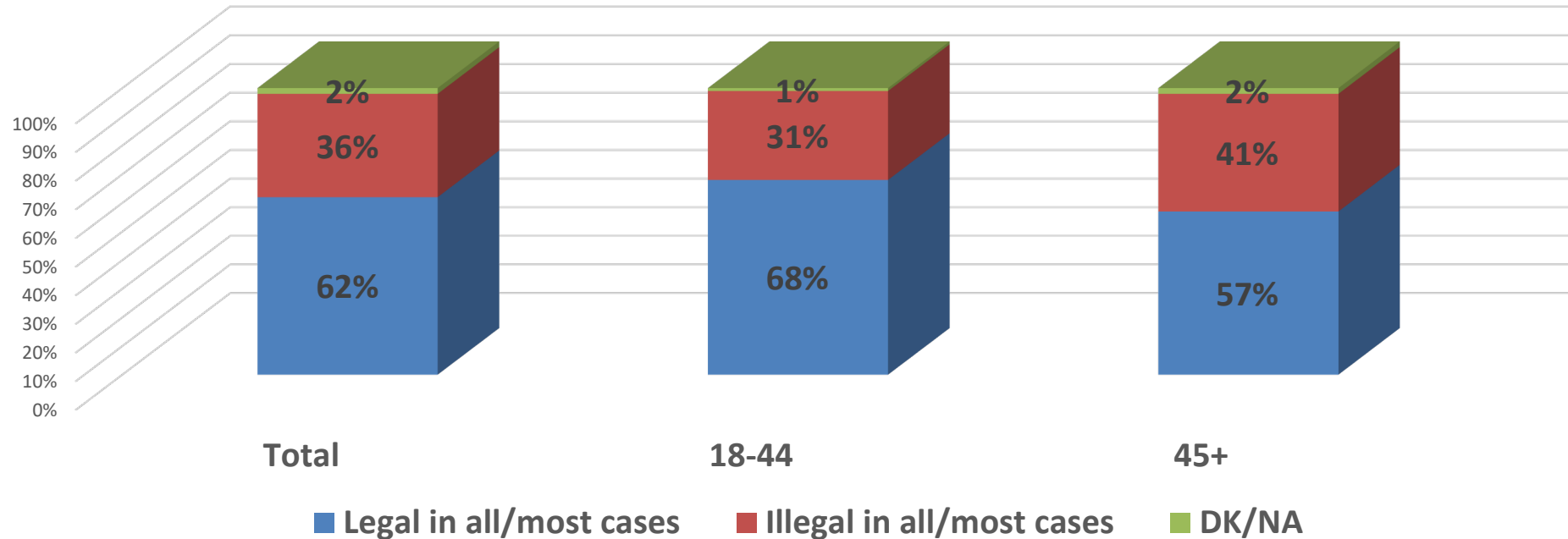
Data Source: Pew Research Center post-election survey, November 16-27, 2022

# Younger and Older Republicans Diverge Significantly on Social Issues, Democrats Broadly United



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.