

# Polling and the Generational Divide

Morley Winograd

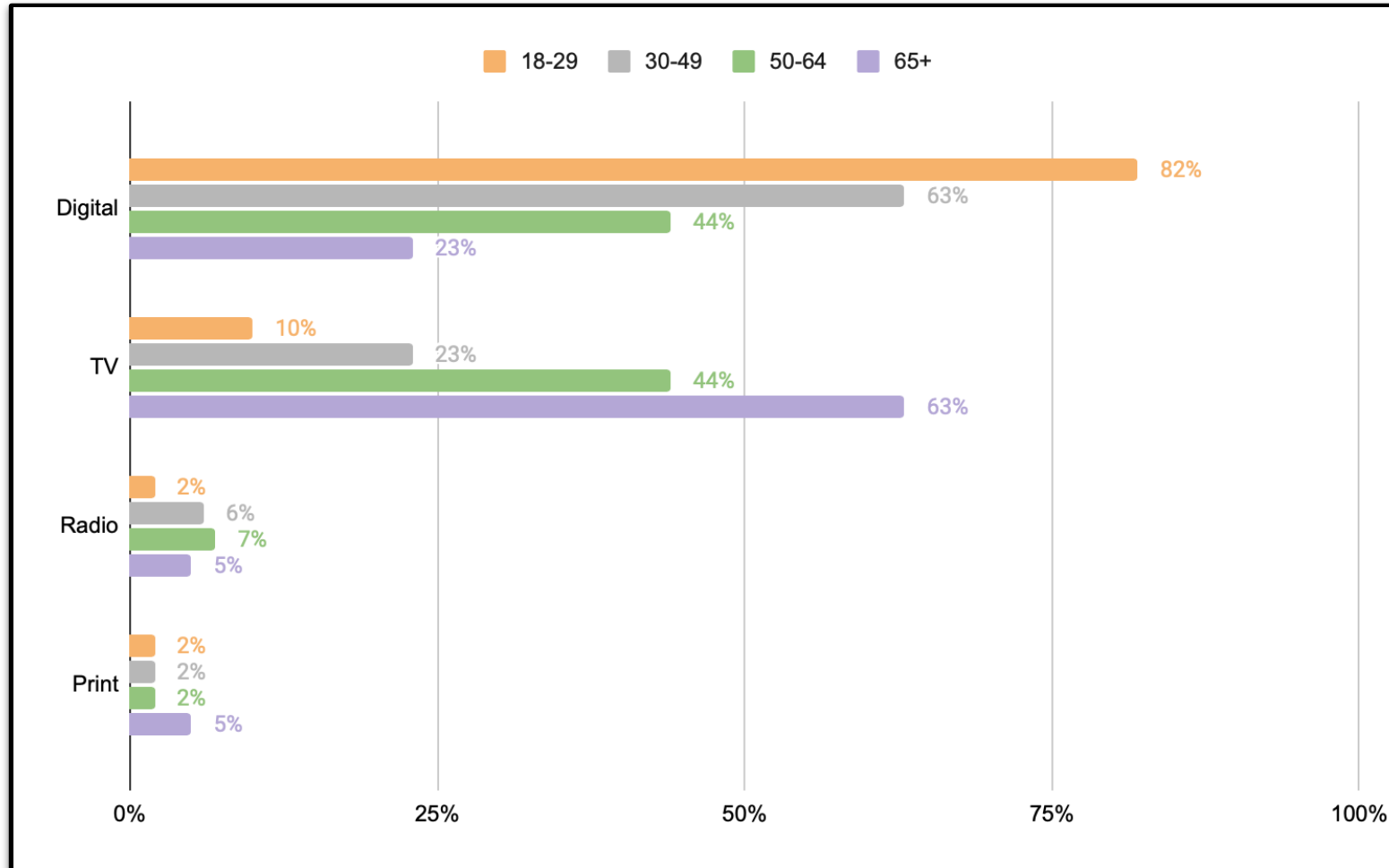
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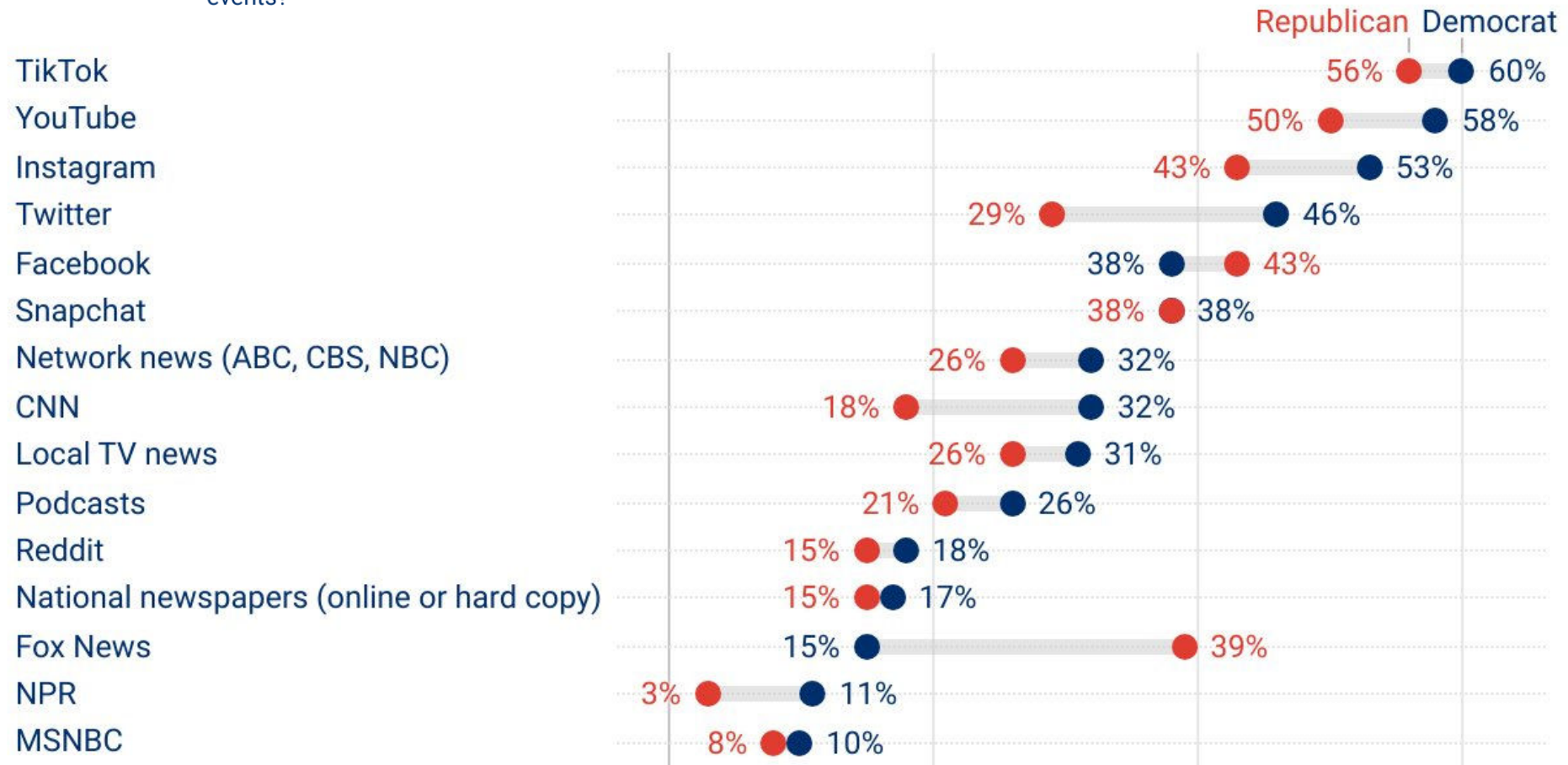


# Young People Prefer to Use Digital Media for Their News



# Tik Tok and YouTube Most Frequent Source of News for Dem and GOP Younger Voters

Please select any of the following sources that you regularly watch or visit for news or current events?



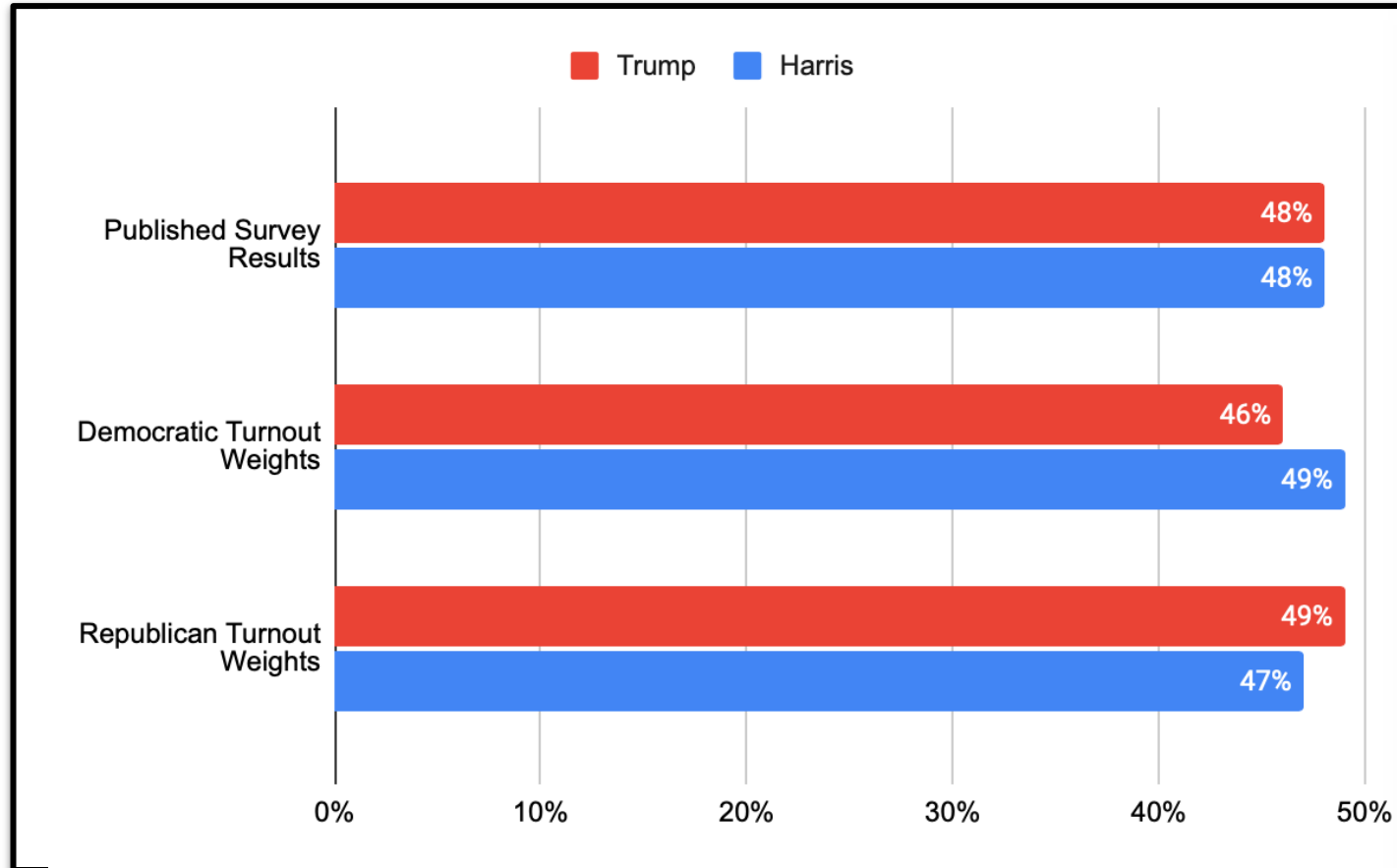
Plurals and Millennial RV  
 Chart: @dellavolpe \* Source: SocialSphere, Inc.

# Current Challenges in Political Polling

- Changes in Interviewing Technology
- Low Response Rates
- Changing Party Coalitions
- Determining Likely Voters

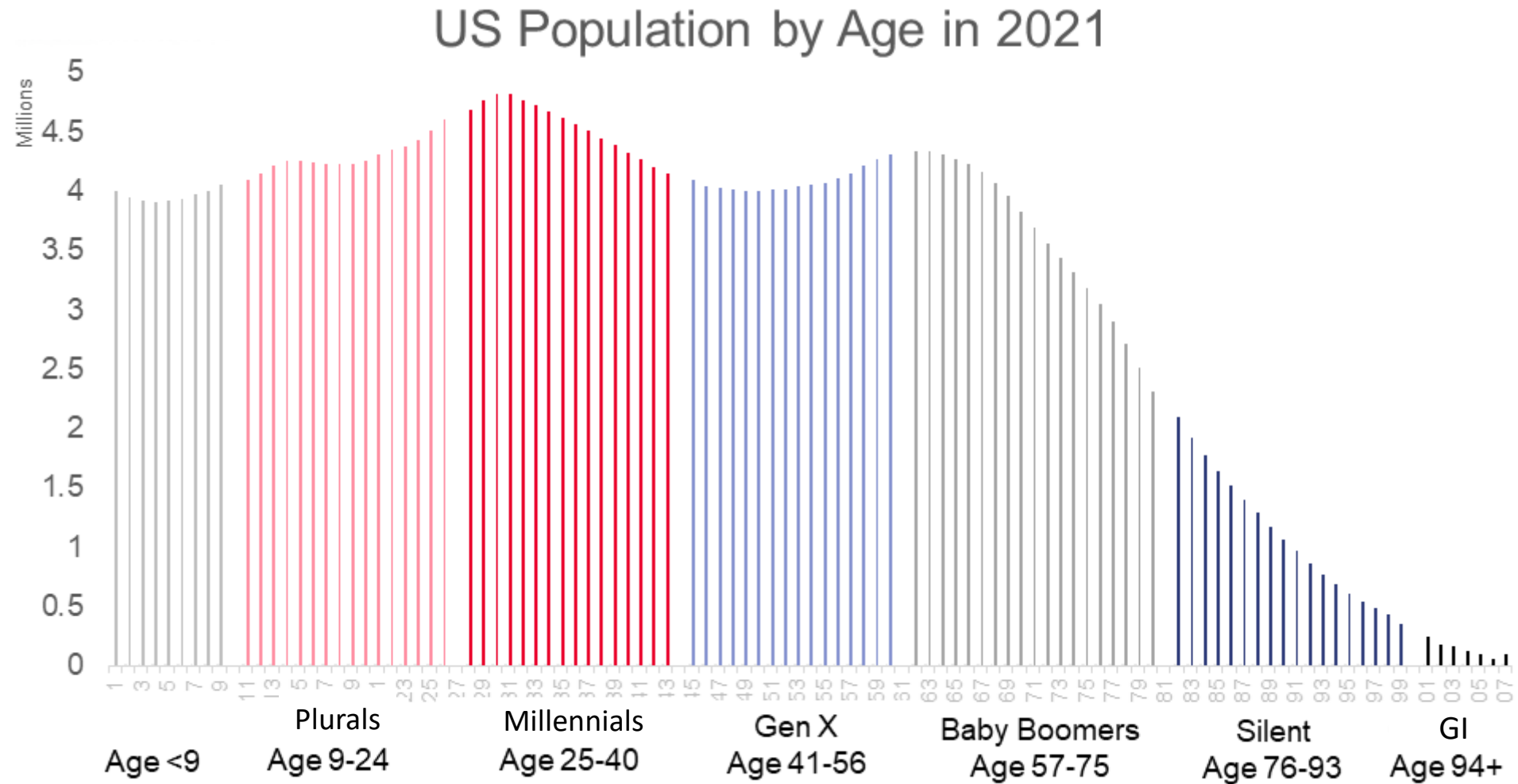


# What a Difference a Percentage Point Makes: The Impact of Slight Variations in Sample Composition on Election Polling Results



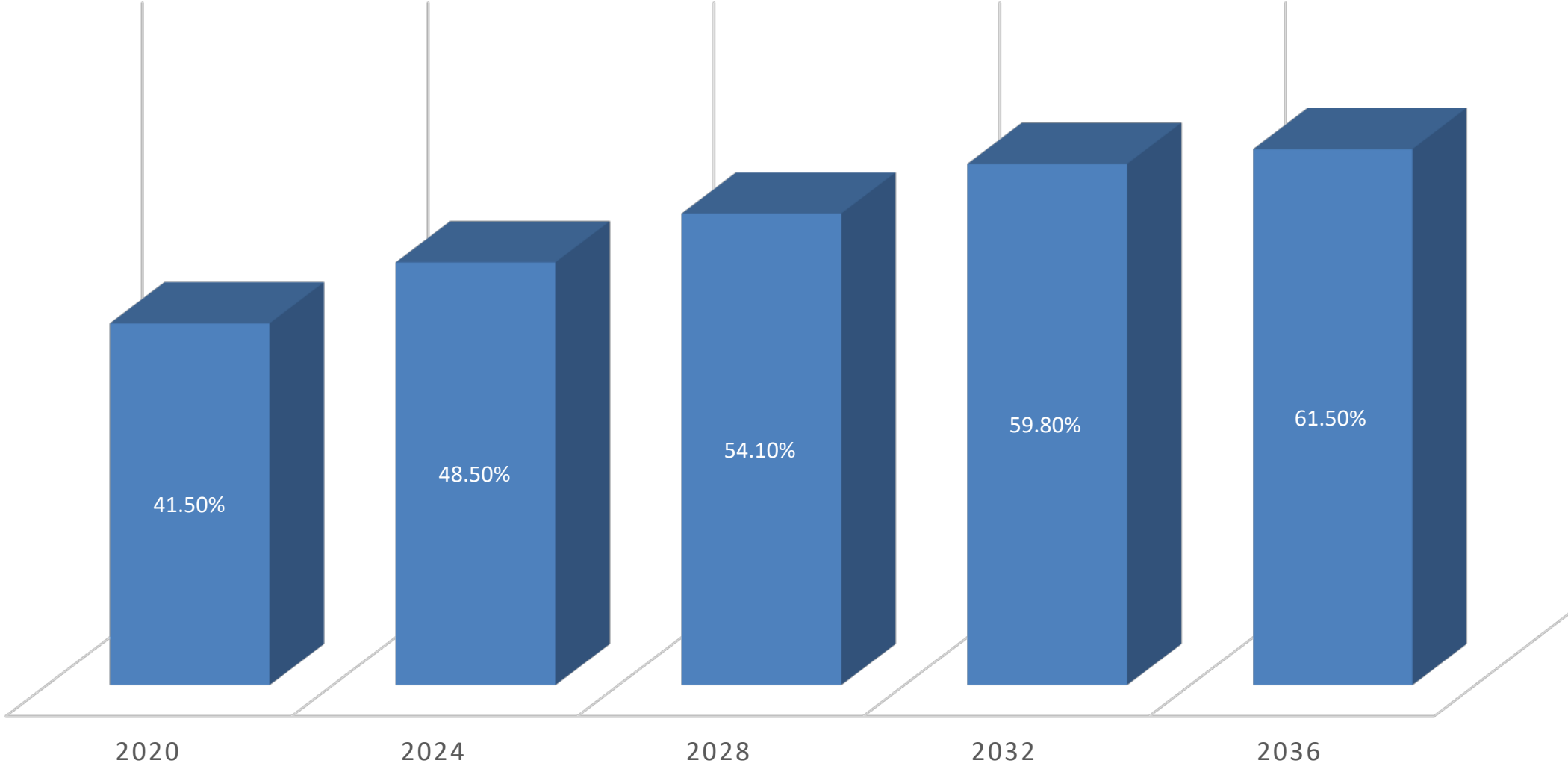
- Sample weighted for higher Democratic turnout included one percentage point increase each in men & women 18-34, women 35-54, Blacks & Asians.
- Sample weighted for higher Republican turnout included 3 percentage increase in men 55+ and 2 percentage increase in women 55+.

# Population of Current US Generations



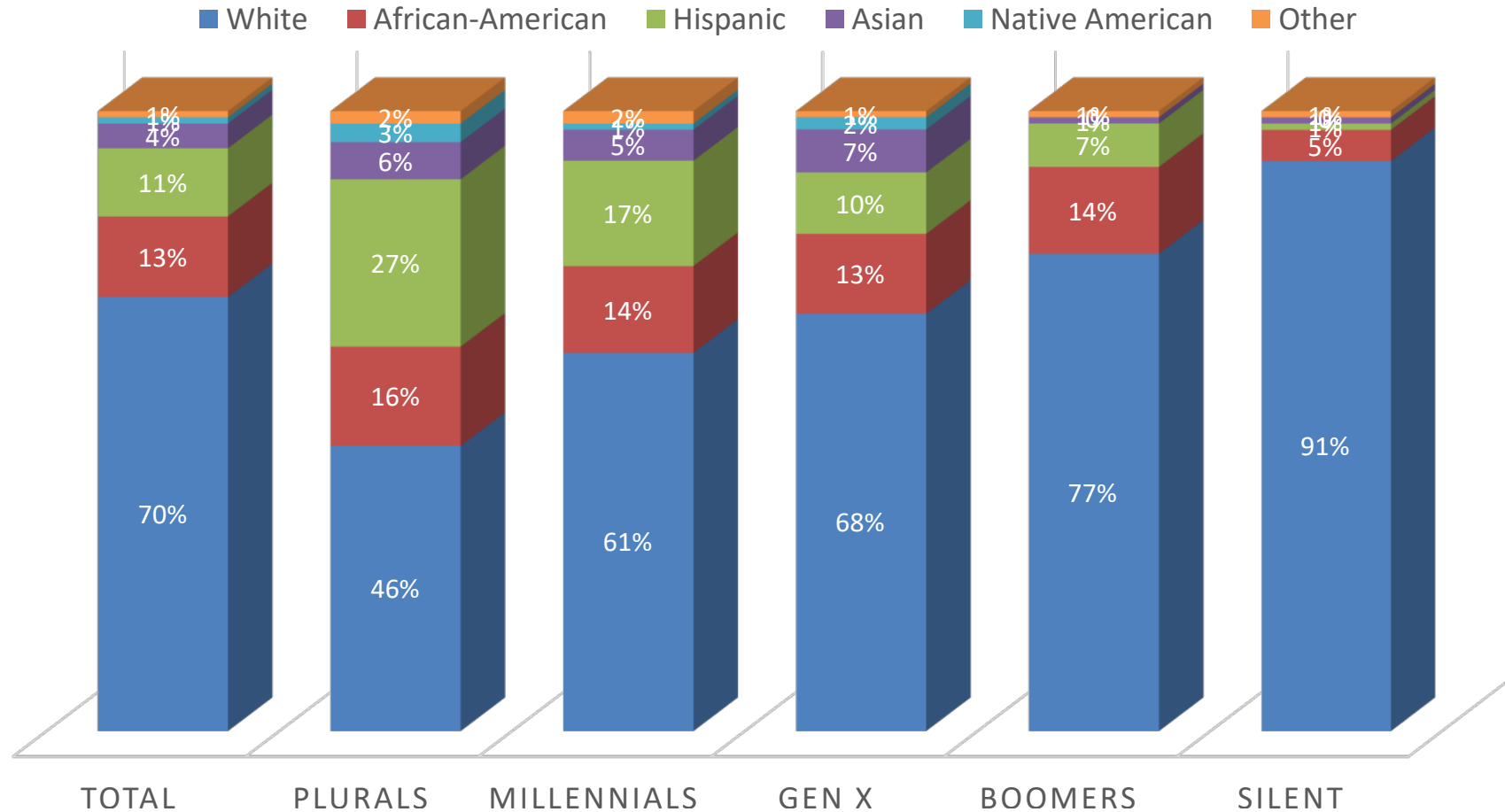
Source: U.S. Census Bureau, realtor.com

# Two Youngest Generations Projected to Be Majority of Electorate by 2028



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

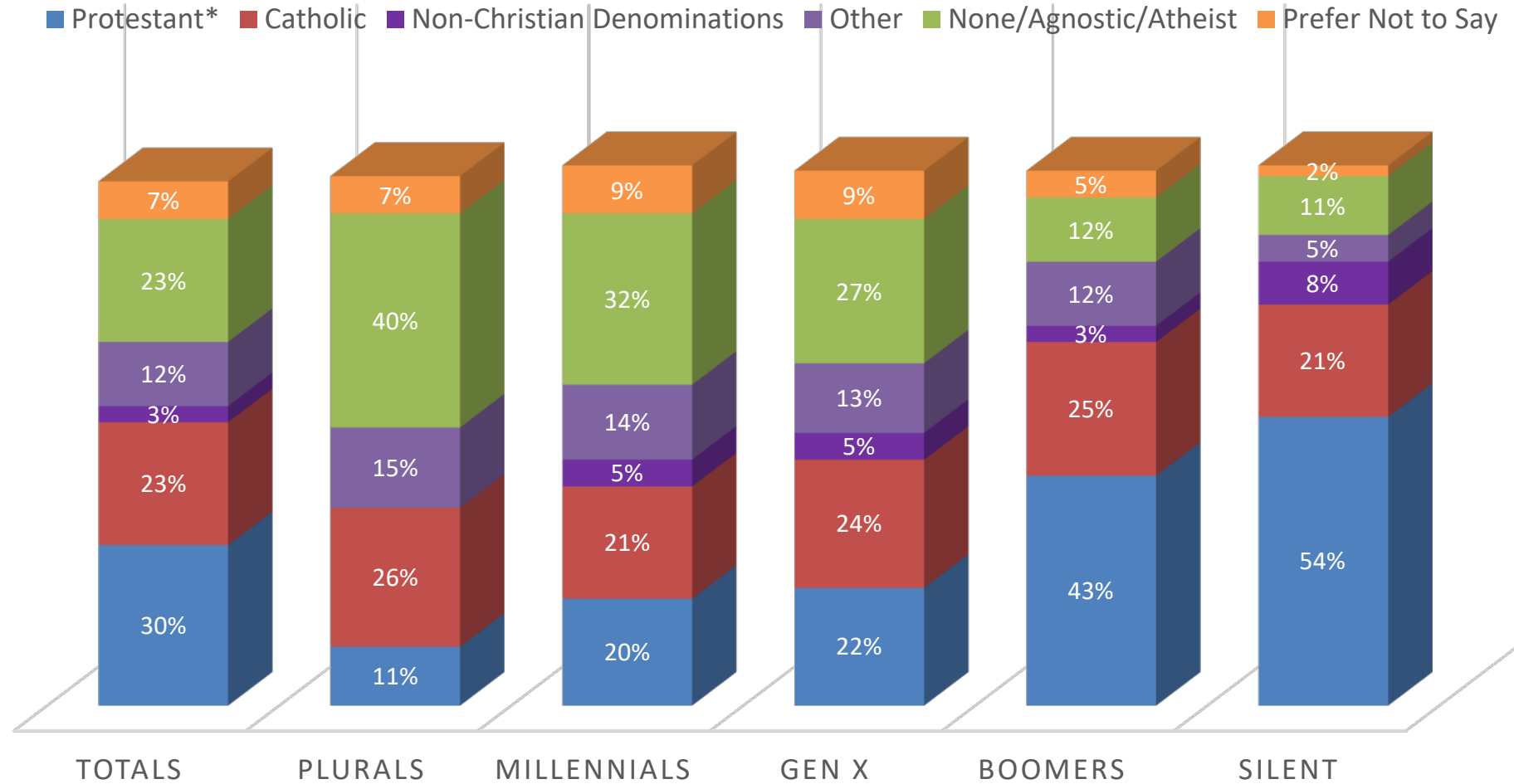
# Plurals Are the First “Majority-Minority” Generation in US History



- 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%).

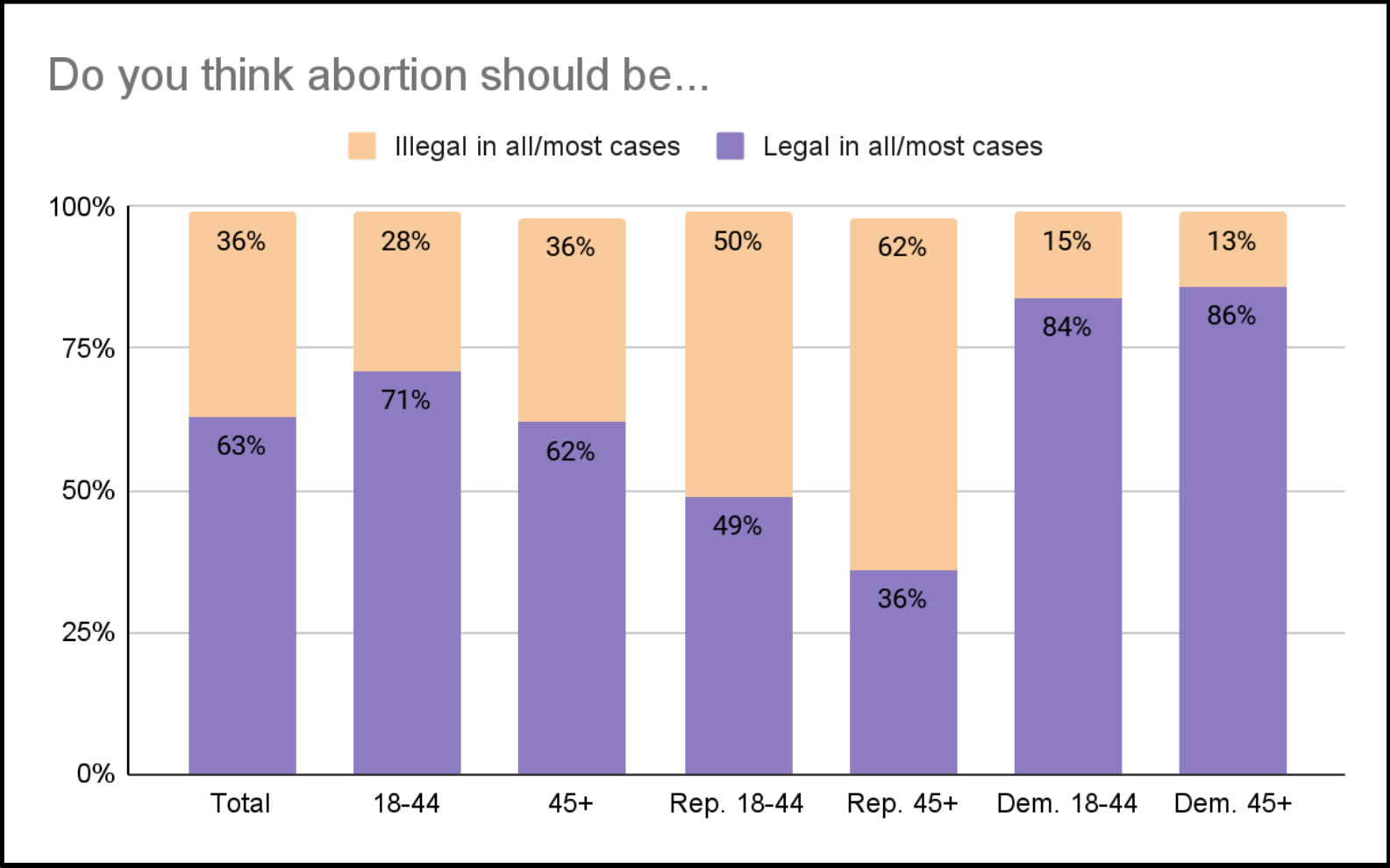


# Plurals are the Least Religious and Least Christian Generation in US History



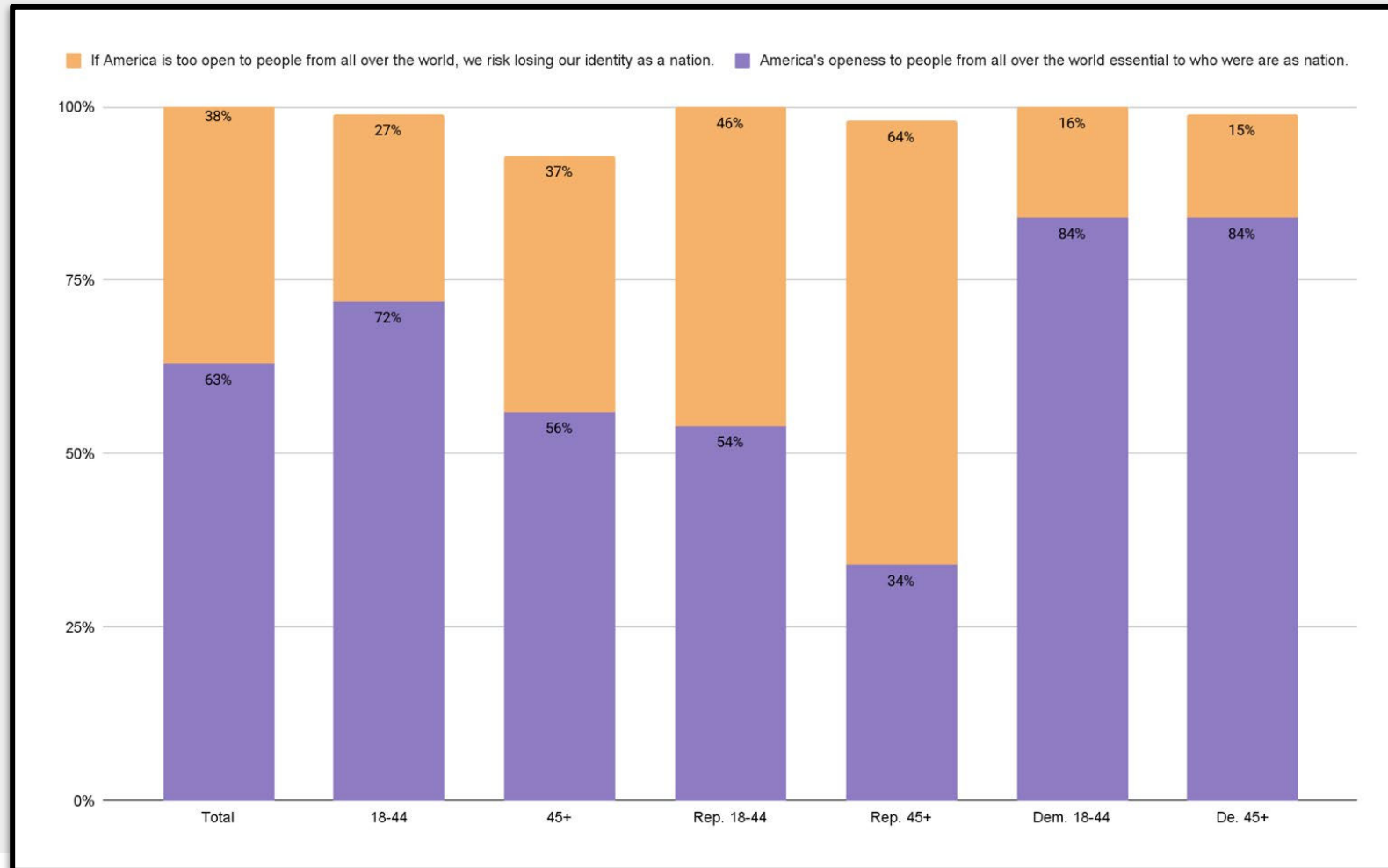
\*Includes Mormons

# Young Voters Strongly Support Democratic Values Like Individual Freedom



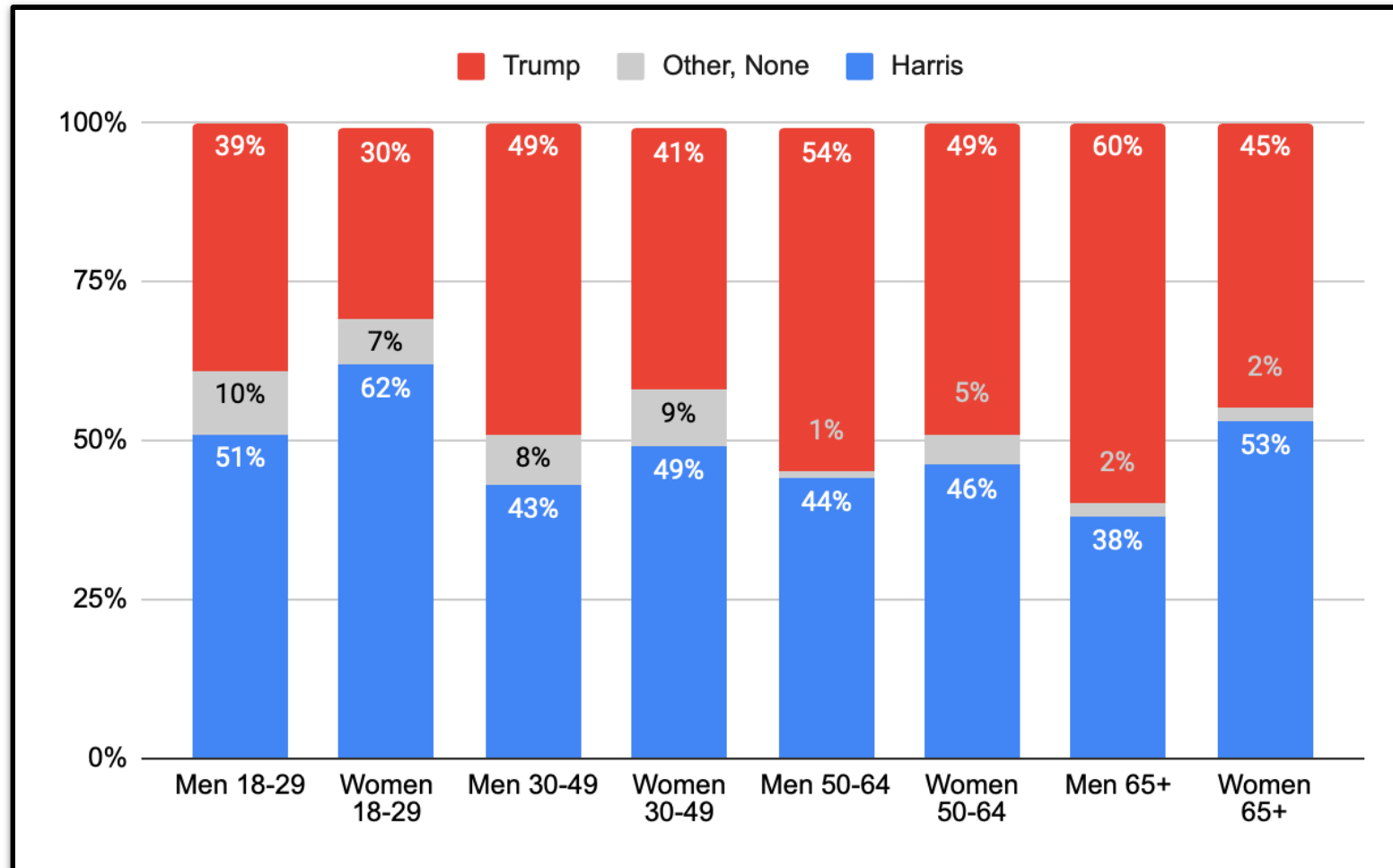
Data Source: Pew Research Center, National Survey, April 8-14, 2024.

# Young Voters Also Support Democratic Values such as Inclusion and Tolerance



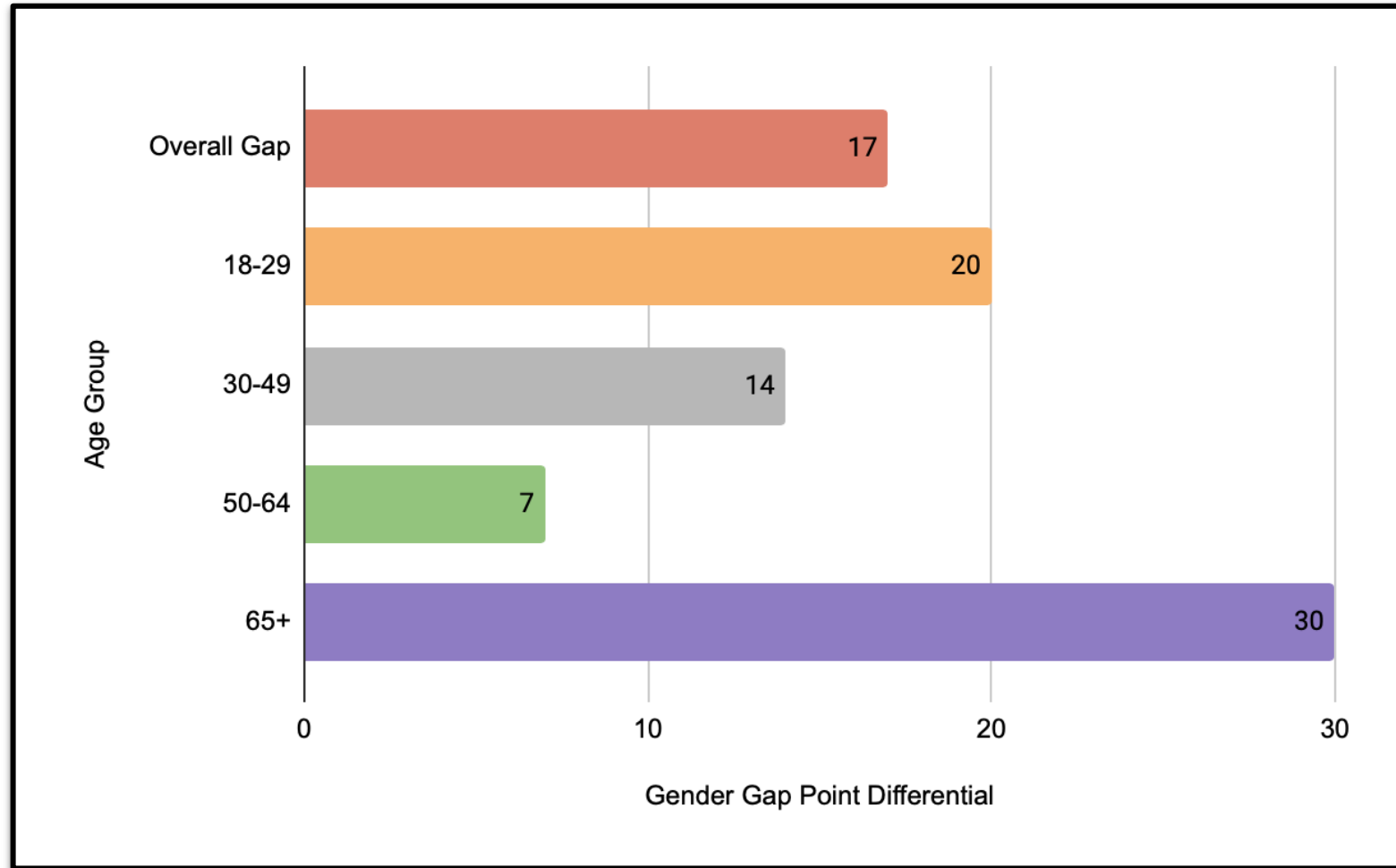
Data Source: Pew Research Center, National Survey, April 8-14, 2024.

# Women In All Age Groups More Likely To Vote For Harris Than Men

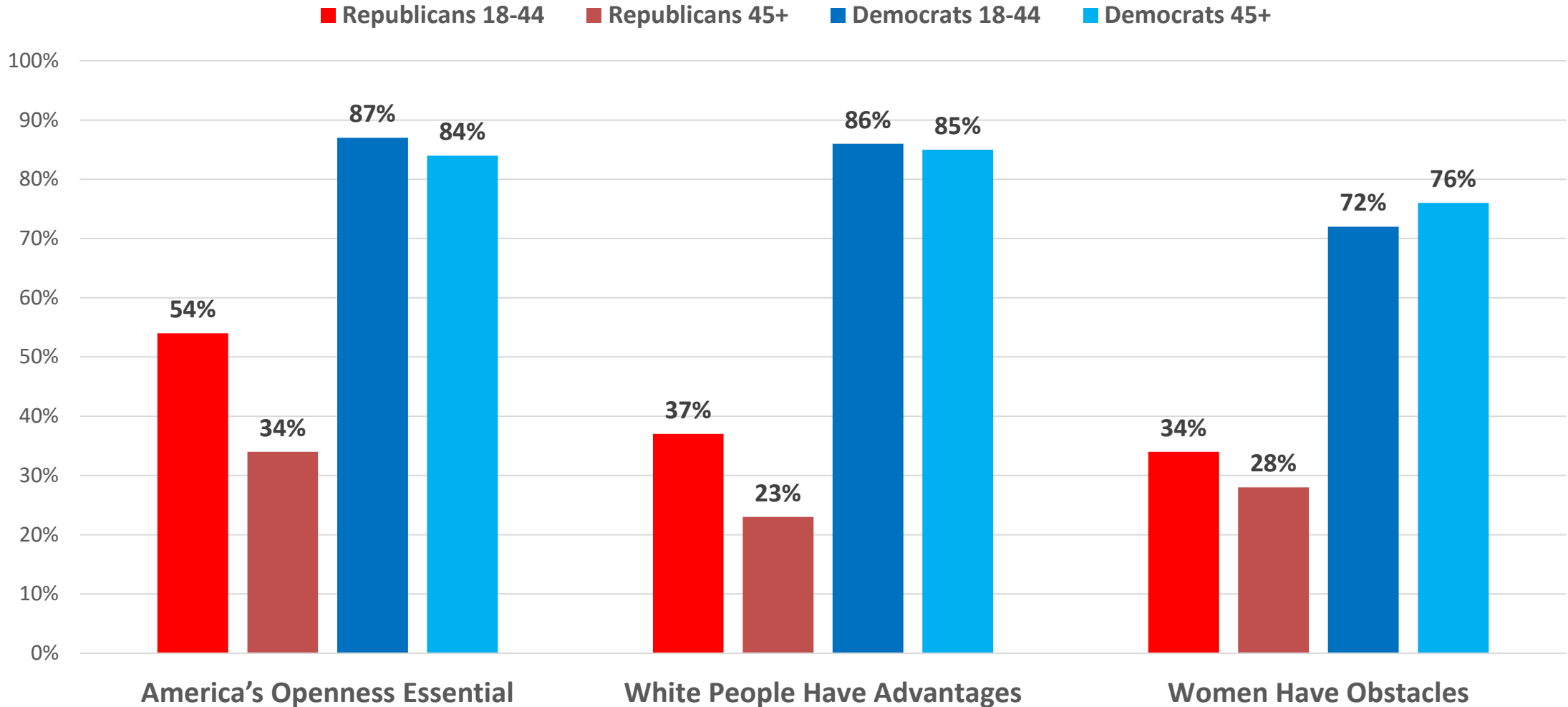


Data Source: Pew Research Center, September 30-October 5, 2024

# Gender Gap Is Greatest Among Older Voters

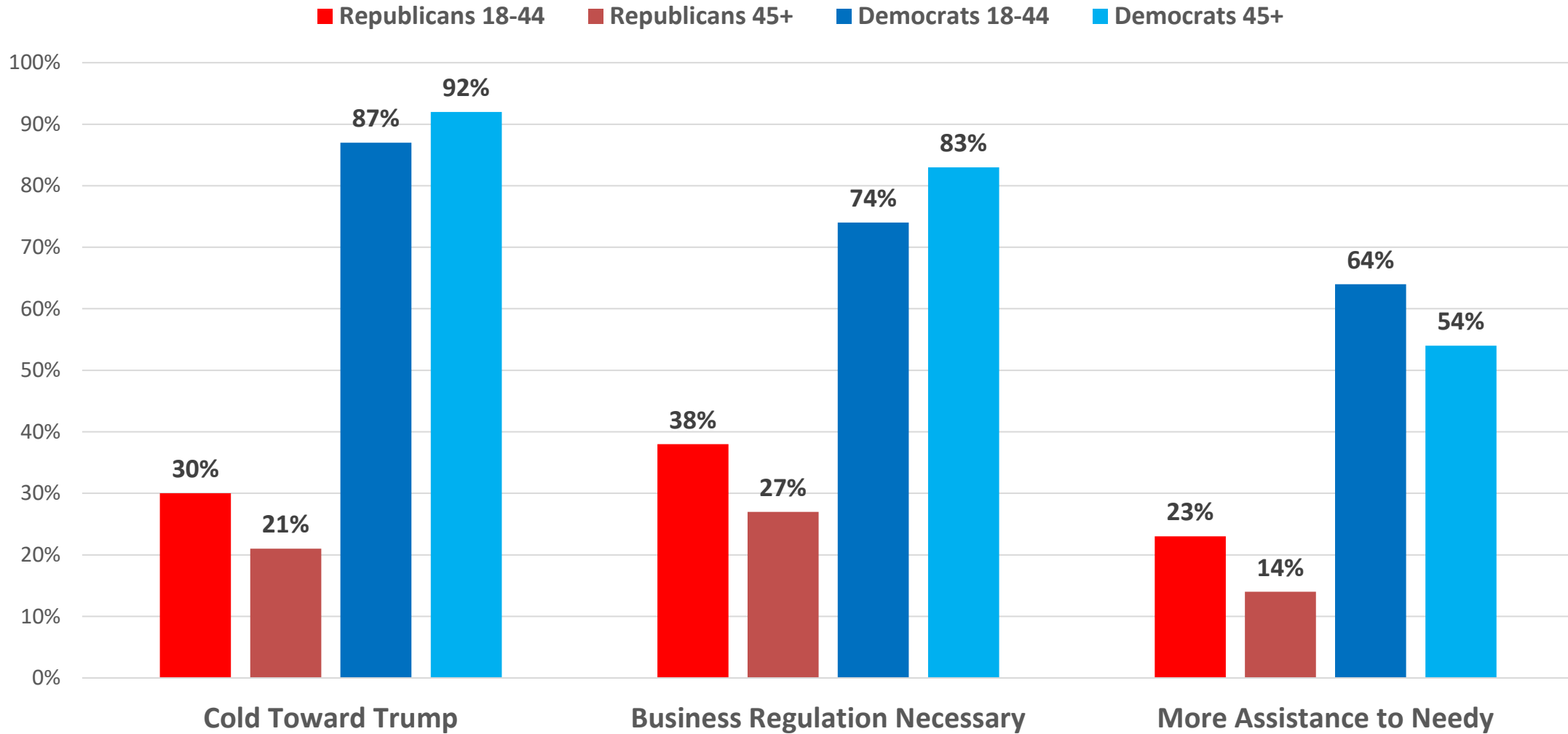


# Younger and Older Republicans Diverge Significantly on Social Issues, Democrats Broadly United



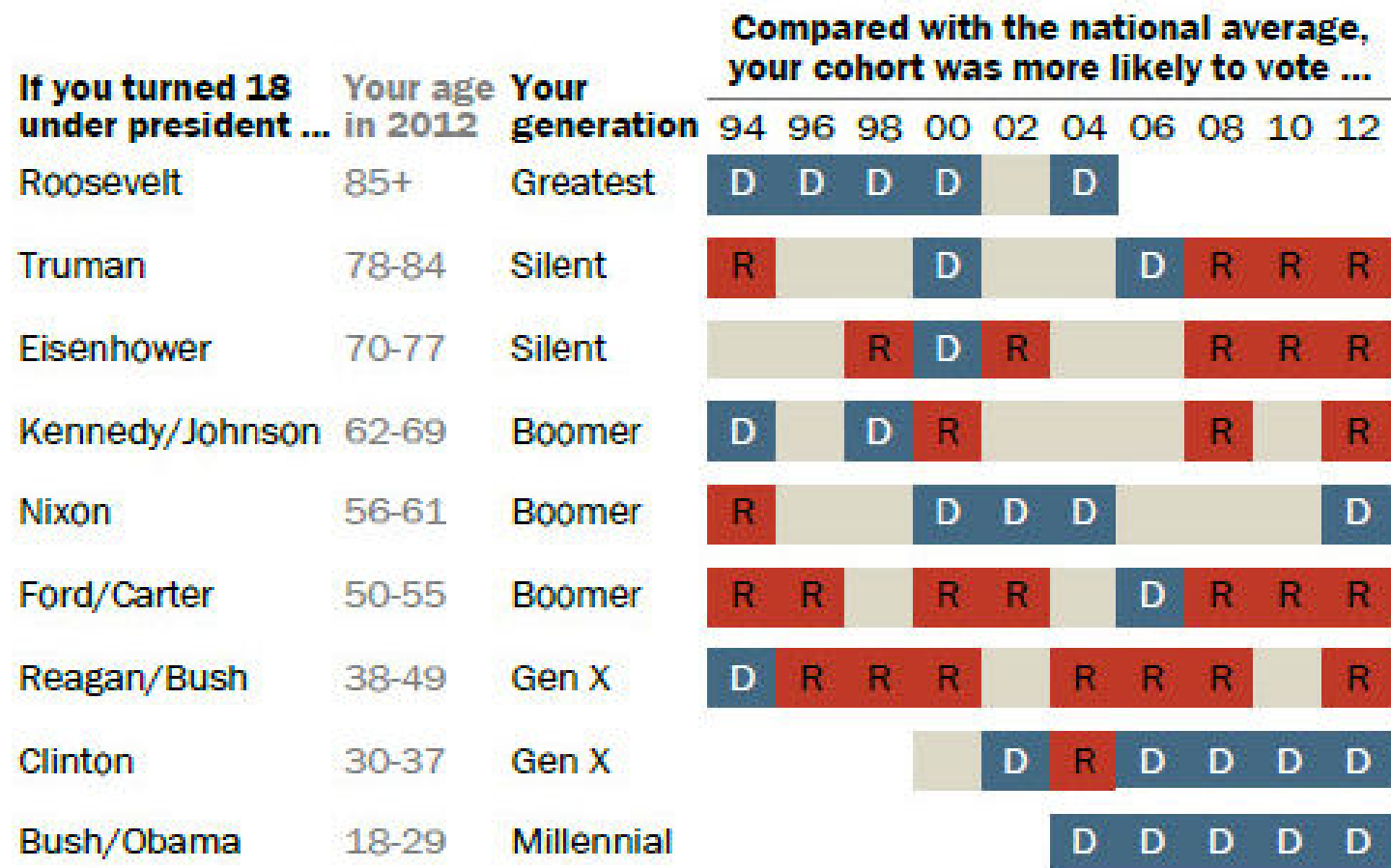
Source: Pew Research Center, October 20, 2022

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



Source: Pew Research Center, October 20, 2022

## Presidential Legacies? How Generations Have Voted



Tan boxes represent years in which an age group's vote was roughly equal to the national average. Data from some years not available for oldest and youngest generations due to small sample sizes. Based on likely voters in pre-election polls conducted in each election year. **Your Generation** shows where the majority of that age group is traditionally categorized (e.g., most people who turned 18 under Clinton are Gen X, though the very youngest are classified as Millennials).



# What's a Public Affairs Person Supposed to Do?

- Become Familiar with Not Just What Your Audience is Viewing, but How
- Understand Influence of Generational Beliefs and Values
- Learn How to Sort the Wheat from the Chaff in Current Information Overload Environment
- Help Your Organization Succeed in Today's Rapidly Changing Information Environment