



PUBLIC OPINION
STRATEGIES

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Key Data by Generation Among Registered Voters: 2012 vs. 2022

1

Gen Z is now upon us and a hefty nine percent (9%) of all voters. As Gen Z and the Millennial Generation grow as a percentage of registered voters, of course it means that the Baby Boomers and the Silent Generation are a declining part of the electorate.

2012 vs. 2022 by Generation

	2012	2022	Net Difference
Generation Z (Ages 18-25)	0%	9%	+9%
Millennial (Ages 26-41)	20%	26%	+6%
Generation X (Ages 42-57)	26%	23%	-3%
Baby Boomer (Ages 58-76)	39%	30%	-9%
Silent Generation (Ages 77-94)	13%	8%	-5%

Ages used are from 2022

2

Gen Z is the most racially diverse generation and almost one out of four (23%) Gen Z voters describe themselves as from a Latino, Hispanic, or Spanish speaking background.

2022 Voters Ethnicity by Generation



	Total 2022 Voters	Generation Z (Ages 18-25)	Millennial (Ages 26-41)	Generation X (Ages 42-57)	Baby Boomer (Ages 58-76)	Silent Generation (Ages 77-94)
Non-Hispanic White Voters	72%	61%	66%	71%	78%	86%
Total Voters of Color	26%	38%	32%	28%	21%	12%
Black Voters	12%	8%	12%	14%	13%	8%
Hispanic Voters	10%	23%	14%	9%	5%	4%
Asian Voters	2%	6%	3%	2%	1%	0%
Other Voters	2%	1%	3%	3%	2%	0%

Ages used are from 2022

3

Fully 27% of Gen Z voters describe themselves as “very liberal,” almost double the national average.

2012 vs. 2022 Ideology Intensity by Generation



	2012	
	Very Conservative	Very Liberal
All Registered Voters	17%	10%

	2022	
	Very Conservative	Very Liberal
	18%	14%

Generation Z (Ages 18-25)	N/A	N/A
Millennial (Ages 26-41)	12%	12%
Generation X (Ages 42-57)	15%	10%
Baby Boomer (Ages 58-76)	18%	10%
Silent Generation (Ages 77-94)	24%	9%

	10%	27%
	13%	19%
	17%	9%
	23%	10%
	27%	9%

Ages used are from 2022

4

Even more tellingly, 48% of Gen Z voters describe themselves as “liberal.” Millennials are defying the stereotype of becoming more conservative as you age as the percentage saying they are “liberal” has climbed from a decade ago. This shift is off-set by Generation X voters moving to describe themselves as more conservative.

2012 vs. 2022 Ideology by Generation

	2012		
	Total Conservative	Moderate	Total Liberal
All Registered Voters	37%	36%	24%

	2022		
	Total Conservative	Moderate	Total Liberal
All Registered Voters	37%	33%	27%

Generation Z (Ages 18-25)	N/A	N/A	N/A
Millennial (Ages 26-41)	30%	37%	30%
Generation X (Ages 42-57)	35%	38%	25%
Baby Boomer (Ages 58-76)	39%	36%	22%
Silent Generation (Ages 77-94)	44%	33%	20%

Generation Z (Ages 18-25)	33%	26%	48%
Millennial (Ages 26-41)	30%	32%	35%
Generation X (Ages 42-57)	40%	37%	20%
Baby Boomer (Ages 58-76)	42%	33%	23%
Silent Generation (Ages 77-94)	47%	30%	19%

Ages used are from 2022

5

Party identification (ID) has narrowed in Republican's direction over the last decade across age cohort. While Millennials describe themselves as more liberal, on party ID they moved from a Democratic advantage of 18 points down to 8 points. The striking difference is Gen Z with a very wide 29 point Democratic party ID advantage.

2012 vs. 2022 Party by Generation

	2012		
	Republican	Independent	Democrat
All Registered Voters	37%	14%	46%

	2022		
	Republican	Independent	Democrat
	39%	13%	41%

Generation Z (Ages 18-25)	N/A	N/A	N/A
Millennial (Ages 26-41)	31%	14%	49%
Generation X (Ages 42-57)	36%	14%	46%
Baby Boomer (Ages 58-76)	38%	14%	45%
Silent Generation (Ages 77-94)	44%	12%	41%

	26%	10%	55%
	34%	15%	42%
	45%	12%	36%
	42%	12%	42%
	49%	9%	38%

Ages used are from 2022

6

Changes in congressional preference are consistent with the shift in party ID. Older generations moved towards favoring Republican control of Congress. Millennial preference for a Congress controlled by Democrats narrowed and Gen Z prefers a Democratic Congress by a wide margin.

2012 vs. 2022 Congressional Preference by Generation



	2012		
	GOP Control	Dem Control	Net Difference
All Registered Voters	41%	48%	+7%

	2022		
	GOP Control	Dem Control	Net Difference
All Registered Voters	46%	47%	+1%

Generation Z (Ages 18-25)	N/A	N/A	N/A
Millennial (Ages 26-41)	37%	53%	+16%
Generation X (Ages 42-57)	41%	48%	+7%
Baby Boomer (Ages 58-76)	43%	46%	+3%
Silent Generation (Ages 77-94)	45%	44%	+1%

Generation Z (Ages 18-25)	31%	62%	+31%
Millennial (Ages 26-41)	42%	48%	+6%
Generation X (Ages 42-57)	52%	40%	+12%
Baby Boomer (Ages 58-76)	48%	47%	+1%
Silent Generation (Ages 77-94)	52%	41%	+11%

Ages used are from 2022



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