



# PUBLIC OPINION STRATEGIES

turning questions into answers

## Key Data by Generation

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There is profound generational change regarding what values are important.

# Values by Generation



	Generation Z (Ages 18-26)	Baby Boomers (Ages 59-77)
<i>% Very Important</i>		
<b>Patriotism</b>	<b>32%</b>	<b>76%</b>
<b>Belief in God/Religion</b>	<b>26%</b>	<b>65%</b>
<b>Having Children</b>	<b>23%</b>	<b>52%</b>
<i>% Agree</i>		
<b>America best place to live</b>	<b>33%</b>	<b>66%</b>

There has been a significant shift in the last generation about attending religious services.



% Never Attend Religious Services

	2000	Today
<b>Total</b>	<b>14%</b>	<b>35%</b>
<b>Ages 18-34</b>	<b>14%</b>	<b>45%</b>
<b>Ages 35-49</b>	<b>14%</b>	<b>38%</b>
<b>Ages 50-64</b>	<b>12%</b>	<b>31%</b>
<b>Ages 65+</b>	<b>15%</b>	<b>23%</b>

# 2

Underlying these value differences, 18 to 34 year-olds are economically stressed, with a majority dissatisfied with their own personal financial situation.

Younger respondents tell us they are under a great deal of economic stress.



	Ages 18-34	Ages 65+	Net Difference
Dissatisfied with Personal Financial Situation	52%	33%	+19%
Economically Optimistic	8%	26%	+18%
Economically Pessimistic	71%	54%	+17%
Total Have Student Loan Debt in Household	43%	16%	+27%
20K+ Student Debt in Household	20%	9%	+11%



# 3

Americans are less satisfied with *our* country and more willing to say they would consider living in another country, especially 18 to 34 year-olds.

World Happiness Report: America falls out of the top 20 happiest countries for the first time ever.

	Country Rank
<b>All Americans</b>	<b>23</b>
<b>Ages 18-29</b>	<b>62</b>
<b>Ages 60+</b>	<b>10</b>

Data sourced from:





# Satisfaction with Living in the United States by Age

*If you were free to do so, would you like to go and settle in another country, or not?*

**1974**

**10%**

**Yes, would live in another country**

**2024**

**34%**

**Yes, would live in another country**

**% Yes, would live in another country**

<b>Ages 18-34</b>	<b>51%</b>
<b>Ages 35-54</b>	<b>39%</b>
<b>Ages 55+</b>	<b>17%</b>

Data sourced from:



MONMOUTH  
UNIVERSITY

# 4

These different generational values lead to significant differences on key policy issues.

# Key Policy Differences by Age



	Ages 18-34	Ages 65+	Net Difference (Ages 18-34 – Ages 65+)
<i>Ranked by Net Difference</i>			
Gay Marriage (% Favor)	84%	51%	+33%
End Transgender Discrimination (% Not Gone Far Enough)	55%	24%	+31%
Addressing Immigration by Increasing Funding for Border Security (% Should Do)	54%	81%	+27%
Climate Change (% Government Not Doing Enough)	64%	39%	+25%
Making Cuts to the Defense Budget (% Should Do)	48%	24%	+24%

# 5

There are other major differences by what each generation considers to be the important issues that would decide their vote for president.

# Top Issues for 2024 Election for Ages 65+ Compared to Ages 18-34

Ranked by Net Difference

Issue	%Top/Very Important Issue To 2024 Vote	Ages 18-34	Ages 65+	Net Difference (Ages 18-34 – Ages 65+)
Social Security	68%	51%	83%	+32%
Dealing with China	57%	40%	70%	+30%
The Federal Deficit	51%	35%	62%	+27%
Crime and Safety	71%	60%	86%	+26%
Immigration and Border Security	63%	49%	73%	+24%
Abortion	58%	52%	64%	+12%
The Performance of the Stock Market	29%	22%	31%	+9%

# Top Issues for 2024 Election for Ages 18-34 Compared to Ages 65+



Ranked by Net Difference

Issue	%Top/Very Important Issue To 2024 Vote	Ages 18-34	Ages 65+	Net Difference (Ages 18-34 – Ages 65+)
What You Pay in Taxes	58%	59%	49%	+10%
Inflation and the Cost of Living	81%	84%	76%	+8%
What Corporation Pay in Taxes	52%	58%	51%	+7%
Healthcare	77%	85%	79%	+6%



Now, I'm going to read several issues to you. When it comes to your vote for president, for each issue please tell me if it is one of the top issues for your vote, very important but not a top issue, somewhat important, not that important, or not important at all.

# Top Four Issues by Gender/Age



Total	Men Ages 18-49	Men Ages 50+	Women Ages 18-49	Women Ages 50+
<b>Inflation and the Cost of Living</b> 24% Top   81% Total Top/Very Important Issue	<b>Inflation and the Cost of Living</b> 26% Top   85% Total Top/Very Important Issue	<b>Immigration and Border Security</b> 26% Top   65% Total Top/Very Important Issue	<b>Healthcare</b> 29% Top   83% Total Top/Very Important Issue	<b>Immigration and Border Security</b> 30% Top   70% Total Top/Very Important Issue
<b>Healthcare</b> 21% Top   77% Total Top/Very Important Issue	<b>Pay in Taxes</b> 18% Top   68% Total Top/Very Important Issue	<b>Crime and Safety</b> 25% Top   79% Total Top/Very Important Issue	<b>Abortion</b> 27% Top   66% Total Top/Very Important Issue	<b>Social Security</b> 26% Top   82% Total Top/Very Important Issue
<b>Immigration and Border Security</b> 21% Top   63% Total Top/Very Important Issue	<b>Country's Economy Overall</b> 17% Top   73% Total Top/Very Important Issue	<b>Inflation and the Cost of Living</b> 23% Top   78% Total Top/Very Important Issue	<b>Inflation and the Cost of Living</b> 23% Top   85% Total Top/Very Important Issue	<b>Abortion</b> 24% Top   68% Total Top/Very Important Issue
<b>Crime and Safety</b> 19% Top   71% Total Top/Very Important Issue	<b>Healthcare</b> 16% Top   67% Total Top/Very Important Issue	<b>Country's Economy Overall</b> 19% Top   76% Total Top/Very Important Issue	<b>Crime and Safety<sup>^</sup></b> 20% Top   67% Total Top/Very Important Issue	<b>Inflation and the Cost of Living</b> 24% Top   80% Total Top/Very Important Issue

Ranked By %Top Issue

# 6

The Israel/Hamas war in Gaza reflects one of the sharpest policy differences by age we have seen over a 40-year period.

President Biden's support for Israel has collapsed his standing with one of his key and previously most supportive subgroups, 18-to-29-year-old voters.



This is the largest differences by age on a policy issue we can recall.  
The Israel/Hamas war is hurting Biden among younger voters.

*Data shown by Net Difference*

	Biden Israel/Hamas War Job Approval	Biden Overall Job Approval
<b>Generation Z</b> <i>(Ages 18-26)</i>	<b>-46%</b>	<b>-41%</b>
<b>Millennials</b> <i>(Ages 27-42)</i>	<b>-44%</b>	<b>-20%</b>
<b>Generation X</b> <i>(Ages 43-58)</i>	<b>-24%</b>	<b>-28%</b>
<b>Baby Boomers</b> <i>(Ages 59-77)</i>	<b>+2%</b>	<b>-4%</b>

This is the net difference between approve and disapprove

# How the War in Gaza Has Impacted Voters Ages 18-34



Data Shown Among 18-34 Year Olds	Party ID			2020 Self-Described Vote			2024 Ballot		
	Republicans	Democrats	Net Difference	Trump	Biden	Net Difference	Trump	Biden	Net Difference
Total 2022 Merge	29%	48%	+19%	29%	53%	+24%	n/a	n/a	n/a
Pre-Gaza 2023 Merge (Jan-Sept 2023)	27%	51%	+24%	27%	55%	+28%	32%	61%*	+29%
Post-Gaza Merge (Nov 2023 – Jan 2024)	30%	45%	+15%	29%	51%	+22%	41%	45%	+4%

\*June/September 2023 Only



Voters 18-34 continue to identify with the Democratic Party by 20+ points. There are other interesting differences by age and ethnicity.

# Party Identification by Age



	2016 Merge (N=12,803 RVs)			2023 Merge (N=4,640 RVs)		
	Republicans	Democrats	Net Difference	Republicans	Democrats	Net Difference
<b>Total</b>	<b>37%</b>	<b>44%</b>	<b>+7%</b>	<b>39%</b>	<b>41%</b>	<b>+2%</b>
<b>Ages 18-34</b>	<b>29%</b>	<b>49%</b>	<b>+20%</b>	<b>28%</b>	<b>49%</b>	<b>+21%</b>
<b>Ages 35-49</b>	<b>37%</b>	<b>43%</b>	<b>+6%</b>	<b>42%</b>	<b>35%</b>	<b>+7%</b>
<b>Ages 50-64</b>	<b>41%</b>	<b>42%</b>	<b>+1%</b>	<b>46%</b>	<b>36%</b>	<b>+10%</b>
<b>Ages 65+</b>	<b>42%</b>	<b>43%</b>	<b>+1%</b>	<b>41%</b>	<b>42%</b>	<b>+1%</b>

# Party Identification by Gender/Age



	2016 Merge (N=12,803 RVs)			2023 Merge (N=4,640 RVs)		
	Republicans	Democrats	Net Difference	Republicans	Democrats	Net Difference
<b>Total</b>	<b>37%</b>	<b>44%</b>	<b>+7%</b>	<b>39%</b>	<b>41%</b>	<b>+2%</b>
<b>Men Ages 18-49</b>	<b>36%</b>	<b>39%</b>	<b>+3%</b>	<b>40%</b>	<b>33%</b>	<b>+7%</b>
<b>Men Ages 50+</b>	<b>46%</b>	<b>36%</b>	<b>+10%</b>	<b>47%</b>	<b>33%</b>	<b>+14%</b>
<b>Women Ages 18-49</b>	<b>29%</b>	<b>53%</b>	<b>+24%</b>	<b>29%</b>	<b>52%</b>	<b>+23%</b>
<b>Women Ages 50+</b>	<b>38%</b>	<b>47%</b>	<b>+9%</b>	<b>40%</b>	<b>44%</b>	<b>+4%</b>

# Party Identification by White Women/Age



	2016 Merge (N=12,803 RVs)			2023 Merge (N=4,640 RVs)		
	Republicans	Democrats	Net Difference	Republicans	Democrats	Net Difference
Total	37%	44%	+7%	39%	41%	+2%
White Women Ages 18-39	35%	47%	+12%	31%	52%	+21%
White Women Ages 40-59	46%	39%	+7%	51%	33%	+18%
White Women Ages 60+	43%	42%	+1%	45%	40%	+5%

# Party Identification by Voters of Color Gender/Age



	2016 Merge (N=12,803 RVs)			2023 Merge (N=4,640 RVs)		
	Republicans	Democrats	Net Difference	Republicans	Democrats	Net Difference
Total	37%	44%	+7%	39%	41%	+2%
Voters of Color Men Ages 18-49	17%	59%	+42%	28%	42%	+14%
Voters of Color Men Ages 50+	19%	63%	+44%	22%	55%	+33%
Voters of Color Women Ages 18-49	11%	73%	+62%	14%	65%	+51%
Voters of Color Women Ages 50+	12%	72%	+60%	14%	68%	+54%



Multiple national surveys are showing an unusually low level of interest among the youngest voters in the presidential election.



# Key Democratic Groups – Younger Voters and Voters of Color – Expressing Lower Interest in the Election



## Election Interest: “Extremely Interested”

<b>All Voters</b>	<b>51%</b>
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<b>Ages 18-30</b>	<b>34%</b>
<b>Ages 18-45</b>	<b>38%</b>
<b>Ages 45+</b>	<b>59%</b>
<b>Ages 65+</b>	<b>66%</b>

<b>White Voters</b>	<b>54%</b>
<b>Black Voters</b>	<b>44%</b>
<b>Hispanic Voters</b>	<b>41%</b>

*How interested are you in the presidential election? Are you:*

Election interest always lags with younger voters, but this year interest has plummeted.

%9-10 Interest in the Election Among 18-34 Year Olds

*First Time Asked in The Election Year*

<b>Year</b>	<b>Total</b>
<b>2024</b>	<b>32%</b>
<b>2020</b>	<b>56%</b>
<b>2016</b>	<b>48%</b>
<b>2012</b>	<b>46%</b>

# 9

Talking some more about the youngest age cohort and the next generation of voters, mainstream media use has collapsed. Among these youngest respondents (in college or 18-29 years old), we are now totally in the era of news from social media sites.

# College Students and Youngest Voters' Media Consumption

*46% of 18- to 29-year-old voters use TikTok once a day or more.*

	Average 2001-2009	Average 2011-2019	Average 2020-2022	2023
Internet Social Media Sites	N/A	36%	51%	65%
Internet News Websites	38%	52%	32%	32%
Television	50%	40%	31%	22%
City Newspaper	19%	9%	4%	3%

# Media use patterns are profoundly impacted by age.

*Please tell me whether you use or watch any of the following every day.*

● 18-34      ● 65+



Facebook

30% ● 33%



Broadcast or cable television

12% ● 69%



YouTube

18% ● 48%



Instagram

2% ● 42%



TikTok

1% ● 34%



Snapchat

1% ● 26%



Twitter, now called X

3% ● 16%

# Media use patterns are profoundly impacted by age.

For each of the following, please tell me whether you see a lot/some relevant ads...  
(among **daily users** of that platform)

● 18-49      ● 50+



Facebook

46% ● ————— ● 64%



Broadcast or cable television

33% ● ————— ● 43%

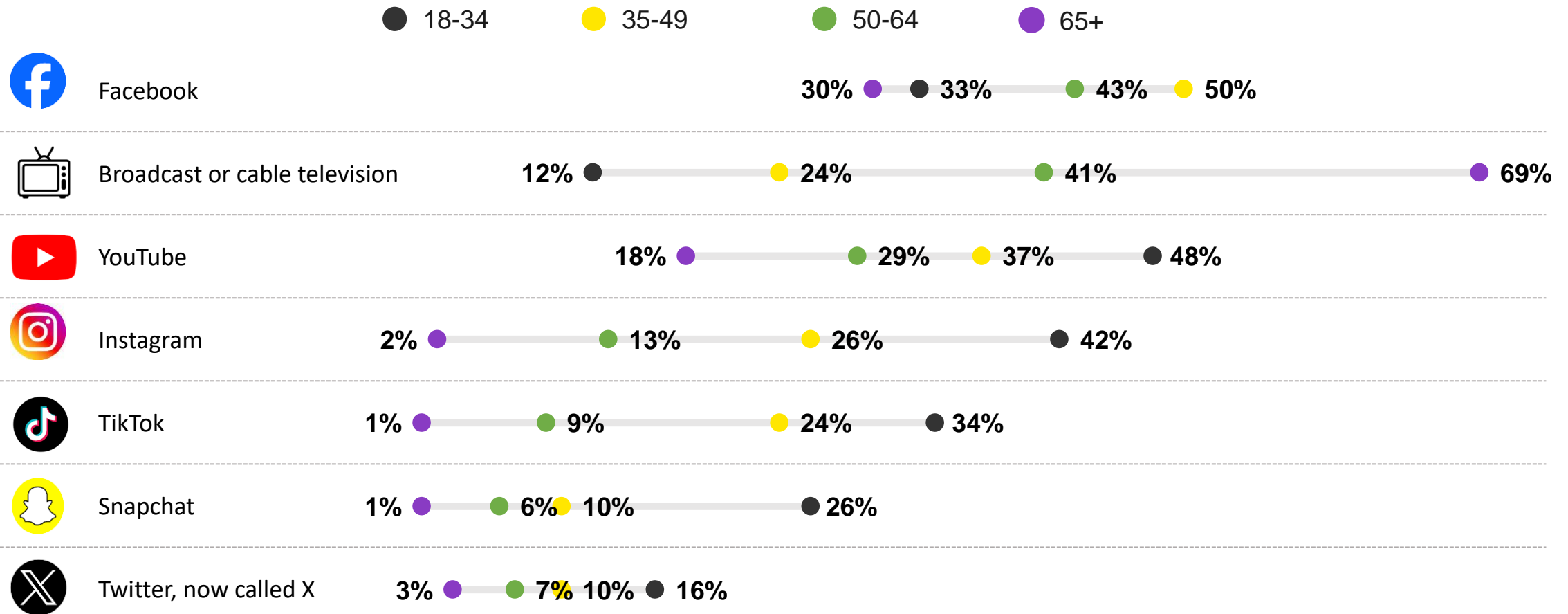


YouTube

42% ● ————— ● 44%

# Media use patterns are profoundly impacted by age, and the gaps between groups are often large.

*Please tell me whether you use or watch any of the following every day.*





# The TikTok Generation



# Daily TikTok Users

*Proportion of Voters who Use TikTok once a day or more often*

	Jan. 2024 %
All	22
18-34	43
35-49	24
50-64	15
65+	9
Men 18-49	28
Men 50+	12
Women 18-49	42
Women 50+	13
White	19
Black	32
Latino	38
DEM	27
IND	22
REP	19
DEM: Biden Supporters	22
DEM: Sanders/Warren Supporters	31
Biden Somewhat Disapprovers	31

# TikTok and 18-34-year-olds



	18-34-year-old TikTok Users	18-34-year-old NON TikTok Users
% of sample	<b>11%</b>	<b>14%</b>
Party ID	<b>D+17</b>	<b>D+12</b>
Biden Approval	<b>23%</b>	<b>33%</b>
Biden Approval Israel-Hamas in Gaza	<b>9%</b>	<b>19%</b>
Biden-Trump Ballot	<b>42%-44%</b>	<b>43%-40%</b>
Congressional Preference (D-R)	<b>56%-40%</b>	<b>47%-46%</b>
High interest in election (9/10)	<b>33%</b>	<b>31%</b>
Biden Right Kind of Change/Wrong Kind of Change/Not Much Change	<b>12%-41%-45%</b>	<b>13%-36%-47%</b>
Economy will get better	<b>19%-49%</b>	<b>20%-36%</b>

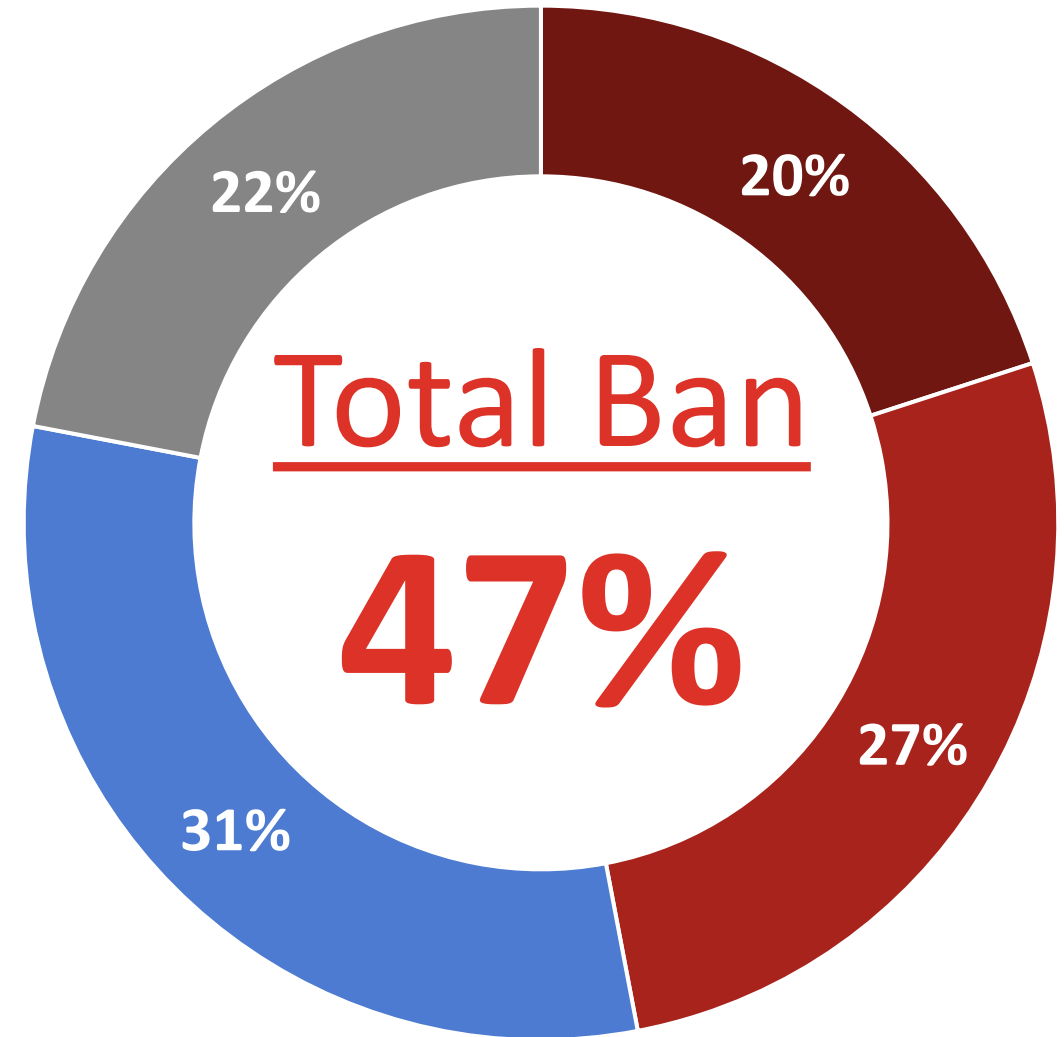
Almost half of Americans believe that TikTok should be banned.

TikTok should be banned no matter what

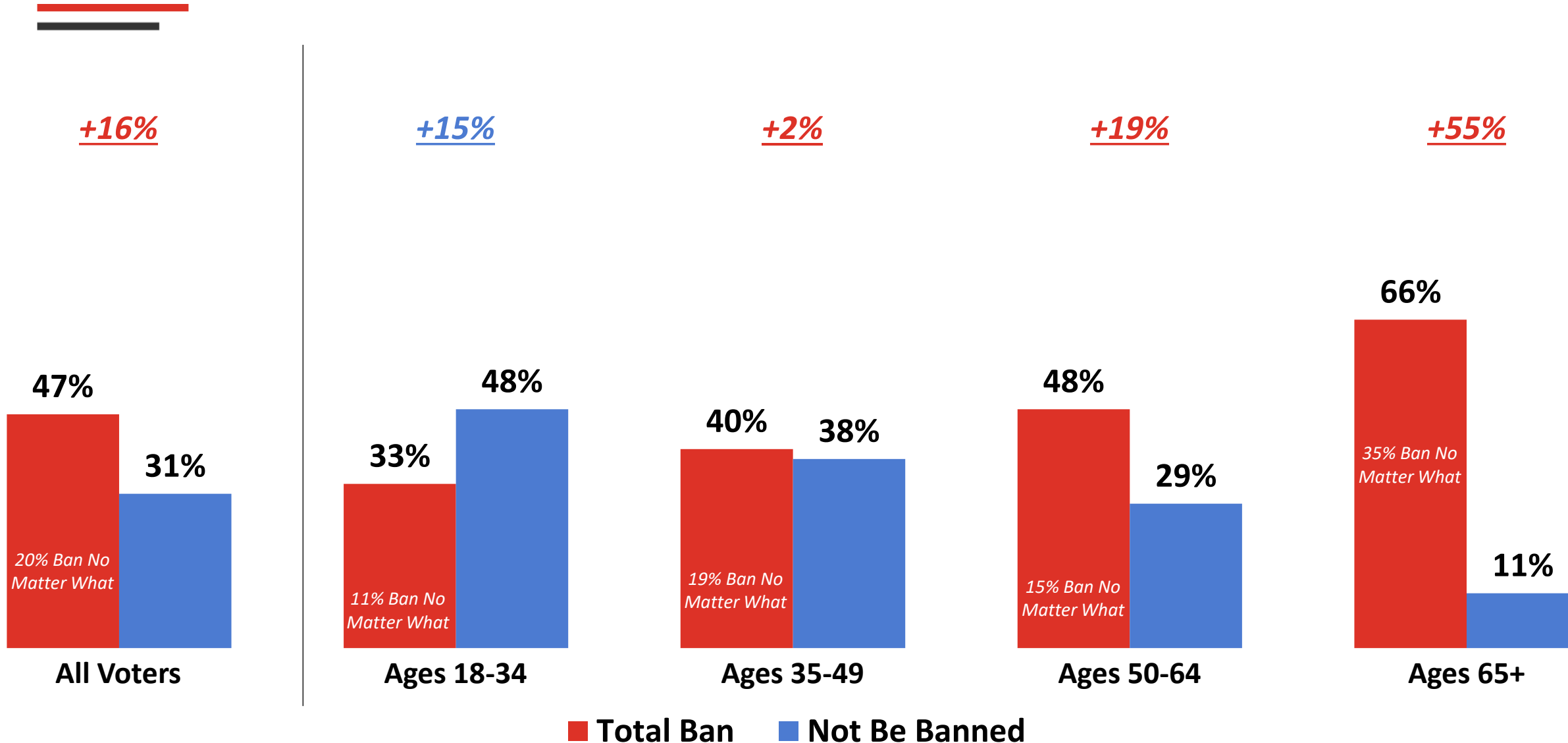
TikTok should be banned unless it is sold to a non-Chinese company because it could pose a national security threat

TikTok should not be banned, even if it continues to be owned by a Chinese company, because government shouldn't ban social media platforms

Do not know enough to have an opinion/Not sure

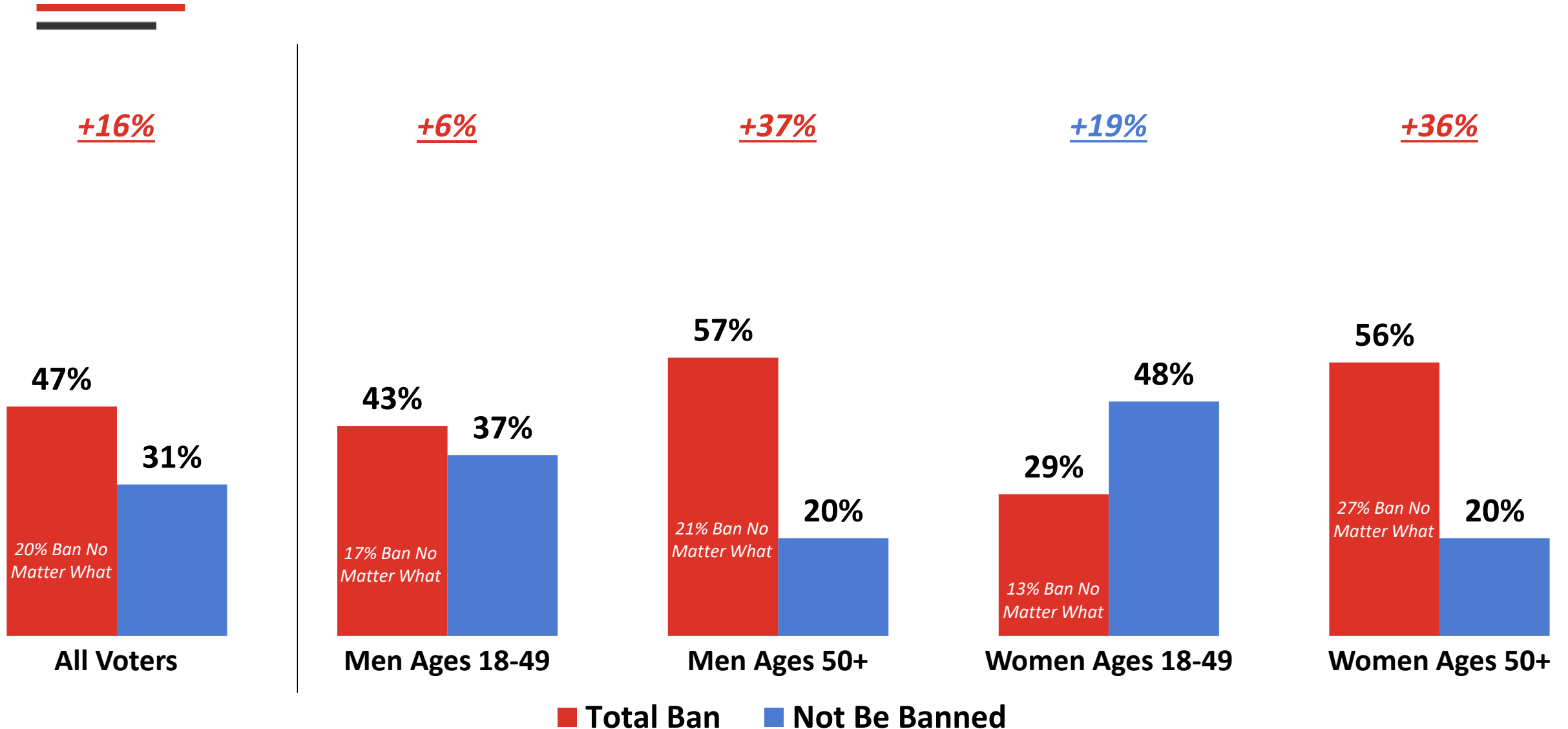


# Opposition to banning TikTok is highest among voters 18-34 years old.



As you may know, the social media app TikTok is owned by a Chinese company that is connected to the Communist government of China. Some in Congress have concerns that the Chinese government has access to personal data of U.S. TikTok users and poses a national security threat. Congress has proposed banning TikTok in the U.S. unless it is sold to a non-Chinese company. With this information in mind, do you think...?

A little less than half of women ages 18-49 are against banning TikTok.



20% Ban No Matter What

17% Ban No Matter What

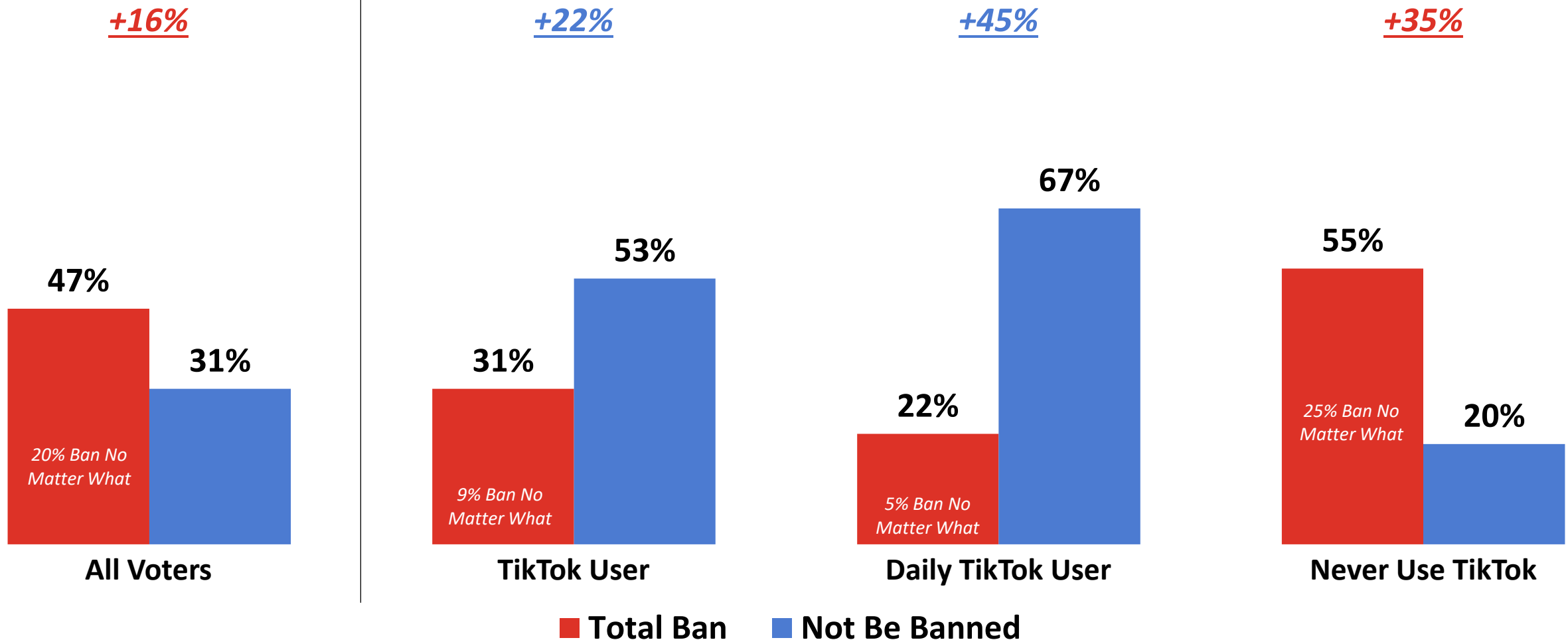
21% Ban No Matter What

13% Ban No Matter What

27% Ban No Matter What

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A majority of Americans who do not use TikTok support banning the app. While a little less than one-third of TikTok users also support this ban.



20% Ban No Matter What

9% Ban No Matter What

5% Ban No Matter What

25% Ban No Matter What

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