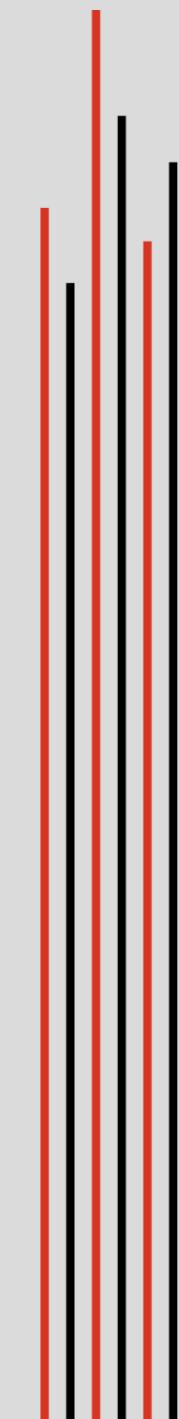
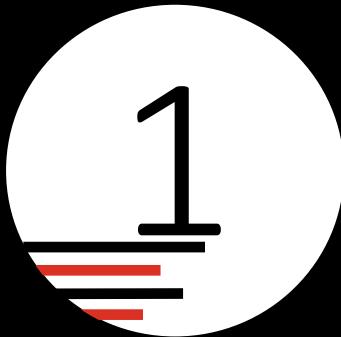


10 Consequential Slides of 2025

Bill McInturff





After a 43-day federal government shutdown and this November's election results, official Washington has declared the Democrats will win the U.S. House of Representatives in 2026. That's certainly possible. Or it is possible the congressional generic vote will pop back to the margin of error, as happened after the 1995 and 2013 federal government shutdowns.

Congressional Preference Before, During, and After a Government Shutdown



	Before	During	After
1995/1996	<i>Republican</i> +1%	<i>Democrat</i> +11%	<i>Democrat</i> +2%
2013/2014	<i>Democrat</i> +3%	<i>Democrat</i> +8%	<i>Democrat</i> +2%
2025/2026	<i>Democrat</i> +1%	<i>Democrat</i> +8%	?



The first measure of election interest tells us that the 2026 election will be a barn burner with very high turnout. Remarkably, interest in the election this year was already higher than a few weeks before the election in five of the last six off-year elections.

Election interest is already incredibly high. One more example: today's 18 to 34-year-old voters are already showing a uniquely high interest in a midterm election.



% 9-10 Interest in The Election

<i>Off-Year Election/First Track</i>	All Voters	<i>Weeks Before the Election</i>	All Voters
January 2006	53%	October 2006	61%
December 2009	54%	October 2010	61%
March 2014	47%	October 2014	55%
December 2017	53%	October 2018	65%
October 2021	59%	October 2022	70%
October 2025	66%	Ages 18-34	
		Midterms (Average)	36%
		Today	47%



An important factor on President Trump's standing is weaker numbers on economic issues.

Even as a majority of registered voters believe that President Trump has “lived up” to his promises on “border security and immigration,” almost two-thirds of voters said that the president has “fallen short” on “the economy,” “looking out for the middle-class,” and “inflation and the cost of living.”

“Border security and immigration” is the only area where the Trump Administration is meeting expectations. There is deep underperformance on economic measures.



	Lived Up	Fallen Short	Net Difference
Border security and immigration	51%	44%	+7%
Foreign policy	44%	53%	-9%
Changing business as usual in Washington	40%	56%	-16%
The economy	34%	63%	-29%
Looking out for the middle-class	33%	65%	-32%
Inflation and the cost of living	30%	66%	-36%



These lower economic ratings might have constrained a different president. President Trump, though, has already issued more executive orders in the first year of his second term than in all of his last term in office. President Trump has issued significantly more EOs in his first year than any other president since FDR in 1933.

President Trump is creating a new precedent that could easily reshape the behavior of future presidents.

First 100 Days and First Year: Executive Orders Signed

POS



	<u>Executive Orders Signed</u>	
	1 st 100 Days	1 st Year
FDR*	99	676
Reagan	18	54
H.W. Bush	11	33
Clinton	13	59
W. Bush	11	56
Obama	19	42
Donald Trump 1.0	33	58
Joe Biden	42	77
Donald Trump 2.0	143	226

**Data from the American Presidency Project
Data from National Archives: Federal Register*





American attitudes are sharply changing over a generation about what is “morally acceptable.” Of 20 items tested over time, there have been six double-digit increases saying the items tested are morally acceptable, led by “gay or lesbian relations,” “having a baby outside of marriage,” and “divorce.” Only two items have dropped since first asked in 2001 as being morally acceptable: “medical testing on animals” and “the death penalty.”

Morally Acceptable or Morally Wrong?

POS  GALLUP®

Data Shown % Morally Acceptable – Ranked by Net Difference	2001/ First Asked	2025	Net Diff. (First Asked- 2025)
Gay or lesbian relations	40%	64%	+24%
Having a baby outside of marriage	45%*	67%	+22%
Divorce	59%	75%	+16%
Sex between an unmarried man and woman	53%	68%	+15%
Polygamy	7%*	21%	+14%
Medical research using stem cells obtained from human embryos	52%*	63%	+11%
Sex between teenagers	32%*	41%	+9%
Suicide	13%	21%	+8%
Abortion	42%	49%	+7%
Pornography	30%*	35%	+5%
Medical testing on animals	65%	47%	-18%
Death penalty	63%	56%	-7%



We are witnessing other significant changes over the generations: We have reached a low point in the past nine decades in the self-described use of alcohol and smoking. Over roughly two generations, the percentage of adults 18 to 64 who report having sex weekly or more is also at a low point.

Americans' self-reported tobacco and alcohol use are at record lows with a drop as well on reported sexual activity.

% Yes, Smoked or Use Alcoholic Beverages	Smoked*	Use Alcoholic Beverages^	% of adults 18-64 who say they have sex weekly or more often	Sexual Activity	Institute for family studies
1939	N/A	58%	1990	55%	
1940s Average	43%	64%	2000	54%	
1950s Average	44%	59%	2010	46%	
1960s Average	40%**	63%	2020	39%	
1970s Average	40%	69%	2024	37%	
1980s Average	32%	64%			
1990s Average	26%	62%			
2000s Average	24%	63%			
2010s Average	19%	64%			
2020s Average	13%	60%			
2024*/2025^	11%	54%			

*2024

**Only asked in 1969

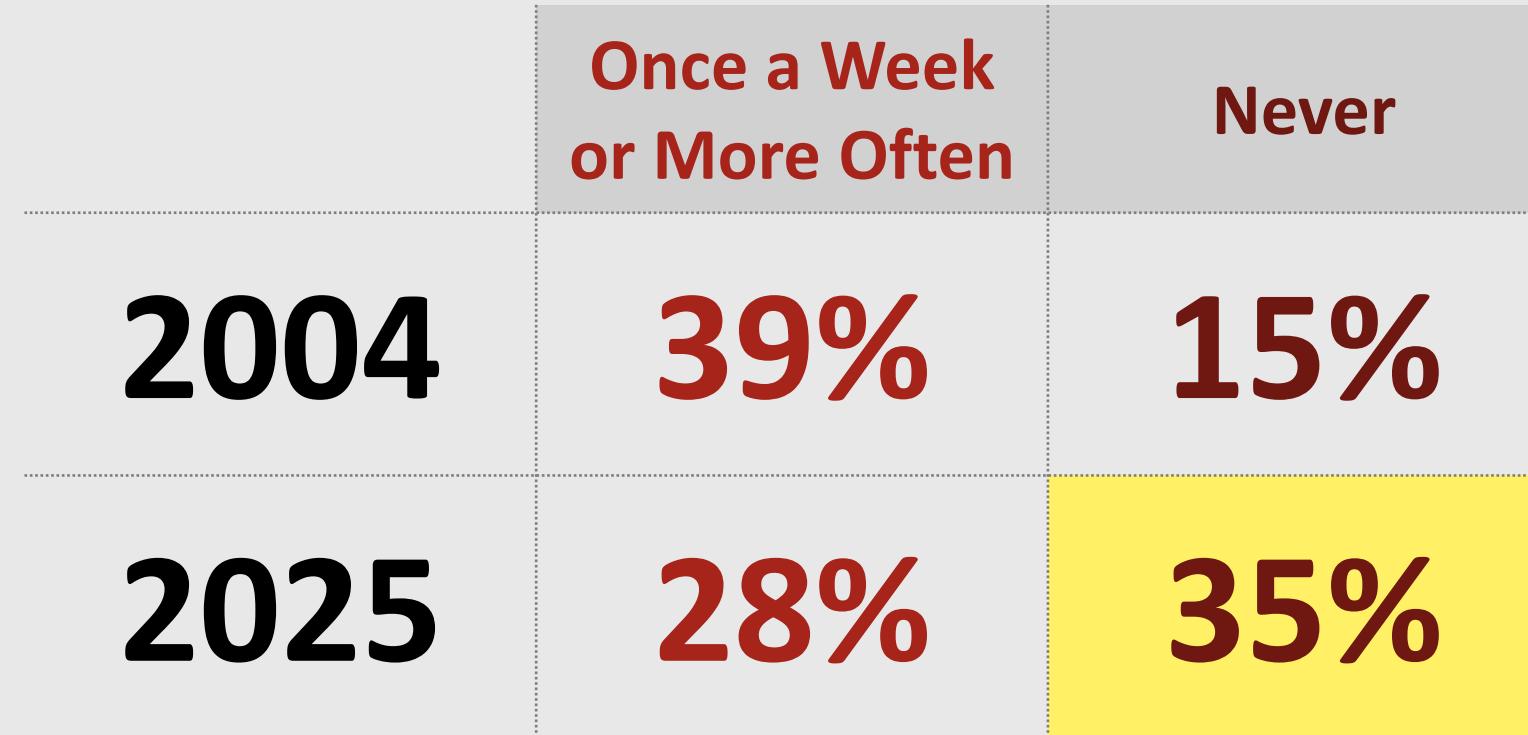


What is up sharply though is the percentage of Americans saying they never attend a religious service, rising to 35% this year, up from only 15% in 2004. Among 18 to 34-year-olds, the percentage saying they never attend a religious service is up even more sharply to 45%. In just the past decade, there has been a 17-point drop in Americans saying religion is an important part of their daily life.

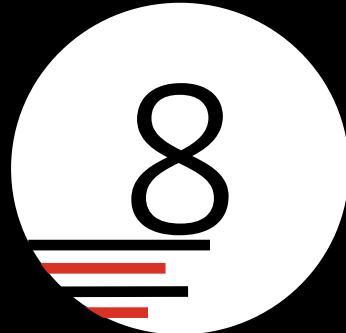
There has been a sea change in a generation in how often Americans say they attend religious services.



How Often Americans Say They Attend Religious Services



There is interesting counterpoint data here, as the percentage of people 18 to 34 who say they attend religious services weekly or more is up six points since 2022, from 13% to 19%.



This year's educational data is also notable. The year before the pandemic, 15% of American students missed 10% or more of the school year. In 2022, that number soared to 29% and stayed at 24% in 2024, the last year measured. If one out of four students is missing 10% or more of the school year, it adds perspective to the lowest test scores for American fourth and eighth-grade students in years.

Percentage of K-12 Students Chronically Absent and Test Scores



Year	Total Absentee Students	AEI
2017	13%	
2018	15%	
2019	15%	
2020	N/A	
2021	N/A	
2022	29%	
2023	25%	
2024	24%	

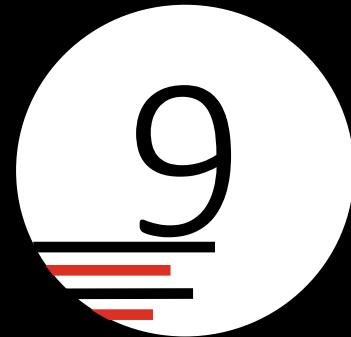
National Assessment of Educational Progress (NAEP)

MATH	2013	Today	Difference
8 th Grade	285	274	-11
4 th Grade	242	237	-5

READING	2013	Today	Difference
8 th Grade	268	258	-10
4 th Grade	222	215	-7

Absenteeism is defined as missing at least 10 percent of the school year.

Data from 2020 and 2021 were omitted due to incomplete reporting during the pandemic.



Just 12 years ago, a majority (53%) of Americans said college was worth the cost because it led to a better job and more money over a lifetime. Today in a stunning reversal, 63% say college is *not* worth the cost because of a lack of specific job skills and high student debt.

Value of a Four-Year College Degree

POS



A four-year college education is...

Worth the cost because people have a better chance to get a good job and earn more money over their lifetime

Not worth the cost because people often graduate without specific job skills and with a large amount of debt to pay off

% Who believe college is worth the cost

2013

53%

47%

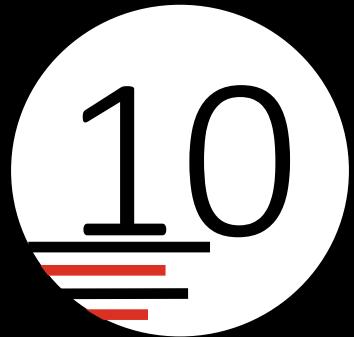
63%

2025

33%

26%

46%



There are very important numbers among women.

Estimates are that women need to average 2.1 children, or the population will shrink. The number of children per woman continues to sharply drop from 2.06 in 2005 to 1.79 this year.* (Our population growth depends on immigration.)

Women have choices, and not being married or having children is being expressed as a preference. In 1993, 83% of young women who were seniors in high school said they wanted to marry, which is now down to 61%.^

There is a “red versus blue” component as well. Men 18 to 29 who voted for Trump and women 18 to 29 who voted for Harris were asked to rank 13 items that were their personal definition of success. For the young female Harris voters, “having children” or “being married” were in the bottom three items, while their Trump male counterparts rated these the first and fourth most important definitions of success.

Gen Z's Gender Divide Reaches Beyond Politics



Personal Definition of Success

	Men Ages 18-29 Voted for Trump	Women Ages 18-29 Voted for Harris
1	Having children	Having a job or career you find fulfilling
2	Financial independence	Having enough money to do things you want to do
3	Having a job or career you find fulfilling	Having emotional stability
4	Being married	Using your talents and resources to help others
5	Having enough money to do things you want to do	Financial independence
6	Owning your own home	Having no debt
7	Being spiritually grounded	Owning your own home
8	Making your family or community proud	Making your family or community proud
9	Having no debt	Being spiritually grounded
10	Using your talents and resources to help others	Being able to retire early
11	Being able to retire early	Being married
12	Having emotional stability	Having children
13	Fame and influence	Fame and influence

Which of the following is important to your personal definition of success? *Each respondent was able to pick three choices out of 13 options.



There is an old expression that “life comes at you fast.” Well, that is certainly true for players in the MLB (Major League Baseball).

And boy, is that truer than ever!

Since Statcast first started tracking the speed of each pitch in 2008, there has been a radical transformation in terms of how many pitches have been at 98 miles per hour — or faster.

In a slide deck devoted to trends, this certainly qualifies as a trend.

MLB Pitches Thrown at 98+ MPH From 2008-2025

POS 



MLB Pitches Thrown At 98+ MPH

2008

11,301

2008-2009 Average

12,543

2010-2014 Average

16,268

2015-2019 Average

27,145*

2021-2025 Average

40,937

2025

51,597

**2020 season shortened because of COVID-19*