

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 | | | |
|---------------------------------|------------|---------------------------|------------|
| Off-Year Election/First Track | All Voters | Weeks Before the Election | 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

| | <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?

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% |

*First Asked in 2002

*First Asked in 2003

*First Asked in 2013

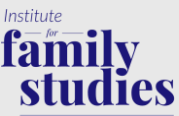
*First Asked in 2011



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.

| <i>% Yes, Smoked or Use Alcoholic Beverages</i> | Smoked* | Use Alcoholic Beverages^ | <i>% of adults 18-64 who say they have sex weekly or more often</i> | Sexual Activity |
|-------------------------------------------------|----------------------|--------------------------|---------------------------------------------------------------------|-----------------|
| 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 ^2025 | **Only asked in 1969 | | | |



Have you, yourself, smoked any cigarettes in the past week? // Do you have occasion to use alcoholic beverages such as liquor, wine or beer, or are you a total abstainer?



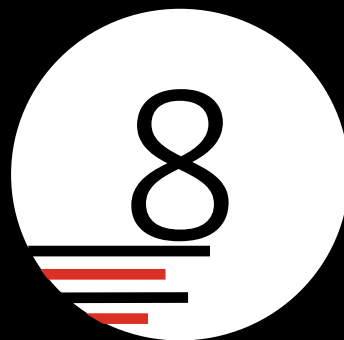
What is up sharply though is the percentage of Americans saying they never attend a religious service, rising to 35% this year, up from only 15% in 2004. Among 18 to 34-year-olds, the percentage saying they never attend a religious service is up even more sharply to 45%. In just the past decade, there 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

| | Once a Week or More Often | Never |
|------|------------------------------|-------|
| 2004 | 39% | 15% |
| 2025 | 28% | 35% |


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 |  |
|------|-------------------------|-------------------------------------------------------------------------------------|
| 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

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

Total

53%

< College

47%

College +

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.



Bonus Slide

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

| 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*