21st Century America Looks, Acts and Thinks Differently than 20th Century America

One Party’s Coalition is Headed Toward the Future

The other, not so much
New American Demographics
Some Demographic Data Points

• America is Increasingly Diverse:
  • “Majority Minority” nation by 2050
  • Already true for:
    • Americans under 15 years of age
    • In Ten Southern And Western States

• Millennials = One of Three Americans by 2020
  • Largest and Most Diverse Generation in History
  • One out of five have an immigrant parent

• Majority of all racial/ethnic groups live in suburbs
Shifting Ethnicity of Labor

Share of Labor Force by Race/Ethnicity

- White non-hispanic: 71.6% (2000), 50.1% (2050)
- Hispanic: 11.6% (2000), 23.7% (2050)
- Black: 11.4% (2000), 13.4% (2050)
- Asian and other: 5.3% (2000), 12.8% (2050)
Immigrants and the Economy

Between 1990 and 2005 immigrants started one quarter of all venture-backed companies.

Even in Corporate America: Fourteen of the 2007 Fortune 100 CEOs were immigrants.

Brin, Google
Yang, Yahoo
Grove, Intel
Kholsa & Bechtolsheim, Sun Microsystems

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Millennials Will Increasingly Dominate the Electorate Over the Next Decade

- Percentage of Millennials Eligible to Vote
- Millennial Contribution to Voting Age Population

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Millennial Lifestyle Choices

Live Currently

- **Big city**: Millennials 18%, Older Generations 15%
- **Suburb**: Millennials 38%, Older Generations 38%
- **Small city**: Millennials 31%, Older Generations 30%
- **Country**: Millennials 11%, Older Generations 16%

"Ideal" Place to Live

- **Big city**: Millennials 17%, Older Generations 9%
- **Suburb**: Millennials 43%, Older Generations 31%
- **Small city**: Millennials 17%, Older Generations 27%
- **Country**: Millennials 17%, Older Generations 29%

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National Survey by Frank N. Magid Associates
Millennials defined as age 18-28
The Suburbs Will Be A Critical Battleground In November

Source: Frank N. Magid Associates, June 2010
21st Century America Acts Differently
Intent to Volunteer At All-Time High

"Very Good Chance" Will Volunteer in College

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2009 CIRP Freshman Survey: John H. Pryor, Sylvia Hurtado - Higher Education Research Institute at UCLA
Do you agree or disagree with the following statement?
The United States is the greatest country in the world.

- Agree: 67%
- Disagree: 27%
- No answer: 6%
The 21st Century Party Coalitions
Think Differently

Education
Economy & Jobs
Healthcare Reform
Financial Reform
Federal Spending
National Debt

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Key Takeaways

• Democratic Party ID advantage of 14 Points has NOT changed significantly since the last survey in February.
• The economy and jobs dominate all other issues.
• But, components of the Democratic coalition have other important issue concerns—education, healthcare, and financial reform—while Republicans care more about deficits.

• Democrats can win by mobilizing their coalition, Republicans will need to overcome voter’s skepticism of their ideas to be successful in the 2010 midterm election.
Despite Ongoing Political Turmoil
Democrats Retain a Solid Party ID Lead

Source: Frank N. Magid Associates, June 2010

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A Majority of Democrats Are From The Two Youngest Generations While A Majority of Republicans Are From The Two Oldest

Source: Frank N. Magid Associates, June 2010
The Democratic Coalition Is More Ethnically Diverse While the Republican Coalition Is Overwhelmingly White

Source: Frank N. Magid Associates, June 2010
The Democratic Party ID Lead Narrows, But Remains Strong, Among Registered Voters And Those Certain To Vote In November

Democratic Advantage

Source: Frank N. Magid Associates, June 2010
The Economy And Jobs Dominate All Other Issues

- 64% of all Americans rate jobs and the economy as a critical issue.
- No other single issue is rated critical by a majority.
- Key components of the Democratic coalition see the economy as critical:

Source: Frank N. Magid Associates, June 2010
Among Components of the Democratic Coalition
Education Trails Only The Economy In Importance

- 41% of all Americans rate education a critical issue.
- Within the Democratic coalition concern with education is significantly higher:
- Additionally, 37% of Millennials rate the cost of college education critical.

Source: Frank N. Magid Associates, June 2010
Half Of All Americans Say Federal Spending And The National Debt Is A Critical Issue

- Fewer within the Democratic coalition share that belief...

- But more within the GOP coalition do

Source: Frank N. Magid Associates, June 2010
Healthcare Reform Is Important For The Democratic Coalition

- 40% of all Americans rate healthcare reform a critical issue.

- For most components of the Democratic coalition concern with healthcare reform is significantly greater:

Source: Frank N. Magid Associates, June 2010
The 21st Century Democratic Coalition
Supports The Obama Health Care Reform Law

The 21st Century Republican Coalition
Opposes The Obama Health Care Reform Law

Source: Frank N. Magid Associates
40% of all Americans rate financial reform a critical issue.

For most components of the Democratic coalition concern with financial reform is significantly greater:

Source: Frank N. Magid Associates, June 2010
Like All Americans, the 21st Century Democratic Coalition Favors Strong Financial Reform Legislation

More concerned Congress will not do enough to protect consumers and control Wall Street excesses
More concerned Congress will go too far in limiting investment opportunities and future growth
Undecided

Source: Frank N. Magid Associates, June 2010
By a 2:1 margin voters prefer the Democrats to the GOP on the economy, education, and financial reform.

Voters prefer the Democrats to the GOP on healthcare reform by 4:1.

Within the Democratic coalition, preference for the Democrats is even higher on all these issues.
The 21st Century Democratic Coalition Opposes New Offshore Drilling

The 21st Century Republican Coalition Favors New Offshore Drilling

Source: Frank N. Magid Associates, June 2010

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A Majority of Americans Favor Activist Government, Particularly The 21st Century Democrats

Source: Frank N. Magid Associates, June 2010

54% Favor government actively trying to solve problems
31% Favor government staying out of society & economy
15% Not sure

56% Favor government actively trying to solve problems
25% Favor government staying out of society & economy
18% Not sure

58% Favor government actively trying to solve problems
24% Favor government staying out of society & economy
18% Not sure

70% Favor government actively trying to solve problems
14% Favor government staying out of society & economy
16% Not sure

62% Favor government actively trying to solve problems
24% Favor government staying out of society & economy
14% Not sure

Source: Frank N. Magid Associates, June 2010
Most Americans Favor Greater Economic Equality, Particularly 21st Century Democrats

Total Mention: 49% - 34% - 50% - 53% - 63% - 56%

- Ensure that all Americans have basic standard of living and income even if increases spending
- Let each person get along on their own even if some have more
- Not sure

Source: Frank N. Magid Associates, June 2010
The 21st Century Party Coalitions: What It Means For November
Democrats Have Lead on Congressional Generic Ballot, Especially Within Their Coalition

Source: Frank N. Magid Associates, June 2010

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But Getting the Coalition Registered Remains a Challenge

Source: Frank N. Magid Associates, June 2010
The GOP Coalition Is More Likely To Be Registered And To Have Not Moved Recently
The GOP Coalition Is More Likely To Vote And Be Concerned About The 2010 Elections

Source: Frank N. Magid Associates, June 2010
The Impact Of Not Mobilizing The Coalition: The Democratic Advantage Almost Disappears

Source: Frank N. Magid Associates, June 2010
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The Millennial Era has arrived.

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