



21st Century Political Coalitions: Two Parties Headed in Opposite Directions

A 21st Century America Report
by Morley Winograd & Michael D. Hais
June, 2010
www.ndn.org

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

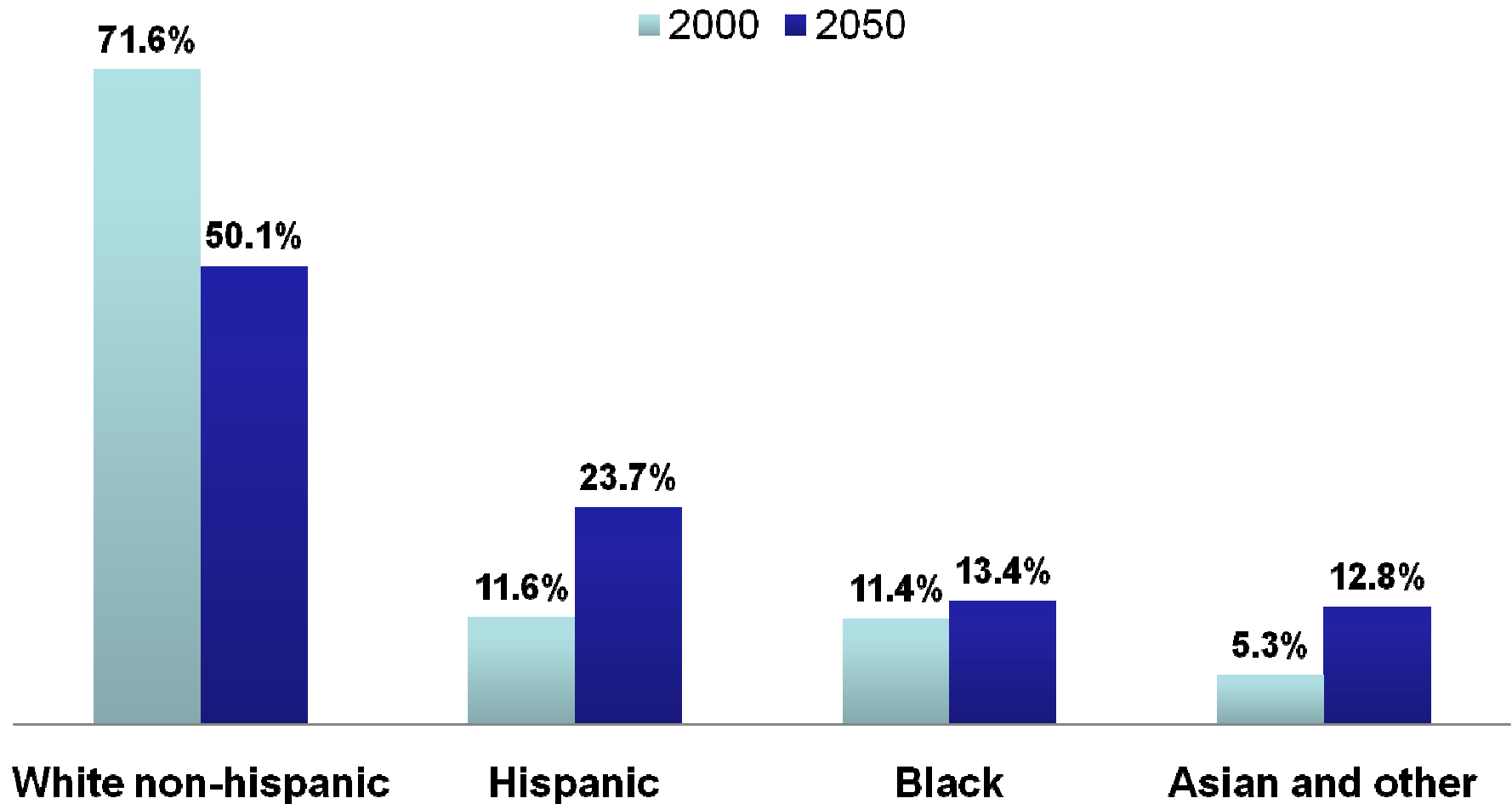


Some Demographic Data Points

- 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



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

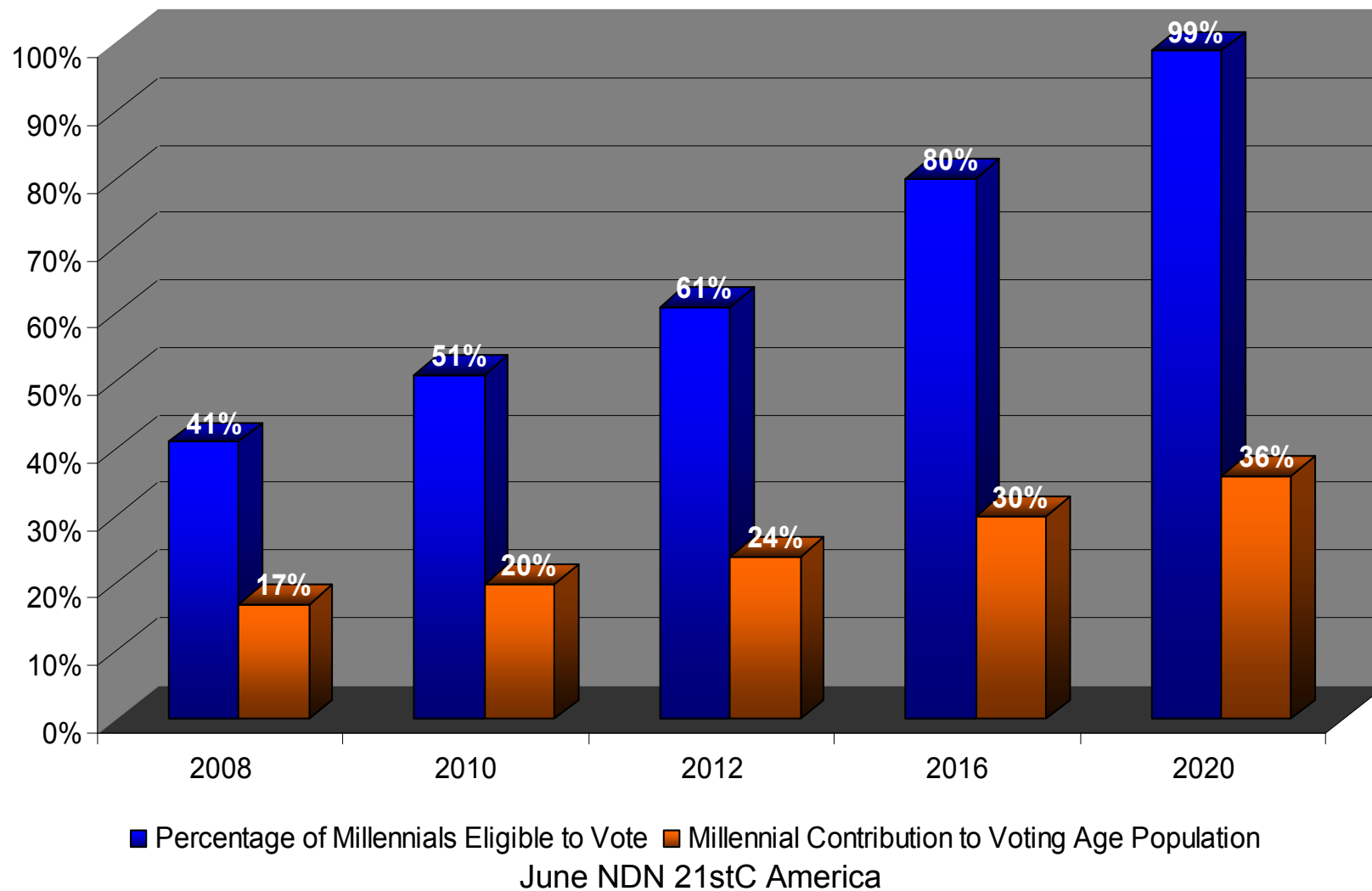


Grove, Intel

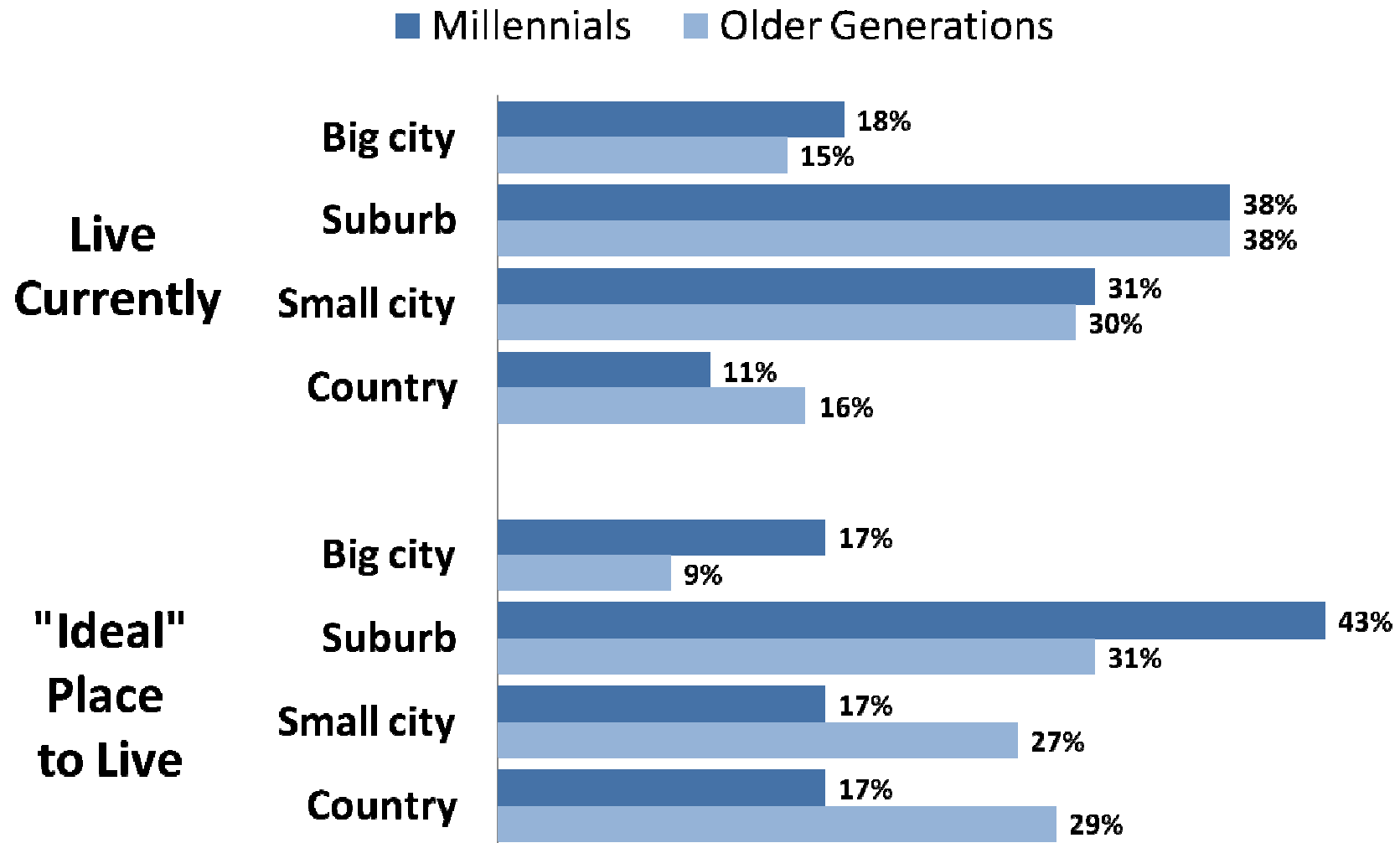


Kholsa & Bechtolsheim,
Sun Microsystems

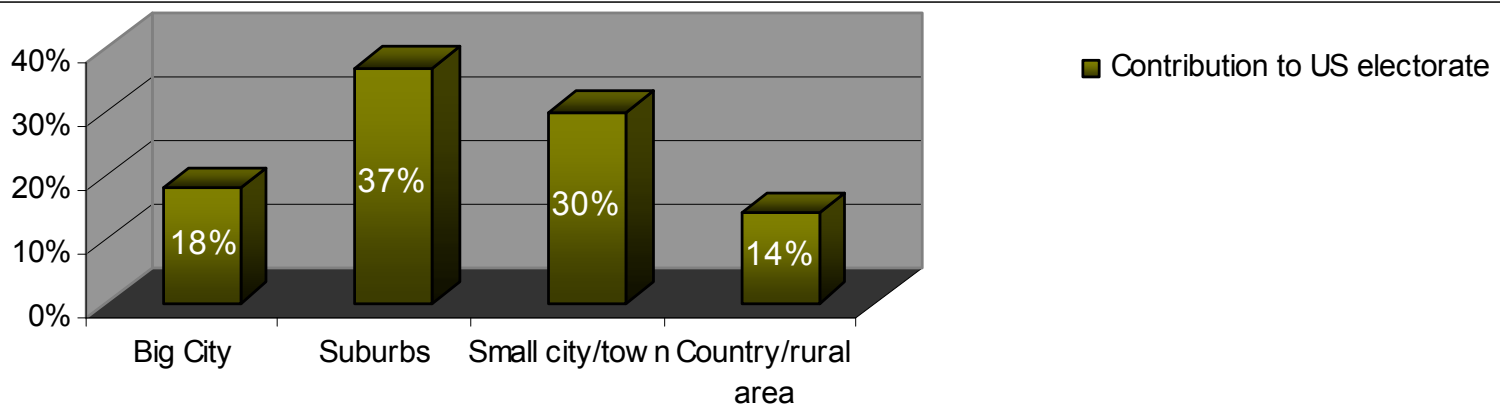
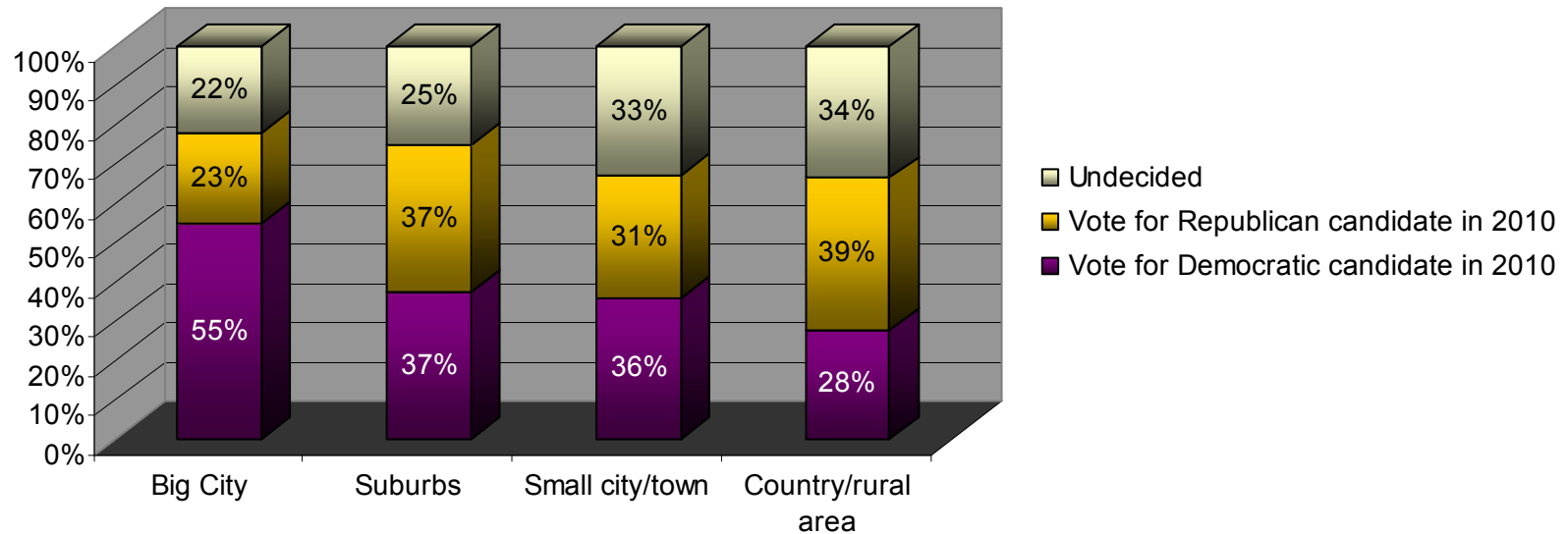
Millennials Will Increasingly Dominate the Electorate Over the Next Decade



Millennial Lifestyle Choices



The Suburbs Will Be A Critical Battleground In November



21st Century America Acts Differently

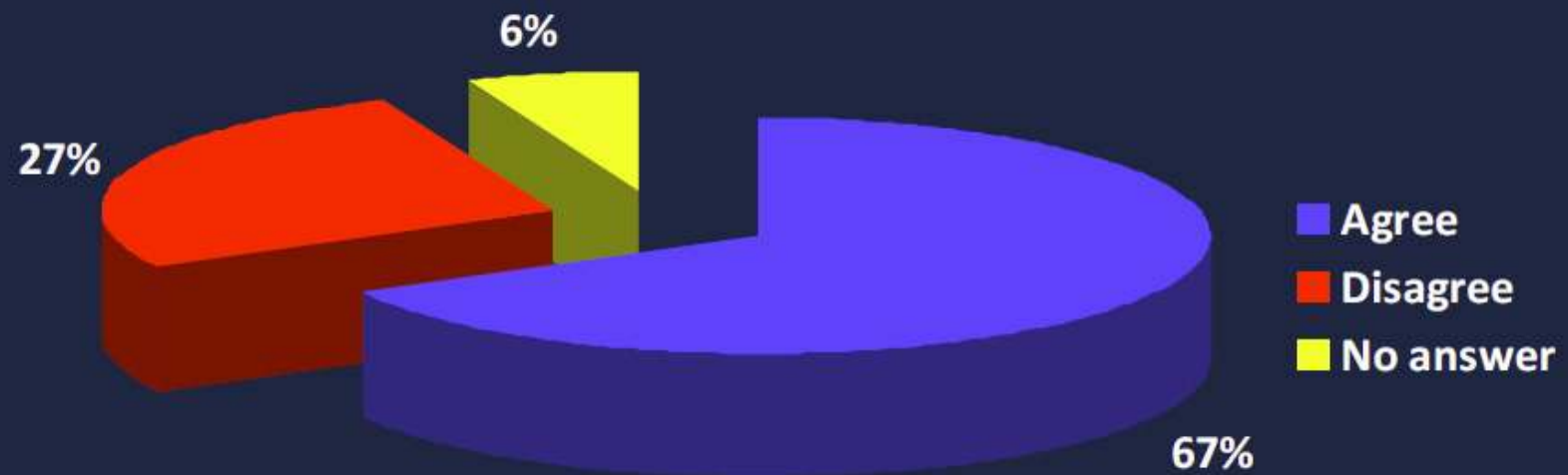
Intent to Volunteer At All-Time High



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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.



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& Amandi

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

The 21st Century Party Coalitions Think Differently

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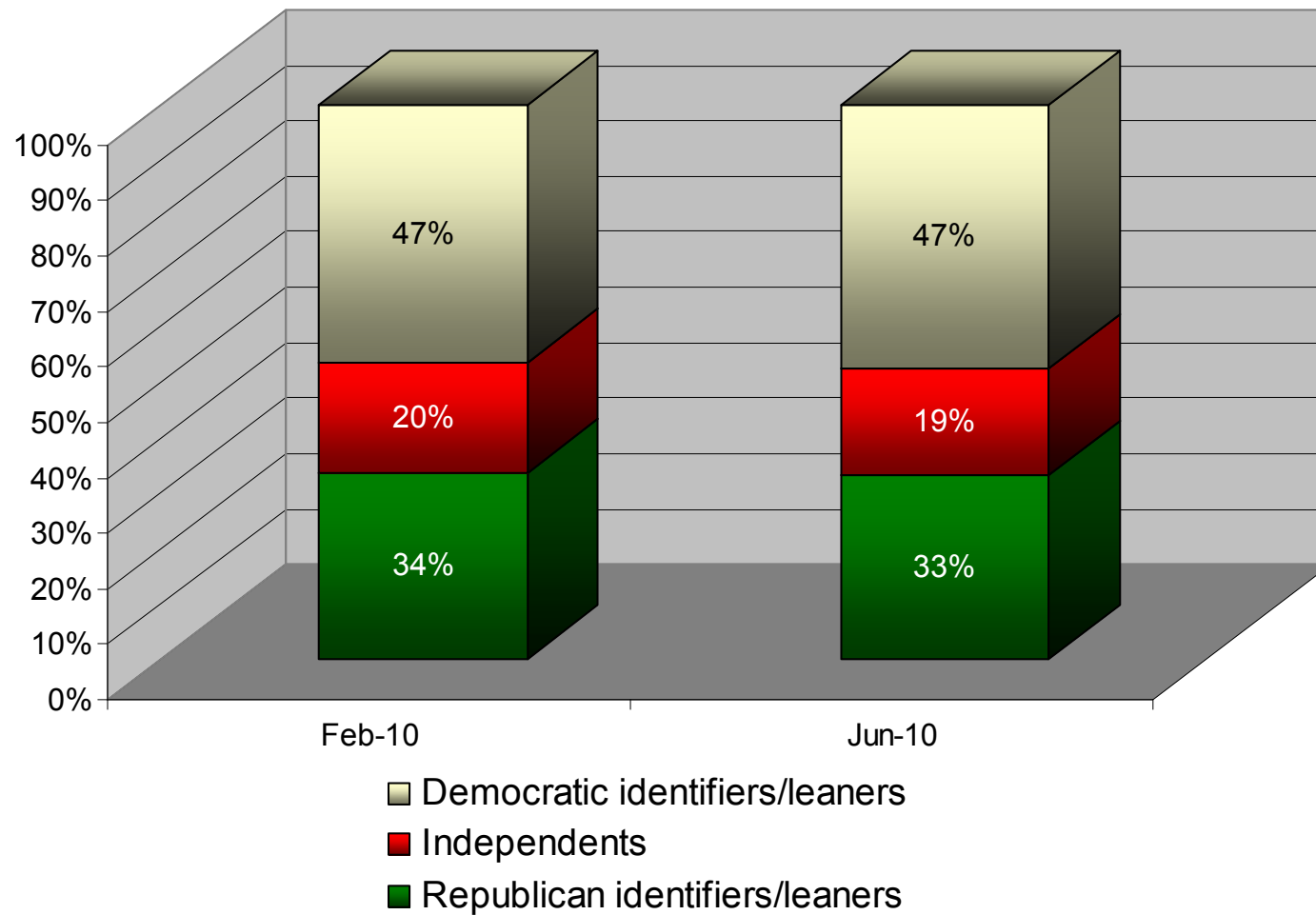
Key Takeaways

- 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.

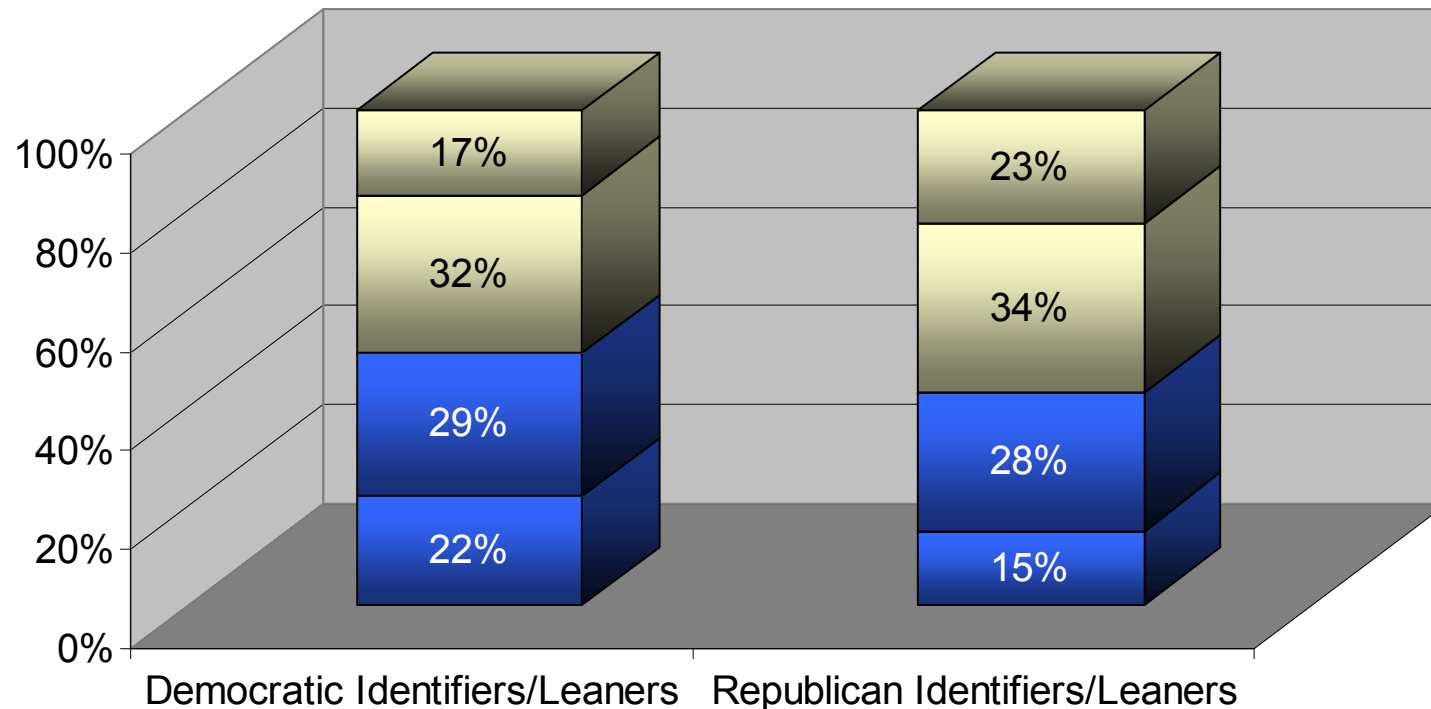


- Democrats can win by mobilizing their coalition, Republicans will need to overcome voter's skepticism of their ideas to be successful in the 2010 midterm election.

Despite Ongoing Political Turmoil Democrats Retain a Solid Party ID Lead

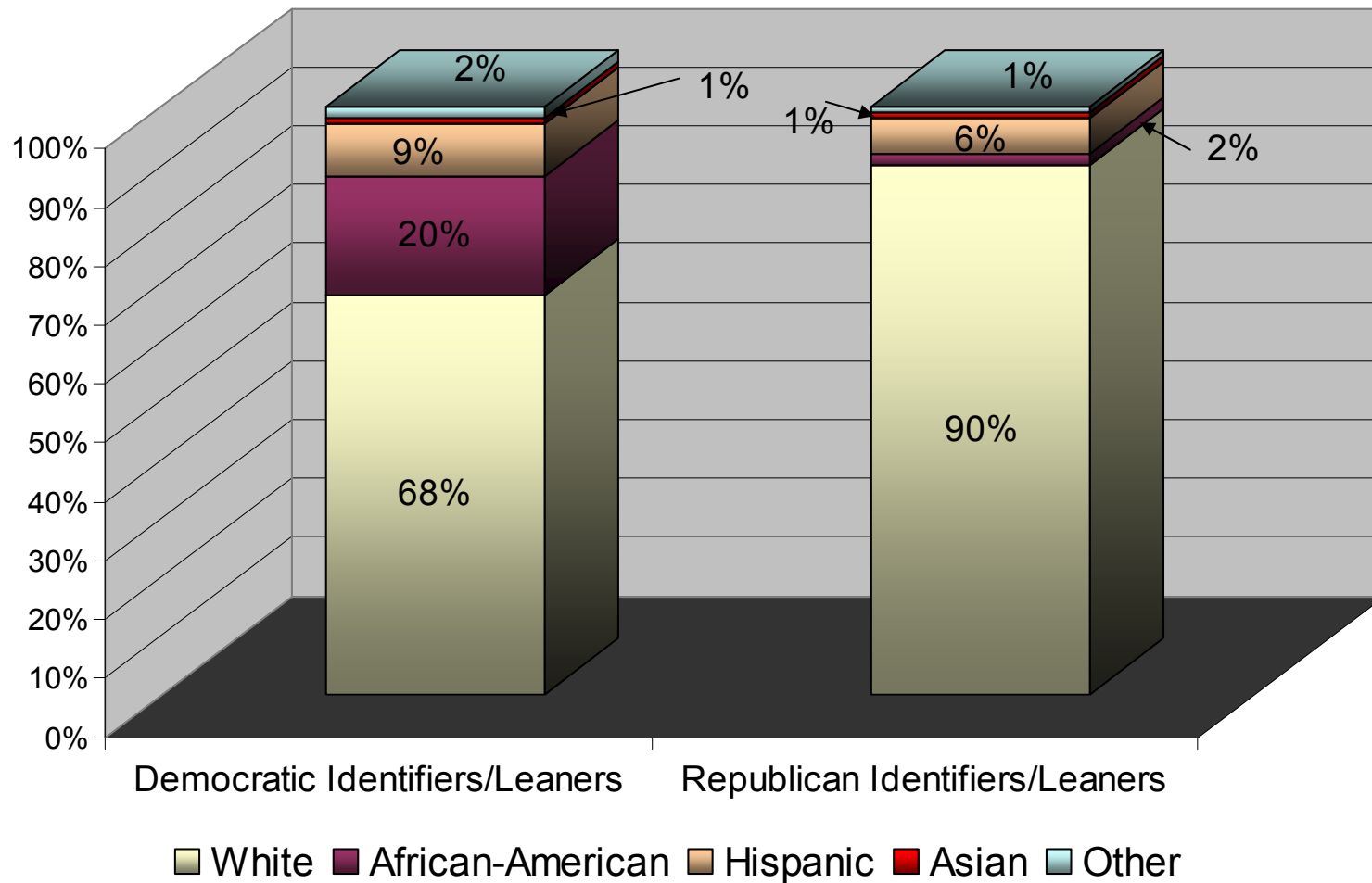


A Majority of Democrats Are From The Two Youngest Generations While A Majority of Republicans Are From The Two Oldest



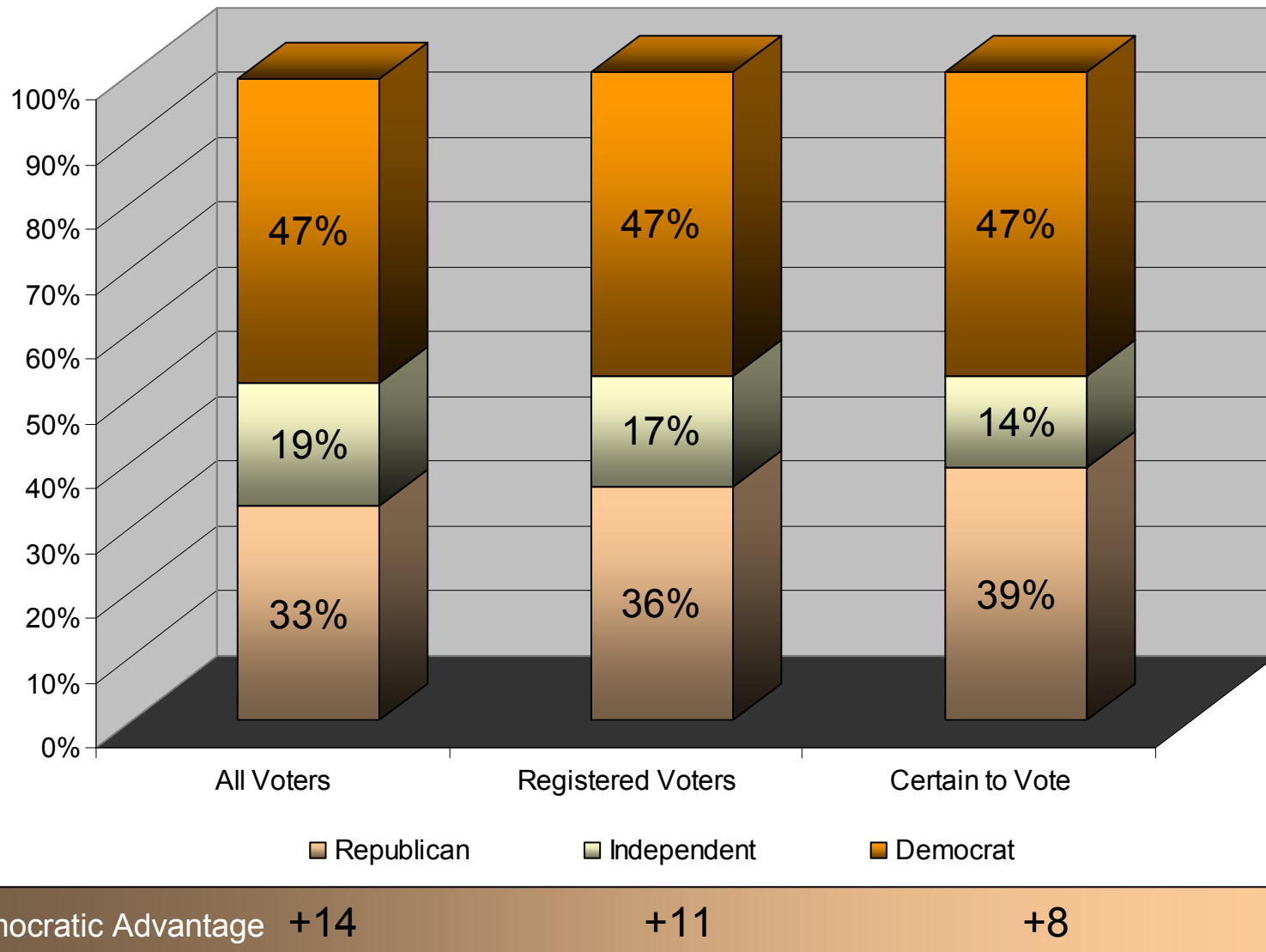
■ Millennial Generation (18-28 years old) ■ Generation X (29-45 years old)
■ Baby Boomer Generation (46-64 years old) ■ Silent Generation (65+ years old)

The Democratic Coalition Is More Ethnically Diverse While the Republican Coalition Is Overwhelmingly White



Source: Frank N. Magid Associates, June 2010

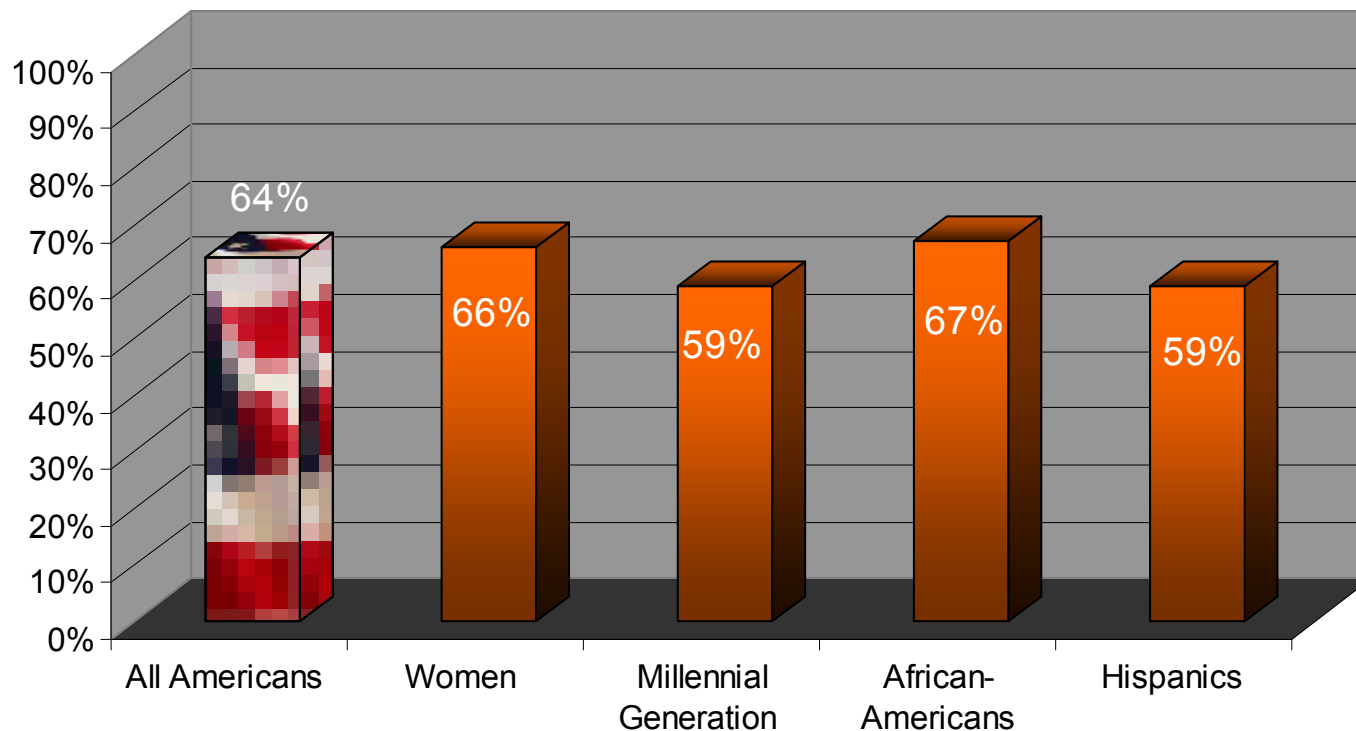
The Democratic Party ID Lead Narrows, But Remains Strong, Among Registered Voters And Those Certain To Vote In November



Source: Frank N. Magid Associates, June 2010

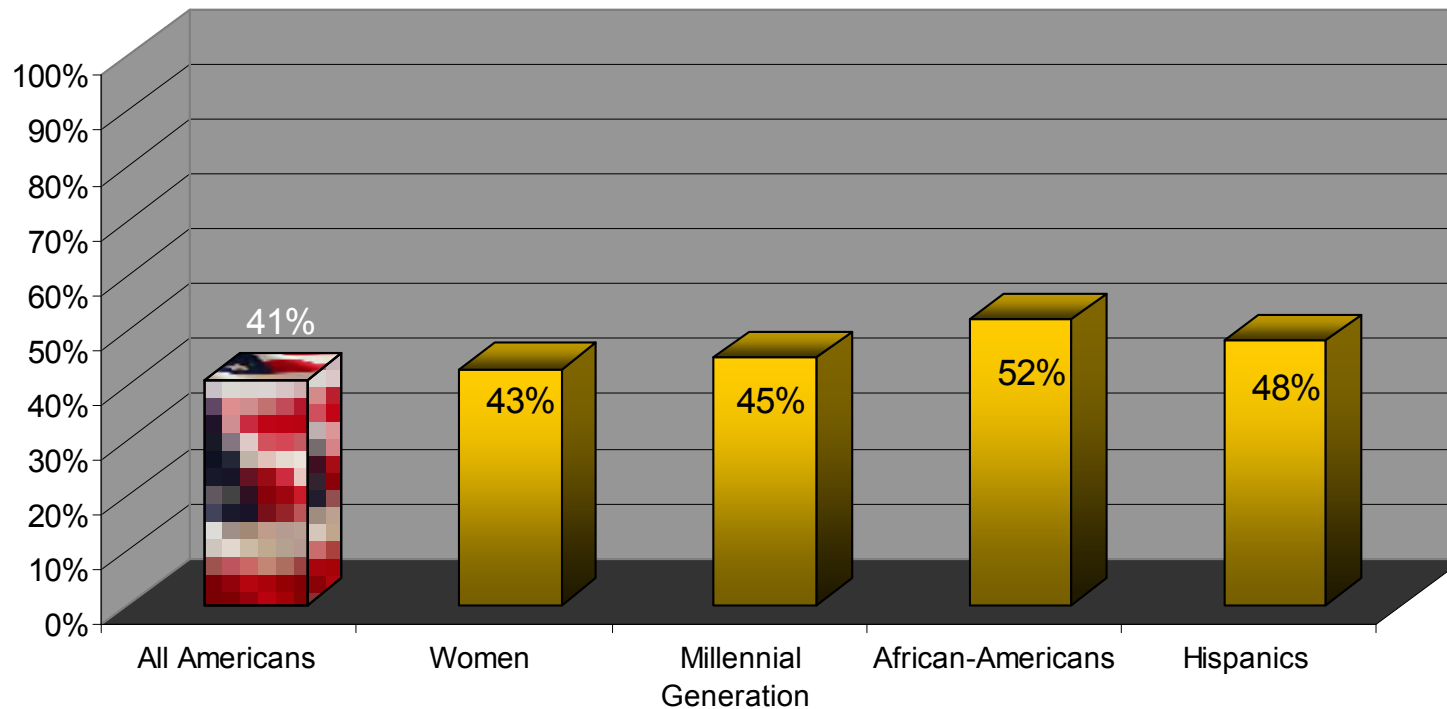
The Economy And Jobs Dominate All Other Issues

- 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:



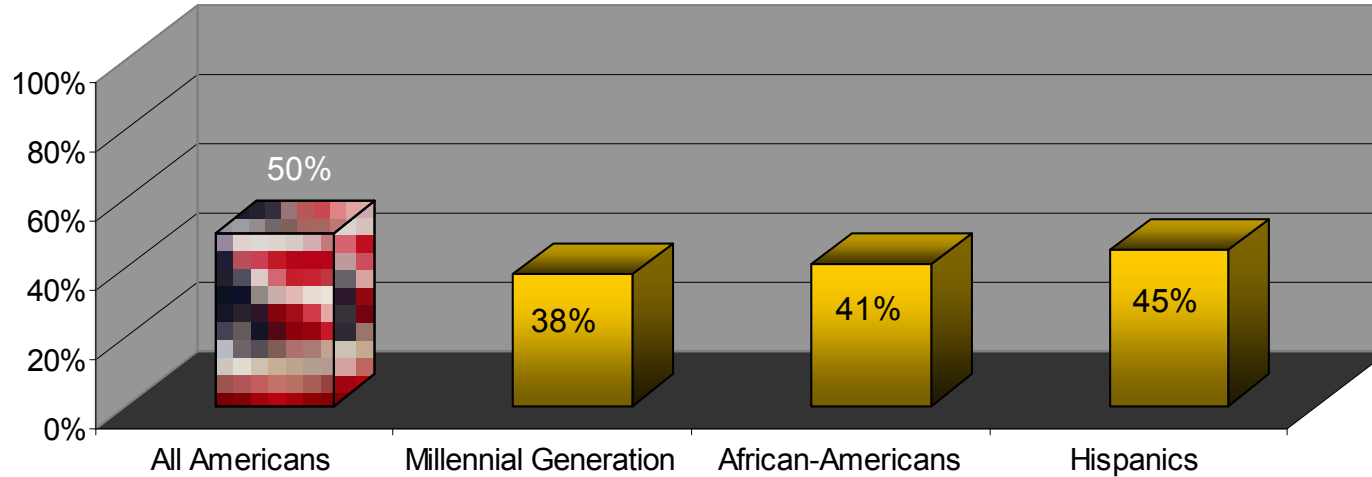
Among Components of the Democratic Coalition Education Trails Only The Economy In Importance

- 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.

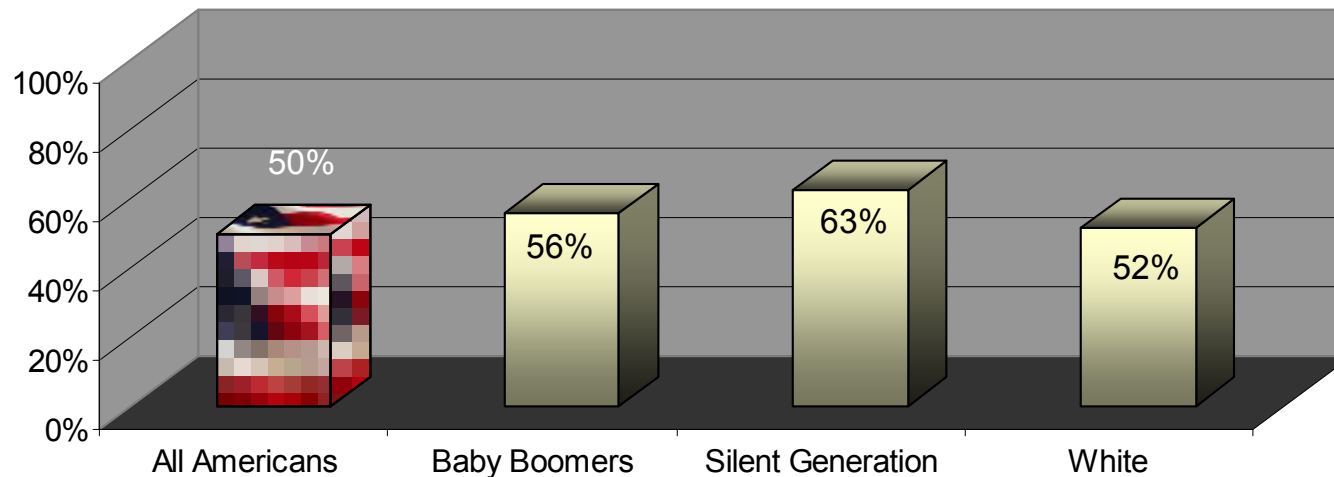


Half Of All Americans Say Federal Spending And The National Debt Is A Critical Issue

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

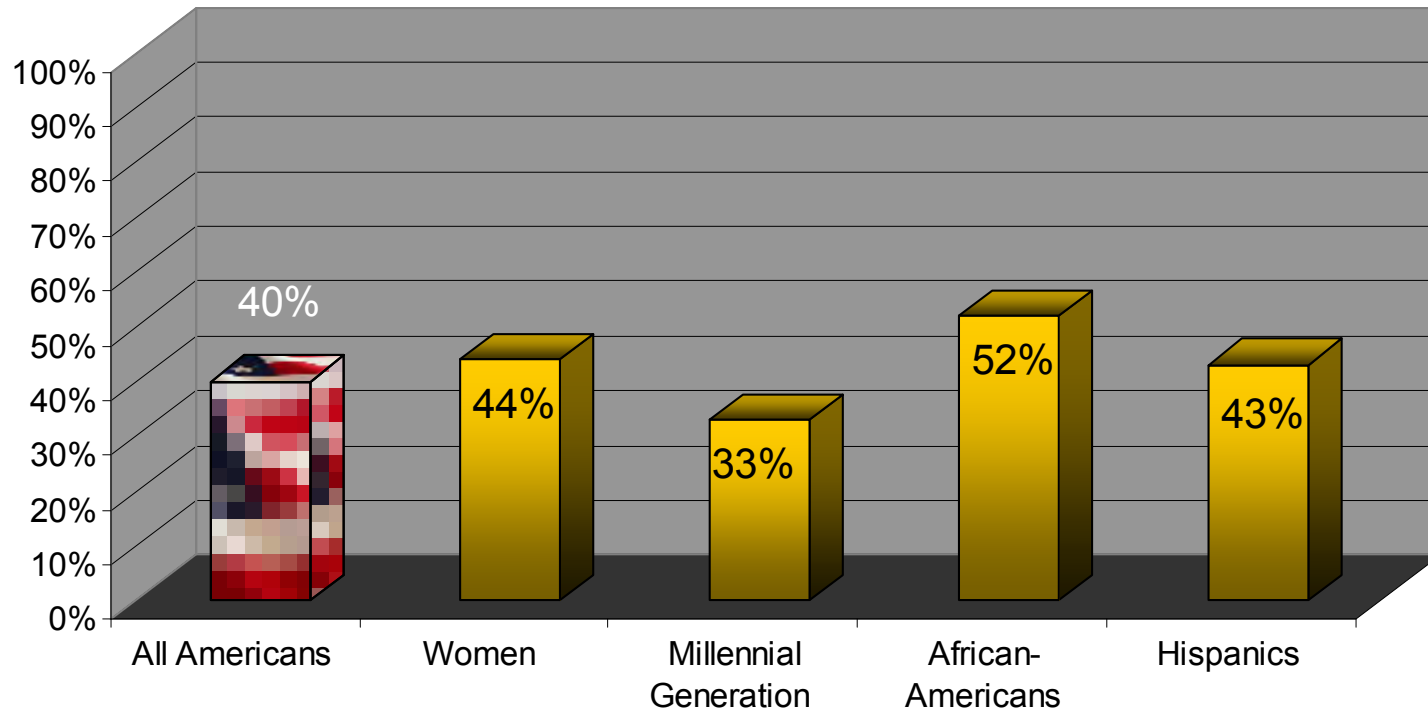


- But more within the GOP coalition do

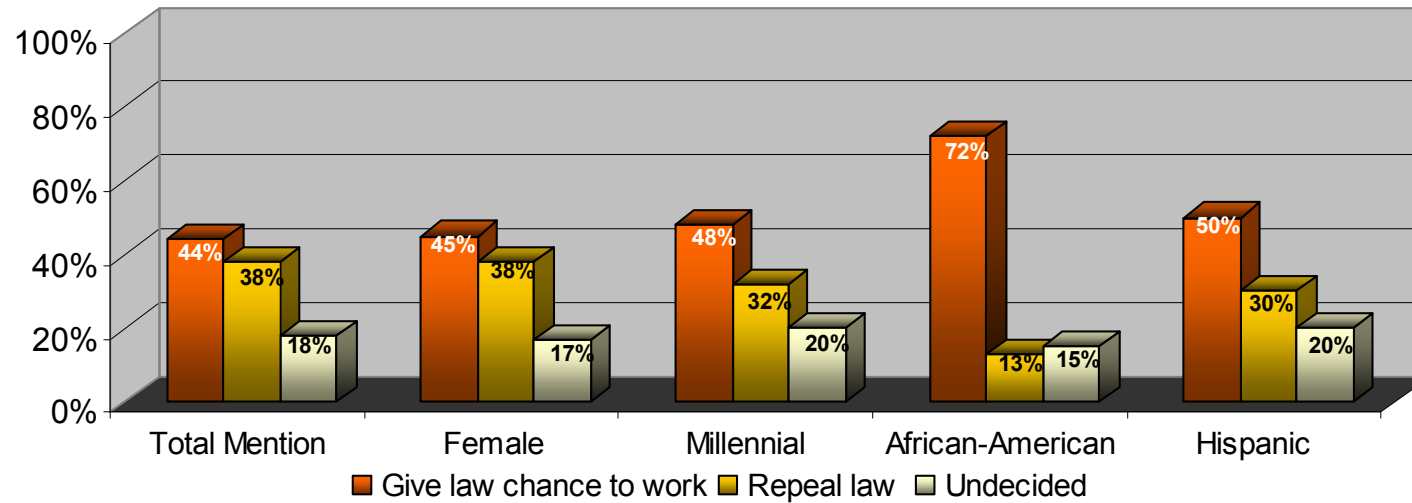


Healthcare Reform Is Important For The Democratic Coalition

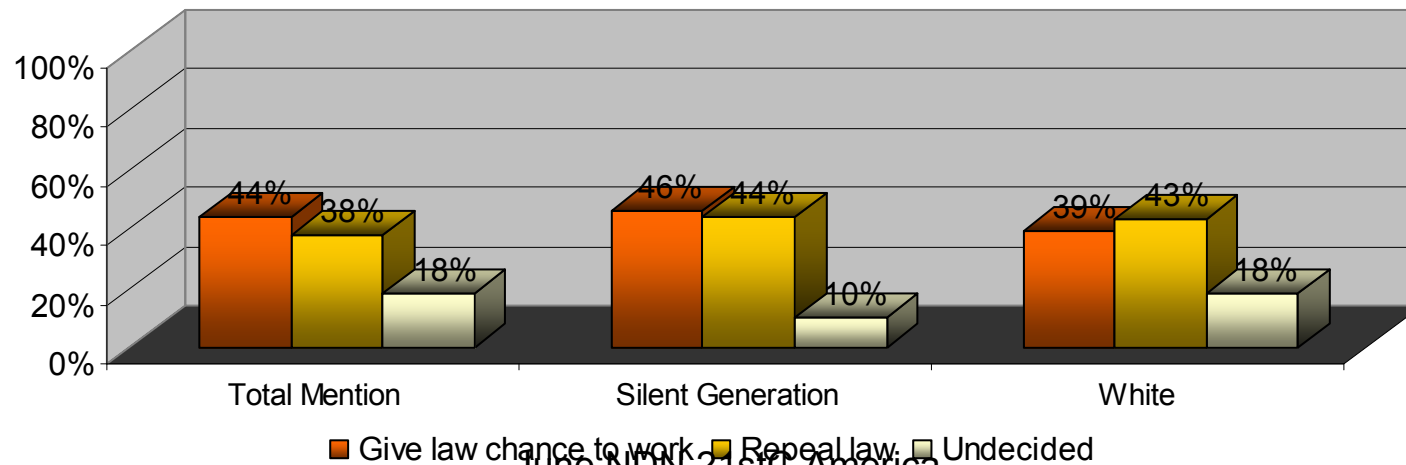
- 40% of all Americans rate healthcare reform a critical issue.
- For most components of the Democratic coalition concern with healthcare reform is significantly greater:



The 21st Century Democratic Coalition Supports The Obama Health Care Reform Law

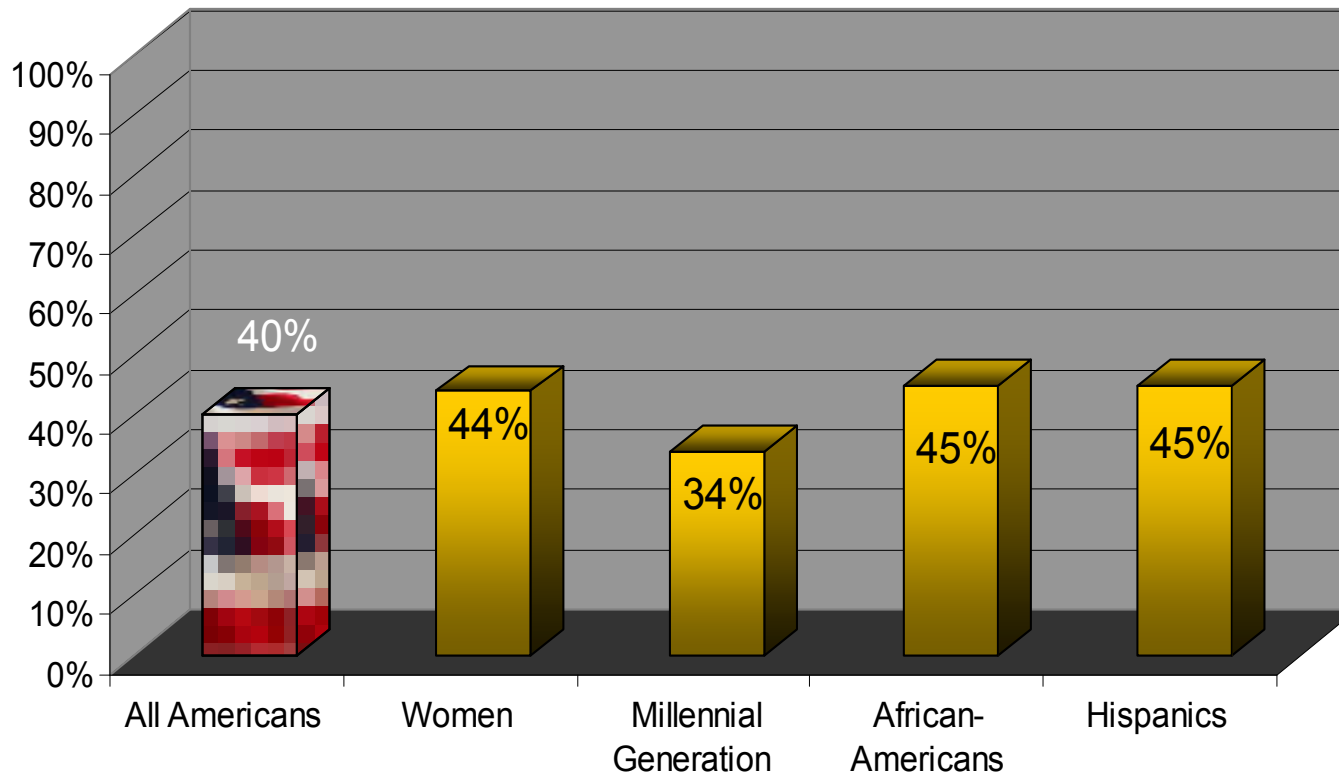


The 21st Century Republican Coalition Opposes The Obama Health Care Reform Law



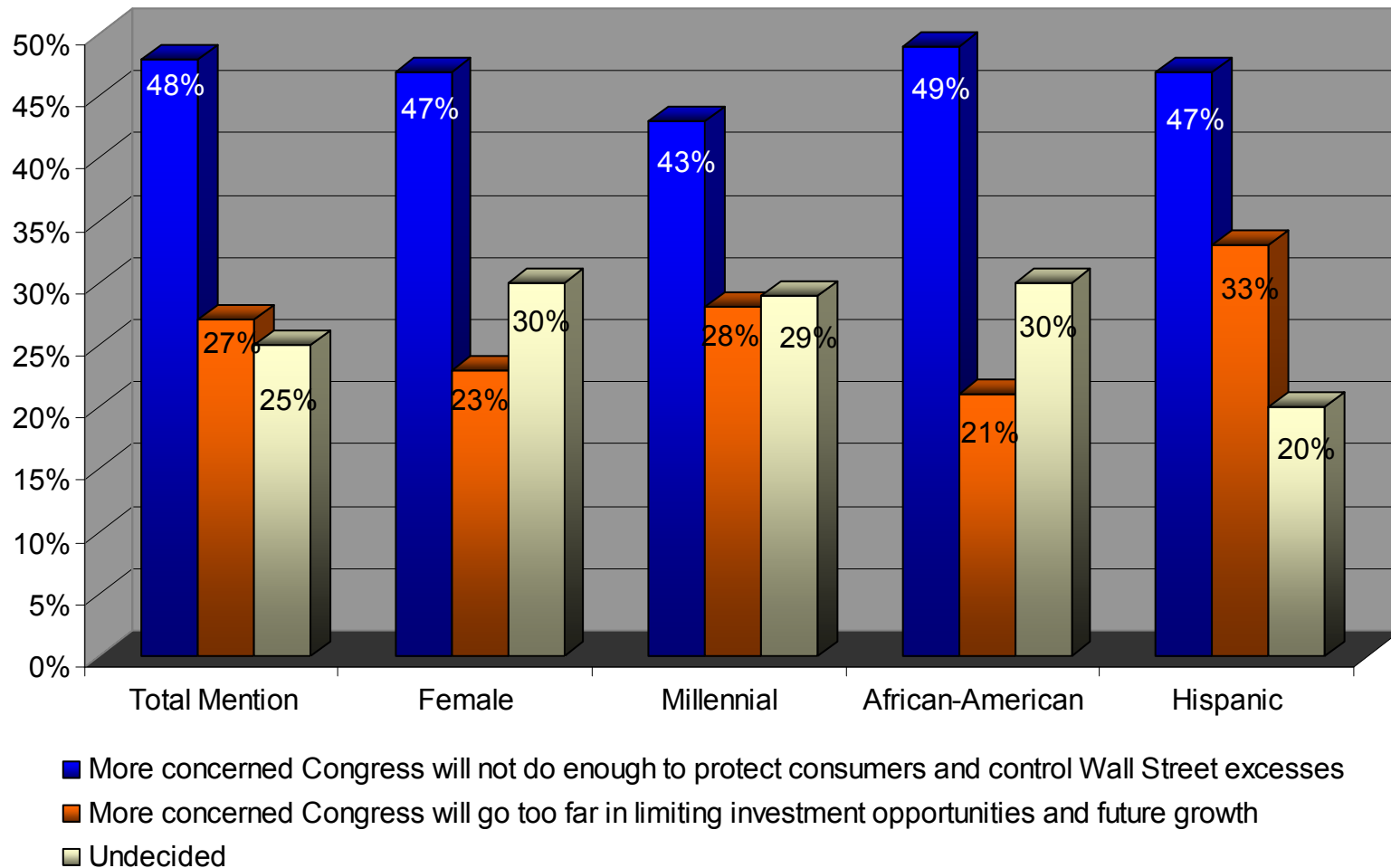
Financial Reform Is An Important Secondary Issue For The Democratic Coalition

- 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 June NDN 21stC America

Like All Americans, the 21st Century Democratic Coalition Favors Strong Financial Reform Legislation

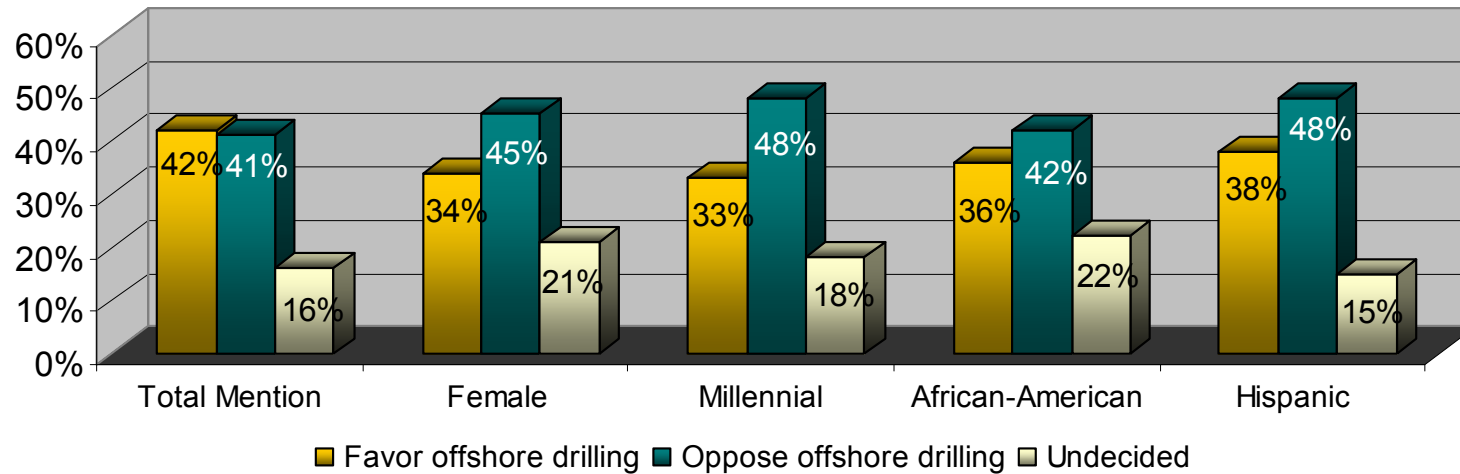


The Economy, Education, Healthcare Reform, and Financial Reform Are Democratic Strengths

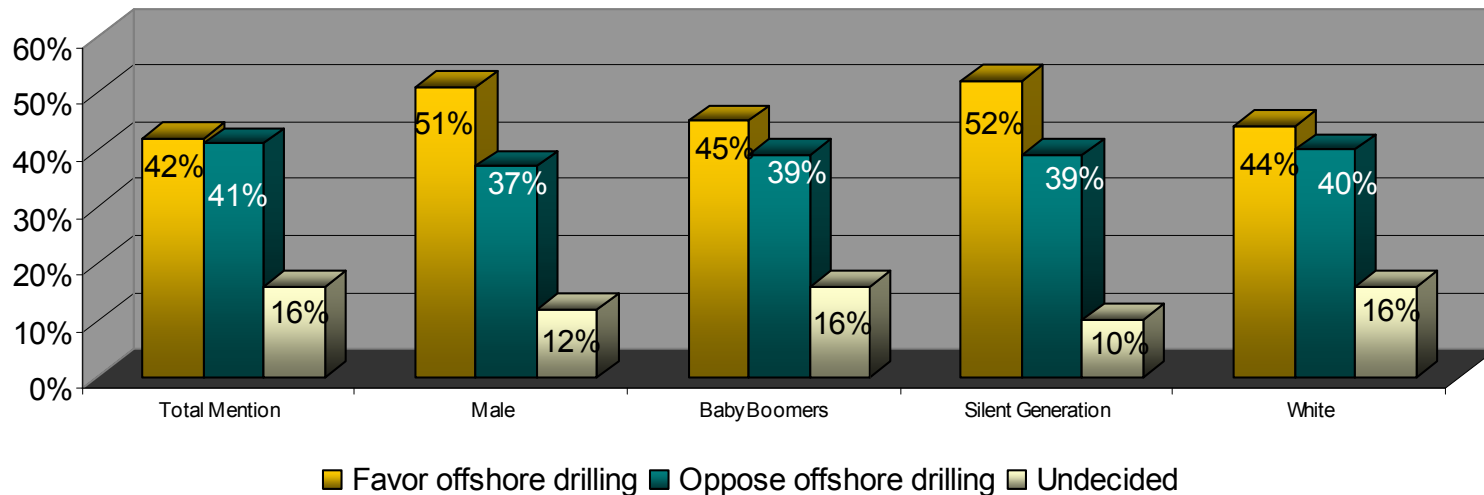
- By a 2:1 margin voters prefer the Democrats to the GOP on the economy, education, and financial reform.
- Voters prefer the Democrats to the GOP on healthcare reform by 4:1.
- Within the Democratic coalition, preference for the Democrats is even higher on all these issues.



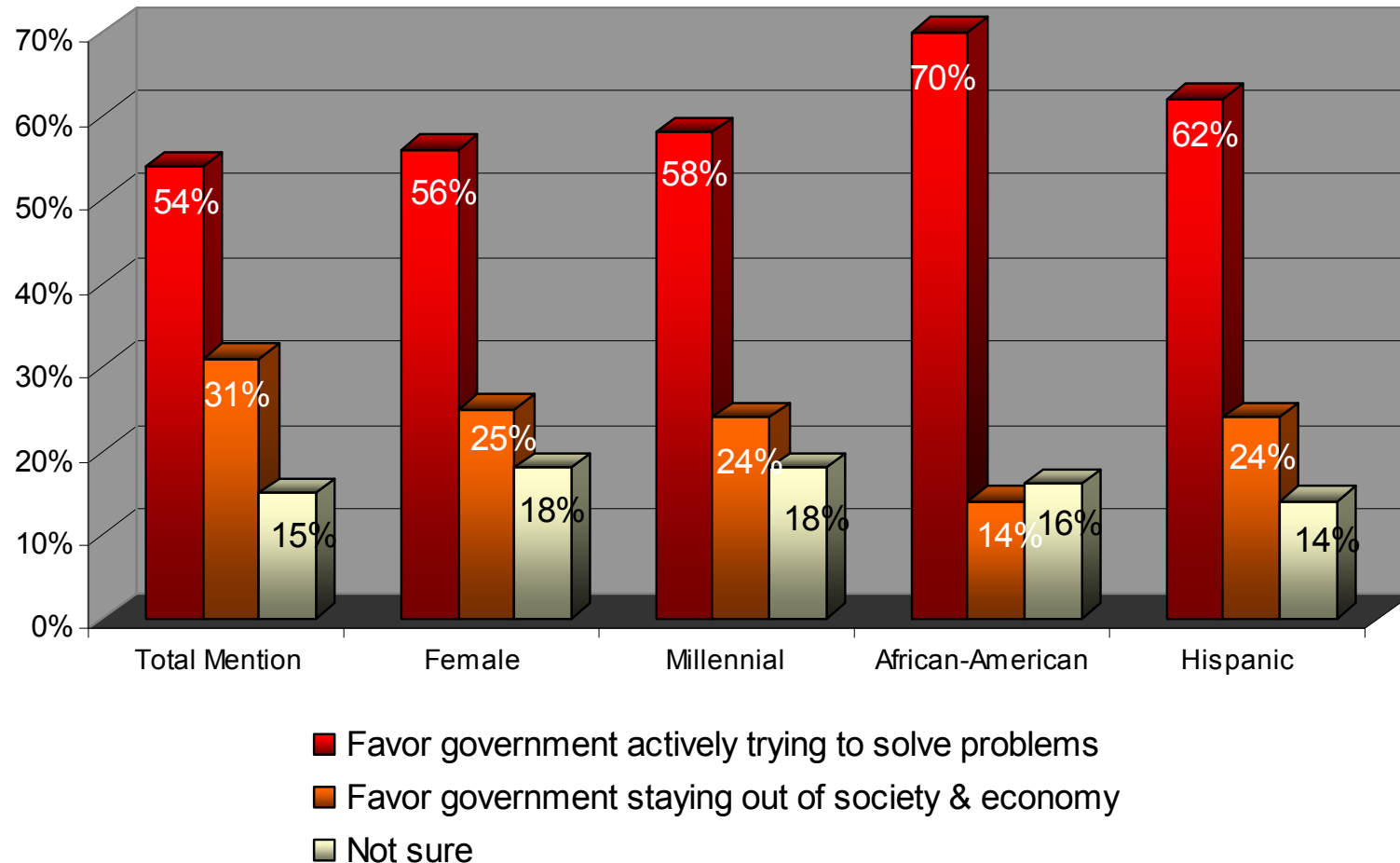
The 21st Century Democratic Coalition Opposes New Offshore Drilling



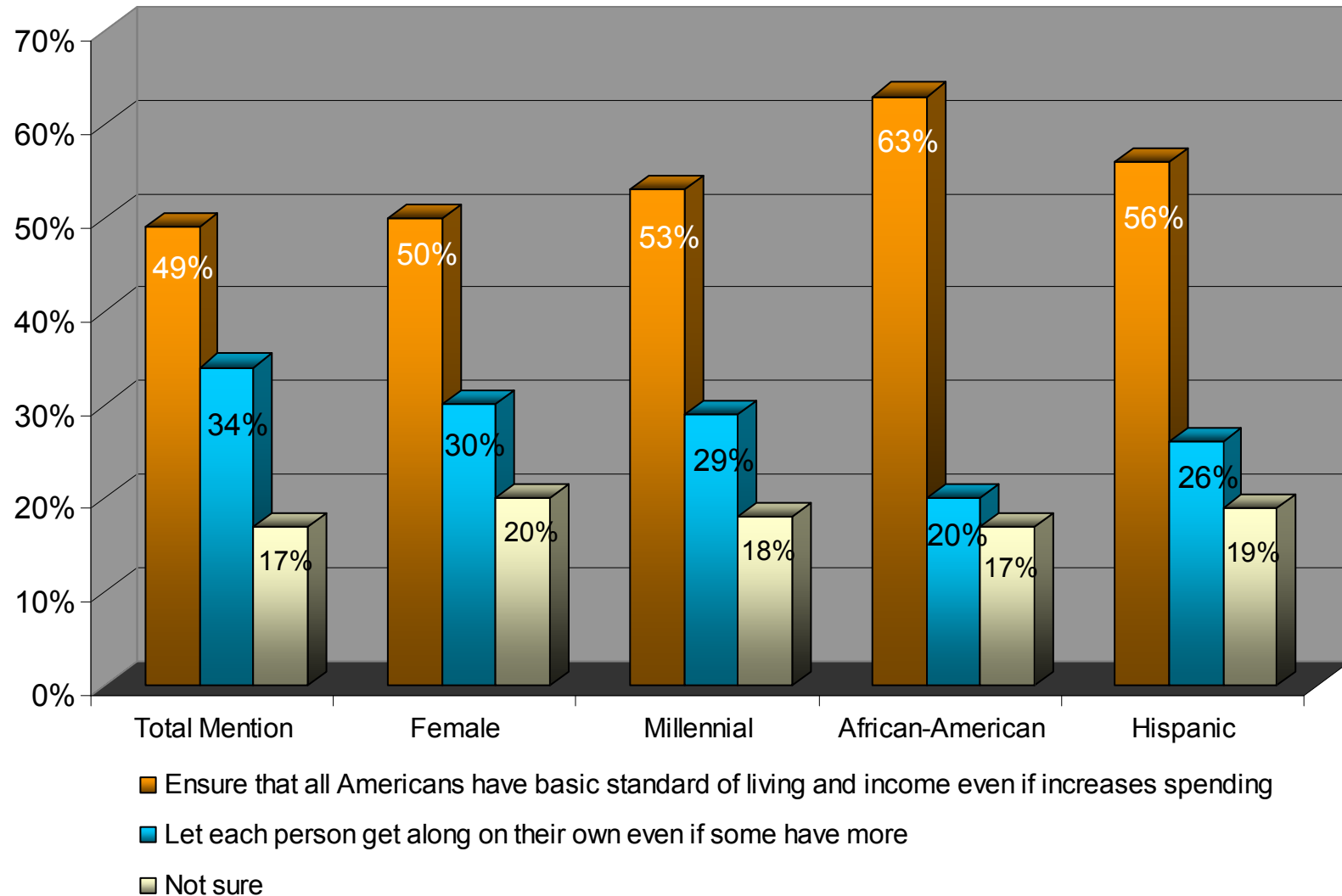
The 21st Century Republican Coalition Favors New Offshore Drilling



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



Most Americans Favor Greater Economic Equality, Particularly 21st Century Democrats

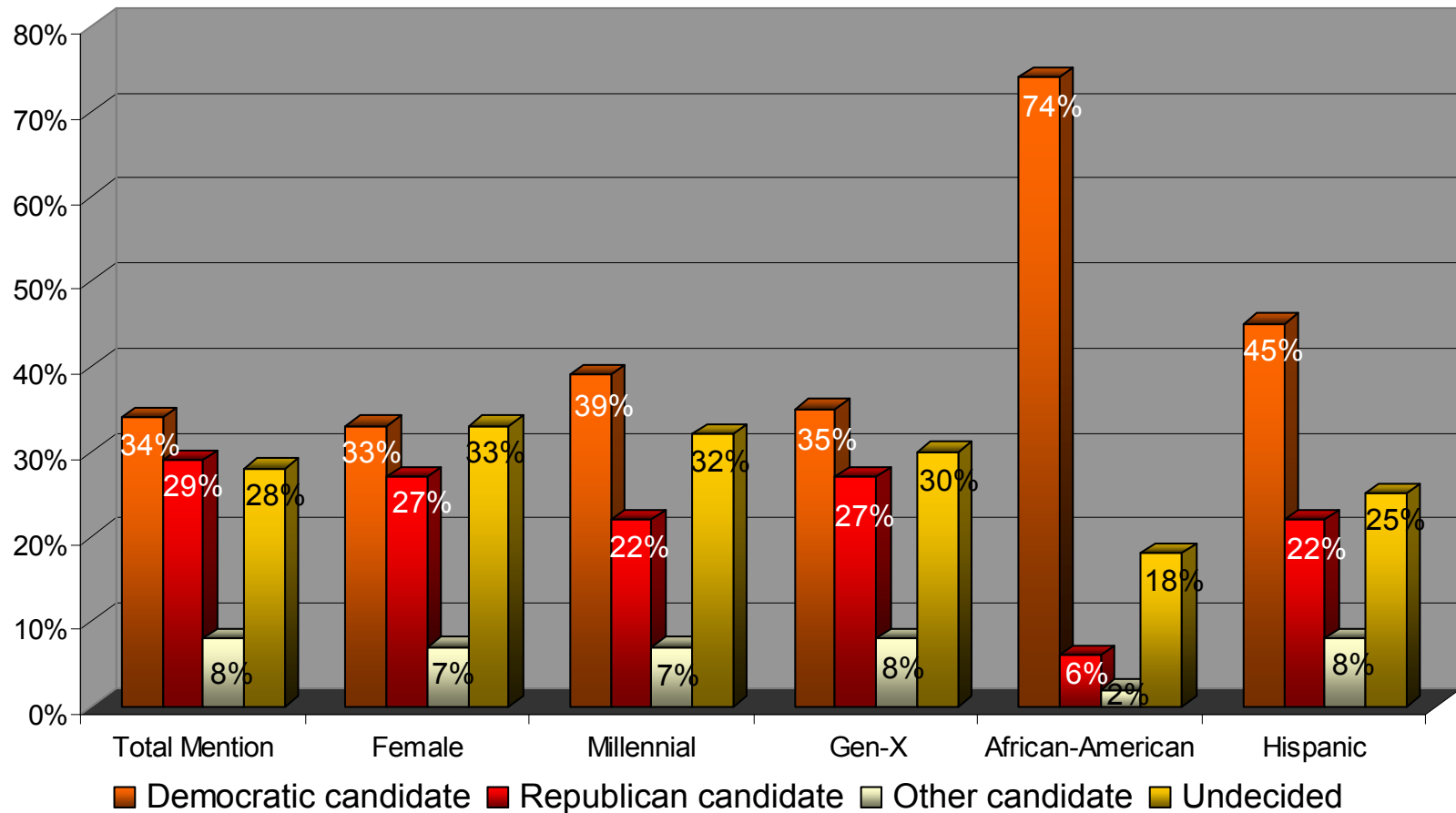


The 21st Century Party Coalitions: What It Means For November



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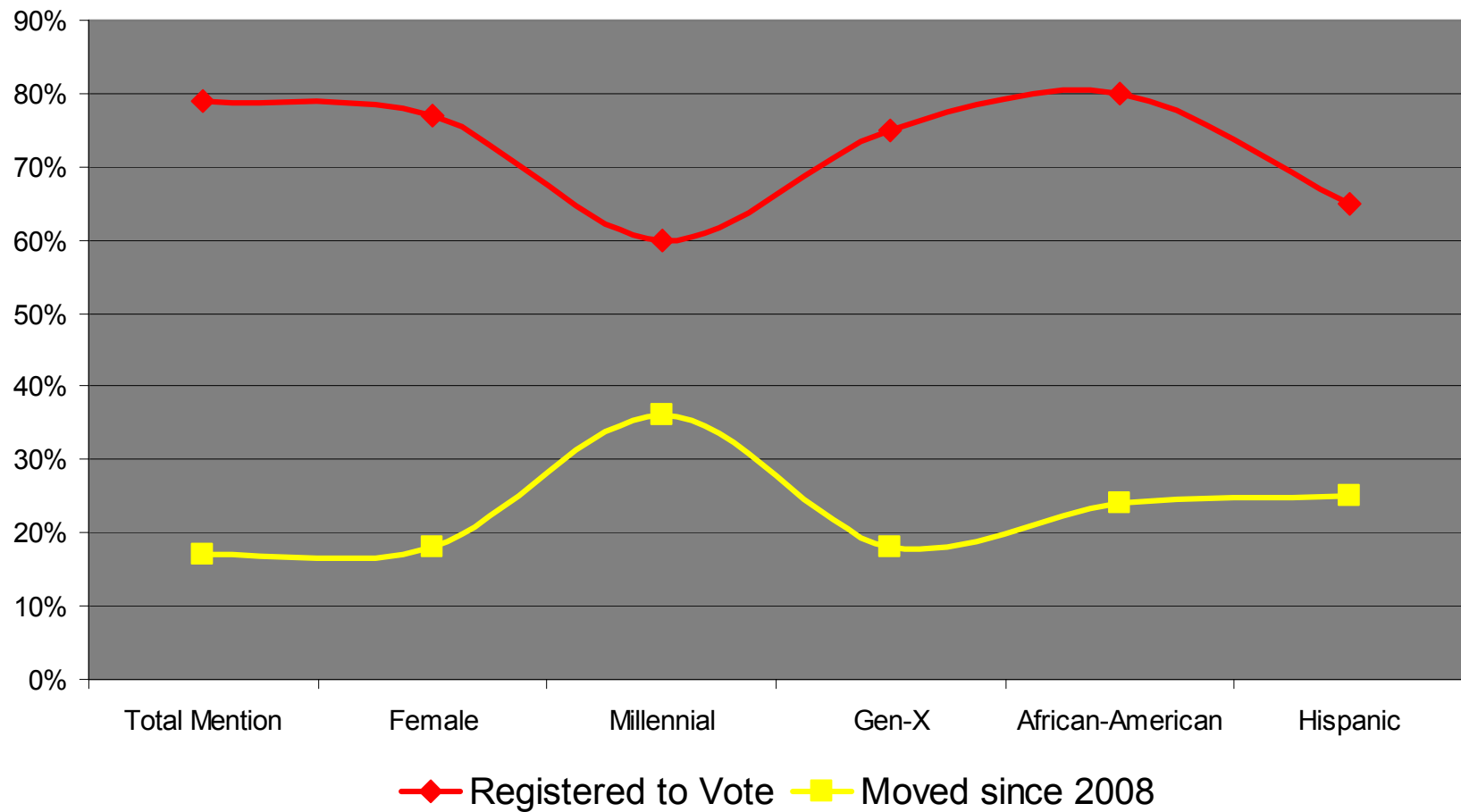
Democrats Have Lead on Congressional Generic Ballot, Especially Within Their Coalition



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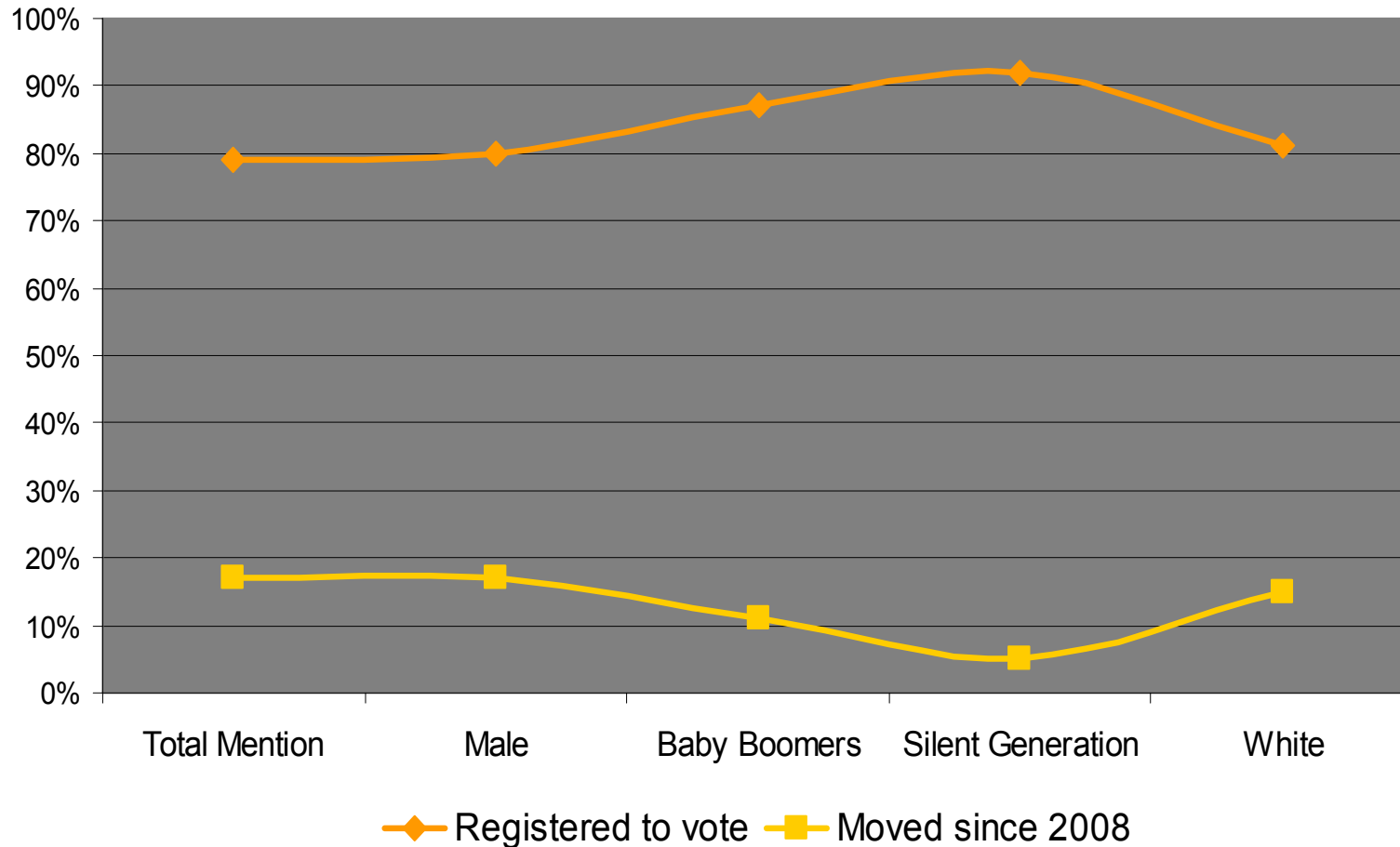
But Getting the Coalition Registered Remains a Challenge



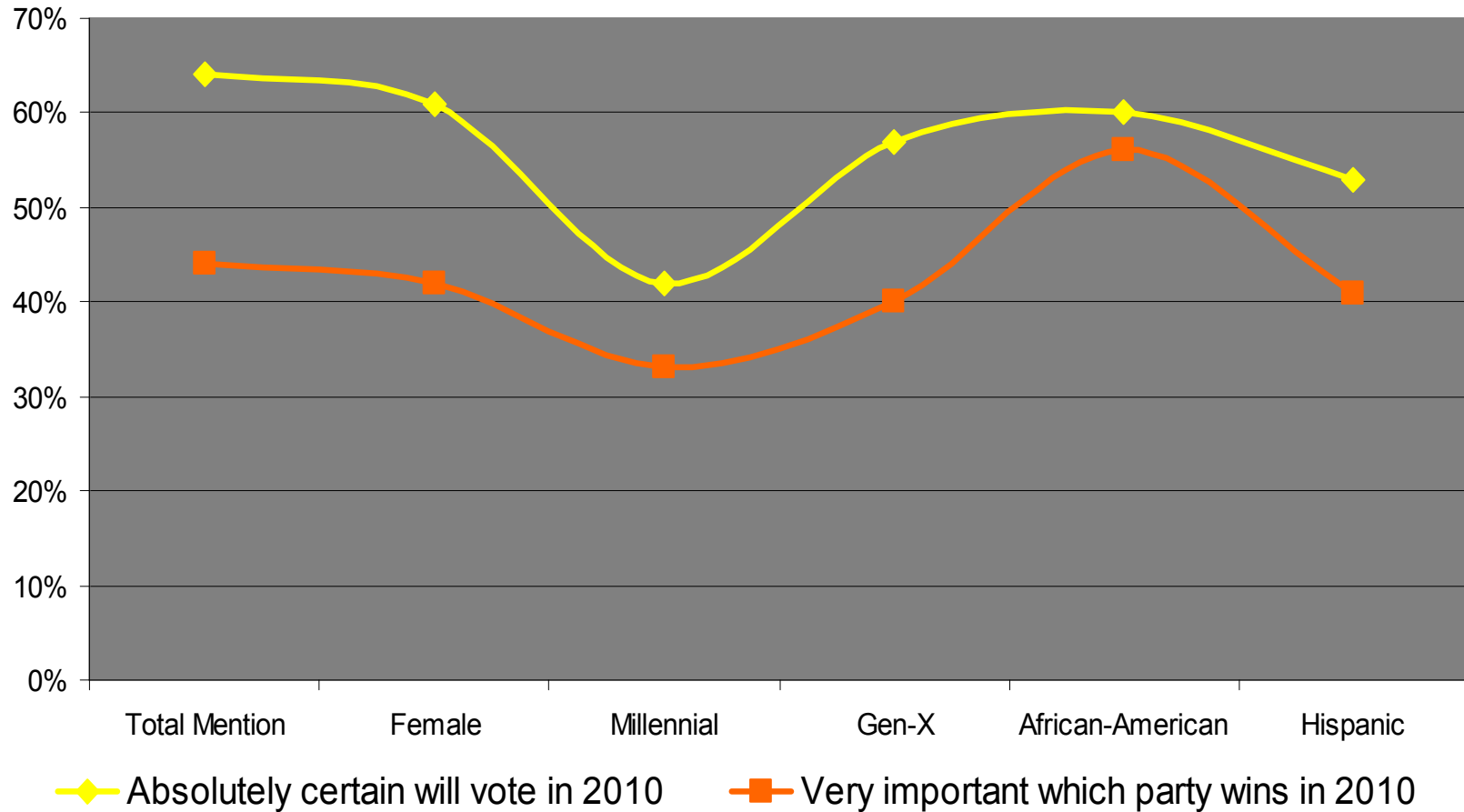
Source: Frank N. Magid Associates, June 2010

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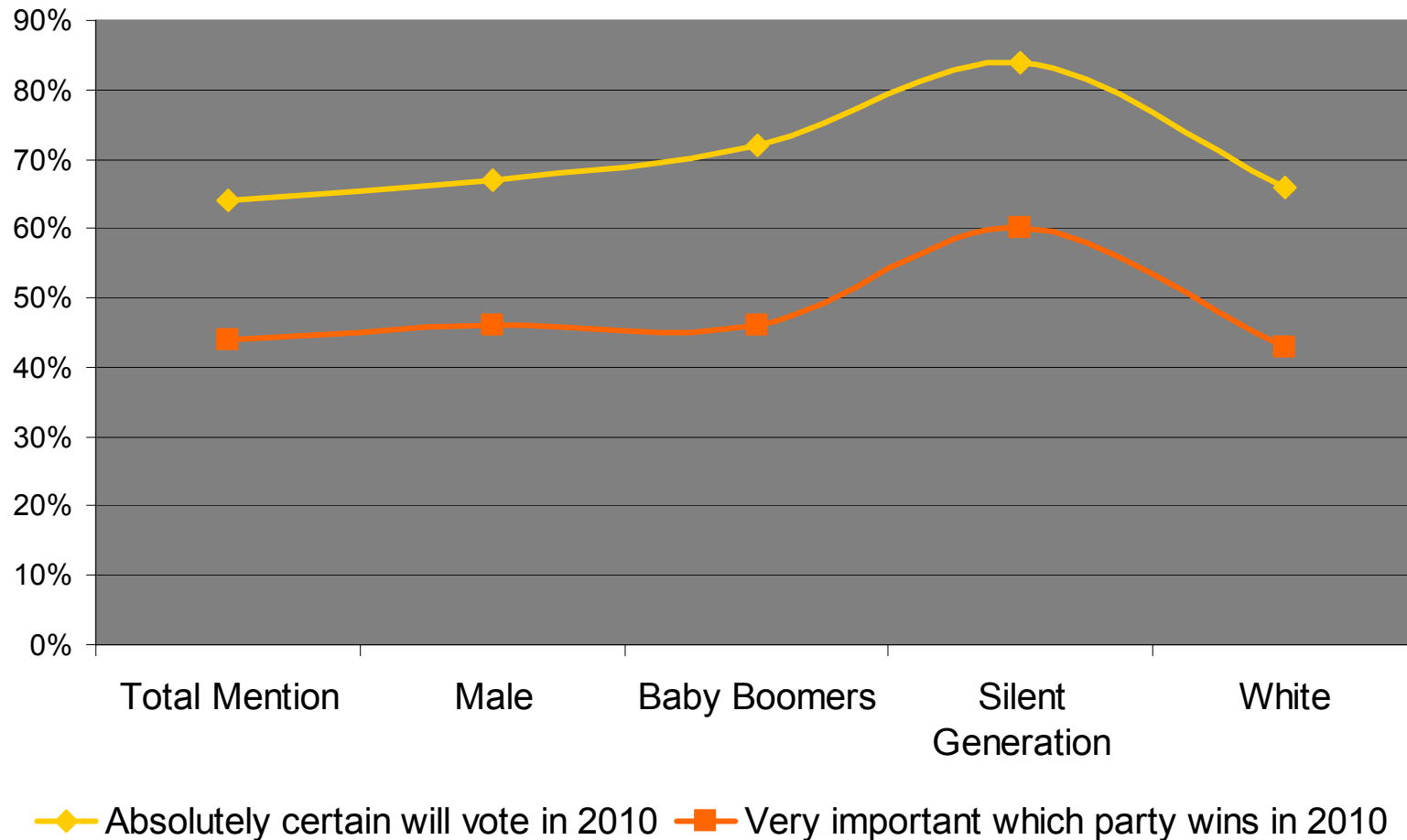
The GOP Coalition Is More Likely To Be Registered And To Have Not Moved Recently



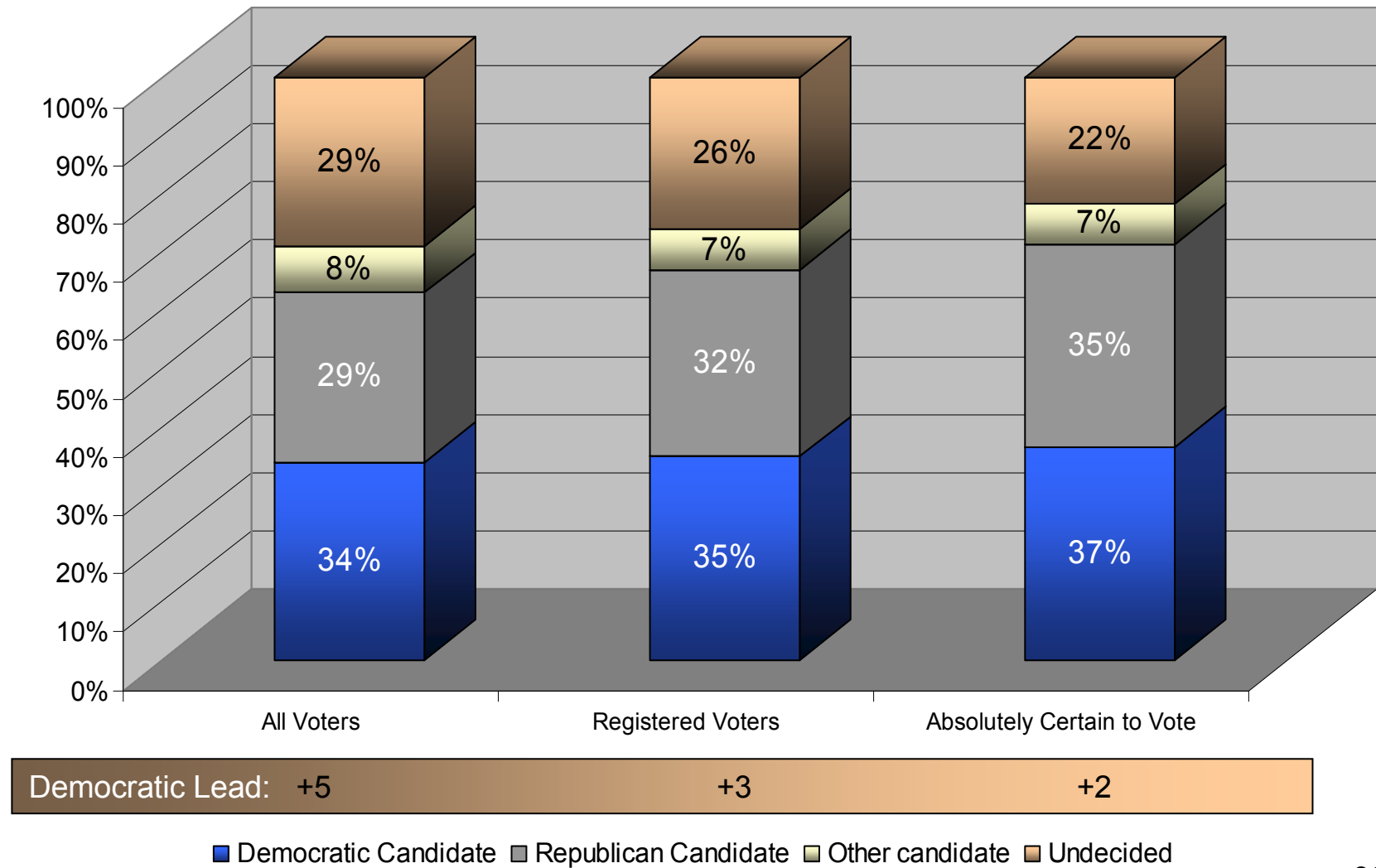
Democrats Less Enthusiastic About Voting in Midterms



The GOP Coalition Is More Likely To Vote And Be Concerned About The 2010 Elections



The Impact Of Not Mobilizing The Coalition: The Democratic Advantage Almost Disappears



Source: Frank N. Magid Associates, June 2010

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- 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.

The Millennial Era has arrived.

Ways to stay connected:

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