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SHINING A LIGHT INTO THE GOP'S GENERATIONAL BLACK HOLE

Finding hope in the GOP's generational black hole seems daunting.

The Republican's most recent choice for president lost to voters under 35 by about 22 percent. The candidate before the buttoned-down Mitt Romney, Sen. John McCain, fared worse.

Unless this situation changes, the Republican candidate is doomed to repeat this pattern of failure in the next presidential contest in 2016. Researching what makes these young voters tick helps us better understand why they're just not digging the Grand Old Party.

Here is what this generational black hole looks like:

Meet Jared Santos. He and his girlfriend, Alisa, have a two-year-old daughter. Jared is a roofer with a few years of college who earns \$57,000 a year. Alisa works as a concierge at an upscale hotel earning nearly as much as Jared. They live comfortably with a 56-inch HD TV and a boxer dog, but face a lot of bills in a condo the couple recently purchased. Jared drinks Red Bull, has mastered the video game Halo 4 and updates his Facebook page regularly.

Microtargeters put a lot of stock in those variables. But based simply on his age: Will Jared vote Republican or Democrat?

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"The results of the poll were instrumental in helping us identify the most effective project messages and potential trouble spots with the plan. It also provided an accurate assessment of the level of support enjoyed by the university in the community. This information was very helpful in our efforts to develop effective communication tools, I would not hesitate to use Competitive Edge again for future public opinion research projects. I look forward to working with you again in the future."

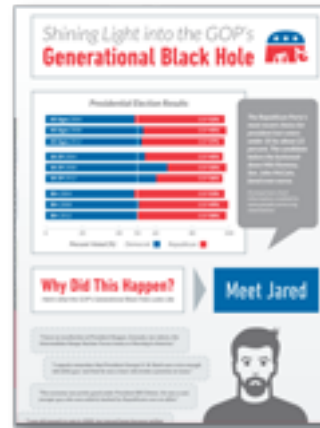
Kristen M. Byrne
Vice President, MNA Consulting



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Our mission to help clients win—
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DOWNLOAD THE INFOGRAPHIC



[Download the GOP Black Hole Infographic to learn](#)

*Why younger voters have a difficult time voting for GOP presidential candidates
How the GOP can provide reasons for young people to vote Republican*

TWITTER POLLS, SH*TTER POLLS

Fabio Rojas, an associate professor of sociology at Indiana University, posted a little piece about polling in the Washington Post entitled “How Twitter can help predict an election.” The title is titillating, but fairly innocuous. Not so for the Post’s article in which Rojas asserts that:

- Twitter “discussions” can predict elections so we’ll be able to forget about elections and choose our representatives via digital democracy
- Online public information will replace the polling industry
- Anyone who can write computer code can offer the same analysis as a trained polling professional (pollster)

Whoa! I better find a new job teaching stand up paddle boarding.

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But let's take a look at those assertions.

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CERC WALKS TO END ALZHEIMER'S

Lehua Pe'a, CERC President John Nienstedt, Office Manager Shari Ciancio and her husband John took part in the annual Walk to End Alzheimer's in San Diego's Balboa Park on Saturday, October 19th. The Association raised \$450,000 to combat the disease that affects half of all Americans over the age of 84.

