

# Millennials moving right?

[cnav.news/2023/06/11/news/millennials-moving-right/](https://cnav.news/2023/06/11/news/millennials-moving-right/)

By Terry A. Hurlbut

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## Social networks dominate

Social networks dominate peer influence, with Facebook highest at 49%; Instagram, YouTube, and Pinterest tied for second place at 29%.

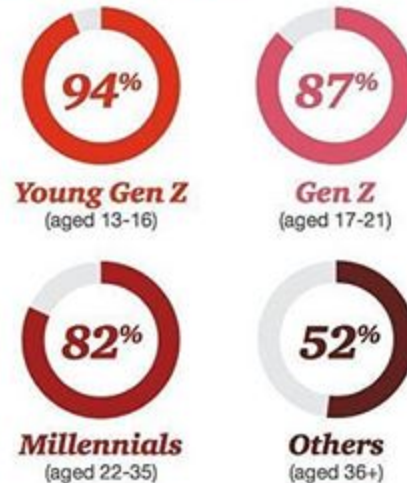
Most influential social media platforms for young consumers? YouTube for 72% of young Gen Z (aged 13-16); Facebook for 65% of millennials, and Instagram for 62% of mature Gen Z (aged 17-21).

Always seeking confirmation that their trust in a brand is well-placed, consumers told us they would be far more likely to buy a product if an influencer they follow on social media links to a discount, shares a positive review, or wears or uses a product.

Savvy retailers recognize the importance of brand trust; in fact, they are prepared for negative reviews because it offers an opportunity to respond with sincerity and resolve the issue—rather than continue to remain unaware of it.

source pwc via @mikequindazzi

## Young consumers are prolific social media users\*



Millennials – persons born from about 1980 to 2000 – are moving right, polls show, according to Patriot News Feed.

## Millennials shifting to the right

The outlet quoted *New York Times* and Siena College polls showing that millennials supported Democratic candidates by 10% last Midterms. Also, a Roper poll showed that voters younger than 50 tended to support Republicans more in 2020 than in 2012.

These voters came of age during the Obama campaign, and his “yes, we can” slogan resonated with them. That no longer seems to be the case.

*Patriot News Feed* cited a number of factors that, they guess, is moving millennials rightward. Costs of living have risen – and probably didn’t affect many of them fifteen years ago. They have lots of student debt to pay off – which could explain why Biden wants to

forgive that. Housing is expensive, wages are stagnant, and common staples cost more every month, it seems.

Also, seemingly for the first time, this cohort is gaining an exposure to a conservative viewpoint they never had before. That could be the result of a relaxation of some of the censorship policies. It could also result from the rise of new platforms that never practiced censorship to that degree. Between Elon Musk buying Twitter and firing many of its censors, and the rise of Gab and Rumble and other platforms that never hired as many censors, millennials are sampling conservative opinion as they never did before.

The article has three tweets to back up their analysis:

Millennials Are Not an Exception. They've Moved to the Right. – The New York Times  
<https://t.co/5iu69Fv7FL>

— Jason Miller (@JasonMillerinDC) [June 1, 2023](#)

Everyone is leaving the Left.

NEW: Even Millennials Are Shifting To The Political Right <https://t.co/KJgrQstb1J>

— FFT™  Stay Feminine (@FemalesForTrump) [June 2, 2023](#)

No, [@TheDemocrats](#) don't have a perpetual lock on Millennial voters. Like every other generation which came before before them they'll be dumb and young and vote Democrat; then, they'll learn a little something about life and become members of the Adult Party. ht [@scottlincicome pic.twitter.com/7Y0AGL0n7K](#)

— Gregg Keller (@RGreggKeller) [May 13, 2023](#)

## An old proverb says...

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But *CNAV* would like to observe one fundamental truth that everyone else seems to be missing. One hears variations on that theme repeatedly and in many contexts. But all variations say virtually the same thing:

When you are young, if you are not on the left, you have no heart.

But as you get older, if you do not turn conservative, you have no brain.

While the economic pressures *Patriot News Feed* cited might have gotten worse, *they didn't affect* millennials while they were young. Now they do. That, more than the worsening, explains their political shift. Your editor noticed the difference, during the Reagan Years,

between the politics of medical students on one hand, and house officers on the other. The one had others to help them pay tuition, fees, and expenses. The other were responsible for all these things themselves.