

# [***MATTHEWS: Democrats Are Pushing Away Young Voters - Can Republicans Capitalize?***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6BXT-G7K1-DXXD-72HY-00000-00&context=1516831)

The Daily Caller

May 1, 2024 Wednesday 07:40 PM EST

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**Section:** OPINION

**Length:** 704 words

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**Body**

[*Link to Image*](https://cdn01.dailycaller.com/wp-content/uploads/2024/04/2016-02-23T120000Z_1715922286_D1AESOTACDAB_RTRMADP_3_USA-COURT-MCCONNELL-scaled-e1714493040115.jpg)

A notable trend has emerged within the political landscape - an increasing number of young people are leaning toward Former President Donald Trump. This shift marks a significant departure from the traditional alignment of younger demographics with the Democratic Party and has sparked discussions about the factors driving the change.

One key issue that the Republican Party can capitalize on is immigration. The topic of immigration has long been a contentious one, with arguments revolving around national security, cultural integration and economic impact.

The [*tragic death of Laken Riley*](https://apnews.com/article/georgia-student-dead-suspect-brother-green-card-venezuela-44b7c403c31baae50cfd3b3bb3e698ab) likely seared into the minds of young adults and college students the uncertainty around who is coming across our southern border. If that could happen to Laken so close to her college campus, it could happen to anyone else.

Younger individuals, particularly those [*concerned*](https://www.wsj.com/politics/elections/while-biden-worries-about-the-left-the-voters-he-needs-are-in-the-center-d9130c8b?mod=hp_lead_pos4) about job competition and wage stagnation, are becoming an unlikely pool of undecided voters that Republicans could persuade. The emphasis on national and personal security and preserving American jobs would resonate with many young voters who view illegal immigration as crucial for safeguarding their future prospects in an increasingly competitive global economy.

On the same grounds, Trump's messaging on economic policies has also struck a [*chord with young voters*](https://www.politico.com/news/2024/04/18/poll-trump-cuts-into-bidens-lead-among-young-people-00152970).

The promise of lower taxes, reduced government regulation and support for small businesses can appeal to many young people who prioritize economic growth and individual prosperity.

College graduates are entering a competitive workforce with [*stagnant wages and rising costs*](https://www.nbcnews.com/politics/2024-election/young-voters-explain-re-bailing-biden-whether-d-come-back-rcna130186) of living, and they blame Biden for this. For many of them, Trump was their first memorable experience with national ***politics***, so they remember a prosperous economy and opportunity that they no longer have access to.

I graduated in a post-COVID economy. Rent is high, interest rates are daunting and wages remain stagnant despite an oversaturated job market. I am not alone.

President Biden has shown that his [*weakness with Gen Z*](https://news.bgov.com/bloomberg-government-news/biden-risks-losing-gen-z-voters-over-the-economy-and-rising-debt) is rooted in the economy. Now is the chance for the Republican Party to start hammering their message of fiscal responsibility and lower taxes to appeal to younger voters concerned about inflation.

While the apparent [*shift towards*](https://www.foxnews.com/politics/trump-cuts-into-bidens-lead-among-young-voters-poll) Trump among young voters is significant, it is important to understand the political implications of it.

Social issues, environmental policy and healthcare have traditionally [*influenced the political leanings of younger voters*](https://abcnews.go.com/538/issues-candidates-motivating-young-voters/story?id=105356525). That means the Republican Party's ideology is bound to recalibrate if there is an influx of diverse, younger voters.

The growing support of young people for Trump underscores the evolving nature of political allegiances among different demographics.

As the political landscape continues to evolve, understanding the motivations behind these shifts is essential for comprehending the changing dynamics of American ***politics*** and the diverse perspectives that shape them.

The desire for financial stability and a government that operates efficiently and responsibly has likely led some young individuals to view Trump as a more viable option for addressing economic challenges.

Democrats have abandoned younger voters. For decades, they have been a reliable source of votes that Democrats have taken advantage of. Now, as they begin to jump ship, Republicans have the opportunity to seize their support.

Focusing on issues like the economy, illegal immigration and public safety - issues that Donald Trump has focused on for three election cycles - Republicans have the opportunity to speak directly to these recently disenfranchised voters who no longer have a partisan home.

These voters won't come home in one fell swoop. But the Republican Party can gain their support by continuing to reach out, being present on college campuses and speaking about the issues that matter most to Gen Z.

And that might just be the difference between winning and losing.

*Jake Matthews is the Director of Media Services for JLK Political Strategies, an award-winning national Republican political consulting firm.*

The views and opinions expressed in this commentary are those of the author and do not reflect the official position of the Daily Caller.

**Graphic**

Senate Majority Leader Mitch McConnell (R-KY) (C) holds a news conference with fellow Republican leadership on possible Supreme Court nominations after their Republican party caucus luncheon on Capitol Hill in Washington February 23, 2016. (L-R) Senators Roger Wicker (R-MS), John Barrasso (R-WY), John Thune (R-SD) and John Cornyn (R-TX) join McConnell at the podium. REUTERS/Gary Cameron

**Load-Date:** May 1, 2024

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