

Macro Roundup Article

Headline: [How 'All in the Family' Explains Biden's Strength Among Seniors](#)

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Author(s)	Nate Cohn
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Tweet: Democratic losses with younger voters are being offset by a compositional shift in older voters as Baby Boomers replace more conservative cohorts aged 65+. @Nate_Cohn

Summary: Boomers will make up more than 70% of seniors in 2024, up from 0% when Mr. Obama — himself a baby boomer — won the presidency in 2008. Boomers have a reputation for being conservative, but they're more liberal than the voters older than them. The aging of the boomers, along with the dwindling ranks of those even older than the boomers, helps explain the steady Democratic gains among seniors over the last decade. The aging of the boomers into the 65-and-older category has had the effect of making the 45-to-64 group more conservative. That's because the relatively conservative Gen X now makes up the preponderance of those 45 to 64. Much as the boomers have long been more liberal than the Silent Generation, Gen X has long been more conservative than the boomers. In fact, the polls suggest almost every age group under age 50 has shifted to the right since 2012 (although they still lean left overall).

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