

Millennials or Baby Boomers – Who’s More Vocal?

The ongoing debate over which generation will make more of an impact on politics is alive and well. The Baby Boomers, those born between the years of the late 1940’s and early 1960’s, tend to use traditional, or offline, participation. Millennials, those born in the mid 80’s to early 90’s, on the other hand are known for their newer, online forms of participation. But does their tech savvy ways and use of the internet translate into having more of a political voice?

What is Offline Participation?

Communication with a civic/political group via:

- Face-to-face meetings
- Print letter or newsletter
- Telephone
- Paper petitions
- A mailed letter to the editor

What is Online Participation?

Communication with a civic/political group via:

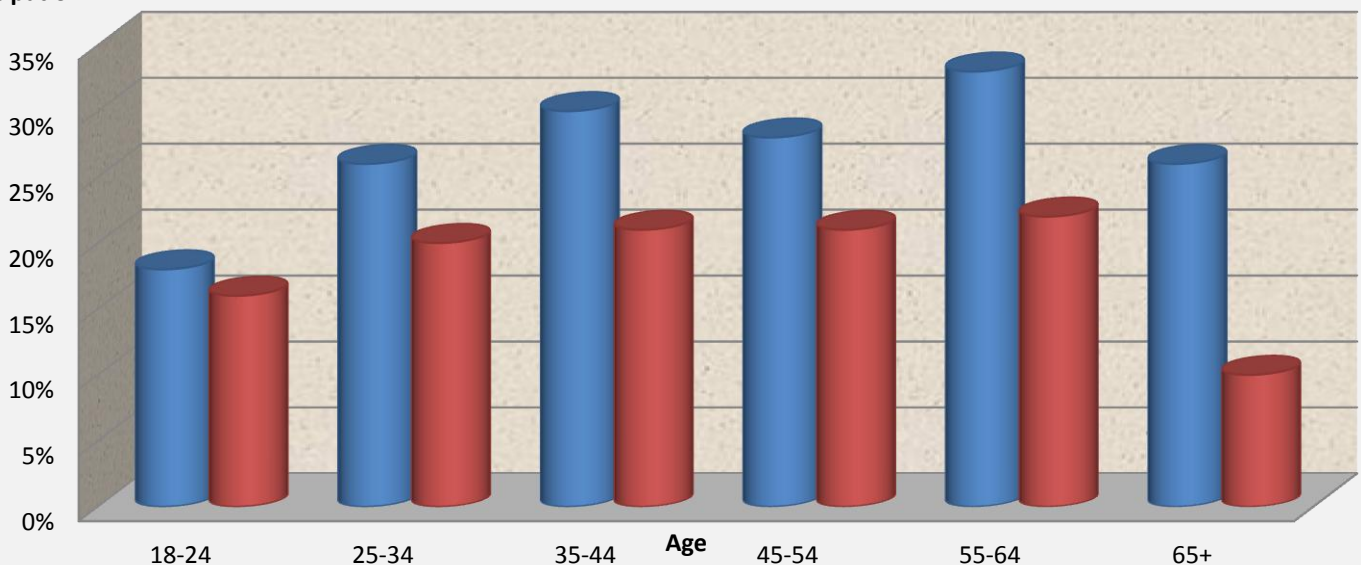
- Email, text, or instant messaging
- A group’s website or social media site
- Online petitions
- An emailed letter to the editor

Percent of Political Participation

Political Activity

■ Active Offline

■ Active Online



Source: Pew Research Center: <http://www.pewinternet.org/2009/09/01/the-demographics-of-online-and-offline-political-participation/>

Notes

Through research, public service, and education, the Youth Political Participation Program (YPPP) celebrates and supports the political learning and engagement of young people. For more information, visit our website, yppp.rutgers.edu.