



THE 2016 MILLENNIAL IMPACT REPORT

WAVE 1 TRENDS



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Glossary of Terms

The below list defines how the research team uses specific terms throughout this report.

TERM	DEFINITION
Activist	a person who behaves intentionally to bring about political or social change
Cause Work	any activity that is philanthropic in nature
Community Project	any kind of cause work that addresses the shared concerns of members of a defined community
Supporter	an individual who has expressed that he/she will vote for a specific candidate (Ex. "Sanders supporters" are individuals who have expressly stated they would vote for Bernie Sanders.)

Political Ideology Terms

Within this report, the research team sought to identify how millennials are politically affiliated. To respondents, this question was phrased as the following: *Please use the sliding scale below to indicate where your political beliefs reside.*

Within the scale, and for the purposes of this survey, a rating to the left of 50 was considered liberal, with 0 indicating very liberal. A rating to the right of 50 was considered conservative, with 100 indicating very conservative. A rating of 50 indicated the respondent identified politically as neutral.

Within this report, the research team uses the following terms to describe political ideology. However, as noted, respondents were not given definitions within the sliding scale; they were only asked to use the scale to indicate where their political ideologies reside.

TERM	DEFINITION
Conservative	a response of >50
Liberal	a response of <50
Neutral	a response of 50

Throughout this report, the terms "conservative" and "conservative-leaning" are used interchangeably, as are "liberal" and "liberal-leaning."

THE MILLENNIAL IMPACT PROJECT

The Millennial Impact Project is the most comprehensive and trusted study of the millennial generation (born 1980-2000) and their involvement with causes.

Since beginning the study in 2009, Achieve continues to lead the national research team in partnership with the Case Foundation. With more than 75,000 participants in its studies, The Millennial Impact Project has helped organizations, corporations and individuals around the world understand the best approaches to cultivate interest and involvement with this generation.

Each year, The Millennial Impact Project looks at millennials and their engagement with causes through a different lens. The first four reports in this project (available at themillennialimpact.com) focused on the relationships between millennials and nonprofit organizations. In 2014 and 2015, this focus shifted to examine millennial behavior and attitudes toward involvement with giving, volunteering and social good specifically as it occurs in the workplace, including how relationships between employees and their superiors impact cause engagement.

Why study millennials?

As of 2015, millennials are the largest generation in the country,¹ as well as in the workplace.² As this generation continues to shape the way people work, interact, give, volunteer and make buying decisions, their preferences will ultimately become the norm. Studying this generation now better prepares companies and organizations for understanding and engaging with millennials.

It is important to note that the purpose of The Millennial Impact Project is not to compare this generation to older generations, but to understand the generation's philanthropic motivations and behaviors in and of themselves. From a methodology perspective, this approach is taken because similar methodologies related to the cause perceptions and behaviors of other generations are not available, and social and cultural norms across generations are ever-changing and not constants. However, this study's focus on millennials is not simply due to the fact that comparisons among generations cannot truly be made – it is because the researchers understand the vital roles this generation plays currently as well as in the future.

Why study millennial cause engagement?

The Millennial Impact Project has consistently found that Millennials like to “do good.” Achieve’s long-term focus on this generation and cause work comes from an increasing partnership between philanthropy and business. The millennial generation is helping guide this partnership, while companies, nonprofit organizations and interested parties need a better understanding of how this partnership will work. Millennials are some of the most frequent participants in cause work, and their involvement can often lead to the success or failure of social movements and issues.

As a reminder, the term “cause work” is used to describe any activity that is philanthropic in nature.

As Achieve has studied millennial cause engagement through various lenses, the changing landscape of the United States as is seen during a presidential election year drove the research team to seek an understanding of if or how this generation's engagement changes during and/or as a result of this quadrennial event.

¹ <https://www.census.gov/newsroom/press-releases/2015/cb15-113.html>

² <http://www.pewresearch.org/fact-tank/2015/05/11/millennials-surpass-gen-xers-as-the-largest-generation-in-u-s-labor-force/>

THE 2016 MILLENNIAL IMPACT REPORT

There are few events in the United States that make social issues and affiliated causes – including those who support and those who oppose them – as public and popular as presidential election cycles.

Research repeatedly indicates millennials value cause engagement. With the changing landscape in the U.S. brought on by a presidential election year, the Achieve research team wanted to understand how – or if – this generation's philanthropic interests and involvement changes as well.

The 2016 Millennial Impact Report investigates how millennials' cause engagement behaviors may change during an election year, and how these changes may be influenced by important demographics such as their political ideologies, geographical location, age, gender and race/ethnicity or by the emerging candidates for election. This study also examines millennials' interest and activation in specific causes that may be differentiated by their support of a particular political party.

HYPOTHESES

By the end of this study (released pre- and post-Election Day 2016), the research team hypothesizes that millennials' interests in social causes will change during the political season based on their individual political alignment, the final candidates chosen to represent those ideologies and the important causes associated with these candidates and ideologies. The team also hypothesizes that during this time millennials' cause-related engagement will increase on both social media platforms (online activism) as well as through cause participation such as volunteering, donating, signing petitions, etc. (activism), supporting their causes of interest.

But why does this matter?

It is likely that during an election year, causes and organizations that are politically aligned or part of a candidate's agenda could see an increase in participation from this generation. Conversely, millennial participation in a cause could decrease during an election year – whether at a local, state or federal level – if that cause isn't aligned with a candidate's political agenda or because it's out of the public spotlight.

As this study is ongoing, it would be unrealistic to propose that, in reading these initial trends, causes and organizations would be able to truly apply these trends to the ways they engage this generation during the 2016 election cycle. However, understanding the evolving millennial mindset in the current political landscape is critical to informing leaders and organizations that want to unleash this generation's ability to create change for many years to come.

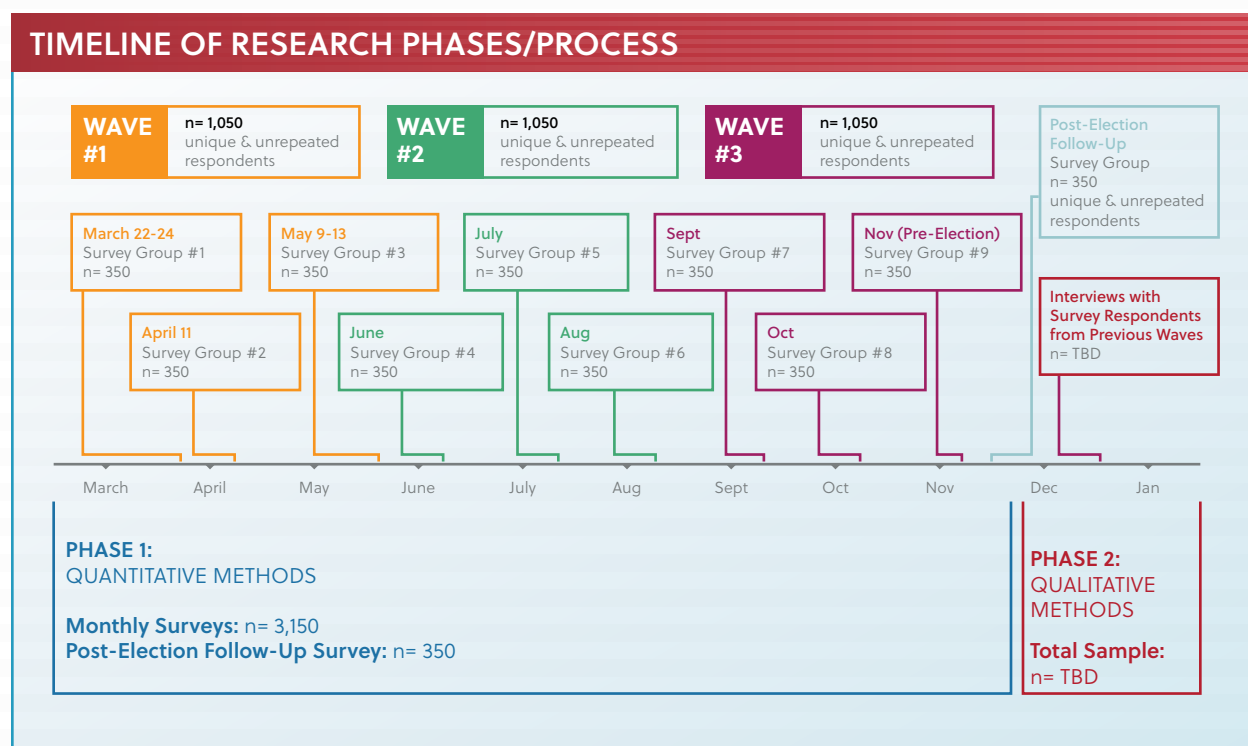
In line with research conducted through The Millennial Impact Project, and by common definition, millennials range in age from 16 to 36 (though this study was only conducted with respondents aged 18-36 to correspond with the voting age in the United States). That means a portion of individuals within this generation are not yet of voting age but will be in the next two years, increasing this generation's political voice. As such, the trends detailed within this update will aid causes and organizations in their preparation for the future, guiding them in planning efforts to best engage and motivate this generation for their social issue during an election year. Causes that are aligned with popular political issues can use election cycles to their advantages, while causes without political roots can better prepare to keep their audience engaged during the political season.

The entirety of this research study is seeking to answer questions such as: How does millennial engagement with causes trend during an election cycle? What factors are associated with this engagement? What – if any – demographic factors are connected to those trends? How can organizations motivate this generation to donate their time, money or skills to their causes during election years?

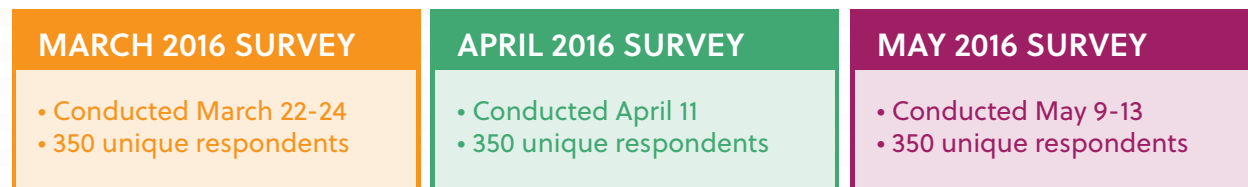
METHODOLOGY

In an effort to recruit respondents who are representative of U.S. millennials between the ages of 18-36, the research team used a proportional quota sample (based on U.S. Census Bureau millennial cohort data for gender, race and geographic region) for this investigation. While there may be variations in monthly sample demographics in comparison to other investigations of this generation, the final sample in this study will likely yield characteristics indicative of the millennial population.

A sample matching these demographics was drawn from Lightspeed GMI online opt-in panel members. The sample in this release of trends consists of 350 surveyed millennials each month from March to May; therefore, the total sample of unique and unrepeated millennial respondents for Wave 1 (March to May) is $n = 1,050$. The final sample included in the completed research study, including repeated (monthly) cross-sectional surveys combined (March to November), will be $n = 3,150$.



Wave 1 Surveys



To uncover the trends related to this generation's political ideologies and cause engagement, the Achieve research team designed a multi-stage, mixed methods research study. This study includes a nonprobability sample within a longitudinal cohort model that allows the research team to examine how millennials' attitudes and perceptions about politically-related cause engagement in addition to their charitable giving, volunteerism and activism behaviors, change or remain the same over time.

The sample of millennials was initially surveyed about their cause-related attitudes, perceptions and behavior in March, April and in May. Therefore, this first wave of surveying millennials about causes and politics includes 1,050 unique respondents and a substantial base to initiate this long-term investigation. In an effort to generate inferences about millennials' cause-related attitudes, perceptions and behaviors as well as politically-related ideology and cause work that can be applied to the diverse millennial cohort in the United States, a total of three waves of repeated (monthly) cross-sectional survey data, consisting of 1,050 millennial survey respondents in each wave, will be collected through the 2016 presidential election.

Although 350 unique respondents are surveyed at monthly intervals, with 1,050 unique respondents included in each of the three waves, at the conclusion of this investigation, the research will yield 3,150 responses to the same series of questions observed monthly. Monthly surveying of representative nonprobability samples of millennials allows for generalized estimations to be drawn about the larger population of millennials. More specifically, this strategy increases the likelihood that trends may be applied to the general millennial population when they are repeatedly obtained from different nonprobability samples over time. Additionally, this design permits the detection and monitoring of both acute and chronic attitudinal and behavioral changes throughout the political season of a presidential election year. The full and final dataset will also allow for data segmentation, which is useful for providing insight into specific respondent characteristics. The combination of immediate and longitudinal data collection provides for a unique and comprehensive examination of millennials' interest in causes and politics in real time as well as trends that emerge over time.

Following the presidential election in November, the research team will complete the final wave of millennial respondents to capture data associated with their cause-related attitudes, perceptions and behaviors as well as politically-related behaviors, including Election Day voting activity and presidential candidate selection. Finally, the research team will conduct in-depth personal qualitative interviews with a sub-sample of survey respondents to expand upon and validate survey responses. While the culmination of these inquiries will provide a comprehensive view of millennial cause engagement during a presidential election year, this first report includes three months' trends – survey response data from March and two months of follow-up survey response data from April and May.

The following data and trends create a baseline, from which the research team will compare trends over time through Election Day 2016. This report details the beginning of the trend analysis process, which will continue through November.



MILLENNIAL SAMPLE DEMOGRAPHICS³

n = 1,050 respondents

GENDER

MALE	50%
FEMALE	49%
TRANSGENDER	1%
PREFER NOT TO ANSWER	<1%

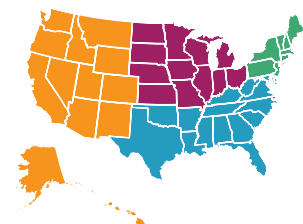
AGE

18-24	26%
25-30	34%
31-36	39%

RACE

WHITE/CAUCASIAN	67%
SPANISH/HISPANIC/LATINO(A)	12%
BLACK/AFRICAN AMERICAN	10%
ASIAN	8%
PACIFIC ISLANDER	<1%
NATIVE AMERICAN	1%
MULTIPLE RACES	3%
OTHER	<1%
PREFER NOT TO ANSWER	<1%

REGION



23% WEST
18% MIDWEST
22% NORTHEAST
37% SOUTH

PERSONAL INCOME

Less than \$20,000	19%
\$20,000-\$29,999	10%
\$30,000-\$39,999	10%
\$40,000-\$49,999	8%
\$50,000-\$74,999	17%
\$75,000-\$99,999	14%
\$100,000-\$149,999	10%
\$150,000 or more	6%
Prefer not to answer	5%

RESIDENTIAL LOCATION⁴

URBAN	45%
SUBURBAN	35%
SMALL TOWN	12%
RURAL	8%
OTHER	<1%

MARITAL STATUS

SINGLE, NEVER MARRIED	40%
MARRIED	48%
LIVING WITH PARTNER	10%
SEPARATED	<1%
DIVORCED	1%
WIDOWED	<1%
PREFER NOT TO ANSWER	<1%

EDUCATION

SOME HIGH SCHOOL (NO DEGREE)	3%
HIGH SCHOOL GRADUATE OR EQUIVALENT	16%
SOME COLLEGE (NO DEGREE)	21%
ASSOCIATE'S DEGREE	8%
BACHELOR'S DEGREE	32%
MASTER'S DEGREE	11%
PROFESSIONAL SCHOOL DEGREE	6%
DOCTORATE DEGREE	3%

EMPLOYMENT STATUS

FULL-TIME	55%
PART-TIME	11%
SELF-EMPLOYED	4%
NOT EMPLOYED BUT LOOKING	7%
NOT EMPLOYED AND NOT LOOKING	2%
HOMEMAKER	9%
RETIRED	<1%
STUDENT	11%
PREFER NOT TO ANSWER	1%

POLITICAL IDEOLOGY

CONSERVATIVE	50%
LIBERAL	43%
NEUTRAL/OTHER	7%

REGISTERED TO VOTE

YES	85%
NO	13%
UNSURE	2%

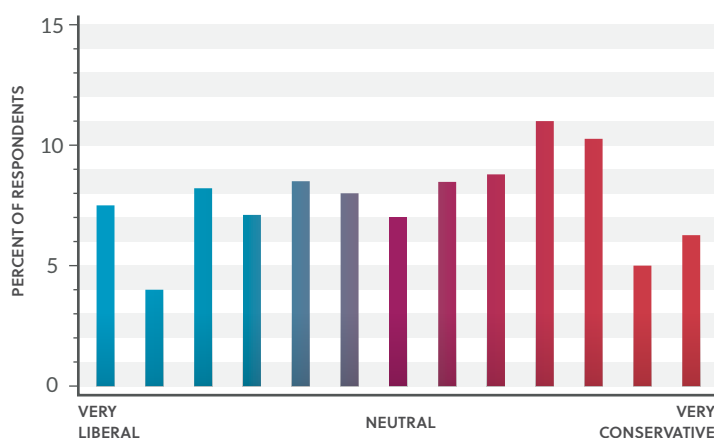
PLAN TO VOTE/ALREADY VOTED IN STATE'S PRIMARY ELECTION OR CAUCUS

YES	70%
NO	22%
UNSURE	7%
PREFER NOT TO ANSWER	2%

PLAN TO VOTE IN PRESIDENTIAL ELECTION

YES	81%
NO	10%
UNSURE	8%
PREFER NOT TO ANSWER	1%

HOW DO YOU IDENTIFY BASED ON YOUR POLITICAL BELIEFS?

IF YOU CAST YOUR VOTE FOR ONE CANDIDATE FOR U.S. PRESIDENT TODAY, WHO WOULD YOU CHOOSE?⁵

HILLARY CLINTON	31%	BERNIE SANDERS	27%
TED CRUZ	8%	DONALD TRUMP	16%
JOHN KASICH	5%	NONE	7%
		DON'T PLAN ON VOTING	6%

³ Note: Due to rounding, not all data points given in this report equal 100 percent.⁴ These choices were created based on residential location definitions by the Housing Assistance Council.⁵ This update includes aggregate trends from Wave 1 of the study. As two candidates dropped out of the presidential race prior to the deployment of the May survey, Cruz and Kasich were not provided as candidate options to respondents that month.

TRENDS WORTH WATCHING

From the compiled data of Wave 1 (the March, April and May surveys), the research team identified nine trends related to this wave of millennials and their engagement with causes and politics during a presidential election year.

The term “trend” is used to describe how data change or remain constant over time.

Some of these trends are in line with other existing data sources; some data, at this juncture of the study, appear to contradict other sources and/or commonly held beliefs. Throughout this study, the research team is paying especially close attention to trends that seem to go against popular knowledge of this generation and its political behaviors – specifically as the sample size grows larger and as the presidential election draws nearer – as a way to better understand why such responses would differ.

The trends and data points that emerged from the first three months of this study, as well as new trends that may emerge over time, will be tracked and analyzed on a monthly basis for the remainder of this study.

Trend 1: Millennials are most interested in education, health care and the economy.

The aggregate responses of Wave 1 indicate the majority of respondents are most interested in education (29%), health care (25%) and the economy (24%).⁶ Education consistently ranked highest for respondents across the three surveys; interest in health care, the economy and employment/wages ranked highly in March, April and May but not always in the same order.

WHAT THREE SOCIAL ISSUES INTEREST YOU MOST?

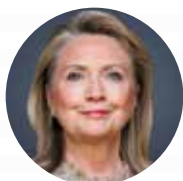
Arts & culture	19%	Poverty	9%
Crime & criminal justice	20%	Race/cultural relations	7%
Disaster relief	5%	Veteran's affairs	3%
Economy	24%	Women's rights	11%
Education	29%	Student loans	8%
Environment	20%	Employment/wages	23%
Health care	25%	Immigration	11%
Human rights	19%	Transportation	3%
International issues	5%	National security	15%
Lesbian, gay, bisexual, transgender (LGBT) rights	11%	Other	2%

When looking at interest in social issues by presidential candidate, supporters of Hillary Clinton, John Kasich and Bernie Sanders – i.e., respondents who indicated they would vote for one of these candidates – indicated the most interest in education. Other issues supporters of these candidates indicated the most interest in include health care (Clinton/Kasich), employment/wages (Clinton), the economy (Kasich), human rights (Sanders) and the environment (Sanders).

⁶ The social issues provided within the survey were general and were not defined by the research team for respondents.

Respondents who indicated they would vote for Ted Cruz indicated the most interest in national security, followed by crime/criminal justice, education and employment/wages. Though Donald Trump supporters are most interested in the economy, they're also interested in health care and national security.

It should be noted that two Republican candidates (Cruz and Kasich) exited the race immediately before the May survey was deployed.



	HILLARY CLINTON	TED CRUZ	JOHN KASICH	BERNIE SANDERS	DONALD TRUMP
#1	33% Education	28% National Security	35% Education	31% Education	36% Economy
#2	27% Health Care	26% Crime/ Criminal Justice	31% Health Care	27% Human Rights	25% Health Care
#3	25% Employment/Wages	24% Education Employment/Wages	28% Economy	27% Environment	24% National Security

QUESTIONS TO CONSIDER

- ▶ What are specific areas of interest within each of these overarching social issues that are important to millennials?
- ▶ How might these social issues of interest change or stay the same as the election season advances?



Trend 2: Millennials identify as more conservative-leaning than liberal.

Within this report, the research team sought to identify how millennials are politically affiliated. To respondents, this question was phrased as the following: Please use the sliding scale below to indicate where your political beliefs reside.

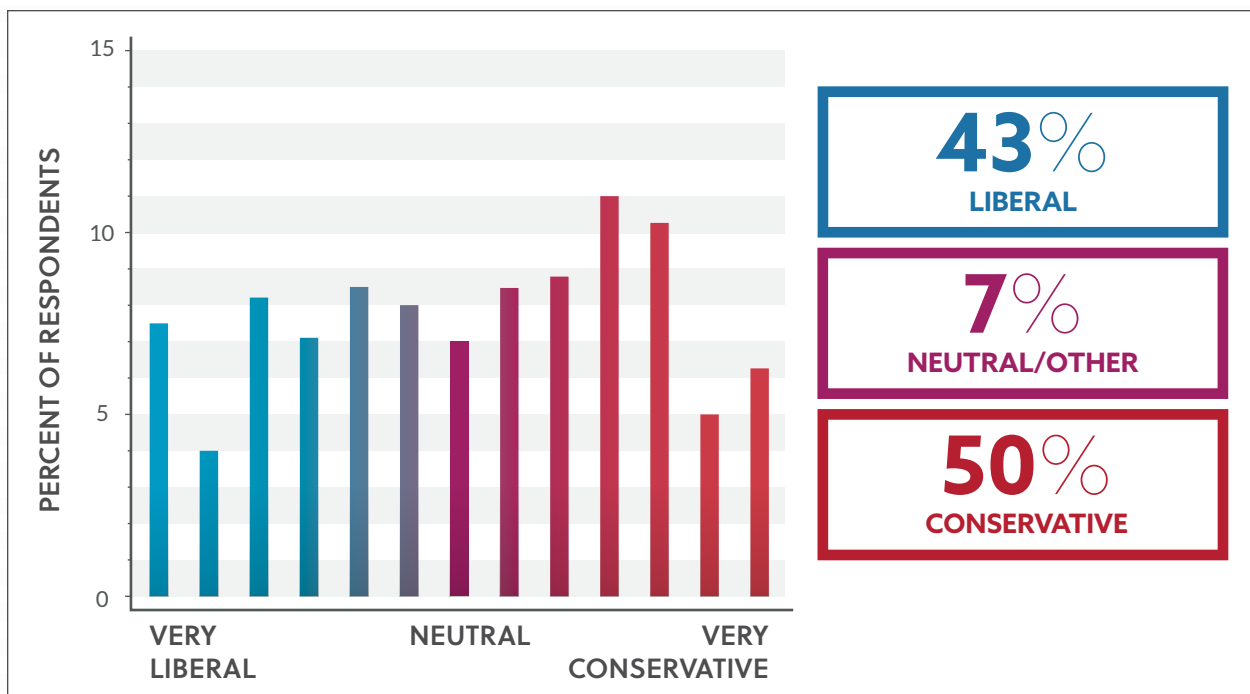
Within the scale, and for the purposes of this survey, a rating to the left of 50 was considered liberal, with 0 indicating very liberal. A rating to the right of 50 was considered conservative, with 100 indicating very conservative. A rating of 50 indicated the respondent identified politically as neutral.

Within this report, the research team uses the following terms to describe political ideology. As mentioned, respondents were not given these definitions; they were simply asked to use the sliding scale to indicate their political ideologies.

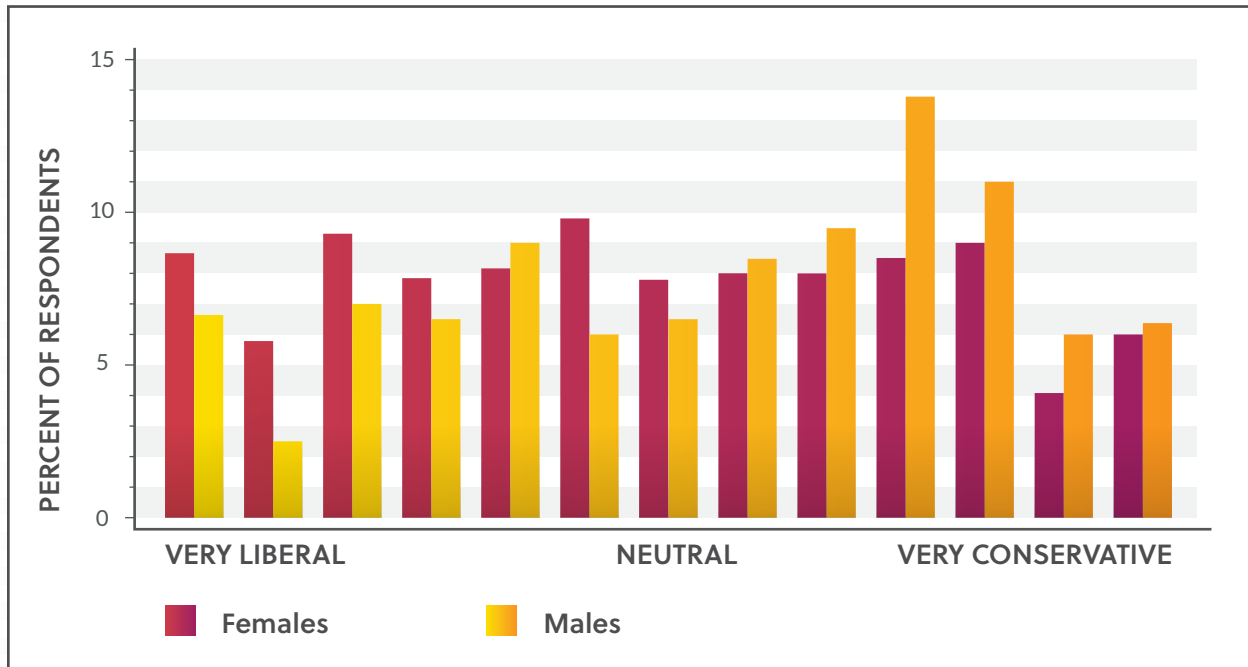
TERM	DEFINITION
Conservative	a response of >50
Liberal	a response of <50
Neutral	a response of 50

Throughout this report, the terms “conservative” and “conservative-leaning” are used interchangeably, as are “liberal” and “liberal-leaning.”

Half of respondents (50%) identified as conservative (i.e., a response of >50), compared to 43 percent liberal (a response of <50) and 7 percent neutral (a response of 50). However, as is depicted in the graphic below, many respondents who self-identified on the conservative side of the scale indicated their political beliefs reside closer to neutral (50) than to very conservative (100).



By gender, female millennials identify much more as liberal than male millennials do. Wave 1 results indicate nearly half (48%) of female millennial respondents identify as liberal, compared to only 38 percent of male millennials. Conversely, over half (56%) of males identify as conservatives, versus 44 percent of females.



Older millennials indicated they are more conservative than younger millennials. Half (50%) of millennials aged 18-24 identified as liberal, compared to 43 percent of millennials aged 25-30 and 38 percent of millennials in the 31-36 age group.

Though geographical location did not appear to have much of an impact on political ideology, respondents in the Northeast identified more conservative than those in the South, West or Midwest. More than half (53%) of Northeastern millennials identified as conservative, compared to 49 percent in the South, 49 percent in the West and 50 percent in the Midwest.

	18-24	25-30	31-36
Liberal	50%	43%	38%
Conservative	41%	51%	56%
Neutral	10%	6%	6%

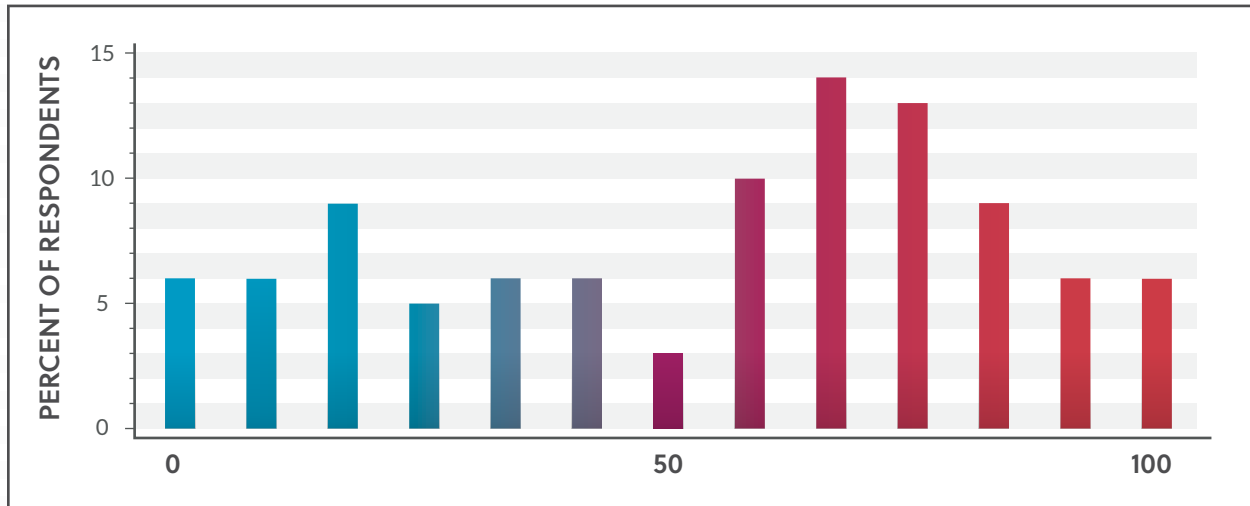
	South	West	Midwest	Northeast
Liberal	43%	44%	44%	41%
Conservative	49%	49%	50%	53%
Neutral	8%	8%	6%	6%

QUESTIONS TO CONSIDER

- ▶ How do millennials define conservative and liberal, and with what values (e.g., fiscally, socially, etc.) of each of these ideologies do they most align?
- ▶ How will the percentages of millennial respondents aligned with each ideology change (or remain the same) as the election season advances?

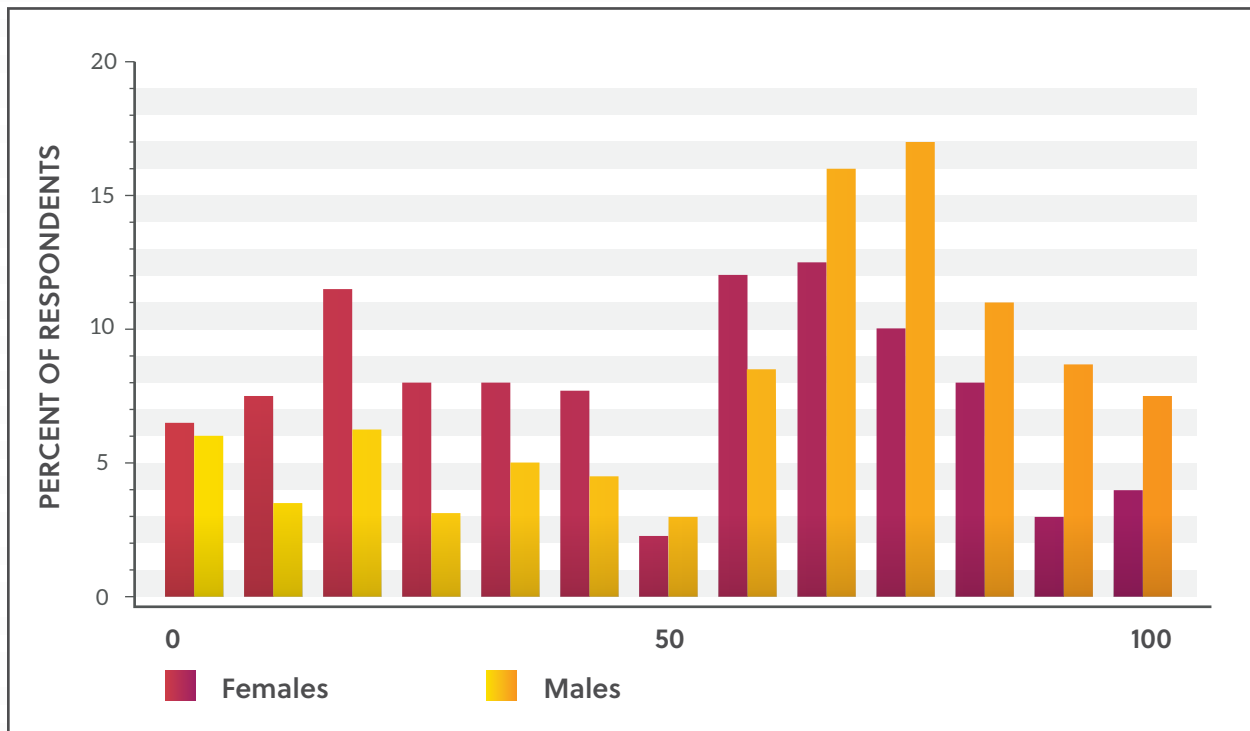
Trend 3: Millennials only somewhat believe that they are activists.

Respondents were asked to rate on a scale of 0 percent to 100 percent how much they agree with the statement: “I am an activist (a person who behaves intentionally to bring about political or social change).” The average response was just over neutral (54%), while the median response for this question was 60 percent, indicating respondents somewhat believe they are activists.

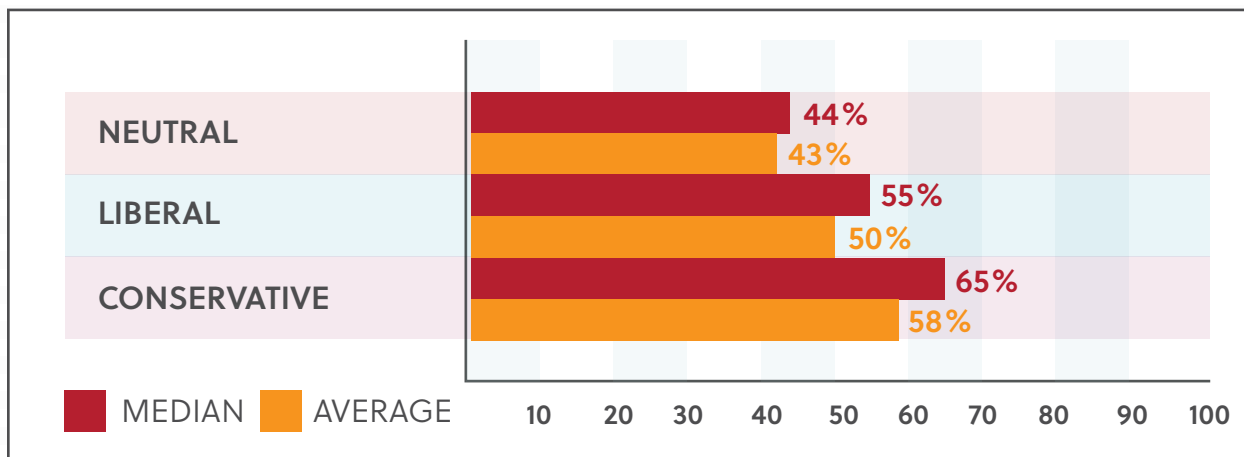


When looking at this trend demographically, male millennials more than female millennials and conservative-leaning millennials more than liberal-leaning millennials believe they are activists.

The average response of male millennial respondents indicated they somewhat believe they are activists, with an average of 60 percent and a median response of 67 percent. Female millennials responded neutrally to this question, with an average of 49 percent and a median response of 50 percent.



Millennial respondents who self-identified as conservative believe they are somewhat activists, with an average response of 58 percent and a median of 65 percent. Liberal respondents responded more neutrally, with an average response of 50 percent and a median of 55 percent. Respondents who identified their political ideology as neutral, however, have a much lower belief that they are activists, with an average response of 43 percent and a median of 44 percent.



QUESTIONS TO CONSIDER

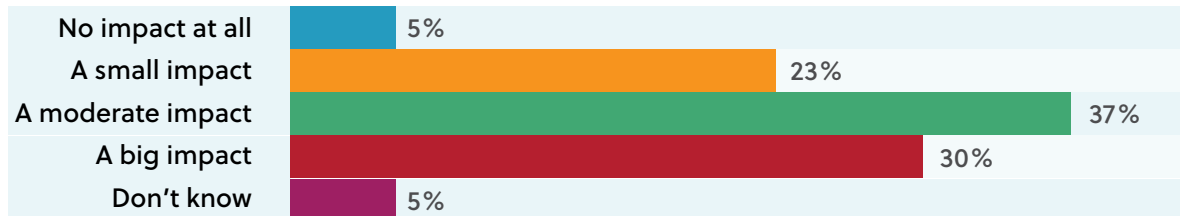
- ▶ What specific characteristics are included in millennials' understanding of activism?
- ▶ How do millennials who only "somewhat" consider themselves activists understand how they are able to create change?



Trend 4: Most millennials believe people like them can have an impact in the U.S.

Combined, nearly all (90%) of millennials think people like them can have an impact in the U.S. to make it a better place to live. This is an aggregate response of those who indicated people like them can have a small impact (23%), a moderate impact (37%) and a big impact (30%). Only 5 percent of respondents do not think people like them can have an impact at all.

How much impact do you believe a person like you can have in the U.S.?



Similar to the data in the previous trend, male millennials more than female millennials believe a person can have a big impact in the U.S. About a third (34%) of male millennial respondents believe a person can have a big impact in the U.S., compared to only 27 percent of female millennials. Conversely, 39 percent of female respondents believe a person can have a moderate impact, versus 34 percent of male respondents.

How much impact do you believe a person like you can have in the U.S.?

	MALE	FEMALE
No impact at all	5%	6%
A small impact	23%	24%
A moderate impact	34%	39%
A big impact	34%	27%
Don't know	4%	5%

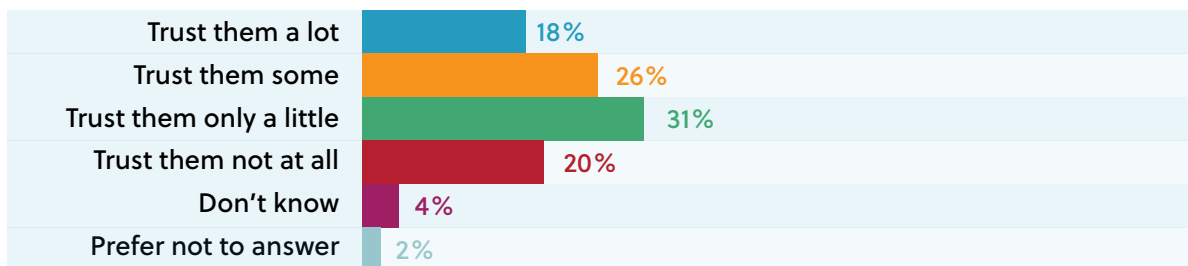
QUESTIONS TO CONSIDER

- ▶ In what other ways might millennials be creating change or having an impact in making the U.S. a better place to live?
- ▶ What are the important characteristics to millennials in making the U.S. a better place to live?

Trend 5: The majority of millennials have little or no trust that the government will do what is right.

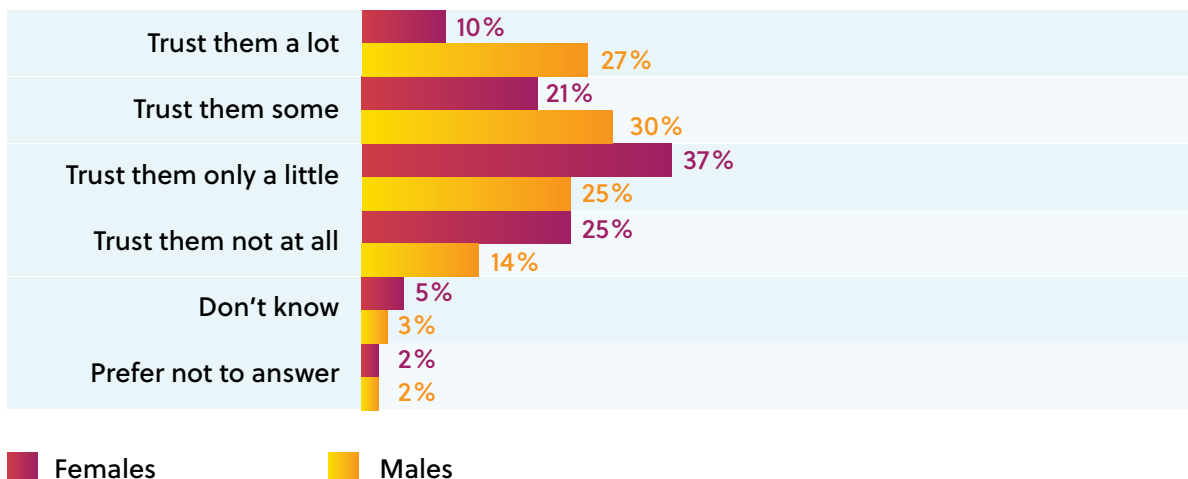
As an aggregate, more than half of millennials (51%) trust the government only a little or not at all, compared to 44 percent of millennials who trust the government some or a lot. Thirty-one percent millennials indicated they “trust only a little” that the U.S. government will do what is right, while 26 percent trust the government some, 20 percent do not trust at all that the government will do the right thing, and 18 percent trust the government a lot.

How much do you trust the U.S. government to do what is right?



Looking at this trend by gender, a quarter (27%) of male millennial respondents reported trusting the government a lot, compared to only 10 percent of female respondents. Female millennials reported higher results related to trusting the government a little (37%) or not at all (25%), whereas 25 percent of males trust the government a little, and only 14 percent don't trust the government at all.

How much do you trust the U.S. government to do what is right?



Only a small percentage (9%) of millennials aged 18-24 trust the government a lot, compared to 18 percent of those aged 25-30 and 25 percent of those aged 31-36. Conversely, 25 percent of millennials aged 18-24 do not trust the government at all, compared to 21 percent of millennials aged 25-30 and 16 percent of millennials aged 31-36.

How much do you trust the U.S. government to do what is right?

	18-24	25-30	31-36
Trust them a lot	9%	18%	25%
Trust them some	25%	22%	28%
Trust them only a little	32%	32%	28%
Trust them not at all	25%	21%	16%
Don't know	5%	5%	2%
Prefer not to answer	3%	1%	2%

About a fourth of both conservative-leaning (25%) and liberal-leaning (26%) respondents indicated they have some trust in the government, and 20 percent of both groups of respondents do not trust the government at all. However, when looking at responses as aggregates, half (50%) of conservative-leaning millennials report trusting the government a lot or some, compared to just 37 percent of liberal respondents.

How much do you trust the U.S. government to do what is right?

	LIBERAL	CONSERVATIVE
Trust them a lot	11%	25%
Trust them some	26%	25%
Trust them only a little	37%	26%
Trust them not at all	20%	20%
Don't know	5%	2%
Prefer not to answer	2%	2%

QUESTIONS TO CONSIDER

- ▶ As the election season advances will the gap between male and female millennials' trust in government decrease?
- ▶ Why are younger millennials less likely to trust the government a lot? What would encourage or increase their trust in government?
- ▶ As liberal-leaning individuals generally are thought to have more trust in government, and conservative-leaning individuals are thought to believe government overstretches its role, why do more conservative-leaning millennials in this sample have more trust in government than the liberal-leaning respondents, and will this pattern of trust continue as the election season advances?

Trend 6: In the last month, the majority of respondents had signed a petition for an issue they cared about – but only about a half had volunteered for or donated to causes affiliated with a social issue they care about, and only about one-third of respondents participated in a demonstration.

Though the majority (76%) of respondents believe people like them can affect change for the social issues they're most interested in, only half of them had volunteered for (46%) or donated to (52%) a cause affiliated with a social issue they care about in the past month. More respondents, however, supported community projects (defined as any kind of cause work that addresses the shared concerns of members of a defined community) affiliated with a cause they're interested in (56%).

Respondents appear to be more likely to sign petitions for issues they care about as 64 percent responded they had done so in the last month. Conversely, demonstrations (including rallies, protests, boycotts and marches) drew the least participation, as only 36 percent responded in the affirmative to this question.

Looking specifically at responses to each question by gender, male millennial respondents reported more cause participation than females, including volunteering, donating, supporting community projects, signing petitions and participating in demonstrations that support issues they are interested in.

	MALE	FEMALE
Volunteered	58%	34%
Donated	63%	40%
Supported community project(s)	66%	45%
Signed petition(s)	71%	57%
Participated in demonstration(s)	49%	22%

When reviewing responses by liberal or conservative identification, millennials who self-identified as conservative-leaning reported more cause participation than liberal respondents, including volunteering, donating, supporting community projects, signing petitions and participating in demonstrations that support issues they are interested in.

	LIBERAL	CONSERVATIVE
Volunteered	39%	56%
Donated	46%	60%
Supported community project(s)	49%	64%
Signed petition(s)	65%	66%
Participated in demonstration(s)	26%	47%

QUESTIONS TO CONSIDER

- ▶ Will millennials' participation in issues they care about increase as the election season advances?
- ▶ Will they move from passive engagement (e.g., signing petitions) to more active engagement (e.g., participating in demonstrations, volunteering and donating money)?
- ▶ How will female millennials' participation in issues that they care about change or remain the same during an election year? Will they remain less engaged than males during an election year although they are generally more engaged in issues they care about than male millennials (as evidenced in past Millennial Impact Reports)?
- ▶ Is there a particular category of demonstration that millennials most participated in?
- ▶ Is there an emerging new definition of "demonstration" or "protest" for millennials?

Trend 7: The majority of millennial respondents had posted on social media about the issues they care about in the past week. Of those respondents who had posted on social media, the majority do so through Facebook, followed by Twitter, Instagram and YouTube.

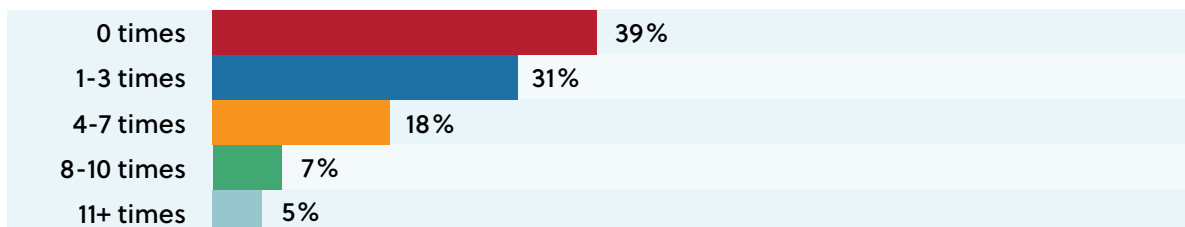
Nearly two-thirds (61%) of respondents indicated they had posted on social media (whether creating their own post or engaging in another's post through comments, retweets, etc.) at least once in the past week. Of those who had posted in the past week, the most respondents had posted 1-3 times (31%).

"Social media engagement" is used in this section to describe a respondent's activity through social media platforms, including his/her own post or participating in discussions with others on social media networks (such as comments, retweets, etc.).

Respondents of the March survey indicated slightly more social media engagement than those of the April survey, as 66 percent posted at least once in the past week in March versus 61 percent in April. This downward trend continued in May as only 57 percent reported social media engagement in the past week.

Facebook was by far the most popular social media platform respondents used to post about or engage with social issues online, as indicated by 88 percent of millennials. Twitter ranked second for social issue engagement on social media (56%), followed by Instagram (49%) and YouTube (41%). Snapchat and Google+ were used by about a quarter of respondents (at 28% and 27%, respectively). This data held true for millennials at all age groups, as all groups reported similar results for these questions.

How many times in the past week have you posted on social media (including your own post or engaging in another's post through comments, retweets, etc.) about the issues you care about?

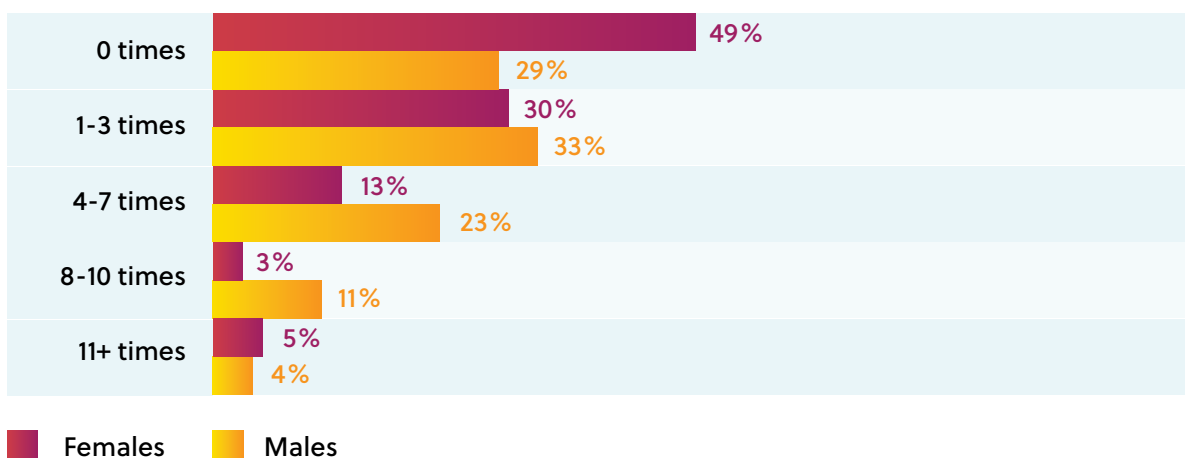


Social media platforms used in the past week to post about and/or engage with the issue you care about:

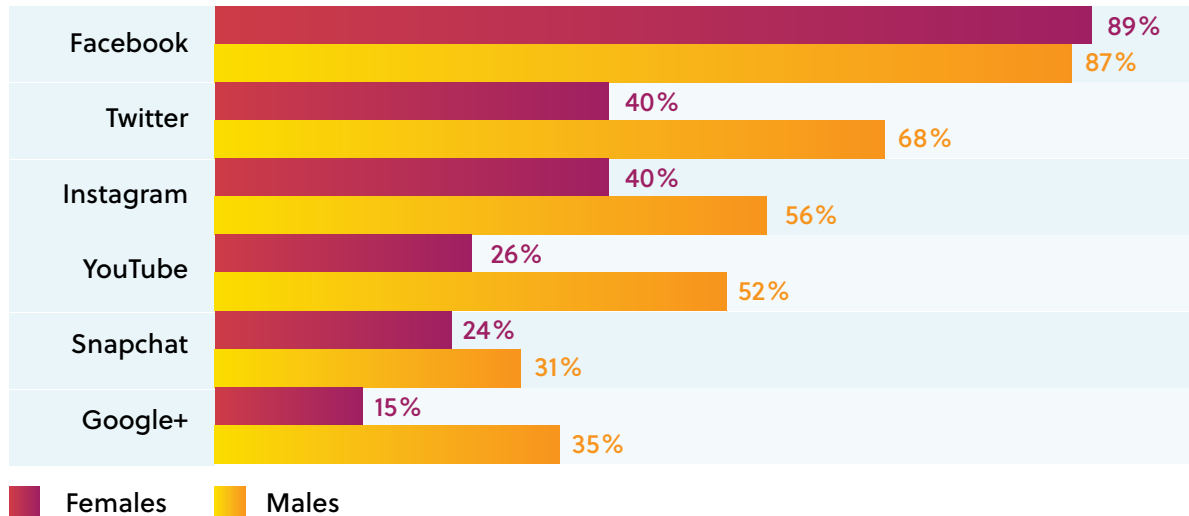
Facebook	88%	Tumblr	19%
Twitter	56%	YouTube	41%
Instagram	49%	Google+	27%
LinkedIn	15%	Reddit	8%
Snapchat	28%	Other	1%
Pinterest	18%	None	<1%

By gender, male millennials reported using social media to post about and/or engage with issues they're most interested in more than females. Nearly three-fourths (71%) of male millennials respondents had posted on social media about social issues at least once in the past week, compared to 51 percent of female millennials. Female millennials, however, were slightly more likely to have posted on Facebook than were males.

How many times in the past week have you posted on social media (including your own post or engaging in another's post through comments, retweets, etc.) about the issues you care about?



Social media platforms used in the past week to post about and/or engage with the issue you care about:



By political ideology, conservative-leaning millennials used social media to post about and/or engage with issues they're most interested in more than liberals. Sixty-six percent of conservative millennials report posting at least once on social media in the past week, compared to 59 percent of liberal respondents. Conservatives also reported more activity on individual social media platforms.

How many times in the past week have you posted on social media (including your own post or engaging in another's post through comments, retweets, etc.) about the issues you care about?

	LIBERAL	CONSERVATIVE
0 times	42%	34%
1-3 times	35%	29%
4-7 times	14%	23%
8-10 times	4%	11%
11+ times	6%	3%

Social media platforms used in the past week to post about and/or engage with the issue you care about:

	LIBERAL	CONSERVATIVE
Facebook	86%	90%
Twitter	54%	59%
Instagram	42%	55%
YouTube	32%	49%
Snapchat	27%	30%
Google+	18%	35%

QUESTIONS TO CONSIDER

- ▶ In what ways are millennials using social media during this election season?
- ▶ As the election season advances, will the gap between male and female millennials' social media use decrease?
- ▶ Why are more conservative-leaning millennials more active on social media than liberal-leaning millennials?

Trend 8: From March to May, support of Clinton and Trump increased by millennial respondents, while support of Sanders decreased.

The number of millennial respondents who indicated they would vote for Clinton increased 11 percent from March to May. Support of Trump also increased, from 13 percent in March to 20 percent in May. Sanders supporters decreased slightly over the time period, from 28 percent in March to 25 percent in May.

The number of respondents who indicated they would either not vote for any of the candidates presented in the survey or would not vote at all both increased over this time period. Respondents not planning to vote for the candidates listed increased from 5 percent in March to 10 percent in May; respondents not planning to vote at all increased from 5 percent in March to 9 percent in May.

If you cast your vote for one of the candidates for U.S. president today, who would you choose?

	MARCH	APRIL	MAY
Clinton	26%	30%	37%
Cruz	15%	10%	X
Kasich	9%	6%	X
Sanders	28%	29%	25%
Trump	13%	16%	20%
None	5%	5%	10%
Not Voting	5%	3%	9%

QUESTIONS TO CONSIDER

- ▶ Will millennials align with specific candidates as the election season advances, or will increasingly higher percentages of respondents decide not to vote for either final candidate?
- ▶ What are the considerations important to millennials when selecting which candidate they will vote for in November?

Trend 9: The number of respondents planning to vote in the presidential election increased from March to April but decreased in May.

From March to April, the amount of respondents planning to vote in the presidential election increased 5 percent month to month, from 81 percent in March to 86 percent in April. May results trended downward, however, as only 76 percent of respondents indicated they are planning to vote in the presidential election. The percentage of respondents not planning to vote at all increased to 13 percent in May, compared to 9 percent in March and 7 percent in April.

As a reminder, Cruz and Kasich exited the race immediately before the May survey was deployed.

Do you plan to vote in the 2016 presidential election?

	MARCH	APRIL	MAY
Yes	81%	86%	76%
No	9%	7%	13%
Unsure	9%	5%	10%
Prefer not to answer	1%	2%	1%

Nearly all (87%) of male millennial respondents reported they are registered to vote, compared to 83 percent of female millennials. Similarly, 84 percent of male millennials are planning to vote in the presidential election, compared to 79 percent of females.

Are you registered to vote? Do you plan to vote in the 2016 presidential election?

	Registered to vote		Plan to vote in presidential election	
	MALE	FEMALE	MALE	FEMALE
Yes	87%	83%	84%	79%
No	10%	15%	9%	11%
Unsure	2%	3%	7%	9%
Prefer not to answer			1%	1%

When looking at this trend by age group, more millennials aged 25-36 report that they are registered and plan to vote than younger millennials.

Nearly all millennials in the 25-30 and 31-36 age groups are registered to vote (88% and 89%, respectively), compared to 76 percent of millennials aged 18-24. Similarly, more millennials aged 25-30 and 31-36 are planning to vote in the presidential election (82% and 88%, respectively) than millennials aged 18-24 (70%).

Additionally, many more millennials in the youngest age group, 18-24, are unsure whether they will vote in the presidential election (15%) than millennials in the two older age groups.

Are you registered to vote? Do you plan to vote in the 2016 presidential election?

	Registered to vote			Plan to vote in presidential election		
	18-24	25-30	31-36	18-24	25-30	31-36
Yes	76%	88%	89%	70%	82%	88%
No	21%	11%	8%	14%	11%	6%
Unsure	3%	1%	3%	15%	6%	6%
Prefer not to answer				1%	2%	<1%

By political ideology, more conservative-leaning millennials report that they are registered and planning to vote than liberals. Eighty-eight percent of conservative millennials are registered to vote, compared to 84 percent of liberal respondents. Similarly, 84 percent of conservatives are planning to vote in the presidential election, versus 81 percent of liberals.

Are you registered to vote? Do you plan to vote in the 2016 presidential election?

	Registered to vote		Plan to vote in presidential election	
	CONSERVATIVE	LIBERAL	CONSERVATIVE	LIBERAL
Yes	88%	84%	84%	81%
No	10%	14%	9%	10%
Unsure	2%	2%	6%	8%
Prefer not to answer			<1%	2%

By geographic location, fewer Midwestern millennials are registered to vote and plan to vote in the presidential election than respondents in other regions. Millennials in the South, West and Northeast posted similar responses to whether they are registered and planning to vote in the presidential election. Midwestern millennials, however, scored much lower than the other regions on both of these questions.

Eighty-two percent of millennials in the Midwest are registered to vote, compared to 83 percent in the South, 85 percent in the West and 91 percent in the Northeast. Similarly, whereas 76 percent of millennials in the Midwest are planning to vote in the presidential election, 80 percent of millennials in the South, 82 percent in the West and 85 percent in the Northeast are planning to do so.

Are you registered to vote? Do you plan to vote in the 2016 presidential election?

	Registered to vote				Plan to vote in presidential election			
	S	W	NE	MW	S	W	NE	MW
Yes	83%	85%	91%	82%	80%	82%	85%	76%
No	14%	12%	9%	15%	10%	11%	7%	11%
Unsure	3%	3%	1%	3%	8%	6%	7%	11%
Prefer not to answer					2%	1%	<1%	2%

QUESTIONS TO CONSIDER

- ▶ Why do more conservative-leaning millennials report that they are registered and planning to vote than liberal-leaning millennials?
- ▶ How will percentages of respondents who are registered to vote translate into percentages of millennials who actually do vote?

LOOKING AHEAD

This year's presidential election has resulted in many unpredictable events – and as a result, even more interesting reactions from the candidates as well as the citizens of the United States. This political season has seen unprecedented interest across the country, and as such, some of the trends of this research have challenged even conventional wisdom about millennials. As this investigation continues to unfold and patterns continue to emerge, the Achieve research team will be paying particular attention to each of these trends and attempting to answer some of the questions posed about those trends during the remaining waves of data collection and the qualitative phase of this research study.

Keep up with Achieve's study on millennials and their engagement with causes and politics during a presidential election year throughout 2016 at themillennialimpact.com, and look for the full results and findings of the study after Election Day.





THE 2016 MILLENNIAL IMPACT REPORT

WAVE 1 TRENDS

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