

THE 2017 MILLENNIAL IMPACT REPORT

PHASE 2: THE POWER OF VOICE: A NEW ERA OF CAUSE ACTIVATION & SOCIAL ISSUE ADOPTION

The Millennial Impact Report is an annual study of millennials' cause engagement by examining the subject through a new lens each year since 2009.





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THE RISE OF A GENERATION'S VOICE

Letter from the President & Founder

I remember like it was yesterday: The first meeting my colleagues and I had about a new project to try and understand the “new givers.” Although not necessarily common in the vernacular at the time, we were talking about millennials, and we wanted to know the ins and outs of their relationships with causes.

We knew this generation was growing up with social good embedded into their lives and school systems, thanks to boomer parents and teachers with programs such as AmeriCorps, mandatory service hours and peer fundraising (as early as kindergarten!). We hypothesized that this generation would make a huge mark on the nonprofit sector.

We were wrong.

This generation has affected more than just the nonprofit sector with their unique brand of social good and issue engagement. They have changed how the government responds with new social issue policies. They have changed the culture at corporate America to stand up for the disenfranchised and address the challenges within our communities. They are changing how nonprofits are defining philanthropy.

This generation is more than an idle voice. They are a true force for social good that goes beyond the biggest philanthropist in the world because with their actions they can organize, drive awareness and influence the behavior of giving by other generations like never before.

Millennials are pushing the convergence of traditional philanthropy methods and online activism. We have seen the rise of new technologies that expand the social issue interests of a few into becoming the causes of the many.

In Achieve's 2016 retrospective on five years of research, we made three key predictions. We said millennial cause engagement:

- 1 Is moving from interest to activism.
- 2 Will expand as millennials age and as causes learn how to connect with them.
- 3 Will alter traditional models of giving and creating change in the world.

We believe we were right, based on the research you'll read about in this report. Millennials are undoubtedly altering today's models of giving and society's perceptions of how to create change locally, nationally and globally.

The first generation to grow up with digital outlets for their voices is turning them into megaphones for good.

Will you and your friends, your traditional institutions and your companies be willing to energize this generation of movement makers with new opportunities for expression and activism? Or will you depend on a wait-and-see approach until they have the financial resources to be a traditional donor?

As I have said before and will say again, today's causes need everyone. Even the most well-funded causes need an army equipped with a voice of concern and interest. No cause is immune to today's challenges and waning interests – including yours.

So when you read this year's report, ask yourself: Do we have the people on our board and staff who can utilize the voice of this generation for good? Or are we still hoping to use money and quiet donors to influence the behavior and interest of the public?

Here's to moving interest to vocal action for good.



Derrick Feldmann

President, Achieve

The Millennial Impact Project

EXECUTIVE SUMMARY

We are witnessing the rise of what may become the most vocal generation in nearly half a century.

Each year since 2009, Achieve has studied millennials' actions and behaviors related to causes. Each Millennial Impact Report adds to a body of knowledge about the generation born 1980-2000 that's recognized by experts, media and social scientists nationwide.

The Achieve team first recognized a shift in this generation's involvement in social issues two years ago. In our 2015 report, *Cause, Influence & The Next Generation Workforce*, we shared findings that indicated:

Millennial engagement in causes was moving from cursory interest to activism, reflecting a maturation of the generation's inherent desire to do good.

The following year, 2016, allowed us to study millennials' behaviors during a U.S. presidential election year, from the start of the nine months leading up to Election Day and the days immediately after. We'd hypothesized that political ideologies and heightened attention to social problems would increase cause-related activity during this time. However, as we reported in the *2016 Millennial Impact Report: Cause Engagement During a U.S. Presidential Election Year*, we found the contrary to be true: Millennial behaviors appeared to be far more muted and passive than we had anticipated. Even so:

We were among the few to say that millennials had voted in far greater numbers than most organizations believed.

As Achieve researchers examined, analyzed and challenged each other over those 2016 findings, we began altering the way we look at research. Since 2009, we had approached data collection first using quantitative research methods to capture a large number of responses from a nationally representative demographic sample each year. For the 2017 study, the questions we wanted to investigate dictated a new approach.

Researchers' exploration of the previous two years' data and analysis revealed a need to look even deeper and more specifically at millennials' cause-related interests and actions: not just the actions themselves, but also what was behind them.

As a result, we developed three key questions of focus for this year's research:

- › What are the characteristics of social issues that tend to see higher millennial participation rates?
- › What are millennials' levels of engagement in these social issues, how are levels selected and how do they evolve?
- › What are the characteristics of millennials who participate at each level of engagement?

Data from the 2016 study provided a basis first for crafting methods of qualitative research for Phase 1, which in turn would shape the development of the quantitative (survey) phase, discussed at length in this report.

Now that Phases 1 and 2 of research are complete:

We're finding that 2016 may have been the lull before the storm: Where cause-related millennial activity has increased, it's increased substantially.

While involvement with causes overall remained fairly steady from last year, millennials who have been most passionate about causes and social issues (as evidenced by their behavior) have considerably increased their activity.

From our survey of 3,000 millennial respondents:

- › **Millennials in America believe the U.S. is going in the wrong direction** or aren't sure (71%), while fewer than a third (29%) believe it's going in the right direction. Nearly half (49%) of survey respondents were unsatisfied or extremely unsatisfied with the president.
- › **Millennials think that voting is important.** Sixty-six percent believe it will lead to the change they want to see; 71% identify it as a form of activism; 77% say that it is the duty of every citizen; and 65% of respondents reported voting in the last election.
- › **Millennials are driven to engage locally more than nationally** – though those who do engage nationally do not offset their local activities for national ones.
- › At the time of the survey, **civil rights/racial discrimination topped the list** for the cause/social issue of interest by millennials, followed by employment (job creation) and healthcare.
- › **Labels are important.** Self-identification with different labels (activist, advocate, ally, supporter) is correlated with the issues and types of actions millennials take, and those who identify as “activists” have greater confidence in the ability of their own (71%) and of organizations’ abilities to create change (18% somewhat, 31% confident and 39% very confident).
- › **Millennials know slactivism isn't the most influential way to create change,** though they also don't think it's the least influential. While social media ranked high among actions taken, it dropped significantly when respondents were asked which of their actions were most likely to bring about change.

Moreover, these high-activation millennials are making themselves heard not just through the technologies they're extremely comfortable with – such as social media – but by intertwining them with more traditional and recognizable forms of activism.

The tipping point that these data have been building toward may have arrived. With this report, we share our analysis, key takeaways and recommendations in a way that helps nonprofits and causes better understand this exceedingly important, vibrant generation – one whose voice is rising ever louder and clearer.



RESEARCH METHODOLOGY

In past Millennial Impact Reports, Achieve researchers began their mixed methods investigations using quantitative methods of data collection first, followed by a qualitative approach. For the 2017 study, however, the team chose to use a small purposive sample of millennials' attitudes and perceptions toward social issues to inform the structure of subsequent research for this study. Therefore, researchers launched this year's research with qualitative data collection, followed by a quantitative approach.

These findings then will become the foundation and framework for an intensive qualitative investigation of millennials' actions related to specific social issues.

The research plan was structured in three phases:

Phase 1: Interviews and focus groups (qualitative methods)

Phase 2: Survey (quantitative method)

Phase 3: Ethnographic study investigation (qualitative method)

Phase 1: Discovery

Phase 1 was designed to initiate dialogue between millennials and researchers as a means of understanding which specific elements should be further investigated during subsequent quantitative research (Phase 2). Telephone interviews and focus groups (qualitative methods) took place in April 2017.

A complete report on those participant samples, methodologies, data collected, findings, conclusions and recommendations are available in a separate report, *Phase 1: Millennial Dialogue on the Landscape of Cause Engagement and Social Issues* (downloadable at themillennialimpact.com).

Phase 2: Investigation

The quantitative stage of this research sample involved a survey, which was in the field July 19-Aug. 8, 2017. The methodology for this phase is discussed in detail following the Phase 3 summary.

Phase 3: Ethnographic Inquiry

The third phase of this study will be an ethnographic investigation.

Ethnographic inquiry is a qualitative approach that allows researchers to examine shared patterns of a culture by observing and interviewing participants, immersing themselves in the daily lives of people within the culture and studying "the meaning, the behavior, the language and the interaction among members of the culture-sharing group."¹ Ethnography also has been defined as "observation plus any other appropriate methods, techniques, etc., including ... archive work, if appropriate for the topic."²

¹ Creswell, J.W. (2007). *Qualitative inquiry & research design: Choosing among five approaches*. Thousand Oaks, CA: Sage Publications (p.68-69).

² Crang, M. & Cook, I. (2007). *Doing ethnographies*. Thousand Oaks, CA: Sage Publications (p.34).

We will determine our ethnographic locations by the locations of a purposive subsample of millennials that participated in the first two phases of this research study. To create this subgroup, we will select a sample of millennials from two cities (one small and one large) in each of the four regions of the United States (West, Midwest, Northeast and South).

As we immerse ourselves in the samples' culture of social issue engagement, we will collect data by:

- › Following participants' social media platforms;
- › Interviewing and surveying participants about their thoughts, perceptions and behaviors with social issues they are engaged with;
- › Collecting artifact data; and
- › Observing participants within their environments (e.g., attending events in which they participate).



Methodology for Phase 2: Investigation

// Phase 2 Sample* N=3000

| GENDER | |
|---|-----|
| Female | 51% |
| Male | 48% |
| Non-binary/third or self-described gender | 1% |

| MARITAL STATUS | |
|-----------------------|-----|
| Single, never married | 49% |
| Married | 38% |
| Living with partner | 10% |
| Separated | 1% |
| Divorced | 2% |
| Widowed | <1% |

| RACE/ETHNICITY | |
|----------------------------|-----|
| White/Caucasian | 56% |
| Spanish/Hispanic/Latino(a) | 19% |
| Black/African American | 16% |
| Asian | 6% |
| Multiple Races | 2% |
| Other | 1% |

| AGE | |
|-------|-----|
| 18-24 | 40% |
| 25-30 | 33% |
| 31-37 | 28% |

| PERSONAL INCOME | |
|----------------------|-----|
| Under \$20,000 | 30% |
| \$20,000-\$40,000 | 22% |
| \$40,001-\$75,000 | 18% |
| \$75,001-\$100,000 | 12% |
| \$100,001-\$150,000 | 7% |
| \$150,001-\$200,000 | 3% |
| \$200,001 or more | 2% |
| Prefer not to answer | 6% |

| HIGHEST EDUCATION LEVEL ATTAINED | |
|---|-----|
| High school (grades 9-12, no degree) | 11% |
| High school graduate | 33% |
| Some college (1-4 years, no degree) | 21% |
| Associate's degree (occupational or academic) | 7% |
| Bachelor's degree | 17% |
| Master's degree | 8% |
| Professional school degree | 2% |
| Doctorate degree | 1% |

| Midwest 19% Northeast 18% South 38% West 25% | |
| Urban 42% Suburban 29% Small town 15% Rural 10% Other 4% | |

* Due to rounding, percentages will not all equal 100.

³ These choices were created based on residential location definitions by the Housing Assistance Council.

In Phase 2, Achieve researchers constructed a survey instrument (a quantitative method) informed by data and findings from Phase 1. **The survey was in the field July 19-Aug. 8, 2017.** The bulk of this report shares information on Phase 2.

Achieve researchers constructed this survey instrument to investigate revelations reported in Phase 1. The survey focused on parsing respondents' attitudes and perceptions of various causes and/or social issues, their behavior(s) as they engaged with them and the influences driving them. Questions were based on initial outcomes from the first phase of this research study.

To form a pool of potential respondents that would be representative of U.S. millennials ages 18-37, the research team used quota sampling to provide a proportional sample based on U.S. Census Bureau millennial cohort data for gender, race, age, education level and geographic region, then drew a nonprobability sample of 3,000 participants matching these demographics from an opt-in panel.

Sample demographics for this research study yielded characteristics indicative of the millennial population in the United States as reported by other research organizations as well. As the Brookings Institute reported, "Overall, millennials are 55.8 percent white and nearly 30 percent 'new minorities' (Hispanics, Asians and those identifying as two or more races)."⁴ Our sample consisted of 56 percent white/Caucasian millennials and 44 percent of minority ethnicities (combined). Regarding marital status, the Gallup organization⁵ reported 59 percent of millennials are single and have never been married; in the Achieve sample, 49 percent were single and another 10 percent living with a partner. Geographically, just as in our sample, more millennials live in the South and West parts of the United States.

The survey specifically asked respondents about their levels of interest and engagement in causes/social issues, specifically focused on the following topics:

- › Why, how and at what level they engaged in these causes and/or social issues.
- › Which of their actions did or did not achieve the desired outcomes.
- › How their attitudes and behaviors had changed or remained the same since the 2016 U.S. presidential election.



⁴ <https://www.brookings.edu/blog/the-avenue/2016/06/28/diversity-defines-the-millennial-generation/>

⁵ <http://www.gallup.com/poll/191462/gallup-analysis-millennials-marriage-family.aspx>

LANDSCAPE

Achieve's 2016 study ended almost immediately after the U.S. presidential election. Researchers discovered that cause engagement among our millennial respondents was more muted and passive than they had initially hypothesized, and that **more millennials voted than was generally believed by the American media.**

These subdued levels of social issue engagement and activism quickly and significantly increased, Achieve researchers found as early as Phase 1 of the 2017 study. The initial phase of this year's study began as President Trump and a Republican-led House of Representatives took office. During Phase 1, American millennials watched news stories of the Ford Motor Co. decide to invest in a Michigan plant instead of a new facility in Mexico, Republicans in Congress work toward repeal of the Affordable Care Act, stories of possible Russian hacking of the U.S. presidential election, executive orders regarding travel bans and immigration and much, much more.

Changing roles in the White House, states' rejection of the federal government's request for voter registration data and the shutdown of the New Jersey state government by its governor added to the vigorous political atmosphere as the survey instrument for Phase 2 was developed and sent into the field by Achieve's researchers. During the weeks researchers collected survey responses (July 19 through Aug. 8), attention-grabbing issues continued making the news:

July 19 // Wildfires force California residents to evacuate

July 26 // President Trump tweets about banning transgender people from the military

July 28 // Republican bill to repeal Obamacare fails

Aug. 2 // Justice Dept. looks to reevaluate affirmative action

Aug. 2 // The president and two senators unveil the RAISE Act, which would reduce legal immigration to the U.S. by half annually and implement a merit-based system to replace the family-based system, giving priority to skilled workers

Though we did not ask respondents specifically if the above (or other) events influenced their responses, such events provide context about the landscape during which the Phase 2 survey was fielded.

FINDINGS

This section details our findings of Phase 2 of the 2017 Millennial Impact Report. Please note: If substantial differences were found between the aggregate sample and sample sub-segments or among sample sub-segments, they are presented within each section (and if not included, no substantial differences among sub-segments were found).

How They Voted

In this stage of research, nearly two-thirds (65%) of millennials said they had voted in the 2016 presidential election. Higher percentages of male millennials (76%) than female (55%) reported voting, and more older millennials (75%) than younger (55%) said they voted. (In 2017, millennials were ages 17-37, born 1980-2000). Educational attainment positively correlated to voting.

VOTING BY EDUCATIONAL ATTAINMENT

| | All Respondents | Some high school | High school graduate or equivalent | Some college | Degrees | | | | |
|-----|-----------------|------------------|------------------------------------|--------------|---|----------------------------------|----------------------------------|-------------------------------------|-------------------------------|
| | | | | | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| Yes | 65% | 36% | 47% | 67% | 79% | 91% | 94% | 89% | 91% |
| No | 35% | 64% | 53% | 33% | 21% | 9% | 6% | 11% | 9% |

Half of our millennial sample reported voting for Hillary Clinton, whereas about a third cast a vote for Donald Trump.⁶ When investigating voting behavior by (self-identified) race/ethnicity, researchers noticed marked differences between Spanish/Hispanic/Latino(a) and black/African American voters – the majorities in these categories voted for Hillary Clinton – and white/Caucasian voters, the majority of whom selected Donald Trump.

WHO DID MILLENNIALS VOTE FOR?

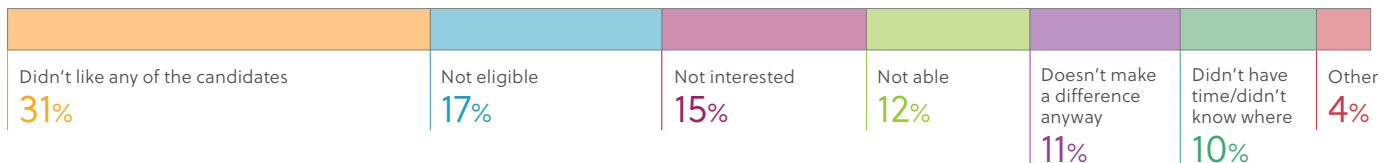
| | |
|--|------------------------|
| | HILLARY CLINTON 51% |
| | DONALD TRUMP 35% |
| | GARY JOHNSON 5% |
| | JILL STEIN 4% |
| | WRITE-IN 3% |
| | NONE 2% |

⁶ To compare our results to another report focused on millennial voting behavior, visit <https://ww2.kqed.org/lowdown/2016/11/15/how-millennials-voted-in-the-2016-presidential-election/>

— BY RACE/ETHNICITY

| | All Respondents | White / Caucasian | Spanish / Hispanic / Latino(a) | Black / African American | Asian |
|-----------------|-----------------|-------------------|--------------------------------|--------------------------|-------|
| Hillary Clinton | 51% | 41% | 62% | 74% | 54% |
| Gary Johnson | 5% | 6% | 4% | 4% | 4% |
| Jill Stein | 4% | 3% | 3% | 3% | 9% |
| Donald Trump | 35% | 46% | 24% | 14% | 26% |
| Write-In | 3% | 3% | 3% | 3% | 2% |
| None | 2% | 1% | 3% | 2% | 4% |

Among the 35 percent of respondents who reported not voting, the reasons they gave were:

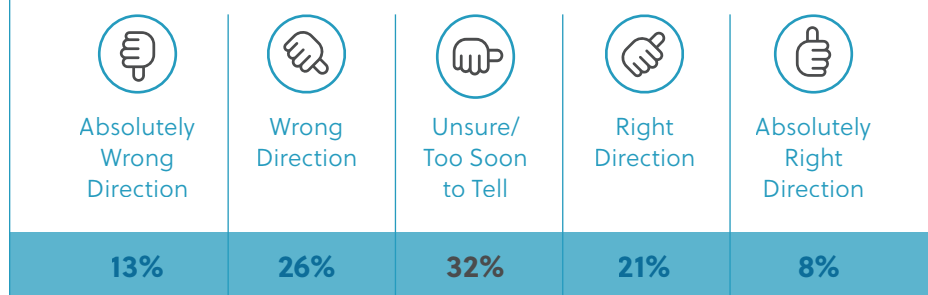


State of the Country

Once researchers inquired about how millennials had voted, the next step was to ask them to assess how happy or unhappy they were about the country as its new government was unfolding. Researchers learned that:

- **39 percent** of respondents said the country is taking the wrong or absolutely wrong direction.
- Another **32 percent** of respondents indicated they were either unsure or it was too soon to tell.
- Just **21 percent** said the country is headed in the right direction, with another **8 percent** agreeing absolutely the current direction is the right one.

All things considered, how would you rank the current direction our country is taking?



This means more millennials in America feel certain the U.S. is taking the wrong direction (39%), than believe it's going in the right direction (29%), while the remaining third of respondents (32%) aren't sure.

Delving more deeply into sub-sample data paints a picture of those millennials who think the country is moving in the wrong direction. They tend to be:

More female (48%)
than male (30%)



Younger (42%)
rather than older (37%)



At a **lower** educational
attainment than higher



Conversely, then, substantially higher percentages of older male respondents with higher educational attainment tended to report the U.S. is going in the right direction.

— BY AGE

| | 18-24 | 25-30 | 31-37 |
|----------------------------|-------|-------|-------|
| Absolutely Wrong Direction | 13% | 14% | 14% |
| Wrong Direction | 29% | 26% | 23% |
| Unsure/Too Soon to Tell | 39% | 27% | 28% |
| Right Direction | 16% | 24% | 25% |
| Absolutely Right Direction | 4% | 9% | 10% |

— BY EDUCATION

| | All Respondents | Some high school | High school graduate or equivalent | Some college | Degrees | | | | |
|----------------------------|-----------------|------------------|------------------------------------|--------------|--|-------------------------------|-------------------------------|----------------------------------|----------------------------|
| | | | | | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| Absolutely Wrong Direction | 13% | 10% | 14% | 15% | 12% | 15% | 10% | 6% | 0% |
| Wrong Direction | 26% | 25% | 31% | 32% | 29% | 23% | 10% | 10% | 7% |
| Unsure/Too Soon to Tell | 32% | 46% | 38% | 33% | 28% | 20% | 21% | 19% | 5% |
| Right Direction | 21% | 14% | 14% | 16% | 26% | 29% | 42% | 33% | 44% |
| Absolutely Right Direction | 8% | 5% | 4% | 4% | 6% | 13% | 17% | 31% | 44% |

Satisfaction with President Trump

Researchers did not take for granted that voting behavior or agreement with the country's direction necessarily meant satisfaction with President Trump. Inquiry into the latter resulted in nearly half (49%) of survey respondents reporting they were unsatisfied or extremely unsatisfied with the president, compared to slightly more than a quarter (27%) who were satisfied or extremely satisfied and a quarter (24%) who were neutral.

At more specific sub-segments: Far more female millennials (59%) were less satisfied with President Trump than male millennials (39%). Younger millennials (57%) were less satisfied than older millennials (42%). Far more minority millennials, particularly black/African American millennials (69%), were less satisfied than white/Caucasian respondents (39%).

— BY RACE/ETHNICITY

| | All Respondents | White / Caucasian | Spanish / Hispanic / Latino(a) | Black / African American | Asian |
|------------------------------|-----------------|-------------------|--------------------------------|--------------------------|------------|
| Extremely Unsatisfied | 35% | 27% | 45% | 50% | 36% |
| Unsatisfied | 14% | 12% | 13% | 19% | 22% |
| Neutral | 24% | 25% | 24% | 19% | 25% |
| Satisfied | 17% | 22% | 10% | 7% | 12% |
| Extremely Satisfied | 10% | 13% | 7% | 4% | 5% |

Most respondents who were unsatisfied with President Trump said they disagreed with most of his actions (33%); others said he was doing a poor job (17%).

Not quite a fifth (17%) of respondents indicated the president was doing a good job and slightly less (13%) said they agreed with most of his actions. Another 13 percent said he had not been in office long enough to determine their level of satisfaction. Only 6 percent indicated they didn't care or were disinterested.

WHY HAVE YOU SELECTED THIS LEVEL OF SATISFACTION?



17%

He's doing a poor job.



33%

I disagree with most of his actions.



6%

I don't care or am disinterested.



13%

I am unsure. He has not been in office long enough to determine my level of satisfaction.



13%

I agree with most of his actions.



17%

He's doing a good job.

Key Points:

- › Two-thirds of millennials in our sample report that they voted in the 2016 presidential election.
- › Of these voters:
 - Three-fourths of the male respondents cast a vote.
 - Half of the respondents who voted cast a vote for Clinton.
 - More minorities voted for Clinton, while more whites/Caucasians voted for Trump.
- › Of the respondents who reported they did not vote, the largest percentage said they did not like any of the candidates.
- › Of the research sample, less than a third thought the country was going in what they determined to be "the right direction" by the time they took the survey.
- › Even more respondents – nearly half – report they were unsatisfied or extremely unsatisfied with the president at the time of the survey.



FINDING: DOING GOOD

What causes/social issues are millennials most interested in, and what behaviors do they exhibit in relation to them?

"I think it's inevitable that each person has a **responsibility** now to take care of our country ... not just with infrastructure and things like that, but **on a personal level**. I don't want my kids growing up in this kind of environment."

– Female millennial*

In election year 2016, millennials and the rest of America observed a potential for the U.S. to forgive \$100 billion of student loan debt, the decision for Harriet Tubman to appear on the \$20 bill, the number of cigarette smokers in the U.S. dropping by 8.6 million since 2015 and the establishment of the world's largest marine reserve near Antarctica. They also witnessed terrorist attacks in America and across Europe, police shootings of black men and murders of police officers, a public health threat in the Zika virus and destruction from wildfires and Hurricane Matthew.

Our 2016 study (*Cause Engagement During a U.S. Presidential Election Year*) revealed that at the time, millennials' top concerns were **education** and **employment/wages**, followed by either **healthcare** or the **economy**. Lower incomes tended to push concerns for employment/wages higher; race/ethnicity exacted even more of an influence, sending crime/criminal justice to the top for Hispanic, African American, rural and high school/no degree respondents.

Had anything changed since Election Day? In 2017, Achieve researchers sought to find out.

Causes/Social Issues of Most Interest

Phase 1 of the current (2017) study revealed a change: Millennial interest in causes/social issues had evolved, and engagement in causes/social issues had increased and intensified since the 2016 presidential election.

In the Phase 2 survey (fielded July 19 through Aug. 8, 2017), questions were designed to elicit data on the causes/social issues millennials had the most interest in and the specific actions they took on behalf of those issues. In asking each survey respondent to select up to three social issues or causes that were of most interest to them, we found that **civil rights/racial discrimination** had become the issue selected most often (29% of respondents), followed by **employment (job creation)** and **healthcare reform**.

CAUSES/SOCIAL ISSUES OF MOST INTEREST (FROM PHASE 1)

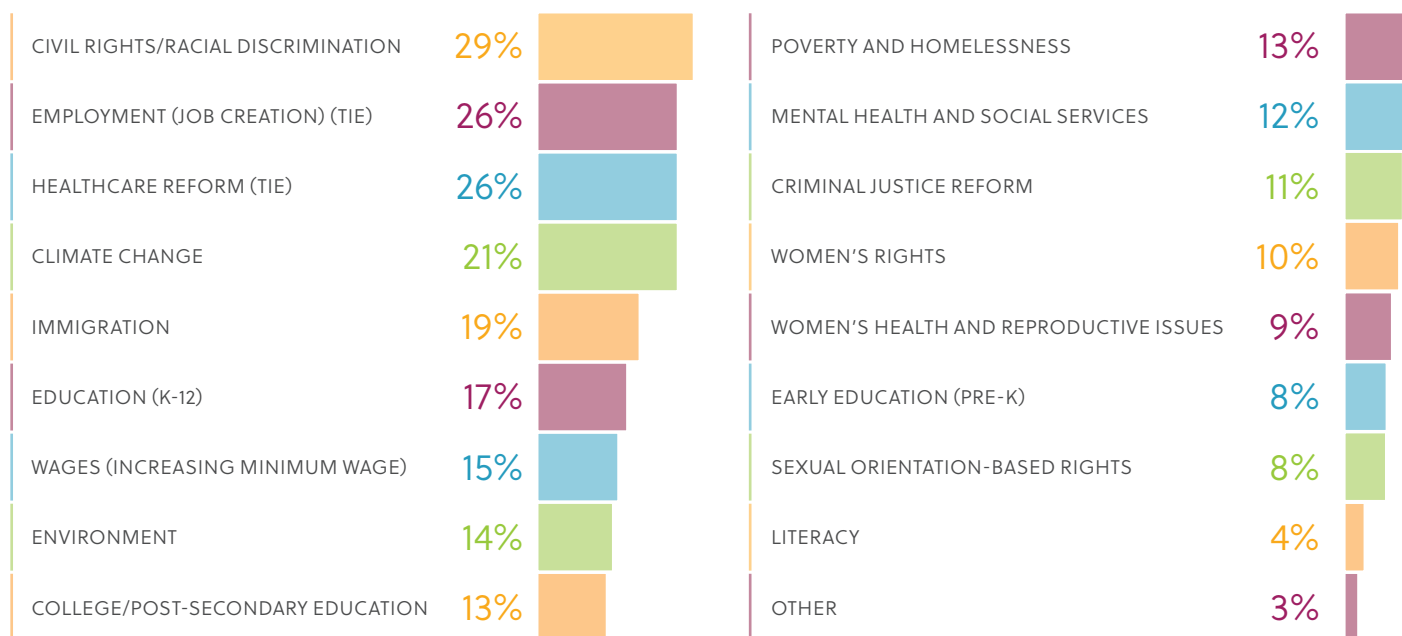
In an effort to illustrate both the potential influence of current events on millennials' interest in causes/social issues, as well as the fluidity of interest in these causes/social issues, it is important to understand how these interests have remained the same, changed or been adjusted.

As such, Phase 1 interviewees (interviewed in April 2017) indicated they cared most about the following societal problems (in no particular order). Notably, two of the four top issues respondents reported caring about in our 2016 study – employment/wages and the economy – did not make the list for Phase 1 2017 respondents.

- › **Poverty and homelessness**
- › **Education and literacy**
- › **Children** (mentoring and early education)
- › **Higher education** (access to and payment for)
- › **Women's health and reproductive issues**
- › **Healthcare reform**
- › **Environmental issues**
- › **Mental health and social services**
- › **Criminal justice reform**
- › **Immigration**
- › **Racial discrimination**
- › **Social justice**

*All quotations in this report are from Phase 1 interviews.

CAUSES/SOCIAL ISSUES OF MOST INTEREST*



*Since each respondent could choose 1-3 issues, these figures won't total 100%.

After completing the first line of inquiry outlined in the research plan (identifying the issues millennial respondents considered most important), Achieve researchers then began sub-segmenting the data to reveal what factors, if any, had influenced those selections and rankings. The research team identified several potential influencing factors.

INFLUENCE: RACE/ETHNICITY

Researchers found that priorities changed when responses were segmented by (self-identified) race/ethnicity:

- › **White/Caucasian** – The top three issues of interest among this group turned upside down from the prioritization of the aggregate's top three issues. Healthcare reform topped their list, followed by employment (job creation) and then civil rights/racial discrimination.
- › **Spanish/Hispanic/Latino(a)** – Unlike any other racial/ethnic group, this segment chose immigration as the no. 1 issue of interest. This group identified civil right/racial discrimination as its no. 2 cause of most interest.
- › **Black/African American** – This group is in line with the overall sample, identifying civil rights/racial discrimination as the top area of interest, followed by employment (job creation).
- › **Asian** – This is the only group that named climate change as their top area of interest, though it was followed closely by employment (job creation), civil rights/racial discrimination and healthcare reform.

INFLUENCE: RESIDENTIAL LOCATION

Researchers also unearthed that where respondents lived correlated with their rankings of issues they care about.

Top issues by residential location (in order of prioritization):



Urban: civil rights/racial discrimination, employment, healthcare



Suburban: healthcare, civil rights/racial discrimination, employment



Small town: employment, healthcare, civil rights/racial discrimination



Rural: healthcare, employment, civil rights/racial discrimination

Note that when ordered by residential location, responses are similar to the overall sample as the issues of climate change and immigration – two issues deemed important by some groups of respondents (like Spanish/Hispanic/Latino(a) and Asian millennials) – dropped out of the top three.

ACTIONS/BEHAVIORS MOST OFTEN TAKEN (PRIOR 12 MONTHS)

Immediately following the 2016 election, Achieve researchers concluded that nearly three-quarters of the millennials studied had some trust in government. While this year's investigation did not specifically ask millennial respondents about their trust in government, it appears they still believe in the *impact* of government enough to use traditional channels for cause/social issue-related actions to try to effect change.

Overall, millennials' concern with causes/social issues reported in this research most often translated into actions within the institution of government such as voting for political representatives who held views similar to their own. The second-most-performed action was signing petitions – including online petitions – which usually are aimed at governmental officials. Many also reported having contacted a political representative.

In looking closely at the people who take actions on behalf of a cause/social issue, researchers first examined where respondents thought their actions could have the most positive effect.

TOP ACTIONS TAKEN FOR CAUSES/SOCIAL ISSUES⁷

Next, the research team looked at the types of actions millennial respondents took on behalf of the causes/social issues they care about. Respondents were asked to select which actions they have taken related to the up to three causes/social issues they indicated they most care about. These top actions included:



GLOSSARY OF TERMS

Marches and/or Rallies: demonstrations or events, assemblies or gatherings

Protests: formally organized strong objections to actions or policies

Changed Product/Service Purchase

Decisions: initiating new or discontinuing product purchases and brand support

⁷ See Appendix A for the full list of actions and the numbers of respondents that selected each behavior.

TOOK NO ACTION

For every cause/issue selected, respondents also had the option of reporting that they took no action. We received a total of 1,765 such responses (out of 15,426 total responses), making it the third-most-selected action.

Since researchers had by this time identified the behaviors most often exhibited for specific causes – the second line of inquiry outlined in the research plan – they sub-segmented the data to reveal what factors, if any, had influenced those behaviors.

INFLUENCE: EDUCATIONAL ATTAINMENT

Where the top behavior was voting for political representatives with similar views, millennials' level of education seemed to exert an influence.

Specifically, as enrollment and/or graduation from college increased, so did the no. 1 action become voting for political representatives with similar views.

Regarding those who reported taking no action, lack of education may have been an influence. As education levels rise, the responses and ranking of "took no action" drops. Those respondents with a bachelor's degree or higher were less likely to report no action on a cause/social issue of interest.

TOP ACTIONS TAKEN BY EDUCATIONAL ATTAINMENT (IN ORDER OF PRIORITIZATION)⁸

| Degrees | | | | | | | |
|---|---|---|---|--|---|---|-------------------------------------|
| Some high school | High school graduate or equivalent | Some college | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| No Action | No Action | Voted | Voted | Voted | Voted | Voted | Voted |
| Voted | Voted | Signed Petition | Signed Petition | Signed Petition | Contacted Representative Signed Petition | Participated in Marches | Contacted Representative |
| Signed Petition | Signed Petition | No Action | No Action | Posted on Social Media Contacted Representative | Participated in Marches Posted on Social Media | Contacted Representative Signed Petition | Participated in Marches |
| Posted on Social Media | Posted on Social Media | Posted on Social Media | Posted on Social Media Changed Purchase of Products and Services | Participated in Marches Changed Purchase of Products and Services Donated to Issue | Changed Purchase of Products and Services Donated to Issue | Posted on Social Media | Signed Petition Donated to Issue |
| Changed Purchase of Products and Services | Changed Purchase of Products and Services | Changed Purchase of Products and Services | Participated in Marches | Participated in Protests | Participated in Protests | Participated in Protests | Joined a Board of Organization |

⁸ See Appendix B for the full list of actions and the numbers of respondents that selected each behavior by educational attainment.

INFLUENCE: RACE/ETHNICITY

In our study, when segmented by race/ethnicity, the number of took-no-action responses reported by self-identifying Asian millennials ranked higher than any of the other ethnicities' ranking of the same.

The findings from our study are echoed by other state and national data. A February 2017 study funded by The James Irvine Foundation, *Unequal Voices: Who Speaks for California? Part II*,⁹ discovered that although Asians and Latinos together comprise the majority of California's population, "they account for only one-quarter or one-third of the participating population in many political activities. Racial disparities are particularly significant when it comes to contacting public officials and making political contributions." At the same time, the study states, these are groups political parties are less likely to invite to participate.

TOP ACTIONS TAKEN BY RACE/ETHNICITY (IN ORDER OF PRIORITIZATION)¹⁰

| White / Caucasian | Spanish / Hispanic / Latino(a) | Black / African American | Asian |
|---|---|---|---|
| Voted | Voted | Voted | No Action |
| Signed Petition | Signed Petition | No Action | Voted |
| Posted on Social Media | No Action | Signed Petition | Signed Petition |
| No Action | Posted on Social Media | Changed Purchase of Products and Services Posted on Social Media | Posted on Social Media |
| Changed Purchase of Products and Services | Changed Purchase of Products and Services | Participated in Marches | Changed Purchase of Products and Services |

INFLUENCE: RESIDENTIAL LOCATION

In some instances, where respondents lived correlated with what they did, too. Only in urban areas did behaviors vary from the aggregate in the last 12 months, which could be a reflection of a fact like marches/rallies occurring in urban areas, making it easier for urban residents to take part.

TOP ACTIONS/BEHAVIORS BY LOCATION (IN ORDER OF PRIORITIZATION)

| All Respondents | Suburban | Small town | Rural area | Urban |
|---|---|---|---|--------------------------|
| Voted | Voted | Voted | Voted | Voted |
| Signed Petition | Signed Petition | No Action | No Action | Signed Petition |
| No Action | No Action | Signed Petition | Signed Petition | Posted on Social Media |
| Posted on Social Media | Posted on Social Media | Posted on Social Media | Posted on Social Media | Participated in Marches |
| Changed Purchase of Products and Services | Changed Purchase of Products and Services | Changed Purchase of Products and Services | Changed Purchase of Products and Services | Contacted Representative |

⁹ http://advancementprojectca.org/wp-content/uploads/2017/01/Unequal-Voices_PartII.pdf

¹⁰ See Appendix C for the full list of actions and the numbers of respondents that selected each behavior by Race/Ethnicity.

MOST-PERFORMED ACTIONS BY ISSUE

Looking at actions millennials selected by cause/social issues, several other actions move into the top five. In the aggregate, voting topped the list as the most-performed action.

| | #1 | #2 | #3 | #4 | #5 |
|--------------------|-----------|---|--------------------------|---|---|
| Overall | Voted | Signed Petition | No Action | Posted on Social Media | Changed Purchase of Products and Services |
| Civil Rights | Voted | Signed Petition | Posted on Social Media | Participated in Marches | Changed Purchase of Products and Services |
| Climate Change | Voted | Changed Purchase of Products and Services | Signed Petition | Posted on Social Media | Contacted Representative |
| College | Voted | No Action | Signed Petition | Contacted Representative | Posted on Social Media |
| Criminal Justice | Voted | No Action | Contacted Representative | Signed Petition | Posted on Social Media |
| Early Education | Voted | Contacted Representative | No Action | Signed Petition | Participated in Marches |
| Education | Voted | No Action | Signed Petition | Posted on Social Media | Participated in Marches |
| Employment | Voted | No Action | Signed Petition | Changed Purchase of Products and Services | Posted on Social Media |
| Environment | Voted | Changed Purchase of Products and Services | Signed Petition | Posted on Social Media | Donated to Organizations |
| Healthcare | Voted | No Action | Signed Petition | Posted on Social Media | Contacted Representative |
| Immigration | Voted | Signed Petition | Posted on Social Media | Changed Purchase of Products and Services | No Action |
| Mental Health | Voted | Signed Petition | Posted on Social Media | No Action | Changed Purchase of Products and Services |
| Poverty | Voted | Donated to Organizations | No Action | Posted on Social Media | Signed Petition |
| Sexual Orientation | Voted | Signed Petition | Posted on Social Media | Changed Purchase of Products and Services | Participated in Marches, Donated to Organizations |
| Wages | No Action | Voted | Signed Petition | Posted on Social Media | Changed Purchase of Products and Services |
| Women's Health | Voted | Signed Petition | No Action | Posted on Social Media | Changed Purchase of Products and Services |
| Women's Rights | Voted | Signed Petition | Posted on Social Media | No Action | Participated in Marches |

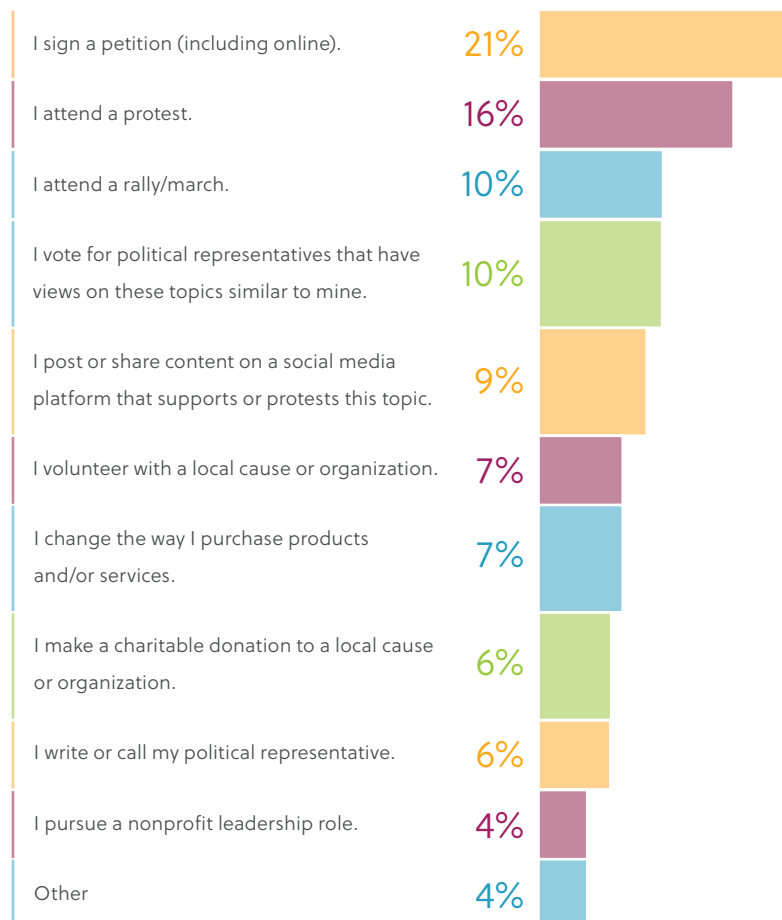
TYPICAL ACTIONS TAKEN

The researchers also asked respondents to rank the cause/social issue-related behaviors they *usually* took (their more typical behaviors) and rank them in accordance with how influential they believed each behavior to be.

Though social media ranked high among actions taken – unsurprising in today’s environment of constant digital connection – it dropped significantly when respondents were asked which of their actions were most likely to bring about change.

When considering which behaviors would exert the most influence for change, voting no longer was the top action and volunteering joined the top actions. Researchers will expand this examination during the final, qualitative phase of this study.

THIS IS A TYPICAL BEHAVIOR FOR ME (RANKED AS MOST INFLUENTIAL)*



*Since respondents could give more than one answer in this line of inquiry, the percentages won't total 100%.

LOCAL VS. NATIONAL INVOLVEMENT

As identified in Phase 1 of this study, millennials surveyed in Phase 2 gave local causes/organizations the highest priority when performing supportive actions. Additionally, equal percentages indicated they addressed causes/social issues of interest through local causes/organizations (41%) or through both local and national causes/organizations (41%). Thus, millennials acted most often toward local causes and didn't abandon them even when supporting national societal issues.

LOCAL VS. NATIONAL BEHAVIORS

| | All Respondents | Males | Females |
|--|-----------------|-------|---------|
| Support national causes | 19 % | 26 % | 12 % |
| Support local causes | 41 % | 36 % | 45 % |
| Support both local and national causes | 41 % | 38 % | 42 % |

As researchers were sub-segmenting data regarding local vs. national participation, one trend came to light. Educational attainment appeared to influence a respondent's proclivity for local or national support activities.

LOCAL VS. NATIONAL PARTICIPATION

Findings suggested that respondents' preference for supporting local or national causes were in line with education levels: As education level increased, so too did the percentage of respondents supporting national causes. For example, half of respondents with doctorate degrees supported national causes/organizations, compared to only 15 percent of those with a high school education.

A similar, albeit inverted, trend is present for local causes. Nearly half of respondents with a high school education (46%) supported local causes, compared to a little more than a quarter (26%) of individuals with doctorate degrees.

| | Degrees | | | | | | | |
|---|------------------|------------------------------------|--------------|--|-------------------------------|-------------------------------|----------------------------------|----------------------------|
| | Some high school | High school graduate or equivalent | Some college | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| National causes/ organizations | 15 % | 13 % | 17 % | 19 % | 23 % | 31 % | 38 % | 52 % |
| Local causes/ organizations | 46 % | 48 % | 41 % | 45 % | 29 % | 28 % | 31 % | 26 % |
| Both national and local causes/ organizations | 39 % | 39 % | 42 % | 35 % | 48 % | 41 % | 31 % | 21 % |

INFLUENCE: RELATIONSHIP TO A GROUP

People can identify with a population whether or not they are a part of it, as evidenced by the numbers of men who participated in the March 2017 Women's March, for instance. Our survey explored whether respondents' relationships to unfairly treated groups influenced their activity, and it seems such a connection existed. A respondent's relationship to the cause-related group appeared to affect his or her behavior.

- › Nearly half (44%) of respondents took a cause/social issue-related action because they were part of such a group that was being treated unfairly.
- › A third were prompted to action on behalf of a group of which they were not a part but they observed being treated unfairly. Of these, more were male (41%) than female (31%).
- › A small percentage (16%) of total respondents said the negative impact they believed the election had on a cause/social issue moved them to action, regardless of their standing with the groups affected.

INFLUENCE: EDUCATIONAL ATTAINMENT

Education also appeared to be associated with respondents' connections to a group they perceive to be treated unfairly or prevented from advancing.

At the master's degree level and higher, more than half of respondents took action in support of a group they were not a part of. Conversely, individuals with less educational attainment acted because they did belong to the group being treated unfairly.

HOW EDUCATION LEVELS AND GROUP IDENTIFICATION AFFECT CAUSE/SOCIAL ISSUE BEHAVIORS

| | Degrees | | | | | | | |
|--|------------------|------------------------------------|--------------|--|-------------------------------|-------------------------------|----------------------------------|----------------------------|
| | Some high school | High school graduate or equivalent | Some college | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| The topic affects a group I am <u>not</u> considered part of, but that is being unfairly treated and/or prevented from advancing or progressing. | 33% | 30% | 33% | 38% | 37% | 51% | 56% | 68% |
| The topic affects a group I <u>am</u> considered part of, and we are being unfairly treated and/or prevented from advancing or progressing. | 41% | 44% | 44% | 44% | 46% | 41% | 38% | 29% |
| The recent presidential election has had a negative impact on the topic. | 18% | 19% | 18% | 14% | 14% | 7% | 6% | 2% |
| Other, please specify... | 8% | 6% | 5% | 4% | 2% | 1% | 0% | 0% |

Voting Behaviors

As the no. 1 cause-related behavior exhibited by our sample in the aggregate (see Top Actions by Issue chart), voting appeared to be an action millennials were choosing to use to bring about change. In fact, 66 percent believed voting will lead to the changes they want to see in causes/social issues important to them. For this reason, researchers chose this particular action for further study.

Nearly three-quarters (71%) of respondents identified voting as a form of activism. Further, the higher the educational attainment of a respondent, the more likely they are to believe voting will lead to change.

DO YOU BELIEVE VOTING WILL LEAD TO CHANGE?

| | All Respondents | Some high school | High school graduate or equivalent | Some college | Degrees | | | | |
|--------|-----------------|------------------|------------------------------------|--------------|---|----------------------------------|----------------------------------|-------------------------------------|-------------------------------|
| | | | | | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| Yes | 66% | 56% | 59% | 61% | 67% | 78% | 84% | 83% | 88% |
| No | 16% | 19% | 20% | 18% | 16% | 10% | 8% | 10% | 7% |
| Unsure | 18% | 25% | 21% | 21% | 17% | 12% | 8% | 6% | 5% |

In addition, more than three-quarters (77%) of respondents agreed that voting is a duty as an American citizen; again, data reflect a positive correlation between this belief and educational attainment. Larger percentages of more educated respondents held this belief than less educated respondents.

VOTING IS THE DUTY OF EVERY CITIZEN

| | All Respondents | Some high school | High school graduate or equivalent | Some college | Degrees | | | | |
|----------|-----------------|------------------|------------------------------------|--------------|---|----------------------------------|----------------------------------|-------------------------------------|-------------------------------|
| | | | | | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| Agree | 77% | 68% | 68% | 77% | 81% | 91% | 90% | 85% | 95% |
| Disagree | 12% | 16% | 15% | 12% | 11% | 5% | 7% | 6% | 2% |
| Unsure | 11% | 16% | 17% | 11% | 7% | 4% | 2% | 8% | 2% |

Key Points:

- › Certain influences tended to change the issues millennials ranked as most important to them overall and the actions they chose to take. The top three most important issues chosen by the aggregate sample were civil rights/racial discrimination, employment (job creation) and healthcare reform. Though most demographic factors had no bearing on this ranking, the biggest differences were witnessed by race/ethnicity.
- › The largest portion of respondents participate in local causes, whether solely local or along with those on a national level.
- › When it comes to the top action taken by respondents on behalf of a cause/issue they care about, voting topped the list for each issue – and within each demographic sub-segment. Voting is also seen as a vital form of activism.
- › In general, the most active millennials were college-educated and males who supported groups of which they were a part.



FINDING: NAMING GOOD

Do millennials see themselves as advocates, activists, allies or supporters of causes and social issues?

"I'm not passive, but I think the term activist should be reserved for people who are doing more than I am. I know people who volunteer [and who] spend a lot more of their time being politically active than I do. ... **[But] even if I were doing a whole lot, I would probably still feel like I could be doing something more.**"

— Male millennial

Achieve's 2016 *Millennial Impact Report: Cause Engagement During a U.S. Presidential Election Year* elucidated how millennials' perceptions of activism and involvement simultaneously were reflecting and redefining the new realities of social cause engagement. Our research found that millennials equated an activist with someone who participated in protests or some similar form of public action involving groups of like-minded individuals; as a result of this perception, only half identified themselves as activists.

Therefore, our 2017 research study sought to better understand millennials' views of these terms and explore whether they had changed since the election.

Terminology

Most recently, findings from Phase 2 show that millennials' understanding of the terms activist, advocate, ally and supporter are consistent with historical/traditional definitions — yet, they have not adopted these descriptions to describe their own behavior, particularly where the term activist is concerned. This discrepancy may explain why, when asked how they would label their support on behalf of each issue of interest, respondents most often said they considered themselves a cause/social issue supporter (49% of the time) — far above the percentage selecting the label of activist (21%), advocate (17%) or ally (11%).

These results were similar to those prior to the election: Most millennials still did not consider themselves activists. As we looked to the reasoning behind their beliefs, we again found strong influences by gender, educational attainment and group affiliation.

What is an ACTIVIST?

1 27% — One who actively campaigns to bring about political or social change.

2 19% — One who publicly supports or recommends a certain cause or policy.

Dictionary definition* One who actively campaigns to bring about political or social change.

What is an ADVOCATE?

1 20% — One who publicly supports or recommends a certain cause or policy.

2 14% — One who approves of and encourages someone or something.

Dictionary definition* One who supports or promotes the interests of a cause or group.

What is an ALLY?

1 27% — One who is associated with others for a common cause or purpose.

2 13% — One who approves of and encourages someone or something.

Dictionary definition* One who forms a connection with others for a common cause or purpose.

What is a SUPPORTER?

1 24% — One who publicly supports or recommends a certain cause or policy.

2 19% — One who approves of and encourages someone or something.

Dictionary definition* One who supports and encourages a certain cause or policy.

*Source: Oxford Living Dictionaries.

INFLUENCE: GENDER

As Achieve's researchers collected and analyzed data in 2017, we saw disparities between genders that were continuations of those identified previously.

In 2016, male respondents had identified themselves as activists far more often than female respondents identified themselves as such; moreover, the gap between the genders increased over time as female millennials' belief in their own abilities to create change deteriorated throughout the presidential campaign season.

In 2017, men and women also gave differing labels to themselves based on their cause-related behaviors and levels of involvement. Given the choice of terms – activist, supporter, advocate and ally (in decreasing order of activity) – the most-used label among men as well as women was supporter. When sub-segmented by gender, though, most male respondents tended to opt for the two higher-level activity labels to describe themselves (activist 26% and supporter 41%). The vast majority of female respondents simply chose supporter (57%), with about an equally small distribution among the remaining three labels (16% or less each).

| | Male | Female |
|-----------|------|--------|
| Activist | 26% | 15% |
| Advocate | 17% | 16% |
| Ally | 13% | 9% |
| Supporter | 41% | 57% |

INFLUENCE: EDUCATIONAL ATTAINMENT

Education appears to have a positive correlation with self-identification as an activist: Individuals with lower educational attainment were less likely to self-identify as an activist, and those with higher educational attainment were more likely to report themselves as activists. Conversely, respondents with lower educational attainment demonstrated a higher propensity to self-identify as a supporter than did individuals with higher educational attainment.

| | Degrees | | | | | | | |
|-----------|------------------|------------------------------------|--------------|--|-------------------------------|-------------------------------|----------------------------------|----------------------------|
| | Some high school | High school graduate or equivalent | Some college | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| Activist | 17% | 17% | 19% | 14% | 23% | 31% | 43% | 56% |
| Advocate | 15% | 14% | 17% | 23% | 19% | 19% | 13% | 10% |
| Ally | 11% | 9% | 9% | 9% | 14% | 15% | 16% | 12% |
| Supporter | 52% | 57% | 51% | 51% | 44% | 34% | 27% | 21% |

INFLUENCE: RELATIONSHIP TO A GROUP

Several Phase 1 interviewees thought personal connection to an issue was integral to defining themselves as activists; where they had no such connection, they self-identified as advocates or allies. Phase 2 findings, however, demonstrated a shift in this outlook. Millennials who self-identified as activists were prompted to act on behalf of groups they were not a part of *when their actions were on behalf of a cause they cared about*.

LOCAL VS. NATIONAL PARTICIPATION

Although Phase 2 millennials in aggregate were more active in local causes/organizations than national ones, we found on sub-segmenting the data that those who identified as activists split their time equally between local and national causes/organizations. Those describing themselves as advocates or allies devoted significantly more actions to national causes than did self-labeled supporters.

Still, taking all their activities together, all three of these groups – advocates, allies and supporters – favored acting locally.

| | Activist | Advocate | Ally | Supporter |
|--|----------|----------|------|-----------|
| National causes / organizations | 32% | 26% | 25% | 12% |
| Local causes / organizations | 31% | 36% | 36% | 44% |
| Both national and local causes / organizations | 38% | 38% | 40% | 44% |

TOP ISSUES OF INTEREST BY ROLE (SELF-DESCRIPTIVE TERM)

Differences in issues of interest also emerged according to the term respondents used to describe themselves. Looking at the issues of most interest by label category, we found that:

- › **Activists, advocates and allies** outnumbered supporters on the issues of early education, postsecondary education, criminal justice, sexual orientation and women's rights.
- › **Supporters** tended to choose employment, poverty and wages as the issues of highest importance.

As mentioned earlier, Phase 1 interviewees described the term activist in more traditional terms. They said activists use more intense actions, such as protesting, to effect national or global change. At the same time, however, they did not all define themselves as activists based on this description.

In Phase 2, respondents expanded the activities one might take as an activist to include even social media posts in support or protest of a cause/social issue. Still, self-identified activists were more likely to state they contacted their representatives and/or took part in marches/rallies more so than they did in social media activity.

| | Activist | Advocate | Ally | Supporter |
|---|--------------------------|--------------------------|--------------------------|---|
| 1 | Voted | Voted | Voted | Voted |
| 2 | Signed Petition | Signed Petition | Signed Petition | Signed Petition |
| 3 | Contacted Representative | Posted on Social Media | Posted on Social Media | Posted on Social Media |
| 4 | Marches/Rallies | Contacted Representative | Contacted Representative | Changed Purchase of Products and Services |
| 5 | Posted on Social Media | Participated in Marches | Participated in Marches | No Action |

Self-identified activists were the label group who most thought the country was going in the right or absolutely right direction.

| | Activist | Advocate | Ally | Supporter |
|----------------------------|----------|----------|------|-----------|
| Absolutely Wrong Direction | 17% | 19% | 15% | 12% |
| Wrong Direction | 17% | 25% | 26% | 30% |
| Unsure/Too Soon to Tell | 21% | 23% | 24% | 32% |
| Right Direction | 28% | 25% | 26% | 20% |
| Absolutely Right Direction | 16% | 8% | 9% | 6% |

We found several correlations to how millennials self-identify when we connected these terms to demographics.

INFLUENCE: DEMOGRAPHICS

- › **Age has no effect** on how millennials label themselves.
- › **Female respondents are more likely** to identify with the supporter label than male respondents.
- › **Asian millennials are the least likely** race/ethnicity to apply the activist label. Whites/Caucasian and Asian millennials each are the most likely to use the ally label.
- › **Location somewhat correlates** with label selection.

| | All Respondents | Urban | Suburban | Small Town | Rural | Other |
|-----------------------|-----------------|-------|----------|------------|-------|-------|
| Activist | 21% | 27% | 17% | 16% | 13% | 8% |
| Advocate | 17% | 16% | 21% | 13% | 14% | 12% |
| Ally | 11% | 12% | 11% | 8% | 10% | 12% |
| Supporter | 49% | 43% | 51% | 57% | 59% | 58% |
| Other, please specify | 2% | 2% | 1% | 4% | 4% | 11% |

Key Points:

- › Whatever labels our respondents selected, they seem to transcend demographic groupings.
- › The largest percentage of millennial respondents self-identify as supporters.
- › Supporters are the group unhappiest with the direction the country is taking. They don't seem to be apathetic, but rather unsure.
- › The majority of millennials still don't see themselves as activists – however, those that do appear to be living up to the moniker in the ways they choose to participate.

FINDING: INCREASING GOOD

How are millennials acting to increase support of causes/social issues – and why?

“The intensity or level of commitment I now plan to assume is an awareness that we are going to have to re-litigate some of the issues we thought were put to bed. It’s an acknowledgment that these [issues] are now open for change and shouldn’t be, and **it’s a commitment [to ensuring] we don’t go backward.**”

– Male millennial

The third focus of this research study – whether millennials were doing more on behalf of causes/social issues since the election and their rationale for their behavior – collected data that generally fell into two large segments: Actions conducted individually to create change, and actions done by institutions millennials support.

Individually Achieving Change

“I feel like **you can be an activist in small ways that make a big impact.** For me, by making a donation and talking to my friends about it, I might be inspiring action in others. I pay attention to where I spend my money, too, [which is] the biggest impact you can have in certain areas. So, I would say I am [an activist], but not in the same way other people might think.”

– Male millennial

Like the results of our 2016 study, we discovered that a high percentage of millennial respondents believed in the power of their actions to create positive change. In fact, a little more than half (53%) believed their actions would lead to improvement, while only less than a fifth (14%) did not believe the actions they were performing would lead to improved conditions. A full third, though – a significant figure – were unsure.

Findings further suggested that more male millennials (65%) and individuals with higher educational attainment held stronger beliefs in their individual actions’ ability to incite improvements than did either female millennials (41%) or respondents with less educational attainment.

DO YOU THINK YOUR ACTIONS WILL LEAD TO IMPROVEMENTS?

— BY EDUCATIONAL ATTAINMENT

| | All Respondents | Some high school | High school graduate or equivalent | Some college | Degrees | | | | |
|--------|-----------------|------------------|------------------------------------|--------------|--|-------------------------------|-------------------------------|----------------------------------|----------------------------|
| | | | | | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| Yes | 53% | 44% | 43% | 44% | 54% | 66% | 74% | 71% | 88% |
| No | 14% | 19% | 15% | 16% | 16% | 11% | 10% | 12% | 6% |
| Unsure | 33% | 38% | 42% | 40% | 30% | 23% | 16% | 18% | 6% |

As discussed in the previous section, our researchers wanted to know what actions millennials had taken in the prior 12 months; we also wanted to know if the frequency of those actions had changed since the election.

The top answer (49% or higher) for every action was that millennials had not changed the frequency of such actions since the election. At the same time, however, **respondents who said their actions had increased far outnumbered those whose actions had decreased since the election.**

About half of all respondents indicated their actions had not changed much since the election. However, male millennials and millennials with higher educational attainment reported their actions had increased more than female millennials and millennials with lower educational attainment, respectively. In fact, the higher respondents' educational attainment, the greater the increase in action.

The chart below shows the combined percentage of survey respondents that the frequency of a particular behavior or action since the election had increased or increased a lot.

INCREASE IN BEHAVIORS SINCE 2016 ELECTION

| | All Respondents | Males | Females |
|--|-----------------|-------|---------|
| The frequency or amount of my charitable donations. | 35% | 47% | 25% |
| The hours I volunteer. | 31% | 39% | 23% |
| The number of nonprofit boards I have joined/serve on. | 25% | 35% | 15% |
| The number of times I have contacted political representatives. | 27% | 36% | 19% |
| The number of marches and/or rallies (demonstrations or events, assemblies or gatherings) I've participated in. | 29% | 37% | 21% |
| The number of protests (a formally organized show of strong objection to actions or policies) I've participated in. | 26% | 36% | 17% |
| The number of petitions I've signed (including online). | 40% | 44% | 37% |
| The way I purchase products and/or services (for example, started or stopped buying products or supporting a brand/company). | 37% | 41% | 34% |
| The number of times I've posted or shared content on a social media platform that supports or protests this topic. | 42% | 46% | 38% |
| The number of times I've voted for political representatives that have views on these topics similar to mine. | 33% | 42% | 26% |

When viewing the sub-segmented data by label (activist, advocate, ally, supporter), researchers found instances where the majority answer no longer indicated no change but instead an increase since the election. For those who viewed themselves as activists, every action had increased in frequency. The other groups showed quite a bit of activity as well.

The chart below shows the labels that achieved a majority of survey respondents selecting “increased” or “increased a lot” when asked about the frequency of a particular behavior or action since the election.

INCREASED RESPONDENT ACTIVITY BY ISSUE AND SELF-IDENTIFYING LABEL

| | Activists | Advocates | Allies |
|--------------------------------------|-----------|-----------|--------|
| Charitable Donations | ^ | ^ | ^ |
| Volunteering | ^ | — | — |
| Nonprofit Board | ^ | — | — |
| Contacting Political Representatives | ^ | — | — |
| Marches/Rallies | ^ | — | — |
| Protests | ^ | — | — |
| Petitions | ^ | ^ | ^ |
| Purchase Products | ^ | ^ | ^ |
| Social Media | ^ | ^ | ^ |
| Voting | ^ | — | — |

While overall the majority of respondents said the frequency of their actions had not changed since the election, millennials did see themselves as more active than family, friends and others (whether they knew them or not). We also asked our sample how their level of involvement compared to activity levels of others. The largest percentages fell on the “more active than” side.

IN SUPPORTING SOCIAL ISSUES AND/OR CAUSES IN GENERAL, RESPONDENTS SAID THEY’RE:

More Active Than

| | |
|--------------------|-----|
| Family | 44% |
| Friends | 34% |
| Non Family/Friends | 32% |

About As Active As

| | |
|--------------------|-----|
| Family | 28% |
| Friends | 30% |
| Non Family/Friends | 23% |

Less Active Than

| | |
|--------------------|-----|
| Family | 15% |
| Friends | 23% |
| Non Family/Friends | 30% |

In keeping with a higher rate of activity than others as discussed earlier in this report, male respondents stated they were more active than others, especially female respondents – and, by labeling themselves more as supporters rather than activists – female respondents seem to concur. And again, higher educational attainment correlate strong with respondents’ perceived activity levels for themselves.

— BY GENDER

| | Males | Females |
|---|-------|---------|
| More active than your family | 52% | 37% |
| More active than your friends | 42% | 26% |
| More active than people outside your friends and family | 45% | 21% |

— BY EDUCATIONAL ATTAINMENT

| | Degrees | | | | | | | |
|---|------------------|------------------------------------|--------------|--|-------------------------------|-------------------------------|----------------------------------|----------------------------|
| | Some high school | High school graduate or equivalent | Some college | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| More active than your family | 37% | 34% | 44% | 41% | 55% | 62% | 67% | 88% |
| More active than your friends | 28% | 29% | 30% | 31% | 40% | 50% | 46% | 79% |
| More active than people outside your friends and family | 30% | 24% | 23% | 30% | 45% | 54% | 56% | 84% |

— BY LABEL

- › Activists, advocates and allies believe they’re **more active than friends**.
- › Activists, advocates and allies believe they’re **more active than people outside of friends and family**.
- › Activists (81%) and advocates (80%) **voted at higher rates** than allies (76%) and supporters (67%).

Achieving Change via Institutions

Though respondents indicated they believed in and were trying to inspire change through their individual actions (above), their selected actions highlighted in the “Doing Good” section of this report suggest they had not abandoned their trust in institutions like nonprofit organizations and the government to create change. In fact, 57 percent of respondents remained confident or very confident in the ability of an organization they supported to solve a social issue they cared about.

Sub-segmented data reveal that men and more highly educated millennials (male and female) expressed higher levels of confidence in organizations to influence change than either women or millennials who had earned less than a bachelor’s degree, respectively.

HOW CONFIDENT ARE YOU IN ORGANIZATIONS TO SOLVE THESE ISSUES?

— BY GENDER

| | All Respondents | Males | Females |
|-----------------------|-----------------|-------|---------|
| Not At All Confident | 8% | 7% | 8% |
| Somewhat Confident | 24% | 18% | 30% |
| Confident | 31% | 34% | 27% |
| Very Confident | 26% | 34% | 17% |
| Unsure/Not Applicable | 11% | 6% | 17% |

— BY EDUCATION

| | All Respondents | Some high school | High school graduate or equivalent | Some college | Degrees | | | | |
|-----------------------|-----------------|------------------|------------------------------------|--------------|---|----------------------------------|----------------------------------|-------------------------------------|-------------------------------|
| | | | | | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| Not At All Confident | 8% | 10% | 9% | 10% | 9% | 4% | 6% | 6% | 0% |
| Somewhat Confident | 24% | 28% | 27% | 28% | 28% | 20% | 15% | 15% | 6% |
| Confident | 31% | 31% | 32% | 28% | 29% | 34% | 32% | 27% | 26% |
| Very Confident | 26% | 15% | 17% | 18% | 24% | 37% | 41% | 44% | 67% |
| Unsure/Not Applicable | 11% | 16% | 15% | 16% | 10% | 6% | 6% | 9% | 2% |

When asked how well they believed President Trump has addressed the causes/social issues important to them, close to half (43%) of survey respondents answered not well at all, 8 percent said very well and 21 percent were unsure. More specifically, female, older and Black/African American millennials (discrete groups) did not think President Trump has addressed the causes/social issues important to them. Black/African American respondents were mostly likely (60%) to report that President Trump was not addressing the issues important to them well at all. In keeping with our findings that the majority of millennials with higher educational attainment reported the country's going in the right direction, respondents with master's degrees and higher were more likely to report that President Trump was addressing issues important to them well or very well.

HOW WELL HAS PRESIDENT TRUMP ADDRESSED THE CAUSES AND SOCIAL ISSUES IMPORTANT TO YOU?

— BY RACE/ETHNICITY

| | All Respondents | White / Caucasian | Spanish / Hispanic / Latino(a) | Black / African American | Asian |
|-----------------|-----------------|-------------------|--------------------------------|--------------------------|-------|
| Not Well At All | 43% | 33% | 52% | 60% | 47% |
| Somewhat Well | 14% | 15% | 14% | 11% | 13% |
| Unsure | 21% | 21% | 20% | 19% | 31% |
| Well | 14% | 19% | 9% | 6% | 6% |
| Very Well | 8% | 11% | 5% | 4% | 3% |

— BY EDUCATIONAL ATTAINMENT

| | All Respondents | Some high school | High school graduate or equivalent | Some college | Degrees | | | | |
|-----------------|-----------------|------------------|------------------------------------|--------------|--|-------------------------------|-------------------------------|----------------------------------|----------------------------|
| | | | | | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| Not Well At All | 43% | 43% | 50% | 52% | 40% | 38% | 17% | 22% | 12% |
| Somewhat Well | 14% | 16% | 13% | 15% | 18% | 11% | 17% | 13% | 2% |
| Unsure | 21% | 26% | 24% | 17% | 19% | 19% | 20% | 15% | 14% |
| Well | 14% | 7% | 8% | 10% | 17% | 22% | 28% | 33% | 35% |
| Very Well | 8% | 8% | 5% | 7% | 6% | 10% | 17% | 17% | 37% |

Activists seemed divided with how well they believed President Trump addressed causes and social issues important to them, while supporters were most dissatisfied (as they were with the president in general).

— BY LABEL

| | Activist | Advocate | Ally | Supporter |
|-----------------|----------|----------|------|-----------|
| Not Well At All | 35% | 44% | 41% | 46% |
| Somewhat Well | 14% | 16% | 14% | 15% |
| Unsure | 15% | 15% | 20% | 21% |
| Well | 21% | 16% | 18% | 13% |
| Very Well | 14% | 9% | 7% | 6% |

A CLOSER LOOK AT HOW ACTION DIFFERED BY LABELS

Of those who labeled themselves as...

| Activist | Advocate | Ally | Supporter |
|--|--|---|---|
| <ul style="list-style-type: none"> Also labeled themselves as advocates or supporters 13-14% of the time | <ul style="list-style-type: none"> Also labeled themselves as activists or supporters 15-16% of the time | <ul style="list-style-type: none"> Also labeled themselves as supporters 21% of the time, advocates 14% of the time and activists 9% of the time | <ul style="list-style-type: none"> Only labeled themselves as activists or advocates 6% of the time |
| <ul style="list-style-type: none"> Were very confident in the actions of organizations (18% somewhat confident, 31% confident, 39% very confident) | <ul style="list-style-type: none"> Were confident/very confident in the actions of organizations (25% somewhat confident, 29% confident, 29% very confident) | <ul style="list-style-type: none"> Were confident in the actions of organizations (22% somewhat confident, 32% confident, 28% very confident) | <ul style="list-style-type: none"> Were confident in the actions of organizations (27% somewhat confident, 33% confident, 19% very confident) |
| <ul style="list-style-type: none"> Were very certain their own actions lead to change (71% yes, 18% unsure) | <ul style="list-style-type: none"> Were somewhat certain their own actions lead to change (57% yes, 25% unsure) | <ul style="list-style-type: none"> Were somewhat certain their own actions lead to change (56% yes, 28% unsure) | <ul style="list-style-type: none"> Were least certain their own actions lead to change (47% yes, 40% unsure) |

Key Points:

- › Achieve's survey respondents appear to be equally comfortable with their own (53%) and organizations' (57%) abilities to create change in support of causes, solving social issues and inciting the change they want to see, with a caveat: At the time of the survey, they were not satisfied with the way the president was addressing the causes important to them.
- › Each approach, individual and organizational, appear to be equally valued – as evidenced by the responses of slightly over 50 percent of millennials for each question. As such, it is plausible that respondents believe these approaches should work in tandem to truly influence their causes and social issues of interest.
- › Millennial respondents, due to either their displeasure or uncertainty with how the president has addressed issues important to them, also appear to initiate action via the institution of government (e.g., voting and contacting political representatives) equally as more traditional ways (such as volunteering) to support a cause.



KEY TAKEAWAYS & RECOMMENDATIONS

Phase 2 has revealed a substantial body of data. Though not all millennials have become more active on behalf of causes in 2017, our representative sample of 3,000 respondents shed light that those who have been the most passionate about and most active on behalf of causes and social issues **have become considerably more active and vocal** since the 2016 U.S. presidential election.

As discussed throughout this phase's report, the majority of millennial respondents believe the country is going in the wrong direction or aren't sure, and nearly half of them stated they were unsatisfied or extremely unsatisfied with President Trump at the time the survey was fielded (July 19 – Aug. 8, 2017). **However, this generation still thinks voting is important** – and believe it will lead to the change they want to see.

Despite these beliefs and actions – and other actions our respondents reported taking as discussed throughout this report (such as signing petitions, participating in demonstrations, using social media and more), **millennials are slow to adopt concrete labels like “activist.”** Those who do, however, have greater confidence in the ability of their own and of organizations' abilities to create change.

These findings are just a glimpse at the information gleaned from this powerful generation and that are discussed throughout this in-depth report. As Achieve's researchers have reflected on the analyses performed to prepare this report, the following key takeaways rise to the top.

Takeaway 1:

Millennials believe the U.S. is moving in the wrong direction. However, they still see engaging with institutions, including government (through actions like voting and petitioning), as a way of creating positive change for the causes and social issues they care about.

Just one-third of millennials agree with the direction our country is taking. Even so, the majority of millennials – from those who agree, those who are unsure and those who think the direction is wrong – are still looking to institutions, particularly government, to correct the course and address the causes/social issues they care about, as evidenced through actions like voting and contacting political representatives.

Nearly two-thirds of millennials reported voting, with more than three-fourths of the cohort believing that voting is a citizen's duty. Even after an election, millennials employ traditional structured behaviors (e.g., contacting representatives, signing petitions) to support causes/social issues they care about.

This behavior hasn't changed much since our 2016 study, which revealed millennials vote based on which candidates best speak to the issues they care most about.

Recommendation:

Educate yourself about the varied and deliberate actions millennials take – and how and when they expect institutions to take action – in support of a cause.

Investigate the social policies at state and federal levels that impact your issue, then create opportunities such as contacting representatives, petition signing or educational sessions about policy change and their participation in the process. (This group could be informal or formal.) Utilize millennials to engage other millennials in advocacy efforts.

Takeaway 2:

Today, the no. 1 cause/social issue millennials are most interested in is different than in 2016; within six months of the U.S. presidential election, civil rights/racial discrimination now tops employment (job creation) and healthcare.

The causes/social issues that matter most to millennials are not constant. Overwhelmingly, millennials are interested in causes/social issues relevant to quality of life for the greatest part of the population – though specific interests and passions may change as a result of public popularity, personal lifestyle changes and more. While some actions are appropriate and fluid among a diverse group of causes/social issues, other behaviors are more specific to particular causes/social issues and in certain times, contexts or seasons.

Recommendation:

Align specific causes/social issues with the season in which relevant activity occurs, as well as the platforms or pathways of action you provide. At any time of year, accentuate the humanity associated with your cause. Share stories of the individuals who benefit in a manner designed to strike an emotional chord and clearly indicate how a specific action will advance the group. Use social media such as Facebook Live to humanize your issue, allowing the individual to connect directly with those you serve.

Know your millennial supporters' interests and personal characteristics, and cultivate relationships with them – so when it's time to mobilize on behalf of issues important to them, you know which constituents will be the most passionate about the cause/social issue in need of action. This will require you to develop the talent for identifying which personalities will be the best fit for your cause/social issue, then communicating the needs/opportunities engagingly.

Takeaway 3:

Most millennials still don't self-identify as activists. Those who do, however, perform actions on behalf of causes/social issues with confidence and deliberateness, even when doing so for groups they aren't a part of.

Whether or not an individual self-identified as an activist, the most popular definition of the term is the same: "One who actively campaigns to bring about political or social change." Although most millennials believe they are more engaged with causes/social issues than others (friends, family, people they don't personally know), more still choose to self-identify as supporters rather than activists. With the exception of those who self-identify as activists, millennials also prefer to work on behalf of causes/social issues affecting groups they belong to, as evidenced by such correlations as Spanish/Hispanic/Latino(a) respondents indicating most interest in immigration.

However, the smaller group of self-identified activists is a force to be reckoned with. They see the cause space through a wider, yet more thoughtful, lens. They are far more confident than supporters, allies or advocates in the ability of their own actions to create change, supplemented with a broader range and variety of tools in their behavioral toolbox.

Recommendation:

Make sure you know the people (and their associated characteristics) who are working on behalf of specific causes/social issues. Pay attention to the levels at which they (want to) engage, then use their unique characteristics and interests in ways that reward them with individual satisfaction, meaningful engagement and measurable advancement of the cause/social issue.

Remember that for millennials, important causes/social issues are only as compelling as the individuals they represent, and they are most concerned with the disenfranchised and marginalized. When calling on your audiences to act, don't only single out those directly affected by the issue – or risk missing out on a large group of passionate individuals ready to act on behalf of others.

Takeaway 4:

Millennials want their voices to be heard and, for now, are combining traditional forms of activism with the channels of communication they know extremely well.

2017 has seen the reemergence of protests, rallies and marches as avenues for public expression. Among millennials, these have been integrated with forms of expression native to them: Instagram. Facebook. Memes. Peer-to-peer networks. Thoughtful consumerism.

Activist millennials – and those who label themselves as supporters or advocates, but perform many of the actions of an activist – will continue to build their digital networks. This expansion does not require face-to-face or even voice-to-voice contact, giving an idea the power to spread with incredible speed. Additionally, national and local news media outlets are increasingly using millennial viewers' social media contributions to supplement their own sources (and, with TV, their broadcasts). "Citizen journalists" are more accepted than ever before in today's debates surrounding fake vs. real news, giving millennials a megaphone prior generations never enjoyed.

Recommendation:

Now's the time to adjust your perceptions of and goals for this generation: No longer can you treat them as potential donors in the same ways you've approached previous audiences. Right now, this generation's capital is the extraordinary power of its voice and the potential its advocacy holds for real change – the mission around which your cause is built.

Align your organization's structure to encourage and support where this audience is today, rather than where we want them to be in the future. Consider adding a director of advocacy to your leadership staff to focus not on fundraising, but on stewardship of a different kind: advocacy stewardship that supports and guides this audience to connect their passions with yours.



CONCLUSION

With so many more local and national news stories about marches, rallies, protests and demonstrations than last year, one could easily conclude that nearly all Americans are dissatisfied with current conditions and making their opinions known. Millennials, especially, can all be painted with the same brush, given that they're still seen by many *en masse* rather than as individuals.

To do so would be wrong.

Research is a vital tool for seeing our world clearly and judging our citizens fairly, drawing conclusions based on evidence rather than emotion.

Through Phase 2, Achieve's researchers had discovered that not all millennials – not even the majority – have become more active on behalf of causes in 2017. However, we now know that, based on our representative sample, millennials who have been the most passionate about and most active on behalf of causes and social issues have become considerably more active and vocal since November 2016.

We also know that their gender, race/ethnicity and educational attainment exert influence over how active they tend to become in support of causes and why they prefer to act locally.

This report offers valuable insights into not just what millennials do for causes, but how, when, where and why they do it.

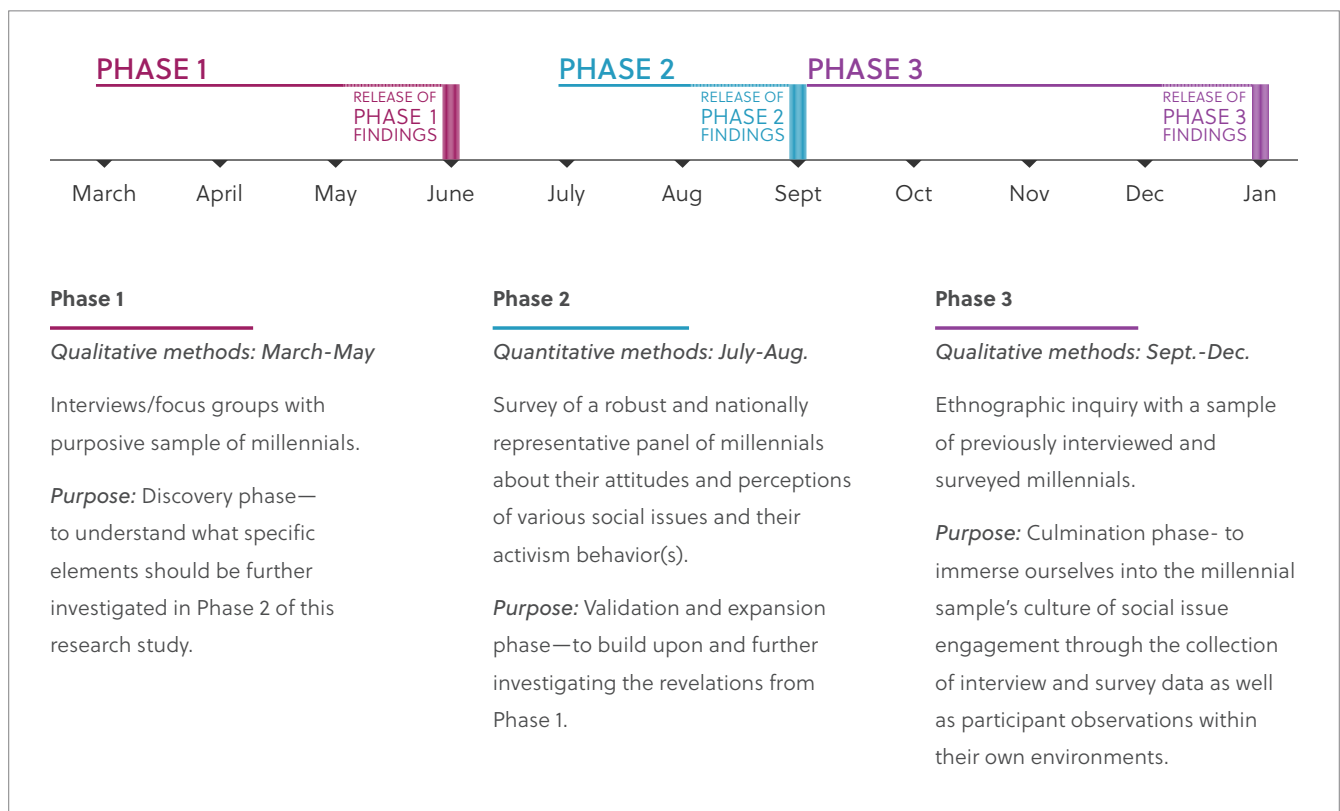


COMING UP NEXT: PHASE 3

The third and final phase of the 2017 Millennial Impact Report is underway (see full description, page 3). Researchers are attempting to observe millennial cause-related behavior from inside the culture in a systematic, qualitative study.

We reported in 2015 that millennials integrate their interest in causes into their daily lives. Phase 3 of the 2017 study will help us discover how millennials intellectually and emotionally pair everyday existence with their needs and their activity related to causes. Phase 3 findings will be released January 2018.

The full 2017 Millennial Impact Report is scheduled to be published in March 2018. To receive alerts and keep up with Achieve's work, sign up at achieveagency.com and themillennialimpact.com.



BACKGROUND: THE MILLENNIAL IMPACT PROJECT

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

Supported by the Case Foundation, Achieve continues to lead the national research team that has published more than a dozen reports since beginning our study of millennials in 2009, including six years of The Millennial Impact Report. With more than 100,000 participants in these six studies alone, The Millennial Impact Project has helped nonprofit organizations, corporations and individuals around the world stay current on the best approaches to cultivating the interest and involvement of this generation.

Each year, The Millennial Impact Project looks at millennials and their cause engagement with an eye toward refining what we know and can share. The first four reports in this project (available at themillennialimpact.com) focused on the relationships between millennials and nonprofit organizations/entities. In 2014 and 2015, this focus shifted to examine millennial behaviors 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. In 2016, we studied how a U.S. presidential election might influence millennials' involvement with causes.

Why Study Millennials?

Millennials are shaping the way people give, volunteer, gather and spread information about causes; as the largest generation in the country¹¹ and in the workplace¹², their preferences are well on the way to becoming the norm. We study them to give companies, organizations and cause professionals the insights they need to connect authentically with this growing generation.

The Achieve research team intentionally doesn't compare generations. First, similar methodologies related to the cause perceptions and behaviors of other generations are not available; second, social and cultural norms across generations are not constants. Most importantly, however, we understand the power this generation has in altering the cause space for decades to come.

Why Study Cause Engagement?

Because of this generation's sheer size and the demonstrated high propensity for its members to participate in cause work, millennial involvement today and into the near future can mean the success or failure of social movements and causes.

¹¹ <http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/>

¹² <http://www.pewresearch.org/fact-tank/2015/05/11/millennials-surpass-gen-xers-as-the-largest-generation-in-u-s-labor-force/>

APPENDIX A

TOP ACTIONS TAKEN FOR CAUSES/SOCIAL ISSUES (BY TOTAL NUMBER OF ACTIONS REPORTED)

| | |
|---|------|
| I voted for political representatives that have views on these topics similar to mine. | 3384 |
| I have signed petitions (including online). | 1961 |
| I have posted or shared content that supports or protests this topic on a social media platform. | 1612 |
| I have changed the way I purchase products and/or services (for example, started or stopped buying products or supporting a brand/company). | 1339 |
| I have contacted my political representatives expressing my opinion on these topics. | 1116 |
| I have participated in marches and/or rallies (demonstrations or events, assemblies or gatherings) related to these topics. | 1071 |
| I have donated money to organizations that address this topic. | 992 |
| I have participated in protests (a formally organized show of strong objections to actions or policies). | 802 |
| I am on the board of organizations that address this topic. | 415 |
| Other than as a board member, I have volunteered with organizations that address this topic. | 320 |
| I have taken steps to start a company or organization that supports or protests this topic. | 308 |
| I have taken steps to run for public office. | 207 |
| I have taken no action on behalf of this topic. | 1765 |
| Other, please specify... | 134 |

APPENDIX B

TOP ACTIONS TAKEN BY EDUCATIONAL ATTAINMENT (BY TOTAL NUMBER OF ACTIONS REPORTED)

| | Degrees | | | | | | | |
|---|------------------|------------------------------------|--------------|--|-------------------------------|-------------------------------|----------------------------------|----------------------------|
| | Some high school | High school graduate or equivalent | Some college | Associate's (occupational or academic) | Bachelor's (BA, BS, AB, etc.) | Master's (MA, MS, MENG, etc.) | Professional (MD, DDC, JD, etc.) | Doctorate (PhD, EdD, etc.) |
| I voted for political representatives that have views on these topics similar to mine. | 185 | 744 | 709 | 291 | 826 | 404 | 75 | 77 |
| I have contacted my political representatives expressing my opinion on these topics. | 68 | 219 | 194 | 61 | 321 | 163 | 36 | 34 |
| I have participated in marches and/or rallies (demonstrations or events, assemblies or gatherings) related to these topics. | 63 | 221 | 185 | 80 | 274 | 153 | 39 | 29 |
| I have participated in protests (a formally organized show of strong objections to actions or policies). | 50 | 161 | 140 | 51 | 241 | 97 | 26 | 13 |
| I have signed petitions (including online). | 140 | 544 | 452 | 125 | 453 | 160 | 34 | 18 |
| I have changed the way I purchase products and/or services (for example, started or stopped buying products or supporting a brand/company). | 83 | 393 | 311 | 88 | 287 | 133 | 19 | 8 |
| I am on the board of organizations that address this topic. | 20 | 61 | 54 | 19 | 152 | 74 | 16 | 16 |
| Other than as a board member, I have volunteered with organizations that address this topic | 17 | 61 | 66 | 24 | 94 | 44 | 7 | 2 |
| I have donated money to organizations that address this topic. | 62 | 215 | 177 | 62 | 276 | 139 | 22 | 18 |
| I have posted or shared content that supports or protests this topic on a social media platform | 134 | 444 | 379 | 93 | 341 | 151 | 29 | 15 |
| I have taken steps to start a company or organization that supports or protests this topic. | 20 | 48 | 53 | 21 | 98 | 53 | 6 | 5 |
| I have taken steps to run for public office. | 16 | 32 | 30 | 12 | 68 | 37 | 8 | 3 |
| I have taken no action on behalf of this topic. | 226 | 789 | 405 | 99 | 167 | 41 | 5 | 1 |
| Other, please specify... | 28 | 55 | 25 | 8 | 10 | 4 | 0 | 0 |

APPENDIX C

TOP ACTIONS TAKEN BY RACE/ETHNICITY (BY TOTAL NUMBER OF ACTIONS REPORTED)

| | White / Caucasian | Spanish / Hispanic / Latino(a) | Black / African American | Asian |
|---|----------------------|--------------------------------------|-----------------------------|-------|
| I voted for political representatives that have views on these topics similar to mine. | 2111 | 590 | 418 | 133 |
| I have contacted my political representatives expressing my opinion on these topics. | 731 | 172 | 133 | 35 |
| I have participated in marches and/or rallies (demonstrations or events, assemblies or gatherings) related to these topics. | 585 | 218 | 156 | 47 |
| I have participated in protests (a formally organized show of strong objections to actions or policies). | 422 | 163 | 146 | 31 |
| I have signed petitions (including online). | 1134 | 400 | 238 | 77 |
| I have changed the way I purchase products and/or services (for example, started or stopped buying products or supporting a brand/company). | 777 | 253 | 182 | 51 |
| I am on the board of organizations that address this topic. | 273 | 65 | 45 | 16 |
| Other than as a board member, I have volunteered with organizations that address this topic | 175 | 56 | 55 | 19 |
| I have donated money to organizations that address this topic. | 602 | 185 | 125 | 28 |
| I have posted or shared content that supports or protests this topic on a social media platform | 989 | 275 | 194 | 60 |
| I have taken steps to start a company or organization that supports or protests this topic. | 182 | 56 | 44 | 13 |
| I have taken steps to run for public office. | 123 | 34 | 33 | 8 |
| I have taken no action on behalf of this topic. | 953 | 325 | 266 | 142 |
| Other, please specify... | 68 | 27 | 21 | 6 |

PHASE 2:

THE POWER OF VOICE: A NEW ERA OF CAUSE ACTIVATION & SOCIAL ISSUE ADOPTION

THE 2017
**MILLENNIAL
IMPACT REPORT**

The Millennial Impact Project

Find this and more research on millennials
and causes at themillennialimpact.com