

THE 2016 MILLENNIAL IMPACT REPORT

WAVE 3 TRENDS & POST-ELECTION SURVEY





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Glossary of Terms

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

TERM	DEFINITION
Activist	a person who behaves intentionally to bring about political or social change
Cause Work	any activity that is philanthropic in nature
Community Project	any kind of cause work that addresses the shared concerns of members of a defined community
Conservative-leaning	a survey respondent who self-identified as being to the right of 50 on a scale of 0-100, where 0 was "very liberal" and 100 was "very conservative"
Liberal-leaning	a survey respondent who self-identified as being to the left of 50 on a scale of 0-100, where 0 was "very liberal" and 100 was "very conservative"
Social media engagement	a respondent's activity through social media platforms, including his/her own posts or participating in discussions with others on social media networks (such as comments, retweets, etc.)
Supporter	an individual who expressed that he/she will vote for a specific candidate (e.g., "Clinton supporters" are individuals who expressly stated they would vote for Hillary Clinton)
Trend	a description of how data changes over time

Political Ideology Terms

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

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

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

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

THE MILLENNIAL IMPACT PROJECT

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

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

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

Why study millennials?

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

It is important to note that the purpose of The Millennial Impact Project is not to compare this generation to older generations. Methodologies related to the cause perceptions and behaviors of other generations do not exist and thus cannot be replicated in the study of the millennial generation for true comparisons. Moreover, social and cultural norms across generations are not constants. The purpose of The Millennial Impact Project is to understand the generation's philanthropic motivations and behaviors in and of themselves, as the researchers understand the vital roles this generation plays in causes today and will continue to play in the future.

Why study millennial cause engagement?

As mentioned, this research team has studied the millennial generation's engagement in social issues through various lenses. To date, the research team consistently has found that millennials like to "do good," and that their cause engagement begins when an organization speaks to a social issue they're passionate about – not because of the individual's affinity with an organization itself.

Would this hold true with candidates for the U.S. presidency? Nothing brings social issues to the forefront of the national consciousness for such an extended time more than a U.S. presidential campaign. The opportunity to study millennials during the 2016 election cycle drove the research team to seek an understanding of how this generation's engagement changes during and/or as a result of this quadrennial event.

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

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

THE 2016 MILLENNIAL IMPACT REPORT

When we decided to investigate how millennial cause engagement behaviors might change during a U.S. presidential election year, we had no idea we'd be doing so during what inarguably was the most contentious and surprising contest since Dewey vs. Truman. We did know, however, that few events in the country put social issues and affiliated causes in the public spotlight more than presidential campaigns, and even fewer could give us the same breadth of insight into who supports and opposes them.

In light of the character of this campaign cycle, one could say our timing was impeccable. A report on millennials' self-identified attitudes and voting intentions, especially during the last three months before Election Day (Wave 3 of our research, what this release focuses on), may help researchers and reporters across the country explain why so many of us were caught off guard at the results of the nationwide vote.

These new insights will inform and supplement our understanding of millennials. At the same time, our final report will reveal the influence this campaign has had on this generation's way of thinking about presidential elections, civic involvement and the worth of individual cause engagement.

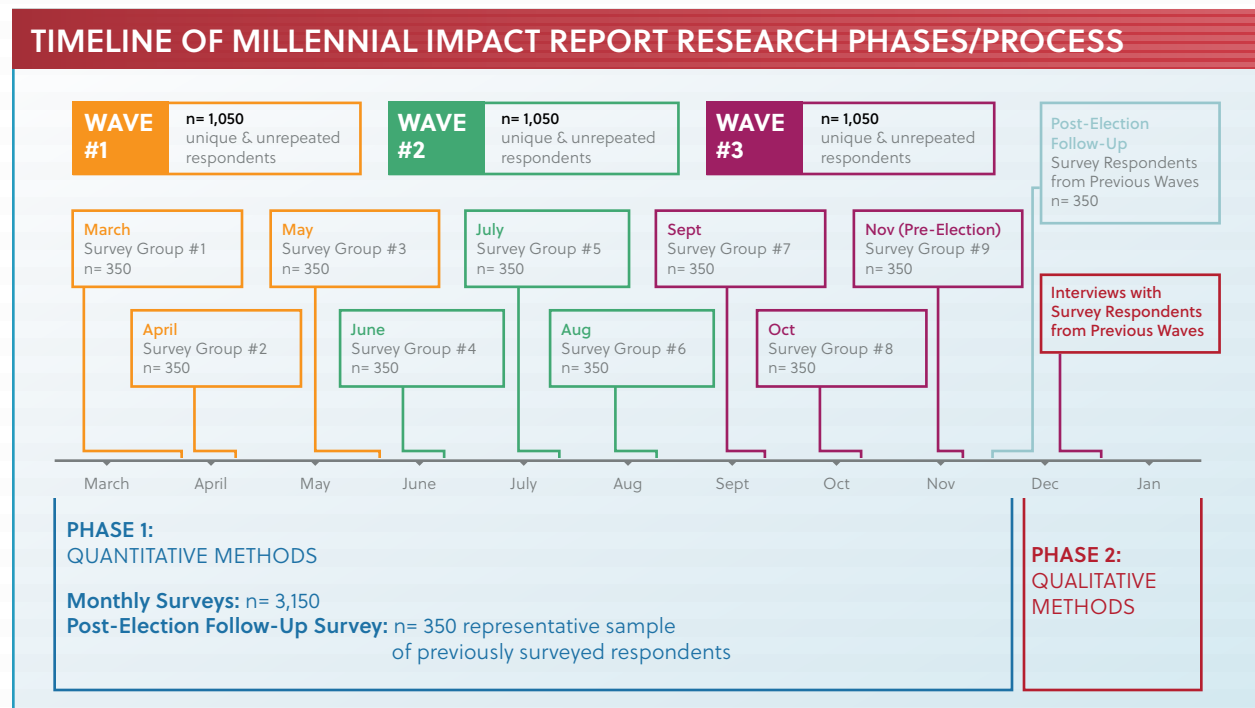


METHODOLOGY

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

Researchers drew a sample matching these demographics from a Lightspeed GMI online opt-in panel. The sample in this release of trends consists of 350 unique and unrepeated millennial respondents surveyed each month from March to May (Wave 1), June to August (Wave 2), September to November (Wave 3) and post-election; the sample size is n=1,050 for Wave 1, n=1,050 for Wave 2 and n=1,050 for Wave 3. Thus, the total sample of unique millennial respondents whose data were collected and analyzed for the 2016 Millennial Impact Report is n=3,150.

Unlike these pre-election respondents, our post-election respondents (fielded November 9-16) comprised a subsample of 350 respondents who had been surveyed previously; they were selected post-election to reflect the overall sample demographically. The post-election survey specifically inquired into respondents' engagement in social issues, political ideology and presidential election voting behavior in addition to their demographic characteristics. Findings from these surveys are included within this Wave 3 report.



*Note: Once the final presidential candidates were identified, a newly established education quota was created in an effort to more closely align this sample's education levels with that of the education levels of the general millennial population. As a result, beginning in August (the last month of the second wave of data collection), the sample comprises fewer respondents holding a bachelor's or higher degree than previous months' samples.

Wave 1 Surveys

MARCH 2016 SURVEY <ul style="list-style-type: none"> • Conducted March 22-24 • 350 unique respondents 	APRIL 2016 SURVEY <ul style="list-style-type: none"> • Conducted April 11 • 350 unique respondents 	MAY 2016 SURVEY <ul style="list-style-type: none"> • Conducted May 9-13 • 350 unique respondents
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Wave 2 Surveys

JUNE 2016 SURVEY <ul style="list-style-type: none"> • Conducted June 6-8 • 350 unique respondents 	JULY 2016 SURVEY <ul style="list-style-type: none"> • Conducted July 5-11 • 350 unique respondents 	AUGUST 2016 SURVEY <ul style="list-style-type: none"> • Conducted August 2-8 • 350 unique respondents
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Wave 3 Surveys

SEPT. 2016 SURVEY <ul style="list-style-type: none"> • Conducted September 6-15 • 350 unique respondents 	OCT. 2016 SURVEY <ul style="list-style-type: none"> • Conducted October 3-27 • 350 unique respondents 	NOV. 2016 SURVEY <ul style="list-style-type: none"> • Conducted Oct. 31-Nov. 9 • 350 unique respondents
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Post-Election Survey

POST-ELECTION FOLLOW-UP SURVEY <ul style="list-style-type: none"> • Conducted November 9-14 • 350 survey respondents from previous waves

As previously stated, the goal of the research team is to examine how millennials' attitudes and perceptions about politically related cause engagement – in addition to their charitable giving, volunteerism and activism behaviors – change or remain the same over time. To uncover trends related to this generation's political ideologies and cause engagement, the Achieve research team designed a multi-stage, mixed methods research study. This study includes a nonprobability sample within a longitudinal cohort model; each stage of the research will survey a new section of individuals within the sample. The sample's demographics are consistent with U.S. Census data from the millennial generation.

Research Sample Summary

Per the methodology outlined above, during each wave of pre-election research, researchers surveyed 350 individuals each month about their cause-related attitudes, perceptions and behavior. Since each new monthly sample of millennials includes 350 unique respondents, the total sample of unique millennial respondents in Waves 1, 2 and 3 of this study is 3,150 (1,050 per wave).

Thus, comparisons between and among waves are comparisons among unique respondents.

At the conclusion of Wave 3, researchers surveyed 350 respondents from the three previous waves of data collection about their actual Election Day behavior. They are referred to in this report as post-election respondents and are not unique.

Each sample's demographics were consistent with U.S. Census data on the millennial generation. Moreover, as discussed later in this report, we found congruous response patterns even though the individuals and the election campaign climate varied during each wave of our research. This alignment of both sample and responses throughout this investigation indicates the reliability of the findings presented here and reinforces their validation.

Qualitative interviews with a subsample of respondents now being conducted will further inform our data and support our efforts to generate inferences about millennials' cause-related attitudes, perceptions and behaviors as well as their political ideology and cause work – inferences that can be applied to the diverse millennial cohort across the United States.

Given the somewhat surprising culmination of the election, these interviews will also shed some much-needed light on a year that may have changed millennial attitudes toward causes and government for decades to come.

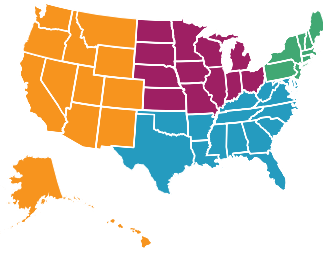
The trends identified on the following pages have emerged through the collection of three waves of survey response data. While this report primarily focuses on Wave 3 trends (supplementing Wave 1 and Wave 2 trend reports) and post-election data, we have intentionally tried to reflect findings that have held constant or changed dramatically from the start of our research to the date of publication.



MILLENNIAL SAMPLE DEMOGRAPHICS

n = 1,050 respondents

WAVE 3



AGE

18-24	22%
25-30	31%
31-36	47%

GENDER

MALE	50%
FEMALE	50%
TRANSGENDER	<1%

PERSONAL INCOME

LESS THAN \$20,000	28%	\$75,000-\$99,999	14%
\$20,000-\$29,999	11%	\$100,000-\$149,999	9%
\$30,000-\$39,999	7%	\$150,000 OR MORE	5%
\$40,000-\$49,999	8%	PREFER NOT TO ANSWER	6%
\$50,000-\$74,999	13%		

MARITAL STATUS

SINGLE, NEVER MARRIED	45%
MARRIED	45%
LIVING WITH PARTNER	7%
SEPARATED	<1%
DIVORCED	2%
WIDOWED	0%
PREFER NOT TO ANSWER	<1%

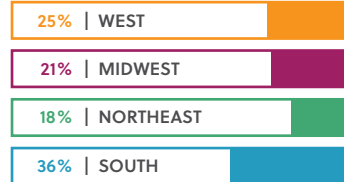
RACE

WHITE/CAUCASIAN	57%
SPANISH/HISPANIC/LATINO(A)	13%
BLACK/AFRICAN AMERICAN	17%
ASIAN	7%
PACIFIC ISLANDER	0%
NATIVE AMERICAN	1%
MULTIPLE RACES	3%
OTHER	1%
PREFER NOT TO ANSWER	<1%

EMPLOYMENT STATUS

FULL-TIME	47%	HOMEMAKER	12%
PART-TIME	13%	RETIRED	<1%
SELF-EMPLOYED	5%	STUDENT	9%
NOT EMPLOYED BUT LOOKING	10%	PREFER NOT TO ANSWER	1%
NOT EMPLOYED AND NOT LOOKING	4%		

REGION



EDUCATION

HIGH SCHOOL (NO DEGREE)	5%
HIGH SCHOOL GRADUATE OR EQUIVALENT	22%
SOME COLLEGE (NO DEGREE)	28%
ASSOCIATE'S DEGREE	12%
BACHELOR'S DEGREE	22%
MASTER'S DEGREE	9%
PROFESSIONAL SCHOOL DEGREE	2%
DOCTORATE DEGREE	1%

RESIDENTIAL LOCATION

URBAN	44%
SUBURBAN	36%
SMALL TOWN	11%
RURAL	9%
OTHER	<1%

WAVE 1 WAVE 2

AGE

18-24	26%	21%
25-30	34%	31%
31-36	39%	48%

GENDER

Male	50%	48%
Female	49%	51%
Transgender	1%	1%
Prefer not to answer	<1%	--

REGION

West	23%	27%
Midwest	18%	16%
Northeast	22%	24%
South	37%	33%

PERSONAL INCOME

Less than \$20,000	19%	20%
\$20,000-\$29,000	10%	9%
\$30,000-\$39,000	10%	8%
\$40,000-\$49,000	8%	7%
\$50,000-\$74,999	17%	15%
\$75,000-\$99,999	14%	17%
\$100,000-\$149,999	10%	11%
\$150,000 or more	6%	7%
Prefer not to answer	5%	6%

MARITAL STATUS

Single, never married	40%	41%
Married	48%	51%
Living with partner	10%	7%
Separated	<1%	1%
Divorced	1%	1%
Widowed	<1%	--
Prefer not to answer	<1%	--

EDUCATION

Some high school (no degree)	3%	4%
High school graduate or equivalent	16%	18%
Some college (no degree)	21%	22%
Associate's degree	8%	8%
Bachelor's degree	32%	28%
Master's degree	11%	11%
Professional school degree	6%	5%
Doctorate degree	3%	5%

RACE

White/Caucasian	67%	57%
Spanish/Hispanic/Latino(a)	12%	14%
Black/African American	10%	16%
Asian	8%	7%
Pacific Islander	<1%	1%
Native American	1%	1%
Multiple Races	3%	3%
Other	<1%	1%
Prefer not to answer	<1%	1%

RESIDENTIAL LOCATION

Urban	45%	51%
Suburban	35%	31%
Small town	12%	10%
Rural	8%	7%
Other	<1%	1%

EMPLOYMENT STATUS

Full-time	55%	57%
Part-time	11%	13%
Self-employed	4%	3%
Not employed but looking	7%	8%
Not employed, not looking	2%	3%
Homemaker	9%	8%
Retired	<1%	0%
Student	11%	8%
Prefer not to answer	1%	1%

MILLENNIAL SAMPLE DEMOGRAPHICS

n = 1,050 respondents

WAVE 3

POLITICAL IDEOLOGY

CONSERVATIVE-LEANING	49%
LIBERAL-LEANING	40%
NEUTRAL/OTHER	11%

REGISTERED TO VOTE

YES	82%
NO	16%
UNSURE	3%

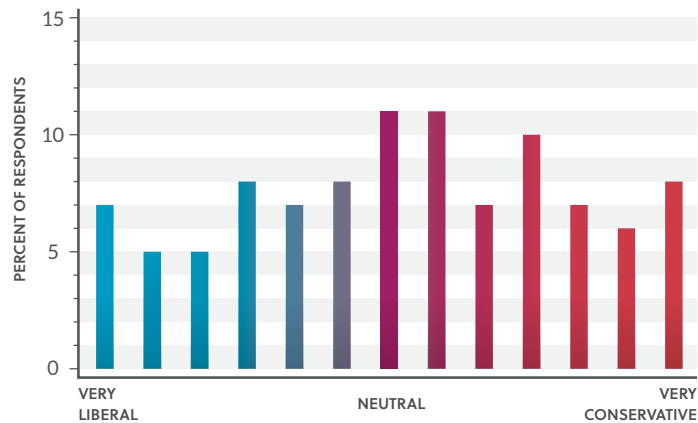
PLAN TO VOTE/ALREADY VOTED IN STATE'S PRIMARY ELECTION OR CAUCUS

YES	59%
NO	32%
UNSURE	8%
PREFER NOT TO ANSWER	1%

PLAN TO VOTE IN PRESIDENTIAL ELECTION

YES	74%
NO	16%
UNSURE	9%
PREFER NOT TO ANSWER	1%

HOW DO YOU IDENTIFY BASED ON YOUR POLITICAL BELIEFS?

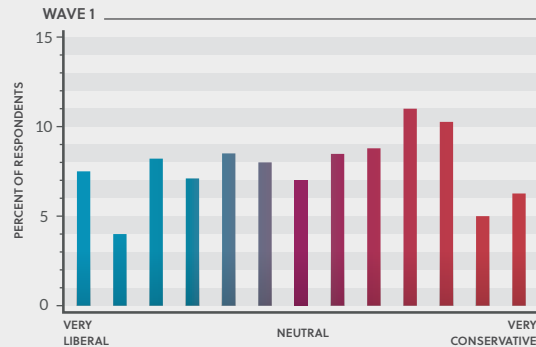


IF YOU CAST YOUR VOTE FOR ONE CANDIDATE FOR U.S. PRESIDENT TODAY, WHO WOULD YOU CHOOSE?

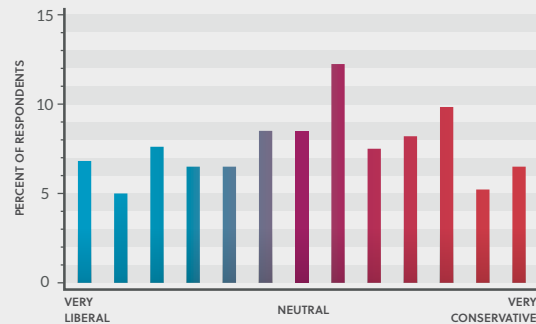
HILLARY CLINTON	53%	NONE	17%
DONALD TRUMP	21%	DON'T PLAN ON VOTING	10%

	WAVE 1	WAVE 2
POLITICAL IDEOLOGY		
Conservative-Leaning	50%	50%
Liberal-Leaning	43%	41%
Neutral	7%	9%
REGISTERED TO VOTE		
Yes	85%	84%
No	13%	13%
Unsure	2%	3%
PLAN TO VOTE/ALREADY VOTED IN PRIMARY		
Yes	70%	63%
No	22%	28%
Unsure	7%	7%
Prefer Not to Answer	2%	2%
PLAN TO VOTE IN PRESIDENTIAL ELECTION		
Yes	81%	76%
No	10%	14%
Unsure	8%	9%
Prefer Not to Answer	1%	1%
WHICH CANDIDATE WOULD YOU CHOOSE TODAY?		
Hillary Clinton	31%	45%
Ted Cruz	8%	--
John Kasich	5%	--
Bernie Sanders	27%	17%
Donald Trump	16%	18%
None	7%	12%
Don't plan on voting	6%	8%

HOW DO YOU IDENTIFY BASED ON YOUR POLITICAL BELIEFS?



WAVE 2



TRENDS WORTH WATCHING

Trend 1: Millennials choosing neither major party candidate or not to vote increased as candidates exited the race (through August), then hit a high of 30 percent one month before the election, dropping just 7 percent by Election Day.

A trend surfaced in Wave 2 data related to millennials who either a) were not interested in voting for any major party candidate or b) did not plan to vote at all in the election. This apparent apathy or displeasure (confirmed in our post-election surveys) increased as their choices narrowed, especially among those saying they wanted to vote but didn't support a major party candidate.

In Wave 1 (March to May), the percentage of respondents stating they wouldn't vote for any major party candidate or not at all rose only 5 percent and 4 percent, respectively, likely reflecting the early May exit by Ted Cruz and John Kasich from the race. (See chart below for month-to-month breakdowns.) By the end of Wave 2 (August), the percentage of these two categories of respondents combined had jumped to 16 percent, again likely reflecting the exit of a candidate, this time Bernie Sanders. The size of this jump would seem to indicate Sanders' popularity with this generation (a popularity reflected in external polling).

The highest point of apparent apathy or displeasure with their choices (again, confirmed in post-election surveys) came in October during Wave 3, when nearly a third (30%) of respondents reported they wouldn't be voting for a major party candidate (by this time, Hillary Clinton and Donald Trump) or at all (19% "none" and 11% "do not plan on voting").

Even so, by the final days before the election, these percentages had dropped to 14% and 9%, respectively. This late drop seems to indicate at least some respondents had decided, in the end, to cast a vote for Clinton or Trump.

One-on-one interviews underway now should elucidate these millennials' reasons for changing their minds and for their ultimate decisions.

QUESTION: "IF YOU CAST YOUR VOTE FOR ONE OF THE CANDIDATES FOR U.S. PRESIDENT TODAY, WHO WOULD YOU CHOOSE?"

WAVE 1	MARCH	APRIL	MAY
None	5%	5%	10%
I do not plan on voting	5%	3%	9%
WAVE 2	JUNE	JULY	AUGUST
None	10% --	9% 1% ↓	16% 7% ↑
I do not plan on voting	6% 3% ↓	7% 1% ↑	10% 3% ↑
WAVE 3	SEPT.	OCT.	NOV.
None	18% 2% ↑	19% 1% ↑	14% 5% ↓
I do not plan on voting	9% 1% ↓	11% 1% ↑	9% 2% ↓

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TREND 1: QUESTION TO CONSIDER

- Were millennials turned off by the candidates, or did they simply return to numbers and behaviors typical of young voter turnout (established by external data)?

Trend 2: Millennials who self-identified as having a “neutral” political ideology increased throughout the research period.

In each monthly survey, the research team sought to determine how millennials define or categorize their own political affiliations. The survey asked respondents to place themselves on a sliding 100-point scale from “very liberal” (0) to “very conservative” (100).

Supporting Trend 1, the number of millennial respondents choosing the center of this scale, 50, increased throughout our research. By the end of Wave 3, 11 percent of our sample had self-selected this category.

Though we formerly reported that a rating of 50 indicated the respondent self-identified as holding a politically neutral ideology, cross-tabulated quantitative data reflected that some respondents placed themselves in this area of the scale because they felt apathetic about the candidates, the election, civic involvement in general or their ability to effect change through their vote.

TREND 2: QUESTION TO CONSIDER

- What leads a millennial to develop a neutral political ideology or apathy toward civic involvement?



Trend 3: Education remained the number-one cause issue throughout each wave of the research period. In fact, after fluctuations during the campaign, millennials' top three causes from March had regained those spots by November: education, economy, employment.

Researchers asked respondents to rank the issues of most concern to them (from a provided list, see below). In Wave 1, respondents selected education (29%), the economy (25%) and health care (25%) as the three issues of most concern to them. By Wave 3, the only difference in those issues was that health care had gone up by a point to tie with the economy at 25 percent.

Employment/wages broke into the top three during Wave 2, also at 25 percent, indicating it certainly was a top issue among millennials during the nine-month study.






TOP CAUSE OF INTEREST TO MILLENNIALS

WAVE 1		WAVE 2		WAVE 3	
Arts and culture	19%	Arts and culture	17%	Arts and culture	17%
Crime and criminal justice	20%	Crime and criminal justice	20%	Crime and criminal justice	20%
Disaster relief	5%	Disaster relief	4%	Disaster relief	5%
Economy	24%	Economy	23%	Economy	25%
Education	29%	Education	30%	Education	29%
Employment/wages	23%	Employment/wages	25%	Employment/wages	23%
Environment	20%	Environment	18%	Environment	18%
Health care	25%	Health care	26%	Health care	25%
Human rights	19%	Human rights	20%	Human rights	15%
Immigration	11%	Immigration	11%	Immigration	10%
International issues	5%	International issues	5%	International issues	4%
Lesbian, gay, bisexual, transgender (LGBT) rights	11%	Lesbian, gay, bisexual, transgender (LGBT) rights	9%	Lesbian, gay, bisexual, transgender (LGBT) rights	9%
National security	15%	National security	11%	National security	12%
Poverty	9%	Poverty	9%	Poverty	11%
Race/cultural relations	7%	Race/cultural relations	9%	Race/cultural relations	9%
Student loans	8%	Student loans	8%	Student loans	6%
Transportation	3%	Transportation	4%	Transportation	5%
Veteran's affairs	3%	Veteran's affairs	2%	Veteran's affairs	3%
Women's rights	11%	Women's rights	10%	Women's rights	11%
Other, please specify...	2%	Other, please specify...	4%	Other, please specify...	4%

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Millennials stating their intention to vote for Hillary Clinton didn't tend to change how they ranked their top three causes from one wave to the next. Variations in the data came in every wave from among Donald Trump supporters, who ranked issues differently from Clinton supporters and, in Waves 2 and 3, from each other, as well as from millennials not planning to vote, who in Wave 3 gave arts and culture a high ranking (24%).

TOP CAUSE/ISSUE OF INTEREST BY CANDIDATE SUPPORTER

					
	HILLARY CLINTON	BERNIE SANDERS	DONALD TRUMP		
WAVE 2					
#1	37% Education	31% Human Rights	39% Economy	30% Employment	33% Employment
#2	27% Health Care	30% Education	28% Education	27% Health Care	27% Health Care
#3	25% Employment/Wages	24% Environment	27% Health Care	25% Human Rights	24% Arts and Culture
WAVE 3					
#1	33% Education		32% Economy	27% The Economy	29% Health Care
#2	25% Health Care		28% Health Care	27% Education	27% Education
#3	24% Employment/Wages		25% National Security	25% Crime and Safety	22% Environment

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TREND 3: QUESTION TO CONSIDER

- What specific areas of interest within each of these overarching social issues are important to millennials?

Trend 4: The majority of millennials identified themselves as conservative-leaning (rather than liberal-leaning or neutral) throughout the research period.

As previously mentioned, the research team sought to determine how millennials defined or categorized their own political affiliations. Thus, researchers did not provide or impose definitions of “liberal” and “conservative” to allow respondents to truly self-identify. This approach removed any potential controversy over definitions. Researchers elected to use the terms “liberal-leaning” and “conservative-leaning” to describe respondents a) to reflect the realities of subtle differences among definitions of politically charged terms, and b) so as not to color the data with their own or the reader’s perceptions of these ideologies.

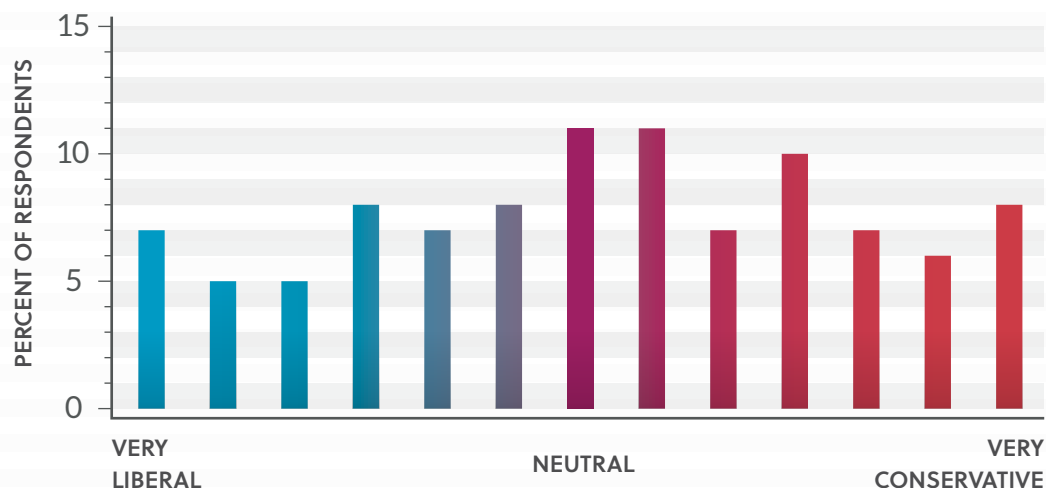
In Waves 1 and 2, millennials who considered themselves conservative-leaning comprised 50 percent of respondents (liberal-leaning and neutral together making up the other 50%), with the gap between each end of the spectrum widening in Wave 2. This wider gap remained steady in Wave 3, with specific percentages varying only slightly from the initial research: Liberal-leaning dropped by 3 percent, neutral grew 4 percent, and conservative-leaning stayed about the same. (As noted earlier, research and analysis subsequent to the Wave 2 report revealed neutral to include apathy as well as a neutral ideology.)

MILLENNIAL SELF-IDENTIFIED POLITICAL IDEOLOGY

WAVE 1		WAVE 2		WAVE 3	
Liberal-Leaning	43%	Liberal-Leaning	41%	Liberal-Leaning	40%
Neutral/Apathy	7%	Neutral/Apathy	9%	Neutral/Apathy	11%
Conservative-Leaning	50%	Conservative-Leaning	50%	Conservative-Leaning	49%

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QUESTION: HOW DO YOU IDENTIFY BASED ON YOUR POLITICAL BELIEFS?



2016 Millennial Impact Report © Achieve

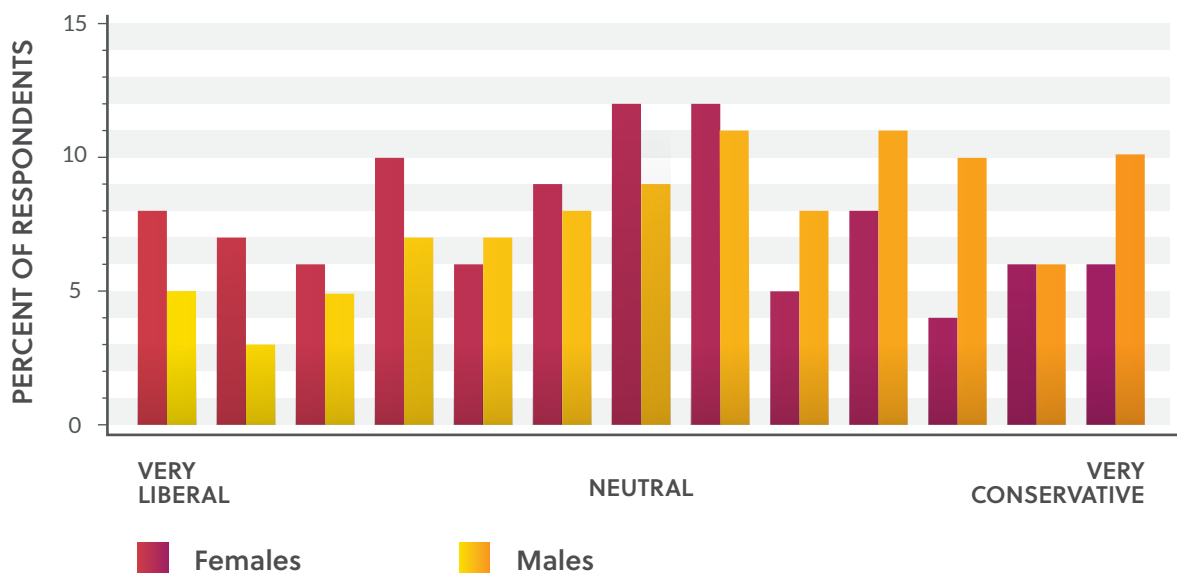
MILLENNIALS SELF-IDENTIFIED POLITICAL IDEOLOGY BY GENDER

	MALES			FEMALES		
	WAVE 1	WAVE 2	WAVE 3	WAVE 1	WAVE 2	WAVE 3
Liberal-Leaning	38%	37%	35%	48%	46%	46%
Neutral	6%	7%	9%	8%	9%	12%
Conservative-Leaning	56%	56%	56%	44%	45%	42%

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Political affiliation by gender aligned with millennial self-identification as a group, with liberal-leaning decreasing for each gender, neutral increasing slightly and conservative-leaning staying almost constant (and the majority). Significantly, the gap between the opposing ideologies remained steady between the genders: In each wave, 10-percent more females self-identified as liberal-leaning than males, and 10-percent more males than females saw themselves as conservative-leaning. Another interesting note: At no time did at least half of females identify themselves with the same term, yet throughout the research process, the majority of male millennials self-identified as being on the conservative side.

WAVE 3: MILLENNIALS SELF-IDENTIFIED POLITICAL IDEOLOGY BY GENDER



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When categorized by age, millennials 18-30 showed more movement between waves in their political ideology than older millennials. Candidates' exits from the race during Waves 1 and 2 might explain some of this movement.

MILLENNIAL SELF-IDENTIFIED POLITICAL IDEOLOGY BY AGE

		WAVE 1	WAVE 2	WAVE 3
Age 18-24	Liberal-Leaning	50%	41%	46%
	Neutral	10%	13%	12%
	Conservative-Leaning	41%	46%	41%
Age 25-30	Liberal-Leaning	43%	46%	40%
	Neutral	6%	7%	11%
	Conservative-Leaning	51%	47%	49%
Age 31-36	Liberal-Leaning	38%	38%	38%
	Neutral	6%	8%	9%
	Conservative-Leaning	56%	54%	53%

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WAVE 3: MILLENNIAL SELF-IDENTIFIED POLITICAL IDEOLOGY BY GEOGRAPHIC REGION

	SOUTH	WEST	MIDWEST	NORTHEAST
Liberal-Leaning	41%	39%	42%	38%
Neutral	13%	11%	9%	6%
Conservative-Leaning	46%	49%	50%	56%

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Political affiliation by region showed little movement from wave to wave. Those self-identifying as liberal-leaning decreased in all regions except the Midwest, which increased but did not recover to the level it reached in Wave 1. Millennials identifying as neutral increased from wave to wave except in the Northeast, where it hovered around 6 percent throughout our research.

TREND 4: QUESTIONS TO CONSIDER

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

Trend 5: By the end of the research, higher percentages of conservative-leaning millennials saw themselves as activists, more than either neutral and liberal-leaning millennials. Moreover, even those that considered themselves activists showed a weak affinity for direct action.

Respondents were asked to rate on a scale of 0 percent to 100 percent how much they agreed with this statement: "I am an activist (a person who behaves intentionally to bring about political or social change)." From Wave 1 to Wave 3, millennials identified less and less with the idea of being an activist. The difference became clear in the median (middle) responses.

DO YOU SEE YOURSELF AS AN ACTIVIST? (MEDIAN & AVERAGES)

WAVE 1		WAVE 2		WAVE 3	
MEDIAN	60%	MEDIAN	55%	MEDIAN	53%
AVERAGE	54%	AVERAGE	53%	AVERAGE	51%

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In every wave, males consistently saw themselves more as activists than did females, and the gap increased between the genders as females' belief in themselves as activists waned over time.

DO YOU SEE YOURSELF AS AN ACTIVIST? (MEDIAN & AVERAGES BY GENDER)

WAVE 1			WAVE 2			WAVE 3		
	MALE	FEMALE		MALE	FEMALE		MALE	FEMALE
MEDIAN	67%	50%	MEDIAN	67%	49%	MEDIAN	66%	45%
AVERAGE	60%	49%	AVERAGE	60%	46%	AVERAGE	59%	44%

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From Wave 1 to Wave 3, the majority of conservative-leaning millennials said they believed themselves to be activists at about the same rate; this same belief among neutral millennials rebounded a bit by Wave 3 to original levels, and continued to decrease among liberal-leaning millennials. Overall, though, by the end of our research less than 50 percent of two of the three groups (neutral and liberal-leaning) believed they were activists.

DO YOU SEE YOURSELF AS AN ACTIVIST? (MED. & AVG. BY POLITICAL IDEOLOGY)

WAVE 1			WAVE 2			WAVE 3		
	MED	AVG		MED	AVG		MED	AVG
NEUTRAL	44%	43%	NEUTRAL	32%	34%	NEUTRAL	41%	35%
LIBERAL-LEADING	55%	50%	LIBERAL-LEADING	53%	50%	LIBERAL-LEADING	49%	47%
CONSERVATIVE-LEADING	65%	58%	CONSERVATIVE-LEADING	65%	58%	CONSERVATIVE-LEADING	68%	58%

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TREND 5: QUESTIONS TO CONSIDER

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

Trend 6: Throughout the research, millennials strongly believed they could help make the United States a better place to live. By the election, the belief was held by fewer individuals, especially among females.

A full 90 percent of Wave 1 respondents believed people like themselves could have an impact on making the U.S. a better place. By Wave 2, that belief had weakened to 83 percent and remained there in Wave 3. Notably, the decrease resulted from more respondents believing by the end of the research that they could have no impact at all (rather than even a small one). Concurrently, those believing they could have a big impact decreased 5 percentage points to just over a quarter of the sample (down from nearly a third).

DO YOU BELIEVE YOU CAN MAKE THE WORLD A BETTER PLACE TO LIVE?

RESPONSE	WAVE 1	WAVE 2	WAVE 3
No Impact at All	5%	9%	10%
A Small Impact	23%	21%	22%
A Moderate Impact	37%	31%	34%
A Big Impact	30%	31%	27%
Don't Know	5%	7%	6%
Prefer Not to Answer	1%	1%	1%

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By gender, male millennial respondents' belief in having some level of impact dropped from 91 percent in Wave 1 to 84 percent in Wave 3. Females began at a similar level to males, dropped 11 percent in Wave 2 and rebounded just enough to put them almost in line with males again in Wave 3.

The genders still differed in how much of an impact they believed they were capable of. Nearly a third of male millennials believed they could have a big impact, compared to just under a quarter of females.

DO YOU BELIEVE YOU CAN MAKE THE WORLD A BETTER PLACE TO LIVE?

MALE						
RESPONSE	WAVE 1		WAVE 2		WAVE 3	
No Impact at All	<div><div></div>5%</div>		<div><div></div>8%</div>		<div><div></div>10%</div>	
A Small Impact	<div><div></div>23%</div>		<div><div></div>21%</div>		<div><div></div>19%</div>	
A Moderate Impact	<div><div></div>34%</div>		<div><div></div>30%</div>		<div><div></div>34%</div>	
A Big Impact	<div><div></div>34%</div>		<div><div></div>37%</div>		<div><div></div>31%</div>	
Don't Know	<div><div></div>4%</div>		<div><div></div>3%</div>		<div><div></div>5%</div>	
Prefer Not to Answer	<div><div></div>N/A</div>		<div><div></div>1%</div>		<div><div></div>1%</div>	
FEMALE						
RESPONSE	WAVE 1		WAVE 2		WAVE 3	
No Impact at All	<div><div></div>6%</div>		<div><div></div>9%</div>		<div><div></div>10%</div>	
A Small Impact	<div><div></div>24%</div>		<div><div></div>22%</div>		<div><div></div>25%</div>	
A Moderate Impact	<div><div></div>39%</div>		<div><div></div>32%</div>		<div><div></div>35%</div>	
A Big Impact	<div><div></div>27%</div>		<div><div></div>25%</div>		<div><div></div>23%</div>	
Don't Know	<div><div></div>5%</div>		<div><div></div>11%</div>		<div><div></div>7%</div>	
Prefer Not to Answer	<div><div></div>N/A</div>		<div><div></div>1%</div>		<div><div></div>0%</div>	

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Researchers note that male millennials continued to see themselves as activists (see Trend 5) even while belief in their own ability to have a big impact on improving the world decreased. This likely correlates with Trend 8 (below), which addresses millennial participation in an activity related to a social issue they cared about. Qualitative interviews should further explain the strength of this self-image and perhaps how millennials define “activist” in their own minds.

TREND 6: QUESTIONS TO CONSIDER

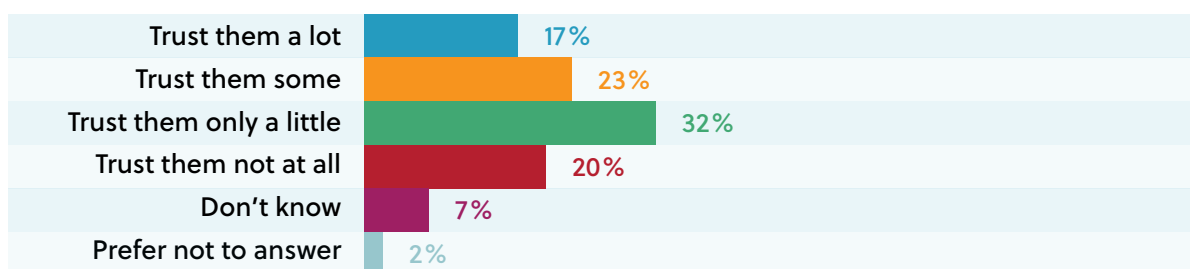
- ▶ **Why do female millennials believe they can have less of an impact on improving life in the U.S. than do males?**
- ▶ **In what ways might millennials be creating change or having an impact in making the U.S. a better place to live?**
- ▶ **What are the important characteristics in how millennials measure or define “making the U.S. a better place to live”?**

Trend 7: The majority of millennials don’t trust their government to do what’s right.

Every month (March through November), 20 percent of millennials had no trust in government at all. By Wave 3, another 32 percent expressed only “a little” trust, making the majority of millennials (52%) generally distrustful of their government to do what’s right.

On the other end of the spectrum, only 40 percent of respondents indicated “some” or “a lot” of trust (23 percent and 17 percent, respectively) in Wave 3. Of the rest, 7 percent didn’t know, and 2 percent didn’t answer.

Wave 3: How much do you trust the U.S. government to do what is right?



By gender, trust in government trended similarly to belief in having an impact: Male trust decreased from Wave 1 to Wave 3, while female trust dropped but recovered by Wave 3. Males, however, began with a much higher level of trust in government than females, and the gap remained through Wave 3.

Wave 3 by Gender: How much do you trust the U.S. government to do what is right?

MALE			
RESPONSE	WAVE 1	WAVE 2	WAVE 3
Trust them a lot	27%	30%	26%
Trust them some	30%	31%	29%
Trust them only a little	25%	22%	22%
Trust them not at all	14%	11%	14%
Don't know	3%	4%	7%
Prefer not to answer	2%	2%	2%
FEMALE			
RESPONSE	WAVE 1	WAVE 2	WAVE 3
Trust them a lot	10%	8%	7%
Trust them some	21%	20%	18%
Trust them only a little	37%	35%	41%
Trust them not at all	25%	28%	26%
Don't know	5%	7%	7%
Prefer not to answer	2%	4%	2%

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Trust in government by millennials 18-30 remained the same for Waves 1 and 2, but this group split in Wave 3: trust increased for ages 18-24 and decreased for ages 25-30. In contrast, trust among millennial respondents older than 30 decreased throughout the election cycle, from 81 percent in Wave 1 to 72 percent in Wave 3.



How much do you trust the U.S. government to do what is right? (by Age)

WAVE 2			
RESPONSE	18-24	25-30	31-36
Trust them a lot	7%	12%	28%
Trust them some	23%	26%	26%
Trust them only a little	36%	34%	22%
Trust them not at all	24%	21%	17%
Don't know	7%	5%	4%
Prefer not to answer	4%	2%	2%

WAVE 3			
RESPONSE	18-24	25-30	31-36
Trust them a lot	9%	12%	23%
Trust them some	24%	23%	23%
Trust them only a little	41%	33%	26%
Trust them not at all	18%	22%	19%
Don't know	6%	8%	7%
Prefer not to answer	2%	2%	1%

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Overall, political ideology did not have a strong correlation with trust in government over the course of the research: Liberal-leaning respondents' trust in government dropped just 3 percent and conservative-leaning respondents only 2 percent. Neutral respondents had a 4-percent increase in trust; however, the trusting segment of these respondents hovered around 50 percent, while those in the other two groups were at about 75 percent.

Wave 3 by Political Ideology: How much do you trust the U.S. government to do what is right?

RESPONSE	Liberal-Leaning	Conservative-Leaning	Neutral
Trust them a lot	11%	25%	6%
Trust them some	23%	25%	17%
Trust them only a little	37%	28%	28%
Trust them not at all	21%	16%	28%
Don't know	7%	5%	16%
Prefer not to answer	1%	2%	5%

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TREND 7: QUESTIONS TO CONSIDER

- ▶ Why are younger millennials less likely to trust the government, and what would encourage or increase their trust?
- ▶ As liberal-leaning individuals generally are thought to have more trust in government to address social issues, while those who are conservative-leaning tend to think government overreaches, why do conservative-leaning millennials in this sample trust government more than their liberal-leaning counterparts?

Trend 8: By the end of Wave 3, millennials of both genders were significantly less engaged in activities related to social issues they cared about.

As millennial respondents' optimism in effecting positive change continued to decline during Wave 3, so too did their cause engagement (as measured by participation in activities related to causes in which they were interested). Though females had significantly less engagement than males in every wave, males had decreased participation in every category by the final months of research. By Election Day, both genders showed a marked decline from where they started.

Do you believe you can effect positive change in the world?

WAVE 1		WAVE 2		WAVE 3	
YES	76%	YES	70%	YES	67%

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Wave 3 by Gender: How have you been engaged with a cause in the past year?

WAVE 3	MALE		FEMALE	
Volunteered		53%		25%
Donated		57%		30%
Supported Community Project(s)		56%		30%
Signed Petition(s)		61%		48%
Participated in Demonstration(s)		44%		15%

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From the perspective of political ideology, liberal-leaning and neutral respondents followed a similar trajectory from Wave 2 to Wave 3: Participation decreased in every category. Conservative-leaning millennials maintained initial involvement levels in volunteering, donating and participating in demonstrations but decreased their participation in supporting community projects and signing petitions.

Wave 3 by Political Ideology: How have you been engaged with a cause in the past year?

WAVE 3	Liberal-Leaning	Conservative-Leaning	Neutral
Volunteered	31%	51%	16%
Donated	37%	54%	18%
Supported Community Project(s)	37%	53%	21%
Signed Petition(s)	57%	57%	35%
Participated in Demonstration(s)	22%	41%	10%

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These behaviors (or lack thereof) could be the expression of the trends we've presented thus far:

- Lack of trust in government (Trend 7)
- Decreased belief in ability to effect change (Trend 6)
- Decreased self-identification as activists among liberal-leaning millennials (Trend 5)
- Weak affinity for direct action in support of or opposition to a cause (Trend 5)

TREND 8: QUESTIONS TO CONSIDER

- ▶ Is there a particular category of demonstration that millennials participate in most often?
- ▶ Is the definition of "demonstration" or "protest" changing for millennials?

Trend 9: Facebook remained the most popular social media platform on which millennials posted about issues they cared for, and the majority had been active within the last week.

Facebook was, by far, the most popular social media platform for millennials posting about social issues meaningful to them throughout the election cycle, and the majority were actively posting. In the first two waves, two-thirds of respondents said they posted about (whether creating original posts or commenting/reposting another's) during the most recent week. This activity level didn't hold steady in Wave 3, however; social media usage to bring awareness to issues decreased by nearly 10 percent, from 61 percent actively using social media in Wave 1 to just over half (52%) doing so in Wave 3.

Wave 3: On what social media platform do you most often post about social causes?

Facebook	87%	Pinterest	19%
Twitter	54%	LinkedIn	18%
Instagram	47%	Tumblr	15%
YouTube	47%	Reddit	7%
Snapchat	31%	Other, please specify	0%
Google+	28%	None	0%

Male social media usage continued to be much higher than female usage in Wave 3, though both genders decreased their social media activity (related to causes) since research began: In the third wave, 61 percent of males and 44 percent of females reported using social media to bring awareness to issues. The top six platforms used remained unchanged from Wave 2 to Wave 3 (and were quite similar to those from Wave 1).

Wave 3 by Gender: On what social media platform do you most often post about social causes?

	Male	Female		Male	Female
Facebook	91%	83%	YouTube	61%	27%
Twitter	66%	38%	Snapchat	37%	22%
Instagram	58%	32%	Google+	36%	18%

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Examining social media platform usage by political ideology showed a bit more variance from wave to wave and group to group, though Facebook remained the top platform for all three affiliations. Facebook, Twitter and Instagram were in the top three of each wave except for those identifying as liberal-leaning and neutral, who used YouTube more than Instagram in the final wave.

Wave 3 by Political Ideology: On what social media platform do you most often post about social causes?

	Liberal-Leaning	Conservative-Leaning	Neutral
Facebook	84%	89%	88%
Twitter	50%	58%	39%
YouTube	42%	51%	36%
Instagram	38%	54%	33%
Snapchat	26%	36%	12%
Google+	22%	33%	15%

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TREND 9: QUESTION TO CONSIDER

- Why are more conservative-leaning millennials more active on social media than liberal-leaning millennials?

Trend 10: Throughout the study, support for Hillary Clinton and Donald Trump among millennial respondents increased as other candidates exited the race, with Clinton showing the biggest increase.

Hillary Clinton's support among millennials rose steadily throughout each month of Wave 1 and Wave 2, and Wave 3 was no exception, peaking in November with 59 percent indicating they would vote for her.

Support for Donald Trump, too, had risen each month during Wave 1, but then remained flat until August and increased to its apex of 23 percent in September before dropping a few percentage points as the election neared.

While the percentage of respondents selecting "none" and "I do not plan on voting" reached their highs in October, they decreased slightly going into the November election.

If you cast your vote for U.S. President today, who would you choose?

	March	April	May	June	July	Aug	Sept	Oct	Nov
Hillary Clinton	26%	30%	37%	38%	45%	53%	50%	49%	59%
Donald Trump	13%	16%	20%	17%	16%	21%	23%	21%	18%
Ted Cruz*	15%	10%	--	--	--	--	--	--	--
John Kasich*	9%	6%	--	--	--	--	--	--	--
Bernie Sanders*	28%	29%	25%	29%	22%	--	--	--	--
None	5%	5%	10%	10%	9%	16%	18%	19%	14%
I do not plan on voting	5%	3%	9%	6%	7%	10%	9%	11%	9%

*Cruz and Kasich dropped out of the race in May, Sanders in July

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TREND 10: QUESTION TO CONSIDER

- What considerations are important to millennials when selecting a political candidate to support?

Trend 11: The number of respondents planning to vote for president peaked in April, dropped to its lowest point in August, then rebounded almost midway by November.

In answer to the question, “Do you plan on voting in the 2016 U.S. presidential election?” positive intention peaked early: In April, 86 percent of millennials surveyed said yes, they planned to vote. This percentage fluctuated up and down over the next seven months, but by November, 78 percent of millennial respondents said they were going to vote. (It was a drop of 8 percent from the April high, but a timely 5-percent increase from the end of Wave 2, when intention was at its lowest point of the entire nine months of research.)

Do you plan on voting in the 2016 U.S. presidential election?

	March	April	May	June	July	Aug	Sept	Oct	Nov
Yes	81%	86%	76%	77%	79%	73%	74%	70%	78%
No	9%	7%	13%	11%	12%	17%	14%	20%	14%
Unsure	9%	5%	10%	10%	8%	10%	12%	9%	8%
Prefer not to answer	1%	2%	1%	1%	1%	1%	1%	0%	0%

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The percentage of respondents registered to vote stayed steady at 87 percent in Wave 1, 88 percent in Wave 2 and 86 percent by Election Day (Wave 3). From the beginning, male millennials indicated they were registered and planning to vote at higher levels than female millennials; the gap widened as the election drew nearer, though both groups showed decreasing interest in the upcoming election.

Are you registered to vote? (by Gender)

	MALE			FEMALE		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
Yes	87%	88%	86%	83%	81%	78%
No	10%	10%	13%	15%	16%	18%
Unsure	2%	2%	1%	3%	4%	4%

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Do you plan on voting in the 2016 U.S. presidential election? (by Gender)

	MALE			FEMALE		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
Yes	84%	81%	79%	79%	72%	69%
No	9%	10%	13%	11%	17%	20%
Unsure	7%	8%	8%	9%	11%	11%
Prefer not to answer	1%	1%	1%	1%	0%	1%

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When examining intent to vote by age, by Wave 3 the youngest millennials (18-24) showed a rebound in registered voters from Wave 2's 70 percent, returning to their initial 76 percent. At the same time, voter registration declined among the older groups. Millennials 25-30 showed a 6-percent drop in voter registration from Wave 2 to Wave 3, which is a 9-percent drop from where they began. The oldest group (31-36) remained rather steady, with just a 2-percent drop in voter registration throughout.

Are you registered to vote? (by Age)

	18-24	25-30	31-36
Yes	76%	79%	87%
No	19%	19%	11%
Unsure	5%	2%	2%

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Do you plan on voting in the 2016 U.S. presidential election? (by Age)

	18-24	25-30	31-36
Yes	65%	70%	81%
No	22%	20%	11%
Unsure	13%	10%	8%
Prefer not to answer	0%	0%	1%

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Millennials who said they were planning to vote in the presidential election (whether registered or not) decreased in all three age groups through all three waves. The youngest group, 18-24, showed the smallest drop at just 5 percent from Wave 1 to Wave 3, yet they also reported the lowest intention to vote of the groups. The oldest millennials, 31-36, dropped 7 percent from Wave 1 to Wave 3, and 12-percent fewer individuals in the middle group, 25-30, were planning to vote.

Looking at voter registration by region, the South and West showed fairly steady percentages of registered millennials throughout all three waves. The Northeast, which had decreased 7 percent in Wave 2, rebounded to end at 86 percent. On the other hand, the Midwest ended with a sharp decrease after a small gain from Wave 1 to Wave 2, falling 9 percent to just 76 percent of millennials reporting they were registered to vote, the lowest in the country.

Breaking down those who said they were planning to vote by region revealed decreases in both the South and West of 6 percent and 5 percent, respectively. As with voter registration, the Northeast rebounded somewhat after a 15-percent decrease in those planning to vote in Wave 2, gaining back 7 percent to end with 77 percent of its millennials planning to vote in Wave 3. The Midwest remained steady at 76 percent until Wave 3, when it dropped to 68 percent (concurrent to its drop in voter registration), again the lowest in the country.

Interviews may reveal if Indiana Governor Mike Pence, Trump's running mate, was a factor in the Midwest's decline in voter registration and intent to vote.

Wave 3 by Region: Are you registered to vote?

	South	West	Northeast	Midwest
Yes	82%	84%	86%	76%
No	16%	13%	12%	21%
Unsure	2%	3%	2%	3%

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Wave 3 by Region: Do you plan on voting in the 2016 U.S. presidential election?

	South	West	Northeast	Midwest
Yes	74%	77%	77%	68%
No	16%	14%	15%	20%
Unsure	10%	9%	7%	11%
Prefer not to answer	1%	0%	1%	1%

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Wave 3 by Political Ideology: Are you registered to vote?

	Conservative-Leaning	Liberal-Leaning	Neutral
Yes	85%	83%	66%
No	14%	14%	29%
Unsure	2%	3%	5%

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Based on self-identified political ideology, we saw very little change by Wave 3 in the percentage of millennials registered to vote: Conservative-leaning respondents dropped 3 percent since Wave 1, liberal-leaning respondents dropped 1 percent, and neutral millennials stayed the same. While it's true that more conservative-leaning millennials were registered to vote than those who were liberal-leaning, the difference was only 4 percent at its highest point.

Do you plan on voting in the 2016 U.S. presidential election? (by Political Ideology)

	Wave 1		Wave 2		Wave 3	
	Yes	Unsure	Yes	Unsure	Yes	Unsure
Conservative-Leaning	84%	6%	80%	8%	80%	5%
Liberal-Leaning	81%	8%	78%	9%	75%	12%
Neutral	n/a	n/a	46%	17%	45%	21%

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Again based on self-identified political ideology, our researchers did see some movement from Wave 1 to Wave 3 in millennials' actual intention to vote. Conservative-leaning millennials who said they planned to vote dropped from Wave 1 to Wave 2, then remained there (at 80%) in Wave 3. Among those who were liberal-leaning, we saw a 6-percent drop in those who planned to vote and a 4-percent increase in those who weren't sure. Neutral millennials, too, also increased in the "unsure" category, but the percentage of those definitely planning to vote remained steady.

POST-ELECTION SURVEY

DEMOGRAPHICS

GENDER		AGE		REGION	
MALE	49%	18-24	17%	WEST	27%
FEMALE	51%	25-30	33%	MIDWEST	19%
TRANSGENDER	<1%	31-36	50%	NORTHEAST	22%
PREFER NOT TO ANSWER	0%			SOUTH	31%
RACE/ETHNICITY		RESIDENTIAL LOCATION			
WHITE/CAUCASIAN	61%	NATIVE AMERICAN	<1%	URBAN	43%
SPANISH/HISPANIC/LATINO(A)	12%	MULTIPLE RACES	3%	SUBURBAN	41%
BLACK/AFRICAN AMERICAN	15%	OTHER	1%	SMALL TOWN	9%
ASIAN	8%	PREFER NOT TO ANSWER	<1%	RURAL	7%
PACIFIC ISLANDER	<1%			OTHER	0%
EDUCATION		PERSONAL INCOME		EMPLOYMENT STATUS	
HIGH SCHOOL (9-12, no degree)	3%	UNDER \$20,000	23%	EMPLOYED FULL-TIME	53%
HIGH SCHOOL GRAD. (or equivalent)	18%	\$20,000-\$29,999	11%	EMPLOYED PART-TIME	13%
SOME COLLEGE (1-4 years, no degree)	29%	\$30,000-\$39,999	7%	SELF-EMPLOYED	4%
ASSOCIATE'S DEGREE	10%	\$40,000-\$49,999	7%	NOT EMPLOYED, BUT LOOKING	10%
BACHELOR'S DEGREE	29%	\$50,000-\$74,999	15%	NOT EMPLOYED, NOT LOOKING	4%
MASTER'S DEGREE	9%	\$75,000-\$99,999	15%	HOMEMAKER	9%
PROFESSIONAL SCHOOL DEGREE	1%	\$100,000-\$149,999	12%	RETIRED	1%
DOCTORATE DEGREE	2%	\$150,000 OR MORE	5%	STUDENT	7%
		PREFER NOT TO ANSWER	6%	PREFER NOT TO ANSWER	<1%
MARITAL STATUS					
SINGLE, NEVER MARRIED	44%	DIVORCED	1%		
MARRIED	50%	WIDOWED	0%		
LIVING WITH PARTNER	5%	PREFER NOT TO ANSWER	0%		
SEPARATED	<1%				
Q: WHO DID YOU SELECT FOR PRESIDENT?		Q: DID YOU VOTE IN THE 2016 U.S. PRESIDENTIAL ELECTION?			
HILLARY CLINTON	50%	WRITE-IN	3%	YES	78%
DONALD TRUMP	40%	NONE	0%	NO	22%
GARY JOHNSON	3%	I DID NOT TURN OUT TO VOTE	2%		
JILL STEIN	2%				

POST-ELECTION SURVEY FINDINGS

As a reminder, our post-election respondents (fielded November 9-16) comprised a subsample of 350 respondents who had been surveyed previously and selected after the election to reflect the overall sample demographically. The post-election survey collected open-ended data by specifically inquiring into respondents' engagement in social issues, their political ideology and their presidential election voting behavior in addition to their demographic characteristics.

Please note that these are survey findings and should not be misconstrued as post-analysis conclusions. The final 2016 Millennial Impact Report will include analysis, conclusions and recommendations based on all three waves, our qualitative interviews and the post-election survey responses.

1. Employment/wages became the number-one issue of concern for the first time since our research began.

For six of the nine months of our research (Waves 1 and 3), survey respondents had ranked education, the economy and health care as the top three issues they were concerned about during this presidential campaign; for all nine months, education reigned as number one. (During Wave 2, employment/wages edged out health care by just 1 percent.)

In our November post-election survey, however, respondents for the first time named employment/wages as the issue of most concern (32%). Education tumbled to fourth.

All three of the top post-election issues – employment/wages (32%), the economy (29%) and health care (27%) – ended with higher portions of respondents than the previous top three issues did throughout all three waves.

TOP ISSUES AFTER THE ELECTION

1. Employment/Wages	32%
2. Economy	29%
3. Health Care	27%
4. Education	25%

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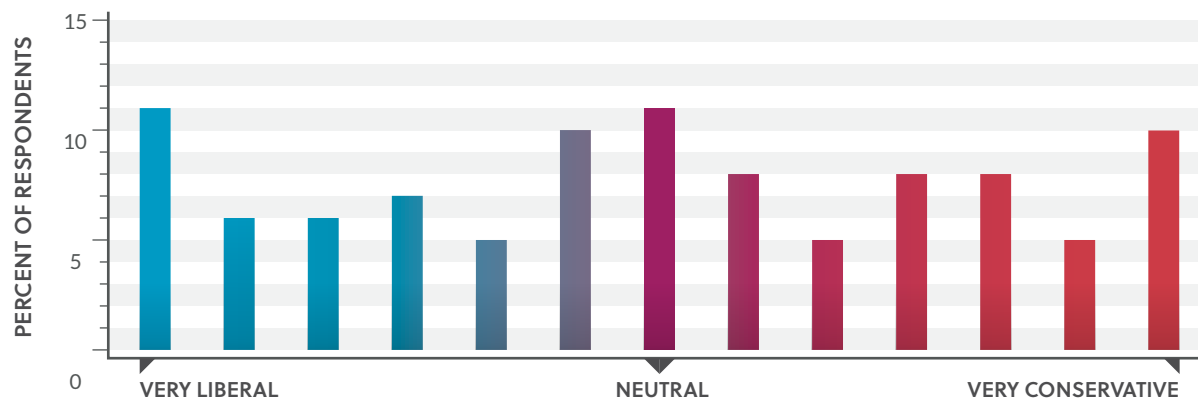


2. Millennials were almost evenly split between identifying themselves as liberal-leaning and conservative-leaning (outside those identifying as neutral).

Prior to the election, half of our respondents identified themselves as conservative-leaning, with the other half composed of both liberal-leaning (40%) and neutral (11%) respondents. After the election, in contrast, liberal-leaning respondents increased by about 5 percent, neutral remained constant and conservative-leaning decreased 5 percent. Presumably, then, about 5 percent of our post-election respondents changed their political affiliation from conservative- to liberal-leaning after Election Day.

SELF-IDENTIFIED POLITICAL IDEOLOGY AFTER THE ELECTION

Liberal-Leaning	45%
Conservative-Leaning	44%
Neutral	11%



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3. Nearly 80 percent of millennials reported voting during the 2016 presidential election.

Of our survey respondents, 78 percent said they had actually voted for a presidential candidate in the election. This figure is in line with our prior nine months of data, though higher than many national reports on millennial voter turnout. Even almost half of those holding a neutral ideology said they cast a vote.

HOW POLITICAL IDEOLOGIES VOTED IN THE ELECTION



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WHO DID YOU SELECT FOR PRESIDENT? (BY POLITICAL IDEOLOGY)

	Aggregate	Males	Females	Conservative-Leaning	Liberal-Leaning
Clinton	50%	43%	58%	32%	71%
Trump	39%	48%	32%	57%	21%
Other	8%	6%	11%	8%	7%

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4. The percentage of millennials who said they cast a vote for Donald Trump was nearly double the percentage that had said they intended to vote for him prior to the election.

As we dive deeper into the reasons behind behaviors with qualitative interviews with millennials, we may better understand whether or not the currently popular question, “Were some of Trump supporters in hiding?” has merit.

In Wave 3, which ended just before the election, 53 percent of survey respondents said they intended to vote for Hillary Clinton; this figure isn’t too far off from the subsequent post-election survey data of 50 percent. However, in Wave 3, only 21 percent of millennials said they intended to vote for Donald Trump; in reality, 39 percent did so.

5. Millennials voted for Donald Trump because of his business experience and new approach, and for Hillary Clinton because of her political experience and activism for minority groups. Those who chose not to vote did so from a combination of apathy, distrust and dislike.

Post-election surveys and qualitative interviews have begun to shed light on why millennials voted for either Trump or Clinton:

- **Voters for Trump appreciated that he was a political outsider and believed his business experience would improve the economy. This line of reasoning may also explain how employment/wages and the economy became two of the three most important issues to post-election millennials.**
 - “We need a big change to keep our country from drowning in its own debt, and he has the power to help us.”
 - “It’s time for a change. Why not try a businessman to lead the country over a lifetime political candidate?”
 - “He has the highest possibility for improving the economy, since he is a businessman.”
- **Voters for Clinton appreciated her political experience and championing of minority groups (e.g., racial minorities, women, LGBTQ).**
 - “She was the best suited for the job. She was experienced and intelligent and fought so hard for women and people everywhere.”
 - “I believe in the equality of all human beings. I stand with the LGBTQ+, Muslim, Asian, Hispanic, female, sexual assault survivor communities.”
 - “She is extremely qualified to lead our country. She has years of experience, and has showed in the past she can make good decisions.”
- **Non-voters (those who chose not to vote at all) did so primarily due to some combination of apathy, distrust in what they thought of as “the system” and dislike of both major party candidates.**
 - Apathy
 - “I did not feel like voting.”
 - “I don’t really care.”
 - Distrust
 - “Wouldn’t have made a difference due to the Electoral College.”
 - “Perhaps if popular vote chose the winner instead of the Electoral College, I would be more inclined to vote, but as it is, it’s not worth it.”
 - “It’s all a joke. There is no democracy; they’re all puppets.”
 - Did not like either candidate
 - “It seemed as though neither candidate was totally qualified for the position; therefore, I left it up to chance and prepared for the worst.”
 - “Choosing a lesser evil is still choosing a evil.”

TREND RECAP

The 2016 Millennial Impact Report

WAVE 1

March–May 2016

Trend 1

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

Trend 2

Millennials identify as more conservative-leaning than liberal.

Trend 3

Millennials only somewhat believe they are activists.

Trend 4

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

Trend 5

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

Trend 6

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

Trend 7

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

Trend 8

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

Trend 9

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

WAVE 2

June–August 2016

Trend 1

Education and health care remained the first- and second-highest social issues of interest for millennials, but employment/wages edged out the economy as the third-highest issue of interest.

Trend 2

More millennials continue to self-identify as conservative-leaning than as liberal-leaning, and the gap widens.

Trend 3

Millennials still consider themselves activists, but without showing a strong affinity for direct action in support of or opposition to an issue.

Trend 4

Slightly fewer millennials believe people like them can help make the United States a better place to live, with the biggest drop seen among females.

Trend 5

Millennials continue to have some level of trust in government to do what is right, though the majority don't rate that trust as high.

Trend 6

In the last month, males continued at about the same rate – around half – to participate in an activity related to a social issue they cared about. Participation by females, however, dropped in every participation category from as little as 3 percent to as much as 12 percent.

Trend 7

Facebook is still the most popular social media platform on which millennials post about issues they care for, and the majority of millennials had posted about an issue on social media in the past week.

Trend 8

From June to August, support for Hillary Clinton and Donald Trump by millennial respondents increased, with the largest shift going to Clinton.

Trend 9

The number of respondents planning to vote in the presidential election decreased to its lowest point since the study began.

Trend 10

While supporters of Hillary Clinton increased from June to August, so did millennials choosing neither candidate or not to vote at all.

Trend 11

Millennials who self-identify as having a “neutral” political ideology increased from Wave 1 to Wave 2.

WAVE 3

September–November 2016

Trend 1

Millennials choosing neither major party candidate or not to vote increased as candidates exited the race (through August), then hit a high of 30 percent one month before the election, dropping just 7 percent by Election Day.

Trend 2

Millennials who self-identified as having a “neutral” political ideology increased throughout the research period.

Trend 3

Education remained the number-one cause issue throughout each wave of the research period. In fact, after fluctuations during the campaign, millennials' top three causes from March had regained those spots by November: education, economy, employment.

Trend 4

The majority of millennials identified themselves as conservative-leaning (rather than liberal-leaning or neutral) throughout the research period.

Trend 5

By the end of the research, higher percentages of conservative-leaning millennials saw themselves as activists, more than either neutral and liberal-leaning millennials. Moreover, even those that considered themselves activists showed a weak affinity for direct action.

Trend 6

Throughout the research, millennials strongly believed they could help make the United States a better place to live. By the election, the belief was held by fewer individuals, especially among females.

Trend 7

The majority of millennials don't trust their government to do what's right

Trend 8

By the end of Wave 3, millennials of both genders were significantly less engaged in activities related to social issues they cared about.

Trend 9

Facebook remained the most popular social media platform on which millennials posted about issues they cared for, and the majority had been active within the last week.

Trend 10

Throughout the study, support for Hillary Clinton and Donald Trump among millennial respondents increased as other candidates exited the race, with Clinton showing the biggest increase.

Trend 11

The number of respondents planning to vote for president peaked in April, dropped to its lowest point in August, then rebounded almost midway by November.

LOOKING AHEAD

The 2016 presidential election certainly was an interesting one, even long before election night was over, and millennials played a part in upending many people's expectations.

This Wave 3 and post-election survey report presents the final quantitative data from a nine-month study. From here, researchers will move on from the findings and trends – the “what” – to seek answers – the “why” – that will allow nonprofits and causes to apply them to their own operations.

We will devote the next few months to integrating survey data with qualitative interview data and prior analyses to create a robust picture of millennials' cause-related behavior during the 2016 election cycle.

The final 2016 Millennial Impact Report will provide valuable insight into what became a truly unpredictable election cycle. Are millennials still idealistic? Do they still value authentic experiences? How do they feel about causes post-election as compared to six months earlier? Our report will help answer these and many other burning questions.

Publication is scheduled for March 2017.





THE 2016 MILLENNIAL IMPACT REPORT

WAVE 3 TRENDS & POST-ELECTION SURVEY

The Millennial Impact Project

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