

THE 2016
MILLENNIAL
IMPACT REPORT

CAUSE
ENGAGEMENT
— DURING A —
U.S. PRESIDENTIAL
ELECTION YEAR



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GLOSSARY

TERM	DEFINITION
Activist	a person who behaves intentionally to bring 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 platform, 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

A LETTER FROM DERRICK FELDMANN

Millennial engagement with causes and the organizations that serve them is shifting. They're moving deep into a giving and change-making lifestyle that's separate from traditional forms of engagement. Right now, it's crucial that nonprofits be able to move these future donors to act *on their behalf*.

Over five years of research, Achieve and the Case Foundation have shown consistently how and why millennials are intrinsically motivated to engage with causes they care about. With this profile as our behavioral norm, we seized upon a rare opportunity to examine how a U.S. presidential election might influence millennials' attitudes toward cause engagement.

Economically, 2016 was a year in which the labor market and employment rate had fully recovered from the Great Recession. However, rising health care costs, wage stagnation and income inequality were a few of the significant challenges still facing the U.S. economy as we headed into election season (*FocusEconomics*, January, 2017).

On the social issues front, race relations decayed throughout 2016 amid clashes between citizens and police officers, yet Cuba opened to Americans for the first time in 88 years. Legislatures fought over "bathroom bills," yet the Pentagon lifted its ban on transgender personnel. Harriet Tubman was named to be the first African American to front a U.S. banknote, and bombs exploded at a Marine Corps charity race in New Jersey.

Election season barreled right through all this and more, drawing in and pushing out issues in its wake. For the oldest millennials, this would be their sixth presidential election; for all those born since 1994, this would be their first. As you'll see in this report, we uncovered definite signs of transition in millennial cause behavior that bear watching.

While they remain passionate about their desire for a better world for more people, they are turning away from organizations and institutions the public has traditionally looked for landmark social change. Today, millennials believe they can count on only themselves to create the kind of change they want to see in their communities, their country and their world.

We found that when they engage with nonprofits/causes, they're more passive than active. The protests of 2017 had not yet begun, and this cohort engaged quietly in 2016. To move millennials to active engagement, nonprofits and cause organizations must give these potential supporters the opportunity to do so at a personal level, following a self-directed path of discovery, learning and action on behalf of a cause.

This report will broaden your understanding of how to harness the support of millennials who retweet and sign petitions. By rethinking your friend- and fundraising philosophies and tactics, you may be able to channel this generation's inherent passion and desire for personal gratification into your most active and loyal audience.



Derrick Feldmann
President, Achieve

EXECUTIVE SUMMARY

The year 2016 saw an election campaign season that likely challenged many young people's expectations of political activity and engagement. Our research found that during this time, they showed virtually no allegiance to a political ideology, party or candidate, instead putting causes at the center of their political decisions.

We learned that while millennials remain passionately interested in causes to improve their world, they no longer look to traditional institutions to effect societal change. Instead, they have begun believing that they themselves hold the power to create change for a better community, country and world, and they're rather quietly living what we're calling a change-making lifestyle every day.

This year's research continued our study of the cause-related behavior and attitudes of millennials (those born 1980-2000) begun in 2009. The goal of Achieve's research, sponsored by the Case Foundation, was and always has been to help nonprofits and cause groups better understand the motivations and mindsets of this generation – and, in doing so, avoid making assumptions about their potential millennial supporters based on stereotypes, mistaken impressions and rushes to judgment.

We have studied millennials' cause-related behaviors in general and in various roles: as university alumni, as employees, as nonprofit professionals and more. Our previous research has shown this generation to be eager to get involved with causes they care about and the ways they prefer to get involved, which have deviated from typical volunteer and donor engagements exemplified by older generations.

This year, 2016, gave us the opportunity to examine how members of this generation act toward causes in a new role: as voters in a U.S. presidential election. We conducted research in three waves: March-May (Wave 1), June-August (Wave 2), and September-November with a post-election survey (Wave 3). We published preliminary reports at the end of each wave, leading up to this final and comprehensive report of findings and conclusions.

The 2016 Millennial Impact Report: Cause Engagement During a U.S. Presidential Election Year shares new insights that address:

- › **Self-identification as activists**
- › **Trust in government**
- › **Belief in ability to create change**
- › **Affiliation with political parties**
- › **Motivations for engagement**
- › **Social media usage**
- › **Gender roles**

As millennials are aging – the youngest are now 18 years old – their cause affinities and related behaviors are evolving. Although unlike traditional donors in many ways, causes and nonprofits cannot mistake their relative quiet or unfamiliar forms of advocacy for a lack of passion. We're at a critical juncture: Can causes adapt to the change-maker lifestyle?

Achieve and the Case Foundation will continue to study and analyze this fascinating generation that is reshaping the cause space today.



HYPOTHESES

- 1 Millennials' interests in social causes will change during the political season based on a) their individual political ideology alignment, b) the final candidates chosen to represent those ideologies and c) the major social causes associated with those candidates and ideologies.
- 2 Millennials' cause-related engagement will increase during the political season through a) social media platforms (online activism) and b) direct "physical" support (volunteering, donating, signing petitions, etc: traditional activism).

SUMMARY OF RESULTS

- 1 Millennials' interests in social causes **did not change** appreciably during the political season. Despite temporary fluctuations, education began as and remained the top issue of concern among millennials in the aggregate. Moreover, only in the final wave of research did the economy become among the top issues for millennial voters.
- 2 Cause-related engagement **did not increase** during the political season. Though data reflected fluctuations from wave to wave of research, the study found no correlation between the political season and millennials' cause-related engagement.

WHAT WE LEARNED

- › Millennials are quietly, yet powerfully, redefining the terms “cause engagement,” “liberal,” “conservative” and “activist” by the sheer force of their everyday lives. Hesitant to be perceived as confrontational, millennials may be more comfortable with a term such as “advocate” rather than “activist” to describe cause engagement, especially at higher levels of participation.
- › Millennials are looking for government to become less divisive in order to accommodate what they see as society’s increasing open-mindedness toward many formerly contentious social issues.
- › Millennials don’t feel loyalty toward political parties, but instead vote based on which issues they care about and which candidates they believe best speak to those issues.



“Absolutely, I voted. I feel a lot of what my generation has to offer will shape the world and issues to come.”

– *Millennial voter*

INTRODUCTION

REDEFINING ACTIVISM AND CAUSE ENGAGEMENT

Remember “slacktivism”? It’s a term media and older generations have long used to describe millennials’ social engagement. Slacktivism casts participation in causes via social media as a lazy, near-thoughtless form of engagement, used by a lazy, unmotivated generation.

On the contrary, since we began giving a voice to millennials in 2009, Achieve and the Case Foundation have revealed their passionate engagement in cause work and their desire to improve the world.

Now, *The 2016 Millennial Impact Report: Cause Engagement During a U.S. Presidential Election Year* elucidates why the “generation gap” arose and misunderstandings continue to exist – and how, in reality, millennials’ perceptions of activism and involvement simultaneously are reflecting and redefining the new realities of social cause engagement.



EXAMINING CAUSE ENGAGEMENT IN AN ELECTION YEAR

When we decided to investigate how election-year politics might affect millennial cause engagement behaviors, we had no idea we’d be doing so during such a contentious election season. 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 which millennials support and oppose them.

Knowledge of millennials’ self-identified attitudes and behaviors during and after the election undoubtedly will help explain why so many were caught off guard at the results of the nationwide vote.

More importantly, though, these insights will inform nonprofits, causes and businesses about millennials, the largest generation in history that’s becoming the source of their donor and customer bases. At the same time, this report will reveal the influence this political campaign had on millennials’ way of thinking about the worth of individual cause engagement and the most productive ways of effecting change in the issues they care most about.

The findings in the following pages of the report are grouped around major themes that arose in our analysis.

ANSWERING THE QUESTION,
WHO IS AN ACTIVIST?

MILLENNIALS ARE
HESITANT
TO SEE THEMSELVES AS
'PROTESTORS'

The Merriam-Webster Dictionary defines activism as “a doctrine or practice that emphasizes direct vigorous action, especially in support of or opposition to one side of a controversial issue.” A quick Google search on “activist” reinforces this somewhat strident view, resulting in phrases such as “police arrested three activists” and “synonyms: militant, zealot, protester.”¹

Doctrine. Controversial. Militant! This is how millennials would have heard “activism” described by teachers, parents and other adults during their formative years.

Little wonder, then, that the findings from our qualitative methods phase of research suggest millennials have adopted a similar view of activism, equating an “activist” with someone who participates in protests or some similar form of public action involving groups of like-minded individuals. This attitude likely explains their reticence to call themselves an activist or, in most cases, even to describe to our researchers any of their engagement activities. During these interviews, researchers had to probe to elicit concrete examples of respondents’ cause participation. As you’ll see later in this report, many of the millennials we surveyed expressed a strong desire not to create tension or spark arguments in their inner circles.

How much do you agree with the following statement? **“I am an activist (a person who behaves intentionally to bring about political or social change).”**

On average, just slightly over half of respondents **(52.5%) identified themselves as activists, and those not strongly at all (median 56%).**

“I see an activist **along the lines of a protestor**, so I can’t say that I’d consider myself one of those. In a small way, I have no problem voicing my opinion to my Congressmen or signing a petition, [but] I really wouldn’t consider myself an activist.”

– Clinton supporter

In August 2016, *The Washington Post* labeled millennials’ cause-related behavior “quiet activism,” explaining:

“Take the issue of corporate responsibility: While previous generations relied on protests, boycotts or divestment campaigns, today’s millennials can research the social or environmental impact of a product or company online before making a purchase from or working with that company. They’ve impacted the company’s bottom line without saying a word.”

Based on findings from our qualitative methods phase of this research, we suggest that a millennial engaged in cause work may be more comfortable being labeled an advocate rather than an activist, though they actually seem to prefer no label at all.

Although millennials don’t see themselves as traditional activists, they still see themselves as the best source of social change, much more so than relying on the government to create change.²

¹ Merriam-Webster.com and Google search results, accessed 1/19/2016

² See Appendix C, Section I: *Millennials’ Self-Identification as Activists*

TRUST AND THE POWER
TO CREATE CHANGE

MILLENNIALS
~~DON'T TRUST~~
THE GOVERNMENT TO MAKE
CHANGE

Our research found that millennials as a rule don't have much trust in government to do what's right. Instead, they put more faith in themselves to create the kind of change they want to see.

Early data in our individual wave reports seemed to indicate a lowered trust in government among millennials overall. After analyzing all available data in aggregate, however, we concluded that nearly three-quarters of the millennials we studied placed at least some level of trust in government, though it remained fairly low.³

Surprisingly, conservative-leaning respondents held a tiny edge over liberal-leaning ones in trusting government. Traditionally, liberal-leaning individuals have more trust in government to address social issues, while conservative individuals tend to think government overreaches or even abuses its authority and shouldn't try to "fix" social problems.

Some of the trust millennials had in government was directly tied to the causes they cared about.

Issues that evoked the **strongest** levels of trust in government to do what's right were:

Disaster relief	70%	Arts and culture	58%
International issues	58%	Transportation	50%

As you'll see later in this report, disaster relief was also the area in which millennials volunteered and gave the most.

Issues tied to having **no trust at all** in the government were of a more personal nature:

Poverty	33%	LGBT	27%
Race/culture	32%	Veterans' affairs	25%
Student loans	30%		

However, these also were the areas where millennials were least directly involved.

³ See Appendix C, Section II: *Millennials' Level of Trust in Government to Do What is Right*

"I think it all comes down to abuse of power. I think we've given politicians too much power, **too much authority** to determine things that maybe they shouldn't be determining."

— Non-voter



POLITICAL PARTIES ARE
LESSENING IN IMPORTANCE
& TRUSTWORTHINESS

MILLENNIALS AS A COHORT
**CANNOT BE
CHARACTERIZED**
AS LIBERAL OR CONSERVATIVE

**AS INDIVIDUALS
& AS A GROUP,
THEY HOLD POSITIONS
FROM EACH SIDE OF THE AISLE**

Along with having less trust in government, millennials were split almost evenly between the conservative-leaning and liberal-leaning camps, unwilling to identify themselves with one side or the other.⁴

The majority of our survey respondents identified themselves near the center of a scale from liberal at 0 to conservative at 100. Though researchers initially suspected this was due to apathy or indifference, subsequent analysis and findings from the qualitative methods phase of this research showed that uncertainty and holding ideals from each “side” prompted most of their generally lukewarm self-identification of political ideology.

In the qualitative methods phase of this investigation, researchers asked specifically about interviewees’ fiscal and social views. Many millennials described themselves as conservative-leaning with their fiscal views and liberal-leaning on social views; they then put themselves on the side of the scale for which they felt most strongly.

On its face, this disconnectedness to a major political ideology seems to correspond with 2016 CIRCLE data. Its *Young Voters in the 2016 General Election* report states, “Less than four in 10 young voters identified with the Democratic Party and less than three in 10 identified with the Republican Party, suggesting that America’s two major parties are having trouble attracting a substantial youth base.”⁵

As mentioned in our discussion of trust in government, millennials believed more in themselves than government to effect change. More than 70% of our respondents felt they had the capacity to improve issues they care about, with about one-third believing they could make a big impact and another one-third a moderate one.⁶

How Much Do You Trust the Government to Do What’s Right?		What Impact Can You Have on Improving the World?	
A lot	18%	Big impact	30%
Some	25%	Moderate impact	34%
Only a little	30%	Small impact	22%
Not at all	20%	No impact	8%
Don’t know	5%	Don’t know	6%
Prefer not to answer	2%	Prefer not to answer	1%

⁴ See Appendix C, Section IV: *Millennials’ Self-Identified Political Ideologies*

⁵ <http://civicyouth.org/full-analysis-young-voters-in-the-2016-general-election/>, accessed 1/24/17

⁶ See Appendix C, Section IV: *Millennials’ Belief in Themselves to Make the World a Better Place to Live*

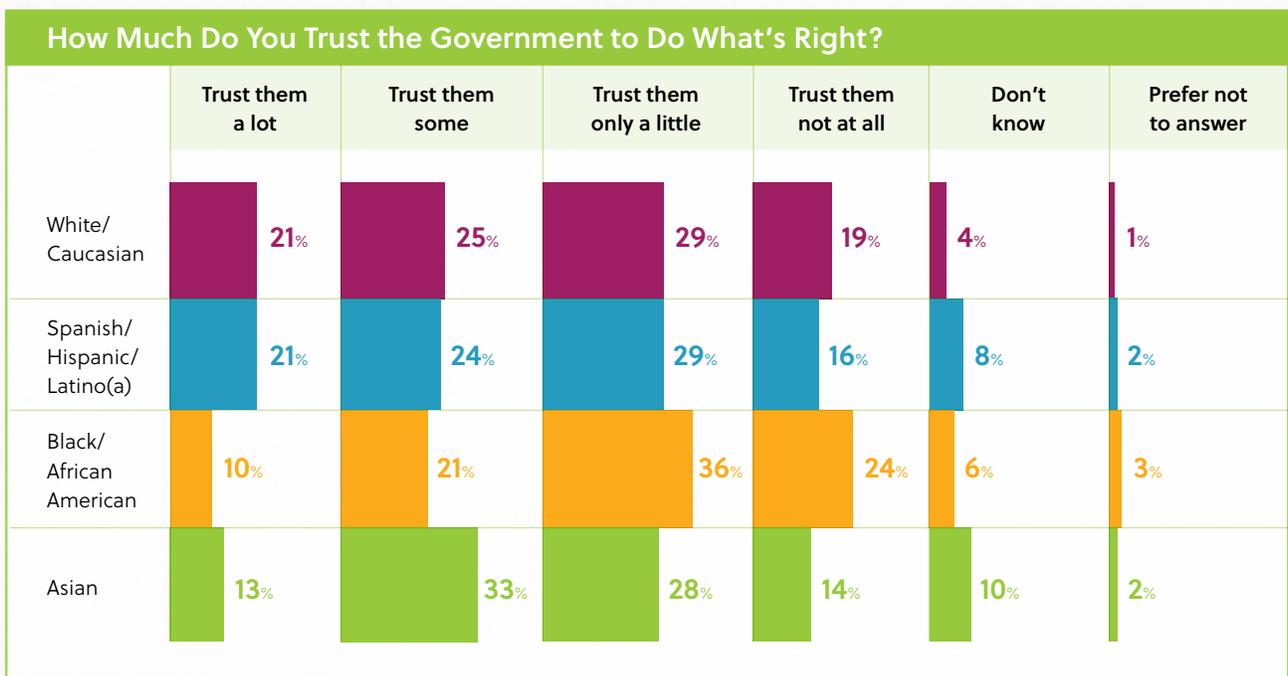
“I think most people think of conservative as somebody that doesn’t believe there should be stuff like gay marriage and abortions ... no help for people who are struggling. I think for me it’s more about **helping each other in your own country** as opposed to doing stuff everywhere else.”

– Trump supporter

"I definitely lean more toward the conservative approach ... Fiscally, because I don't believe in redistributing the wealth. I'm fine with the money I make being mine. Socially, I'm just **not super outspoken** about things and don't want radical change all the time."

- Non-voter

Among that 70% who believed they could create change, though, researchers saw disparity among race/ethnicities. Caucasians, Hispanics and African Americans ranked "trust government only a little" highest, with the latter group up 7% over the other two, while Asians put "some" trust at the top. However, African Americans ranked "trust government a lot" the lowest of all groups at 10%, a full 11 points behind Caucasians and Hispanics. Overall, African Americans reported trusting government the least.



Despite these differences, race/ethnicity did not appear to influence millennials' belief in their own power to change the world.

Yes, I Believe I Can Effect Change:

White/Caucasian

73%

Spanish/Hispanic/Latino(a)

71%

Black/African American

70%

Asian

63%

**CAUSE, NOT LOYALTY,
DRIVES ENGAGEMENT**

MILLENNIALS ARE MOTIVATED

TO ENGAGE

BY INTRINSIC INTEREST

IN A CAUSE,

RATHER THAN BY

LOYALTY

TO AN ORGANIZATION,
CANDIDATE OR PARTY

We've seen that millennials seem immune to party lines and don't place much trust in government. They believe more in their own power to effect change. So, what social issues are important enough to them to warrant their engagement?

Our survey asked respondents to select up to three social issues they cared most about from a provided list. Researchers then followed up to see how respondents engaged with the top three issues.

Top issues:

1

Education

2

Employment

3

Health care/
The economy

Regardless of almost every category – age, geography, candidate supported, political ideology, income – the issues millennials cared the most about were education and employment/wages, followed by either health care or the economy in close ties for the third spot. When income was a factor, higher incomes correlated with more interest in the economy, while lower incomes correlated with interest in employment/wages.⁷

In the race/ethnicity category, however, researchers found noteworthy differences in the issues of most concern. Crime/criminal justice was a top issue for Hispanic, African American, rural and high school/no degree respondents. In fact, the top issues for the high school/no degree millennials were (1) crime/criminal justice, (2) arts and culture, and (3) employment/wages. This is the only category of millennials where education did not show up in the top three issues of concern.

Top issues for high school/no degree millennials were :

1

Crime/
criminal justice

2

Arts
and culture

3

Employment
& wages

What issues the candidates were discussing seemed to have no lasting influence on what millennials we surveyed cared about. Even when correlated with their stated candidate preference, education remained the number-one cause issue throughout the research period, no matter what topics their candidate was addressing when surveyed.

⁷ See Appendix C, Section V: Millennials' Cause Engagement During the Election Season

"I'm huge about education because I want to be a future teacher, so I'm all for giving to schools. ESL programs should be expanded because kids should learn multiple languages. I'm most interested in education issues around the cost of college and public schooling."

– Trump supporter

ENGAGEMENT TODAY INSEPARABLE FROM SOCIAL MEDIA

AS WITH GENERATIONS BEFORE THEM,
MILLENNIALS EDUCATE THEMSELVES
USING THE TOOLS AVAILABLE

TODAY, SOCIAL MEDIA
IS A PRIMARY TOOL
USED TO LEARN ABOUT CAUSES
THEY CARE ABOUT

THEY DON'T USE SOCIAL MEDIA
TO VOICE OPPOSITION

In July 2016, CNN reported that 81% of adults in the U.S. had smartphones and used them about 1 hour 39 minutes each day to consume media.⁸ Not surprisingly, nearly all millennials Achieve researchers surveyed used social media in their engagement with causes.

Social media came into play for nearly all respondents as a tool for initially educating themselves about an issue – even those who subsequently did not vote. They reported that after conducting research online and off, they shared what they learned on their social media platforms. Facebook was the most popular social media platform for posting about social issues, and males exceeded females in the use of every social media platform to post about issues of interest, including Pinterest (generally thought to be used mostly by females).

In a fascinating twist, the data on social media usage revealed a strong attitude of conflict avoidance. Millennials would read posts by others and media outlets about issues, yet they chose not to engage so they wouldn't be drawn into or start arguments.

"I use social media to investigate issues. I talk about it some, but you can't get too loud about it without bringing in an argument."

– Clinton supporter

Repeatedly, respondents said people are entitled to their own beliefs, nothing they could say would sway them, and rather than offend someone or be offended, they simply ignored others' posts. Some went so far as to hide the posters of opposing views from their newsfeed, but would not unfriend them. As one respondent said, "If you're on the polar opposite of me ... I don't want to fight. We're both pretty set in our beliefs and there's no room to change, and I respect that." However, time and again, even these millennials said that if they were asked one-on-one for their opinion, they'd willingly share it.

Once they had educated themselves, our researchers found that the way a millennial chose to engage/participate varied with the type of issue.

Petitions, social media and community projects were the top forms of participation (in that order), the choice dictated by the cause and regardless of the respondent's location, age or candidate supported.

An average of 43% of millennial respondents said they volunteered for a cause. One might expect the top volunteer cause to be education, since it was the top area of concern for millennials overall, but instead, millennial respondents chose to volunteer, give and participate in community projects most often for disaster relief. In addition, environmental causes ranked high as targets of donations.⁹

Of the 43% of millennials that volunteered, they did so for:

Disaster relief	64%	Transportation	54%
International issues	61%	Education	53%
Arts and culture	59%		

⁸ <http://www.cnn.com/2016/06/30/health/americans-screen-time-nielsen/>, accessed 1/24/17

⁹ See Appendix C, Section VI: *Millennials Type of Engagement with Causes*

The escalating refugee crisis overseas and corresponding media coverage during the campaign may have been a factor in millennials' decisions on where to spend their time, talent and treasure; the topic would relate to both disaster relief and international issues.

In terms of type of engagement, petitions and demonstrations were the avenues of choice for disaster relief. Petitions also were popular for causes related to education, human rights, LGBT rights and women's rights (in order). Social media use came into play most often for causes addressing arts and culture, disaster relief, education, international relations and transportation.

Demographic factors played into engagement levels. Those with lower participation rates tended to:

- › **Be younger**
- › **Hold neutral ideologies**
- › **Have lower educational attainment**
- › **Earn less income/be employed less often**
- › **Have a weaker belief in their ability to effect change**
- › **Have less trust in government**

Those with higher participation rates tended to live in urban areas and have the opposite demographics from their less engaged counterparts.



"I definitely go on social media ... it's the fastest means of communicating with people. ... I try to educate myself. I also post things on my social media. I get the word out there when I donate, hoping that other people will donate. I use [social media] pretty much as a platform for anything that I need. That's how I use it: for information and a platform."

– Trump supporter

ACTUAL VOTES CAST
CONTRADICTED STATED
PRE-ELECTION INTENTIONS

MANY

MILLENNIALS

SEEMED TO HAVE MADE UP
THEIR MINDS IN THE
VOTING BOOTH

Overall, 78% of millennials said they voted in the 2016 presidential election (out of 84% who said they were registered to vote). The figure is in line with our prior nine months of data, though higher than many national reports on millennial voter turnout. For instance, CIRCLE analysis suggests that young people voted at a rate similar to 2012 – around 50%.¹⁰

In our post-election survey, 50% of millennials reported voting for Hillary Clinton and 40% for Donald Trump. The latter was nearly double the percentage that had said they intended to vote for Trump prior to the election. And, almost half of those that reported a neutral ideology prior to Election Day decided to cast a vote.

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

Voters for Trump appreciated that he was a political outsider and believed his business experience would improve the economy. More rural citizens than those from small towns voted for Trump than for Clinton, as did more voters identifying themselves as homemakers.

“We need a big change to keep our country from drowning in its own debt, and he has the power to help us.”

“He has the highest possibility for improving the economy, since he is a businessman.”

“It’s time for a change. Why not try a businessman to lead the country over a lifetime political candidate?”

– Trump supporter

Clinton supporters generally identified themselves as liberal because of their positions on social issues; otherwise, they either were fiscally conservative while socially liberal or did not want to choose a label. They appreciated the candidate’s political experience and championing of minority groups (e.g., racial minorities, women, LGBT), and Clinton supporters tended to be more active in cause engagement.

“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.”

“She was the best suited for the job. She was experienced and intelligent and fought so hard for women and people everywhere.”

– Clinton supporter

¹⁰ *ibid.*

Non-voters said they didn't vote 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."

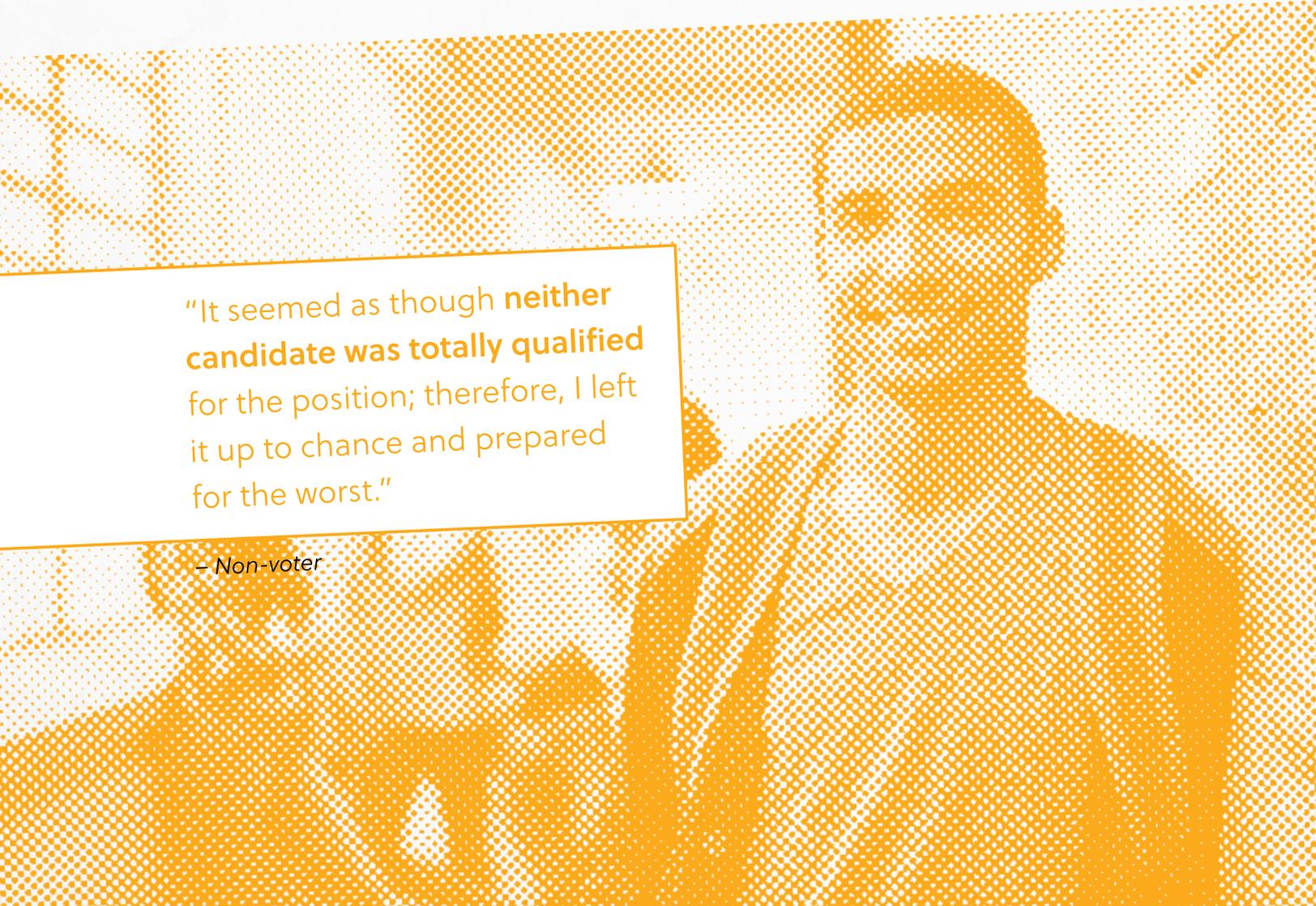
"Perhaps if popular vote chose the winner instead of the Electoral College, I would be more inclined to vote, but as it is, it's not worth it."

"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 an evil."



"It seemed as though **neither candidate was totally qualified for the position; therefore, I left it up to chance and prepared for the worst."**

- Non-voter

Majority of Respondents by Category per Candidate

	 Trump	 Clinton	 Sanders	 Cruz	 Kasich	NONE	NOT VOTING
Gender	Male 55%	Male 57%	Female 58%	Female 57%	Female 54%	Female 63%	Female 65%
Age	31-36 48%	31-36 52%	18-24 36%	31-36 40%	31-36 44%	31-36 38%	31-36 36%
Race	White 78%	White 57%	White 54%	White 74%	White 80%	White 53%	White 51%
Location	Urban - 37% (suburban - 36%)	Urban 60%	Urban - 39% (suburban - 38%)	Urban 38%	Suburban 46%	Suburban 40%	Suburban 36%
Marital Status	Married 59%	Married 55%	Single 53%	Married 57%	Married 56%	Single 55%	Single 57%
Trust in Gov. (“a lot” + “some”)	41%	58%	32%	31%	48%	19%	18%
Political Ideology (median)	72	50	32	78	65.5	50	50

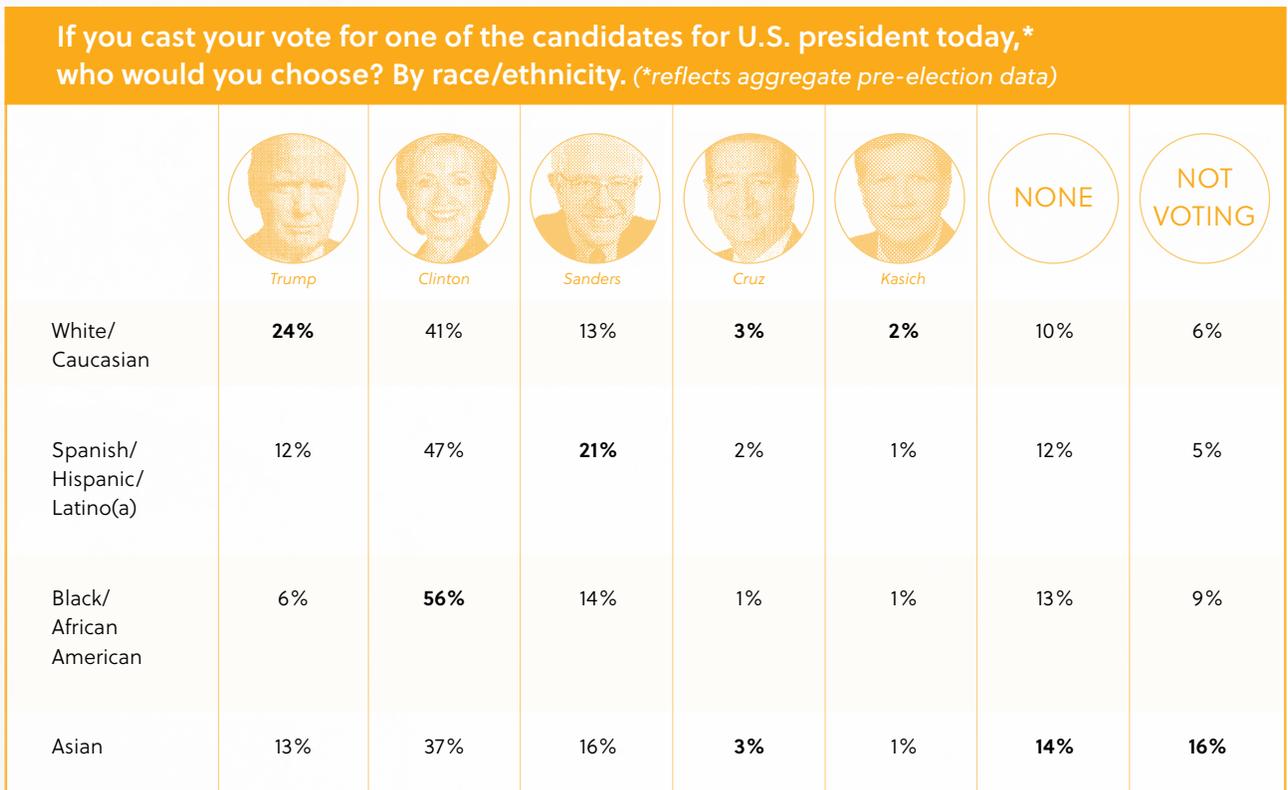
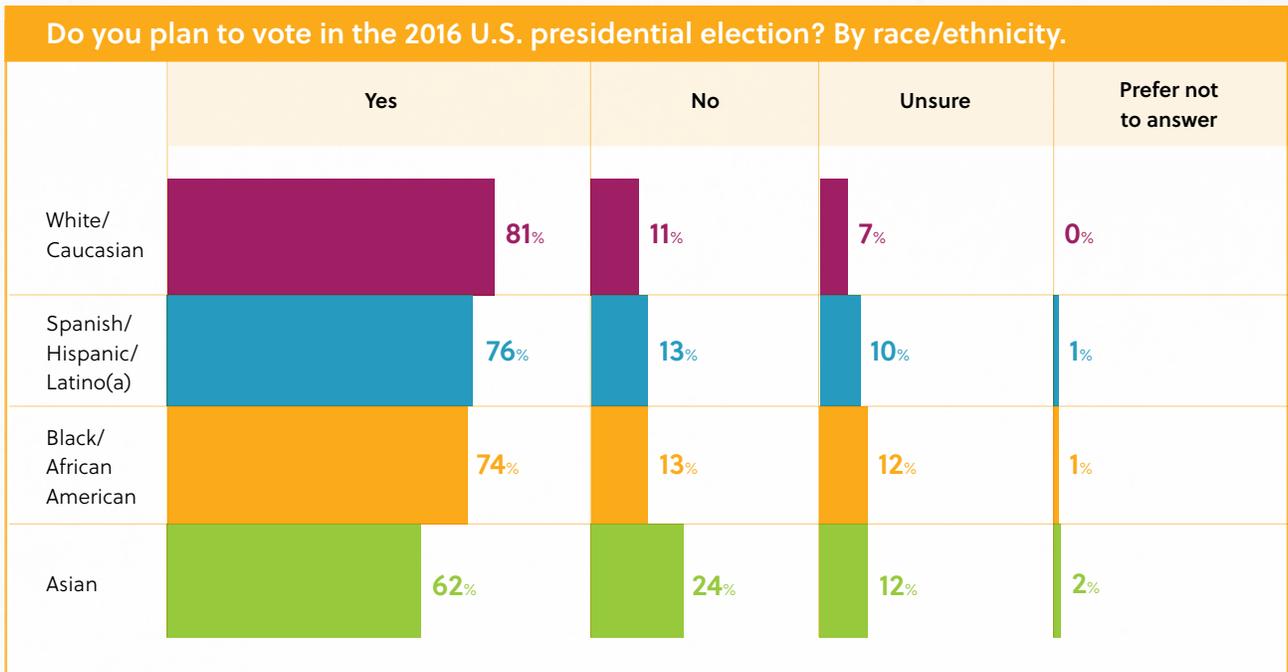
With the two major candidates, Clinton and Trump, income distribution was similar: 20% of supporters earned \$75,000-\$100,000 and 17% earned less than \$75,000. Sanders supporters and respondents choosing “None” had a higher percent of workers earning less than \$75,000.

Voting Intention

Registered to vote	84%
Voted or planned to in primary election	64%
Planned to vote in presidential election	77%

Voting registration was about even across racial/ethnicity categories except for a 20% drop among Asians* in our surveys. Planning to vote differed a little more (see chart above).

*According to a *Los Angeles Times* article published on the night of the election, “Asian Americans make up just 4% of the electorate, and in the last presidential election, a modest 47% turned out to vote, far below the national average and lower than other ethnic groups.” This behavior appears to still be common even in the younger millennial generation.



**GENDER DICTATES
MILLENNIALS' ELECTION
CAMPAIGN EXPERIENCE**

**FEMALES'
INTEREST & ACTIVITY
IN SOCIAL CAUSES
WANED DURING
THE RESEARCH PERIOD**

Gender seems to have played a significant role in how millennials experienced this election cycle.

In each wave of our research, 10-percent more females self-identified as liberal-leaning than males. The majority of male millennials self-identified as being on the conservative side throughout our research; yet, at no time did a majority of female respondents identify themselves as either liberal- or conservative-leaning.

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%

Intent to vote was another area in which males and females varied. Already, fewer females than males were registered to vote in the months leading up to the election. As the election drew near, the percentage of registered females dropped substantially further while the percentage of registered males remained steady.

By Election Day, 86% of male millennials were registered (only a 1% drop from the start of our research), while just 78% of females were registered (a 5% drop over the same time).

This pattern repeated in those who said they were planning to vote (prior to the election): While males dropped 5% from March to Election Day (84% to 79%), females dropped a full 10% to less than three-fourths of the female population (from 79% to 69%). The most significant declines in females planning to vote occurred immediately following candidate exits (Kasich, Cruz and especially Sanders).

Perhaps these phenomena can be explained in part by demographics (our cohort made up a nationally representative sample). Female millennials skewed younger than males, were more likely to live in the suburbs, were less likely to be employed, earned less than males and tended to describe themselves as liberal-leaning, though (as discussed above) not enough to reach a majority.

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%

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%

As we have described, millennials generally did not view themselves as activists. This was especially true for women. Throughout the election cycle, female millennials describing themselves as activists remained about 15% lower than males who applied the label to themselves.

All this corresponds with females' weaker belief in their own ability to effect change and a lower level of engagement among them. Their own perceptions of what defines an engaged, making-a-difference individual likely came into play here.

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

	TOTAL	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Yes	73%	77%	84%	75%	75%	76%	65%	66%	66%	74%
No	16%	10%	7%	17%	15%	13%	22%	17%	25%	17%
Unsure	10%	13%	7%	8%	9%	11%	12%	15%	9%	9%
Prefer not to answer	1%	1%	2%	1%	1%	0%	1%	2%	0%	1%

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

	 Trump	 Clinton	 Sanders	 Cruz	 Kasich	NONE/ NOT VOTING
TOTAL	16%	37%	17%	3%	2%	25%
March	7%	24%	31%	17%	9%	13%
April	18%	24%	31%	11%	5%	11%
May	16%	29%	30%	0%	0%	24%
June	16%	29%	35%	0%	0%	21%
July	15%	34%	28%	0%	0%	24%
August	19%	46%	0%	0%	0%	35%
September	23%	46%	0%	0%	0%	31%
October	18%	44%	0%	0%	0%	38%
November	18%	59%	0%	0%	0%	23%

"I definitely **want to try and get more involved**. I just haven't found the right way of doing so" [though she has signed petitions, protested against puppy mills, helped refugees gain citizenship and regularly knits caps for the homeless].

- Female millennial

RECOMMENDATIONS & CONCLUSIONS

Conclusion: During an election cycle, millennials remain loyal to the causes about which they are most passionate while also supporting overarching issues of importance to their generational cohort.

The events of an election cycle appear to have almost no influence on the cause-related behavior of millennials. This research confirmed many things we have seen in millennials in the past. Millennials are interested in specific social issues at the macro level, consistently identifying education, wages, health care, employment and the economy as the areas of most concern to them. They act, however, at the micro level, getting engaged primarily with issues that are or have been close to their personal lives.

Those macro-level issues likely became concerns because of their generational standing. As millennials, they carry enormous student debt, had to search for jobs at the height of the Great Recession, and are underpaid or underemployed (and may be lacking benefits such as health care).

However, it's at the micro level where they become actively involved. Current events and/or a belief they can make an immediate difference are what actually prompt millennial cause engagement: supporting disaster relief, blood drives, the Salvation Army, animal-protection agencies, local women's shelters and personal projects such as an injured child in the neighborhood.

Recommendation: Within these larger social issues, offer individual opportunities for millennials to see their impact immediately.

Current events and/or a belief they can make an immediate difference prompt engagement among this group. The political season might not bring new people to your cause, but it may be a good time to activate the followers you already have. As such, educate them about a current event within the same cause space as yours. Then, offer individuals an immediate related action that will be personally gratifying, allowing the millennial to feel they made a difference right now in your cause space.

Conclusion: Millennials are looking to effect change and make a difference through individualistic and personally gratifying actions, but are doing so in a way that redefines and eradicates traditional labels.

Although millennials are engaged in social change, they don't see themselves as activists. Why? Millennials don't support or embody the definitions associated with traditional labels. Along with not seeing themselves as activists, this group is not loyal to and does not follow conventional social-belief structures. For example, they are nearly evenly split between self-identifying as conservative-leaning and liberal-leaning. Many hold nontraditional views on fiscal policies vs. social issues, with even conservative-leaning millennials identifying themselves as liberal-leaning on social issues.

While these changing ideologies are instigating new and evolving ways to be active in causes, the amount of involvement appears to be different for millennial men and women. Historically, the Millennial Impact Project has witnessed females to be more engaged in philanthropic behavior. Looking through a political lens, however, the strength of millennials' beliefs in themselves is weaker among females, as is their self-identification as liberal- or conservative-leaning and their perceptions of themselves/their activities as activism.

This leads to two results. Female millennials are interested in causes but don't respond as well when those causes become politicized; male millennials, however, do respond to social issues and politics.

Recommendation: Know the audience of millennials you're trying to reach – yet realize they are sophisticated, educated consumers and cause supporters with multiple interests and potential touch points.

Regardless of what may explain the disparate behavior of the genders, nonprofits stereotype males and females at their peril. Millennials don't want to be boxed in by what they see as broad, outdated and inaccurate labels trying to define their complex and intertwined ideologies. They aren't likely to let you know how they feel; they'll just take another avenue of engagement that won't involve your organization.

Therefore, know your audience and offer multiple relevant modes of activism. Use more personal/deliberate vernacular when communicating with this generation. They are multifaceted in their engagement, so engagement opportunities and messaging should reflect their diversity and personal, "pure" interest in getting involved for involvement's sake – not to earn a pro-social or –liberal label.

Conclusion: Millennials believe in themselves over institutions to create change. They use petitioning, volunteering, social media and acting within their own circles as ways to quietly further change.

Millennials are not willing to rely on government or institutions to make societal changes they see as important. Instead, they see themselves and their peers as the best catalysts for social change. What motivates them to move from interest to action is a fundamental concern for an issue.

To educate themselves about issues, they turn to social media as a source of information. They also post what they learn on social media platforms, particularly Facebook, though they shy away from interacting with those who hold opposing views.

Once they move off those platforms, millennials tend to engage with causes by volunteering, signing petitions and/or influencing others in their "circle." In reality, signing a petition and volunteering are usually done in response to a request by or with someone you know, so engagement becomes a network of overlapping "circles" that may be able to sustain itself.

In short, millennials have begun to incorporate cause engagement and change making into their everyday lives.

Recommendation: Offer advocacy and change opportunities more thoughtfully and deliberately with millennials' strong peer-to-peer networks in mind.

When millennials turn to social media to learn about a cause, will they find you there? If you're not already part of the conversation related to your cause space, start monitoring and contributing to it – not with a heavy "here we are" message, but as a provider of facts and context. Remember to stay positive; millennials tend to avoid conflict online.

Millennials are looking for the chance to make a real difference, so take that desire seriously. Many of your current volunteers may do so for social reasons (e.g., to meet people or stay active), but millennials will need to believe concrete change will happen through their involvement. Keep this in mind when you are crafting engagement opportunities as well as when you are communicating about them.

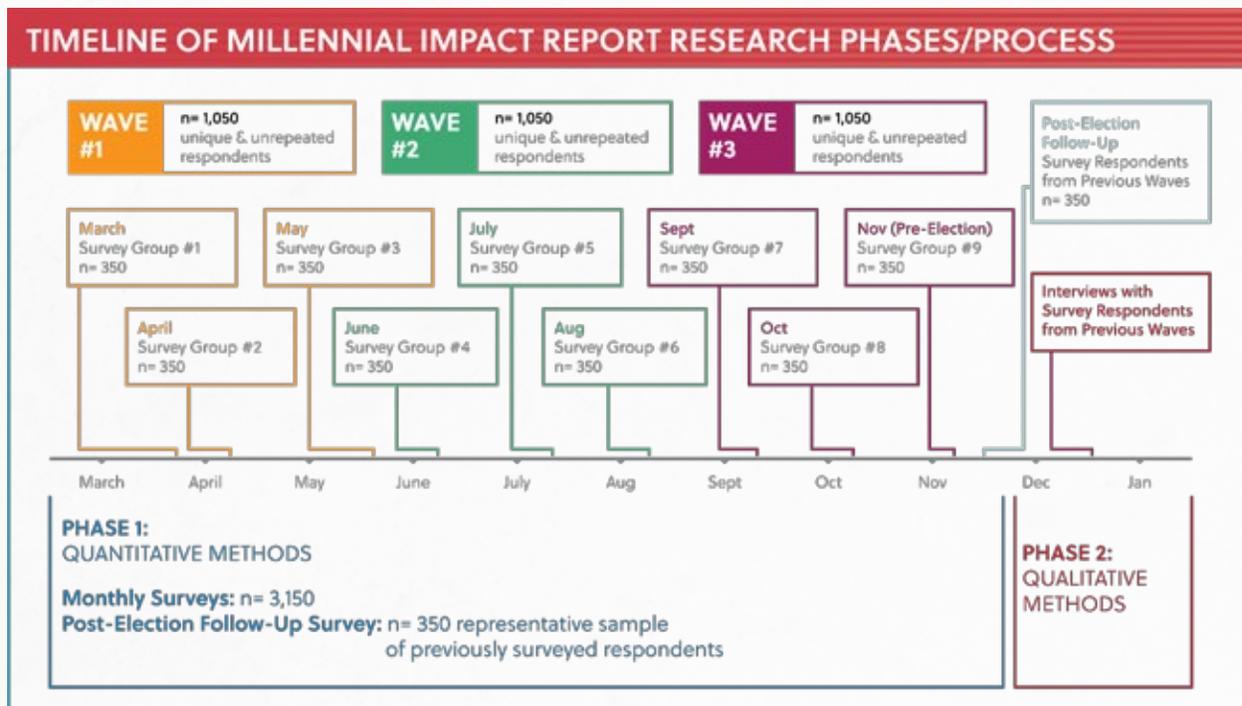
APPENDIX A: METHODOLOGY

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.¹¹ While some monthly sample demographics may vary in comparison to other investigations of this generation, the final sample in this study yielded characteristics indicative of the millennial population.

For each of three waves, researchers drew a sample matching these demographics from a Lightspeed GMI online opt-in panel. The samples consisted 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 final 2016 Millennial Impact Report is n=3,150.

Unlike 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.

Trends from each of these waves are listed in Appendix B of this report.



¹¹ Once the final presidential candidates were identified, researchers established a new education quota in an effort to more closely align this sample's education levels with those of the general millennial population. As a result, beginning in August, the sample comprises fewer respondents holding a bachelor's or higher degree than previous months' samples.

Wave 1 Surveys

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

Wave 2 Surveys

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

Wave 3 Surveys

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

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 included a nonprobability sample within a longitudinal cohort model; each stage of the research surveyed a new section of individuals within the sample. The sample's demographics were 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 as post-election respondents and are not unique.

Each sample's demographics were consistent with U.S. Census data on the millennial generation. Moreover, 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.

The qualitative methods phase of this research included interviews with a subsample of respondents further informed our data and supports 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.

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

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%
PART-TIME	13%
SELF-EMPLOYED	5%
NOT EMPLOYED BUT LOOKING	10%
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%

HOMEMAKER	12%
RETIRED	<1%
STUDENT	9%
PREFER NOT TO ANSWER	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%

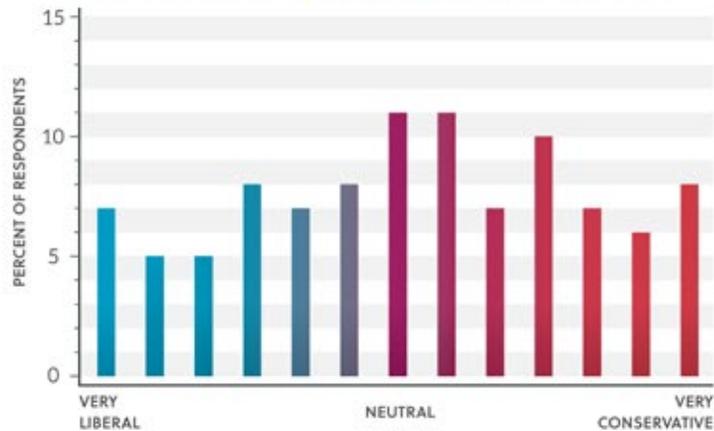
PLAN TO VOTE/ALREADY VOTED IN STATE'S PRIMARY ELECTION OR CAUCUS

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?

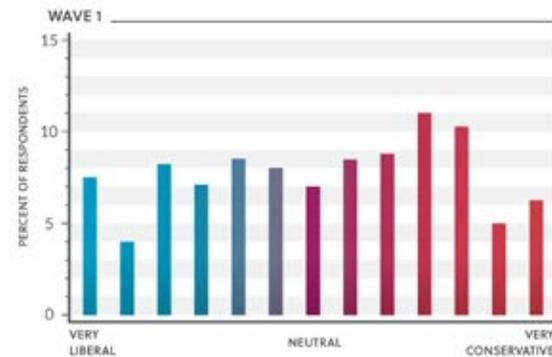


IF YOU CAST YOUR VOTE FOR ONE CANDIDATE FOR U.S. PRESIDENT TODAY, WHO WOULD YOU CHOOSE?

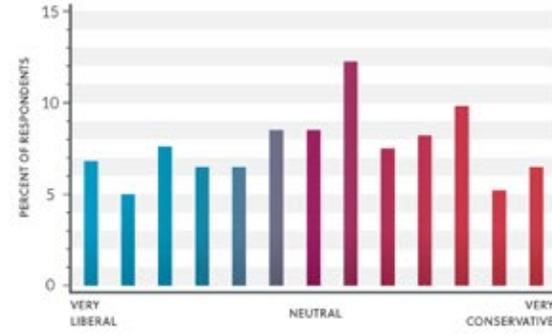
HILLARY CLINTON	53%	NONE	17%
DONALD TRUMP	21%	DON'T PLAN ON VOTING	10%

	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?



HOW DO YOU IDENTIFY BASED ON YOUR POLITICAL BELIEFS?



APPENDIX B: TREND RECAP

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.

APPENDIX C: THE 2016 MILLENNIAL IMPACT REPORT TREND DATA DETAILS

Section I: Millennials' Self-Identification as Activists

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.

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%

2016 Millennial Impact Report © Achieve

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%

2016 Millennial Impact Report © Achieve

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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Section II: Millennials' Level of Trust in Government to Do What is Right

The majority of millennials don't trust their government to do what's right. Instead, they believe in themselves to effect change.

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	5%	8%	10%
A Small Impact	23%	21%	19%
A Moderate Impact	34%	30%	34%
A Big Impact	34%	37%	31%
Don't Know	4%	3%	5%
Prefer Not to Answer	N/A	1%	1%

FEMALE			
RESPONSE	WAVE 1	WAVE 2	WAVE 3
No Impact at All	6%	9%	10%
A Small Impact	24%	22%	25%
A Moderate Impact	39%	32%	35%
A Big Impact	27%	25%	23%
Don't Know	5%	11%	7%
Prefer Not to Answer	N/A	1%	0%

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HOW MUCH DO YOU TRUST THE U.S. GOVERNMENT TO DO WHAT IS RIGHT?

	Liberal-Leaning		Conservative-Leaning		Neutral	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
Trust them a lot	11%	11%	25%	27%	—	6%
Trust them some	26%	27%	25%	25%	—	16%
Trust them only a little	37%	34%	26%	25%	—	25%
Trust them not at all	20%	20%	20%	17%	—	33%
Don't know	5%	5%	2%	4%	—	15%
Prefer not to answer	2%	3%	2%	2%	—	6%

WAVE 3			
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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Section II: Millennials' Level of Trust in Government to Do What is Right (continued)

HOW MUCH DO YOU TRUST THE U.S. GOVERNMENT TO DO WHAT IS RIGHT? (BY AGE)

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

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%

Section III: Millennials' Self-Identified Political Ideology

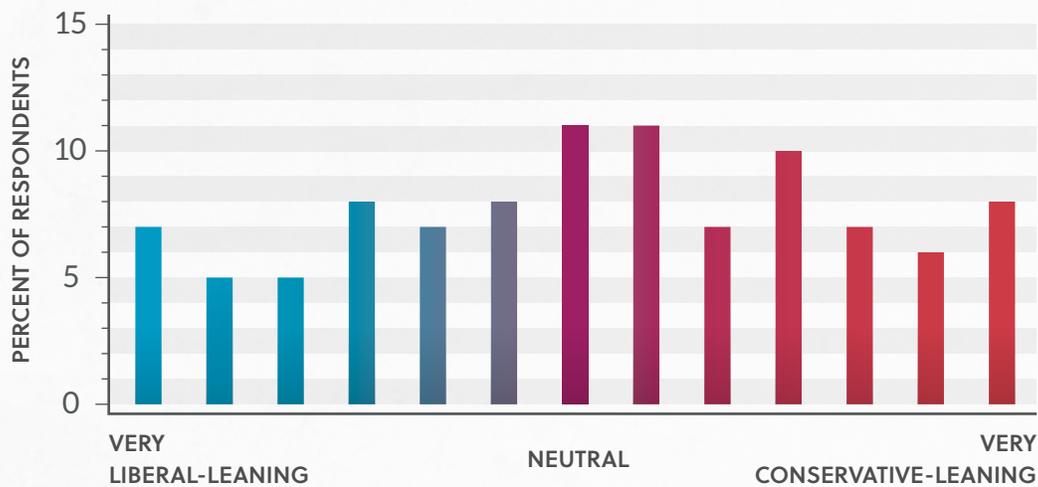
The majority of millennials identified themselves as conservative-leaning (rather than liberal-leaning or neutral) throughout the research period.

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?



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Section III: Millennials' Self-Identified Political Ideology *(continued)*

Males dominated the conservative-leaning ideology, while females dominated the liberal-leaning ideology.

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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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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Section IV: Millennials' Belief in Themselves to Make the World a Better Place to Live

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.

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

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Section V: Millennials' Cause Engagement During the Election Season

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.

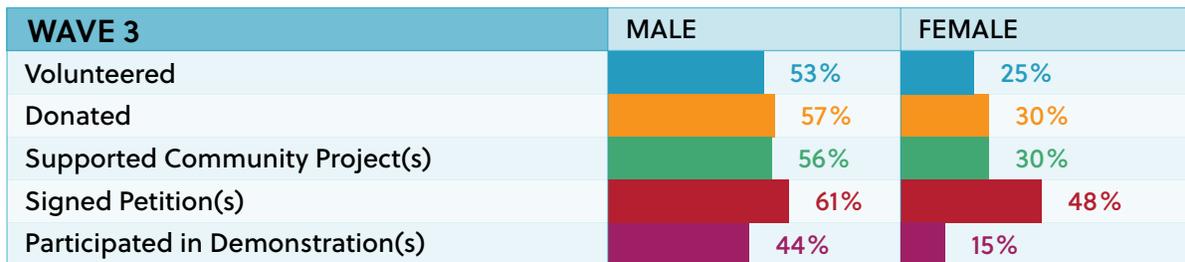
TOP CAUSE/ISSUE OF INTEREST BY CANDIDATE SUPPORTER					
					
	HILLARY CLINTON	TED CRUZ	JOHN KASICH	BERNIE SANDERS	DONALD TRUMP
WAVE 1					
#1	33% Education	28% National Security	35% Education	31% Education	36% Economy
#2	27% Health Care	26% Crime/ Criminal Justice	31% Health Care	27% Human Rights	25%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

Section VI: Millennials' Type of Engagement with Causes

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

HOW HAVE YOU BEEN ENGAGED WITH A CAUSE IN THE PAST YEAR? (BY GENDER)

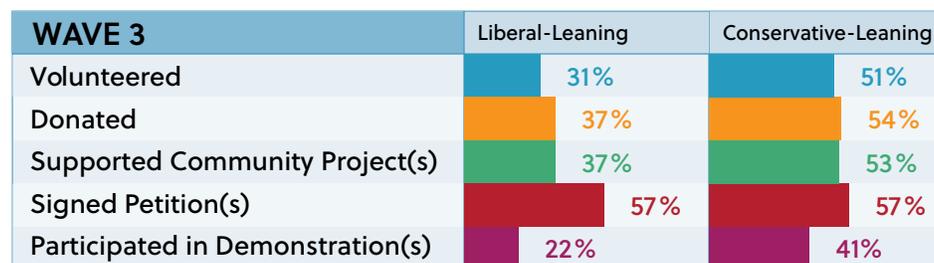
	MALE		FEMALE	
	WAVE 1	WAVE 2	WAVE 1	WAVE 2
Volunteered	58%	59%	34%	29%
Donated	63%	63%	40%	33%
Supported community project(s)	66%	63%	45%	33%
Signed petition(s)	71%	68%	57%	53%
Participated in demonstration(s)	49%	48%	22%	19%



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HOW HAVE YOU BEEN ENGAGED WITH A CAUSE IN THE PAST YEAR? (BY POLITICAL IDEOLOGY)

	WAVE 1		WAVE 2	
	LIBERAL	CONSERVATIVE	LIBERAL	CONSERVATIVE
Volunteered	39%	56%	39%	56%
Donated	46%	60%	46%	60%
Supported community project(s)	49%	64%	49%	64%
Signed petition(s)	65%	66%	65%	66%
Participated in demonstration(s)	26%	47%	26%	47%



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CAUSE ENGAGEMENT — DURING A — U.S. PRESIDENTIAL ELECTION YEAR

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