The Millennial Impact Project has consistently found that Millennials like to “do good.” With the changing landscape in the U.S. brought on by a presidential election year, Achieve sought to understand how – or if – this generation’s philanthropic interests and involvement change as well.

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

The sample consists of 350 surveyed millennials each month; the total sample of unique and unrepeated millennial respondents for Wave 1 (March to May) is n= 1,050. While there may be variations in monthly sample demographics in comparison to other investigations of this generation, the final sample in this study will likely yield characteristics indicative of the millennial population.

MILLENNIAL RESONDENTS

PERCENT OF MILLENNIALS WHO ARE REGISTERED TO VOTE:

- Registered: 85%
- Not registered: 13%
- Unsure: 2%

18-36 YEARS OLD

- Male: 50%
- Female: 49%

RESIDENTIAL LOCATION

- Urban: 50%
- Suburban: 35%
- Small Town: 12%
- Rural: 8%
- Other: >1%

HOW MILLENNIALS IDENTIFY BASED ON THEIR POLITICAL BELIEFS

- Very conservative: 15%
- Very liberal: 43%
- Neutral/other: 37%

PERSONAL IMPACT

- What’s next with this study?

September 2016: Updated trends from wave 2 of this study (June-August)
November 2016: Post-Election Day 2016 results
November/December 2016: Updated trends from wave 3 of this study (September-November)
Early 2017: Qualitative validation and further expansion of study findings

Supported by: Research by: See the full Wave 1 trend report and keep up with this research at themillennialimpact.com