

NPR Study of Millennials

Key Findings

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Key Findings (1)

- Younger voters, or Millennials (ages 18-34), are distinct from their older counterparts on a number of dimensions, but strikingly similar on others.
- In particular, when it comes to differences, younger voters are:
 - More progressive in their orientation
 - More likely to understand the American Dream in pluralistic terms versus rugged individualism
 - Less white / more non-white
 - More likely to support an activist state
 - Less likely to identify with an existing party
 - More optimistic about the future
 - Historically less likely to vote and less enthusiastic this year
 - Much more likely to vote for Hillary Clinton than Donald Trump
 - And, more likely to use technology – especially social media

Key Findings (2)

- The key questions about these differences are:
 - Are these differences permanent – something ingrained in the DNA of this new generation of voters? Social scientists call these “permanent” types of differences Generational or Cohort effects. These differences tend to be more long-lasting and “sticky”.
 - Or, are these differences part of the life-cycle or a function of aging? Do voters without a job, or kids, or a mortgage – or who are simply younger – think and act differently than those that have these things? Social scientists call such differences age or life-cycle effects.
 - The answer is a mixed bag. Some of the differences, we see, are a result of the life-cycle, but others are real generational differences.

Key Findings (3)

- ***Generational Change***

- Younger generations entering the population are more progressive, more nonwhite, and less aligned politically than older generations.
 - The empirical data is clear here. These differences portend longer-term social change.

- ***Life Cycle Differences***

- In contrast, greater optimism, lower voter turnout, lower voter enthusiasm, and stronger belief in an activist government all appear to be a function of the life-cycle.
 - Put differently, as voters age, they become more pessimistic, more likely to vote, and more likely to believe in a smaller government. But such differences *are not* necessarily the harbingers of longer-term societal change.

Key Findings (4)

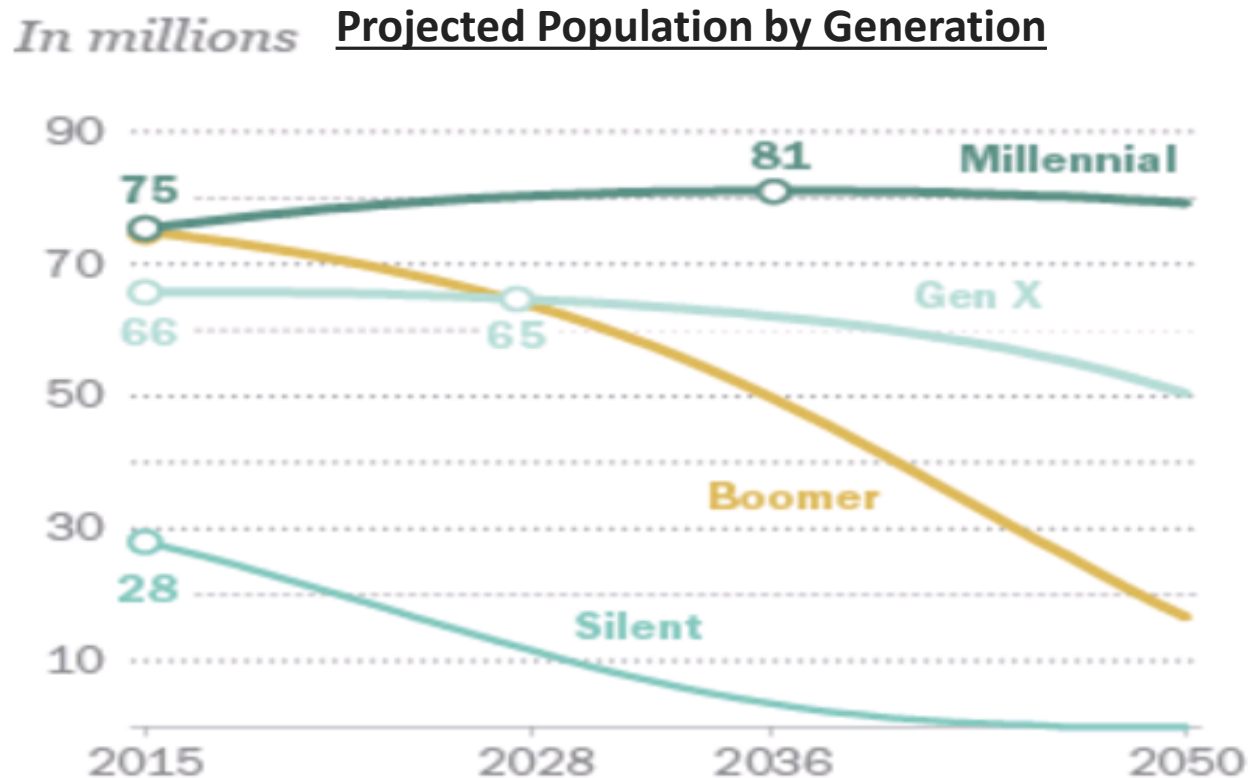
- Finally, on several key issues of this election, younger voters are similar to their older counterparts:
 - Specifically, on the question of the main problems facing the nation, young and old alike believe that “economy & jobs” and “terrorism” are the most important priorities.
 - There is also little difference by age on two of the most important themes of this election year, with a strong majority of younger and older voters believing that “the system is broken” and that “there should be restrictions on immigration”.
 - Could these drivers be leading indicators of politics to come?

Legend

Generation	Years Born	Age
Generation ZZ	2011-2016	0-5
Generation Z	2000-2010	6-17
Millennials	1982-1999	18-34
Generation X	1962-1981	35-54
Baby Boomers	1946-1961	55+

Sizing the Generations

Millennials and Boomers of Equal Size: 75 million



Note: Millennials refers to the population ages 18 to 34 as of 2015.

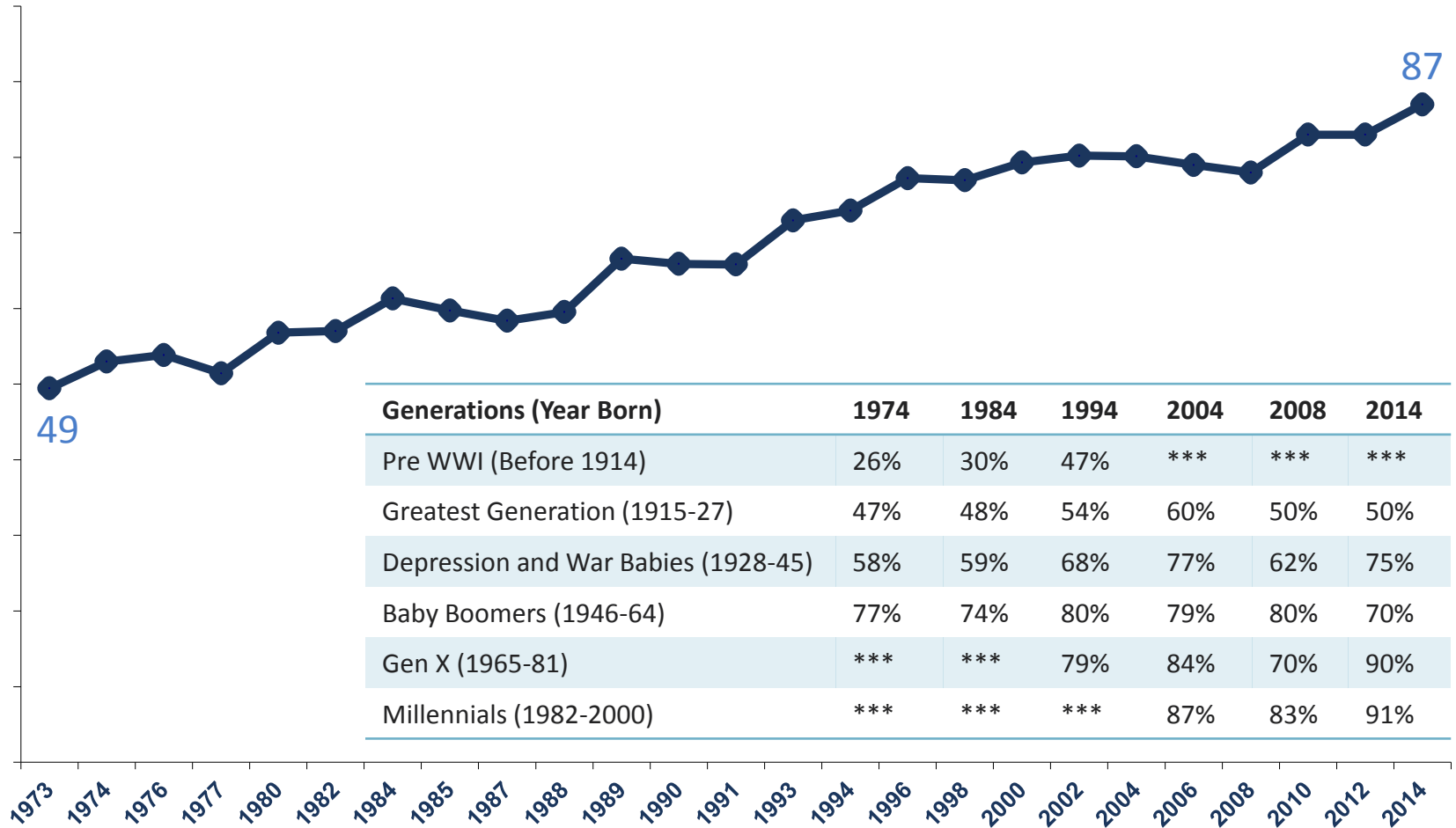
Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2015 population estimates

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Long-Term Trends: Generational Changes

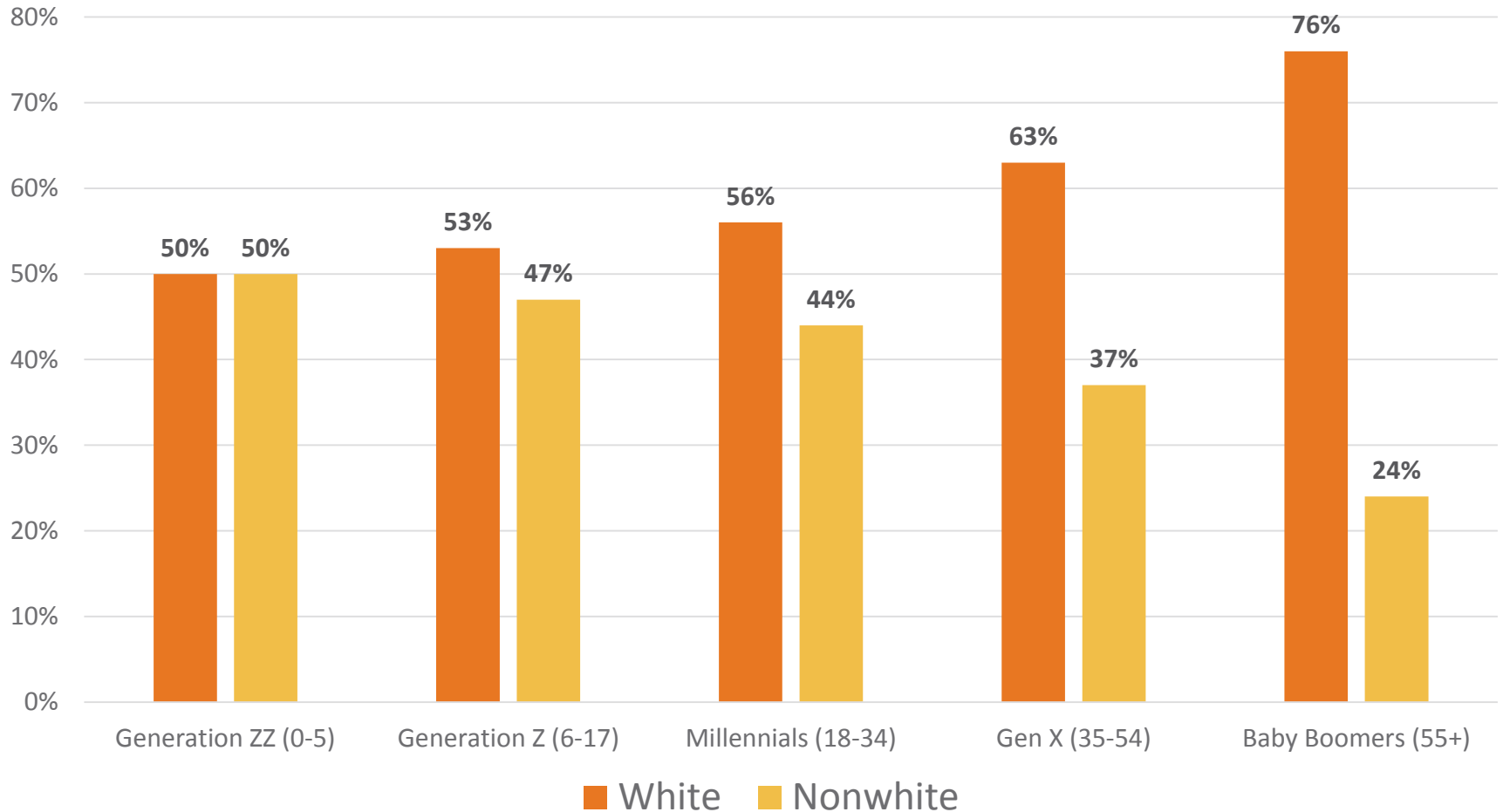
Younger Generations are more progressive

Support Allowing Homosexual To Teach Higher Ed



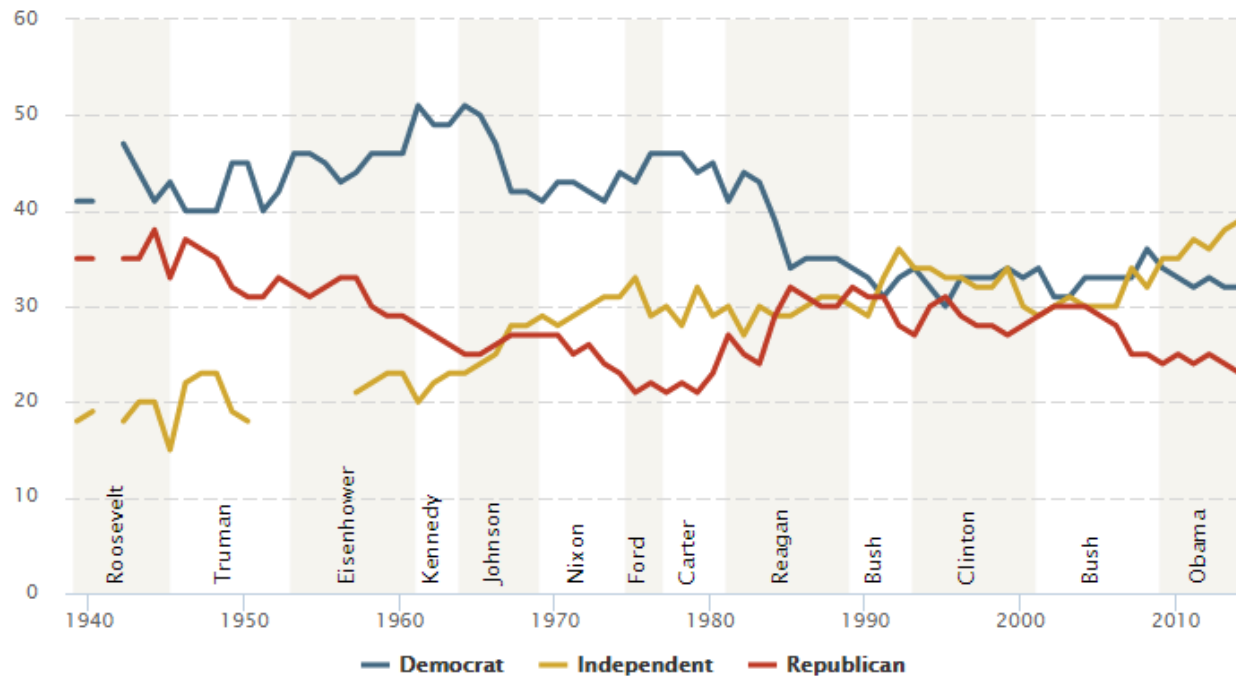
Generational Shift: Increasingly Nonwhite America

Generations by Race 2014



Declining Party Fealty and Millennials more likely to identify as Independent or Democrat

% of Americans who say they are ...

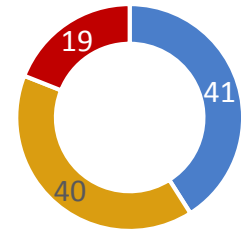


Note: 1939-1989 yearly averages from the Gallup Organization interactive website. 1990-2014 yearly totals from Pew Research Center aggregate files. Based on the general public. Data unavailable for 1941. Independent data unavailable for 1951-1956.

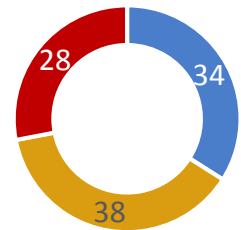
Source: Pew Trend Data from Gallup

Source: Reuters/Ipsos Poll, Sept 2016

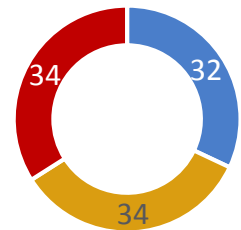
2016
Millennials



Xers



Boomers

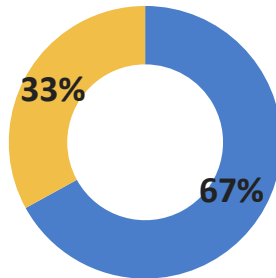


Changing “Meaning of America”: Younger voters see America in more pluralistic terms

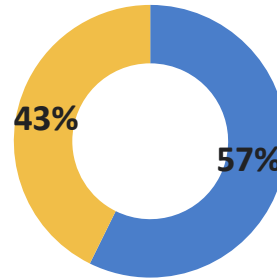
Which of the following is closer to your view of what the “American Dream” means...

In the U.S. it does not matter where you come from, if you work hard you can get ahead. I definitely will vote for candidate

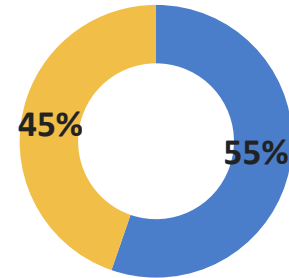
All Americans



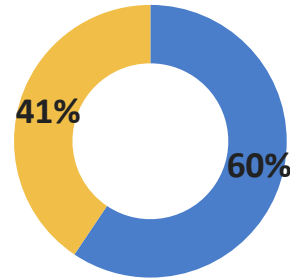
All Millennials



Millennials
Ages 18-26



Millennials
Ages 27-34



The U.S. is a place where no matter your religion or ethnicity, you will be treated with respect and dignity.

Generational Differences in Social Media Usage

90%

Millennials

77%

Gen X

43%

Baby Boomers

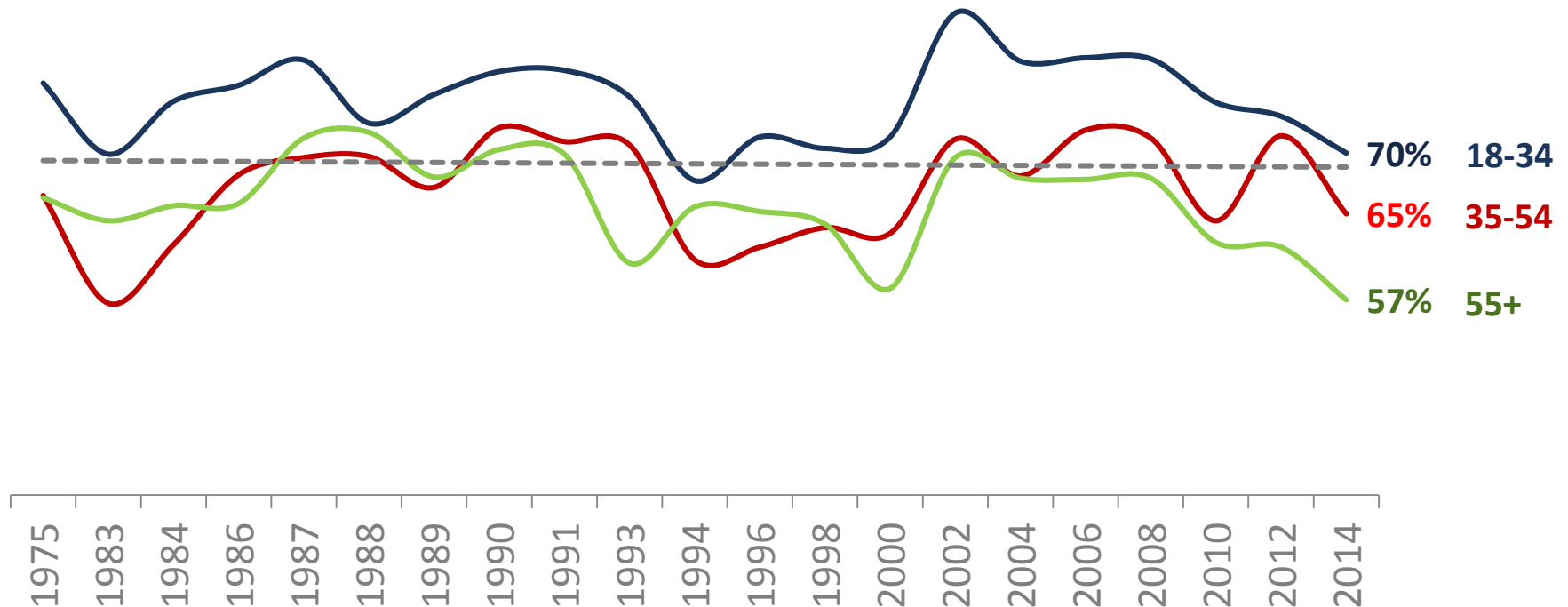
Source: Internet Live Stats, elaboration of data by International Telecommunication Union (ITU), World Bank, and United Nations Population Division

Big versus Small Government

Life Cycle Effect

Older voters more supportive of smaller government

*Believe that the Government Should do More
by age*



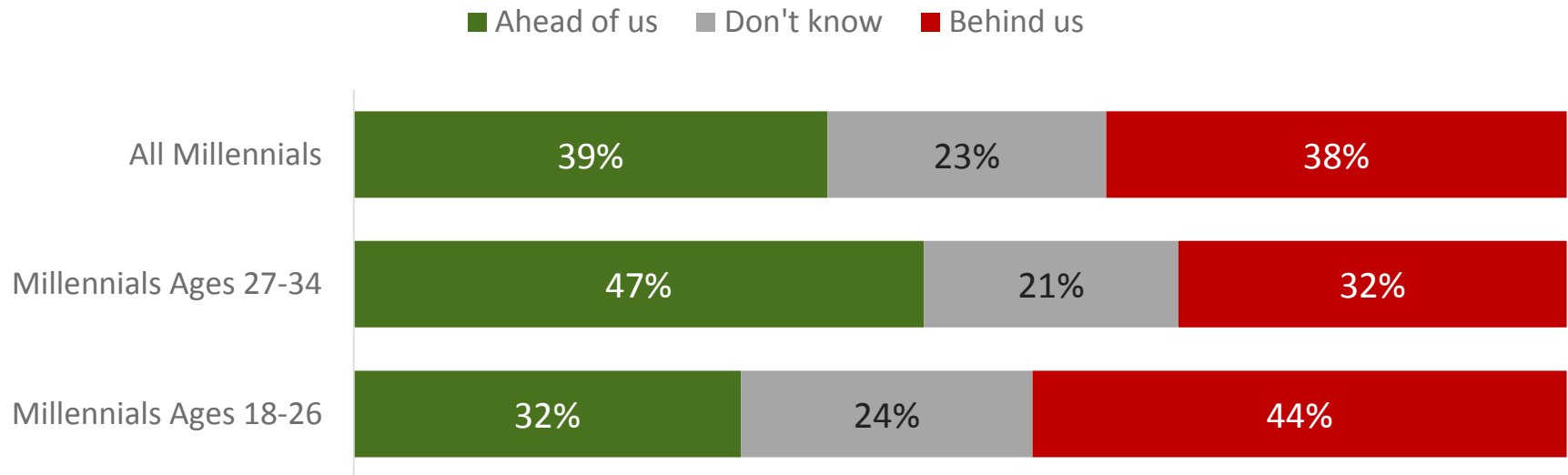
Source: General Social Survey 1975-2014

Voter Optimism

Younger voters more optimistic than older ones

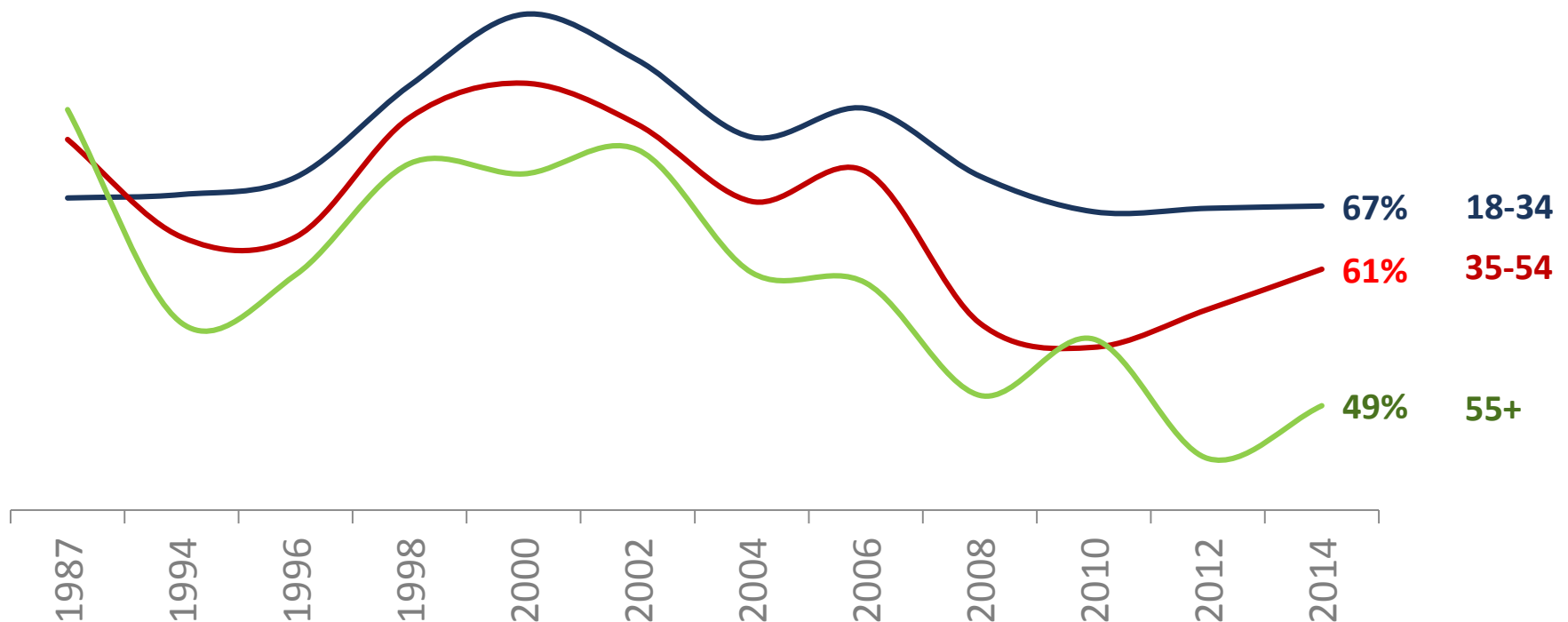
Millennials Concerned about the Future

Thinking about the future of the United States, do you think the country's best years are ahead of us or behind us?



But consistently more optimistic than older cohorts

Do you agree or disagree: Your standard of living will improve.



Source: General Social Survey 1987-2014

Voter Enthusiasm and Turnout

Voter Turnout: Older voters turn out more than the younger voters

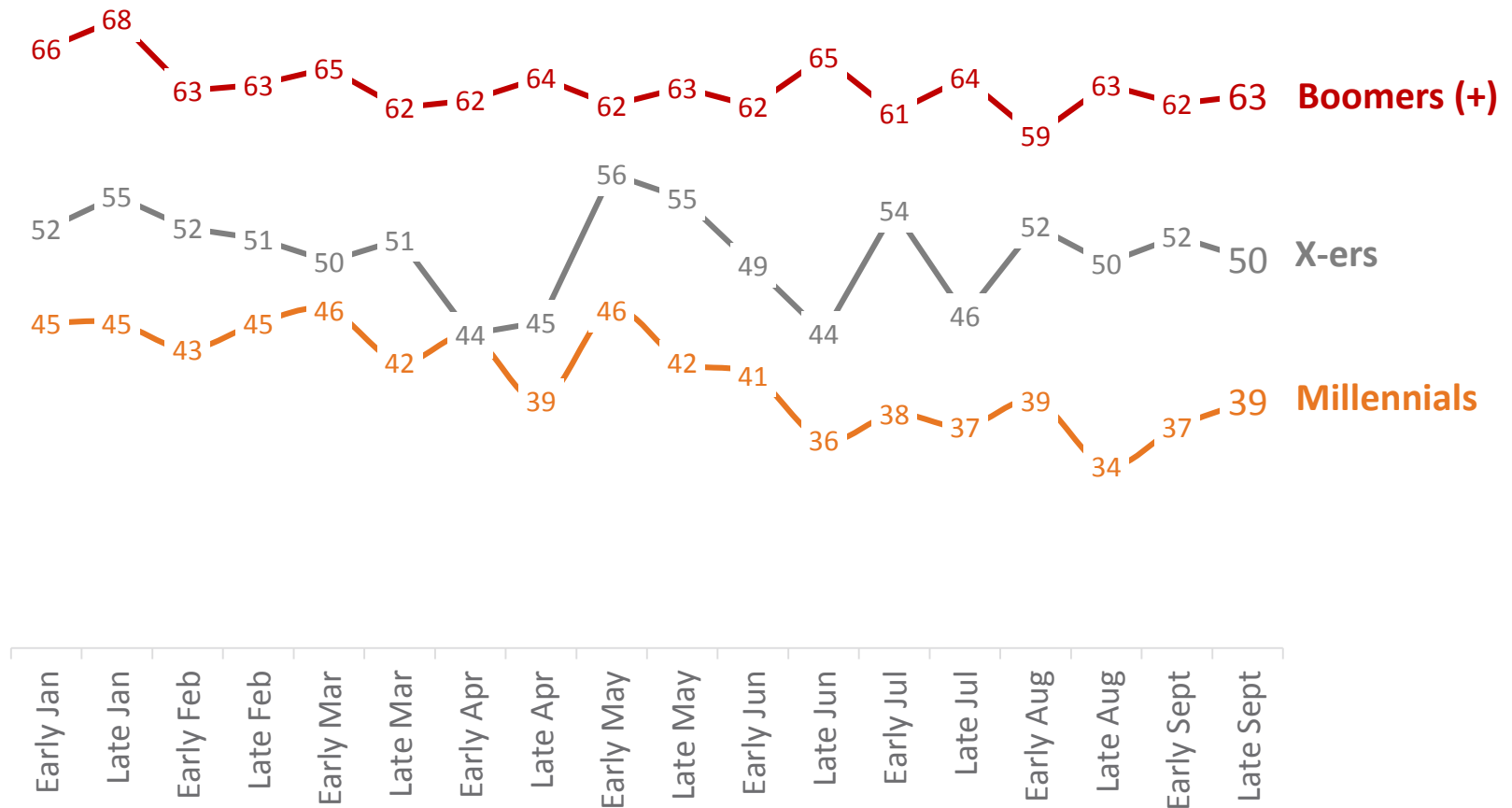
	Turnout of % of Voting-Age Population	18-24 year olds	25-44 year olds	45-64 year olds	65+ year olds
1980	59.2	39.9	58.7	69.3	65.1
1984	59.9	40.8	58.4	69.8	67.7
1988	57.4	36.2	54.0	67.9	68.8
1992	61.3	42.8	58.3	70.0	70.1
1996	58.4	32.4	49.2	64.4	67.0
2000	59.5	32.3	49.8	64.1	67.6
2004	63.8	41.9	52.2	66.6	68.9
2008	63.6	44.3	51.9	65.0	68.1
2012	61.8	38.0	49.5	63.4	69.7
Average Turnout	60.5	38.7	52.6	66.7	68.1

Turnout of Total Population

Lower voter enthusiasm among younger voters in 2016 than older voters

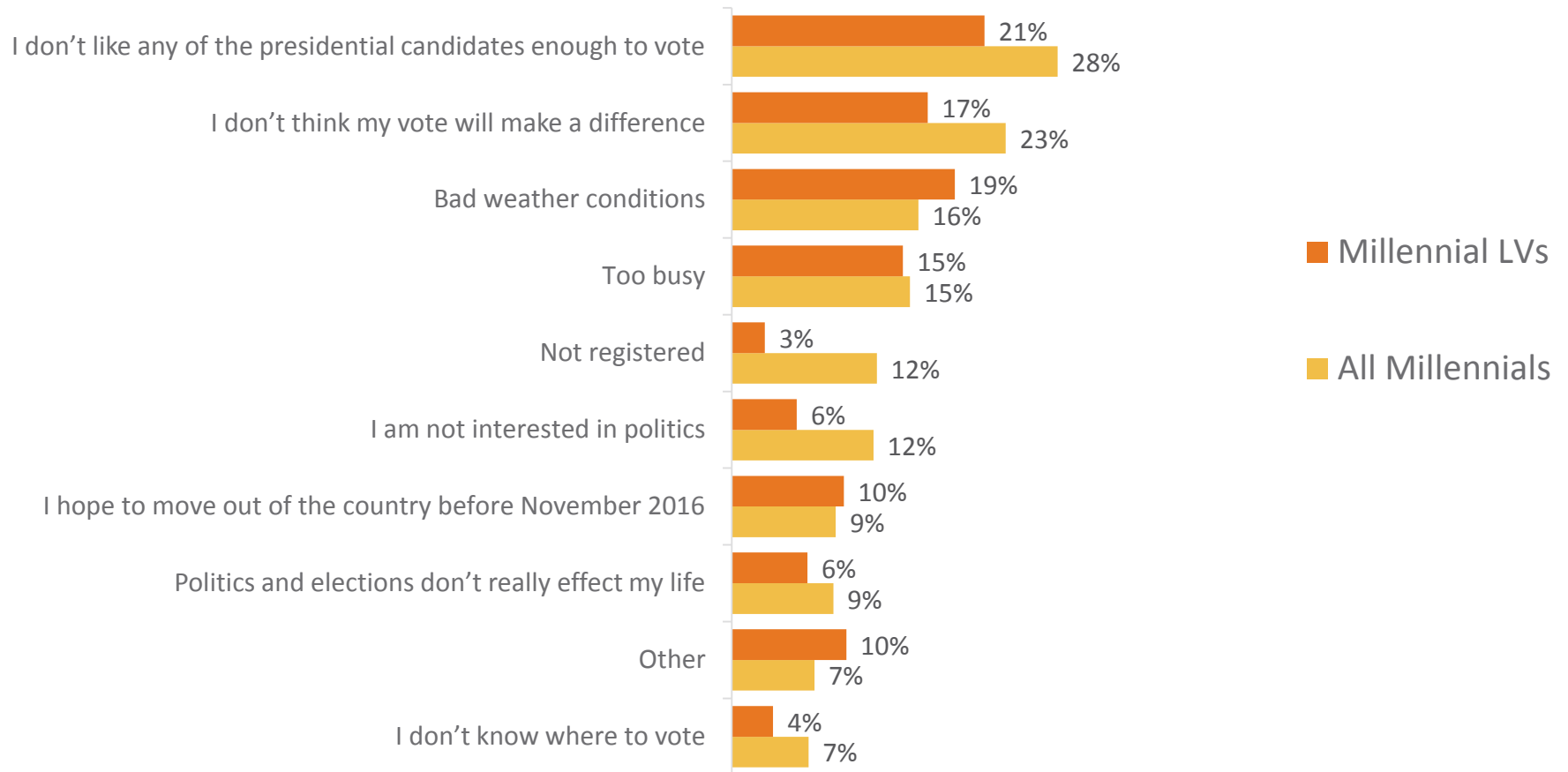
Projected voter turnout

By Age Cohort



Reasons Not to Vote: Younger Voters don't like their options and don't feel their vote counts

When thinking about the upcoming 2016 Presidential election in November, which of these reasons, if any, would potentially cause you not to vote?



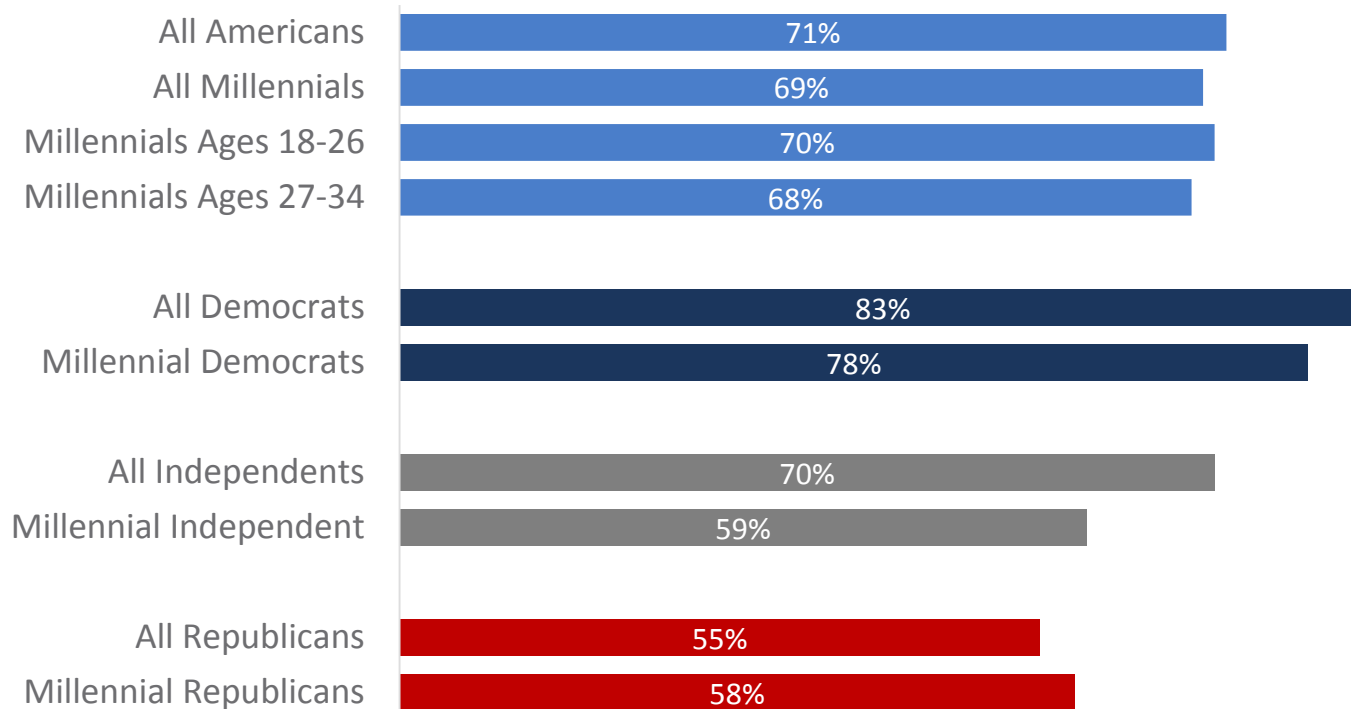
Key Issues of this Electoral Cycle

System is Broken & America First

Millennials, like all Americans, believe the Economy is Broken

The American economy is rigged to advantage the rich and powerful

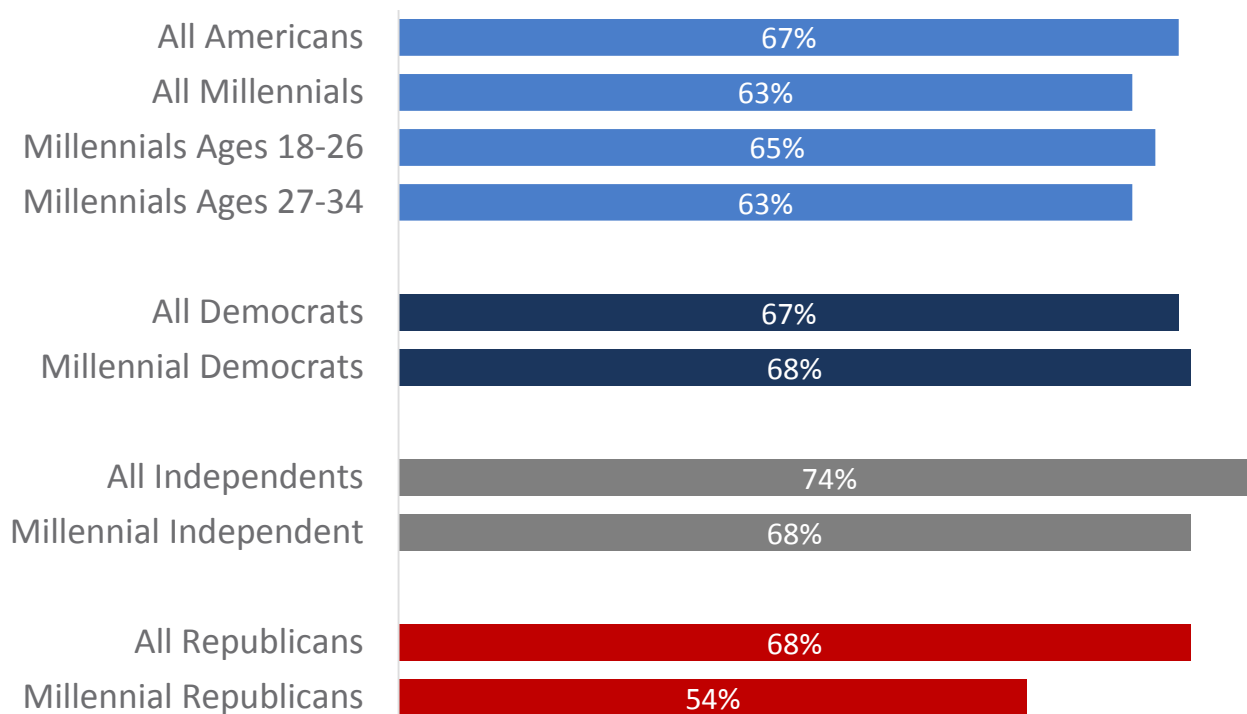
Percent Agree



Millennials, like all Americans, believe Politics is Broken

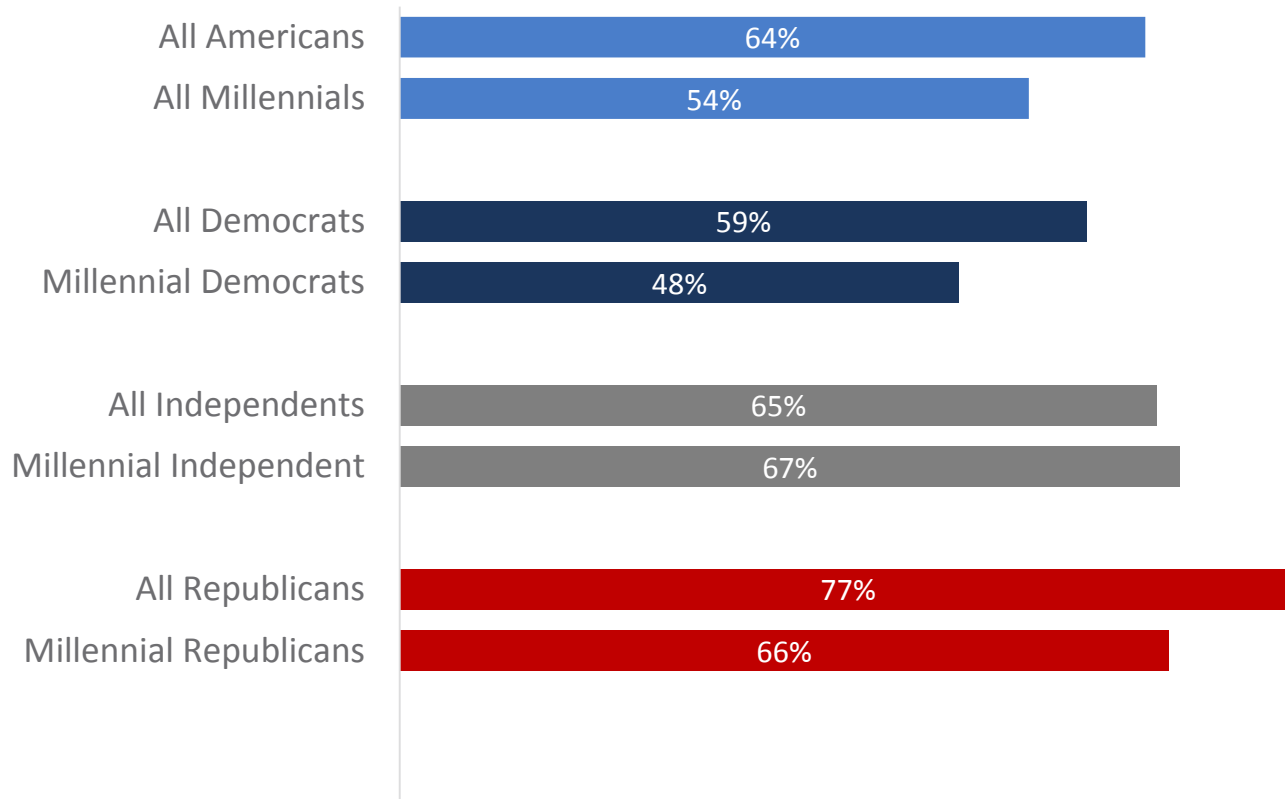
Traditional parties and politicians don't care about people like me

Percent Agree



Younger and older voters believe in restrictions on Immigration, *but younger voters less so*

When jobs are scarce, employers should prioritize hiring people of this country over immigrants
Percent Agree



Younger Voters prioritize same problems as older voters

In your opinion, what is the most important problem facing the US today?

	All Americans	All Millennials	Millennials Ages 18-26	Millennials Ages 27-34
Economy generally	19%	16%	16%	16%
Unemployment / lack of jobs	10%	6%	7%	5%
War / foreign conflicts	3%	5%	6%	5%
Immigration	6%	6%	4%	7%
Terrorism / terrorist attacks	14%	16%	12%	19%
Healthcare	8%	6%	6%	6%
Energy issues	1%	2%	1%	2%
Morality	7%	7%	7%	8%
Education	6%	10%	12%	9%
Crime	8%	7%	7%	7%
Environment	2%	7%	8%	5%
Don't know	7%	6%	7%	6%
Other	9%	6%	7%	6%

Vote Breakdown

Clinton versus Trump

Millennials More Likely to Support Clinton

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote?

	All Americans	All Millennials	Millennials Ages 18-26	Millennials Ages 27-34
Hillary Clinton (Democrat)	36%	45%	42%	49%
Donald Trump (Republican)	32%	21%	21%	22%
Gary Johnson (Libertarian)	9%	9%	10%	9%
Jill Stein (Green)	4%	4%	3%	4%
Other	3%	4%	5%	2%
Wouldn't Vote	9%	10%	13%	7%
Don't know / Refused	9%	7%	6%	8%



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