



Millennials



UNCLAIMED

generation

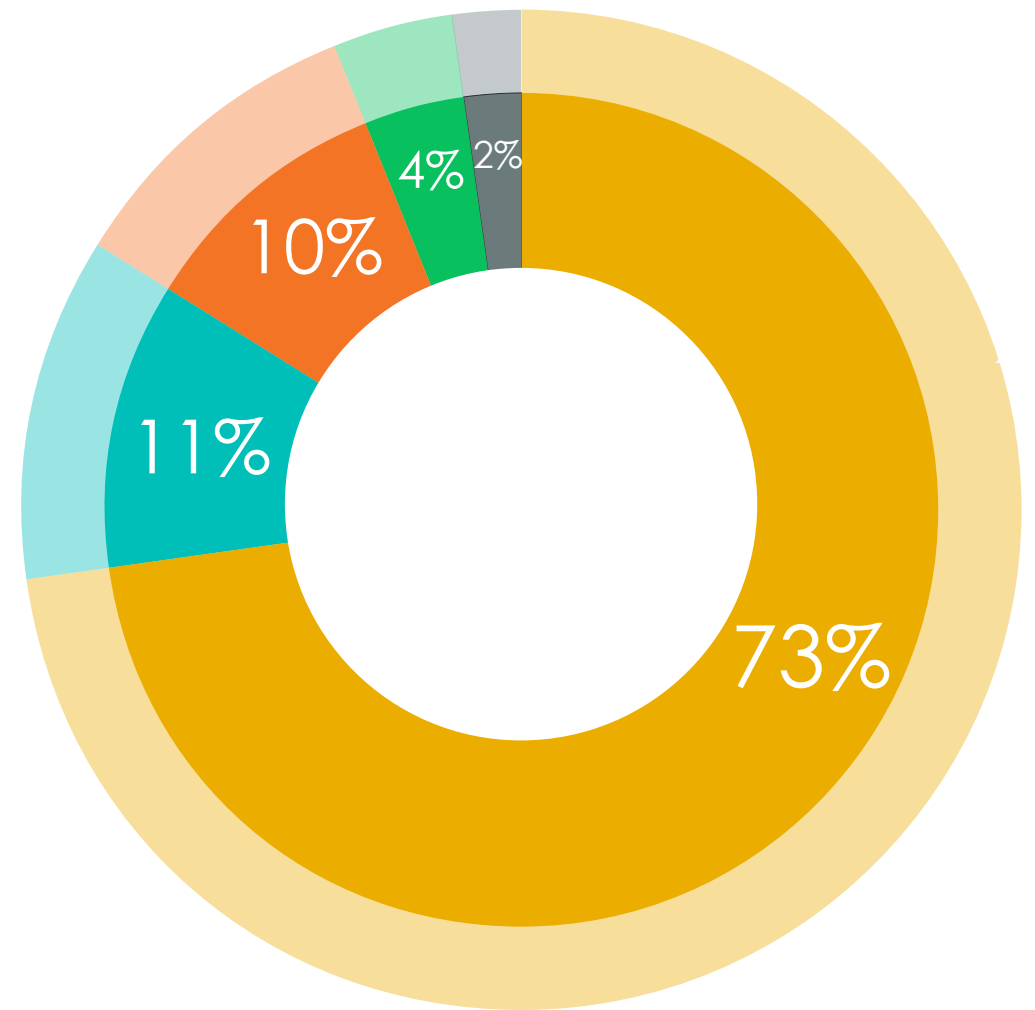
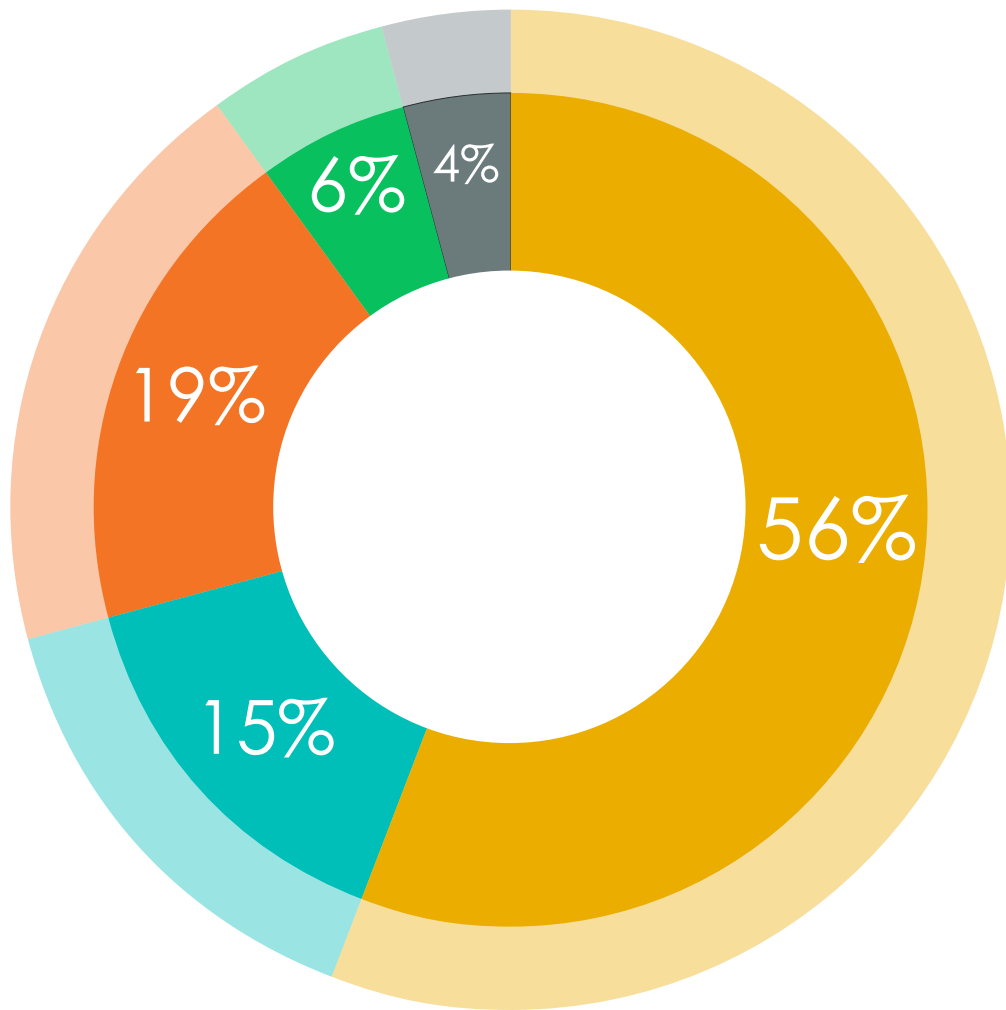


Who We Are

The Race/Ethnicity of Millennials and Baby Boomers

Millennials (Ages 18-29)

Baby Boomers (Ages 46-64)

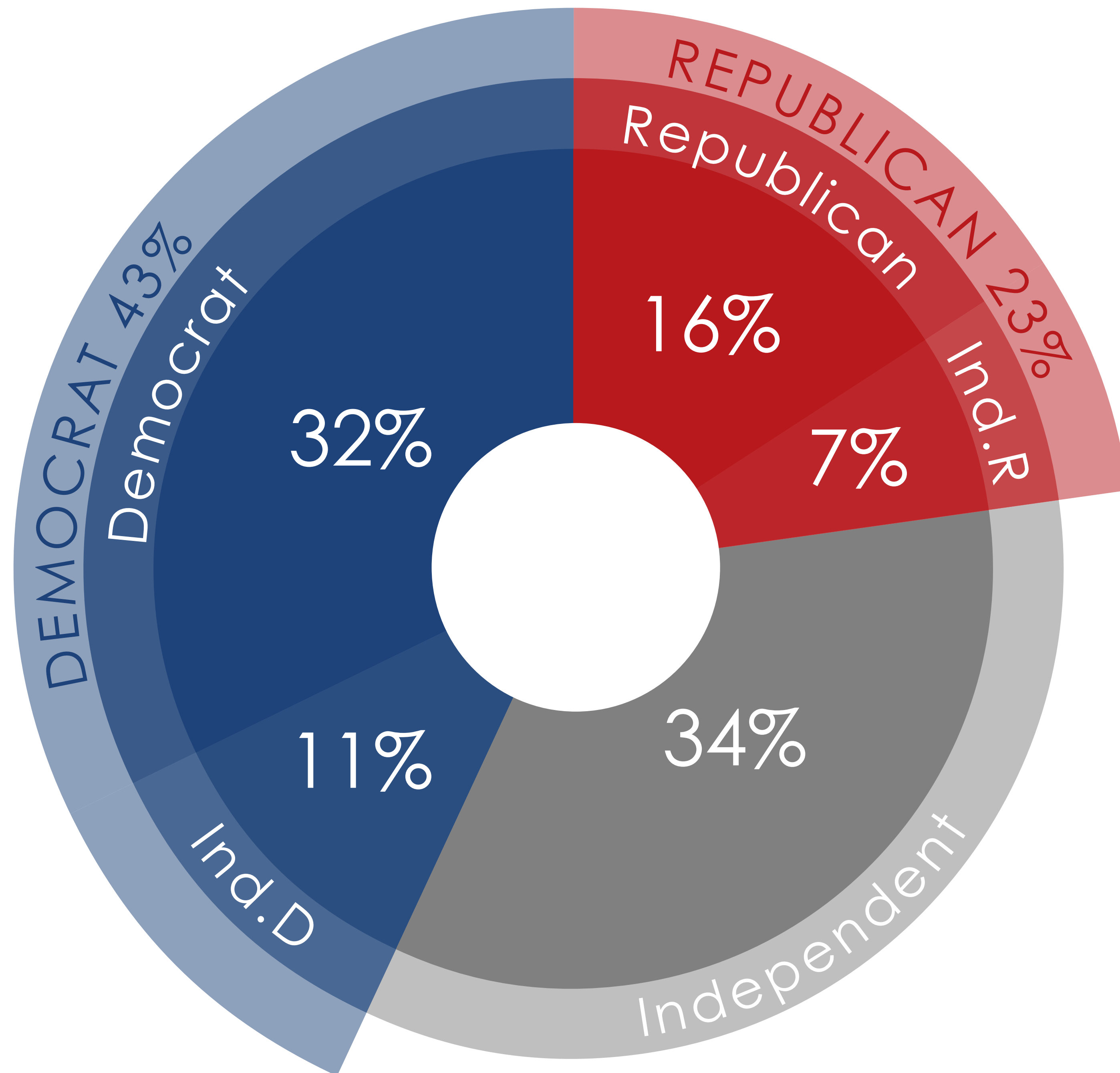


■ Caucasian ■ African American ■ Hispanic ■ Asian ■ Other

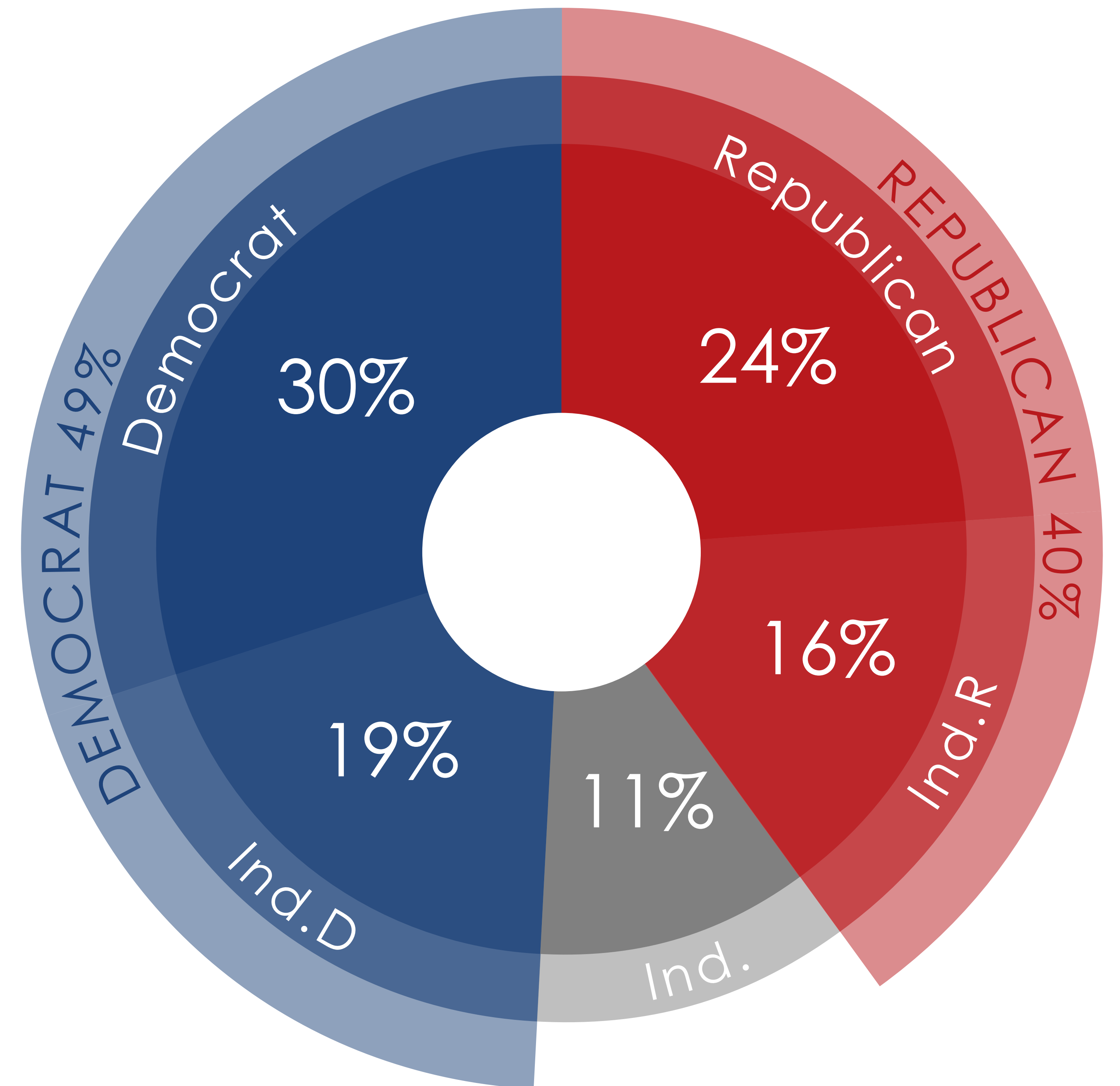
Party Identification

Millennials Are More Independent and Less Republican Than Americans 30+

Millennials' Partisan Identification

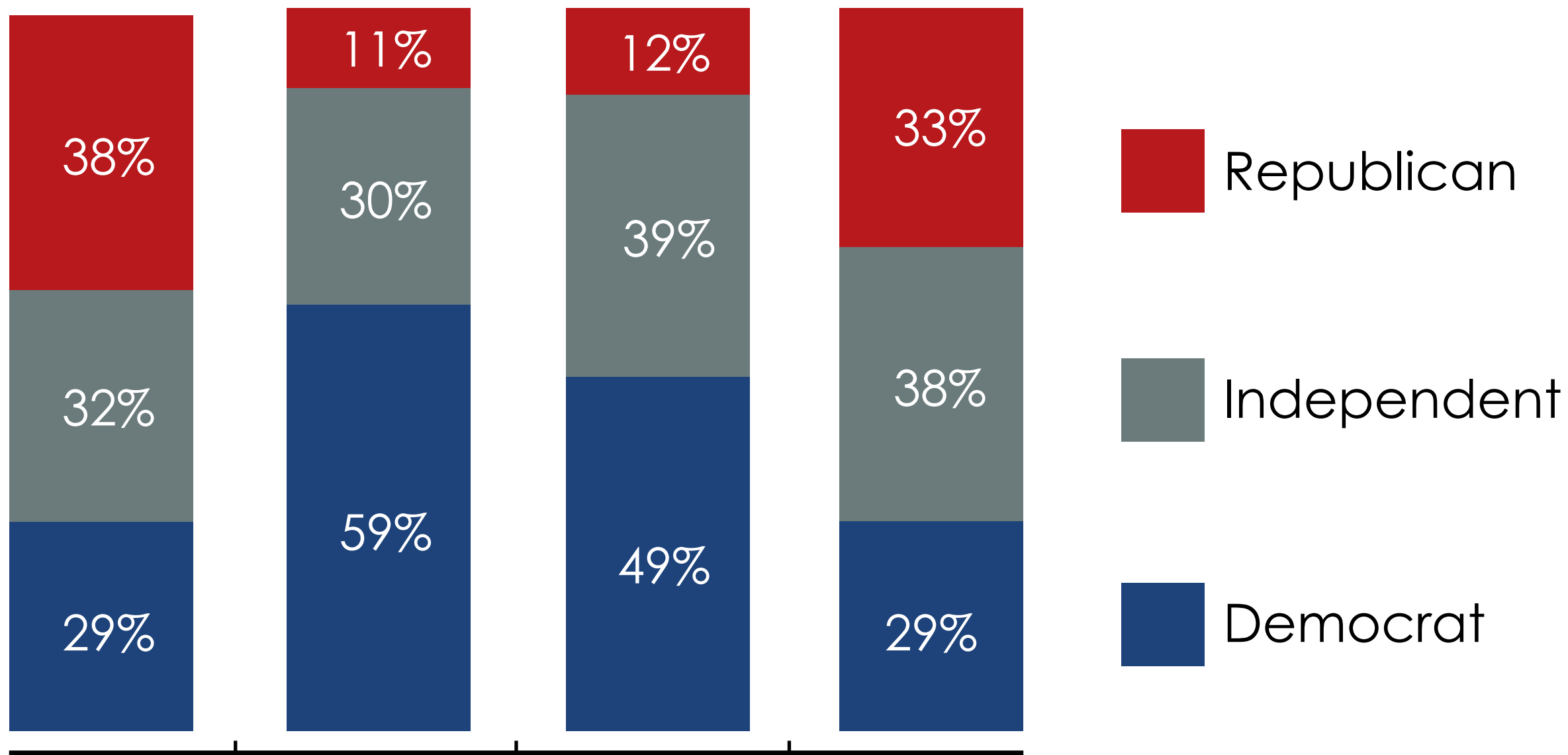


Americans 30 + Partisan Identification



Party Identification

by Race/Ethnicity



Caucasian

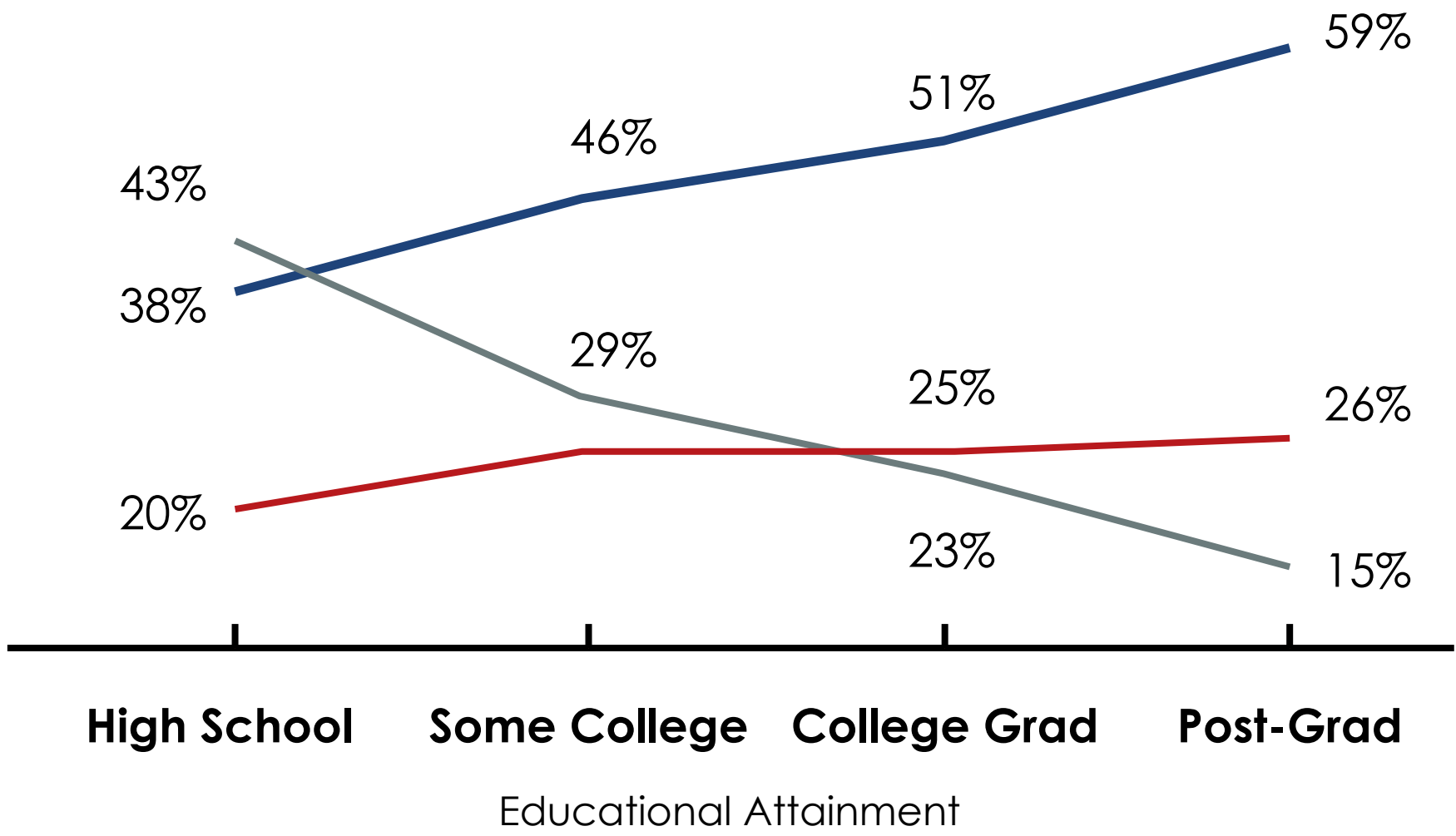
African American

Hispanic

Asian

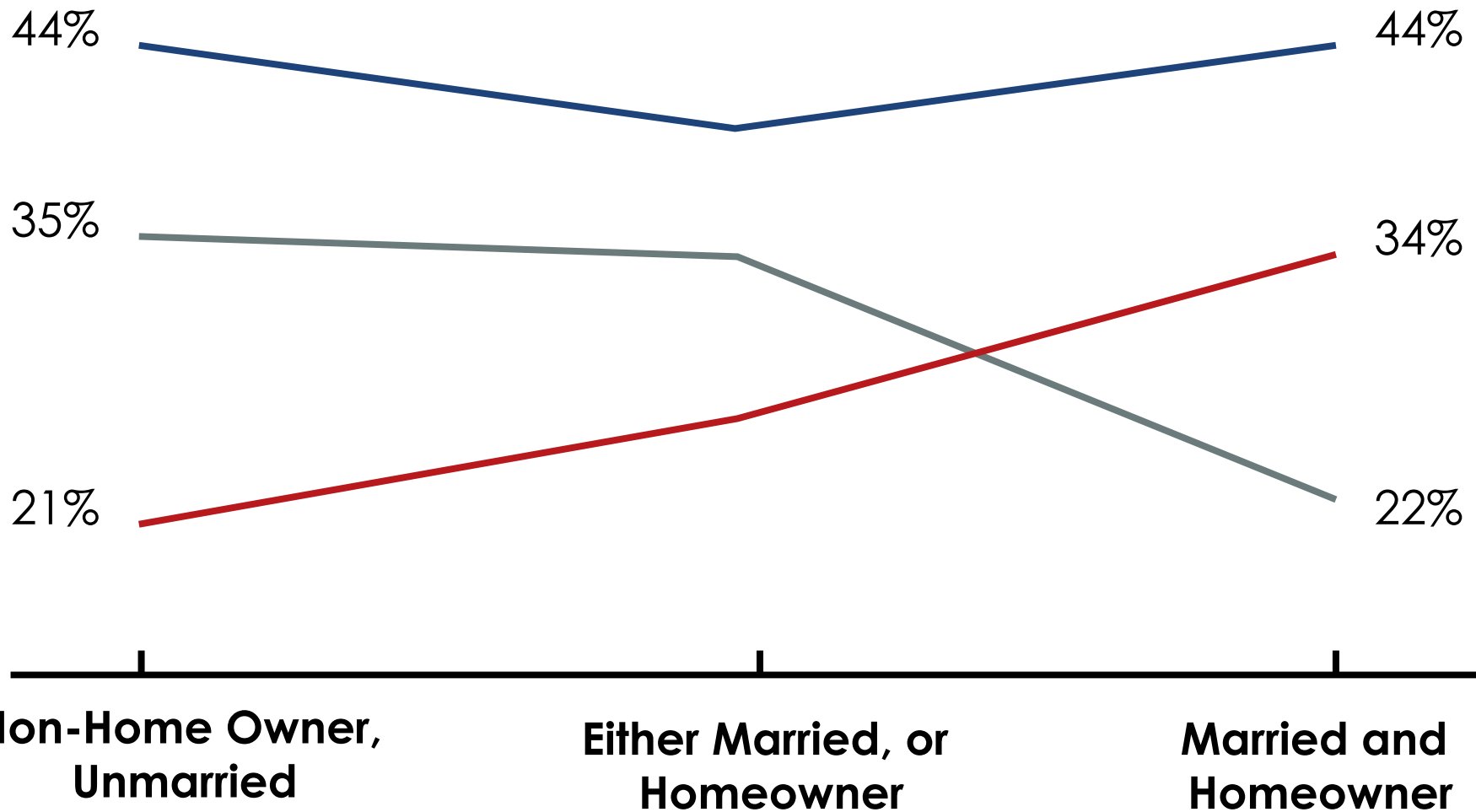
Millennials Become Less Independent and More Democratic the Longer They Are in School

■ *Democrats* ■ *Independents* ■ *Republicans*



Millennials Become Less Independent and More Republican As They Buy Homes and Get Married

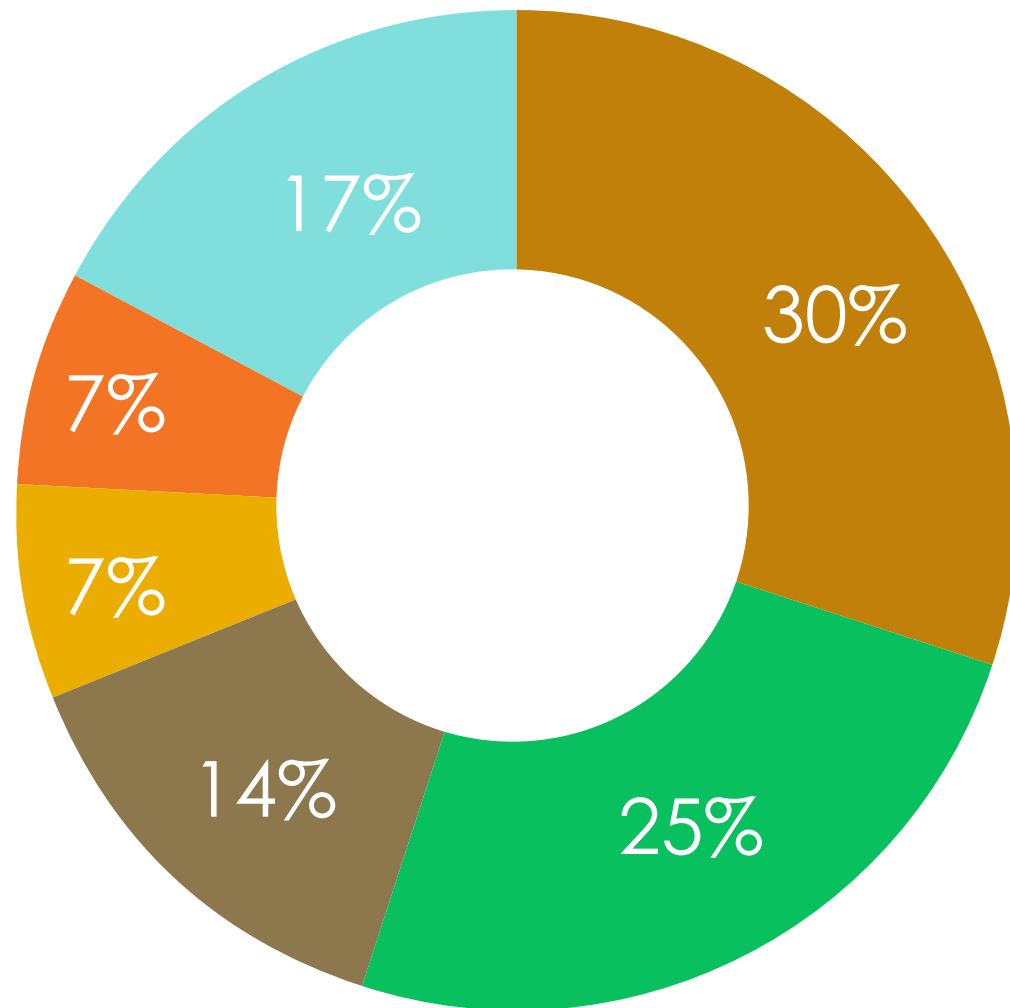
● *Democrats* ● *Independents* ● *Republicans*



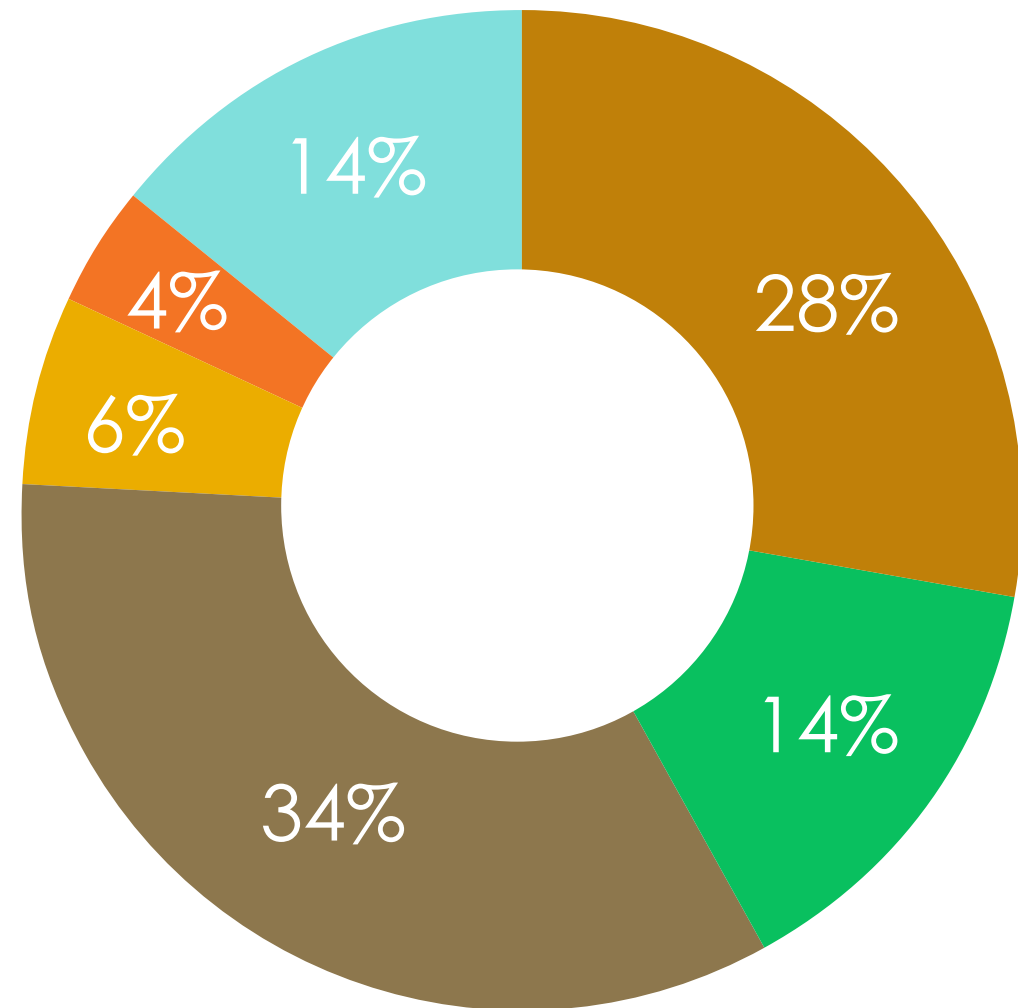
Reason - Rupe Spring 2014 Millennial Poll

Millennials Are More Liberal and Less Conservative than Americans over 30

Millennials' Partisan Identification



Americans' 30+ Partisan Identification



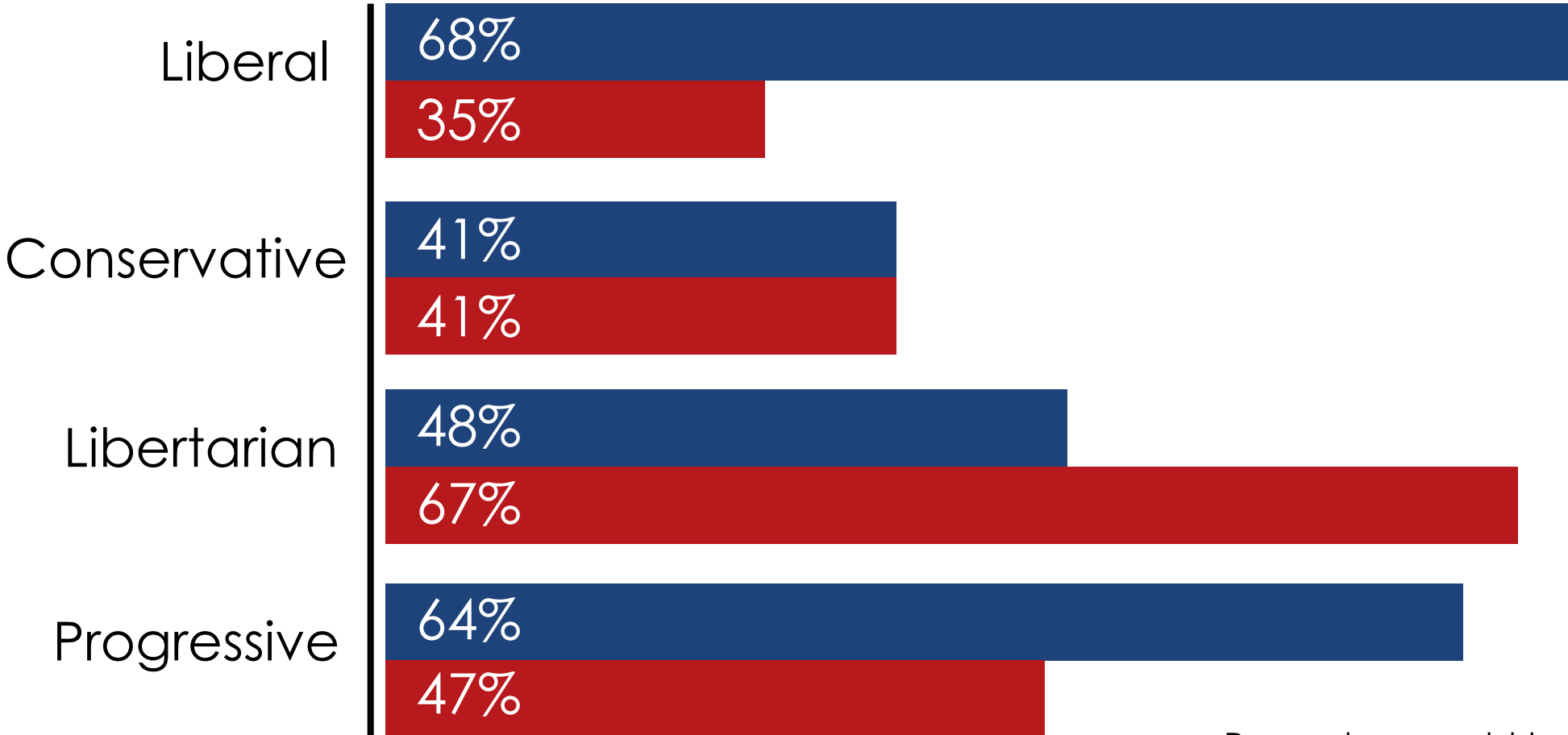
Conservative Liberal Moderate Something Else Libertarian Progressive

Why Do Millennials Choose an Ideological Label?

*Millennials Base Political Labels
More on Social Issues than Economics*

Why do you describe yourself as _____?

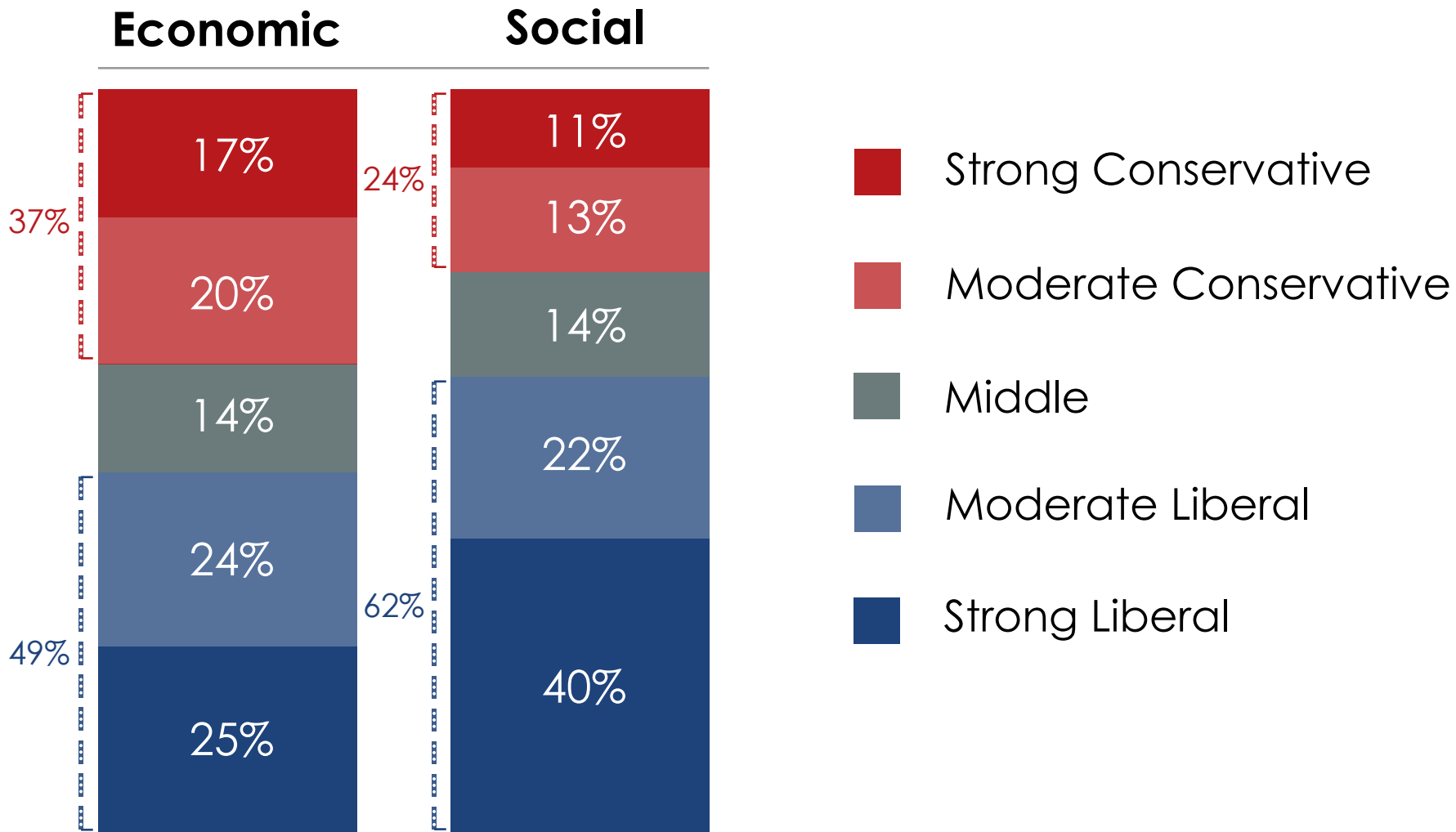
■ Based on Social /Tolerance Issues ■ Based on Economic Issues



Percentages add to more than 100% because both economic and social categories could be applied. Those who didn't know how to explain their political label are excluded from this chart. Appendix 2 has full results.

Millennials Are Social Liberals, Fiscal Centrists

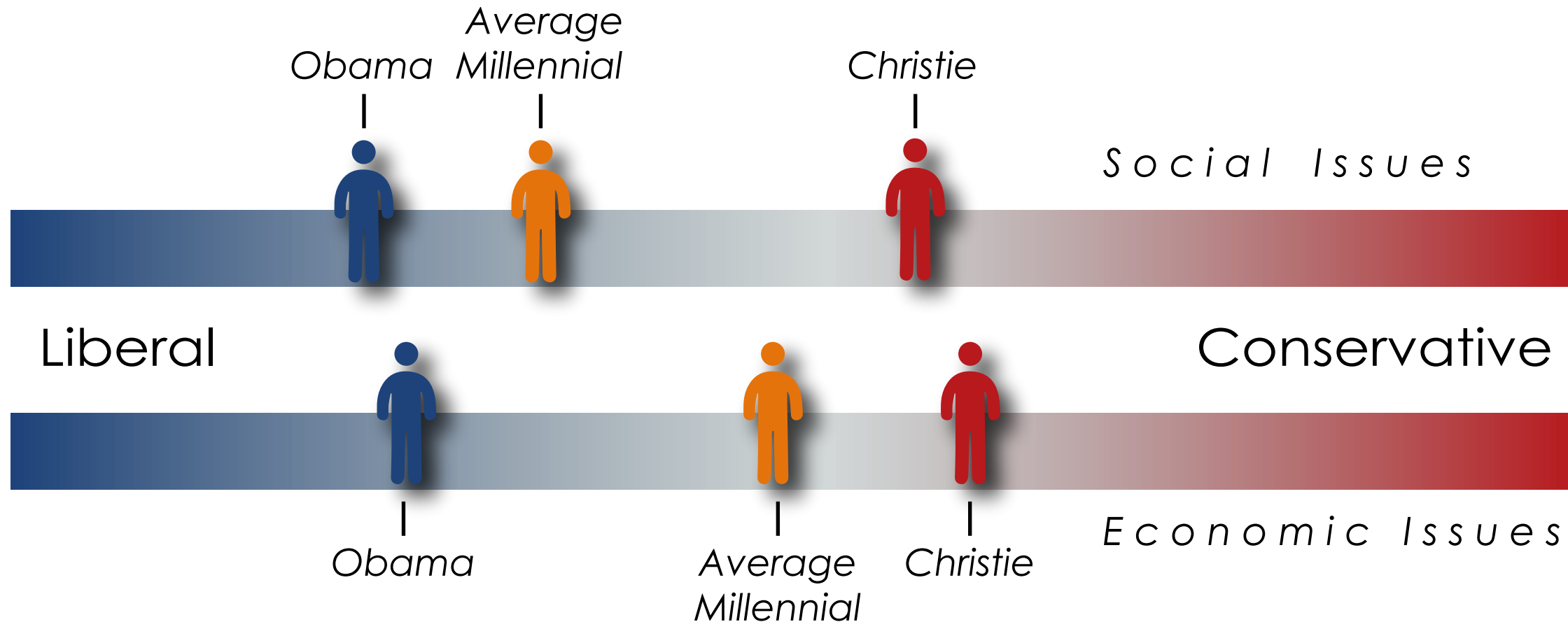
Millennials Predominately Identify as Socially Liberal, but Are Divided on Economic Issues



Where They Stand

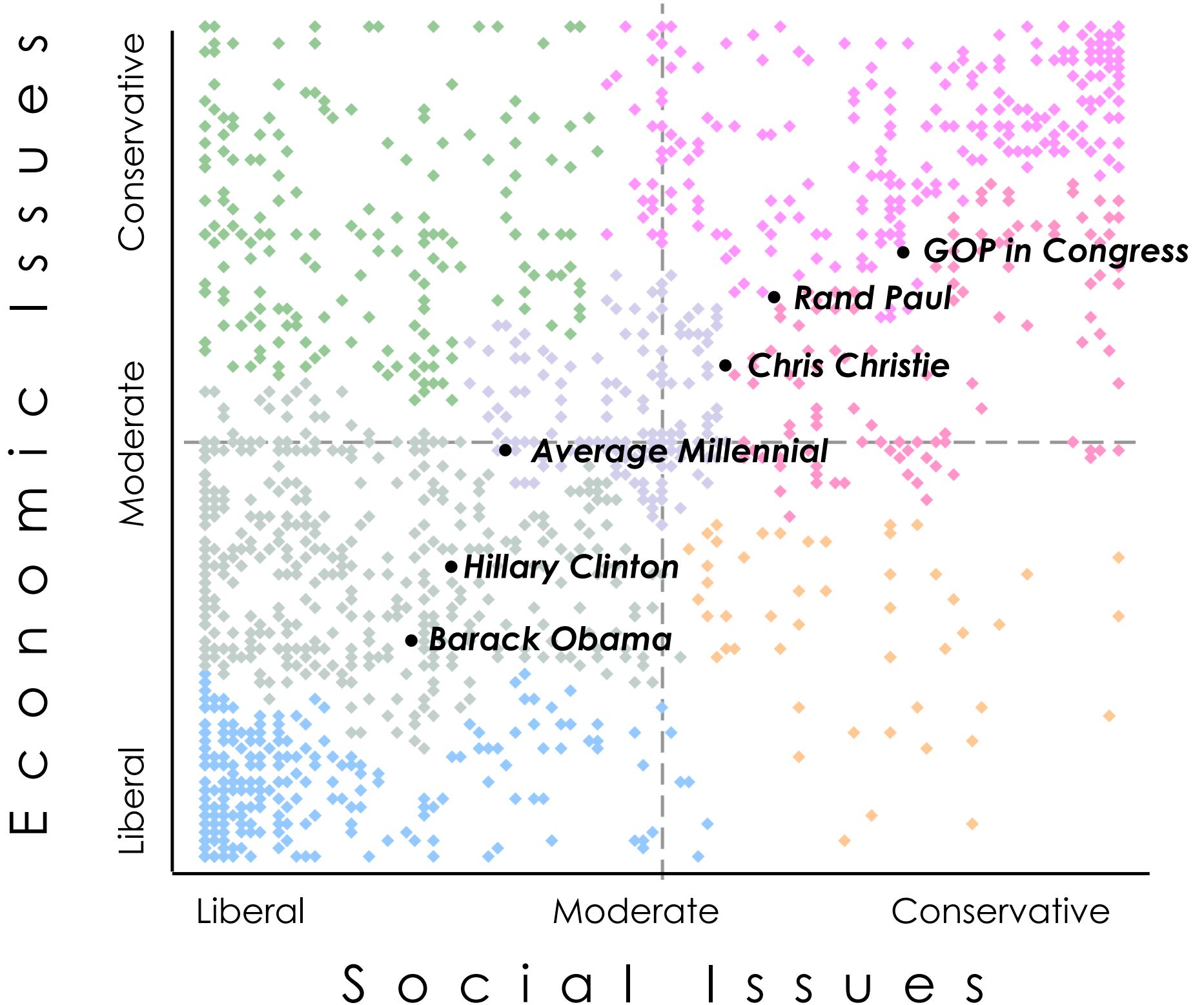
How Millennials Perceive Obama & Christie's Social/Economic Positions Compared to Their Own

On social/economic issues, how liberal or conservative would you rate yourself and the following people?



Millennials' Perceived Ideological Position on Economic and Social Issues

On economic/social issues, how liberal or conservative would you rate yourself, President Obama, Hillary Clinton, Rand Paul, Chris Christie, and the Republicans in Congress?



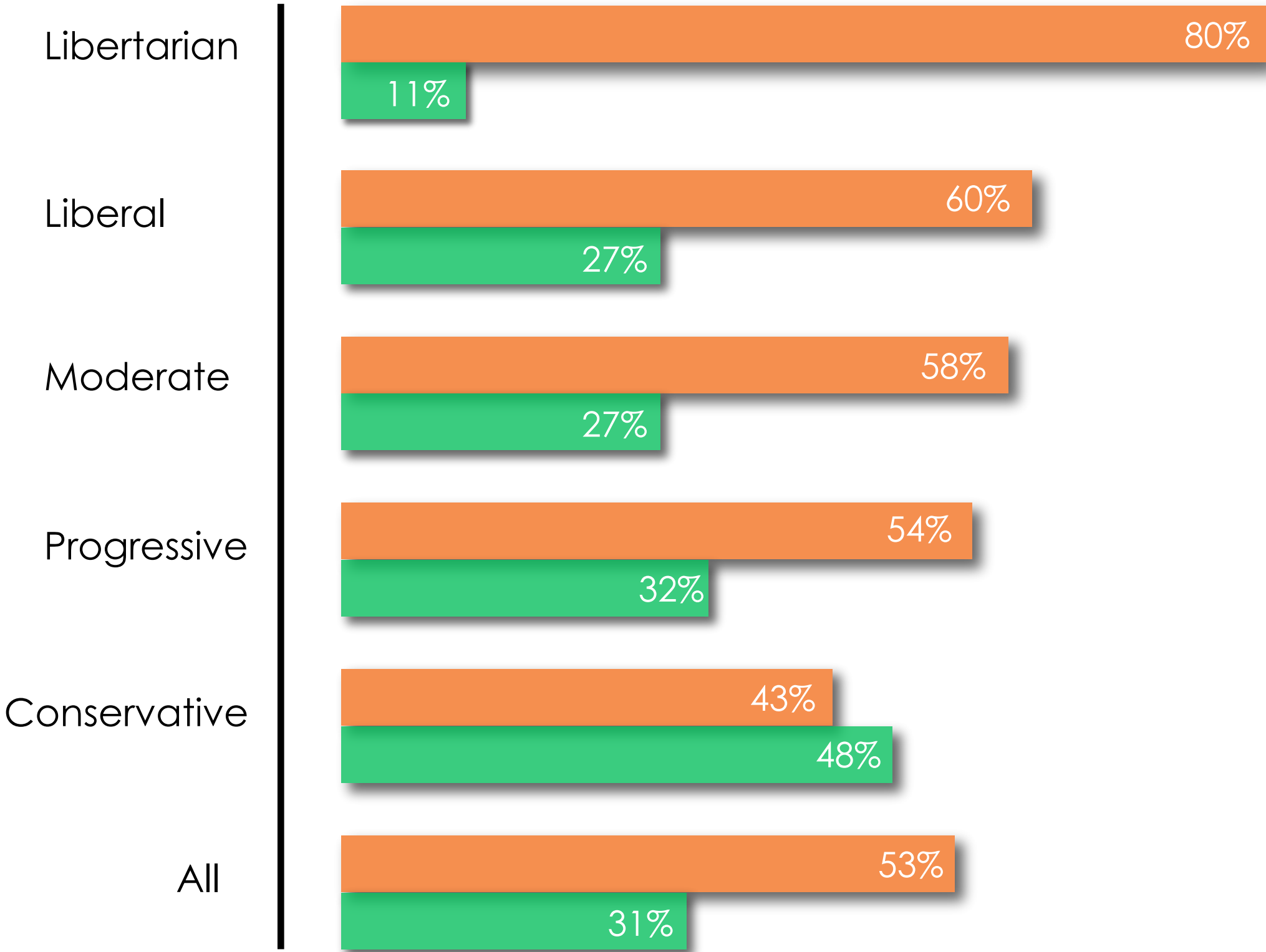
Millennial Presidential Vote Choice 2016

*Who of the following would you consider voting for?
Who would you NOT vote for in the 2016 presidential election?*

	Yes Vote	No Vote	Yes Vote- No Vote	Undecided	Total
Hillary Clinton	53%	27%	26%	20%	100%
Joe Biden	30%	27%	3%	43%	100%
Elizabeth Warren	22%	17%	5%	61%	100%
Rand Paul	17%	29%	-12%	54%	100%
Paul Ryan	17%	37%	-20%	46%	100%
Chris Christie	15%	40%	-25%	45%	100%
Cory Booker	15%	12%	3%	73%	100%
Marco Rubio	11%	27%	-16%	62%	100%
Mike Huckabee	11%	34%	-23%	55%	100%
Jeb Bush	10%	37%	-27%	53%	100%
Ted Cruz	9%	34%	-25%	57%	100%
Gary Johnson	9%	12%	-3%	79%	100%
Martin O'Malley	9%	9%	0%	82%	100%
Bobby Jindal	8%	24%	-16%	68%	100%
Peter King	3%	22%	-19%	75%	100%

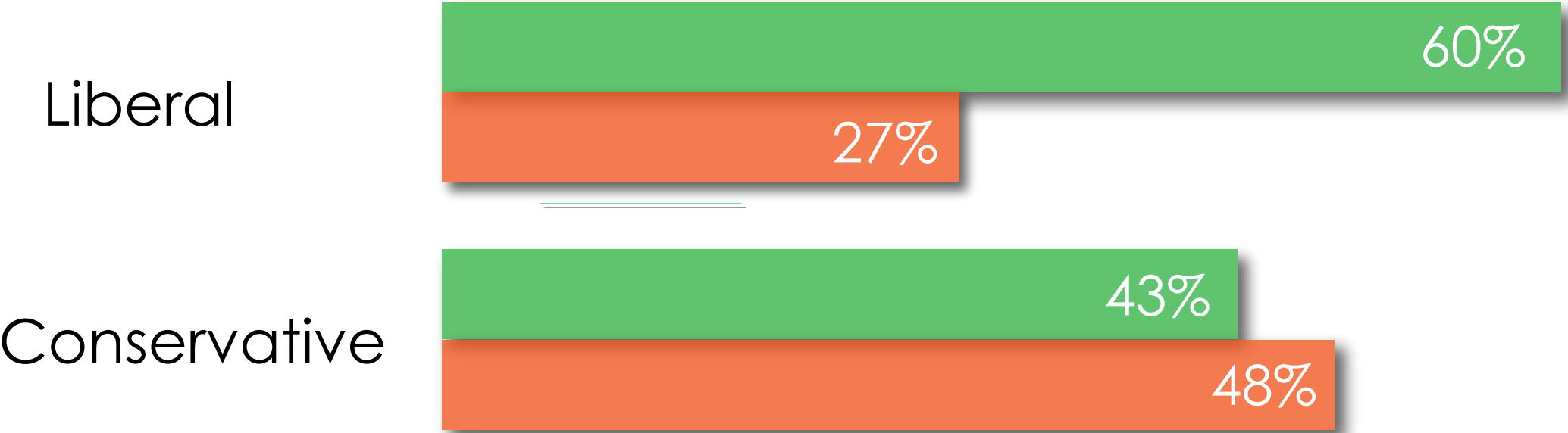
Who Would Support a Socially Liberal, Fiscally Conservative Political Candidate?

■ Oppose ■ Support



Who Would Support a Socially Liberal, Fiscally Conservative Political Candidate?

Support Oppose

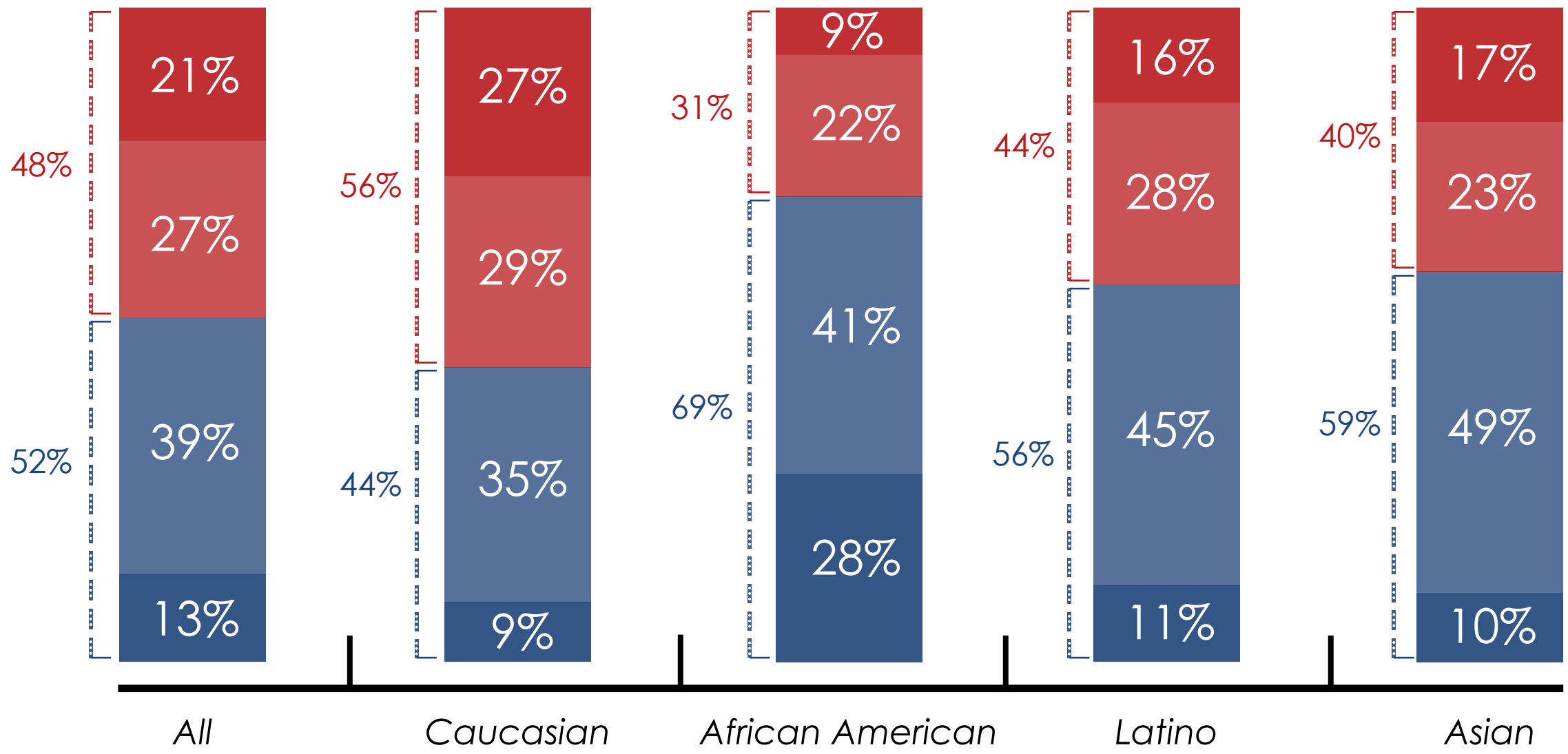


Reason - Rupe Spring 2014 Millennial Poll

"Don't know/refused" responses not shown

Slight Majority of Millennials Still Approve of President Obama

■ Strongly Approve
 ■ Somewhat Approve
 ■ Somewhat Disapprove
 ■ Strongly Disapprove

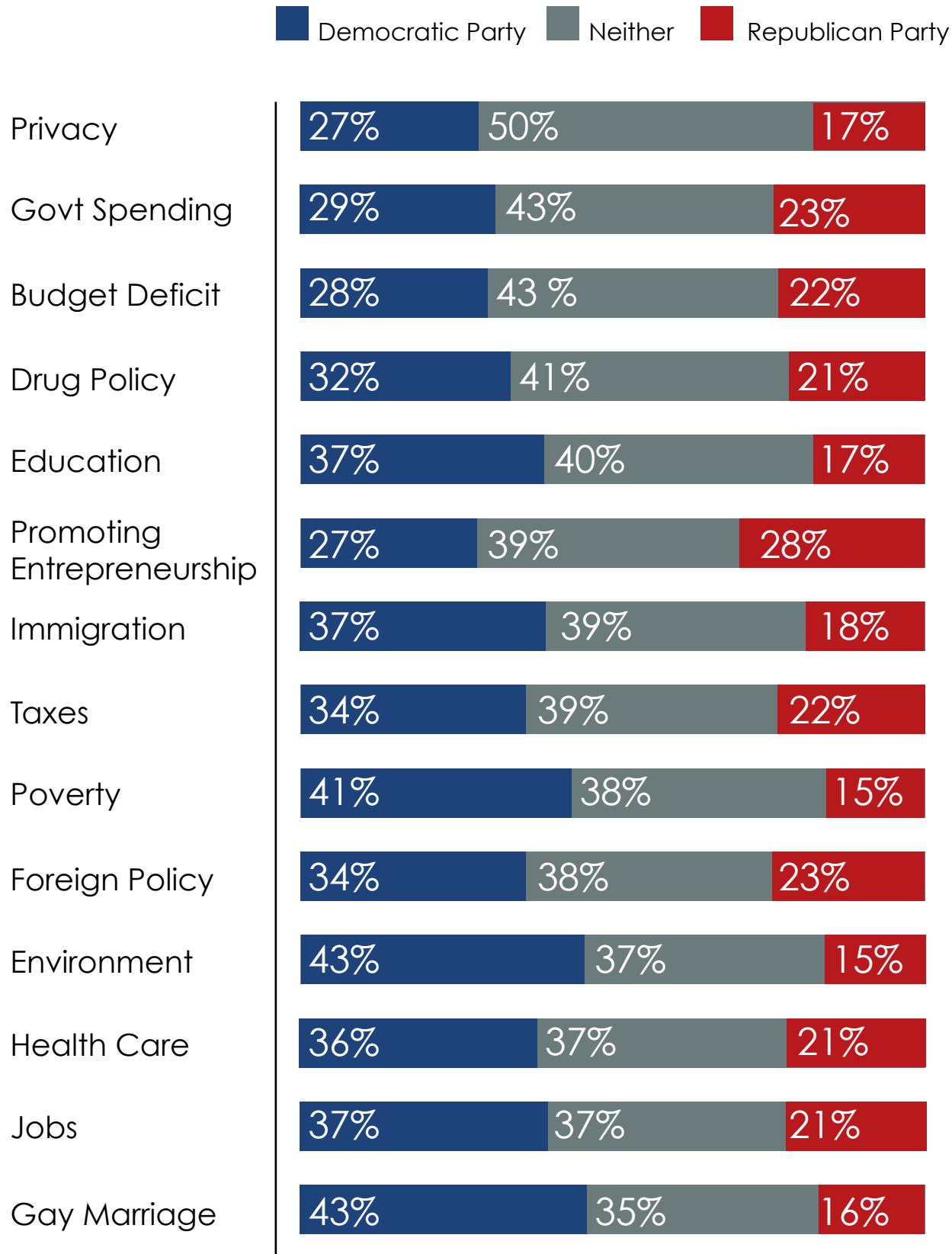


Reason - Rupe Spring 2014 Millennial Poll

"Don't know/refused" responses not shown

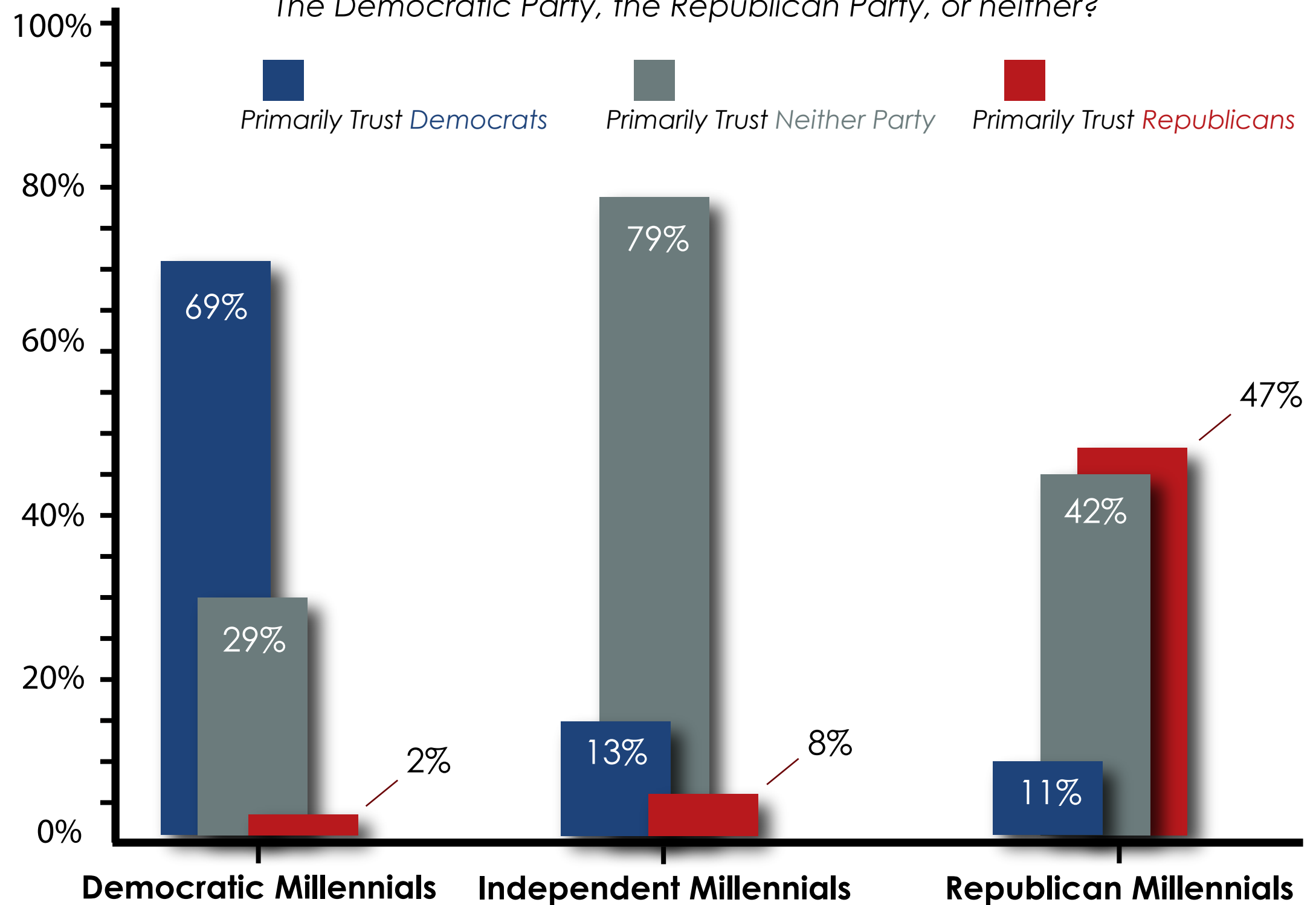
Millennials Don't Like Either Party; See Democrats As Better of Two Bad Options

Who do you trust to handle the following issues?
The Democratic Party, The Republican Party, or neither party?



Most Republican Millennials Don't Trust Their Party to Handle Policy; Independents Consistently Reject Both Parties; Democrats Like Their Party

Who do you trust most to handle the following issues?
The Democratic Party, the Republican Party, or neither?

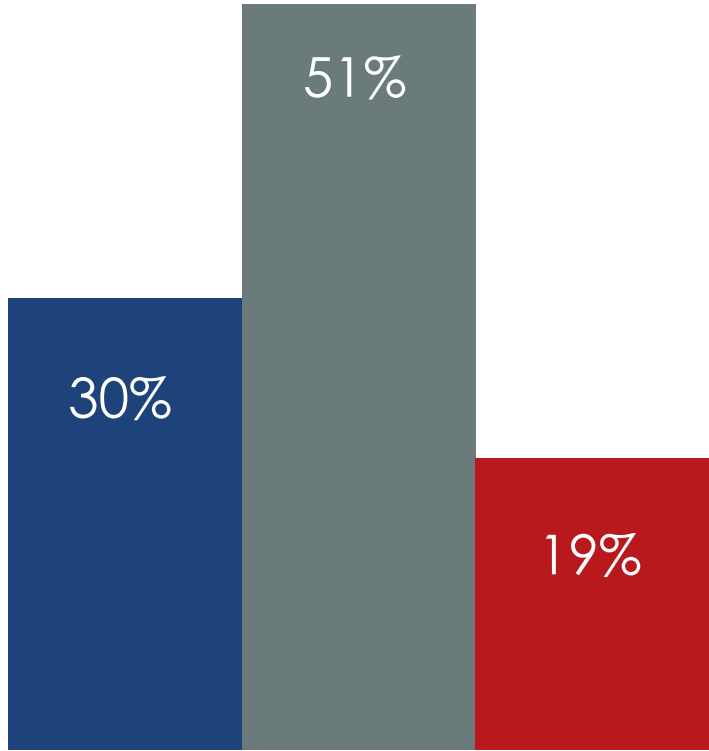


Among Millennials, Republicans Losing Historic Advantage on Taxes, Budget Deficit, Govt Spending, and Foreign Policy

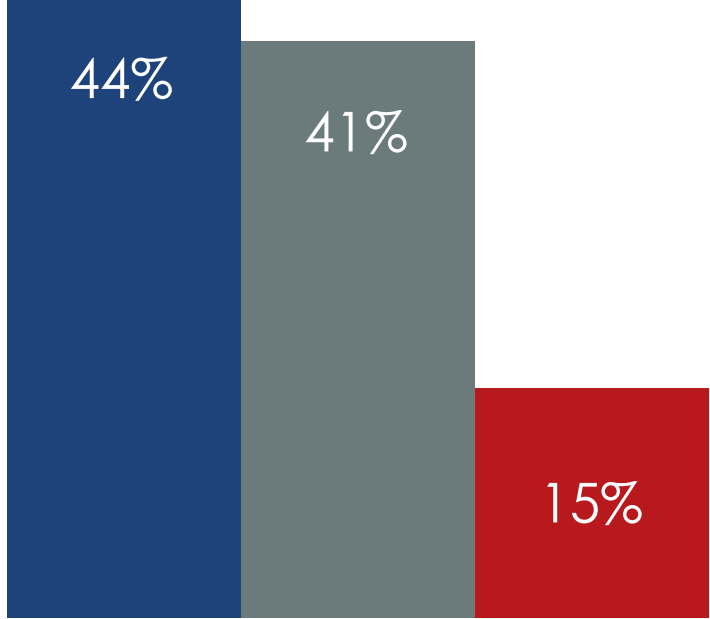
Who do you trust most to handle the following Issues?
The Democratic Party, the Republican Party, or neither party?

■ Trust Democrats ■ Trust Neither Party ■ Trust Republicans

Taxes
Budget Deficit
Govt Spending
Foreign Policy



Issues with Traditional Republican Advantage



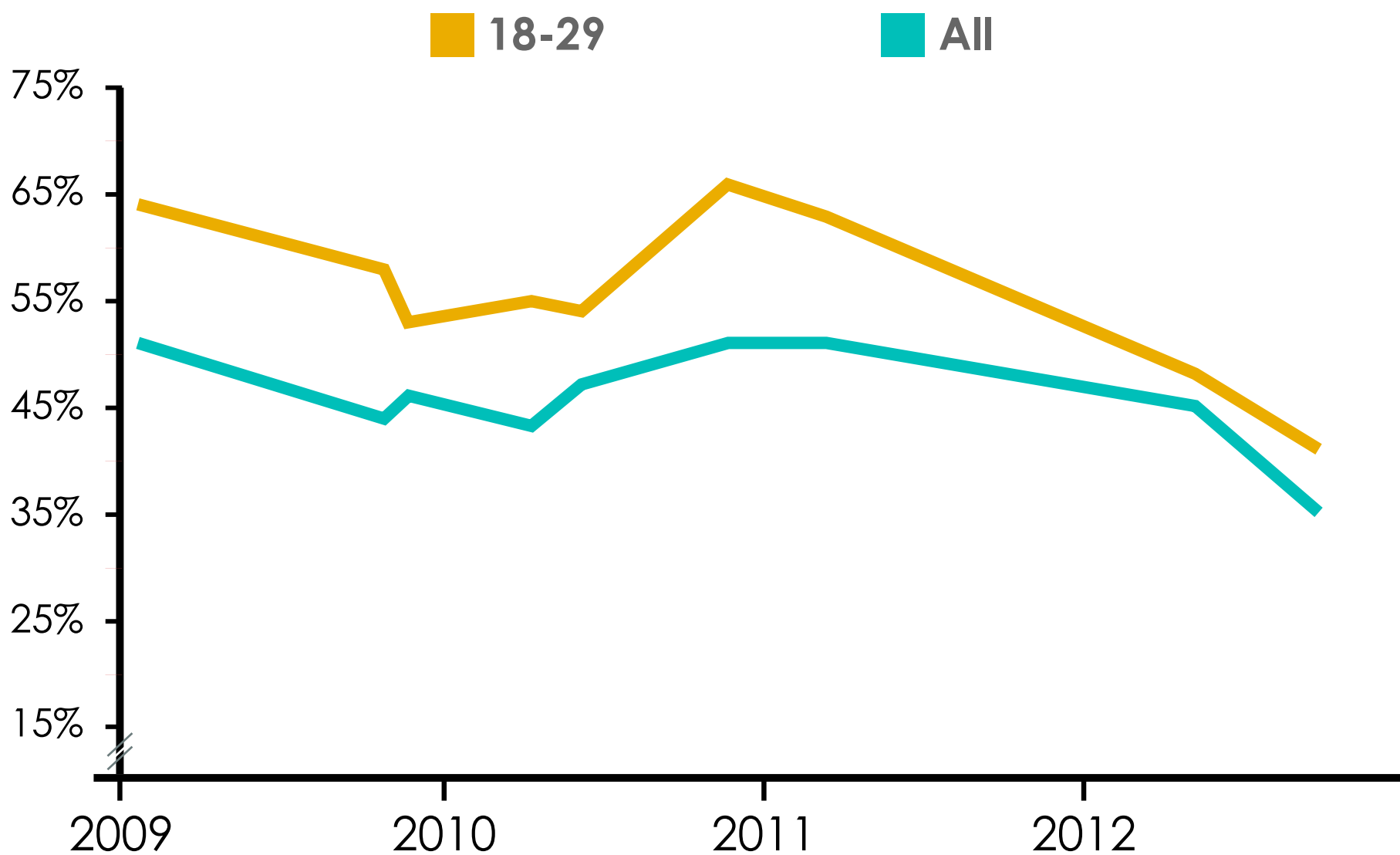
Issues with Traditional Democratic Advantage

Health Care
Education
Environment
Same-Sex Marriage
Immigration

Millennials Have Become More like Cohorts over 30 When It Comes to Wanting Govt to Solve Problems

Should government do more to solve problems?

% Say Govt Should Do More

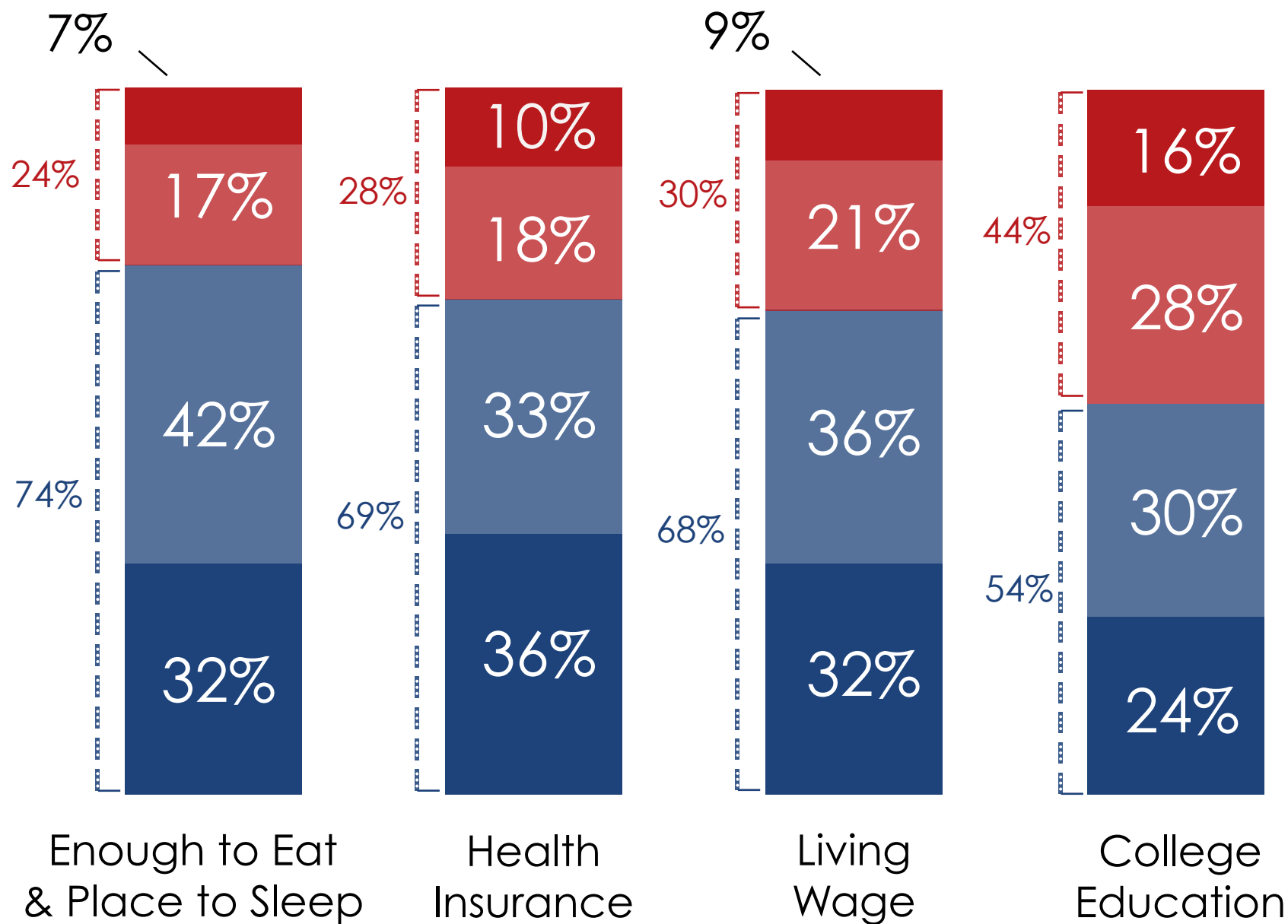


Source: CBS News Feb 2013, Pew Sept 2012, NBC/WSJ Jun 2011, NBC/WSJ Feb 2011, NBC/WSJ Aug 2010, Pew Jun 2010, Pew Jan 2010, NBC/WSJ Dec 2009, NBC/WSJ Feb 2009.

Millennials Favor Govt Guarantees

Does government have a responsibility to guarantee the following or not?

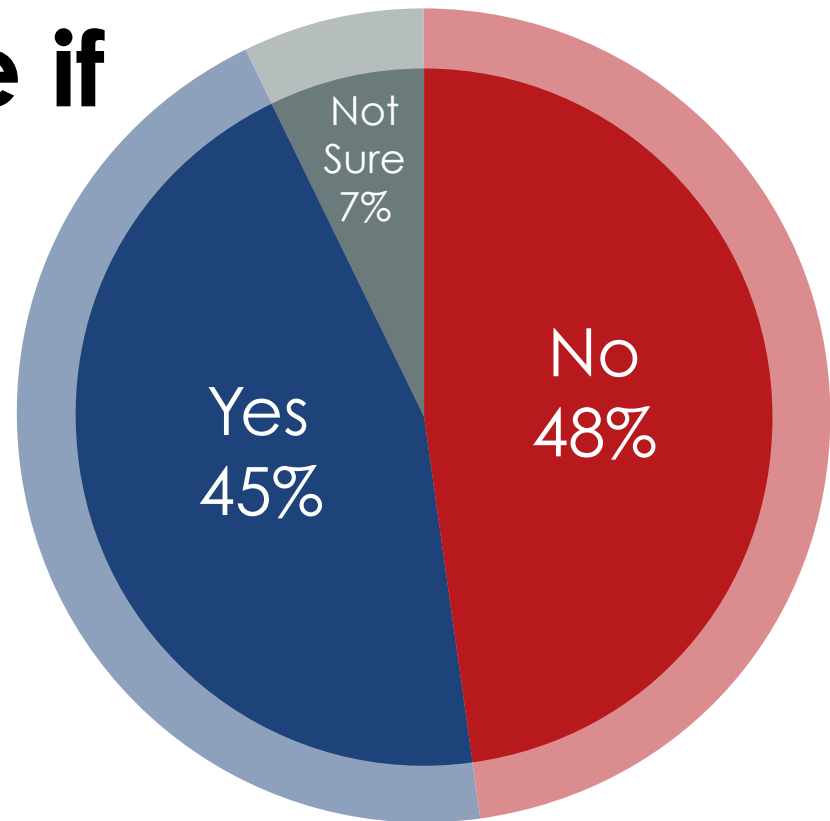
■ Definitely Yes ■ Generally Yes ■ Generally No ■ Definitely No



Millennials Aren't Sure if Govt Should Reduce Income Gap

Does government have a responsibility to reduce the differences in income between people with high incomes and those with low incomes?

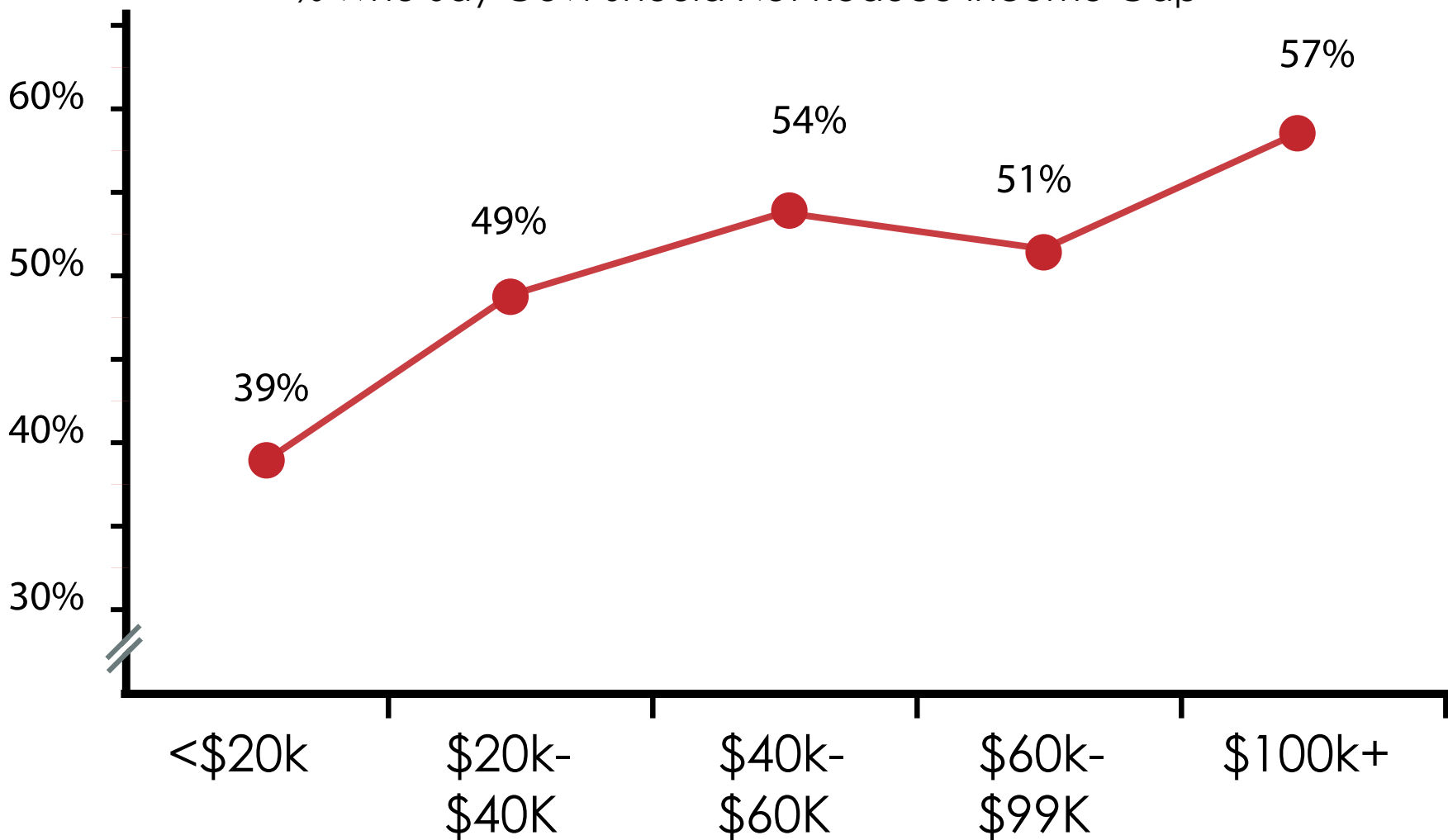
Reason - Rupe Spring 2014 Millennial Poll



Opposition to Income Redistribution Rises with Income

Does government have a responsibility to reduce the differences in income between people with high incomes and those with low incomes?

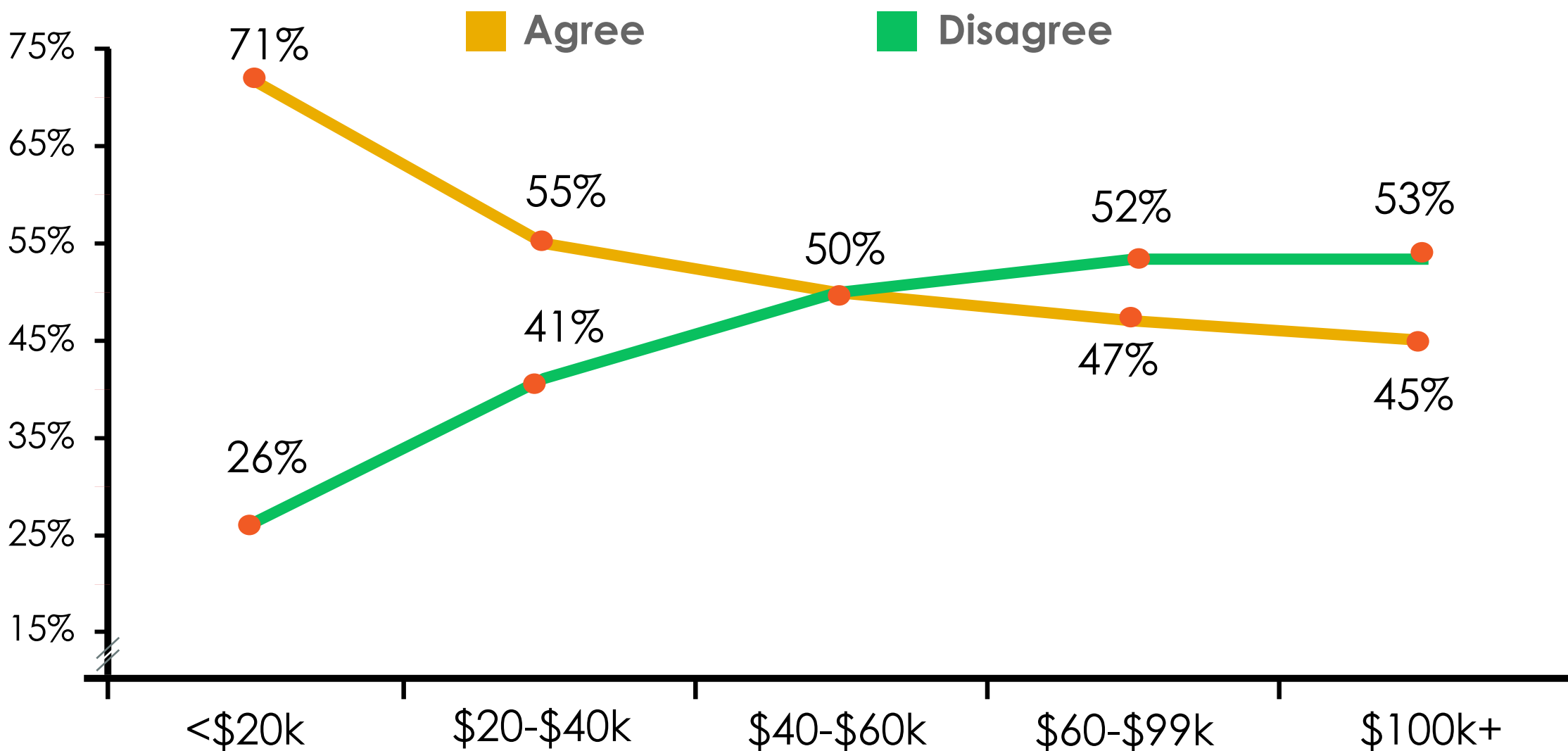
% Who Say Govt Should Not Reduce Income Gap



Reason - Rupe Spring 2014 Millennial Poll

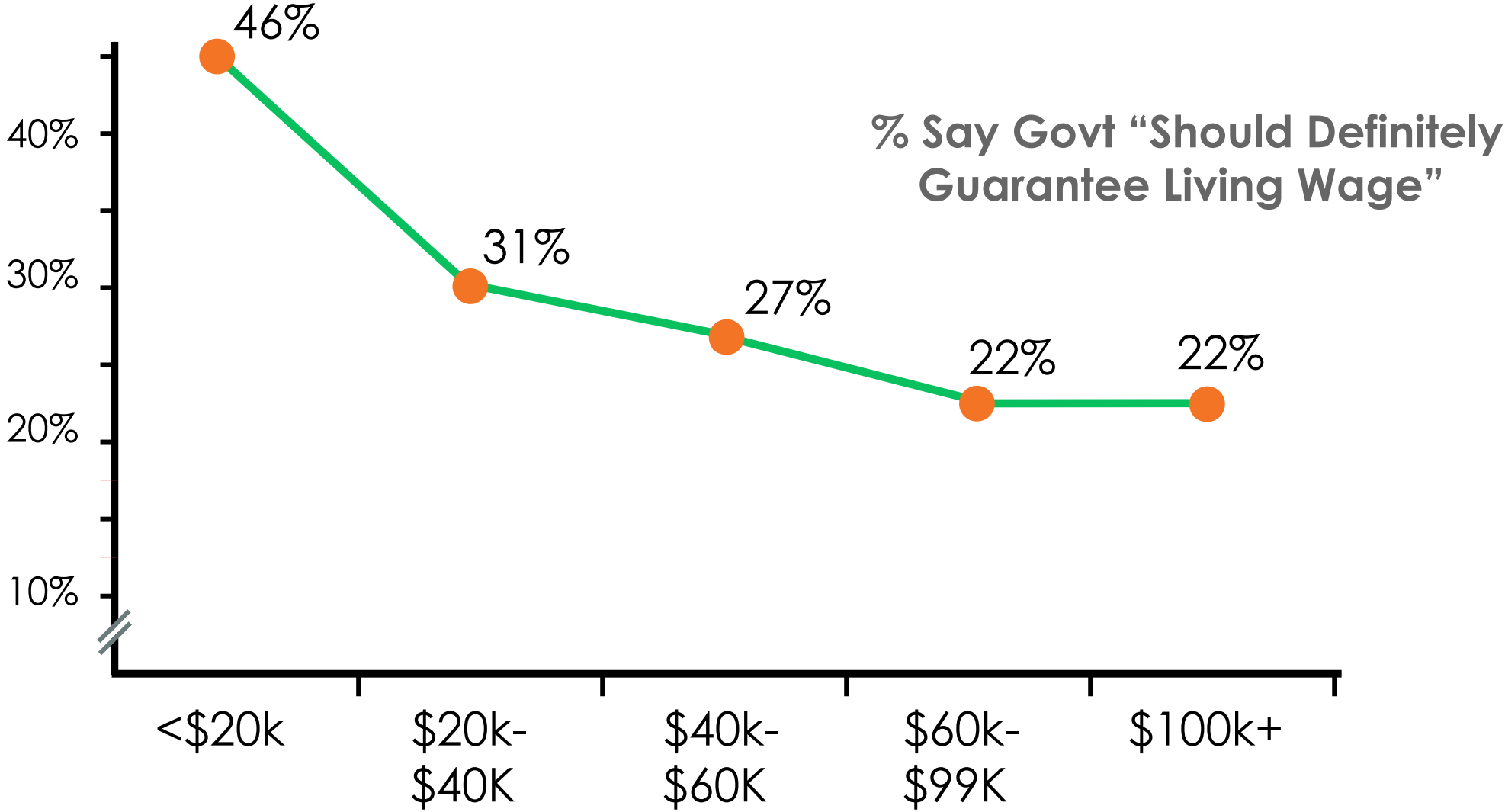
Millennials Are Less Willing to Pay More to Expand Social Safety Net the More Money They Earn

Should the government spend more on financial assistance to the poor, even if it leads to higher taxes?



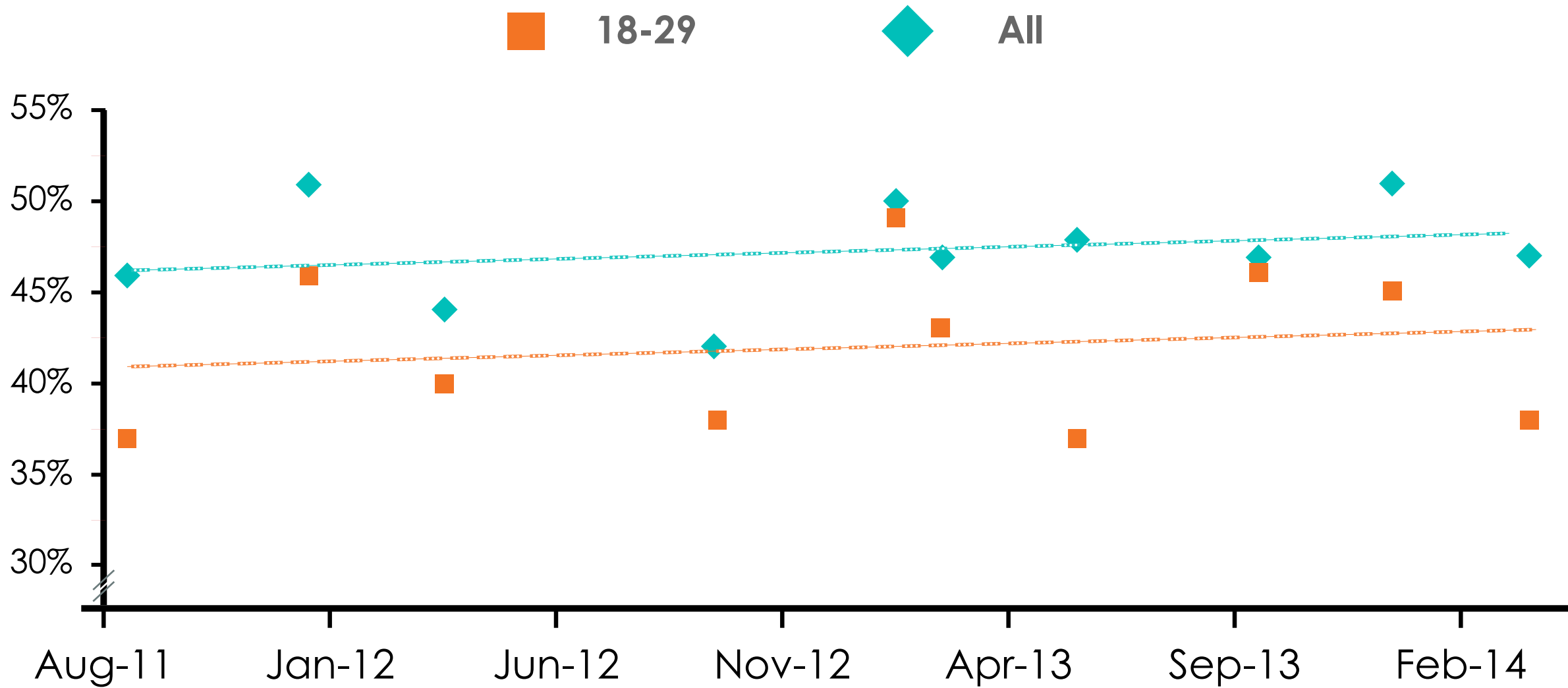
Support for Government-Guaranteed Living Wage Declines as Income Rises

Does government have a responsibility to guarantee every citizen a living wage?



Millennials Less Supportive of Govt Promoting Traditional Values than Older Cohorts

Should the government promote traditional values in our society?

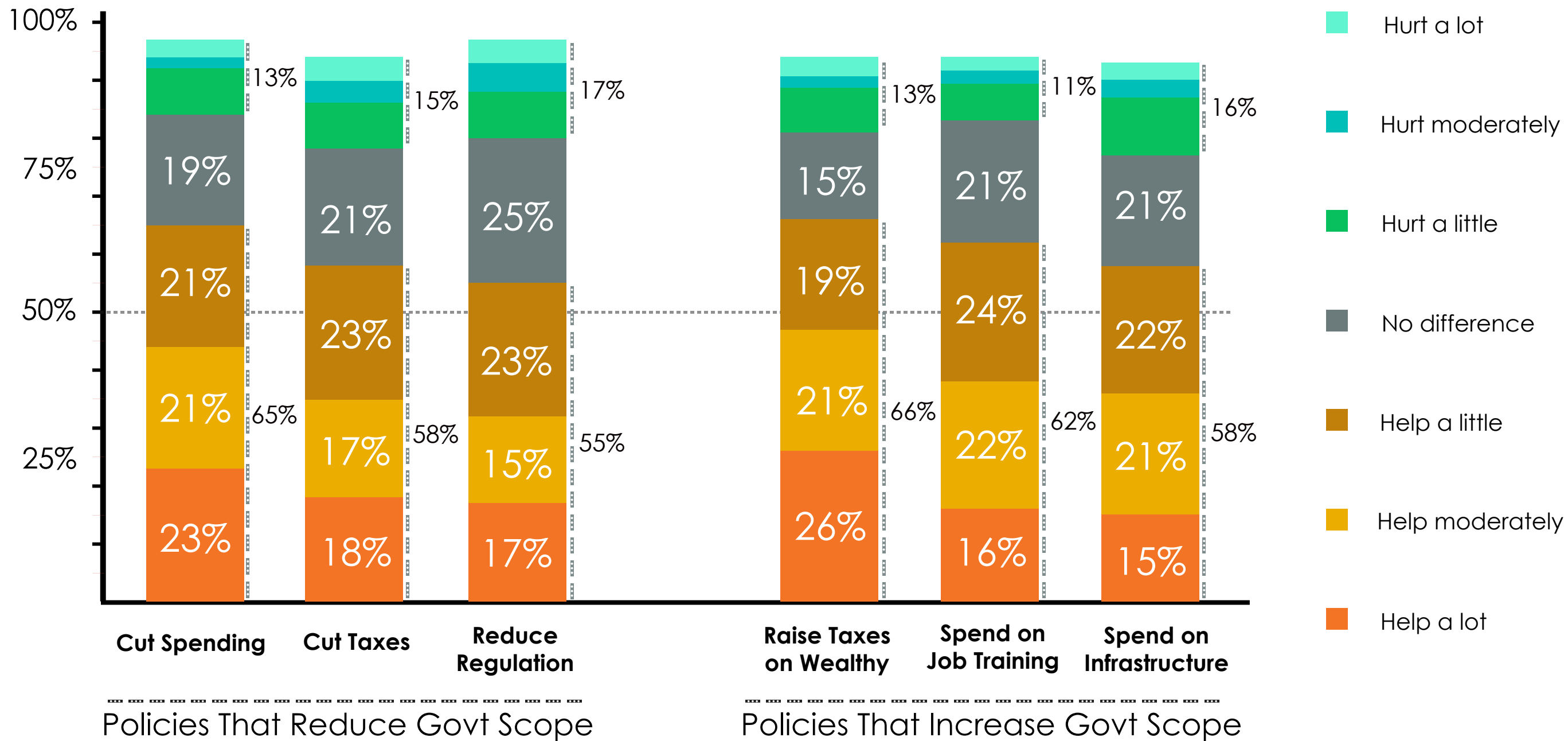


Source: Reason Rupe Apr 2014, Reason Rupe Dec 2013, Reason Rupe Sept 2013, Reason Rupe May 2013, Reason Rupe Feb 2013, Reason Rupe Jan 2013, Reason Rupe Sept 2012, Likely Voters, Reason Rupe Mar 2012, Reason Rupe Dec 2011, Reason Rupe Aug 2011

To Stimulate the Economy, Millennials Want Action

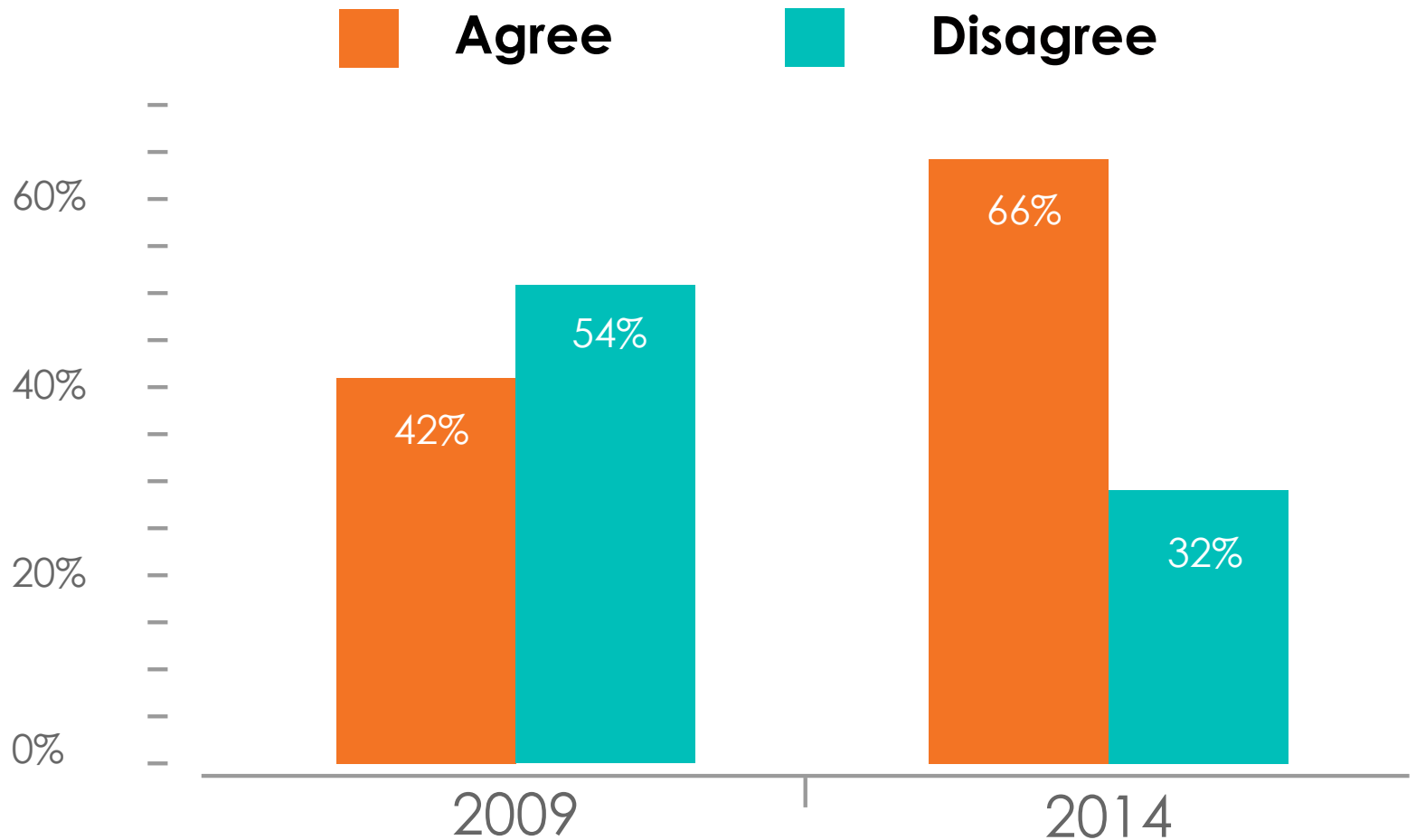
Millennials Support Policies that Both Increase and Reduce the Scope of Government

Would each of the following primarily help or hurt the economy?



Increasing Number of Millennials Say Govt Is Wasteful and Inefficient

Do you generally agree or disagree with the following statement: when something is run by the government, it is usually inefficient and wasteful.

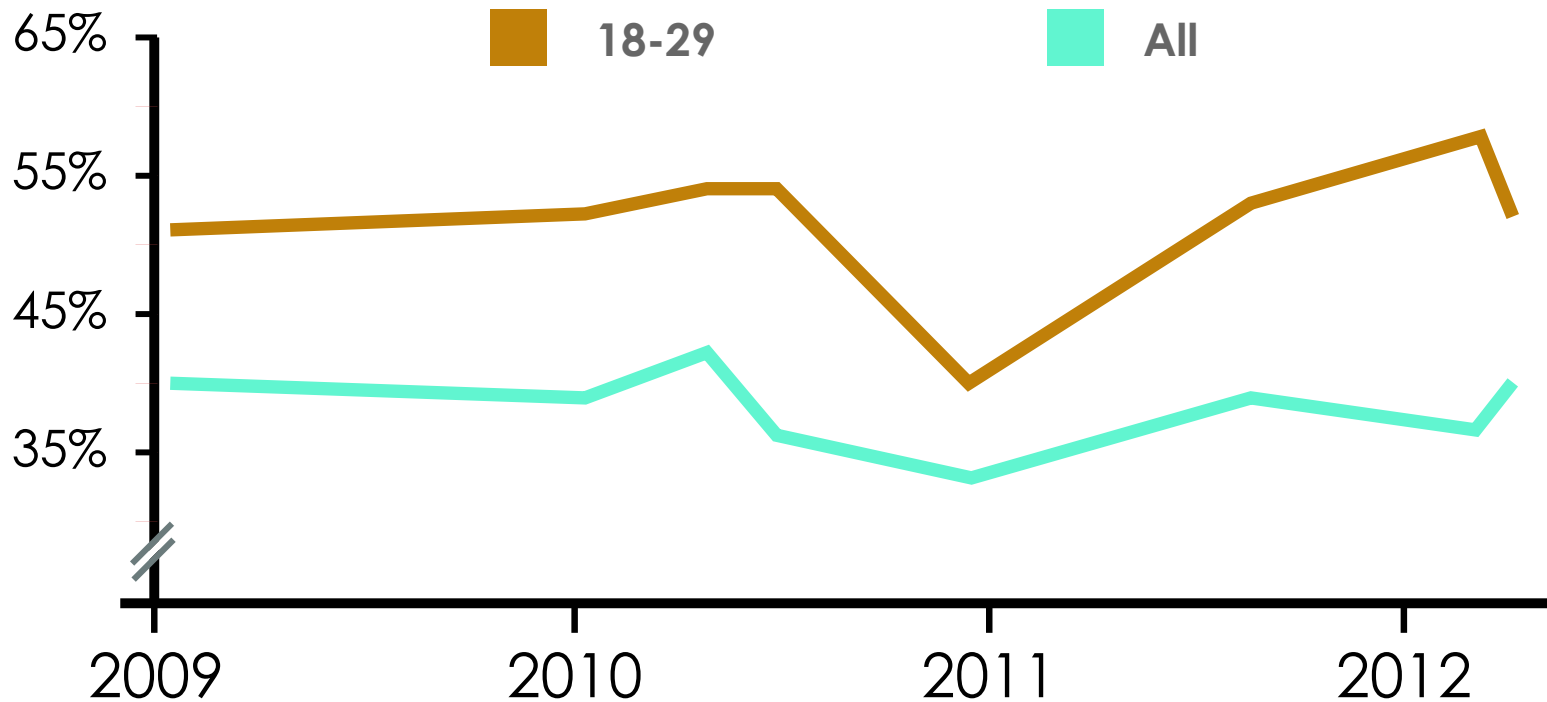


"Don't know/refused" responses not shown

Millennials More Supportive of “Larger Government” than Americans 30+

Would you rather have a smaller government providing fewer services, or a larger government providing more services?

% Prefer Larger Govt & More Services

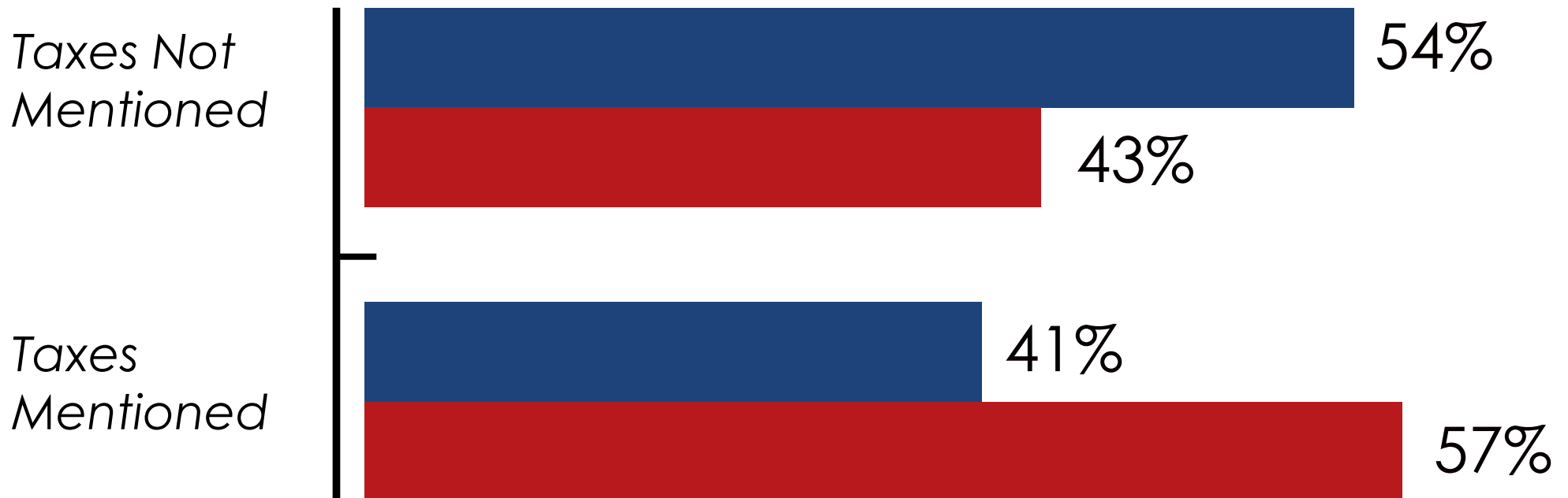


Source: Pew Sept 2012, Likely Voters, CBS News Aug 2012, Pew Jan 2012, CBSNY Times Apr 2011, CBS/NYTimes Oct 2011, Pew Aug 2010, Pew Apr 2010, Pew Mar 2009

Support for Large Government Flips if High Taxes Required

If you had to choose, would you rather have a smaller govt providing fewer services (with low taxes), or a larger govt providing more services (with high taxes)?

■ **Large Govt; More Services** ■ **Small Govt; Fewer Services**

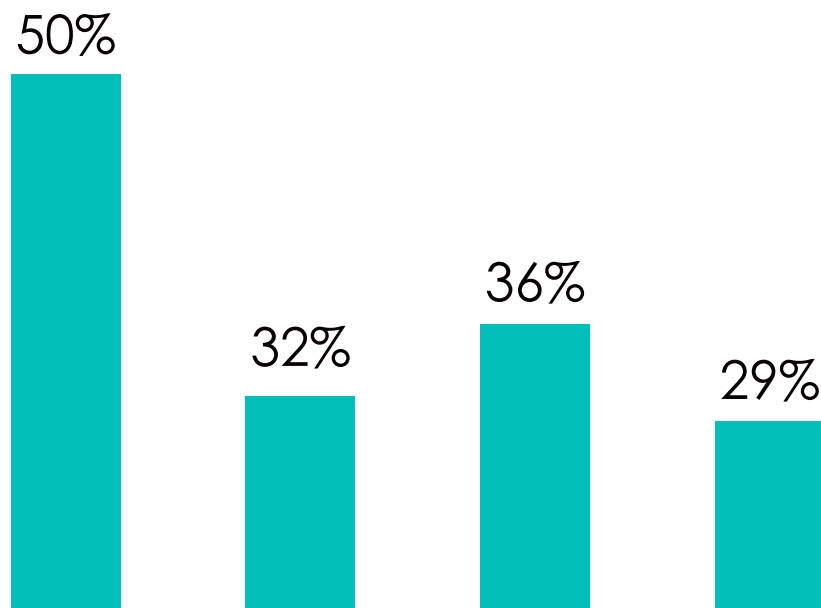


When Taxes Are Explicit, Racial Divide on Size of Govt Begins to Disappear

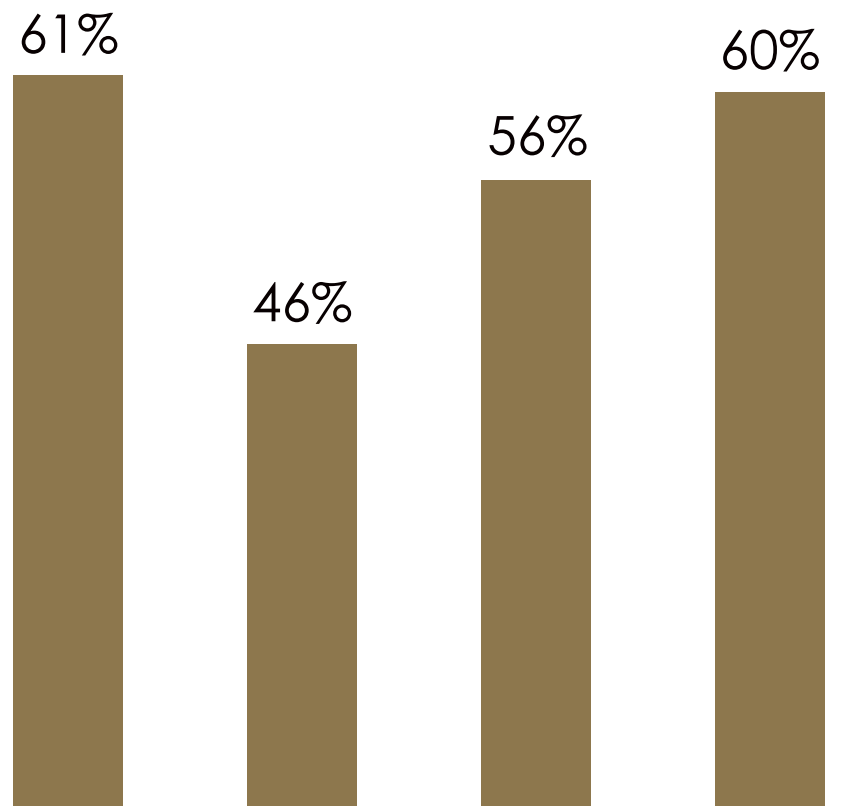
If you had to choose, would you rather have a smaller government providing fewer services (with low taxes), or a larger government providing more services (with high taxes)?

% Who Favor Small Government

Taxes Not Mentioned



Taxes Mentioned



Caucasian African American Hispanic Asian

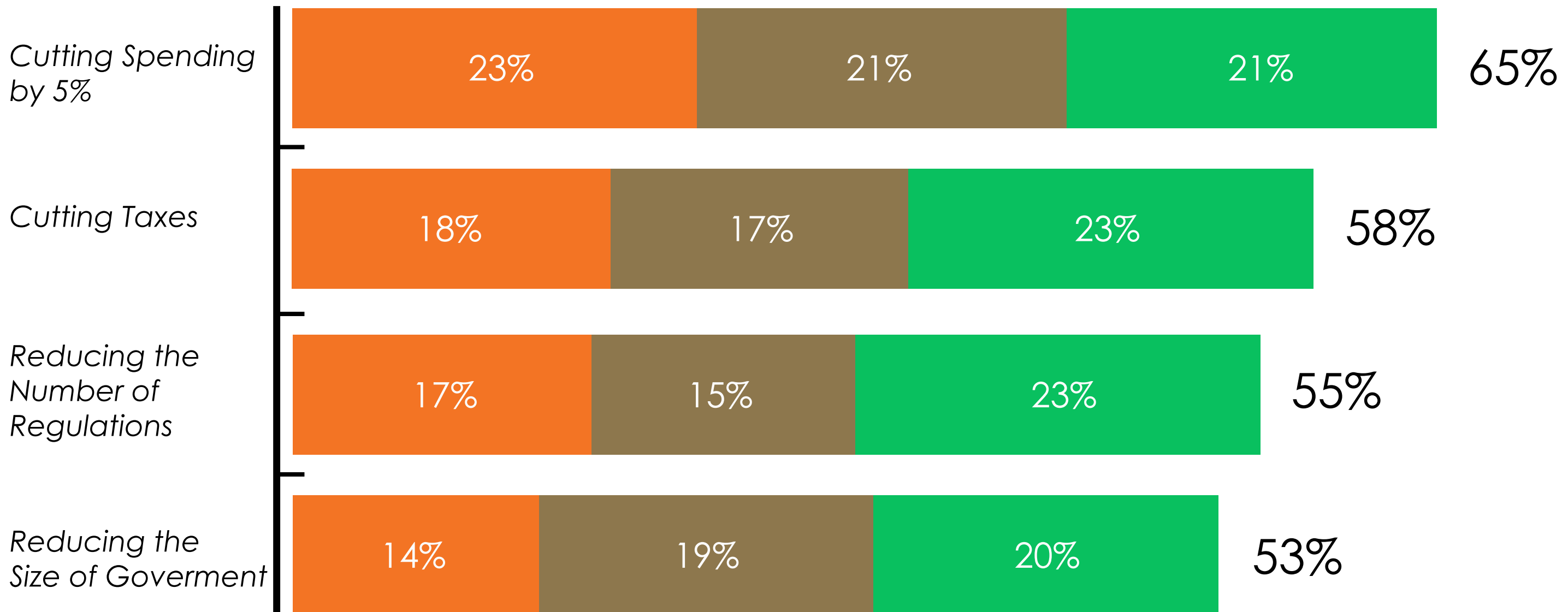
Caucasian African American Hispanic Asian

Concrete Policies to Limit Govt Are More Popular Than Calls to Reduce the Size of Govt

In your view, would each of the following primarily help or hurt the economy, or would they not make much difference?

% Say Primarily Help Economy

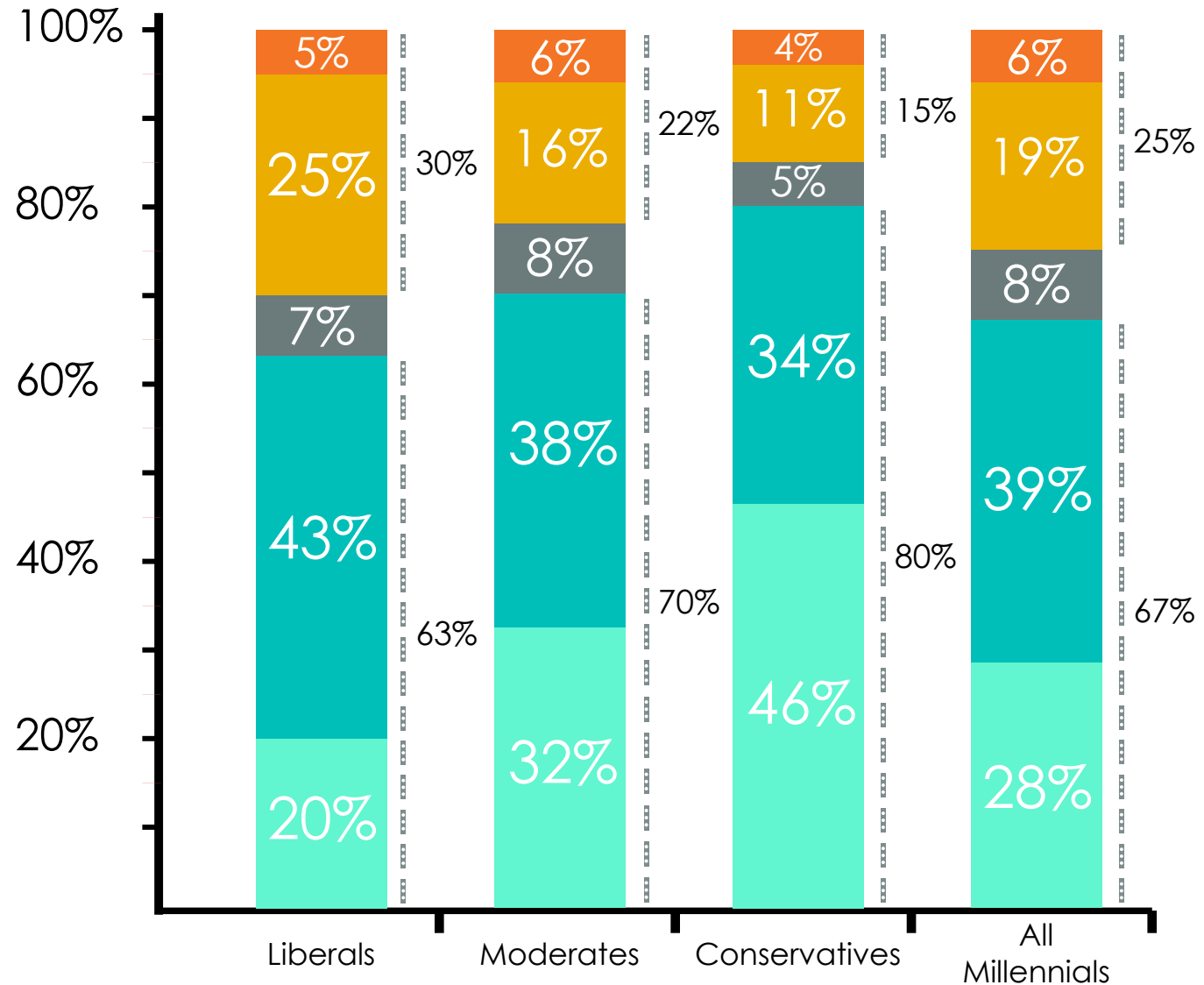
% Help A Lot **% Help Moderately** **% Help A Little**



Millennials Favorable Toward Profit and Competition

Are profit and competition primarily good or primarily bad?

- Say Primarily Bad - Strongly
- Say Primarily Bad - Somewhat
- Not Sure
- Say Primarily Good - Somewhat
- Say Primarily Good - Strongly

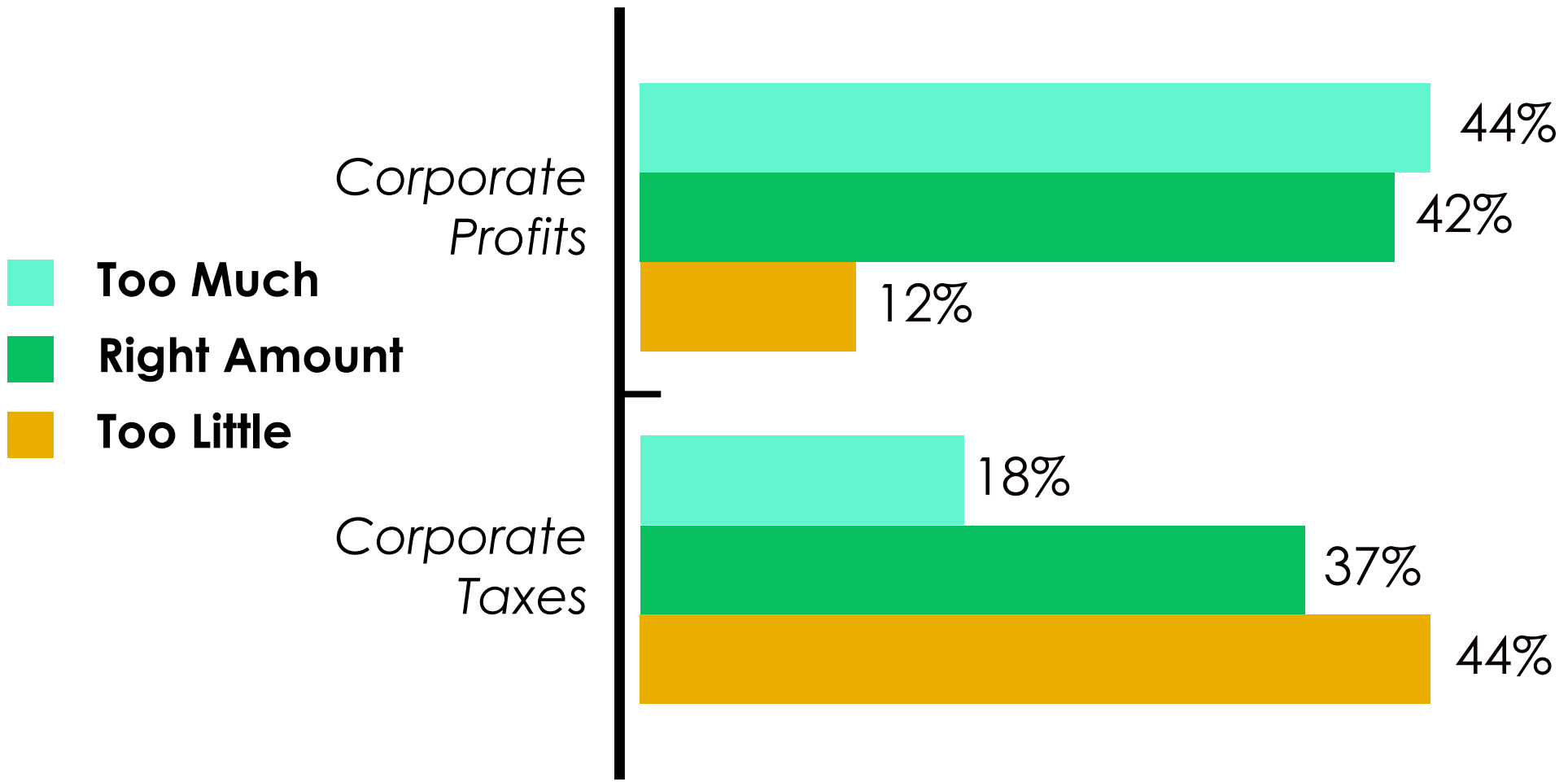


Most Millennials Don't Think Business Profits Are Too High or Taxes Too Low

Do companies:

...Make too much, too little, or the right amount in profits?

...Pay too much, too little, or the right amount in taxes?



Millennials Favor Free Market Economy Over Govt Managed Economy, Capitalism Over Socialism by Smaller Margin

Which is the better system: capitalism or socialism?

■ Capitalism

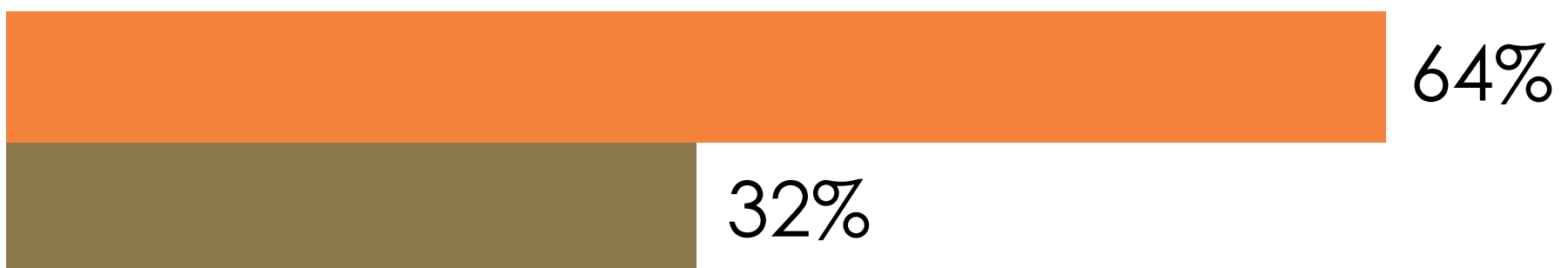
■ Socialism



Which is the better system: free market economy or an economy managed by the government?

■ Free Market Economy

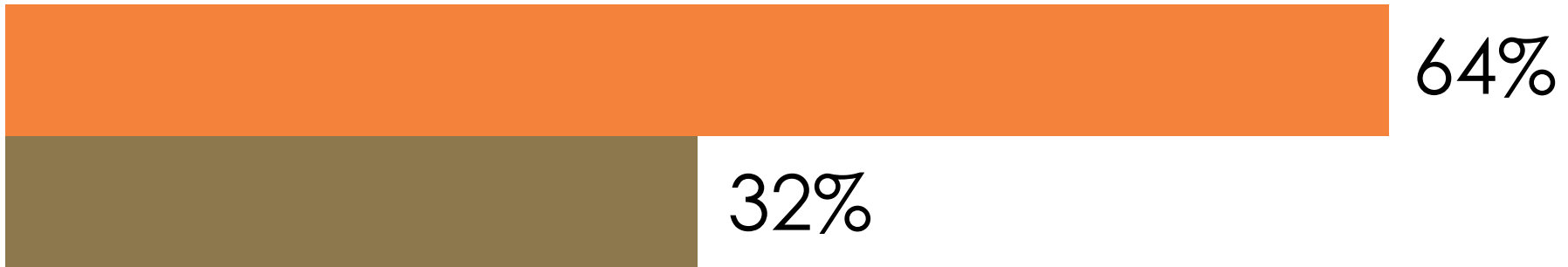
■ Govt Managed Economy



Millennials Favor Free Market Over Govt Managed Economy

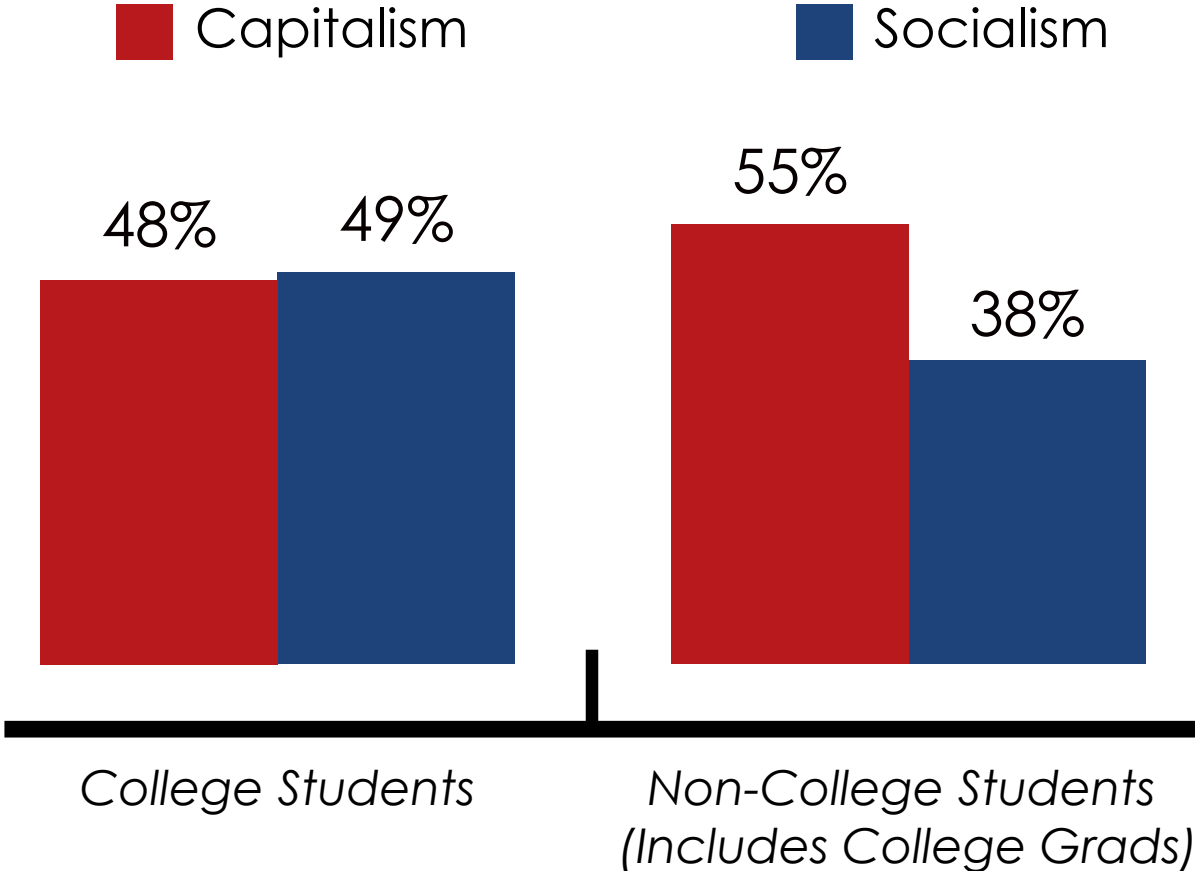
Which is the better system: free market economy or an economy managed by the government?

■ **Free Market Economy** ■ **Govt Managed Economy**



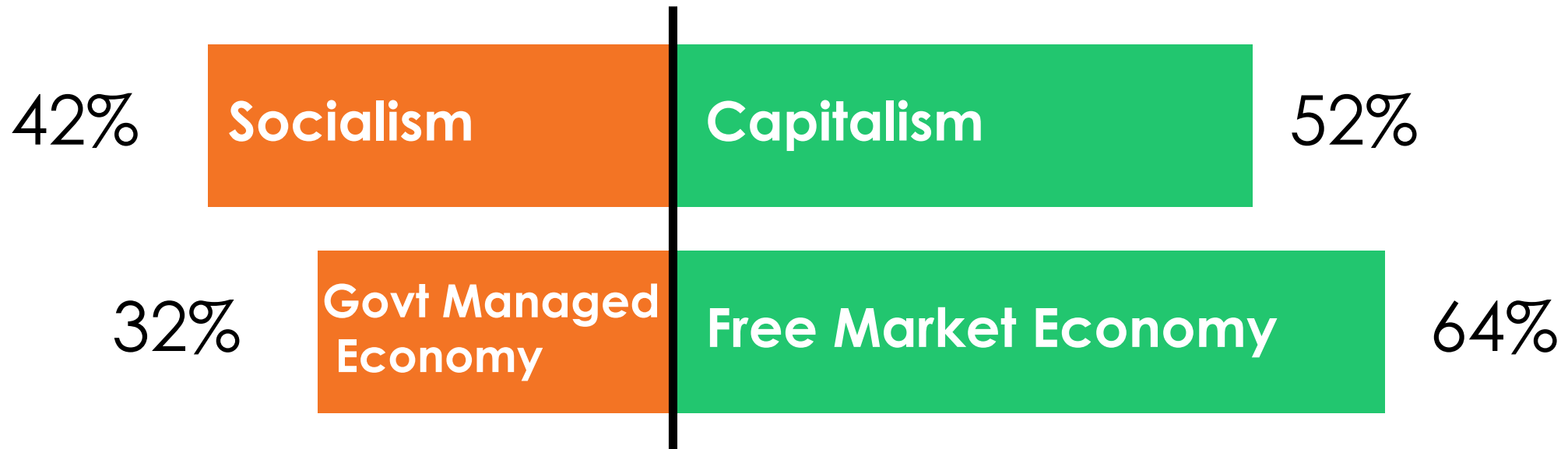
Millennials More Favorable to Govt Intervention While in College

Which is the better system: capitalism or socialism?



Socialism Holds Up Better Next to Capitalism than a Govt Managed Economy Next to the Free Market

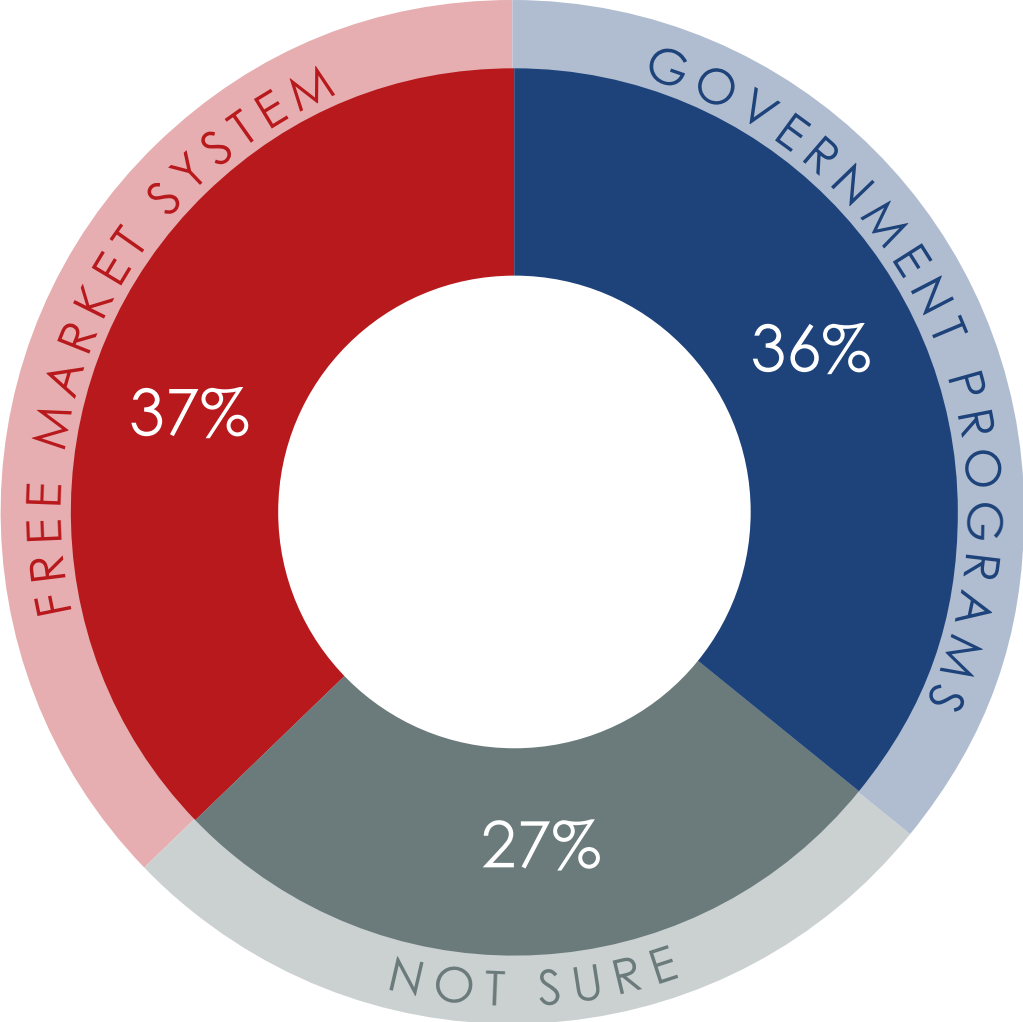
Which is the better system?



Millennials Are Divided On Whether Markets or Government Best Promote Economic Opportunity

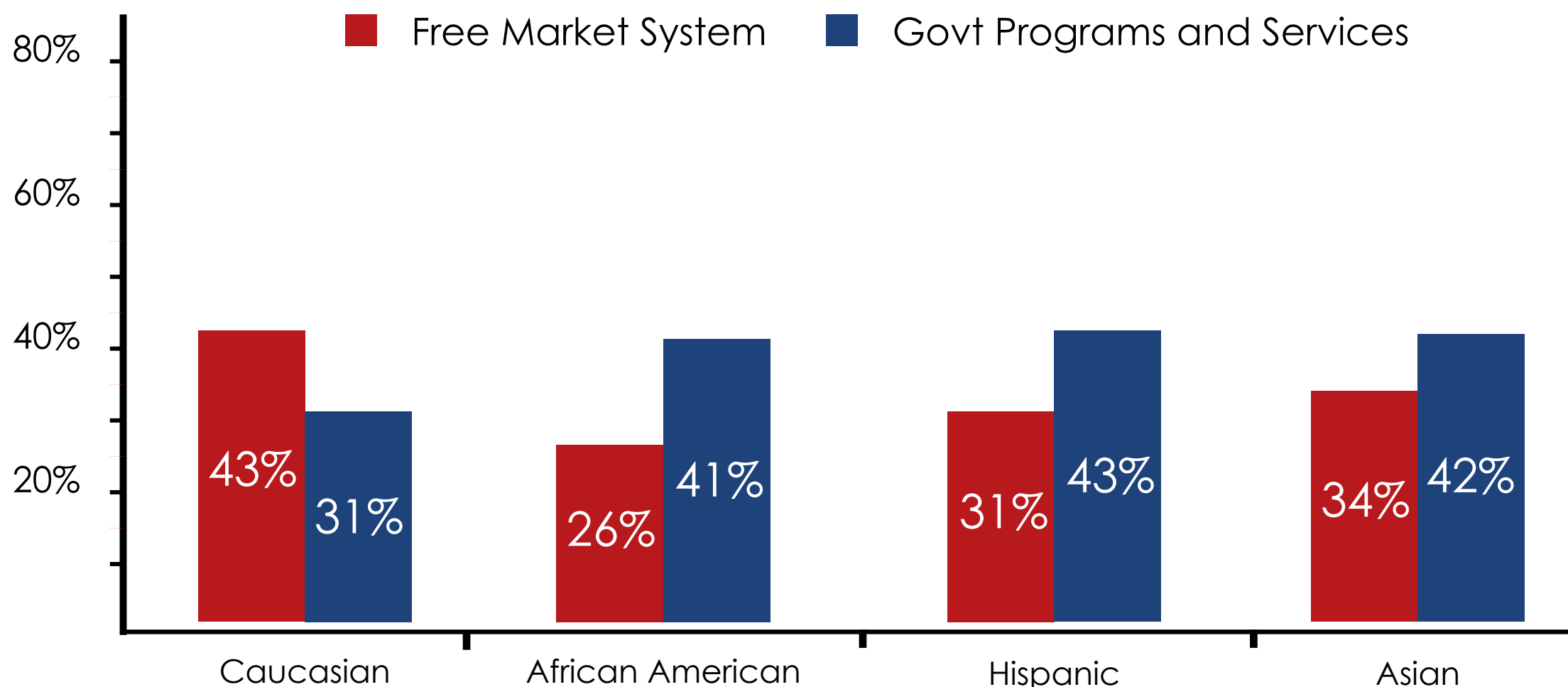
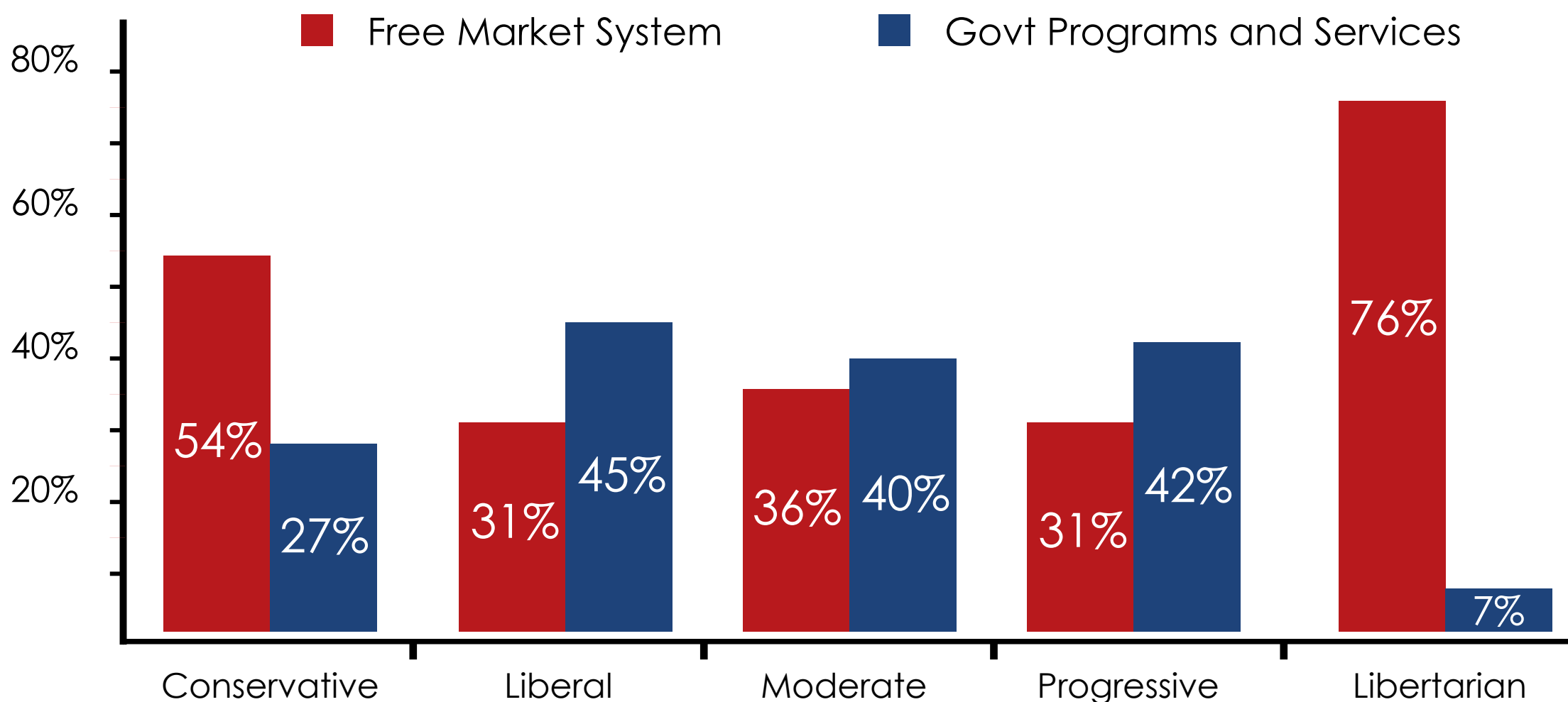
Which do you think is most effective in promoting economic opportunity: the free market system or government programs and services?

Reason - Rupe Spring 2014 Millennial Poll



What Better Promotes Economic Opportunity?

Which do you think is most effective in promoting economic opportunity: the free market system or government programs and services?



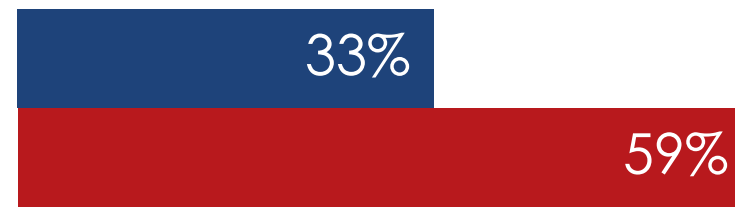
Skepticism that Markets Drive Income Mobility Linked to Support for Govt Activism

Which do you think is most effective in promoting economic opportunity: the free market system or government programs and services?

■ Govt Should Do More

■ Govt Already Doing Too Much

Say Free Markets Promote Opportunity



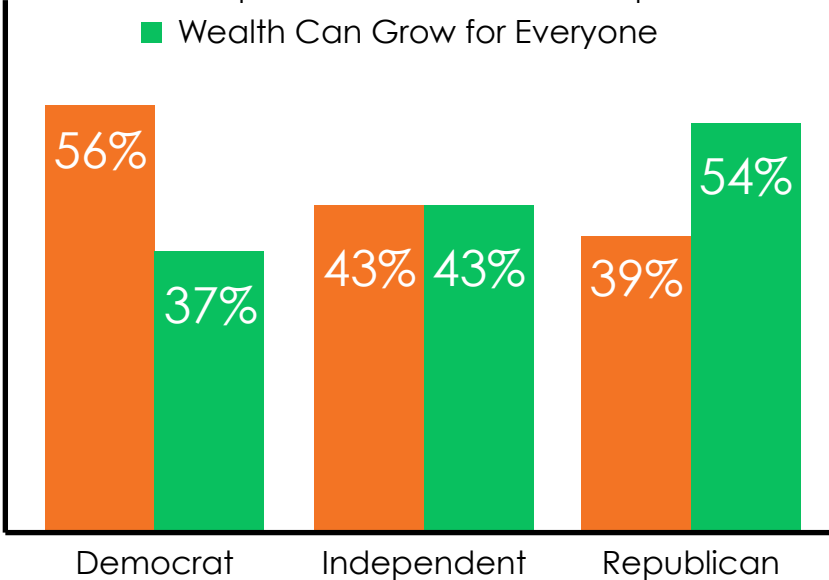
Say Govt Programs Promote Opportunity



Democratic Millennials Mostly View Wealth as a Fixed Pie

Which do you agree with more: people generally get rich at the expense of others, or wealth can grow so there's more for everyone?

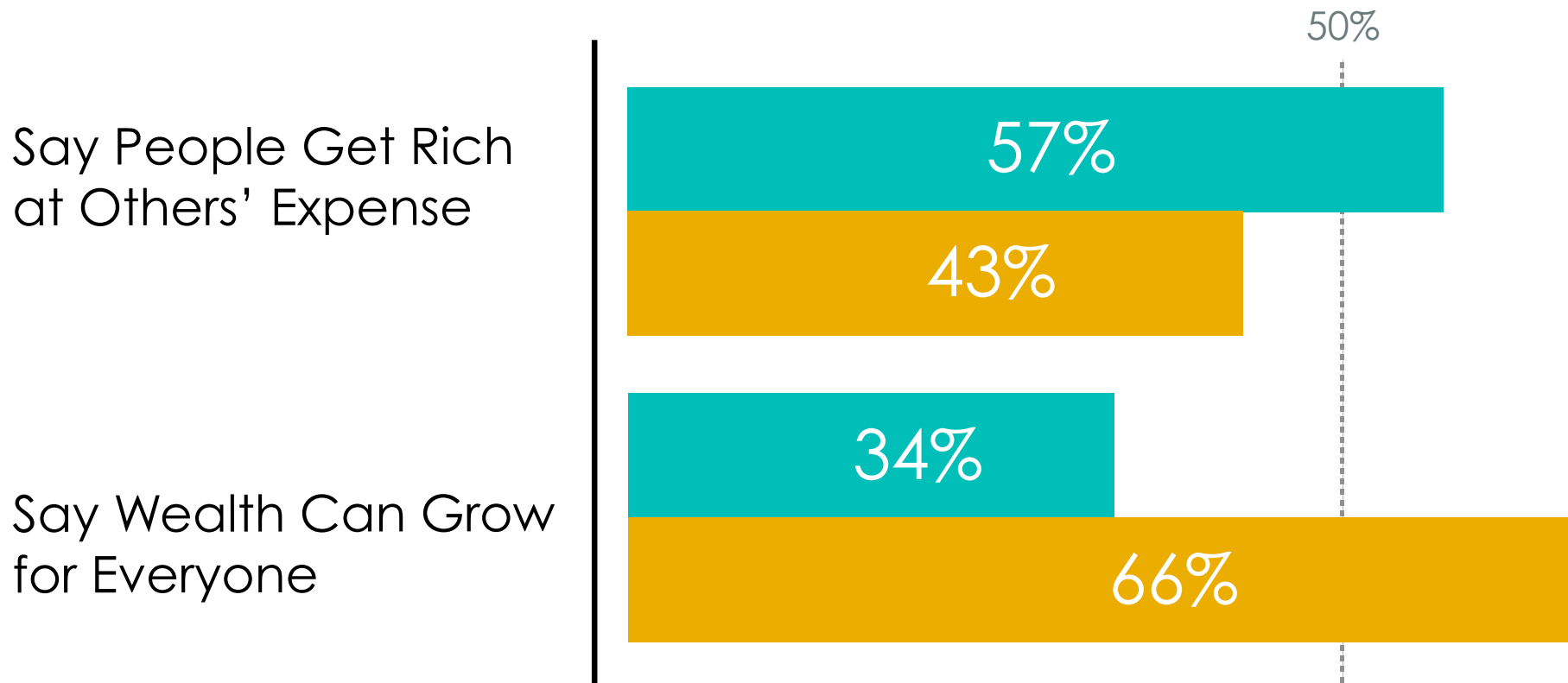
- People Get Rich at Others' Expense
- Wealth Can Grow for Everyone



Belief that Wealth Is Fixed Pie Tied to Anxiety Over Company Profits

Which do you agree with more: people generally get rich at the expense of others, or wealth can grow so there's more for everyone?

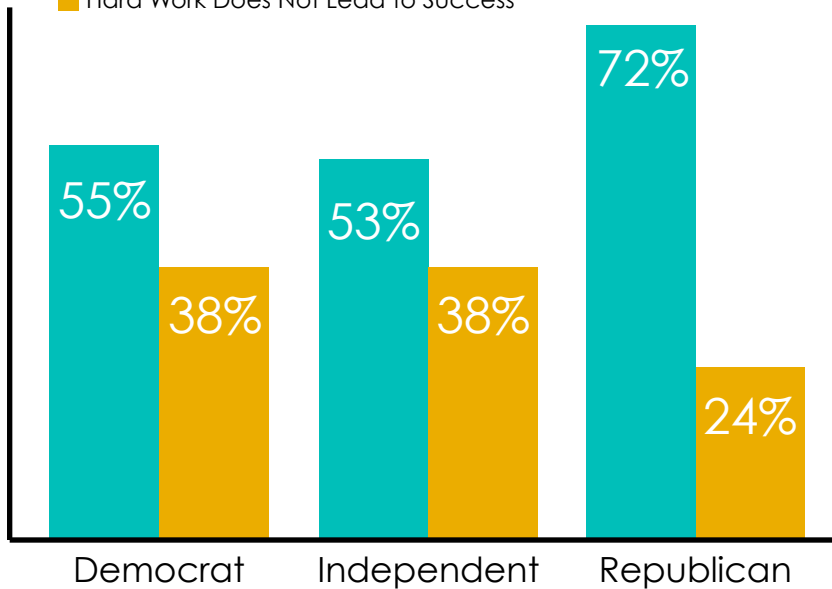
■ Say Business Profits Too High ■ Say Business Profits Right Amount/Too Low



Republican Millennials More Likely to Believe Hard Work Brings Success

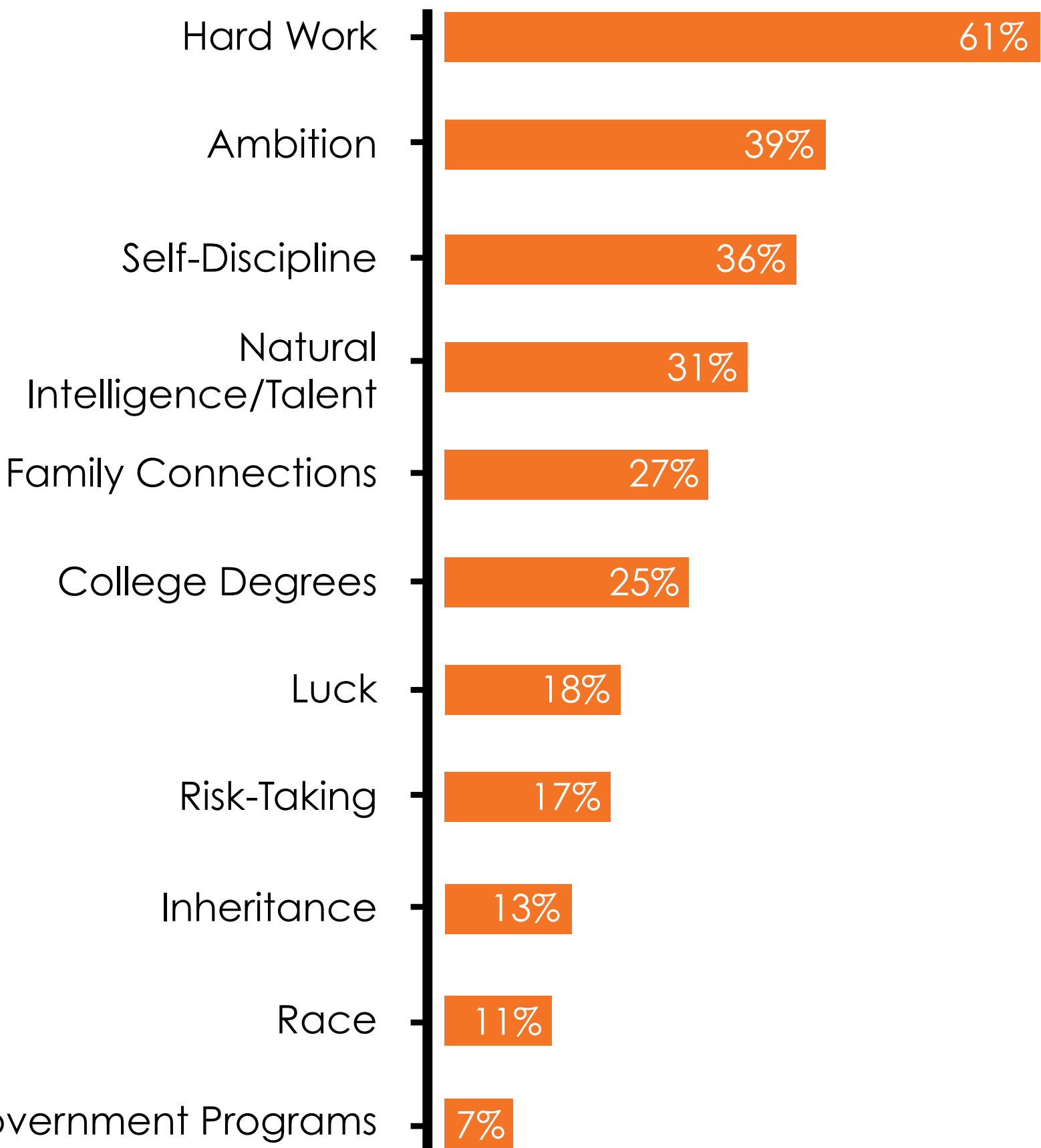
Which do you agree with more: Most people who want to get ahead can make it if they're willing to work hard, or hard work and determination do not lead to success for most people?

- Hard Work Leads to Success
- Hard Work Does Not Lead to Success



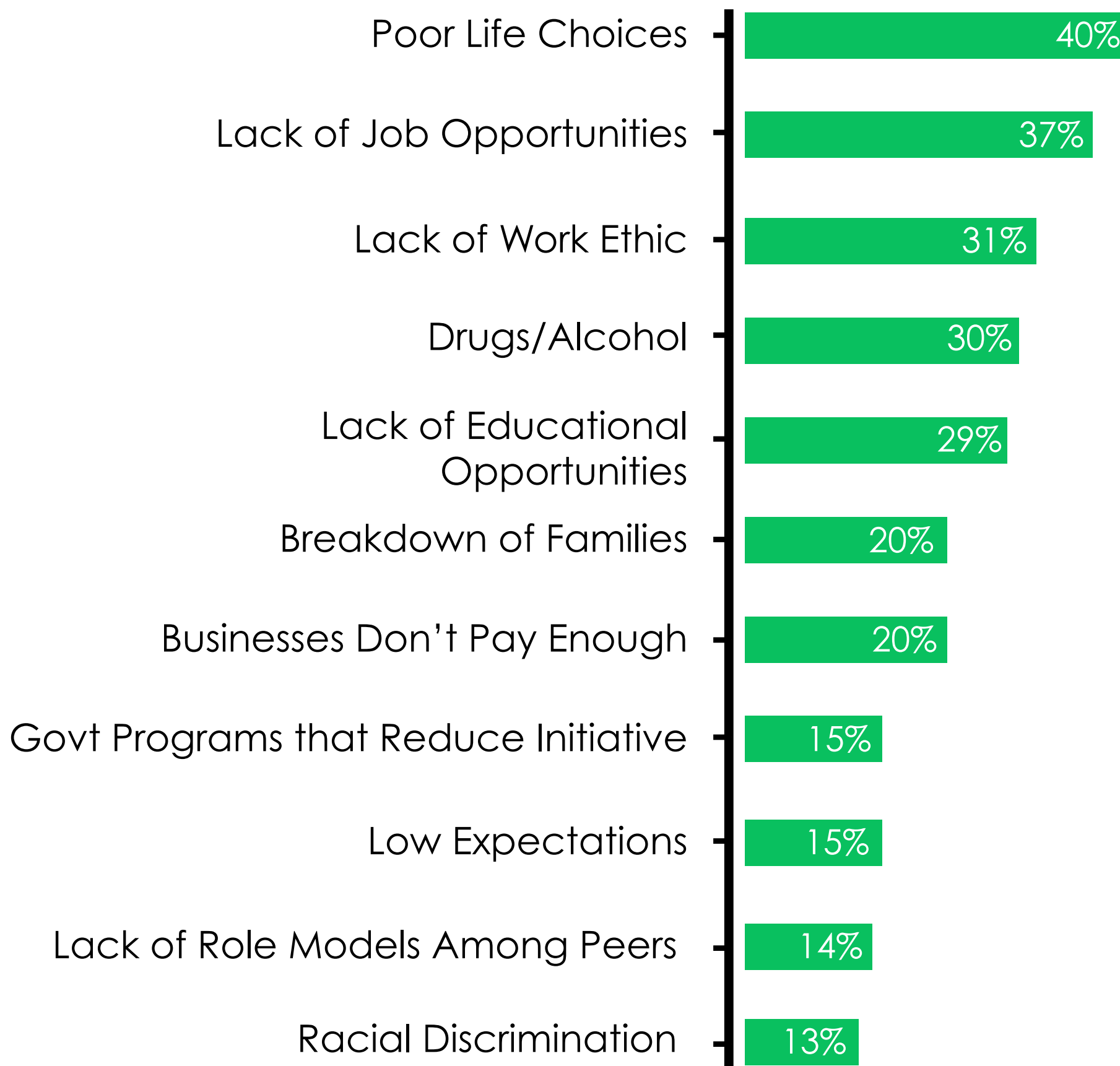
Millennials Say Hard Work, Ambition, and Self-Discipline Most Important for Success

Which of the three following reasons do you think are most important in determining a person's wealth and success?



Millennials Blame Poverty on Poor Life Choices and Lack of Job Opportunities

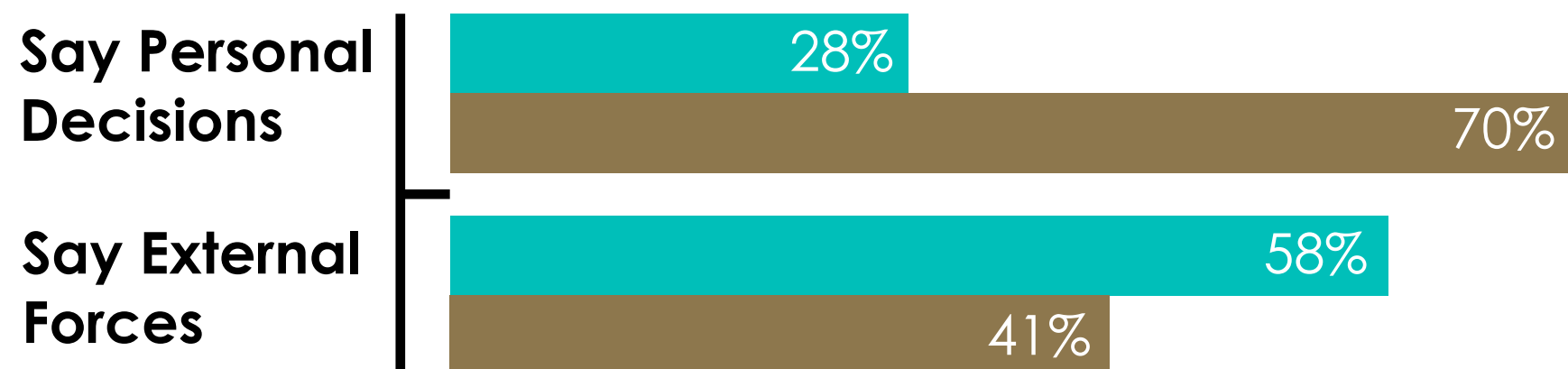
Of the following, which three reasons do you think are responsible for the continuing problem of poverty in this country?



Belief in Self-Determination Tied to Attitudes Toward Government and Redistribution

Do Personal Decisions or External Forces Primarily Determine Wealth and Poverty?

■ Prefer Egalitarian Society ■ Prefer Competitive/Merit-Based Society



■ Govt Should Reduce Income Gap ■ Govt Should Not Reduce Income Gap



■ Larger Govt, More Services, Higher Taxes ■ Smaller Govt, Fewer Services, Lower Taxes



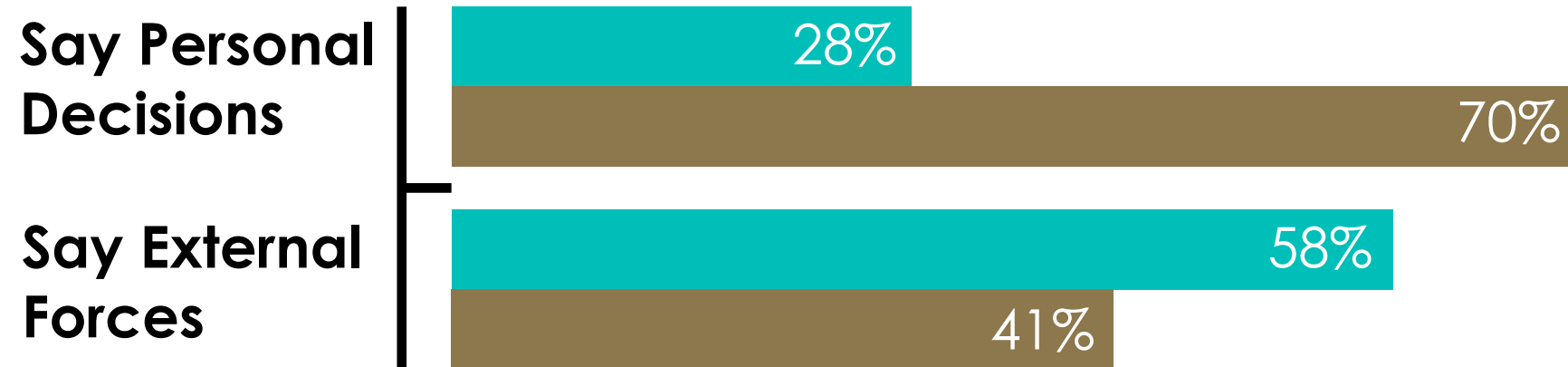
"Don't know/refused" responses not shown

Millennials were categorized as those who primarily believe personal decisions determine wealth and poverty and those who primarily believe external forces determine wealth and poverty.

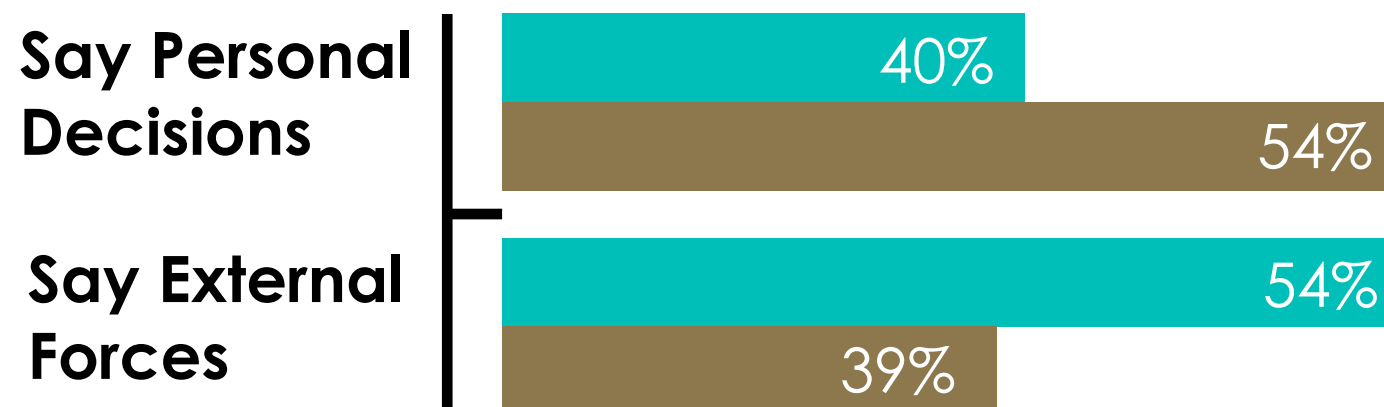
Belief in Self-Determination Tied to Attitudes Toward Government and Redistribution

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■ *Govt Should Reduce Income Gap* ■ *Govt Should Not Reduce Income Gap*



■ *Larger Govt, More Services, Higher Taxes* ■ *Smaller Govt, Fewer Services, Lower Taxes*



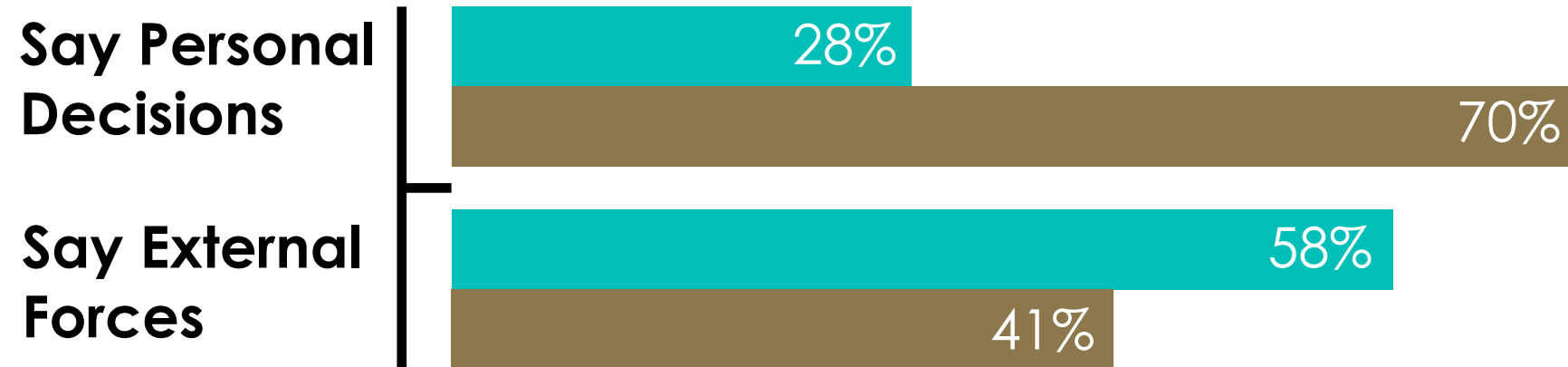
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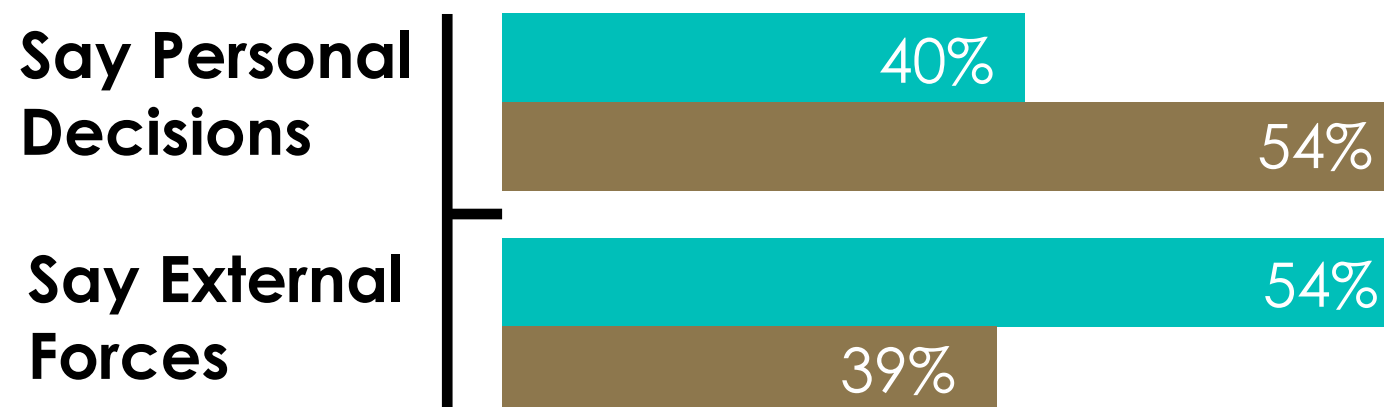
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■ *Larger Govt, More Services, Higher Taxes* ■ *Smaller Govt, Fewer Services, Lower Taxes*



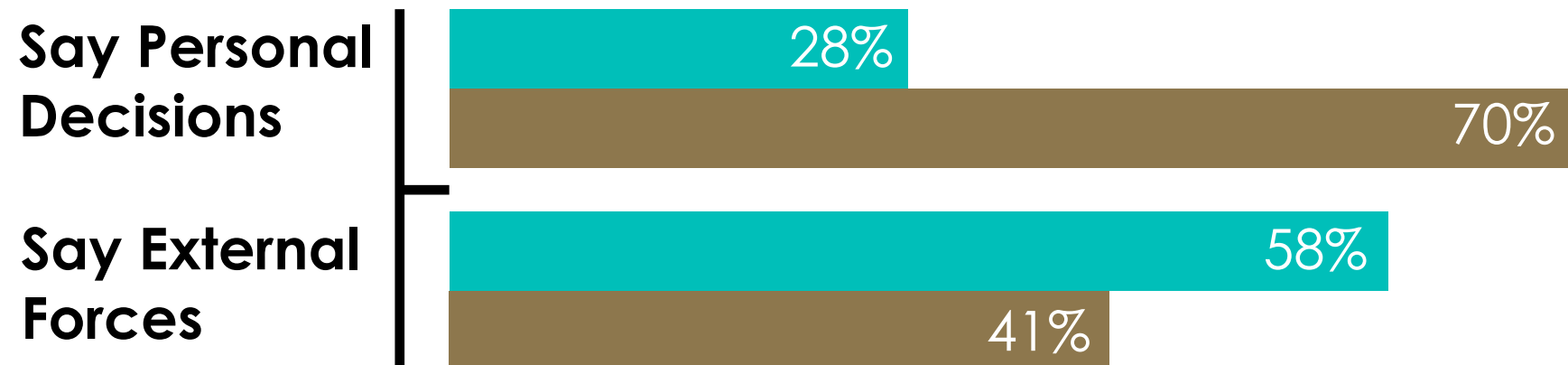
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■ *Govt Should Reduce Income Gap* ■ *Govt Should Not Reduce Income Gap*



■ *Larger Govt, More Services, Higher Taxes* ■ *Smaller Govt, Fewer Services, Lower Taxes*



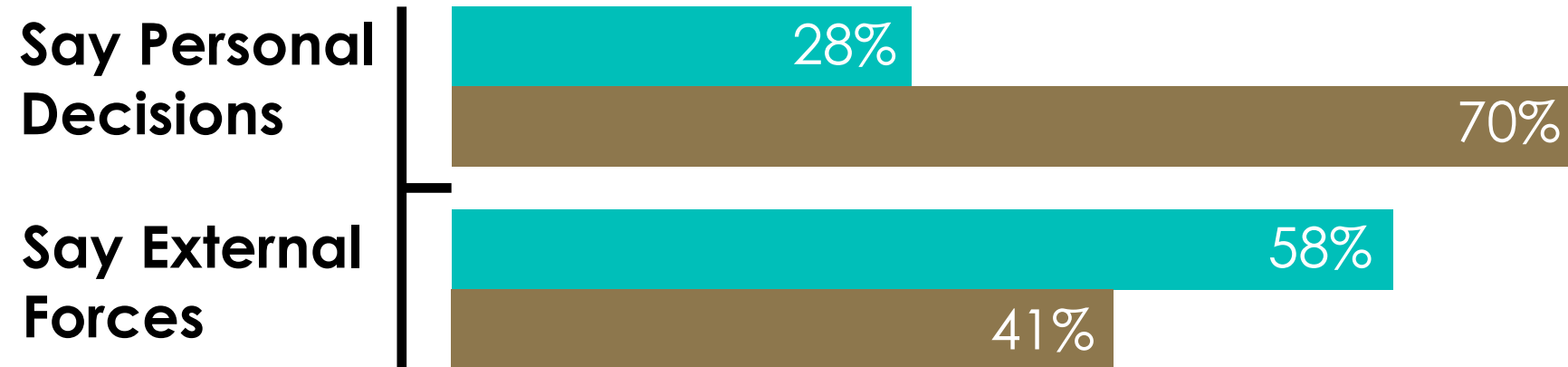
"Don't know/refused" responses not shown

Millennials were categorized as those who primarily believe personal decisions determine wealth and poverty and those who primarily believe external forces determine wealth and poverty.

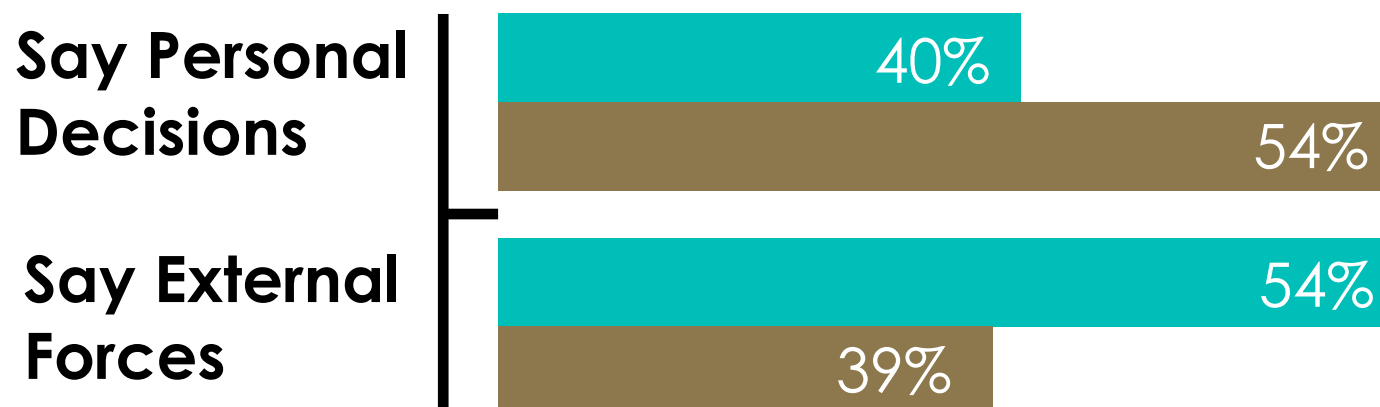
Belief in Self-Determination Tied to Attitudes Toward Government and Redistribution

Do Personal Decisions or External Forces Primarily Determine Wealth and Poverty?

■ *Prefer Egalitarian Society* ■ *Prefer Competitive/Merit-Based Society*



■ *Govt Should Reduce Income Gap* ■ *Govt Should Not Reduce Income Gap*



■ *Larger Govt, More Services, Higher Taxes* ■ *Smaller Govt, Fewer Services, Lower Taxes*



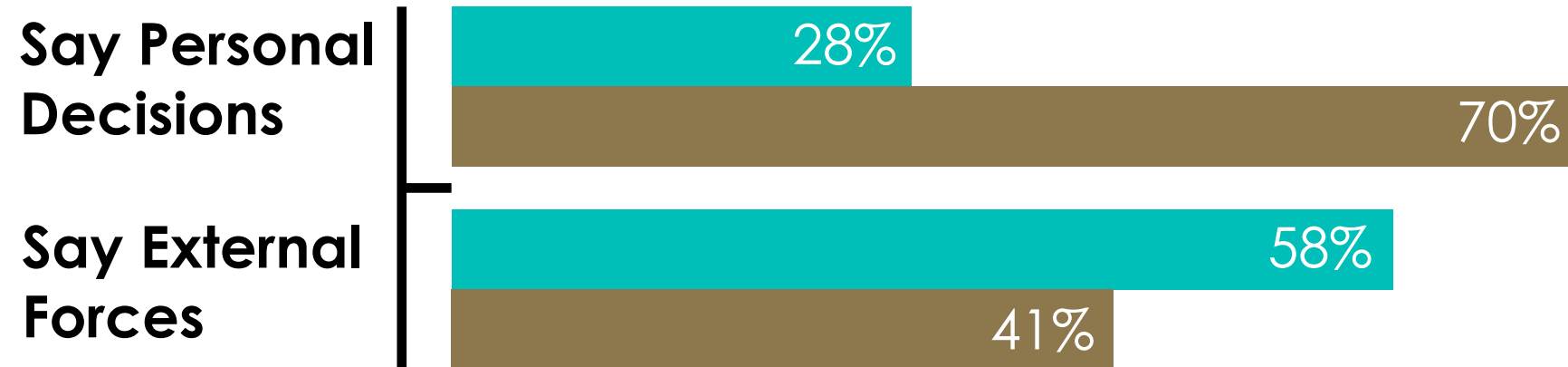
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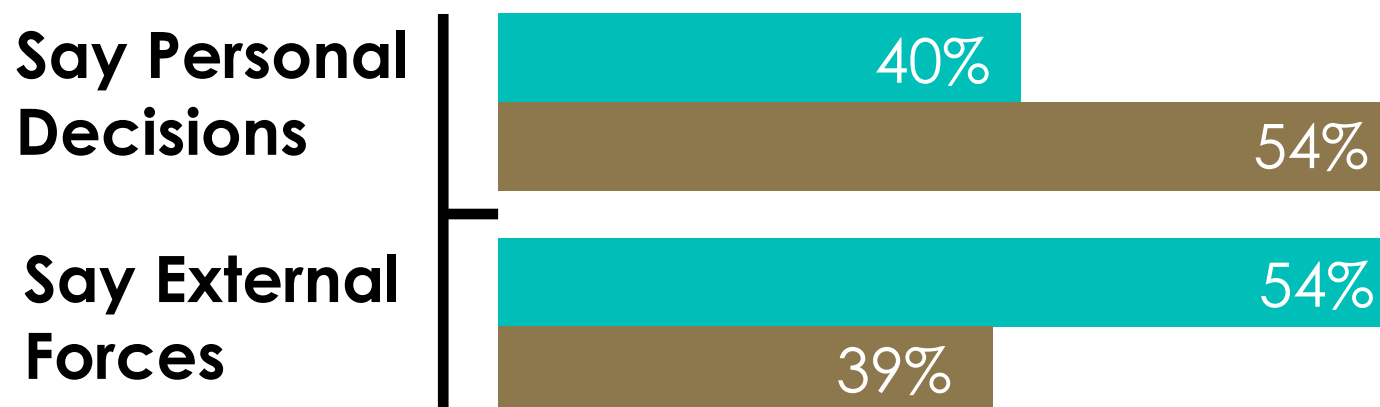
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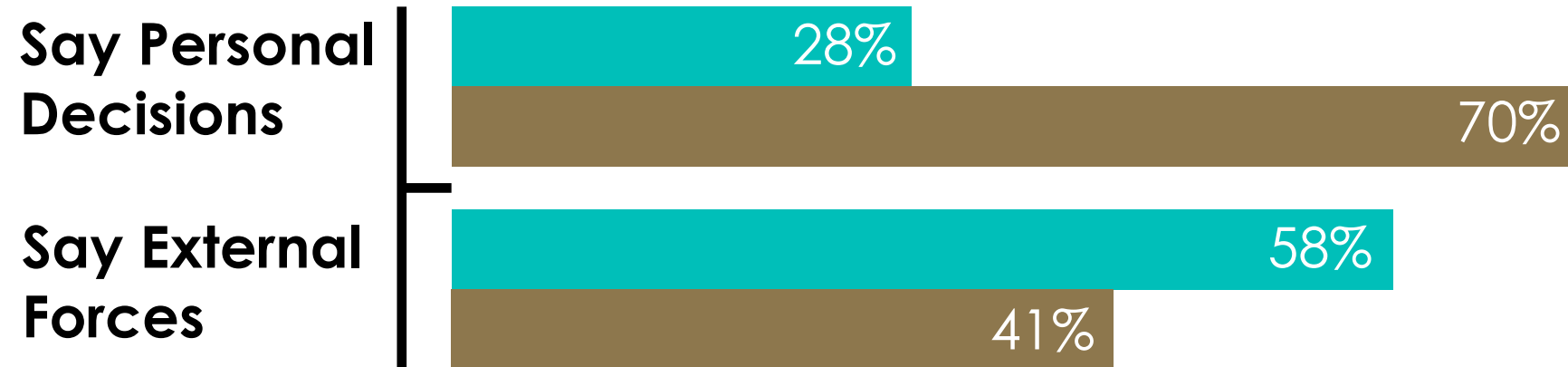
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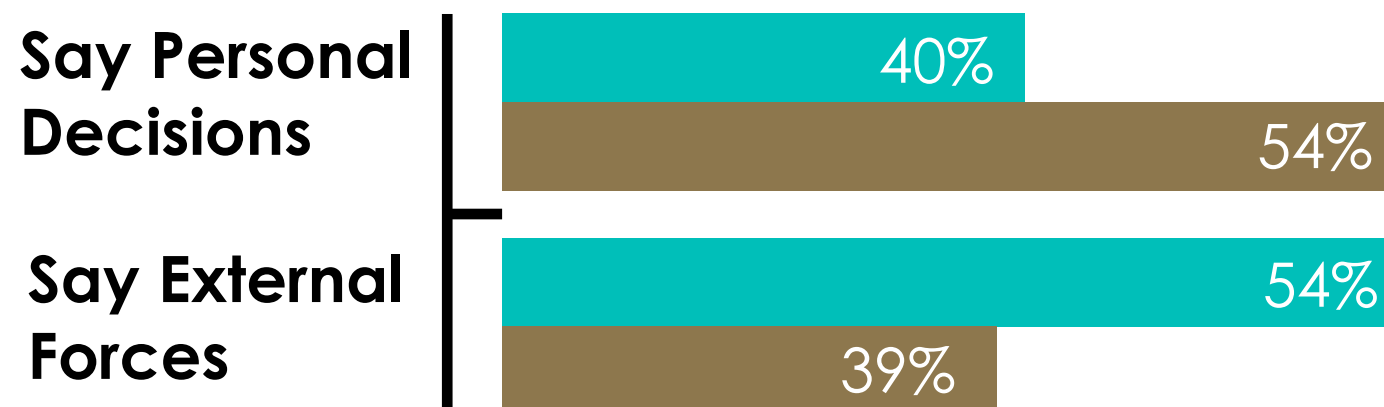
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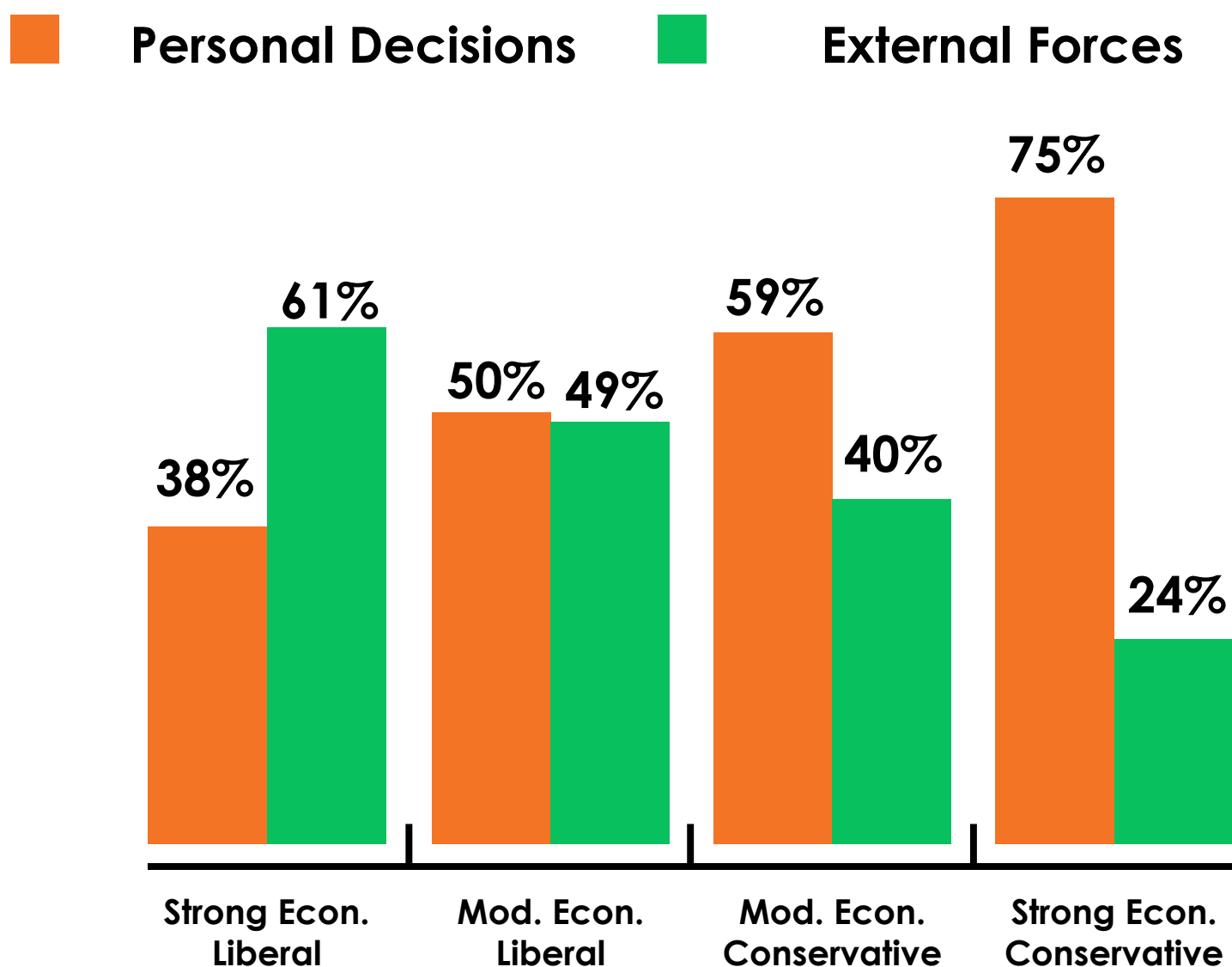


"Don't know/refused" responses not shown

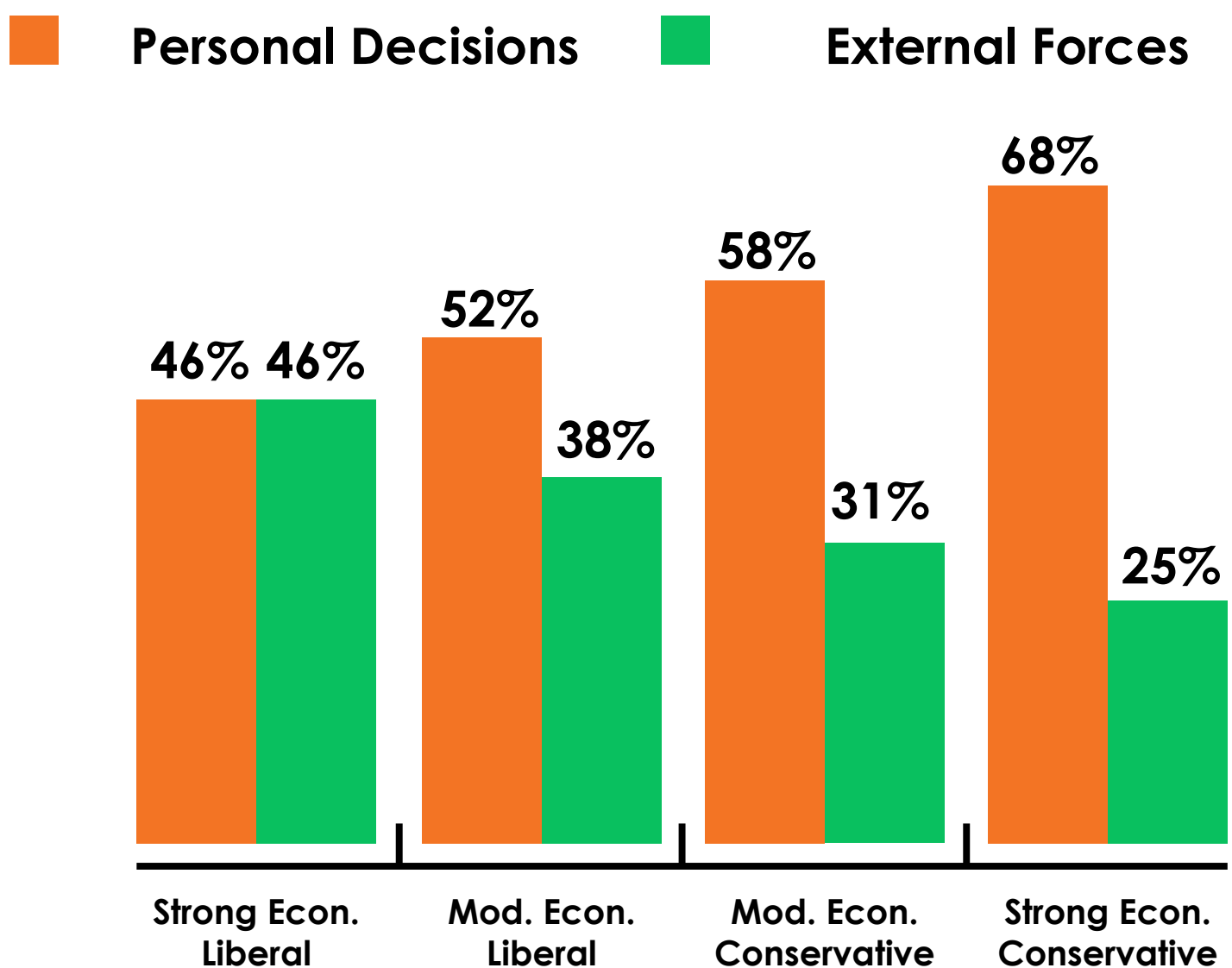
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Economic Ideology Strongly Tied to Beliefs About Self-Determination

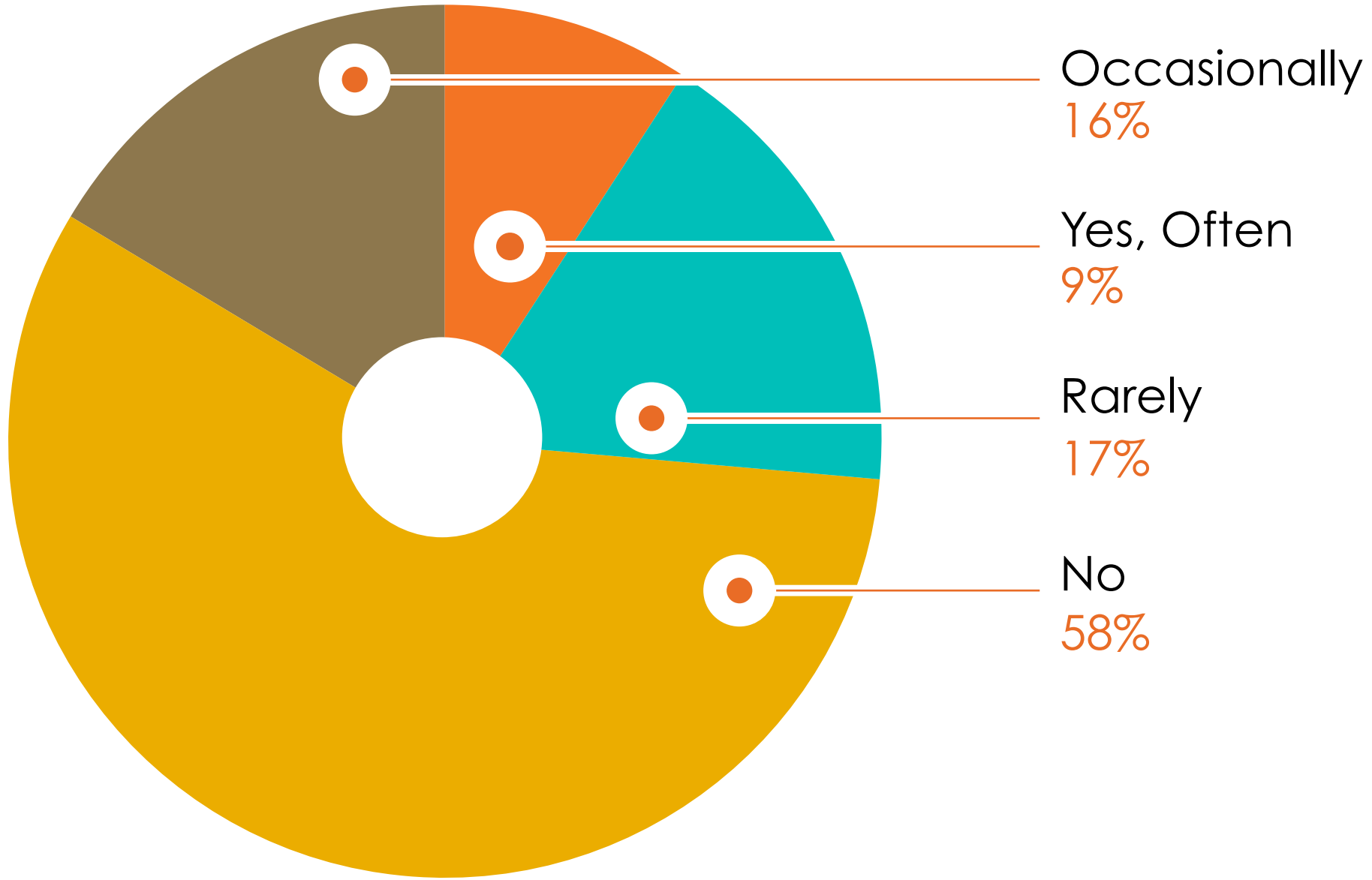
What do you think is most responsible for the continuing problem of poverty in this country?



What do you think is most important in determining a person's wealth and success?

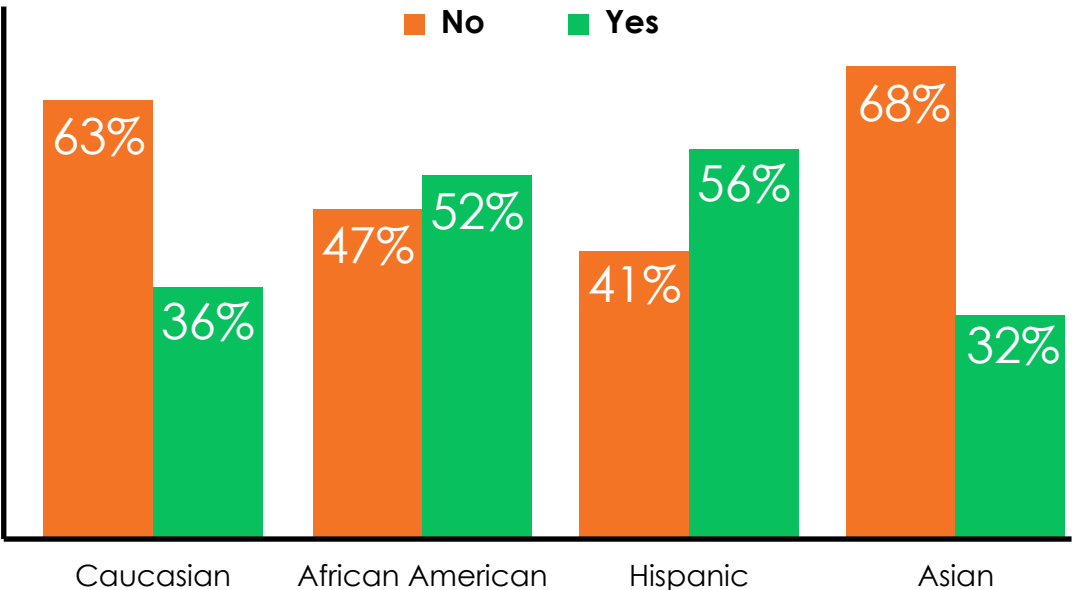


42 Percent of Millennials Report Experiencing Discrimination Based on Their Race/Ethnicity, Gender, or Sexual Orientation



Majorities of Hispanic and African American Millennials, and a Third of Caucasian and Asian Millennials Report Being Targets of Discrimination

Was there ever a specific instance when you personally felt discriminated against because of your race, ethnicity, gender, or sexual orientation?



Non-white Millennials Who Have Experienced Discrimination More Likely to Favor Socialism and an Egalitarian Society

Was there ever a specific instance when you personally felt discriminated against because of your race, ethnicity, gender, or sexual orientation?

■ Prefer Socialism ■ Prefer Capitalism



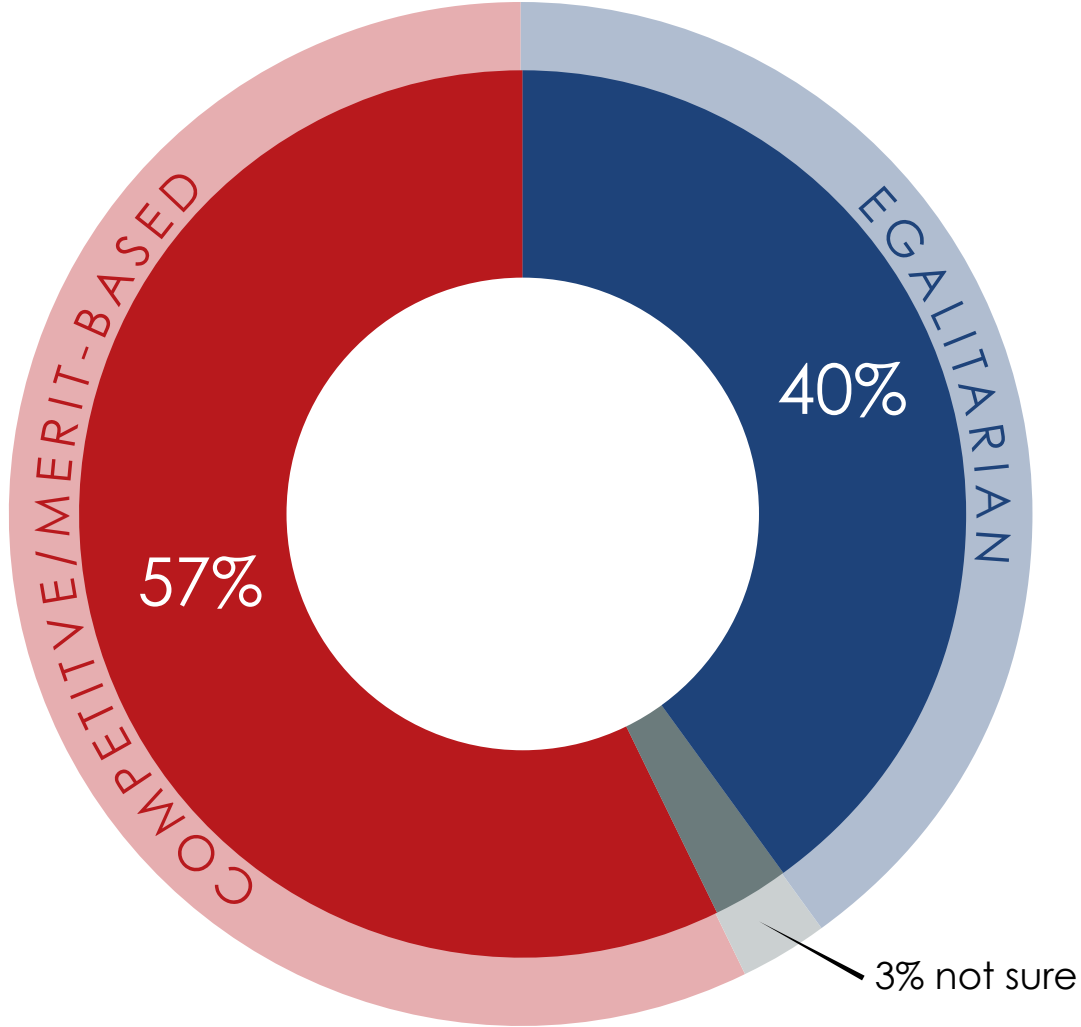
■ Prefer Economic Egalitarian Society ■ Prefer Competitive/Meritocratic Society



Millennials Prefer a Society Where Wealth Is Distributed According To Achievement

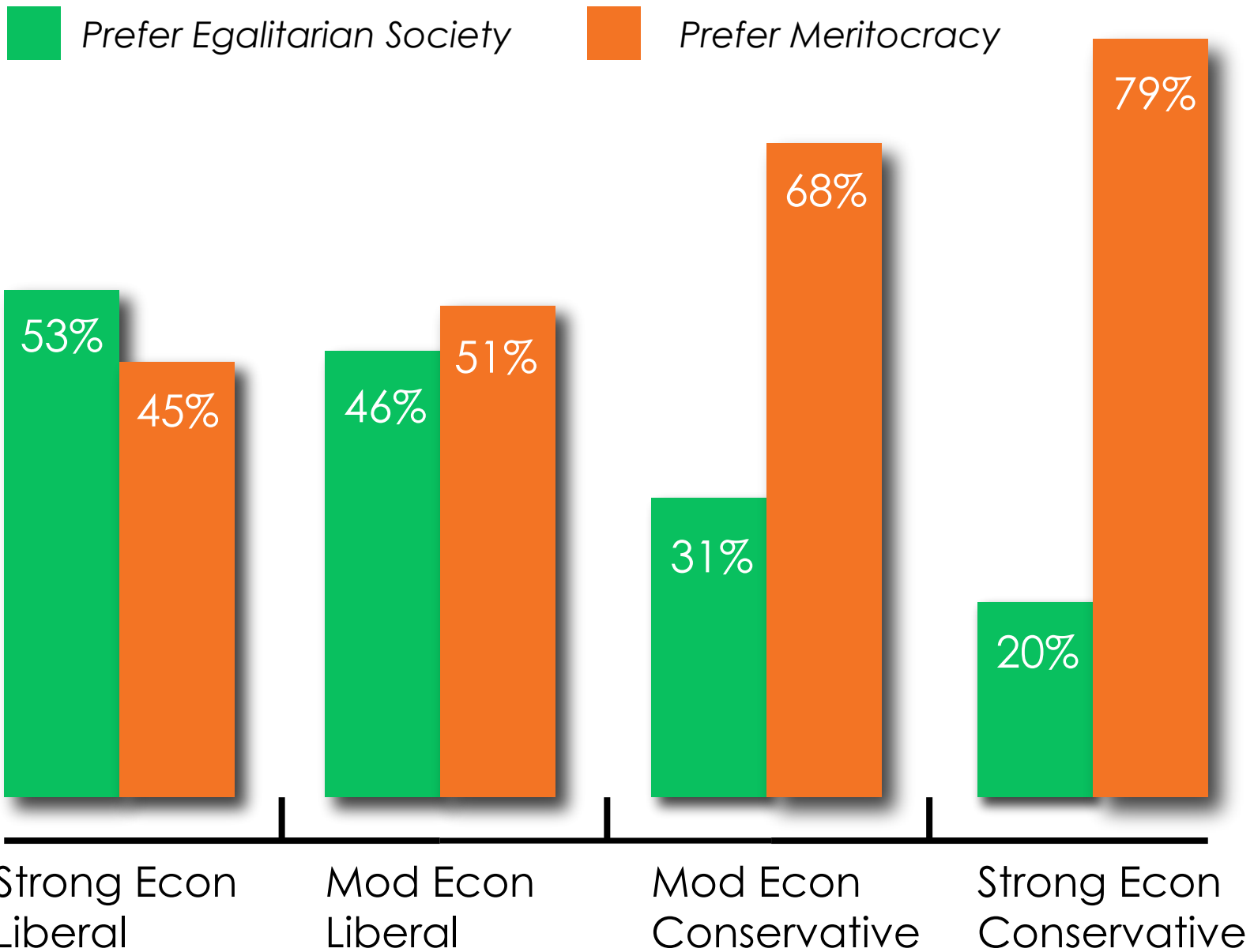
Would you rather live in a society where the gap between rich and poor is small regardless of achievement, or where wealth is distributed according to one's achievement?

Reason - Rupe Spring 2014 Millennial Poll



Economic Ideology Strongly Tied to Preferences for Egalitarian or Meritocratic Society

If you had to choose, would you rather live in a society where the gap between rich and poor is small regardless of achievement, or a society where wealth is distributed according to one's achievement?



Preference for an Egalitarian or Meritocratic Society Tied to Attitudes Toward Government, Redistribution, and Capitalism

Would you rather live in a society where the gap between rich and poor is small regardless of achievement, or a society where wealth is distributed according to one's achievement?

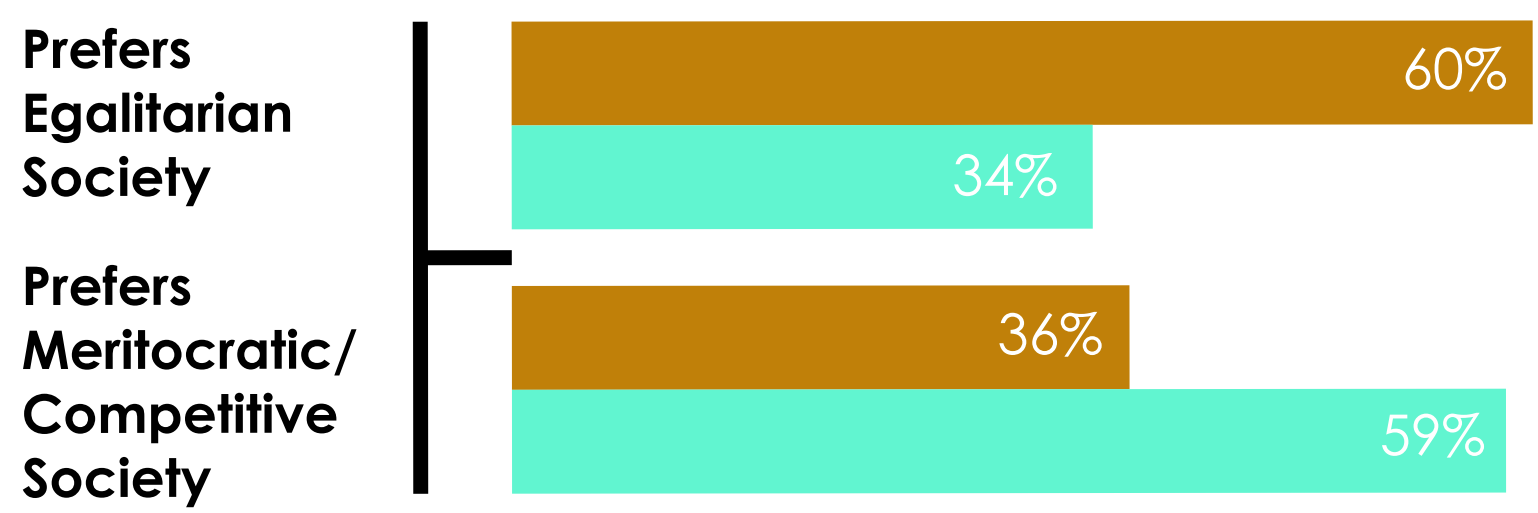
■ Says Socialism Better System
 ■ Says Capitalism Better System



■ Prefer Larger Govt
 ■ Prefer Smaller Govt



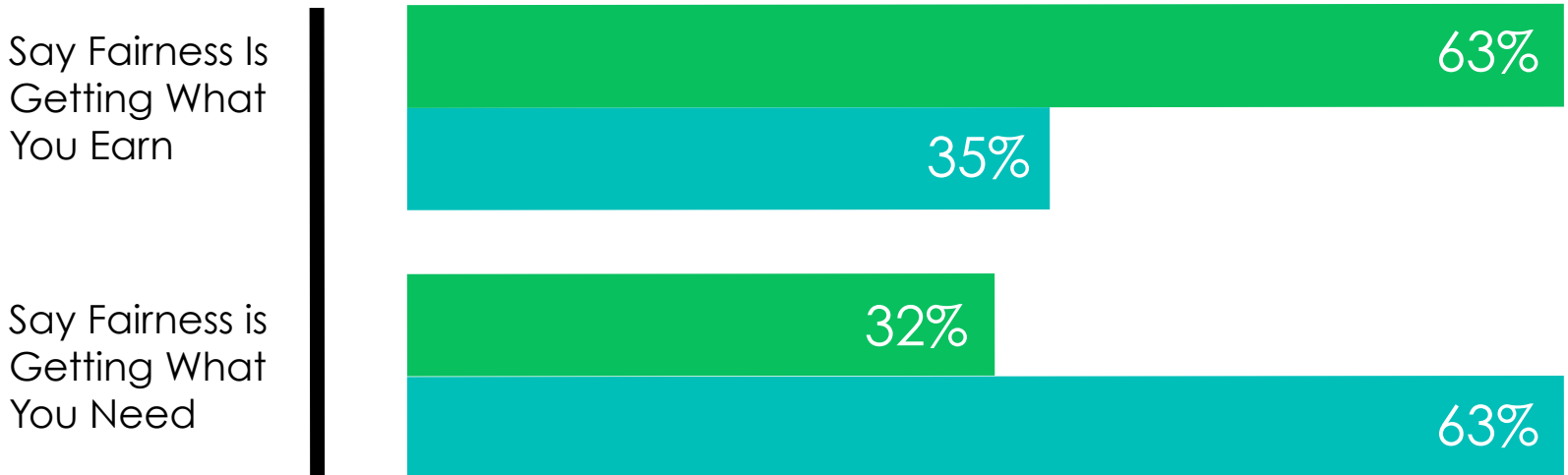
■ Govt Should Reduce Income Gap
 ■ Govt Should Not Reduce Income Gap



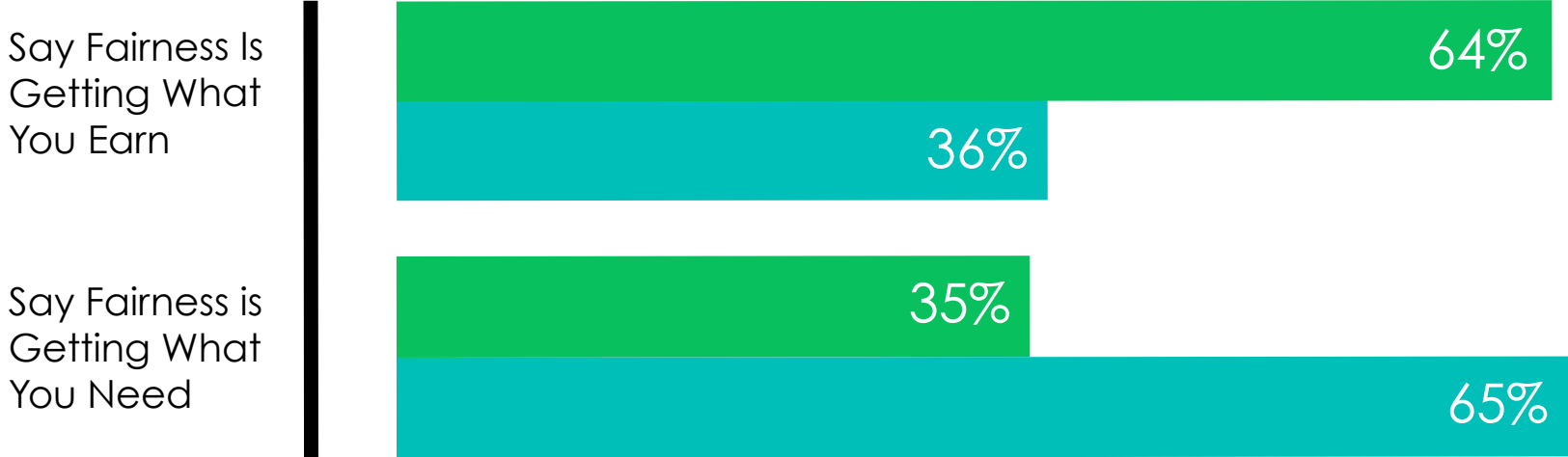
Support for Redistribution and Small Govt Tied to Different Concepts of What's Fair

Is fairness getting what you earn or getting what you need?

■ *Govt Should Not Reduce Income Gap* ■ *Govt Should Reduce Income Gap*



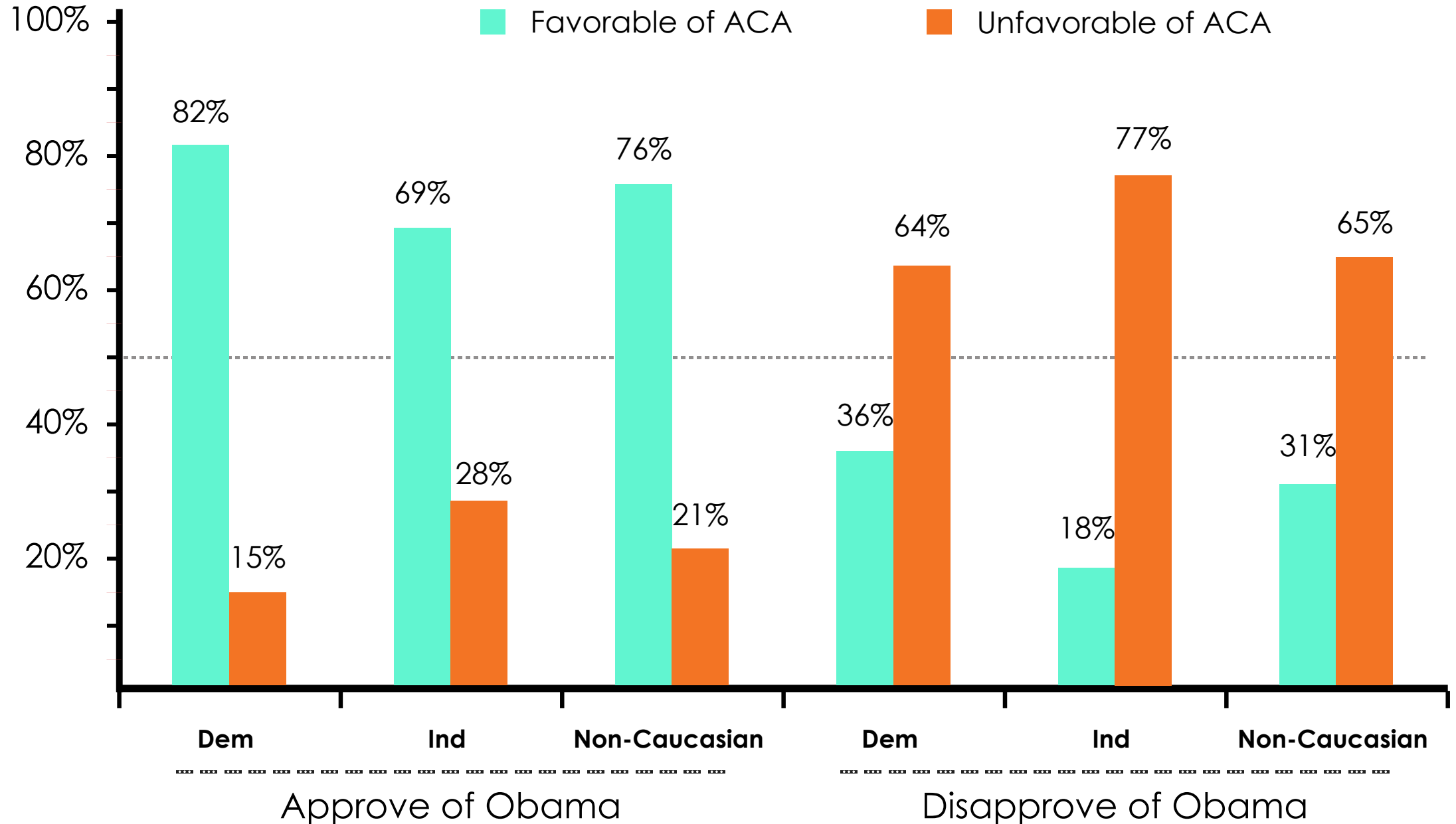
■ *Prefer Smaller Govt* ■ *Prefer Larger Govt*





Support for Affordable Care Act Tied to Support for President Obama

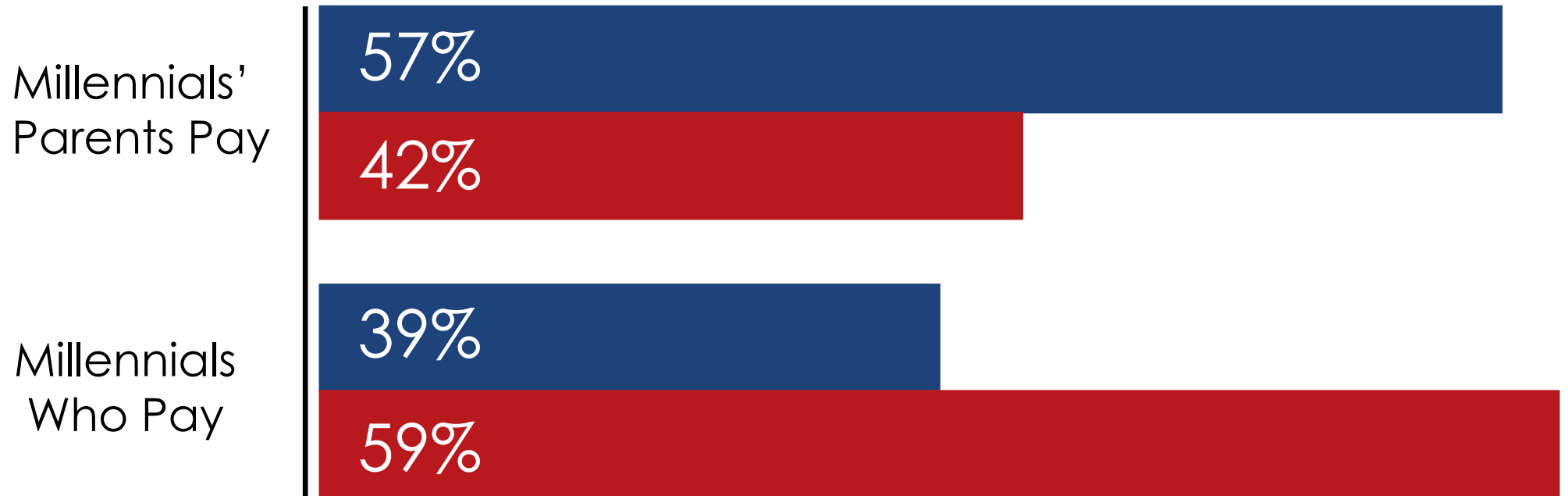
Do you have a favorable or unfavorable view of the new federal health care law, also known as the Affordable Care Act or Obamacare?



Millennials Who Pay for Their Health Insurance Oppose Paying More to Provide Coverage for the Uninsured

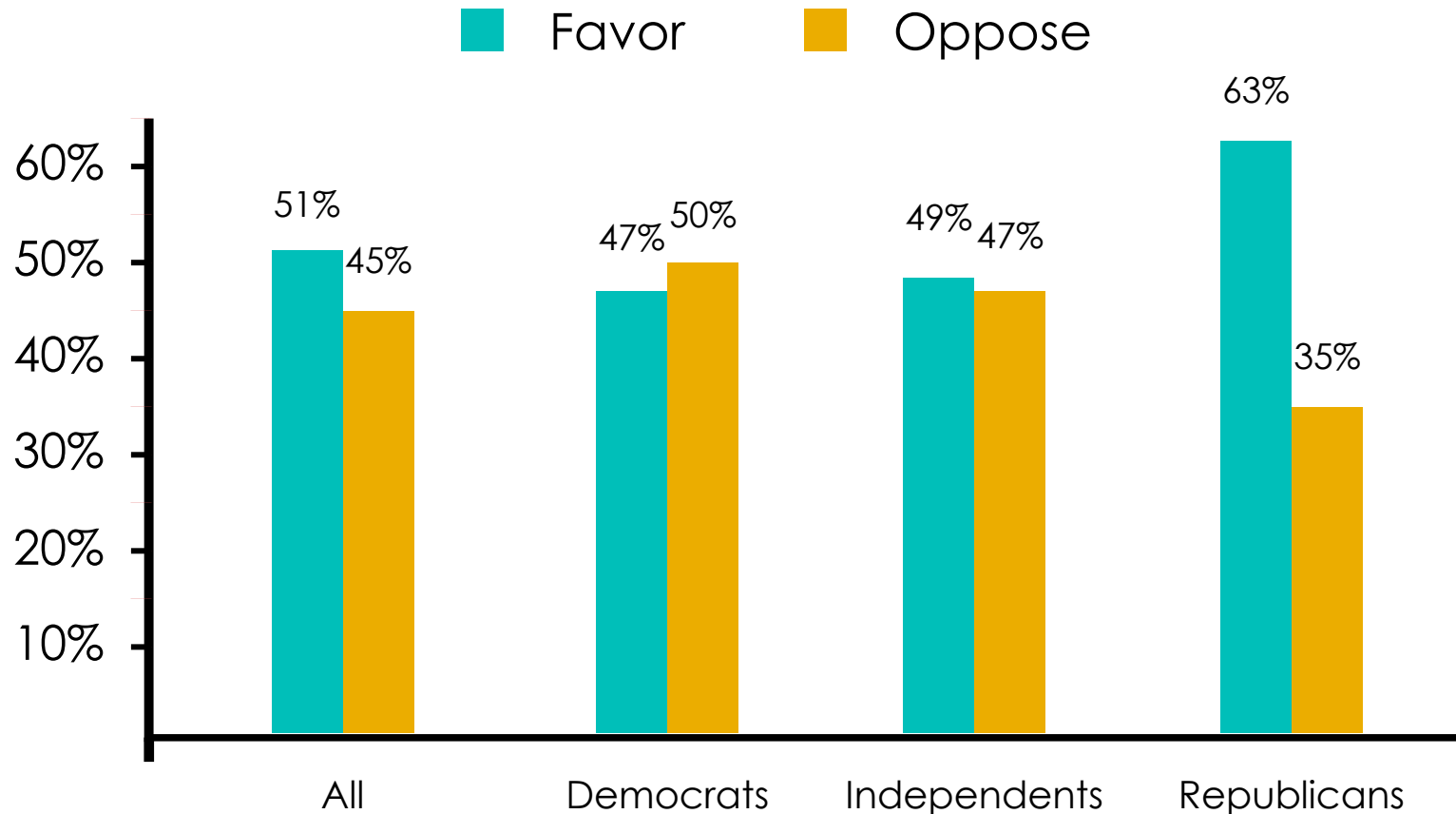
Would you favor or oppose paying more for health insurance if it helped provide health insurance coverage for the uninsured?

■ Favor ■ Oppose



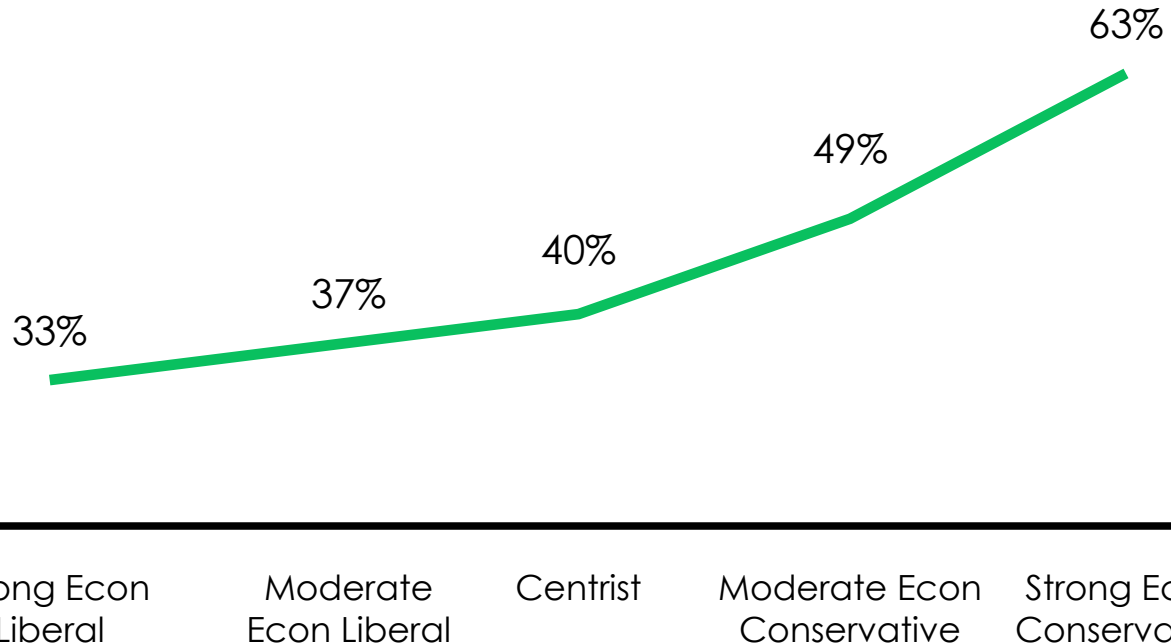
Slim Majority of Millennials Favor Private Retirement Accounts Even if It Reduces Benefits to Current Seniors

Would you favor or oppose allowing younger workers to invest their Social Security taxes in private retirement accounts if doing so required reducing Social Security benefits to current and future seniors?



Economic Ideology Tied to Perception of Bias on College Campuses

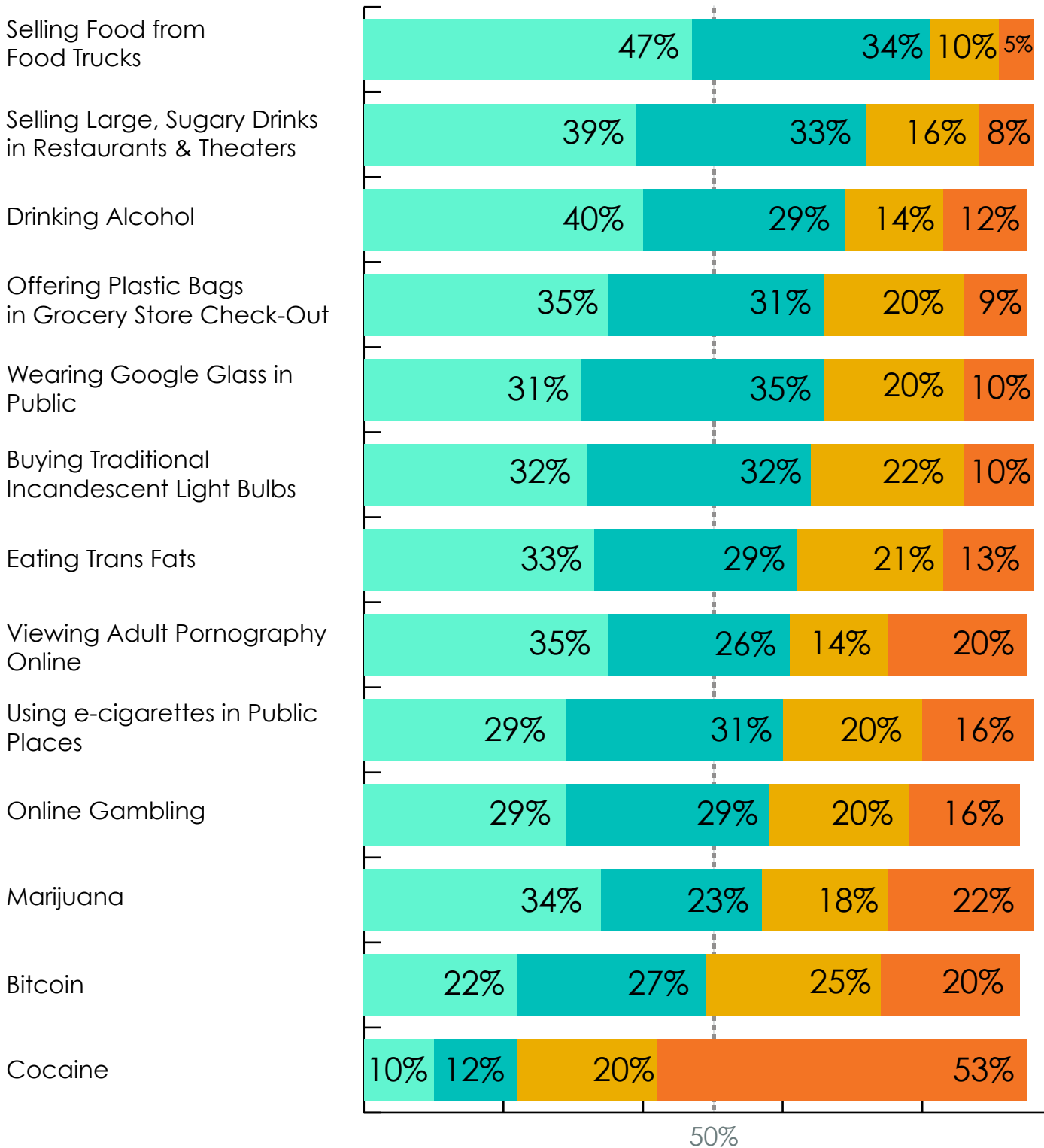
% Say college professors present topics in the classroom that show a political bias



Millennials Largely Favor Individual Choice over Govt Regulation

Do you think the government should prohibit or allow the following?

■ Allow
 ■ Mostly Allow
 ■ Mostly Prohibit
 ■ Prohibit

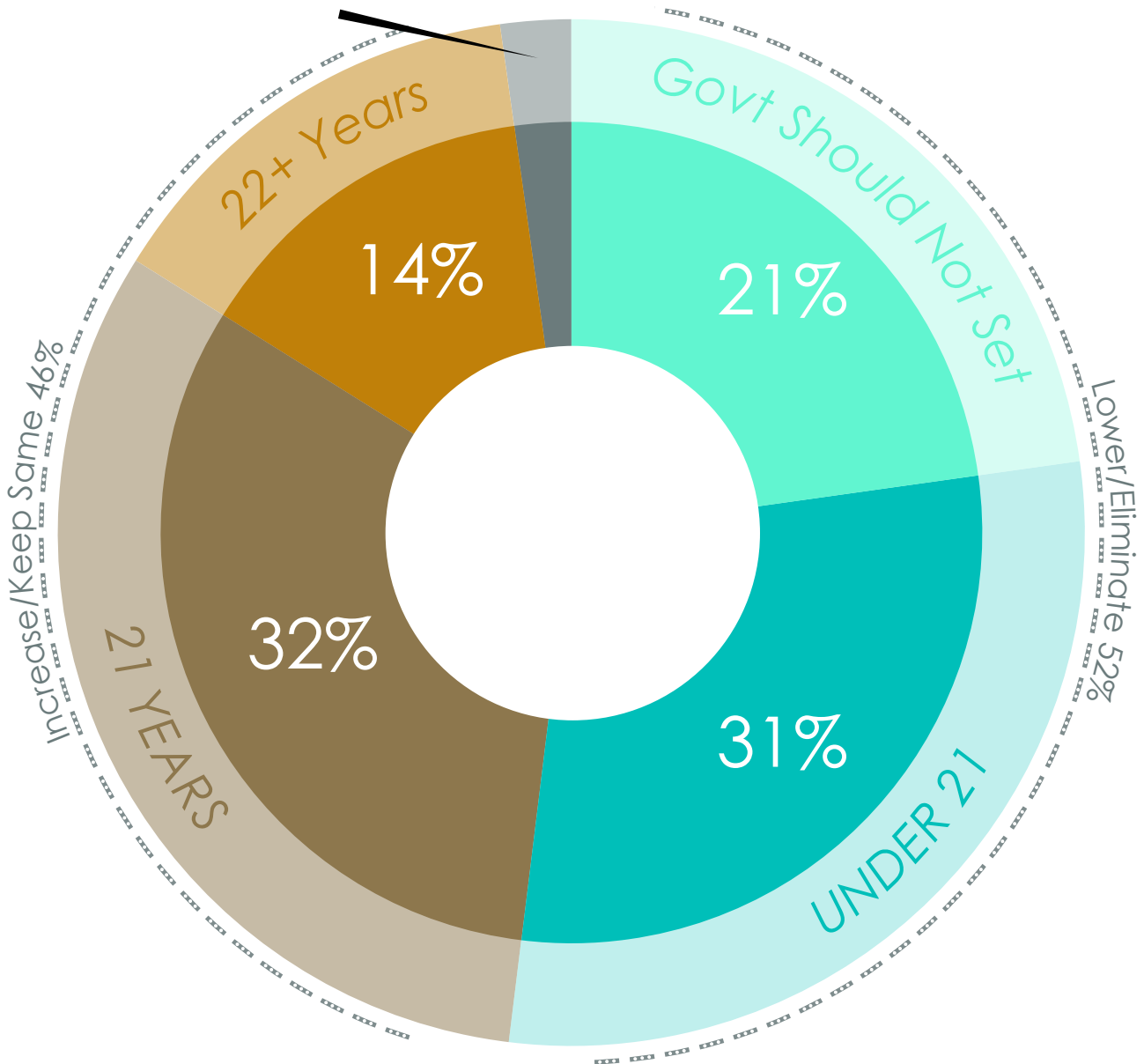


50%

Millennials Favor Lowering or Eliminating Drinking Age Laws

What do you think the legal drinking age should be?

2% not sure



How Millennials Explain Their Ideology

How Millennials Explain Their Ideology	All	Self identified...				
		Conservative	Moderate	Liberal	Libertarian	Progressive
Traditional Liberal: Social and Economic	12%	-	2%	32%	-	43%
Social Liberal Only	11%	-	5%	33%	2%	17%
Rejection of Labels and Parties	10%	-	14%	1%	-	2%
Has both Liberal and Conservative Views	9%	1%	27%	2%	2%	-
Social Liberal and Economic Conservative	5%	2%	5%	1%	41%	-
Economic/Small Govt Conservative Only	4%	15%	1%	-	22%	-
Traditional Conservative: Social and Economic	4%	24%	1%	-	4%	-
Social Conservative/Traditionalist Only	3%	15%	2%	-	1%	-
Social Liberal, Moderate on Economics	2%	-	5%	2%	-	4%
Social Conservative, Moderate on Economics	<1%	-	1%	-	-	-
Don't Know/Refused	40%	43%	37%	29%	28%	34%
Total	100%	100%	100%	100%	100%	100%

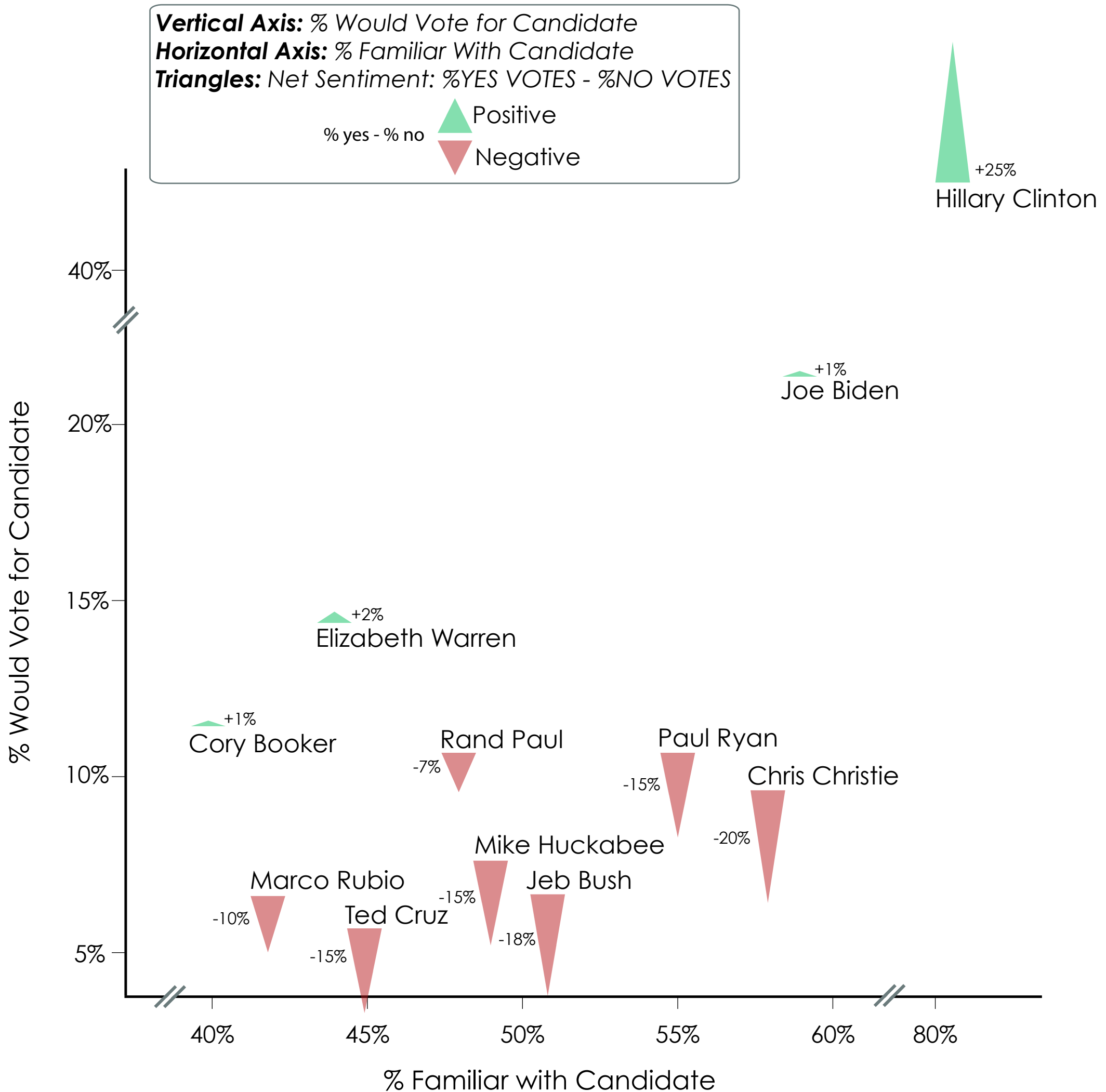
REASON-RUPE SPRING 2014 MILLENNIAL POLL

Note: Based on coding of open-ended responses explaining why they choose that political label.

Most Important Issues	% Mentioned
Economy	28%
Health care/ Obamacare	18%
Jobs	16%
Spending/Deficit/Debt	13%
Equal Rights/Civil Rights	11%
Education	10%
Foreign Policy/National Security	9%
Environment	8%
Poverty	6%
Immigration/Illegal Immigration	5%
Income inequality	5%
War	4%
Govt Abuse/Corruption	4%
Moral Issues/Social Issues	4%
Civil Liberties/Privacy	4%
Obama/Politicians/Leadership	3%
Taxes	3%
Welfare/Dependency/Irresponsibility	3%
Ineffective Govt/Gridlock	3%
Crime	2%
Closed-Mindedness/ Anti-Science	2%
Gun Violence/ Gun Control	1%
Energy/ Oil/ Gas Prices	1%
Inflation/Devalue Dollar	1%
Regulation	1%
Ambiguous	2%
Don't know/Refused	18%
REASON-RUPE SPRING 2014	

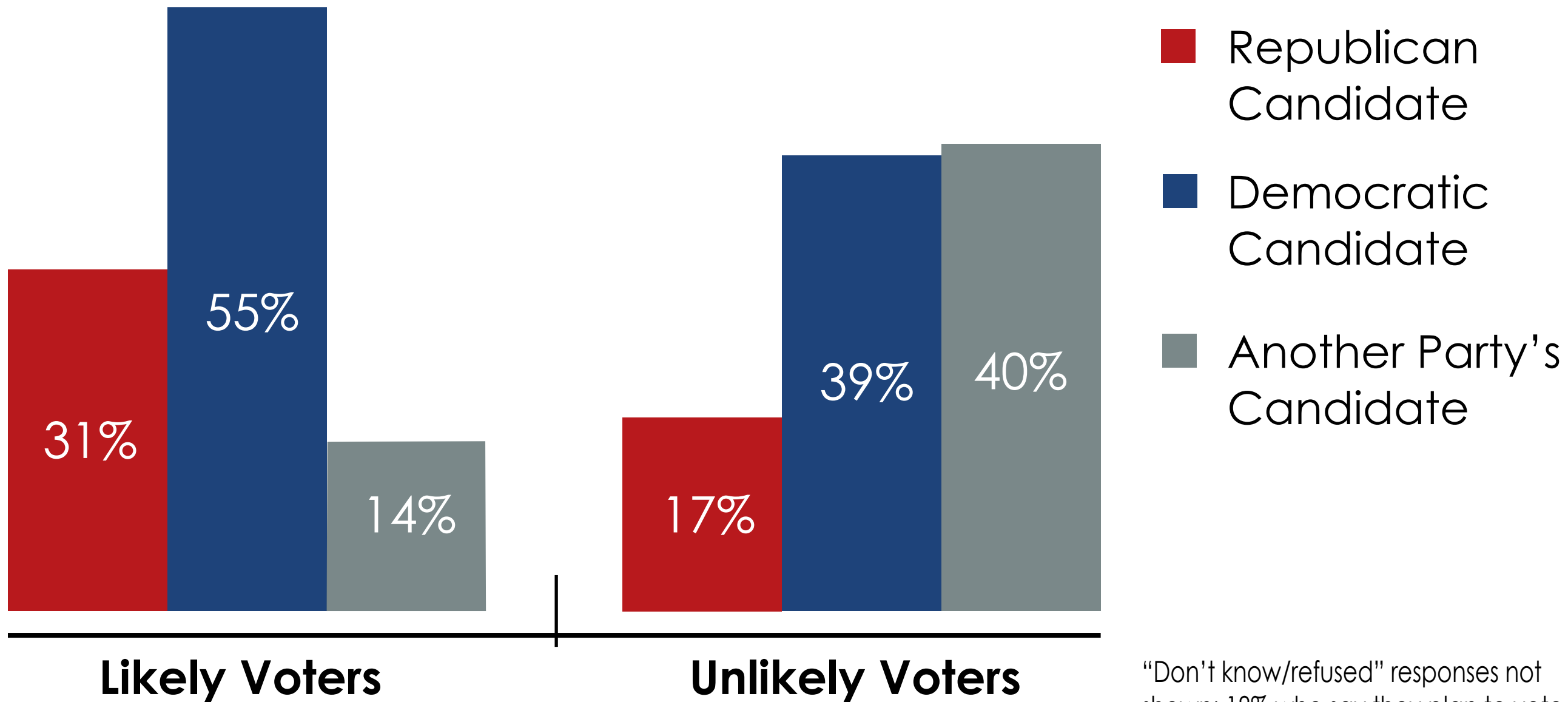
Millennial Vote Choice 2016

Who of the following would you consider voting for?
 Who would you NOT vote for in the 2016 presidential election?



2014 Millennial Voters like Democrats, Non-Voters Skeptical of Both

*If the elections for Congress were held today,
would you vote for the...*



"Don't know/refused" responses not shown; 18% who say they plan to vote but are not registered also not shown.

First Choice 2016 Presidential Candidates

Candidate	All	Dem	Ind	Rep
Hillary Clinton	39%	57%	34%	8%
Elizabeth Warren	9%	15%	3%	4%
Joe Biden	7%	9%	7%	2%
Rand Paul	6%	1%	9%	14%
Paul Ryan	6%	1%	7%	14%
Mike Huckabee	5%	<1%	5%	13%
Chris Christie	5%	2%	2%	12%
Gary Johnson	4%	1%	10%	5%
Cory Booker	3%	4%	3%	1%
Ted Cruz	3%	1%	4%	6%
Jeb Bush	2%	1%	1%	6%
Marco Rubio	2%	<0%	2%	5%
Bobby Jindal	2%	1%	1%	3%
Martin O'Malley	1%	2%	1%	1%
Peter King	<1%	<1%	<1%	1%
No Preference	7%	6%	12%	6%
Total	100%	100%	100%	100%

REASON-RUPE SPRING 2014 MILLENNIAL POLL
(Among likely millennial voters)