

TO: INTERESTED PARTIES
FR: BILL McINTURFF/ELIZABETH HARRINGTON/GEOFF GARIN
DT: SEPTEMBER 17, 2018
RE: NATIONAL SURVEY OF GENERATION Z AND MILLENNIALS – KEY FINDINGS

KEY FINDINGS:

A national online survey conducted among 1,501 adults/voters ages 17-35 (Generation Z and Millennials) from August 2-10, 2018 by Public Opinion Strategies and Hart Research Associates, on behalf of the Better World Campaign and the United Nations Foundation, shows:

- **Generation Z and Millennials want the United States’ foreign policy approach over the next five years to focus on “international cooperation and diplomacy” (mean rating of 55) rather than “America going it alone” (mean rating of 27).**

These Generations also react more favorably to the notion of “America first, but not alone” (mean rating of 54) than “America first” (mean rating of 48) as a U.S. foreign policy approach. “America first, but not alone” scores well across party (Republicans – mean rating of 61, Independents – mean rating of 52, Democrats – mean rating of 51).

- Respondents rated their overall impression of six different foreign policy approaches the U.S. could pursue over the next five years. They rated each on a scale of zero to one hundred, using any number from zero to one hundred (0=very unfavorable, 50 = neutral, 100=very favorable).

	Ages 17-35 Mean	Republicans Mean	Independents Mean	Democrats Mean
International cooperation and diplomacy	55	51	50	59
America first, but not alone	54	61	52	51
America doing our part to help around the world	54	51	49	57
America first	48	60	48	40
America going it alone	27	34	28	22
Isolationism	25	29	28	21

“America first, but not alone” is viewed positively across party.

- This approach is viewed as the U.S. being actively involved in the world, but only when we are domestically able and when it helps our interests to do so. Republicans tend to see this as being about putting America’s interests first, but also being a leader in the world. Democrats see it as being active in the world but not in an aggressive or negative role.

- **Although, these Generations are supportive of prioritizing U.S. interests they also believe it is very important (58%) that they personally help address the problems of people living in other countries, including people who live in poor and developing countries.**
 - Respondents we asked to rate “how important it is for you personally to help address the problems of people living in other countries, including people who live in poor and developing countries.” Majorities (58%) of Generation Z and Millennials provide a rating of 7-10 (very important) on a scale of 1-10, where 1=not at all important and 10=very important.
- **When presented with different approaches a president may take regarding America’s role in the world, a president who works to improve America’s relations with other countries and works through organizations like the UN is viewed most favorably by these Generations.**
 - Respondents were presented with some different approaches a president may take regarding America’s role in the world. They were asked to rate their reaction to each approach using a scale from zero, which means not favorable at all, to ten, which means very favorable.”

Ages 17-35 - Ranked by %8-10 (0 = not favorable at all, 10 = very favorable)	%8-10	Mean
Works to improve America's relations with other countries around the world	49%	7.0
Works with other countries through organizations such as the United Nations to address global challenges and issues	47%	6.9
Uses a mix of toughness and diplomacy when dealing with other countries around the world	35%	6.2
Focuses much more on issues in the U.S. rather than on global or international issues	33%	6.1

- **More than six in ten (65%) Generation Z and Millennials say they follow international relations and foreign affairs of the United States closely.**

- **Generation Z and Millennials view the most important international concerns for the United States to address in 2018 as environmental (39%) and human rights (38%) issues.**
 - Respondents read a list of eleven different international concerns and were asked to select their first, second, and third choices in terms of what they thought was most important for the U.S. to address in 2018. The table below shows the first choice and combined first, second and third choices data across the issues we tested.

Ranked by First Choice	Ages 17-35	
	First Choice	Combined 1 st , 2 nd , 3 rd Choices
Environmental issues such as pollution, health of the planet and oceans	16%	39%
Human rights issues such as freedom of speech, religion and the press	16%	38%
Extreme poverty and hunger around the world	11%	33%
Terrorism or the rise of extremist groups	11%	32%
Human trafficking	10%	29%
America's relations with other countries	9%	28%
The global economy and trade	9%	26%
Hostile nations such as Iran or North Korea	6%	20%
The number of refugees around the world	5%	17%
Global health issues like the spread of HIV/AIDS, Zika, Malaria and other diseases	4%	20%
The conflicts in Syria, Iraq and the Middle East	3%	14%

- **These Generations overwhelmingly believe the U.S. should continue to belong to the UN (71% continue to belong, 13% pull out, 16% no strong opinion). Majorities across party agree.**

U.S./UN Membership	Republicans	Independents	Democrats
U.S. should continue to belong to UN	63%	61%	80%
U.S. should pull out of the UN	21%	13%	8%
No strong opinion	16%	26%	13%

- **They believe the UN is supportive of America's interests around the world (63% supportive, 20% not supportive, 17% unsure). Majorities across party agree.**

UN supportive of America's interests around the world	Republicans	Independents	Democrats
Total Supportive	59%	53%	70%
Total Not Supportive	30%	25%	12%
Unsure	11%	22%	18%

- Majorities of Generation Z and Millennials have favorable views of the United Nations (55% favorable, 27% half favorable-half unfavorable, 17% unfavorable). Among those who voted in the 2016 presidential election, 53% of Trump voters and 60% of Clinton voters have favorable views of the UN. And of the organizations and groups we tested in the survey, the United Nations is viewed the most favorably among these Generations.

Image of Organizations/Groups	Favorable	Half-Half	Unfavorable
The United Nations	55%	27%	17%
NATO	39%	36%	15%
U.S. Congress	36%	25%	38%

- When asked to think about the words and phrases they most associate with the UN on an open-ended question, they view the United Nations positively. They believe the UN stands for: “international cooperation,” “solving global issues,” “peacekeeping,” and “humanitarian aid.”
- When asked specifically about the Global Goals For Sustainable Development, the Goals these Generations prioritize are defending human rights for all and ending extreme poverty.

Personal Action		Ranked by Personal Action First Choice	UN/Int’l Orgs Action	
First Choice	Combined 1st/2nd Choices		First Choice	Combined 1st/2nd Choices
20%	33%	Defend human rights for all	24%	40%
14%	27%	End extreme poverty and hunger	14%	32%
10%	22%	End human trafficking	10%	22%
10%	17%	Reduce pollution levels and protect the planet and oceans	15%	25%
9%	22%	Ensure everyone has access to clean water	8%	18%
8%	18%	Ensure all kids have access to schools	5%	12%
8%	13%	Empower girls and achieve gender equality	3%	7%
5%	10%	Reduce maternal and child mortality rates, support healthy pregnancies and childbirth	4%	8%
4%	10%	Protect, support, and provide shelter for refugees	5%	10%
4%	9%	Ensure kids have access to vaccines	5%	10%
4%	8%	Stop the spread of HIV/AIDS, malaria, and other diseases	5%	11%

- **By more than a two-to-one margin, these Generations believe the UN and its agencies would do the most to ensure countries around the world achieve the Global Goals For Sustainable Development.**

Ranked by First Choice	Ages 17-35	
	First Choice	Combined 1 st /2 nd Choices
The United Nations and its agencies like UNICEF, UN Refugee Agency, World Food Program	39%	54%
Non-profit or philanthropic organizations such as The American Red Cross or The Bill and Melinda Gates Foundation	16%	46%
The U.S. president, whoever it might be at any given time	12%	26%
The U.S. Congress	11%	24%
Religious organizations such as churches and missionaries	8%	17%
Private companies and CEOs	7%	16%
None of these would help to ensure the global goals are achieved	6%	9%

- **When these Generations think about global advocacy, meaning what they are willing to do to get involved in a global issue, they say they are most likely to donate money (43%), sign an online petition (42%), join local or community organizations in support of a cause (38%), or purchase/boycott a product (31%).**
 - Respondents read a list of possible actions that a group or organization might ask them to take on a global issue they care about. Respondents selected the two or three things they would be most likely to do to help. They were also able to select the option that they would not be willing or likely to take any of these actions. The table below shows the first choice and combined first, second and third choices data across the possible action items we tested.

Ranked by Combined 1 st , 2 nd , 3 rd Choices	Ages 17-35	
	First Choice	Combined 1 st , 2 nd , 3 rd Choices
Donate money	18%	43%
Sign an online petition	16%	42%
Join a local/community organization that is addressing the issue	17%	38%
Purchase a product to support the issue/ Boycott a product or company	14%	31%
Text, email or call an elected official	9%	26%
Share facts or news stories on social media about the issue	7%	29%
Participate in a rally/march	7%	25%
Send a social media message to an elected official	4%	16%
I would not be willing to do any of these things in support of a global issue I care about	8%	13%

- Although Generation Z and Millennials do not think elected officials care enough about what their Generations think, they still believe they can have an affect on what the government does.

	<i>How much do elected public officials care what people like you think?</i>	<i>How much can people like you affect what the government does?</i>
Total Great Deal/Fair Amount	18%	35%
A Moderate Amount	26%	29%
A Little	35%	26%
None	21%	10%

METHODOLOGY:

Public Opinion Strategies and Hart Research Associates conducted a national online survey among 1,501 adults and registered voters ages 17-35 (Generation Z and Millennials). All respondents who completed the survey ages 18+ are registered voters. The survey was conducted August 2-10, 2018. The confidence interval for a sample size of N=1,501 is $\pm 2.88\%$.