

**TO: INTERESTED PARTIES**  
**FR: BILL McINTURFF/ELIZABETH HARRINGTON/GEOFF GARIN**  
**DT: SEPTEMBER 12, 2018**  
**RE: NATIONAL SURVEY OF GENERATION Z AND MILLENNIALS – SELECT FINDINGS**

**SELECT 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 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 Combined 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> Choices	Ages 17-35	
	First Choice	Combined 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> 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%
Global health issues like the spread of HIV/AIDS, Zika, Malaria and other diseases	4%	20%
The number of refugees around the world	5%	17%
The conflicts in Syria, Iraq and the Middle East	3%	14%

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 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> Choices	Ages 17-35	
	First Choice	Combined 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> 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 effect 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>
<b>Total Great Deal/Fair Amount</b>	<b>18%</b>	<b>35%</b>
<b>A Moderate Amount</b>	<b>26%</b>	<b>29%</b>
<b>A Little</b>	<b>35%</b>	<b>26%</b>
<b>None</b>	<b>21%</b>	<b>10%</b>

**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  $\pm 2.88\%$ .