



GREENBERG MILLENNIAL SURVEY:

HOW "GENERATION WE" ARE TAKING OVER AMERICA AND CHANGING THE WORLD

Are the 90 million-plus 'Generation WE' poised to become the next Greatest Generation?

NEW YORK, August 25, 2008 – As the Democratic and Republican parties prepare to nominate their 2008 presidential candidates, a new generation is about to seize the reins of history—and shape the political landscape for years to come. **Generation WE** (also called the Millennials), the biggest, most diverse, and best-educated age cohort in the history of the nation, are prepared to exert their influence in this year's race and in the political, social and environmental sectors.

According to a new 2007/2008 Gerstein | Agne Strategic Communications research study, sponsored by entrepreneur Eric H. Greenberg, the Millennials—those born between 1978 and 2000, currently including 95 million young people up to 30 years of age -- are very different from the Baby Boomers (78 million by comparison) and Gen-Xers and are already creating a new politics and social dynamic in America. Politics as usual is not an option for *Generation WE*, who project to be 100 million strong by 2015.

Millennials are post-ideological because they are uninterested in learning about and defending the "conservative" or "liberal" approaches to the problems our country faces. However, although they reject both traditional ideological labels, they are shifting decisively away from conservatism. In 2002, Millennials voted Democratic by a 49-47 margin. Since then, their progressive tilt has steadily increased. Their votes made the 2004 presidential race close and decisively tipped the 2006 Congressional elections, with 18-29 year olds favoring Democrats 60-38.

The in-depth national survey of 2,000 individuals aged 18 to 29 along with a series of twelve focus groups offers a revealing snapshot into the values and attitudes of the Millennials. The worldview of the Millennial generation is shaped by two unique dynamics. The first is a commitment to the greater good over individual gain, an ethos that reaches across traditional divisions such as race, ideology, and partisanship.

Because of this commitment, Millennials are highly involved in community and national life, as shown by the increase in the under-30 electoral turnout. In the 2004 election, Census data indicate that the 18-24 year old group, completely composed of Millennials, increased their turnout 11 points to 47 percent of citizens in that age group, while 18-29 year olds—dominated for the first time by Millennials—increased their turnout 9 points to 49 percent. These increases were far, far higher than among any other age group.

In 2006, Millennials also increased their turnout levels relative to the last congressional election. Census data show that 18-29 year olds (almost all Millennials at this point) increased their turnout from 23 percent to 26 percent of citizen-eligible voters, a 3 point gain relative to 2002. This gain was once again higher than among any other age group. Voting trends in the recent primaries indicate an even higher under-30 turnout should be experienced in the 2008 presidential election.

"The political leaders who act first to join *Generation WE* in their quest for a new era of American freedom, security, and prosperity will become generational heroes and benefit spectacularly from the epochal political realignment that has already begun," said Eric. H. Greenberg.

The second important dynamic characteristic of the Millennials is their across-the-board rejection of the country's current leadership and dominant institutions. Whether it's Congress, the federal government, major corporations, or organized religion, these young Americans believe the large institutions that

