

GREENBERG MILLENNIAL SURVEY

A Unique and Powerful Generation Comes of Age

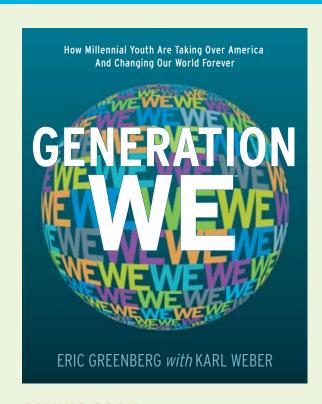
SURVEY RESULTS FROM THE MILLENNIAL GENERATION, BORN 1978-2000

A NEW GENERATION is about to seize the reins of history—the Millennial generation. Born between 1978 and 2000, the Millennials currently include 95 million young people up to 30 years of age—the biggest, most diverse, and best-educated age cohort in the history of the nation.

During 2007-8, Eric H. Greenberg sponsored a major research study into the values and attitudes of the Millennials whose results have never before been fully revealed. Conducted by Gerstein | Agne Strategic Communications, it included an indepth national survey of 2,000 individuals aged 18 to 29 as well as a series of twelve focus groups. *This research revealed that the Millennials generation is:*

- > Self-aware and committed to generational solidarity.

 Millennials do not see themselves at odds with older generations of Americans, but they do believe their generation has a unique set of experiences that set them apart.
- > **Strongly progressive**, socially tolerant, environmentally-conscious, peace-loving, and poised to lead the biggest leftward shift in recent American history.
- **Sober but optimistic** in their assessment of the future. The Millennials worry about being the first generation in American history to be worse off than their parents—but they believe this fate can be avoided through shared effort.
- > Enthusiastic about the power of collective social action. Millennials don't see government as a panacea, but they believe in its potential and want to take it back from the special interests and the power elites.
- **Unselfish and socially committed.** The Millennials are not a "Generation Me" but rather a "Generation We." They volunteer in record numbers and declare themselves ready to sacrifice their self-interest for the greater good.
- > **Incredibly tuned in to technology**, having already played a major role in creating and shaping technologies (such as social networking) that are changing the world.
- **Innovation-minded**, seeing not a world of limits but one of possibilities in which anything can be accomplished with enough creativity and determination.
- **Post-ideological, post-partisan, and post-political.**Millennials disdain rigidly "conservative" or "liberal" approaches, and they are fed up with the interest-group conflicts and identity-based appeals they see as dominating politics.



COMING SOON

Generation We™ by Eric Greenberg with Karl Weber

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"In my travels around the world, I have been very impressed by today's young people. They are smart, caring, creative, and generous. I share the hope expressed by Greenberg and Weber that this new generation will help re-orient our planet and conquer the problems of poverty, war, and pollution that currently plague it."

-Muhammad Yunus, Founder of Grameen Bank and Co-Winner of the 2006 Nobel Peace Prize

FOR MORE DATA & ANALYSIS, VISIT:

www.gen-we.com



THE POLITICS OF THE MILLENNIALS

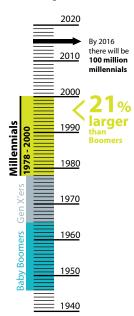
Perhaps the most important characteristic of the Millennials is their across-the-board rejection of the country's current leadership and dominant institutions. Whether it be Congress and the federal government, major corporations, or organized religion, these young Americans believe the large institutions that dominate modern society have comprehensively failed, placing narrow self-interests ahead of the welfare of the country as a whole. Frustrated and seeking an outlet for their innate idealism, they are eager for wholesale change.

The Millennials have already begun shifting the nation's politics. Having come of age with Washington dominated by Republicans, they leaning strongly the opposite way. Although they reject both "liberal" and "conservative" labels, they are especially scathing in their denunciation of conservatism, which they associate with hypocritical moralism, administrative incompetence, ideological rigidity, and corporate scandal.

... Americans aged 18-29 identify themselves as Democrats (or "lean" Democratic) over Republicans by a 58 to 33% margin. This is the largest progressive shift since the New Deal...

From *Generation We*[™] in reference to an April 2008 survey by the Pew Research Center for the People and the Press

In 2002, Millenials 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



Millennials → 95 million

Congressional elections, with 18-29 year olds favoring Democrats 60-38.

Generation We has turned out in record numbers in the 2008 primaries, helping to create the amazing groundswell for Sen. Barack Obama. His bipartisan approach to problems, his use of social networking and other electronic campaign tools, and his personal appeal as a symbol of a youthful, educated, and diverse America make Obama the archetypal candidate for Millennials to rally around.

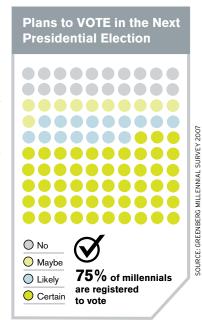
If Sen. John McCain is to compete for his share of the Generation We vote, he will need to eschew the politics of personal attacks, culture war, ideology, and intense partisanship, and instead burnish his image as a creative problem-solver, a social moderate, and a civil campaigner dedicated to **Boomers** → 78 million compromise and service rather than party.

THE MILLENNIAL AGENDA

Generation We is inheriting a damaged future and a series of problems that are of crisis proportions. They have no choice other than to innovate their way out of the mess they (and we) are in. Their change agenda begins with Project FREE, a concept that earned overwhelming support from the Millennials who participated in the Greenberg research. The concept: To create an Apollo or Manhattan-like project

to invent new sources of non-fossil fuel energy free from carbon emissions, based on hydrogen, fusion, or other means. Project FREE's ultimate goal is to free Americans from dependence on centralized sources of energy and instead to generate most energy at the point of need.

Other items of importance on the Millennial agenda include restoring and protecting the environment, providing quality nutrition and health care for all, modernizing our educational system, balancing the national budget and eliminating the national debt, and Restoring civil rights, freedom of expression, and individual privacy.



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.

GEN WE: VOTING HEAVILY DEMOCRATIC



In the 2006 congressional election, 18-29 year olds favored democrats 60-38

In 2002 Millennials voted democratic by 49 to 47 percent.

In 2004 Millennials aged 18 to 24 favored democrat John Kerry for president by 56 to 43 percent.

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SURVEY RESULTS

2000 RESPONDENTS, JULY 20-AUGUST 1, 2007

Survey performed by Gerstein Agne Strategic Communications National Survey, 18-29 year-olds

We often look at history in terms of generations -- groups of people of similar age and experiences who often share specific attitudes and priorities regarding the world around them -- such as the Baby Boomers or Generation X. As you look at your own generation of young adults under the age of 30, do you agree or disagree that your generation shares specific beliefs, attitudes, and experiences that set you apart from generations that have come before you?

Strongly agree	
Somewhat agree	
Somewhat disagree 7	
Strongly disagree 2	Total agree 90
(Don't know/refused) 1	Total disagree 9

Q How much do you feel your generation of Americans under the age of 30 has in common -- in terms of attitudes, beliefs, and priorities -- with young adults of your generation in other countries?

A great deal 12	(Don't know/refused) 1
A fair amount	
Just a little	Great deal/fair amount
Nothing of all	Little/mathing

Q Do you feel your generation of Americans under the age of 30 has more in common -- in terms of attitudes, beliefs, and priorities -- with Americans of older generations or with young adults of your generation in other countries?

Much more with older Americans
Somewhat more with older Americans
Somewhat more with young adults in other countries
Much more with young adults in other countries
(Don't know/refused)
Total Older Americans
Total Young adults in other coutries 54

Q Please tell us how important each of the following has been in shaping the attitudes and beliefs of your generation of Americans under the age of 30, on a scale of 0-10, where 10 means it has been extremely important in shaping your generation's attitudes and beliefs and 0 means it has not been at all important. You can choose any number between 0 and 10 - the higher the number, the more important that factor has been in shaping the attitudes and beliefs of your generation.

MEAN	10	8-10	6-10	0-5 D	K/REF
The terrorist attacks of 9/11	36	67	83	17	-
Global climate change	18	41	65	35	0
The growing racial & ethnic diversity					
of the U.S	21	51	74	26	0
The rise of the Internet, cell phones,					
text messaging, e-mail, & other					
advances in personal technology 8.3	46	73	85	15	0
America's dependence on foreign oil7.2	22	52	75	24	0
America's dependence on fossil fuels					
like coal, natural gas, and oil	22	53	76	24	0

Declining quality and rising inequality in America's public education system7.2 Rapid shift of U.S. economy from manufacturing to services,	23	52	75	25	0
information and technology	18	48	73	27	0
The war in Iraq	31	63	81	19	0
Corporate scandals such as Enron5.7	10	27	52	47	1
The partisan divide in U.S. politics6.2	11	32	60	40	0
Lack of long-term job and retirement					
security	22	51	74	26	0
Increase in obesity and chronic disease7.0	19	49	74	26	
The rising cost of health care and					
growing number of uninsured	23	50	74	25	0

Q Next, please tell us whether your generation of Americans under the age of 30 is more likely or less likely than earlier generations of Americans to be characterized by each of the following.

				-		-		
MUCH MORE LKLY	SMWT MORE LKLY	NO DIFF	SMWT LESS LKLY	MUCH LESS LKLY	DK/REF	TOTAL MORE LKLY	TOTAL LESS LKLY	MORE - LESS
Embrace	innovatio	n and ne	w ideas					
44	34	15	5	2	0	78	7	71
Start a n	ew busine	ss						
27	37	22	10	4	0	64	14	50
Make env	vironment	al protec	tion a top	priority				
27	40	20	9	4	0	67	13	54
Express p	oatriotic p	oride						
15	23	28	26	8	0	38	34	3
Support 1	those in tl	he armed	forces					
22	26	28	18	6	0	48	24	24
Trust gov	ernment	and polit	ical leade	rs				
5	12	20	36	27	0	17	63	-46
•			ositive ro		•		40	25
8	17	27	33	16	0	24	49	-25
	•				eve shared	•		
19	42	24	11	4	0	60	15	45
			es or com	•				
12	33	29	20	6	0	45	26	20
•	•				th elected			
12	32	26	22	8	0	45	29	15
Engage ii	n political	activism						
13	30	28	23	6	0	42	29	13
Join a ch	urch or of	ther orga	nized reli	gious co	mmunity			
9	16	29	33	13	0	25	46	-21
Express p	personal s	piritual b	eliefs out	side of c	rganized r	eligion		
24	31	22	16	6	0	56	22	33
Join an ir	ndepende	nt or issu	ie-based p	oolitical r	movement			
16	33	27	18	6	1	49	23	25
	-		political p	arty				
18	38	25	12	6	0	56	18	38

Q Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.

STMT MUCH	STMT SMWT	STMT SMWT	STMT MUCH	DK/REF	1ST STMT	MOCH MORE LKLY	MUCH MORE LKLY				
America's security depends on building strong ties with other nations. — OR — Bottom line, America's security depends on its own military strength.											
37	32	18	12	0	69	30	39				
Addressing the big issues facing my generation starts with individuals willing to take a stand and take action. — OR — Individuals can't make a real difference in addressing the big issues facing my generation.											
47	33	15	5	0	80	20	60				

Continued >

The two-pa	rty political	system ir	our count	ry is worki	ng becaus	e it offers v	oters a	When somet	hing is rur	by the g	overnmen	t, it is neces	sarily ine	fficient and	l wasteful.
clear choice crats and R					•			14	40	36	9	0	54	45	9
our country	•		-	• • •		•		There should		•		•			
12	18	31	39	0	29	70	-41	Democrats a two major pa		licans and	d offers a v	iable altern	ative to t	ne	
Businesses a better pla	and corpor	ate leadei	s have a re	sponsibilit	y to try to	make the	world	35	41	18	6	1	76	24	52
responsibili the world a	ty to their s	sharehold	•			•		Q Do you	believe	that, 20) years fr	om now, y	our gene	eration wi	II live in
44	30	17	9	0	74	26	48	a country t	that is b	etter off	or worse	off than t	the one	we live in	today?
Governmen	t has a resp	onsibility	to pursue	policies the	at benefit	all of socie	ty and	Much better	off		. 9	l ittle	worse off		28
balance the The primary	•					•		About the sa				(Don't know			
27	35	23	14	0	63	37	25	Much worse				Total E	Better off		34
The needs a	-				•			Little better	off		.25	Total	Worse off		46
older gener rently in po						-		Q Now we	e're goin	g to revi	ew some	more stat	tements	about soi	me of
my generat work togeth	ion are simi	ilar to tho	se of older	generation			-	the issues please tell	facing o	ur count	ry. Once	again, as	you read	l each sta	tement,
19	30	34	16	1	49	50	-1	AGREE) Do	es this	situatio	n represe	nt a crisis	that ou	r country	must
Governmen					-	-		address im a minor pro							soon, or
- OR - Gov		already t	oo involved	l in areas t	hat are be	tter left to	individu-			ACDEE	AGREE	ACDEE MI-	DIC-		TOTAL
34	29	22	15	0	63	37	26			AGREE CRISIS	MAJOR CRISIS	AGREE MI- NOR PROB	DIS- AGREE	DK/REF	TOTAL AGREE
I believe the								Our nation's							
ties is an ef						-		stifled innova terrorism ag				-		e or whom	sponsor
don't see m	•										42	15	6	1	93
promoting o	-							With costs ri	sing out o	f control	and the qu	ality of hea	Ith covera	ge declinin	g, the
23	31	29	16	0	55	45	10	health care s changes.	ystem in	our count	ry is broke	en, and we n	eed to ma	ike fundam	ental
We must ma					-					38	42	16	4		96
gradually si							ратп,	The growing			ur countr	v bv our mas	ssive nati	onal debt is	hurtina
46	29	17	8	0	74	26	49	our economy businesses a	, stifling j	ob growth	and inves	stment and i	making it	harder for .	American
Ο	.			. 4 . 4			. 1.				43	27	8	0	92
Now w								The health of	f our coun	try is coll	lapsing un	der an epide	emic of ch	ronic, prev	entable
statemen		45	, 0	-	. u.oug. c		-	diseases as v				ies through	environm	ental pollut	tion,
								overmedicat			43	22	7	0	93
STRNG	SMWT	SMWT DIS	STRONG DIS	DK/REF	TOTAL	TOTAL DIS	AGREE -	We have an u	inequal ed	lucation s			where sti	idents in at	
AGREE	AREE	AGREE	AGREE		AGREE	AGREE	DIS	areas enjoy t	etter res	ources an	d learning	environmer	nts while t		
In our coun resources a	-							and inner cit			40	21	n. 8	0	92
sustainable	country th	at is stror	iger than t	he one the	/ inherited	l .		Man-made ca			a our envi	ronment an	d the Eart	:h's delicate	9
53	38	8	1	0	91	9	. ,	ecosystem. A	As a result	, we could	-				
Our current gains, wasti	•								•		39	18	9	0	91
our long-te	rm security.				·		-	Our country	must take	extreme	measures	•		ate, to prof	tect the
45	. 37	15	3	0	82	18	64	environment	•		se tne dan 41	nage we nav 20	e aone. 6		94
Young Ame If we wait u					rapid dec	line of our	country.	The federal o						· mondous l	
48	41	9	1	0	89	11	78	onto future ç	generation	s to pay t	for the fail	ed leadersh	ip of the o	urrent gen	
Life in the f				orse unles	s my gene	ration of A	mericans	and weakeni	-		44	n for decad	es to com 5	e. O	94
42	43	13	2	0	85	15	70	The changing	-			•			
I am willing	to persona	lly make s	ignificant :	sacrifices in	n my own l	ife to addre	ess the	our goods an America's mi			f jobs to d	eveloping co	ountries, i	s threateni	ng
major envir			and securi		-					26	43	24	7	0	92
27	51	18	4	0	78	22	56	Long-term jo are becoming			•				•
My generat produce str						difference	and	provide for t	heir own h	ealth car	e and reti	rement secu	rity.	.ioii wiii iia	
31	48	17	3	0	79	20	59				42	18	7	0	93
Throughout								Americans' b		-	-			•	
that same s	spirit of inno	ovation ar	d entrepre	-	-	•		they want us afford the ric	to hear r	ather thai		• • • • • • • • • • • • • • • • • • • •			
America's s 38	trengtn in t 49	ne ∠ist ce 11		0	97	12	75				38	24	7	0	92
30	47	11	2	0	87	13	75								

From the failed response to Hurr and abuse, our government has a violated the very taxpayers who	ailed to me fund it.	et its mos	t basic re	esponsit	bilities an		Fully fund Social Security, Medicare, and other social insurance commitments being passed on to future generations, which have doubled to over 40 trillion dollars just since 2000 and are increasing by several trillion every year. These commitments					
	41 cial interes	20 sts and lob	9 bvists. w	0 ho aive	9 millions		must be met by current generations be unfunded liabilities of this size to our o		norally wr	ong to pa	ass on	
dollars in campaign contribution								17 43	66	33	0	
those special interests, while the	rest of us	are left ho	lding the	bag.			End trade imbalances that see us impo	rting nearly 1 trillio	n dollars p	oer year	more	
	31	42 2	21 5	5 (0 9	95	than we export to other countries by re	•		-	-	
Hurricane Katrina revealed the e			,				industrial base and eliminating our trac			jobs with	ı good	
Americas, one of which lacks ma	•			-	•		wages and benefits and rebuild our shr	-		22	•	
government. The growing gap be dressed, because no democracy		•							66	33	0	
	40	20	9	0		0	Begin to rebuild America's economic se base to provide the essential compone	, ,	•			
Our reliance on fossil fuels is a b			-	h			basic economic needs. As we have see					
power. We need to invest in and i	nnovate ne				•		other countries for our most vital econ	omic and security r	eeds.			
our quality of life and prosperity.		10	4	0	0.	۷			70	30	0	
	43	19	4	U	9	6	Protect our civil rights by reversing red			-	•	
Q Thinking about the man the best way to address the and entrepreneurship, throu the media and popular cultu	se challer gh a colle	nges ist ective so	through cial mov	individ ement	dual acti , throug	ion Jh	and to limit access to government infor unrestricted Internet, and restoring an civil rights also requires eliminating the government and creating more transpa	objective, unbiased e influence of specia erency in governme	l media. P al interest	rotecting ts over o	g our	
international cooperation?	and what	do you fe	el is th	e secoi	nd best	way						
to address these challenges	?						Finally, a few questions for st First, what is your gender?	atistical purpose	is.			
			COMB	1ST	21	ND						
A collective social movement			60	38	2	2	Male 51	Fe	male		49	
Government action				16	2	4						
Individual action and entreprene				16	19	9	What is the last year of school	oling that you ha	ve comp	leted?		
Media and popular culture				16	17	7						
International cooperation				12	18	8	1 - 11th grade 5	High School				
(Don't know/refused)				1	1	l	Non-college post H.S 2		llege			
							College graduate	(Don't know/refu	sea)	• • • • •	0	
Now let's look at some p challenges facing our count tive you feel each of the foll a scale of 0-10, where 10 me	ry today. owing wo	For each, uld be in	, please address	tell us	how eff at issue	fec- , on	Post-graduate school 6 Q In what year were you born?					
dressing that challenge and	O means	would no	ot be at	all effe	ective. Y	′ou	18 7					
can choose any number bet			•		-		20 9					
more effective you feel the	solution v	vould be i	in addre	ssing t	that issu	ue.	22 8					
	MEAN	10 0	10 (10 0		//DEE	24 9					
	MEAN					(/REF	26 9		27		8	
Launch a concerted national efformation on the moon, with the goal of mo	ving Amer	ica beyond	l fossil fu	els and	inventing	the .	28 8		29		8	
next generation of energy, based This aggressive plan would requi millions of new jobs, could drama	re a huge n	ational inv	estment/	but wou	uld produ	ice	Q Are you married, single, sepa	rated, divorced, o	r widow	ed?		
from our dependence on fossil fu			ur	aye	, and free		Married	s	ingle		68	
		-	19 7	71 2	29	0	Separated		rced			
Commit ourselves to a comprehe	nsive effor	t to not on	nly reduce	e the po	llution w	e are	Widowed	(Don't know/refu				
putting into the environment but is not only polluting the earth, it	reverse th	e damage	we have	done. Ti	hat dama	ige	Q Do you have any children?					
communities throughout our cou	ntry and a						20 you have any childrens					
	6.9	20 4	16 6	9 3	30	0	Yes30	(Don't know/refu	sed)		0	
Provide quality health care and r of their financial condition. Poor	nutrition is	creating a	an epider	nic of pi	reventabl	le	No					
chronic diseases, including diabe of dollars and ruin the lives of m			will cost	our cou	ntry billio	ons	Q Regardless of any religious at		s, do yo	u consid	der	
			53 7	5 2	25		yourself to be a spiritual person?					
Provide equal funding for public	education a	and learnin	ng resour	ces for	all childre		Yes	(Don't know/refu	ısed)		0	
and all communities, regardless the human potential of our countries.	ry and its			n a glob	al econoi		No					
	7.2	27 5	53 7	'3 2	27	0						
Balance the federal budget, but a that have been built up over dec impossible for our country to kee who are potential competitors.	ades of irre	sponsible	spending	j. This d	ebt make	s it	Q Do you consider yourself to b community? (IF YES) Which of the religion?					
	6.8	16 4	13 6	9 3	31	0	Roman Catholic 15	Charisn	natic		1	
			Ĭ				Baptist		dhist			

Non-denominational Christian	Christian Scientist	Q Generally speaking, do you to publican or what?	hink of yourself as a Democrat, a Re-
Methodist	Islam	<u> </u>	
Presbyterian 2	Seventh Day Adventist	Strong Democrat 16	Independent-lean Republican 6
Congregational/		Weak Democrat	Weak Republican
United Church of Christ 2	Eastern Orthodox	Independent-lean Democrat 11	Strong Republican 10
Pentecostal 2	Anglican/Episcopal	Independent	(Don't know/refused)
Mormon 2	Unitarian Universalist	^	
Jewish 2	(Other)	🔾 In terms of your job status, a	are you
Evangelical	No religious affiliation	Employed full-time	Student
	(Don't know/refused) 0	Employed part-time	Homemaker
[731 Respondents]		Unemployed, looking for work 7	(Don't know/refused)
CAL, CHARISMATIC, BAPTIST,	RIAN, CONGREGATIONAL, EVANGELI- METHODIST, SEVENTH DAY, PENTE- IONAL) Do you consider yourself to be	Q Are you a member of a labor household a union member?	union? (IF NO) Is any member of you
Yes	(Don't know/refused)		
No	(Don't know/refused)	· ·	
No			
Q Have you done any voluntee	ar work in the last 12 months? (IF VEC)	(Don't know/refused)	
How often do you participate in		Q Which of the following three and your household?	statements is most accurate for you
		Francis in the bounded by brothe	·
			insurance coverage
		Some people in the household have he some currently do not have coverage	
			s health coverage
(Don't know/refused)		(20.10.11.01.),10.10000,710.11.11.11.11.11	
Q How effective do you think of solving the major challenges	community volunteerism is as a means facing our country?	What racial or ethnic group t	Asian or Pacific Islander
Very effective26	(Don't know/refused)	African-American or Black 13	(Other)
Somewhat effective	Very/somewhat 73	Hispanic or Latino 15	(Don't know/refused)
A little effective	Little/not 27	Native American 1	
Not at all effective 4		0	h - t t - t - t - t - t - t - t -
· _	t politics with your friends and co-work-	from all sources, before taxes?	hat was your total household income
ers?		Less than \$10,000 9	\$75,000 to \$99,999
Frequently 19	(Don't know/refused)	\$10,000 to \$19,999	\$100,000 to \$249,999
Sometimes		\$20,000 to \$29,999 15	\$250,000 or more
Hardly ever	Frequently/sometimes	\$30,000 to \$49,999	(Don't know/refused)
Never	Hardly ever/never	\$50,000 to \$74,999 19	
Q Are you registered to vote?			
Yes	(Don't know/refused)		
$oldsymbol{Q}$ How effective do you think $oldsymbol{i}$ ing the major challenges facing	political activism is as a means of solv- our country?		
Very effective	(Don't know/refused) 1		
Somewhat effective 51	Very/somewhat 69		
A little effective	Little/not 31		
Not at all effective 6			
Q I know it's a long way off, but in the election for President new	ut what are the chances of your voting xt year?	FOR MORE DATA	& ANALYSIS, VISIT:
Almost certain to vote 63	Will not vote		
Probably will vote 16	(Don't know/refused) 1	www.gei	n-we.com