

The Greenberg Millennial Project

THE MILLENNIAL AGENDA: ADVANCING THE COMMON GOOD THROUGH INNOVATION AND COLLECTIVE ACTION

NATIONAL MIXED MODE SURVEY AND ANALYSIS



gerstein | agne
strategic communications

The Millennial Worldview



The Millennial Worldview

- **Commitment to the common good**
- **Frustrated with dominant institutions**
- **Change through innovation**



- **Dedicated to improving the common good over individual gain**
 - Sentiment crosses all racial, ideological and partisan lines
 - Reject fundamental principles of modern conservatism – primary focus on individual rights and trickle down economics
 - Welcome innovation and are eager to establish a new paradigm



Frustrated with Dominant Institutions

- **Believe dominant institutions and current leadership have failed country**
 - Extends to government, political parties, corporations and organized religion
 - Despite hostility towards these institutions, optimistic that change can occur
 - Change is most likely to be achieved through collective social movement rather than established institutions



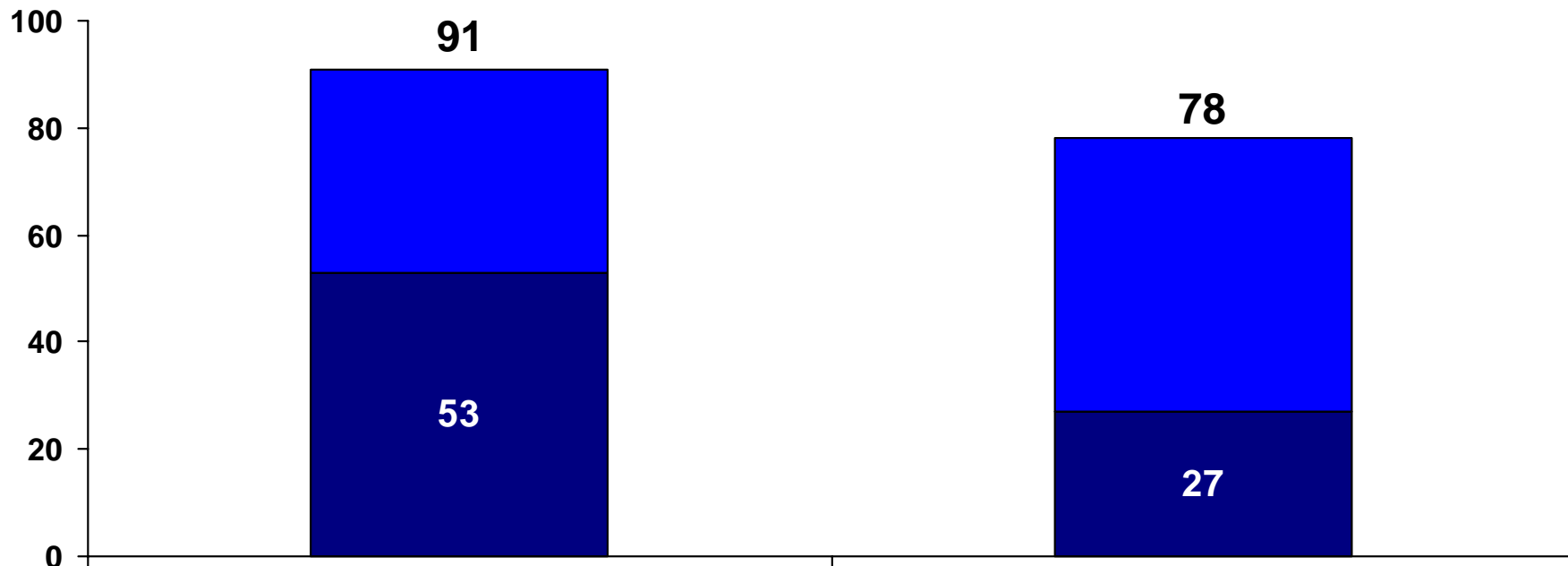
Change Through Innovation

- **Innovation essential to enacting change**
 - Role of technology in shaping this generation has convinced them that dramatic change is possible through innovation
 - Even long-term challenges such as health care crisis, dependence on fossil fuels, and the public education system can be solved through innovation and entrepreneurship

Commitment to Common Good



Willingness to Take Responsibility and Sacrifice to Improve Common Good



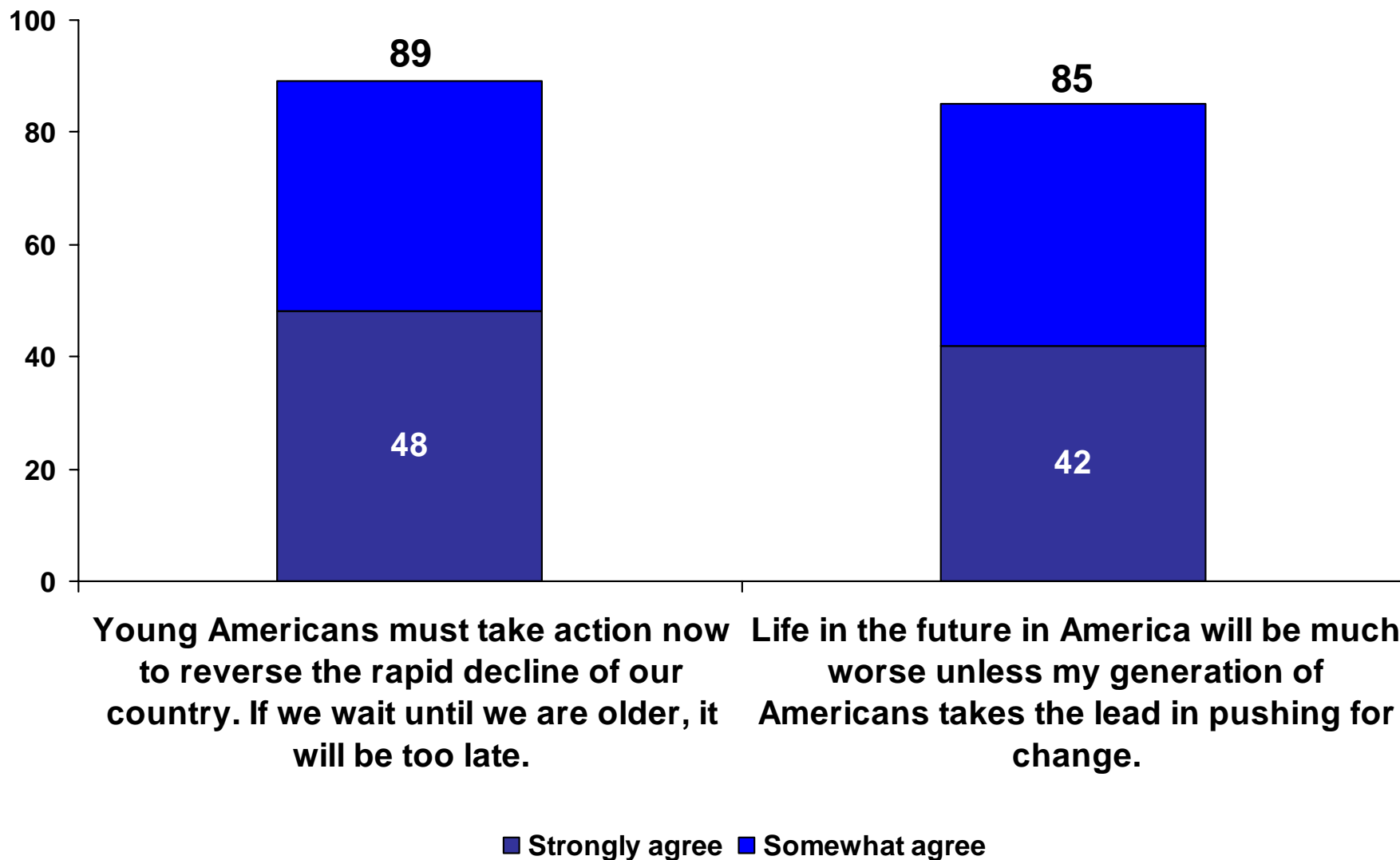
In our country, each generation has a responsibility to wisely use the country's resources and power so that they can provide the next generation a secure, sustainable country that is stronger than the one they inherited.

I am willing to personally make significant sacrifices in my own life to address the major environmental, economic, and security challenges facing our country.

■ Strongly agree ■ Somewhat agree



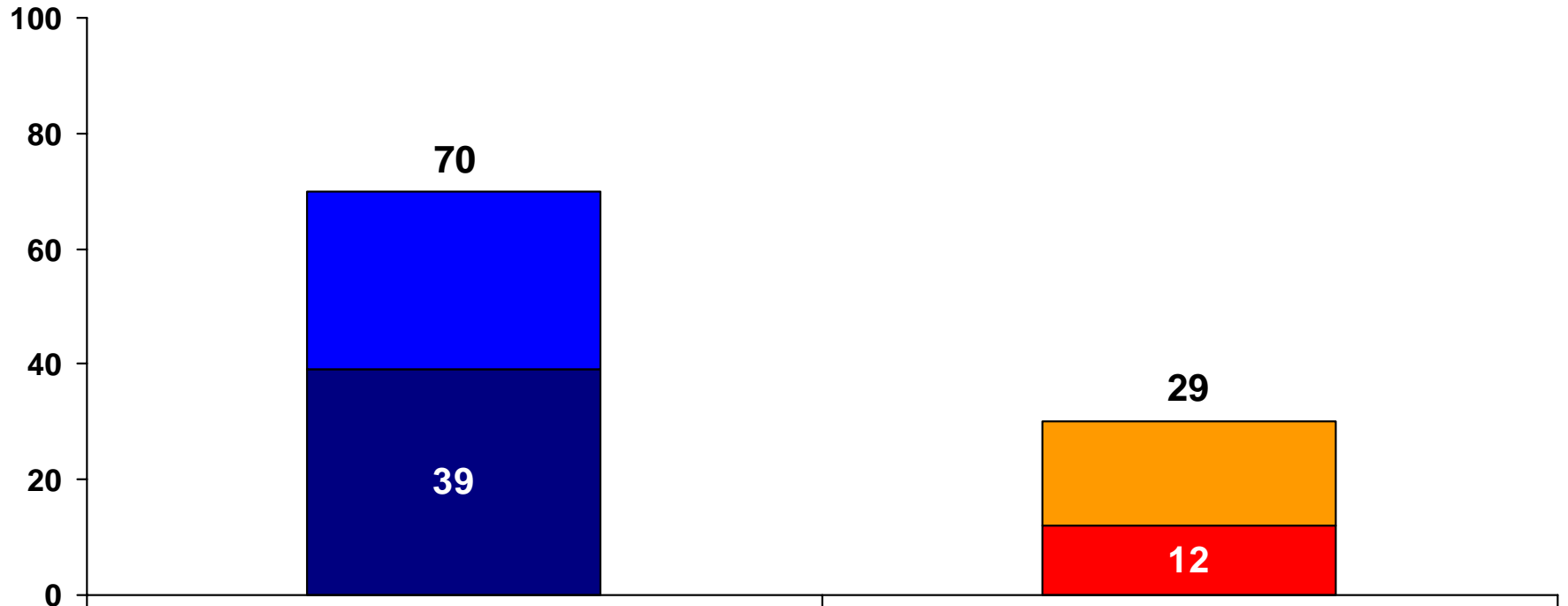
Believe Change Needed Now and Up to Them to Achieve It



Frustrated with Dominant Institutions



Frustrated with the Two Party System



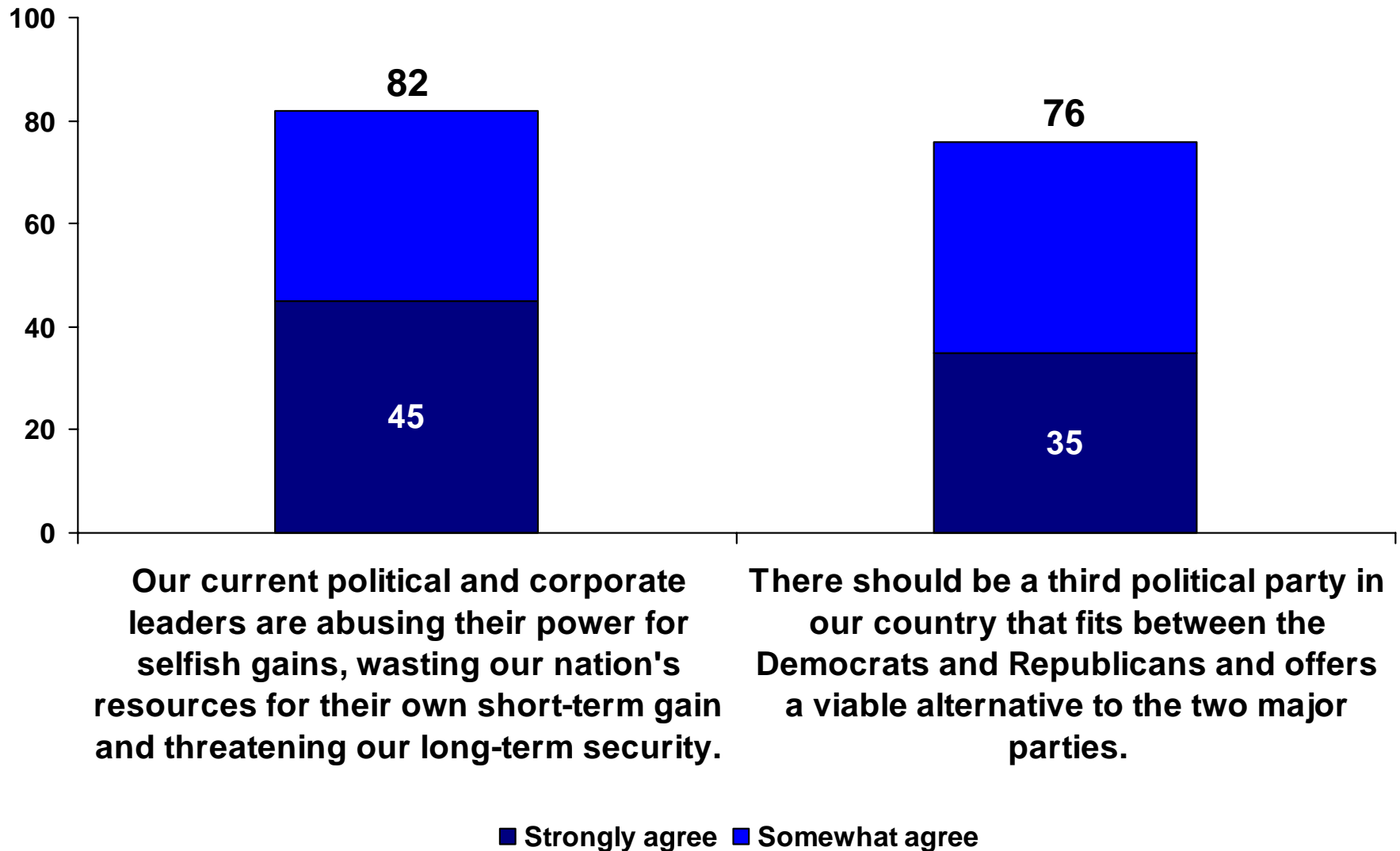
Democrats and Republicans alike are failing our country, putting partisanship ahead of our country's needs and offering voters no real solutions to our country's problems.

The two-party political system in our country is working because it offers voters a clear choice between two different visions for our country's future.

■ Strongly agree ■ Somewhat agree ■ Strongly agree ■ Somewhat agree



Deep Dissatisfaction Fuels Desire for Third Party





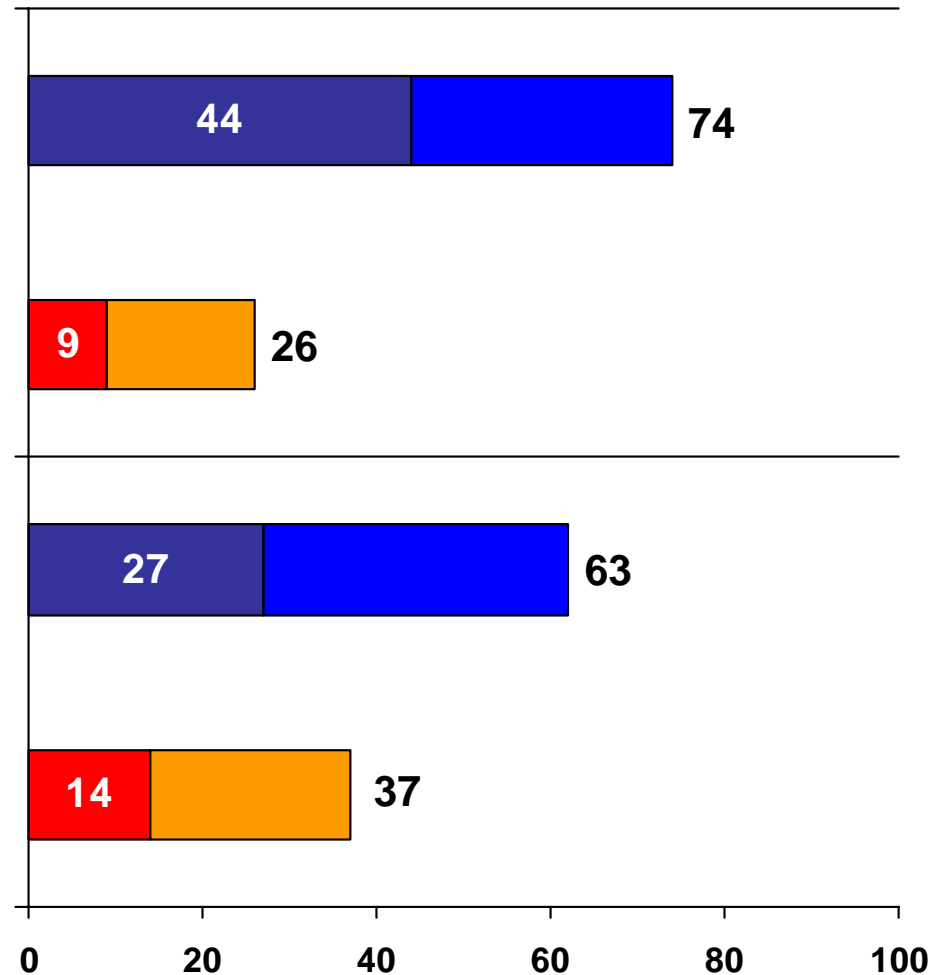
Business and Government Share Responsibility to Advance Common Good

Businesses and corporate leaders have a responsibility to try to make the world a better place, not just make money.

Businesses and corporate leaders' responsibility to their shareholders is to make money, not to worry about making the world a better place.

Government has a responsibility to pursue policies that benefit all of society and balance the rights of the individual with the needs of the entire society.

The primary responsibility of government is to protect the rights of the individual.



■ Strongly agree ■ Somewhat agree ■ Strongly agree ■ Somewhat agree

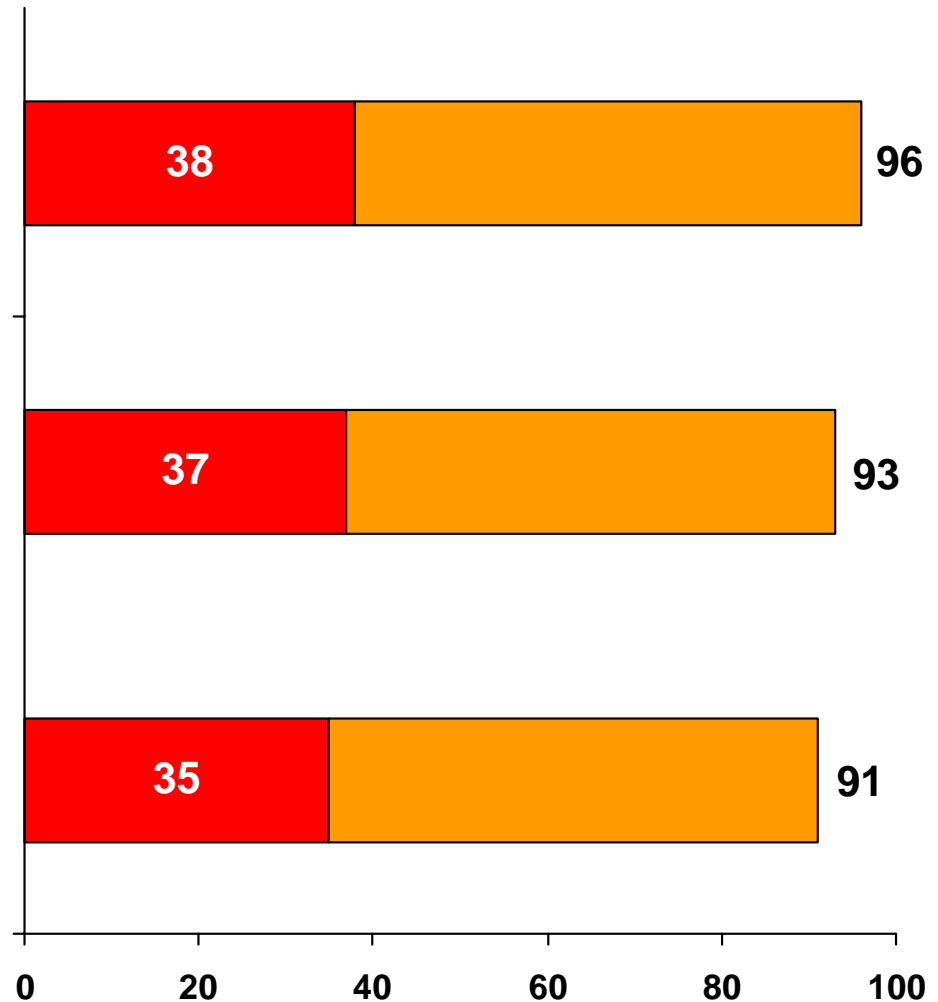


Most Urgent Examples of Failed Leadership

With costs rising out of control and the quality of health coverage declining, the health care system in our country is broken, and we need to make fundamental changes.

Our nation's continuing dependence on oil on has weakened our economy and stifled innovation, left us dependent on foreign countries - some of whom sponsor terrorism against us - and dragged us into unnecessary wars.

Man-made causes are destroying our environment and the Earth's delicate ecosystem. As a result, we could see massive, irreversible damage to the Earth's landscape during our lifetimes.



■ Crisis that our country must address immediately ■ Agree with statement

Change Through Innovation



Belief in Innovation Sets Millennials Apart

“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 the following....”

	Much more likely than earlier generations of Americans	Total more likely than earlier generations of Americans
Embrace innovation and new ideas	44	78



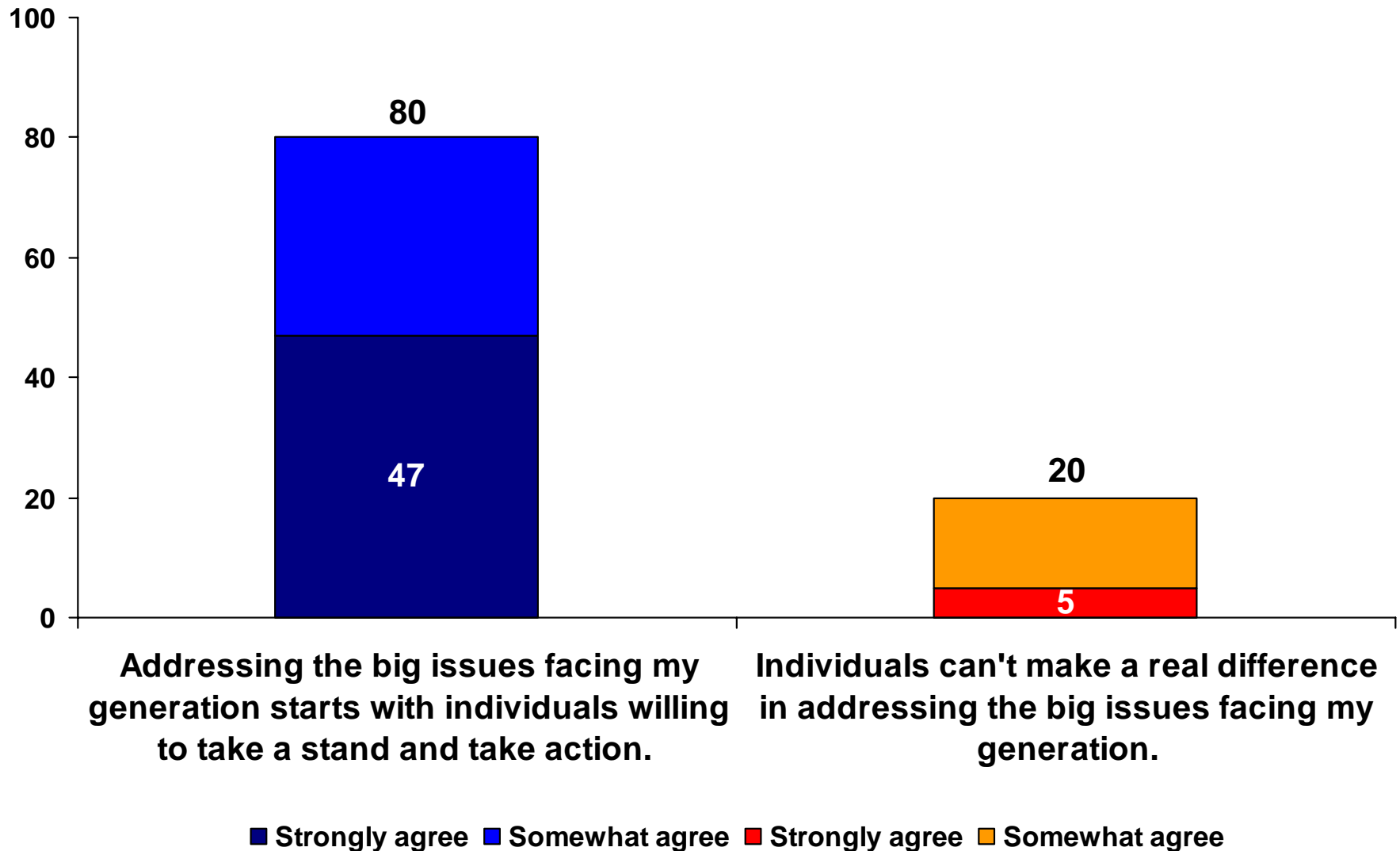
Innovation Key to Realizing New Goals

“Now we're going to review some statements. As you read each statement, please tell us whether you agree or disagree with the statement.”

	Strongly Agree	Total Agree
Throughout our history, America's success has been built on innovation and entrepreneurship. As we confront the many challenges facing us today, it is that same spirit of innovation and entrepreneurship that is needed to maintain America's strength in the 21st century.	38	87



Innovation Fuels Confidence That They Can Make a Difference





Change Through Collective Social Movement

MEANS FOR ADDRESSING NATION'S CHALLENGES			
	Most Effective	2nd Most Effective	Combined
Collective social movement	38	22	60
Government action	16	24	40
Individual action and entrepreneurship	16	19	35
Media and popular culture	16	17	33
International cooperation	12	18	30



Change Begins With Greatest Challenges

Provide quality health care and nutrition for all children in our country, regardless of their financial condition. Poor nutrition is creating an epidemic of preventable chronic diseases, including diabetes and obesity, that will cost our country billions of dollars and ruin the lives of millions of children.

Provide equal funding for public education and learning resources for all children and all communities, regardless of economic class. This is a critical investment in the human potential of our country and its ability to compete in a global economy.

Launch a concerted national effort, similar to the Apollo Program that put a man on the moon, with the goal of moving America beyond fossil fuels and inventing the next generation of energy, based on new technologies such as hydrogen or fusion. This aggressive plan would require a huge national investment but would produce millions of new jobs, could dramatically reduce environmental damage, and free us from our dependence on fossil fuels and foreign oil.

