



WHO ARE THE MILLENNIALS SUPPORTING DONALD TRUMP?

A research study brief from the 2017 Millennial Impact Report detailing Trump voter responses.

Do millennials support President Donald Trump?

At least a third do, and they are among the most actively involved of their generation.

This brief focuses on President Trump's supporters among the millennials studied for *The Power of Voice: A New Era of Cause Activation & Social Issue Adoption*, the 2017 Millennial Impact Report.

Achieve, supported by The Case Foundation, examines millennial cause engagement through a new lens each year. The body of research built since 2009 elucidates why the influential generation born 1980-2000 should not be viewed as a monolith when it comes to their motivations and behaviors related to causes they care about.



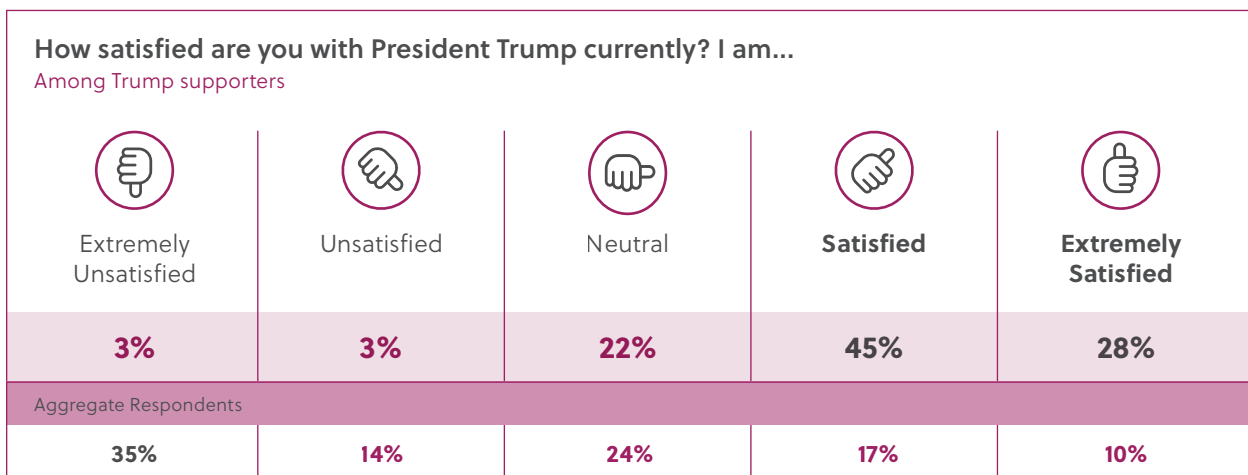
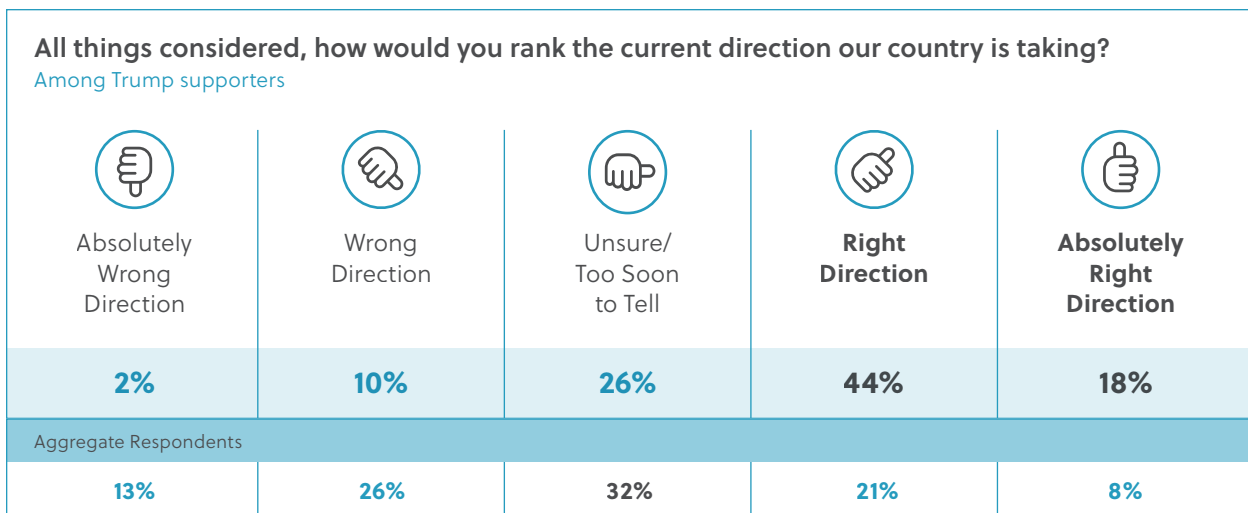
Key Findings Among Trump Supporters

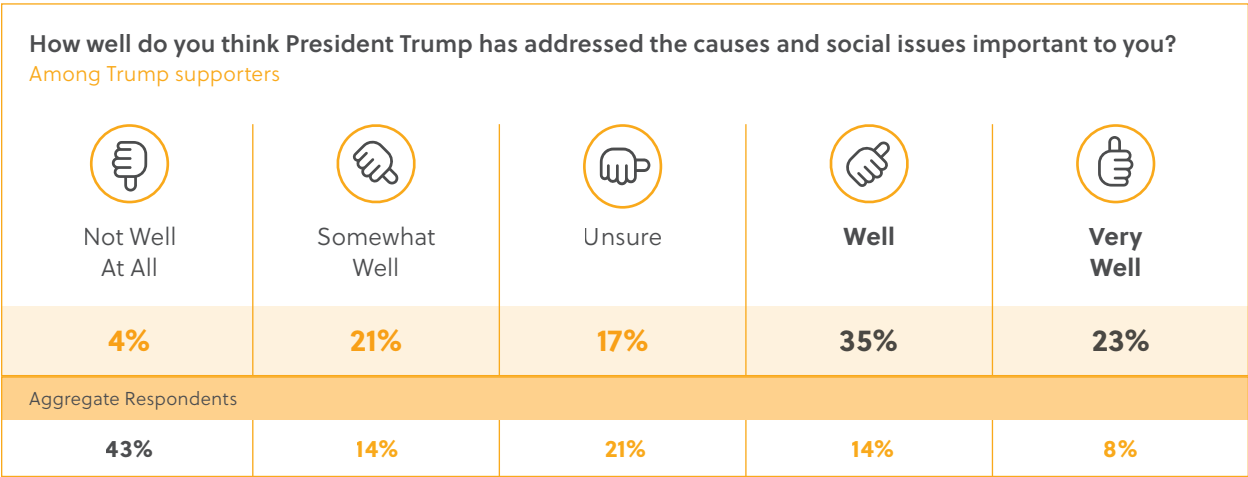
Prior to Donald Trump's election as president, cause engagement among millennials we studied had been muted and passive. Their involvement has not remained this way. Among the pro-Trump rallies and the increased cause participation by so many Americans, millennial Trump supporters were and are turning their voices into megaphones for causes and social issues important to them.

► TRUMP-SUPPORTING MILLENNIALS STILL BACK THE PRESIDENT

Research conducted by Achieve in the months leading up to the 2016 election revealed that at the highest point, 23% of millennials supported Donald Trump; this figure fluctuated during the campaign. On Election Day, 39% of the millennials casting a vote said they did so for Trump – and in our 2017 research, 35% of voters within the survey sample said they voted for Trump, revalidating last year's data.

Since Election Day, this support hasn't waned. Asked in the Phase 2 survey this summer if they thought our country was headed in the right direction, 62% of Trump supporters said yes. The higher the educational attainment of the millennial, the more likely he or she was to support the current direction our country is taking. Supporters also are satisfied with President Trump specifically; a mere 6% were unsatisfied (and 21% neutral).





Millennial Trump supporters are twice as confident as respondents in the aggregate that the country will be on the right track a year from now.

All things considered, where do you think our country will be a year from now?

	Trump Supporters	Aggregate Respondents
Totally on track	11%	5%
On track	41%	21%
Unsure	22%	32%
Off track	19%	27%
Totally off track	7%	16%

▶ TRUMP-SUPPORTING MILLENNIALS BELIEVE IN THEMSELVES

A quarter of Trump supporters in our study viewed themselves as activists, and half saw themselves as supporters. Analysis showed that while the words used to describe their activity may differ, the intent behind them does not: 89% defined either activist or supporter as someone who publicly supports or recommends a certain cause or policy.

Labels are significant, in that they're correlated with the issues millennials care about and the actions they take. More than two-thirds of Trump supporters who labeled themselves as activists:

- › **believe the actions they take will lead to improvements (66%)**
- › **believe the actions of organizations they support will create change (68%)**

▶ TRUMP SUPPORTERS SHOW DISTINCT CAUSE BEHAVIORS

1. PURCHASE DECISIONS

Actions taken by Trump supporters are comparable to those of millennials overall, with one significant exception: Millennials who support this president don't tend to change how they decide what products or services to buy based on a company's relationship to a cause they care about.

Top actions taken for causes/social issues by Trump-supporting millennials:

- › voted
- › signed petitions
- › posted on social media
- › contacted political representative
- › participated in marches

Top actions taken for causes/social issues by millennials overall:

- › voted
- › signed petitions
- › posted on social media
- › ***changed how they made product/service purchase decisions***
- › contacted political representative
- › participated in marches

Donations and social media actions had the largest increase in activity post-election by Trump supporters.

2. SOCIAL MEDIA

Millennials as a group ranked social media activity in the middle of the most influential activities for bringing about change. Trump supporters ranked such online activity far lower, above only "I pursue a leadership role (e.g., board member) with a nonprofit organization."

3. TOP ISSUES OF INTEREST

Millennials who support President Trump said the issues they cared most about were employment, healthcare reform and immigration. Overall, millennials put civil rights/discrimination in front of employment and healthcare reform as their top three issues.

Top Takeaways About Millennial Trump Supporters

- 1. Millennials who voted for Donald Trump are happy with his performance and think the country is headed in the right direction.**
- 2. Millennials who support Donald Trump are more involved in causes than millennials in general.**
- 3. Trump-supporting millennials don't alter purchases based on a company's attitude toward a cause. They do, however, increase their donations to causes.**

Conclusion: Avoid assumptions about millennial attitudes and lifestyles.

As you can see, this generation comprises individuals with affinities for all types of causes, issues and political leanings. Research your specific audience(s) before crafting your organization's or cause's strategic approach and messaging. And remember, even in this digital generation, not everyone views social media as having the same level of power.

Trump supporters don't rank social media as influential, which means they will likely use other avenues of communication. Be sure your plan addresses these, and don't rely exclusively on social media to carry your message or inspire action.

Research Methodology

Phase 1: Discovery – Qualitative

Telephone interviews and focus groups with a small purposive sample of millennials from across the four recognized U.S. geographic regions.

Phase 2: Investigation – Quantitative

Survey in the field July 19-Aug. 8, 2017, to a proportional sample based on Census Bureau millennial cohort data for gender, race, age, education level and geographic region, and to a nonprobability sample of 3,000 participants matching same demographics from an opt-in panel.

Phase 3: Ethnographic Inquiry

Immersion in progress.

Complete reports with full methodology descriptions can be downloaded at TheMillennialImpact.com.