



EXECUTIVE SUMMARY

Study after study has recognized that millennials, those individuals born 1981-1996, have altered the way nonprofits, companies and governments must think of civic life and social good. Historically, these young people had shown themselves to be empathetic to others, have new ideas about volunteering and giving, and be ready to make their voices heard on the streets and at the ballot box.

Then, COVID-19 struck in March 2020. George Floyd, a Black man, was killed by a white police officer in May. The results of a contentious presidential election in November were challenged by the outgoing president and his supporters. The U.S. Capitol was attacked by citizens in January 2021.

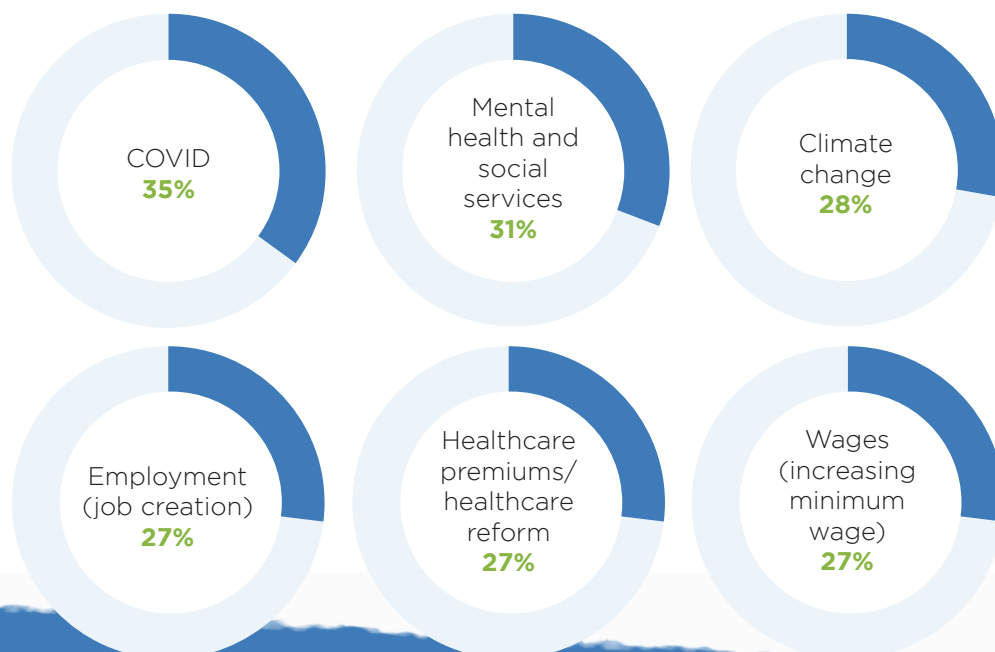
How would all this affect the willingness of millennials to address social issues? America's largest generation in history was one of the hardest hit by the personal, national and global economic uncertainty of the pandemic. At the same time, some of them had children who suddenly had to be taught at home; some had parents and grandparents who were getting sick and even dying.

Points of Light sought to find out how millennials' civic lives – and, by extension, so many other people's lives – were affected, and what nonprofits, businesses and government could do to keep this generation's attitudes of empathy, interest and willingness to fix society's ills thriving.

HERE IS A SUMMARY OF WHAT RESEARCHERS LEARNED:

Millennials view social issues through a very personal lens. Whereas social issues used to be something they volunteered for to help other people, they now see themselves as among those affected.

The top social issues of concern for millennials are:

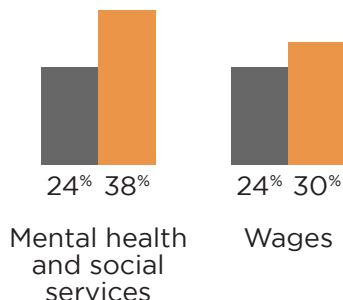


SUMMARY OF WHAT RESEARCHERS LEARNED (CONT'D):

Though males and females are fairly evenly split in their concern for most of these issues, some disparities were revealed:

GENDER COMPARISON: Which Social Issues are You Most Interested In?

● Male
● Female



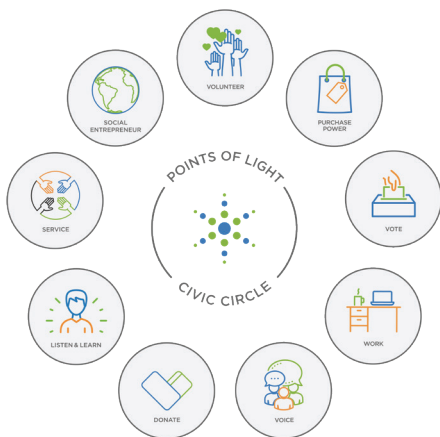
Contrary to popular thought, a large segment of civically active millennials comprises white males ages 35-40 who are married and earning more than \$100,000 a year. Though they live in the Midwest, they never attend church.

Another large segment of civically active millennials comprises BIPOC females ages 25-29 who, though they hold four-year degrees, earn less than \$50,000 a year at full-time jobs. They mostly live in the South, and they either never go to church or attend more than once a week.

With few exceptions, “spent time learning more about the issue” was the number-one action millennials took to support social issues.

Almost half of millennials believe more in civic engagement now than before the pandemic, 69% are more likely to volunteer, and 85% think people should help their community and the world.

Millennials believe companies should be actively involved in social issues, and two-thirds visit corporate websites at least somewhat often to learn about their efforts. Black American males, especially, think companies should meet with consumers about the effects of their products and services.



Points of Light created the Civic Circle to help individuals understand that doing good comes in many forms and to help connect them to opportunities to influence social issues. This framework also helps organizations identify the pathways to involvement their audiences can seek. See complete findings, analysis and recommendations for companies and nonprofits at pointsoflight.org/civic-engagement-research.



POINTS OF LIGHT