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# Virginia Millennials Come of Age

*Social, Economic and Political Traits of the  
Generation Shaping the Commonwealth's Future*



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## Restless, Wary, but Optimistic, Virginia Millennials have arrived

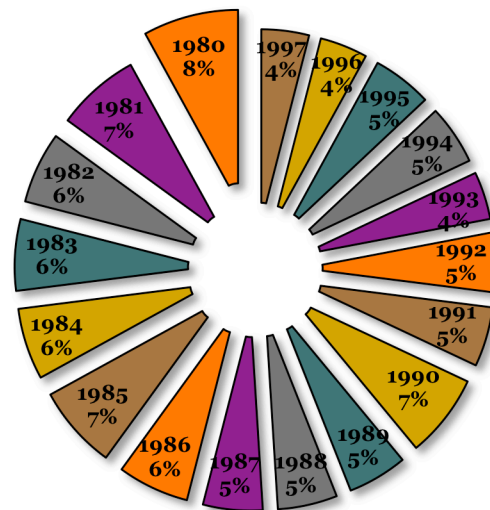
Millennials comprise the largest generation in American history, and their effect on the nation's – and the Commonwealth's -- social, economic and political future will displace even the Baby Boomer impact that has dominated the culture for the past half-century. This survey of 18 – to 36-year-old Virginians reveals a Facebook-connected generation in search of better jobs, diverse communities, and safe neighborhoods with good schools. Most are considering moving – especially to Northern Virginia – to achieve those goals. They know the Great Recession has given them an uphill start financially, and they feel behind, but they are optimistic. Not attracted to traditional news sources or traditional political parties, they overwhelmingly see community volunteerism, not politics, as the path to progress.

These attributes and aspirations will shape society for decades to come, and a primary goal of this report is to better understand the impact they will have in Virginia specifically.

The Millennial generation is one of six generations alive today. The oldest generation, called the GI Generation, dates to the turn of the twentieth century. The Silent Generation dates from the mid-1920s to the end of World War II. The Baby Boom Generation dates to the end of World War II to the mid-1960s, and was until the Millennial Generation came along the largest generation in

American history. The Baby Boom Generation was followed by Generation X, dating from the mid-1960s to around 1980. While scholars use varied dates to mark the boundaries of the Millennial generation, they typically start the generation in the early 1980s and end it in the later 1990s. For this study, we have started the generation in 1980 and ended it in 1997. Millennials today are roughly between 18 and 36 years old.

**Virginia Millennials by Year Born**



The report that follows is based upon the results of a panel survey of 2,004 Virginia Millennials conducted between July 20 and August 4, 2015. The survey examined Millennials' perceptions on quality of life and place, including views on nearly a dozen characteristics that indicate what Millennials would want in a community they would consider moving to and what they think of the community in which they currently live.

We examined Millennials' economic well-being, including perceptions of economic well-being in relation to peers, parents' generation, and where they thought they would be financially compared to where they are now. The survey also looks at Millennials' views on job opportunities in their communities, what kinds of jobs they would like to see, and the education they think they need in order to achieve their financial goals.

The report examines Virginia Millennials' news and information consumption habits, looking at what kinds of current events news and information Millennials consume, what kind of lifestyle news and information they consume, the sources they generally use to consume this information, and the devices they use to consume this information.

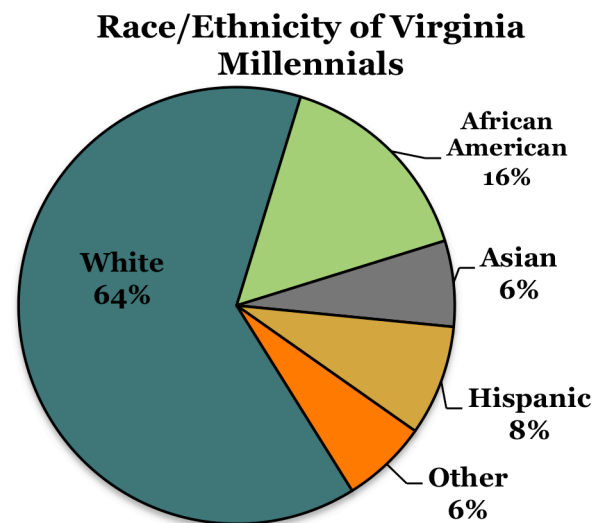
Finally, we examined Virginia Millennials' civic and political behavior, focusing on community service and volunteer activities, the reason for participating in community service or volunteer activities, voter registration status and past voting history, and future voting plans.

## Who Are Virginia's Millennials?

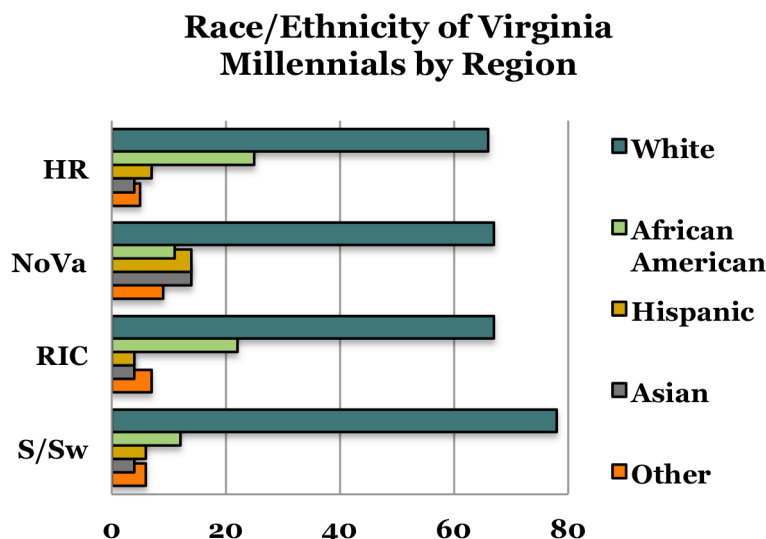
Demographically, Millennials are the largest and most racially and ethnically diverse generation in the U.S. population.<sup>1</sup> They are less religious than previous generations, and less partisan as well.<sup>2</sup>

Nationally, according to the Pew Research Center, 57% of Millennials are white, 21% are Hispanic, 13% are African American, and 6% are Asian, making them much more diverse than the next largest generation, the Baby Boomer generation. Baby Boomers are 72% white, 10% Hispanic, 11% African American, and 5% Asian.<sup>3</sup>

Our survey shows that the demographic profile of Virginia Millennials differs slightly from the national generational profile overall: 64% of Virginia Millennials are white, while 8% are Hispanic, 16% are African American, and 6% are Asian.



Regionally, Northern Virginia has the most diverse population of Millennials, while South/Southwest Virginia has the least diverse population. Northern Virginia has the largest population of Hispanics and Asians at 14% each, while Hampton Roads has the largest population of African Americans at 25%, followed by Richmond at 22%. South/Southwest Virginia has the largest population of whites at 78%.



The sex ratio – the number of males per 100 females - in Virginia's

overall population, as in the overall population of the United States, favors females by a small percentage. Virginia's population in 2014 is 50.8% female and 49.2% male.

The sex ratio at birth historically favors males, but since mortality at every age has generally been higher for males than females, the sex ratio has

**53%/47%**  
*Male Female*

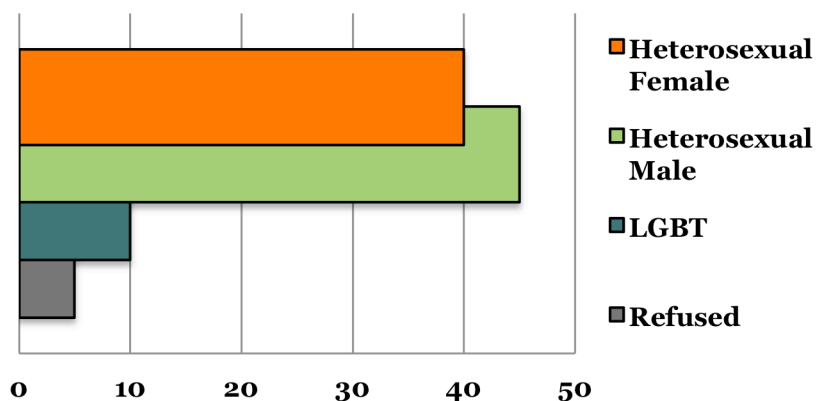
naturally declined with age. The percentage of Virginia Millennials who are male (53%) versus female (47%) reflects the natural male advantage at birth. However, the life expectancy gap between

males and females in the United States has narrowed over the last decade, caused by men living longer. This narrowing of the life expectancy gap could result in another notable significance for the Millennial generation: something close to life expectancy parity.<sup>4</sup>

A report on Millennials' attitudes on sexuality and reproductive health by the Public Religion Research Institute (PRRI) found 7% of Millennials nationally identify their sexual or gender identity as either lesbian, gay, bisexual, or transgender, and 3% refused to say.<sup>5</sup>

In our survey, a slightly higher proportion of Virginia Millennials – 10%, identify as either lesbian, gay, bisexual, or transgender, while 5% refuse to identify their gender identity.<sup>6</sup>

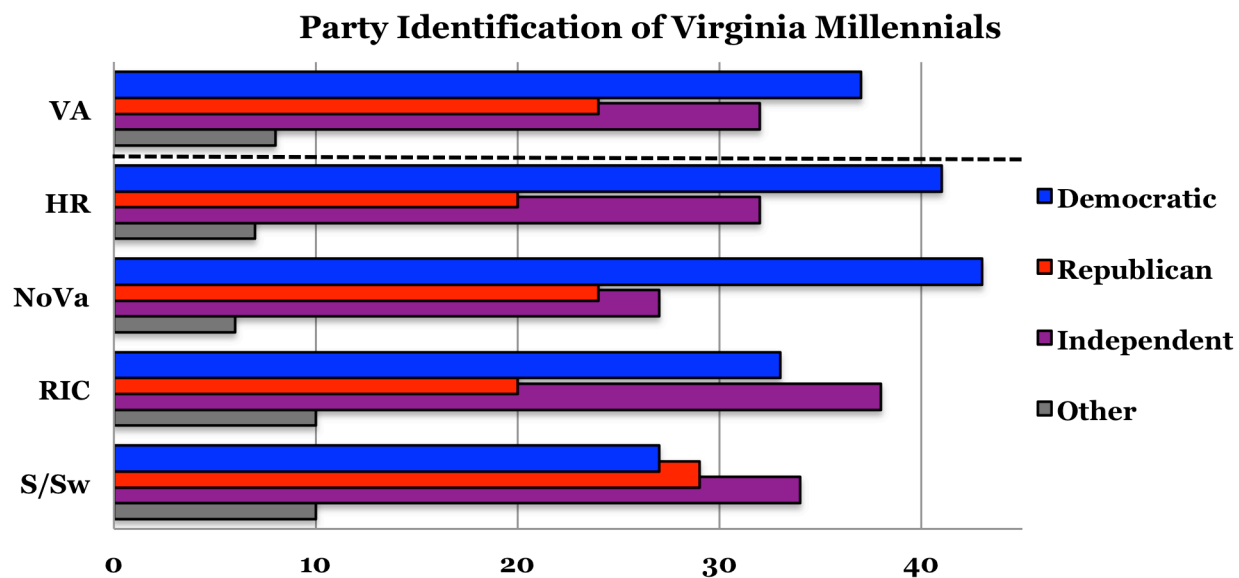
**Gender Identity of Virginia Millennials**



Millennials nationally are less likely to identify with either major political party and far more likely to identify as independents. However, their movement away from the two major parties is more pronounced against Republicans than Democrats. According to the Pew Research Center,

Millennials are about twice as likely to identify as independent than as Democrats, and about three times as likely to identify as independents than as Republicans.<sup>7</sup>

Virginia Millennials' attachment to the two major political parties is similarly tenuous. A greater proportion of Millennials report their political identification as being other or independent (40% combined) than identify as Democrats (37%) or Republicans (24%). The Richmond region has the highest proportion of independent identifiers at 38%, while Northern



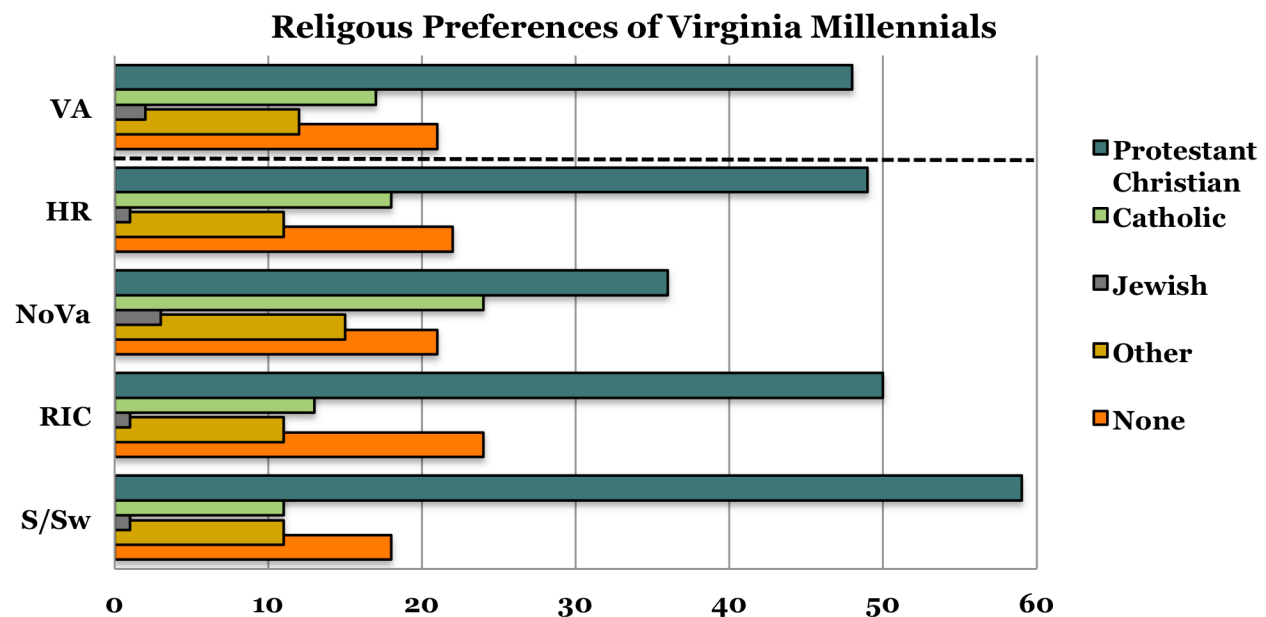
Virginia has the highest proportion of Democrats at 43%. Hampton Roads follows closely behind in terms of Democratic identifiers at 41%, while South/Southwest has the lowest percentage of Millennial Democrats at 27%.

South/Southwest has the highest proportion of Millennials who identify as Republican, at 29%, while Hampton Roads and the Richmond region have the lowest proportion of Republican identifiers at 20%. The two major political parties struggle the most for Millennials in the Richmond region, where 48% identify as either “other” or “independent.” The two major parties do the best in South/Southwest, where 56% of Millennials identify with one or the other.

A seemingly defining characteristic of Millennials is their movement away from religion compared to older generations. The Pew Research Center reports just over a third of Millennials describe themselves as “a religious

person,” while the Public Religion Research Institute (PRRI) describes the single most common religious identity among the Millennial generation to be “unaffiliated.”<sup>8</sup>

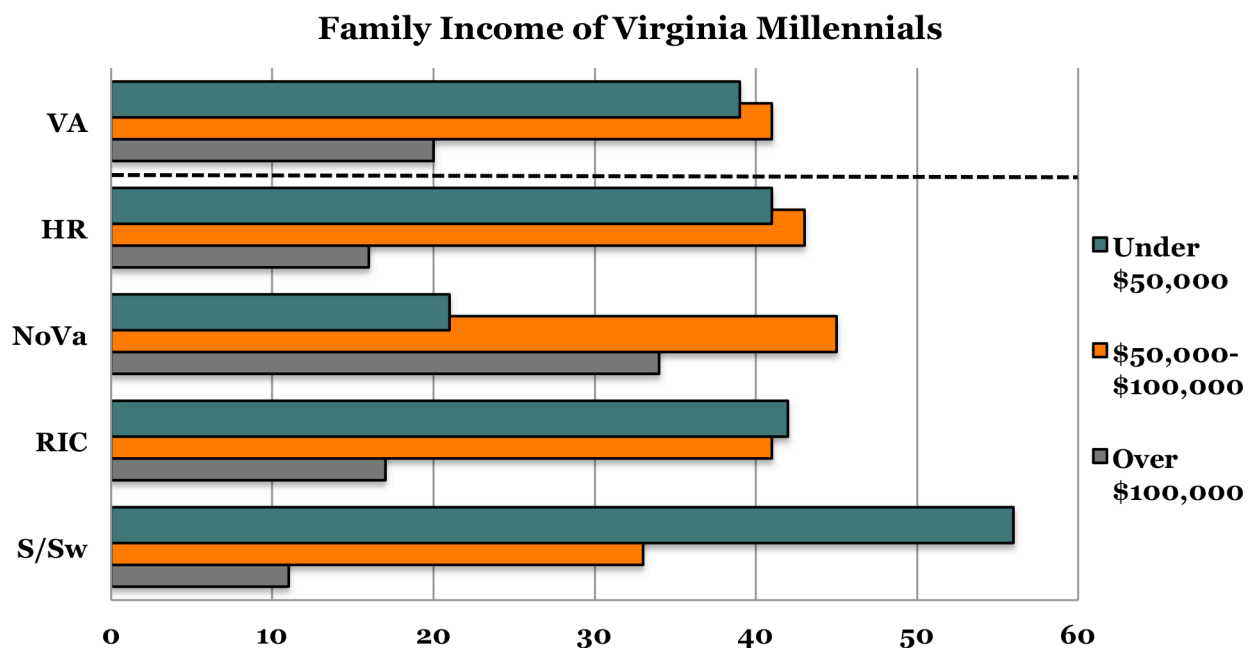
About two-thirds of Virginia Millennials identify themselves with a religious preference, with the majority of them (48%) identifying broadly as Protestant Christians, while 17% identify as Catholic, and 2% as Jewish. The other third report having no religious preference (21%) or some other religious preference (12%).



Regionally, Millennials in South/Southwest are nearly twice as likely to identify as Protestant Christian (59%) as are Millennials in Northern Virginia, where only 38% similarly identify as Protestant Christian. About half of Millennials in the Richmond and Hampton Roads regions identify as Protestant Christian (50% and 49% respectively). Northern Virginia has the highest proportion of Catholic identifiers at 24%, followed by Hampton Roads (18%).

The Richmond, Hampton Roads, and Northern Virginia regions have a similar proportion of Millennials who say they have no religious preference (between 24% and 21%), while Northern Virginia has the highest proportion (15%) of Millennials who identify with another undefined religious preference.

Virginia's median household income in 2014 was just under \$60,000, and while Virginia Millennials report family incomes that reflect well the Commonwealth's median household income, there are clear regional wealth disparities.<sup>9</sup> Just under 40% of Virginia Millennials report a family income under \$50,000, while just over 40% report a family income of \$50,000-\$100,000, and 20% report a family income of over \$100,000. Millennials in South/Southwest report much lower family incomes than



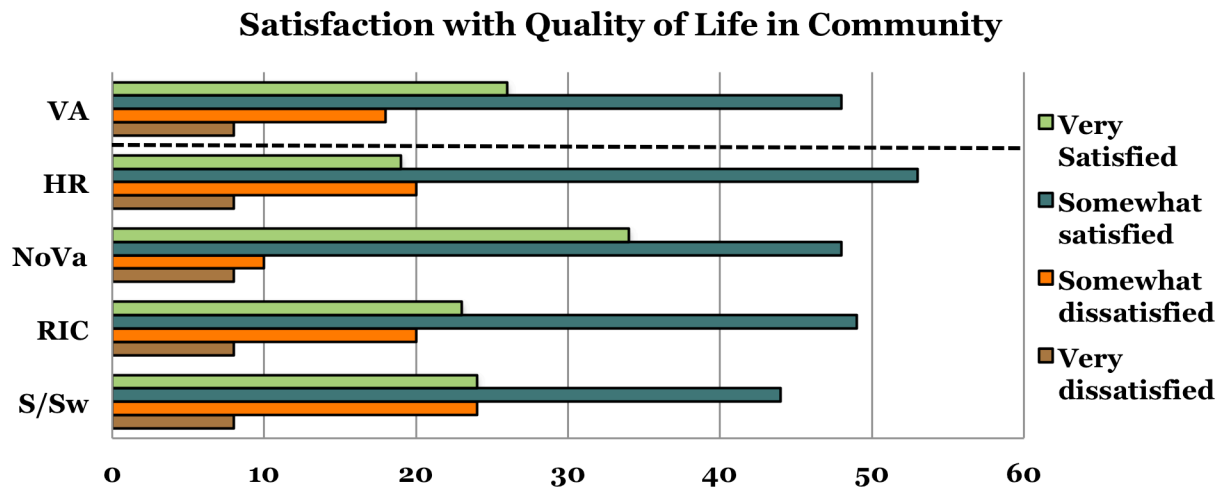
Millennials in the other regions of the Commonwealth, with 56% reporting family income under \$50,000, while Millennials in Northern Virginia report slightly higher incomes than those in Richmond and Hampton Roads, with 35% reporting family income over \$100,000.

Overall, Northern Virginia is the wealthiest region in terms of family income, with 80% of Millennials there reporting family income of over \$50,000. Hampton Roads and Richmond are nearly tied, with 59% of Millennials in Hampton Roads and 58% in Richmond reporting family income above \$50,000. South/Southwest has the smallest percentage of higher-income Millennials, with only 11% reporting family income over \$100,000.



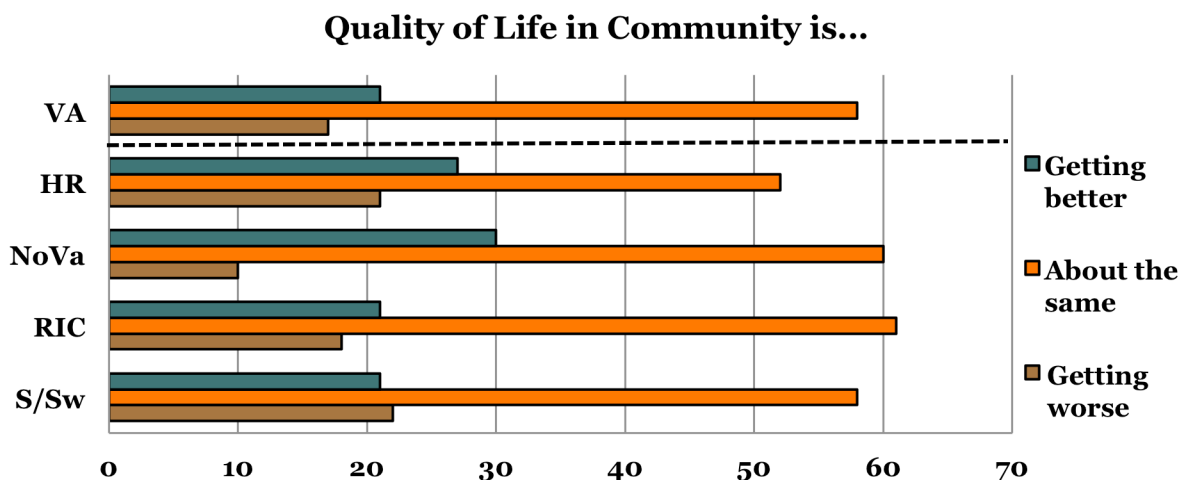
## Quality of Life and Place

Virginia Millennials are largely satisfied with the quality of life in their communities, and do not see that quality as changing substantively. Nearly three-in-four (74%) Millennials say they are very or somewhat satisfied with the quality of life in their communities. Satisfaction is highest on



average in Hampton Roads and Northern Virginia, and lowest in South/Southwest, where nearly one-in-three (32%) of Millennials are somewhat or very dissatisfied.

Virginia Millennials mostly think that the quality of life in their communities is static rather than getting better or worse. Millennials in Northern Virginia are most optimistic, with 30% saying the quality of life in their community is getting better, followed by Hampton Roads at 27%.



Millennials in Richmond and South/Southwest are least optimistic, with 21% in each region saying quality of life is getting better and 22% in South/Southwest and 18% in Richmond saying it is getting worse.

In order to better understand these general views on the quality of life in their communities, study participants were asked to evaluate 11 indicators of quality of place, in two ways: how important they would consider each one to be when thinking about moving somewhere new and how well each one describes their current neighborhood or community.

For rating how important a factor is with regard to moving somewhere new, respondents used a 5-point scale: very important, somewhat important, neither important or unimportant, somewhat unimportant, and completely unimportant. Ratings of very important or somewhat important indicated that respondents placed a high value on that factor.

#### **Indicators of Quality of Place**

- ⇒ Having a range of public transportation options
- ⇒ Living in a walkable area
- ⇒ Living close to work and/or school
- ⇒ Living close to parks and recreational areas
- ⇒ Living close to shopping and entertainment
- ⇒ Having a mix of types and values of housing
- ⇒ Having good quality local public schools
- ⇒ Having a safe neighborhood
- ⇒ Having family in the area
- ⇒ Having a diversity of people in the area
- ⇒ Having enough people your age

For rating their current neighborhood or community, respondents used a 5-point scale: agree strongly, agree, neither agree or disagree, disagree, and disagree strongly. Ratings of agree strongly or agree were considered positive characterizations.

In comparing the ideal (how important a factor is when considering whether to move somewhere new) to the current experience (how well a factor describes a current neighborhood or community), a “gap” score can be generated by comparing the differential percentage between the two. This gap would indicate areas where Virginia Millennials find their current neighborhood or community either lacking, compared with what they would want in an ideal situation. A negative gap score indicates the current living situation is lacking relative to the ideal.

**Quality of place indicators: comparison of what Virginia Millennials say is important in a community they would consider moving to versus how they evaluate those same indicators where they currently live**

	Virginia			Hampton Roads			Northern Virginia			Richmond			South/Southwest		
	New	Current	Gap	New	Current	Gap	New	Current	Gap	New	Current	Gap	New	Current	Gap
...range of public transportation options	59	56	-3	60	65	+5	72	73	+1	47	37	-10	51	58	+7
...walkable area	80	66	-14	80	64	-16	85	78	-7	77	53	-24	77	62	-15
...close to work and/or school	87	67	-20	86	69	-17	90	71	-19	82	62	-20	90	65	-25
...close to parks and recreational areas	75	75	0	75	74	-1	79	82	+3	71	71	0	74	69	-5
...close to shopping and entertainment options	80	74	-6	80	79	-1	85	84	-1	78	71	-7	78	60	-18
...mix of types and values of housing	71	67	-4	76	70	-6	69	68	-1	70	64	-6	70	64	-6
...quality of local public schools	76	66	-10	77	58	-19	74	76	+2	75	59	-16	79	63	-16
...safety of neighborhood	92	73	-19	92	66	-26	93	82	-11	92	65	-27	93	74	-19
...family in the area	61	63	+2	58	62	+4	64	61	-3	61	64	+3	61	64	+3
...diversity of people in area	57	69	+12	59	73	+14	61	77	+16	55	66	+11	54	59	+5
...more people my age in area	65	62	-3	63	64	+1	72	68	+4	61	56	-5	62	59	-3

Note: The two questions being compared here are: "Let's assume for a minute that you are thinking about moving somewhere else in the next few years. Below are some characteristics that you might look for in a neighborhood or community. Please rate each on a scale from very important to completely unimportant. How would you rate each on this scale?" and "Now, consider where you live right now. Thinking about the characteristics of your own neighborhood or community, please say whether you strongly agree, agree, neither agree or disagree, disagree, or strongly disagree with each statement describing your own neighborhood or community." Numbers in first column are the percentage who say very and somewhat important. The numbers in the second column are the percentage who say agree or strongly agree. Numbers in third column are the difference between the first two columns, where a positive number indicates a greater level of satisfaction with their current community over what they would want in a community that they might move to and a negative number indicates a greater level of dissatisfaction with their current community over what they would want in a community that they might move to.

In six of the 11 factors, the gap score is within +/- 10, suggesting that reality is close to ideals for those characteristics of communities. In fact, in one area -- living close to parks and recreational areas, the gap score is 0, meaning what Millennials want as an ideal matches exactly what they say they currently have. There are four factors where Virginia Millennials find quality of place lacking: living in a walkable area, living close to work and/or school, having good quality local public schools, and having a safe neighborhood.

*Living in a walkable area.* Virginia Millennials want to live in areas that are walkable, such as places with sidewalks, walking paths, and hiking trails, much more than they do now. Overall, 80% of Millennials say that living in a walkable area is very important or somewhat important to them if they were thinking about moving somewhere else, while only 66% strongly agree or agree that their current neighborhood or community is very walkable, resulting in a gap score of -14. The gap score is highest in Richmond, at -24, and lowest is Northern Virginia at -7, while Hampton Roads and South/Southwest are at -16 and -15, respectively.

*Living close to work and/or school.* The highest negative gap score in the survey relates to commuting. Virginia Millennials want to live closer to work and/or school than they currently do. Overall, 87% of Millennials say that how close to work and/or school is to where they live is very important or somewhat important to them if they were thinking about moving somewhere else, while only 67% strongly agree or agree that they currently live close to work and/or school, resulting in a gap score of -20. The gap score is highest in rural South/Southwest at -25, followed by Richmond at -20, Northern Virginia at -19, and Hampton Roads at -17.

*Having good quality local public schools.* The issue of school quality is of concern to Virginia Millennials generally, but clear regional differences are evident. Overall, 76% of Millennials say that the quality of the local public schools is very important or somewhat important to them if they were thinking about moving somewhere else, while only 66% strongly agree or agree that the quality of the local public schools in their area is good, resulting in a gap score of -10. The gap score varies widely, however, across regions of the Commonwealth, ranging from -19 in Hampton Roads to -16 in both Richmond and South/Southwest, to +2 in Northern Virginia.

*Having a safe neighborhood.* The quality of place indicator with the second largest gap score is safe neighborhoods and streets, and while of concern to Virginia Millennials generally, regional variations emerge. Millennials want safe neighborhoods, with 92% saying the safety of the neighborhood is very important or somewhat important if they were thinking about moving somewhere else, while 73% strongly agree or agree that the neighborhoods in their area are safe, resulting in an overall gap score of -19. However, the difference in neighborhood safety between where they live now and the ideal is far greater for Millennials in Richmond (gap score of -27) and Hampton Roads (gap score of -26) than in South/Southwest (gap score of -19) or Northern Virginia (gap score of -11).

Some region-specific areas of concern emerge in this analysis. Millennials in the Richmond region find the range of public transportation options lacking, with a gap score of -10. Millennials in South/Southwest find being close shopping and entertainment options lacking, with a gap score of -18.

We can produce an overall average quality of place gap score for the Commonwealth and for the regions by taking the overall average percentage response for the ideal (how important the 11 indicators are collectively when considering moving somewhere new) and subtracting from it the overall average percentage response to the current experience (how well the 11 indicators collectively describe a current neighborhood or community). In doing this, the average percentage response for what is important in a new community to Virginia Millennials is 73, while the average percentage response for current neighborhood or community is 67, resulting in an overall gap score of -6. On average, then, Virginia Millennials are slightly less satisfied with their current quality of place as compared to their ideal quality of place.

**Overall Quality of Place Scores**

	Average score: what is important in new community	Average score: current neighborhood or community	Quality of life gap
Virginia	73	67	-6
HR	73	68	-5
NoVa	77	75	-2
RIC	70	61	-9
S/Sw	72	63	-9

Regionally, Virginia Millennials in Northern Virginia are most satisfied with where they live, with an overall quality of place gap of -2. Millennials in Richmond and South/Southwest are least satisfied with where they live, with gap scores of -9. Hampton Roads' overall quality of place gap score is -5.

## Economic Well-Being

Virginia Millennials have felt the effects of the “Great Recession” on their current financial situation, but are nevertheless optimistic about their financial futures. Just under half (46%) of Millennials say that people their age face more economic challenges compared to what their parents’ generation faced when they were first starting out. Only 15% say they face fewer challenges. These views are comparable across regions of the Commonwealth, varying from a low of 44% of Northern Virginia Millennials to a high of 49% in the Richmond area.

Virginia Millennials are not where they expected to be financially at this stage in life. Just over four-in-ten (43%) say they are behind where they expected to be, while only 19% say they are ahead of where they expected to be. Millennials in South/Southwest feel most behind, with 50% saying they are behind and 16% saying they are ahead, followed by Richmond area Millennials, with 46% saying they are behind and 15% saying they are

### Economic well-being of Virginia Millennials

	Virginia	Hampton Roads	Northern Virginia	Richmond	South/Southwest
Economic challenges of people your age compared to your parents’ generation when they first started out					
Fewer	15	14	17	15	15
About the same number	38	41	39	36	37
More	46	45	44	49	48
Where you are financially compared to where you thought you would be at this stage in your life					
Ahead	19	21	22	15	16
About where I thought	38	37	43	39	34
Behind	43	42	35	46	50
Where you are financially compared to your peers					
Ahead	31	30	36	31	25
About where my peers are	43	43	41	41	45
Behind	27	27	23	28	30
In the next five years do you expect your financial situation to...					
Get worse	5	5	5	5	5
Stay about the same	22	20	22	22	23
Get better	73	75	73	73	72

ahead. Millennials in Northern Virginia feel least behind, with 35% saying they are behind and 22% saying they are ahead, followed by Hampton Roads with 42% saying behind and 21% saying ahead.

By a small margin, Virginia Millennials feel ahead of their peers financially, with 31% saying they are financially ahead of their peers and 27% saying they are behind. Millennials in Northern Virginia feel most ahead (36% ahead to 23% behind), while Millennials in South/Southwest feel more behind than ahead (25% ahead to 30% behind). Millennials in Hampton Roads and Richmond feel slightly more ahead than behind.

Despite their current economic stress, Virginia Millennials – like Millennials nationally – are very optimistic about their financial future, with 73% saying it will get better and only 5% saying it will get worse.<sup>x</sup> Optimism is high across all regions, ranging from 75% among Hampton Roads Millennials to 72% among Millennials in South/Southwest.

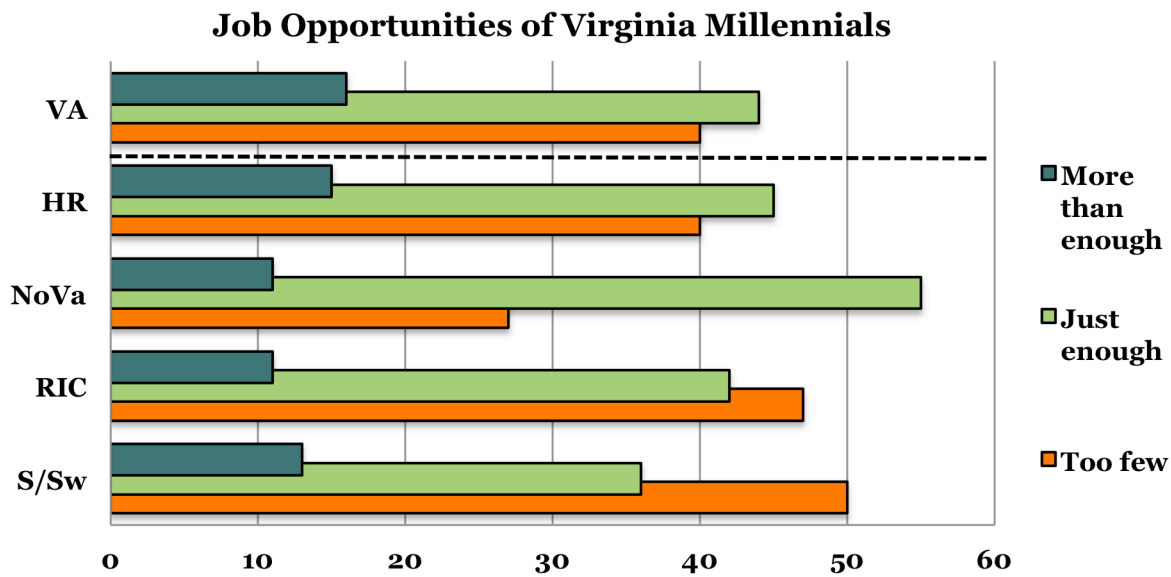
When it comes to achieving those financial goals, Virginia Millennials are strongly of the belief that a college or post-graduate degree is needed. Just over seven-in-ten (71%) say they believe a college or post-graduate degree is needed, while 29% say it is not needed. Regional variations reflect to some extent the regional economies, and range from 77% of Northern Virginia Millennials who say a college or post-graduate degree is needed to achieve their financial goals to 66% of Millennials in South/Southwest.

Virginia Millennials are not very enthusiastic about the job opportunities they have, and are pessimistic that their future job opportunities will improve. Four-in-ten (40%) say there are too few job opportunities, while 16% say there are more than enough opportunities. In all regions of the Commonwealth, far more Millennials say there are too few job opportunities than say there are more than enough, but the difference is greatest in South/Southwest, where 50% say there are too few opportunities and only 13% say

**Is a college or post-graduate degree needed to achieve your financial goals?**

	Yes	No
Virginia	71	29
Hampton Roads	71	29
Northern Virginia	77	22
Richmond	67	33
South/Southwest	66	34

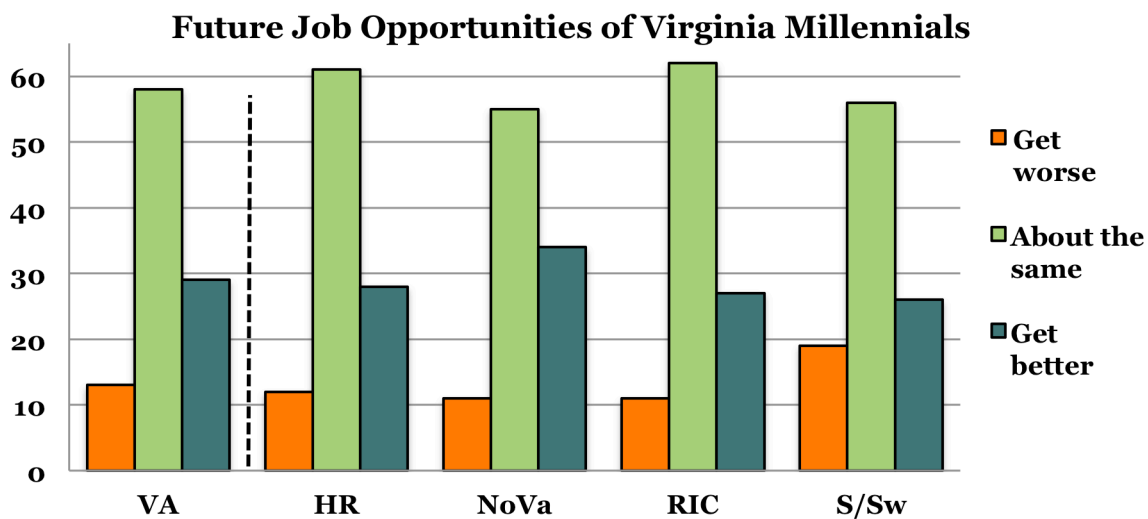




there are more than enough. Richmond is not far behind South/Southwest, with 47% saying there are too few jobs and only 11% saying there are more than enough.

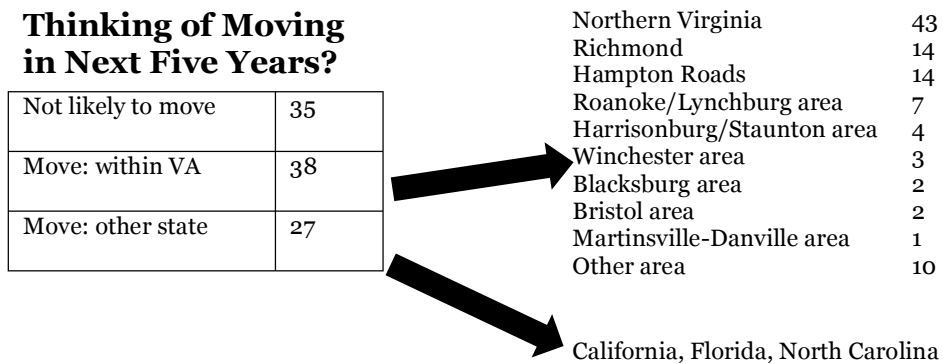
Northern Virginia has the most positive job outlook, with the majority of Millennials in that region (55%) saying there are just enough jobs and only 27% saying too few, followed by Hampton Roads, with 45% saying there are just enough jobs and 40% saying there are too few.

Despite their general optimism about their future, Virginia Millennials are not as optimistic about their future job opportunities, with 71% saying that job opportunities over the next five years will be about the same as they are



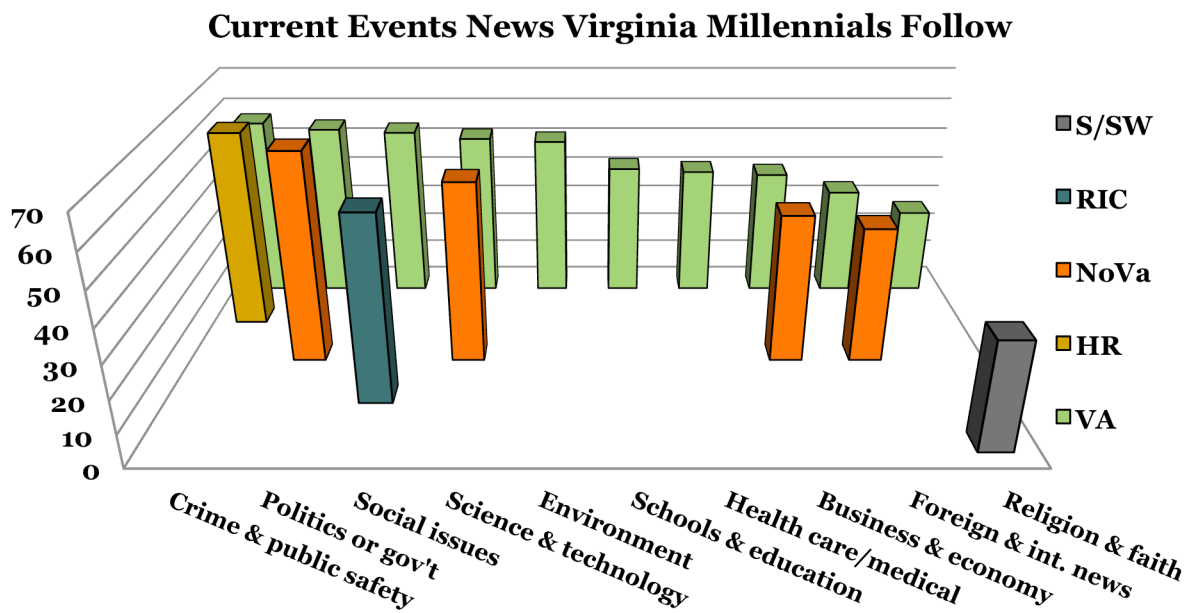
or worse, and only 29% saying they will get better. Millennials in Northern Virginia are most optimistic about future job prospects, with 34% saying they will get better over the next five years, and least optimistic in South/Southwest, where 26% say job prospects over the next five years will get better.

Virginia Millennials are very mobile, with 65% saying that they are thinking about moving in the next five years. Of those who say they are thinking of moving, 38% say somewhere else in Virginia and 27% say somewhere outside of Virginia. Northern Virginia is by far the most popular destination, as the choice of 43% of Millennials likely to move. The other metropolitan areas in the eastern half of the state are the next most popular, with Richmond and Hampton Roads each the choice of 14%. The most commonly cited destinations beyond Virginia are California, Florida, and North Carolina.



## News and Information

Virginia Millennials keep up with current events, news and information that they use to understand the world around them, with nearly nine-in-ten (88%) saying it is either somewhat, very, or extremely important for them personally. However, some news is more important than other news. News about crime and safety issues tops the list, with 57% of Millennials saying they follow the topic regularly, while Millennials in Hampton Roads follow the topic at a higher than average rate of 62%. Politics and government

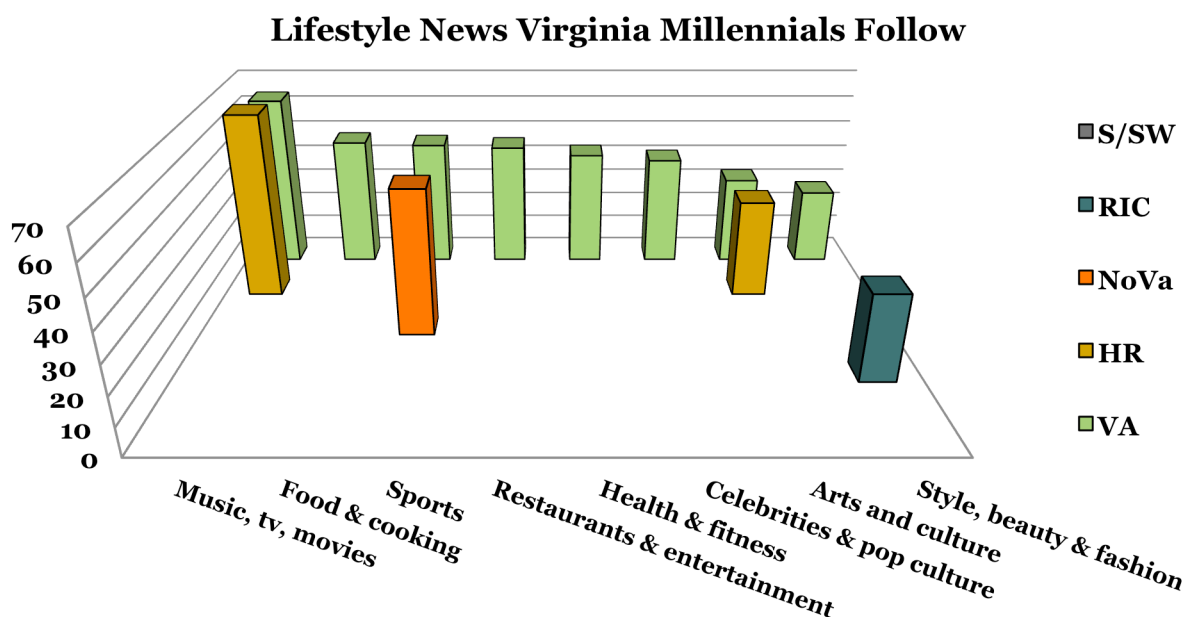


news is followed regularly by 55% of Virginia Millennials, but those in Northern Virginia follow it at a much higher than average rate of 65%. News about social issues such as abortion, race relations, or gay rights is followed by 54% of Millennials, but those in the Richmond area follow it at a higher than average rate of 57%. Science and technology news is followed by 52% of Millennials across the Commonwealth, but at a higher than average rate of 56% among Northern Virginia Millennials.

News about the environment (51%), schools and education (42%), and health care and medical issues (41%) are followed at similar rates across the Commonwealth. News about business and the economy is followed by 40% of Millennials across the state, but by a higher than average rate of 46% amongst those in Northern Virginia. Foreign and international news is followed by 34%, but at a higher than average rate of 42% in Northern Virginia. News about religion and faith is the least followed topic at 27% of

Millennials, but is followed by a higher than average proportion of Millennials in South/Southwest at 33%.

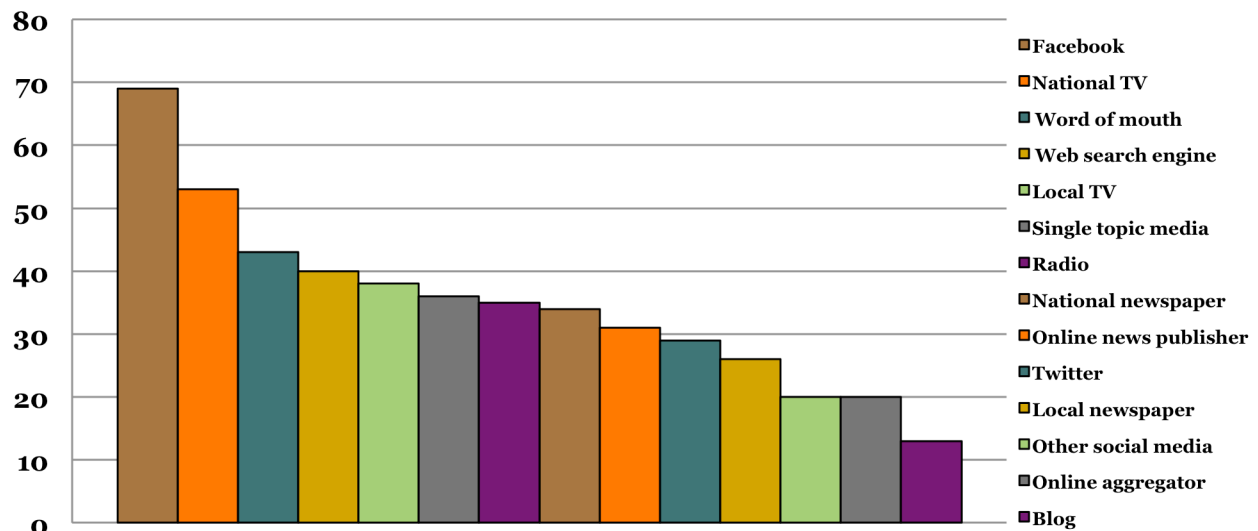
When it comes to lifestyle news and information, Virginia Millennials are, by a large margin, more interested in music, television, and movies than any other topic. News about music, television, and movies is followed by



64% of Millennials, but those in Hampton Roads follow it at a higher than average rate of 68%. More than four-in-ten Virginia Millennials follow certain lifestyle topics, including food and cooking (48%), sports (47%), local restaurants and entertainment (46%), health and fitness (43%), and celebrities and pop culture (41%). Millennials in Northern Virginia follow sports news at a much higher rate than the statewide average, at 53%. The least followed lifestyle news topics are arts and culture (33%) and style, beauty, and fashion (28%). Millennials in Hampton Roads follow arts and culture news at a slightly higher rate (36%) than the state average, and Millennials in Richmond follow style, beauty, and fashion news at a slightly higher rate (31%) than the state average.

Virginia Millennials access current events and lifestyle news and information from a variety of sources, but social media platforms predominate. Asked to indicate all sources for any news and information,

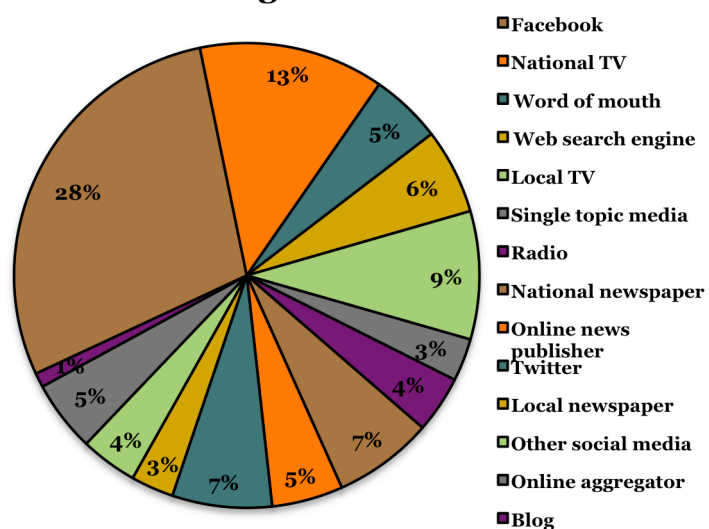
**Sources of News of Virginia Millennials**



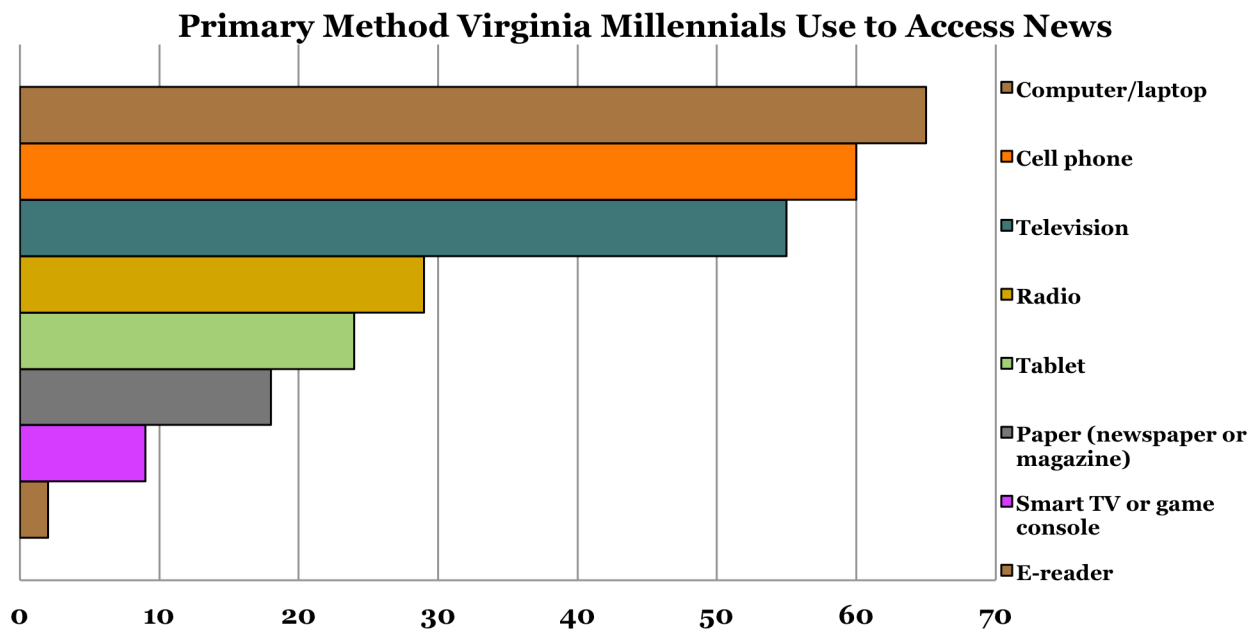
nearly seven-in-ten (69%) of Millennials list Facebook and just over half (53%) indicate national television networks, including cable news, their websites, apps, or news alerts as a source. Just over four-in-ten (43%) say that word of mouth is a source of news and information, followed by a variety of other sources that include a mix of ‘old’ media and ‘new’ media. In descending rank come local television (38%), radio (36%), national newspapers (35%), and local newspapers (26%), followed by Twitter (29%), online aggregators (20%), and blogs (13%).

Of all the sources of news and information for Virginia Millennials, Facebook is by far the primary source, with just over a quarter (29%) saying it is their primary source of news and information. National television follows with

**Primary News Source of Virginia Millennials**



13%, and local television is third at 9%. Twitter and national newspapers tie for fourth at 7%. Less than 1% of Millennials get their news and information from blogs.



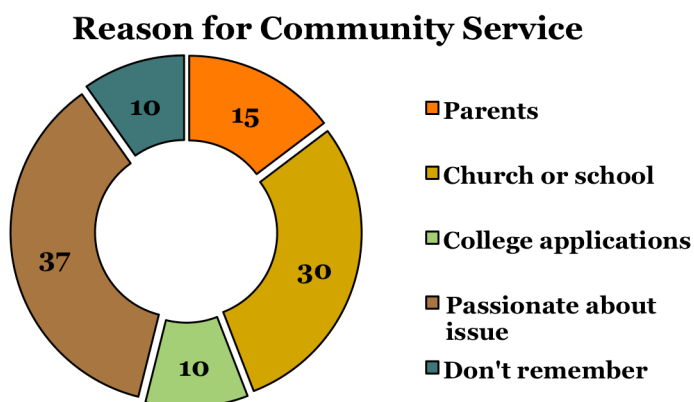
Three devices – the computer/laptop, cell phone, and television – predominate among the methods by which Virginia Millennials access news and information. Nearly two-thirds (65%) say they access news and information with a computer/laptop, while 60% say they use a cell phone, and 55% say they use television. Less than a third (29%) access news and information via a radio, and only 24% use a tablet. Paper newspapers and magazines are used by 18% of Millennials, followed by smart televisions or game consoles at 9%, and e-readers at 2%.

## Civic and Political Behavior

The majority of Virginia Millennials (70%) have volunteered or performed community service at some point in their lives, and 40% report having participated in community service or volunteering in the past 12 months, rates just as good as those of Millennials across the country and with other generations.<sup>xi</sup>

**40%**  
*Volunteered in past  
12 months*

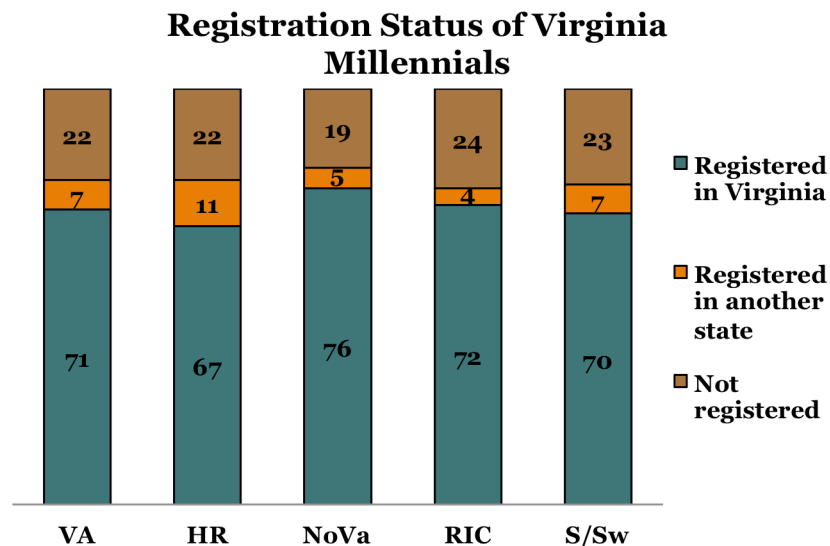
Virginia Millennials reported a variety of sources for their inspiration for volunteering or community service, but the biggest influences are their own passions and encouragement from school or church organizations. Just over a third of Millennials (37%) say their primary reason for first participating in a community service or volunteer activity was that they felt passionate about an issue or cause. Just under a third (30%) were encouraged by a school or church organization to do community service, while 15% say that they were encouraged by their parents, and 10% say they did it so they could add community service to a college application. One-in-ten say they don't remember how they got started doing community service.



Almost three-fourths of Millennials are currently

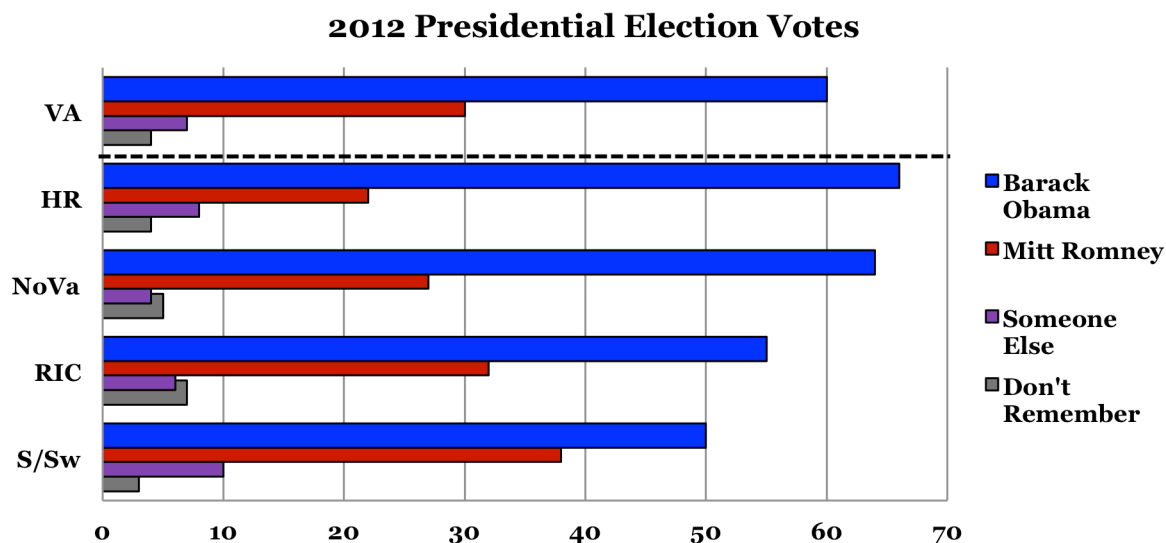
registered to vote in Virginia (71%) while another 7% are registered in another state. Nearly a quarter (22%) of Virginia Millennials are unregistered. The Hampton Roads region has the highest number of Millennials registered to vote in another state at 11%, reflecting the large military population in the region, while Northern Virginia has the highest percentage of Millennials registered in Virginia at 76%.

During the 2012 presidential election, 66% of Millennials were registered to vote, 29% were not registered, and 5% are not sure if they were registered to vote. Of the 66% who were registered to vote in 2012, nearly two-thirds (61%) say that they voted in 2012, either at a polling place, early, or via absentee ballot. Just over a third (39%) did not vote.



And who did Virginia Millennials vote for in 2012?

The majority (60%) voted for Barack Obama, while 30% reported voting for Mitt Romney, and 11% either do not remember or voted for someone else.



Obama's highest support from Millennials came in Hampton Roads (66%) and Northern Virginia (64%), and his lowest came in South/Southwest (50%). Romney's best showing amongst Millennials was in South/Southwest, with 38% of the vote, and his worst was in Hampton Roads, where he picked up the support of just 22% of Millennial voters. Nearly two-thirds (62%) say they definitely plan to vote in the 2016 presidential election.



Virginia Millennials are willing to engage in political activities and community volunteering, but few (11%) see political engagement alone as the better way to solve important issues facing the country. A third (33%) of Millennials see community volunteerism as the better way to solve important issues facing the country, and 38% say both community volunteerism and political engagement are needed to solve important issues facing the country.

38%

*Favor political engagement  
plus volunteerism*

## Conclusion

Our goal in producing this study was to understand where Virginia Millennials are in terms of their quality of life and place and economic well-being, how they communicate, and how they engage both civically and politically in their communities.

Here are 10 takeaway points:

First, while Virginia Millennials are a unique generation in many ways, they are like previous generations in that they want better for their lives and their communities. Many of the quality of place indicators suggest Millennials want what we all want: good schools, safe streets, and a real work-life balance. Millennials generally want more out of their neighborhoods and communities than their neighborhoods and communities currently offer, but they are very optimistic about their future.

Second, Virginia Millennials feel the strain of the weak economy that has welcomed them into adulthood. Financially, Millennials generally feel behind where their parents were and where they personally expected to be at this stage in life, and they think they are not alone: they are behind as a generation. However, they are optimistic and fully expect their financial situation to get better.

Third, Virginia Millennials see education – college or post-graduate education – as fundamental to achieving their goals, and are as a group largely unsettled about the kinds of job opportunities they have available. A strong plurality think there are too few job opportunities where they live and a strong majority think the job market will stay the same or get worse.

Fourth, Virginia Millennials are not settled: Nearly two-thirds say they are thinking about moving somewhere else in the next five years, most to other parts of Virginia, but many to other states. Northern Virginia is a very attractive relocation destination for nearly half of those who say they would think about relocating within Virginia.

Fifth, Virginia Millennials' current events consumption habits reflect their local environment and generational patterns: they pay most attention to news about crime and public safety, politics and government, and social

issues, and least attention to news about religion and faith issues and foreign and international news.

Sixth, Virginia Millennials are connected to the world through social media, but also in more traditional ways. The primary source of news for Millennials is Facebook, but national and local television and word of mouth also rank high as sources of news and information.

Seventh, reflecting broader changes, Virginia Millennials primarily use computers, laptops, and cell phones to access news and information, but television is still an important access point for them as well.

Eighth, reflecting broader trends, Virginia Millennials are not attracted to the two major political parties, but of those who are, the Democratic Party is more attractive than the Republican Party.

Ninth, Virginia Millennials are engaged: they are actively engaged in community service and volunteerism and in voting. Nearly three-fourths of Millennials have engaged in community service or volunteerism in their lives, and almost 40% have done some volunteer activity in the past 12 months. A strong majority reported having voted in the 2012 presidential election.

Tenth, Reflecting a troubling national trend, Virginia Millennials have lost confidence in the political process as a way to solve the important problems facing society. By a three-to-one margin, Millennials see community volunteerism as a far better way than political engagement to solve important issues facing the country.

## The Study Methodology

The results of this study are based on 2,004 interviews of Virginia Millennials – people between the ages of 18 and 35 – conducted online between July 20 and August 4, 2015. Age-qualified respondents for this non-probability survey were selected from Survey Sampling International's Virginia panel, and stratified by locality. The sample was post-weighted on region, sex, race, and age to reflect the geographical and known demographic characteristics of the Virginia population between the ages of 18 and 35 based on the 2014 census estimates for Virginia. Because this is a panel survey and not a random sample survey, the reporting of a margin of sampling error would not be appropriate. A sample selected at random has known mathematical properties that allow for the computation of sampling error, and an opt-in panel survey does not allow for such a calculation based upon those known mathematical properties. The survey was designed by Dr. Quentin Kidd of the Wason Center for Public Policy at Christopher Newport University.

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Virginia Millennials Come of Age: Social, Economic and Political Traits of the Generation Shaping the Commonwealth's Future. 2015. Quentin Kidd, Tom Kramer and Sarah Miller. Wason Center for Public Policy, Christopher Newport University, Newport News, Virginia.

# Survey Questionnaire and Toplines

(Percentages may not equal 100 due to rounding)

This is a short survey of Virginia Millennials – people generally between the ages of 18-35 – focusing on quality of life and place, economic issues, news and information sources, and political behavior and views. The survey should take you about 10 minutes to complete.

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**Quality of Life & Place: This section includes questions about the place in which you live and your quality of life.**

Q1 Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the quality of life in your community?

	VA	HR	NoVa	Rich	S/SW
Very Dissatisfied	8	8	8	8	8
Somewhat Dissatisfied	18	20	10	20	24
Somewhat Satisfied	48	53	48	49	44
Very Satisfied	26	19	34	23	24

Q2 Do you think the quality of life in your community is getting better, getting worse, or staying about the same?

	VA	HR	NoVa	Rich	S/SW
Getting worse	17	21	10	18	22
Staying about the same	58	52	60	61	58
Getting better	25	27	30	21	21

Q3 Let's assume for a minute that you are thinking about moving somewhere else in the next few years. Below are some characteristics that you might look for in a neighborhood or community. Please rate each on a scale from very important to completely unimportant. How would you rate each on this scale? **[ITEMS RANDOMIZED]**

	Very or somewhat important VA HR NoVa Rich S/SW	Neither important or unimportant VA HR NoVa Rich S/SW	Somewhat or completely unimportant VA HR NoVa Rich S/SW
A. Whether there is a range of public transportation options available, such as buses, trains, or light rail.	<b>59</b> 60 72 47 51	<b>22</b> 23 17 27 24	<b>19</b> 17 11 25 24
B. How walkable the area is, such as with sidewalks, walking paths, and hiking trails.	<b>80</b> 80 85 77 77	<b>12</b> 12 10 15 15	<b>8</b> 8 5 8 9
C. How close work and/or school is to where you live.	<b>87</b> 86 90 82 90	<b>10</b> 9 8 12 10	<b>3</b> 5 3 5 4
D. How close parks and recreational areas are to where you live.	<b>75</b> 75 79 71 74	<b>18</b> 19 16 21 19	<b>7</b> 6 6 8 7
E. How close shopping and entertainment options are to where you live.	<b>80</b> 80 85 78 78	<b>14</b> 16 10 14 17	<b>6</b> 4 4 8 7
F. Whether there is a mix of different types and values of housing to choose from.	<b>71</b> 76 69 70 70	<b>21</b> 19 22 21 21	<b>8</b> 5 9 9 9
G. The quality of the local public schools.	<b>76</b> 77 74 75 79	<b>15</b> 14 16 16 13	<b>9</b> 8 11 9 9
H. The safety of the neighborhood.	<b>92</b> 92 93 92 93	<b>6</b> 6 5 5 6	<b>2</b> 2 2 3 1
I. Whether there is family in the area.	<b>61</b> 58 64 61 61	<b>24</b> 28 21 26 22	<b>15</b> 14 15 13 18
J. Whether there is a diversity of people in the area.	<b>57</b> 59 61 55 54	<b>29</b> 28 27 31 31	<b>14</b> 13 14 14 16
K. Whether there are more people my age in the area.	<b>65</b> 63 72 61 62	<b>24</b> 26 20 28 26	<b>11</b> 11 9 11 11

Q4 Now, consider where you live right now. Thinking about the characteristics of your own neighborhood or community, please say whether you strongly agree, agree, neither agree or disagree, disagree, or strongly disagree with each statement describing your own neighborhood or community.

	Agree or strongly agree					Neither agree or disagree					Disagree or strongly disagree				
	VA HR NoVa Rich S/SW					VA HR NoVa Rich S/SW					VA HR NoVa Rich S/SW				
A. My area has a range of public transportation options available, such as buses, trains, or light rail.	<b>56</b>	65	73	37	58	<b>16</b>	16	14	20	17	<b>28</b>	19	14	43	41
B. My area is very walkable, such as with sidewalks, walking paths, and hiking trails.	<b>66</b>	64	78	53	62	<b>16</b>	17	12	19	17	<b>18</b>	19	11	27	21
C. I live close to work and/or school.	<b>67</b>	69	71	62	65	<b>17</b>	18	14	19	21	<b>15</b>	13	15	19	13
D. I live close to parks and recreational areas.	<b>75</b>	74	82	71	69	<b>15</b>	15	12	17	17	<b>10</b>	11	5	11	15
E. I live close to shopping and entertainment options.	<b>74</b>	79	84	71	60	<b>13</b>	11	10	13	18	<b>13</b>	9	6	16	22
F. My area has a mix of different types and values of housing to choose from.	<b>67</b>	70	68	64	64	<b>20</b>	19	17	23	24	<b>13</b>	11	15	13	13
I. The quality of the local public schools in my area is good.	<b>66</b>	58	76	59	63	<b>22</b>	26	17	24	23	<b>12</b>	16	6	17	14
J. The neighborhoods in my area are safe.	<b>73</b>	66	82	65	74	<b>16</b>	21	11	20	16	<b>11</b>	13	6	15	10
K. I live near family.	<b>63</b>	62	61	64	64	<b>12</b>	11	11	15	13	<b>25</b>	26	28	21	23
L. My area has a diversity of people.	<b>69</b>	73	77	66	59	<b>17</b>	14	14	18	23	<b>14</b>	13	9	16	18
M. My area has enough people my age.	<b>62</b>	64	68	56	59	<b>22</b>	21	20	26	23	<b>16</b>	15	11	19	18

**Economic Well Being: The next section includes questions about your financial and economic state.**

Q5 Thinking about people you know who are about your age, do you think they face more economic challenges, fewer economic challenges, or about the same number of economic challenges as your parents' generation faced when they first started out?

	<b>VA</b>	<b>HR</b>	<b>NoVa</b>	<b>Rich</b>	<b>S/SW</b>
Fewer	<b>15</b>	14	17	15	15
About the same number	<b>38</b>	41	39	36	37
More	<b>46</b>	45	44	49	48

Q6 Thinking about your own personal financial situation, are you ahead of, behind, or about where you thought you would be at this stage of your life?

	<b>VA</b>	<b>HR</b>	<b>NoVa</b>	<b>Rich</b>	<b>S/SW</b>
Ahead	<b>19</b>	21	22	15	16
About where you thought you would be	<b>38</b>	37	43	39	34
Behind	<b>43</b>	42	35	46	50

Q7 Again, thinking about your own personal financial situation, but this time in relation to your peers, do you think you are ahead of, behind, or about where your peers are in terms of your own personal financial situation

	<b>VA</b>	<b>HR</b>	<b>NoVa</b>	<b>Rich</b>	<b>S/SW</b>
Ahead	<b>31</b>	30	36	31	25
About where my peers are	<b>43</b>	43	41	41	45
Behind	<b>27</b>	27	23	28	30

Q8 In the next five years do you expect your personal financial situation to get better, get worse, or stay about the same?

	<b>VA</b>	<b>HR</b>	<b>NoVa</b>	<b>Rich</b>	<b>S/SW</b>
Get worse	<b>5</b>	5	5	5	5
Stay about the same	<b>22</b>	20	22	22	23
Get better	<b>73</b>	75	73	73	72

Q9 Do you believe you need a college degree or post-graduate education to achieve your financial goals?

	<b>VA</b>	<b>HR</b>	<b>NoVa</b>	<b>Rich</b>	<b>S/SW</b>
Yes	<b>71</b>	71	77	67	66
No	<b>29</b>	29	22	33	34

Q10 When it comes to job opportunities that would meet your professional goals and pay enough, would you say that your local community offers more than enough, just enough, or too few opportunities?

	<b>VA</b>	<b>HR</b>	<b>NoVa</b>	<b>Rich</b>	<b>S/SW</b>
More than enough	<b>16</b>	15	11	11	13
Just enough	<b>44</b>	45	55	42	36
Too few	<b>40</b>	40	27	47	50



Q11 Over the next five years do you expect the opportunities in your local community to get better, get worse, or stay about the same?

	VA	HR	NoVa	Rich	S/SW
Get worse	<b>13</b>	12	11	11	19
Stay about the same	<b>58</b>	61	55	62	56
Get better	<b>29</b>	28	34	27	26

Q12 If there was one kind of job or industry that you would like to see your local community have or have more of, what would that be?  
(Open End)

Q13 How likely is it that you will look to move to another part of Virginia or another state in the next five years?

	VA	HR	NoVa	Rich	S/SW
I'm not likely to look to move	<b>35</b>	33	36	31	37
I'm likely to look to move to another state	<b>38</b>	43	38	38	35
I'm likely to look to move to another part of Virginia	<b>27</b>	27	27	30	28

Q14 And what state would you look to move to?

Top three VA: California, Florida, North Carolina

Q15 And what part of Virginia would you look to move to?

	VA	HR	NoVa	Rich	S/SW
Northern Virginia	<b>43</b>	32	<u>71</u>	29	31
Richmond-central Virginia	<b>14</b>	15	10	<u>25</u>	10
Hampton Roads	<b>13</b>	<u>32</u>	4	17	6
Roanoke/Lynchburg area	<b>7</b>	5	2	5	17
Southside-Martinsville/Danville area	<b>1</b>	2	2	1	1
Upper Shenandoah Valley-Winchester area	<b>3</b>	1	1	4	5
Middle Shenandoah Valley-Harrisonburg/Staunton area	<b>4</b>	2	1	2	9
Western-Blacksburg area	<b>2</b>	2	1	2	5
Far Western-Bristol area	<b>2</b>	2	<1	4	3
Other	<b>10</b>	7	7	12	14

**News & Information:** The next section includes questions about news and information, and the ways people access them. By news and information, we mean the information that you use to understand the world around you. This can include sports, traffic, weather, current events, stocks, politics, lifestyle, entertainment, or any other kinds of news or information that you need to understand the world around you.

Q16 How important is it to you personally to keep up with the news and information, if at all?

	VA	HR	NoVa	Rich	S/SW
Not at all important	<b>3</b>	3	2	4	4
Not very important	<b>9</b>	9	9	8	11
Somewhat important	<b>37</b>	42	30	41	39
Very important	<b>34</b>	33	37	34	33
Extremely important	<b>16</b>	13	22	14	14

Q17 Here are some current events news and information topics. Which of these topics, if any, do you regularly follow? Please select all that apply.

	Percent who say...				
	VA	HR	NoVa	Rich	S/SW
National politics or government	<b>55</b>	53	65	50	50
Religion or faith	<b>27</b>	25	25	24	33
Health care and medical information	<b>41</b>	38	43	44	40
Science and technology	<b>52</b>	55	56	46	47
Schools and education	<b>42</b>	45	36	43	45
Social issues like abortion, race, and gay rights	<b>54</b>	47	56	57	54
The environment and natural disasters	<b>51</b>	52	52	54	48
Crime and safety issues	<b>57</b>	62	53	57	56
Foreign and international news	<b>34</b>	29	42	29	33
Business and the economy	<b>40</b>	42	46	35	34

Q18 Here are some lifestyle news and information topics. Which of these topics, if any, do you regularly follow? Please select all that apply.

	Percent who say...				
	VA	HR	NoVa	Rich	S/SW
Celebrities or pop culture	<b>41</b>	38	40	42	42
The arts and culture	<b>33</b>	36	33	32	29
Sports	<b>47</b>	46	53	39	46
Music, TV, and movies (including reviews, show times, etc.)	<b>64</b>	68	63	63	63
Local restaurants or entertainment	<b>46</b>	45	48	48	42
Style, beauty, and fashion (what's trendy or who's wearing it)	<b>28</b>	28	29	31	24
Food and cooking (including recipes)	<b>48</b>	45	47	50	49
Health and fitness	<b>43</b>	42	48	44	37

Q19 From what source(s) do you generally get your news and information - either current events or lifestyle? Check all that you generally use.

	Percent who say...				
	VA	HR	NoVa	Rich	S/SW
Facebook	<b>69</b>	68	65	69	73
Twitter	<b>29</b>	32	34	25	23
A different social media site or network	<b>20</b>	21	22	20	18
A search engine	<b>40</b>	40	41	41	37
A local TV station, its website, app, or news alerts	<b>38</b>	41	31	42	40
A local newspaper, its website, app, or news alerts	<b>26</b>	21	28	27	29
A radio station, local or national, its website, app, or news alerts	<b>35</b>	37	36	40	29
A national TV network (including cable news), its website, app, or news alerts	<b>53</b>	53	55	53	50
A national or international newspaper, its website, app, or news alerts	<b>34</b>	30	43	33	26
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app, or news alerts	<b>36</b>	36	38	36	34
An on line aggregator, such as Google News or Reddit, that combines news or information from other sources	<b>20</b>	17	26	18	17
From an on line-only publisher such as BuzzFeed, Yahoo News, or Huffington Post, its app, or news alerts	<b>31</b>	30	33	30	28
From a blog or website of someone I know	<b>13</b>	13	16	10	10
Word of mouth from friends or family (including in person, by phone, email, text or messaging apps)	<b>43</b>	40	43	43	45

Q20 From which source do you MOST OFTEN get your news and information- either current events or lifestyle? Check only one.

	Percent who say...				
	VA	HR	NoVa	Rich	S/SW
Facebook	<b>29</b>	29	22	28	39
Twitter	<b>7</b>	11	9	8	3
A different social media site or network	<b>4</b>	5	5	4	3
A search engine	<b>6</b>	6	7	5	7
A local TV station, its website, app, or news alerts	<b>9</b>	9	6	11	10
A local newspaper, its website, app, or news alerts	<b>3</b>	2	4	3	3
A radio station, local or national, its website, app, or news alerts	<b>4</b>	5	4	5	4
A national TV network (including cable news), its website, app, or news alerts	<b>13</b>	12	14	13	12
A national or international newspaper, its website, app, or news alerts	<b>7</b>	5	10	7	4
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app, or news alerts	<b>3</b>	3	4	1	2
An on line aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	<b>5</b>	4	8	5	4
From an on line-only publisher such as BuzzFeed, Yahoo News, or Huffington Post, its app, or news alerts	<b>5</b>	5	5	6	5
From a blog or website of someone I know	<b>1</b>	1	1	1	<1
Word of mouth from friends or family (including in person, by phone, email, text or messaging apps)	<b>5</b>	5	4	4	7

Q21 From what device(s) do you generally get your news and information – either current events or lifestyle? Check all that you generally use.

	Percent who say...				
	VA	HR	NoVa	Rich	S/SW
Television	<b>55</b>	59	55	51	56
Computer or laptop	<b>65</b>	58	74	61	63
Radio	<b>29</b>	30	29	29	27
Paper, newspapers or magazine	<b>18</b>	14	21	14	20
Cellphone	<b>60</b>	61	61	61	58
Tablet	<b>24</b>	24	27	20	22
Smart TV or game console	<b>9</b>	8	8	11	11
E-reader	<b>2</b>	2	1	2	2

**Civic and Political Behavior: The next section includes questions about your political activities and views.**

Q22 Have you ever spent time participating in any community service or volunteer activity? By volunteer activity, we mean actually working in some way to help others for no pay.

	VA	HR	NoVa	Rich	S/SW
Yes	<b>70</b>	74	71	69	67
No	<b>30</b>	26	29	31	33

Q23 Have you participated in community service or a volunteer activity in the last 12 months?

	VA	HR	NoVa	Rich	S/SW
Yes, in the last 12 months	<b>57</b>	57	57	57	57
Longer ago than the last 12 months	<b>43</b>	43	43	43	43

Q24 What would you say was the primary reason you first participated in community service or a volunteer activity?

	VA	HR	NoVa	Rich	S/SW
I was encouraged by my parents to do community service	<b>15</b>	19	15	8	17
I was encouraged by a school or church organization to do community service	<b>30</b>	26	29	27	29
I did it so I could add community service to my resume for college application purposes	<b>10</b>	10	10	11	11
I was drawn to community service because I felt passionate about an issue or cause	<b>37</b>	34	37	43	36
I don't remember how I got started doing community service	<b>10</b>	11	9	12	8

Q25 Are you currently registered to vote in Virginia, in another state, or not registered to vote?

	VA	HR	NoVa	Rich	S/SW
Registered in Virginia	<b>71</b>	67	76	72	70
Registered in another state	<b>7</b>	11	5	4	7
Not registered	<b>22</b>	22	19	24	23

Q26 Which of the following best describes your voter registration status for the last presidential election held on November 6, 2012?

	VA	HR	NoVa	Rich	S/SW
I was registered	<b>66</b>	64	68	65	64
I thought about registering, but didn't	<b>6</b>	6	5	5	8
I tried to register, but was unable to	<b>3</b>	4	2	2	4
I was not registered to vote on Nov. 6 2012	<b>20</b>	20	20	22	19
Not sure	<b>5</b>	6	4	7	5

Q27 Which of the following statements best describes your voting in the last presidential election held on November 6, 2012?

	VA	HR	NoVa	Rich	S/SW
I voted at a polling place	<b>46</b>	40	50	45	49
I voted early	<b>8</b>	11	10	5	6
I voted by absentee ballot	<b>7</b>	10	8	5	5
I planned on voting, but wasn't able to	<b>6</b>	6	4	6	8
I did not vote in this election	<b>32</b>	31	28	38	31
I went to the polling place, but wasn't allowed to vote	<b>1</b>	2	1	1	1

Q28 For whom did you vote for president in 2012?

	VA	HR	NoVa	Rich	S/SW
Barack Obama	<b>60</b>	66	64	55	50
Mitt Romney	<b>30</b>	22	27	32	38
Someone else	<b>7</b>	8	4	6	10
Don't remember	<b>4</b>	4	5	7	3

Q29 How likely is it that you will vote in the 2016 presidential election?

	VA	HR	NoVa	Rich	S/SW
I will definitely be voting	<b>62</b>	60	69	58	59
I probably will be voting	<b>15</b>	17	14	14	16
There is a 50-50 chance I will vote	<b>11</b>	11	9	12	11
I probably won't vote	<b>7</b>	5	4	10	8
I definitely won't vote	<b>6</b>	7	5	6	7

Q30 Imagine that a friend or peer suggests attending a political rally or demonstration. Assuming you have some free time and you agree with the issue, how likely would you be to agree to attend?

	VA	HR	NoVa	Rich	S/SW
Very likely	<b>20</b>	22	21	17	20
Somewhat likely	<b>42</b>	42	42	46	41
Not very likely	<b>25</b>	25	23	27	25
Not at all likely	<b>13</b>	11	15	12	14

Q31 Again, imagine that a friend or peer suggest volunteering in a political campaign. Assuming you have some free time and you agree with the candidate and/or issue, how likely would you be to agree to volunteer?

	VA	HR	NoVa	Rich	S/SW
Very likely	<b>16</b>	16	18	11	18
Somewhat likely	<b>36</b>	37	36	41	33
Not very likely	<b>31</b>	31	28	33	32
Not at all likely	<b>17</b>	15	18	15	17

Q32 Now, imagine a friend or peer suggests volunteering for community service. Assuming that you consider it to be a worthy cause, how likely would you be to agree to volunteer for community service?

	VA	HR	NoVa	Rich	S/SW
Very likely	<b>38</b>	42	39	36	37
Somewhat likely	<b>46</b>	44	46	48	45
Not very likely	<b>11</b>	11	11	12	12
Not at all likely	<b>5</b>	3	5	5	6

Q33 If you were giving advice to someone, in general which do you think is the better way to solve important issues facing the country- through political engagement or through community volunteerism?

	VA	HR	NoVa	Rich	S/SW
Community volunteerism	<b>33</b>	37	35	29	33
Political engagement	<b>11</b>	14	12	10	10
Both	<b>38</b>	33	39	43	37
Not sure	<b>17</b>	17	14	18	20

Q34 Suppose on Election Day you could vote on key issues as well as candidates. Below are some issues, please indicate whether you would vote for or against each issue.

	Vote "Yes"					Vote "No"				
	VA	HR	NoVa	Rich	S/SW	VA	HR	NoVa	Rich	S/SW
A. A law that would limit the number of terms which members of Congress and the U.S. Senate can serve.	<b>79</b>	79	76	81	82	<b>21</b>	21	24	19	18
B. A law that would limit the amount of money that an individual or group can spend to influence the outcome of an election during a political campaign.	<b>79</b>	76	79	77	84	<b>21</b>	24	21	23	16
C. A law that would legalize marijuana for medical purposes.	<b>78</b>	78	77	78	81	<b>22</b>	22	23	22	19
D. A law that would decriminalize the possession of small amounts of marijuana by replacing the possibility of a criminal record and jail time with a civil fine.	<b>74</b>	77	70	75	75	<b>26</b>	23	30	25	25

## Demographics

### Age

	VA	HR	NoVa	Rich	S/SW
18	<b>4</b>	5	5	4	2
19	<b>4</b>	5	4	4	3
20	<b>5</b>	4	4	4	5
21	<b>5</b>	4	4	6	6
22	<b>4</b>	6	4	3	5
23	<b>5</b>	6	4	6	5
24	<b>5</b>	5	3	7	5
25	<b>7</b>	8	5	10	6
26	<b>5</b>	4	4	6	7
27	<b>5</b>	7	4	9	4
28	<b>5</b>	6	5	5	6
29	<b>6</b>	7	6	4	6
30	<b>7</b>	7	8	6	6
31	<b>6</b>	4	8	6	6
32	<b>6</b>	5	7	6	5
33	<b>6</b>	6	9	3	6
34	<b>7</b>	5	7	5	7
35	<b>8</b>	9	8	8	8

**Educ**

	VA	HR	NoVa	Rich	S/SW
High school or less	21	19	15	22	29
Some college	28	33	21	30	29
Vocational or technical training	3	3	<1	5	3
College graduate	32	33	39	30	26
Graduate study or more	17	14	25	13	14

**Hispanic or Latino**

	VA	HR	NoVa	Rich	S/SW
Yes	9	7	14	4	6
No	91	93	86	96	94

**Race**

	VA	HR	NoVa	Rich	S/SW
White	70	66	67	67	78
Black or African American	17	25	11	22	12
Asian	7	4	14	4	4
Other	7	5	9	7	6

**Relig**

	VA	HR	NoVa	Rich	S/SW
Protestant	7	5	9	7	9
Christian (non-specific)	41	44	29	43	50
Catholic	17	18	24	13	11
Jewish	2	1	3	1	1
Other	12	11	15	11	11
None	21	22	21	24	18

**Party ID**

	VA	HR	NoVa	Rich	S/SW
Democrat	37	41	43	33	27
Republican	24	20	24	20	29
Independent	32	32	27	38	34
Other party	8	7	6	10	10

**Sex**

	VA	HR	NoVa	Rich	S/SW
Male	53	57	59	43	50
Female	47	43	42	57	50

**Gender Identity**

	VA	HR	NoVa	Rich	S/SW
Bisexual	6	6	5	8	7
Gay	3	2	4	3	2
Heterosexual Male	45	47	51	37	41
Heterosexual Female	40	36	35	46	43
Lesbian	1	1	1	1	1
Other	5	7	4	6	5

**Did you mostly grow up in a home with both parents?**

	VA	HR	NoVa	Rich	S/SW
Yes	74	73	82	66	72
No, mostly just mother/female guardian	20	22	15	24	20
No, mostly just father/male guardian	3	2	2	5	4
Neither father/male guardian or mother/female guardian	1	1	1	2	2
Other	2	3	2	3	2

**Family Income**

	VA	HR	NoVa	Rich	S/SW
Under \$25,000	15	16	7	13	24
\$25-\$49,999	24	25	14	29	32
\$50-\$74,999	22	25	19	24	22
\$75-\$99,999	18	18	26	17	11
\$100,000-\$149,000	13	11	21	10	8
Over \$150,000	7	5	14	7	3

**Region**

Northern Virginia	32
Richmond/central	19
Hampton Roads	23
Southside/Southwest	26



## NOTES

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<sup>1</sup> See “15 Economic Facts About Millennials” at [https://www.whitehouse.gov/sites/default/files/docs/millennials\\_report.pdf](https://www.whitehouse.gov/sites/default/files/docs/millennials_report.pdf).

<sup>2</sup> See “The Whys and Hows of Generations Research” at <http://www.people-press.org/2015/09/03/the-whys-and-hows-of-generations-research/>.

<sup>3</sup> See “The Whys and Hows of Generations Research”.

<sup>4</sup> See “Narrowing Old-Age Gender Gap in U.S. Linked to Smoking Trends” at <http://www.prb.org/Publications/Articles/2015/us-oldage-gendergap-smoking.aspx>.

<sup>5</sup> See “How Race and Religion Shape Millennial Attitudes on Sexuality and Reproductive Health” at <http://publicreligion.org/site/wp-content/uploads/2015/03/PRRI-Millennials-Web-FINAL.pdf>.

<sup>6</sup> This survey of Virginia Millennials was conducted nearly a month after the Supreme Court ruled that gay couples had a constitutional right to marry.

<sup>7</sup> See “Millennials in Adulthood” at <http://www.pewsocialtrends.org/2014/03/07/millennials-in-adulthood/#social-and-religious-views>.

<sup>8</sup> See “Millennials in Adulthood” and “How Race and Religion Shape Millennial Attitudes on Sexuality and Reproductive Health”.

<sup>9</sup> See <http://quickfacts.census.gov/qfd/states/51000.html>.

<sup>x</sup> See “Millennials in Adulthood” at <http://www.pewsocialtrends.org/2014/03/07/millennials-in-adulthood/>.

<sup>xi</sup> See “Millennials are actually more generous than anybody realizes” at <https://www.washingtonpost.com/news/wonk/wp/2015/06/24/millennials-are-actually-more-generous-than-anybody-realizes/> and “Millennials more likely to volunteer” at <https://www.washingtonpost.com/news/wonk/wp/2015/06/24/millennials-are-actually-more-generous-than-anybody-realizes/>.