



# Report To Fusion.Net

January 2015 Survey of Millennials

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## METHODOLOGY

This report covers the results of our research: 1,000 total telephone interviews nationwide with a general population sample between the ages of 18 and 34. The interviews were conducted January 6 – 11, 2015. The margin of error for overall results is  $\pm 3.10\%$  and higher among subgroups.

The regions are defined as follows:

- **Northeast** – which represents 17% of the electorate and is defined as anyone living in Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, or Vermont.
- **Midwest** – which represents 22% of the electorate and is defined as anyone living in Indiana, Illinois, Michigan, Ohio, Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, or South Dakota.
- **South** – which represents 37% of the electorate and is defined as anyone living in Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, or Texas.
- **West** – which represents 24% of the electorate and is defined as anyone living in Arizona, Colorado, Idaho, New Mexico, Montana, Utah, Nevada, Wyoming, Alaska, California, Hawaii, Oregon, or Washington.



### Future Plans Importance – Summary

Is this very important, somewhat important, not very important, or not at all important to you when thinking about your future?									
Q27-Q32 Ranked by Very Important	Very Imp	Somewhat Imp	Total Important	Total Not Important	Not Very Imp	Not at all Imp	Already Done	Don't know	Diff.
Having a successful career	76	20	96	3	2	1	1	0	+93
Having good friends	75	19	94	5	2	2	1	0	+89
Buying a home	66	22	89	8	4	4	3	0	+81
Having children	49	27	76	18	6	12	5	0	+58
Getting married	45	30	75	18	8	10	7	0	+57
Being famous	2	8	9	90	16	74	0	0	-81

### Future Plans Importance – Very Important

Is this very important, somewhat important, not very important, or not at all important to you when thinking about your future?																				
Q27-Q32 Ranked by Very Important	All		% Very Important																	
	Very Imp	Imp/Not Imp	Gender		Region				Age			Race			Ideology			Education		
			M	F	NE	MW	S	W	18-24	25-29	30-34	Wht	Hisp	AA	Lib	Mod	Con	HS Grad	Some Coll	Coll+
Having a successful career	76	96/3	77	75	77	69	80	76	84	75	65	68	89	91	79	75	73	80	78	70
Having good friends	75	94/5	77	74	75	76	74	76	78	75	71	82	68	55	79	79	72	66	79	79
Buying a home	66	89/8	64	68	62	65	68	67	72	64	60	62	74	82	63	64	69	73	69	57
Having children	49	76/18	46	53	49	49	48	51	47	46	55	48	58	45	42	49	55	47	50	50
Getting married	45	75/18	43	46	44	50	45	40	46	43	45	45	39	51	37	46	50	44	44	47
Being famous	2	9/90	2	1	1	3	2	1	2	1	1	2	2	3	3	2	1	3	1	2

### Future Plans Importance – Total Important

Is this very important, somewhat important, not very important, or not at all important to you when thinking about your future?																				
Q27-Q32 Ranked by Very Important	All		% Total Important																	
	Very Imp	Imp/Not Imp	Gender		Region				Age			Race			Ideology			Education		
			M	F	NE	MW	S	W	18-24	25-29	30-34	Wht	Hisp	AA	Lib	Mod	Con	HS Grad	Some Coll	Coll+
Having a successful career	76	96/3	97	95	96	93	96	98	98	96	93	95	98	97	97	96	95	97	95	96
Having good friends	75	94/5	94	94	95	94	95	93	96	93	92	96	91	88	96	96	91	89	97	96
Buying a home	66	89/8	86	91	89	90	87	90	92	88	84	87	93	93	87	86	92	94	89	83
Having children	49	76/18	75	77	75	78	75	76	81	73	70	76	77	74	73	74	81	76	76	76
Getting married	45	75/18	75	74	80	76	76	69	82	72	66	75	72	77	71	76	78	73	74	77
Being famous	2	9/90	12	7	10	9	11	7	11	8	9	7	11	20	10	11	7	12	8	9

## Future Plans Importance – Difference

Is this very important, somewhat important, not very important, or not at all important to you when thinking about your future?																			
Difference (% Total Important - % Total Not Important)																			
Q27-Q32 Ranked by All	All	Gender		Region				Age			Race			Ideology			Education		
		M	F	NE	MW	S	W	18-24	25-29	30-34	Wht	Hisp	AA	Lib	Mod	Con	HS Grad	Some Coll	Coll+
Having a successful career	+93	+94	+91	+92	+87	+94	+96	+96	+93	+88	+91	+96	+95	+94	+94	+90	+94	+91	+93
Having good friends	+89	+90	+88	+91	+89	+90	+87	+93	+88	+85	+93	+84	+76	+92	+92	+84	+80	+94	+92
Buying a home	+81	+76	+85	+80	+83	+79	+82	+85	+78	+77	+79	+86	+89	+77	+76	+88	+89	+81	+73
Having children	+58	+56	+60	+55	+62	+56	+58	+64	+53	+52	+58	+58	+55	+50	+54	+69	+57	+58	+57
Getting married	+57	+57	+56	+65	+61	+59	+46	+65	+52	+50	+60	+51	+55	+45	+60	+67	+50	+57	+63
Being famous	-81	-76	-86	-80	-82	-78	-85	-78	-84	-82	-86	-78	-60	-79	-78	-86	-76	-83	-82

## Expect Be Millionaire

Do you expect to be a millionaire in your lifetime?																			
Q34	All	Gender		Region				Age			Race			Ideology			Education		
		M	F	NE	MW	S	W	18-24	25-29	30-34	Wht	Hisp	AA	Lib	Mod	Con	HS Grad	Some Coll	Coll+
<b>Difference</b>	<b>-42</b>	<b>-22</b>	<b>-61</b>	<b>-48</b>	<b>-46</b>	<b>-38</b>	<b>-38</b>	<b>-42</b>	<b>-48</b>	<b>-35</b>	<b>-53</b>	<b>-39</b>	<b>-4</b>	<b>-42</b>	<b>-37</b>	<b>-44</b>	<b>-49</b>	<b>-40</b>	<b>-37</b>
Yes	28	38	19	25	27	30	30	28	25	32	23	29	46	28	31	27	25	29	31
No	70	60	80	73	73	68	68	70	73	67	76	68	50	70	68	71	74	69	68
Don't know	2	2	1	2	0	2	3	2	1	2	1	2	3	2	2	1	2	2	2

## Expect to Buy Home in Lifetime

[IF Q28=1,2, IMPORTANT TO BUY HOME] Do you expect to buy a home in your lifetime?																			
Q35 N=887	All	Gender		Region				Age			Race			Ideology			Education		
		M	F	NE	MW	S	W	18-24	25-29	30-34	Wht	Hisp	AA	Lib	Mod	Con	HS Grad	Some Coll	Coll+
<b>Difference</b>	<b>+96</b>	<b>+95</b>	<b>+96</b>	<b>+94</b>	<b>+97</b>	<b>+96</b>	<b>+95</b>	<b>+98</b>	<b>+97</b>	<b>+90</b>	<b>+95</b>	<b>+94</b>	<b>+98</b>	<b>+94</b>	<b>+97</b>	<b>+96</b>	<b>+93</b>	<b>+98</b>	<b>+95</b>
Yes	97	97	97	96	98	97	97	99	98	94	96	97	99	96	98	97	95	99	97
No	1	2	1	2	1	1	2	1	1	4	1	3	1	2	1	2	1	2	2
Don't know	1	1	2	1	1	2	1	1	2	2	2	1	0	2	0	2	3	0	1