



POINTS  
OF LIGHT

## OUR MISSION

Inspire, equip and mobilize people to take action that changes the world.

## WE BELIEVE

**People** are the most powerful force for change in the world;

Individual actions, **no matter how small**, can have an impact or change a life;

By **taking action**, we can solve the world's most pressing problems

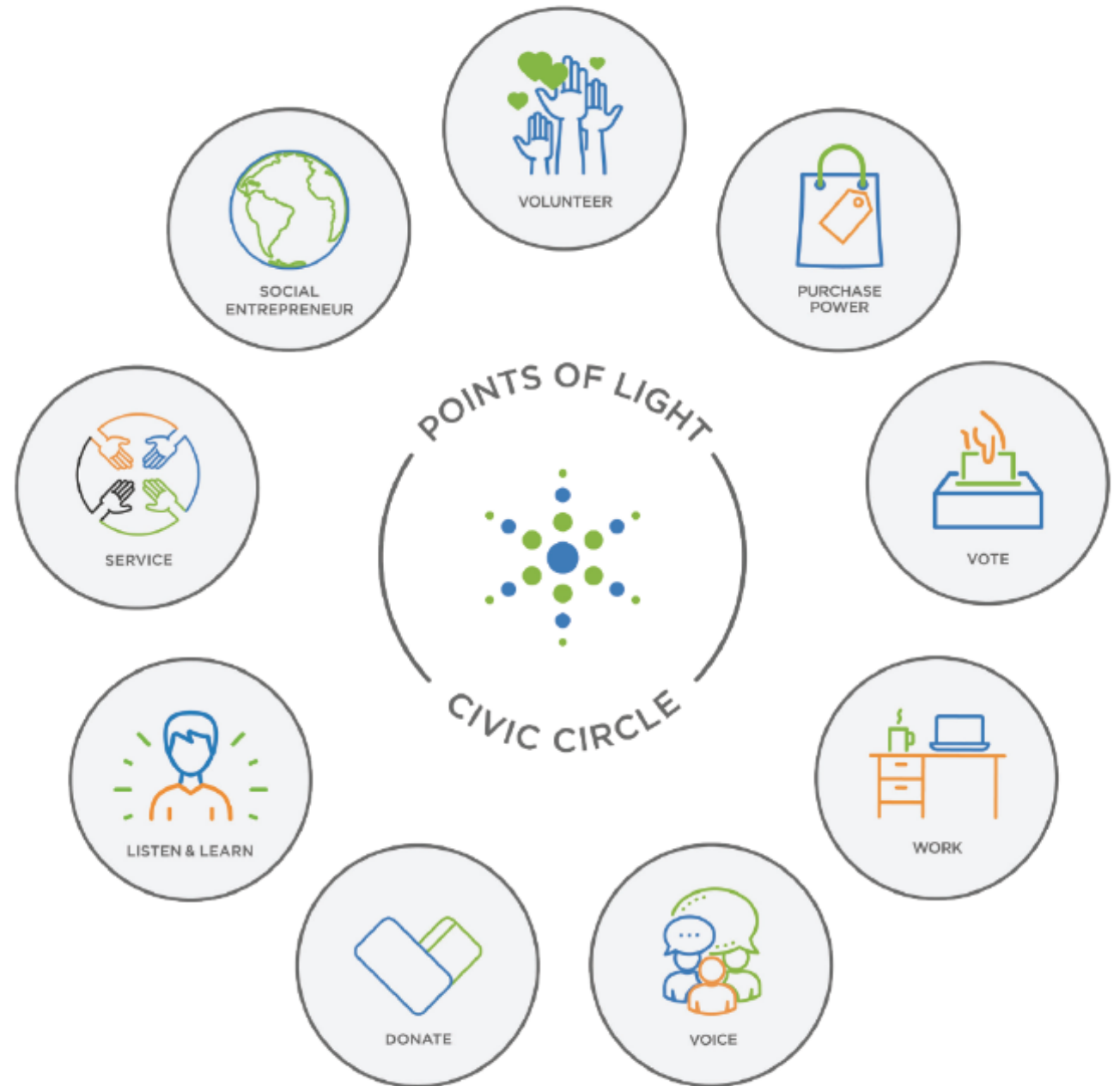
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## THE POINTS OF LIGHT CIVIC CIRCLE

Points of Light created the Civic Circle to help individuals connect to opportunities and understand that social issue influence and action come in many forms.

It's a framework that represents an individual's power to lead and influence their civic life and to lead, lend support to and take action for causes they care about.

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# **CIVIC LIFE TODAY:** A MILLENNIAL PERSPECTIVE



**POINTS OF LIGHT**

SEPTEMBER 2021



# METHODOLOGY AND SAMPLE

Audience: **U.S. millennials (ages 25-40), nationally representative**

Sample Size: **N=1,505 + 80 in the Asian American demographic**

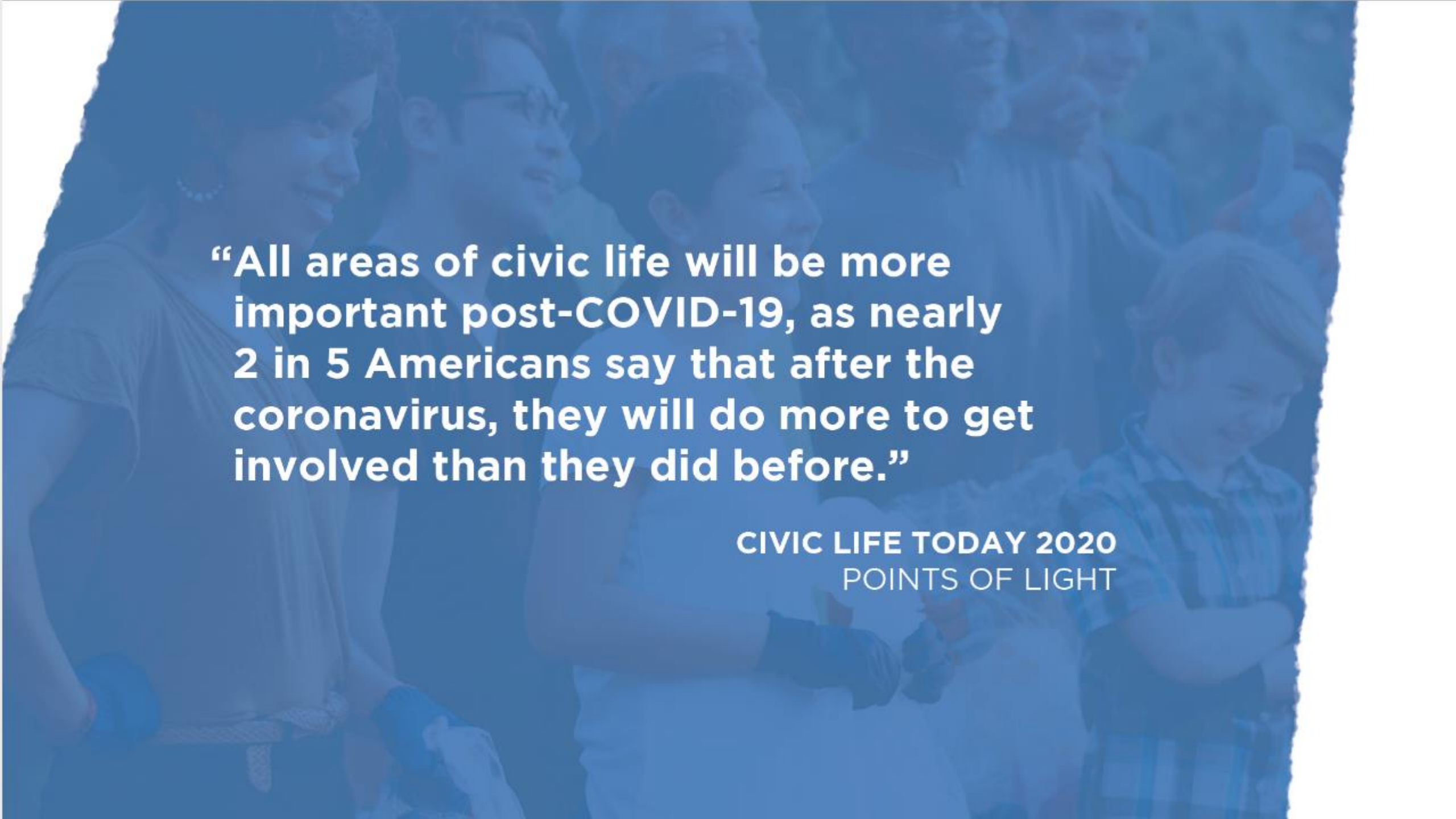
Race/ethnicity: **White n=1,098. Black n=200. Asian n=139. Multiple races n=28.  
American Indian or Alaska Native n=23.  
Native Hawaiian or Pacific Islander n=12.  
Middle Eastern or North African n=5.  
Some other race n=40.**

Confidence Interval: **99%**

Margin of Error: **+/- 3%**

Timing: **June 28-July 2, 2021**





**“All areas of civic life will be more important post-COVID-19, as nearly 2 in 5 Americans say that after the coronavirus, they will do more to get involved than they did before.”**

**CIVIC LIFE TODAY 2020**  
POINTS OF LIGHT



A group of people are gathered around a table in what appears to be a meeting or collaborative workspace. In the center, a man with a beard and curly hair is shouting or singing with his mouth wide open and eyes closed. To his left, a woman with glasses is looking towards him. To his right, another woman is looking down at something in her hands. The background shows a wall with several framed photos or documents. The entire image has an orange tint.

## SUMMARY OF KEY FINDINGS 2021

- The social issues millennials care about today reflect how personal issues have become. The top three are COVID, mental health/social services and climate change, with employment (job creation), healthcare premiums/healthcare reform and wages (increasing minimum wage) tied for number four.
- The issues they acted to support were not their issues of most concern.
- With few exceptions, “spent time learning more about the issue” was the number-one action millennials took to support social issues.



## SUMMARY OF KEY FINDINGS 2021

- Uncertainty about COVID-19 kept many millennials from taking social issue actions.
- Nearly half believe more than ever in civic engagement, and 2/3 are now more likely to volunteer.
- Millennials believe companies should be actively involved in social issues and they visit corporate websites to learn about their efforts.
- Top issues the country should to address after the pandemic are healthcare, criminal/social justice, education and environment/climate.

## KEY RESEARCH FINDINGS





## **FINDING:** **THE SOCIAL ISSUES MILLENNIALS CARE ABOUT TODAY REFLECT HOW PERSONAL ISSUES HAVE BECOME.**

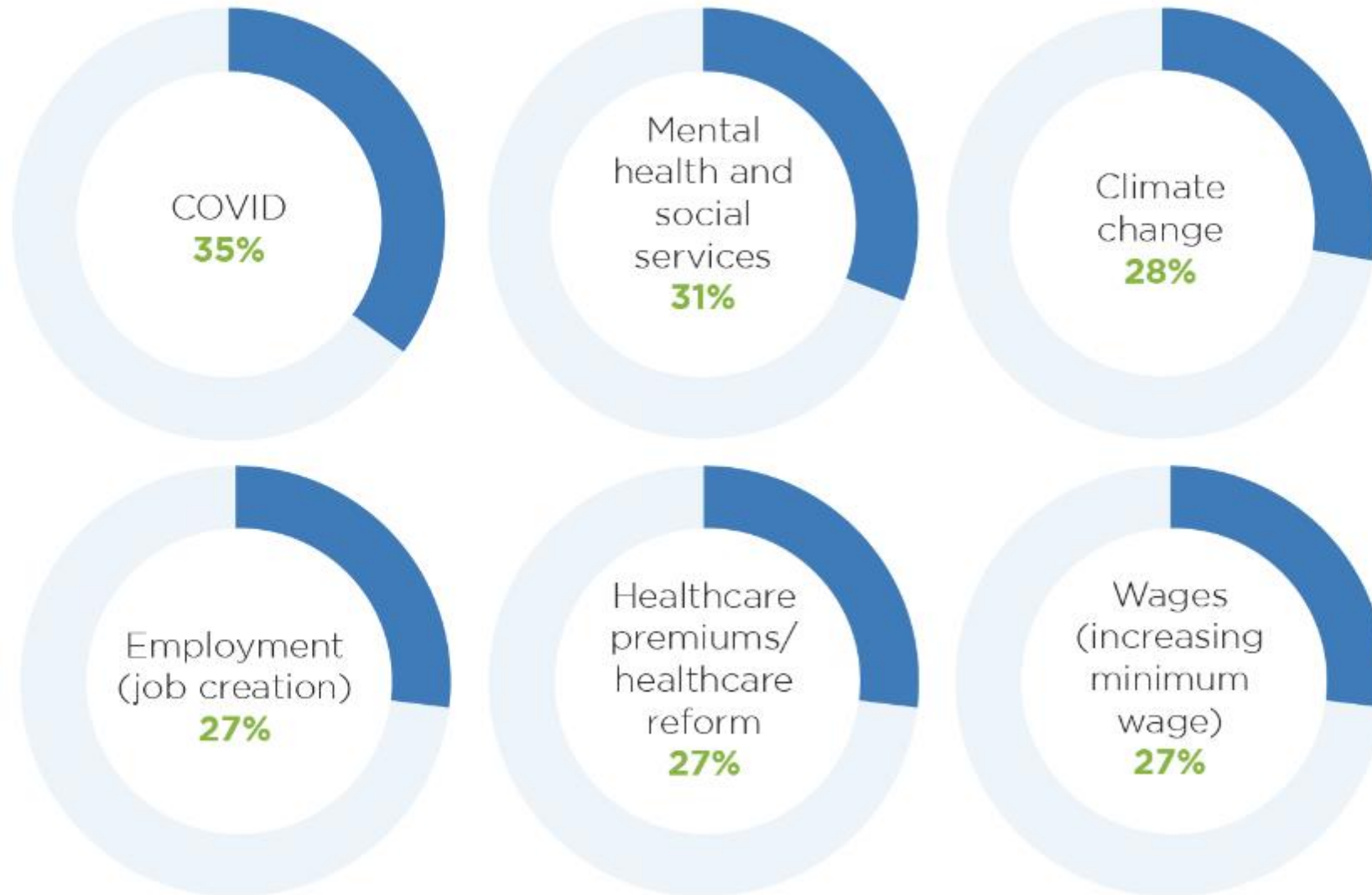
Millennials have been affected by society's ills themselves and have had to address their own challenges, some for the very first time.

Though COVID, mental health and social services, climate change, employment (job creation), healthcare premiums/healthcare reform and wages (increasing minimum wage) are the top social issues, do not assume that other issues have been forgotten. The environment (26%), women's rights and animals/animal rights (each 25%), and poverty/homelessness and civil rights/racial discrimination/social justice (each 24%) are all within 3 points of the #4 most-concerning issue.

## PROFILE: CIVICALLY ACTIVE MILLENNIALS

	Profile: WHITE MILLENNIALS	Profile: BIPOC MILLENNIALS
Age	35-40	25-29
Gender	male	female
Marital status	married	married
Education	4-year degree or higher	4-year degree
Employment	works full time	works full time
Annual earnings	> \$100,000	< \$50,000
Location of residence	Midwest	South
Church attendance	Never	Either never, or more than once a week
Important issues	COVID-19 Mental health/social services Climate change Employment (job creation)	COVID-19 Mental health/social services Wages (incr. minimum wage) Civil rights Animals/animal rights

## TOP SOCIAL ISSUES OF CONCERN TO MILLENNIALS IN 2021





## **FINDING:** **THE ISSUES MILLENNIALS ACTED TO SUPPORT WERE NOT THEIR ISSUES OF MOST CONCERN.**

**FOR WHICH  
SOCIAL ISSUE DID  
YOU PERFORM AT  
LEAST 1 ACTION  
IN THE LAST  
YEAR?**

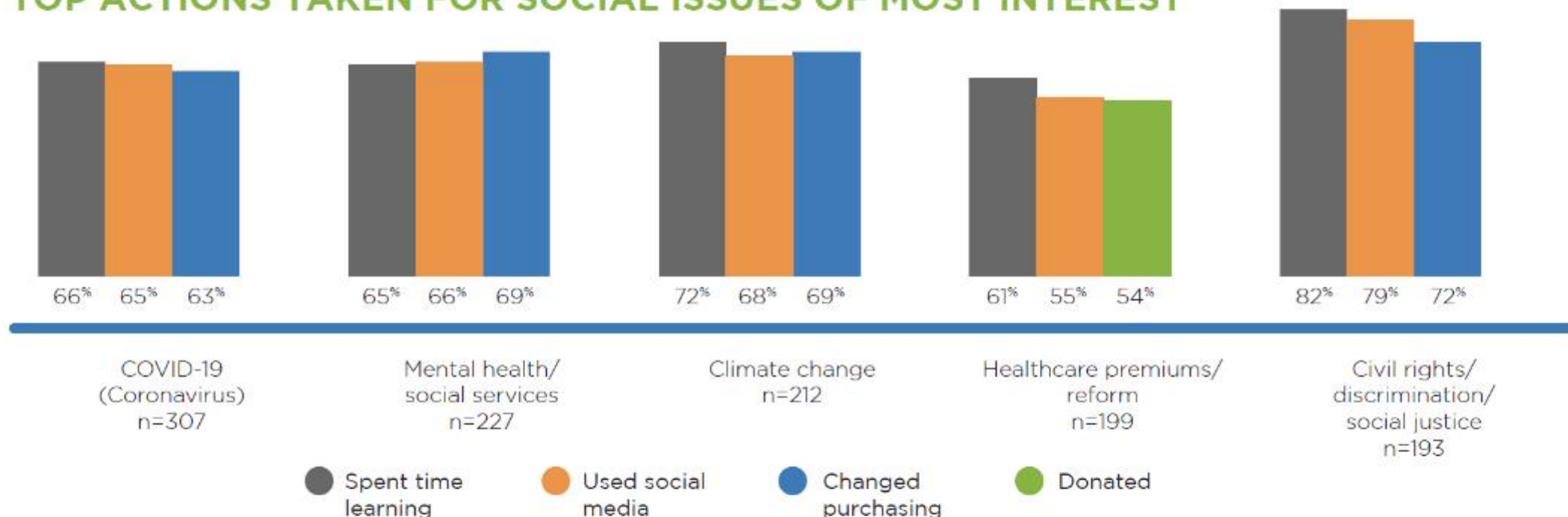
Civil rights/racial discrimination/social justice	<b>93%</b>
Sexual orientation/gender identity	<b>92%</b>
Veterans/military families	<b>91%</b>
Drugs/alcohol addiction	<b>90%</b>
Environment	<b>90%</b>
Literacy	<b>90%</b>
Poverty/homelessness	<b>90%</b>



## FINDING:

**“SPENT TIME LEARNING MORE ABOUT THE ISSUE”  
WAS THE #1 ACTION MILLENNIALS TOOK TO  
SUPPORT SOCIAL ISSUES.**

### TOP ACTIONS TAKEN FOR SOCIAL ISSUES OF MOST INTEREST



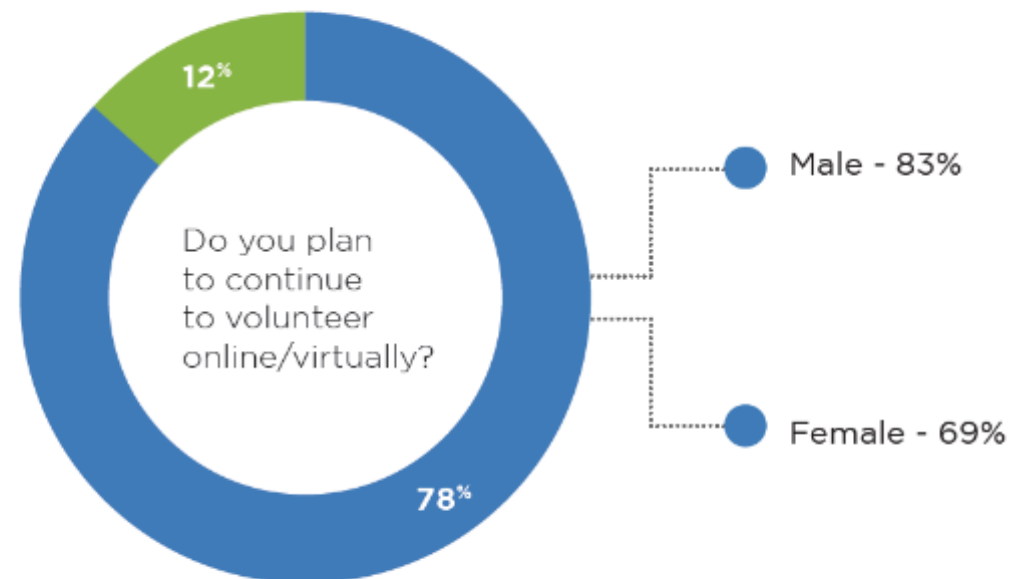
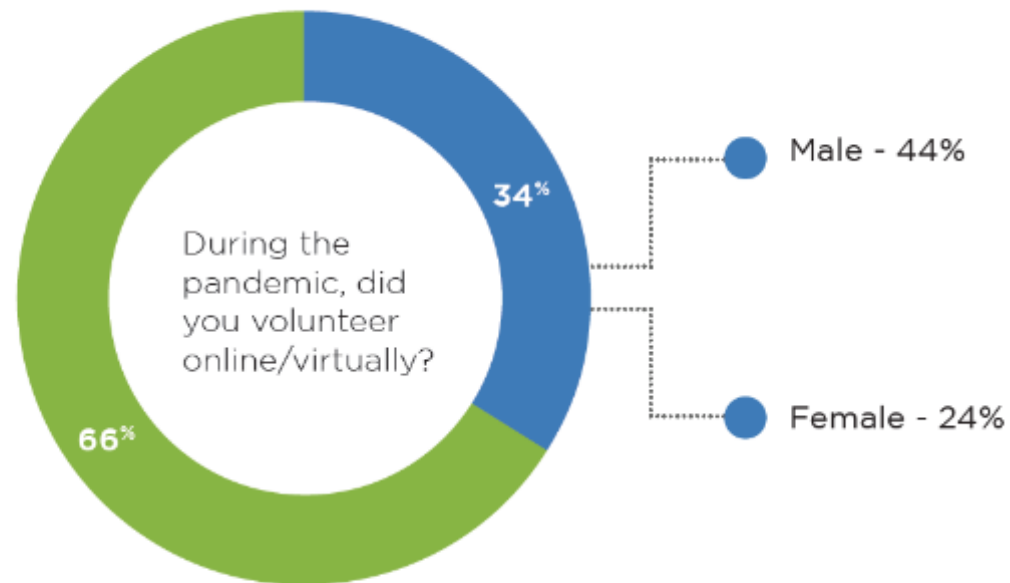
## **PROFILE:** THE MILLENNIAL WHO SEEKS MORE KNOWLEDGE ON SOCIAL ISSUES



<b>Age</b>	35-40
<b>Gender</b>	male
<b>Marital status</b>	married
<b>Education</b>	4-year degree or higher
<b>Employment</b>	works full time
<b>Annual earnings</b>	> \$50,000
<b>Location of residence</b>	South
<b>Church attendance</b>	once a week or more often
<b>Important issues</b>	COVID-19 Mental health/social services



**HIGHLIGHT:**  
VOLUNTEERING  
DURING THE  
PANDEMIC WAS  
STRONG AND SEEN  
AS AN INFLUENTIAL  
ACTION.



## VOLUNTEERING CONT'D

### OF ACTIONS YOU'VE TAKEN IN SUPPORT OF SOCIAL CAUSES, HOW INFLUENTIAL DO YOU THINK EACH HAS BEEN?

(Top responses for “very influential” or “influential” shown)



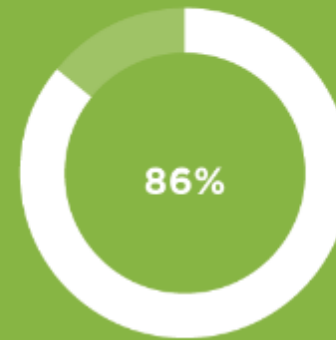
COVID =  
Volunteered



Civil rights =  
Changed  
purchase habits



Mental health =  
Volunteered



Employment/jobs =  
Took part in marches  
or rallies



Healthcare =  
Made a charitable  
donation to a cause/  
organization

## **FINDING:** **UNCERTAINTY KEPT MANY MILLENNIALS FROM TAKING SOCIAL ISSUE ACTIONS.**

### **TOP 4 REASONS FOR LACK OF SOCIAL ISSUE ACTION**

Not financially able	<b>25%</b>
Uncomfortable engaging with people I don't know	<b>23%</b>
Concerned others aren't vaccinated, so uncomfortable engaging with people I don't know	<b>23%</b>
I would rather be doing other things in my free time	<b>23%</b>





## **FINDING:**

**NEARLY 1/2 OF MILLENNIALS BELIEVE MORE THAN EVER IN CIVIC ENGAGEMENT, AND 2/3 ARE MORE LIKELY TO VOLUNTEER.**

**WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH THE MOST TODAY?**

**47%**

The pandemic has made me think more than ever before that people like me should try to make a difference. We all should help improve our communities and our country.

**38%**

I have always thought it was important to get involved in social issues/causes and try to make a difference; the pandemic has not made me think any differently about this.



POINTS OF LIGHT

## HIGHLIGHT:

WHITE URBAN  
MALES AGES 35-40  
REPORT THEY  
ARE MOST  
LIKELY TO  
VOLUNTEER  
POST-PANDEMIC.

HIGHEST PERCENTAGES OF MILLENNIALS  
DECLARING THEY ARE MORE LIKELY TO  
VOLUNTEER THAN PRE-PANDEMIC ARE:

Urbanites	<b>79%</b>
Male	<b>76%</b>
Ages 35-40	<b>79%</b>
White	<b>73%</b>

# **FINDING:** COMPANIES SHOULD BE ACTIVELY INVOLVED IN SOCIAL ISSUES; MILLENNIALS VISIT CORPORATE WEBSITES TO LEARN ABOUT THEIR EFFORTS.

HOW OFTEN DO YOU VISIT A COMPANY'S WEBSITE OR USE ONLINE SEARCH TO LEARN ABOUT A COMPANY'S EFFORTS TO ADDRESS RACIAL EQUALITY, SOCIAL JUSTICE AND ANTI-DISCRIMINATION?



## **CATEGORY BREAKDOWN FOR VERY OFTEN, OFTEN, SOMEWHAT OFTEN:**

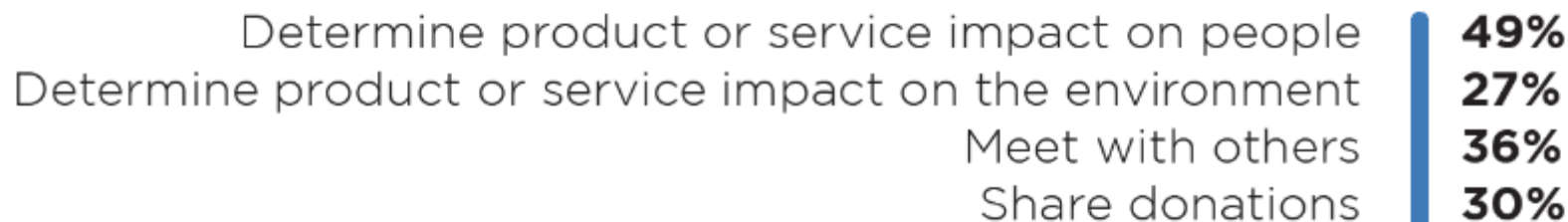
Black American	84%
Those earning \$100,000+	74%
Urban	76%
Male	73%
Hispanic	75%
Rural	55%



## HIGHLIGHT:

**MILLENNIALS EXPECT COMPANIES TO KNOW THE IMPACT OF PRODUCTS AND SERVICES BEFORE OFFERING THEM TO CONSUMERS.**

**WHEN A COMPANY CREATES A PRODUCT OR SERVICE, WHICH, IF ANY, OF THE FOLLOWING DO YOU EXPECT THE COMPANY TO DO?**

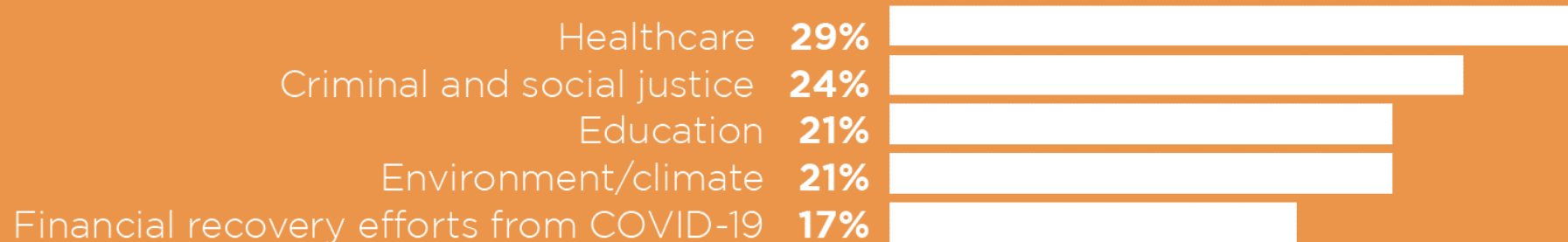


## FINDING:

TOP ISSUES MILLENNIALS WANT THE COUNTRY TO ADDRESS AFTER THE PANDEMIC ARE

- 1) HEALTHCARE,
- 2) CRIMINAL/SOCIAL JUSTICE
- 3) EDUCATION AND
- 4) THE ENVIRONMENT/CLIMATE

### TOP ISSUES THE COUNTRY MUST ADDRESS POST-PANDEMIC



# THE ROLE OF THE CIVIC CIRCLE

**FOR MILLENNIALS TODAY, PERSONAL EXPERIENCE INFLUENCES MANY ASPECTS OF THEIR CIVIC ENGAGEMENT:**

- the civic issues they care about,
- the civic issues they will act to support,
- their belief that people should help each other, and
- their desire to make a positive difference in the world.

The Points of Light Civic Circle can guide millennials into civic life.

Importantly, though, the Civic Circle also can identify avenues through which nonprofits and companies can effectively reach and recruit millennials.

