



# Millennial Monitor (+) plus

## Introduction

Welcome to the first edition of **Millennial Monitor (+)**, a partnership between **GenForward** and **HIT Strategies**, generating and interpreting data on the policy views of young adults—Millennials (age 25-36) and Generation Z (age 18-24). As the leading drivers of social change, young adults seek to remake the future through protest movements, voting participation, and changing attitudes about race and economic fairness. As President Biden heads into the next 100 days of his administration, this project will emphasize the policy goals of young adults who have emerged as the largest, most diverse, and most influential political force in America.

## The Partnership

The **GenForward** and **HIT Strategies** partnership aligns the goals of two organizations whose research and polling emphasizes African American, Latinx, and Asian American young adults, bringing these voices to the forefront of national dialogues.

## Policy Priorities

The first issue of **Millennial Monitor (+)** will cover young adult policy priorities and provide analysis by race/ethnicity, age, gender, and party identification.

Future iterations of **Millennial Monitor (+)** will cover other young adult policy priorities on issues of racial justice, police reform, and immigration.

### Top Policy Priorities for the Biden Administration

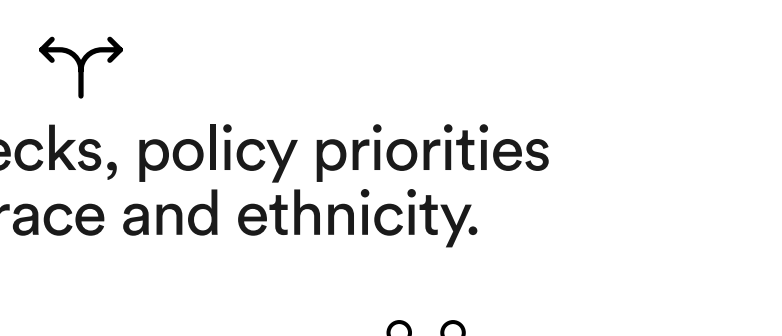
In his first 100 days, President Biden has already achieved the top policy priority of young adults.



### Send \$2000 COVID-19 relief checks to Americans

Out of 11 policies presented, **46% of young adults** selected COVID relief checks as the top priority for the Biden Administration. In addition, majorities or pluralities agreed across race, gender, and party.

In the next 100 days, the Biden Administration would have to address young adult priorities on student debt and income inequality to maintain the approval of young adults.



After relief checks, policy priorities differed by race and ethnicity.

**Raising the minimum wage to \$15 an hour**

prioritized by:

**Black Young Adults (38%)**

**Giving Americans a Medicare-like public health insurance option**

prioritized by:

**Asian American Young Adults (30%)**

**White Young Adults (25%)**

**Ending family separation at the U.S.-Mexico border**

prioritized by:

**Latinx Young Adults (28%)**

The second most important policies by party are:

**Raising the minimum wage to \$15 an hour**

prioritized by:

- Democrats (32%)
- Independents (27%)

**Creating a pathway to citizenship for young immigrants brought to the U.S. illegally as children**

prioritized by:

- Republicans (26%)

Only **15%** of Republicans chose "none of the above" out of 11 policies, suggesting there's at least one thing to like in the Biden agenda for the vast majority of this group.

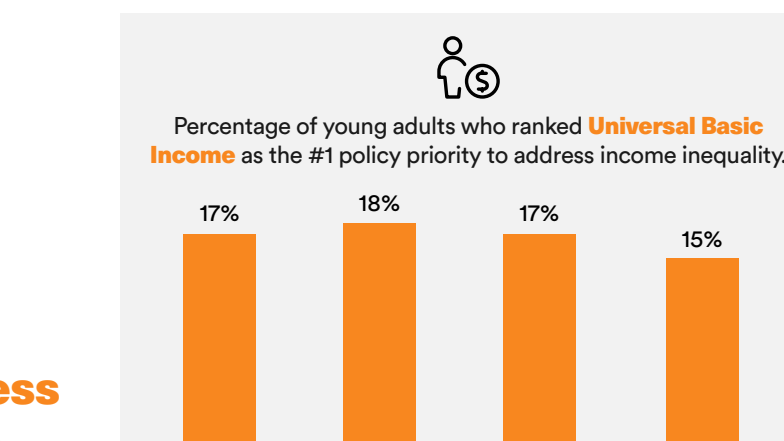
## Income Inequality

The most popular proposals for addressing (income) inequality:

**Universal Basic Income**

Pluralities of young adults (16%) chose UBI and free access to college as the policies that should be prioritized by the Biden administration and U.S. Congress.

**Free Access to College**



### Policy Priority to Address Income and Wealth Inequality by Race and Ethnicity

**Black young adults prioritized Forgiving Student Loan Debt (20% ranked #1)**

**Latinx young adults prioritized Free Access to College (22% ranked #1)**

**Asian American young adults were split:**  
 18% Universal Basic Income  
 18% Increasing Taxes for Rich People  
 17% Free Access to College

**White young adults were also split:**  
 15% Universal Basic Income  
 15% Free Access to College  
 14% Increasing Taxes for Rich People

Percentage of young adults who ranked **Universal Basic Income** as the #1 policy priority to address income inequality:

| Race   | Percentage |
|--------|------------|
| Black  | 17%        |
| Asian  | 18%        |
| Latinx | 17%        |
| White  | 15%        |

Percentage of young adults who ranked **Free Access to College** as the #1 policy priority to address income inequality:

| Race   | Percentage |
|--------|------------|
| Black  | 17%        |
| Asian  | 17%        |
| Latinx | 22%        |
| White  | 13%        |

### Policy Priority to Address Income and Wealth Inequality by Political Party

Respondents were split by party in terms of overall preferences.

**Democrats top priority is Universal Basic Income (20%)**

**Independents top priority is Free Access to College (21%)**

**Republicans top priority is Ending Predatory Lending Practices (19%)**

Comparing Democrat & Republican support for policies

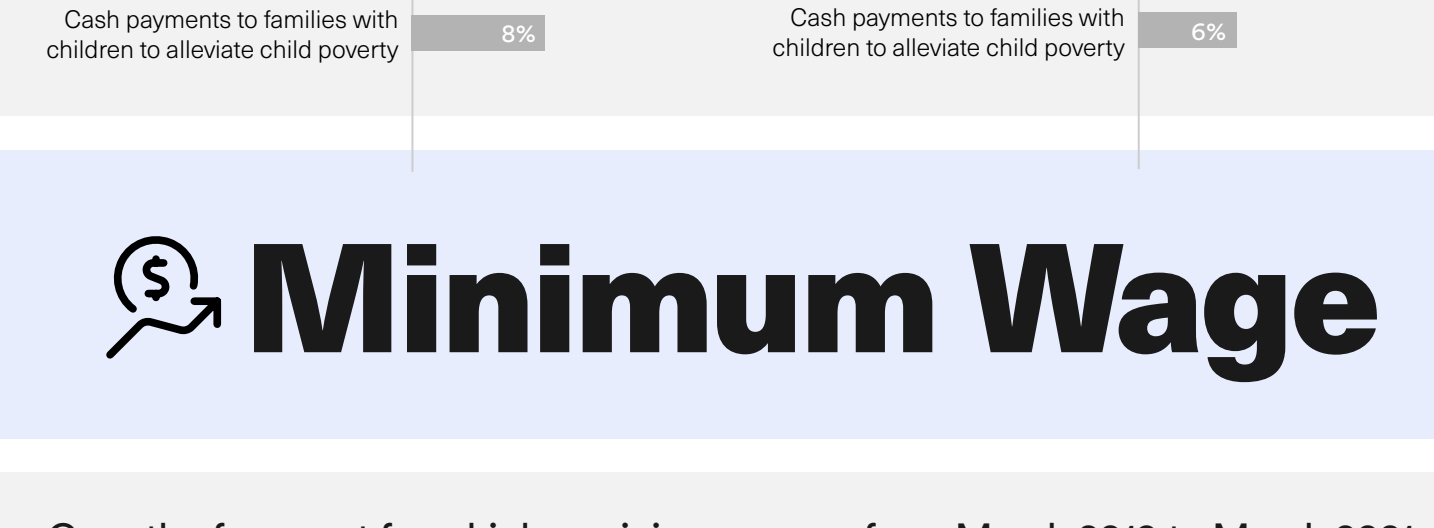
Higher values indicate more support among Democrats relative to Republicans

|  |     |
|--|-----|
| Universal basic income   | +13 |
| Increasing taxes for rich people                                   | +9  |
| Forgiving student loan debt  | +4  |
| Free access to college   | +1  |
| Cash payments to families with children to alleviate child poverty | +1  |
| Invest in affordable housing                                       | -1  |
| Government guarantee of a job to all who want one                  | -7  |
| Ending predatory lending practices                                 | -15 |

### Policy Priority to Address Income and Wealth Inequality by Age Group

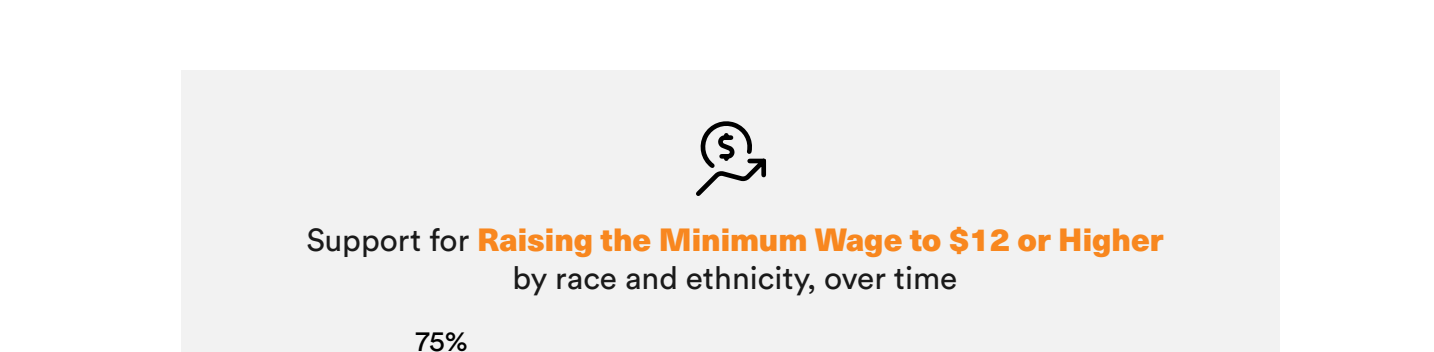
**Millennials top priority is Universal Basic Income (17%)**

**Gen-Z top priority is Free Access to College (19%)**



## Minimum Wage

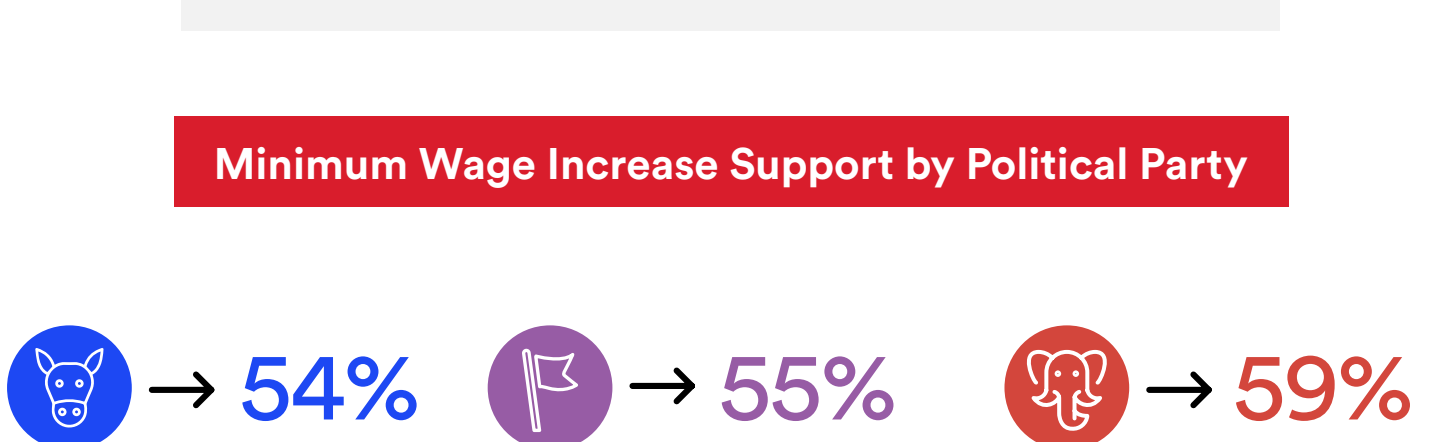
Growth of support for a higher minimum wage from March 2019 to March 2021



Support for a higher minimum wage has grown from **58%** of young adults supporting a minimum wage of \$12, \$15, or \$20 in March 2019 to **64%** today.

The proportion of young adults calling for a wage of \$15 or \$20 has risen even more sharply, from **32%** in March 2019 to **41%** today.

### Minimum Wage Increase Support by Race and Ethnicity



### Minimum Wage Increase Support by Political Party

**54%**

Majority of **Democrats** support raising the minimum wage to \$15 or higher

**55%**

Majority of **Independents** (55%) support raising the minimum wage to \$15 or higher.

**59%**

Majority of **Republicans** believe either that the minimum wage should be eliminated, that states and not the federal government should set the minimum wage, or that the federal minimum wage should remain unchanged

## Student Loan Debt

As the second generation in a row to enter the workforce during a global recession, support for student loan cancellation is robust across both Millennials and Gen Z. Whether they're thinking about everyone or just those who make less than \$125,000 per year, majorities of young adults across race and ethnicity support some degree of federal student loan debt cancellation.

Plurality of **Black** young adults supported **Canceling All Student Loan Debt (40%)**

Plurality of **Latinx** young adults supported **Canceling All Student Loan Debt (36%)**

Plurality of **White** young adults supported **Canceling All Student Loan Debt (33%)**

Plurality of **Asian American** young adults supported **Canceling \$10,000 in Student Loan Debt (29%)**

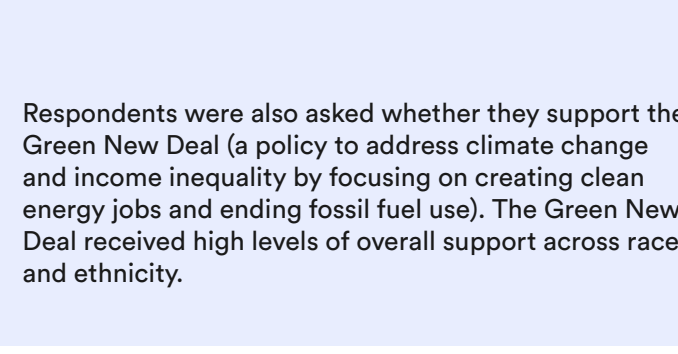
Support for **Canceling Student Loan Debt** by race and ethnicity

| Race   | Cancel any student loan debt | Cancel \$10,000 in federal student loan debt | Cancel \$50,000 in federal student loan debt | Cancel all federal student loan debt |
|--------|------------------------------|--|--|--------------------------------------|
| Black  | 40%                          | 25%  | 24%  | 9%                                   |
| Asian  | 24%                          | 22%  | 29%  | 25%                                  |
| Latinx | 36%                          | 21%  | 24%  | 17%                                  |
| White  | 33%                          | 16%  | 21%  | 28%                                  |

When asked about whether the government should cancel the debt of **all student debt holders**:



When asked about whether the government should cancel the student debt of all those who make **\$125,000 or less**:



## Green New Deal

Respondents were also asked whether they support the **Green New Deal** (a policy to address climate change and income inequality by focusing on creating clean energy jobs and ending fossil fuel use). The **Green New Deal** received high levels of overall support across race and ethnicity.



### Green New Deal Support by Political Party

**90%**

Most **Democrats** supported the **Green New Deal**

**65%**

Most **Independents** supported the **Green New Deal**

**49%**

Nearly half of **Republicans** support the **Green New Deal**

## Healthcare

The most popular health care policy proposal was **establishing a public option like Medicare-for-all, but letting people stay on their private insurance if they want to (35%)**.



While many may not classify healthcare as an explicit economic policy, healthcare policy impacts the economic health of large and small companies as well as communities and individual families.

**Methodology**  
 A total of 3,130 interviews were conducted between February 22nd and March 8th, 2021 with adults ages 18-36. The overall margin of sampling error is +/- 2.54 percentage points at the 95 percent confidence level, including the design effect. Among subgroups, the margin of sampling error at the 95 percent confidence level is +/- 4.65 percentage points for African Americans, +/- 5.37 percentage points for Asian Americans, +/- 4.73 percentage points for Latinxs, and +/- 3.97 percentage points for Whites. The margin of sampling error at the 95 percent confidence level is +/- 3.25 percentage points for Democrats, +/- 5.60 percentage points for Republicans, +/- 5.93 percentage points for Independents.