



Opening Doors To Opportunity

Generation Z and Millennials Speak

October 2020 Research Report

WALTON FAMILY
FOUNDATION



ECHELON
INSIGHTS

About This Report

With Millennials as the largest living generation in America today, and Generation Z emerging fast as an influential force, it is ever more important to understand where these generations stand. The Walton Family Foundation, in partnership with Echelon Insights, embarked upon a study of what these young Americans think about their own futures: their prospects for success, what they want out of life, and what they fear will stand in their way.

To better understand Generation Z and Millennials in their own words, this research effort surveyed a diverse and representative sample of 2,002 members of Generation Z (ages 13–23) and 2,002 Millennials (ages 24–39) across the United States, followed by in-depth conversations with 146 additional respondents in these age groups. The research topics were wide ranging, seeking to explore attitudes about opportunity, the American Dream, and key issues such as education, the environment, and their communities.

Key Takeaways

- **Despite growing up in the shadow of 9/11, two wars, a financial crisis and now a global pandemic, Millennials and Generation Z are optimistic about their futures and most believe the American Dream is in reach, though challenges remain.** Millennials and Gen Zers of color are both the most likely to say that they will have a better life than their parents did *and* are the most likely to report encountering major challenges standing in their way.
- **The American Dream is viewed as achievable and is not one-size-fits-all.** While for some, the concept of “the American Dream” evokes a narrow and outdated image of a “white picket fence” lifestyle, most view the American Dream for themselves as something broader: that it is the ability to build the life you want for yourself, however you define it. Most believe this is attainable for themselves, though just over half think it is achievable for their generation. They also tend to describe their American Dream in more absolute terms (“choose the life I want”, “have a good job”) versus relative terms (“better than my parents”, “moving up the ladder”)
- **Education is viewed as key to creating opportunity.** Consistently, respondents point to education as critical to opening doors and creating a foundation for success. Millennials and Generation Z think public schools are a critical factor in enabling someone to live a better life, and believe schools should emphasize teaching career and life skills. While most say at least some college is necessary for having opportunity, and those who did not go on to college lean toward feeling their education did not prepare them well for success in life.
- **Despite optimism in many arenas, the environment is a key area of concern.** Clean air and water top the long list of things Gen Z and Millennials say are necessary for living a better life. And while they expect many things such as jobs and health care to be better in the future, four in ten fear the environment will be worse. Concerns around climate, oceans, and rivers are significant.

How do the generations view themselves?

Millennials: 1981-1996

“Resilient.” “Persistent.” “Entrepreneurs.”

“I am a millennial, but I would have to say we are an adaptable generation. I chose adaptable because our generation has seen a lot of change and many events. I’m not saying other generations haven’t, but I feel like we were able to adapt well.” - Alaina, 29

Gen Z: After 1996

“Conscious.” “Innovative.” “Outspoken.”

“We as a generation are very social media influenced ...we are able to obtain information from everywhere and be educated on the news around us and everywhere else in the world.” - Jasmine, 22

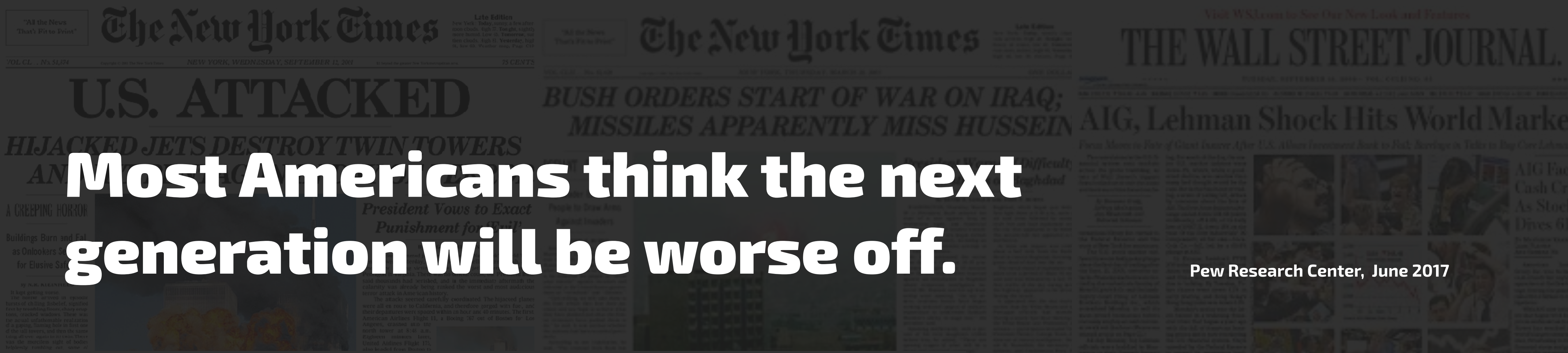


Opportunity And The American Dream



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Most Americans think the next generation will be worse off.

Pew Research Center, June 2017



But even today in the midst of a global pandemic, Millennials and Generation Z take a different view.





Do Millennials and Gen Zers think they will be able to succeed in life? Do they expect to be better or worse off than their parents?

Far from the caricature of young Americans as doomed or resigned to a life worse off than their parents, the **vast majority** - 81% - of today's young Americans feel that **if they work hard they will be able to succeed.**

"If you work hard and don't give up you have the ability to succeed in life. However, there are some external factors that play a role that can effect one's ability to succeed despite working hard. It is how one rises up against these factors that determines if they will succeed." - Pharnette, 29

Most Believe Hard Work Pays Off, But More Are Confident It Provides Opportunity To Succeed Than Economic Mobility

Q. In general, do you believe or not believe the following statement?

Hard Work Brings Success in Life

■ Believe ■ Do Not Believe ■ Unsure

If I work hard, I will have the opportunity to succeed in life

81% 11% 9%

Most people in my generation who work hard will have the opportunity to succeed in life

73% 14% 13%

Hard Work Allows Movement up the Economic Ladder

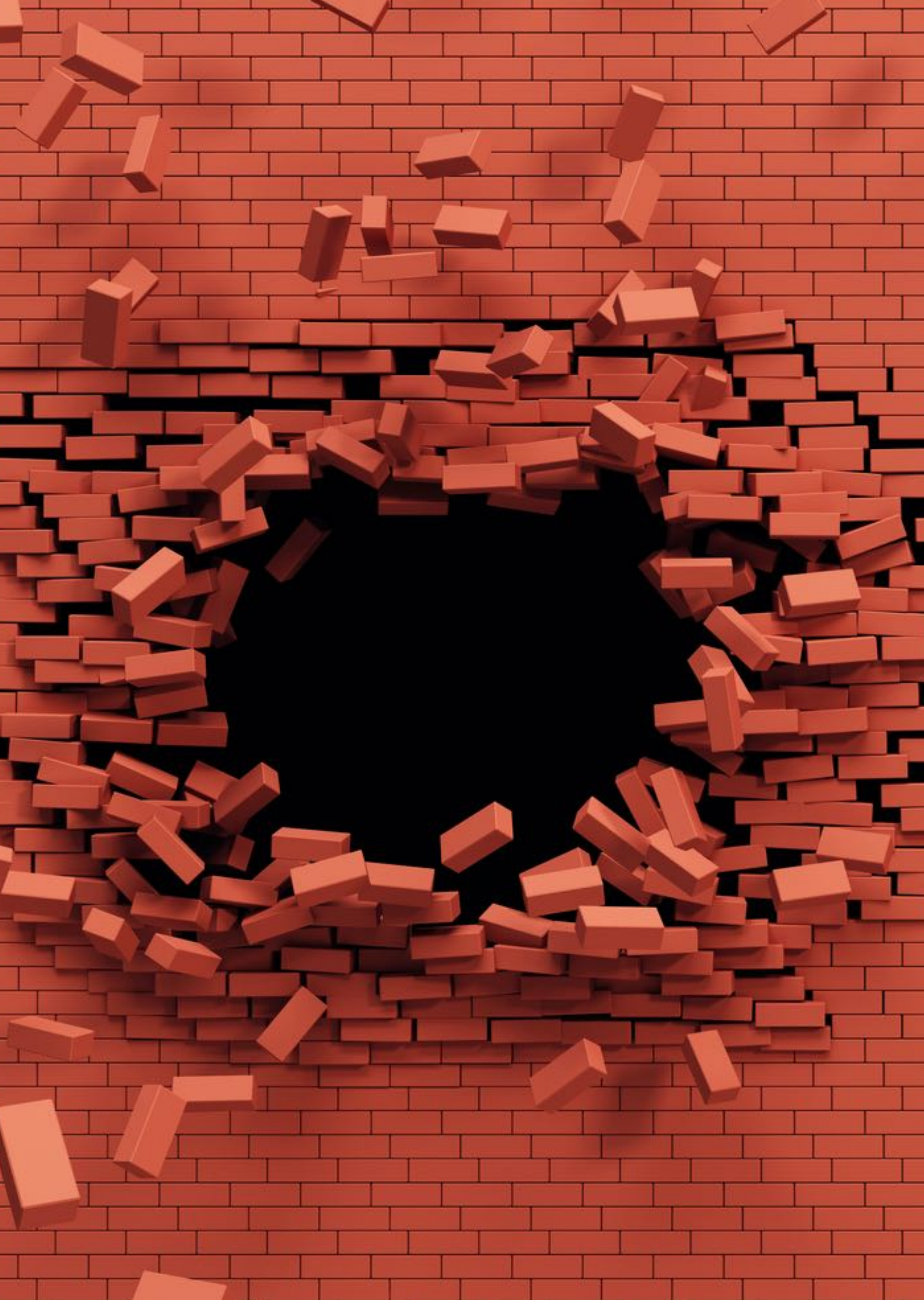
If I work hard, I will be able to move up the economic ladder from where I am today

70% 15% 15%

Most people in my generation who work hard will be able to move up the economic ladder from where they are today

64% 17% 19%





“Success” can also be defined in different ways - and Millennials and Gen Zers are concerned about the effects of barriers to different types of “success”.

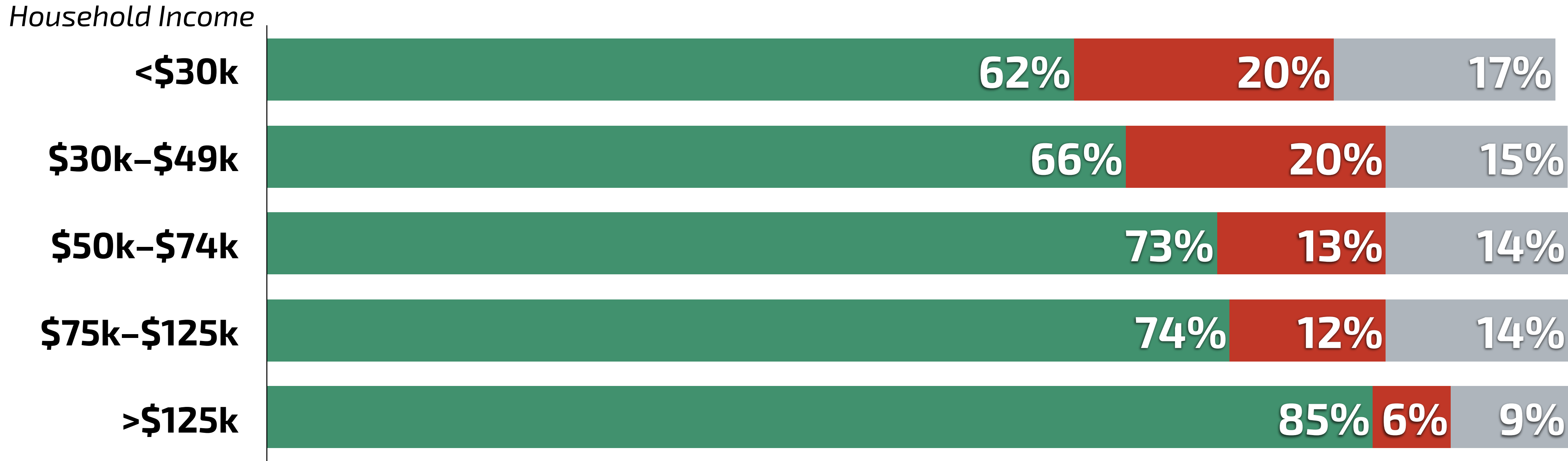
“If you define success as ‘I am content with my life choices and have great friends’ then yes if you work hard at being intentional and investing in your friendships, then yes. However, many define success in ways that are heavily controlled by structural system factors - ‘success is owning a two-bedroom house’ ‘success is having a steady job that pays a living wage’ ...and no, I don't think that everyone who works hard will have the opportunity to succeed....We have systemic barriers - physical, legal, and socially discriminatory, respectively - that prevent folks from marginalized backgrounds from getting opportunities to succeed (as defined by socioeconomic status) even if they work hard.” - Mia, 26

“I think working hard can go a long way and open up doors for people, but those that have a preexisting platform or step up will be able to further advance hard work alone. Academically, I always worked hard which opened up many doors for me, however, without my parents I don't think it would have been possible to always have been in a position where I was able to work hard. Hard work can overcome a lot, but there are some conditions that are out of individuals' control that can influence their lives immensely. Despite a lot of hard work that myself and individuals have put into their lives, we are also faced with situations that previous generations did not.” - Lindsay, 27

Those With Higher Household Incomes Are More Likely To Believe They Will Be Able To Move Up The Economic Ladder

Q. In general, do you believe or not believe the following statement?

“If I work hard, I will be able to move up the economic ladder from where I am today.”



Few believe they are likely to be worse off than their parents, with Generation Z particularly optimistic about their relative prospects.

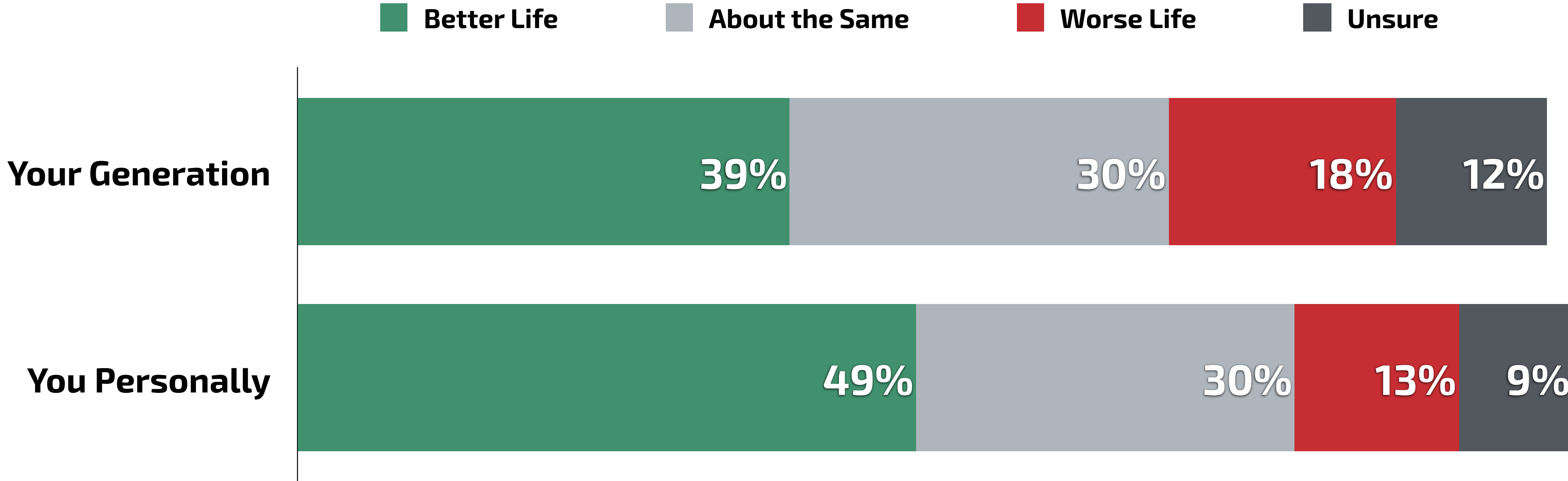
This is particularly true of Millennials and Gen Zers of color, among whom nearly six in ten say they will be better off than their parents.

"I believe we would have a better life because times have changed and now we have much more freedom to do whatever we dream to do. Our parents generation was a bit more strict and I feel like most of them had to work with whatever was given to them whereas now, we have the tools we need to build a life that we want." - Aleidy, 27



Gen Zers And Millennials Generally Think Their Lives Will Be The Same As Or Better Than Their Parents'

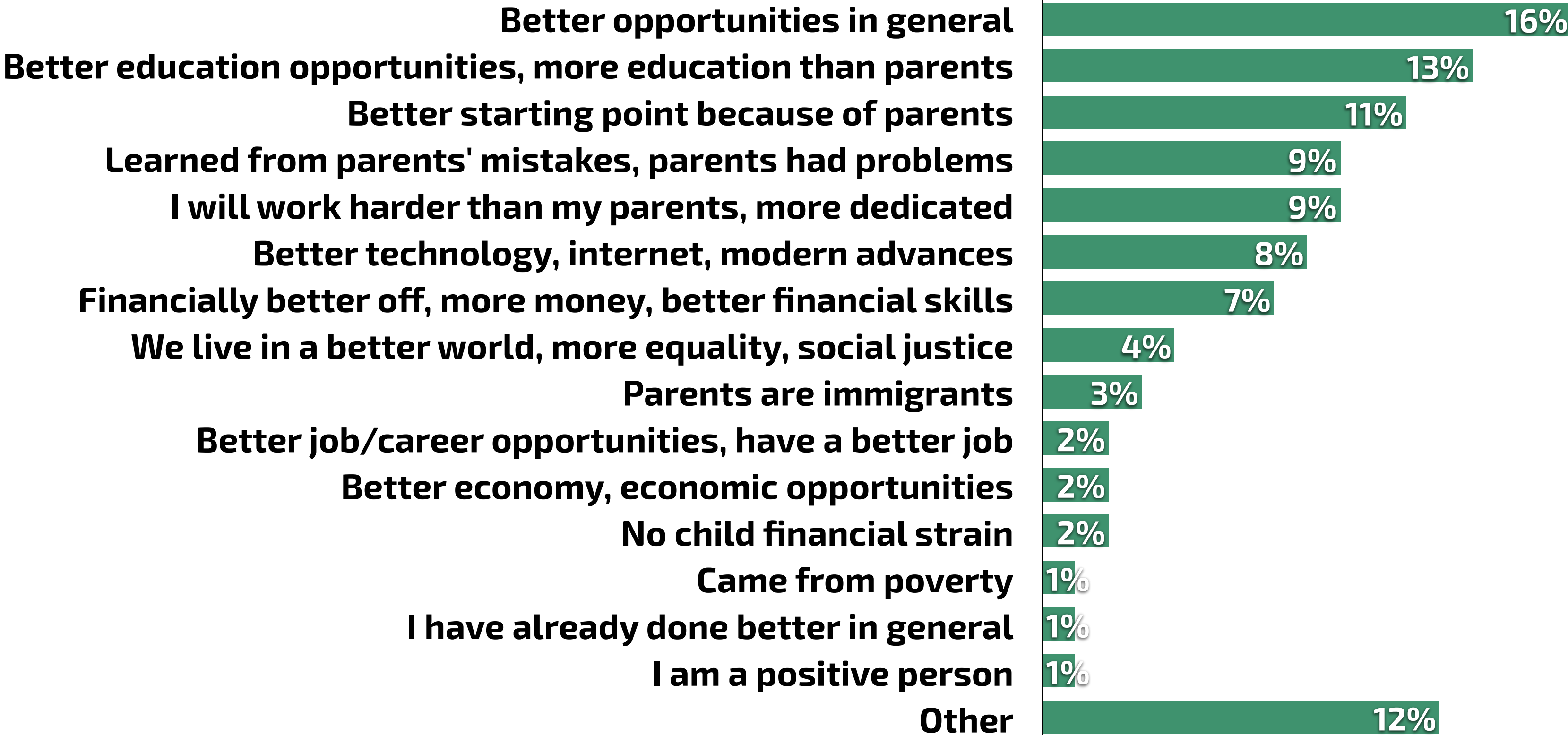
Q. Do you expect that most people in your generation will have a life that is better, worse, or about the same as their parents have had?
Q. In thinking about the life your parent or parents have had so far, do you expect that you will have a life that is better, worse, or about the same as your parent or parents?



Opportunity, Education, And Their Parents Are Key Drivers Of Why Many Feel They Will Have A Better Life

Q. You indicated “I think I will have a better life” compared to your parents. In a sentence or two, why do you think that is the case? Please be as specific as possible. [OPEN-END - CODED RESPONSES]

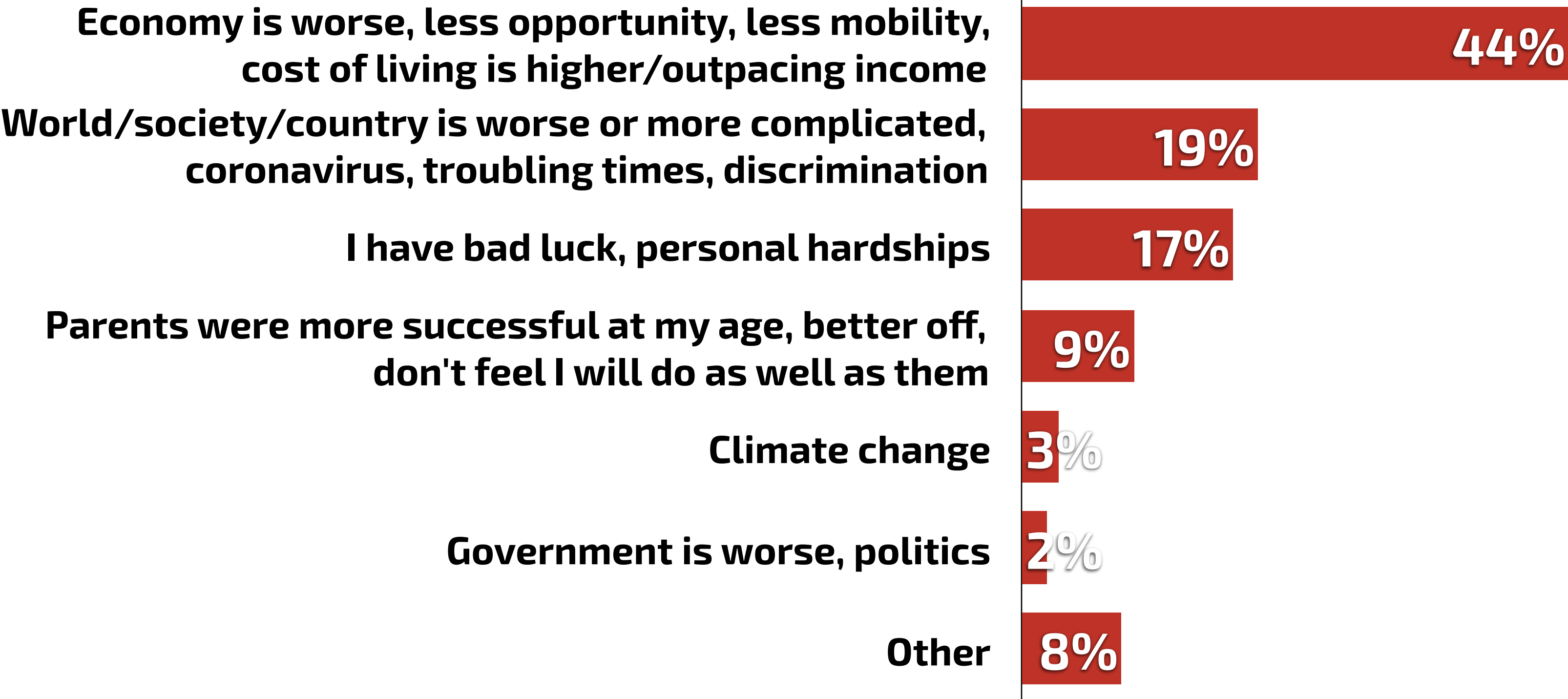
**Reasons why
49% say
think they
will have a
better life**



Economic Issues Are A Key Driver For Those Who Think Their Life Will Be Worse Than Their Parents'

Q. You indicated "I think I will have a worse life" compared to your parents. In a sentence or two, why do you think that is the case? Please be as specific as possible. [OPEN-END - CODED RESPONSES]

**Reasons why
13% say
they think they
will have a
worse life**

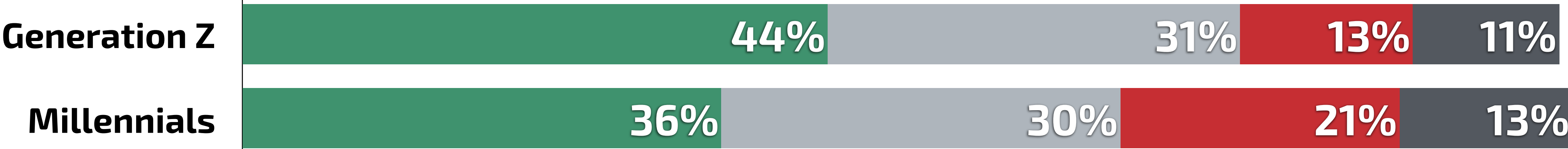


Gen Zers Are More Optimistic Their Life Will Be Better Than Their Parents' Lives

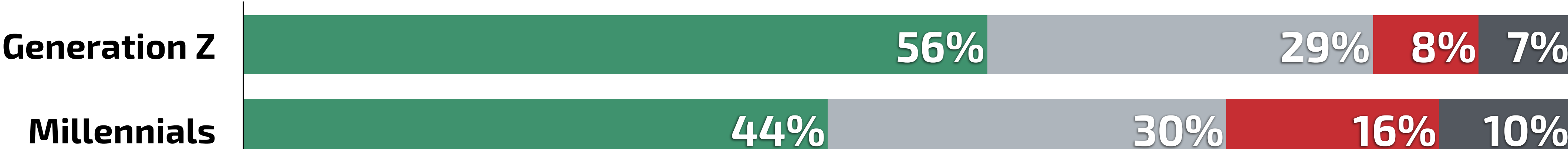
Q. Do you expect that most people in your generation will have a life that is better, worse, or about the same as their parents have had?
 Q. In thinking about the life your parent or parents have had so far, do you expect that you will have a life that is better, worse, or about the same as your parent or parents?

■ Better Life
 ■ About the Same
 ■ Worse Life
 ■ Unsure

Your Generation....

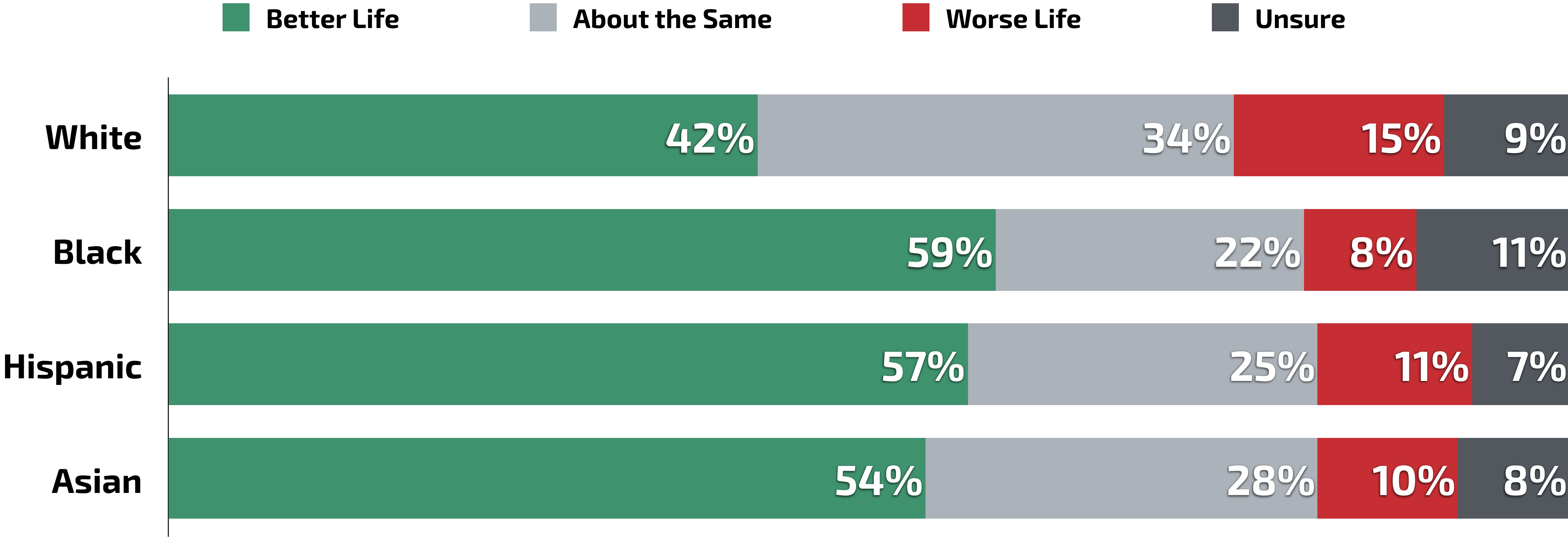


You Personally....



Gen Zers And Millennials Of Color Are More Likely Than Whites In Their Generations To Think They Will Have A Better Life

Q. In thinking about the life your parent or parents have had so far, do you expect that you will have a life that is better, worse, or about the same as your parent or parents?

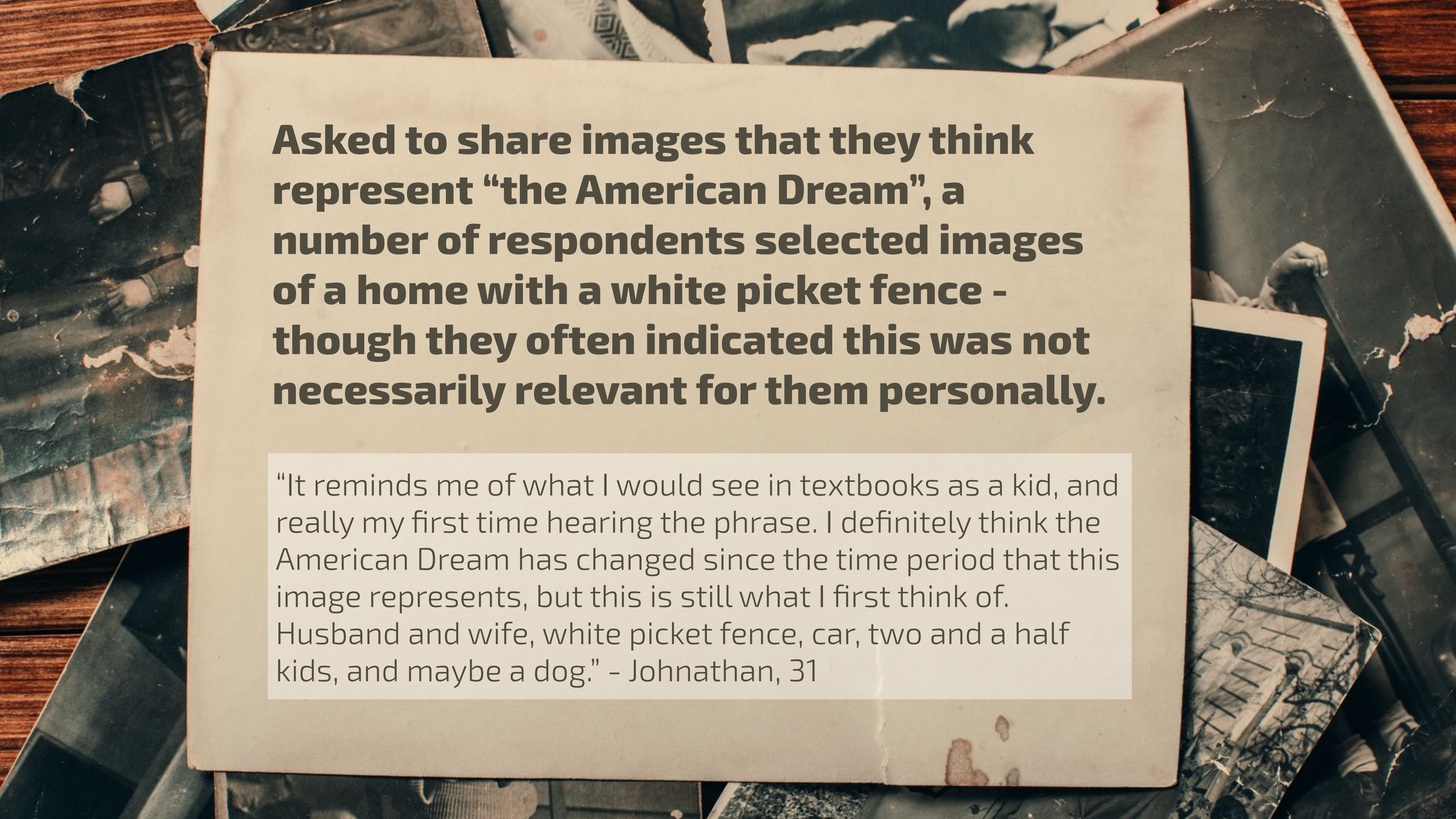


**Do they think they will achieve the
“American Dream”?**

**How do they define the “American
Dream” anyway?**

Two out of three Millennials and Gen Zers believe the American Dream is in reach for them - a finding that cuts across racial and ethnic lines.





Asked to share images that they think represent “the American Dream”, a number of respondents selected images of a home with a white picket fence - though they often indicated this was not necessarily relevant for them personally.

“It reminds me of what I would see in textbooks as a kid, and really my first time hearing the phrase. I definitely think the American Dream has changed since the time period that this image represents, but this is still what I first think of. Husband and wife, white picket fence, car, two and a half kids, and maybe a dog.” - Johnathan, 31

Many of our respondents used the word “opportunity” when defining what the American Dream means to them.

“I don’t think I envision the American dream in the stereotypical light of ‘white picket fence, four person family, financial success’ type of way, I think I view it more as America serving as an **opportunity** for people to better their lives, in a society where people are equal and all have the same access to resources.”

“The American dream promises a chance at equal **opportunity**, essentially granting you freedom and social and economic mobility without restrictions.”

“The American dream is not about the items but the **OPPORTUNITY** you have.”

“I believe the American dream is built upon the notion that anyone regardless of race and gender would have the **opportunity** to progress within society in attaining a meaningful life.”

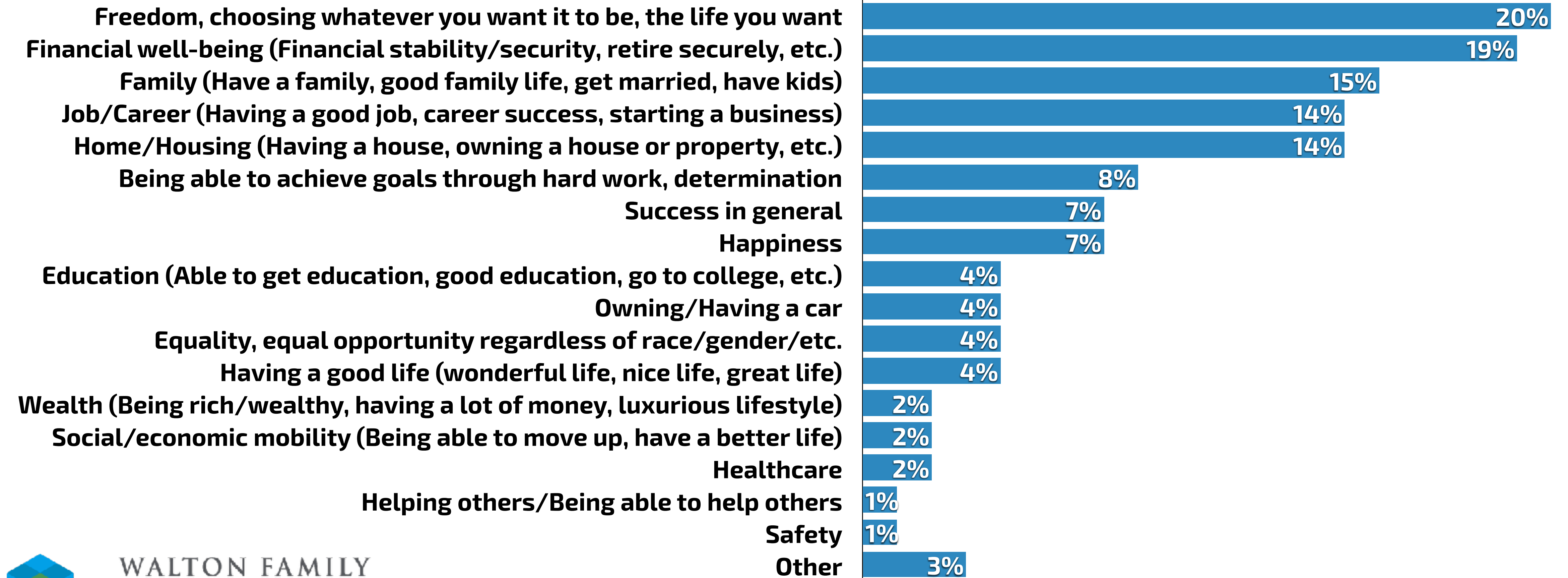


Opportunity is viewed as going beyond any “one-size-fits-all” vision of success. It is about creating many open pathways.

“Opportunity makes me think of an open road, preferably one with multiple directions of travel... An open road leads me to believe that the path I take is up to me, that there are so many choices available to me.” - Yaneris, 29

Having Freedom, Financial Well-Being, Family, A Good Job, And A Home Are Top Ways They Define The American Dream

Q. You indicated that you [believe/do not believe/are unsure whether or not you believe] that you have the opportunity to achieve “the American dream”. In a sentence or two, how do you define “the American dream”? Please be as specific as possible. [OPEN-END - CODED RESPONSES]



Most Believe They Can Achieve The “American Dream”

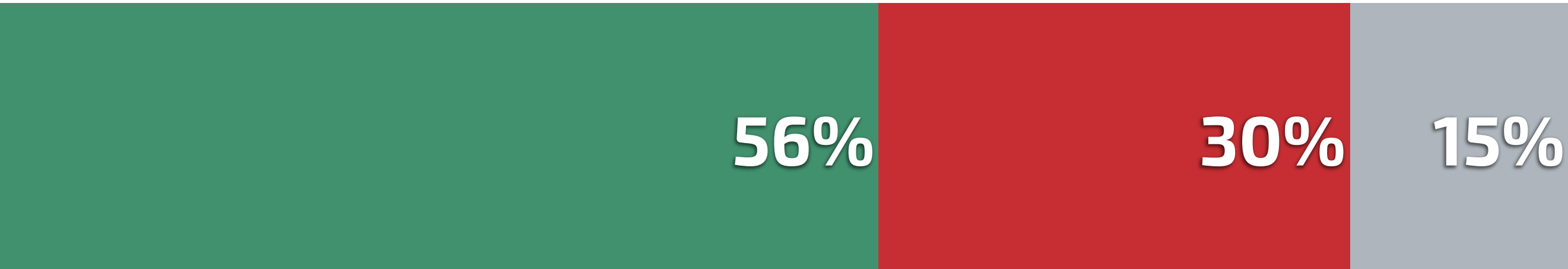
Q. In general, do you believe or not believe the following statement?

■ Believe ■ Do Not Believe ■ Unsure

“I have the opportunity to achieve the American dream.”



“All people in my generation have the opportunity to achieve the American dream.”



Millennials And Gen Zers More Likely To Think They *Personally* Have The Opportunity To Achieve The American Dream

Q. In general, do you believe or not believe the following statement?

“I have the opportunity to achieve the American dream.”



“All people in my generation have the opportunity to achieve the American dream.”



Believe Do Not Believe Unsure

More 13–17-Year-Olds Than Adult Gen Zers And Millennials Believe They Have Opportunity To Achieve The Dream

Q. In general, do you believe or not believe the following statement?

“I have the opportunity to achieve the American dream.”

■ Believe ■ Do Not Believe ■ Unsure



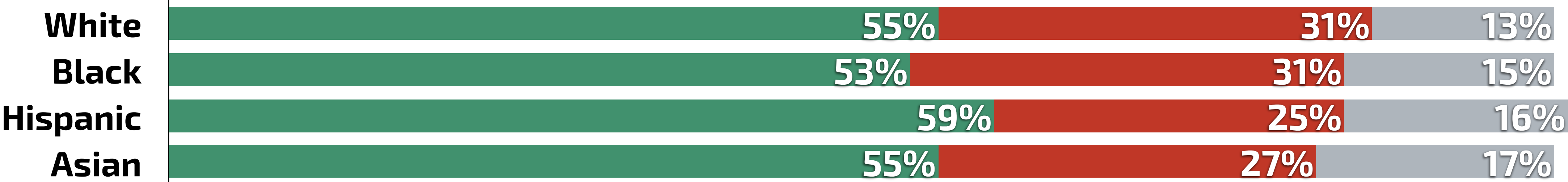
Two-Thirds Across Racial And Ethnic Groups Believe They Can Achieve The American Dream

Q. In general, do you believe or not believe the following statement?

“I have the opportunity to achieve the American dream.”



“All people in my generation have the opportunity to achieve the American dream.”



Building Blocks and Road Blocks to Opportunity



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What are the building blocks of opportunity or a “better life”?

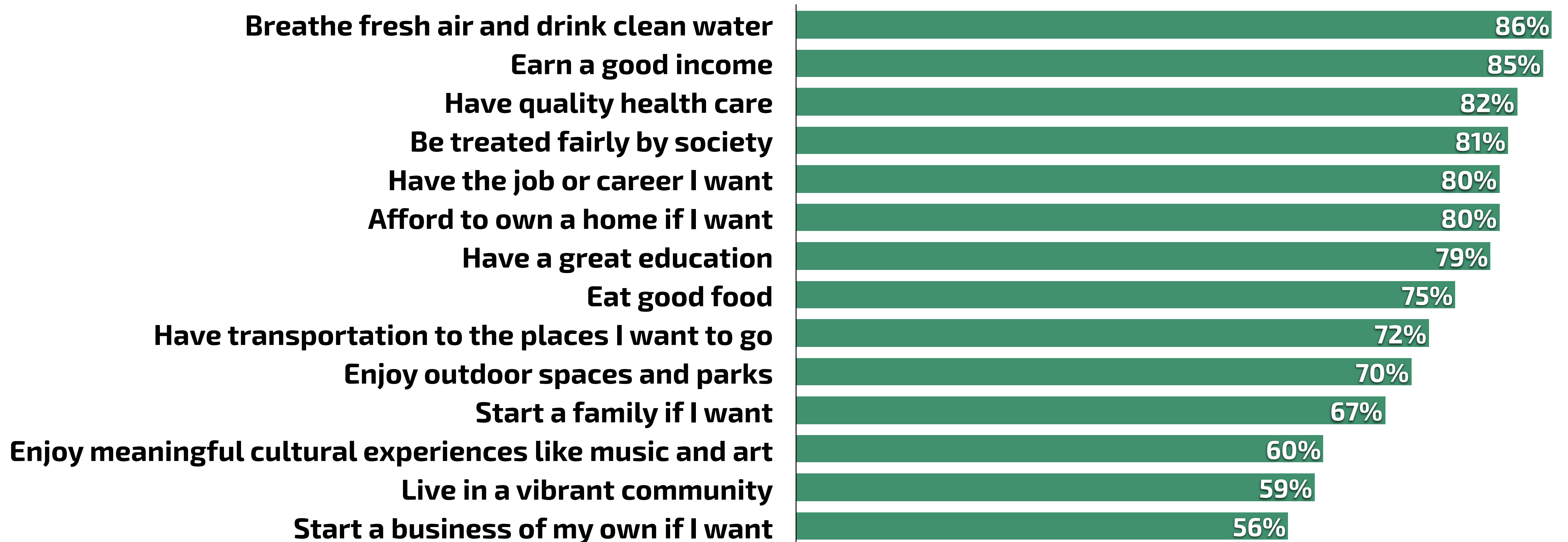
What do Millennials and Gen Z think are the most important things to help them *achieve* a better life?



Fresh Air, Clean Water, And A Good Income Key To A Better Life

Q. There are many ways people might define having a better life compared to the life their parents or grandparents had. How important, if at all, are the following opportunities to you personally for having a better life?

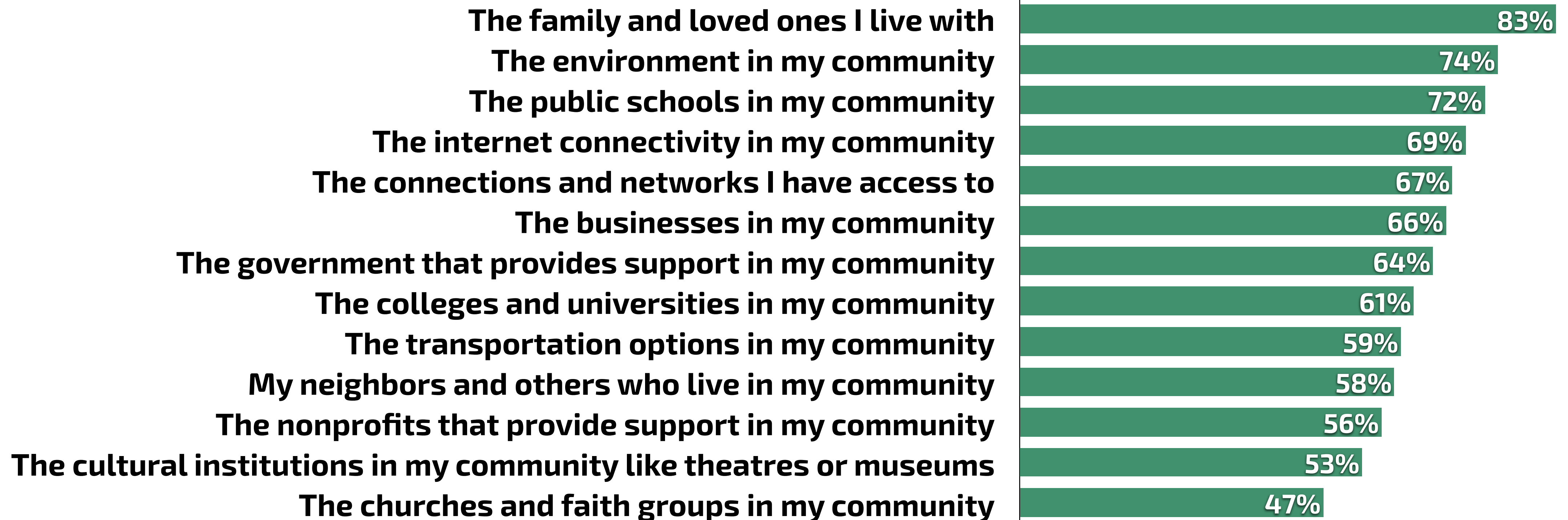
% Extremely or Very Important to Have the Opportunity to . . .



Family, Environment, Public Schools Key To Opportunity

Q. In thinking about the things that might help you have the opportunity to live a better life or the life you want to live, how important do you think each of the following are in making those things possible for you?

% Responding Extremely or Very Important



What about education? How important is it in enabling opportunity? Do Millennials and Gen Zers feel well-served by their own education? What kind of education is needed to unlock opportunity?

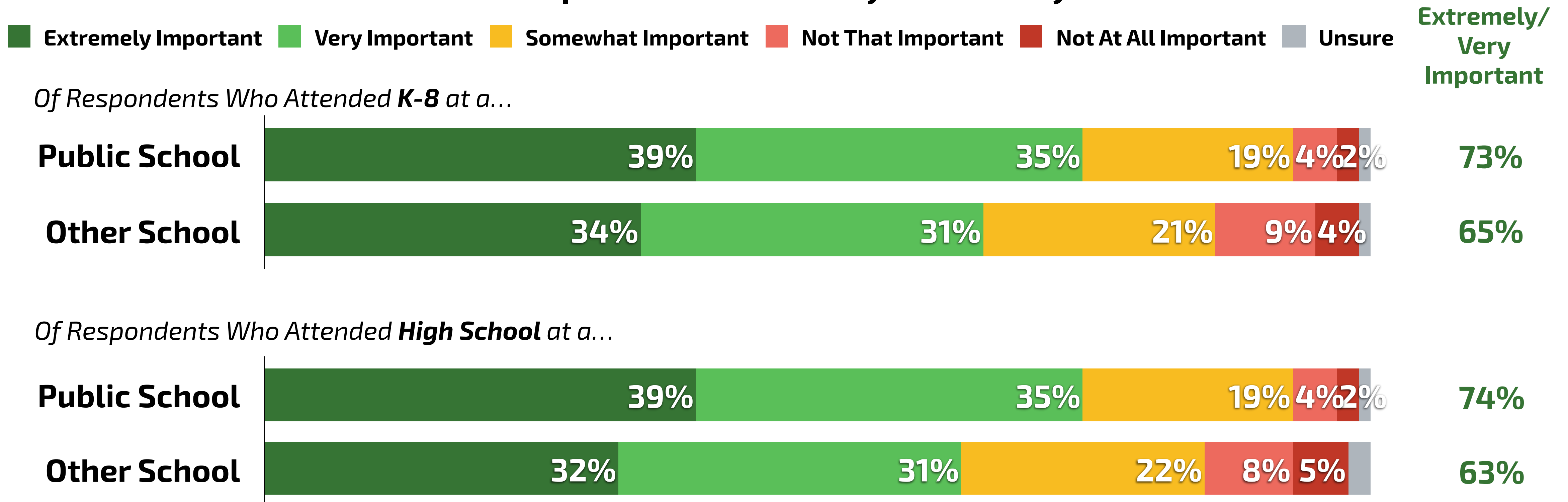
Two-thirds believe that public schools in their community are extremely or very important for unlocking opportunity. They want to see schools focus on career and life skills. Most also believe that some kind of education beyond high school is essential for success, and young adults who did not pursue higher education are the least upbeat about their own high school education.



Public School Attenders More Likely To See Public Schools In Community As Important In Making Better Life Possible

Q. In thinking about the things that might help you have the opportunity to live a better life or the life you want to live, how important do you think each of the following are in making those things possible for you?

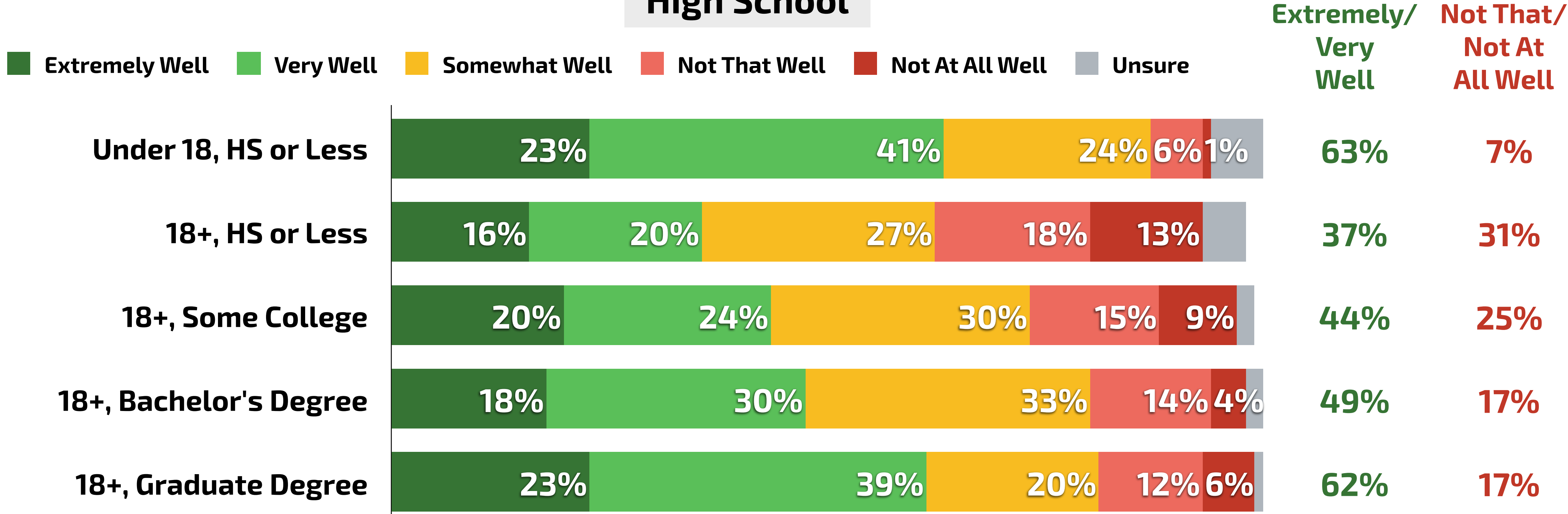
The public schools in my community



Adults With Higher Degrees Generally More Positive About Own Education, Including High School

Q. Thinking about the education you have personally received at the following levels, how well do you think each prepared you to have good opportunities in life?

High School



Note: Those who said "Not applicable - I did not attend" are excluded.

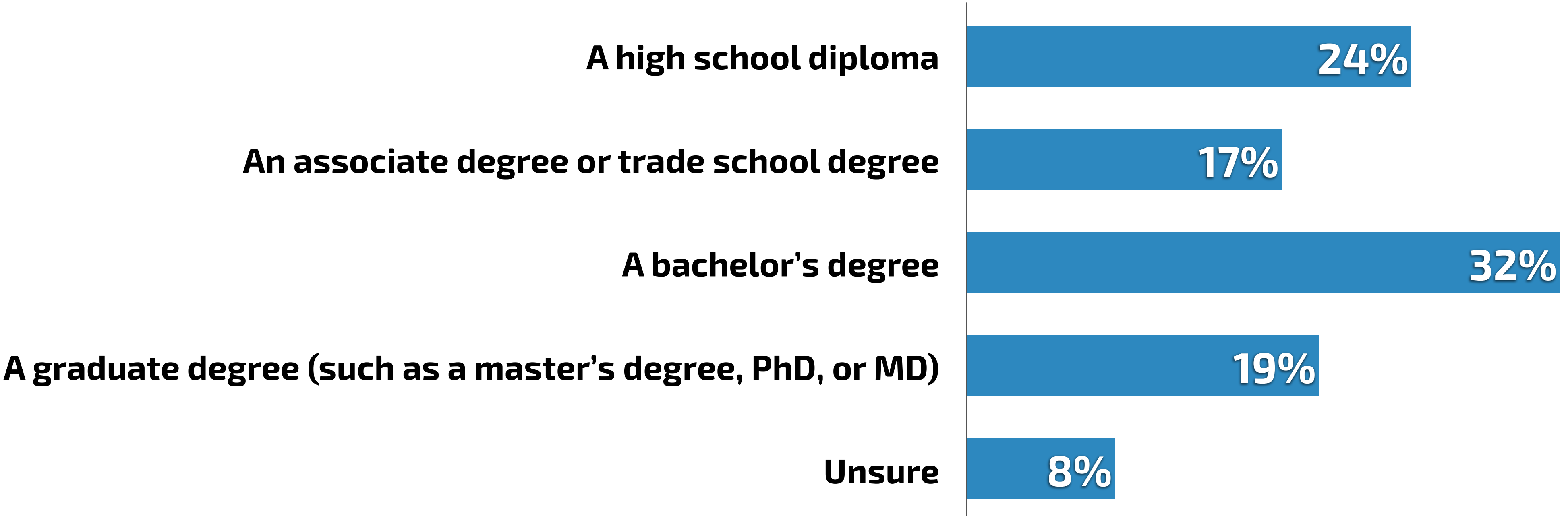


When asked what image she felt best described “opportunity”, respondent Naylah, 16, chose a photo of a graduate throwing her cap into the air.

“I think of graduating from high school and college. Where education provides me with the opportunity to succeed in life with a good job.”

Most Believe Education Beyond High School Is Needed For Good Opportunity In Life

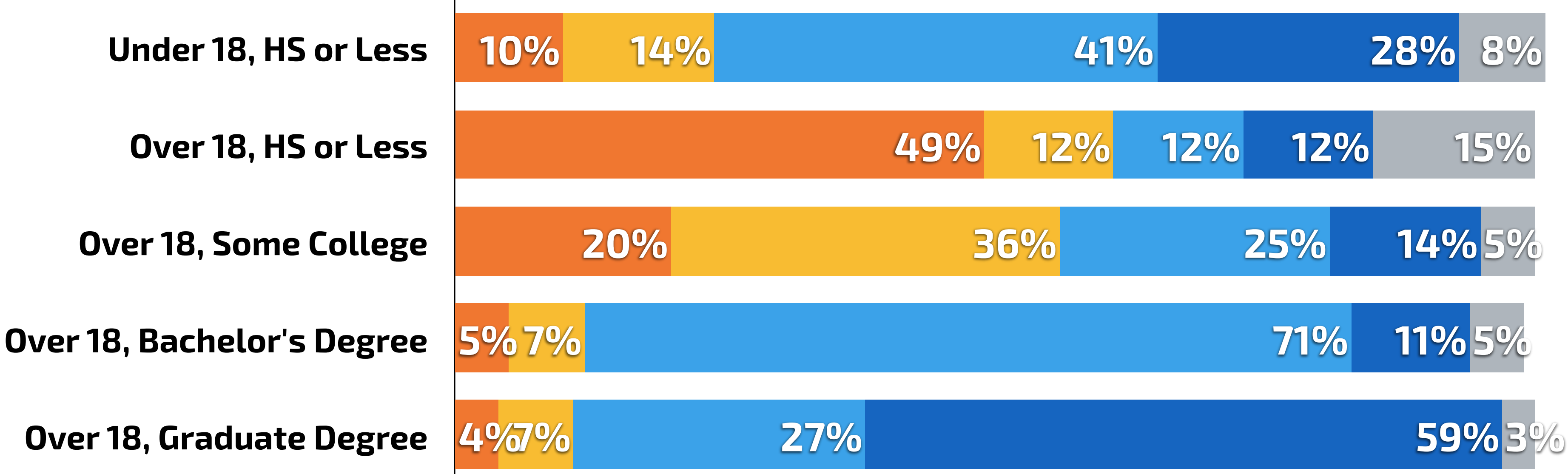
Q. How much formal education do you think a person needs in order to get ahead or have good opportunities in life?



How Much Education One Has Is Linked To How Much Education They Believe Is Necessary

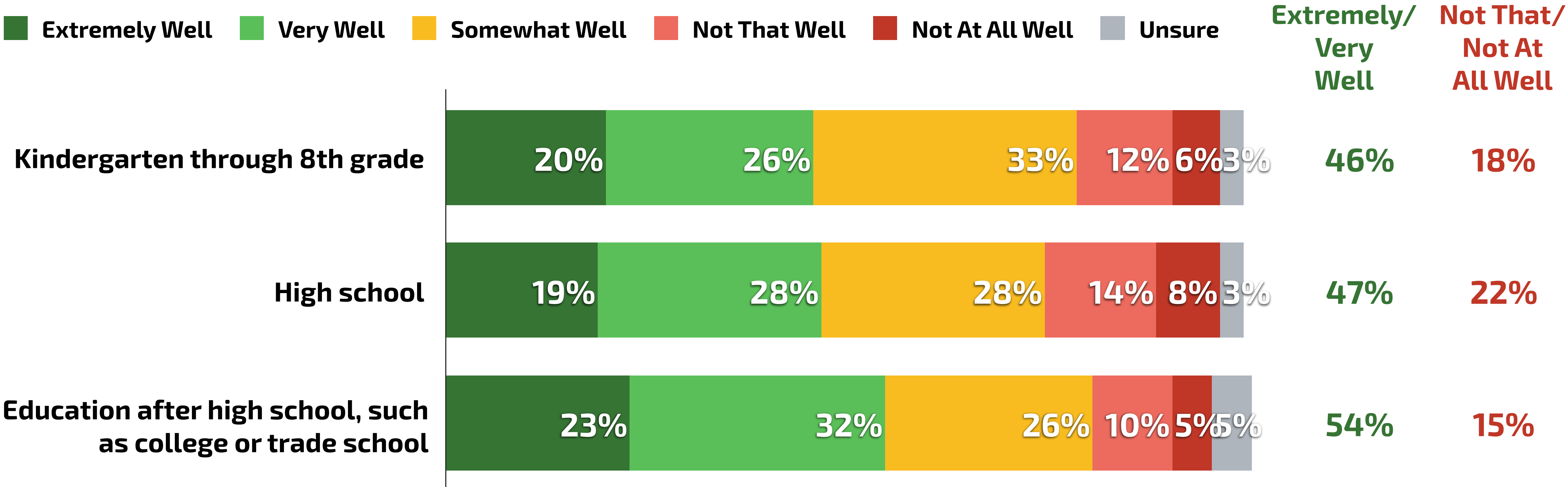
Q. How much formal education do you think a person needs in order to get ahead or have good opportunities in life?

■ High School Diploma
 ■ Associate/ Trade Degree
 ■ Bachelor's Degree
 ■ Graduate Degree
 ■ Unsure



Less Than Half Believe Their K-12 Education Prepared Them Very Well For Good Opportunities In Life

Q. Thinking about the education you have personally received at the following levels, how well do you think each prepared you to have good opportunities in life?



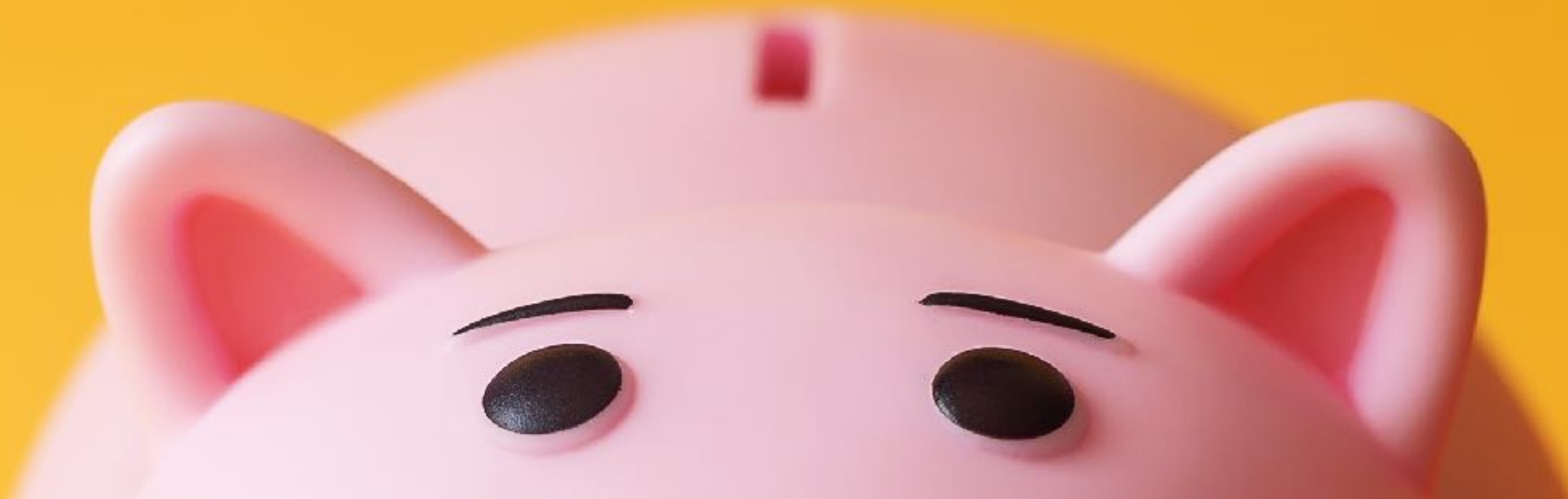
Note: Those who said "Not applicable - I did not attend" are excluded.

Many felt that education is key...but needs to include life and career skills.

"Education unlocks so many doors in life. Not just for a job but networking, learning about yourself, and personal development." - Cierra, 20

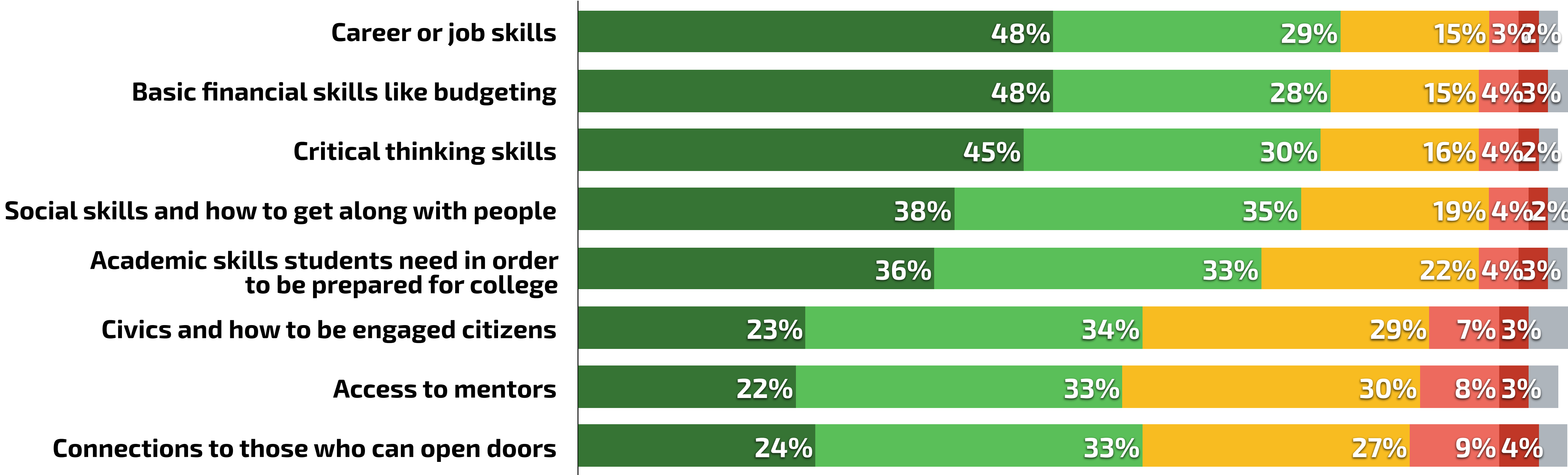
"A millennial stereotype I hear a lot is that we were babied in our childhood and went into adult life mostly unprepared. While I feel this is mostly untrue, I would say that having gone through the traditional education process, the education system did not properly prepare us for the work force." - Allen, 34


"Education is very important. However, life experiences are equally as important. Moreover, public education currently neglects to teach kids and young adults basic life skills..." - Joseph, 30



Career Skills, Basic Financial Skills, And Critical Thinking Skills Top The List Of What They Think Schools Should Teach By High School Graduation

Q. How much of a priority do you think each of the following should be for schools to make sure students have by the time they graduate from high school, or do you not think this is something schools should provide?



A hurdle is positioned on the left side of the image, consisting of a white horizontal bar supported by a red vertical post. The background is a red running track with white lane markings that recede into the distance.

**What are the hurdles
that Millennials and Gen
Z feel they must
overcome in order to
achieve that better life?**

Higher Education Costs And Lack Of Health Care Are Biggest Obstacles To Achieving A Better Life

Q. In thinking about things that might keep you from having the opportunity to live a better life or the life you want to live, which of the following do you think are problems you do face or will face? How much of a problem do you think they are or will be for you, if at all?

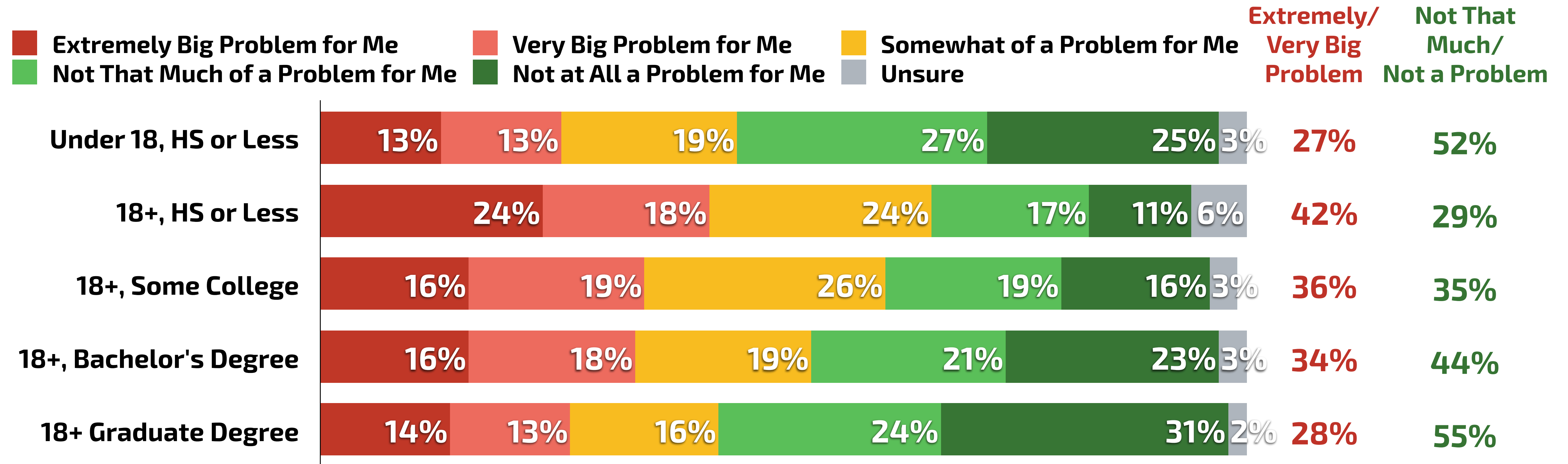
% Extremely or Very Big Problem For Me...



Millennial And Gen Z Adults Without A Bachelor's Degree Express More Concern Over Lack Of Educational Preparation

Q. In thinking about things that might keep you from having the opportunity to live a “better life” or the life you want to live, which of the following do you think are problems you do face or will face? How much of a problem do you think they are or will be for you, if at all?

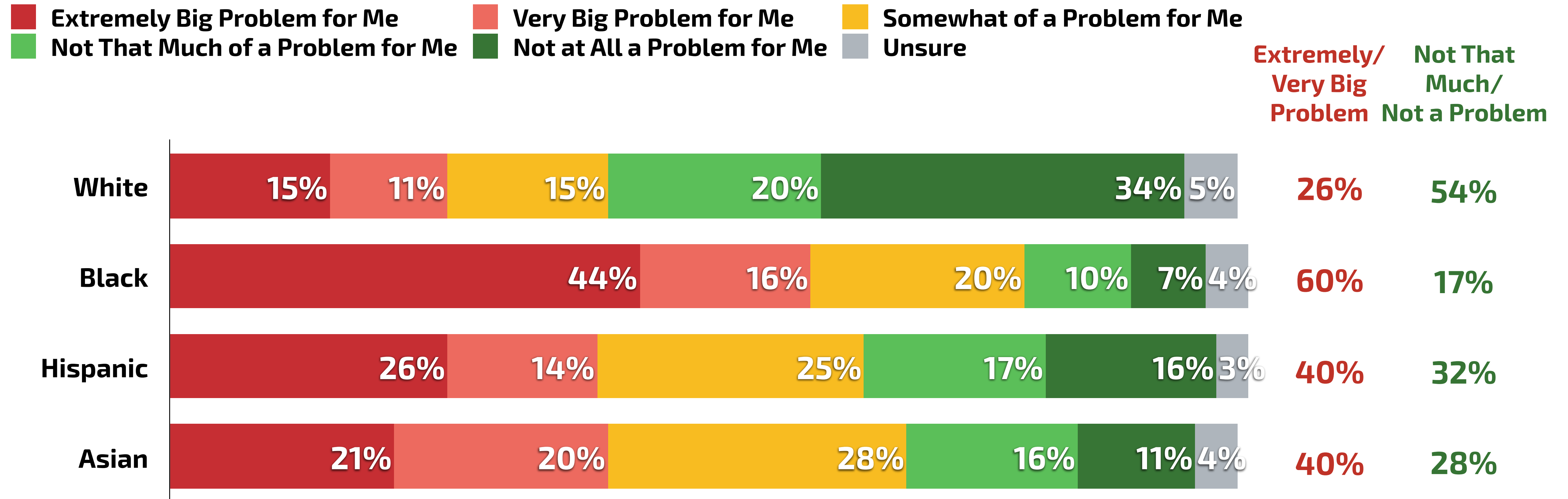
My Education Has Not Prepared Me For My Future



Racial Inequality Top Issue For Black Millennials And Gen Zers

Q. In thinking about things that might keep you from having the opportunity to live a “better life” or the life you want to live, which of the following do you think are problems you do face or will face? How much of a problem do you think they are or will be for you, if at all?

Racial Inequality

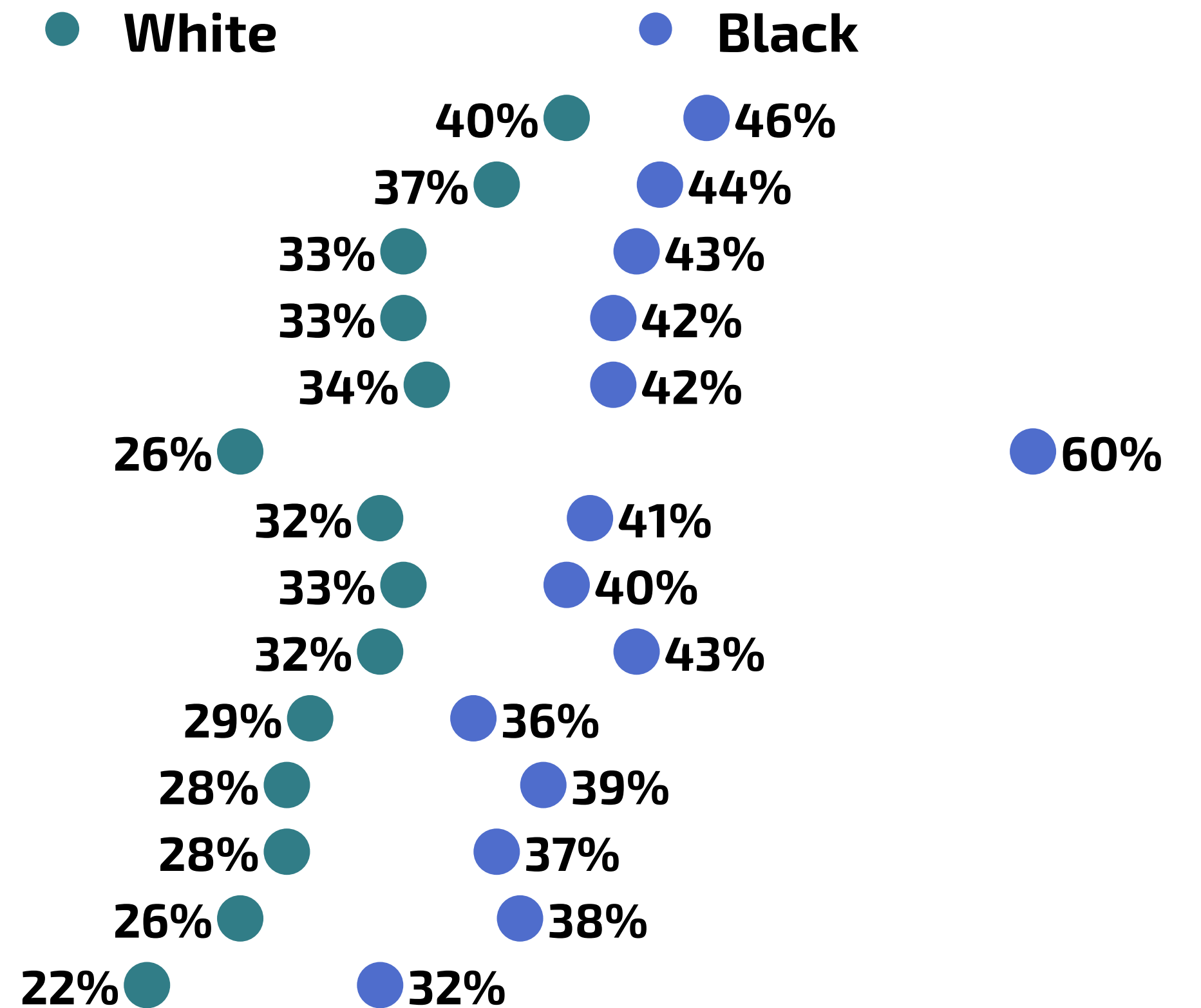


Black Millennials and Gen Zers More Likely To Encounter Roadblocks, Especially Racial Inequality

Q. In thinking about things that might keep you from having the opportunity to live a better life or the life you want to live, which of the following do you think are problems you do face or will face? How much of a problem do you think they are or will be for you, if at all?

% Extremely or Very Big Problem For Me...

- Higher education is too expensive or hard for me to access
- Not having access to health care
- Not having been taught important life skills
- Not having the right connections
- The state of the economy in my area
- Racial inequality
- My education has not prepared me for the future
- Not having emotional support from my family
- Not having support from the government
- Not having financial support from my family
- Not having access to good food
- Not having access to mental health services
- Gender inequality
- Not having support from my community

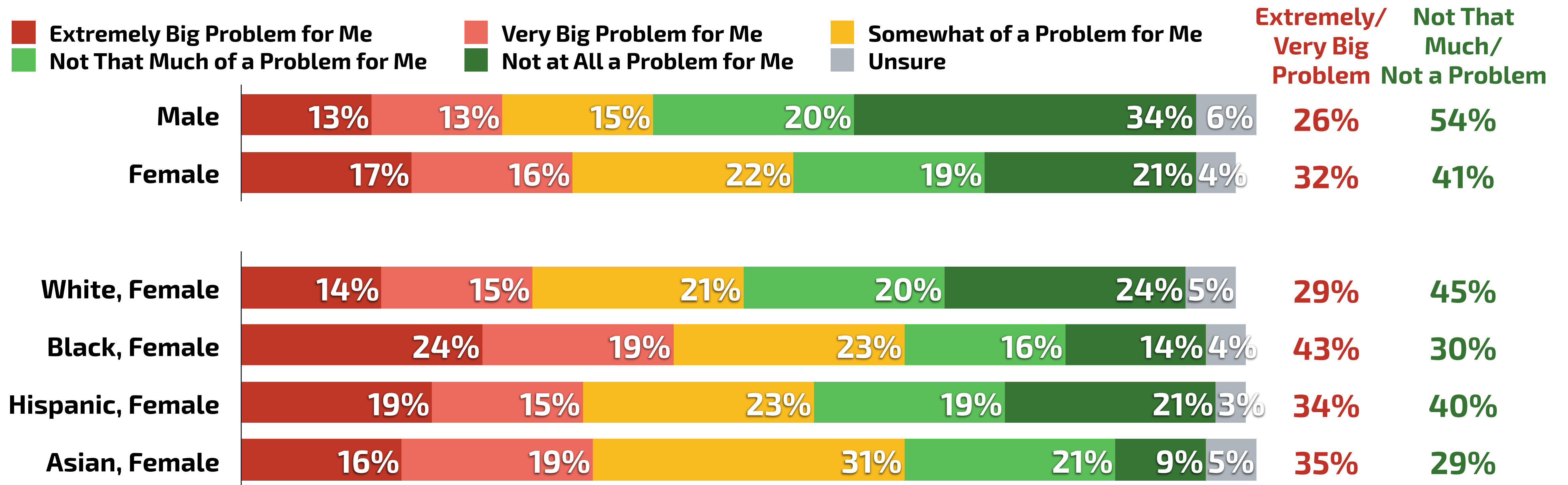


Note: Other response options were "Somewhat of a problem for me," "Not that much of a problem for me," "Not at all a problem for me," and "Unsure."

Young Women of Color Most Likely To Say Gender Inequality Has Been A Barrier To Opportunity

Q. In thinking about things that might keep you from having the opportunity to live a “better life” or the life you want to live, which of the following do you think are problems you do face or will face? How much of a problem do you think they are or will be for you, if at all?

Gender Inequality






Most respondents felt this summer's racial justice protests were proof of younger Americans leading the way on change and expanding opportunity.

"I think the protest puts my generation in a better position to succeed because I see my generation leading." - India, 36

"I think the protests and the issues that are being discussed will help our generation and provide more opportunity to the future generations. It is forcing people to talk about and work toward change that will benefit us all." - Ryan, 34

"The majority of participants in many of the protests were a part of Generation Z, as I feel that we are the generation who are really set on making a change within our world." - Saron, 17

An aerial photograph of a glacier system. The image shows a large, dark turquoise body of water on the left, which appears to be a meltwater stream or lake. To the right, there is a large, white, jagged mass of ice, likely a glacier or ice shelf, with smaller ice chunks and debris scattered in the water. The overall scene is a stark, natural landscape with high contrast between the dark water and the white ice.

Though many Millennials and Gen Z-ers feel things are getting better or that they have the ability to bring about positive change, four out of ten fear the environment is getting worse - particularly regarding climate, oceans, and rivers.

"For our generation, I think that the issues of the environment are at the very top. Since if we don't change now, the effects could become irreversible for our future generations." - Daniel, 21

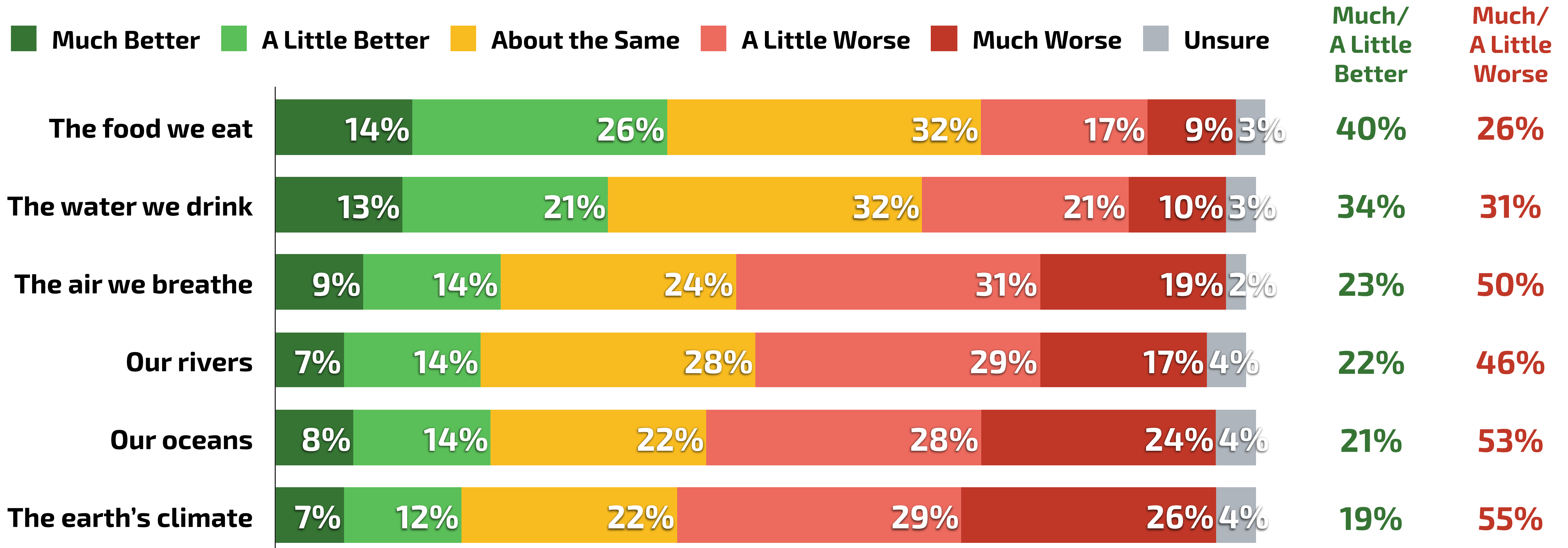
Many Worry The Environment Will Be Worse


Q. There are many things people may feel will be better or worse for their own generation compared to previous generations. Do you think each of the following things will be better, about the same, or worse for your generation?

	Much/ a Little Better	About the Same	Much/ a Little Worse
The jobs or careers we can get	49%	25%	23%
The schools we attend	48%	28%	21%
The health care we can get	48%	26%	22%
Our overall quality of life	48%	28%	21%
The food we eat and water we drink	46%	29%	23%
Our ability to provide for our basic needs	46%	31%	21%
The things we can afford to buy	43%	26%	29%
Our ability to achieve financial stability	42%	28%	28%
The sense of belonging in the community where we live	37%	33%	26%
Our ability to start a family	35%	36%	25%
The environment where we live	29%	25%	43%

...And Air Quality, Rivers And Oceans Are Among Greatest Areas Of Environmental Concern

Q. Earlier in this survey, you were asked if you thought the environment would be better or worse for your generation. Now, thinking about specific issues, do you think each of the following will be better, about the same, or worse for your generation?





Clean water is considered a necessity and a major concern because of the way it has an effect on so many critical elements of life.

“I think the quality of water in our river has been also affected negatively impacted by our actions. Fertilizer runoffs are just one means by which our rivers and their ecosystem has been impacted by mankind.” - Rashawn, 23

Growing Food Sustainably And Efforts By Industries And Environmental Groups To Protect Water Seen As Most Important For Water Quality and Availability

Q. Thinking specifically about oceans and rivers, how important do you think each of the following are when it comes to making sure water is healthy and available?

% Responding “Extremely” or “Very Important”...	Overall	Gen Z	Millennials
Farmers and food companies growing healthy food sustainably	75%	77%	73%
Companies and industries working to protect our water	74%	79%	71%
Environmental organizations working to protect our water	73%	75%	71%
Governments and business leaders having shared plans for water conservation	63%	66%	61%
Fishing industry providing more sustainably-fished food	59%	58%	60%
People having greater access to seafood as part of a healthy diet	52%	52%	52%

How does COVID-19 fit into the picture?

While most - 62% - say the pandemic has made it harder for them to succeed in life, most also believe we will be able to move beyond the effects of the virus, though it may take a while to do so.

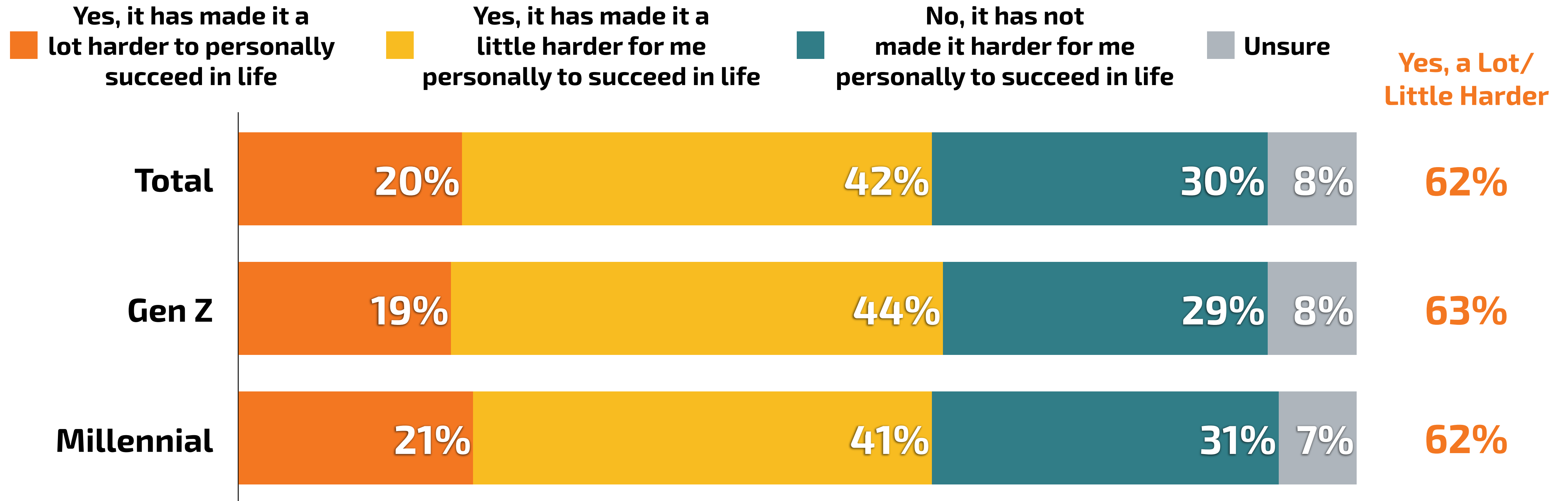
"COVID-19 has closed a lot of small businesses. Losing these has cut down on the job market for a lot of people in a lot of situations. I worked in a bar while going to school but it temporary shut down and I lost my job. There is a very good chance that this will have a long lasting effect on my generation." - Trevor, 24

"COVID-19 has caused people in my generation to modify their path towards their goals and may have hindered some in the short term but I don't think it will ultimately determine if they are successful or not." - Stephen, 25



Most Feel COVID-19 Has Made It Harder To Succeed In Life

Q. This year, the COVID-19 coronavirus led to many changes in our society. Do you think that the coronavirus has made it harder for you personally to succeed in life?



Most Believe The Coronavirus Will Change Life For At Least A Few Years; Only A Quarter Think It Will Cause Permanent Change

Q. Even if none of these are perfect, which do you think best describes how the coronavirus situation will affect your generation?

- It will permanently change how my generation lives
- It will have an effect for a few years but we will get past it
- It will have an effect for a few months but we will get past it
- It will not really have an effect on my generation
- Unsure



Communities That Open Doors To Opportunity



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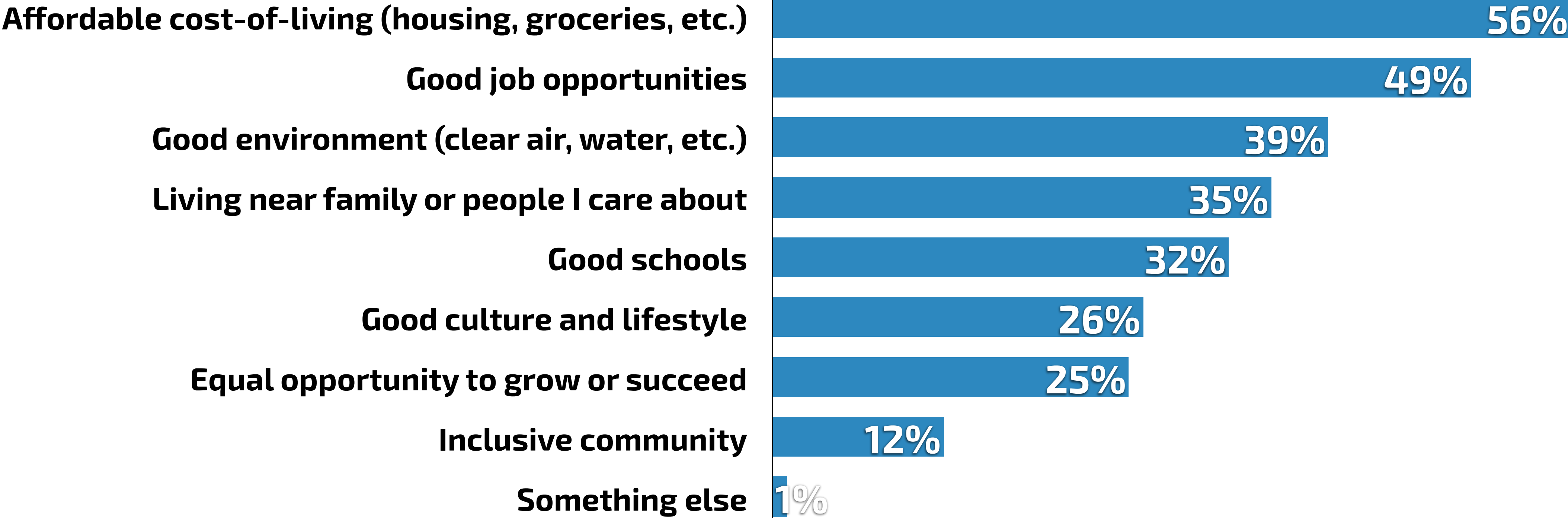


Cost-of-living and the ability to afford housing that is near good job opportunities is important to Millennials and Gen Zers.

"I think I do have the right job opportunities but the opportunity to live where I want without breaking the bank is not likely right now in my city. The cost of living is rising so much, and I want to live close to downtown like I always have but this shift of making every house in that vicinity cost almost a million dollars is not it. So I think the opportunity to get a job and a house that I want would be better somewhere else." - Kiara, 19

Cost-of-Living, Job Opportunities Most Valued In Community

Q. Which of the following do you think most makes somewhere a good place to live? Please choose your top two or three.



When asked what qualities are part of communities that create opportunity, jobs, diversity, connection and civic engagement are considered important factors that Millennials and Gen Zers look for.

"Lots of open jobs, free education. A community with people that have good connections maybe. Also a community with people that care about each other." -Masha, 20

"One quality is that of a friendly community that gets together for town events and come together during trying times. Another quality is the diversity in the businesses that are present in the community. These businesses provide a range of products while also celebrating all of the people that are a part of this community." - Peyton, 22

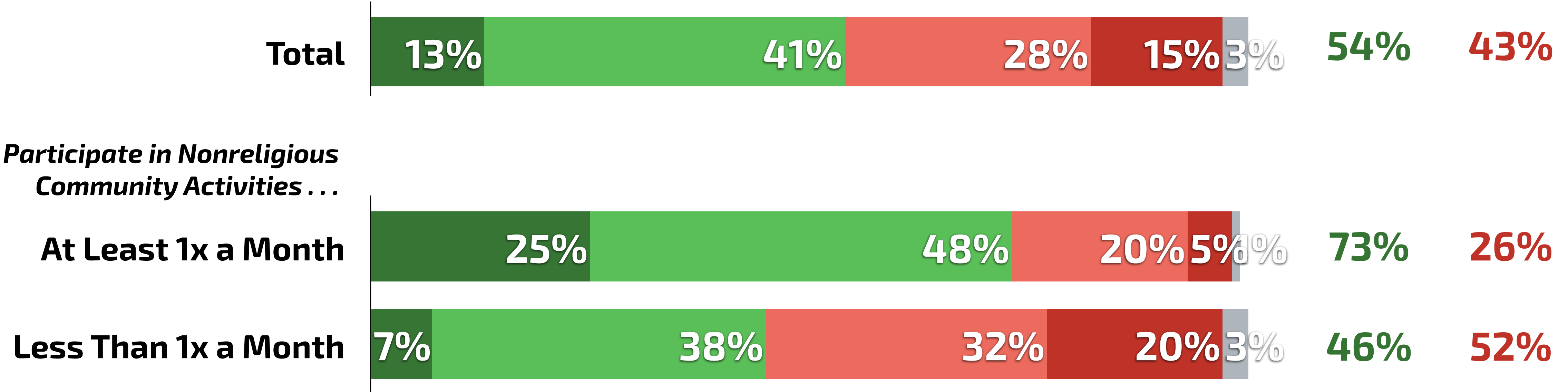
"Diverse is the one thing that comes to mind. It should be the same opportunities for all walks of life." - Brandon, 24



About Half Feel Close To Their Community; Those Who Regularly Participate In Community Activities Feel More Connected

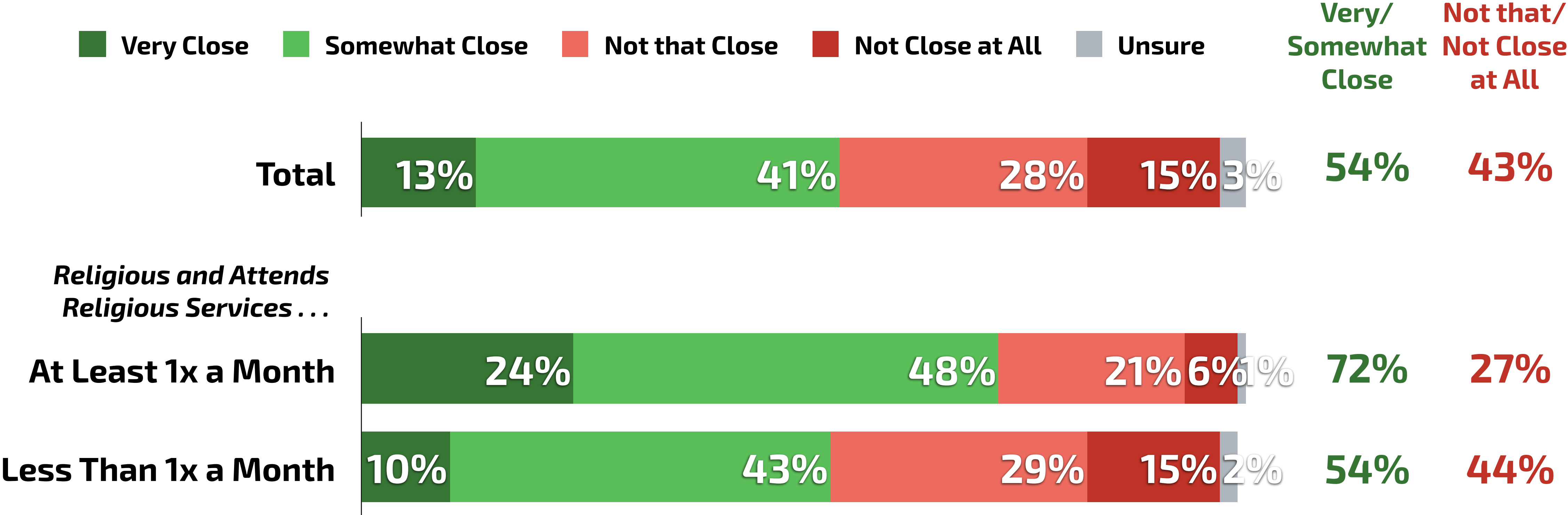
Q. How closely connected do you feel to people in your local community?

■ Very Close
 ■ Somewhat Close
 ■ Not that Close
 ■ Not Close at All
 ■ Unsure
 ■ Very/Somewhat Close
 ■ Not that/Not Close at All



Religious Gen Zers And Millennials Who Regularly Attend Services Also Feel More Connected

Q. How closely connected do you feel to people in your local community?

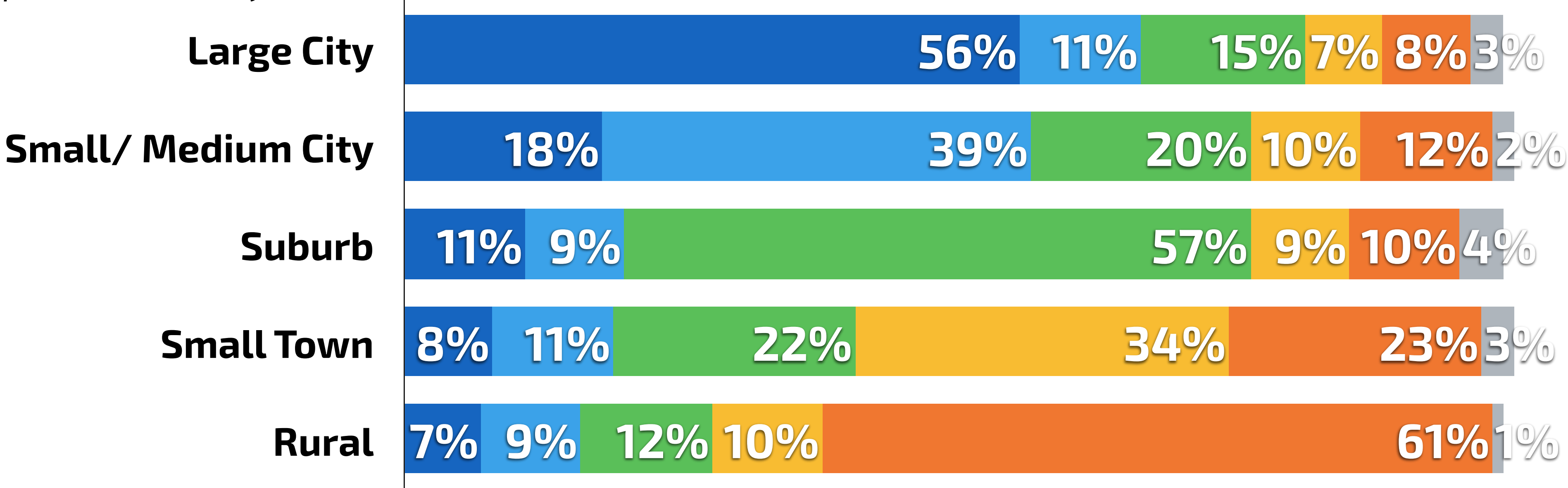


Millennials And Gen Z Mostly Live In The Type Of Community They Want To Live In

Q. If you had the ability to live anywhere you wanted, how would you describe the ideal area in which you would want to live?

■ Large City
 ■ Small/ Medium City
 ■ Suburb
 ■ Small Town
 ■ Rural
 ■ Unsure

Where Respondent Currently Lives...





Millennials and Gen Zers are very focused on technology and in this research many were positive about entrepreneurship as a key to opportunity.

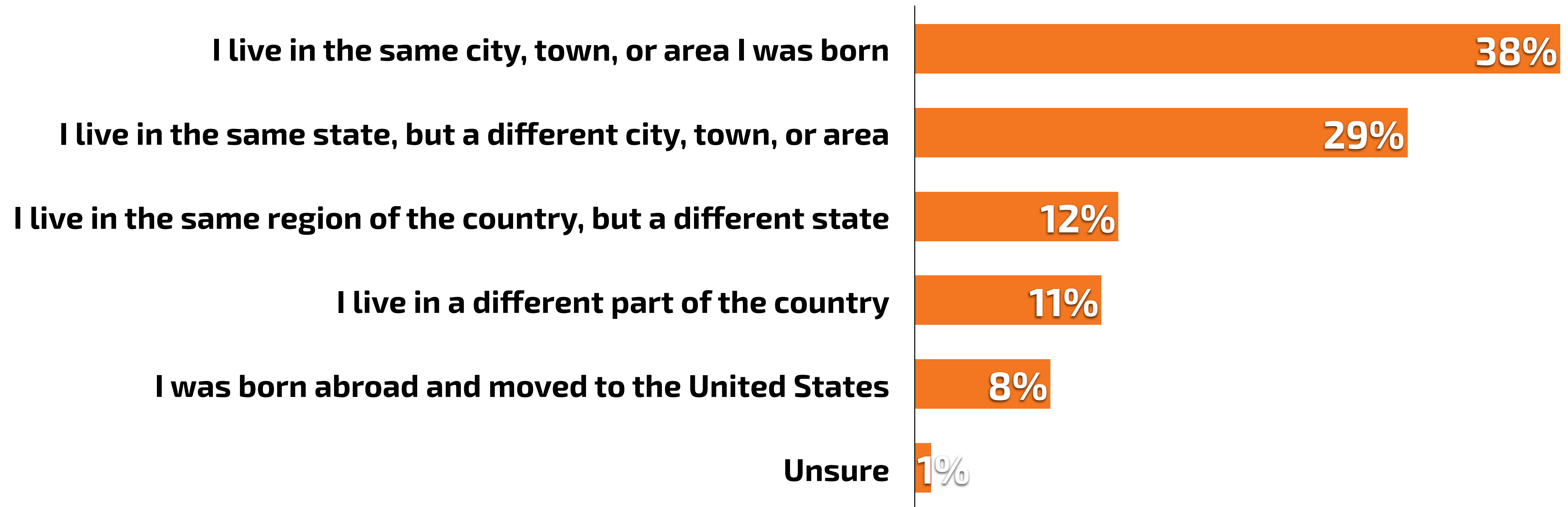
While cities are often appealing places for start-ups, some respondents saw benefits for starting businesses in areas with lower cost-of-living outside of big cities or near universities.

"Some people just don't have the money to launch something in the city because it is so exorbitantly expensive. But I do think that if you're successful in building a small community to back you, that they will fiercely support you and hope for your success." - Samantha, 20

"I think for a technology start-up, it would be better to be based out of a place that's more metro-accessible or close in proximity to other cities. It might also help to be based out of a location where there are universities to target a younger audience." - Mohammad, 26

Most Live In The Same State They Were Born In

Q. How far away do you live today from the place where you were born?



Most Want To Put Down Roots Somewhere, But Not Always Near Where They Grew Up

Q. Even if none of these are exactly right, which of the following do you agree with more?

- I would like to put down roots near where I grew up
- I would like to put down roots somewhere, but not near where I grew up
- I would like to move around a lot during my lifetime
- Unsure



68% Want to Put Roots Down



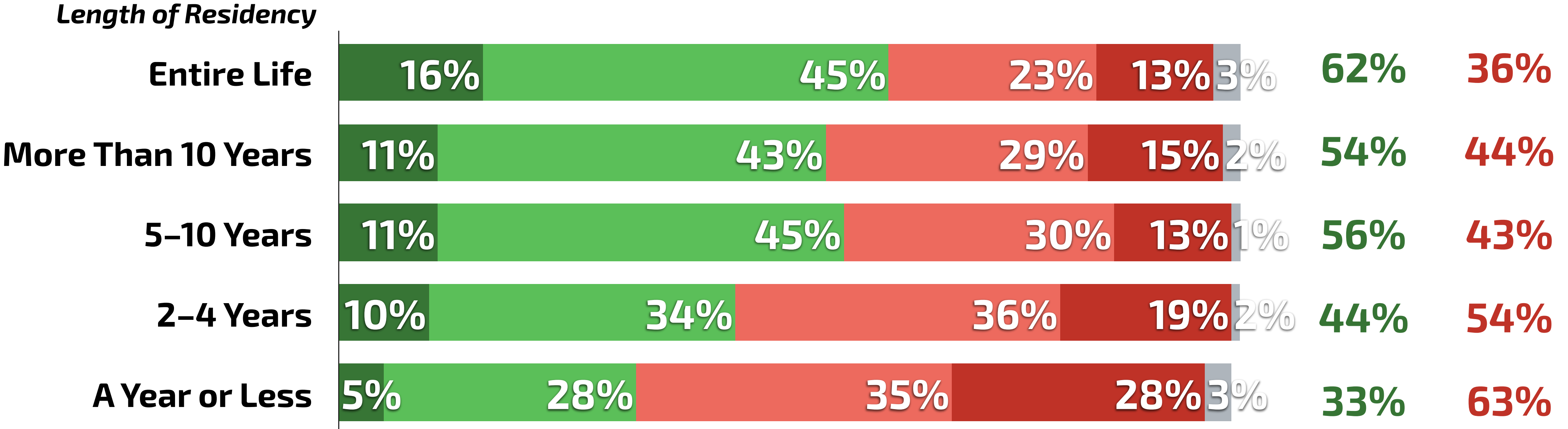
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Those Who Have Lived In Their Community For A Longer Period Of Time Generally Have Stronger Feelings of Connection

Q. How closely connected do you feel to people in your local community?

■ Very Close
 ■ Somewhat Close
 ■ Not that Close
 ■ Not Close at All
 ■ Unsure
 ■ Very/Somewhat Close
 ■ Not that/Not Close at All



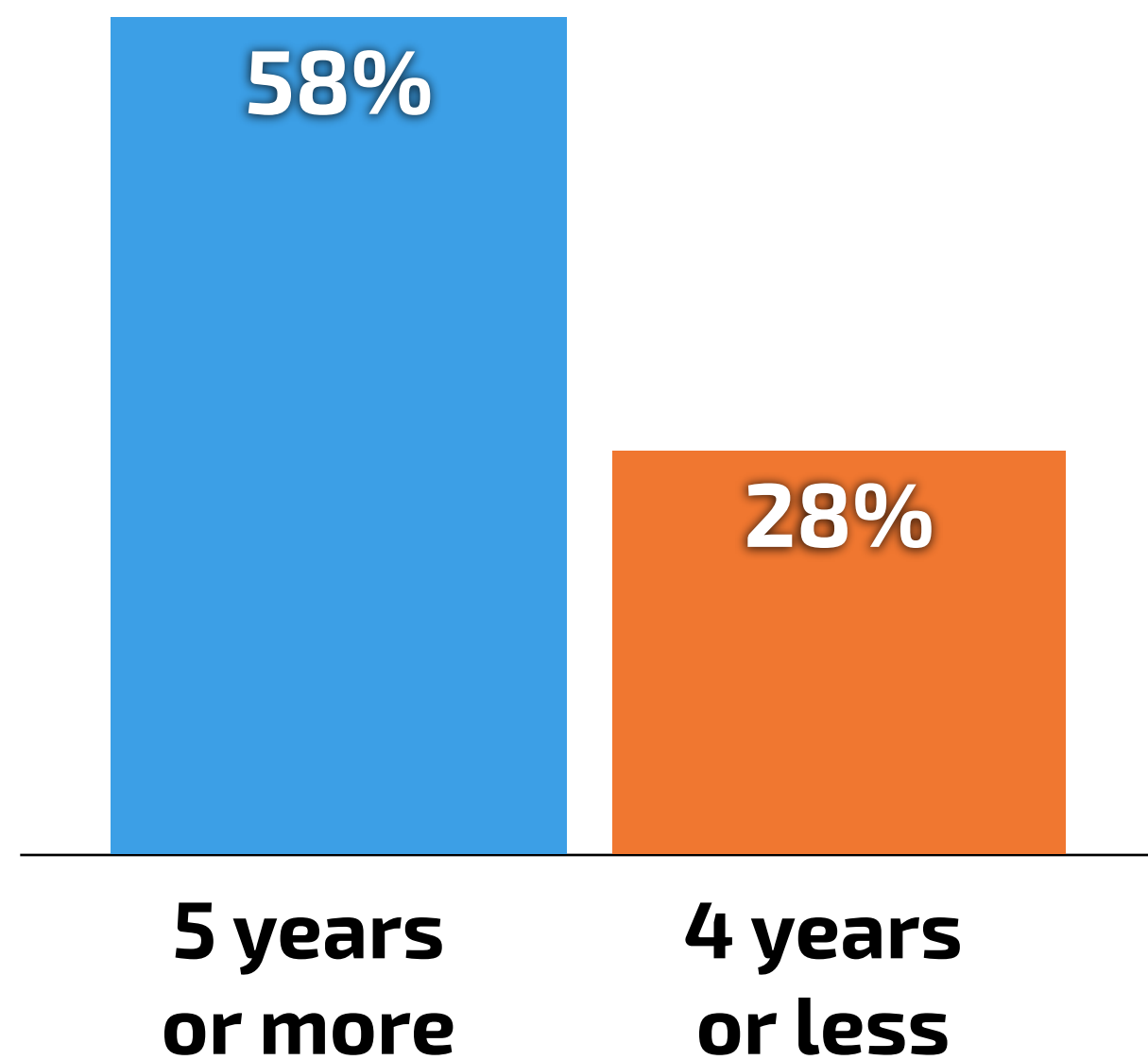
Most Anticipate Staying In Current Area 5 Years Or More; Job Opportunities Are Most Common Reason They Might Leave

Q. How much longer do you think you will live in the city, town, or area where you currently live?

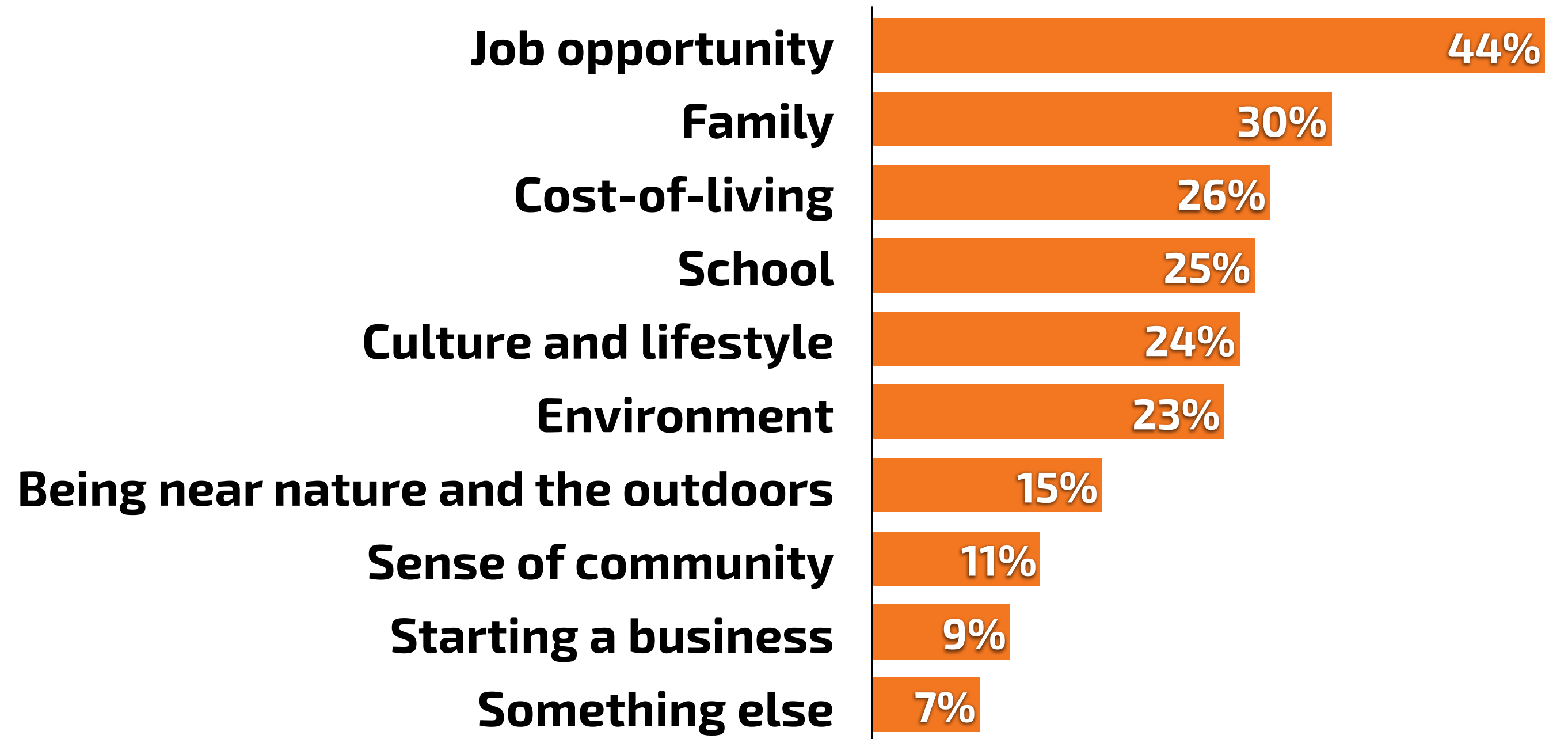
Q. [IF LESS THAN FIVE YEARS] You indicated you probably won't be living in the same place in the somewhat near future.

Which of the following describes why you think you will move?

How much longer they think will live in current area



Reasons Why 28% Think They Will Move in <5 Years





Unlocking opportunity means ensuring there is a foundation on which this generation can build their dreams.

It means clean air and water as a basic, foundational right. It means an education that teaches the skills people need to pursue a fulfilling career or further education. It means ensuring that no paths are blocked, no doors are closed to someone on the basis of where they were born or what they look like - that everyone has a chance to build the life they want. **That is the new American Dream.**

Methodology

The findings in this research report are derived from a nationally representative survey of Generation Z (n = 2,002 respondents nationwide aged 13-23) and Millennials (n = 2,002 respondents nationwide aged 24-39). The survey was conducted via online interviews, sampled from the general population panel hosted by Dynata, a leading global survey partner. This survey was fielded June 17-26, 2020 and results are weighted by gender, age, race/ethnicity, education, and region to reflect known population demographics.

This was followed by in-depth conversations via QualBoard with 146 additional respondents in these age groups. Five QualBoard sessions were held during mid-September 2020, each engaging a subset of respondents in three days of online asynchronous moderated discussion. Transcripts of each QualBoard session were reviewed and analyzed, and representative findings were included in this report.

Research was conducted by Echelon Insights and funded by the Walton Family Foundation.



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