

## First-Generation Millennial Voters:

# Who They Are, How to Reach Them, and What They Care About Most

This summer, over 100 first-generation college students and recent graduates who participated in the [Federal TRIO Programs](#) responded to a survey sponsored by the Council for Opportunity in Education to determine what issues the first-generation community cares about most as we head into the 2016 November elections. Targeting “millennial” (18-34 year old) voters, the average age of survey participants was 24 years old.

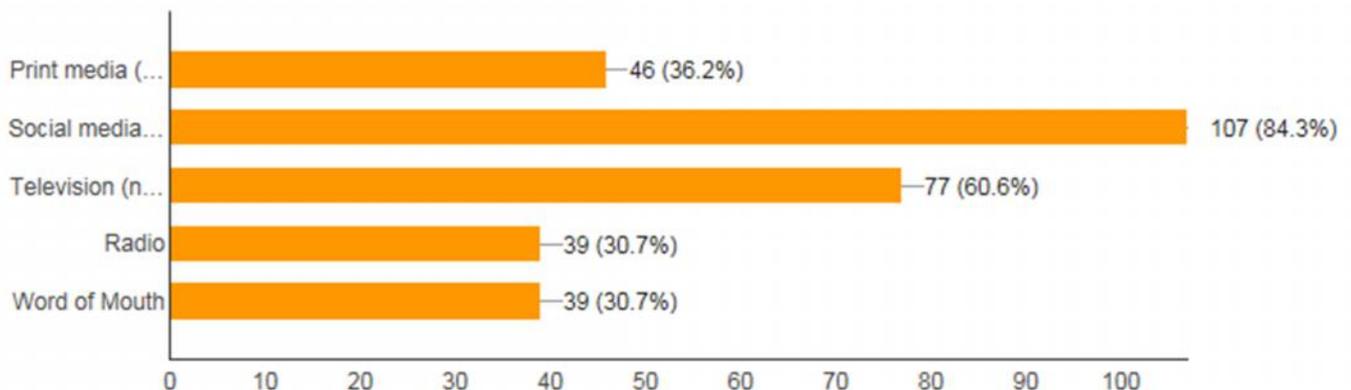
## First-Generation Millennials Are Politically Diverse!

While a total of 55% of respondents identified as “Democrat” and 10% as “Republican,” a sizeable percentage of respondents did not identify with any particular political party. Instead, they identified themselves as “Independent” (20%) or “Unaffiliated” (15%).

## Millennials Are Registered to Vote and Stay Wired!

A total of **84% of participants are registered to vote** and use social media as the primary tool to receive news on politics.

How do you primarily receive news on politics? (127 responses)

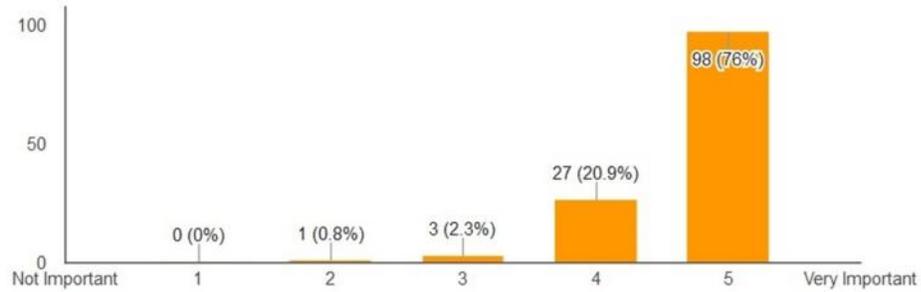


# Education is a Key Issue for First-Generation Millennials!

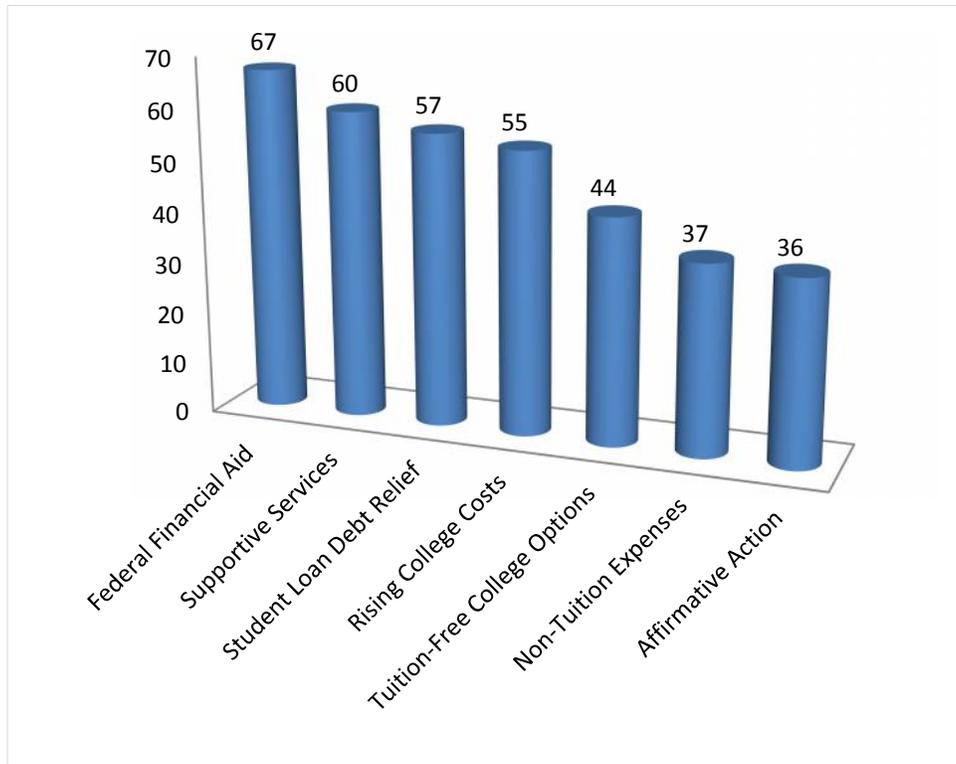
In terms of priorities, higher education ranked high for all respondents, with the vast majority (76%) citing it as “very important”.

## Higher Education

How important are higher education issues to you generally? (129 responses)

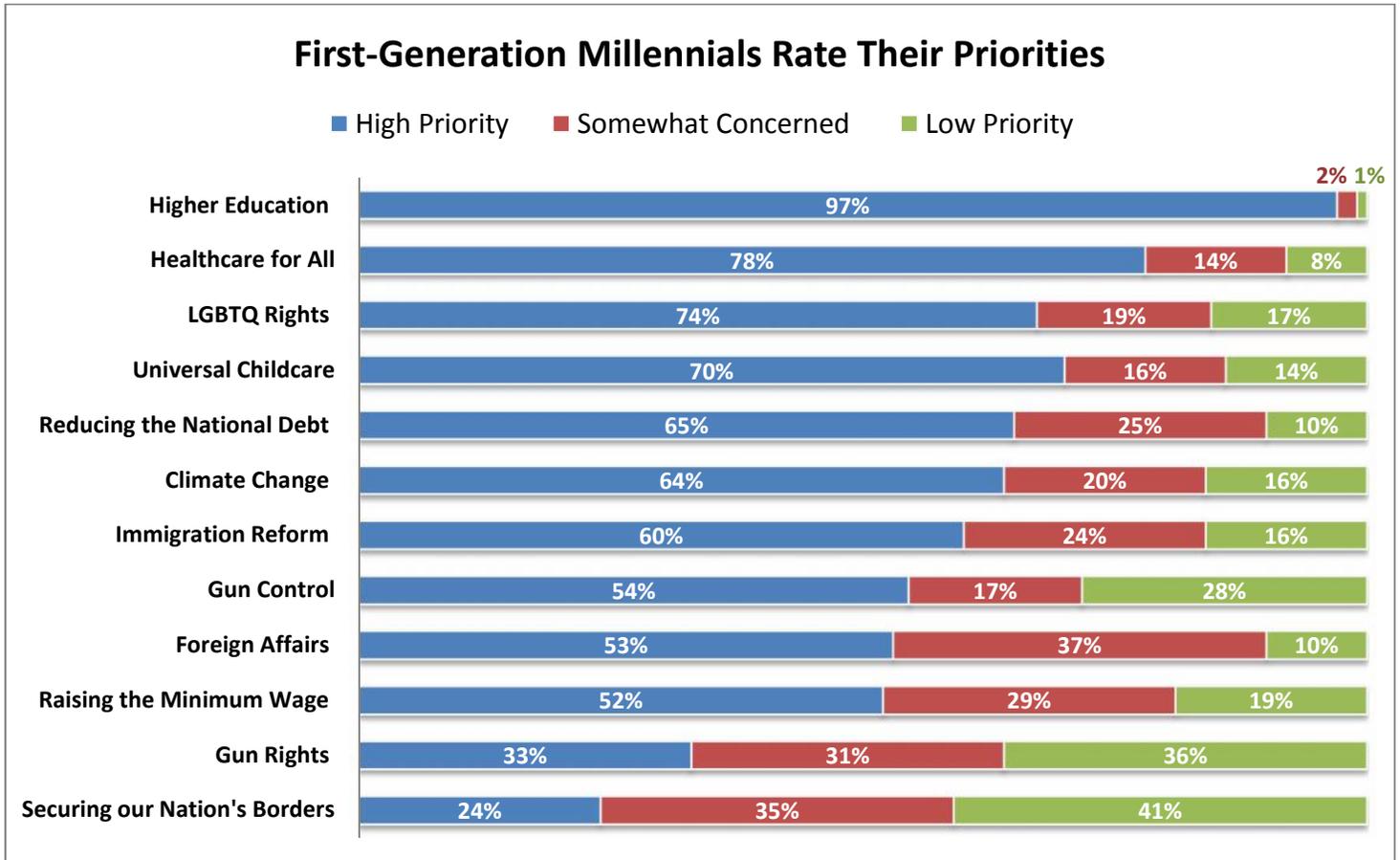


Federal financial aid and the availability of supportive services ranked highest among a long list of concerns that are “most important” to first-generation millennials.



# First-Generation Millennials Stay Informed!

In addition to higher education, participants were asked a series of questions about a variety of policy issues ranging from immigration to gun control. Survey respondents were asked whether they viewed these issues as a “high priority”, whether they were “somewhat concerned” about these matters or if these issues were a “low priority”. A snapshot of the results appears below.



## First-Generation Millennials Are a Key Demographic!

In the United States, there are 75.4 million millennials—and 64% of the millennials (48 million) are first-generation. If you are the first person in your family to graduate from college, you are likely the first person to do many other things, like purchase a home, work in corporate environment or even vote. First-generation millennials have learned to move between classes and are hungry for change. They are mobilized, organized, and ready to be engaged.

*The Council for Opportunity in Education (COE) is a nonprofit organization, established in 1981, dedicated to furthering the expansion of college opportunities for low-income, first-generation students, veterans and students with disabilities in all 50 states, Washington, D.C., the Federated States of Micronesia (FSM), Palau, Guam, and Puerto Rico. Its membership includes more than 1,000 colleges and agencies. Through its numerous membership services, the Council works in conjunction with colleges, universities, and agencies that host TRIO programs to specifically help low-income students enter college and graduate. An estimated 790,000 low-income, first-generation students and students with disabilities each year receive college access and retention services through our member colleges and agencies.*