

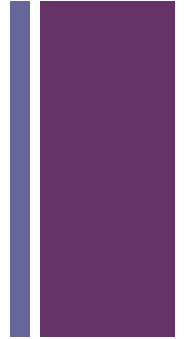


What Millennials Want From U.S. Social Insurance Reform



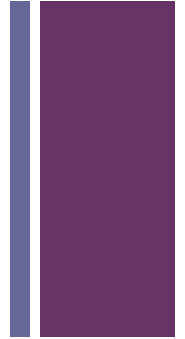
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+ Who are Millennials?



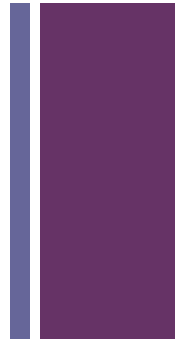
- Americans born between 1978 and 2000—the largest-ever generation of Americans.
- They're a participatory generation.
 - Technology
 - Incredibly informed
 - Evidenced by community focus (both global & walk-able)
 - Engaged in civic society (They Vote!)
- You can only do so much better than your parents; Millennials are a generation interested in doing better for America.
- They are self-described entrepreneurs / innovators / change-makers.

+ What does this mean for Social Insurance?



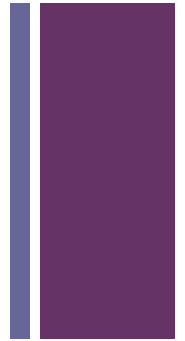
- The Millennial Generation supports strong social insurance programs
 - 66% of 18-29 year-olds favor increased government spending to stabilize Social Security (as compared to 52% of those over 60)
 - 69% of young adults favor government support for retirement (up from 56% in 96' and 53% in 85')
- Millennials are more progressive than past generations
 - Self-identify as progressive or liberal with much more frequency than past generations of young people
 - Generation X was quite conservative in comparison to Millennials—this extends to their support for Social Insurance

+ How do we get them involved?



- Give them a stake in DESIGNING the solution
 - Millennials are participatory and require authentic and substantive engagement outside of donating money or simply casting a ballot.
 - Young people ARE interested, but they must be engaged, not given the option between two pre-determined solutions.
- Once you have their attention, EDUCATE them (and the rest of America) as to the lesser-known details of the existing program
 - Social Security removes 1.3M children from poverty each year
 - Improves conditions for more young people than TANF
 - Increases the perceived possibilities for reform

+ We need to start now...



- The 2010 elections will push young people toward electoral participation, but policy reforms with long-term implications require education and Millennial participation right now.
- The innovative thinking Millennials will likely bring to the issue could begin to reshape the debate.
- You need Millennial support to win elections
 - As the largest-ever generation and one that actually votes, Millennials are becoming a greater force with each election
 - With proper framing, social insurance could become an issue on which politicians need to win Millennial support



For Questions:

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