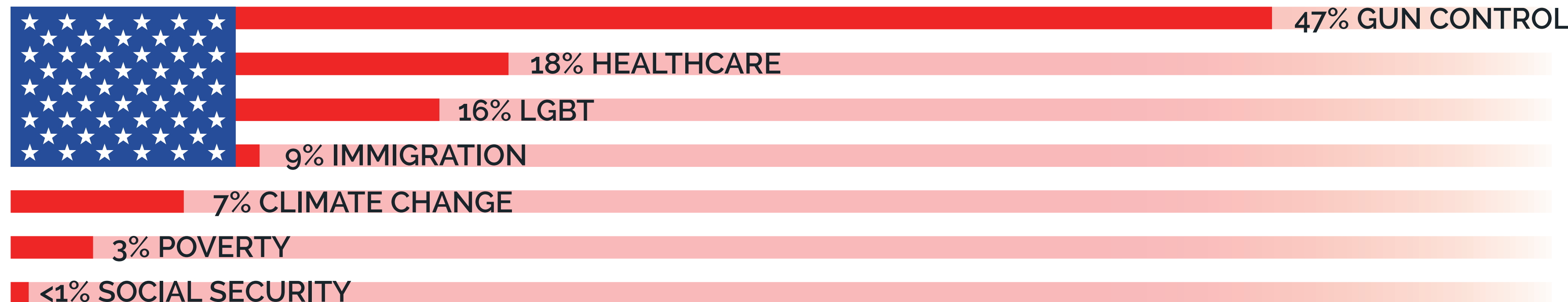




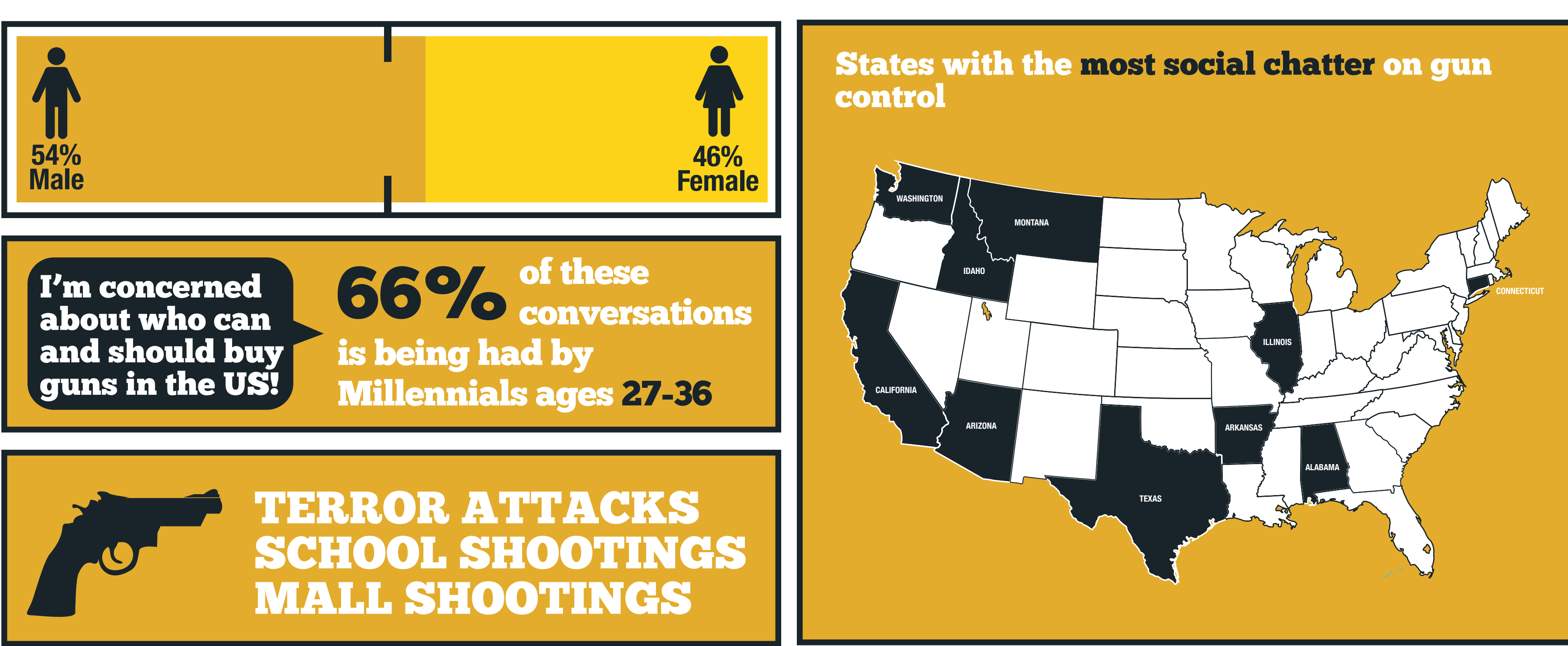
# Understanding Millennial Voters

Millennials have surpassed Baby Boomers as the largest generation of U.S. voters. Comprised of consumers ages 18-36, Millennials are the most digitally connected generation, and they freely share their preferences, beliefs, and opinions in social media environments. A new study by Diligent, a global programmatic media company, examines Millennials' social media conversations about the 2016 U.S. presidential election and its candidates. The study reveals some interesting insights about what's important to Millennials today.

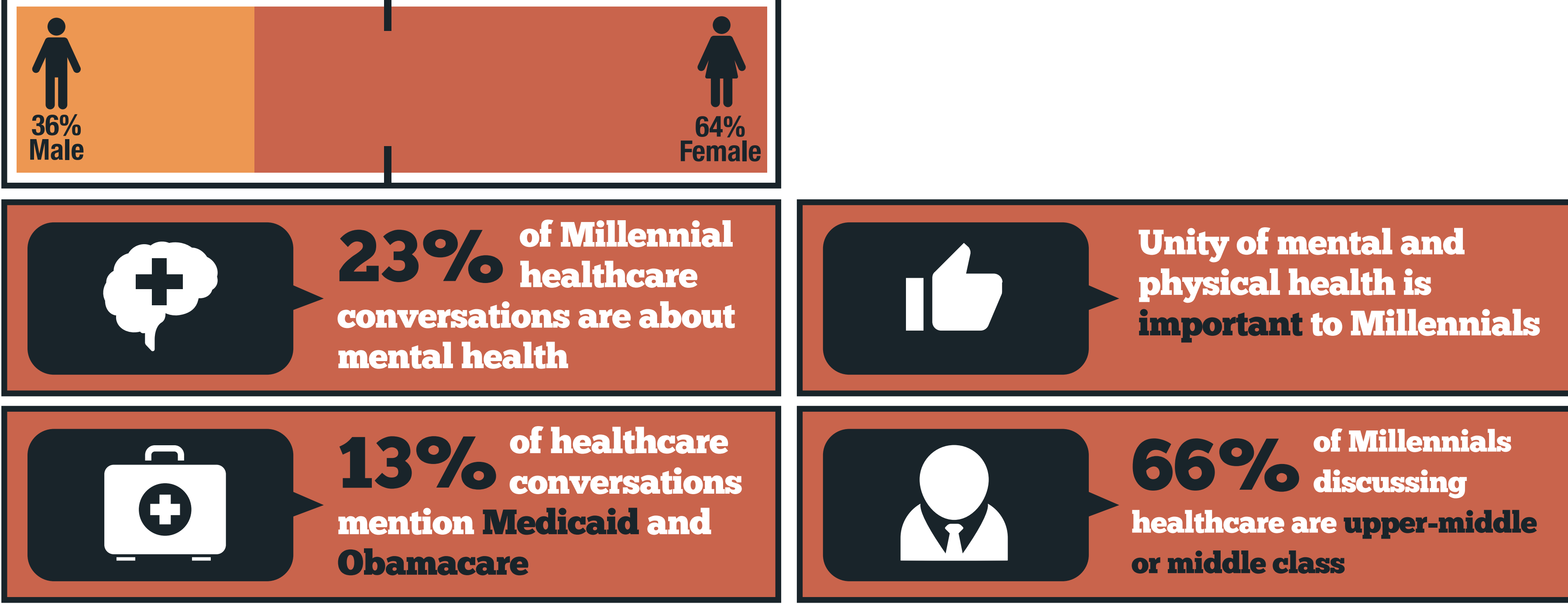
## POLITICAL TOPICS OF DISCUSSION



### GUN CONTROL



### HEALTHCARE



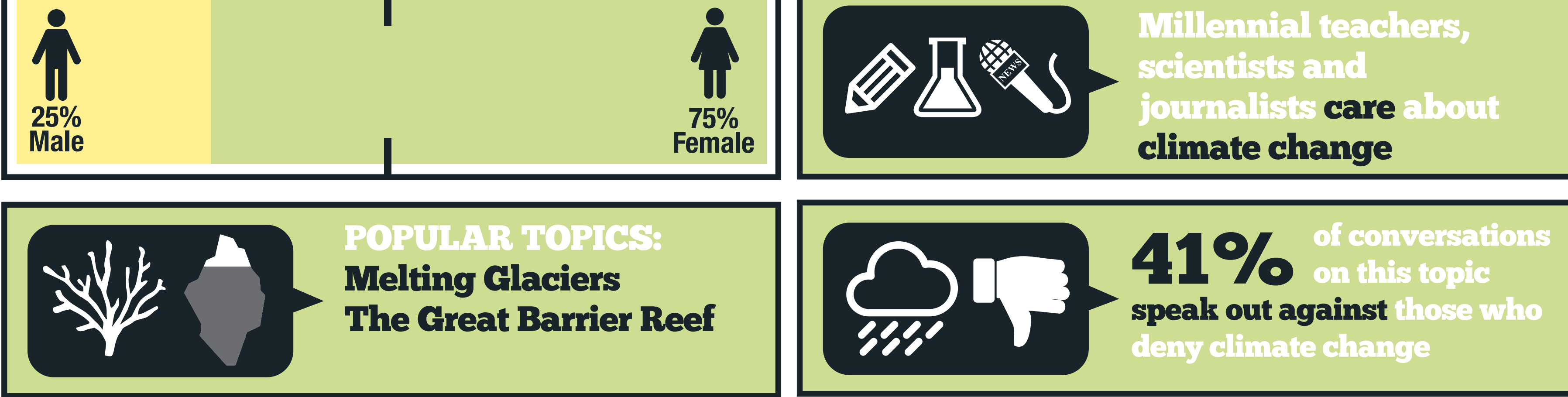
### LGBT RIGHTS



### IMMIGRATION



### CLIMATE CHANGE



### POVERTY

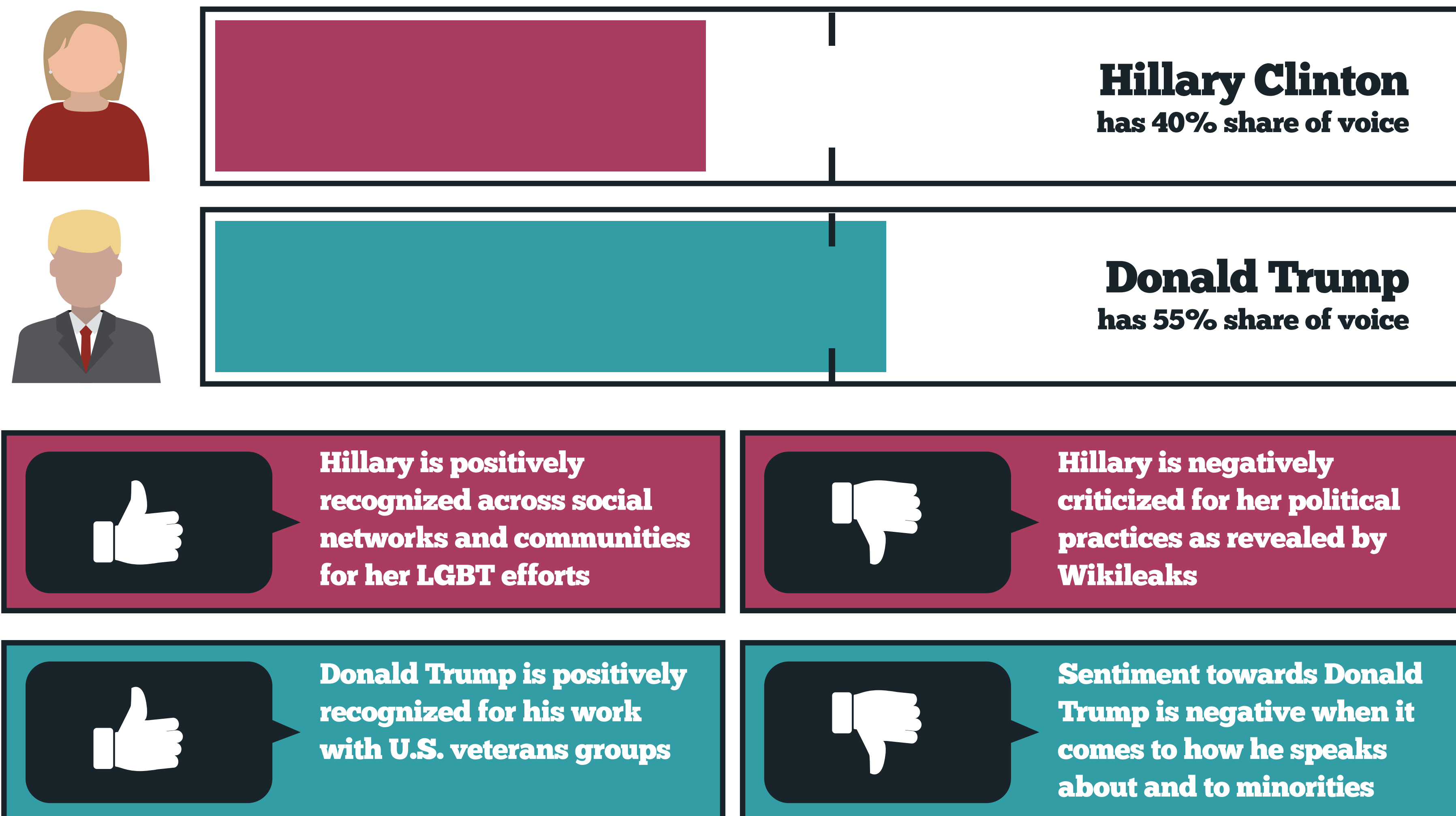


### SOCIAL SECURITY



## POLITICAL CANDIDATE INSIGHT

### How do the candidates measure up on social media?



## LOOKING AT THE VOTERS

### Who are Millennial Voters?

#### Clinton Voters



#### Trump Voters



About the study: Diligent's study combines its Consumer Persona proprietary insight and predictive modeling technology with Accesso's Consumer Analysis technology to discover unique consumer insights that relate to U.S. voter preferences, interests and opinions. Diligent is a global programmatic media company. Its sister agency, Accesso, is a social listening and consumer intelligence firm. Both are part of ispDigital, a marketing services holding company. To learn more about the services each provides, visit [www.diligent.com](http://www.diligent.com) or [www.accesso.com](http://www.accesso.com).

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