

# 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 Digilant, 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.

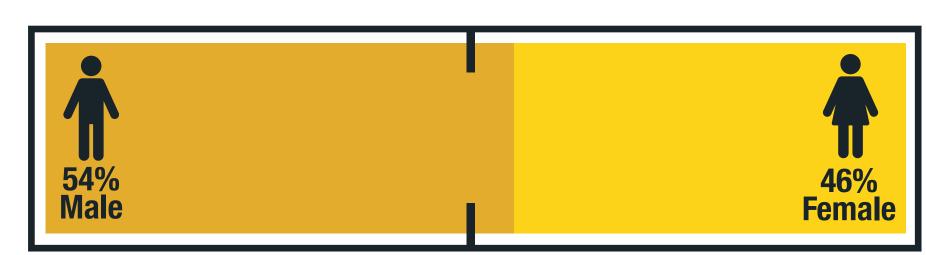
## POLITICAL TOPICS OF DISCUSSION

**18% HEALTHCARE** 

7% CLIMATE CHANGE

3% POVERTY <1% SOCIAL SECURITY

### GUN CONTROL



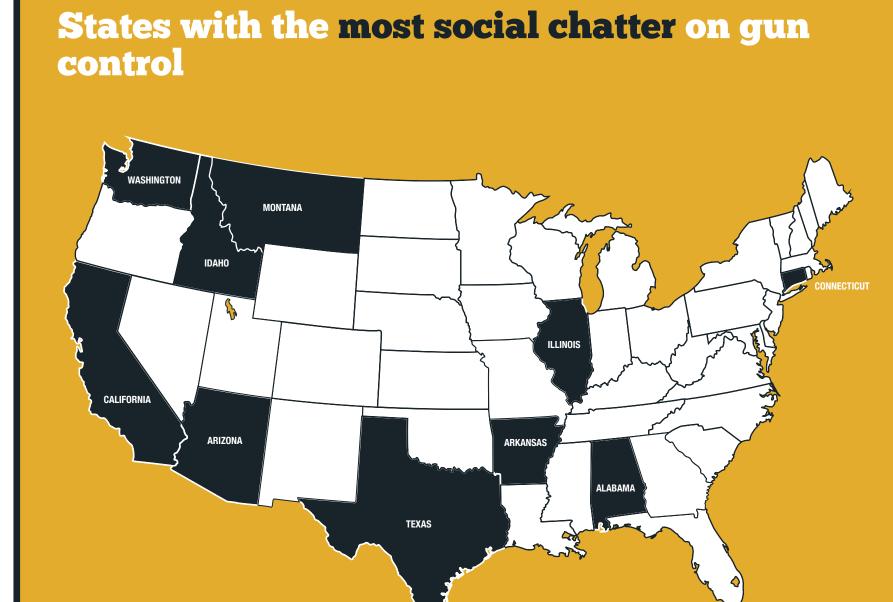
I'm concerned about who can and should buy guns in the US!

66% of these conversations is being had by Millennials ages 27-36

of Millennial

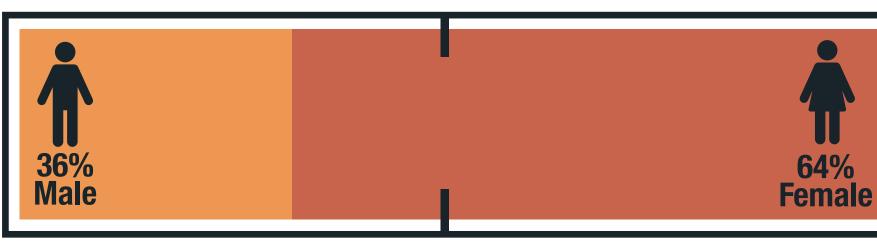
23% of Millennia healthcare

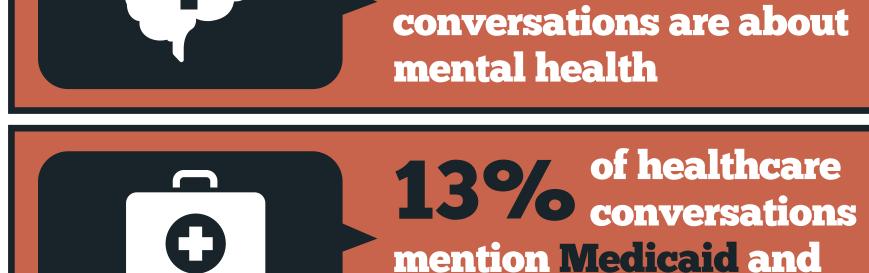
TERROR ATTACKS SCHOOL SHOOTINGS MALL SHOOTINGS



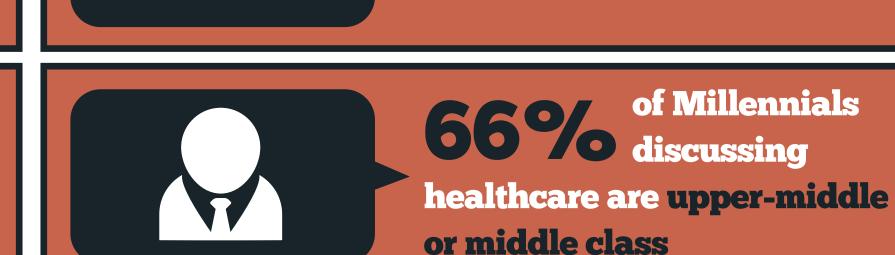
**47% GUN CONTROL** 

## HEALTHCARE





**Obamacare** 





of Millennials 67% of Millenmans talking about LGBT LGBT rights are ages 18-26

LGBT

talking about LGBT rights support **Hillary Clinton** 

of Millennials

**Unity of mental and** 

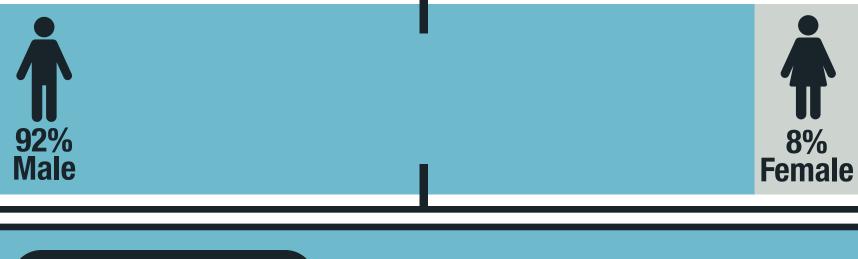
important to Millennials

physical health is



**Transgendered rights** 

are a hot topic





**Immigration Reform Syrian Refugee Crisis** 

**POPULAR TOPICS** 







journalists care about climate change of conversations on this topic speak out against those who

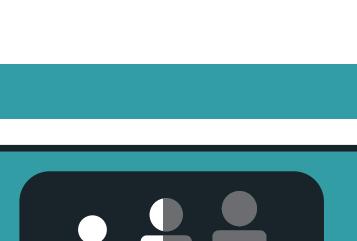
deny climate change

class

Millennial teachers,

scientists and





**Female** 

**Female** 

Poverty should be more

widely discussed during

of Millennials talking about poverty are lower-middle



### Male





held by Millennials in the upper-middle class

73% of Millennials

talking about social

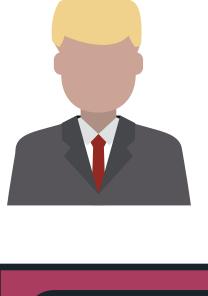
security are ages 27-36

90% on this topic are

of conversations

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

### **Hillary Clinton** has 40% share of voice



Male

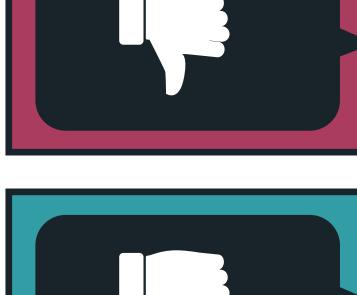
Hillary is positively recognized across social networks and communities

for her LGBT efforts

**Donald Trump is positively** 

recognized for his work

with U.S. veterans groups



criticized for her political practices as revealed by Wikileaks

**Sentiment towards Donald** 

Trump is negative when it

comes to how he speaks

about and to minorities

Hillary is negatively

**Donald Trump** 

has 55% share of voice



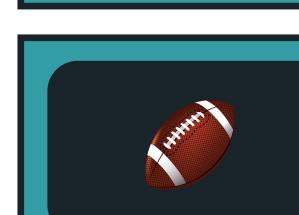
LOOKING AT THE VOTERS



**Trump Voters** 

## **Clinton Voters**

### **Deal Seeker** Seeks out free shipping and travel deals.



### **Investment Savvy** Invests in a retirement plan and mutual funds.

Enjoys golfing and watching the NFL

and MLB. Also a fan of Summer and



**Prepared Food Junkie** 

**Holiday Shopper** 

Monday retail holidays.

High spender who prefers to shop

during the Black Friday and Cyber

Eats at quick service restaurants and purchases packaged snacks and prepared foods at the grocery store.



**Power Shopper** 

and sports news.

**Sports Fan** 

Winter Olympic Games.



**Healthcare or IT** professional Likely to work in the healthcare field as

a nurse or in the IT field as an IT decision maker or software designer. About the study: Digilant's study combines its Consumer Persona proprietary insight and predictive modeling technology with Acceso's Consumer Analysis technology to discover unique consumer insights that relate to U.S. voter preferences, interests and opinions. Digilant is a global programmatic media company. Its sister agency,

Frequently shops for retail goods like clothing, shoes and accessories.

Acceso, 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, please visit www.digilant.com or www.acceso.com. © 2016 Digilant, Inc. All rights reserved. Usage of this content is permitted provided that proper attribution is given and includes the statement "Source: Digilant, Inc.".



