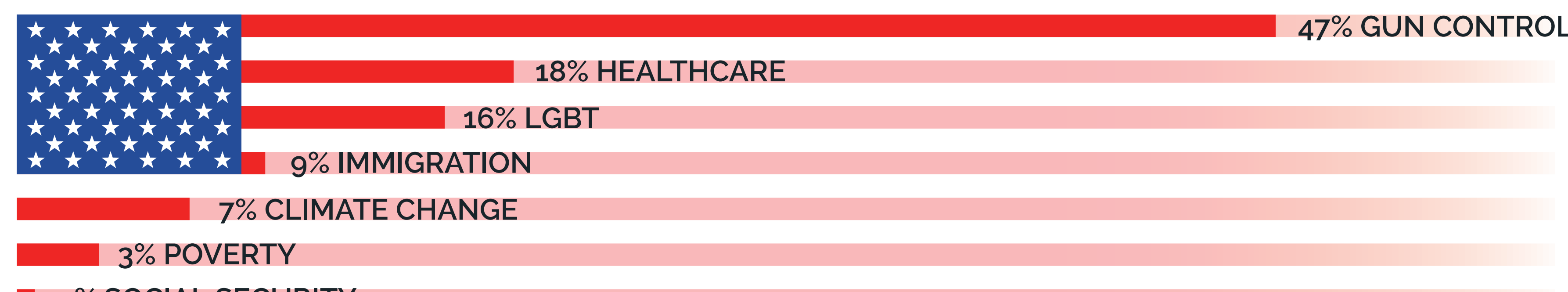




# Understanding Millennial Voters

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

**54% Male**

**46% Female**

**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

**TERROR ATTACKS SCHOOL SHOOTINGS MALL SHOOTINGS**

**States with the most social chatter on gun control**

## HEALTHCARE

**36% Male**

**64% Female**

**23%** of Millennial healthcare conversations are about mental health

**13%** of healthcare conversations mention Medicaid and Obamacare

**Unity of mental and physical health is important to Millennials**

**66%** of Millennials discussing healthcare are upper-middle or middle class

## LGBT RIGHTS

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

**Transgendered rights are a hot topic**

**LGBT** **91%** of Millennials talking about LGBT rights support Hillary Clinton

## IMMIGRATION

**92% Male**

**8% Female**

**Trump supporters are pushing #noamnesty for illegal immigrants**

**POPULAR TOPICS**  
Immigration Reform  
Syrian Refugee Crisis

## CLIMATE CHANGE

**25% Male**

**75% Female**

**POPULAR TOPICS:**  
Melting Glaciers  
The Great Barrier Reef

**Millennial teachers, scientists and journalists care about climate change**

**41%** of conversations on this topic speak out against those who deny climate change

## POVERTY

**52% Male**

**48% Female**

**Poverty should be more widely discussed during the election!**

**69%** of Millennials talking about poverty are lower-middle class

## SOCIAL SECURITY

**20% Male**

**80% Female**

**Millennials worry that social security will run out before they retire**

**73%** of Millennials talking about social security are ages 27-36

**90%** of conversations on this topic are held by Millennials in the upper-middle class

## POLITICAL CANDIDATE INSIGHT

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

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

**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**

**Donald Trump**  
has 55% share of voice

**Hillary is negatively 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**

## LOOKING AT THE VOTERS

### Who are Millennial Voters?

Clinton Voters	Trump Voters
<p><b>Deal Seeker</b> Seeks out free shipping and travel deals.</p>	<p><b>Investment Savvy</b> Invests in a retirement plan and mutual funds.</p>
<p><b>Holiday Shopper</b> High spender who prefers to shop during the Black Friday and Cyber Monday retail holidays.</p>	<p><b>Sports Fan</b> Enjoys golfing and watching the NFL and MLB. Also a fan of Summer and Winter Olympic Games.</p>
<p><b>Prepared Food Junkie</b> Eats at quick service restaurants and purchases packaged snacks and prepared foods at the grocery store.</p>	<p><b>Interested In News &amp; Events</b> Avid reader of U.S. news, world news and sports news.</p>
<p><b>Healthcare or IT professional</b> Likely to work in the healthcare field as a nurse or in the IT field as an IT decision maker or software designer.</p>	<p><b>Power Shopper</b> Frequently shops for retail goods like clothing, shoes and accessories.</p>

About the study: Diligent'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. Diligent is a global programmatic media company. Its sister agency, 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.diligent.com](http://www.diligent.com) or [www.acceso.com](http://www.acceso.com).