

THE MILLENNIAL DIALOGUE REPORT

USA





METHODOLOGY

Audiencenet conducted an initial online survey amongst 1,617 15-34 year old US residents and a week-long, moderated, online dialogue with 40 US Millennials, segmented as follows: the politically engaged; the mainstream and the politically disaffected.

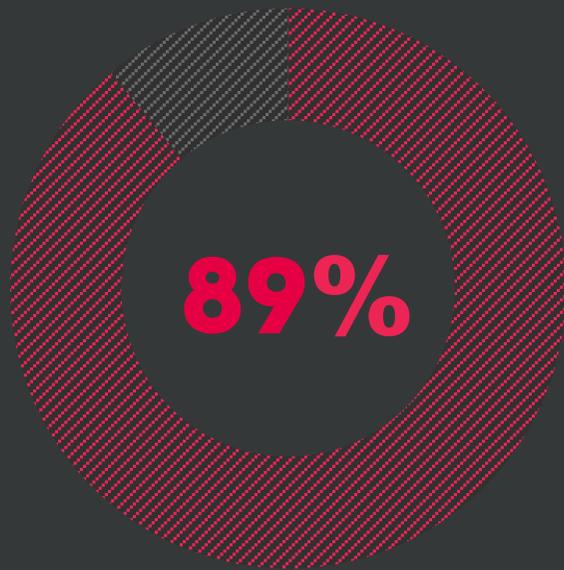
The sample was recruited to be nationally representative of all US Millennials in terms of: age; geographical region; household income and educational attainment levels.



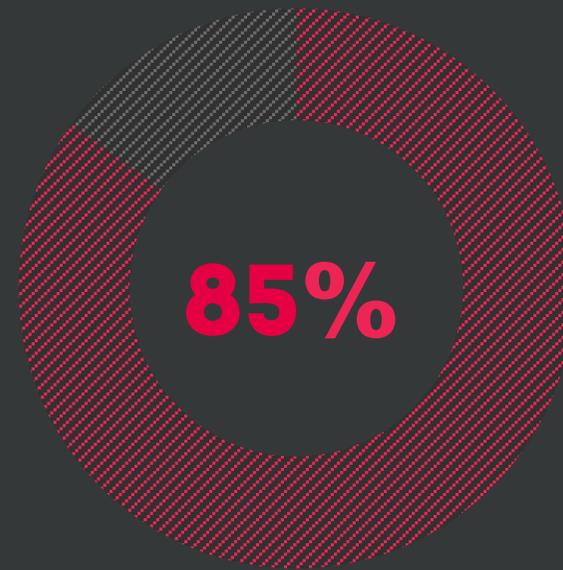
INTEREST & ENGAGEMENT WITH POLITICS



MOST YOUNG PEOPLE IN THE USA ARE HAPPY AND OPTIMISTIC...

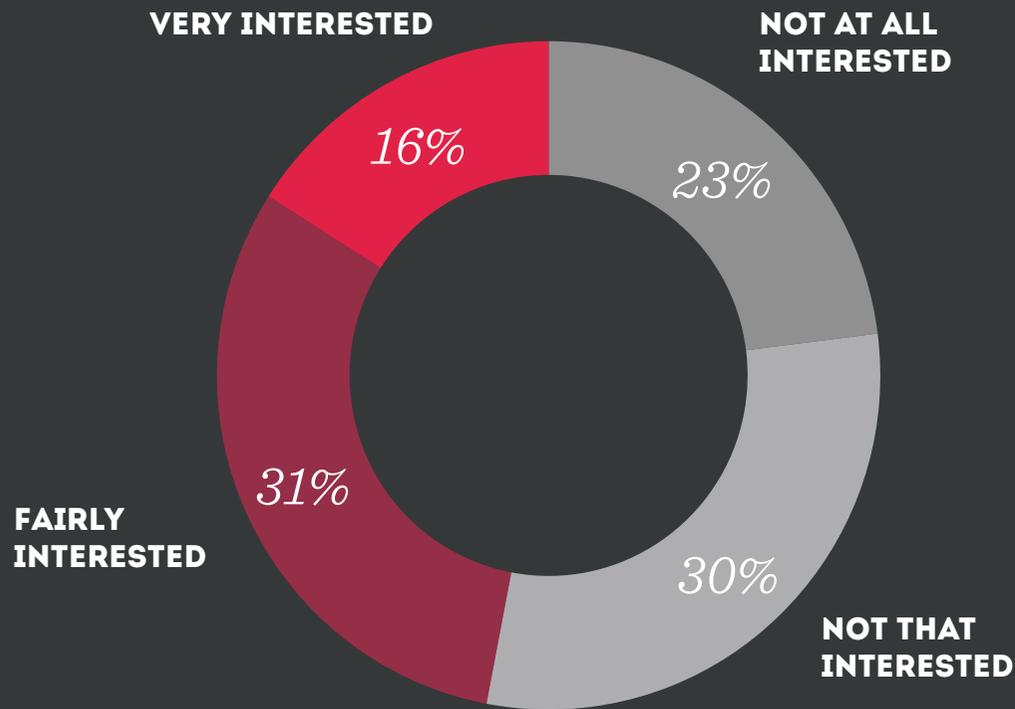


*Are generally happy
with their lives*



*Are optimistic about
their future*

...BUT INTEREST IN POLITICS IS LOW



16%

said they were “very interested” in politics

MUSIC & FILM TOP THE LIST OF INTERESTS

(Net %: very interested / fairly interested)

MUSIC

93

CINEMA

84

NEW TECHNOLOGY

84

COOKING

84

USING SOCIAL MEDIA

81

READING

80

FILM

79

EXERCISE

79

GAMING

73

FESTIVALS

73

THEATRE

64

TAKING PART IN SPORT

59

WATCHING SPORT

58

RELIGION

53

POLITICS

47

TAKING AN INTEREST IN POLITICS IS ALSO NOT SEEN AS BEING IMPORTANT

(Average rank in order of importance)

1 BEING HAPPY

2 BEING IN GOOD HEALTH

3 BEING FREE TO DO AND SAY WHAT I WANT

4 HAVING LEISURE TIME

5 HELPING OTHERS

6 SPENDING TIME WITH FAMILY

7 MAKING MONEY

8 BEING SUCCESSFUL

9 EQUALITY IN SOCIETY

10 SPENDING TIME WITH FRIENDS

11 THE WELLBEING OF SOCIETY IN GENERAL

12 HAVING MY VOICE HEARD

13 TAKING AN INTEREST IN MUSIC

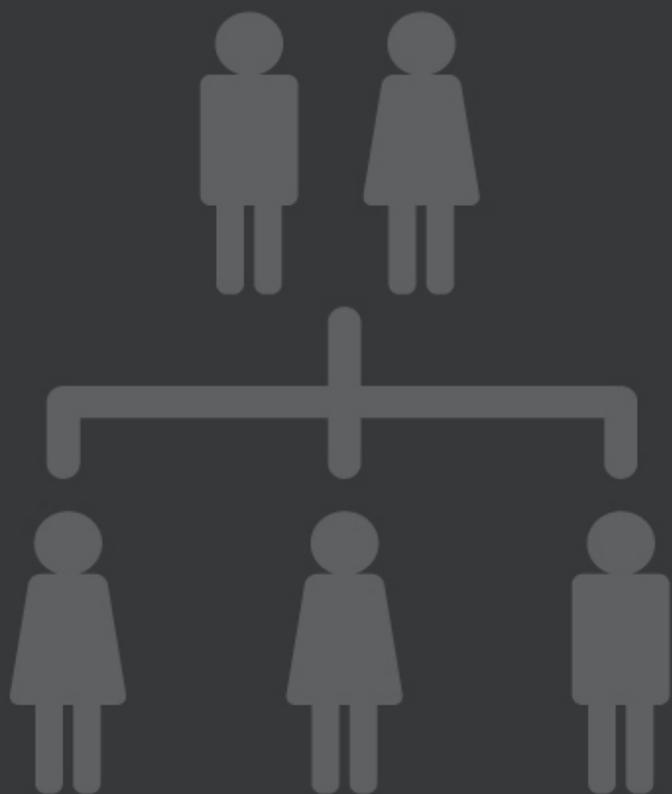
14 CONTRIBUTING TO SOCIETY

15 BEING CONNECTED TO FRIENDS VIA SOCIAL MEDIA

16 BEING INVOLVED WITH MY LOCAL COMMUNITY

17 TAKING AN INTEREST IN POLITICS

GENERATION GAP



44%

**FEEL THAT THEIR GENERATION
IS LESS INTERESTED IN
POLITICS THAN THEIR
PARENTS' OR
GRANDPARENTS' GENERATION**

22% THINK THE REVERSE

TAKING PART

Engagement with politics in the real world is low with just 7% saying that they have attended a political meeting and 9% who have taken part in a protest/demonstration

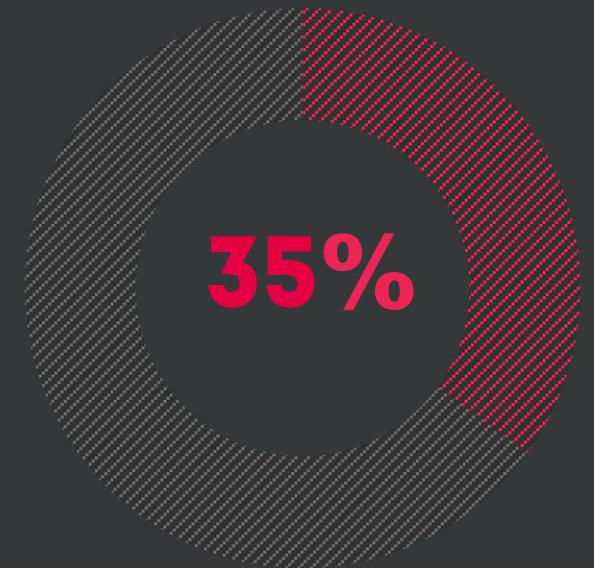
7%

*Take part in
political meetings*

9%

*Take part in
protests/demonstrations*

*This compares to 30% who
take part in religious
meetings/events and...*



*who take part in team
sports*

“While I’m still interested in politics, I’m definitely less enthused than I have been in years before. I am burnt out by the “US vs. THEM” rhetoric that is used to divide people. The two party system is laughable, and the year leading up to a presidential election is disgraceful - a bloated, depressing, media debacle. Our political system resembles an oligarchy more than it does a democracy. I feel that that the alleged disinterest in politics by young people is a problem of how the question is framed. I see young people being incredibly interested in the world, social and political issues. I also see young people utilizing social media to share information on these issues and things that affects them. Don’t mistake apathy towards the political system and politicians with lack of caring about public affairs...”

MILLENNIALS DO CARE ABOUT SOCIAL & POLITICAL ISSUES

Clearly some young people in the US are very angry about a range of issues and feel that their parents'/grandparents' generations (the ones in power) have been ignoring the issues affecting young people.

“It’s hard to pay attention and not get infuriated by what’s going on. It feels like elected officials don’t really care about our generation (student loan debt, anyone?) and it’s discouraging to watch the dysfunction of the system. So, I can understand how many people wouldn’t be interested - they aren’t being engaged or given any reinforcement that their voice matters... it’s so disheartening to be coming out of college sacked with sometimes tens of thousands of dollars of debt, and then find yourself struggling to even find a job, let alone start paying it back.”

“I feel the cost the of living seems to rise every day but our pay isn’t, it gets so frustrating because as a young child you’re encouraged to go out and become successful and you’ll be happy and things will be easier but that’s not the case. I feel like we are not being heard. I have yet to meet a politician who understands me.”

“I don’t think we are compensated the same that people of our parents’ generations were compensated for similar positions. A lot of the older generations tend to treat us like we are lazy and should be achieving the same goals and steps in life that they did decades ago even though the circumstances and opportunities are completely different now. Society has changed but the expectations haven’t.”

WHY ARE SO FEW YOUNG PEOPLE ENGAGING IN POLITICS?

When we asked why their generation was less interested in politics, the primary factors cited were that they don't feel represented, they don't feel they can make a difference, they are focusing on their own lives/problems.

“Most young people are frustrated with politicians right now, which is why I feel like they shy away from it. They feel as if they don't have a place in it; no one who truly represents them... Candidates and government don't really give the people enough time/attention so they feel their opinions don't matter and won't be taken into account at all.”

“I just find politics to be rather boring, never been interested in things like this. As long as the concerns in my life & of those I care about are being cared for, then I'm good.”

“Depending on where one lives, it's often like a person's one vote doesn't matter if the majority of people in that state or country feel differently than you do as the majority wins.”

WHY ARE SO FEW YOUNG PEOPLE INTERESTED IN POLITICS? CONT.

As mentioned before, they also hate trash-talk US vs. THEM negative politics.

“US vs. THEM” is getting VERY OLD!!! This is why I truly believe the country will never run even partially to its full potential unless partisan lines vanish!!!! Instead of trying to solve issues the two sides want to argue like children and are so interested in blocking anything from across the aisle that no-one is actually solving much of anything!”

“It’s pretty embarrassing how some seem to act like it’s one big game, and they’d do anything to block the other team from getting any wins even if it means that we’re the ones that suffer for it.. I’m not interested in politics at all, really. It’s usually a lot of mud-slinging of both sides trying to make the other one look bad & arguing over whose method to fix a problem is the correct one.”

“Recently, I saw a female running for mayor, and I saw one of her commercials. It was about “everything she could do.” I was interested, until half an hour later I saw a commercial with her talking, trashing the other candidate. I immediately turned the channel and lost complete interest in her. I refuse to vote for someone who trashes, therefore I haven’t voted much in the past years.”



POLITICIANS CONNECTING WITH YOUNG PEOPLE





32% FELT CONFIDENT THAT
THEY AND THEIR PEERS
COULD MAKE THEMSELVES
HEARD

30% THINK VERY FEW, IF ANY,
POLITICIANS ENCOURAGE
YOUNG PEOPLE TO GET
INVOLVED IN POLITICS

% AGREEING WITH STATEMENTS

68%

of millennials think that politicians ignore the views of young people.

THE VIEWS OF YOUNG PEOPLE ARE LARGELY IGNORED BY MOST POLITICIANS

68%

MOST POLITICIANS ARE MORE CONCERNED WITH OLDER PEOPLE THAN YOUNGER PEOPLE

62%

MOST POLITICIANS WANT TO CONTROL AND RESTRICT YOUNG PEOPLE

54%

MOST POLITICIANS WANT THE BEST POSSIBLE FUTURE FOR YOUNG PEOPLE

42%

THE VIEWS OF YOUNG PEOPLE ARE GREATLY VALUED BY MOST POLITICIANS

37%

MOST POLITICIANS ARE MORE CONCERNED WITH YOUNGER PEOPLE THAN OLDER PEOPLE

31%

WHAT MAKES A POLITICIAN TRUSTWORTHY?

The main theme in these discussions was keeping to pre-election promises. There were some other factors mentioned including tone of voice, demonstrating real passion for an issue, telling the truth even if it makes you look bad and being normal/personable rather than rigid/uptight.

“What makes a politician trustworthy is them doing what they say they will. Many make promises that they’ll do different things while they’re trying to get votes in the election but then won’t do even half of what they say they will once they’re actually elected. A tone of positivity, understanding and compassion is important when listening to a candidate speak about a given topic.”

“If they are confident and provide information and/or show that they are really interested in a certain subject then I know that I could trust this person. If they are unable to show that they are passionate in the subject then I know that they are just misleading me. For instance, if they say that they want to fix healthcare for the better, I would expect them to either be donating to them or participating in actions that would help healthcare.”

“I can trust Obama, because he tries to do the right thing, even if others put him down, or criticize his actions. He seems to try harder than anyone else... He’s candid with interviews and reporters and tried to answer all questions posed to him. I think that politicians could connect well to younger people if they just listen to what they have to say.”

WHAT MAKES A POLITICIAN TRUSTWORTHY?

Other popular threads in the trust discussions were about campaign financing and owning up to mistakes (and not acting like they have a clean record at the start of a campaign). It was also argued that trust is a two way thing and that politicians' lack of trust in young people is contributing to the problem.

"I personally feel that one of the biggest things that makes me distrustful of a politician is when I find out that their campaign is being funded with millions upon millions of dollars from a handful of wealthy donors. They're basically buying the election for a candidate who they feel will best suit their wants and needs. A candidate needs to serve the public as a whole, not just an exclusive group of one-percent'ers. People like the Koch brothers and Sheldon Adelson shouldn't be allowed to give any more to a campaign than the cashier at Starbucks."

"If you make a mistake own up to it. Yeah I cheated on my taxes, on my wife, etc. but this is what I am doing to correct it. When they get caught doing sometime they want to try to hide it. I would have more respect if people just said yup I did it and guess what that was a time of weakness and I am moving on. That would actually make them more personable and relatable then anything. They try to come into the race acting like they had a clean record. I think it was one of the Bushs' that said yup I smoked weed."

"They don't trust us either. They pander to people of their own demographic and then sort of side-eye the younger generation as being too liberal, or needing things done too quickly, thinking that we can't focus on one thing long enough and that we really just don't know how the world works. They think of us as a generation of spoiled children, and until they can see us as adults who can actually make ourselves heard, they will continue to not take us seriously."



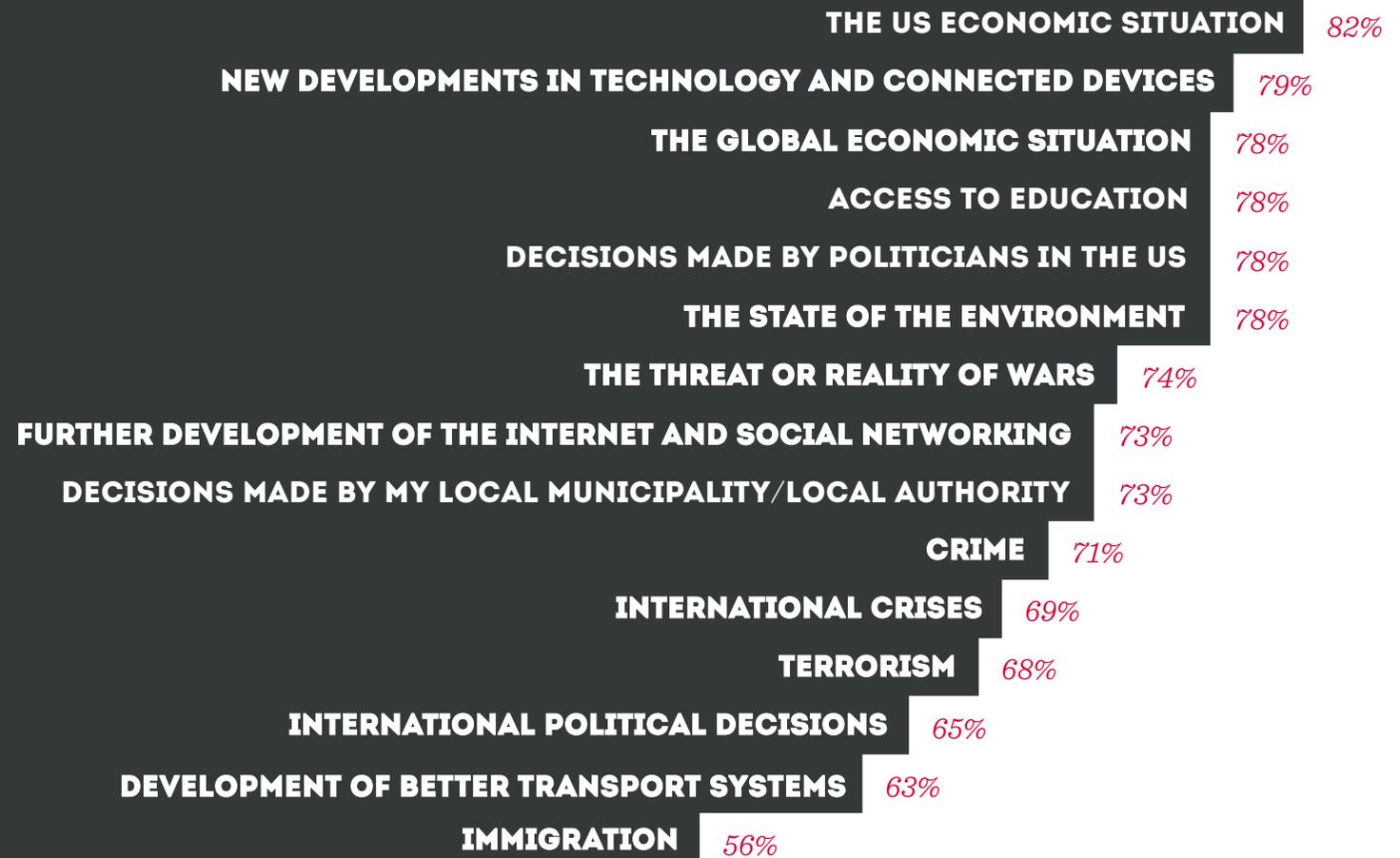
LOOKING TO THE FUTURE...



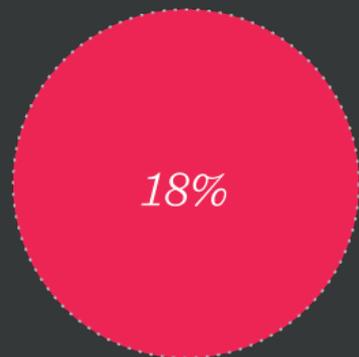
FACTORS AFFECTING FUTURE QUALITY OF LIFE

(‘Very big effect’ or ‘some effect’)

Millennials think “the US economic situation” will be the top factor influencing their future quality of life.



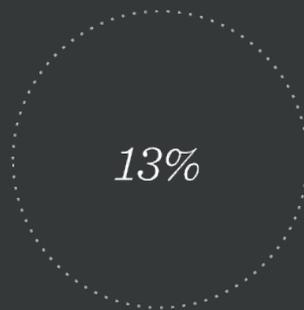
WHAT WOULD THEY RATHER BE?



*Business Owner
or Founder*



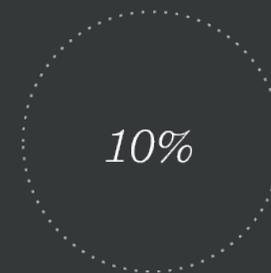
*Famous
Celebrity*



Doctor



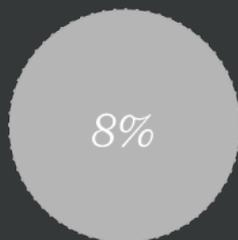
*Research
Scientist*



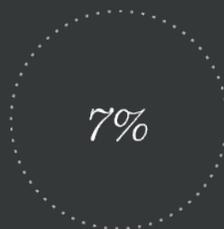
Musician



Writer



Sportsperson



Academic



Politician



Lawyer



*Religious
Leader*

TIME TRAVEL ACTIVITY | THEIR OWN FUTURE

We asked the participants to imagine that they could travel 20-30 years into the future and describe what they think their lives will be like. Broadly speaking they were optimistic and hope to be happy and healthy, with a good job.

“20-30 years from now, I can’t really imagine how my life will be. At the end of the day, my goal isn’t to be rich or famous, but to be happy. So whether I’m traveling, working, raising a family, or anything else I could possibly end up doing with my time, I just hope that I’ll have a smile on my face.”

“My only wish for my own future would be that as I’m as happy & healthy as I can be. I hope that I’ll have things to keep me busy but also have free time to do the things that I enjoy.”

“I will have finished my schooling and have my career in accounting.... I hope that our generation will have the ability to retire comfortably and that healthcare improves as well as SS and other issues. I hope we aren’t in for a rude awakening come retirement time.”

TIME TRAVEL ACTIVITY | US

When we asked what the US might be like in 20-30 years time, they were again generally optimistic, especially when they were talking about their hopes for a more equal society. Several also expressed their hopes/expectations about how the US will be perceived by the rest of the world.

“I hope that there will be even just a bit less racism & more tolerance & understanding for LGBT people.”

“I want to live in an America that is respected by the world, not hated like it is today. I hope the US will no longer be viewed as a bully nation, where we feel the need to be superior to other nations and on top of everything.”

“The US will be perceived by the rest of the world as a fashionable place but one that isn’t really relevant on the world scale in the same way. We’ll be trendsetters and all-star consumers just like we are now, but in world government, our decisions will not carry as much clout.”

TIME TRAVEL ACTIVITY | TECHNOLOGY

When asked what might cause the main changes in the future, technology was seen as the principle driver of change, affecting everything from the home, work, communications, the environment etc.

“I believe more young people will be forced to go to school and begin careers where robotics are less likely to be found. There will be less blue collar workers and perhaps more white collar jobs. A common starting job for a young person today is in the fast food industry. However, if robotics were to start preparing our food, obviously there would not be a need for a team of members in the kitchen. And since technology will be rising, I believe there will be more demand for scientists, engineers, technologists, and mathematicians to continue our evolution of technology.”

“It will not only affect us in the household... I believe the world as a whole will be more connected. The fact that our technology has advanced to where it has already is a great thing but I think we will see an even more global involvement. Companies now have go-to meeting with each other via Skype when in the last 20 years we thought conference calls were a thing of the future. Just think with all the technology we have already, the chance to get items and information from person to person will be much faster/sharper.”

“Embracing green energy and abandoning fossil fuels would help mitigate some of the disastrous effects of climate change. Maybe by investing in technology and science we can even find a way to reverse it somewhat.”

TIME TRAVEL ACTIVITY | GOVERNMENT

When we asked what the government might be like in 20-30 years time, three of the more popular comments described hopes for a more collaborative government, a government that listens to the people and more balanced candidate options.

“In my ideal world, though, the divide between Republicans and Democrats is less, and Government officials have figured out a way to work together for the benefit of the country, rather than working against each other and creating an environment where there is no productivity. I think one way they may end up working together more is if really extreme groups like the Tea Party get stronger. If the republicans and democrats can find a common enemy, perhaps they’ll work together more.”

“I would love to see positive changes in the government and would love to see them concerned about the issues that America is concerned with. I wish there could be a massive poll for everyone eligible to vote for the issues that are worrying them or concerning them the most. That way, I feel the government can listen, explore and educate themselves to make their citizens happy. Thus improving everyone outlook for the future.”

“Government isn’t any different, but the candidates are. The younger generation that went through this terrible time of distrust are now taking office and making a difference. I also hope the government would have less career politicians, lawmakers, and ex military people, and more science minded people, philosophers, types. We need a better balance in who represents us.”



VOTING

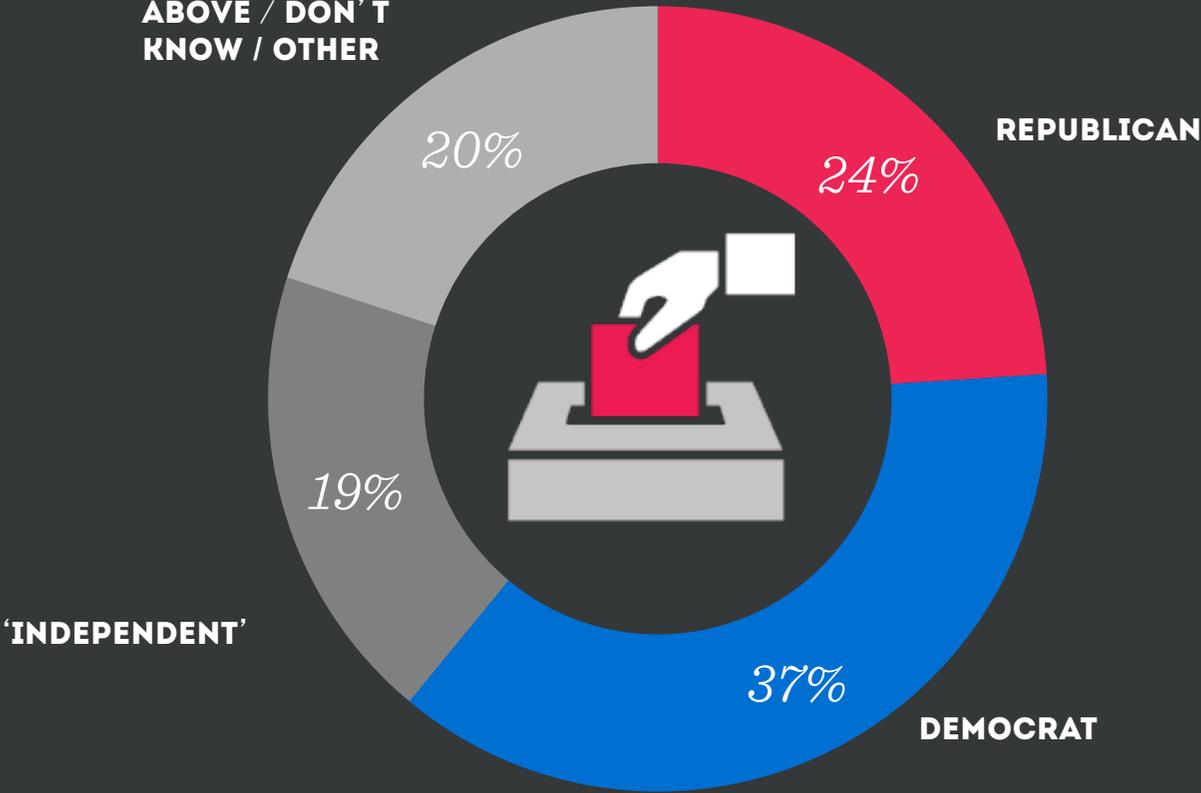


IF THERE WAS AN ELECTION TOMORROW...

64%

Said that they would vote ...

NONE OF THE ABOVE / DON'T KNOW / OTHER



KEY REASONS FOR NOT WANTING TO VOTE

1

**NO INTEREST IN
POLITICS OR VOTING**

2

**LACK OF TRUST IN
POLITICIANS**

3

**THEY DON'T THINK
THEIR VOTE WOULD
MAKE A DIFFERENCE**

4

**THEY DON'T FEEL
WELL ENOUGH
INFORMED**

5

**ALL PARTIES AND
POLITICIANS ARE
THE SAME**

KEY FACTORS THAT MIGHT ENCOURAGE AN INTEREST IN VOTING

#1

IF I KNEW MORE ABOUT POLITICS

2

IF MY VOTE REALLY MADE A DIFFERENCE

FACTORS CONTRIBUTING TO VOTING DECISION

(% 'Great Extent' or 'Some Extent')

Knowledge of the prospective presidents was seen as the key factor. Social media and other online factors were fairly low down the list as millennials expect the main campaigns to take place using traditional media (TV, newspapers, magazines and radio)

WHAT I THINK/KNOW ABOUT THE PROSPECTIVE PRESIDENTS

88

WHAT I THINK/KNOW ABOUT THE LOCAL CANDIDATES

86

SEEING/HEARING INTERVIEWS WITH THE CANDIDATES

86

NEWS/CURRENT AFFAIRS ON TV

82

READING THE MANIFESTOS

81

MEETING A POLITICAL CANDIDATE

78

NEWS/CURRENT AFFAIRS ON THE RADIO

78

ARTICLES IN NEWSPAPERS AND MAGAZINES

76

ONLINE ARTICLES / BLOGS

75

MEETING A PARTY CAMPAIGNER / REPRESENTATIVE

73

THE VIEWS OF MY PARENTS

69

INFORMATION VIA SOCIAL NETWORKS

67

THE VIEWS OF MY FRIENDS

64

POSTERS AND LEAFLETS

63

YOUTUBE VIDEOS

62

THE VIEWS OF MY SIBLINGS

61

MEANS THEY WOULD USE TO START A POLITICAL CAMPAIGN *(‘extremely useful’ %)*

If they were to start their own campaign, however, US Millennials would be more likely to focus their efforts on social media

USING SOCIAL MEDIA

43

APPEARING ON TV/RADIO

41

GETTING A WELL KNOWN PERSONALITY TO BACK YOUR CAMPAIGN

41

HOLDING A PEACEFUL DEMONSTRATION

35

CONCERT OR FESTIVAL WITH TALKS & BANDS

34

CREATING A YOUTUBE VIDEO

33

CONTACTING MY LOCAL SENATOR

29

HANDING IN A PETITION TO THE GOVERNMENT

28

PROMOTING A DEDICATED APP

27

STICKERS/POSTERS

26

HOLDING A DISRUPTIVE DEMONSTRATION

19

GRAFFITI

17

PREFERRED MESSAGE FOR ENCOURAGING MORE YOUNGER PEOPLE TO VOTE...

47%

“
Younger people need to vote - it's their future

”

27%

“
Voting is your responsibility

”

26%

“
Voting really does make a difference

”

**WHEN WE ASKED WHAT THEY
WOULD DO DIFFERENTLY IF THEY
WERE INVOLVED WITH A
CAMPAIGN, THE POST ON THE
NEXT PAGE MADE BY A
PARTICIPANT WAS
PARTICULARLY WELL LIKED BY
THE OTHER PARTICIPANTS...**



“My campaign would be almost exclusively viral. I believe that we as a culture are increasingly connected to our technology... sometimes to a point of being dependent on it. Fewer people watch TV live than ever before, so why bother with commercials? I’d put the majority of my funds, focus, and energy on creating a virtual presence that is nearly impossible to ignore.

Accounts on every major social media site where the candidate could interact with their friends, supporters, and followers would only be the starting point. I would have a team that oversaw the accounts and took note of topics or questions that repeatedly came up - things would be discussed and answered in weekly videos that would be posted online. I would want to show the public that this is a candidate who actually hears them.. If there isn’t something (like a great graphic) that grabs people’s attention, they won’t want to share, tweet, reblog, or regram it. Making stops on the trail, shaking hands, and giving speeches is great, but nothing will open you up to a bigger crowd than if you go viral...

...I want to see my candidate as a real person. Show me ‘behind the scenes’ shots before they step out on stage at a convention or event, show me a funny picture of them with their team taking a lunch break - show me an honest moment during the circus that is a campaign and I will be able to relate to that person more than someone who is never seen without an overpriced suit on, looking like a robot.

The bottom line is, if you’re looking to garner support from a generation that is more than likely voting for the first time; show them you’re not some over-the-hill, stuffy politician who relies on the old way of doing things. If you want the youth on your side, show them that you’re someone who embraces technology. Show them that you’re someone who actually listens to them and at the very least, tries to understand the issues they’re dealing with. Hell, show them that you’re someone who isn’t above binge watching Netflix on your day off. Show them that you’re not so different than they are, and maybe they’ll start putting their trust in you to lead them to a better tomorrow.”

WHAT ELSE WOULD THEY DO DIFFERENTLY?

Other ideas / themes that emerged from the ‘imagine that you were involved with a new political campaign’ activity were that politicians should interact on social media themselves rather than via an employee/assistant, avoid ‘pomp and circumstance’ and, again, avoid negative campaigning.

“Most often they’re not done by the person whose page it is, but an assistant or social media campaign person. It’s less personal, which is definitely not going to help. I think that often the way politicians use online platforms is too hesitantly. They want to appear professional. They often come off as stuffy and unapproachable. They aren’t seen as ‘normal’, even on their personal websites.”

“Give them ideas that they can stand behind, presented in a way that makes the most sense, and no pomp and circumstance, which I think can be off putting for a lot of younger people. When they make speeches or debate it’s in such a formal setting with a lot of lights and formality. I feel like if candidates could have a conversation with each other in a casual setting, it would feel like the viewer was there too and a part of the conversation.”

“As far as making my campaign different than other campaigns, I think I would avoid smear campaigns. I cannot stand election season because I usually see tons of ads featuring one person bashing the other... I would put more emphasis on what I would be doing right instead of what other campaigns are doing wrong.”

POSTER CAMPAIGN

We asked the Millennials to work together to develop ideas for posters that would encourage young people to get engaged with politics.

The consensus was that the best language to empower and ignite the base would be to the point, simple, strong, positive, straight-forward and unambiguous.

For the imagery, several people used words like bright, simple and vibrant. Others suggested showing young people from different backgrounds standing together (e.g. “peaceful protests or marches; millions of people all pushing for the same ideal”)

Several participants thought that a “hashtag” campaign would help to get people’s attention.

The poster headline ideas were generally very positive messages, here are some more of the top rated suggestions:

#STANDFORYOURFUTURE

BE THE CHANGE

BRING IT BACK TO WHAT MATTERS

AMERICA FIRST

WEBSITE

A new activity we added for the US community was to ask the participants what they would do if they were involved with designing a new campaign website. The most well liked idea was to reduce the prominence of donations and move the focus to something more interactive such as a Reddit style AMA (ask me anything) feature.

“One of the things I find the most irritating about campaign websites is that the majority of the time, it just seems like they only exist as a donation site. While I absolutely understand the need for that, I would want a campaign website which was interactive.

Maybe a submission platform where supporters could leave comments/questions or submit videos which show their support or ones that have a specific question for the candidate. I would want a website which also had a forum or group within it where supporters would be able to talk to one another and organize their own events to show their support.

...I'd also like to see a built in feature where the candidate would be able to have Reddit-style AMA's. It would be a great way to show the base that this is a candidate that is actively taking an interest in what they have to say. I feel like AMAs are better because it tends to feel like more of an actual conversation. When someone tweets something to a politician, it's easy for the tweet to get lost among thousands of others, and with Facebook, posting on a politicians wall literally feels like talking to a wall. You never really feel like you're being heard. With an AMA, it's an event. It's a conversation.”

WEBSITE

Some of the other popular ideas in this thread included...

“Campaign trail map, daily funny quote either from said person or just from someone around them, it makes them appear more personable

Instagram. I’m sorry, I love Instagram. I love getting that little snippet into things going on around the world

“What I’m reading” - Something that they honestly enjoy, that way it is a true reflection of them.”

“- Pictures of the candidate with their family & constituents

- City skylines/pictures of the community in the background

- Bright color scheme

- Candidate Bio including family life, qualifications, interests

- Ideology page with the candidate’s stand on issues, issues important to candidate

- Accomplishments/Experiences section

- Contact form to submit questions/comments

- YouTube stream with candidate videos”

“I think the site should first and foremost allow people to share their ideas and opinions and put those front and center. A candidate can have financial backing, lobby support, but without voters, they won’t amount to much. The content should be monitored to prevent inappropriate things from getting through but should offer a dialogue and perspectives from the entire political perspective.”

THE ISSUES THAT MATTER



HIGH PRIORITY FOR PUBLIC SPENDING

Education, job creation and Healthcare were considered to be the top priorities for government spending.





**83% BELIEVED IN THE
IMPORTANCE OF EQUALITY IN
GENDER AND SEXUAL –
ORIENTATION IN SOCIETY**

WHAT SHOULD POLITICIANS WORK TOWARDS? (%)

TO WHAT EXTENT DO THEY DELIVER ON THE FOLLOWING? (%)

ENSURING THE BEST POSSIBLE FUTURE FOR YOUNG PEOPLE



IMPROVING AND MAINTAINING GOOD EDUCATIONAL FACILITIES



PUTTING THE PEOPLE OF THE US FIRST



ENSURING THE WELLBEING OF THE ELDERLY



IMPROVING AND MAINTAINING GOOD MEDICAL CARE



ENSURING EQUALITY OF OPPORTUNITIES FOR ALL



INVESTING IN TECHNOLOGY



ENSURING THAT THE US PLAYS ITS PART ON THE WORLD STAGE



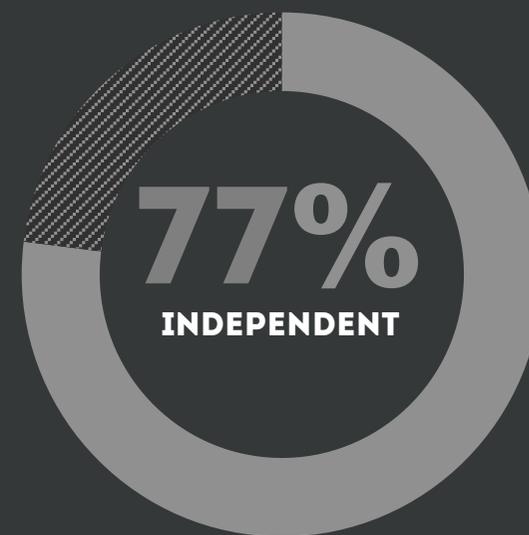
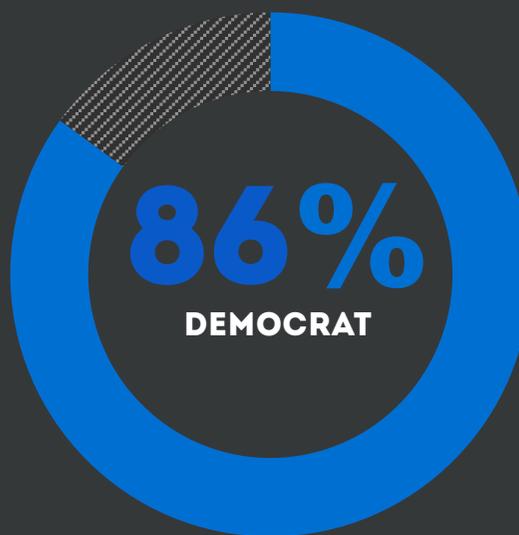
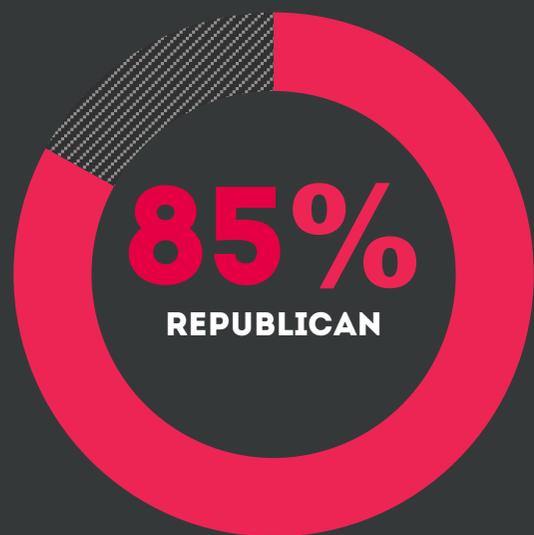
BUILDING AND MAINTAINING A STRONG MILITARY FORCE



POLITICIANS / POLITICAL PARTIES



AWARENESS OF POLITICAL TENDENCIES



AWARENESS OF POLITICIANS (%)

VICE PRESIDENT JOE BIDEN

61

FORMER US SECRETARY OF STATE HILLARY CLINTON

61

FORMER GOV. SARAH PALIN (AK)

55

FORMER GOV. JEB BUSH (FL)

44

GOV. CHRIS CHRISTIE (NJ)

39

SEN. TED CRUZ (TX)

38

SEN. RAND PAUL (KY)

38

GOV. RICK PERRY (TX)

37

MAYOR RUDY GIULIANI (NY)

35

SEN. MARK RUBIO (FLO)

31

SEN. ELIZABETH WARREN (MA)

21

GOV. SCOTT WALKER (WI)

18

SEN. BERNIE SANDERS (INDEPENDENT - VT)

17

SEN. AL FRANKEN (MN)

17

GOV. BOBBY JINDAL (LA)

14

STATE SEN. WENDY DAVIS (TX)

14

SECRETARY JULIAN CASTRO

11

SEN. TIM SCOTT (SC)

10

SEN. CORY BOOKER (NJ)

10

FORMER GOV. MARTIN O'MALLEY (MD)

9

SEN. KIRSTEN GILLIBRAND (NY)

9

GOV. JOHN KASICH (OH)

8

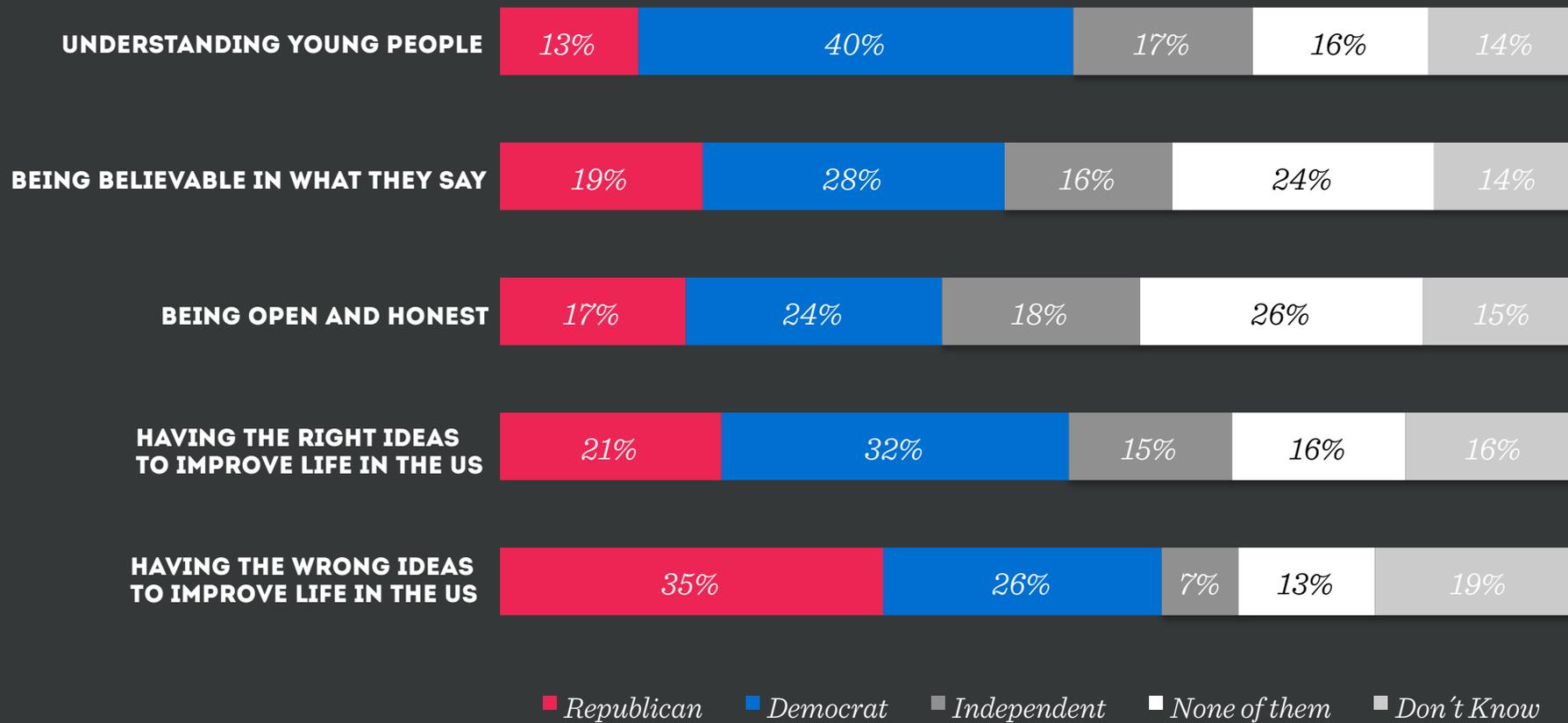
CARLY FIORINA

8

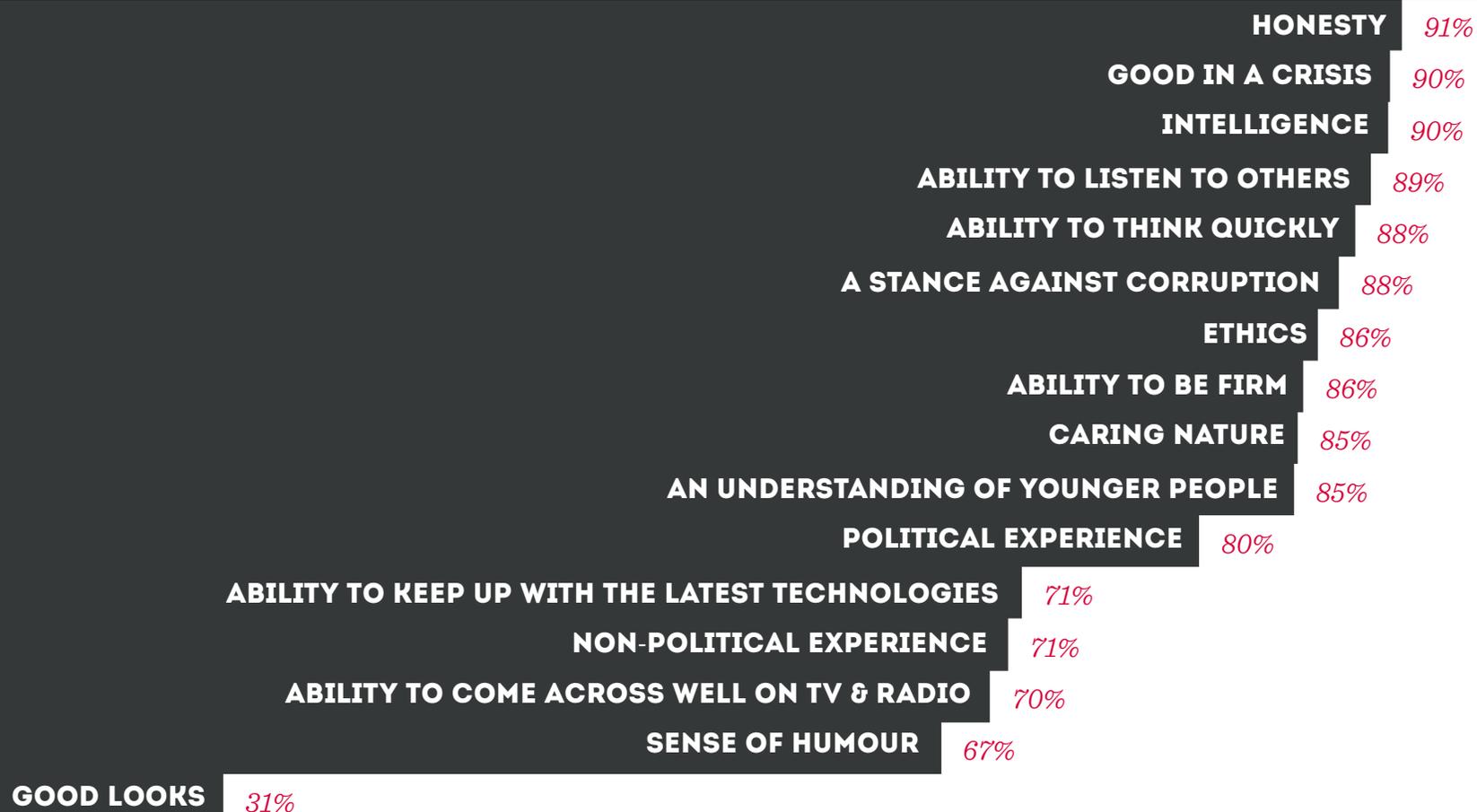
FORMER SEN. JIM WEBB (VA)

8

WHICH PARTY SCORES THE HIGHEST FOR...

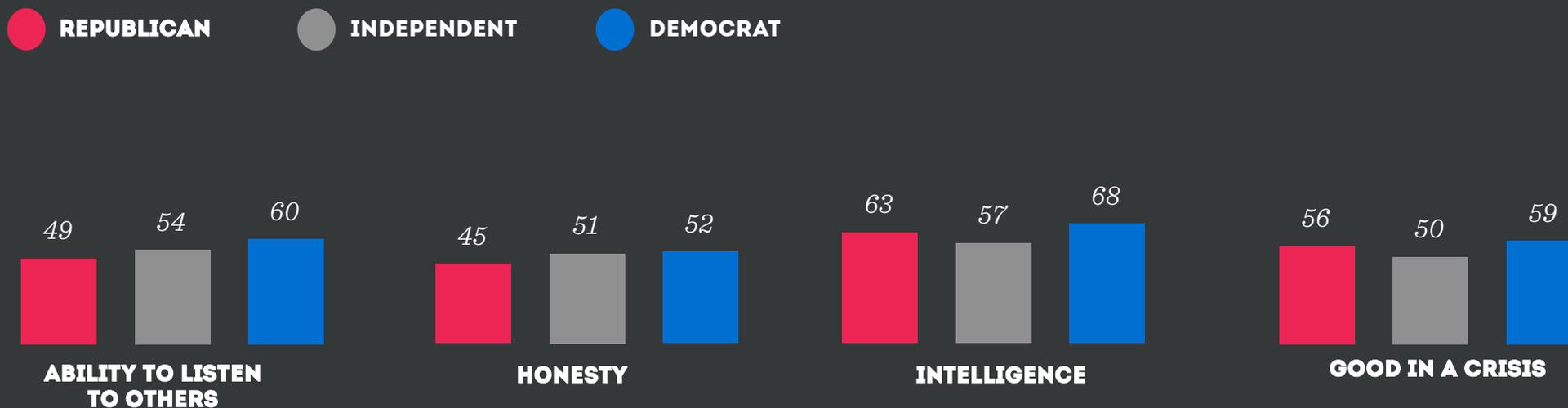


IMPORTANT QUALITIES FOR AN ELECTED POLITICIAN



QUALITIES BY POLITICAL TENDENCY

Possess this quality to a great deal/ some extent (%)

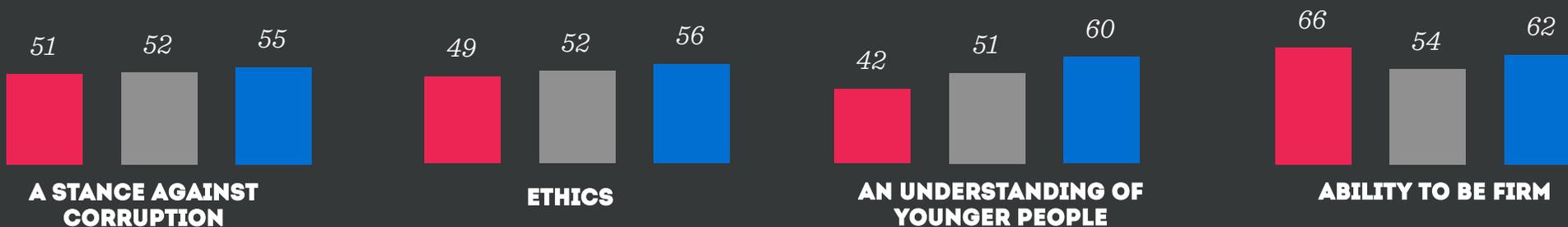


DEMOCRATS HAD HIGHER SCORES FOR ALL OF THE MOST IMPORTANT QUALITIES, AND WERE PARTICULARLY LIKELY TO BE GIVEN A HIGH SCORE FOR HAVING AN ABILITY TO LISTEN TO OTHERS.

QUALITIES BY POLITICAL TENDENCY

Possess this quality to a great deal/ some extent (%)

● REPUBLICAN ● INDEPENDENT ● DEMOCRAT



DEMOCRATS ALSO HAD A SIGNIFICANT LEAD FOR HAVING AN UNDERSTANDING OF YOUNGER PEOPLE. REPUBLICANS WERE ON TOP FOR HAVING AN ABILITY TO BE FIRM.

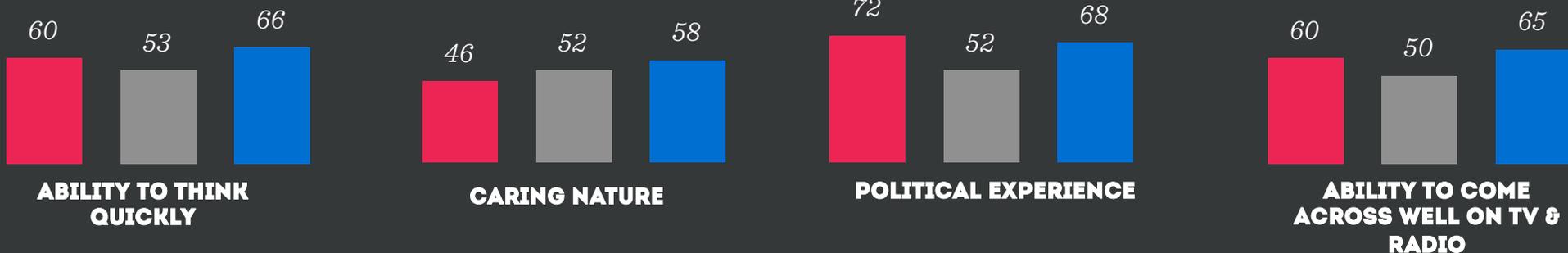
QUALITIES BY POLITICAL TENDENCY

Possess this quality to a great deal/ some extent (%)

● REPUBLICAN

● INDEPENDENT

● DEMOCRAT

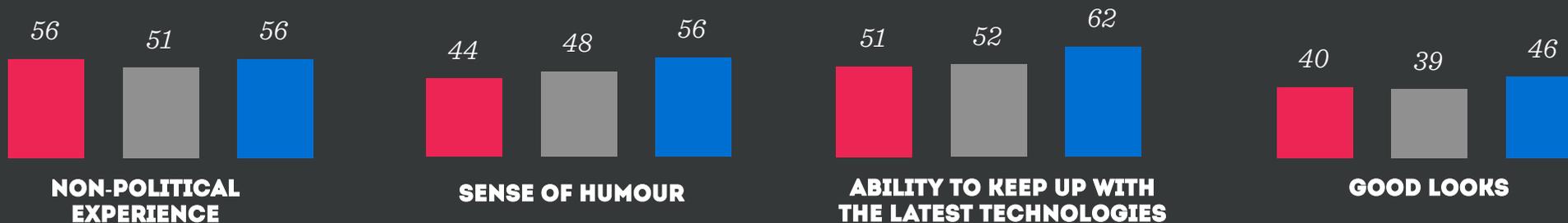


DEMOCRATS WERE MORE LIKELY TO BE VIEWED AS HAVING A CARING NATURE AND THE ABILITY TO THINK QUICKLY AND COME ACROSS WELL ON TV & RADIO. REPUBLICANS HAD A HIGH SCORE FOR POLITICAL EXPERIENCE.

QUALITIES BY POLITICAL TENDENCY

Possess this quality to a great deal/ some extent (%)

● REPUBLICAN ● INDEPENDENT ● DEMOCRAT



DEMOCRATS WERE MORE LIKELY TO BE SEEN AS HAVING A SENSE OF HUMOUR AND AN ABILITY TO KEEP UP WITH THE LATEST TECHNOLOGIES.

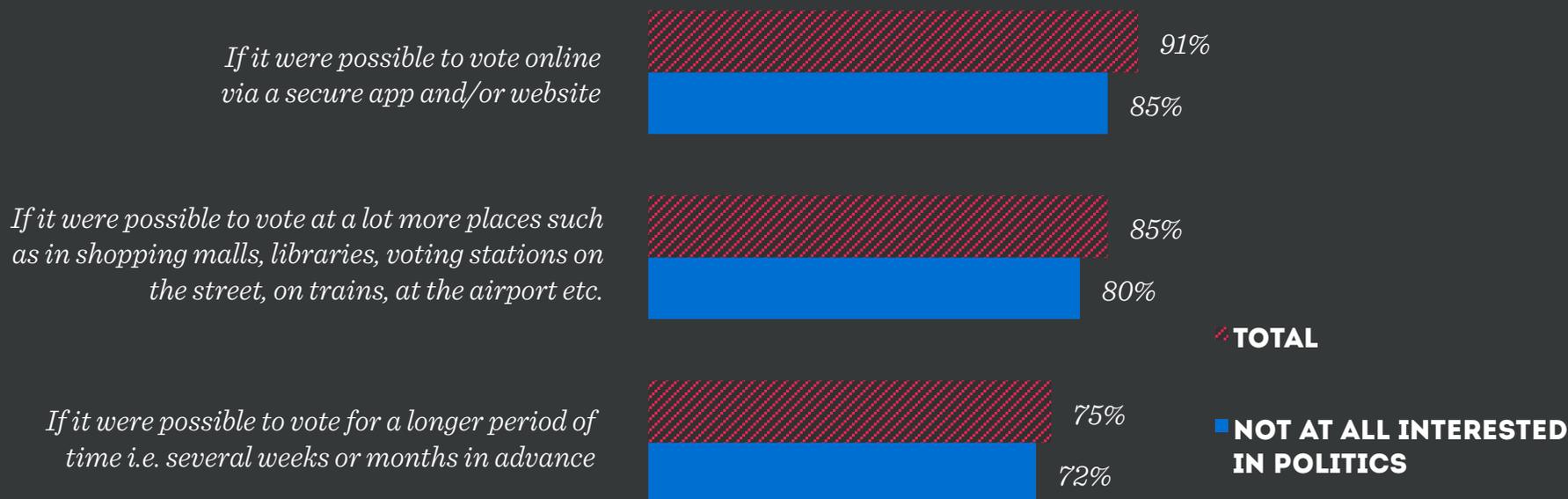
ELECTORAL REFORM



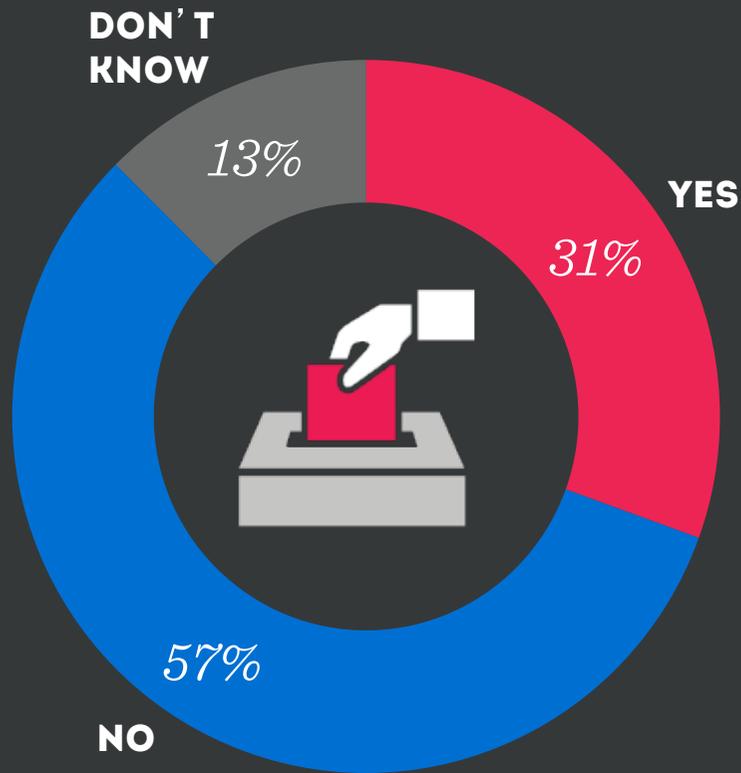
WHAT WOULD ENCOURAGE MORE PEOPLE TO VOTE?

(% 'Very significantly encourage...' or 'Would go some way to encouraging...')

91% OF THE TOTAL AND 85% OF THOSE "NOT AT ALL INTERESTED" IN POLITICS THOUGHT THAT ONLINE VOTING WOULD ENCOURAGE MORE PEOPLE TO VOTE. THERE WAS ALSO STRONG SUPPORT FOR VOTING IN PRECINCTS, ON TRAINS ETC. (85%) AND FOR LONGER VOTING PERIODS (75%)



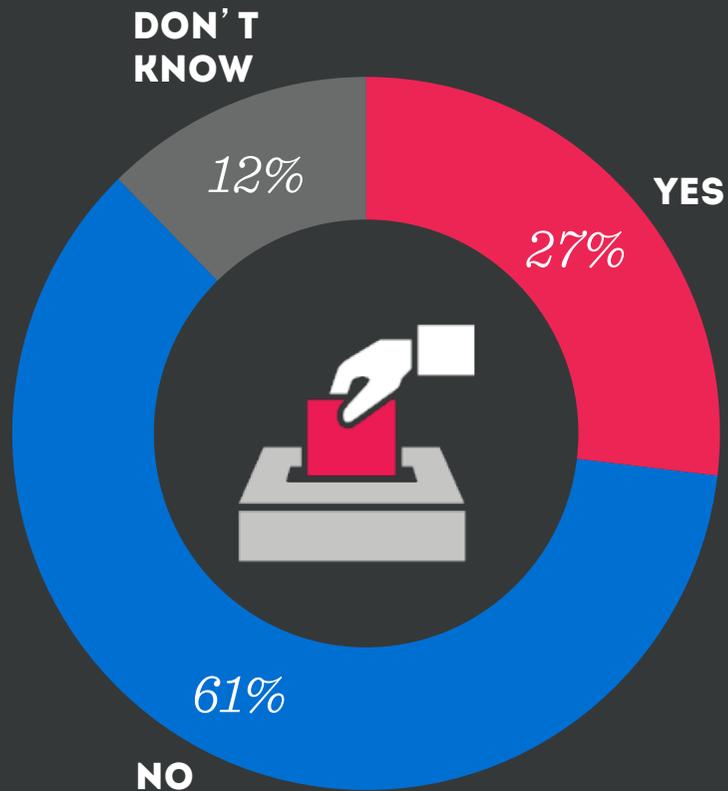
SHOULD 16 AND 17 YEAR OLDS BE GIVEN THE OPPORTUNITY TO VOTE?



52%

Of those aged 15-17 years said "yes" – 16 and 17 year olds should be given the opportunity to vote

SHOULD IT BE MADE COMPULSORY TO VOTE?



52%

Of those in the higher income bracket said 'yes' - voting should be made compulsory

WOMEN IN POLITICS

(% who agree with each statement)

44% (AND 37% OF THE FEMALES) THINK THAT THE GENDER BALANCE IN POLITICS IS ABOUT RIGHT, COMPARED TO 47% (AND 55% OF THE FEMALES) WHO AGREED THAT THERE SHOULD BE A GREATER PROPORTION OF WOMEN IN POLITICS. THERE WAS LIMITED SUPPORT FOR ALL WOMEN SHORTLISTS. (12%).

