

# THE MILLENNIAL DIALOGUE REPORT

CHILE



# METHODOLOGY

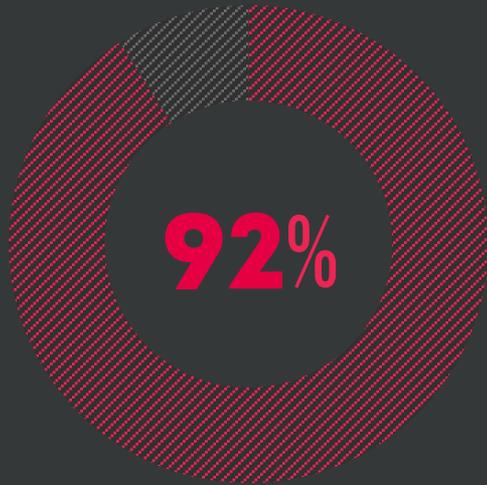
*AudienceNet conducted an initial online survey amongst 1,002 15-34 year old Chilean residents and a week-long, moderated, online dialogue with 40 Chilean Millennials, segmented as follows: the politically engaged; the mainstream and the politically disaffected.*

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

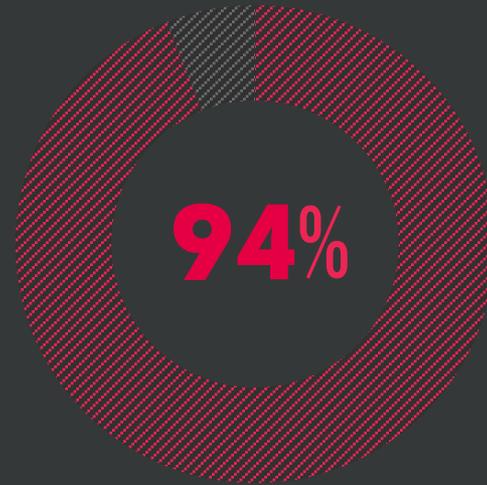
# INTEREST & ENGAGEMENT WITH POLITICS



# MOST YOUNG PEOPLE IN CHILE ARE HAPPY AND OPTIMISTIC...

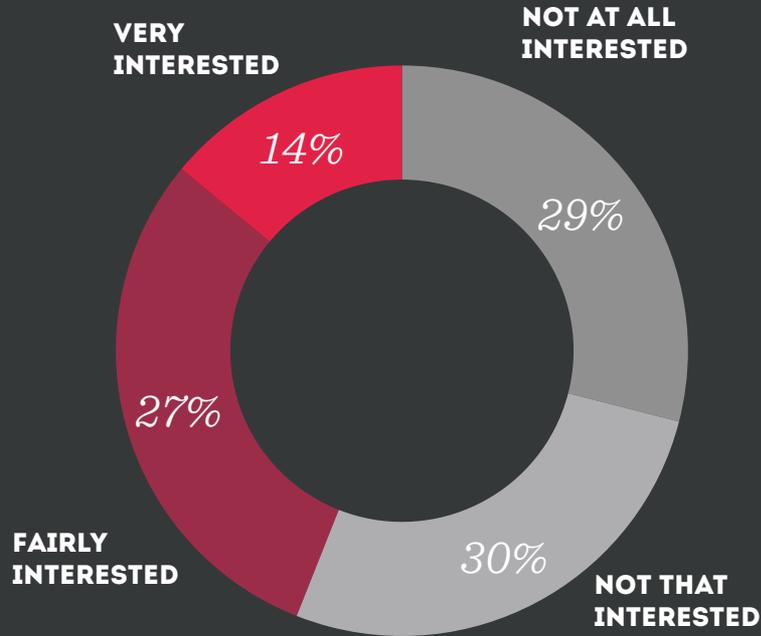


*Are generally happy  
with their lives*



*Are optimistic about  
their future*

# ...BUT INTEREST IN POLITICS IS LOW

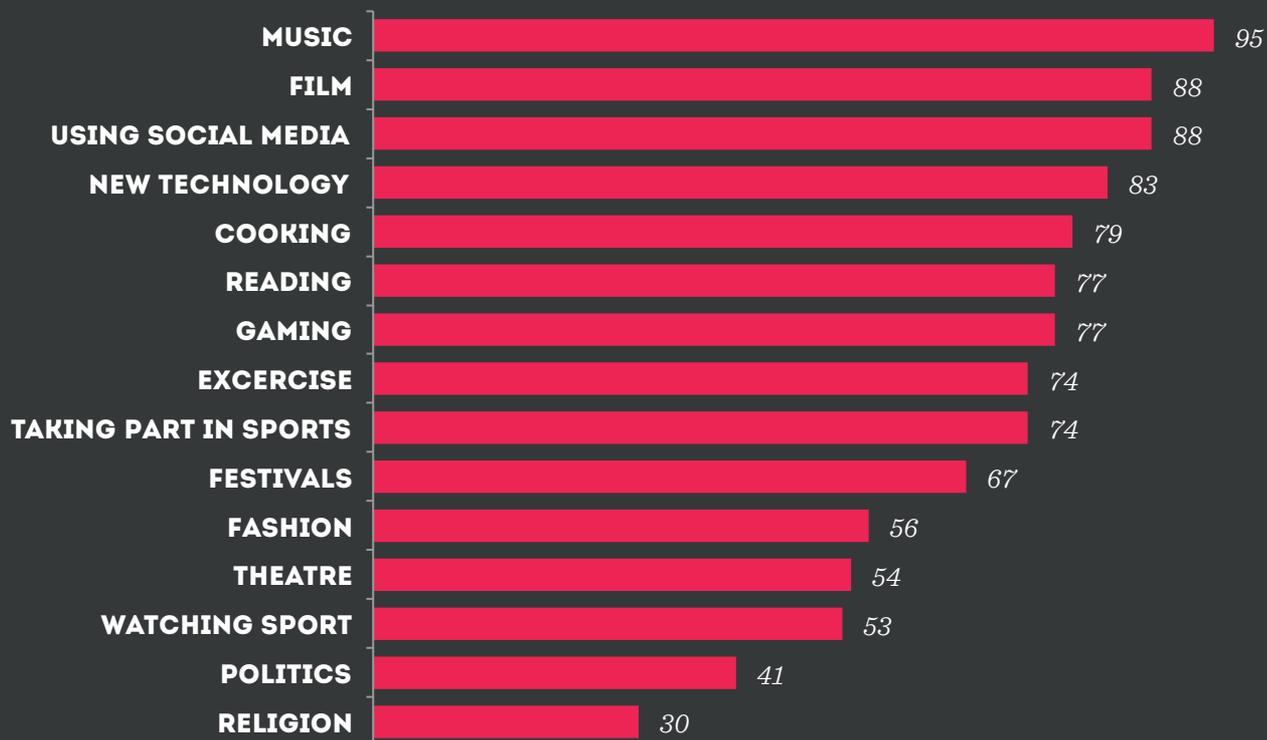


**14%**

*said they were “very interested” in politics*

# MUSIC & FILM TOP THE LIST OF INTERESTS

*(Net %: very interested / fairly interested)*



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

*(Rank in order of importance)*

1 BEING HAPPY

---

2 BEING IN GOOD HEALTH

---

3 HAVING LEISURE TIME

---

4 BEING FREE TO DO AND SAY WHAT I WANT

---

5 SPENDING TIME WITH FAMILY

---

6 HAVING MY VOICE HEARD

---

7 HELPING OTHERS

---

8 BEING SUCCESSFUL

---

9 CONTRIBUTING TO SOCIETY

---

10 MAKING MONEY

---

11 EQUALITY IN SOCIETY

---

12 SPENDING TIME WITH FRIENDS

---

13 THE WELL-BEING OF SOCIETY IN GENERAL

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14 TAKING AN INTEREST IN MUSIC

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15 BEING CONNECTED TO FRIENDS VIA SOCIAL MEDIA

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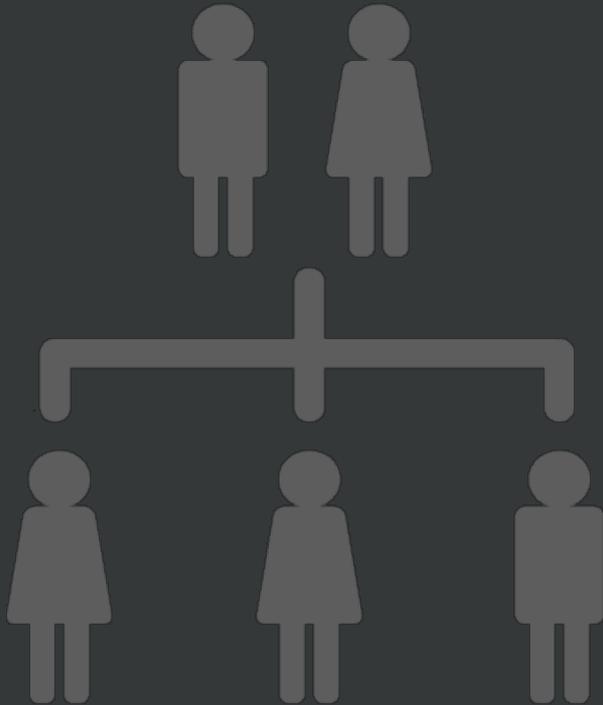
16 BEING INVOLVED WITH MY LOCAL COMMUNITY

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17 **TAKING AN INTEREST IN POLITICS**

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# GENERATION GAP



**67%**

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

**21% THINK THE REVERSE**

# WHY ARE SO FEW YOUNG PEOPLE INTERESTED IN POLITICS?

When we asked why their generation was less interested in politics, there was a great sense of disappointment in politics and politicians from young people. Many said they were interested in politics, but not in its current form.

*“Politics itself is not bad, but politicians are what make us think that politics is bad and they are the ones who handle it, but the politics itself is not bad, because life is politics. Young people are not interested in politics because over the years politics has shown that it’s mostly older people that are the ones who control the rules in politics.”*

*“Politics has disappointed me. The reason, and I think that is what causes most of young people not being interested, is that I feel that the current players do not represent the thinking of the community that choose them, and they act in pursuit of their own interests.”*

*“I left school last year, and I remember in a class of forty people, maybe five, six, knew about what was going on in the country. I think that there are few interested because they have made politics, a subject for ‘adults’, because whenever someone tries to give an opinion, participate, they look puzzled, some even scoff, “You’re too young to know this,” but my question is when you have the appropriate age? “*

*“Regarding politics I am optimistic, because I think you can generate positive changes if you have a fair and truly participatory democracy. I do not think young people are disinterested in the policy itself, but in the political parties and this lack of interest is, because of corruption cases and protection of business interests by most politicians.”*

# TAKING PART

6% said that they have attended a political meeting and 16% said that they have taken part in a protest/demonstration

6%

Take part in  
*political meetings*

16%

Take part in  
*protests/demonstrations*

This compares to 15% who  
take part in *religious  
meetings/events* and...



who take part in *team  
sports*

# ARE THEY WILLING TO SHARE THEIR OPINIONS ON SOCIAL MEDIA?

We asked Chilean Millennials how they felt about sharing their views on social media site, most said they never shared their views or only shared them when there was something they really cared about. There was a sense that people preferred sharing their views with like minded people.

*“I share few things on social networks, I have these talks more frequently with friends and family at a meal or meeting”*

*“I have never shared any political comments on social networks, because they lend to many interpretations. You can have problems or receive unpleasant comments for a simple opinion”*

*“Occasionally I will share my views on politics, in cases such as that of corruption that have lately been revealed, I feel it does not affect me, because I have to keep working, studying or doing my work to get ahead; in addition. I prefer to be happy with the people around me to get mad with issues that will never change. However, when I talk with my friends we reach the same conclusion, politicians are rubbish, not all, but the vast majority, and nobody will change that, Chile is a country that forgets fast.”*

*” I do not share my political views with others in social networks, I use them for a recreational purpose, fool around a while, and nothing else, since I probably would start a war, because what is missing today is tolerance facing a different point of view than yours.”*

*“I do not use social networks to express my thoughts; I prefer discussions with my friends. Luckily they share my concerns about the problems that affect us.”*



# POLITICIANS CONNECTING WITH YOUNG PEOPLE

5%

**FELT CONFIDENT THAT THEY  
AND THEIR PEERS COULD  
MAKE THEMSELVES HEARD**

66%

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

# % AGREEING WITH STATEMENTS

*80% of Chilean millennials think their views are largely ignored by politicians*

THE VIEWS OF YOUNG PEOPLE ARE LARGELY IGNORED BY MOST POLITICIANS

80%

MOST POLITICIANS ARE MORE CONCERNED WITH OLDER PEOPLE THAN YOUNGER PEOPLE

53%

MOST POLITICIANS WANT TO CONTROL AND RESTRICT YOUNG PEOPLE

56%

MOST POLITICIANS WANT THE BEST POSSIBLE FUTURE FOR YOUNG PEOPLE

21%

THE VIEWS OF YOUNG PEOPLE ARE GREATLY VALUED BY MOST POLITICIANS

11%

MOST POLITICIANS ARE MORE CONCERNED WITH YOUNGER PEOPLE THAN OLDER PEOPLE

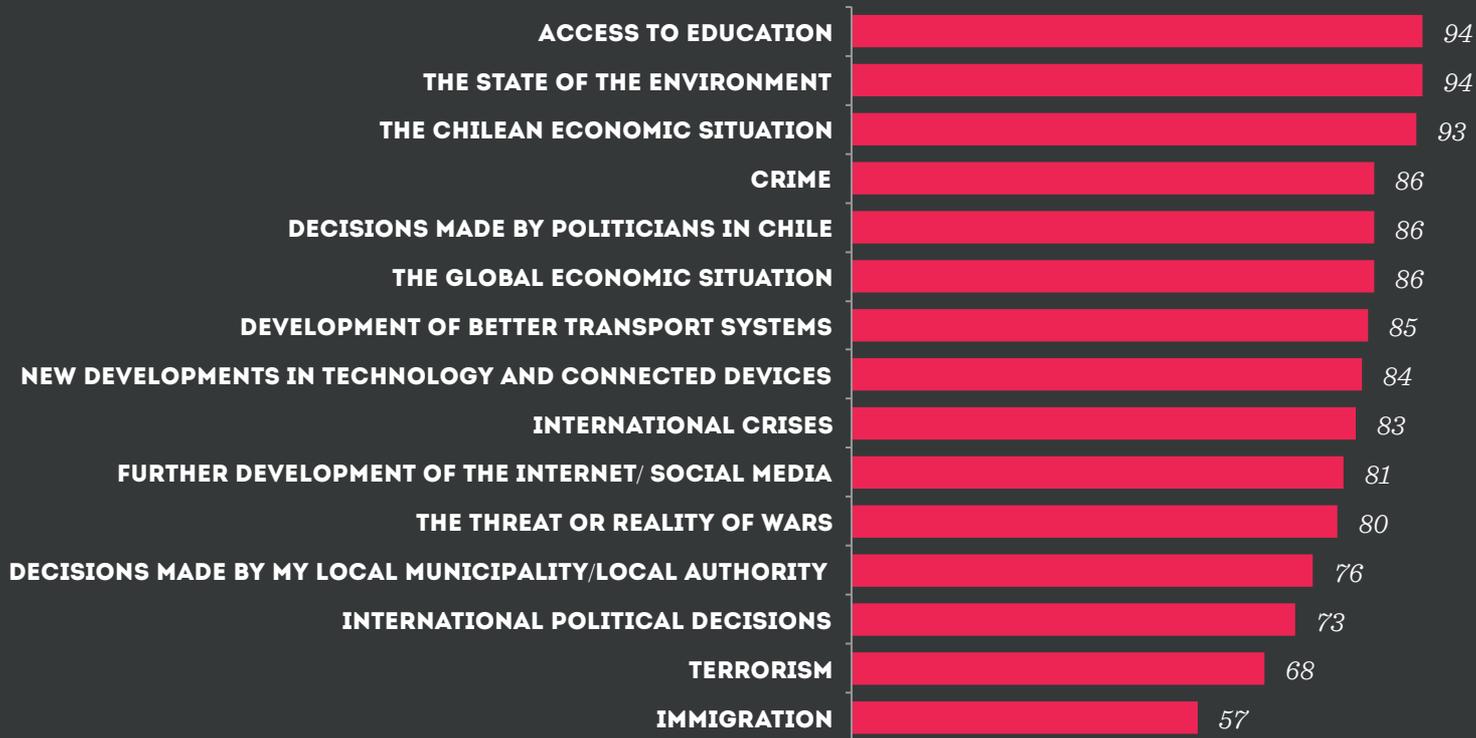
12%

# LOOKING TO THE FUTURE...



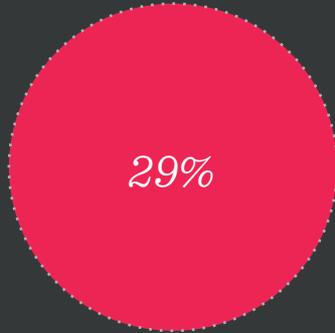
# FACTORS AFFECTING FUTURE QUALITY OF LIFE

(‘Very big effect’ or ‘some effect’ %)



*Millennials think “access to education” and “the state of the environment” will have the biggest affect on their future quality of life.*

# WHAT WOULD THEY RATHER BE?



*Business Owner  
or Founder*



*Research  
Scientist*



*Doctor*



*Musician*



*Sportsperson*



*Academic*



*Writer*



*Famous  
Celebrity*



*Politician*



*Lawyer*



*Religious  
Leader*

# TIME TRAVEL ACTIVITY | THEIR OWN FUTURE

We asked the participants to imagine that they could travel 20-30 years in to the future and describe what they think their lives will be like. Many hoped to start their own business and hoped their children and grandchildren would have access to free health care and education.

*“I will be over 40, hopefully with my pastry shop and happy with my family.”*

*“I think I will be working. I hope to have two children and with more opportunities than today.”*

*“I don't think my life will change that much, I guess I will be working, I hope in my own business, planning a trip!”*

*“I hope that by then both my children and my grandson could be able to enjoy both health and free education. I am definitely going to be an architect”*

*“I see my life working as a self-employed, with my own business, family, friends and travelling.”*

*“I will be one of the best dentists in the country”*

# TIME TRAVEL ACTIVITY | CHILE

When we asked what the country might be like in 20-30 years time, most people hoped there would be less inequality in society, but not everyone was sure this was an achievable goal.

*“Chile will be a more developed country at a cultural, social and economic level, with diversity of ideas which can be discussed freely and there will be more tolerance”*

*“Chile will be a country that slowly lower the rates of inequality, where wealth is better divided among people ; this change is led by people with ideals of change and reflect what our country needs to develop sustainably, not only economically”*

*“I think Chile will be more developed and fair and even if it’s hard to imagine, I believe there will be more transparency, less fraud from businessmen. The main changes will be the amount of information which makes people be more aware. ”*

*“Chile will be the same, I don’t think we can change in 20 years. Hopefully with better Health network and free education.”*

*“Chile, given the current conditions, has a big chance of keeping all the inequalities we see today. The oligarch government we have today, will also remain, although I hope it will change. ”*

# TIME TRAVEL ACTIVITY | GOVERNMENT

When we asked what the government might be like in 20-30 years time. Many wanted to see a more representative government and hoped their generation generate the change they want to see in the country. There were mixed views on electronic voting.

*“The government will be at the service of society, will be more representative In 30 years, there will be technology that allows electronic voting.”*

*“I think my generation can make big changes for the future, and there are more proposals for that. Hopefully will be an electronic voting system. Something faster and to continue with voluntary voting.”*

*“The government, if people want it to, be independent or from a different party, It’s hard but not impossible. Besides this development, I do not agree with voting via Internet because it less secure. I prefer the current system, maybe mandatory and total integration with Chileans living abroad.”*

*“The voting process should continue in the same way, any electronic voting system can be violated and upset. The current system is more cumbersome, but safe”*

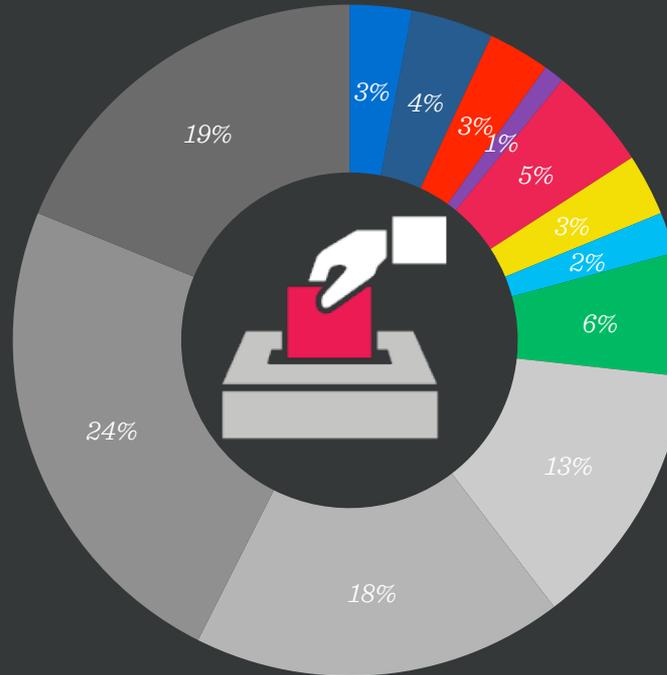
*“The country remains the same, but the economy is a little better and elections are conducted electronically”*

**64% WOULD VOTE**  
**IF THERE WAS**  
**AN ELECTION**  
**TOMORROW**



# IF THERE WAS AN ELECTION TOMORROW...

*The very small amount of people who said they would vote for any of the major parties, is likely to have been caused by Chilean Millennials voting for individual politicians rather than parties.*



- National Renewal
- Progressive Party
- Communist Party
- Social Democrat Radical Party
- Socialist Party
- Party for Democracy
- Christian Democratic Party
- Independent Democratic Party
- Other
- Don't know
- Not prepared to say
- None of the Above

# KEY REASONS FOR NOT WANTING TO VOTE

1

**LACK OF TRUST IN POLITICIANS**

2

**PARTIES AND POLITICIANS ARE ALL THE SAME**

3

**LACK OF SUPPORT FOR THE CURRENT POLITICAL SYSTEM**

4

**THEY ARE NOT INTERESTED IN POLITICS**

5

**NO PARTY REPRESENTS THEIR VIEWS**

# KEY FACTORS THAT MIGHT ENCOURAGE AN INTEREST IN VOTING

**#1**

**IF I TRUSTED  
POLITICIANS  
MORE**

**#2**

**IF POLITICIANS  
CARED MORE  
ABOUT YOUNG  
PEOPLE**

# WHY POLITICIANS AREN'T TRUSTED

The main reasons politicians are not trusted by Chilean millennials is that they don't feel politicians represent the views of the public. Corruption and only creating benefits for themselves, not the country, was mentioned by many as a reason for lack of trust.

*“Because politicians do not keep their promises and many of them are bought by businessmen to reject projects that might harm them and approve absurd laws where only the rich benefit more.”*

*“Young people do not trust politicians because they see in them corruption, high salaries and many unfulfilled promises.”*

*“The same few politicians have earned a bad reputation for them all. With high salaries and benefits that only they receive and little commitment towards the community. Very few care about people and keep their commitments, for example, in campaigns. Few of them are transparent!”*

*“Clearly, youth and society in general do not trust politicians, because they lie, as simple as that. Politics went from being an activity performed by vocation to be performed by monetary interest. Only a few politicians deserve some degree of reliability”*

*“Because they pursue their own interests, they forget that they are representatives of a country.”*

# TRUSTWORTHY POLITICIANS?

Chilean millennials mentioned several politicians they felt they could trust, both at a local, national and international level. Those mentioned most often as being trustworthy were former youth leaders Gabriel Boric and Giorgio Jackson.

*“The only local political representative I can trust is Guillermo Ceroni, who has done many things for the communities he represents. He is reliable because he delivers what he promises.”*

*“I consider Ivan Fuentes reliable. He seems to be a real and committed person. I also like some proposals from Jackson and Boric deputies.”*

*“I still trust in Michelle Bachelet and I look forward to seeing the results of the tax law, free education and other things that she has promised.”*

*“Based on what I’ve seen and I’ve read I think former Uruguay’s President Jose Mujica is reliable. He is humble and close to people.”*

*“Today one of the few politicians that fights for his community and works closely with them is Aysén’s deputy Ivan Fuentes. Boric and Jackson are more committed too. Perhaps because they are young and have fresh ideas, as well, they grew up watching injustice and the “eternal” politicians.”*

# BUILDING TRUST IN POLITICS

The main advice young Chileans who are looking to be seen as more trustworthy is to listen to the people and give up on luxuries. Concrete suggestions included spending more time in the local communities and capping politicians wages.

*“For a politician to be reliable, should be transparent, working closely with the community. Propose different ideas that benefit the entire community and not just a few.”*

*“I think if they start listening to young people, taking into account our thoughts and ideas more. Not all youth are revolutionary or problematic. They should read a little more what young people write on social networks, many express opinions on twitter for example.”*

*“Politicians generating trust are young (Jackson, Boric), because they represent my ideals, they are transparent, present initiatives that might even worsen their economic situation (I mean the proposal to lower parliamentary allowances), etc. currently politicians lack transparency and empathy.”*

*“Politicians should put aside their luxury lifestyle and go to “work” to see and live the reality of the country, ride on the tube, on Transantiago, etc. They shouldn’t be so formal and keep what they promise, or at least try. Then they can create new laws to improve our country.”*

*“Politicians could be more reliable if they try to connect with people and put aside their own interests doing more activities involving young people”*

# FACTORS CONTRIBUTING TO VOTING DECISION

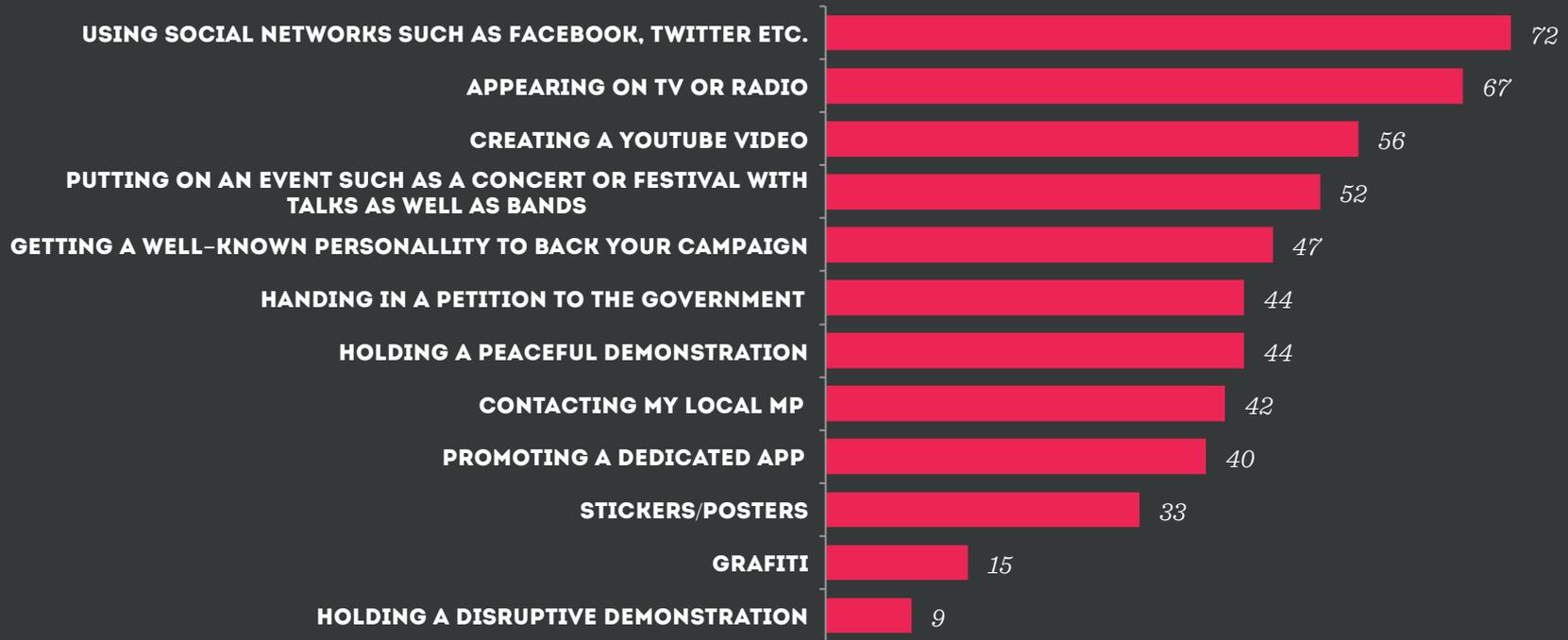
(% 'Great Extent' or 'Some Extent')



*Knowledge about individual candidates is most important for Chilean millennials when choosing how to cast their vote*

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

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



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

32%

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

”

56%

“  
*Voting really does make a difference*

”

11%

“  
*Voting is your responsibility*

”

# WHAT WOULD THEY DO DIFFERENTLY?

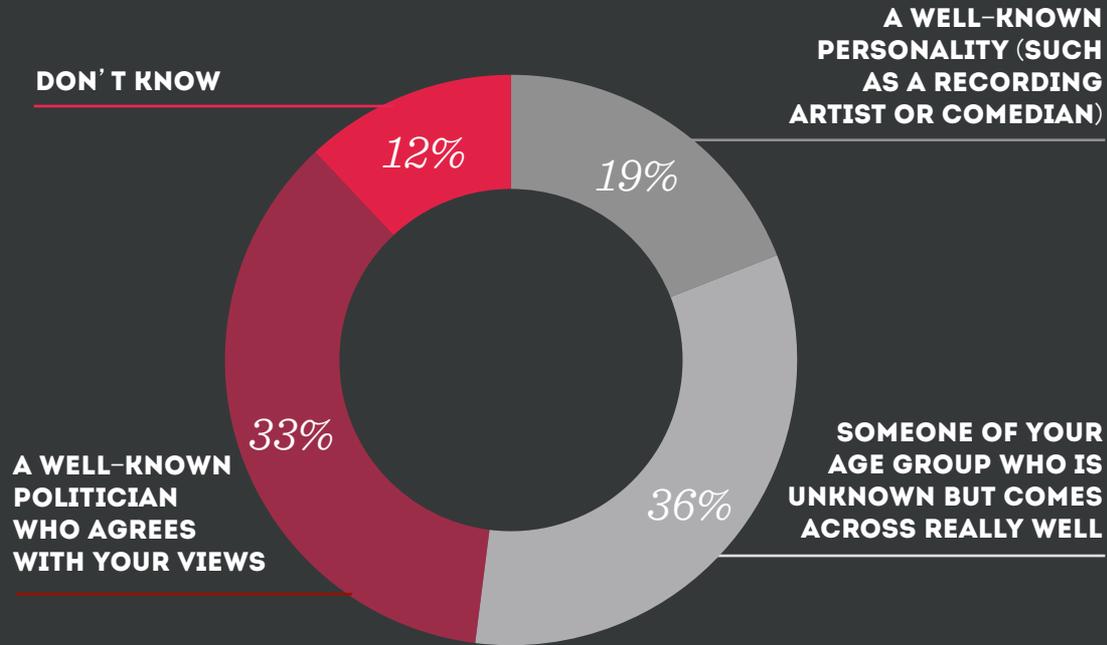
If the Chilean millennials were involved with starting a new political campaign themselves, they would not make any promises they couldn't keep and they would listen to the electorate, to ensure they were focusing on the right issues. They would keep their messages simple and use social media to connect with young people.

*"I think I would use social media more and videos to get out my messages in a simpler way, without such difficult rhetoric and so many whimsical sayings. This is also a tool I would use to encourage people to join. To get engaged followers you must engage with them. Maybe do something like this? Ask questions to the voters directly, have a forum with open discussions where they can ask questions directly, online about campaign policies."*

*"I would focus on making campaign promises that can actually be kept. Not promise anything we can't do, in order to build trust amongst our voters. I wouldn't hand out buns, roses or coffee. Many politicians choose to hand out "bribes" but if the voters already know who they're voting for it doesn't make a difference. I would rather hand out a 4 page easy-to-read and understandable brochure about what we stand for and focus on. So the voters know what they get.."*

*"You could for example have campaigns via Twitter where people could share their opinions and suggestions so that they would feel like their voices were heard. It would also be a possibility to do research, that the campaign would promote to find out if this is something most people would agree with and if a majority disagrees the suggestion could be changed in order to show that their opinion actually matters."*

# WHO SHOULD RUN THE CAMPAIGN?



# “YOUTH FOR A NEW CHILE”

We asked Chilean millennials to create a campaign poster. For the slogan they wanted to get across that the young generations can create positive changes for their country. They wanted the messages to be simple, with nice imagery and they would encourage participation.

*“I would use informal and easy to understand language, without big words or phrases, and would use eye-catching images related to the focus of the campaign. For young people to participate I would approach them to see what their main worries are, and from there generate proposals and let them known through social networks, universities, institutes. In short, I would approach them with information, so then they could participate..”*

*“Youth, you are the protagonists of reforms, join and together we will change the country.” Include them not exclude them from the reforms, keep them informed and give them the opportunity to participate and express their thoughts through social media”*

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**“YOU MAKE THE CHANGE”**

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**“NEW FOUNDATIONS, NEW THOUGHTS, YOUTH CHANGED”**

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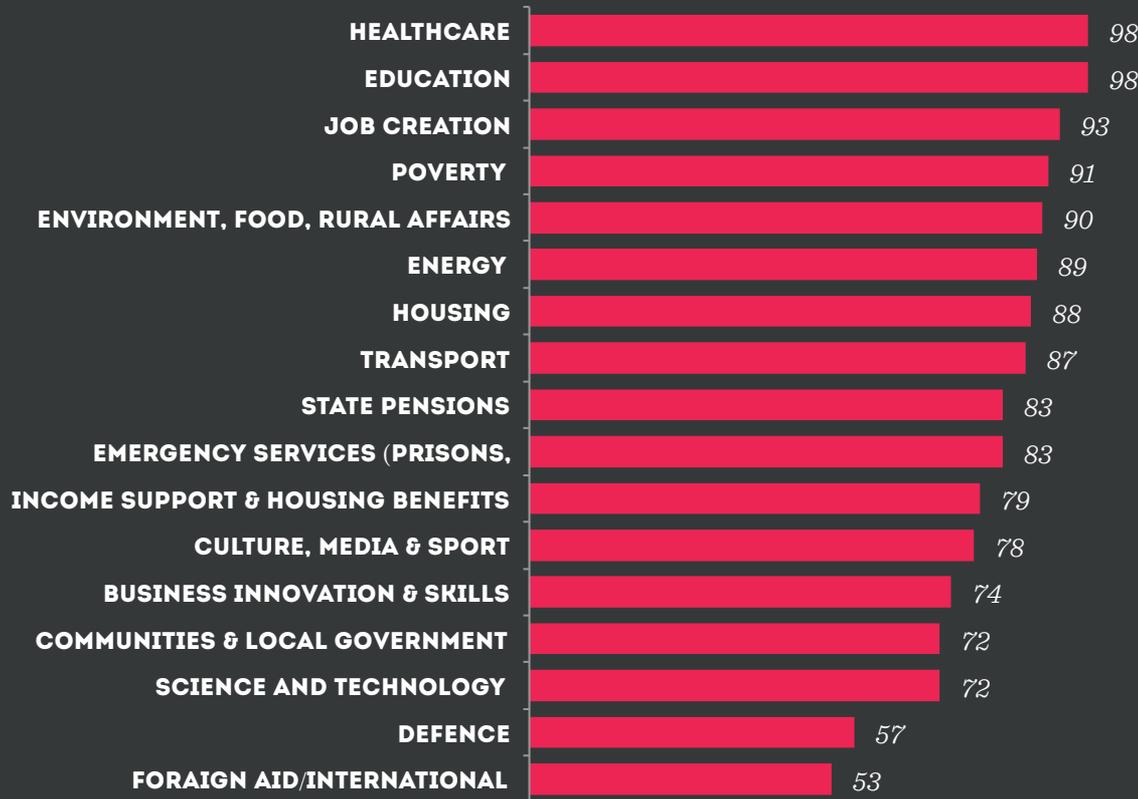
**“THE CHANGE DEPENDS ON YOU”**

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# THE ISSUES THAT MATTER



# HIGH PRIORITY FOR PUBLIC SPENDING (%)



*Healthcare, Education and Job Creation were considered to be the top priorities for government spending.*



84%

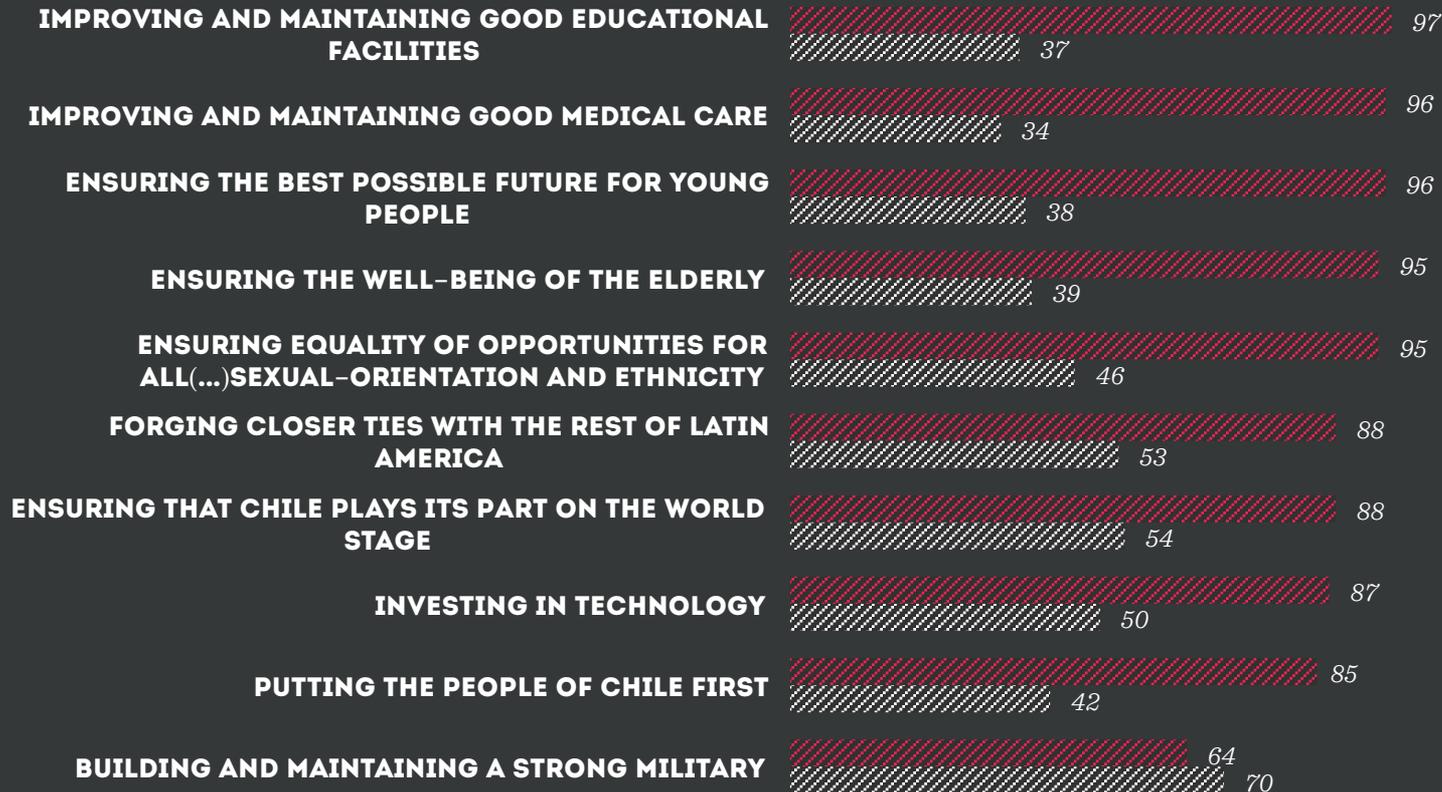
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**BELIEVED IN THE  
IMPORTANCE OF EQUALITY  
IN GENDER AND SEXUAL –  
ORIENTATION IN SOCIETY**

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# WHAT SHOULD POLITICIANS WORK TOWARDS? (%)

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



# THE ISSUES THAT MATTER

When asked to talk about which issues are the most talked about in recent times, the key issues Chilean millennials were concerned about were free education and inequalities in society.

*“I am concerned about social inequality that exist in this country, low salaries, crime, corruption, etc. The laws of this country are made to benefit the few and 90% of Chileans live a mediocre life and with a salary barely covers ordinary expenses.”*

*“I think that the main topic should be education, because I think to divide education into State or private is bad, now the decision was taken, and they were not able to ensure the well-being of middle and lower class.”*

*“I worry about the current social justice (or injustice) in our society, selfishness of business and political elite and disregard for the most vulnerable groups, particularly the elderly. I think if we can do something, on a small scale we can educate the younger, so that future generations are more aware of their surroundings and there is more empathy.”*

*“Concerned about the issue of social equality. In this country; or it is rich or poor. But the middle class we are in a limbo that does not allow us opt to many benefits provided by the state. - I think the issue of education, not only in schools and universities also the education provided at home. It is worrying to see the lack of values, conscience and humanity of today’s youth. - Lack of resources to enter university or college.”*

# THE ISSUES THAT MATTER (CONT.)

Other topics that were mentioned frequently were the provision of healthcare, working conditions crime and sexual equality.

*“Health and education are cross-cutting issues, but working conditions are something that worries me right now. I have a university degree and am currently working in a school. The salary is nowhere near what it should be and honestly, I can not afford to live well. I’m always worried about some unexpected expense appearing during the month.”*

*“Politicians should devote their discussion time to talk about education, public health, ecology, natural resources and decisions about sexuality, maternity and vote. Mainly because I think that while there is a lot discussion on these issues, they resolve them with partisan and personal decisions. I care about the power to decide what I want to do with my body and sexuality, I think that human freedom is curtailed, discussing about the bodies of others.”*

*“The main problems facing Chile in my opinion are, violence against women, sexual diversities and the poorer classes. Which is reflected in a deficient system of public health, in a poor transport system, in a discriminatory education system, which is sexist and of poor quality in addition to current access being seen as a privilege, this is extremely outrageous, .”*

# DO THEY FEEL ABLE TO DO ANYTHING ABOUT THESE ISSUES?

Many said they wanted to or had tried to make changes on issues they cared about, but felt it was difficult under the current constitution and levels of corruption in Chilean politics.

*“Little or nothing can be done unless a change is made to the constitution or corruption is over”*

*“By myself I would not be able to do something but if I have a lot of support and lots of people agree, definitely I could do something about these issues.”*

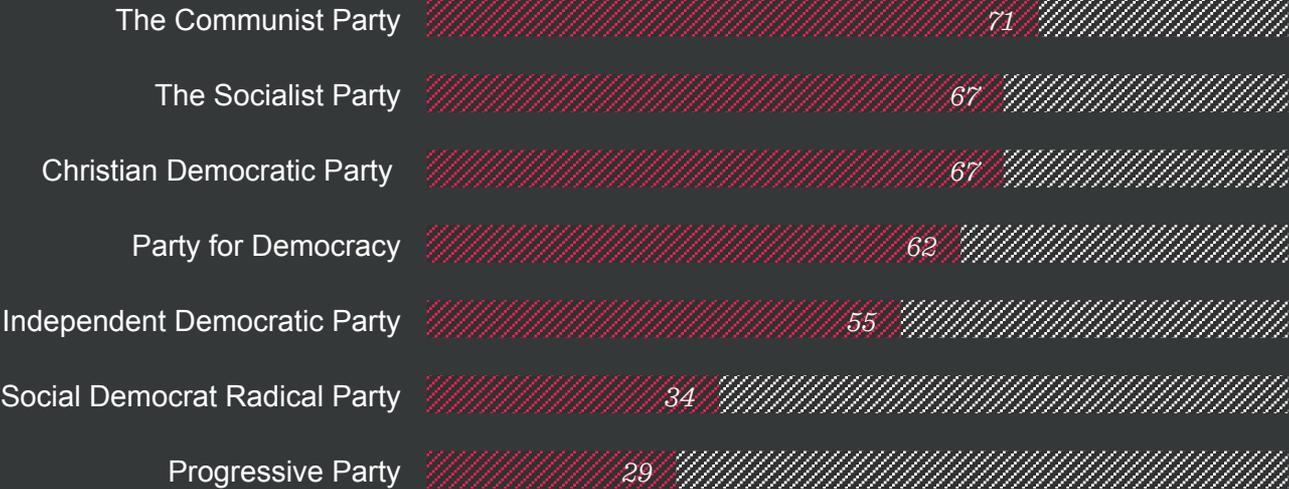
*“I think to be well informed and thoroughly already am doing something about the issues that I mentioned. I think it is essential to be well informed about everything for voting in the upcoming election in an informed way and taking into account all pros and cons of each candidate and not just vote based on populism that is generated.”*

*“I have participated in the project with thousands of scientists in thousands of classrooms in various schools in my region and tried to convey my interest for science to children anywhere I go. As for plans for the teaching profession, I anguish to think that my views are not taken into account as well as many other teachers; in this respect the laws are quite managed by the government. We went to present our opinion with a march to Congress and after saying that the law was not approved, they held another meeting in the afternoon where curiously was approved, they mocked all of us who traveled from different cities to express our opinion.”*

# POLITICIANS / POLITICAL PARTIES



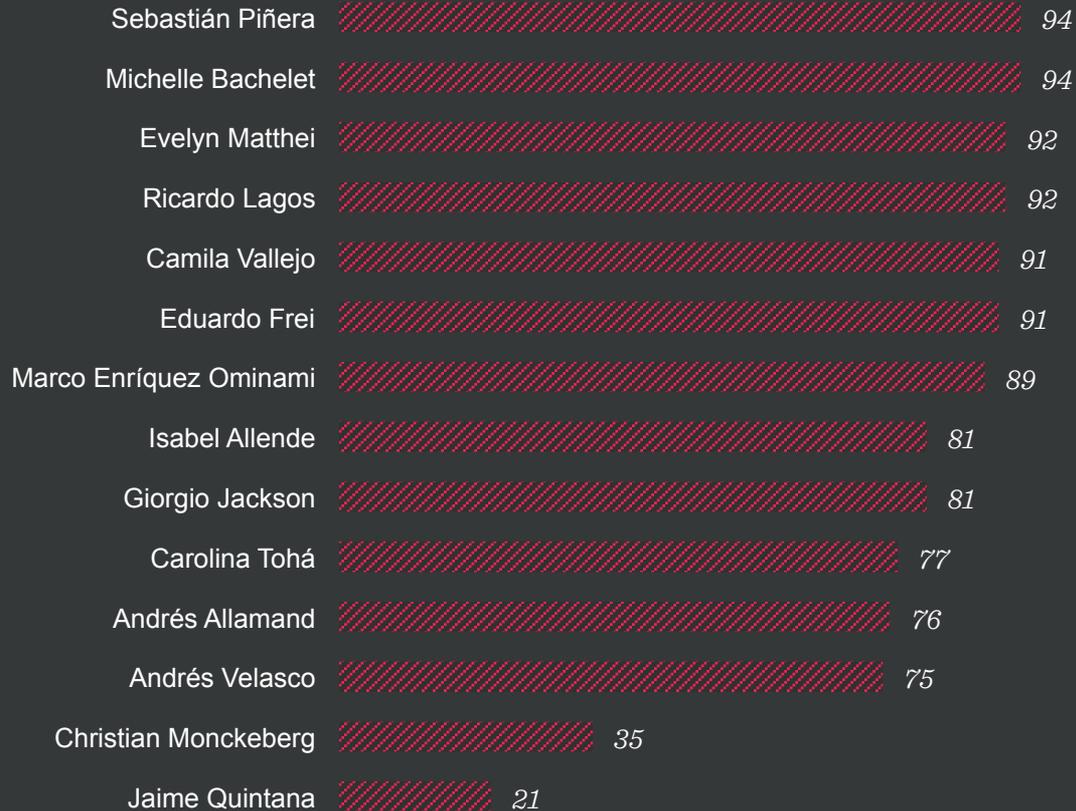
# AWARENESS OF POLITICAL PARTIES



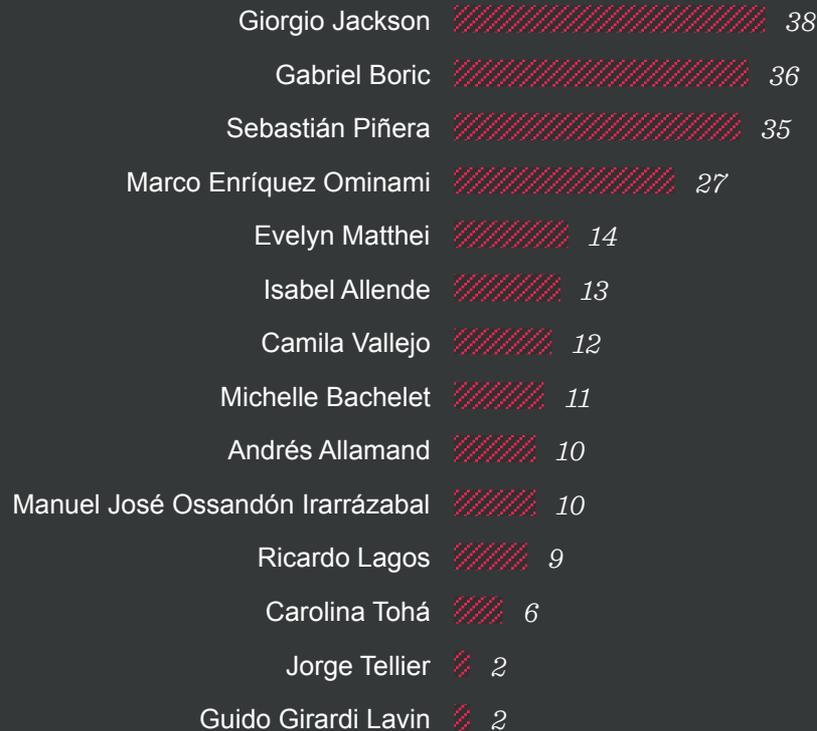
**AWARENESS OF POLITICAL PARTIES WAS RELATIVELY LOW**

# AWARENESS OF POLITICIANS (%)

*Awareness of individual politicians was much higher than that of political parties*



# PROPORTION WHO LIKE EACH POLITICIAN



*Former student leaders  
Giorgio Jackson and  
Gabriel Boric proved popular  
amongst Chilean millennials*

# WRITE A LETTER TO YOUR LOCAL MP

*Dear Sir Hugo Gutierrez.*

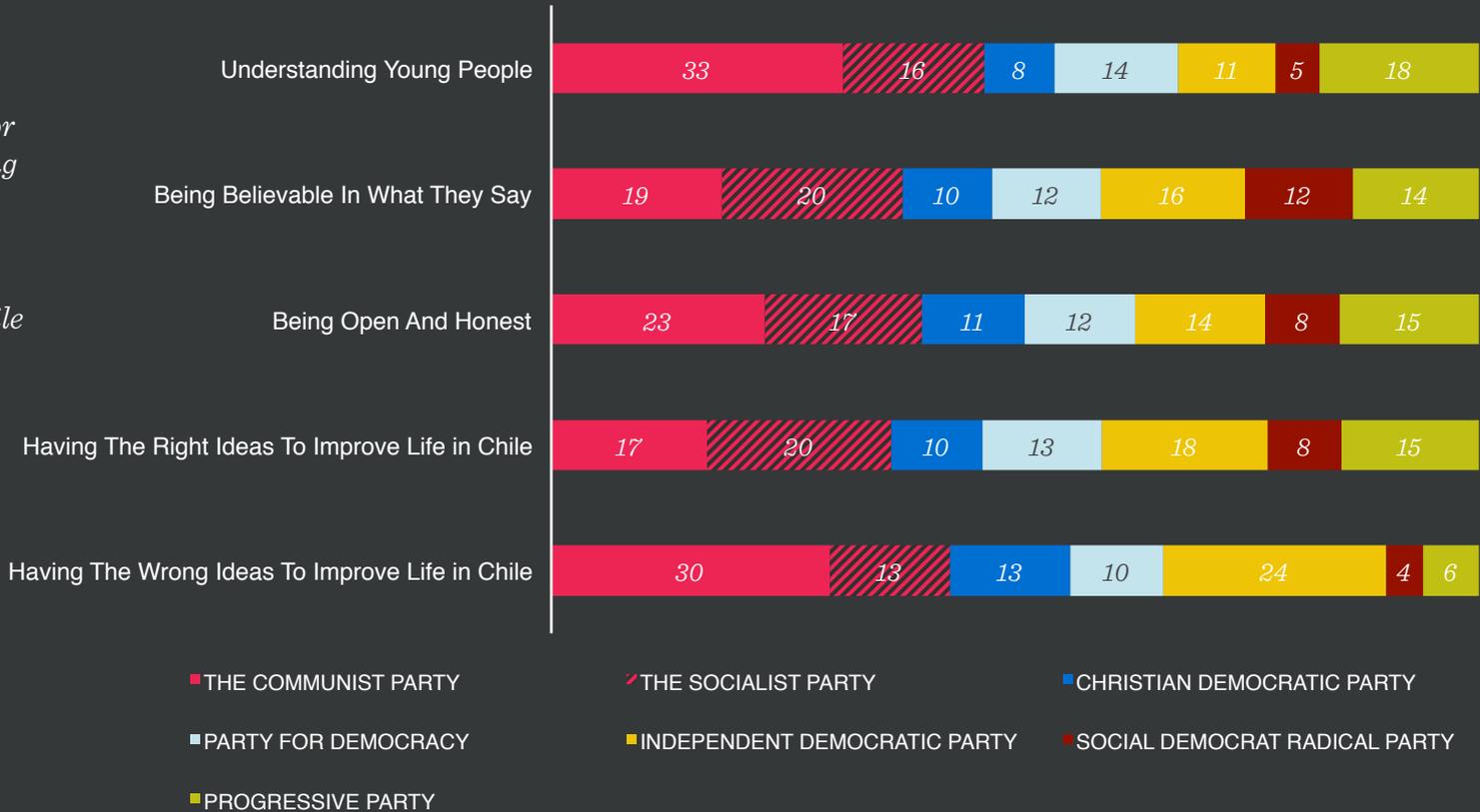
*Good afternoon along with the pleasure of writing to you. While one has much to compensate in life and you are sitting back and doing nothing for us, for the people. I would like to say that the buses in our community, where I live, which is in Santa Rosa - Alto Hospicio – no buses pass at dawn, I tell you this because I study and work, and I have to get off at the entrance of Los Condores to walk to my house, which as you will know, is an area where crime happens, if you had lived in Alto Hospicio you would understand what I am saying, I hope you understand me and you can do something for the people of the community of Santa Rosa.*

*I would also like to ask you to start discussing free education, please, no more private education, state education would be the ideal, this way all teachers would earn the same, and all students would learn the same. We'd all be level and would no longer have these "differences" between students. For starting the project I ask you wholeheartedly, remove the PSU, which is stupid. If you want to study you will do it because you like it and not because of a score.*

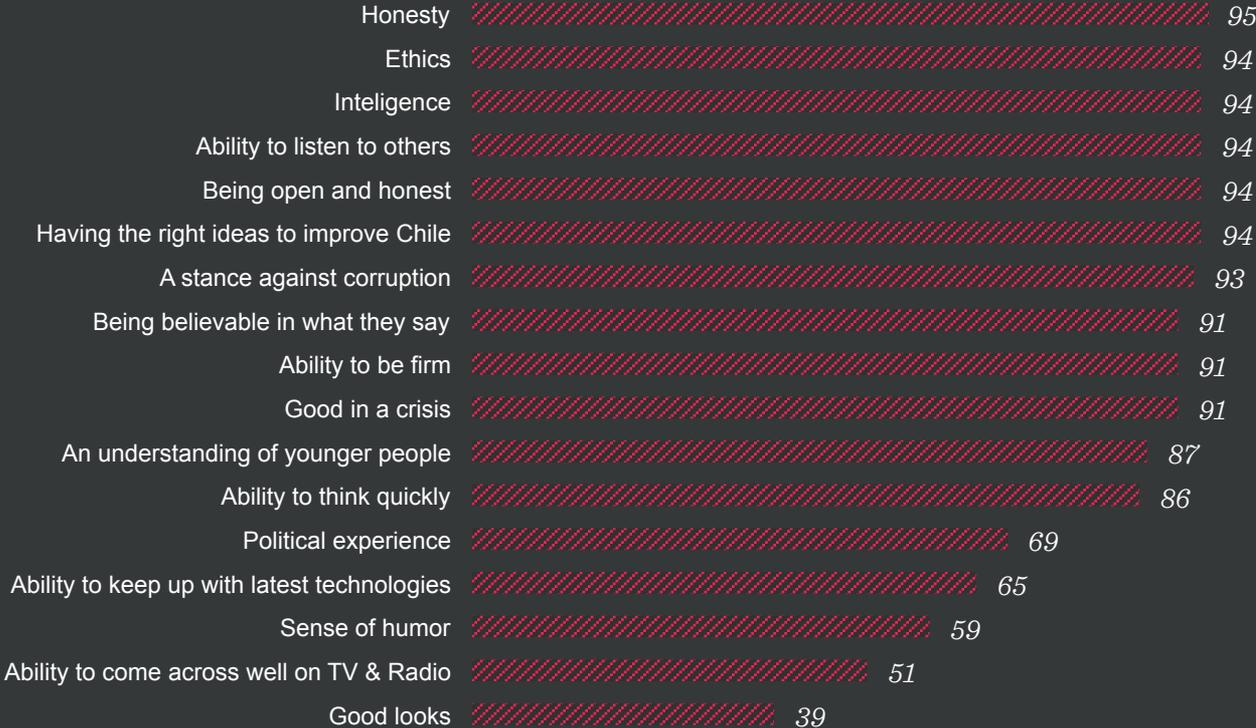
*Best regards,  
Millennial Dialogue Chile Participant*

# WHICH PARTY SCORES THE HIGHEST FOR...

*The Communist Party seem to polarise opinions scoring highest for both understanding young people and having the wrong ideas to improve life in Chile*

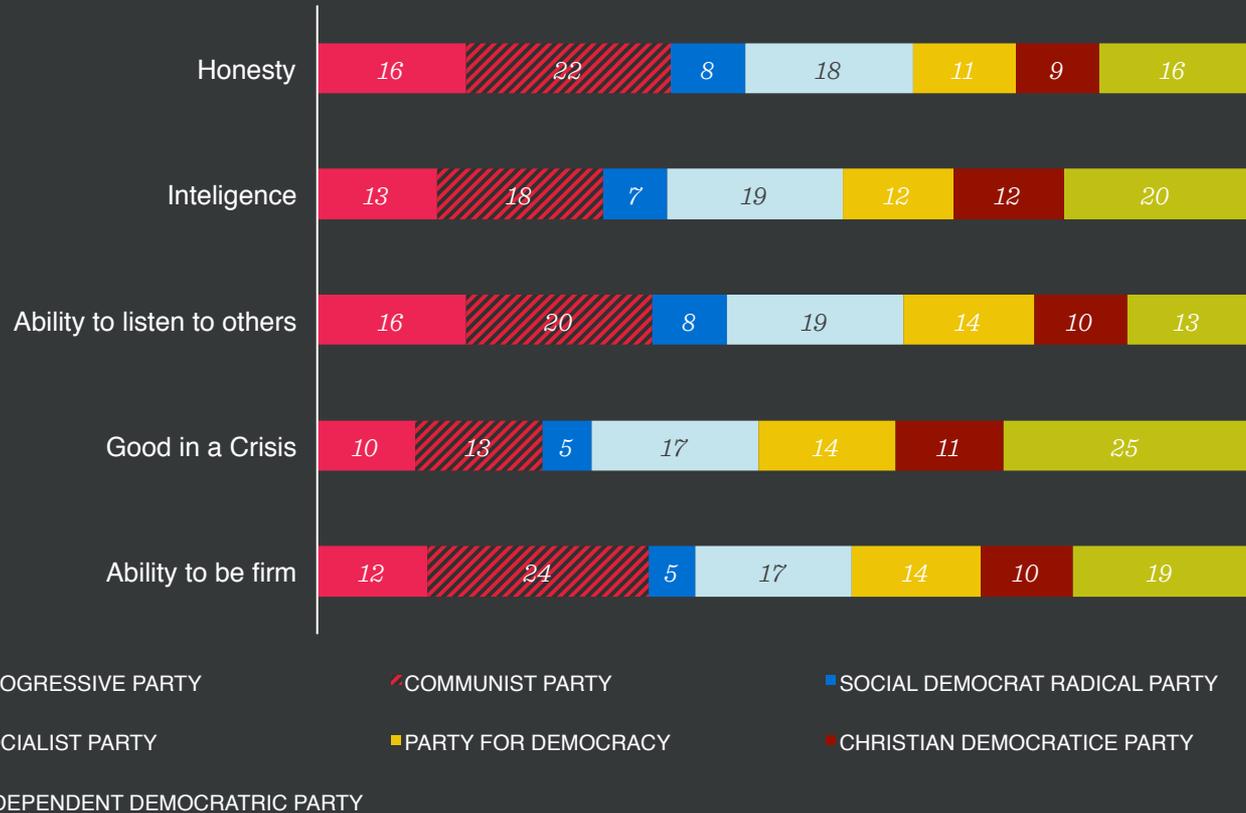


# IMPORTANT QUALITIES FOR AN ELECTED POLITICIAN (%)



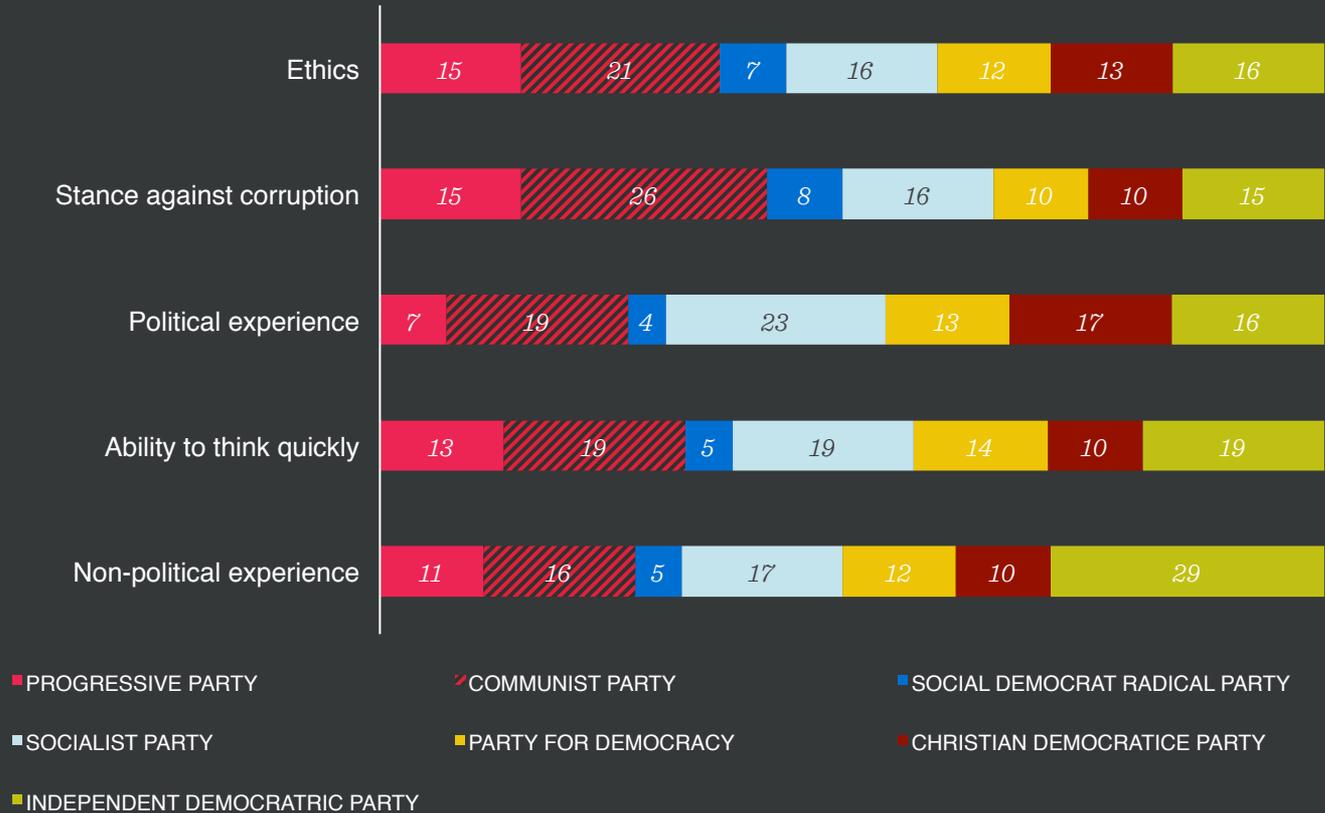
# WHICH PARTY SCORES THE HIGHEST FOR...

*The Communist Party and Socialist Party score well for most qualities Chilean millennials find important such as, honesty, ability to listen to others and an ability to be firm.*



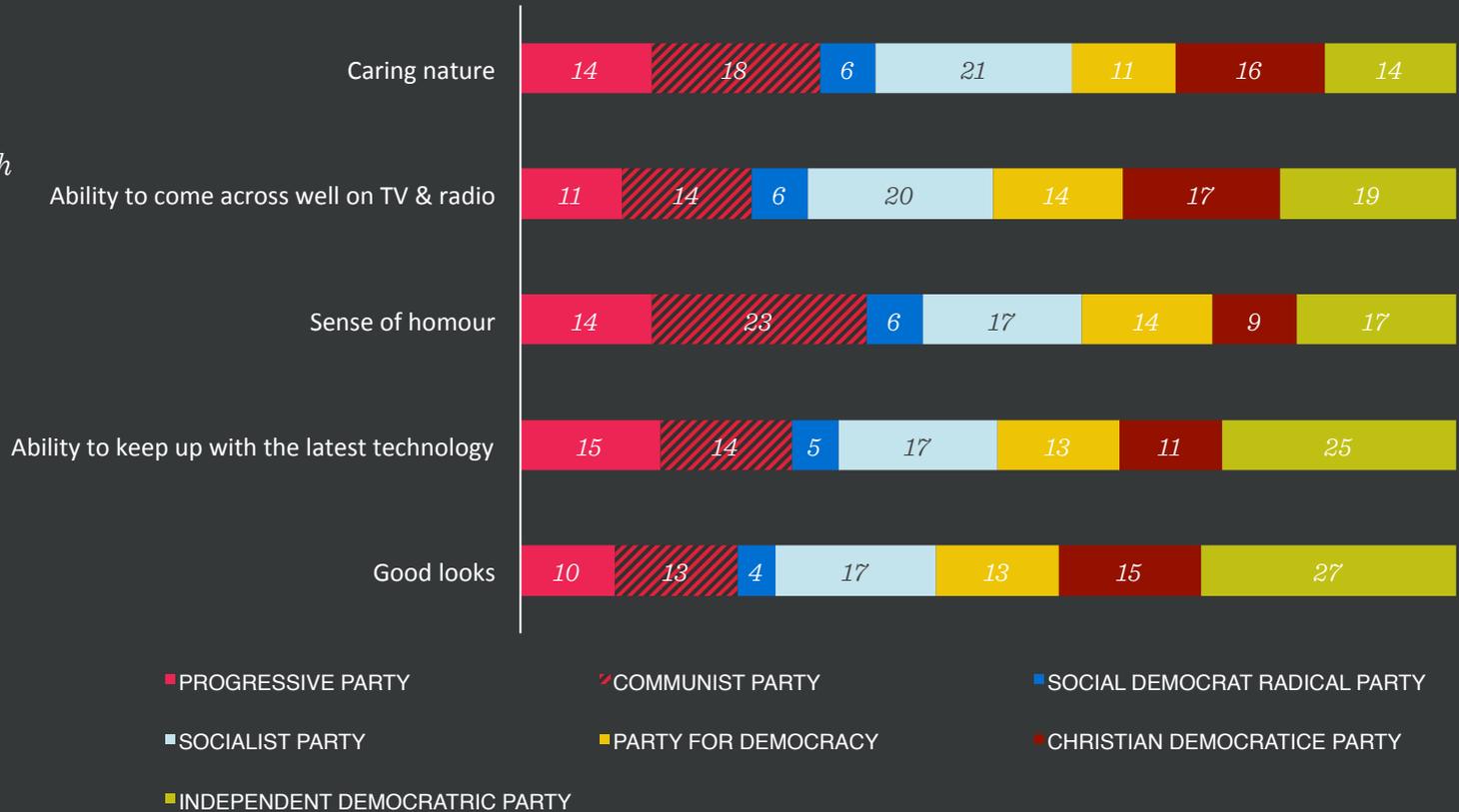
# WHICH PARTY SCORES THE HIGHEST FOR...

*The Socialist Party scores the highest for both political and non-political experience. The Communist Party scores highest by far for a stance against corruption*



# WHICH PARTY SCORES THE HIGHEST FOR...

*The Independent Democratic party score the highest for good looks and an ability to keep up with the latest technology.*



# ELECTORAL REFORM



# WHAT WOULD ENCOURAGE MORE PEOPLE TO VOTE?

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

**YOUNG CHILEANS SHOW GREAT CONFIDENCE IN THE POWER OF CONNECTED TECHNOLOGY AND ONLINE VOTING TO INCREASE PARTICIPATION. THERE IS ALSO FAIRLY STRONG SUPPORT FOR EXTENDING THE LOCATIONS WHERE ONE CAN VOTE AND FOR PROLONGING ELECTIONS.**

*If it were possible to vote online via a secure app and/or website*



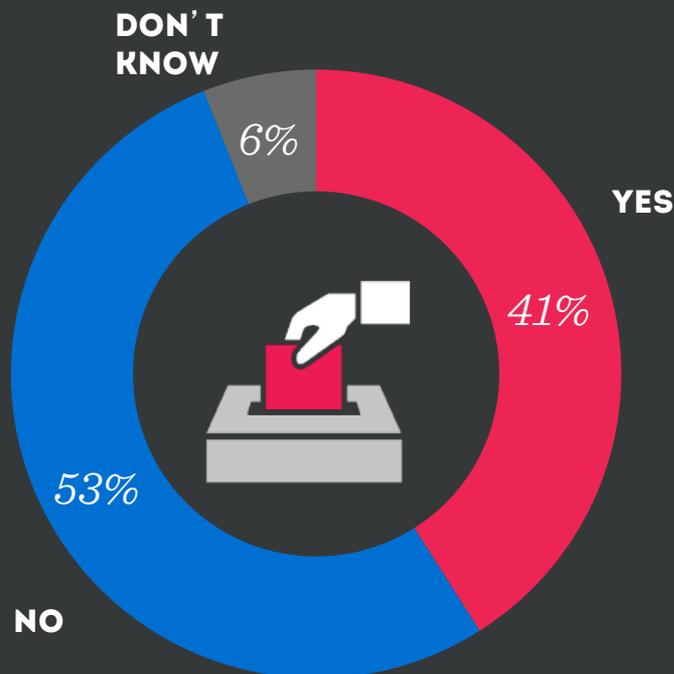
*If it were possible to vote at a lot more places such as in shopping malls, libraries, voting stations on the street, on trains, at the airport etc.*



*If it were possible to vote for a longer period of time i.e. several weeks or months in advance*



# SHOULD IT BE MADE COMPULSORY TO VOTE?



# 50%

*Of those who said they had voted said 'yes' - voting should be made compulsory*

# WOMEN IN POLITICS

(% who agree with each statement)

**44% OF CHILEAN MEN FEEL THAT THE GENDER BALANCE IN POLITICS IS ‘ABOUT RIGHT’, COMPARED TO 32% OF CHILEAN WOMEN. ALSO, THERE IS GENERALLY VERY LITTLE SUPPORT AMONG MILLENNIALS FOR ALL-WOMEN ELECTORAL LISTS.**

