

AUDIENCENET, MILLENNIAL DIALOGUE THE GLOBAL REPORT

LUYAO ZHENG | BA PHILOSOPHY POLITICS AND ECONOMICS
MERRILL HOPPER | BASS (POLITICS AND SOCIAL ANTHROPOLOGY)

INTRODUCTION

AudienceNet are a research agency in the heart of Shoreditch, London. They have conducted research in several areas including tracking public perception of the refugee crisis and observing audio consumption habits in the UK and US.

Since 2014, they have conducted the Millennial Dialogue quantitative research project in 22 countries worldwide, from the UK to Chile, and Poland to Senegal. The survey aims to obtain a better understanding of Millennials' levels and motives of engagement in politics. As Q-Step interns, we were tasked with combining all previous surveys to create a Global Report.

OBJECTIVES AND METHODOLOGIES

AudienceNet has conducted individual surveys among 16-35 year olds in each country, with an aggregate number totalling 24,201. Online communities were then set up for a week to conduct online discussions. In this global report, we compiled data from 22 countries in order to build a bigger picture of millennials' political engagement around the world. Data analytic tools like Excel and the Q Professional were used in merging the data files and drawing basic findings.

As two interns at AudienceNet, we were given enough freedom to explore the possible correlations to draw conclusions. To better explain certain trends in political engagement of the Millennials, we extended our analysis beyond the questionnaires. Some economics and social parameters (like the length of a domestic system and national average life expectancy) were taken into account. We also worked together with the data design team to find most accurate and illustrative ways to present our findings.

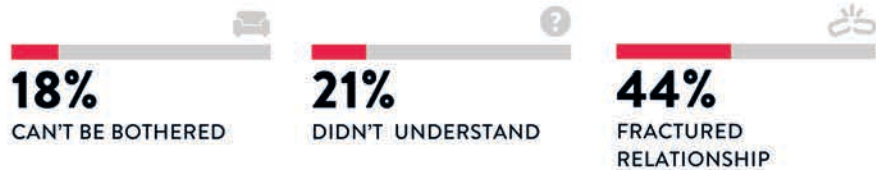
KEY FINDINGS



71%

OF ALL MILLENNIALS SURVEYED SAID THEY WOULD VOTE IF THERE WAS A GENERAL ELECTION TOMORROW.

Those who said they wouldn't vote, it was clear that their reasons were not because they couldn't be bothered or because they didn't understand. But instead it was because of a fractured relationship between them and politicians.



1 IN 10

TRUST WHAT POLITICIANS SAID



38%

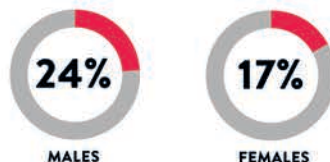
DID NOT TRUST AT ALL

Across all countries, except Poland, trust in what politicians said was very low, only 1 in 10 said that, in general, they did. Did trust what politicians said – 10%/ Did not trust at all – 38%

Few Millennials believed their voices were heard. Almost one third thought they could not be heard at all and less than 1 in 5 believed their views can definitely be heard. Males were more confident than females that they could be heard.



VOICE DEFINITELY HEARD:



The majority of millennials believed young people's views are largely ignored by politicians. Over a third believed that politicians did not at all encourage young people to participate in politics.



OVERALL ACHIEVEMENTS

On reflection of our internship at AudienceNet, we have definitely enhanced our data analytical and writing skills. Our independent and group working abilities have both improved significantly given the nature of the report. Being involved in other qualitative projects gave us great insights in mixed method research and client communications. We are now confident with working in a professional environment and managing a project within a given time scale. The internship also allowed us to gain insights into the industry and what we each want as our future path.