

Q-Step Internship: Millennials and the Political Establishment

Hannah Cunningham:
BASS (Politics)

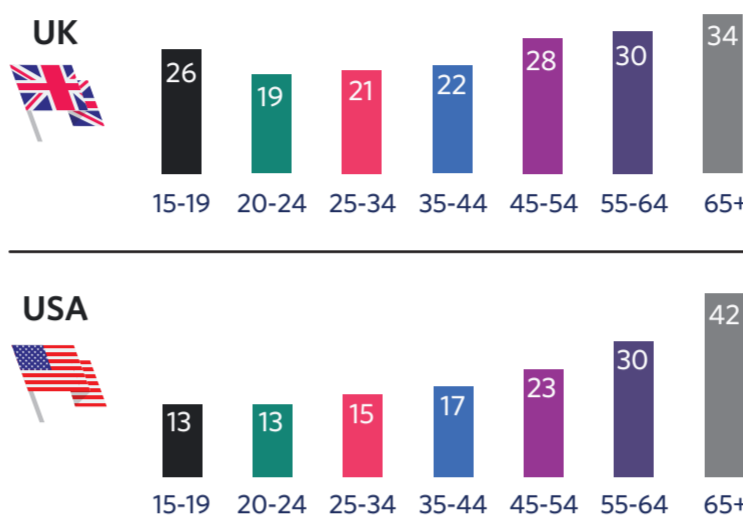
Objectives



To gain experience working with quantitative data.

Working from the documented trend of people in the millennial generation (currently aged 15-34) to be highly interested in music but not in politics, to produce a comparison of millennial engagement in music and politics in both the UK and the USA to identify differences which could explain this difference in interest.

Interested in Politics (%)



Source: AudienceNet 2015, Millennial Dialogue

Outcome



Some findings which were tangential to the actual project were contributed to the Millennial Dialogue blog.

A cross-comparison of millennial attitudes to politics, music and religion in the UK and USA, concluding that Millennials are less likely to feel bound by duty and tradition and engage with these establishments to the extent that they can be incorporated into their everyday lives. These changes are more than symptoms of their ages but are part of a trend indicating a cognitive change in this generation.

Method:



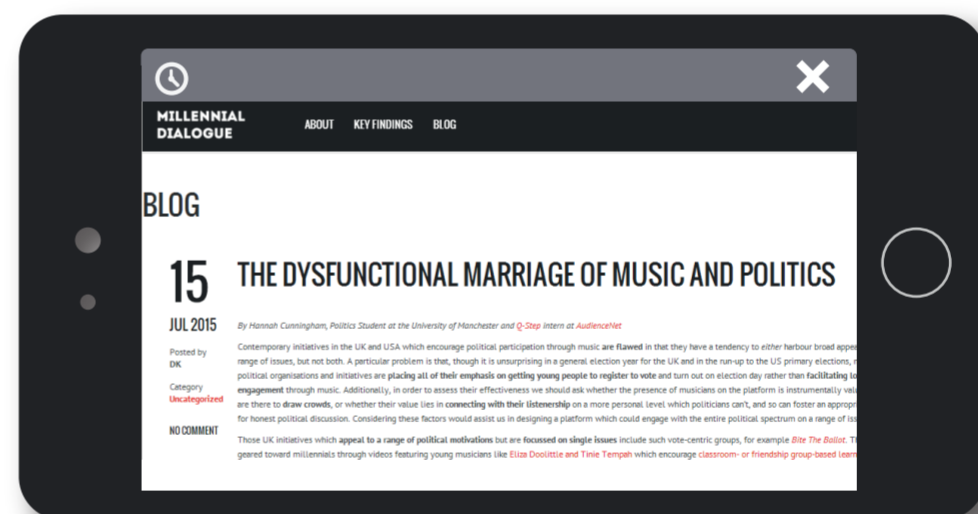
Used AudienceNet's datasets in excel to produce charts in PowerPoint which helped to identify trends in the data. Also used external data (e.g. from British Election Study, Pew) where necessary to support claims.

After looking at data to compare music and politics I decided I should also include religion because levels of interest were also low, yet displays of commitment among the religiously affiliated Millennials was high.

Key Findings

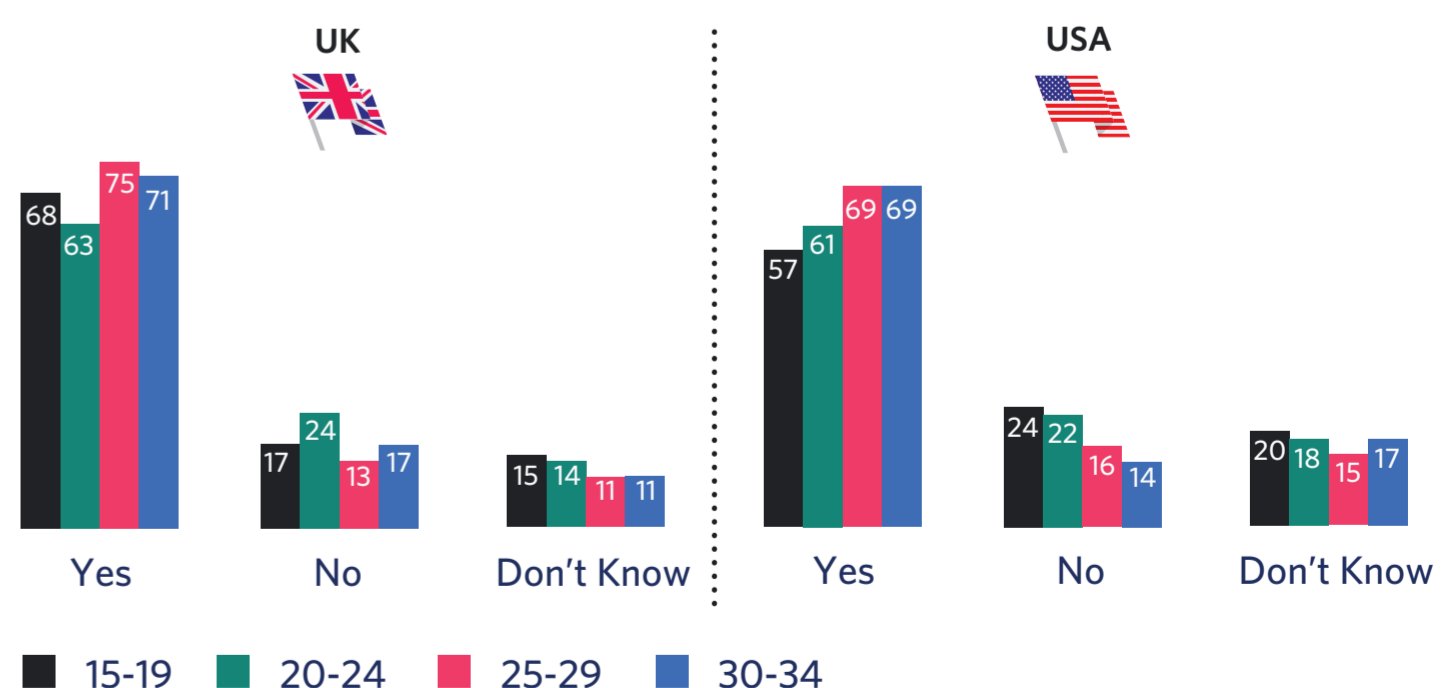


- Less than half of eligible millennial voters in the UK and the USA turn out to vote
- Voter turnout among 18-34 year olds has especially fallen since 1997
- 15% of UK and 17% of US Millennials thought that politics did a great deal of damage to the country
- Millennials in the USA were 20% more likely to be interested in religion than UK Millennials
- Two-thirds of US Millennials thought that being aware of issues and spreading information online was more effective than protesting in the street
- 6% of MPs are from black, Asian and minority ethnic backgrounds, but they make up around 14% of the UK population
- 54% of Millennials in the USA agreed that most politicians want to control and restrict young people



millennialdialogue.com/blog

If there was an election tomorrow, would you vote?



Source: AudienceNet 2015, Millennial Dialogue