

Q-Step Internship: Political Engagement of Millennials Around the World

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OBJECTIVES



- 1 To engage in both qualitative and quantitative research.
- 2 To produce a comparative worldwide report of millennial engagement in politics.
- 3 To identify potential trends and differences and similarities.

WHICH OF THE FOLLOWING AFFECT YOUR FUTURE AND THE QUALITY OF YOUR LIFE?



NET: Very big/some effect [Sample size: 19,581]

METHODOLOGY



AudienceNet conducted an initial online survey amongst 22,776 (weighted total 21,366) 16-35 year olds and a week-long, moderated, online dialogue with approximately 840 millennials, segmented as follows: the politically engaged; the mainstream and the politically disaffected.

A method of segmentation analysis was employed by AudienceNet's statistician to recruit the sample. This meant that the sample was recruited to be nationally representative of all Millennials in terms of: age; geographical region; household income and educational attainment levels.

The countries that are included in this report are the following: Australia, Austria, Belgium, Bulgaria, Canada, Chile, France, Germany, Hungary, Ireland, Italy, Mozambique, Norway, Poland, Romania, Senegal, South Africa, Spain, Turkey, UK, USA.

To put the data in perspective, the averages had been calculated for some questions to compare millennials of each continent. The different regions we have established in this report are: Europe, Africa, Australia, North America and Chile.

RESEARCH OUTCOMES

- Less than half of millennials are interested in politics.
- Only 4% of millennials worldwide aspire to be a politician. However, 87% of millennials are conscious of the ruling political party of their country. Austria, Germany and Spain having the highest rate, with 98%.
- On average, around 16% believe that politicians encourage young people to be more politically active/aware.
- On average millennials think that appearing on TV or radio is the most useful way to start a campaign.
- Most millennials believe that online voting would encourage voting.



Millennials are extremely conscious of the environment, making it the second most significant factor which they believe will affect their future. In Romania, Austria and Chile, millennials voted "the state of the environment" to be the most influential factor that will affect their quality of life.

PERSONAL OUTCOMES

- ✓ Learnt different ways to communicate quantitative data.
- ✓ Published an article for the Millennial Dialogue blog.
- ✓ Worked with such an incredible, innovative and supportive team. I extend my gratitude to each of them for being part of such a memorable experience of mine.