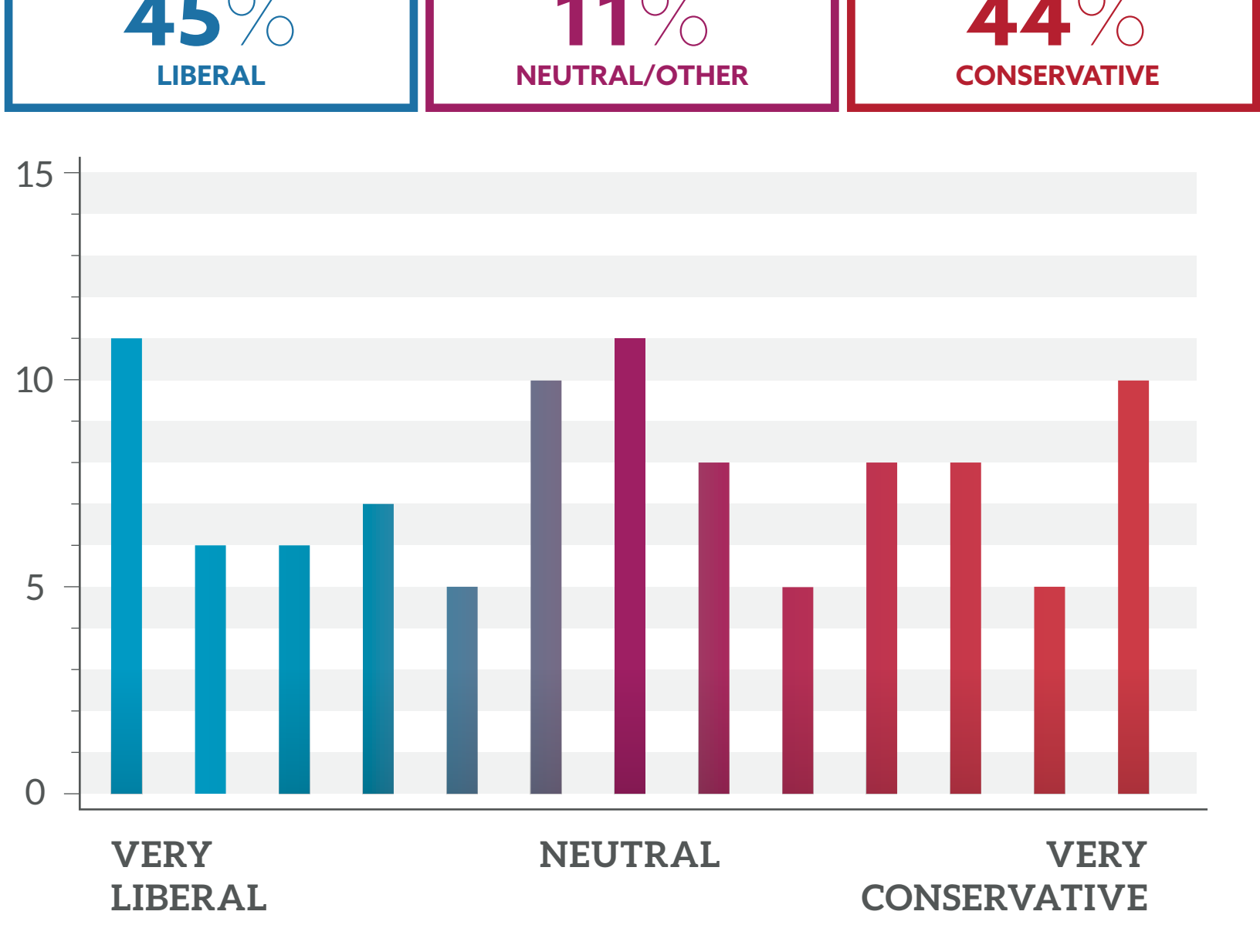


THE 2016  
MILLENNIAL  
IMPACT REPORT

POST-ELECTION  
SURVEY

## HOW MILLENNIALS IDENTIFIED BASED ON THEIR POLITICAL BELIEFS

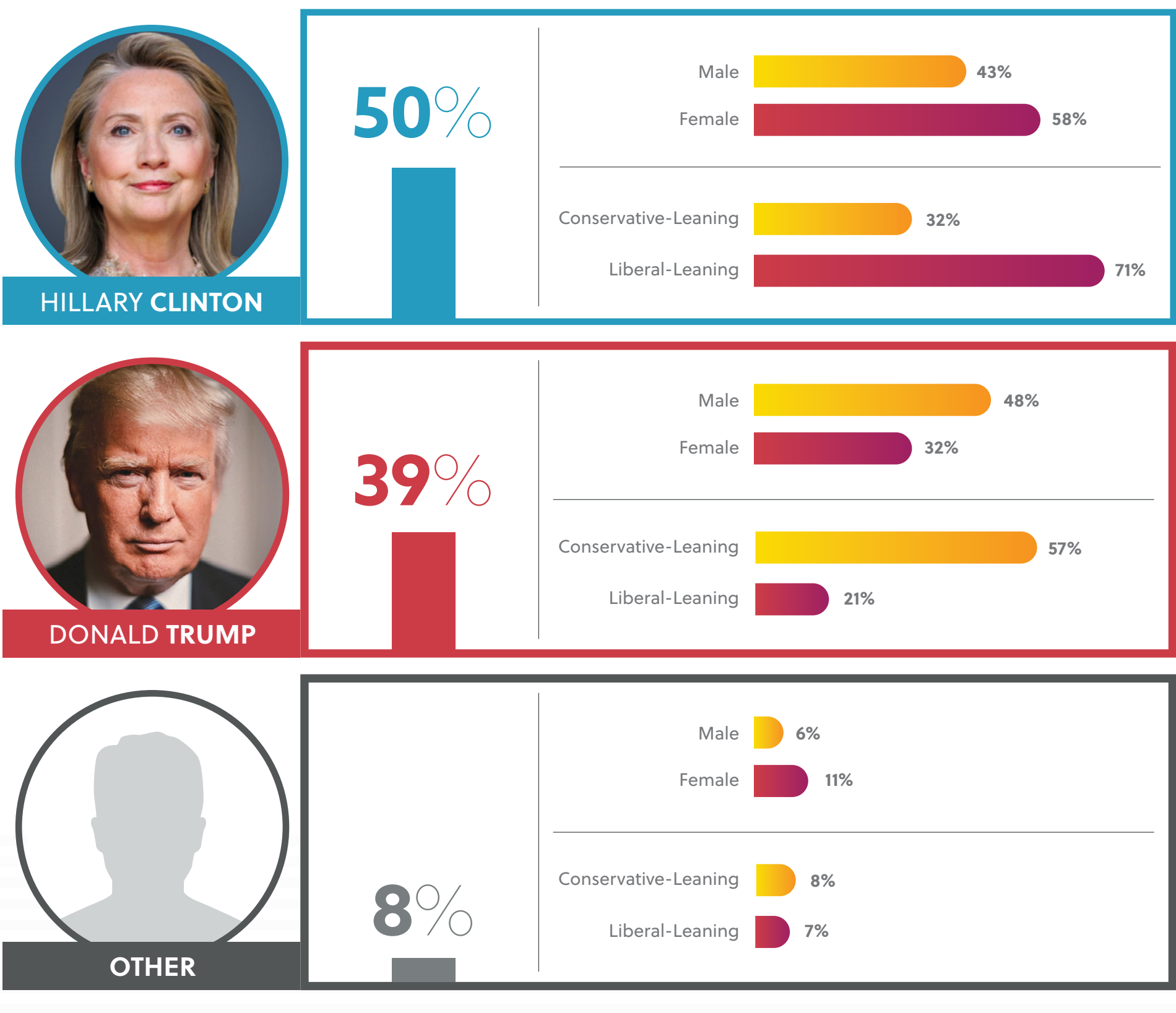


78% of millennial survey respondents reported voting in the 2016 presidential election

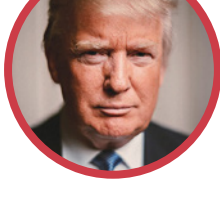
### The Top 3 Issues for Millennial Voters



### WHO DID MILLENNIALS VOTE FOR?



### "WHY DID YOU CHOOSE THAT CANDIDATE?"

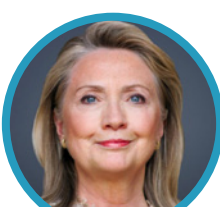


**Voters for Trump** appreciated that he was a political outsider and believed that his business experience would improve the economy.

"We need a big change to keep our country from drowning in its own debt, and [Donald Trump] has the power to help us."

"It is time for a change. Why not try a businessman to lead the country over a lifetime political candidate?"

"[Donald Trump] has the **highest possibility** for improving the economy, since he is a businessman."



**Voters for Clinton** appreciated her experience and that she was a champion for minority groups (e.g., racial minorities, women, LGBTQ, etc.).

"She was the best suited for the job. She was experienced and intelligent and fought so hard for women and people everywhere."

"I believe in the equality of all human beings. [I voted for Hillary Clinton] because I stand with the LGBTQ+, Muslim, Asian, Hispanic, female and sexual assault survivor communities."

"She is extremely qualified to lead our country. She has years of experience and has showed in the past that she can make good decisions."



### "WHY DID YOU CHOOSE NOT TO VOTE?"

#### THEME 1: APATHY

"I did not feel like voting."

"I don't really care."

#### THEME 2: DISTRUST IN THE "SYSTEM"

"... wouldn't have made a difference due to the **electoral college**."

"Perhaps if the popular vote was the winner instead of the electoral college, I would have been more inclined to vote. But as it is, **it's not worth it to my particular situation**."

"**It's all a joke**. There is no democracy; they're all puppets."

#### THEME 3: DID NOT LIKE EITHER CANDIDATE

"It seemed as though neither candidate was totally qualified for the position. Therefore, I left it up to chance and prepared for the worst."

"Choosing a lesser evil is still choosing evil."

### RESPONDENT DEMOGRAPHIC PROFILE

350  
MILLENNIAL  
RESPONDENTS

#### GENDER

49% · Male  
51% · Female  
1% · Transgender

#### AGE

17% · 18-24  
33% · 25-30  
50% · 31-36

#### RACE/ETHNICITY

61% · White/Caucasian  
12% · Spanish/Hispanic/Latino  
15% · Black/African-American  
8% · Asian  
0% · Pacific Islander  
0% · Native American  
3% · Multiple Races  
1% · Other  
0% · Prefer Not to Answer

#### EDUCATION

3% · High School (Grades 9-12)  
18% · High School Graduate  
29% · Some College (1-4 years)  
10% · Associate's Degree  
29% · Bachelor's Degree  
9% · Master's Degree  
1% · Professional School Degree  
2% · Doctorate Degree

#### REGION

27% · West      22% · Northeast      19% · Midwest      31% · South

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