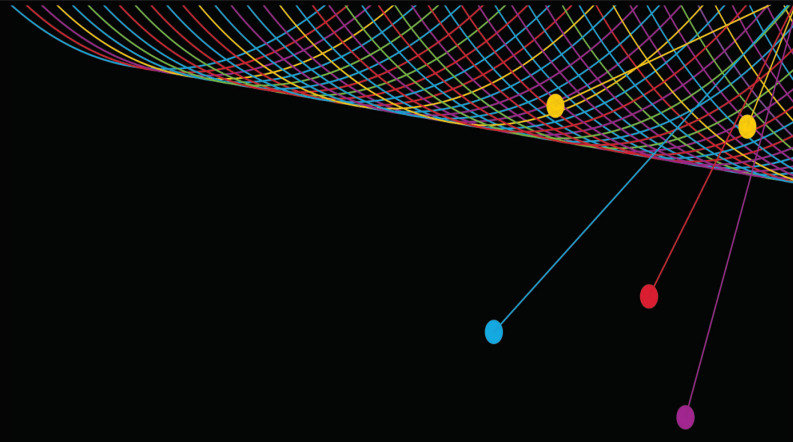


nielsen

AN UNCOMMON SENSE  
OF THE CONSUMER™



# POLITICAL PAIRINGS

REACHING KEY VOTER SEGMENTS IN  
THE 2016 ELECTION



# ZERO IN ON VALUABLE POLITICAL SEGMENTS

The changing media landscape has made it more challenging than ever for campaigns to get the right message to the right audience on the right platform. During the 2016 cycle, candidates will need to use state-of-the-art tools in order to conduct the most effective and efficient media campaigns. And those campaigns will need to be customized to the voter segments who promise to be key to the elections.

This e-book will examine several voter segments, Single White Females, African Americans, Millennial Hispanics and Non-Collegiate White Male voters in an effort to assist campaigns, consultants and agencies in understanding more about who they are, what issues they deem most important and which media strategies will encourage them to vote at the polls.



# SINGLE WHITE FEMALES



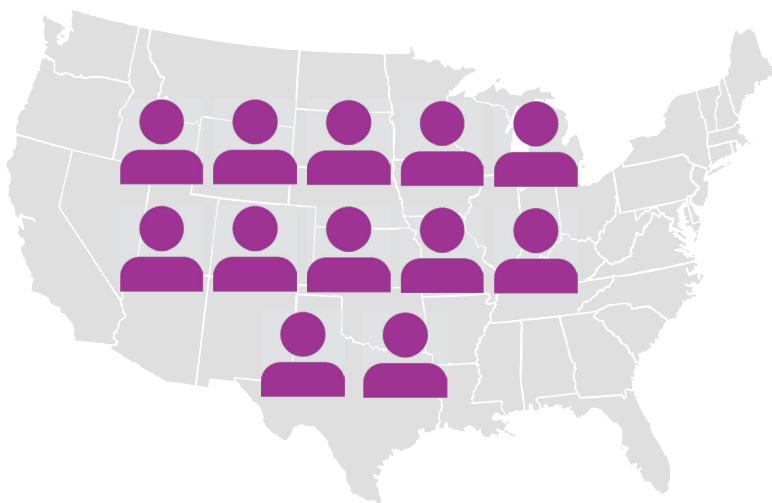
Representing over 12 million registered voters, Single White Females comprise an important component of the youth vote and their budding party ties make them a segment that can be influenced.

With turnout at the polls often influenced by their feelings toward key issues on the ballot, candidates working to attract the Single White Female vote will want to address her concerns about equal wages, healthcare, and the economy overall.

Traditional broadcast mediums such as television and radio will reach her but the internet and social media will be important components in creating effective media campaigns.

## OVER 12 MILLION

## 75%



REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

## OPPORTUNITY FOR AN OPEN AUDIENCE

With almost half of this segment being either Independent or having no party affiliation, there is great potential for campaigns to sway her vote with platform positions focused on her concerns.

### NO PARTY TIES CREATES CHANCE TO SWAY

Almost one in five (16%) Single White Female Voters do not have a party affiliation. They are 50% more likely than the average voter to not have a party affiliation.

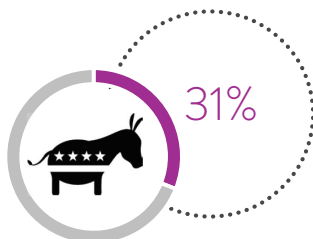


## PARTY AFFILIATION

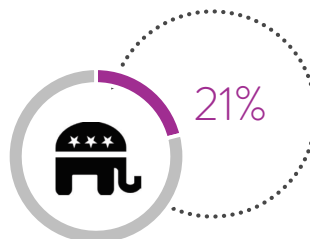
Single White Female Voters are most likely to self-identify as a Democrat (31%) or Independent (32%). One in 5 (21%) self-identify as Republican.

### POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

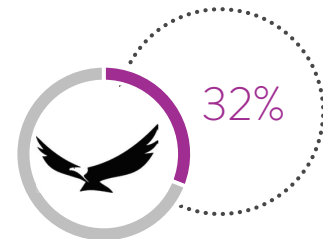
DEMOCRAT



REPUBLICAN



INDEPENDENT

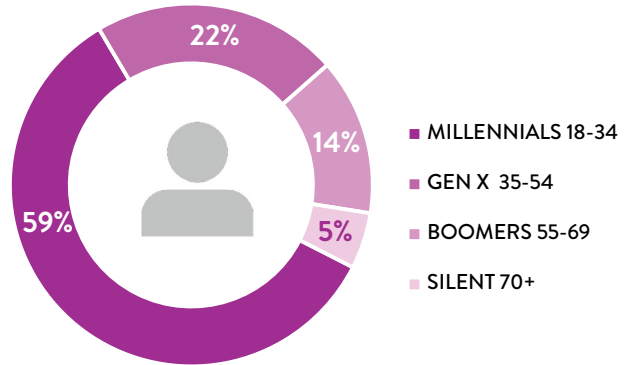


# DEMOGRAPHICS

Successfully reaching the Single White Female Voter will require speaking in the voice of Millennials and Generation X. Combined, these two generations make up 81% of the segment.

Single White Female Voters are more than twice as likely to be Millennials as compared to the average voter, making them a critical component in winning the overall youth vote.

## GENERATIONAL BREAKOUT OF THE SINGLE WHITE FEMALE VOTER



**2X** MORE LIKELY  
TO BE MILLENNIALS

# THE WEIGHT OF FINANCIAL BURDENS

## EDUCATION

Sixty-five percent of Single White Female Voters are college educated with 29% having a 4-year degree. Nearly 1 in 5 have a student loan.

**73%** MORE LIKELY TO HAVE STUDENT LOANS



## INCOME

**\$60,900**

### AVERAGE HOUSEHOLD INCOME

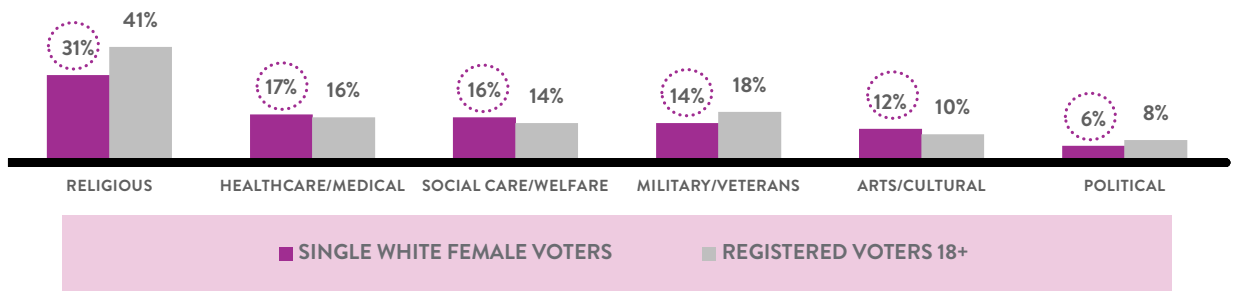
Single White Female Voters have household incomes \$14,000 less than the average voter. Issues focusing on education and wage equality will be of major interest.



## CONTRIBUTIONS

Sixty-seven percent of Single White Female Voters contributed to organizations in the past year. Donations focused mostly on religious, healthcare and social related causes. Only 6% made a political contribution making the segment 21% less likely than the average voter to have contributed to a political cause/campaign.

### ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS



6%

CONTRIBUTED TO A POLITICAL ORGANIZATION

## READY TO LEND A HAND

A little over one-third of Single White Female Voters volunteered in some capacity during the past year, making them great recruits for campaigning activities.

### FIND HELP FOR RALLIES, LOCAL COMMUNITY EVENTS AND FUNDRAISERS



VOLUNTEERED  
PAST YEAR

1 IN 3



# ISSUES THAT MATTER



## ENVIRONMENT

The environment is a key issue for the Single White Female Voter segment with almost half (47%) considering themselves to be more environmentally conscious than most and one in ten supporting a politician based on their environmental position.



AGREE THE GOVERNMENT SHOULD PAY MORE ATTENTION TO ENVIRONMENTAL ISSUES



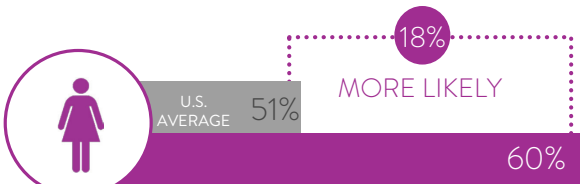
## HEALTHCARE

Almost all of Single White Female Voters (91%) have health insurance. The segment is 20% more likely than the average voter to have an individual healthcare policy and 79% more likely to be on Medicaid/public assistance, making issues surrounding healthcare reform important.



## ECONOMY

Single White Female Voters agree that they are overwhelmed with financial burdens and that the current economy is impacting their spending habits. They are 68% more likely than the average voter to be actively seeking work. Candidates with strong economic reform platforms as well as those supporting the increase of minimum wage and wage equality for women will find favor with this segment.



FEEL OVERWHELMED WITH FINANCIAL BURDENS



## RELIGION

Religious based issues will find support with about half of Single White Female Voters. Three in five agree prayer is part of their daily life and 54% agree religion should be the pillar of our society. Issues surrounding gay marriage will find support with this voter segment as 60% disagree that marriage should only be between a man and a woman.



AGREE PRAYER IS A PART OF THEIR DAILY LIFE

# MEDIA HABITS

The internet, including social media, will be an important part of political campaigns seeking to reach the Single White Female Voter. In an average week, she spends ten hours and twelve minutes on the internet which is one hour and fifty-three minutes longer than the average voter. She consumes radio and newspaper at similar levels to other voters but spends an average of 35 minutes less with television per day. Utilizing traditional media's digital audiences via their websites and social networks will extend the reach when messaging to the Single White Female Voter.

## SOCIAL MEDIA HABITS OF THE SINGLE WHITE FEMALE VOTER

### WEBSITE/APPS USED PAST 30 DAYS

191

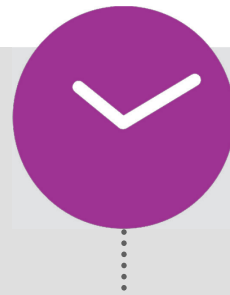
INSTAGRAM

155

TWITTER

126

FACEBOOK

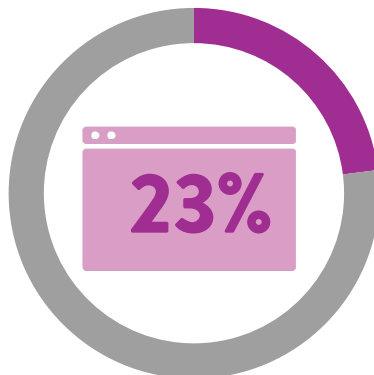


### DAILY AVERAGE TIME SOCIAL NETWORKING

	VOTER 18+	SINGLE WHITE FEMALE VOTER
1+ HOURS	29%	43% (148)
3+ HOURS	10%	17% (178)

○ INDEXED TO ADULTS REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

## LOCAL MEDIA EXTENDS DIGITAL REACH



MORE LIKELY



TO HAVE VISITED A MEDIA WEBSITE PAST 30 DAYS



# AFRICAN AMERICANS



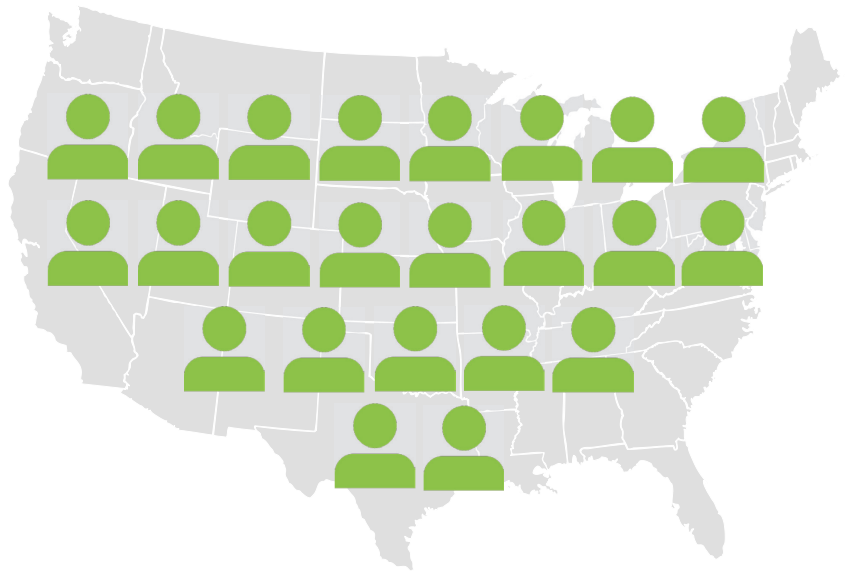
African American Voters played a dynamic role in the 2012 elections when turnout at the polls reached historical proportions. In 2016 this segment will continue to play a vital role in the outcome of many campaigns.

Representing over 23 million registered voters, candidates will need to gain the respect and backing of this segment through their support of issues surrounding wealth equality, education, and employment.

Traditional media, especially television, will be most effective in reaching the African American Voter.

## OVER 23 MILLION

### 85%



REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

## MESSAGE ACROSS PARTY LINES

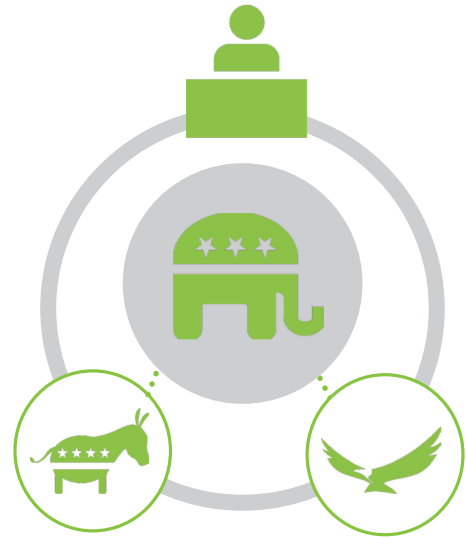
With almost one third identifying as Independent or No Party, there is a sizable and persuadable faction within the segment. "On point" messaging will garner results.

### BUILDING PARTY SUPPORT

1 IN 3



SELF IDENTIFY AS  
INDEPENDENT OR NO PARTY

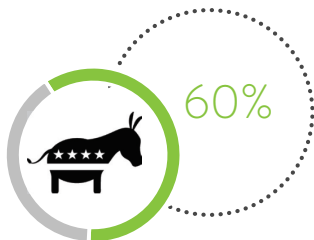


## PARTY AFFILIATION

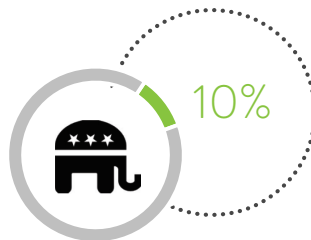
African American Voters are nearly twice as likely to self-identify as a Democrat with one in five identifying as Independent.

### POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

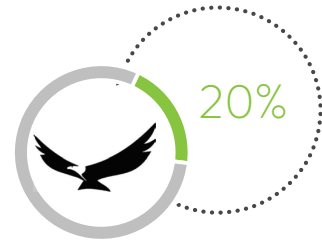
DEMOCRAT



REPUBLICAN



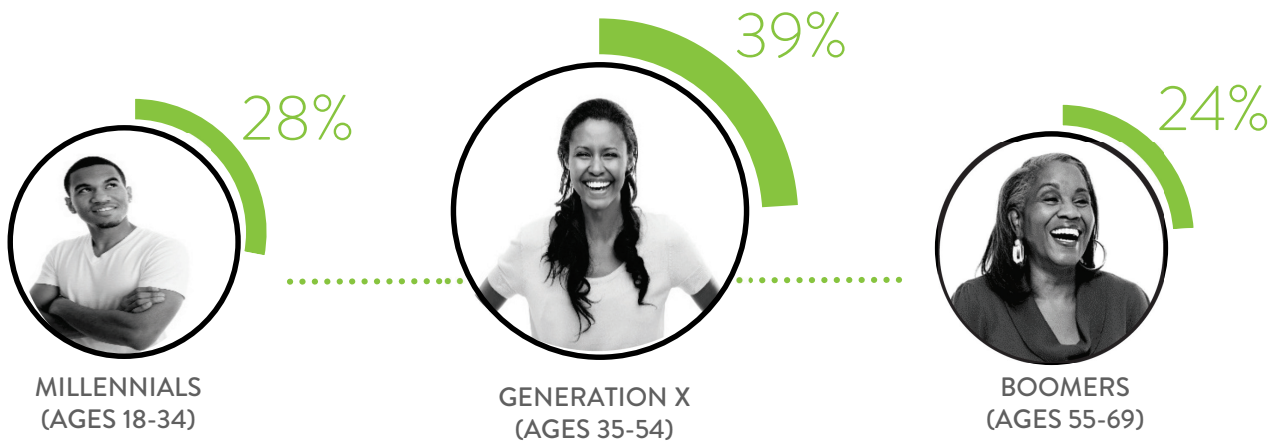
INDEPENDENT



## DEMOGRAPHICS

Winning the African American vote will require speaking to multiple generations. The majority of African American Voters are Generation X (39%) with about half of the segment split between the Millennial (28%) and Boomer (24%) age cohorts.

### AFRICAN AMERICAN VOTERS SPAN ALL GENERATIONS



## EDUCATION IS A TOP PRIORITY

### EDUCATION

This voting segment places high value on education. More than half of African American Voters are college educated and they are 86% more likely than the average voter to be planning to go back to school.



**86%**  
MORE LIKELY

TO BE PLANNING TO GO BACK TO SCHOOL  
IN THE NEXT 12 MONTHS

### INCOME

**\$57,100**

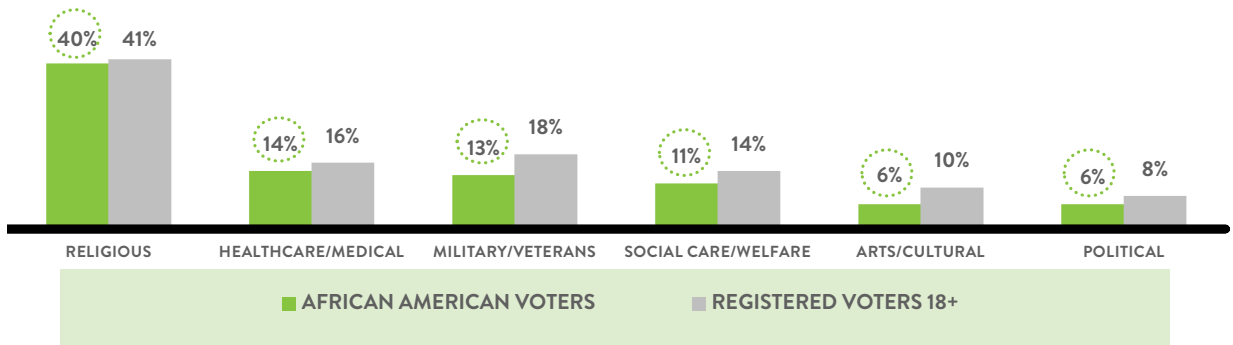
AVERAGE HOUSEHOLD INCOME

African American Voters' incomes are about \$18,000 less than the average voter making economic, education and wage equality issues a focus.

# CONTRIBUTIONS

Sixty-nine percent of African American Voters made some type of contribution in the past year with most of those monies going to religious organizations.

## ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS



6%

CONTRIBUTED TO A POLITICAL ORGANIZATION

# STRAIGHT TALK HITS A CORD

Only one in four African American Voters volunteered in the past year, making this segment 12% less likely to volunteer than the average voter. Campaigns should concentrate on providing answers to important issues highlighted in the news instead of asking this segment to donate their time and money.



# ISSUES THAT MATTER



## RELIGION

Religion is the pillar of society for the African American Voter with three quarters of this segment in agreement. Four in five say prayer is a part of their daily life. Candidates courting this important segment should not only show their strong support of religious issues but also demonstrate they walk the path of righteousness themselves.

17 MILLION



AGREE RELIGION SHOULD BE THE PILLAR OF OUR SOCIETY



## HEALTHCARE

The majority (90%) of African American Voters have health insurance. This voter segment is twice as likely to be insured via Medicaid/public assistance/welfare and therefore should show keen interest in issues surrounding Welfare Reform.



..... 35%

MORE LIKELY TO DESCRIBE THEIR CURRENT HEALTH AS FAIR OR POOR



Over half (55%) of African American Voters feel good about celebrities of their own ethnic background in the media and almost a third agree that celebrity endorsements influence them to action. Campaigns utilizing celebrity endorsements could see gains in African American Voter support.

1 IN 3



AGREE CELEBRITY ENDORSEMENTS INFLUENCE THEM TO ACTION



## ECONOMY

Three in five African American Voters agree that they are overwhelmed with financial burdens and 68% say that the current economy is impacting their spending habits. African American Voters will be looking for economic fixes that bring quick results as more than half agree that “you are better off having what you have now as your never know what tomorrow may bring.”



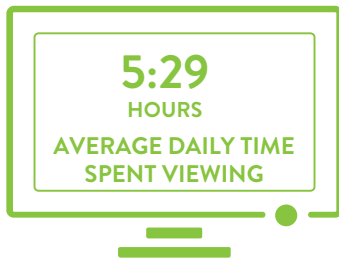
68%

SAY THE ECONOMY IS IMPACTING THEIR SPENDING HABITS

# MEDIA HABITS

Television advertising is an important medium for reaching the African American Voter. On average, the segment spends five hours and twenty-nine minutes each day with the medium, one hour more than the average voter. Radio and newspaper consumption mirror the average voter but time spent online is almost one hour less. Yet, social media as part of a digital strategy will be key as a third (34%) of African American Voters spend one or more hours per day engaged in social networking.

## TOP MEDIA FORMATS AMONG AFRICAN AMERICAN VOTERS



## TOP 5 TYPES OF TV PROGRAMMING WATCHED

- 1 LOCAL NEWS
- 2 MOVIES
- 3 COMEDIES
- 4 MYSTERY/SUSPENSE/CRIME
- 5 SPORTS

## TOP 5 NEWSPAPER SECTIONS READ

- 1 FRONT PAGE/MAIN NEWS
- 2 LOCAL NEWS
- 3 ADVERTISING CIRCULARS/INSERTS
- 4 ENTERTAINMENT/LIFESTYLE
- 5 COMICS



**5 MILLION**  
.....  
READ A NEWSPAPER VIA  
A MOBILE DEVICE PAST  
30 DAYS



**37%**  
MORE LIKELY  
.....  
TO USE INTERNET/APP TO  
LISTEN TO LOCAL RADIO  
STATION  
PAST 30 DAYS



## TOP 5 RADIO FORMATS M-SU 6A-MID

- 1 URBAN AC
- 2 URBAN CONTEMPORARY
- 3 RYTHMIC CONTEMPORARY HIT RADIO
- 4 POP CONTEMPORARY HIT RADIO
- 5 ADULT CONTEMPORARY

# NON-COLLEGIATE WHITE MALES



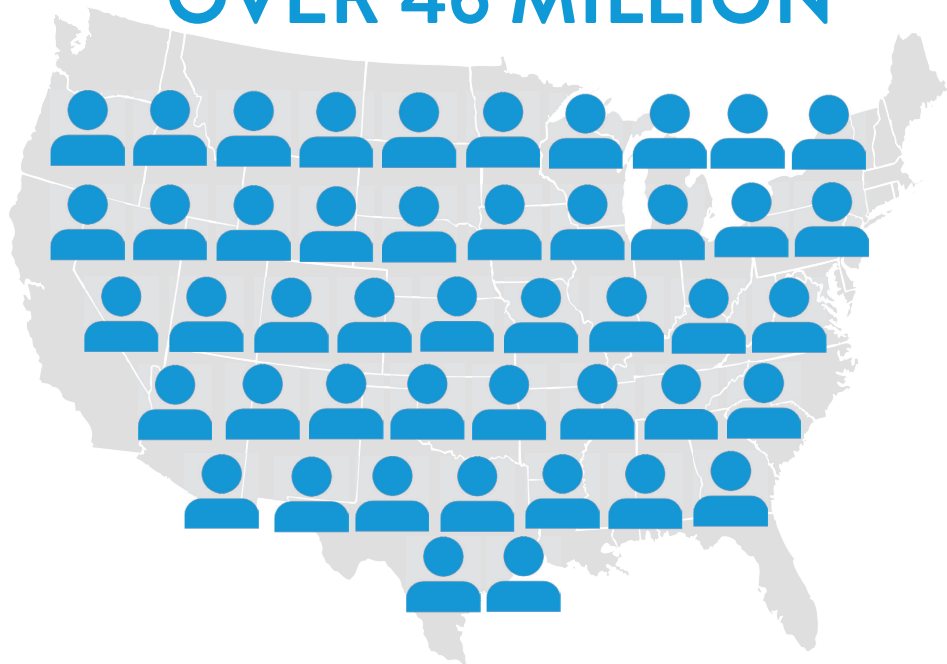
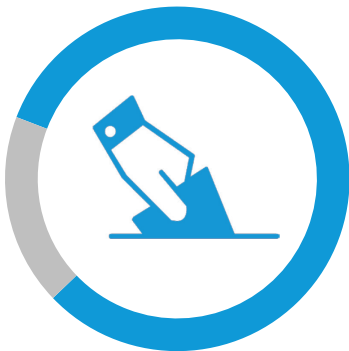
Representing approximately one quarter of the registered voting population, Non-Collegiate White Male Voters are over 46 million strong. Heavily invested in the political future of their country, 82% report that they are registered to vote in their district of residence.

Non-Collegiate White Male Voters tend to fall on middle ground. Being predominately blue collar, they want to insure the rich aren't controlling the system and that the poor are receiving properly allocated benefits. Issues surrounding the economy, foreign policy and healthcare will be on their radar.

Traditional broadcast mediums such as television and radio are a great way to reach them with placement of ads around sports content sure to grab their attention.

## OVER 46 MILLION

82%

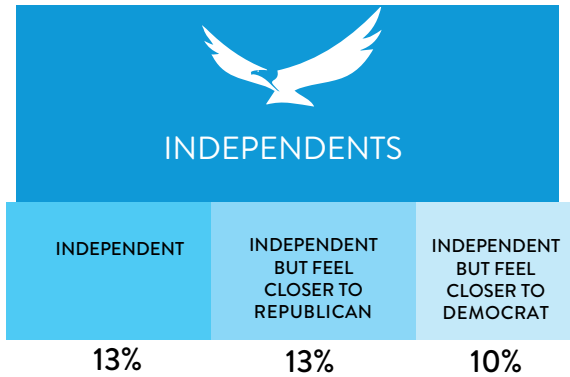


REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

# OPPORTUNITY AMONG INDEPENDENTS

Over a third of Non-Collegiate White Male Voters identify as Independent with only 10% having no party affiliation. One in three (13%) are true Independents with the remaining (23%) leaning one way or the other toward a party line.

## LOOK ACROSS THE INDEPENDENTS

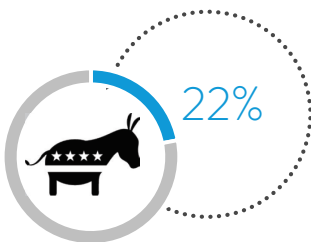


# PARTY AFFILIATION

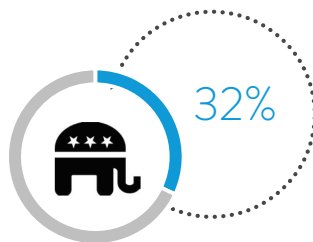
Non-Collegiate White Male Voters are most likely to self-identify as a Republican (32%) or Independent (36%). One in 5 (22%) self-identify as Democrat.

## POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

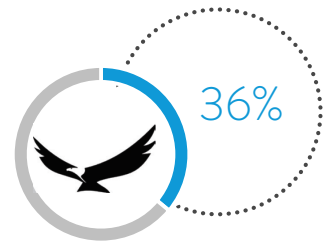
DEMOCRAT



REPUBLICAN



INDEPENDENT

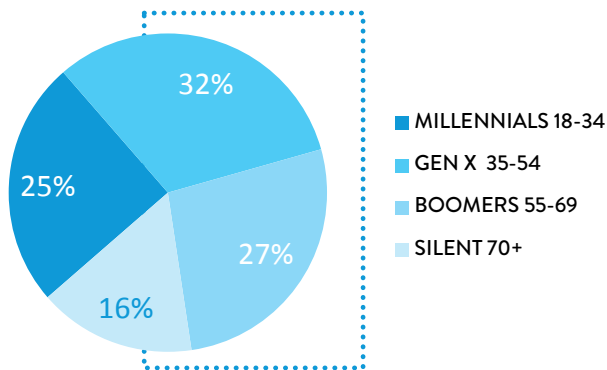




# DEMOGRAPHICS

Three quarters of Non-Collegiate White Male Voters are 35 or older and two out of five are 55+, making this group 23% more likely to be retired or planning to retire in the next year. Campaigns that voice concerns on the stability of one's future lifestyle will resonate well.

## GENERATIONAL BREAKOUT OF THE NON-COLLEGIATE WHITE MALE VOTER



75% ARE 35 OR OLDER



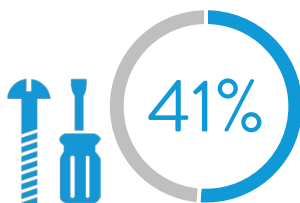
23%

MORE LIKELY TO BE RETIRED OR RETIRING IN THE NEXT YEAR

# PREPARING FOR THE FUTURE

## EDUCATION

This segment, which is 61% more likely to be blue collar, may not have a college degree but education is still important to learn in-demand skills. They are 34% more likely to have attended a special/technical/vocational school.



HAVE ATTENDED A SPECIAL/TECHNICAL/VOCATIONAL SCHOOL

## INCOME



AVERAGE HOUSEHOLD INCOME

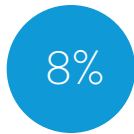
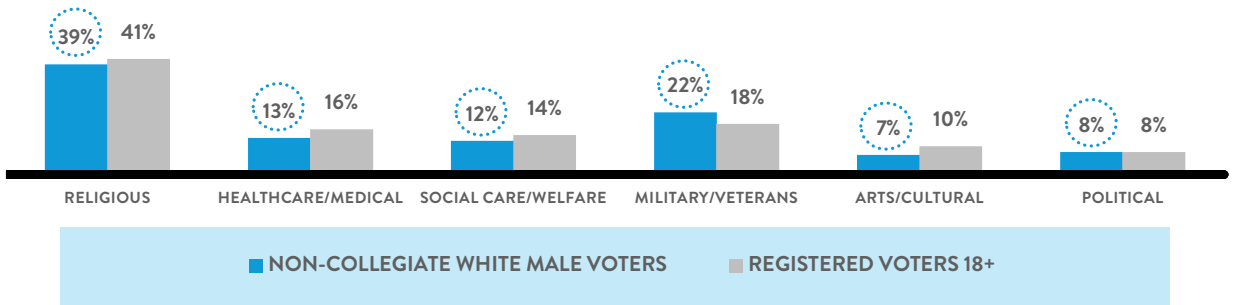
Non-Collegiate White Male Voters have household incomes that are \$4,000 less than the average voter. This puts them in the "middle" of the issues that ensure the rich do not have unfair advantages and benefits for the poor are allocated appropriately.

Source: Nielsen Scarborough USA+ Release 1 2015

# CONTRIBUTIONS

Sixty-nine percent of Non-Collegiate White Male Voters contributed to organizations in the past year. The segment was 19% more likely to have supported a military/veterans cause. Political contributions were on par with the average voter with 8% contributing during the past year.

## ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS

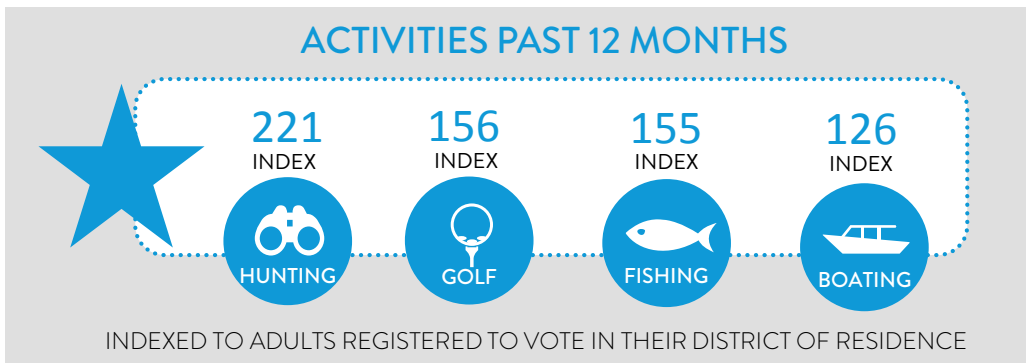


CONTRIBUTED TO A POLITICAL ORGANIZATION

# RALLY AROUND INTERESTS

Non-Collegiate White Male Voters are more likely to enjoy outdoor activities such as hunting, fishing, boating and golf. Incorporating their interests into campaign speeches and advertising creative will help find common ground and build support at a grass roots level.

## ACTIVITIES PAST 12 MONTHS

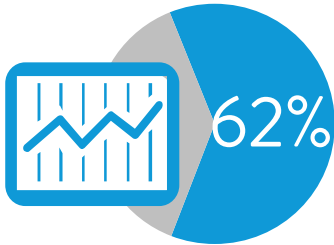


## ISSUES THAT MATTER



### ECONOMY

One in four (25%) Non-Collegiate White Male Voters are retired and three in five have some type of investments. Wanting to ensure their golden years are secure, their attention will focus on economic policies affecting social security and stability in the financial market.

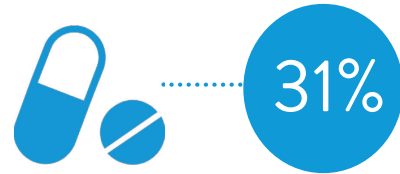


62%  
OF HOUSEHOLDS HAVE SOME  
TYPE OF INVESTMENT



### HEALTHCARE

Almost all of Non-Collegiate White Male Voters (93%) have health insurance. Nearly a third are covered under Medicare and they are 35% more likely to have military health insurance. Issues addressing quality and comprehensiveness of coverage for veterans and retirees will be a focal point.

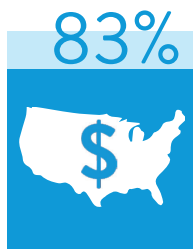


31%  
HAVE MEDICARE FOR HEALTH  
INSURANCE



### FOREIGN POLICY

With donations and high support for military coupled with those on military insurance, the Non-Collegiate White Male Voter is likely to have an open ear on what a candidate has to say about foreign affairs including military issues and border security. They have a patriotic spirit with 83% agreeing it is important to buy American.

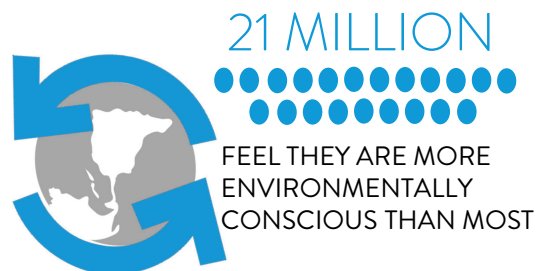


83%  
AGREE BUYING AMERICAN IS IMPORTANT



### ENVIRONMENT

Non-Collegiate White Male Voters are invested in environmental issues with 70% agreeing the government should pay more attention to the environment. With over 21 million saying they are more environmentally conscious than most, conservation issues will be important.



21 MILLION  
FEEL THEY ARE MORE  
ENVIRONMENTALLY  
CONSCIOUS THAN MOST

## MEDIA HABITS

Traditional media such as radio and television are good bets for reaching the Non-Collegiate White Male Voter. The segment spends 23 minutes more per week with television than the average voter and given they are 23% more likely to be driving 250+ miles per week, radio and out of home advertising will reach their captive eyes and ears. Additionally, placement of ads surrounding sporting events is sure to provide a home run across all media outlets.

### SPORTS REACHES THE NON-COLLEGIATE WHITE MALE VOTER ACROSS ALL OUTLETS



PERCENT MORE LIKELY THAN AVERAGE ADULT REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

**23%**

TYPICALLY WATCH  
SPORTS

**14%**

READ SPORTS  
SECTION

**36%**

LISTEN TO ALL  
SPORTS RADIO

**24%**

USE INTERNET FOR  
SPORTS SCORES

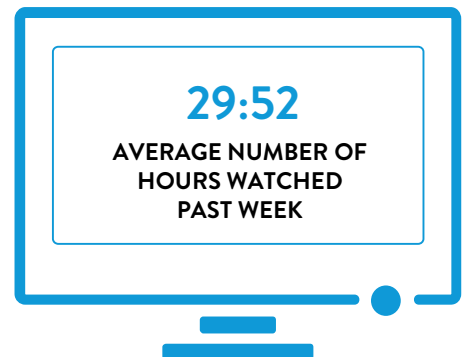
## GOOD EXPOSURE TO TRADITIONAL MEDIA



**23%**



MORE LIKELY TO HAVE DRIVEN  
250+ MILES PAST WEEK



Source: Nielsen Scarborough USA+ Release 1 2015

# HISPANIC MILLENNIALS



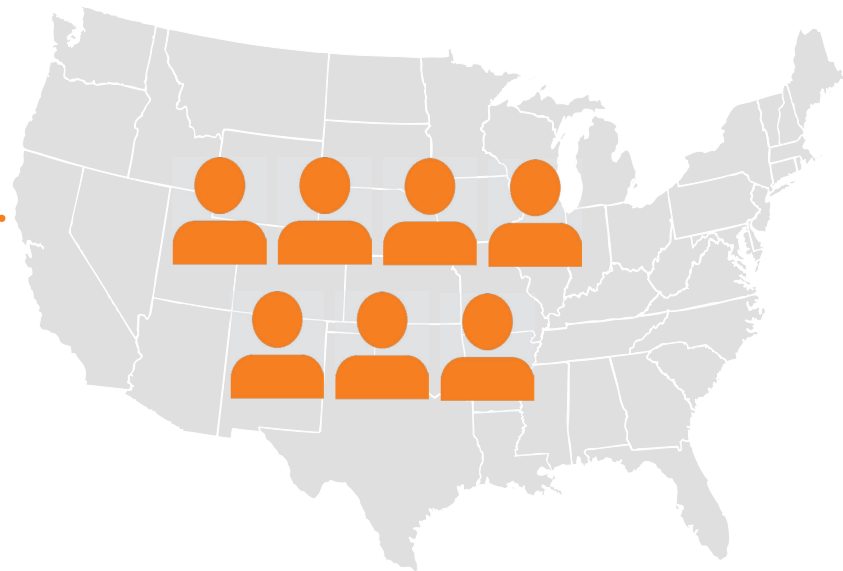
The number of Hispanic voters continues to grow. Since the last presidential election their ranks have grown by over 2 million with Hispanic Millennial Voters making up a large proportion (40%) of the 19 million registered Latino voters.

Representing over 7 million of the registered voter population, this segment accounts for the largest growth sector among Hispanic voters as well as represents a substantial component of the overall youth vote.

This digitally savvy and connected voter group will look to the internet and social media as primary resources for political information.

## OVER 7 MILLION

## 58%

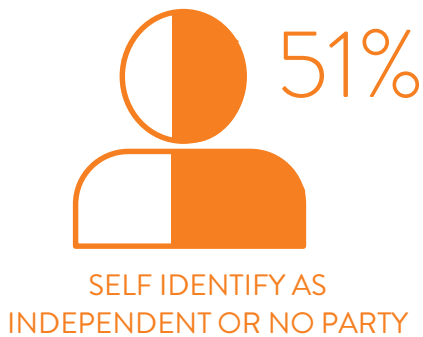


REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

## DIGITAL IS IMPERATIVE FOR INDEPENDENTS

Half of Hispanic Millennial Voters self-identify as Independent or No Party affiliation, giving candidates an opportunity to persuade these voters into alignment with their parties. Two out of three Hispanic Millennial Voters have used YouTube in the past month and they are 75% more likely to have used a mobile device to watch video clips. Using social media and captive videos will help gain trust and spread interest.

### BUILD PARTY SUPPORT

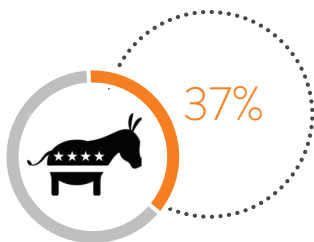


## PARTY AFFILIATION

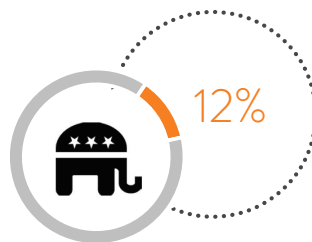
Hispanic Millennial Voters are most likely to self-identify as either Democrat (37%) or Independent (32%). One in five (19%) claim no party affiliation. Given they are three times more likely than the average voter to not vote in presidential elections, motivating them to the polls will be imperative for all parties.

### POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

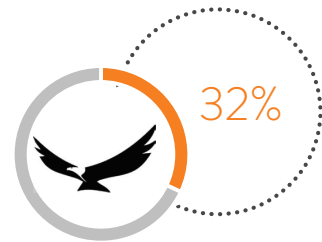
#### DEMOCRAT



#### REPUBLICAN



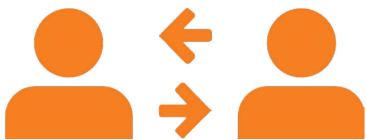
#### INDEPENDENT



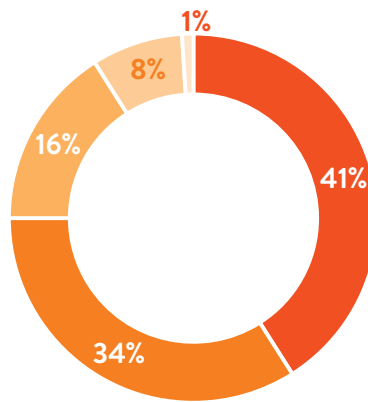
# DEMOGRAPHICS

Three quarters of Hispanic Millennial Voters personally prefer to speak English only or English more than Spanish. Messaging in English will reach the majority but in order to cover the full segment, Spanish language outreach should be considered.

## LANGUAGE PERSONALLY PREFER TO SPEAK



ENGLISH DOMINANT



- ENGLISH MORE THAN SPANISH
- ENGLISH ONLY
- SPANISH MORE THAN ENGLISH
- SPANISH ONLY
- ENGLISH/SPANISH EQUALLY

# ACCESS TO HIGHER EDUCATION

## EDUCATION

Almost half (47%) of Hispanic Millennial Voters are college educated. Higher education is important with one in four planning on going back to school within the next year.



TO USE INTERNET/APP TO TAKE A COLLEGE COURSE

## INCOME



AVERAGE HOUSEHOLD INCOME

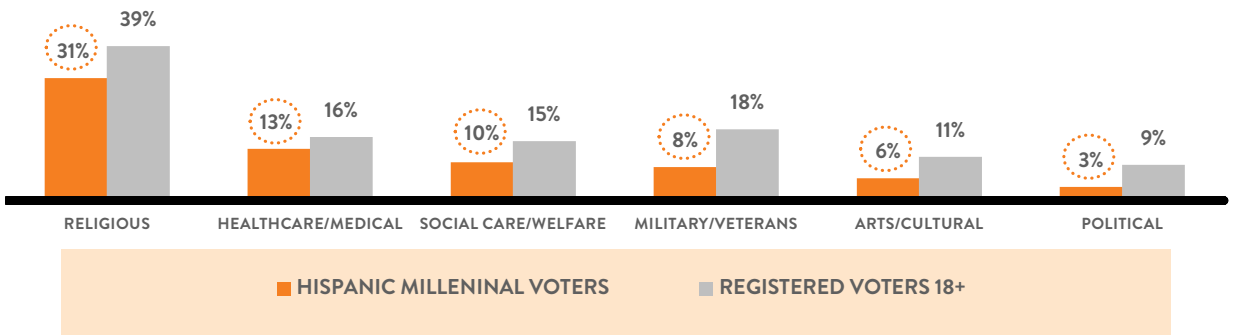
Hispanic Millennial Voters have similar household incomes to Single White Female Voters with their average household income about \$12,000 below the average voter.



# CONTRIBUTIONS

Hispanic Millennial Voters contribute to organizations overall at about the same pace as other voter segments with the exception of political donations. Only 3% made a political donation during the past year making them 61% less likely to have done so than their voting counterparts.

## ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS



3% CONTRIBUTED TO A POLITICAL ORGANIZATION

# CATALYSTS TO GENERATION BARRIERS

Similar to the African American Voter segment, only one in four Hispanic Millennial Voters have volunteered their time during the past year. Campaigns will want to focus on getting the Hispanic Millennial Voter to the poll instead of asking for time and/or monetary contributions. Hispanic Millennials could play a role in persuading the vote of family members given they like to be the center of attention and thus are likely to share their political opinions within multiple voting generations.





# ISSUES THAT MATTER



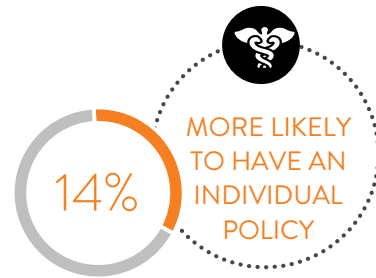
## ECONOMY

Hispanic Millennial Voters are two times more likely than the average voter to be seeking employment. Three in five agree that they are overwhelmed with financial burdens and say that the current economy is impacting their spending habits. And like their African American Voter counterparts, they too will be looking for economic fixes that bring quick results, as more than half agree that “you are better off having what you want now as your never know what tomorrow may bring.”



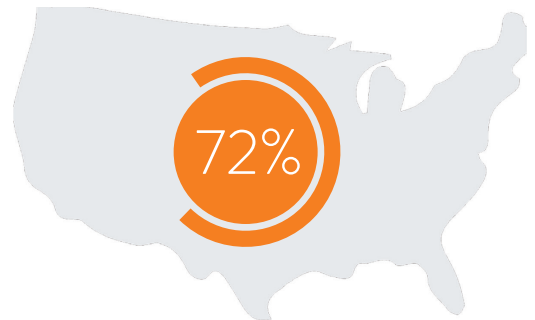
## HEALTHCARE

Four in five Hispanic Millennial Voters have health insurance with one in five receiving that insurance via Medicaid/public assistance/welfare. Forty percent of those insured have an individual policy, making them 14% more likely than the average voter to have had to secure their own insurance. This segment will be closely watching candidates’ positioning on healthcare reform and Obamacare.



## CULTURE AND IMMIGRATION

The majority (72%) of Hispanic Millennial Voters were born in the United States and almost equally as many (75%) prefer to speak English more than Spanish or English only. That does not mean that cultural heritage is not important as 71% agree that their culture/heritage is an important part of their lives. And when they are at home, two in five embrace that heritage by predominately speaking Spanish. So while the segment demonstrates high levels of assimilation, negative positions regarding immigration may be harmful to a campaign.

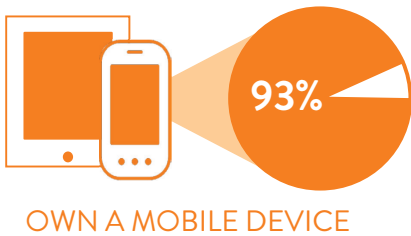


BORN IN THE UNITED STATES

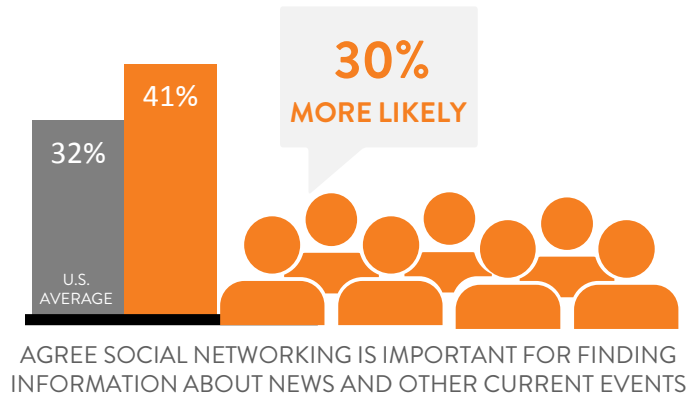
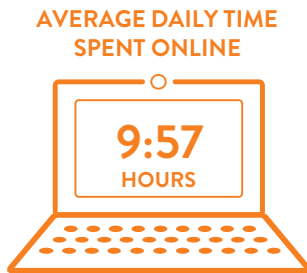
# MEDIA HABITS

The Internet and social media play an important role in reaching the Hispanic Millennial Voter. On average the segment spends nine hours and fifty-seven minutes per week online which is one hour and twenty-two minutes longer than the average voter. Half spend an hour or more on social media and they are 30% more likely to agree that social networking is important for finding information about news and other current events. Usage of all social media sites, with the exception of LinkedIn, outpaces the average voter. Instagram deserves a special call-out as Hispanic Millennial Voters are 160% more likely to be using this network. Radio will also find the ears of this segment as they listen 9 minutes more daily than the average voter.

## CONNECT WITH HISPANIC MILLENNIAL VOTERS ON THE GO



## ONLINE AND SOCIAL MEDIA HABITS



## TIME SPENT WITH TRADITIONAL MEDIA ABOVE OR ON PAR WITH ALL VOTERS

### NOTABLE GENRE/FORMATS

201 POP CONTEMPORARY HIT

120 LATE NIGHT TALK

119 NEWSPAPER VIA MOBILE DEVICE

INDEXED TO AVERAGE REGISTERED VOTER

Source: Nielsen Scarborough Hispanic DST Multi-Market 2015 Release 1, GfK/MRI Attitudinal Insights Module



Nielsen Scarborough USA+ 2015 Release 1, GfK/MRI Attitudinal Insights Module (Base: Adults 18+ Registered To Vote In District of Residence- Projected 197,845,110, Respondents: 174,862)

Nielsen Scarborough Hispanic DST Multi-Market 2015 Release 1, GfK/MRI Attitudinal Insights Module: (Base: Adults 18+ Registered To Vote In District of Residence - Projected 108,373,581, Respondents: 101,718)

#### Definitions For Political Segments

**Single White Female Voter** – Female, Single never married, White/non -Hispanic and Registered to vote in their district of residence.

**African American Voter** - African American/non-Hispanic and Registered to vote in their district of residence.

**Non-Collegiate White Male Voter** - Male and White/non- Hispanic and No college degree and Registered to vote in their district of residence.

**Hispanic Millennial Voter**- Hispanic,18-34 and Registered to vote in their district of residence.

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#### **GET CLOSER TO THE 2016 ELECTION:**

[www.nielsen.com/electioncentral](http://www.nielsen.com/electioncentral)

[www.dialog.scarborough.com](http://www.dialog.scarborough.com)

#### **FOR MORE INFORMATION CONTACT:**

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Product Marketing Manager – Nielsen Local Insights

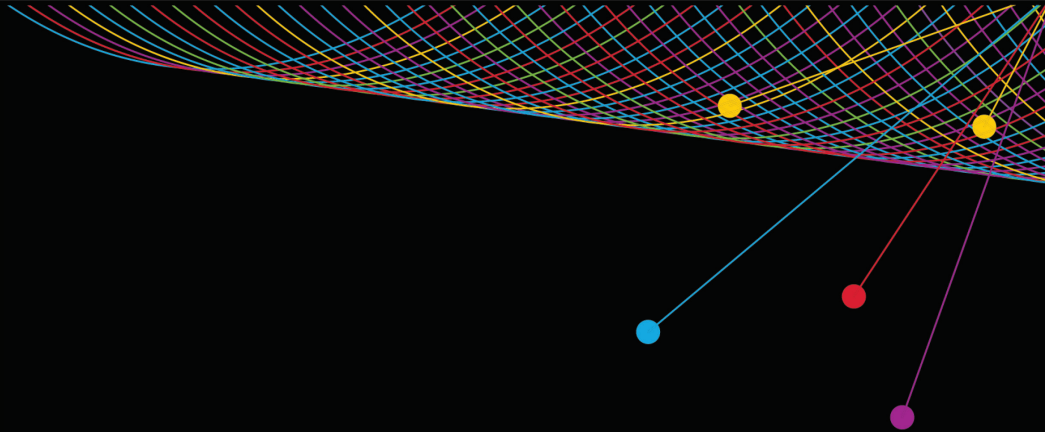
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#### **ABOUT NIELSEN**

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