

## **Profiling Political differences**



I chose to look at the younger generation of first time voters.

- \_ Less and less interested in politics
- \_ Large portion of the population
- \_ How do I create a platform showcasing the data on young voters vs. non-voters?



Customer	Category	Item
Food + Drink		Southern Comfort
		Red Bull
		Old Speckled Hen
Retail		Sprite
		Pizza hut
		Debenhams
Technology		Goldsmiths
		WH Smith
		Ann Summers
Travel		MARKS and SPENCER
		New Look
		Google / Dropbox
CARS		Microsoft
		Orange
		AOL
APPS		Virgin mobile
		Riviera
		London Midland
EVER USED		London underground
		East Midlands airport
		First Great Western
MEDIA		Mercedes
		FIAT
		Woolworth
SPORTS Teams		MINI
		Land Rover
		FORD
General Interests		TV Catchup
		Sky Sports News
		Xperia Arc launcher
ISSUES		BBC NEWS at 10
		BBC NEWS at 6
		ENGLAND national football team
General Interests		Mercedes AMG Petronas
		Sheffield United F.C
		Scuderia Ferrari
ISSUES		Tottenham Hotspur
		Politics
		Beauty & Grooming
ISSUES		Politics + Political science
		People + Relationships
		International News
ISSUES		Sex + relationships
		Scottish independence
		Gay Marriage
ISSUES		Human Right
		weather
		Nuclear weapons
	Childcare	

## Sourcing the data

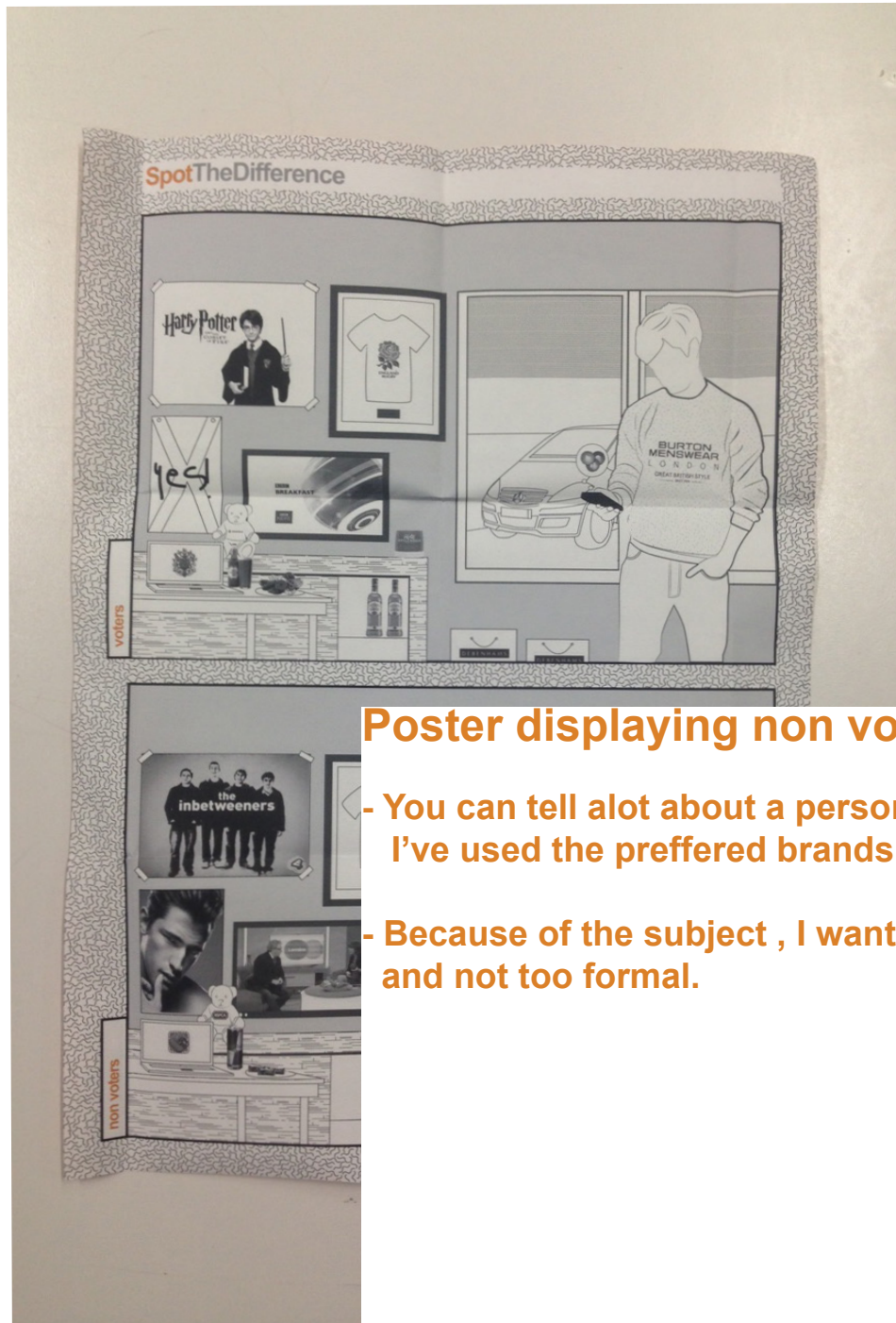
Looked at non voters/ voters and the elderly for comparison

Delved through data looking at things such as favorite food and drinks, retail, cars and general interests to form a profile of each category.



## Results from data research

- \_ Stereotypical evidence of who the voters and non voters are, what their interests were and what brands and issues they were concerned about.
- \_ The young who voted were a lot more interested in the government and goings on in the country as a whole.



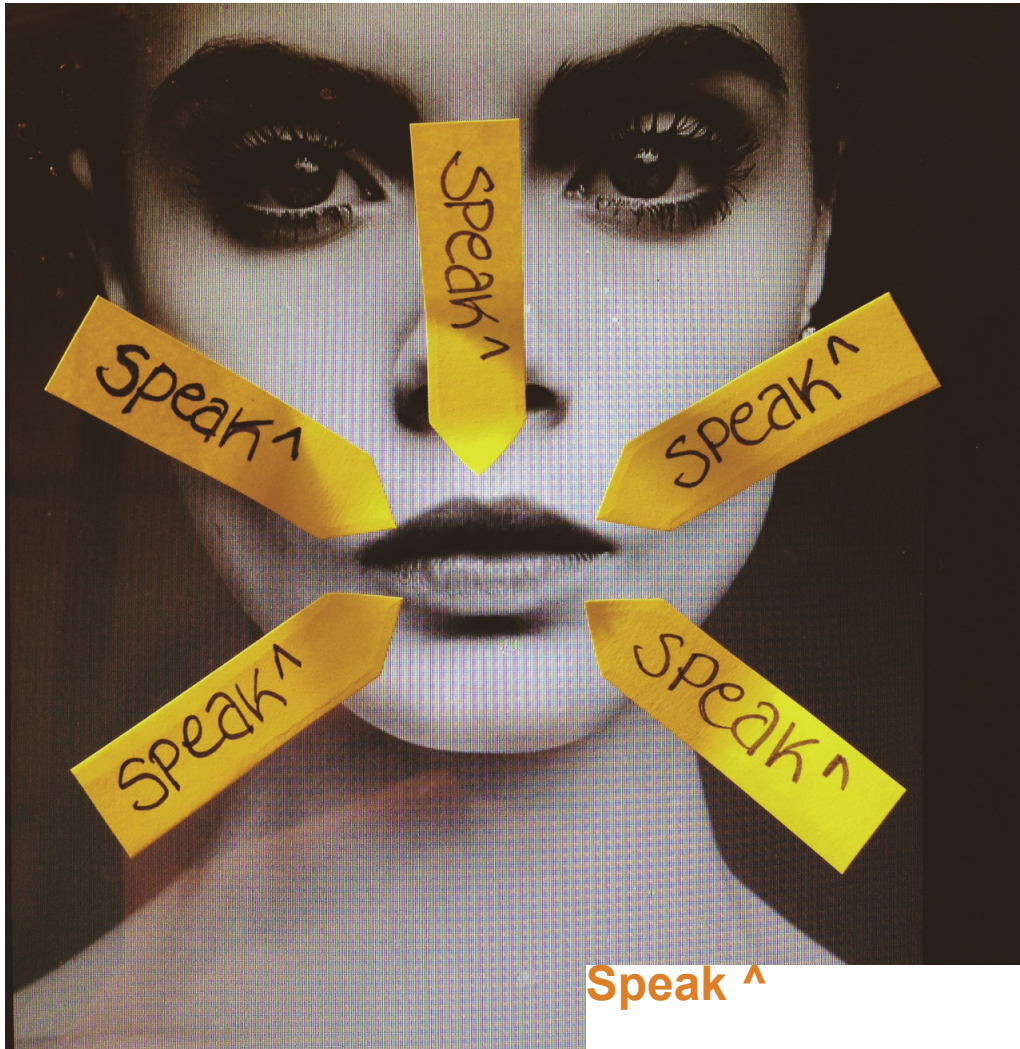
## Poster displaying non voters and voters preferred brands.

- You can tell a lot about a person from the brands they're into, which is why I've used the preferred brands to convey the profiles of each group
- Because of the subject, I wanted to keep the tone for visualization fresh and not too formal.

## **Further thoughts...**

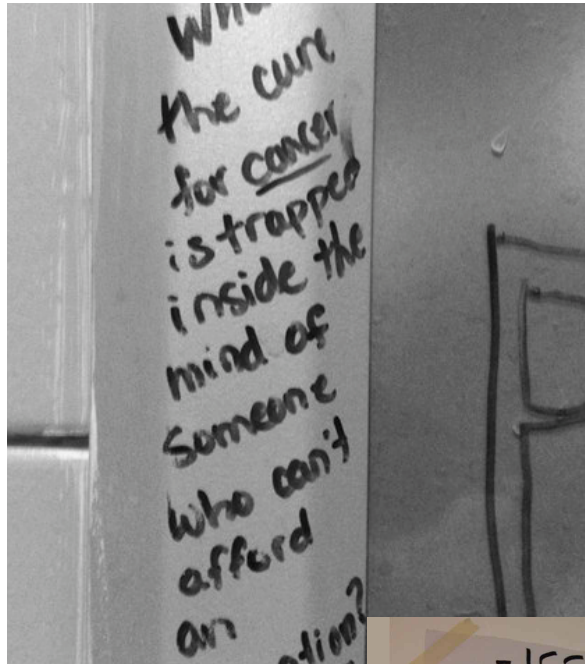
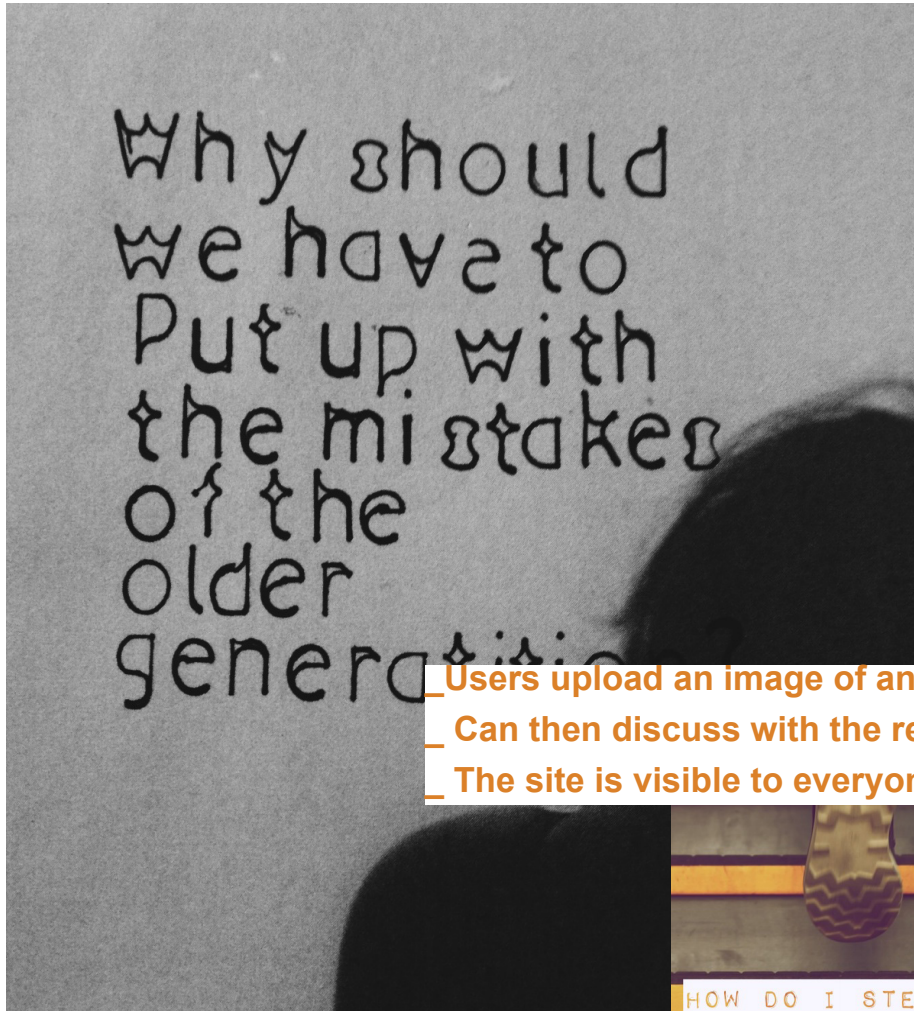
**\_ What I wanted to convey was that all of the data on the charts is only one portion of all the young in the uk . YouGov collects all this data which then represents the whole of that age group.**

**\_ How could prove that non voters did not fall into the stereotypes, but were actually educated, free thinking individuals?**

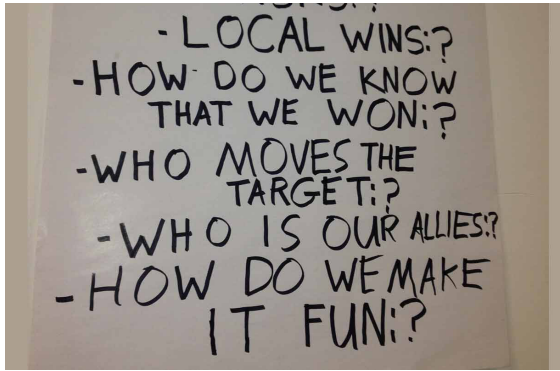


## Speak ^

- An online platform to give the young a chance to say what they believe in and the issues in society that are actually important to them.
- A way for the mass media and journalists to get an insight into the opinions and voices of the younger generation.



- \_ Users upload an image of an issue that matters to them
- \_ Can then discuss with the rest of the Speak^ community
- \_ The site is visible to everyone however only 14-24 year olds can contribute







<http://marvl.in/2j37e6>