



President Vote Post Election

SINUS-Milieu-Analyse zur US-Präsidentenwahl

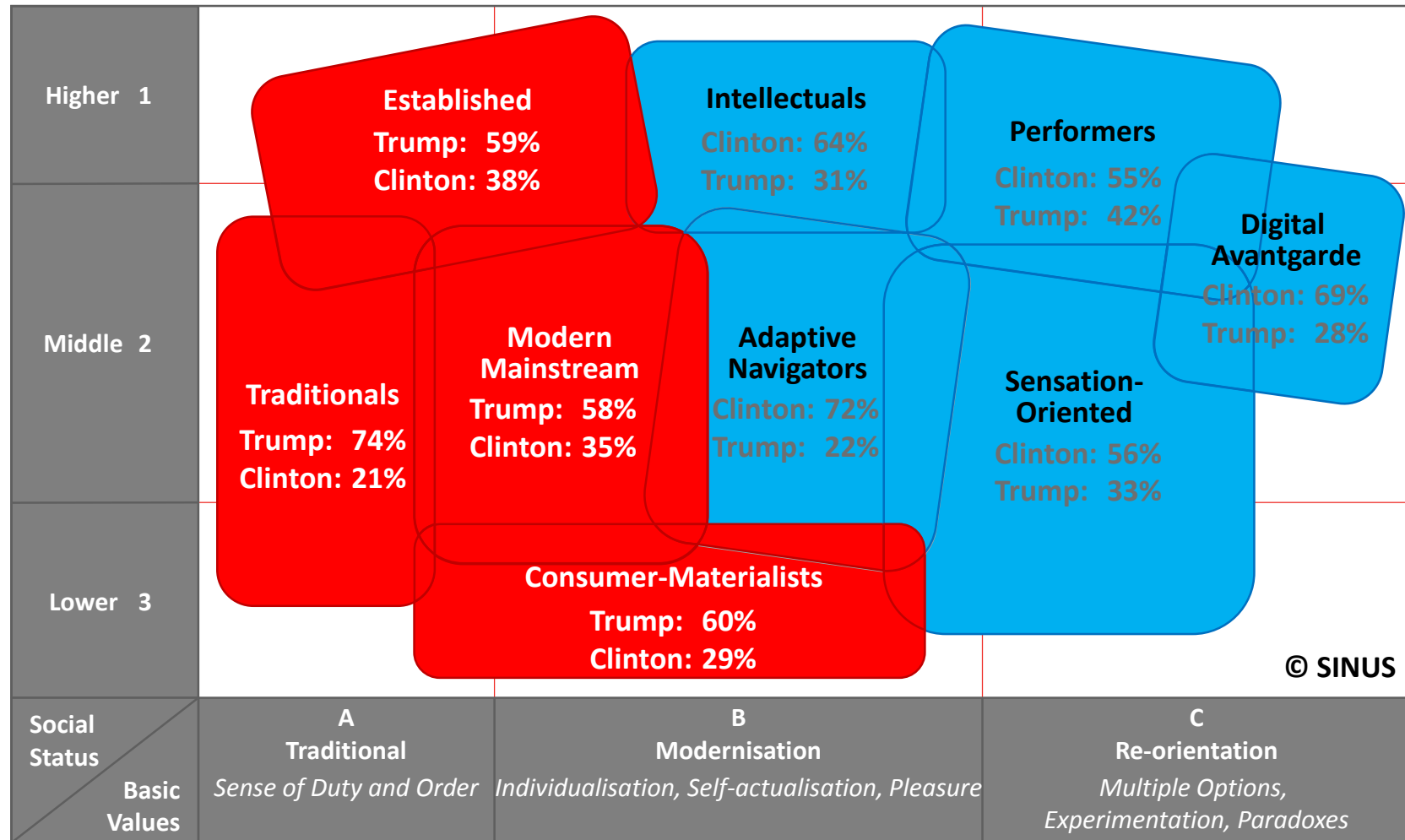
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Wahlverhalten Donald Trump vs. Hillary Clinton

YouGov Post-Wahlanalyse auf Basis der Sinus-Meta-Milieus®



Basis: YouGov Studie President Vote Post Election, n= 1.503 US-Wähler, 9. November 2016 - 13. Januar 2017

Kurzbeschreibung der Sinus-Meta-Milieus[®]

ESTABLISHED MARKETS

Established	Performance and leadership, status-conscious, exclusive tastes, connoisseurship; distinction & self-assertion; conservative moralities and role patterns
Intellectuals	Open-minded; liberal and pluralistic; searching for self-actualization & personal development; post-material goals; cultural and intellectual interests; authentic; academic; work-life-balance
Performers	Self-determination; flexible and socially mobile; looking for an intensive life, which means having success and fun; work hard – live exclusive; good qualifications and readiness to perform; multimedia fascination
Digital Avantgarde	Non-conformist, creative & individualistic; self-realization, freedom & independence, no fixed dogma; mobile socializers, global, pluralistic, "scene" cosmopolitan, digital sovereign
Adaptive Navigators	Loyal & reliable; flexibility & security-driven, achievement-oriented, pragmatic and adaptive, good organized; want to be on the safe side; regrouping; family & friends
Modern Mainstream	Looking for harmony & private happiness, family-relatives-friends, comfort and pleasure; striving for social integration and material security, defensive towards changes in society
Traditionals	Security and status-quo oriented, rather rigidly sticking to traditional values (e.g. sacrifice, duty, order); modest & honest, down to earth, „we little people“, health-caring
Consumer-Materialists	Materialistic and consumer hedonistic; striving to keep up, but often socially disadvantaged and uprooted, sometimes precarious; reactive basic orientation, fear and resentments; narrow-minded, solidarity, protection, robustness & toughness
Sensation-Oriented	Looking for fun, thrill & action and entertainment; rather unconventional and rebellious; living for today, here and now; tendency to escape reality; independence, spontaneity, trendy

EMERGING MARKETS

Old Established	Patriarchic, claim of power, status and leadership, family- and clan-thinking; sense of duty and order; social prestige, ethics of responsibility
Established Upper Class (Cosmopolitans)	Sophisticated, status-orientation, strategic life-planning; indulgence & work-life-balance, education & qualification, liberal & tolerant, social & ecological responsibility
Modern Performing	New economic elite, entrepreneurial, performance & efficiency, self-determination; semi-global thinking, superiority & distinction, willingness to perform
Digital Avantgarde	Young & wealthy, digital global, mobile socializers, global-western attitude; creative & individualistic, self-realization; freedom & independence
Success-Oriented	Willingness to perform, social climber mentality, flexibility- and security-driven, balance of work and family-friends; sense of tradition and order
Adapting Mainstream	Conservative-materialistic, status-oriented, order and harmony; balance of modern and religious life, social rules & moralities; feel pressure to keep up
Traditional Popular (rural)	Strong community and family ties; religion and belief (spirituality); ritualized everyday-life, obedience and modesty; afraid of losing traditions, rules and values
Urban Working Class	Socially deprived, uprooted, fear & resentments; overcharged by modernisation, striving for basic needs; short term consumer orientation, materialism; solidarity within own network
Fun & Money Driven	Spontaneity, fun, thrill & action; trend-adopting and imitation of Western lifestyles; carefreeness, independence; try to keep up with trends & brands; conflict with traditional values and religion

Untersuchungsdesign

Methodik

Stichprobe und Methode

- n=1.503 wahlberechtigte US-Amerikaner
- Online-Befragung im YouGov US-Panel
- Befragungszeitraum vom 9. November 2016 - 13. Januar 2017

Haben Sie Fragen?

Sprechen Sie uns gerne an.



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