



The Selfie Vote: Where Millennials Are Leading America (And How Republicans Can Keep Up)

Kristen Soltis Anderson

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The GOP's leading millennial pollster offers an eye-opening look at America's shifting demographics and reveals how these changes will affect future elections.

The American electorate is undergoing a radical transformation. Cultural factors are reshaping how a new generation of voters considers issues. Demographic shifts are creating an increasingly diverse electorate, and technological advances are opening new avenues for voter contact and persuasion.

Kristen Soltis Anderson examines these hot-topic trends and how they are influencing the way youth, women, and minorities vote. Blending observations from focus groups, personal stories, and polling results, the Republican pollster offers key insights into the changing nature of American politics. *The Selfie Vote* introduces you to tech-savvy political consultants and shows you how these hip young pollsters and consultants are using data mining and social media to transform electoral politics—including tracking your purchasing history. Make some purchases at a high-end culinary store? Crave sushi? Your choices outside the ballot box can reveal how you might vote. And anyone interested in the future of politics should know where these cultural trends are heading.

Data-driven yet highly readable, *The Selfie Vote* busts established myths about campaigns and elections while offering insights about what's ahead—and what it could mean for American politics and governance.

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