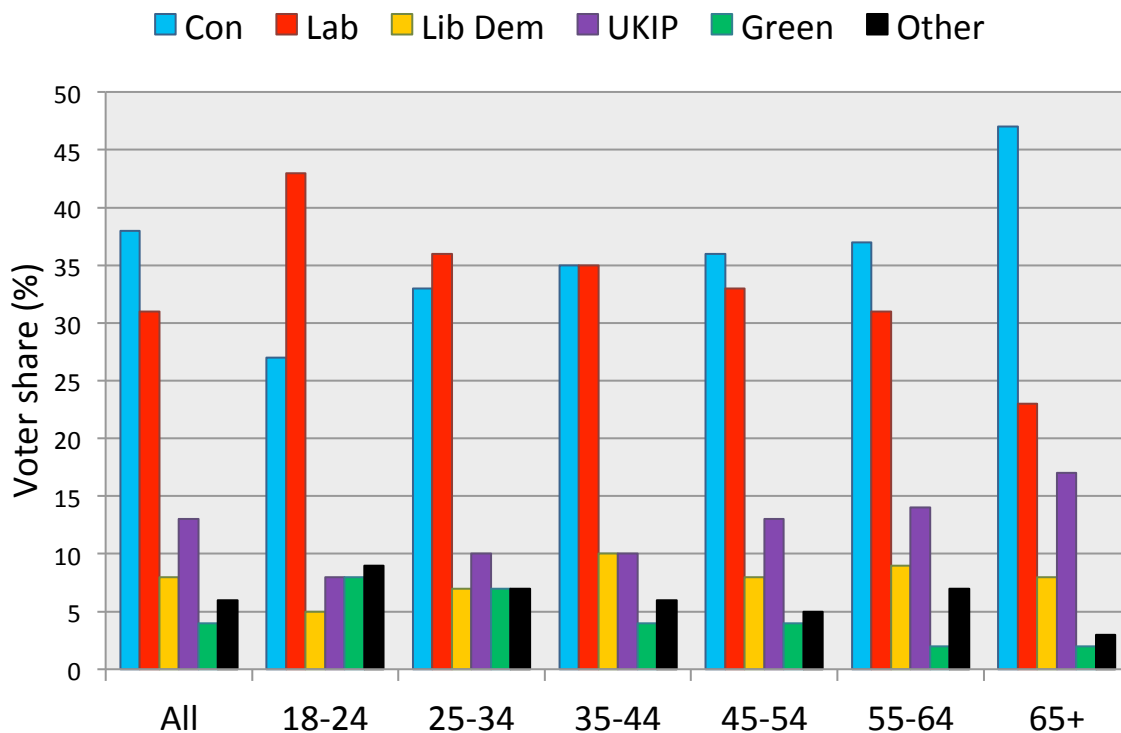


How did young people vote at the 2015 general election?

Ipsos MORIⁱ has produced estimates of how different sub-groups within the population voted at the 2015 general election, based on interviews with a representative sample of 9,149 adults (two-thirds of whom said they were “absolutely certain to vote”) which took place between 10 April and 6 May. The results of these interviews were then weighted to reflect the outcome of the actual election to try and provide a more accurate picture. The data suggests the following about young people:

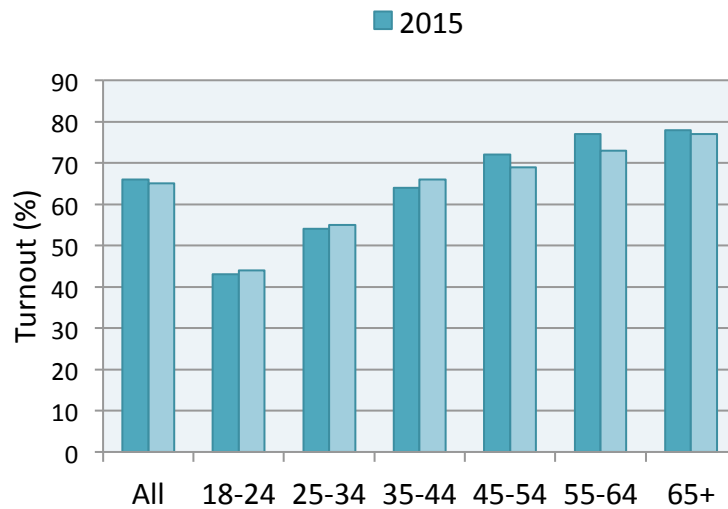
How did young people vote?



- Clearly younger voters were significantly more likely to support Labour than the Conservatives, bucking the general trend among the electorate as a whole;
- Younger voters were also somewhat less likely to support UKIP or the Lib Dems than the electorate as a whole, and correspondingly somewhat more likely to support the Greens or one of the parties in the “Other” group;
- It is worth noting that UKIP were more popular than the Lib Dems among the two youngest categories of voter, and the party was also at least as popular as the Greens;

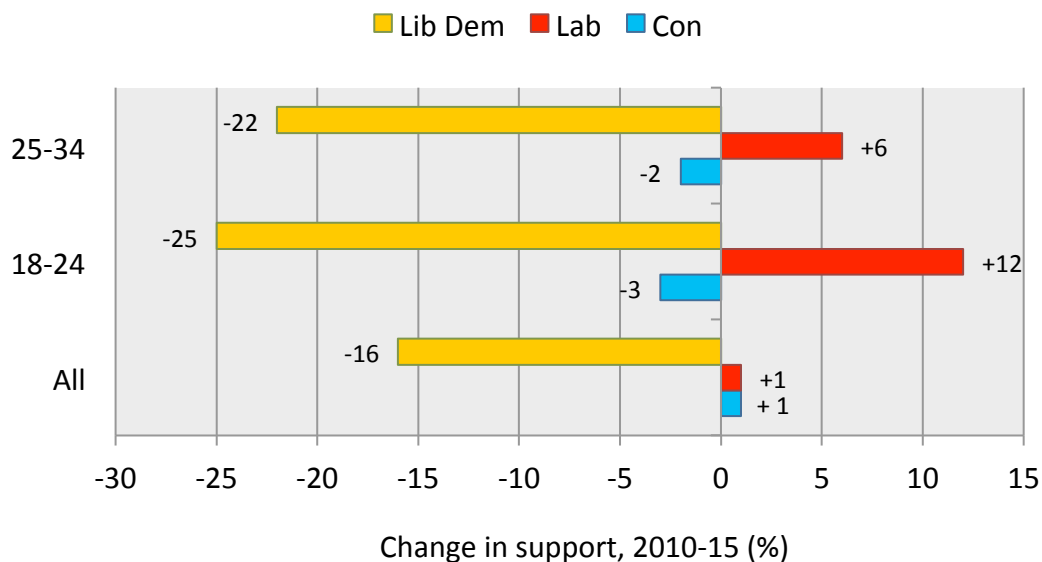
- Important point - this analysis looked at UK-wide support levels, so the SNP and other nationalist parties received too little support to appear; it cannot tell us whether young people in Scotland or Wales were more likely to vote for the SNP or Plaid Cymru than older voters were in either country.

How many young people actually voted?



- Patterns of electoral participation appear to have remained broadly unchanged since the 2010 general election, as there was still a strong generational gradient – younger voters were the least likely to participate and older voters the most likely;
- The only change from 2010 was that young people were slightly less likely to vote, and older people slightly more so, making the generational divide even more pronounced.

How have young voters shifted their support since 2010?



- Young voters appear to have been more likely to have shifted their allegiances between the 2010 and 2015 elections than the electorate as a whole;
- This mainly benefited Labour at the expense of the Lib Dems and the Conservatives; young people actually shifted away from the Conservatives despite the growth in their share of the vote as a whole.

The Intergenerational Foundation is a non-party-political charitable think tank researching fairness between generations. While increasing longevity is welcome, IF believes government policy should be fair to all — the old, the young and those to come.

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ⁱ<https://www.ipsos-mori.com/researchpublications/researcharchive/3575/How-Britain-voted-in-2015.aspx?view=wide>