

#GE2015

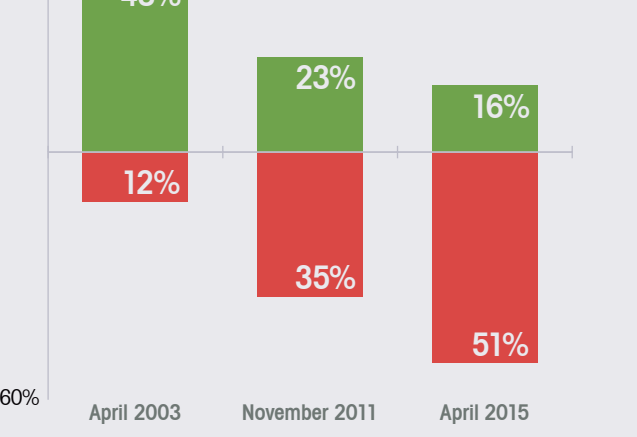
POLITICAL GENERATIONS

WHY UNDERSTANDING THE GENERATIONAL VOTE IS BECOMING MORE IMPORTANT

FIRST, A BETTER FUTURE DOESN'T SEEM SO CERTAIN FOR YOUNG PEOPLE...

We're much more likely to think future will be tough for young people...

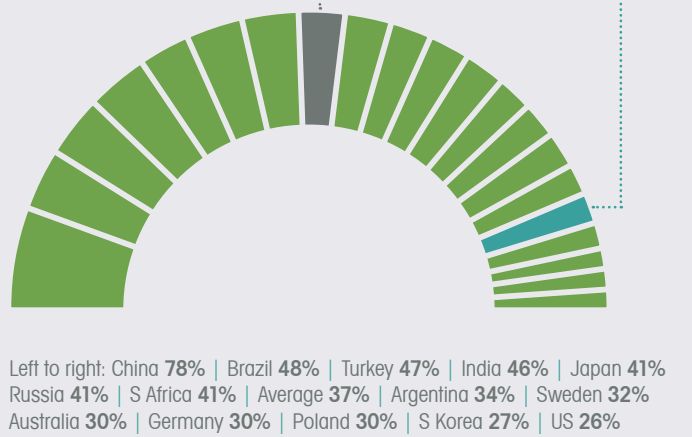
When they reach your age, do you think today's youth will have a higher or lower quality of life than you, or about the same?



Base: c1,000 interviews in each year

...and young people around the developed world agree it will be tougher

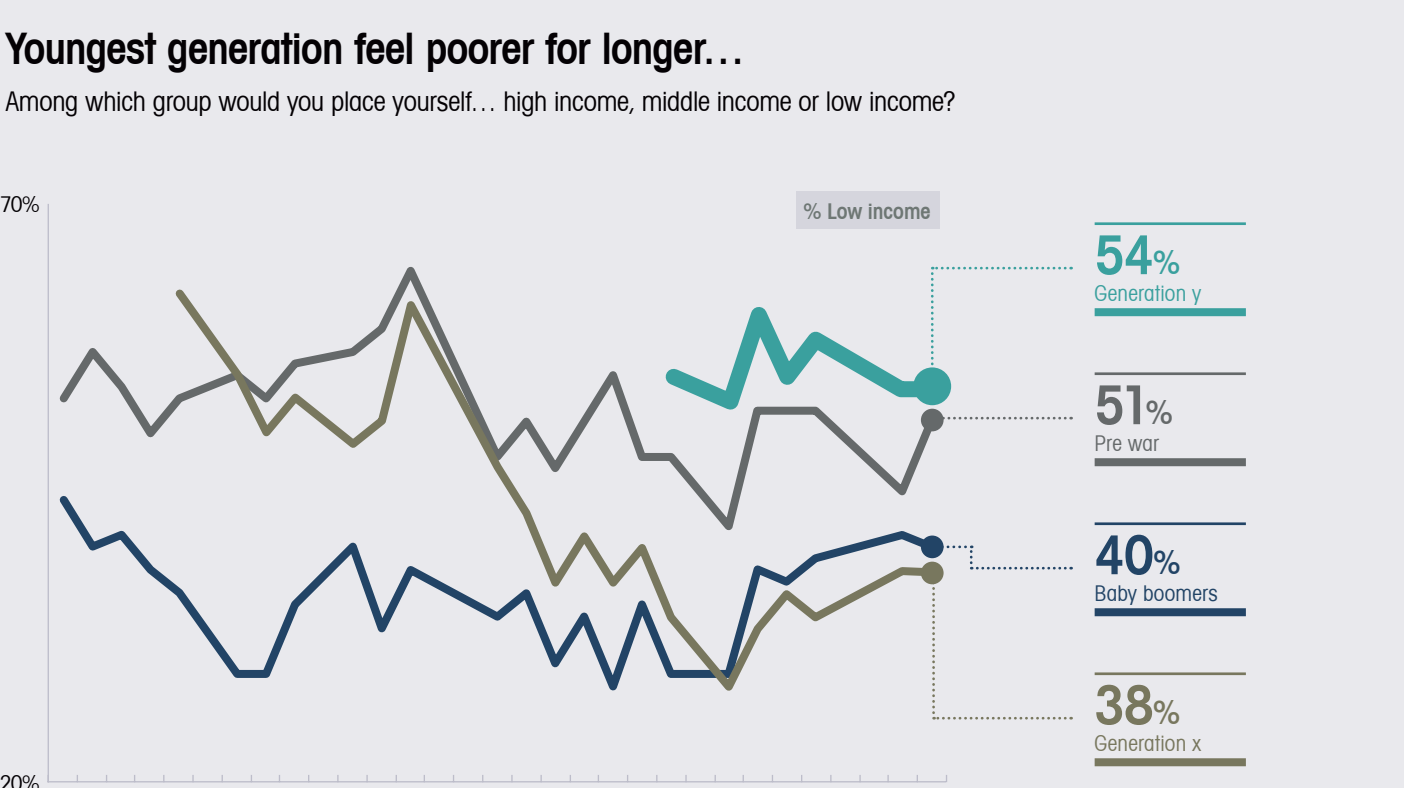
To what extent, if at all, do you feel that your generation will have had a better or worse life than your parents' generation, or will it be about the same?



Base: 16,039 adults across 20 countries (1,000 GB), online, 3-17 Sept 2013. Source: Ipsos MORI

Youngest generation feel poorer for longer...

Among which group would you place yourself... high income, middle income or low income?

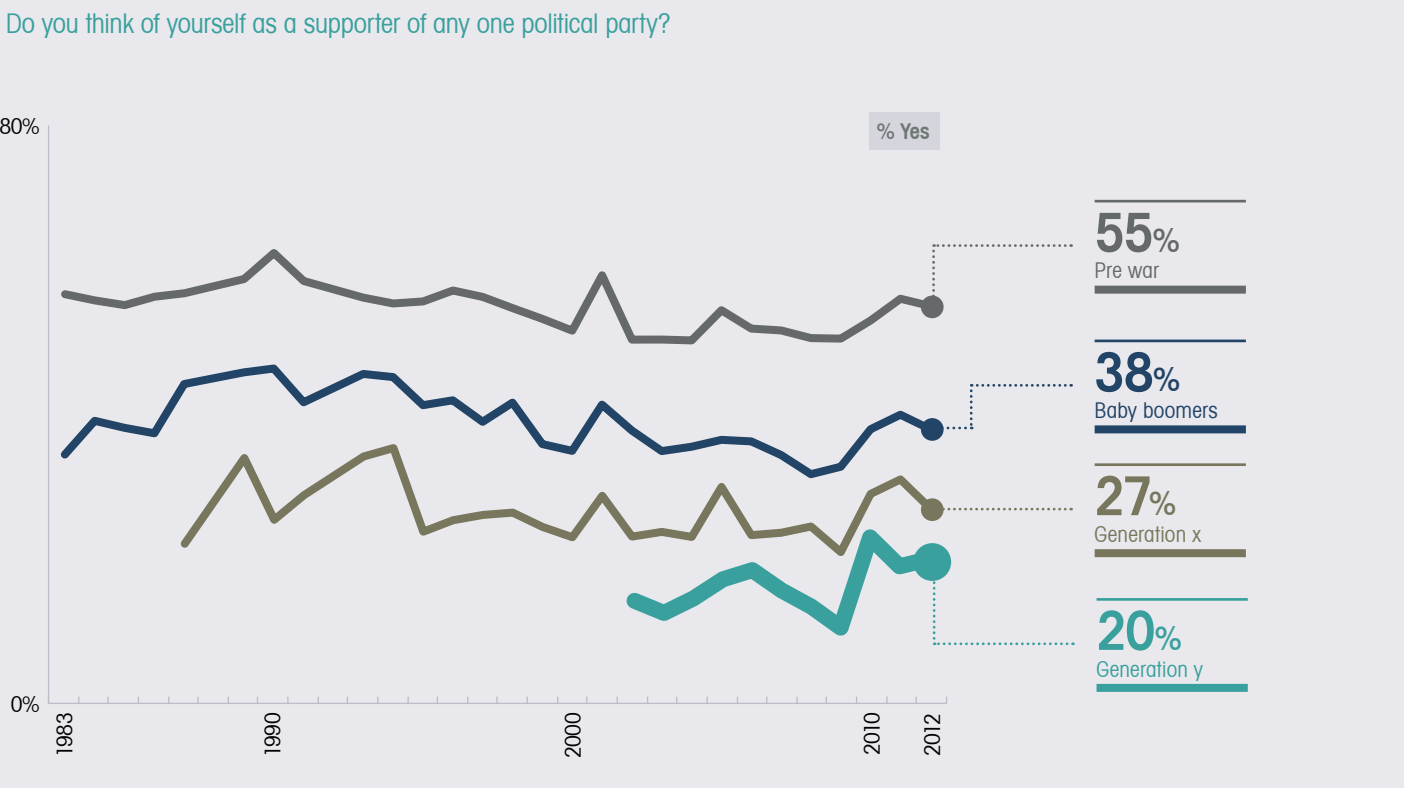


All data points represent > 200 responses. Source: Ipsos MORI reanalysis of BSA

YOUNG PEOPLE FACE A 'DEMOCRATIC DEFICIT'

Younger generations are much less wedded to one particular party...

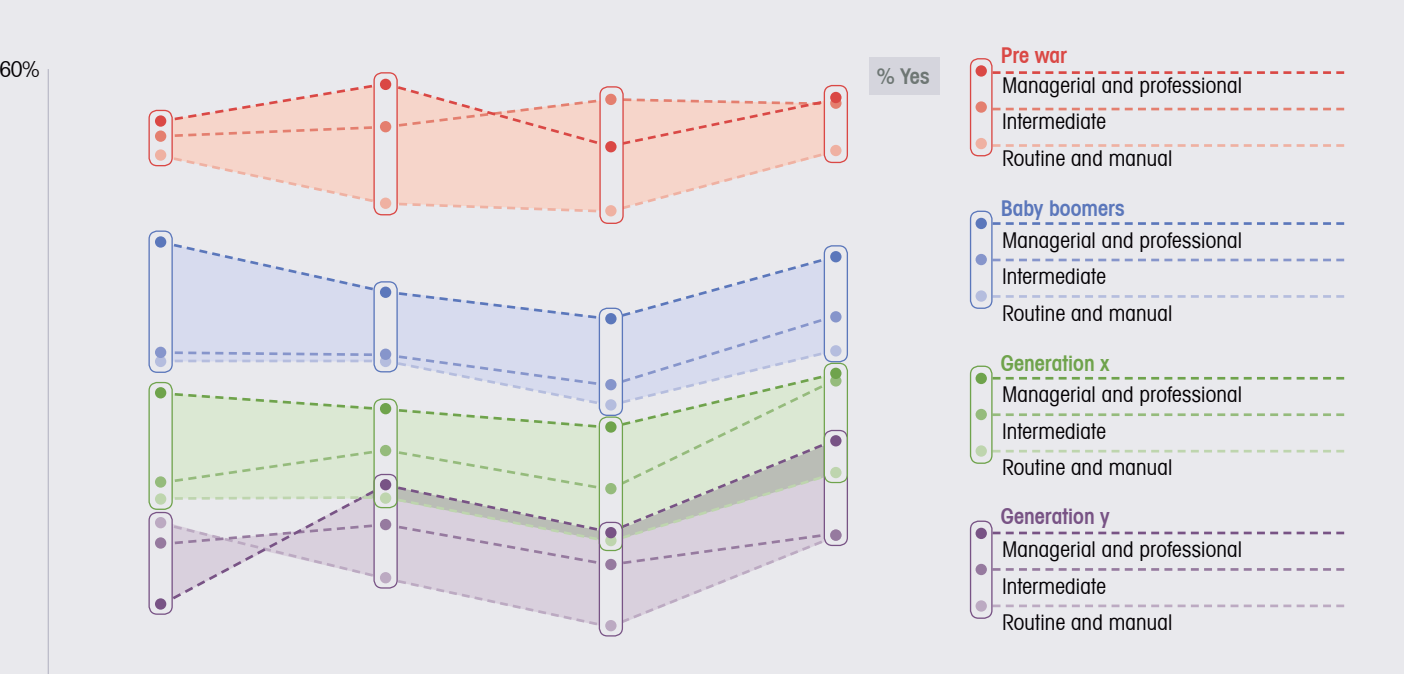
Do you think of yourself as a supporter of any one political party?



All data points represent > 200 responses. Source: Ipsos MORI reanalysis of BSA

... and this is much more driven by generation than class

Do you think of yourself as a supporter of any one political party?



All data points represent > 100 responses. Source: Ipsos MORI reanalysis of BSA

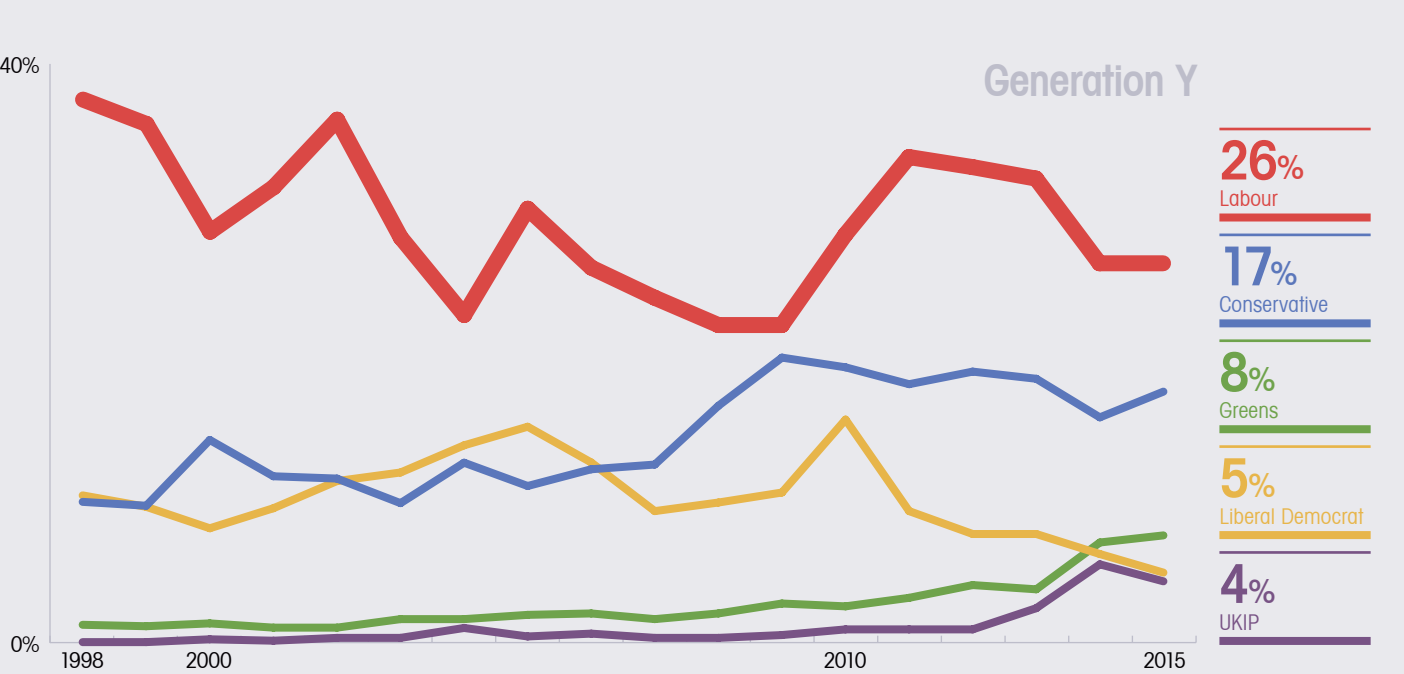
But they are also much less likely to vote – class and age interact

	Gen Y	Gen X	Baby-Boomer	Pre-War
AB	57%	68%	78%	83%
C1	50%	68%	70%	80%
C2	42%	62%	69%	75%
DE	42%	49%	69%	67%

Base: over 4,000 interviews. Source: Ipsos MORI Political Aggregates (Jan-April 2015)

GENERATION Y IS STILL MUCH MORE LIKELY TO VOTE LABOUR

How would you vote if there were a General Election tomorrow?

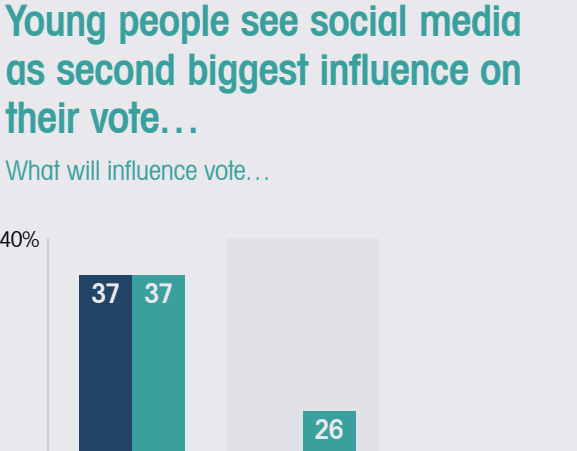


Base: over 180,000 interviews. Source: Ipsos MORI Political Aggregates (1998-2015)

THE GENERATIONAL DIVIDE ON TECHNOLOGY DRIVES DIFFERENT BEHAVIOUR AND RELATIONSHIPS

Young people see social media as second biggest influence on their vote...

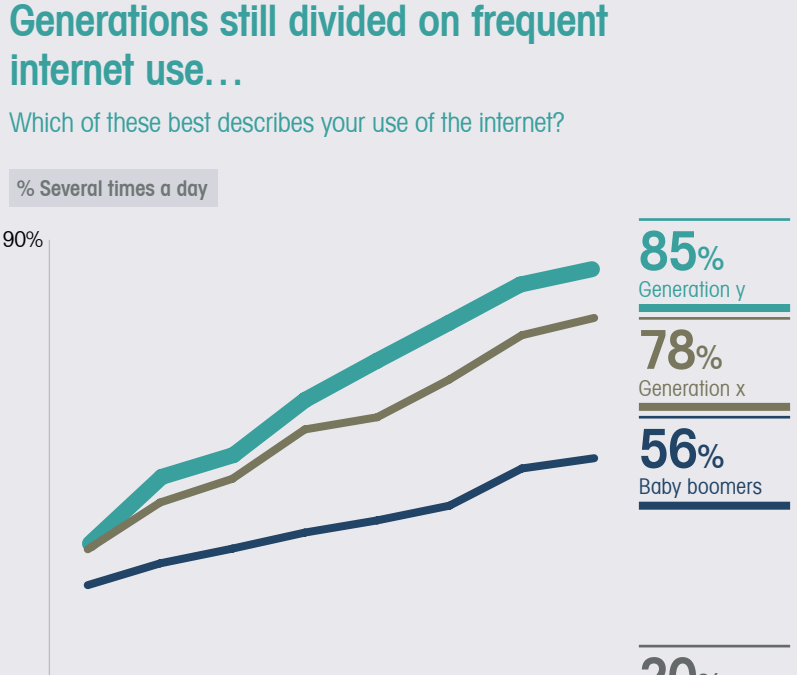
What will influence vote...



Base: 1,142, GB adults 18+, 8th - 16th February 2015. Source: Ipsos MORI

Generations still divided on frequent internet use...

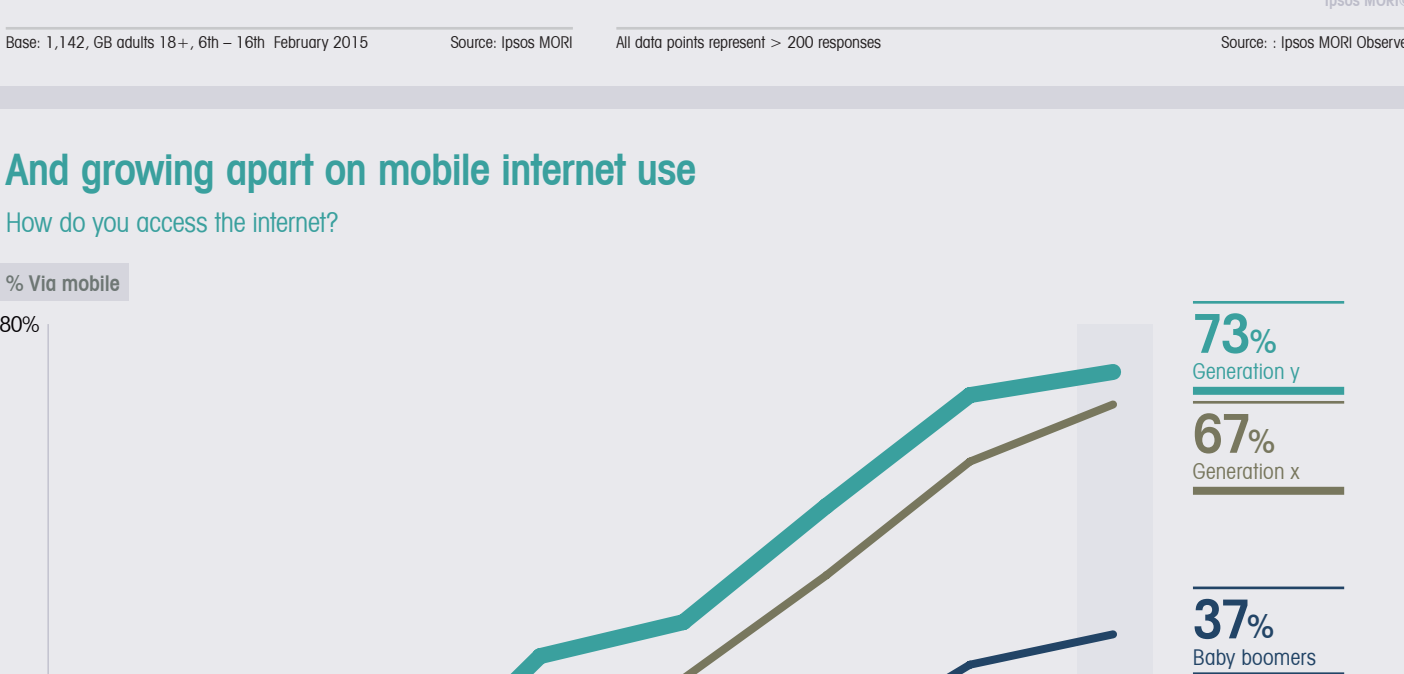
Which of these best describes your use of the internet?



All data points represent > 200 responses. Source: Ipsos MORI Observer

And growing apart on mobile internet use

How do you access the internet?



All data points represent > 200 responses. Source: Ipsos MORI Observer

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And see Ipsos MORI's full generational analysis here: www.ipsos-mori-generations.com