

ne News Page

News Release

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The over 40s are the real revolutionaries

People under 30 are supposed to be full of revolutionary zeal. Traditionally, it's this age group who are the driving force for political reform, and who have little time for fusty tradition and worn out convention.

But times they are a'changin'. Today, a poll commissioned by news navigator www.OneNewsPage.com and conducted by www.theanswerbank.co.uk found that baby boomer parents were much more politically engaged than their offspring.

Out of 1050 respondents, almost three quarters (73%) claimed the under 30s have less political commitment and knowledge than their parents.

And 70% put it down to young people being "too busy collecting friends on Facebook" to get involved with mainstream politics.

The facts at the last general election speak for themselves. The Electoral Commission reported turnout in the 2005 general election at 61.4%. But among those aged 18–24 turnout was a lowly 37%, down 2% from the previous election in 2001.

One reason for the lack of political engagement might have been the strong UK economy before the recession in 2008.

Nearly 70% of respondents felt that good employment prospects and readily available credit had produced a generation of under 30s that were disengaged with politics.

And only 39% believe that today's tough job market will shake most young people out of their complacency.

However, perhaps younger voters were being turned off politics because the main parties are just too boring?

Eighty five per cent of respondents agreed that the lack of idealism from the main parties was a switch off for younger voters.

Dr Marc Pinter-Krainer, CEO of One News Page, says:

“It looks like 20 to 30 year olds are far less interested in mainstream politics than their parents. Perhaps Nick Clegg, being the youngest main party leader and the most idealistic, will help them reconnect with the political process.”

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