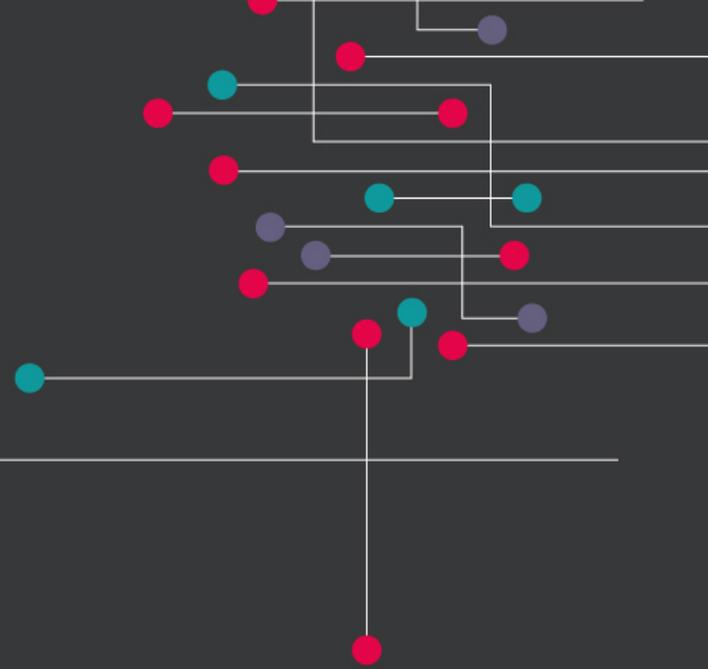


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# THE MILLENNIAL DIALOGUE REPORT

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UK



# METHODOLOGY

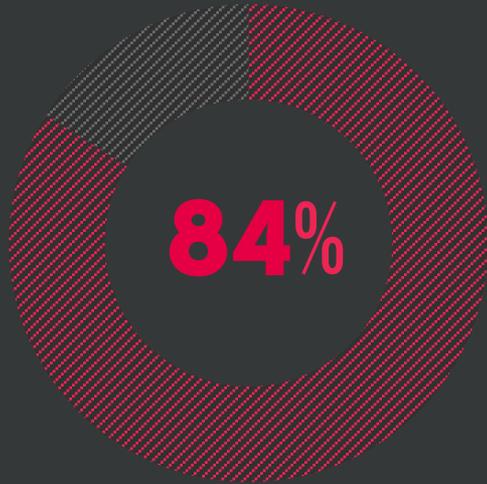
*Audienenet conducted an initial online survey amongst 1,089 15-34 year old UK residents and a week-long, moderated, online dialogue with 40 UK Millennials, segmented as follows: the politically engaged; the mainstream and the politically disaffected.*

*The sample was recruited to be nationally representative of all UK Millennials in terms of: age; geographical region; household income and educational attainment levels.*

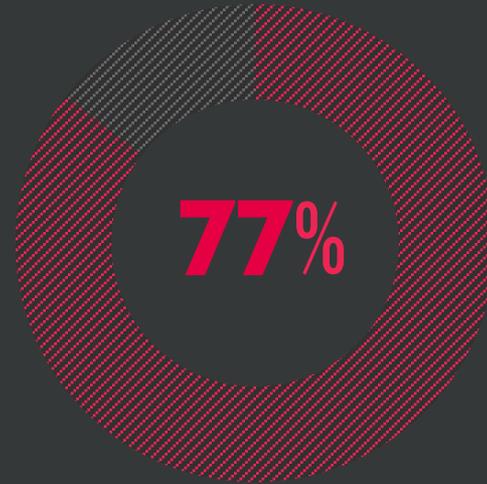
# INTEREST & ENGAGEMENT WITH POLITICS



# MOST YOUNG PEOPLE IN THE UK ARE HAPPY AND OPTIMISTIC...

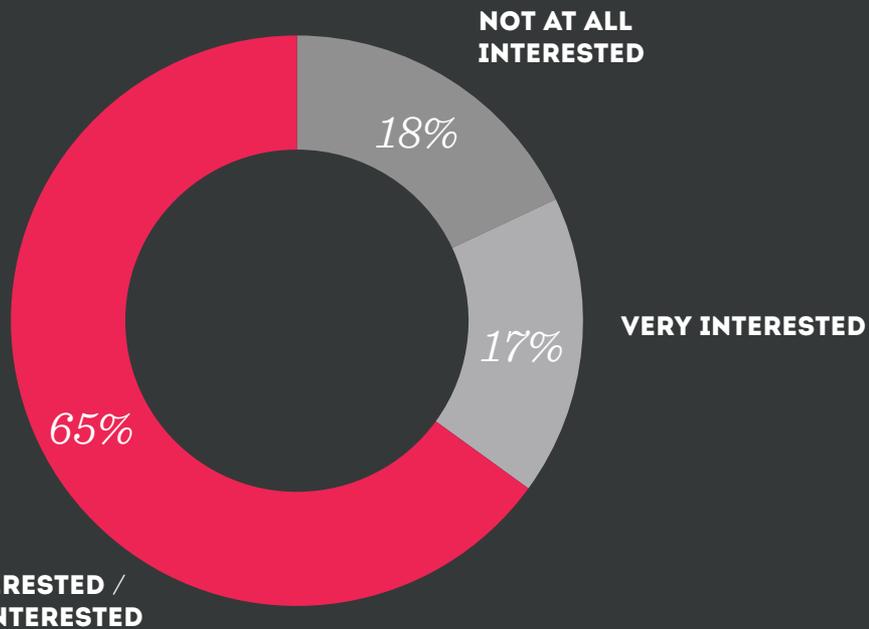


*Are generally happy  
with their lives*



*Are optimistic about  
their future*

# ...BUT INTEREST IN POLITICS IS LOW



**17%**

*said they were "very interested" in politics*

# MUSIC & FILM TOP THE LIST OF INTERESTS

*(Net %: very interested / fairly interested)*

## MUSIC

91

## FILM

89

## USING SOCIAL MEDIA

83

## CINEMA

83

## NEW TECHNOLOGY

80

## COOKING

78

## READING

77

## EXERCISE

75

## GAMING

66

## FESTIVALS

60

## TAKING PART IN SPORT

59

## THEATRE

56

## WATCHING SPORT

55

## POLITICS

54

## RELIGION

33

# TAKING AN INTEREST IN POLITICS IS ALSO NOT SEEN AS BEING IMPORTANT

*(Average rank in order of importance)*

1 BEING HAPPY

---

2 HAVING LEISURE TIME

---

3 BEING IN GOOD HEALTH

---

4 BEING FREE TO DO AND SAY WHAT I WANT

---

5 SPENDING TIME WITH FAMILY

---

6 HELPING OTHERS

---

7 SPENDING TIME WITH FRIENDS

---

8 THE WELL-BEING OF SOCIETY IN GENERAL

---

9 EQUALITY IN SOCIETY

---

10 MAKING MONEY

---

11 BEING SUCCESSFUL

---

12 HAVING MY VOICE HEARD

---

13 CONTRIBUTING TO SOCIETY

---

14 TAKING AN INTEREST IN MUSIC

---

15 BEING CONNECTED TO FRIENDS VIA SOCIAL MEDIA

---

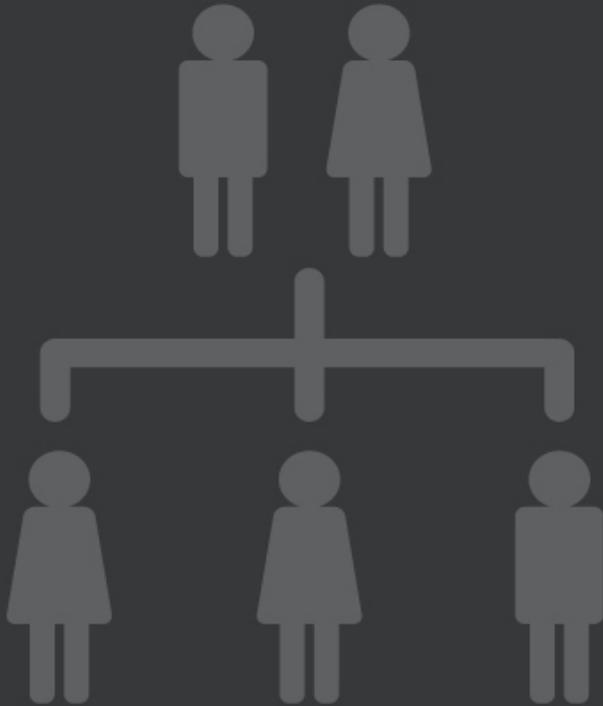
16 BEING INVOLVED IN MY LOCAL COMMUNITY

---

17 **TAKING AN INTEREST IN POLITICS**

---

# GENERATION GAP



**46%**

**FEEL THAT THEIR GENERATION  
IS LESS INTERESTED IN  
POLITICS THAN THEIR  
PARENTS' OR  
GRANDPARENTS' GENERATION**

**21% THINK THE REVERSE**

# TAKING ACTION IN THEIR OWN WAY OR NOT AT ALL

There was a sense that young people today have plenty to be angry about but they are often taking part in their own way (but not necessarily voting) or not taking part at all.

*“In the past supporting a party was more like supporting a football team, where people did it because of family ties and where they live, yet more and more people contemporarily are either conscientiously objecting, taking action in their own way (e.g. online petitions) or holding their hands up to their ignorance and not taking part.”*

*“Today my generation is more frustrated with politics because we cannot get the basics in life no matter how hard we work (unless you have rich parents who can support you). But I think this frustration leads some people to become more interested in politics and at the same time many turn away saying they can’t change anything.”*

*“I think they [previous generations] may have been more interested in politics and voting as they had more to fight for e.g. womans rights, equality etc. There was not as many ways to be heard then, as in no social media etc. So being politically active was the only way to fight for the future that they wanted.”*

# TAKING PART

Engagement with politics in the real world is low with just 6% saying that they have attended a political meeting and 9% who have taken part in a protest/demonstration

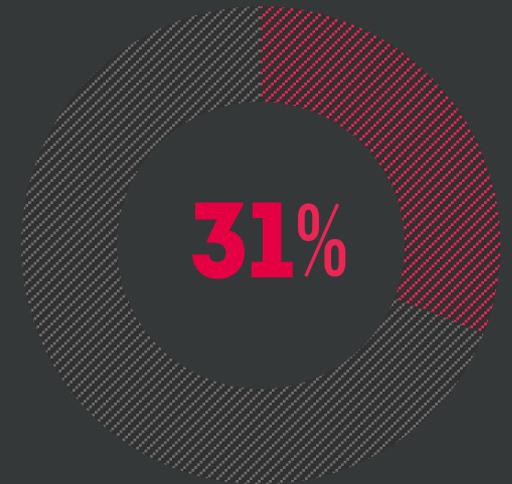
**6%**

Take part in  
*political meetings*

**9%**

Take part in  
*protests/demonstrations*

This compares to 13% who  
take part in *religious*  
*meetings/events* and...



who take part in *team*  
*sports*

# POLITICIANS CONNECTING WITH YOUNG PEOPLE





---

**21% FELT CONFIDENT THAT  
THEY AND THEIR PEERS  
COULD MAKE THEMSELVES  
HEARD**

---

**43% THINK VERY FEW, IF ANY,  
POLITICIANS ENCOURAGE  
YOUNG PEOPLE TO GET  
INVOLVED IN POLITICS**

---

# % AGREEING WITH STATEMENTS

*70% of millennials think that politicians ignore the views of young people.*

THE VIEWS OF YOUNG PEOPLE ARE LARGELY IGNORED BY MOST POLITICIANS

70%

MOST POLITICIANS ARE MORE CONCERNED WITH OLDER PEOPLE THAN YOUNGER PEOPLE

60%

MOST POLITICIANS WANT TO CONTROL AND RESTRICT YOUNG PEOPLE

47%

MOST POLITICIANS WANT THE BEST POSSIBLE FUTURE FOR YOUNG PEOPLE

36%

THE VIEWS OF YOUNG PEOPLE ARE GREATLY VALUED BY MOST POLITICIANS

30%

MOST POLITICIANS ARE MORE CONCERNED WITH YOUNGER PEOPLE THAN OLDER PEOPLE

25%

# WHEN POLITICIANS FAIL TO CONNECT WITH YOUNG PEOPLE

Broken/empty promises was a key theme in the discussions with the example of the Liberal Democratic Party u-turn on tuition fees coming up at regular intervals.

*“All politicians try to be nice with younger voters and they are showing their charm which I think is fake in most cases. I personally think that politicians should be judged by their actions and not political programmes with meaningless figures and empty promises.”*

*“Most political parties say they are in touch with the younger audience but most of the time and focus before elections is aimed at the older generation who are more likely to vote. It is quite embarrassing at times to see politicians attempting to interact with young people and just makes it seem they are even further out of touch with the future population than they started off appearing to be.”*

*“The lowering of tuition fees was something I was quite looking forward to for further education, as was my partner and others that we knew who were considering University or further degrees after their first one had ended, and then once he ended up in a coalition the fees trebled. This not only put me off wanting to do further education, but it put me off voting.”*

# WHEN POLITICIANS SUCCEED IN CONNECTING WITH YOUNG PEOPLE

Most participants could not think of any examples where politicians have connected with younger people. Those who did give an example often cited the Green Party. There were also unprompted mentions of the celebrity activist Russell Brand.

*“The Green Party I would say that one of the key things is the way the members behave. They never dodge questions and aren’t afraid to tell the truth even if this might lose them votes. Wanting to tell the truth instead of dodging the question may have been the cause for Natalie Bennett’s poor interviews but I would rather a brain freeze than a lie. They also tend to focus a lot more on the positives of their own policies instead of just pointing out the flaws in others.”*

*“The Greens are doing quite well among young people - I think they’ve come out of relative obscurity and are proposing something new - outside of the current political establishment in Westminster. Besides, a lot of their policies would benefit us hugely (homes, tuition fees etc.)”*

*“Brand is always citing his sources (e.g. Max Keiser) which is more than can be said for a lot of mainstream media. Brand’s only real message; that engaging and collectivising locally is the most effective way to actually enact any change. I think that’s an effective and honorable message. The fact that the likes of the Sun Newspaper and similar press (i.e elite class, conservative, pro war, pro oil, racist scumbags) constantly try to discredit him just serves to strengthen his credibility and that of his message.”*

# LOOKING TO THE FUTURE...



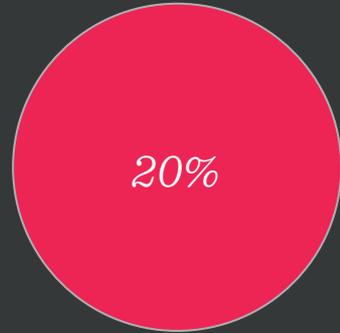
# FACTORS AFFECTING FUTURE QUALITY OF LIFE

(‘Very big effect’ or ‘some effect’)

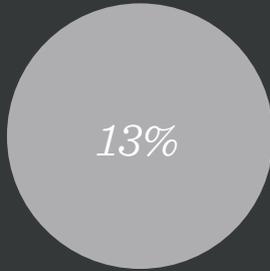
*Millennials think “the UK economic situation” will be the top factor influencing their future quality of life.*



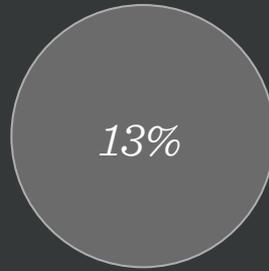
# WHAT WOULD THEY RATHER BE?



*Business Owner  
or Founder*



*Sportsperson*



*Research  
Scientist*



*Famous  
Celebrity*



*Musician*



*Writer*



*Doctor*



*Academic*



*Lawyer*



*Politician*

# TIME TRAVEL ACTIVITY | UK

We asked the participants to imagine that they could travel 20-30 years in to the future and describe what they think the UK will be like. The key themes were the impact of technology, climate change, increased scapegoating of immigrants and the possibility of a breakup of the UK / exit from the EU.

*“Unfortunately I feel that we have become a nation of wanting everything now and always looking to blame someone else for our problems... the way it is going, I can see the UK being a very isolated and lonely nation with a right wing party at the helm. I hope I am wrong. We can't blame the EU for all of our problems.”*

*“I think there will be a greater concern for the environment as people realize and start to feel that the consumerism and pollution is really affecting their everyday lives. Technology will continue to spread to other areas of life and we will have lots of smart devices around our homes. Our cars will be smarter too and more ecofriendly and we will be using more green energy.”*

*“There is always the risk of separation into an independent Scotland... that could then set up a chain reaction for both Wales, Northern Ireland or even as some people are saying, certain 'city states' such as Newcastle/ Manchester. It could lead to a fracturing of this country into a state system like the USA with a central federal government. There is also the possibility of a separation from the EU.”*

# TIME TRAVEL ACTIVITY | GOVERNMENT

UK Millennials were asked to imagine what the Government will be like in 20-30 years. Many of the participants said that they didn't anticipate any major changes. Of those who do expect change, the topics discussed included increased accessibility (via social media), increased diversity and electoral reform.

*“The government will be no different. Maybe there will be a few new parties to vote for but overall things will ALWAYS be the same in this country! One party gets in, screws things up, another gets in after them, reverses the changes made by the previous government and then makes their own changes that screws people over yet again - swings and roundabouts - always has been and always will be!”*

*“People will be able to access all the information about the politics online, or through social media. This will make the government more accessible. The changes in the near future will be mainly caused by the development of smart devices, social media and online services.”*

*“Government will have changed quite a bit (more women, minorities etc.) - but not as much as the legislature. House of Lords will have been replaced with an elected Senate and more proportional representational systems will be used in both houses.”*

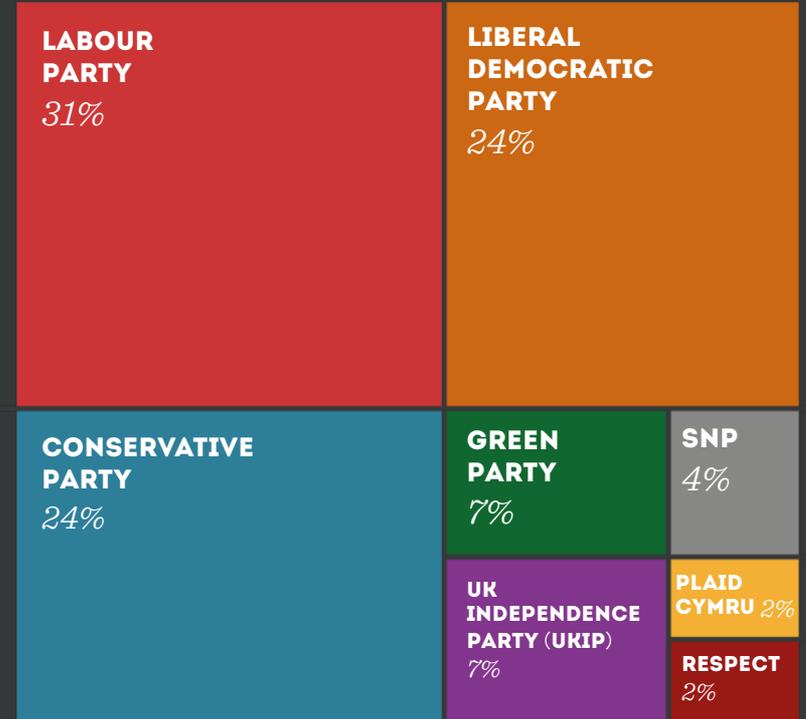
# VOTING



# HOW THEY VOTED IN 2011

59%

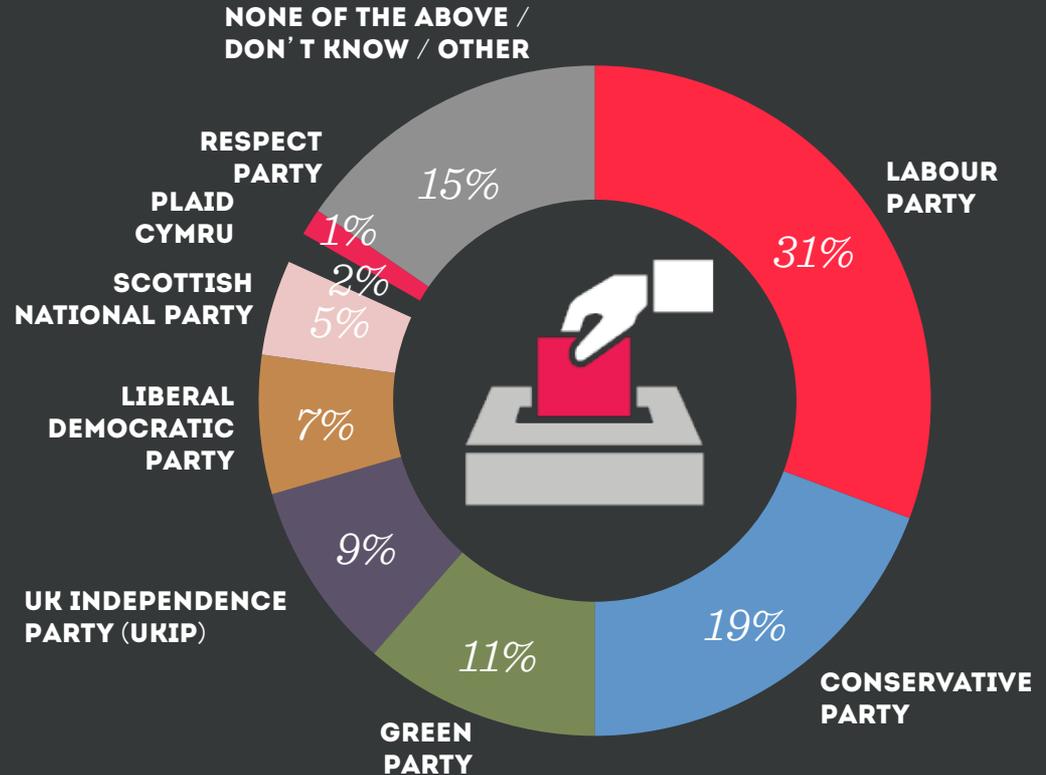
*Of the those aged  
18+ said they  
voted...*



# IF THERE WAS AN ELECTION TOMORROW...

67%

*Said that they would vote ...*



# UK ELECTION COVERAGE

When discussing who they would vote for, many of the participants said they were bored/frustrated with the 2015 UK election campaign coverage.

*“I find the whole spectacle frustrating and hollow. Upper class stooges competing in the world’s most expensive popularity contest by telling the public, to whom they are supposed to answer, exactly what they think we want to be told.”*

*“I’m a little bored of it, as its just like watching children in a playground bickering between themselves. Rather than getting the public’s attention and putting forward their policies they are more interested in putting each other down.”*

*“What has been frustrating is that they are all making claims they think they can do and change things but I think that nothing is going to be getting done.”*

# KEY REASONS FOR NOT WANTING TO VOTE

1

**LACK OF TRUST IN POLITICIANS**

2

**NO INTEREST IN POLITICS OR VOTING**

3

**DON'T THINK THEIR VOTE WOULD MAKE A DIFFERENCE**

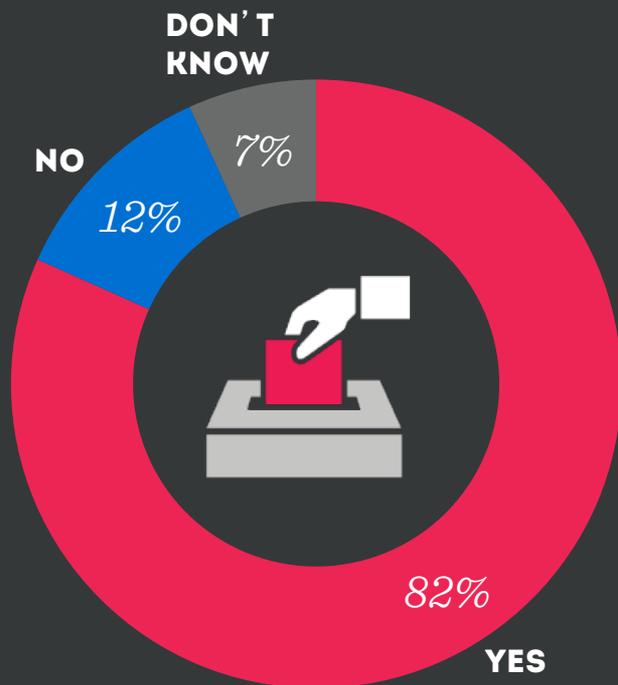
4

**ALL PARTIES AND POLITICIANS ARE THE SAME**

5

**THEY DON'T FEEL WELL ENOUGH INFORMED**

# ARE THEY CURRENTLY REGISTERED TO VOTE FOR THE NEXT ELECTION?



**63%**

*Of those who are “not at all interested in politics” said they are registered to vote*

# KEY FACTORS THAT MIGHT ENCOURAGE AN INTEREST IN VOTING

#1

IF I TRUSTED  
POLITICIANS  
MORE

#2

IF I KNEW MORE  
ABOUT POLITICS

# FACTORS CONTRIBUTING TO VOTING DECISION

(% 'Great Extent' or 'Some Extent')

Views about the leaders of each party were seen as the key factor. Social media and other online factors were fairly low down the list as millennials expect the main campaigns to take place using traditional media (TV, newspapers, magazines and radio)

## WHAT I THINK/KNOW ABOUT THE LEADERS OF EACH PARTY

85

## SEEING/HEARING INTERVIEWS WITH THE CANDIDATES

81

## NEWS/CURRENT AFFAIRS ON TV

81

## WHAT I THINK/KNOW ABOUT THE LOCAL CANDIDATES

80

## READING THE MANIFESTOS

79

## NEWS/CURRENT AFFAIRS ON THE RADIO

73

## ARTICLES IN NEWSPAPERS AND MAGAZINES

72

## MEETING A POLITICAL CANDIDATE

71

## MEETING A PARTY CAMPAIGNER / REPRESENTATIVE

69

## ONLINE ARTICLES / BLOGS

67

## INFORMATION VIA SOCIAL NETWORKS

64

## THE VIEWS OF MY PARENTS

63

## POSTERS AND LEAFLETS

59

## THE VIEWS OF MY FRIENDS

57

## YOUTUBE VIDEOS

54

## THE VIEWS OF MY SIBLINGS

54

# MEANS THEY WOULD USE TO START A POLITICAL CAMPAIGN ('EXTREMELY USEFUL')

If they were to start their own campaign, however, UK Millennials would be most likely to focus their efforts on social media

## USING SOCIAL MEDIA

37%

## APPEARING ON TV/RADIO

34%

## GETTING A WELL KNOWN PERSONALITY TO BACK YOUR CAMPAIGN

33%

## CREATING A YOUTUBE VIDEO

24%

## CONCERT OR FESTIVAL WITH TALKS & BANDS

22%

## CONTACTING MY LOCAL MP

21%

## HOLDING A PEACEFUL DEMONSTRATION

19%

## HANDING IN A PETITION TO THE GOVERNMENT

18%

## STICKERS/POSTERS

16%

## PROMOTING A DEDICATED APP

15%

## HOLDING A DISRUPTIVE DEMONSTRATION

14%

## GRAFFITI

10%

# WHAT WOULD THEY DO DIFFERENTLY?

If UK Millennials were starting a political party, they would put a greater emphasis on transparency and using social media to listen and interact (as opposed to just broadcasting). There was also a popular suggestion that politicians should be honest and say they “don’t know” more often.

*“Any complaints and actions would be made accessible publicly, there would be a lot more transparency in the actions of the members of the party and its consultants so that there would be no repeats of financial scandals or criminal behaviour. There would be a zero tolerance for any inappropriateness from any member as a strong country is determined by a strong leadership.”*

*“I would also state in detail where the money will come from to pay for things like an increased health budget. Answer peoples questions correctly... speak in simple terms, not repeating things all the time. Giving young people their say by doing a question and answer session on the internet or TV.”*

*“Give honest answers even if it means saying I don’t know and I’ll get back to you. There is no weakness in not knowing an answer... and how about campaigning off the merits of our own policy rather than trying to poke fun and gossip about the other party leaders like its the playground or a tabloid paper.”*

# PREFERRED MESSAGE FOR ENCOURAGING MORE YOUNGER PEOPLE TO VOTE...

51%

“  
*Younger people need to vote - it's their future*

”

27%

“  
*Voting is your responsibility*

”

22%

“  
*Voting really does make a difference*

”

# POSTER CAMPAIGN

We asked the Millennials to work together to develop ideas for posters that would encourage young people to get engaged with politics.

The consensus was that the communication style should be short, upbeat and conversational with no difficult political technical terms (but not so simple that it becomes patronising). For example:

*“To vote in the General Election, you kinda have to register. Go to [www.....](#). This is a big deal.”*

When it came to imagery, while there were suggestions for using images of MPs and/or younger citizens, many of the participants were in favour of doing something more minimalistic with the emphasis on big bold text.

The poster headline ideas were generally very positive messages, here are some more of the top rated suggestions:

*Your Country - Your choice!*

*Your Vote Counts*

*What we can do for you?*

*How will you shape YOUR future?*

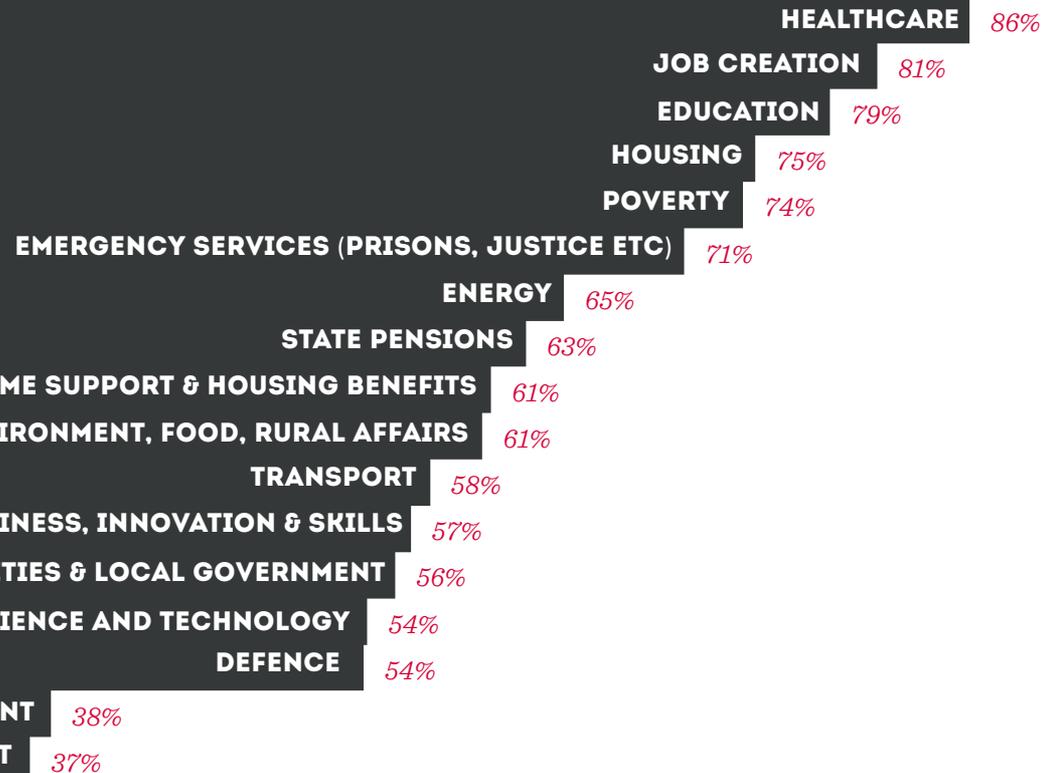
*Your voice matters*

# THE ISSUES THAT MATTER



# HIGH PRIORITY FOR PUBLIC SPENDING

*Healthcare, job creation and education were considered to be the top priorities for government spending.*





---

**80% BELIEVED IN THE  
IMPORTANCE OF EQUALITY IN  
GENDER AND SEXUAL –  
ORIENTATION IN SOCIETY**

---

# WHAT SHOULD POLITICIANS WORK TOWARDS? (%)

## TO WHAT EXTENT DO THEY DELIVER ON THE FOLLOWING? (%)

### IMPROVING AND MAINTAINING GOOD MEDICAL CARE



### ENSURING THE BEST POSSIBLE FUTURE FOR YOUNG PEOPLE



### IMPROVING AND MAINTAINING GOOD EDUCATIONAL FACILITIES



### ENSURING THE WELL-BEING OF THE ELDERLY



### ENSURING EQUALITY OF OPPORTUNITY FOR ALL



### PUTTING THE PEOPLE OF THE UK FIRST



### ENSURING THAT THE UK PLAYS ITS PART ON THE WORLD STAGE



### INVESTING IN TECHNOLOGY



### FORGING CLOSER TIES WITH THE REST OF EUROPE



### BUILDING AND MAINTAINING A STRONG MILITARY FORCE



# ISSUES THEY WOULD FOCUS ON IF THEY WERE STARTING A POLITICAL PARTY

When asked to talk about which issues they would concentrate on if they were starting a new political party, the main topics discussed were healthcare, the environment, job security and housing.

*“My party would do the following things differently... Be concerned about issues that really matter - the environment, social inequality, welfare, health care.”*

*“Getting more people into jobs and also focusing on youth unemployment to build for the future. The cost of living, higher wages. Building more housing, but in the right areas, looking at all the affects. Making sure the NHS will not be privatised and more nurses and doctors being trained up to be able to cope with demands. Handling immigration as they do help the country, but there has to be a limit.”*

*“Healthcare (as a healthy population will be more inclined to work). Housing (as everyone wants somewhere to call their own without becoming bankrupt). Cleaner energy (with climate change every effort to reduce this impact or try to reverse it would be a primary goal as well as potentially reducing energy bills). Job security/creation so there would be adequate taxation without crippling the population.”*

# POLITICIANS / POLITICAL PARTIES



# AWARENESS OF POLITICAL PARTIES

92%

LABOUR PARTY

90%

CONSERVATIVE  
PARTY

89%

LIBERAL  
DEMOCRATIC PARTY

89%

UK INDEPENDENCE  
PARTY (UKIP)

86%

GREEN PARTY

76%

SCOTTISH  
NATIONAL PARTY  
(SNP)

54%

PLAID CYMRU

30%

RESPECT PARTY

AWARENESS OF THE SNP WAS 93% IN SCOTLAND

AWARENESS OF PLAID CYMRU WAS 92% IN WALES

# AWARENESS OF POLITICIANS (%)

DAVID CAMERON

86

NICK CLEGG

83

ED MILIBAND

82

BORIS JOHNSON

76

NIGEL FARAGE

74

GEORGE OSBORNE

71

ED BALLS

66

THERESA MAY

59

ALEX SALMOND

49

GEORGE GALLOWAY

45

NICOLA STURGEON

45

VINCE CABLE

43

HARRIET HARMAN

39

NATALIE BENNETT

30

PHILIP HAMMOND

26

MING CAMPBELL

25

YVETTE COOPER

21

CAROLINE LUCAS

19

LEANNE WOOD

18

CHUKA UMUNNA

14

DOUGLAS CARSWELL

12

RACHEL REEVES

11

EMMA REYNOLDS

8

ANGUS ROBERTSON

7

# POPULARITY OF POLITICIANS (%)

**BORIS JOHNSON**

31

**DAVID CAMERON**

20

**ED MILIBAND**

16

**NIGEL FARAGE**

13

**NICOLA STURGEON**

11

**NICK CLEGG**

10

**ED BALLS**

6

**THERESA MAY**

6

**NATALIE BENNETT**

6

**ALEX SALMOND**

6

**GEORGE OSBORNE**

5

**GEORGE GALLOWAY**

5

**LEANNE WOOD**

5

**VINCE CABLE**

4

**CAROLINE LUCAS**

4

**HARRIET HARMAN**

3

**CHUKA UMUNNA**

3

**PHILIP HAMMOND**

3

**YVETTE COOPER**

2

**RACHEL REEVES**

2

**MING CAMPBELL**

2

**ANGUS ROBERTSON**

2

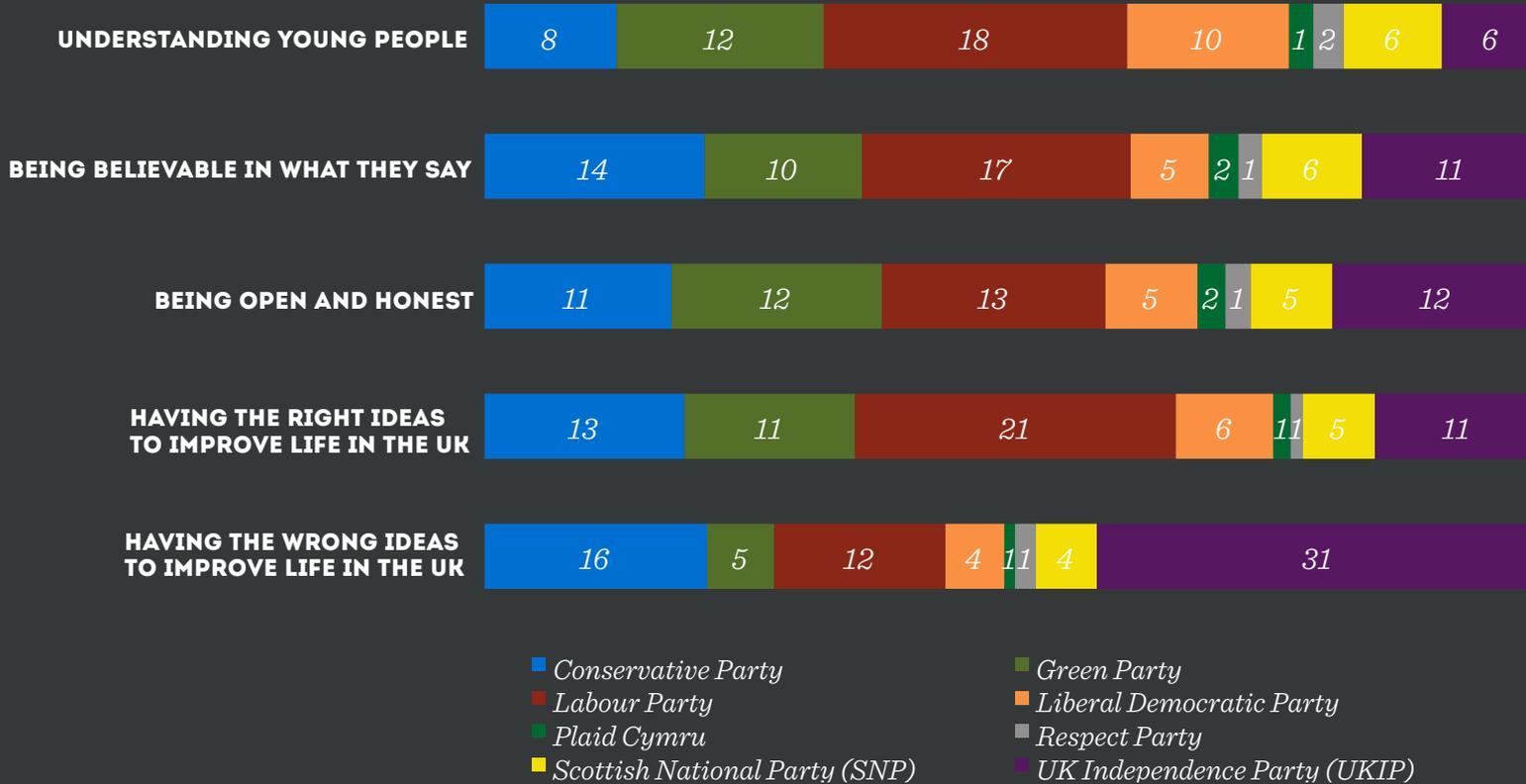
**DOUGLAS CARSWELL**

2

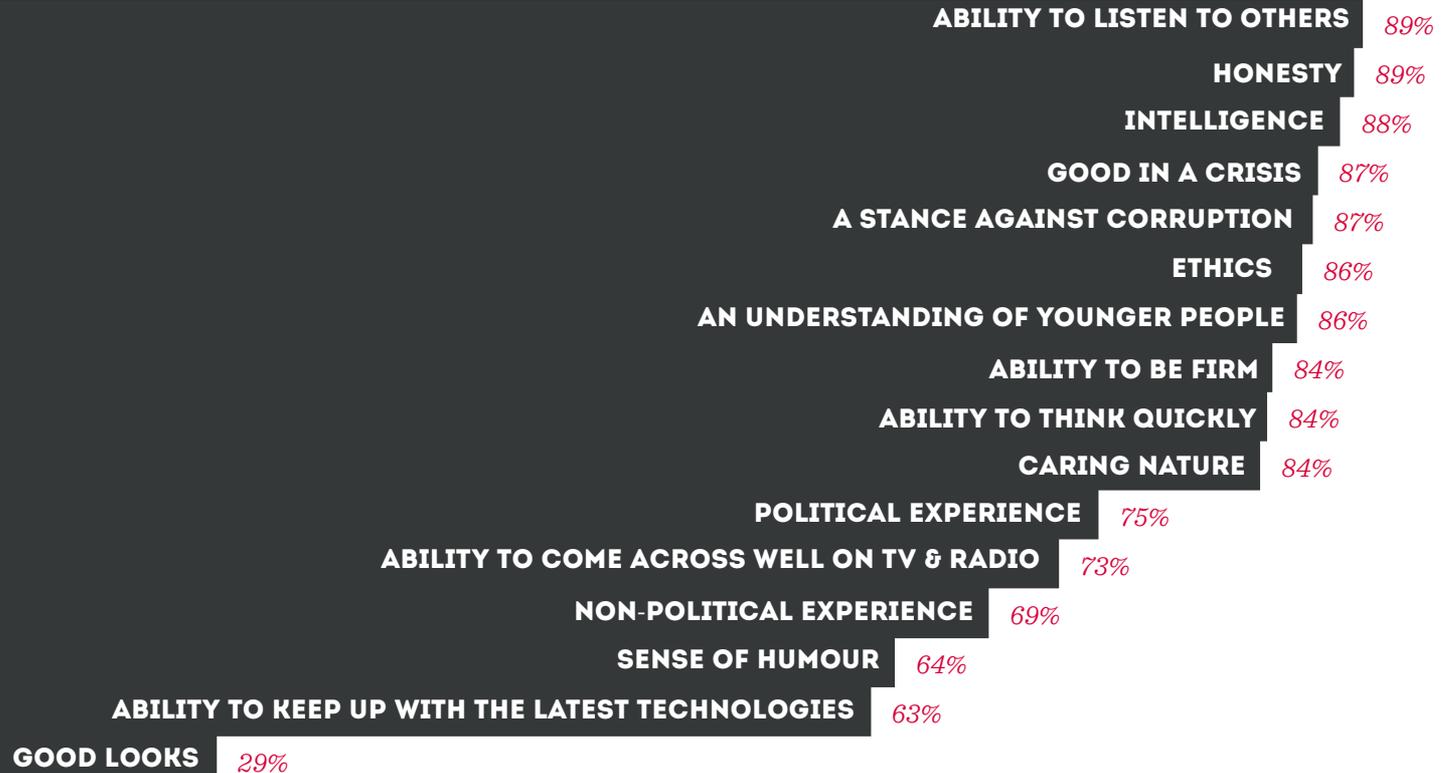
**EMMA REYNOLDS**

1

# WHICH PARTY SCORES THE HIGHEST FOR...

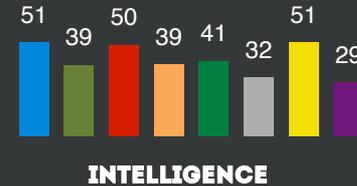
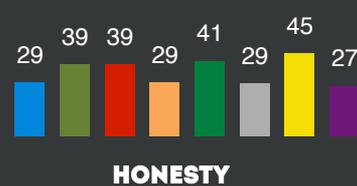


# IMPORTANT QUALITIES FOR AN ELECTED POLITICIAN



# QUALITIES BY POLITICAL PARTY

*Possess this quality to a great deal/ some extent (%)*

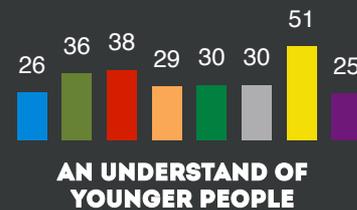
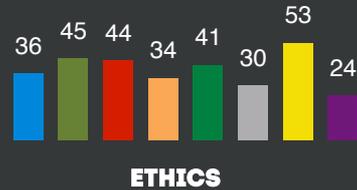
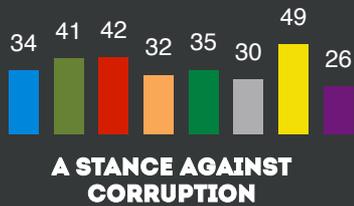


THE SNP SCORED HIGHLY FOR ALL OF THE MOST IMPORTANT QUALITIES SUCH AS HONESTY AND AN ABILITY TO LISTEN TO OTHERS. THE CONSERVATIVES AND LABOUR WERE ALSO PERCEIVED TO BE RELATIVELY INTELLIGENT.

\* BASED ON WALES DATA ONLY  
\*\* BASED ON SCOTLAND DATA ONLY

# QUALITIES BY POLITICAL PARTY

*Possess this quality to a great deal/ some extent (%)*

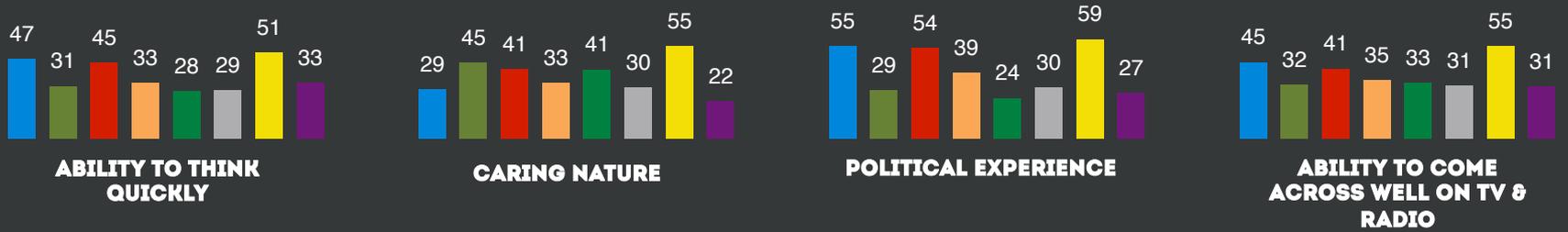


**THE SNP WERE THE PARTY MOST LIKELY TO BE SEEN AS HAVING AN UNDERSTANDING OF YOUNGER PEOPLE. ONLY A QUARTER THOUGHT THAT THE CONSERVATIVES AND UKIP HAD AN UNDERSTANDING OF YOUNGER PEOPLE.**

\* BASED ON WALES DATA ONLY  
 \*\* BASED ON SCOTLAND DATA ONLY

# QUALITIES BY POLITICAL PARTY

*Possess this quality to a great deal/ some extent (%)*

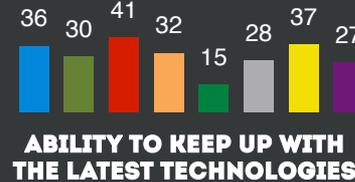
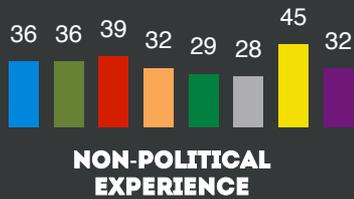


**THE CONSERVATIVES, LABOUR AND THE SNP WERE THE PARTIES MOST LIKELY TO BE VIEWED AS HAVING AN ABILITY TO THINK QUICKLY, POLITICAL EXPERIENCE AND AN ABILITY TO COME ACROSS WELL ON TV & RADIO.**

\* BASED ON WALES DATA ONLY  
 \*\* BASED ON SCOTLAND DATA ONLY

# QUALITIES BY POLITICAL PARTY

*Possess this quality to a great deal/ some extent (%)*



WHILE NONE OF THE PARTIES SCORED PARTICULARLY HIGHLY FOR AN ABILITY TO KEEP UP WITH THE LATEST TECHNOLOGIES, THE LABOUR PARTY HAD THE HIGHEST SCORE HERE (41%).

\* BASED ON WALES DATA ONLY  
 \*\* BASED ON SCOTLAND DATA ONLY

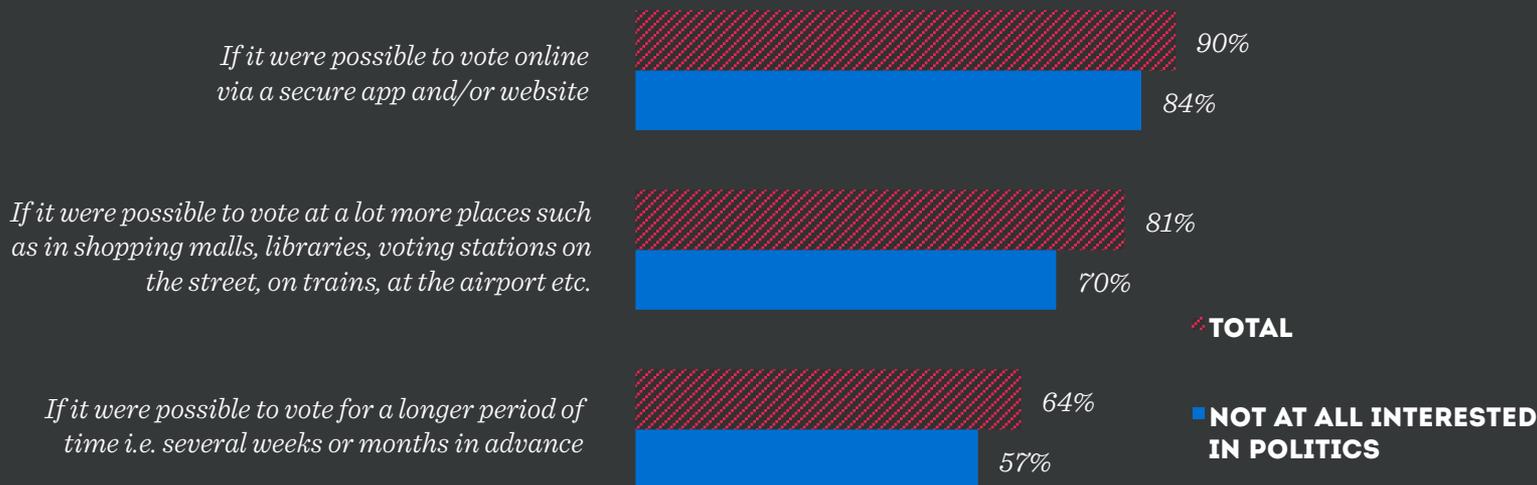
# ELECTORAL REFORM



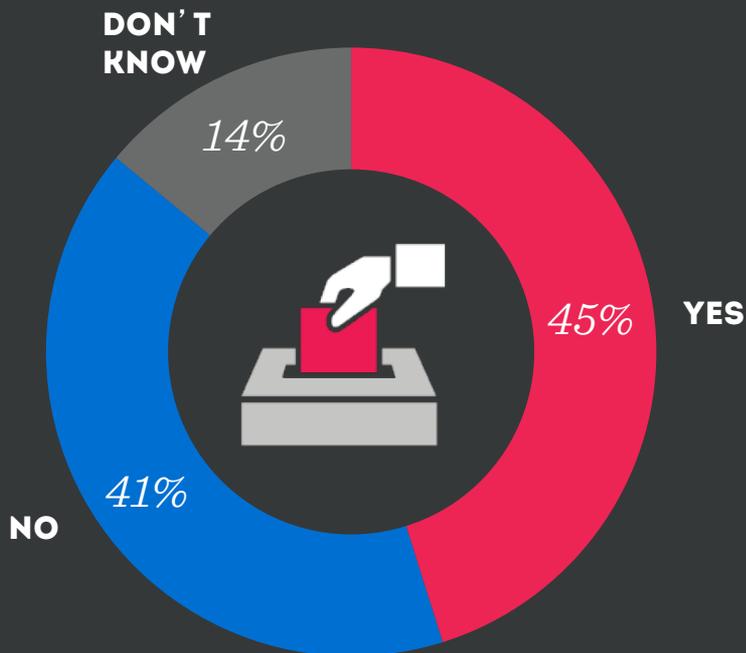
# WHAT WOULD ENCOURAGE MORE PEOPLE TO VOTE?

(% 'Very significantly encourage...' or 'Would go some way to encouraging...')

**90% OF THE TOTAL AND 84% OF THOSE “NOT AT ALL INTERESTED” IN POLITICS THOUGHT THAT ONLINE VOTING WOULD ENCOURAGE MORE PEOPLE TO VOTE. THERE WAS ALSO SUPPORT FOR VOTING IN PRECINCTS, ON TRAINS ETC (81%) AND MODERATE SUPPORT FOR LONGER VOTING PERIODS (64%)**



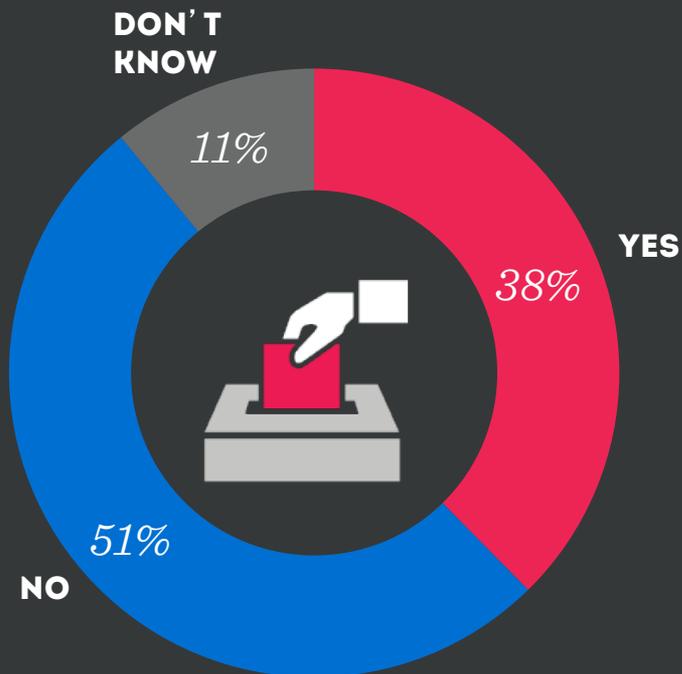
# SHOULD 16 AND 17 YEAR OLDS BE GIVEN THE OPPORTUNITY TO VOTE?



**65%**

*Of Scottish Millennials said "yes" – 16 and 17 year olds should be given the opportunity to vote*

# SHOULD IT BE MADE COMPULSORY TO VOTE?



**50%**

*Of Millennial parents (at least one child) said 'yes' - voting should be made compulsory*

# WOMEN IN POLITICS

(% who agree with each statement)

**39% (AND 29% OF THE FEMALES) THINK THAT THE GENDER BALANCE IN POLITICS IS ABOUT RIGHT, COMPARED TO 48% (AND 57% OF THE FEMALES) WHO AGREED THAT THERE SHOULD BE A GREATER PROPORTION OF WOMEN IN POLITICS. THERE WAS LIMITED SUPPORT FOR ALL WOMEN SHORTLISTS (12%).**

