



02/07/2024

REPORT

Polling Pulse: Young Voices and Election Choices



AUDIENCE

Demographics

United Kingdom, Age 18 to 25, Female or Male or Other

Advanced Screening

What is your ethnic group?

Qualified: Traveller/Irish Traveller, Asian or Asian British: Indian, Asian or Asian British: Pakistani, Asian or Asian British: Bangladeshi, Asian or Asian British: Chinese, Black or Black British, Mixed or Multiple

Unqualified: White, Asian or Asian British: Other Asian, Other



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OBJECTIVE

To delve into the political engagement of UK's young adults by analysing their voting tendencies, primary political information sources, key worries, and overall perception of the imminent elections. The goal is to pinpoint the driving factors and hindrances to voting, and evaluate the potency of various information channels in connecting with and educating this demographic group.

BURNING QUESTION

What are the main factors that influence your decision to vote or not vote in the elections?



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CHAT GUIDE

1. Have you ever voted in an election? If yes, how often do you vote?
2. What are the main factors that influence your decision to vote in an election?
3. What are the main reasons that would make you abstain from voting?
4. What are your primary sources of political information and why do you trust them?
5. How would you describe your level of political engagement and why?
6. What are your main concerns about the upcoming elections?
7. How do you perceive the role of young adults in the political landscape?
8. If you could change one thing about the election process, what would it be?
9. Imagine you were a political leader, what would you do differently to engage young adults in politics?
10. On a scale of 1-10, how important do you think it is for young adults to vote in the elections and why?
11. What do you think can be done to increase the voter turnout among young adults?
12. Do you believe that your vote has the power to influence change?
13. What do you think is the most effective way for political parties to connect with young adults?
14. How would you feel if you couldn't vote in the next elections?
15. What are your expectations for the outcome of the upcoming election?
16. How do you think the political debate has impacted your view on voting in this election?
17. What would your ideal political leader do to address your key worries?
18. If the future of the UK was in your hands, how would you shape it?
19. To conclude, do you have any further thoughts/comments that you think we haven't covered?



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AI SUMMARY

The decision to vote among young adults in the UK is influenced by a variety of factors, including the desire for change in government, representation of personal interests, and the belief in the importance of each vote. Many respondents vote regularly, citing the significance of their vote and the impact on their future. Key concerns for the upcoming elections include the effectiveness of party leaders, the representation of young adults' interests, and the potential for the wrong party to win. The primary sources of political information are mainstream media, social media, and discussions with friends and family, with many cross-checking information for accuracy. Political engagement varies, with some highly involved due to dissatisfaction with the current government or because they see their existence as inherently political, while others are less engaged or only become interested around election time.

The role of young adults in politics is perceived as crucial, with many believing that their generation's future is at stake. Suggestions to improve the election process include making registration and voting more accessible, enhancing transparency, and lowering the voting age. To engage young adults, respondents suggest using social media effectively, incorporating politics into education, and creating interactive platforms for discussion. The belief in the power of collective voting to influence change is strong, with many advocating for increased voter turnout and the importance of every vote. Concerns about the cost of living, education, healthcare, and the environment are prevalent, with a desire for leaders who will listen to the working class and address these issues. Overall, young adults in the UK are looking for a political landscape that is inclusive, represents their interests, and offers tangible improvements to their lives.





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KEY INSIGHTS

Impact of Political Information Sources

- Mainstream media, including BBC and social media platforms like TikTok, are primary sources of political information, with trust stemming from perceived reliability and verification processes.
- Crosschecking information is common, indicating a desire for accuracy and a wellrounded understanding of political issues.

Engagement and Mobilization of Young Adults

- Young adults are increasingly politically engaged, with many expressing a desire for change and a belief in the power of their vote to influence outcomes.
- Strategies to increase youth voter turnout include making politics more engaging, ensuring voter registration, and leveraging social media for political communication.

Perceived Power of Individual Votes

- There is a mixed perception of the power of an individual vote; some believe every vote counts, while others feel a single vote is insignificant in the larger voting population.
- Collective voting and discussions about voting choices are seen as more impactful, suggesting the importance of community and shared viewpoints in driving change.

Expectations and Concerns for Upcoming Elections

- Concerns about the upcoming elections include the potential for the wrong party to win, leading to negative societal impacts, and the fear that politicians may not fulfill their promises.
- Expectations are varied, with some hoping for a change in government, while others are skeptical about the potential for significant change postelection.





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KEY INSIGHTS

Role of Young Adults in Politics

- Respondents believe young adults play a crucial role in shaping the political landscape and that their participation is vital for the future.
- Suggestions for increasing young adult involvement include lowering the voting age, enhancing civic education, and creating more accessible voting processes.

Desired Changes in the Election Process

- Respondents would like to see changes that make the election process more inclusive and accessible, such as online voting and better voter education.
- There is a call for political leaders to listen to and act on the concerns of young adults, emphasizing the need for policies that address key issues like the cost of living and education.

These insights suggest that political parties and leaders need to focus on policies that resonate with young adults, improve the accessibility and relevance of political information, and create opportunities for meaningful engagement to encourage higher voter turnout among this demographic.





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PROJECTIVE ANALYSIS

Imagine you were a political leader, what would you do differently to engage young adults in politics?:

Analysis of the responses indicates a consensus on the need for political leaders to actively engage with young adults through modern communication channels, particularly social media. Respondents suggest that political leaders should create interactive platforms, organize events like town hall meetings, and incorporate young adults' values and views into policy discussions. There is a call for policies that directly appeal to young adults, addressing issues such as the cost of living, education, and employment. Some respondents emphasize the importance of making politics more relatable and accessible to young adults, suggesting that political education should be integrated into school curricula. Overall, the analysis suggests that young adults seek authentic representation and active participation in the political process, with a desire for leaders who listen to their concerns and make a tangible difference in areas that affect their future.





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PROJECTIVE ANALYSIS

How would you feel if you couldn't vote in the next elections?:

The sentiment expressed by respondents regarding the inability to vote in the next elections ranges from upset and disappointed to indifferent. Those who value their voting rights express that being unable to vote would make them feel silenced, deprived of their duty as citizens, and unable to contribute to shaping the future of their country. On the other hand, some respondents who are less engaged or believe their individual vote has little impact express less concern about not being able to vote. The analysis reveals a divide between those who see voting as a powerful tool for change and those who feel disenfranchised or apathetic towards the electoral process.





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PROJECTIVE ANALYSIS

If the future of the UK was in your hands, how would you shape it?:

Respondents envision a future UK that is more inclusive, equitable, and responsive to the needs of its citizens. They express a desire for a government that listens to the people, particularly the younger generation, and implements policies that address key issues such as the cost of living crisis, housing affordability, job creation, and environmental sustainability. Some respondents advocate for a redistribution of wealth and a focus on public institutions like education and healthcare. There is also a call for investment in technology and green energy to foster economic resilience. The analysis suggests a yearning for a future where the UK is shaped by policies that benefit the many rather than the few, with a strong emphasis on social justice and economic stability.





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HUMAN KEY QUOTES

"I am engaged with politics as much as I can be. Mainly because im not satisfied with the current government "

Age 24, Male

"It would listen to the worries of the working class people and make a world for the less fortunate "

Age 24, Male

"The traditional broadcast is very boring and outdated, a modern twist on this without coming across as condescending would help parties and politicians get their views across "

Age 23, Male

"The most effective way to connect with young adults is by offering them change which can impact their lives, and make an effort to connect with them at concerts etc "

Age 23, Male

"the news, i dont 100% trust the news which is why i cross check it on the internet. but then again i dont 100% trust the internet so thats when i can rely on friends and family to voice their opinions and come to a conclusion. i mean you cant ever be 100% sure but its good to speak about it "

Age 22, Female

"what i would do differently is make young adults seen and heard. nowadays young adults arent interested in politics because they feel its for the older adults only. i would actually make a difference in the streets, in schools, in hospitals, in the environment altogether so it helps the younger generation and they are heard and seen too"

Age 22, Female





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What is your ethnic group?

HUMAN KEY QUOTES

"i feel the most effective way nowadays is to plaster it on social media or speak about it in schools or with family and friends. nowadays young adults spend most their time on social media so thats a good way to get their attention and get people talking about it "

Age 22, Female

"I think, if I could change one thing about the election process, It would be to enhance transparency and accessibility. It's crucial for the process to be transparent so that voters can trust the system. Additionally, making the process more accessible to all individuals, Regardless of their background or location, Would ensure that everyone has the opportunity to participating shaping their future."

Age 21, Male

"I owed focus on creating more interactive platforms and events to engage young adults in politics. By organising Townhall meetings, Workshops, Online forum, We can provide a spaces for young people to voice their opinions and contribute to decision making processes. It's crucial to listen to their concerns, Involve them in policy discussions, And empower them to participants in shaping the future of our country."

Age 21, Male

"I believe that one effective way to political parties to connect with young adults is by actively engaging with them on platform their frequent, Like social media. By using this channels to share information, Listen to their concerns and involve them in discussions, Can we the more direct and meaningful with the younger generation. Additionally, Organising elements that are appealing and relevant to young adults such as workshops, Dates and interactive sessions, Can also help breach the gap and create a more inclusive political environment."

Age 21, Male

"I think that the politicians need to directly address the younger adults instead of the older generation to make them feel more included and fell like their opinion matters "

Age 20, Male





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HUMAN KEY QUOTES

"I think the most effective way to connect with young adults is to post on social media such a Facebook instagram and tik tok as this is what the majority of young adults use "

Age 20, Male

"I like to go for news companies that are often unbiased like the BBC or Al Jazeera. However I will lean towards left watching some news from Politics Joe."

Age 19, Female

"I think that with politics and legislation, it is the young people's futures that is being mostly affected. So it's very important to vote and get involved. However I think young people have received the short end of the stick a lot recently."

Age 19, Female

"Actually give young people a voice and a chance. Young people have been protesting many things recently but there's been legislation to silence them rather than hear them."

Age 19, Female

"Right now, the political sphere has a lot of turmoil across the UK and many are unsatisfied. If we all come together to vote a new smaller party in, we can create change."

Age 19, Female

"I have seen things on social media like TikTok, and little clips on instagram. I would say I trust them because the clips are from shows like question time and that is a bbc programme which is trusted by many "

Age 25, Female





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HUMAN KEY QUOTES

" I think young adults are actually more involved these days and want a change as this election is going to affect their future more than any one else's so I do believe they are actively engaging and voting for what they think is right "

Age 25, Female

"Yes I would speak to them more and ask them for their values and views and ask the younger adults what changes they would like in the future. I would want their voices to be heard "

Age 25, Female

"Me as a voter am concerned about rising prices for essential goods and services including food and energy. Furthermore, unemployment rates may rise and budget deficits is a significant issue"

Age 19, Male

"They should make the voting age from 16 because there are a lot of young people that wish they were heard. I'd also make the voting process online as some people have work and things like that so aren't able to vote. And finally I would allow people to at least submit requests alongside their votes of an issue that is pending that needs to be fixed urgently"

Age 24, Female

"Understanding that the world is changing fast and things aren't going to be the same as when they were younger, listening to young people's voices and understanding that they know the modern world is key "

Age 22, Female



AUDIENCE

Demographics

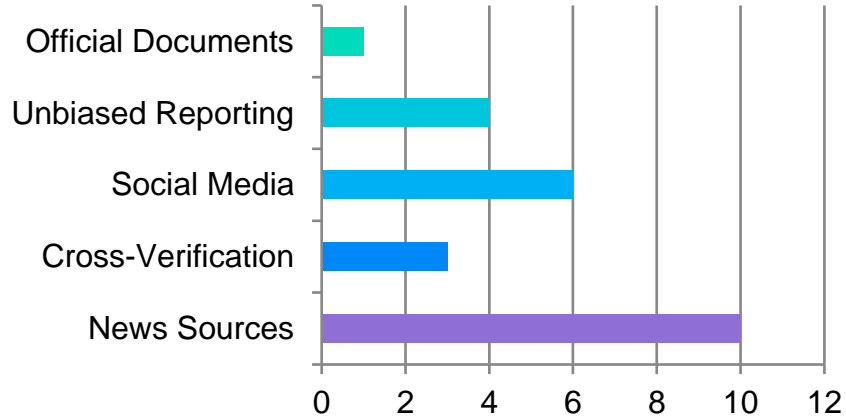
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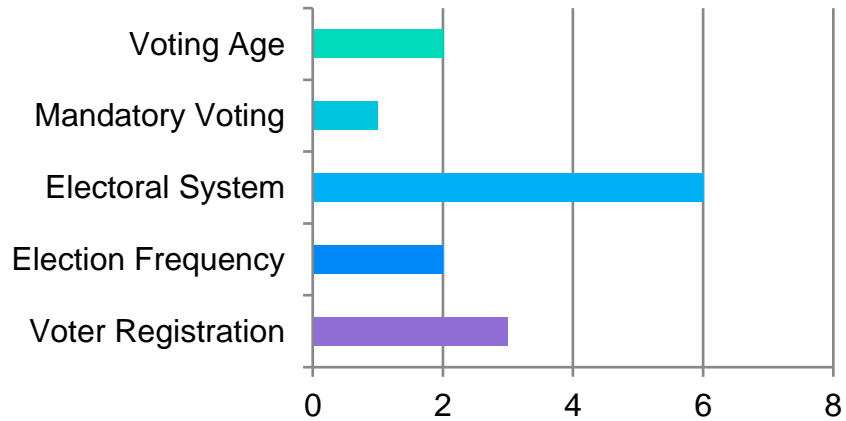
What is your ethnic group?

TOPICS

What are your primary sources of political information and why do you trust them?



If you could change one thing about the election process, what would it be?



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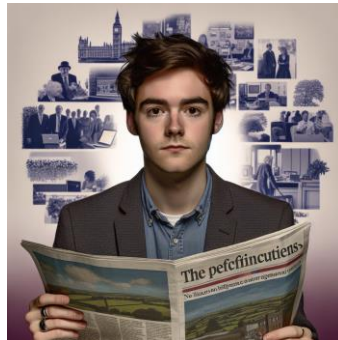
The 'Social Change First' Voter

Description:

- Age range: 22-25, Gender: Male or Female, Employment Status: Full Time Employed or Student, Marital Status: Single or Married, Region: Diverse across the UK
- Highly values political engagement and often participates in voting, driven by a desire for change and dissatisfaction with current government or policies
- Sources political information from mainstream media, cross-checks with the internet, and engages in discussions with friends and family to form opinions

Insights:

- Believes in the power of individual votes and collective action to influence change, and is likely to engage in campaigning and advocating for parties that align with their views
- Expresses concerns about the effectiveness of the current electoral system and desires more transparency and accessibility in the voting process
- Wants to see young adults more involved in politics and believes in the importance of education and awareness to increase political engagement among this demographic



The Cautious Sceptic

Description:

- Age range: 19-23, Gender: Male or Female, Employment Status: Full Time Employed or Student, Marital Status: Single, Region: Diverse across the UK
- Votes based on personal interests and representation, but is wary of party leaders not aligning with their views, particularly on international issues
- Relies on mainstream media for political information but is critical of its influence and the potential for manipulation

Insights:

- Feels that their individual vote may not make a significant difference due to the large margins in election results, leading to a sense of skepticism about the voting process
- Desires more frequent elections and believes that changes in party leadership should trigger new elections to maintain representation
- Wants political leaders to address key issues such as the cost-of-living crisis, healthcare, and education, and to take actions that resonate with the public's needs





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SAVED SEARCHES

Analyse how different genders are responding with overall summary of insights and key quotes for those

In analyzing the responses from the chat transcripts, it appears that both male and female respondents share a common thread of concern for the future and the impact of political decisions on their lives. However, there are some nuances in their responses that reflect their individual perspectives and priorities.

****Male Respondents:****

1. ****Engagement and Importance of Voting:****

- Male respondents generally express a strong sense of duty to vote, with one stating, "Every general election" and another saying, "Yeah I voted regular basis and it's my duty."
- The importance of voting is underscored by one male respondent who rates it a "10 because it's their future."

2. ****Influences on Voting Decision:****

- The factors influencing their voting decisions range from a desire for change in government to specific issues like environmental factors, mental state, advice from family and friends, and government services.
- One respondent specifically mentions, "I vote for who best represents my interests."

3. ****Concerns and Expectations:****

- Concerns about the upcoming elections include not enough people voting, the potential for the wrong party to win, and the impact of political debates on their views.
- Expectations for the election outcomes vary, with some predicting a Labour win and others expressing uncertainty.



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SAVED SEARCHES

4. **Political Information Sources:**

- Sources of political information for male respondents include mainstream news outlets like the BBC, social media, and official government documents.
- Trust in these sources is often based on their longevity and perceived reliability, as one respondent notes, "It's been around for ages and is very reliable."

5. **Perception of Young Adults' Role:**

- Male respondents recognize the importance of young adults in the political landscape, with one stating, "I think they're very important as it's their future we're all voting for."

Female Respondents:

1. **Engagement and Importance of Voting:**

- Female respondents also express a strong commitment to voting, with one saying, "Yes, every election" and another emphasizing, "I would never not vote. I believe voting is one of the most powerful things one can do."

2. **Influences on Voting Decision:**

- Their decisions to vote are influenced by a variety of factors, including economic policies, foreign affairs, ideological factors, welfare, and the representation of their views in office.
- One respondent mentions, "whatever i see on the tv or social media or what friends and family are talking about really influences my decision."

3. **Concerns and Expectations:**

- Female respondents share concerns about the parties meeting the public's needs and the potential for the wrong party to win.
- Expectations for the election outcomes are mixed, with some hoping for a change in the ruling party and others expecting little change.





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SAVED SEARCHES

4. **Political Information Sources:**

- Sources for political information among female respondents include social media, TV news, and personal research.
- Trust in these sources is often based on cross-verification and the credibility of the programs from which the clips are taken.

5. **Perception of Young Adults' Role:**

- Female respondents believe that young adults are more involved these days and want a change, with one stating, "I think young adults are actually more involved these days and want a change as this election is going to affect their future more than any one else's."

Key Quotes:

- "Every vote is important. Especially these days." (Male)
- "I would never not vote. I believe voting is one of the most powerful things one can do." (Female)
- "I think using things such as social media is highly effective." (Male)
- "I feel as young adults expect more from the voting." (Female)
- "I would make sure people know how to be registered to vote." (Male)
- "I would make it a legal requirement for every one to vote." (Female)

Overall Summary of Insights:





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SAVED SEARCHES

- Both genders are politically engaged and place high importance on voting, often driven by a sense of duty or the impact on their future.
- Decisions to vote are influenced by a mix of personal interests, social and media influences, and the alignment of party policies with their values.
- Concerns about the upcoming elections are centered around voter turnout, the potential for the wrong party to win, and the effectiveness of political leaders.
- Sources of political information are varied, with a reliance on mainstream media, social media, and personal research. Trust in these sources is based on their perceived reliability and the ability to cross-check information.
- There is a recognition of the significant role young adults play in the political landscape, with a belief that their involvement is crucial for shaping the future.
- Both genders express a desire for more transparency, accessibility, and inclusivity in the election process, with suggestions for lowering the voting age and making voting mandatory.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
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chat@boltinsight.com

ESOMAR
[member](#)



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linkedin.com/company/boltinsight