

Candidate 1 evidence

1a In this essay I aim to show that some factors are in fact more important than others. For example the most influential factors are said to be social class and media. Although other factors such as age or gender do have some influence.

Social class is a measure of an individual's status within society. Social class takes into account someone's income, education and wealth. Social class is said to be the most influential factor due to the fact that 40% of the population in the UK still vote based on their social class. North and South of the border, DIE voters (unemployed) tend to vote for Labour, ~~whereas the rest~~ or in more recent years in Scotland SNP. This is because the Labour policies benefit the poorest in society. However, A/B voters (professionals such as lawyers) tend to vote the conservatives.

as they favour low taxation and benefit the wealthiest. This was shown in the 2010 General election when 40% of D/C voters voted Labour and 39% of A/B voters voted conservatives. Although social class does have a big influence, the link isn't as strong as it once was due to new employment patterns and changing attitudes within society. The term used to describe the movement away from class based voting is dealignment. This shows that voting behaviour had and still has an influence on how people vote today.