

Candidate 2 evidence

QUESTION	ANSWER
1a)	There are many factors that affect voting behaviour. Traditionally, social class has played a big role but recently other short term factors and the media have influenced votes. This essay will discuss to what extent are some factors more important than others in influencing voting behaviour.
	Ever since voting analysis began in 1945 there has always been a clear link between social class and votes. Those in higher income are more likely to support the Conservatives as they have a more individualist view on

running things e.g....

lowering taxes and reducing social welfare. In this year's election 65% of AB social class chose the Tories compared to 27% of DE.

On the other hand Labour favour a collectivist approach favouring higher taxes, increased welfare and sharing the country's wealth. This year 46% of DE chose Labour compared to 28% of AB.

This would suggest people's wealth links with their voting behaviour as they choose a party who supports them.

⊕ Therefore being appealing to those in lower incomes who need the support.

~~However~~ However it can be argued that social class is playing less of a part nowadays.

Realignment is the idea that people are becoming less loyal to a particular party based on social class. This could be due to an increasing middle class - which New Labour (1997) aimed to appeal to. Their success could be attributed to their approach. The electorate are making parties work for their vote as they cannot rely on social class alone for support. Between 1997 and 2010 there was an 18% rise in the number of AB voters choosing Labour.

This illustrates the abandonment of loyalty to a particular party based on social class, suggesting social class is playing less of a part in influencing voting behaviour.

However there are still many factors linked to social class which influence votes.

One factor is age, older people are more likely to support the conservatives as they become more individualist with age. In 2015, ~~76%~~^{64%} of 65+ voted for the Tories compared to 20% of 18-24 year olds.

Young people are more likely to take risks with smaller

parties and want policies on unemployment and tuition fees. In 2010 46% of 18-24 year olds chose Lib dem.

People from ethnic minorities are more supportive of Labour. This may be because of the higher number of BME living in low incomes or that Labour favour equality policies and have more ethnic minority MPs. In this year's election 65% of BME chose Labour.

People living in cities and urban areas especially northern cities like Newcastle and Manchester are far more likely to support Labour. These areas and the central

belt of Scotland used to be areas of heavy industry e.g. mining & shipbuilding which supported trade unions. This could be attributed to Labour's support in these areas. In Newcastle this year ~~48%~~ 56% voted Labour and only 21% chose the Tories.

On the other hand the south east of England with one of the highest average incomes in the UK are more likely to support the Conservatives.

Overall it can be said that location, ethnicity and age all influence voting behaviour.

Another influence of voting behaviour is short term factors and the media.

In the UK a lot of people rely on the newspapers ~~for~~ for election information. Each newspaper has a political slant for example the telegraph supports the Tories. This plays a massive part in influencing votes.

When Rupert Murdoch changed his political alliances from Labour to Tories the number of Daily Mail Labour voters dropped by 17% as they chose the Conservatives over Labour.

The BBC are relied on by 85% of the electorate to provide impartial election information.

This year 7 million tuned in to the leader debates. More recently social media has become important in influencing voting behaviour. 46% of 18-24 year olds said they used social media to gain election information. Political parties are using websites, blogs, podcasts and twitter to try and attract younger voters. As the electorate has become more electorate there has been an increase in 'issue voting'. This is when people ~~deciding~~ decide their vote based on a parties response to a particular issue. This year immigration was ranked

the most important issue.

Overall it could be argued that the media - newspapers, television and the internet are influencing votes far more than social class.

In conclusion it is clear that social class and long term factors such as age and ethnicity have an influence on voting behaviour. People will always choose a party based on their own circumstances. However social class is playing less of a part as the electorate become more educated through the media. There are less people blindly voting for a party based

QUESTION	ANSWER	MARKS
	on social class. Therefore no	
	factors are more important	
	than others in influencing	
	voting behaviour.	