

# First Time Voters – Part II

## Introduction

How do the first time voters tick? In our two-part series on First Time Voters, we dig deep into their political attitudes, personal concerns and anything else they might face. Opinium’s sophisticated survey with 503 Britons aged 17-22 and 2,003 UK adults (aged 18+) delivers answers to all the questions one might have about first time voters and how they differ from the other generations.

Part one of our series covered political aspects, whilst part two concentrates on the research outcome of individual and social questions.

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## Social Media

92% of first time voters have an account with Facebook or have visited within the past 12 months. Other social media sites that first time voters use are:

- Twitter – 68%
- Instagram – 55%
- TSR The Student Room – 33%
- Tumblr – 33%

Just under half (45%) of social media users said they use Facebook to discuss and read about politics and current affairs, while 30% said the same about Twitter.



45% of social media users use Facebook to discuss and read about politics.

30% of social media users use Twitter to discuss and read about politics.



## Celebrities

When we asked first time voters which celebrities they could recall discussing politics and other current affairs, they selected the following.

What celebrities do you recall discussing politics?

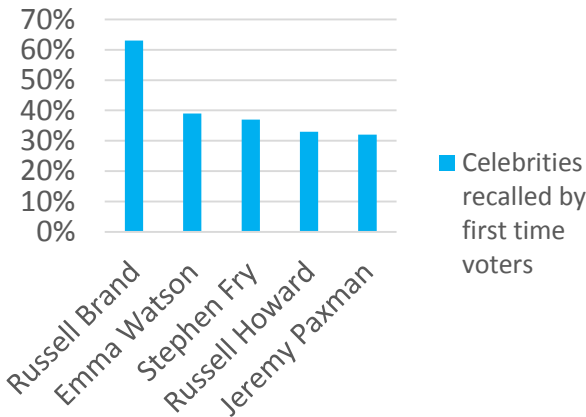


Figure 1: Celebrities discussing politics and current affairs recalled by first time voters

When we asked those that could recall these celebrities whether or not they generally agreed with them, the results were:

What celebrities do you agree with?

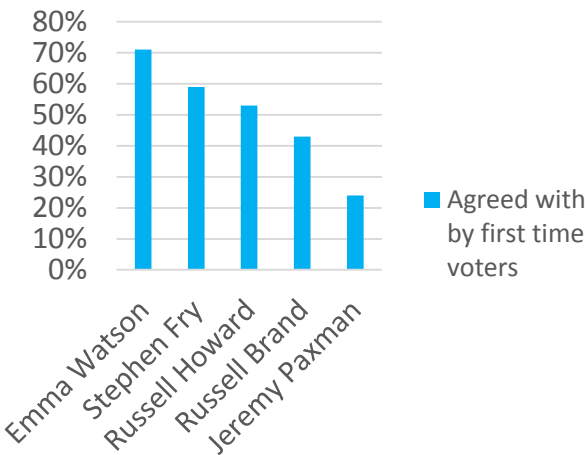


Figure 2: Celebrities discussing politics and current affairs agreed with by first time voters

Russell Brand clearly had the highest political profile of any celebrity, and 43% of those that could recall him talking about politics said they tended to agree with him, while 15% disagreed

However, Emma Watson was most likely to be agreed with by those that could recall her talking about politics (71% said they tended to agree vs. 5% tending to disagree)



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44% of those that could recall hearing Myleene Klass discuss politics said they tended to disagree with her vs. only 15% tending to agree.

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## Social attitudes

First time voters and UK adults show strong differences in social attitudes.

First time voters were more likely than all adults to think that discrimination such as sexism and racism were one of the biggest problems facing society (72% vs 51%) and were much more likely to describes themselves as a feminist (40% vs 25%).



**77%** of first time voters support same sex marriage, while only **50%** of UK adults do so.

**77%** of first time voters think there is nothing wrong with sex outside of marriage, while only **67%** of UK adults believe the same.



**72%** of first time voters think that discrimination such as sexism and racism is one of the biggest problems facing society today. Out of UK adults, only **51%** think the same.

For **67%** of first time voters getting married and starting a family is important, while it is important for only **53%** of UK adults.



Only **53%** of first time voters think alcohol abuse is one of the biggest problems facing society today, while **61%** of UK adults believe the same.

**52%** of first time voters think it is important for a child to have two parents; less than UK adults of which **62%** believe it is important.



**40%** of first time voters would describe themselves as feminists, while only which **25%** of UK adults would describe themselves this way.

**29%** of first time voters would describe themselves as religious, surprisingly even more than UK adults of which only **26%** would describe themselves as religious.



**29%** of first time voters feel directly threatened by terrorism, slightly less than UK adults with **34%**.

To sum it up, first time voters have a higher tolerance level in terms of same sex marriage or sex outside marriage, while at the same time starting a family and religion is even more important to them than to the adult population.

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## Future home ownership

When we asked first time voters that don't own their own home at what age they expect to first buy a property of their own, half (50%) said they expect to buy between the ages of 25 and 29, while just under a quarter (23%) don't expect to until their early thirties (between ages 30 and 34).



**Half** expect to buy their first **property** between the ages of **25 and 29**.

55% of those at university expect to buy in their late twenties, but this decreases slightly to 41% of those working.

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## Being British

Which of the following is important for somebody to be considered “British”?

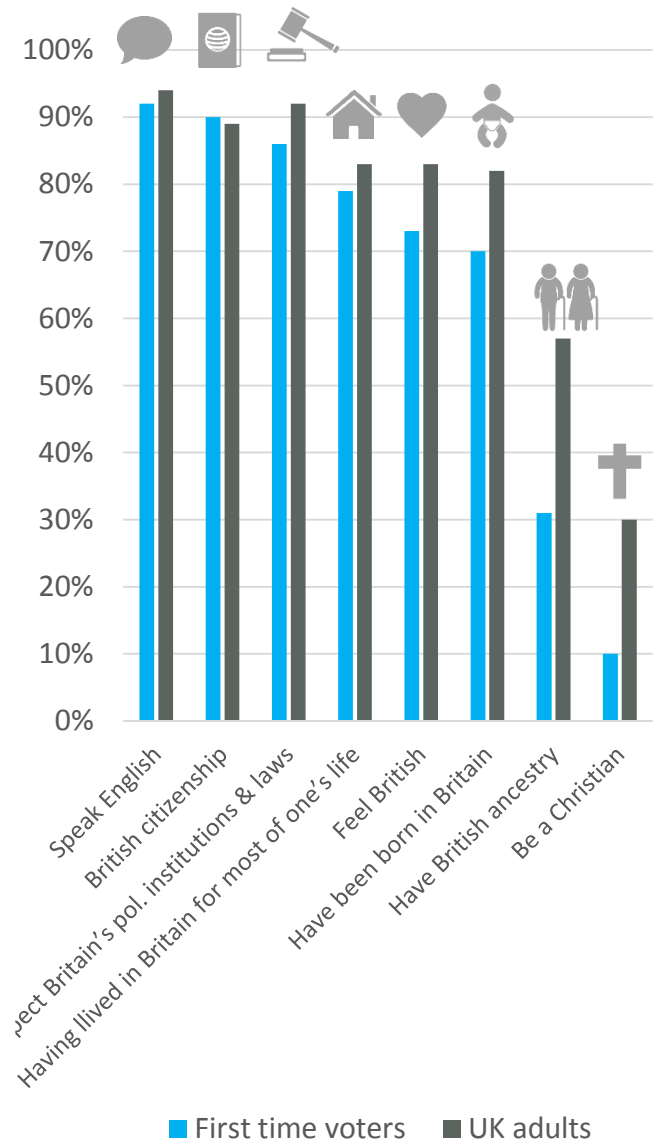


Figure 3: Defining ‘Being British’

The adult population were three times as likely as first time voters to say that being Christian is important to be considered British (30% vs 10%), and twice as likely to say the same about having British ancestry (57% vs 31%).

Being born in Britain was also considered less important to being “British” for first time voters than the adult population (70% vs 82%).

## Class Identity

42% said that they are middle class, 33% describes themselves as working class and 14% said they do not belong to a particular class.

Half (49%) of university students described themselves as middle class, while just under half (45%) of first time voters in work described themselves as working class.

” The adult population were three times as likely as first time voters to say that being **Christian** is important to be considered **British** (30% vs 10%)

## World of work

### Unpaid internships

40% of those in full-time education thought they would have to get an unpaid internship before they would be able to get a permanent job, while half (51%) thought they would not have to.



**39%** believe that banning unpaid internships would make their own career progression harder.

Just over half (52%) of first time voters thought that the statement “if an intern is happy to work for no pay to gain experience then they should be allowed to” came closest to their view, while 39% thought “unpaid internships should be illegal and employers should pay the minimum wage for work” came closest to their view.

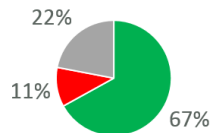
By comparison, the adult population were slightly more likely to support banning unpaid internships than keeping them legal (45% vs 41%).

39% believe that banning unpaid internships would make their own career progression harder, while 9% thought it would make it easier.

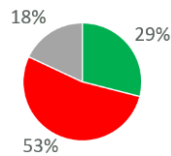
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## The world of work

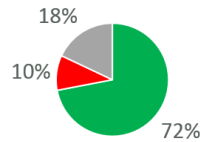
To what extent do you agree or disagree, if at all, with any of following statements?



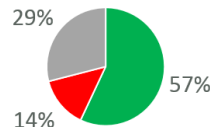
An unpaid internship for a few months is worth doing to take your first step on the ladder



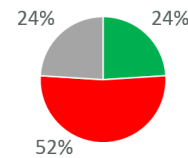
Getting a good first job means you have to live in London or south east England



Assistance from parents is a key factor in getting a good first job



Advice from parents is a key factor in getting a good first job



Getting a poor first job can damage the rest of your career

First time voters seem relatively upbeat about the job market, with half (53%) disagreeing that you need to live in the south east to get a good first job.

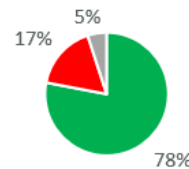
However, although the regional factor may be dismissed, the influence of parents is not, with 72% agreeing that assistance from parents is a key factor in getting a first job.

First time voters were more likely to think that assistance from parents is a key factor in getting a good first job than the adult population (72% vs 52%).

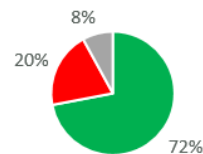
They do not will think, however, that parents or friends should provide internships or work experience opportunities at their workplace.

First time voters were also more likely to think that a temporary unpaid internship is worth it to get on the job ladder than all adults (67% vs 52%).

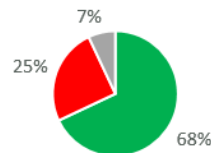
Which of the following have you already received or do you expect to receive from your parents to help you in getting your first job and your early years of employment?



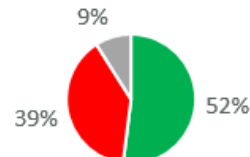
Practical advice for job interviews (e.g. how to dress, what to take)



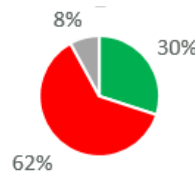
Living rent free at the family home



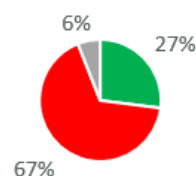
Career advice (e.g. what companies to look at, where to find the best opportunities)



Financial assistance when I've moved out (e.g. help in paying rent or household bills)



Work experience or internship at the workplace of a friend of my parents



Work experience or internship at my parents' workplace

## First Time Voters – Part II

## Summary

First time voters love social media and use it as a platform to discuss politics and current affairs. They also recall political statements of celebrities, especially of Russell Brand and Emma Watson, the latter being who they tend to agree the most (71%).

In terms of social attitudes, first time voters differ considerably from the adult UK population. They are much more tolerant of same sex marriage or sex outside of marriage, but at the same time have strong belief into marriage and family, as well as religion.

For defining 'being British', religion plays a much smaller role for the first time voters as for the UK adult generation. Key aspects instead are speaking English, a British citizenship and respecting the British political institutions and laws.

In the world of work, first time voters are much more adaptive of the idea of unpaid internships, as the majority believes it is worth it to be able to start a career. While first time voters agree that advice and financial support from parents is crucial for a successful career, they do expect work experience in their parents' workplace.

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## About Opinium

Opinium Research is a leading insight agency based in London. Our clients value our high levels of responsiveness, the involvement of our senior researchers at every stage and our intimate way of working.

We work with organisations to define and resolve commercial issues, helping them to get to grips with the world in which their brands operate, by ensuring we develop the right approach and methodology to deliver robust insight, targeted recommendations, and address specific business challenges.

Our unique offering is centred around three key areas:

## Our People

A highly experienced and enthusiastic team, with an intimate way of working and senior management involvement throughout, inducing confidence and a trusted partnership from day one

## Our Insight

Tailored techniques and outputs to deliver precise recommendations to meet your business needs, both in the UK and across the globe

## Our way of working

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