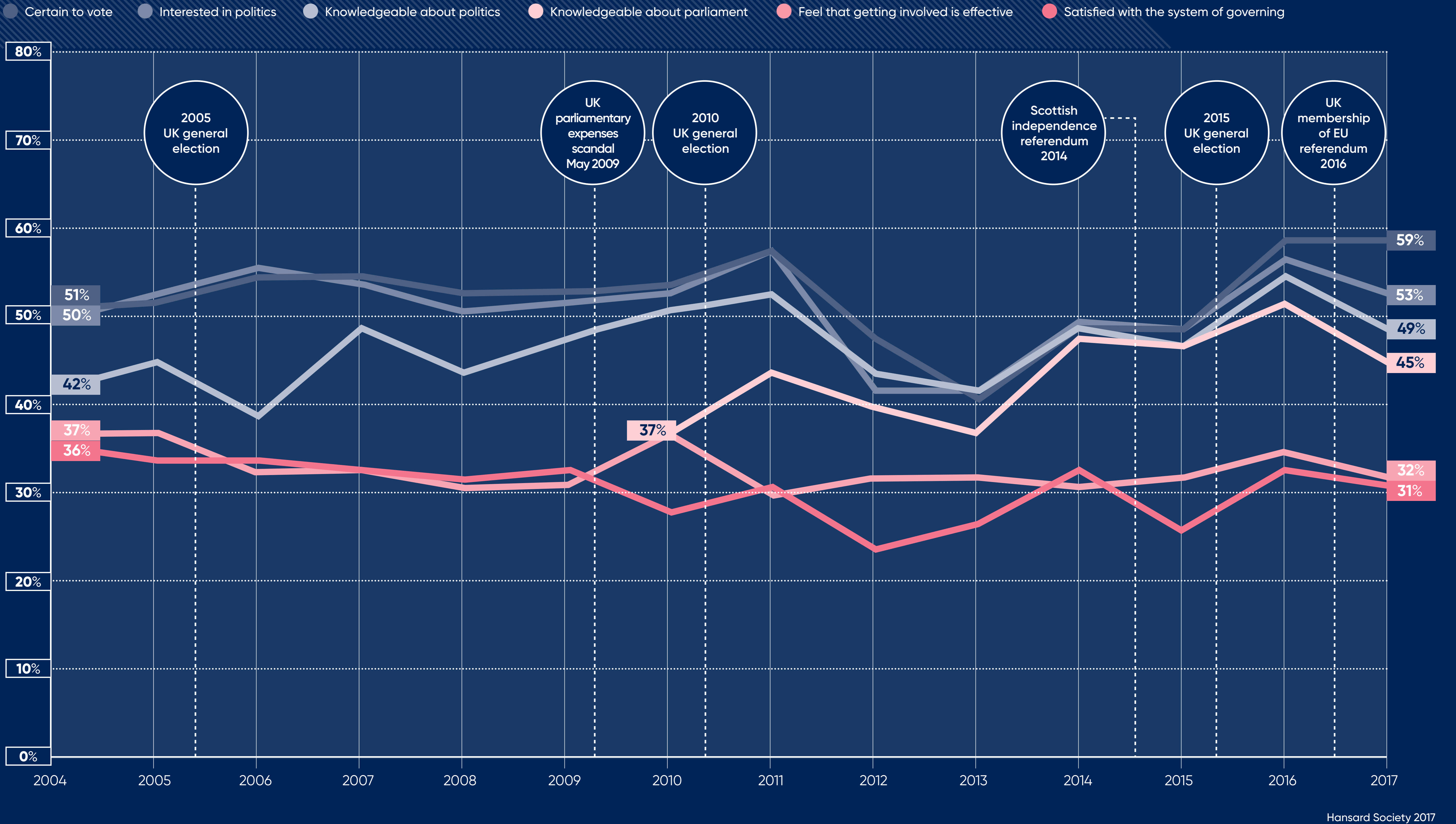


# POLITICAL ENGAGEMENT

Measuring the level of political engagement across a nation is a fundamental source of information and insight for any parliament. It is key to understanding why people show up to vote and, just as importantly, why many of the public still don't. The EU referendum last June saw 72 per cent of the eligible population cast their ballot, the highest recorded turnout since 1992. But while engagement has improved, public opinion about politics in the UK still shows some discontent and, perhaps more worryingly, a general sense of indifference

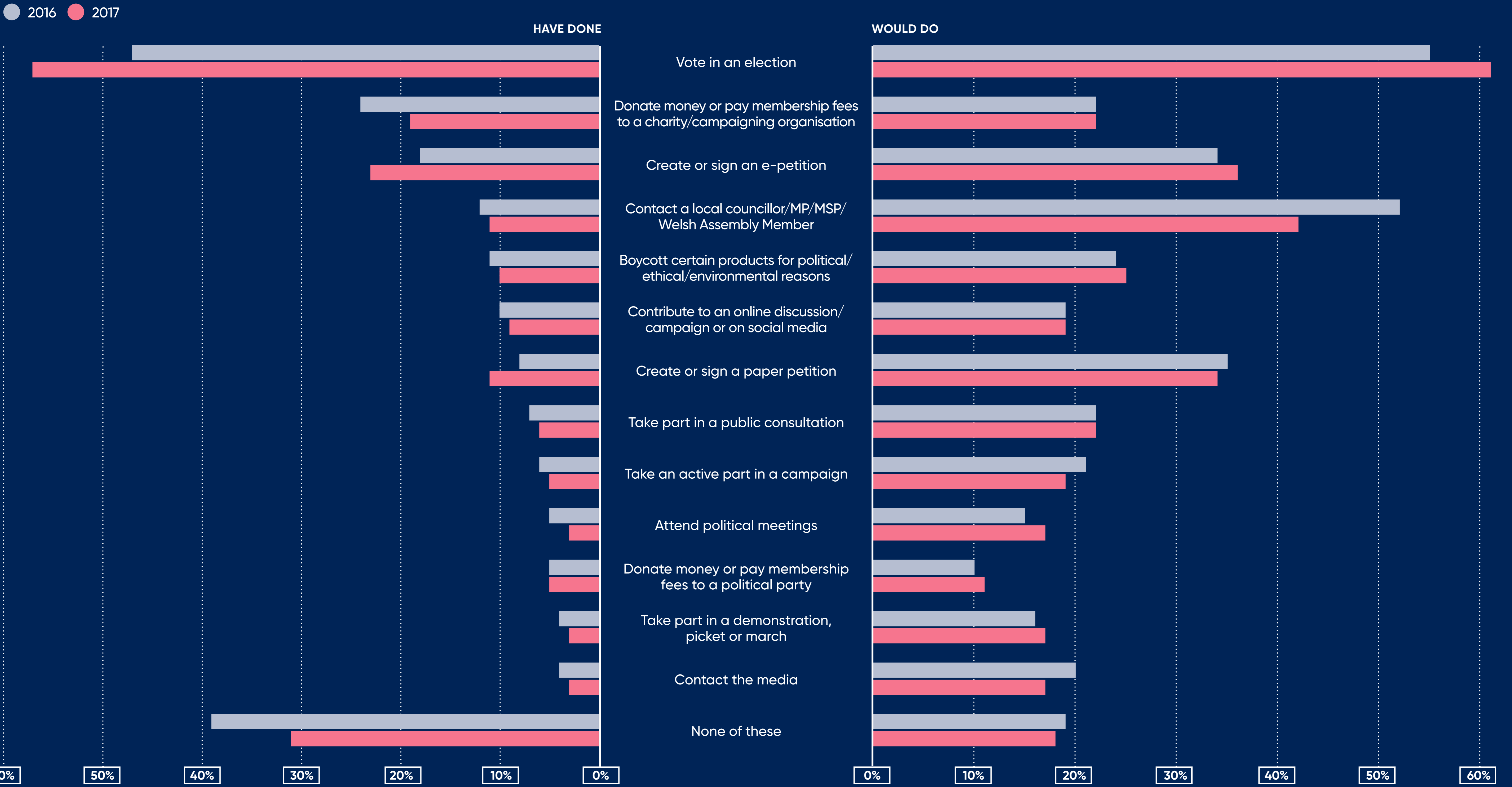
## CORE ENGAGEMENT INDICATORS AND MAJOR POLITICAL EVENTS



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## POLITICAL ACTIVITIES

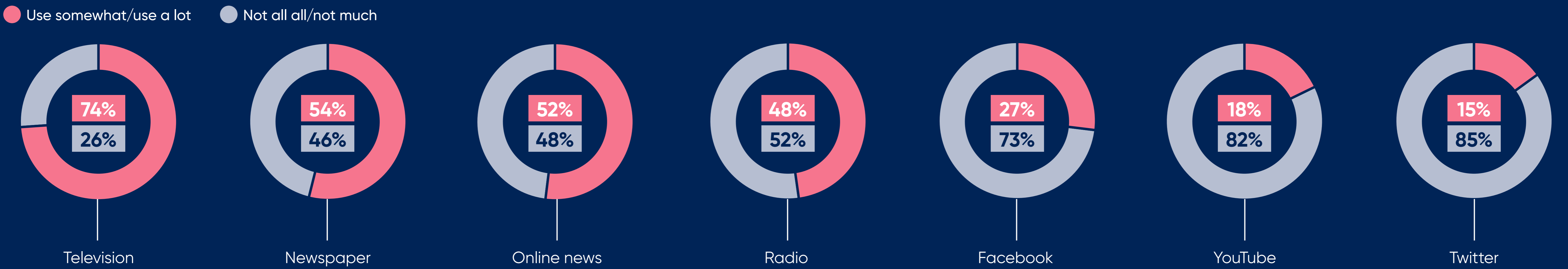
PERCENTAGE WHO HAVE DONE THE FOLLOWING IN THE PAST 12 MONTHS/WOULD DO IF THEY FELT STRONGLY ENOUGH ABOUT AN ISSUE IN THE FUTURE



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## SOURCES OF POLITICAL INFORMATION

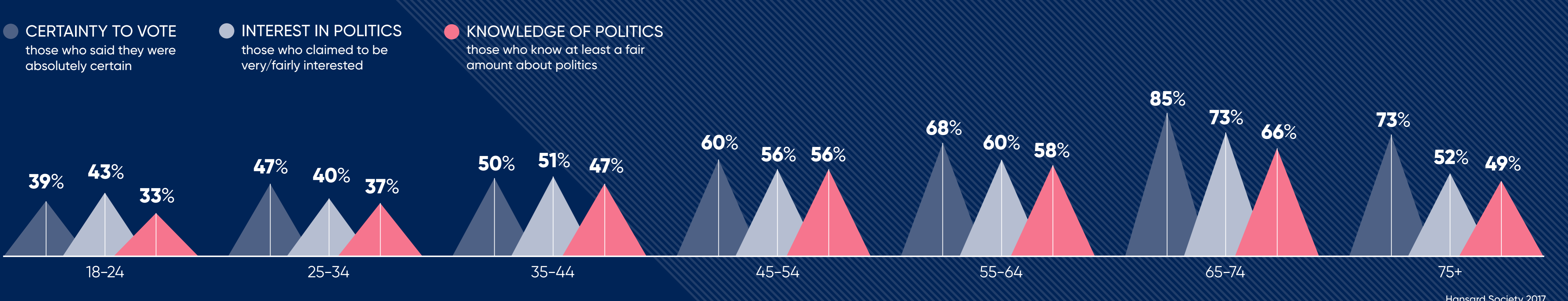
PERCENTAGE OF THE PUBLIC WHO RELY ON DIFFERENT ONLINE AND OFFLINE SOURCES FOR POLITICAL INFORMATION



Market Research Society 2015

## POLITICAL ENGAGEMENT BY AGE

CERTAINTY TO VOTE AND AN INTEREST/KNOWLEDGE OF POLITICS GENERALLY RISES WITH AGE



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