|  |  |  |
| --- | --- | --- |
| *Content type* | **Publications** | |
| *Date* | 26 February 2010 | |
| *Title* | **So, you want to be elected?** | |
| *Excerpt* | This new ILC-UK Think-Piece from Andrew Harrop, Director of Policy and Public Affairs for Age UK, considers the impact of the ‘grey vote’ at the next General Election. | |
| *Body copy* | The year ahead will be dominated by votes, politics and elections. Political pundits are already predicting that a clear election result is far from assured with realistic possibilities including a hung parliament, minority government or more than one General Election.  With a year of political turmoil ahead politicians of all parties will be chasing voters. And for any of the parties to secure workable majorities then politicians will need to respond to the views and aspirations of older voters.  More than any other previous election, the next General Election will be decided by older voters. This is due to two key factors: first with our population ageing rapidly, there are more older voters about; second, older people are much more likely to vote.  At the last General Election, 71 per cent of people aged 55-64 and 75 per cent of those over 65 voted. This compares to just 37 per cent among those aged 18 to 24. | |
| *Category (choose one only)* | Culture and society  Finance and wealth  Health and care systems | Infrastructure  Productivity |
| *Culture and society topics (choose more than one if relevant)* | Arts and music  Community  Digital connections  Families  Identity | Inequalities  Isolation  Loneliness  Relationships  Social connections |
| *Finance and wealth topics (choose more than one if relevant)* | Advice  Debt  Financial planning  Housing wealth | Investments  Pensions  Personal finance  Savings |
| *Health and care systems topics (choose more than one if relevant)* | Cancer  Care homes  Dementia  Hearing loss  Immunisation | NHS  Nutrition and hydration  Prevention  Sight loss  Social care |
| *Infrastructure topics (choose more than one if relevant)* | Built environment  Education | Housing  Transport |
| *Productivity topics (choose more than one if relevant)* | Consumption  Employment  GDP  Growth | Opportunity of longevity  Recruitment  Training  Work |
| *Themes* | BME  Cost  Emerging issue  Funding  Good practice  Immigration  Innovation  Intergenerational  International | LGBT  Life expectancy  Older consumers  Policy  Providers  Technology  Welfare  Workforce |