

Sony Ericsson W995  
Ultimate multimedia phone



Exclusive  
preview

Register for our new sites

# TIMES ONLINE



When I saw rude comments  
under my articles I assumed they  
were from real people Hugo Rifkind

NEWS ELECTION '10 COMMENT BUSINESS MONEY SPORT LIFE TRAVEL DRIVING ARTS ARCHIVE OUR PAPERS SUBSCRIPTIONS

UK NEWS WORLD NEWS SCIENCE ENVIRONMENT WEATHER TECH & WEB VIDEO PHOTO GALLERIES TOPICS MOBILE RSS

Where am I? Home News **Election '10**

From The Times

April 19, 2010

## Parties target youth as student vote swings to Lib Dems

Sam Coates and Greg Hurst

160 COMMENTS | RECOMMEND? (17)

First-time voters were thrust to the heart of the election campaign yesterday amid signs of extraordinary volatility among younger members of the electorate.

Nick Clegg, the Liberal Democrat leader, urged young people to "take charge of your country" and told them to make sure they registered to vote before tomorrow's 5pm deadline.

Mr Clegg's decision to pitch his message to younger voters reflects the huge prize available to parties that can mobilise the traditionally untapped support of students and first-time voters.

A YouGov poll for today's Sun puts Mr Clegg's party on 33 per cent, the Conservatives on 32 and Labour on 26 per cent.



(Leon Neal/Getty Images)

### RELATED LINKS

Rivals set their sights on 'Churchill' Clegg  
Who will be Tory pin-up for today's students?

### MULTIMEDIA

LIVE BLOG: Election '10  
blow-by-blow  
Election 2010: Full coverage

Among younger voters, while Labour's support appears broadly static and declining, support has see-sawed between the other two parties.

Separate figures from YouGov show that many 18 to 34-year-olds have already switched their voting intention once since April 1, meaning that parties which target younger voters could reap huge rewards.

On April 1, as the campaign began, YouGov found Tory support among 18 to 34-year-olds at 37 points, Labour on 31 and the Liberal Democrats on 20.

But the manifesto launches and the first TV debate appear to have prompted a huge switch, reversing the Tories' 17-point advantage over the Liberal Democrats into a 17-point deficit. Figures produced over the weekend show that young people now put the Liberal Democrats in front on 41, Labour on 28 and the Tories languishing third on 26.

Young people are more fickle because they have not formed loyalties with a particular party — and may now never do so, according to John Curtice, Professor of Politics at the University of Strathclyde. "It is not necessarily to do with the fact they are young, it is that they are disproportionately uncommitted," he said.

Peter Kellner, president of YouGov, has suggested that many older voters are unlikely to be swayed in the course of the election campaign and will go to the ballot box without prompting.

Even though fewer than a quarter of 18 to 24-year-olds are

### LEADERS' THIRD DEBATE



#### Debate live blog

The leaders' final TV meeting: as it happened, with coverage and analysis from our team



#### Caitlin Moran review

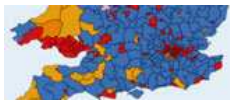
"Brown, amazingly, didn't actually look like he just wanted to lie down and die"



#### 1-minute manifestos

Philip Collins analyses the leaders' opening statements

### ELECTION MAP



#### Search by name

Type in any name and see how they fare against the rest of the competition



#### Candidate odds

Find all the data on your candidate, as well as constituency and postcode



#### Predicted gains...

...and losses. See who's on for a happy May 6 and who should just go home now

### ELECTION '10 BLOG

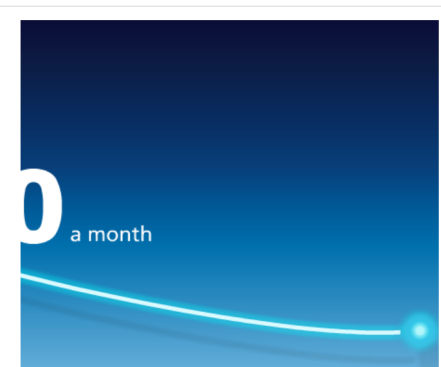
Times Online

[MY PROFILE](#) | [SHOP](#) | [JOBS](#) | [PROPERTY](#) | [CLASSIFIEDS](#)

[MOST READ](#) | [MOST COMMENTED](#) | [MOST CURIOUS](#)

### TODAY

Gordon Brown fails to make inroads in...  
Austerity Britain will hate its new...  
Can you disappear in surveillance Britain?  
Roberto Mancini lays down law and tells...



### FOCUS ZONE

#### Mapping Business:

We are backing British business, what is the confidence of the nation and what businesses are succeeding?



Need to Know  
[Mapping Business](#)  
Corsica Travel

Discover Normandy  
Cool Camping  
More reports

### PHOTO COMPETITION

Send us your  
campaign pictures



### Crossword Club

Sign up today or try one of our free demo crosswords



### Find an IFA

Find a local independent financial advisor



### AD FEATURE

**Reliable Tradesmen**  
Your digital contacts book



### RELATED REPORTS

**Discover Normandy**  
An unspoilt region



### Free credit report

Online credit history with CreditExpert from Experian



### POPULAR SEARCHES ON TIMES ONLINE

[2010 movies](#) | [crosswords](#) | [election '10](#) | [eureka](#) | [fashion](#) | [formula 1](#) | [mortgages](#) | [movie trailers](#) | [obituaries](#) | [pensions](#) | [property](#) | [recipes](#) | [redundancy calculator](#) | [savings](#) | [sudoku](#) | [twitter](#) | [university guide](#) | [weather](#) | [wine](#)

Shortcuts to help you find sections and articles

#### CLASSIFIEDS

CARS JOBS

PROPERTY TRAVEL

#### HOLIDAYS

##### [Iglu Cruise Deals](#)

For the best Mediterranean, Caribbean & Last Minute cruise deals visit IgluCruise now. Cruise from only £59 per night!

##### [Ocean Village Med Farewell Voyages.](#)

Exclusive New offers on Ocean Village 7 and 14 nt Mediterranean Cruises this summer for one last time!

##### [Italian Holiday Home Rentals](#)

Thousands of holiday homes throughout Italy starting from just £200 per week, plus save £££'s with our last minute discounted properties.

##### [Princess Med Cruise Sale.](#)

Cruising from Southampton, Grand Princess offers superb service & a wide range of facilities. Book with Iglucruise for the biggest savings!

Search for more holidays

#### [Place your advert now](#)

Search Ad Reference:

[SEARCH](#)

Where am I? [Home](#) [News](#) **Election '10**

[CONTACT US](#) | [BACK TO TOP](#)

[NEWS](#) | [ELECTION '10](#) | [COMMENT](#) | [BUSINESS](#) | [MONEY](#) | [SPORT](#) | [LIFE](#) | [TRAVEL](#) | [DRIVING](#) | [ARTS](#) | [ARCHIVE](#)

Times Online

[SEARCH](#)

Contact our [advertising team](#) for advertising and sponsorship in Times Online, The Times and The Sunday Times, or place your [advertisement](#).

**Times Online Services:** [Dating](#) | [Jobs](#) | [Property Search](#) | [Used Cars](#) | [Holidays](#) | [Births, Marriages, Deaths](#) | [Subscriptions](#) | [E-paper](#)  
**News International associated websites:** [Milkround](#) | [Globrix](#)

Copyright 2010 Times Newspapers Ltd.

This service is provided on Times Newspapers' [standard Terms and Conditions](#). Please read our [Privacy Policy](#). To inquire about a licence to reproduce material from Times Online, The Times or The Sunday Times, click [here](#). This website is published by a member of the News International Group. News International Limited, 1 Virginia St, London E98 1XY, is the holding company for the News International group and is registered in England No 81701. VAT number GB 243 8054 69.

[ACA](#) **ENABLED**