

# Funding the Future

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Why did Labour do so well in this election?

I have no doubt at all that policies friendly to young people helped.

And young people voted as a result - and very strongly for Labour.

But there was more to it than that. The over-55s (of whom I almost feel ashamed to admit I am one) may have bought the Mail and Sun and bought into their falsehoods, but the young got their message from social media.

I have some direct evidence of that. This blog has been going for 11 years: the first post was on 8 June 2006. There have been 14,133 since then. But June 2017 has been the third best for number of reads in a month in its history. There have been almost 250,000 hits as I write. And it's only 10 June.

Compared to other sites my readership is small. But that is still a staggering result. In the last week of the election campaign the young read about Labour. And they voted as a result.

I do think the rules are being re-written. The old press are losing their power. And I am delighted.