



Sex, Lies and the Ballot Box: 50 Things You Need To Know About British Elections

Philip Cowley, Robert Ford, Daniel Finkelstein

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HAVE YOU EVER WONDERED... what emotions really influence where your cross goes on the ballot paper? ... whether people are claiming to vote when they haven't? ... which party's supporters are the kinkiest in bed? In the run-up to the most hotly contested and unpredictable election in a generation, this exhilarating read injects some life back into the world of British electoral politics. Sex, Lies and the Ballot Box sheds light on some of our more unusual voting trends, ranging from why people lie about voting to how being attractive can get you elected. Each of the fifty accessible and concise chapters, written by leading political experts, seeks to examine the broader issues surrounding voting and elections in Britain. It is not just about sexual secrets and skewed surveys: it illustrates the importance of women and ethnic minorities; explains why parties knock on your door (and why they don't); and shows how partisanship colours your views of everything, even pets. This fascinating volume covers everything you need to know (and the things you never thought you needed to know) about the bedroom habits, political untruths and voting nuances behind the upcoming election. 'This book is such an utterly brilliant idea it is ridiculous that no one has thought of it before ... I cannot recommend it highly enough.' John Rentoul

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