

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Labour Loyalists: Respondent Profile

		Count	Column N %
Gender	Male	983	49%
	Female	1027	51%
	Total	2010	100%
Age	18-24	141	7%
	25-34	451	22%
	35-44	478	24%
	45-54	451	22%
	55-64	334	17%
	65+	155	8%
Socio-Economic Group	AB	479	24%
	C1	713	35%
	C2	537	27%
	DE	281	14%
Region	South East (inc London)	510	25%
	Midlands	381	19%
	North	748	37%
	Wales & South West	172	9%
	Scotland	199	10%
Working Status	Working full time (30+ hrs a week)	1181	59%
	Working part time (8-29 hrs a week)	311	15%
	Working part time (1-7 hrs a week)	39	2%
	Not working but seeking work, temporarily unemployed/sick	84	4%
	Not working/not seeking work	77	4%
	Retired	249	12%
	Student	69	3%

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Labour Loyalists: Respondent Profile

		Count	Column N %
Housing Tenure	Owned outright (without mortgage)	494	25%
	Owned with a mortgage or loan	939	47%
	Rented from Council	138	7%
	Rented from housing association	110	5%
	Rented from someone else	224	11%
	Rent free	12	1%
	Living with relatives	93	5%
General Election 2010	Labour	2010	100%
	Conservative	0	0%
	Liberal Democrat	0	0%
	UKIP	0	0%
	BNP	0	0%
	Green Party	0	0%
	SNP	0	0%
	Plaid Cymru	0	0%
	Another party / independent candidate	0	0%
	I voted but can't recall who for	0	0%
	I did not vote	0	0%
Party Membership	Conservative Party	0	0%
	Labour Party	958	48%
	Liberal Democrats	0	0%
	Another party	0	0%
	None of these	1052	52%

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		Count	Column N %
Union Membership	ASLEF	47	3%
	BECTU	53	4%
	BFAWU	31	2%
	COMMUNITY	45	3%
	CWU	115	8%
	GFTU	26	2%
	GMB	217	15%
	MU	39	3%
	NACODS	23	2%
	NUM	41	3%
	TSSA	35	2%
	UCATT	43	3%
	UNISON	608	43%
	UNITE/Amicus	261	18%
	UNITE/T&G	141	10%
UNITY	29	2%	
USDAW	109	8%	
Voting History at General Elections	Only ever voted for Labour and never voted for a different party	1258	63%
	Voted for a number of different parties, not just the Labour Party	721	36%
	Can't remember	31	2%

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Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Gordon Brown was not a good Prime Minister	0	5%	5%	5%	9%	5%	3%	6%	5%	5%
	1	4%	4%	4%	6%	2%	4%	3%	3%	10%
	2	5%	4%	5%	6%	5%	4%	4%	5%	5%
	3	6%	6%	6%	5%	6%	6%	5%	8%	5%
	4	8%	7%	9%	9%	7%	10%	7%	6%	8%
	5	18%	16%	20%	23%	19%	18%	17%	19%	14%
	6	11%	10%	12%	8%	11%	12%	12%	9%	12%
	7	12%	13%	11%	12%	15%	10%	10%	11%	14%
	8	10%	12%	9%	7%	11%	11%	9%	12%	11%
	9	9%	10%	8%	5%	8%	10%	11%	7%	8%
10	12%	14%	11%	8%	11%	11%	16%	15%	9%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	2%	2%	1%	2%	2%	2%	1%	2%	1%
	1	2%	2%	1%	3%	2%	1%	1%	2%	1%
	2	2%	2%	2%	3%	3%	2%	2%	2%	1%
	3	4%	4%	4%	4%	2%	5%	6%	5%	1%
	4	6%	6%	6%	4%	6%	6%	7%	6%	4%
	5	16%	14%	17%	19%	18%	16%	14%	15%	8%
	6	12%	11%	13%	11%	13%	15%	11%	8%	10%
	7	17%	17%	17%	18%	19%	17%	17%	16%	19%
	8	14%	14%	13%	16%	14%	12%	15%	12%	15%
	9	10%	10%	9%	11%	8%	9%	8%	12%	15%
10	16%	17%	16%	10%	14%	13%	17%	22%	25%	

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		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Gordon Brown was not a good Prime Minister	0	6%	4%	5%	5%	5%	2%	5%	3%	10%
	1	5%	3%	3%	4%	4%	4%	4%	2%	6%
	2	6%	5%	3%	4%	5%	5%	4%	3%	7%
	3	7%	6%	5%	7%	6%	6%	5%	9%	9%
	4	7%	8%	8%	8%	8%	10%	7%	5%	8%
	5	16%	19%	20%	17%	16%	19%	19%	22%	20%
	6	9%	12%	11%	10%	10%	10%	11%	8%	14%
	7	14%	12%	10%	10%	13%	11%	12%	10%	10%
	8	12%	11%	10%	9%	12%	10%	10%	10%	7%
	9	8%	8%	12%	9%	9%	8%	10%	11%	7%
10	11%	12%	12%	17%	13%	14%	12%	16%	6%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	2%	2%	2%	1%	2%	1%	1%	4%	2%
	1	2%	2%	1%	2%	2%	2%	1%	2%	1%
	2	1%	3%	2%	3%	2%	2%	2%	2%	3%
	3	5%	5%	4%	2%	4%	4%	5%	3%	4%
	4	4%	6%	7%	6%	5%	7%	5%	6%	8%
	5	14%	15%	18%	16%	15%	16%	17%	15%	13%
	6	10%	13%	12%	12%	11%	11%	11%	9%	18%
	7	19%	18%	14%	18%	19%	17%	16%	21%	16%
	8	13%	13%	15%	13%	12%	16%	15%	11%	13%
	9	12%	9%	9%	11%	11%	9%	10%	11%	8%
10	18%	16%	16%	16%	16%	16%	16%	17%	17%	

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Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Gordon Brown was not a good Prime Minister	0	5%	3%	8%	6%	3%	4%	10%
	1	4%	3%	5%	8%	1%	6%	3%
	2	5%	6%	5%	2%	5%	4%	4%
	3	6%	5%	10%	6%	9%	8%	4%
	4	7%	10%	8%	13%	6%	6%	9%
	5	18%	22%	26%	18%	16%	16%	22%
	6	11%	12%	5%	12%	13%	11%	6%
	7	13%	11%	5%	4%	9%	11%	12%
	8	11%	8%	10%	7%	9%	12%	7%
	9	9%	11%	5%	10%	10%	7%	10%
10	12%	11%	13%	14%	18%	16%	10%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	2%	1%	3%	2%	3%	1%	1%
	1	2%	1%	5%	1%	4%	0%	0%
	2	2%	2%	5%	0%	3%	1%	7%
	3	5%	3%	0%	2%	6%	4%	0%
	4	7%	5%	10%	4%	6%	3%	6%
	5	16%	16%	23%	21%	14%	10%	20%
	6	12%	14%	15%	6%	12%	10%	12%
	7	18%	19%	5%	15%	14%	18%	20%
	8	13%	14%	8%	23%	10%	14%	14%
	9	9%	11%	5%	7%	10%	13%	10%
10	15%	15%	21%	18%	17%	27%	9%	

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		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Gordon Brown was not a good Prime Minister	0	4%	5%	4%	8%	5%	17%	8%	6%
	1	4%	3%	4%	6%	4%	0%	7%	4%
	2	4%	5%	5%	6%	5%	0%	3%	5%
	3	8%	6%	4%	6%	5%	8%	5%	6%
	4	6%	9%	7%	6%	8%	8%	5%	8%
	5	15%	19%	17%	18%	17%	50%	25%	17%
	6	13%	11%	11%	7%	9%	0%	8%	10%
	7	12%	12%	12%	10%	11%	8%	11%	12%
	8	13%	10%	7%	7%	10%	8%	11%	10%
	9	7%	9%	9%	9%	13%	0%	8%	8%
10	13%	10%	20%	17%	15%	0%	10%	12%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	1%	2%	1%	3%	2%	0%	2%	2%
	1	1%	2%	3%	1%	1%	0%	2%	2%
	2	1%	2%	1%	2%	3%	0%	3%	2%
	3	4%	5%	4%	3%	2%	0%	5%	3%
	4	5%	6%	8%	1%	6%	17%	4%	5%
	5	12%	17%	18%	16%	15%	33%	16%	15%
	6	10%	12%	12%	17%	12%	0%	11%	10%
	7	20%	18%	19%	12%	14%	17%	13%	19%
	8	14%	12%	13%	17%	14%	8%	17%	14%
	9	11%	8%	9%	8%	13%	17%	14%	10%
10	20%	15%	11%	22%	19%	8%	12%	19%	

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		Union Membership											
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
Gordon Brown was not a good Prime Minister	0	4%	2%	0%	2%	2%	4%	6%	3%	0%	5%	0%	5%
	1	4%	2%	0%	2%	3%	0%	3%	8%	4%	5%	3%	5%
	2	2%	6%	0%	2%	4%	4%	3%	5%	4%	3%	3%	2%
	3	4%	4%	7%	2%	5%	0%	7%	3%	4%	8%	3%	7%
	4	2%	6%	0%	5%	7%	8%	7%	8%	4%	5%	6%	0%
	5	4%	4%	3%	0%	13%	8%	18%	10%	0%	8%	6%	7%
	6	26%	23%	20%	25%	17%	27%	12%	10%	30%	18%	24%	23%
	7	30%	28%	50%	34%	19%	42%	14%	38%	48%	33%	36%	37%
	8	4%	8%	7%	14%	10%	4%	10%	3%	0%	8%	0%	0%
	9	4%	4%	7%	5%	6%	0%	9%	5%	0%	3%	6%	2%
10	15%	15%	7%	9%	14%	4%	10%	8%	4%	8%	12%	12%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	2%	0%	0%	0%	1%	4%	1%	3%	0%	5%	0%	2%
	1	4%	6%	3%	4%	1%	0%	3%	13%	13%	10%	9%	2%
	2	0%	2%	3%	0%	2%	0%	1%	0%	0%	0%	0%	0%
	3	2%	0%	3%	2%	4%	0%	6%	0%	0%	0%	3%	0%
	4	2%	6%	3%	2%	4%	0%	7%	3%	0%	0%	6%	5%
	5	9%	4%	6%	9%	11%	4%	14%	8%	0%	12%	6%	5%
	6	17%	17%	6%	18%	7%	19%	14%	10%	13%	17%	12%	14%
	7	36%	36%	42%	36%	27%	50%	21%	36%	52%	41%	38%	48%
	8	13%	13%	23%	13%	14%	19%	12%	10%	13%	12%	15%	12%
	9	4%	11%	6%	4%	8%	4%	10%	13%	9%	2%	12%	7%
10	11%	6%	3%	11%	20%	0%	11%	5%	0%	0%	0%	5%	

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Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Union Membership					Voting History at General Elections	
		UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Gordon Brown was not a good Prime Minister	0	6%	4%	4%	0%	0%	5%	5%
	1	4%	3%	3%	0%	3%	5%	3%
	2	5%	5%	2%	0%	3%	4%	5%
	3	5%	6%	3%	3%	9%	6%	6%
	4	9%	8%	5%	3%	7%	8%	8%
	5	19%	18%	14%	3%	18%	19%	16%
	6	11%	11%	19%	31%	16%	11%	10%
	7	15%	12%	16%	34%	16%	12%	12%
	8	9%	11%	11%	7%	7%	10%	12%
	9	7%	9%	11%	3%	12%	8%	10%
10	11%	11%	14%	14%	9%	12%	14%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	2%	2%	2%	0%	0%	1%	3%
	1	1%	2%	3%	3%	3%	2%	1%
	2	3%	2%	0%	3%	4%	2%	2%
	3	5%	2%	5%	0%	3%	4%	4%
	4	6%	6%	4%	7%	2%	6%	6%
	5	14%	15%	13%	3%	16%	16%	15%
	6	15%	11%	11%	14%	14%	12%	12%
	7	19%	18%	19%	45%	26%	17%	18%
	8	13%	15%	16%	14%	16%	14%	13%
	9	9%	11%	12%	3%	9%	10%	9%
10	15%	18%	14%	7%	8%	16%	17%	

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		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Labour did not keep the promises it made at previous elections	0	3%	4%	2%	4%	2%	2%	4%	4%	7%
	1	4%	4%	5%	5%	4%	5%	4%	6%	4%
	2	6%	7%	6%	5%	5%	5%	5%	9%	12%
	3	9%	10%	8%	11%	9%	10%	8%	9%	9%
	4	11%	11%	11%	11%	10%	11%	12%	11%	7%
	5	22%	19%	25%	23%	21%	23%	23%	16%	24%
	6	15%	15%	15%	16%	19%	15%	13%	14%	9%
	7	13%	14%	12%	6%	15%	12%	12%	14%	14%
	8	7%	7%	7%	15%	8%	5%	5%	6%	7%
	9	4%	5%	3%	4%	4%	5%	6%	3%	3%
10	6%	6%	6%	2%	4%	6%	9%	7%	3%	
Many voters did not fully appreciate what Labour had achieved in government	0	1%	1%	0%	2%	1%	0%	1%	0%	1%
	1	1%	1%	1%	1%	2%	0%	1%	1%	0%
	2	1%	2%	1%	1%	0%	2%	2%	0%	0%
	3	3%	3%	2%	4%	3%	4%	2%	1%	1%
	4	4%	4%	4%	5%	6%	4%	4%	3%	3%
	5	11%	10%	12%	18%	14%	11%	11%	9%	3%
	6	11%	12%	11%	11%	12%	14%	12%	8%	5%
	7	17%	16%	17%	13%	20%	18%	16%	15%	12%
	8	16%	17%	15%	17%	16%	18%	14%	18%	13%
	9	15%	15%	14%	11%	11%	12%	14%	18%	26%
10	21%	19%	22%	16%	15%	17%	22%	27%	37%	

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Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result - where 0 means it was not important at all, and 10 means it was extremely important

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Labour did not keep the promises it made at previous elections	0	5%	3%	3%	3%	3%	2%	3%	5%	5%
	1	6%	4%	4%	3%	4%	4%	5%	4%	4%
	2	9%	6%	4%	4%	6%	6%	6%	5%	10%
	3	10%	10%	8%	8%	11%	9%	8%	10%	9%
	4	9%	14%	10%	6%	13%	8%	11%	8%	11%
	5	17%	21%	24%	28%	21%	23%	22%	20%	20%
	6	14%	15%	14%	17%	13%	20%	15%	11%	13%
	7	15%	12%	12%	12%	14%	13%	12%	15%	15%
	8	6%	7%	8%	5%	8%	7%	7%	6%	5%
	9	3%	4%	5%	5%	2%	4%	5%	5%	7%
10	5%	4%	7%	8%	5%	6%	6%	11%	4%	
Many voters did not fully appreciate what Labour had achieved in government	0	1%	1%	1%	1%	1%	0%	1%	1%	1%
	1	1%	1%	1%	1%	1%	1%	1%	2%	1%
	2	1%	1%	1%	1%	1%	1%	1%	1%	1%
	3	2%	4%	2%	2%	3%	3%	2%	2%	4%
	4	3%	4%	5%	6%	5%	5%	4%	2%	3%
	5	8%	10%	14%	13%	11%	12%	12%	9%	10%
	6	7%	13%	12%	12%	12%	9%	11%	9%	16%
	7	18%	17%	16%	14%	15%	18%	17%	18%	16%
	8	17%	16%	16%	15%	17%	17%	14%	20%	17%
	9	15%	16%	14%	13%	15%	14%	15%	14%	13%
10	27%	18%	18%	21%	20%	20%	22%	22%	20%	

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		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Labour did not keep the promises it made at previous elections	0	3%	2%	5%	4%	1%	5%	3%
	1	4%	5%	8%	7%	5%	5%	4%
	2	6%	7%	5%	4%	4%	10%	4%
	3	9%	7%	3%	14%	12%	10%	16%
	4	12%	9%	11%	7%	10%	9%	10%
	5	20%	27%	32%	24%	22%	20%	19%
	6	16%	14%	8%	14%	14%	11%	14%
	7	13%	14%	8%	7%	10%	15%	9%
	8	7%	6%	8%	8%	5%	6%	12%
	9	5%	3%	3%	2%	4%	5%	6%
10	6%	5%	11%	7%	12%	6%	3%	
Many voters did not fully appreciate what Labour had achieved in government	0	1%	0%	0%	0%	0%	0%	0%
	1	1%	1%	0%	1%	3%	0%	1%
	2	1%	1%	3%	1%	1%	0%	1%
	3	3%	2%	3%	1%	1%	1%	6%
	4	4%	6%	8%	4%	1%	2%	7%
	5	12%	9%	26%	14%	14%	5%	13%
	6	13%	11%	3%	10%	13%	5%	13%
	7	18%	18%	13%	10%	12%	16%	12%
	8	17%	16%	11%	15%	14%	13%	17%
	9	13%	14%	11%	18%	16%	22%	10%
10	17%	21%	24%	26%	25%	35%	19%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Labour did not keep the promises it made at previous elections	0	4%	3%	0%	5%	3%	0%	3%	5%
	1	5%	4%	4%	2%	5%	8%	4%	6%
	2	7%	7%	10%	3%	4%	0%	3%	6%
	3	9%	8%	10%	7%	14%	8%	9%	9%
	4	9%	12%	9%	5%	11%	25%	13%	10%
	5	21%	22%	15%	29%	21%	42%	23%	22%
	6	14%	15%	19%	14%	14%	8%	16%	14%
	7	15%	13%	14%	13%	9%	0%	6%	12%
	8	6%	6%	8%	10%	8%	0%	17%	8%
	9	4%	5%	1%	5%	4%	8%	2%	4%
10	6%	5%	10%	8%	6%	0%	3%	6%	
Many voters did not fully appreciate what Labour had achieved in government	0	1%	1%	0%	0%	1%	0%	1%	1%
	1	1%	1%	1%	2%	1%	0%	1%	1%
	2	1%	1%	2%	1%	0%	0%	1%	1%
	3	2%	3%	5%	3%	2%	0%	3%	3%
	4	3%	5%	6%	4%	2%	17%	8%	4%
	5	8%	12%	14%	17%	9%	17%	17%	12%
	6	9%	12%	13%	10%	12%	17%	12%	10%
	7	17%	18%	15%	15%	16%	8%	10%	15%
	8	16%	15%	14%	15%	20%	25%	20%	14%
	9	16%	15%	13%	7%	15%	17%	15%	15%
10	27%	19%	18%	26%	22%	0%	12%	25%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

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		Union Membership											
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
Labour did not keep the promises it made at previous elections	0	2%	0%	0%	0%	4%	4%	3%	3%	0%	2%	0%	2%
	1	2%	4%	0%	2%	4%	0%	6%	5%	5%	5%	3%	0%
	2	4%	2%	3%	2%	2%	0%	6%	0%	0%	2%	0%	9%
	3	0%	8%	3%	4%	4%	4%	10%	3%	0%	7%	0%	5%
	4	4%	4%	0%	4%	8%	0%	7%	5%	0%	0%	3%	2%
	5	4%	4%	0%	7%	17%	8%	19%	11%	0%	5%	13%	14%
	6	32%	31%	32%	36%	26%	31%	18%	32%	50%	27%	38%	23%
	7	34%	29%	35%	24%	20%	35%	12%	24%	32%	29%	31%	33%
	8	9%	8%	16%	11%	5%	15%	8%	18%	14%	15%	13%	12%
	9	4%	4%	0%	4%	2%	4%	6%	0%	0%	2%	0%	0%
10	4%	8%	10%	4%	9%	0%	5%	0%	0%	5%	0%	0%	
Many voters did not fully appreciate what Labour had achieved in government	0	2%	0%	0%	0%	0%	4%	1%	3%	0%	2%	0%	2%
	1	0%	2%	0%	2%	1%	0%	3%	3%	4%	2%	0%	0%
	2	2%	4%	6%	7%	1%	0%	2%	5%	4%	5%	6%	2%
	3	0%	0%	0%	0%	3%	4%	3%	3%	0%	2%	6%	0%
	4	4%	2%	3%	9%	7%	12%	5%	3%	0%	7%	6%	2%
	5	11%	8%	6%	9%	10%	4%	9%	10%	4%	7%	6%	12%
	6	26%	25%	26%	20%	16%	19%	14%	21%	35%	22%	15%	23%
	7	34%	26%	39%	38%	24%	46%	22%	28%	43%	32%	41%	33%
	8	6%	6%	6%	2%	10%	4%	12%	10%	4%	5%	9%	12%
	9	6%	11%	6%	4%	10%	8%	16%	8%	4%	10%	9%	5%
10	9%	17%	6%	9%	17%	0%	12%	8%	0%	5%	3%	9%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Union Membership					Voting History at General Elections	
		UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Labour did not keep the promises it made at previous elections	0	3%	2%	4%	3%	1%	4%	2%
	1	5%	3%	4%	0%	3%	4%	5%
	2	6%	8%	6%	3%	1%	7%	5%
	3	9%	8%	7%	10%	7%	10%	8%
	4	12%	10%	12%	3%	8%	11%	10%
	5	20%	22%	14%	3%	20%	22%	21%
	6	17%	15%	16%	28%	22%	15%	15%
	7	14%	15%	17%	31%	17%	12%	16%
	8	7%	6%	12%	14%	9%	7%	7%
	9	4%	6%	2%	0%	6%	5%	3%
	10	4%	6%	5%	3%	6%	5%	8%
Many voters did not fully appreciate what Labour had achieved in government	0	1%	1%	1%	0%	0%	1%	1%
	1	0%	1%	1%	0%	0%	1%	1%
	2	1%	2%	2%	4%	2%	1%	2%
	3	2%	0%	1%	0%	4%	2%	3%
	4	4%	3%	3%	4%	4%	4%	4%
	5	10%	8%	10%	4%	11%	11%	12%
	6	12%	10%	11%	21%	19%	11%	12%
	7	16%	25%	25%	43%	25%	16%	17%
	8	19%	15%	15%	4%	13%	17%	15%
	9	15%	14%	13%	7%	14%	14%	15%
	10	19%	20%	19%	14%	9%	22%	19%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Many of Labour's policies were wrong	0	7%	7%	7%	6%	7%	6%	7%	7%	9%
	1	8%	8%	8%	10%	6%	8%	6%	11%	11%
	2	10%	11%	10%	9%	8%	11%	11%	10%	13%
	3	12%	11%	14%	16%	13%	12%	13%	12%	12%
	4	11%	11%	12%	11%	14%	12%	11%	8%	10%
	5	22%	20%	23%	21%	18%	25%	25%	21%	19%
	6	10%	10%	9%	12%	12%	9%	8%	9%	9%
	7	9%	10%	8%	5%	14%	8%	7%	8%	8%
	8	5%	5%	4%	6%	4%	4%	5%	6%	3%
	9	2%	2%	2%	1%	2%	3%	3%	1%	1%
	10	4%	5%	4%	3%	3%	4%	4%	6%	5%
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result.	0	2%	3%	2%	3%	2%	3%	3%	2%	3%
	1	3%	3%	3%	4%	3%	3%	2%	3%	3%
	2	4%	3%	5%	6%	4%	4%	4%	3%	3%
	3	6%	5%	7%	9%	8%	6%	5%	4%	6%
	4	7%	6%	8%	10%	7%	8%	7%	5%	6%
	5	19%	19%	18%	23%	18%	20%	18%	20%	11%
	6	14%	16%	13%	11%	18%	17%	14%	9%	14%
	7	16%	14%	17%	11%	16%	16%	16%	17%	18%
	8	12%	13%	11%	12%	11%	11%	12%	15%	12%
	9	7%	7%	6%	6%	7%	6%	7%	7%	10%
	10	10%	10%	9%	6%	6%	5%	13%	15%	14%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Many of Labour's policies were wrong	0	8%	7%	6%	6%	7%	5%	7%	9%	6%
	1	11%	7%	7%	6%	10%	7%	8%	9%	7%
	2	13%	10%	9%	6%	11%	11%	9%	6%	11%
	3	12%	14%	12%	10%	12%	12%	13%	12%	11%
	4	12%	11%	11%	13%	11%	11%	11%	12%	15%
	5	17%	21%	25%	25%	20%	24%	22%	22%	21%
	6	7%	11%	9%	12%	10%	10%	9%	9%	11%
	7	9%	10%	8%	8%	9%	7%	10%	9%	8%
	8	5%	4%	5%	6%	5%	5%	5%	3%	4%
	9	2%	2%	3%	2%	2%	2%	2%	4%	3%
10	4%	3%	5%	6%	4%	5%	4%	5%	4%	
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result.	0	3%	2%	3%	3%	3%	1%	2%	3%	4%
	1	4%	3%	3%	2%	3%	3%	4%	0%	3%
	2	4%	5%	3%	4%	4%	4%	3%	5%	4%
	3	8%	6%	6%	4%	7%	5%	5%	6%	7%
	4	7%	7%	6%	11%	7%	9%	6%	9%	8%
	5	15%	19%	21%	19%	20%	19%	20%	13%	15%
	6	15%	17%	12%	12%	14%	14%	16%	13%	14%
	7	19%	16%	14%	12%	13%	14%	17%	19%	18%
	8	11%	11%	13%	14%	13%	14%	10%	11%	13%
	9	7%	6%	7%	8%	8%	6%	6%	9%	7%
10	9%	9%	11%	12%	8%	11%	10%	11%	11%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Many of Labour's policies were wrong	0	6%	6%	8%	13%	7%	9%	6%
	1	8%	7%	17%	7%	8%	9%	10%
	2	10%	10%	3%	12%	13%	11%	7%
	3	12%	13%	19%	12%	9%	13%	19%
	4	12%	12%	11%	11%	9%	7%	13%
	5	21%	25%	31%	23%	24%	19%	17%
	6	11%	8%	3%	10%	8%	9%	12%
	7	10%	6%	3%	2%	5%	11%	10%
	8	4%	7%	3%	6%	5%	4%	1%
	9	2%	2%	0%	0%	4%	1%	3%
10	4%	3%	3%	5%	8%	7%	1%	
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result.	0	3%	2%	0%	1%	1%	2%	4%
	1	3%	3%	0%	2%	3%	2%	1%
	2	4%	3%	13%	6%	1%	2%	4%
	3	6%	5%	10%	1%	8%	6%	14%
	4	7%	6%	5%	12%	14%	4%	13%
	5	19%	22%	26%	20%	14%	16%	14%
	6	16%	13%	13%	14%	12%	11%	12%
	7	16%	20%	8%	6%	14%	16%	16%
	8	11%	13%	8%	17%	14%	13%	6%
	9	6%	6%	8%	5%	9%	9%	12%
10	8%	8%	10%	15%	9%	18%	3%	

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		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Many of Labour's policies were wrong	0	7%	6%	10%	10%	10%	0%	2%	8%
	1	9%	8%	9%	7%	8%	0%	3%	9%
	2	10%	10%	10%	6%	10%	0%	16%	11%
	3	12%	13%	6%	10%	17%	8%	16%	10%
	4	9%	12%	13%	8%	10%	25%	17%	10%
	5	19%	24%	23%	23%	19%	58%	17%	20%
	6	9%	11%	6%	14%	9%	0%	6%	10%
	7	12%	8%	7%	8%	8%	8%	9%	9%
	8	5%	3%	7%	7%	4%	0%	10%	5%
	9	2%	2%	1%	1%	2%	0%	3%	3%
	10	5%	3%	9%	6%	5%	0%	0%	5%
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result.	0	3%	2%	2%	4%	2%	0%	4%	3%
	1	3%	3%	2%	3%	2%	0%	5%	4%
	2	3%	5%	4%	2%	4%	0%	4%	4%
	3	6%	6%	6%	4%	8%	17%	6%	6%
	4	6%	8%	9%	6%	8%	8%	6%	8%
	5	16%	21%	16%	18%	17%	25%	19%	18%
	6	15%	16%	17%	9%	10%	8%	12%	14%
	7	16%	16%	11%	16%	19%	25%	14%	15%
	8	14%	11%	15%	14%	11%	0%	9%	12%
	9	7%	6%	7%	14%	7%	8%	9%	7%
	10	12%	7%	12%	11%	13%	8%	11%	10%

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		Union Membership											
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
Many of Labour's policies were wrong	0	2%	0%	3%	0%	6%	4%	6%	5%	0%	5%	0%	7%
	1	2%	6%	0%	2%	4%	0%	8%	15%	9%	10%	9%	7%
	2	4%	6%	0%	2%	5%	0%	7%	3%	0%	2%	0%	5%
	3	2%	9%	6%	9%	7%	8%	7%	3%	0%	5%	6%	0%
	4	2%	9%	0%	4%	14%	0%	9%	3%	0%	5%	6%	2%
	5	15%	11%	3%	13%	17%	0%	21%	8%	0%	5%	3%	16%
	6	21%	15%	23%	20%	15%	31%	14%	18%	26%	22%	21%	23%
	7	26%	26%	39%	29%	15%	38%	15%	26%	43%	27%	35%	26%
	8	11%	9%	16%	11%	12%	19%	7%	15%	17%	15%	15%	12%
	9	4%	0%	0%	2%	1%	0%	1%	3%	0%	0%	3%	0%
	10	11%	8%	10%	7%	4%	0%	4%	3%	4%	5%	3%	2%
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result.	0	2%	0%	0%	4%	1%	0%	1%	0%	0%	0%	0%	2%
	1	4%	4%	3%	2%	0%	4%	5%	8%	4%	7%	3%	2%
	2	6%	4%	0%	0%	5%	0%	3%	3%	4%	5%	3%	2%
	3	0%	6%	0%	4%	6%	4%	2%	5%	0%	5%	6%	0%
	4	9%	6%	3%	7%	8%	0%	9%	8%	9%	5%	6%	2%
	5	6%	2%	3%	4%	12%	4%	17%	10%	0%	10%	3%	10%
	6	34%	36%	35%	33%	24%	50%	16%	31%	43%	34%	29%	38%
	7	17%	17%	35%	27%	14%	19%	18%	18%	26%	15%	26%	21%
	8	9%	13%	16%	9%	13%	12%	13%	13%	9%	15%	21%	14%
	9	4%	9%	3%	7%	6%	4%	8%	5%	4%	2%	3%	2%
	10	9%	4%	0%	2%	10%	4%	7%	0%	0%	2%	0%	5%

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		Union Membership					Voting History at General Elections	
		UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Many of Labour's policies were wrong	0	6%	6%	7%	3%	1%	7%	7%
	1	8%	7%	5%	0%	7%	9%	7%
	2	8%	12%	7%	10%	4%	10%	9%
	3	13%	12%	12%	0%	16%	12%	13%
	4	13%	10%	9%	3%	9%	12%	11%
	5	21%	20%	19%	0%	27%	21%	22%
	6	11%	10%	12%	24%	13%	10%	10%
	7	11%	10%	14%	31%	11%	9%	9%
	8	4%	5%	6%	17%	6%	5%	4%
	9	2%	2%	4%	3%	4%	2%	3%
	10	2%	6%	6%	7%	3%	4%	5%
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result.	0	2%	2%	2%	0%	2%	2%	3%
	1	2%	3%	4%	3%	2%	3%	2%
	2	4%	4%	4%	0%	6%	4%	4%
	3	6%	6%	5%	0%	4%	6%	7%
	4	7%	5%	5%	10%	4%	8%	6%
	5	18%	20%	12%	0%	17%	19%	17%
	6	17%	17%	21%	41%	20%	14%	16%
	7	17%	13%	19%	21%	17%	16%	16%
	8	11%	11%	14%	10%	17%	12%	12%
	9	7%	7%	6%	3%	5%	6%	7%
	10	9%	12%	9%	10%	8%	10%	9%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Labour seemed to have run out of steam, and clearly needed a spell out of government	0	6%	7%	5%	7%	4%	6%	7%	6%	10%
	1	6%	5%	6%	6%	5%	7%	5%	5%	6%
	2	7%	5%	9%	6%	6%	7%	7%	10%	7%
	3	9%	8%	9%	11%	8%	8%	9%	10%	7%
	4	9%	8%	9%	7%	9%	9%	8%	8%	9%
	5	20%	20%	20%	20%	20%	21%	21%	19%	16%
	6	12%	12%	13%	10%	14%	13%	11%	12%	10%
	7	13%	15%	12%	15%	15%	13%	11%	13%	15%
	8	9%	10%	7%	9%	10%	7%	9%	9%	8%
	9	5%	7%	4%	6%	6%	6%	5%	3%	8%
10	5%	5%	5%	3%	4%	4%	7%	5%	5%	
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	9%	11%	8%	10%	6%	7%	10%	12%	14%
	1	8%	9%	6%	6%	5%	8%	6%	12%	11%
	2	7%	8%	6%	4%	5%	7%	9%	9%	10%
	3	10%	8%	12%	9%	10%	11%	9%	11%	7%
	4	10%	10%	11%	9%	10%	11%	13%	7%	11%
	5	18%	18%	19%	23%	18%	19%	21%	15%	13%
	6	11%	11%	12%	11%	12%	12%	10%	11%	10%
	7	10%	10%	10%	12%	14%	11%	7%	5%	8%
	8	7%	7%	7%	10%	8%	6%	7%	7%	6%
	9	4%	4%	3%	1%	4%	3%	3%	5%	6%
10	6%	5%	6%	4%	6%	6%	6%	5%	4%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Labour seemed to have run out of steam, and clearly needed a spell out of government	0	6%	6%	7%	5%	5%	5%	7%	6%	6%
	1	6%	5%	5%	7%	6%	6%	6%	5%	4%
	2	8%	7%	6%	7%	7%	9%	5%	6%	11%
	3	9%	8%	8%	9%	9%	7%	10%	8%	7%
	4	8%	9%	9%	9%	8%	8%	9%	8%	11%
	5	15%	19%	24%	23%	19%	21%	21%	19%	16%
	6	14%	12%	13%	9%	11%	13%	13%	12%	12%
	7	16%	15%	10%	9%	14%	14%	12%	12%	16%
	8	9%	9%	7%	9%	9%	10%	7%	9%	10%
	9	5%	5%	6%	6%	6%	3%	6%	9%	4%
10	5%	4%	6%	7%	6%	4%	4%	6%	5%	
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	12%	8%	8%	9%	9%	7%	11%	11%	8%
	1	11%	8%	6%	7%	10%	7%	7%	6%	7%
	2	9%	7%	6%	8%	7%	8%	7%	5%	10%
	3	8%	12%	11%	6%	8%	11%	9%	12%	14%
	4	9%	11%	10%	9%	11%	11%	8%	12%	13%
	5	15%	16%	22%	21%	19%	20%	19%	14%	16%
	6	11%	13%	11%	10%	12%	12%	11%	12%	10%
	7	9%	10%	9%	10%	9%	8%	11%	8%	13%
	8	7%	8%	6%	9%	8%	8%	7%	6%	4%
	9	4%	3%	4%	5%	4%	4%	4%	5%	3%
10	5%	5%	7%	7%	5%	5%	6%	9%	6%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Labour seemed to have run out of steam, and clearly needed a spell out of government	0	6%	4%	5%	8%	4%	9%	7%
	1	5%	5%	10%	13%	6%	5%	6%
	2	6%	8%	10%	7%	12%	7%	12%
	3	9%	8%	5%	13%	10%	8%	6%
	4	9%	10%	8%	8%	9%	7%	7%
	5	19%	22%	31%	19%	17%	20%	22%
	6	13%	13%	13%	7%	5%	11%	12%
	7	14%	14%	5%	4%	13%	13%	12%
	8	9%	6%	3%	8%	8%	8%	9%
	9	6%	5%	3%	5%	4%	6%	7%
10	4%	5%	8%	7%	12%	6%	1%	
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	9%	6%	13%	14%	11%	13%	7%
	1	8%	7%	13%	8%	7%	11%	1%
	2	7%	7%	5%	2%	4%	10%	9%
	3	10%	10%	10%	8%	11%	9%	9%
	4	11%	10%	10%	8%	13%	7%	13%
	5	18%	19%	26%	24%	20%	15%	18%
	6	11%	13%	8%	12%	5%	12%	13%
	7	11%	9%	0%	6%	8%	7%	15%
	8	7%	10%	3%	6%	9%	5%	9%
	9	3%	2%	5%	2%	7%	7%	4%
10	5%	8%	8%	7%	7%	5%	1%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Labour seemed to have run out of steam, and clearly needed a spell out of government	0	6%	6%	7%	8%	6%	0%	7%	7%
	1	4%	6%	8%	6%	6%	0%	4%	6%
	2	7%	8%	5%	5%	6%	8%	7%	6%
	3	8%	9%	8%	11%	7%	17%	7%	6%
	4	8%	8%	9%	9%	12%	8%	9%	8%
	5	18%	22%	20%	17%	17%	33%	20%	19%
	6	11%	13%	9%	11%	13%	17%	9%	13%
	7	15%	13%	10%	10%	12%	0%	17%	13%
	8	10%	7%	9%	9%	9%	0%	14%	9%
	9	6%	5%	8%	6%	4%	8%	4%	5%
10	6%	4%	7%	6%	8%	8%	3%	6%	
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	11%	9%	9%	12%	7%	8%	6%	9%
	1	9%	8%	6%	3%	11%	0%	4%	8%
	2	8%	8%	7%	3%	5%	8%	3%	7%
	3	10%	10%	8%	6%	7%	8%	13%	9%
	4	8%	11%	9%	9%	10%	42%	11%	10%
	5	15%	19%	19%	25%	20%	17%	15%	18%
	6	13%	11%	9%	11%	9%	0%	16%	12%
	7	9%	10%	11%	11%	10%	8%	10%	10%
	8	6%	6%	10%	8%	7%	0%	14%	7%
	9	5%	3%	4%	3%	4%	8%	2%	4%
10	5%	4%	8%	10%	10%	0%	5%	6%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Union Membership											
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
Labour seemed to have run out of steam, and clearly needed a spell out of government	0	2%	0%	0%	2%	6%	0%	6%	3%	0%	0%	6%	0%
	1	4%	6%	0%	2%	2%	4%	7%	10%	4%	7%	6%	7%
	2	4%	4%	0%	2%	7%	0%	5%	3%	0%	2%	0%	7%
	3	0%	6%	6%	4%	8%	4%	6%	5%	0%	5%	3%	2%
	4	4%	4%	0%	2%	4%	4%	7%	5%	0%	5%	3%	7%
	5	17%	9%	10%	11%	18%	8%	24%	8%	0%	10%	0%	10%
	6	21%	19%	13%	24%	15%	19%	15%	13%	35%	12%	17%	17%
	7	28%	30%	42%	33%	20%	42%	14%	33%	43%	34%	46%	38%
	8	9%	11%	23%	13%	9%	12%	7%	13%	13%	17%	14%	10%
	9	2%	2%	3%	0%	6%	4%	5%	5%	0%	0%	3%	0%
10	9%	9%	3%	4%	5%	4%	5%	3%	4%	7%	3%	2%	
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	6%	2%	0%	0%	9%	0%	8%	3%	0%	0%	0%	7%
	1	6%	4%	3%	0%	4%	4%	7%	13%	9%	5%	6%	7%
	2	2%	4%	3%	9%	4%	4%	6%	3%	0%	2%	6%	2%
	3	6%	6%	0%	7%	11%	0%	10%	8%	0%	2%	6%	0%
	4	6%	6%	6%	2%	9%	4%	10%	0%	0%	2%	0%	0%
	5	6%	6%	0%	13%	12%	4%	15%	8%	0%	15%	9%	9%
	6	17%	19%	16%	18%	12%	23%	15%	15%	26%	20%	15%	16%
	7	34%	28%	45%	38%	23%	46%	13%	36%	52%	34%	41%	40%
	8	6%	19%	13%	9%	9%	12%	6%	10%	9%	12%	15%	12%
	9	2%	4%	3%	2%	4%	4%	4%	3%	4%	2%	3%	5%
10	6%	4%	10%	2%	5%	0%	6%	3%	0%	5%	0%	2%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Union Membership					Voting History at General Elections	
		UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Labour seemed to have run out of steam, and clearly needed a spell out of government	0	6%	4%	6%	0%	1%	7%	5%
	1	5%	6%	6%	3%	7%	6%	4%
	2	7%	8%	9%	0%	6%	8%	6%
	3	9%	10%	7%	0%	8%	8%	9%
	4	9%	5%	4%	3%	7%	9%	8%
	5	17%	18%	19%	10%	15%	20%	19%
	6	14%	13%	16%	21%	10%	12%	13%
	7	15%	15%	17%	38%	29%	12%	14%
	8	8%	9%	10%	17%	7%	9%	9%
	9	5%	4%	2%	3%	6%	5%	7%
	10	5%	7%	4%	3%	3%	4%	6%
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	10%	9%	9%	0%	4%	9%	10%
	1	6%	12%	3%	3%	6%	9%	7%
	2	7%	9%	5%	0%	4%	8%	7%
	3	10%	10%	7%	3%	7%	9%	10%
	4	10%	8%	7%	7%	4%	10%	10%
	5	18%	15%	16%	10%	20%	18%	18%
	6	12%	10%	16%	17%	15%	12%	10%
	7	12%	11%	19%	45%	15%	10%	10%
	8	7%	8%	11%	10%	14%	6%	8%
	9	3%	3%	4%	3%	6%	4%	4%
	10	5%	5%	3%	0%	6%	5%	6%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Labour did not seem to have answers on a range of important issues, including immigration and the economy	0	3%	3%	3%	4%	4%	1%	2%	5%	4%
	1	4%	5%	4%	4%	4%	5%	2%	7%	4%
	2	6%	6%	6%	9%	6%	4%	7%	8%	5%
	3	8%	9%	7%	10%	6%	10%	7%	9%	8%
	4	9%	8%	10%	10%	11%	9%	7%	7%	9%
	5	20%	18%	21%	24%	19%	21%	20%	16%	19%
	6	13%	13%	14%	11%	17%	13%	13%	10%	12%
	7	13%	14%	12%	11%	13%	13%	16%	12%	14%
	8	9%	9%	9%	8%	9%	10%	9%	8%	8%
	9	6%	6%	6%	6%	5%	6%	7%	7%	8%
	10	8%	9%	8%	4%	6%	7%	11%	11%	10%
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	1%	1%	1%	2%	1%	1%	1%	1%	1%
	1	1%	2%	1%	3%	2%	1%	1%	2%	1%
	2	2%	2%	2%	3%	2%	3%	1%	2%	2%
	3	4%	3%	4%	4%	5%	2%	3%	5%	3%
	4	5%	4%	6%	11%	4%	4%	4%	6%	3%
	5	15%	13%	18%	13%	18%	18%	16%	11%	7%
	6	15%	15%	14%	14%	14%	18%	16%	10%	10%
	7	20%	20%	19%	19%	22%	20%	20%	18%	17%
	8	15%	15%	15%	11%	16%	12%	15%	17%	18%
	9	11%	12%	10%	13%	8%	11%	9%	12%	14%
	10	12%	12%	11%	6%	7%	9%	12%	17%	24%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Labour did not seem to have answers on a range of important issues, including immigration and the economy	0	5%	2%	3%	2%	3%	2%	4%	3%	4%
	1	7%	5%	3%	2%	6%	4%	5%	2%	3%
	2	8%	7%	4%	6%	6%	5%	6%	8%	8%
	3	8%	8%	8%	9%	8%	10%	8%	5%	7%
	4	9%	9%	7%	10%	8%	9%	9%	7%	10%
	5	18%	19%	23%	16%	20%	19%	19%	21%	19%
	6	13%	16%	10%	13%	15%	13%	13%	10%	13%
	7	13%	13%	15%	13%	13%	13%	14%	14%	14%
	8	8%	9%	9%	10%	8%	9%	9%	10%	10%
	9	5%	5%	8%	9%	7%	8%	5%	8%	4%
10	6%	7%	11%	11%	7%	8%	9%	12%	8%	
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	1%	1%	1%	0%	1%	0%	1%	2%	2%
	1	2%	2%	1%	1%	1%	1%	1%	0%	4%
	2	3%	2%	2%	2%	2%	3%	2%	2%	1%
	3	4%	4%	4%	4%	3%	4%	3%	4%	4%
	4	4%	5%	5%	7%	6%	5%	4%	7%	4%
	5	13%	15%	17%	19%	15%	16%	16%	15%	14%
	6	10%	16%	17%	14%	13%	14%	16%	13%	15%
	7	21%	22%	19%	15%	19%	18%	21%	21%	19%
	8	17%	15%	14%	14%	17%	14%	14%	13%	18%
	9	13%	10%	10%	10%	10%	12%	11%	9%	11%
10	14%	10%	12%	12%	12%	14%	11%	14%	8%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Labour did not seem to have answers on a range of important issues, including immigration and the economy	0	3%	2%	5%	5%	3%	3%	3%
	1	4%	4%	5%	5%	4%	6%	0%
	2	6%	8%	10%	7%	3%	7%	7%
	3	8%	6%	10%	4%	8%	10%	16%
	4	9%	8%	8%	8%	9%	9%	7%
	5	20%	19%	21%	18%	18%	17%	28%
	6	14%	15%	5%	17%	14%	11%	10%
	7	14%	14%	10%	14%	14%	11%	13%
	8	10%	8%	8%	6%	8%	9%	6%
	9	6%	6%	5%	6%	5%	8%	7%
10	7%	10%	13%	11%	14%	10%	3%	
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	1%	1%	3%	1%	0%	0%	0%
	1	2%	0%	3%	1%	3%	1%	1%
	2	2%	1%	5%	2%	1%	2%	4%
	3	4%	3%	0%	2%	3%	3%	4%
	4	5%	7%	3%	2%	4%	5%	9%
	5	16%	19%	26%	15%	15%	7%	17%
	6	17%	11%	5%	14%	13%	9%	14%
	7	20%	22%	15%	15%	21%	18%	17%
	8	14%	15%	21%	23%	15%	17%	6%
	9	10%	9%	8%	8%	12%	15%	19%
10	9%	11%	13%	14%	13%	22%	7%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Labour did not seem to have answers on a range of important issues, including immigration and the economy	0	3%	3%	0%	6%	2%	8%	4%	3%
	1	5%	5%	7%	1%	4%	0%	2%	5%
	2	5%	7%	4%	6%	6%	8%	6%	7%
	3	8%	8%	12%	2%	10%	8%	6%	8%
	4	9%	8%	10%	10%	7%	17%	11%	8%
	5	16%	20%	21%	19%	19%	42%	27%	22%
	6	13%	13%	13%	17%	14%	17%	11%	13%
	7	15%	13%	10%	11%	14%	0%	14%	12%
	8	8%	10%	9%	7%	8%	0%	12%	7%
	9	8%	6%	6%	7%	6%	0%	2%	6%
10	11%	6%	10%	13%	10%	0%	4%	8%	
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	1%	1%	0%	2%	1%	0%	0%	1%
	1	2%	1%	2%	2%	1%	8%	0%	2%
	2	1%	2%	2%	4%	4%	0%	2%	2%
	3	4%	4%	4%	3%	3%	17%	4%	3%
	4	5%	5%	6%	1%	5%	17%	10%	6%
	5	11%	17%	18%	18%	13%	33%	14%	15%
	6	11%	17%	13%	15%	13%	8%	14%	12%
	7	20%	20%	19%	15%	19%	8%	22%	19%
	8	15%	15%	15%	14%	15%	8%	16%	14%
	9	14%	10%	6%	11%	12%	0%	12%	11%
10	15%	8%	15%	15%	15%	0%	6%	15%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Union Membership											
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
Labour did not seem to have answers on a range of important issues, including immigration and the economy	0	0%	0%	0%	2%	1%	0%	4%	0%	0%	0%	0%	2%
	1	4%	8%	0%	2%	4%	4%	3%	10%	4%	7%	9%	5%
	2	2%	2%	3%	9%	3%	0%	8%	8%	4%	2%	0%	5%
	3	0%	6%	6%	0%	6%	0%	7%	3%	0%	0%	0%	5%
	4	4%	6%	0%	7%	8%	8%	7%	0%	0%	0%	0%	0%
	5	13%	9%	0%	7%	9%	8%	14%	13%	0%	12%	6%	14%
	6	26%	26%	26%	29%	24%	42%	15%	23%	39%	32%	26%	28%
	7	26%	26%	35%	24%	21%	23%	14%	26%	39%	24%	35%	23%
	8	9%	6%	19%	11%	10%	12%	10%	10%	9%	12%	18%	9%
	9	9%	6%	6%	4%	7%	4%	7%	8%	4%	5%	3%	2%
10	9%	6%	3%	4%	7%	0%	10%	0%	0%	5%	3%	7%	
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	1	4%	6%	3%	4%	0%	4%	2%	13%	9%	10%	6%	2%
	2	0%	2%	0%	4%	1%	0%	2%	3%	0%	2%	0%	2%
	3	0%	0%	3%	2%	4%	0%	4%	3%	0%	0%	0%	2%
	4	2%	2%	0%	2%	4%	4%	4%	0%	0%	5%	0%	0%
	5	11%	6%	6%	7%	16%	8%	15%	11%	4%	10%	11%	14%
	6	17%	13%	13%	11%	10%	4%	18%	11%	13%	12%	9%	12%
	7	40%	38%	39%	36%	28%	58%	17%	37%	57%	34%	49%	35%
	8	11%	13%	23%	22%	13%	8%	17%	11%	9%	15%	11%	16%
	9	6%	9%	10%	4%	9%	15%	10%	8%	9%	10%	14%	9%
10	9%	11%	3%	7%	15%	0%	9%	5%	0%	2%	0%	7%	

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

		Union Membership					Voting History at General Elections	
		UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Labour did not seem to have answers on a range of important issues, including immigration and the economy	0	3%	3%	1%	0%	1%	3%	3%
	1	4%	2%	3%	0%	2%	5%	4%
	2	6%	7%	4%	0%	7%	7%	5%
	3	6%	8%	7%	0%	6%	8%	9%
	4	11%	8%	8%	3%	6%	8%	9%
	5	20%	16%	11%	0%	17%	21%	17%
	6	14%	14%	19%	34%	20%	13%	15%
	7	13%	16%	20%	34%	18%	14%	13%
	8	10%	8%	9%	14%	8%	9%	9%
	9	6%	7%	12%	7%	8%	6%	7%
	10	7%	11%	6%	7%	6%	7%	10%
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	1%	1%	1%	0%	0%	1%	1%
	1	1%	1%	1%	0%	2%	1%	1%
	2	2%	3%	1%	3%	1%	2%	2%
	3	3%	3%	3%	0%	3%	4%	3%
	4	4%	4%	4%	3%	4%	6%	4%
	5	15%	14%	14%	7%	17%	16%	14%
	6	17%	13%	12%	10%	17%	14%	16%
	7	22%	27%	26%	38%	24%	19%	21%
	8	15%	11%	17%	21%	17%	16%	14%
	9	11%	11%	9%	7%	12%	10%	12%
	10	9%	13%	13%	10%	5%	12%	11%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Gordon Brown was not a good Prime Minister	5.90	6.11	5.69	5.02	5.96	5.94	6.15	5.94	5.55	5.71	5.88	6.02	6.02
Voters who switched from Labour to other parties were influenced by the right-wing media	6.72	6.76	6.69	6.46	6.57	6.47	6.74	6.95	7.66	6.89	6.66	6.64	6.77
Labour did not keep the promises it made at previous elections	5.26	5.28	5.25	5.13	5.39	5.29	5.43	5.12	4.76	4.97	5.16	5.51	5.55
Many voters did not fully appreciate what Labour had achieved in government	7.35	7.26	7.43	6.80	6.95	7.17	7.33	7.87	8.50	7.72	7.28	7.17	7.21
Many of Labour's policies were wrong	4.38	4.44	4.32	4.17	4.53	4.37	4.45	4.35	3.97	4.06	4.29	4.58	4.76
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result	6.03	6.14	5.92	5.48	5.85	5.70	6.24	6.50	6.42	5.95	6.00	6.07	6.15
Labour seemed to have run out of steam, and clearly needed a spell out of government	5.11	5.30	4.93	4.97	5.37	5.04	5.11	4.96	5.06	5.17	5.09	5.10	5.09
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	4.66	4.50	4.81	4.76	5.15	4.69	4.55	4.28	4.21	4.35	4.65	4.82	4.92

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
Gordon Brown was not a good Prime Minister	5.99	6.00	5.95	6.25	4.95
Voters who switched from Labour to other parties were influenced by the right-wing media	6.74	6.73	6.74	6.72	6.63
Labour did not keep the promises it made at previous elections	5.19	5.42	5.24	5.54	5.02
Many voters did not fully appreciate what Labour had achieved in government	7.30	7.38	7.34	7.52	7.29
Many of Labour's policies were wrong	4.26	4.51	4.38	4.38	4.42
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result	5.88	6.13	6.02	6.22	6.06
Labour seemed to have run out of steam, and clearly needed a spell out of government	5.25	5.07	4.98	5.34	5.11
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	4.61	4.75	4.64	4.84	4.52

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

	Working Status						
	Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Gordon Brown was not a good Prime Minister	5.90	5.93	5.28	5.55	6.32	6.04	5.51
Voters who switched from Labour to other parties were influenced by the right-wing media	6.56	6.85	6.13	6.98	6.42	7.52	6.45
Labour did not keep the promises it made at previous elections	5.32	5.22	5.21	5.06	5.52	5.07	5.17
Many voters did not fully appreciate what Labour had achieved in government	7.14	7.42	7.00	7.63	7.47	8.30	6.94
Many of Labour's policies were wrong	4.45	4.39	3.64	3.92	4.58	4.30	4.13
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result	5.90	6.11	5.69	6.25	6.14	6.65	5.39
Labour seemed to have run out of steam, and clearly needed a spell out of government	5.20	5.15	4.64	4.44	5.18	5.02	4.84
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	4.65	4.97	4.13	4.49	4.83	4.32	4.94

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

	Housing Tenure							Party Membership
	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Gordon Brown was not a good Prime Minister	5.96	5.85	6.17	5.71	6.11	4.33	5.51	5.79
Voters who switched from Labour to other parties were influenced by the right-wing media	7.05	6.52	6.42	7.04	6.96	6.50	6.59	6.86
Labour did not keep the promises it made at previous elections	5.20	5.23	5.49	5.75	5.17	4.67	5.32	5.12
Many voters did not fully appreciate what Labour had achieved in government	7.71	7.24	6.97	7.27	7.55	6.58	6.85	7.44
Many of Labour's policies were wrong	4.52	4.31	4.46	4.59	4.14	4.75	4.44	4.38
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result	6.25	5.84	6.14	6.43	6.17	5.92	5.78	5.97
Labour seemed to have run out of steam, and clearly needed a spell out of government	5.29	4.98	5.20	5.05	5.17	5.25	5.28	5.19
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	4.55	4.48	5.02	5.18	4.97	4.25	5.17	4.69

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

	Union Membership											
	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
Gordon Brown was not a good Prime Minister	6.34	6.45	6.87	6.61	6.29	6.04	5.83	5.82	6.04	5.80	6.48	6.02
Voters who switched from Labour to other parties were influenced by the right-wing media	6.64	6.68	6.68	6.78	7.10	6.73	6.49	6.23	6.39	5.83	6.32	6.71
Labour did not keep the promises it made at previous elections	6.28	6.25	6.84	6.29	5.80	6.35	5.27	5.89	6.36	6.10	6.22	5.72
Many voters did not fully appreciate what Labour had achieved in government	6.60	7.04	6.58	6.27	7.00	6.15	6.85	6.31	6.22	6.15	6.38	6.67
Many of Labour's policies were wrong	6.36	5.66	6.68	6.16	5.15	6.31	4.82	5.36	6.52	5.59	6.09	5.42
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result	5.98	6.23	6.52	6.04	6.28	6.35	6.13	5.69	6.00	5.71	6.18	6.26
Labour seemed to have run out of steam, and clearly needed a spell out of government	6.09	6.19	6.81	6.16	5.53	6.46	5.19	5.74	6.65	6.17	6.17	5.71
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	5.62	6.13	6.77	5.98	5.26	6.35	4.83	5.54	6.39	6.24	6.00	5.91

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

	Union Membership					Voting History at General Elections	
	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Gordon Brown was not a good Prime Minister	5.74	5.95	6.50	6.93	6.19	5.79	6.12
Voters who switched from Labour to other parties were influenced by the right-wing media	6.60	6.93	6.81	6.62	6.62	6.78	6.66
Labour did not keep the promises it made at previous elections	5.23	5.46	5.40	5.97	5.92	5.13	5.48
Many voters did not fully appreciate what Labour had achieved in government	7.40	7.46	7.35	7.04	6.92	7.42	7.23
Many of Labour's policies were wrong	4.37	4.51	4.96	6.34	4.94	4.30	4.51
Labour spent too much time trying to appeal to middle class swing voters, and lost the support of many traditional, working class supporters as a result	6.05	6.14	6.19	6.55	6.18	6.02	6.04
Labour seemed to have run out of steam, and clearly needed a spell out of government	5.13	5.27	5.14	6.62	5.56	4.95	5.40
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	4.70	4.45	5.23	6.24	5.65	4.60	4.76

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result - where 0 means it was not important at all, and 10 means it was extremely important

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Labour did not seem to have answers on a range of important issues, including immigration and the economy	5.57	5.57	5.58	5.09	5.48	5.59	5.91	5.37	5.71	5.13	5.45	5.94	5.96
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	6.71	6.78	6.63	6.19	6.40	6.61	6.80	6.97	7.54	6.88	6.65	6.71	6.56

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result - where 0 means it was not important at all, and 10 means it was extremely important

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
Labour did not seem to have answers on a range of important issues, including immigration and the economy	5.49	5.68	5.53	5.95	5.45
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	6.71	6.80	6.72	6.69	6.51

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

	Working Status						
	Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Labour did not seem to have answers on a range of important issues, including immigration and the economy	5.55	5.71	5.28	5.61	5.97	5.52	5.22
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	6.55	6.69	6.51	6.93	6.91	7.45	6.42

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result – where 0 means it was not important at all, and 10 means it was extremely important

	Housing Tenure							Party Membership
	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Labour did not seem to have answers on a range of important issues, including immigration and the economy	5.81	5.42	5.62	5.85	5.70	4.17	5.31	5.42
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	7.01	6.55	6.69	6.75	6.85	4.67	6.60	6.77

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result - where 0 means it was not important at all, and 10 means it was extremely important

	Union Membership											
	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
Labour did not seem to have answers on a range of important issues, including immigration and the economy	6.51	5.94	6.74	5.98	6.10	6.15	5.72	5.67	6.30	6.24	6.41	5.93
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	6.79	6.92	6.94	6.62	6.98	6.85	6.56	6.08	6.52	6.24	6.74	6.81

Here are some things that various people have suggested as reasons why Labour did not win the general election in May 2010. On a scale of 1-10, please say important you think each of these is in explaining the election result - where 0 means it was not important at all, and 10 means it was extremely important

	Union Membership					Voting History at General Elections	
	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Labour did not seem to have answers on a range of important issues, including immigration and the economy	5.56	5.84	6.11	7.03	5.95	5.47	5.74
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	6.69	6.80	6.90	7.14	6.66	6.67	6.78

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Which one of the following do you think was the more important factor when it comes to explaining the election result?

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Many working class voters who are Labour's traditional core supporters decided not to vote Labour this time	55%	55%	55%	59%	53%	54%	58%	54%	55%	48%	53%	58%	66%
Many middle-class swing voters decided to vote for other parties this time	45%	45%	45%	41%	47%	46%	42%	46%	45%	52%	47%	42%	34%

Which one of the following do you think was the more important factor when it comes to explaining the election result?

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
Many working class voters who are Labour's traditional core supporters decided not to vote Labour this time	52%	60%	56%	58%	50%
Many middle-class swing voters decided to vote for other parties this time	48%	40%	44%	42%	50%

Which one of the following do you think was the more important factor when it comes to explaining the election result?

	Working Status						
	Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Many working class voters who are Labour's traditional core supporters decided not to vote Labour this time	54%	58%	59%	55%	56%	56%	61%
Many middle-class swing voters decided to vote for other parties this time	46%	42%	41%	45%	44%	44%	39%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Which one of the following do you think was the more important factor when it comes to explaining the election result?

	Housing Tenure							Party Membership
	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Many working class voters who are Labour's traditional core supporters decided not to vote Labour this time	57%	54%	62%	60%	53%	25%	51%	54%
Many middle-class swing voters decided to vote for other parties this time	43%	46%	38%	40%	47%	75%	49%	46%

Which one of the following do you think was the more important factor when it comes to explaining the election result?

	Union Membership											
	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
Many working class voters who are Labour's traditional core supporters decided not to vote Labour this time	49%	47%	42%	53%	53%	42%	61%	36%	35%	51%	46%	51%
Many middle-class swing voters decided to vote for other parties this time	51%	53%	58%	47%	47%	58%	39%	64%	65%	49%	54%	49%

Which one of the following do you think was the more important factor when it comes to explaining the election result?

	Union Membership					Voting History at General Elections	
	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Many working class voters who are Labour's traditional core supporters decided not to vote Labour this time	54%	53%	55%	48%	52%	54%	56%
Many middle-class swing voters decided to vote for other parties this time	46%	47%	45%	52%	48%	46%	44%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Whose values do you think are closer to those of the British public as a whole?

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Tony Blair	56%	61%	51%	53%	61%	61%	54%	51%	45%	49%	57%	60%	58%
Gordon Brown	44%	39%	49%	47%	39%	39%	46%	49%	55%	51%	43%	40%	42%

Whose values do you think are closer to those of the British public as a whole?

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
Tony Blair	58%	55%	56%	61%	47%
Gordon Brown	42%	45%	44%	39%	53%

Whose values do you think are closer to those of the British public as a whole?

	Working Status						
	Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Tony Blair	60%	50%	59%	50%	56%	44%	62%
Gordon Brown	40%	50%	41%	50%	44%	56%	38%

Whose values do you think are closer to those of the British public as a whole?

	Housing Tenure							Party Membership
	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Tony Blair	48%	58%	61%	58%	57%	58%	62%	56%
Gordon Brown	52%	42%	39%	42%	43%	42%	38%	44%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Whose values do you think are closer to those of the British public as a whole?

	Union Membership												
	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT	UNISON
Tony Blair	55%	55%	55%	62%	64%	50%	55%	54%	65%	59%	49%	56%	55%
Gordon Brown	45%	45%	45%	38%	36%	50%	45%	46%	35%	41%	51%	44%	45%

Whose values do you think are closer to those of the British public as a whole?

	Union Membership				Voting History at General Elections	
	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Tony Blair	51%	66%	62%	56%	56%	55%
Gordon Brown	49%	34%	38%	44%	44%	45%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 – where 0 means ‘extremely poor’ and 10 means ‘excellent’ – what mark would you give?

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2	1%	1%	2%	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%
3	2%	3%	2%	1%	3%	3%	3%	1%	1%	1%	3%	3%	2%
4	3%	3%	4%	4%	4%	2%	5%	2%	1%	2%	3%	3%	6%
5	10%	8%	12%	16%	10%	10%	9%	10%	3%	9%	9%	10%	10%
6	17%	16%	18%	18%	20%	17%	16%	14%	12%	15%	18%	19%	14%
7	31%	31%	31%	30%	31%	34%	31%	29%	26%	34%	31%	29%	31%
8	26%	28%	23%	16%	20%	26%	25%	32%	39%	25%	26%	25%	27%
9	6%	7%	6%	11%	6%	4%	5%	8%	10%	7%	6%	7%	5%
10	3%	4%	3%	4%	3%	3%	3%	3%	6%	4%	2%	4%	4%

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 – where 0 means ‘extremely poor’ and 10 means ‘excellent’ – what mark would you give?

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
0	0%	0%	0%	0%	0%
1	0%	1%	0%	0%	0%
2	1%	1%	1%	3%	1%
3	3%	2%	2%	2%	4%
4	5%	3%	3%	3%	2%
5	10%	10%	11%	9%	8%
6	14%	20%	17%	17%	18%
7	33%	30%	30%	30%	31%
8	25%	24%	26%	27%	29%
9	5%	8%	7%	6%	6%
10	3%	4%	3%	2%	3%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 – where 0 means ‘extremely poor’ and 10 means ‘excellent’ – what mark would you give?

	Working Status						
	Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
0	0%	1%	0%	0%	0%	0%	0%
1	0%	0%	3%	0%	1%	0%	0%
2	1%	1%	5%	2%	0%	1%	0%
3	3%	2%	3%	0%	1%	1%	3%
4	4%	5%	5%	2%	1%	1%	1%
5	9%	12%	8%	6%	16%	7%	17%
6	18%	18%	8%	15%	17%	13%	12%
7	33%	30%	28%	33%	19%	25%	38%
8	23%	25%	28%	26%	30%	38%	14%
9	5%	5%	8%	11%	6%	10%	9%
10	3%	1%	5%	4%	8%	4%	6%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 – where 0 means ‘extremely poor’ and 10 means ‘excellent’ – what mark would you give?

	Housing Tenure							Party Membership
	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
0	0%	0%	0%	0%	0%	0%	0%	0%
1	0%	0%	1%	0%	0%	0%	0%	0%
2	1%	1%	1%	2%	0%	0%	3%	1%
3	2%	2%	4%	3%	3%	8%	1%	3%
4	3%	4%	7%	2%	2%	0%	1%	3%
5	9%	9%	12%	10%	11%	17%	14%	9%
6	16%	17%	14%	15%	17%	8%	24%	15%
7	28%	34%	26%	29%	27%	17%	37%	28%
8	29%	25%	28%	27%	25%	42%	13%	26%
9	8%	5%	6%	8%	8%	8%	3%	9%
10	4%	2%	2%	4%	7%	0%	4%	4%

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 – where 0 means ‘extremely poor’ and 10 means ‘excellent’ – what mark would you give?

	Union Membership													
	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT	UNISON	UNITE/Amicus
0	0%	0%	0%	0%	0%	0%	0%	3%	4%	2%	0%	0%	0%	0%
1	4%	2%	0%	2%	0%	4%	0%	5%	4%	7%	3%	2%	0%	1%
2	6%	2%	6%	7%	3%	4%	2%	5%	4%	7%	3%	2%	1%	1%
3	4%	4%	10%	4%	2%	0%	1%	3%	0%	2%	3%	2%	2%	2%
4	4%	8%	3%	7%	5%	8%	4%	5%	4%	2%	3%	2%	3%	2%
5	23%	15%	23%	20%	14%	31%	12%	26%	30%	20%	26%	23%	11%	10%
6	17%	17%	13%	16%	17%	19%	18%	21%	26%	17%	20%	19%	18%	18%
7	17%	28%	23%	20%	25%	19%	30%	18%	13%	17%	23%	12%	34%	28%
8	15%	13%	13%	13%	23%	12%	22%	5%	4%	12%	11%	33%	24%	30%
9	6%	6%	6%	9%	7%	0%	6%	8%	4%	2%	6%	2%	4%	5%
10	2%	6%	3%	2%	4%	4%	3%	3%	4%	10%	3%	2%	2%	2%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 – where 0 means ‘extremely poor’ and 10 means ‘excellent’ – what mark would you give?

	Union Membership			Voting History at General Elections	
	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
0	1%	0%	0%	0%	0%
1	0%	3%	1%	0%	0%
2	1%	0%	0%	1%	1%
3	1%	0%	2%	1%	4%
4	2%	3%	3%	3%	4%
5	11%	28%	14%	10%	8%
6	18%	21%	22%	17%	16%
7	33%	17%	33%	30%	33%
8	23%	21%	18%	26%	26%
9	5%	3%	5%	8%	4%
10	4%	3%	3%	4%	2%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 - where 0 means 'extremely poor' and 10 means 'excellent' - what mark would you give?

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
	6.83	6.92	6.74	6.75	6.65	6.82	6.65	7.09	7.46	6.90	6.78	6.85	6.80

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 - where 0 means 'extremely poor' and 10 means 'excellent' - what mark would you give?

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
	6.74	6.90	6.85	6.77	6.93

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 - where 0 means 'extremely poor' and 10 means 'excellent' - what mark would you give?

	Working Status						
	Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
	6.75	6.62	6.69	7.12	7.01	7.36	6.87

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 - where 0 means 'extremely poor' and 10 means 'excellent' - what mark would you give?

	Housing Tenure							Party Membership
	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
	6.97	6.76	6.61	6.94	7.04	6.83	6.57	6.95

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 - where 0 means 'extremely poor' and 10 means 'excellent' - what mark would you give?

	Union Membership													
	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT	UNISON	UNITE/Amicus
	5.83	6.36	5.97	5.98	6.69	5.77	6.67	5.56	5.48	5.76	6.09	6.37	6.76	6.80

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

If you had to give the Labour government a mark out of ten for its overall performance in office between 1997 and 2010 - where 0 means 'extremely poor' and 10 means 'excellent' - what mark would you give?

	Union Membership			Voting History at General Elections	
	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
	6.79	6.31	6.65	6.93	6.69

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: Labour would have had a much better chance of winning if they had replaced Gordon Brown with a new leader a few months before the election

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Strongly agree	20%	24%	17%	21%	23%	23%	20%	16%	12%	18%	19%	22%	24%
Somewhat agree	37%	37%	37%	36%	43%	38%	36%	32%	28%	32%	37%	40%	37%
Somewhat disagree	26%	23%	28%	27%	22%	26%	28%	29%	23%	28%	26%	24%	25%
Strongly disagree	17%	17%	18%	16%	13%	13%	16%	22%	37%	22%	18%	14%	14%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: Labour would have had a much better chance of winning if they had replaced Gordon Brown with a new leader a few months before the election

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
Strongly agree	21%	17%	22%	23%	13%
Somewhat agree	36%	39%	37%	41%	27%
Somewhat disagree	24%	29%	24%	24%	33%
Strongly disagree	19%	15%	16%	12%	27%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: Labour would have had a much better chance of winning if they had replaced Gordon Brown with a new leader a few months before the election

	Working Status						
	Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Strongly agree	21%	17%	23%	23%	31%	13%	23%
Somewhat agree	39%	37%	28%	35%	39%	29%	36%
Somewhat disagree	25%	27%	33%	27%	17%	28%	30%
Strongly disagree	15%	19%	15%	15%	13%	30%	10%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: Labour would have had a much better chance of winning if they had replaced Gordon Brown with a new leader a few months before the election

	Housing Tenure							Party Membership
	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Strongly agree	20%	17%	28%	25%	27%	17%	18%	23%
Somewhat agree	31%	40%	38%	35%	36%	42%	38%	36%
Somewhat disagree	26%	28%	20%	27%	23%	42%	22%	21%
Strongly disagree	24%	15%	14%	12%	14%	0%	23%	19%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: Labour would have had a much better chance of winning if they had replaced Gordon Brown with a new leader a few months before the election

	Union Membership												
	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT	UNISON
Strongly agree	45%	34%	42%	44%	30%	46%	23%	33%	48%	34%	37%	35%	17%
Somewhat agree	36%	42%	39%	42%	41%	42%	38%	46%	39%	39%	43%	44%	36%
Somewhat disagree	13%	21%	10%	9%	13%	8%	26%	10%	9%	15%	11%	9%	29%
Strongly disagree	6%	4%	10%	4%	17%	4%	13%	10%	4%	12%	9%	12%	18%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: Labour would have had a much better chance of winning if they had replaced Gordon Brown with a new leader a few months before the election

	Union Membership				Voting History at General Elections	
	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Strongly agree	20%	32%	41%	19%	21%	19%
Somewhat agree	36%	35%	41%	41%	36%	36%
Somewhat disagree	25%	23%	10%	27%	25%	28%
Strongly disagree	19%	10%	7%	13%	18%	17%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

All things considered, taking into account their record in office and what they were proposing in their manifesto, do you think Labour deserved to lose the 2010 election, or not?

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Yes, Labour deserved to lose	23%	30%	17%	18%	29%	24%	26%	19%	12%	22%	24%	23%	22%
No, Labour did not deserve to lose	77%	70%	83%	82%	71%	76%	74%	81%	88%	78%	76%	77%	78%

All things considered, taking into account their record in office and what they were proposing in their manifesto, do you think Labour deserved to lose the 2010 election, or not?

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
Yes, Labour deserved to lose	28%	22%	20%	24%	22%
No, Labour did not deserve to lose	72%	78%	80%	76%	78%

All things considered, taking into account their record in office and what they were proposing in their manifesto, do you think Labour deserved to lose the 2010 election, or not?

	Working Status						
	Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Yes, Labour deserved to lose	27%	23%	18%	15%	14%	13%	14%
No, Labour did not deserve to lose	73%	77%	82%	85%	86%	87%	86%

All things considered, taking into account their record in office and what they were proposing in their manifesto, do you think Labour deserved to lose the 2010 election, or not?

	Housing Tenure							Party Membership
	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Yes, Labour deserved to lose	25%	22%	25%	22%	25%	17%	22%	24%
No, Labour did not deserve to lose	75%	78%	75%	78%	75%	83%	78%	76%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

All things considered, taking into account their record in office and what they were proposing in their manifesto, do you think Labour deserved to lose the 2010 election, or not?

	Union Membership											
	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
Yes, Labour deserved to lose	60%	47%	68%	67%	38%	77%	30%	51%	70%	61%	71%	51%
No, Labour did not deserve to lose	40%	53%	32%	33%	62%	23%	70%	49%	30%	39%	29%	49%

All things considered, taking into account their record in office and what they were proposing in their manifesto, do you think Labour deserved to lose the 2010 election, or not?

	Union Membership					Voting History at General Elections	
	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Yes, Labour deserved to lose	24%	25%	28%	66%	35%	21%	27%
No, Labour did not deserve to lose	76%	75%	72%	34%	65%	79%	73%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
The deficit is the most serious problem facing Britain's economy and needs to be dealt with urgently, beginning this year	Strongly agree	21%	20%	22%	25%	20%	24%	19%	20%	20%
	Somewhat agree	47%	42%	51%	48%	54%	48%	48%	38%	36%
	Somewhat disagree	25%	28%	22%	21%	19%	22%	25%	33%	32%
	Strongly disagree	8%	10%	5%	6%	6%	6%	9%	9%	12%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	8%	8%	8%	12%	11%	9%	7%	6%	4%
	Somewhat agree	36%	34%	38%	41%	44%	37%	33%	29%	23%
	Somewhat disagree	37%	35%	38%	34%	34%	38%	36%	38%	41%
	Strongly disagree	19%	23%	16%	13%	11%	16%	24%	26%	32%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	17%	19%	16%	13%	16%	17%	17%	20%	23%
	Somewhat agree	46%	47%	46%	41%	41%	47%	49%	49%	52%
	Somewhat disagree	28%	26%	31%	38%	34%	27%	27%	26%	18%
	Strongly disagree	8%	9%	7%	8%	9%	9%	8%	6%	6%
The coalition government is cutting spending because it is instinctively hostile to public services and the public sector - it is just using the deficit as an excuse	Strongly agree	43%	47%	39%	30%	33%	40%	49%	54%	54%
	Somewhat agree	37%	34%	40%	43%	45%	41%	33%	29%	29%
	Somewhat disagree	16%	14%	17%	23%	18%	16%	15%	11%	12%
	Strongly disagree	4%	5%	3%	4%	4%	4%	4%	5%	6%
The last Labour government must accept a large part of the blame for the economic problems that Britain faced at the end of its time in government	Strongly agree	9%	10%	9%	12%	14%	9%	7%	7%	5%
	Somewhat agree	39%	36%	41%	47%	45%	44%	38%	26%	24%
	Somewhat disagree	36%	37%	36%	34%	31%	37%	38%	35%	50%
	Strongly disagree	16%	18%	14%	7%	10%	11%	17%	31%	21%

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Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
The deficit is the most serious problem facing Britain's economy and needs to be dealt with urgently, beginning this year	Strongly agree	20%	21%	23%	19%	20%	18%	21%	27%	25%
	Somewhat agree	44%	48%	47%	46%	45%	49%	49%	44%	42%
	Somewhat disagree	28%	24%	23%	26%	27%	27%	24%	21%	22%
	Strongly disagree	8%	7%	7%	8%	8%	6%	7%	8%	11%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	9%	8%	7%	9%	10%	6%	8%	8%	10%
	Somewhat agree	32%	38%	38%	32%	37%	33%	35%	39%	36%
	Somewhat disagree	35%	36%	38%	41%	35%	39%	37%	35%	35%
	Strongly disagree	24%	19%	17%	18%	18%	22%	19%	18%	20%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	27%	18%	10%	13%	20%	16%	17%	14%	20%
	Somewhat agree	44%	44%	51%	47%	47%	49%	46%	47%	42%
	Somewhat disagree	24%	30%	30%	28%	25%	28%	30%	31%	28%
	Strongly disagree	6%	7%	9%	12%	7%	7%	8%	8%	11%
The coalition government is cutting spending because it is instinctively hostile to public services and the public sector - it is just using the deficit as an excuse	Strongly agree	47%	43%	41%	39%	44%	45%	43%	42%	40%
	Somewhat agree	34%	37%	39%	40%	36%	37%	38%	34%	43%
	Somewhat disagree	14%	16%	16%	15%	16%	14%	15%	21%	13%
	Strongly disagree	5%	4%	3%	5%	4%	4%	4%	3%	5%
The last Labour government must accept a large part of the blame for the economic problems that Britain faced at the end of its time in government	Strongly agree	9%	8%	9%	11%	12%	8%	9%	9%	6%
	Somewhat agree	35%	40%	39%	41%	39%	35%	40%	35%	41%
	Somewhat disagree	35%	36%	38%	36%	35%	41%	35%	40%	35%
	Strongly disagree	21%	15%	14%	12%	15%	16%	16%	16%	18%

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Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
The deficit is the most serious problem facing Britain's economy and needs to be dealt with urgently, beginning this year	Strongly agree	21%	23%	26%	19%	21%	17%	23%
	Somewhat agree	47%	53%	44%	46%	53%	39%	42%
	Somewhat disagree	25%	20%	18%	23%	18%	33%	28%
	Strongly disagree	7%	4%	13%	12%	8%	11%	7%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	9%	9%	13%	7%	12%	4%	6%
	Somewhat agree	37%	41%	23%	40%	31%	27%	40%
	Somewhat disagree	36%	35%	36%	37%	32%	42%	40%
	Strongly disagree	19%	15%	28%	15%	25%	28%	13%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	17%	16%	13%	22%	18%	21%	10%
	Somewhat agree	44%	51%	50%	43%	45%	53%	45%
	Somewhat disagree	30%	27%	26%	28%	29%	19%	38%
	Strongly disagree	9%	6%	11%	7%	8%	6%	7%
The coalition government is cutting spending because it is instinctively hostile to public services and the public sector - it is just using the deficit as an excuse	Strongly agree	43%	38%	41%	45%	47%	55%	26%
	Somewhat agree	37%	41%	38%	40%	34%	28%	46%
	Somewhat disagree	16%	18%	15%	10%	16%	11%	22%
	Strongly disagree	4%	3%	5%	5%	3%	6%	6%
The last Labour government must accept a large part of the blame for the economic problems that Britain faced at the end of its time in government	Strongly agree	10%	7%	22%	12%	10%	6%	6%
	Somewhat agree	41%	44%	38%	37%	29%	23%	46%
	Somewhat disagree	34%	36%	24%	36%	45%	45%	41%
	Strongly disagree	15%	13%	16%	15%	16%	26%	7%

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Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
The deficit is the most serious problem facing Britain's economy and needs to be dealt with urgently, beginning this year	Strongly agree	19%	21%	21%	23%	24%	25%	23%	21%
	Somewhat agree	46%	47%	51%	45%	43%	58%	52%	44%
	Somewhat disagree	26%	25%	21%	23%	25%	17%	20%	26%
	Strongly disagree	8%	7%	7%	8%	8%	0%	5%	9%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	8%	7%	13%	12%	9%	0%	11%	9%
	Somewhat agree	33%	37%	36%	34%	35%	33%	41%	35%
	Somewhat disagree	36%	38%	31%	32%	40%	42%	35%	34%
	Strongly disagree	23%	18%	20%	22%	16%	25%	13%	21%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	20%	16%	12%	14%	24%	17%	12%	20%
	Somewhat agree	52%	44%	50%	45%	42%	58%	45%	47%
	Somewhat disagree	22%	31%	30%	29%	26%	17%	37%	25%
	Strongly disagree	6%	9%	7%	13%	8%	8%	6%	8%
The coalition government is cutting spending because it is instinctively hostile to public services and the public sector - it is just using the deficit as an excuse	Strongly agree	49%	40%	38%	44%	48%	33%	38%	43%
	Somewhat agree	32%	39%	44%	39%	33%	58%	39%	37%
	Somewhat disagree	14%	17%	12%	9%	16%	8%	17%	15%
	Strongly disagree	4%	3%	6%	8%	4%	0%	5%	5%
The last Labour government must accept a large part of the blame for the economic problems that Britain faced at the end of its time in government	Strongly agree	10%	7%	15%	7%	14%	17%	4%	10%
	Somewhat agree	31%	41%	42%	41%	40%	33%	45%	37%
	Somewhat disagree	37%	37%	31%	35%	33%	25%	41%	37%
	Strongly disagree	22%	15%	12%	17%	13%	25%	10%	16%

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Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Union Membership									
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM
The deficit is the most serious problem facing Britain's economy and needs to be dealt with urgently, beginning this year	Strongly agree	29%	33%	31%	30%	25%	32%	16%	24%	43%	25%
	Somewhat agree	56%	45%	55%	49%	45%	56%	48%	54%	52%	53%
	Somewhat disagree	7%	16%	10%	19%	24%	8%	26%	16%	0%	15%
	Strongly disagree	9%	6%	3%	2%	6%	4%	10%	5%	5%	8%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	21%	28%	23%	20%	14%	23%	12%	18%	26%	24%
	Somewhat agree	53%	49%	71%	60%	46%	65%	38%	62%	74%	39%
	Somewhat disagree	21%	17%	6%	16%	23%	12%	29%	10%	0%	24%
	Strongly disagree	4%	6%	0%	4%	17%	0%	21%	10%	0%	12%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	17%	25%	19%	24%	17%	23%	15%	33%	35%	24%
	Somewhat agree	57%	57%	58%	51%	54%	65%	51%	54%	61%	51%
	Somewhat disagree	21%	15%	16%	20%	20%	8%	25%	10%	0%	17%
	Strongly disagree	4%	4%	6%	4%	10%	4%	9%	3%	4%	7%
The coalition government is cutting spending because it is instinctively hostile to public services and the public sector - it is just using the deficit as an excuse	Strongly agree	43%	49%	35%	40%	51%	38%	36%	33%	43%	46%
	Somewhat agree	40%	36%	48%	40%	35%	46%	39%	46%	48%	37%
	Somewhat disagree	13%	11%	10%	16%	11%	12%	18%	8%	4%	7%
	Strongly disagree	4%	4%	6%	4%	3%	4%	6%	13%	4%	10%
The last Labour government must accept a large part of the blame for the economic problems that Britain faced at the end of its time in government	Strongly agree	28%	32%	32%	31%	17%	46%	13%	33%	48%	27%
	Somewhat agree	45%	45%	45%	40%	43%	42%	38%	44%	43%	44%
	Somewhat disagree	21%	17%	23%	20%	26%	12%	34%	18%	9%	20%
	Strongly disagree	6%	6%	0%	9%	15%	0%	15%	5%	0%	10%

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Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Union Membership						Voting History at General Elections		
		TSSA	UCATT	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
The deficit is the most serious problem facing Britain's economy and needs to be dealt with urgently, beginning this year	Strongly agree	35%	21%	21%	21%	28%	37%	30%	21%	22%
	Somewhat agree	50%	45%	50%	46%	45%	59%	47%	46%	48%
	Somewhat disagree	12%	21%	23%	24%	18%	0%	18%	26%	22%
	Strongly disagree	3%	12%	6%	9%	10%	4%	6%	8%	8%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	26%	14%	7%	8%	16%	28%	16%	8%	9%
	Somewhat agree	60%	47%	36%	38%	36%	55%	48%	35%	37%
	Somewhat disagree	6%	23%	39%	31%	33%	14%	28%	36%	36%
	Strongly disagree	9%	16%	19%	22%	14%	3%	8%	20%	18%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	29%	19%	18%	16%	16%	28%	12%	17%	18%
	Somewhat agree	54%	47%	48%	50%	49%	62%	50%	47%	46%
	Somewhat disagree	14%	23%	29%	26%	26%	3%	28%	28%	28%
	Strongly disagree	3%	12%	6%	8%	9%	7%	10%	8%	7%
The coalition government is cutting spending because it is instinctively hostile to public services and the public sector - it is just using the deficit as an excuse	Strongly agree	51%	44%	47%	42%	49%	48%	27%	45%	41%
	Somewhat agree	40%	37%	37%	39%	35%	41%	50%	37%	38%
	Somewhat disagree	6%	9%	12%	15%	11%	7%	19%	14%	18%
	Strongly disagree	3%	9%	4%	5%	5%	3%	4%	4%	4%
The last Labour government must accept a large part of the blame for the economic problems that Britain faced at the end of its time in government	Strongly agree	29%	26%	9%	12%	19%	34%	21%	8%	11%
	Somewhat agree	46%	35%	41%	35%	39%	48%	44%	37%	40%
	Somewhat disagree	26%	28%	35%	33%	30%	17%	28%	38%	34%
	Strongly disagree	0%	12%	15%	19%	12%	0%	6%	17%	15%

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Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Bankers are largely responsible for the current situation, so it is not fair that ordinary people should have to bear the brunt of measures to reduce the deficit	Strongly agree	60%	62%	58%	44%	47%	54%	69%	72%	76%
	Somewhat agree	28%	25%	31%	39%	37%	31%	24%	18%	15%
	Somewhat disagree	9%	9%	9%	16%	12%	12%	6%	6%	3%
	Strongly disagree	3%	4%	2%	1%	4%	3%	2%	4%	6%
Labour will not be taken seriously on the economy until it comes up with its own plan to deal with the deficit - it can't just oppose every spending cut	Strongly agree	14%	16%	13%	14%	13%	13%	15%	17%	15%
	Somewhat agree	52%	49%	54%	55%	55%	53%	53%	46%	46%
	Somewhat disagree	26%	26%	27%	29%	26%	27%	25%	27%	28%
	Strongly disagree	8%	9%	6%	3%	6%	7%	8%	10%	11%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	45%	47%	42%	30%	38%	39%	49%	52%	66%
	Somewhat agree	39%	36%	41%	47%	39%	40%	39%	36%	28%
	Somewhat disagree	13%	12%	13%	16%	19%	15%	9%	9%	4%
	Strongly disagree	4%	5%	3%	7%	4%	5%	3%	3%	2%

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Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Bankers are largely responsible for the current situation, so it is not fair that ordinary people should have to bear the brunt of measures to reduce the deficit	Strongly agree	57%	60%	62%	59%	56%	64%	60%	64%	59%
	Somewhat agree	30%	28%	27%	27%	31%	24%	29%	23%	28%
	Somewhat disagree	10%	9%	9%	11%	10%	9%	9%	11%	8%
	Strongly disagree	4%	3%	3%	3%	3%	3%	3%	2%	5%
Labour will not be taken seriously on the economy until it comes up with its own plan to deal with the deficit - it can't just oppose every spending cut	Strongly agree	16%	13%	14%	14%	16%	15%	13%	16%	11%
	Somewhat agree	50%	53%	53%	49%	50%	51%	53%	48%	55%
	Somewhat disagree	26%	26%	27%	28%	27%	27%	26%	28%	25%
	Strongly disagree	8%	8%	7%	9%	7%	8%	7%	8%	9%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	45%	46%	44%	43%	46%	46%	43%	49%	40%
	Somewhat agree	40%	37%	39%	39%	40%	37%	40%	34%	39%
	Somewhat disagree	12%	13%	13%	14%	11%	14%	13%	13%	14%
	Strongly disagree	4%	4%	4%	5%	4%	3%	4%	5%	7%

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Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Bankers are largely responsible for the current situation, so it is not fair that ordinary people should have to bear the brunt of measures to reduce the deficit	Strongly agree	59%	58%	64%	63%	55%	73%	38%
	Somewhat agree	29%	34%	23%	24%	24%	16%	43%
	Somewhat disagree	9%	8%	13%	11%	16%	6%	17%
	Strongly disagree	3%	1%	0%	2%	5%	6%	1%
Labour will not be taken seriously on the economy until it comes up with its own plan to deal with the deficit - it can't just oppose every spending cut	Strongly agree	15%	16%	5%	13%	12%	15%	7%
	Somewhat agree	51%	57%	38%	55%	55%	48%	50%
	Somewhat disagree	26%	22%	43%	25%	25%	28%	37%
	Strongly disagree	8%	5%	14%	7%	9%	9%	6%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	42%	42%	49%	51%	50%	60%	30%
	Somewhat agree	40%	42%	26%	34%	34%	32%	46%
	Somewhat disagree	14%	13%	21%	12%	11%	5%	17%
	Strongly disagree	5%	2%	5%	2%	5%	3%	6%

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Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Bankers are largely responsible for the current situation, so it is not fair that ordinary people should have to bear the brunt of measures to reduce the deficit	Strongly agree	65%	59%	60%	50%	62%	50%	52%	55%
	Somewhat agree	25%	28%	27%	33%	27%	50%	35%	31%
	Somewhat disagree	6%	11%	10%	12%	9%	0%	12%	11%
	Strongly disagree	4%	3%	3%	6%	2%	0%	1%	3%
Labour will not be taken seriously on the economy until it comes up with its own plan to deal with the deficit - it can't just oppose every spending cut	Strongly agree	17%	13%	10%	18%	16%	8%	11%	14%
	Somewhat agree	49%	52%	58%	45%	54%	67%	56%	51%
	Somewhat disagree	25%	27%	27%	28%	23%	25%	29%	26%
	Strongly disagree	9%	8%	6%	9%	6%	0%	4%	9%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	49%	41%	43%	51%	47%	42%	40%	46%
	Somewhat agree	38%	40%	35%	29%	38%	42%	41%	38%
	Somewhat disagree	9%	15%	15%	9%	13%	8%	16%	12%
	Strongly disagree	3%	4%	7%	10%	1%	8%	2%	4%

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Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Union Membership									
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM
Bankers are largely responsible for the current situation, so it is not fair that ordinary people should have to bear the brunt of measures to reduce the deficit	Strongly agree	33%	42%	26%	33%	58%	19%	56%	38%	22%	39%
	Somewhat agree	50%	49%	61%	56%	32%	62%	33%	49%	70%	49%
	Somewhat disagree	15%	9%	13%	11%	6%	19%	7%	13%	9%	12%
	Strongly disagree	2%	0%	0%	0%	3%	0%	4%	0%	0%	0%
Labour will not be taken seriously on the economy until it comes up with its own plan to deal with the deficit - it can't just oppose every spending cut	Strongly agree	17%	23%	32%	18%	18%	28%	18%	29%	30%	25%
	Somewhat agree	57%	60%	52%	55%	49%	60%	48%	53%	65%	53%
	Somewhat disagree	17%	12%	10%	20%	24%	8%	24%	11%	4%	18%
	Strongly disagree	9%	6%	6%	7%	10%	4%	11%	8%	0%	5%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	45%	49%	43%	38%	49%	38%	41%	38%	48%	41%
	Somewhat agree	38%	42%	43%	47%	38%	50%	45%	46%	48%	46%
	Somewhat disagree	15%	9%	13%	16%	8%	8%	10%	10%	4%	7%
	Strongly disagree	2%	0%	0%	0%	5%	4%	3%	5%	0%	5%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some arguments that people have made about the economy and the deficit (the fact that the government spends more each year than it receives in tax revenue, increasing the size of Britain's debt). Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

		Union Membership						Voting History at General Elections		
		TSSA	UCATT	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Bankers are largely responsible for the current situation, so it is not fair that ordinary people should have to bear the brunt of measures to reduce the deficit	Strongly agree	46%	33%	64%	59%	61%	31%	49%	60%	60%
	Somewhat agree	43%	47%	26%	25%	30%	59%	43%	28%	28%
	Somewhat disagree	11%	12%	8%	13%	6%	10%	7%	9%	9%
	Strongly disagree	0%	9%	3%	3%	3%	0%	1%	3%	3%
Labour will not be taken seriously on the economy until it comes up with its own plan to deal with the deficit - it can't just oppose every spending cut	Strongly agree	31%	21%	14%	15%	22%	34%	20%	14%	16%
	Somewhat agree	57%	53%	55%	50%	52%	52%	62%	52%	52%
	Somewhat disagree	9%	14%	25%	28%	19%	14%	14%	27%	25%
	Strongly disagree	3%	12%	6%	8%	6%	0%	4%	8%	7%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	49%	42%	46%	46%	44%	48%	30%	46%	43%
	Somewhat agree	43%	40%	39%	36%	43%	41%	50%	38%	39%
	Somewhat disagree	9%	9%	12%	13%	10%	10%	17%	12%	15%
	Strongly disagree	0%	9%	3%	5%	4%	0%	4%	4%	3%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Thinking about the result of the general election and the coalition deal that followed, which of the following statements comes closest to your view?

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Given the number of seats that each party won at the election, the coalition government between the Conservatives and the Liberal Democrats is probably the right outcome	35%	40%	30%	29%	40%	36%	38%	29%	26%	40%	36%	32%	28%
The coalition government is not the legitimate outcome of the election - Labour should still be in government with a coalition including the Liberal Democrats	65%	60%	70%	71%	60%	64%	62%	71%	74%	60%	64%	68%	72%

Thinking about the result of the general election and the coalition deal that followed, which of the following statements comes closest to your view?

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
Given the number of seats that each party won at the election, the coalition government between the Conservatives and the Liberal Democrats is probably the right outcome	40%	32%	33%	31%	38%
The coalition government is not the legitimate outcome of the election - Labour should still be in government with a coalition including the Liberal Democrats	60%	68%	67%	69%	62%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Thinking about the result of the general election and the coalition deal that followed, which of the following statements comes closest to your view?

	Working Status						
	Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Given the number of seats that each party won at the election, the coalition government between the Conservatives and the Liberal Democrats is probably the right outcome	37%	35%	36%	26%	22%	29%	39%
The coalition government is not the legitimate outcome of the election - Labour should still be in government with a coalition including the Liberal Democrats	63%	65%	64%	74%	78%	71%	61%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Thinking about the result of the general election and the coalition deal that followed, which of the following statements comes closest to your view?

	Housing Tenure							Party Membership
	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Given the number of seats that each party won at the election, the coalition government between the Conservatives and the Liberal Democrats is probably the right outcome	34%	36%	28%	25%	39%	67%	35%	37%
The coalition government is not the legitimate outcome of the election - Labour should still be in government with a coalition including the Liberal Democrats	66%	64%	72%	75%	61%	33%	65%	63%

Thinking about the result of the general election and the coalition deal that followed, which of the following statements comes closest to your view?

	Union Membership											
	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
Given the number of seats that each party won at the election, the coalition government between the Conservatives and the Liberal Democrats is probably the right outcome	38%	40%	42%	49%	37%	46%	35%	41%	43%	32%	40%	26%
The coalition government is not the legitimate outcome of the election - Labour should still be in government with a coalition including the Liberal Democrats	62%	60%	58%	51%	63%	54%	65%	59%	57%	68%	60%	74%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Thinking about the result of the general election and the coalition deal that followed, which of the following statements comes closest to your view?

	Union Membership					Voting History at General Elections	
	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Given the number of seats that each party won at the election, the coalition government between the Conservatives and the Liberal Democrats is probably the right outcome	34%	41%	30%	41%	32%	32%	39%
The coalition government is not the legitimate outcome of the election - Labour should still be in government with a coalition including the Liberal Democrats	66%	59%	70%	59%	68%	68%	61%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Apologise to voters for the mistakes made by the last Labour government	New leader should do this	50%	53%	48%	61%	56%	53%	49%	42%	38%
	New leader should not do this	50%	47%	52%	39%	44%	47%	51%	58%	62%
Oppose all public spending cuts	New leader should do this	44%	42%	47%	48%	50%	45%	44%	39%	36%
	New leader should not do this	56%	58%	53%	52%	50%	55%	56%	61%	64%
Introduce more policies designed to restore support among core Labour supporters	New leader should do this	89%	88%	90%	79%	86%	87%	92%	93%	97%
	New leader should not do this	11%	12%	10%	21%	14%	13%	8%	7%	3%
Introduce policies designed to restore support among swing voters	New leader should do this	85%	87%	84%	82%	81%	86%	85%	90%	91%
	New leader should not do this	15%	13%	16%	18%	19%	14%	15%	10%	9%
Support strikes by trade unions over public sector pay and jobs	New leader should do this	53%	50%	57%	64%	64%	53%	53%	45%	35%
	New leader should not do this	47%	50%	43%	36%	36%	47%	47%	55%	65%
Defend the record of the last Labour government, especially on the economy	New leader should do this	69%	71%	67%	67%	65%	64%	69%	76%	84%
	New leader should not do this	31%	29%	33%	33%	35%	36%	31%	24%	16%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	New leader should do this	79%	80%	79%	66%	79%	76%	80%	83%	94%
	New leader should not do this	21%	20%	21%	34%	21%	24%	20%	17%	6%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Apologise to voters for the mistakes made by the last Labour government	New leader should do this	47%	49%	53%	55%	52%	46%	52%	50%	48%
	New leader should not do this	53%	51%	47%	45%	48%	54%	48%	50%	52%
Oppose all public spending cuts	New leader should do this	41%	43%	48%	46%	41%	47%	43%	44%	51%
	New leader should not do this	59%	57%	52%	54%	59%	53%	57%	56%	49%
Introduce more policies designed to restore support among core Labour supporters	New leader should do this	90%	90%	89%	87%	89%	88%	89%	91%	90%
	New leader should not do this	10%	10%	11%	13%	11%	12%	11%	9%	10%
Introduce policies designed to restore support among swing voters	New leader should do this	86%	86%	86%	82%	86%	84%	85%	87%	87%
	New leader should not do this	14%	14%	14%	18%	14%	16%	15%	13%	13%
Support strikes by trade unions over public sector pay and jobs	New leader should do this	47%	54%	57%	55%	49%	56%	55%	55%	52%
	New leader should not do this	53%	46%	43%	45%	51%	44%	45%	45%	48%
Defend the record of the last Labour government, especially on the economy	New leader should do this	74%	68%	67%	66%	69%	69%	69%	68%	73%
	New leader should not do this	26%	32%	33%	34%	31%	31%	31%	32%	27%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	New leader should do this	78%	80%	79%	82%	79%	84%	77%	82%	80%
	New leader should not do this	22%	20%	21%	18%	21%	16%	23%	18%	20%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Apologise to voters for the mistakes made by the last Labour government	New leader should do this	53%	49%	39%	52%	52%	41%	53%
	New leader should not do this	47%	51%	61%	48%	48%	59%	47%
Oppose all public spending cuts	New leader should do this	45%	46%	44%	51%	49%	37%	41%
	New leader should not do this	55%	54%	56%	49%	51%	63%	59%
Introduce more policies designed to restore support among core Labour supporters	New leader should do this	88%	92%	84%	88%	92%	95%	77%
	New leader should not do this	12%	8%	16%	12%	8%	5%	23%
Introduce policies designed to restore support among swing voters	New leader should do this	85%	87%	77%	84%	81%	89%	77%
	New leader should not do this	15%	13%	23%	16%	19%	11%	23%
Support strikes by trade unions over public sector pay and jobs	New leader should do this	56%	55%	42%	54%	55%	38%	61%
	New leader should not do this	44%	45%	58%	46%	45%	62%	39%
Defend the record of the last Labour government, especially on the economy	New leader should do this	67%	71%	73%	65%	60%	80%	62%
	New leader should not do this	33%	29%	27%	35%	40%	20%	38%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	New leader should do this	78%	79%	68%	87%	82%	89%	62%
	New leader should not do this	22%	21%	32%	13%	18%	11%	38%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Housing Tenure						
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives
Apologise to voters for the mistakes made by the last Labour government	New leader should do this	47%	48%	52%	65%	55%	75%	56%
	New leader should not do this	53%	52%	48%	35%	45%	25%	44%
Oppose all public spending cuts	New leader should do this	41%	43%	50%	59%	46%	50%	46%
	New leader should not do this	59%	57%	50%	41%	54%	50%	54%
Introduce more policies designed to restore support among core Labour supporters	New leader should do this	92%	88%	91%	92%	87%	92%	82%
	New leader should not do this	8%	12%	9%	8%	13%	8%	18%
Introduce policies designed to restore support among swing voters	New leader should do this	90%	84%	85%	84%	80%	92%	84%
	New leader should not do this	10%	16%	15%	16%	20%	8%	16%
Support strikes by trade unions over public sector pay and jobs	New leader should do this	47%	53%	56%	69%	57%	42%	67%
	New leader should not do this	53%	47%	44%	31%	43%	58%	33%
Defend the record of the last Labour government, especially on the economy	New leader should do this	75%	67%	67%	73%	66%	83%	64%
	New leader should not do this	25%	33%	33%	27%	34%	17%	36%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	New leader should do this	84%	78%	77%	88%	76%	75%	69%
	New leader should not do this	16%	22%	23%	12%	24%	25%	31%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Party Membership	Union Membership								
		Labour Party	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS
Apologise to voters for the mistakes made by the last Labour government	New leader should do this	51%	77%	68%	74%	82%	70%	96%	56%	82%	91%
	New leader should not do this	49%	23%	32%	26%	18%	30%	4%	44%	18%	9%
Oppose all public spending cuts	New leader should do this	48%	66%	62%	68%	61%	55%	77%	45%	66%	77%
	New leader should not do this	52%	34%	38%	32%	39%	45%	23%	55%	34%	23%
Introduce more policies designed to restore support among core Labour supporters	New leader should do this	88%	81%	83%	87%	82%	91%	88%	88%	71%	82%
	New leader should not do this	12%	19%	17%	13%	18%	9%	12%	12%	29%	18%
Introduce policies designed to restore support among swing voters	New leader should do this	85%	83%	88%	94%	89%	89%	88%	86%	82%	95%
	New leader should not do this	15%	17%	12%	6%	11%	11%	12%	14%	18%	5%
Support strikes by trade unions over public sector pay and jobs	New leader should do this	55%	79%	76%	77%	73%	61%	85%	58%	79%	95%
	New leader should not do this	45%	21%	24%	23%	27%	39%	15%	42%	21%	5%
Defend the record of the last Labour government, especially on the economy	New leader should do this	73%	79%	81%	77%	76%	77%	81%	69%	86%	91%
	New leader should not do this	27%	21%	19%	23%	24%	23%	19%	31%	14%	9%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	New leader should do this	80%	87%	80%	83%	81%	87%	92%	80%	75%	85%
	New leader should not do this	20%	13%	20%	17%	19%	13%	8%	20%	25%	15%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Union Membership							
		NUM	TSSA	UCATT	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW
Apologise to voters for the mistakes made by the last Labour government	New leader should do this	70%	76%	74%	49%	52%	58%	79%	64%
	New leader should not do this	30%	24%	26%	51%	48%	42%	21%	36%
Oppose all public spending cuts	New leader should do this	72%	67%	70%	46%	41%	53%	75%	44%
	New leader should not do this	28%	33%	30%	54%	59%	47%	25%	56%
Introduce more policies designed to restore support among core Labour supporters	New leader should do this	83%	76%	84%	91%	90%	90%	86%	86%
	New leader should not do this	18%	24%	16%	9%	10%	10%	14%	14%
Introduce policies designed to restore support among swing voters	New leader should do this	95%	91%	88%	85%	87%	87%	89%	90%
	New leader should not do this	5%	9%	12%	15%	13%	13%	11%	10%
Support strikes by trade unions over public sector pay and jobs	New leader should do this	75%	73%	79%	59%	45%	66%	75%	58%
	New leader should not do this	25%	27%	21%	41%	55%	34%	25%	42%
Defend the record of the last Labour government, especially on the economy	New leader should do this	76%	79%	84%	65%	69%	74%	72%	69%
	New leader should not do this	24%	21%	16%	35%	31%	26%	28%	31%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	New leader should do this	84%	77%	88%	81%	80%	82%	92%	71%
	New leader should not do this	16%	23%	12%	19%	20%	18%	8%	29%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Voting History at General Elections	
		Only ever voted for Labour	Voted for a number of different parties
Apologise to voters for the mistakes made by the last Labour government	New leader should do this	50%	50%
	New leader should not do this	50%	50%
Oppose all public spending cuts	New leader should do this	47%	39%
	New leader should not do this	53%	61%
Introduce more policies designed to restore support among core Labour supporters	New leader should do this	90%	88%
	New leader should not do this	10%	12%
Introduce policies designed to restore support among swing voters	New leader should do this	86%	85%
	New leader should not do this	14%	15%
Support strikes by trade unions over public sector pay and jobs	New leader should do this	54%	53%
	New leader should not do this	46%	47%
Defend the record of the last Labour government, especially on the economy	New leader should do this	72%	64%
	New leader should not do this	28%	36%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	New leader should do this	80%	78%
	New leader should not do this	20%	22%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	New leader should do this	90%	89%	92%	82%	86%	88%	94%	95%	95%
	New leader should not do this	10%	11%	8%	18%	14%	12%	6%	5%	5%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	New leader should do this	85%	83%	87%	79%	85%	85%	88%	84%	84%
	New leader should not do this	15%	17%	13%	21%	15%	15%	12%	16%	16%

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	New leader should do this	90%	90%	91%	91%	87%	89%	91%	91%	96%
	New leader should not do this	10%	10%	9%	9%	13%	11%	9%	9%	4%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	New leader should do this	79%	85%	89%	88%	82%	86%	86%	84%	87%
	New leader should not do this	21%	15%	11%	12%	18%	14%	14%	16%	13%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	New leader should do this	90%	92%	89%	88%	90%	95%	78%
	New leader should not do this	10%	8%	11%	12%	10%	5%	22%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	New leader should do this	87%	85%	71%	86%	83%	82%	77%
	New leader should not do this	13%	15%	29%	14%	17%	18%	23%

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Housing Tenure						
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	New leader should do this	94%	91%	89%	91%	83%	92%	83%
	New leader should not do this	6%	9%	11%	9%	17%	8%	17%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	New leader should do this	83%	85%	89%	92%	84%	92%	80%
	New leader should not do this	17%	15%	11%	8%	16%	8%	20%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Party Membership	Union Membership								
		Labour Party	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	New leader should do this	88%	78%	82%	87%	80%	90%	88%	91%	79%	82%
	New leader should not do this	12%	22%	18%	13%	20%	10%	12%	9%	21%	18%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	New leader should do this	83%	85%	77%	94%	84%	91%	88%	87%	79%	86%
	New leader should not do this	17%	15%	23%	6%	16%	9%	12%	13%	21%	14%

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Union Membership							
		NUM	TSSA	UCATT	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	New leader should do this	83%	79%	86%	92%	94%	91%	86%	91%
	New leader should not do this	18%	21%	14%	8%	6%	9%	14%	9%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	New leader should do this	80%	88%	86%	87%	84%	93%	90%	89%
	New leader should not do this	20%	12%	14%	13%	16%	7%	10%	11%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

The result of the Labour leadership contest will be announced on 25 September. Here are some things that have been suggested the new Labour leader should do once he or she is elected to start winning back support. Please say whether you think the new leader should, or should not, do each one.

		Voting History at General Elections	
		Only ever voted for Labour	Voted for a number of different parties
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	New leader should do this	90%	91%
	New leader should not do this	10%	9%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	New leader should do this	86%	84%
	New leader should not do this	14%	16%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Scrapping university tuition fees and introducing a new graduate tax	Strongly support	26%	26%	26%	18%	25%	25%	27%	28%	32%
	Somewhat support	45%	46%	45%	40%	40%	47%	48%	47%	50%
	Somewhat oppose	21%	21%	20%	24%	27%	21%	17%	19%	11%
	Strongly oppose	8%	8%	8%	19%	9%	6%	8%	6%	7%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as it currently the case	Strongly support	44%	48%	40%	28%	39%	43%	49%	49%	51%
	Somewhat support	37%	34%	40%	41%	43%	38%	30%	35%	34%
	Somewhat oppose	15%	13%	16%	24%	13%	15%	15%	11%	12%
	Strongly oppose	5%	5%	4%	6%	5%	4%	5%	4%	3%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent	Strongly support	32%	34%	31%	28%	27%	30%	36%	36%	39%
	Somewhat support	32%	30%	35%	42%	36%	35%	28%	29%	27%
	Somewhat oppose	26%	24%	29%	23%	28%	25%	28%	27%	25%
	Strongly oppose	9%	12%	6%	7%	9%	10%	9%	8%	9%
Increase the minimum wage to more than £7 per hour	Strongly support	54%	50%	58%	46%	52%	51%	56%	59%	59%
	Somewhat support	35%	36%	33%	35%	35%	37%	34%	35%	28%
	Somewhat oppose	10%	11%	8%	16%	10%	11%	9%	5%	12%
	Strongly oppose	2%	3%	1%	3%	3%	2%	1%	2%	1%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	50%	51%	49%	29%	41%	46%	60%	60%	58%
	Somewhat support	35%	33%	36%	44%	39%	41%	26%	29%	33%
	Somewhat oppose	12%	13%	11%	24%	16%	10%	10%	9%	7%
	Strongly oppose	3%	3%	3%	4%	4%	4%	3%	2%	2%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	57%	57%	57%	37%	57%	54%	59%	63%	66%
	Somewhat support	32%	31%	33%	40%	30%	33%	32%	32%	27%
	Somewhat oppose	9%	10%	8%	22%	9%	11%	7%	4%	6%
	Strongly oppose	2%	2%	2%	1%	3%	2%	2%	2%	1%

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Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Scrapping university tuition fees and introducing a new graduate tax	Strongly support	27%	25%	27%	24%	27%	24%	26%	29%	25%
	Somewhat support	46%	45%	46%	45%	46%	46%	46%	40%	44%
	Somewhat oppose	18%	22%	21%	22%	18%	24%	19%	22%	24%
	Strongly oppose	9%	8%	6%	9%	9%	6%	8%	9%	7%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as it currently the case	Strongly support	43%	44%	45%	42%	44%	42%	43%	51%	45%
	Somewhat support	37%	38%	36%	36%	34%	38%	39%	30%	40%
	Somewhat oppose	14%	15%	13%	17%	17%	14%	14%	14%	12%
	Strongly oppose	6%	3%	6%	5%	5%	5%	5%	4%	3%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent	Strongly support	39%	33%	27%	27%	35%	28%	31%	30%	39%
	Somewhat support	30%	33%	34%	31%	34%	36%	31%	30%	29%
	Somewhat oppose	22%	27%	26%	33%	23%	27%	28%	30%	25%
	Strongly oppose	8%	7%	12%	9%	8%	9%	10%	11%	8%
Increase the minimum wage to more than £7 per hour	Strongly support	51%	52%	55%	61%	54%	52%	53%	58%	56%
	Somewhat support	36%	36%	35%	27%	36%	34%	36%	28%	34%
	Somewhat oppose	11%	10%	8%	9%	8%	12%	9%	12%	9%
	Strongly oppose	2%	2%	1%	3%	3%	2%	2%	2%	1%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	44%	50%	55%	53%	44%	50%	51%	55%	57%
	Somewhat support	38%	36%	32%	33%	38%	31%	38%	30%	26%
	Somewhat oppose	13%	12%	11%	12%	15%	14%	8%	11%	13%
	Strongly oppose	5%	3%	2%	3%	3%	4%	3%	4%	4%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	58%	56%	59%	54%	51%	57%	59%	62%	63%
	Somewhat support	31%	32%	30%	35%	36%	32%	32%	26%	27%
	Somewhat oppose	9%	9%	8%	9%	11%	9%	8%	10%	9%
	Strongly oppose	1%	2%	3%	2%	3%	2%	2%	2%	2%

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Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Scrapping university tuition fees and introducing a new graduate tax	Strongly support	26%	27%	21%	29%	31%	26%	23%
	Somewhat support	45%	44%	53%	43%	44%	51%	35%
	Somewhat oppose	21%	24%	18%	20%	18%	16%	23%
	Strongly oppose	8%	5%	8%	8%	6%	6%	19%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as it currently the case	Strongly support	44%	40%	39%	49%	47%	48%	34%
	Somewhat support	37%	39%	29%	31%	40%	34%	35%
	Somewhat oppose	14%	16%	18%	16%	8%	13%	22%
	Strongly oppose	4%	4%	13%	4%	5%	5%	9%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent	Strongly support	31%	29%	37%	42%	26%	38%	28%
	Somewhat support	32%	37%	37%	24%	38%	25%	41%
	Somewhat oppose	27%	27%	18%	24%	28%	27%	22%
	Strongly oppose	10%	6%	8%	11%	8%	10%	9%
Increase the minimum wage to more than £7 per hour	Strongly support	50%	60%	70%	73%	59%	57%	43%
	Somewhat support	38%	33%	19%	21%	26%	32%	38%
	Somewhat oppose	10%	8%	8%	2%	13%	9%	14%
	Strongly oppose	2%	0%	3%	4%	1%	2%	4%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	48%	51%	58%	58%	57%	61%	26%
	Somewhat support	37%	36%	24%	27%	37%	27%	39%
	Somewhat oppose	12%	12%	8%	12%	4%	10%	32%
	Strongly oppose	4%	2%	11%	2%	3%	2%	3%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	57%	56%	55%	62%	62%	65%	35%
	Somewhat support	33%	33%	26%	31%	24%	28%	35%
	Somewhat oppose	9%	9%	16%	6%	12%	5%	25%
	Strongly oppose	2%	2%	3%	1%	3%	1%	4%

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Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Scrapping university tuition fees and introducing a new graduate tax	Strongly support	28%	26%	24%	34%	27%	8%	15%	28%
	Somewhat support	47%	48%	44%	41%	38%	67%	37%	43%
	Somewhat oppose	20%	20%	24%	17%	23%	25%	27%	21%
	Strongly oppose	6%	7%	9%	8%	11%	0%	21%	8%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as it currently the case	Strongly support	45%	45%	39%	47%	44%	33%	35%	44%
	Somewhat support	37%	37%	39%	33%	35%	50%	37%	36%
	Somewhat oppose	15%	14%	13%	11%	17%	17%	22%	15%
	Strongly oppose	3%	4%	9%	9%	4%	0%	7%	6%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent	Strongly support	35%	31%	24%	33%	39%	25%	22%	34%
	Somewhat support	31%	32%	40%	29%	32%	50%	38%	34%
	Somewhat oppose	25%	27%	28%	28%	21%	25%	30%	25%
	Strongly oppose	9%	9%	8%	10%	9%	0%	10%	8%
Increase the minimum wage to more than £7 per hour	Strongly support	56%	52%	58%	61%	56%	42%	42%	55%
	Somewhat support	34%	36%	32%	28%	32%	50%	40%	33%
	Somewhat oppose	9%	10%	7%	8%	11%	8%	15%	10%
	Strongly oppose	1%	2%	3%	3%	1%	0%	2%	2%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	55%	49%	49%	59%	47%	33%	30%	47%
	Somewhat support	33%	35%	39%	26%	36%	67%	44%	35%
	Somewhat oppose	9%	13%	9%	10%	13%	0%	22%	14%
	Strongly oppose	2%	3%	4%	5%	4%	0%	4%	4%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	56%	59%	53%	66%	56%	50%	47%	55%
	Somewhat support	35%	30%	31%	25%	35%	50%	27%	32%
	Somewhat oppose	7%	9%	11%	7%	8%	0%	22%	11%
	Strongly oppose	2%	2%	4%	2%	1%	0%	3%	3%

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Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Union Membership										
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA
Scrapping university tuition fees and introducing a new graduate tax	Strongly support	43%	42%	52%	42%	37%	42%	27%	36%	57%	49%	43%
	Somewhat support	30%	38%	32%	36%	46%	35%	47%	49%	30%	34%	34%
	Somewhat oppose	23%	19%	16%	18%	13%	23%	21%	15%	13%	15%	20%
	Strongly oppose	4%	2%	0%	4%	4%	0%	5%	0%	0%	2%	3%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as it currently the case	Strongly support	33%	44%	39%	33%	46%	38%	48%	42%	45%	46%	44%
	Somewhat support	48%	48%	58%	60%	39%	58%	37%	47%	50%	46%	44%
	Somewhat oppose	20%	6%	0%	4%	9%	0%	12%	8%	5%	5%	6%
	Strongly oppose	0%	2%	3%	2%	6%	4%	3%	3%	0%	2%	6%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent	Strongly support	42%	47%	37%	36%	32%	38%	29%	31%	48%	32%	43%
	Somewhat support	47%	36%	37%	51%	38%	54%	33%	67%	52%	51%	40%
	Somewhat oppose	9%	13%	13%	13%	20%	8%	25%	3%	0%	12%	17%
	Strongly oppose	2%	4%	13%	0%	11%	0%	13%	0%	0%	5%	0%
Increase the minimum wage to more than £7 per hour	Strongly support	59%	58%	57%	43%	62%	48%	60%	58%	59%	53%	53%
	Somewhat support	35%	34%	30%	45%	31%	44%	33%	39%	41%	43%	41%
	Somewhat oppose	4%	8%	10%	11%	6%	8%	6%	3%	0%	5%	3%
	Strongly oppose	2%	0%	3%	0%	1%	0%	1%	0%	0%	0%	3%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	40%	42%	39%	31%	55%	31%	49%	42%	50%	44%	47%
	Somewhat support	49%	48%	52%	47%	35%	62%	40%	50%	50%	46%	44%
	Somewhat oppose	11%	10%	3%	22%	10%	8%	7%	8%	0%	10%	9%
	Strongly oppose	0%	0%	6%	0%	1%	0%	4%	0%	0%	0%	0%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	50%	56%	45%	49%	55%	42%	59%	42%	50%	49%	44%
	Somewhat support	46%	33%	48%	40%	39%	50%	26%	39%	45%	39%	47%
	Somewhat oppose	4%	10%	6%	11%	4%	8%	13%	16%	5%	7%	6%
	Strongly oppose	0%	2%	0%	0%	1%	0%	3%	3%	0%	5%	3%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Union Membership						Voting History at General Elections	
		UCATT	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Scrapping university tuition fees and introducing a new graduate tax	Strongly support	38%	26%	26%	38%	48%	25%	26%	25%
	Somewhat support	43%	45%	49%	38%	28%	44%	45%	47%
	Somewhat oppose	19%	21%	19%	18%	21%	24%	21%	20%
	Strongly oppose	0%	9%	6%	7%	3%	7%	8%	8%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as it currently the case	Strongly support	40%	43%	48%	43%	45%	45%	45%	43%
	Somewhat support	47%	41%	36%	38%	48%	36%	37%	37%
	Somewhat oppose	14%	12%	13%	14%	7%	15%	14%	15%
	Strongly oppose	0%	4%	3%	5%	0%	4%	4%	5%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent	Strongly support	38%	35%	32%	33%	48%	28%	31%	34%
	Somewhat support	52%	34%	29%	32%	38%	37%	33%	32%
	Somewhat oppose	10%	25%	26%	29%	10%	27%	26%	26%
	Strongly oppose	0%	7%	14%	6%	3%	8%	10%	8%
Increase the minimum wage to more than £7 per hour	Strongly support	48%	51%	53%	60%	50%	61%	56%	50%
	Somewhat support	40%	38%	36%	35%	50%	31%	33%	37%
	Somewhat oppose	12%	9%	8%	5%	0%	7%	9%	11%
	Strongly oppose	0%	2%	3%	0%	0%	1%	2%	2%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	40%	50%	54%	53%	45%	46%	50%	50%
	Somewhat support	53%	36%	33%	39%	48%	40%	34%	36%
	Somewhat oppose	5%	11%	9%	7%	3%	11%	13%	11%
	Strongly oppose	2%	3%	4%	1%	3%	3%	3%	4%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	56%	58%	60%	62%	64%	56%	59%	54%
	Somewhat support	37%	36%	31%	31%	32%	31%	30%	35%
	Somewhat oppose	7%	5%	8%	4%	0%	9%	9%	8%
	Strongly oppose	0%	1%	2%	3%	4%	4%	2%	3%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Re-nationalise the railways	Strongly support	37%	40%	35%	30%	33%	34%	43%	42%	41%
	Somewhat support	41%	38%	44%	45%	44%	44%	38%	40%	37%
	Somewhat oppose	17%	17%	18%	22%	18%	18%	16%	16%	15%
	Strongly oppose	4%	5%	3%	2%	4%	5%	4%	3%	6%
Introduce a new 10% tax on people's estates when they die, on top of Inheritance Tax, to fund long term care for the elderly	Strongly support	20%	24%	16%	19%	19%	17%	19%	24%	27%
	Somewhat support	33%	35%	32%	32%	33%	31%	33%	35%	38%
	Somewhat oppose	30%	25%	35%	32%	30%	33%	29%	29%	24%
	Strongly oppose	17%	16%	18%	17%	18%	19%	18%	13%	10%

Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Re-nationalise the railways	Strongly support	35%	40%	39%	34%	38%	35%	38%	34%	41%
	Somewhat support	42%	41%	40%	44%	41%	41%	43%	40%	37%
	Somewhat oppose	18%	16%	18%	18%	16%	20%	16%	23%	16%
	Strongly oppose	5%	4%	4%	4%	5%	4%	3%	3%	6%
Introduce a new 10% tax on people's estates when they die, on top of Inheritance Tax, to fund long term care for the elderly	Strongly support	22%	18%	22%	18%	19%	21%	20%	22%	20%
	Somewhat support	34%	32%	34%	35%	34%	32%	34%	32%	32%
	Somewhat oppose	29%	31%	29%	31%	32%	32%	28%	26%	32%
	Strongly oppose	14%	19%	15%	17%	16%	15%	18%	19%	16%

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Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Re-nationalise the railways	Strongly support	37%	34%	58%	48%	34%	43%	28%
	Somewhat support	42%	42%	26%	45%	37%	38%	48%
	Somewhat oppose	17%	21%	13%	6%	25%	14%	20%
	Strongly oppose	4%	2%	3%	1%	4%	5%	4%
Introduce a new 10% tax on people's estates when they die, on top of Inheritance Tax, to fund long term care for the elderly	Strongly support	20%	16%	26%	21%	24%	26%	14%
	Somewhat support	33%	34%	39%	25%	36%	34%	35%
	Somewhat oppose	29%	33%	21%	35%	26%	28%	35%
	Strongly oppose	18%	17%	13%	19%	14%	13%	16%

Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Re-nationalise the railways	Strongly support	38%	36%	36%	42%	44%	17%	30%	36%
	Somewhat support	42%	42%	40%	42%	37%	67%	45%	42%
	Somewhat oppose	17%	18%	19%	12%	16%	17%	22%	17%
	Strongly oppose	4%	4%	4%	5%	4%	0%	3%	5%
Introduce a new 10% tax on people's estates when they die, on top of Inheritance Tax, to fund long term care for the elderly	Strongly support	23%	17%	21%	31%	23%	25%	12%	24%
	Somewhat support	33%	33%	36%	41%	30%	50%	31%	35%
	Somewhat oppose	29%	32%	28%	19%	30%	17%	34%	27%
	Strongly oppose	15%	18%	15%	9%	17%	8%	23%	13%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Union Membership										
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA
Re-nationalise the railways	Strongly support	51%	52%	45%	47%	54%	46%	41%	42%	59%	51%	65%
	Somewhat support	28%	35%	39%	31%	32%	42%	39%	42%	36%	34%	26%
	Somewhat oppose	17%	10%	10%	20%	12%	12%	13%	13%	5%	12%	9%
	Strongly oppose	4%	4%	6%	2%	2%	0%	7%	3%	0%	2%	0%
Introduce a new 10% tax on people's estates when they die, on top of Inheritance Tax, to fund long term care for the elderly	Strongly support	41%	40%	50%	42%	32%	58%	23%	46%	61%	39%	40%
	Somewhat support	35%	35%	27%	42%	30%	23%	38%	38%	30%	41%	34%
	Somewhat oppose	20%	19%	17%	11%	23%	19%	24%	8%	4%	12%	11%
	Strongly oppose	4%	6%	7%	4%	15%	0%	15%	8%	4%	7%	14%

Here are some policies that have been proposed by various candidates for the Labour leadership. Please can you say whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one:

		Union Membership						Voting History at General Elections	
		UCATT	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Re-nationalise the railways	Strongly support	49%	39%	41%	40%	55%	38%	39%	35%
	Somewhat support	37%	44%	37%	44%	24%	44%	42%	41%
	Somewhat oppose	12%	14%	19%	14%	21%	17%	16%	19%
	Strongly oppose	2%	4%	4%	2%	0%	1%	4%	5%
Introduce a new 10% tax on people's estates when they die, on top of Inheritance Tax, to fund long term care for the elderly	Strongly support	40%	20%	23%	29%	59%	25%	20%	21%
	Somewhat support	28%	32%	32%	28%	28%	28%	34%	32%
	Somewhat oppose	19%	31%	27%	25%	14%	25%	31%	28%
	Strongly oppose	14%	17%	18%	19%	0%	23%	15%	19%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Thinking about Labour's chances at the next general election, scheduled for May 2015, which of the following statements comes closest to your view?

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
The coalition government will prove so unpopular in five years' time that the Labour Party will probably win the next general election without having to change fundamentally	53%	54%	53%	56%	56%	50%	53%	50%	59%	53%	53%	54%	53%
The Labour Party needs to change quite fundamentally before it will win back enough support to win a general election, even if the coalition government is unpopular in five years' time	47%	46%	47%	44%	44%	50%	47%	50%	41%	47%	47%	46%	47%

Thinking about Labour's chances at the next general election, scheduled for May 2015, which of the following statements comes closest to your view?

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
The coalition government will prove so unpopular in five years' time that the Labour Party will probably win the next general election without having to change fundamentally	51%	55%	53%	53%	55%
The Labour Party needs to change quite fundamentally before it will win back enough support to win a general election, even if the coalition government is unpopular in five years' time	49%	45%	47%	47%	45%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Thinking about Labour's chances at the next general election, scheduled for May 2015, which of the following statements comes closest to your view?

	Working Status						
	Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
The coalition government will prove so unpopular in five years' time that the Labour Party will probably win the next general election without having to change fundamentally	53%	48%	56%	56%	58%	55%	58%
The Labour Party needs to change quite fundamentally before it will win back enough support to win a general election, even if the coalition government is unpopular in five years' time	47%	52%	44%	44%	42%	45%	42%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Thinking about Labour's chances at the next general election, scheduled for May 2015, which of the following statements comes closest to your view?

	Housing Tenure							Party Membership
	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
The coalition government will prove so unpopular in five years' time that the Labour Party will probably win the next general election without having to change fundamentally	54%	51%	58%	56%	54%	67%	58%	54%
The Labour Party needs to change quite fundamentally before it will win back enough support to win a general election, even if the coalition government is unpopular in five years' time	46%	49%	42%	44%	46%	33%	42%	46%

Thinking about Labour's chances at the next general election, scheduled for May 2015, which of the following statements comes closest to your view?

	Union Membership											
	ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM	TSSA	UCATT
The coalition government will prove so unpopular in five years' time that the Labour Party will probably win the next general election without having to change fundamentally	43%	49%	42%	53%	51%	42%	50%	46%	43%	59%	40%	49%
The Labour Party needs to change quite fundamentally before it will win back enough support to win a general election, even if the coalition government is unpopular in five years' time	57%	51%	58%	47%	49%	58%	50%	54%	57%	41%	60%	51%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Thinking about Labour's chances at the next general election, scheduled for May 2015, which of the following statements comes closest to your view?

	Union Membership					Voting History at General Elections	
	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
The coalition government will prove so unpopular in five years' time that the Labour Party will probably win the next general election without having to change fundamentally	54%	49%	53%	48%	50%	54%	51%
The Labour Party needs to change quite fundamentally before it will win back enough support to win a general election, even if the coalition government is unpopular in five years' time	46%	51%	47%	52%	50%	46%	49%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
On balance, immigration into Britain has brought more benefits than costs	Strongly agree	15%	18%	12%	17%	19%	13%	13%	15%	17%
	Somewhat agree	30%	29%	31%	40%	31%	29%	26%	27%	40%
	Somewhat disagree	28%	26%	31%	31%	25%	28%	30%	32%	26%
	Strongly disagree	26%	26%	26%	12%	25%	30%	31%	26%	17%
So far people in the private sector have been hit hardest by the recession in terms of pay cuts and job losses, while public sector employees have been largely protected with job security and generous pensions	Strongly agree	19%	20%	18%	18%	22%	19%	17%	16%	20%
	Somewhat agree	37%	38%	36%	45%	41%	39%	34%	34%	31%
	Somewhat disagree	30%	29%	30%	28%	25%	27%	31%	35%	38%
	Strongly disagree	14%	12%	16%	9%	12%	15%	18%	15%	11%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	17%	19%	15%	21%	21%	16%	15%	16%	12%
	Somewhat agree	50%	50%	51%	51%	49%	54%	52%	46%	46%
	Somewhat disagree	27%	25%	29%	26%	25%	25%	26%	31%	36%
	Strongly disagree	5%	5%	5%	2%	5%	4%	6%	7%	6%
The government should intervene to try and make society more equal, even if this means reducing living standards for those at the top as well as raising them for those at the bottom	Strongly agree	37%	39%	35%	25%	30%	35%	38%	44%	50%
	Somewhat agree	43%	42%	45%	42%	46%	45%	45%	38%	41%
	Somewhat disagree	17%	17%	17%	26%	19%	17%	14%	17%	8%
	Strongly disagree	3%	3%	4%	6%	4%	3%	3%	1%	1%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	34%	35%	34%	24%	30%	31%	36%	43%	45%
	Somewhat agree	37%	37%	36%	44%	36%	41%	36%	34%	29%
	Somewhat disagree	25%	25%	26%	29%	30%	24%	24%	21%	24%
	Strongly disagree	4%	3%	4%	4%	4%	5%	4%	2%	2%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
On balance, immigration into Britain has brought more benefits than costs	Strongly agree	26%	15%	9%	9%	21%	15%	11%	15%	16%
	Somewhat agree	35%	33%	27%	21%	35%	29%	28%	22%	34%
	Somewhat disagree	24%	29%	29%	32%	25%	31%	30%	27%	26%
	Strongly disagree	15%	22%	35%	38%	18%	25%	30%	36%	25%
So far people in the private sector have been hit hardest by the recession in terms of pay cuts and job losses, while public sector employees have been largely protected with job security and generous pensions	Strongly agree	16%	19%	21%	19%	18%	22%	17%	21%	19%
	Somewhat agree	31%	35%	43%	45%	37%	40%	36%	39%	36%
	Somewhat disagree	36%	29%	26%	28%	33%	25%	31%	26%	29%
	Strongly disagree	17%	17%	10%	9%	13%	13%	16%	14%	16%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	17%	16%	18%	19%	21%	15%	16%	21%	14%
	Somewhat agree	47%	53%	51%	48%	48%	53%	52%	44%	51%
	Somewhat disagree	30%	25%	26%	30%	25%	28%	27%	29%	32%
	Strongly disagree	6%	6%	5%	4%	7%	3%	6%	6%	4%
The government should intervene to try and make society more equal, even if this means reducing living standards for those at the top as well as raising them for those at the bottom	Strongly agree	40%	36%	33%	40%	37%	35%	36%	44%	37%
	Somewhat agree	43%	43%	45%	43%	42%	46%	44%	40%	43%
	Somewhat disagree	15%	18%	18%	13%	18%	17%	16%	14%	16%
	Strongly disagree	2%	3%	4%	5%	4%	2%	3%	3%	5%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	32%	35%	35%	37%	32%	36%	35%	39%	33%
	Somewhat agree	32%	38%	40%	37%	36%	36%	37%	34%	40%
	Somewhat disagree	32%	24%	22%	22%	27%	25%	25%	22%	25%
	Strongly disagree	4%	3%	3%	4%	5%	3%	3%	5%	3%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
On balance, immigration into Britain has brought more benefits than costs	Strongly agree	16%	11%	23%	24%	14%	15%	15%
	Somewhat agree	29%	32%	33%	23%	23%	36%	34%
	Somewhat disagree	27%	32%	21%	23%	29%	30%	34%
	Strongly disagree	28%	25%	23%	31%	34%	19%	18%
So far people in the private sector have been hit hardest by the recession in terms of pay cuts and job losses, while public sector employees have been largely protected with job security and generous pensions	Strongly agree	19%	23%	18%	14%	20%	15%	16%
	Somewhat agree	36%	39%	47%	38%	46%	33%	41%
	Somewhat disagree	28%	29%	32%	35%	22%	37%	35%
	Strongly disagree	16%	9%	3%	13%	12%	15%	9%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	17%	16%	18%	20%	17%	14%	22%
	Somewhat agree	51%	51%	41%	52%	52%	48%	43%
	Somewhat disagree	26%	29%	31%	21%	27%	31%	30%
	Strongly disagree	5%	4%	10%	6%	4%	6%	4%
The government should intervene to try and make society more equal, even if this means reducing living standards for those at the top as well as raising them for those at the bottom	Strongly agree	34%	36%	37%	42%	32%	49%	35%
	Somewhat agree	45%	45%	37%	44%	51%	36%	35%
	Somewhat disagree	17%	16%	26%	13%	16%	14%	19%
	Strongly disagree	4%	3%	0%	1%	1%	1%	10%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	33%	34%	28%	40%	43%	44%	16%
	Somewhat agree	38%	37%	44%	35%	32%	32%	35%
	Somewhat disagree	26%	25%	26%	21%	21%	22%	41%
	Strongly disagree	4%	3%	3%	4%	4%	2%	7%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
On balance, immigration into Britain has brought more benefits than costs	Strongly agree	16%	14%	12%	18%	20%	17%	13%	21%
	Somewhat agree	30%	30%	26%	25%	30%	67%	37%	36%
	Somewhat disagree	31%	29%	31%	21%	27%	0%	24%	23%
	Strongly disagree	23%	27%	30%	36%	22%	17%	27%	20%
So far people in the private sector have been hit hardest by the recession in terms of pay cuts and job losses, while public sector employees have been largely protected with job security and generous pensions	Strongly agree	21%	17%	21%	23%	18%	0%	18%	22%
	Somewhat agree	40%	35%	48%	40%	33%	67%	38%	40%
	Somewhat disagree	27%	31%	23%	23%	37%	25%	29%	28%
	Strongly disagree	12%	17%	8%	15%	12%	8%	14%	9%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	16%	15%	26%	20%	19%	8%	20%	21%
	Somewhat agree	50%	53%	50%	43%	46%	42%	47%	47%
	Somewhat disagree	29%	27%	22%	29%	27%	50%	29%	27%
	Strongly disagree	6%	5%	2%	8%	7%	0%	3%	5%
The government should intervene to try and make society more equal, even if this means reducing living standards for those at the top as well as raising them for those at the bottom	Strongly agree	40%	33%	40%	50%	40%	33%	26%	40%
	Somewhat agree	43%	45%	40%	40%	39%	58%	51%	41%
	Somewhat disagree	15%	19%	18%	5%	16%	8%	17%	16%
	Strongly disagree	2%	3%	2%	5%	4%	0%	6%	3%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	38%	32%	36%	43%	33%	33%	28%	32%
	Somewhat agree	36%	37%	36%	36%	39%	50%	35%	37%
	Somewhat disagree	23%	27%	23%	15%	25%	17%	32%	27%
	Strongly disagree	3%	3%	5%	6%	3%	0%	4%	4%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Union Membership									
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM
On balance, immigration into Britain has brought more benefits than costs	Strongly agree	36%	38%	35%	36%	21%	38%	18%	28%	48%	24%
	Somewhat agree	36%	43%	42%	40%	31%	58%	31%	56%	43%	44%
	Somewhat disagree	15%	15%	10%	16%	24%	4%	23%	5%	4%	17%
	Strongly disagree	13%	4%	13%	9%	23%	0%	29%	10%	4%	15%
So far people in the private sector have been hit hardest by the recession in terms of pay cuts and job losses, while public sector employees have been largely protected with job security and generous pensions	Strongly agree	36%	31%	42%	33%	22%	35%	25%	32%	36%	37%
	Somewhat agree	47%	40%	48%	53%	46%	58%	35%	50%	55%	39%
	Somewhat disagree	15%	25%	6%	13%	21%	4%	27%	13%	9%	20%
	Strongly disagree	2%	4%	3%	0%	11%	4%	12%	5%	0%	5%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	38%	38%	38%	35%	23%	48%	23%	32%	52%	40%
	Somewhat agree	40%	46%	52%	44%	54%	40%	49%	54%	48%	43%
	Somewhat disagree	16%	12%	7%	19%	17%	12%	22%	8%	0%	13%
	Strongly disagree	7%	4%	3%	2%	6%	0%	6%	5%	0%	5%
The government should intervene to try and make society more equal, even if this means reducing living standards for those at the top as well as raising them for those at the bottom	Strongly agree	43%	40%	45%	36%	36%	42%	39%	36%	52%	44%
	Somewhat agree	47%	42%	42%	51%	45%	38%	44%	49%	48%	46%
	Somewhat disagree	11%	13%	13%	13%	16%	19%	15%	10%	0%	10%
	Strongly disagree	0%	6%	0%	0%	3%	0%	2%	5%	0%	0%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	48%	53%	48%	43%	51%	52%	38%	49%	64%	49%
	Somewhat agree	37%	37%	45%	39%	34%	36%	35%	38%	36%	41%
	Somewhat disagree	13%	10%	6%	18%	14%	12%	23%	13%	0%	10%
	Strongly disagree	2%	0%	0%	0%	1%	0%	4%	0%	0%	0%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Union Membership						Voting History at General Elections		
		TSSA	UCATT	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
On balance, immigration into Britain has brought more benefits than costs	Strongly agree	34%	30%	13%	17%	17%	38%	18%	15%	15%
	Somewhat agree	31%	47%	29%	31%	28%	41%	22%	31%	29%
	Somewhat disagree	9%	12%	33%	30%	21%	14%	30%	27%	30%
	Strongly disagree	26%	12%	25%	22%	33%	7%	29%	26%	26%
So far people in the private sector have been hit hardest by the recession in terms of pay cuts and job losses, while public sector employees have been largely protected with job security and generous pensions	Strongly agree	29%	33%	13%	21%	26%	41%	31%	19%	19%
	Somewhat agree	44%	44%	31%	40%	46%	45%	47%	38%	36%
	Somewhat disagree	21%	16%	34%	30%	19%	7%	19%	29%	30%
	Strongly disagree	6%	7%	23%	9%	9%	7%	4%	14%	15%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	33%	36%	14%	16%	24%	37%	19%	16%	19%
	Somewhat agree	52%	48%	52%	51%	55%	52%	47%	50%	51%
	Somewhat disagree	12%	14%	29%	25%	19%	4%	27%	28%	26%
	Strongly disagree	3%	2%	5%	8%	2%	7%	7%	6%	5%
The government should intervene to try and make society more equal, even if this means reducing living standards for those at the top as well as raising them for those at the bottom	Strongly agree	34%	45%	39%	34%	34%	48%	33%	37%	36%
	Somewhat agree	49%	45%	42%	47%	50%	45%	50%	44%	42%
	Somewhat disagree	14%	10%	16%	16%	11%	7%	16%	16%	17%
	Strongly disagree	3%	0%	3%	3%	4%	0%	2%	3%	4%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	50%	49%	36%	39%	40%	63%	34%	35%	34%
	Somewhat agree	44%	40%	37%	29%	39%	30%	40%	38%	35%
	Somewhat disagree	3%	9%	23%	28%	18%	7%	24%	24%	28%
	Strongly disagree	3%	2%	3%	4%	3%	0%	2%	4%	3%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
If you work hard, it is possible to be successful in Britain no matter what your background	Strongly agree	27%	28%	27%	33%	32%	27%	23%	27%	23%
	Somewhat agree	42%	44%	41%	41%	42%	43%	43%	41%	46%
	Somewhat disagree	23%	21%	24%	22%	17%	25%	24%	27%	21%
	Strongly disagree	8%	7%	8%	4%	9%	6%	10%	6%	9%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	52%	54%	51%	33%	39%	48%	61%	68%	64%
	Somewhat agree	33%	31%	35%	42%	44%	35%	26%	24%	25%
	Somewhat disagree	12%	13%	12%	19%	14%	15%	10%	7%	8%
	Strongly disagree	3%	3%	2%	6%	3%	2%	3%	1%	3%
Private schools should be banned so that all children have to go through the state system	Strongly agree	19%	21%	16%	19%	21%	17%	17%	17%	27%
	Somewhat agree	29%	29%	28%	33%	28%	27%	25%	33%	31%
	Somewhat disagree	38%	35%	41%	31%	39%	37%	43%	39%	32%
	Strongly disagree	14%	15%	14%	17%	13%	19%	15%	10%	10%
People who live off state benefits should be required to work in the community	Strongly agree	45%	45%	45%	44%	49%	46%	45%	41%	43%
	Somewhat agree	38%	35%	41%	35%	37%	40%	35%	41%	43%
	Somewhat disagree	13%	15%	11%	15%	10%	12%	16%	13%	10%
	Strongly disagree	4%	5%	3%	6%	4%	2%	4%	5%	4%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	22%	24%	21%	20%	26%	25%	19%	20%	17%
	Somewhat agree	45%	41%	50%	59%	49%	48%	45%	36%	35%
	Somewhat disagree	20%	20%	20%	17%	19%	18%	21%	23%	24%
	Strongly disagree	12%	15%	9%	4%	5%	9%	14%	21%	24%
Private company Boards should have to include representatives of their workforce to ensure that workers have a voice in the key decisions affecting them	Strongly agree	42%	43%	41%	28%	34%	38%	47%	48%	56%
	Somewhat agree	48%	46%	50%	53%	52%	53%	44%	45%	36%
	Somewhat disagree	9%	9%	8%	19%	11%	7%	7%	7%	6%
	Strongly disagree	2%	2%	1%	1%	2%	3%	1%	0%	1%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
If you work hard, it is possible to be successful in Britain no matter what your background	Strongly agree	29%	26%	28%	28%	26%	28%	26%	30%	32%
	Somewhat agree	43%	44%	42%	40%	46%	40%	42%	43%	41%
	Somewhat disagree	22%	23%	21%	23%	22%	24%	24%	21%	20%
	Strongly disagree	6%	7%	9%	9%	6%	9%	8%	6%	8%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	51%	52%	54%	52%	46%	52%	55%	57%	55%
	Somewhat agree	33%	33%	32%	33%	36%	32%	32%	29%	30%
	Somewhat disagree	13%	13%	11%	12%	14%	14%	10%	11%	15%
	Strongly disagree	3%	3%	2%	3%	3%	2%	3%	2%	1%
Private schools should be banned so that all children have to go through the state system	Strongly agree	19%	19%	20%	17%	21%	18%	17%	19%	21%
	Somewhat agree	30%	27%	28%	30%	26%	30%	30%	26%	28%
	Somewhat disagree	34%	39%	41%	40%	37%	40%	39%	37%	39%
	Strongly disagree	17%	15%	12%	13%	16%	12%	14%	18%	13%
People who live off state benefits should be required to work in the community	Strongly agree	43%	47%	48%	37%	42%	45%	45%	49%	51%
	Somewhat agree	42%	38%	35%	39%	40%	40%	39%	33%	32%
	Somewhat disagree	12%	11%	13%	18%	15%	12%	12%	13%	12%
	Strongly disagree	3%	4%	4%	6%	4%	3%	4%	5%	5%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	19%	20%	27%	24%	24%	21%	21%	26%	22%
	Somewhat agree	38%	46%	49%	50%	43%	47%	49%	38%	42%
	Somewhat disagree	24%	21%	16%	20%	20%	20%	19%	23%	23%
	Strongly disagree	19%	13%	8%	6%	13%	12%	12%	13%	12%
Private company Boards should have to include representatives of their workforce to ensure that workers have a voice in the key decisions affecting them	Strongly agree	42%	41%	45%	39%	43%	43%	39%	45%	48%
	Somewhat agree	46%	49%	47%	51%	47%	46%	53%	38%	44%
	Somewhat disagree	10%	9%	6%	9%	9%	10%	7%	15%	6%
	Strongly disagree	2%	1%	2%	1%	1%	2%	1%	3%	3%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
If you work hard, it is possible to be successful in Britain no matter what your background	Strongly agree	27%	25%	38%	29%	30%	26%	36%
	Somewhat agree	43%	42%	36%	42%	36%	44%	39%
	Somewhat disagree	22%	25%	21%	21%	26%	24%	16%
	Strongly disagree	8%	7%	5%	8%	8%	6%	9%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	51%	50%	41%	57%	53%	67%	31%
	Somewhat agree	34%	35%	41%	30%	28%	23%	40%
	Somewhat disagree	13%	12%	18%	11%	16%	8%	19%
	Strongly disagree	3%	2%	0%	2%	4%	2%	10%
Private schools should be banned so that all children have to go through the state system	Strongly agree	19%	16%	26%	24%	18%	21%	16%
	Somewhat agree	27%	28%	26%	28%	27%	34%	35%
	Somewhat disagree	39%	43%	33%	41%	44%	33%	29%
	Strongly disagree	15%	14%	15%	7%	10%	12%	19%
People who live off state benefits should be required to work in the community	Strongly agree	50%	46%	31%	20%	23%	42%	36%
	Somewhat agree	37%	40%	38%	45%	38%	40%	43%
	Somewhat disagree	11%	12%	18%	22%	26%	13%	13%
	Strongly disagree	3%	2%	13%	13%	13%	5%	7%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	24%	19%	26%	23%	17%	16%	23%
	Somewhat agree	46%	51%	36%	48%	44%	34%	55%
	Somewhat disagree	19%	20%	23%	17%	25%	26%	12%
	Strongly disagree	10%	10%	15%	13%	14%	23%	10%
Private company Boards should have to include representatives of their workforce to ensure that workers have a voice in the key decisions affecting them	Strongly agree	42%	40%	46%	44%	37%	51%	25%
	Somewhat agree	48%	52%	44%	54%	47%	40%	52%
	Somewhat disagree	8%	8%	10%	2%	13%	8%	22%
	Strongly disagree	2%	1%	0%	0%	3%	1%	1%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
If you work hard, it is possible to be successful in Britain no matter what your background	Strongly agree	28%	26%	29%	28%	30%	25%	33%	31%
	Somewhat agree	42%	43%	38%	41%	39%	50%	46%	42%
	Somewhat disagree	22%	24%	26%	17%	22%	25%	15%	21%
	Strongly disagree	7%	7%	7%	13%	8%	0%	5%	6%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	59%	51%	45%	53%	50%	42%	46%	51%
	Somewhat agree	29%	33%	36%	34%	35%	58%	33%	33%
	Somewhat disagree	10%	13%	17%	11%	14%	0%	13%	13%
	Strongly disagree	2%	3%	2%	3%	1%	0%	8%	3%
Private schools should be banned so that all children have to go through the state system	Strongly agree	21%	16%	20%	27%	21%	25%	15%	22%
	Somewhat agree	30%	26%	33%	28%	31%	42%	29%	31%
	Somewhat disagree	36%	42%	34%	31%	35%	33%	41%	32%
	Strongly disagree	12%	16%	13%	15%	13%	0%	14%	14%
People who live off state benefits should be required to work in the community	Strongly agree	45%	50%	34%	30%	41%	33%	46%	38%
	Somewhat agree	38%	38%	39%	36%	38%	50%	40%	41%
	Somewhat disagree	13%	10%	18%	26%	16%	17%	9%	15%
	Strongly disagree	4%	2%	9%	8%	6%	0%	5%	5%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	20%	23%	23%	25%	25%	17%	19%	26%
	Somewhat agree	38%	47%	54%	50%	45%	50%	52%	40%
	Somewhat disagree	21%	20%	18%	17%	19%	25%	22%	21%
	Strongly disagree	20%	11%	5%	9%	10%	8%	8%	13%
Private company Boards should have to include representatives of their workforce to ensure that workers have a voice in the key decisions affecting them	Strongly agree	46%	40%	39%	50%	45%	25%	25%	42%
	Somewhat agree	46%	50%	48%	43%	43%	75%	54%	45%
	Somewhat disagree	7%	8%	12%	3%	11%	0%	20%	11%
	Strongly disagree	1%	2%	1%	4%	1%	0%	1%	2%

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Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Union Membership									
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM
If you work hard, it is possible to be successful in Britain no matter what your background	Strongly agree	43%	40%	50%	43%	23%	42%	28%	36%	52%	39%
	Somewhat agree	36%	36%	30%	36%	47%	46%	44%	41%	39%	39%
	Somewhat disagree	17%	21%	17%	20%	23%	12%	21%	18%	9%	12%
	Strongly disagree	4%	4%	3%	0%	7%	0%	7%	5%	0%	10%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	53%	46%	42%	40%	66%	42%	50%	39%	50%	46%
	Somewhat agree	32%	31%	45%	44%	24%	42%	32%	45%	41%	37%
	Somewhat disagree	11%	17%	10%	13%	9%	12%	13%	13%	5%	15%
	Strongly disagree	4%	6%	3%	2%	2%	4%	5%	3%	5%	2%
Private schools should be banned so that all children have to go through the state system	Strongly agree	43%	40%	45%	40%	29%	46%	21%	45%	64%	44%
	Somewhat agree	34%	38%	39%	40%	20%	46%	34%	42%	32%	37%
	Somewhat disagree	17%	15%	6%	18%	37%	8%	36%	11%	5%	15%
	Strongly disagree	6%	6%	10%	2%	14%	0%	9%	3%	0%	5%
People who live off state benefits should be required to work in the community	Strongly agree	51%	43%	52%	42%	49%	50%	50%	41%	61%	44%
	Somewhat agree	38%	43%	39%	44%	40%	35%	36%	33%	35%	39%
	Somewhat disagree	9%	11%	6%	9%	10%	12%	13%	15%	4%	12%
	Strongly disagree	2%	2%	3%	4%	1%	4%	1%	10%	0%	5%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	40%	38%	35%	38%	31%	54%	26%	34%	55%	37%
	Somewhat agree	43%	42%	42%	40%	41%	38%	49%	50%	41%	41%
	Somewhat disagree	13%	15%	16%	16%	18%	8%	17%	8%	5%	10%
	Strongly disagree	4%	4%	6%	7%	11%	0%	8%	8%	0%	12%
Private company Boards should have to include representatives of their workforce to ensure that workers have a voice in the key decisions affecting them	Strongly agree	40%	40%	39%	31%	49%	38%	43%	37%	39%	41%
	Somewhat agree	47%	47%	48%	60%	47%	54%	48%	55%	48%	46%
	Somewhat disagree	9%	13%	6%	7%	3%	8%	7%	8%	13%	10%
	Strongly disagree	4%	0%	6%	2%	1%	0%	1%	0%	0%	2%

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Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Union Membership						Voting History at General Elections		
		TSSA	UCATT	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
If you work hard, it is possible to be successful in Britain no matter what your background	Strongly agree	38%	44%	26%	33%	31%	59%	28%	28%	26%
	Somewhat agree	41%	37%	42%	40%	40%	24%	37%	42%	43%
	Somewhat disagree	18%	12%	24%	20%	19%	17%	28%	22%	24%
	Strongly disagree	3%	7%	8%	7%	9%	0%	6%	8%	7%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	44%	49%	55%	52%	55%	45%	38%	54%	49%
	Somewhat agree	44%	37%	31%	27%	34%	41%	44%	33%	32%
	Somewhat disagree	9%	12%	11%	17%	7%	7%	17%	10%	16%
	Strongly disagree	3%	2%	2%	5%	4%	7%	2%	3%	3%
Private schools should be banned so that all children have to go through the state system	Strongly agree	47%	35%	17%	21%	24%	55%	20%	19%	17%
	Somewhat agree	41%	40%	27%	25%	29%	28%	32%	29%	27%
	Somewhat disagree	12%	16%	42%	36%	34%	3%	41%	39%	38%
	Strongly disagree	0%	9%	13%	17%	13%	14%	7%	13%	17%
People who live off state benefits should be required to work in the community	Strongly agree	54%	47%	47%	49%	55%	45%	54%	42%	50%
	Somewhat agree	37%	47%	41%	34%	33%	38%	31%	40%	36%
	Somewhat disagree	9%	5%	10%	13%	9%	17%	11%	14%	11%
	Strongly disagree	0%	2%	2%	4%	4%	0%	4%	4%	3%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	41%	33%	20%	26%	31%	52%	24%	22%	23%
	Somewhat agree	50%	47%	48%	44%	46%	41%	60%	45%	45%
	Somewhat disagree	9%	19%	20%	17%	12%	3%	12%	20%	21%
	Strongly disagree	0%	2%	12%	14%	11%	3%	4%	13%	12%
Private company Boards should have to include representatives of their workforce to ensure that workers have a voice in the key decisions affecting them	Strongly agree	46%	40%	41%	47%	45%	41%	37%	42%	42%
	Somewhat agree	46%	51%	49%	44%	50%	48%	50%	47%	49%
	Somewhat disagree	9%	9%	8%	7%	4%	10%	12%	9%	7%
	Strongly disagree	0%	0%	1%	2%	1%	0%	2%	1%	2%

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Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Higher education is a right, not a privilege	Strongly agree	52%	50%	53%	48%	43%	52%	50%	60%	64%
	Somewhat agree	34%	33%	34%	29%	41%	32%	36%	28%	26%
	Somewhat disagree	12%	14%	10%	19%	12%	12%	11%	9%	8%
	Strongly disagree	3%	4%	3%	4%	3%	4%	3%	3%	2%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	32%	33%	31%	31%	30%	32%	32%	32%	38%
	Somewhat agree	51%	49%	53%	46%	51%	51%	52%	55%	44%
	Somewhat disagree	14%	15%	13%	19%	16%	13%	14%	11%	16%
	Strongly disagree	2%	2%	2%	4%	2%	3%	1%	2%	2%
Cannabis should be legalised	Strongly agree	12%	14%	10%	17%	18%	8%	10%	11%	10%
	Somewhat agree	27%	26%	28%	31%	31%	28%	24%	27%	23%
	Somewhat disagree	26%	23%	28%	21%	25%	29%	26%	23%	27%
	Strongly disagree	35%	36%	34%	31%	26%	35%	40%	39%	41%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Higher education is a right, not a privilege	Strongly agree	52%	50%	55%	50%	49%	47%	51%	53%	64%
	Somewhat agree	33%	33%	32%	38%	35%	34%	34%	33%	26%
	Somewhat disagree	12%	13%	10%	10%	12%	15%	10%	10%	9%
	Strongly disagree	3%	4%	3%	3%	3%	4%	4%	3%	2%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	37%	34%	30%	27%	32%	29%	32%	33%	39%
	Somewhat agree	48%	52%	53%	51%	50%	54%	52%	49%	47%
	Somewhat disagree	14%	12%	15%	18%	15%	15%	13%	16%	12%
	Strongly disagree	1%	2%	2%	4%	3%	2%	2%	2%	2%
Cannabis should be legalised	Strongly agree	14%	12%	11%	10%	16%	11%	11%	9%	10%
	Somewhat agree	27%	29%	25%	28%	27%	31%	28%	19%	27%
	Somewhat disagree	27%	27%	24%	24%	23%	25%	27%	31%	24%
	Strongly disagree	32%	32%	40%	38%	34%	33%	34%	42%	39%

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Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Working Status						
		Working full time (30+ hrs a week)	Working part time (8-29 hrs a week)	Working part time (1-7 hrs a week)	Not working but seeking work, temporarily unemployed/sick	Not working/not seeking work	Retired	Student
Higher education is a right, not a privilege	Strongly agree	50%	53%	51%	54%	44%	59%	54%
	Somewhat agree	35%	34%	33%	29%	42%	28%	25%
	Somewhat disagree	12%	10%	13%	11%	9%	10%	19%
	Strongly disagree	3%	3%	3%	7%	5%	2%	3%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	32%	27%	26%	40%	27%	37%	34%
	Somewhat agree	51%	59%	54%	49%	48%	50%	41%
	Somewhat disagree	15%	12%	18%	7%	19%	10%	22%
	Strongly disagree	2%	2%	3%	4%	5%	2%	3%
Cannabis should be legalised	Strongly agree	12%	10%	8%	15%	20%	9%	16%
	Somewhat agree	27%	29%	37%	30%	24%	24%	29%
	Somewhat disagree	27%	23%	24%	25%	20%	26%	26%
	Strongly disagree	33%	39%	32%	30%	36%	40%	29%

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Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Housing Tenure							Party Membership
		Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else	Rent free	Living with relatives	Labour Party
Higher education is a right, not a privilege	Strongly agree	54%	49%	49%	62%	54%	50%	46%	52%
	Somewhat agree	31%	35%	41%	23%	34%	50%	33%	32%
	Somewhat disagree	12%	12%	8%	9%	10%	0%	17%	12%
	Strongly disagree	3%	4%	2%	6%	2%	0%	3%	4%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	34%	31%	24%	38%	40%	8%	22%	35%
	Somewhat agree	51%	53%	57%	41%	46%	67%	54%	49%
	Somewhat disagree	13%	14%	17%	15%	10%	17%	23%	14%
	Strongly disagree	1%	2%	1%	6%	4%	8%	2%	3%
Cannabis should be legalised	Strongly agree	13%	10%	13%	12%	16%	9%	16%	16%
	Somewhat agree	26%	26%	28%	34%	30%	36%	27%	28%
	Somewhat disagree	24%	30%	20%	20%	17%	18%	27%	23%
	Strongly disagree	37%	33%	39%	33%	38%	36%	30%	33%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Union Membership									
		ASLEF	BECTU	BFAWU	COMMUNITY	CWU	GFTU	GMB	MU	NACODS	NUM
Higher education is a right, not a privilege	Strongly agree	64%	56%	58%	56%	54%	62%	54%	54%	70%	59%
	Somewhat agree	23%	29%	19%	27%	30%	23%	31%	23%	22%	24%
	Somewhat disagree	9%	12%	19%	16%	14%	12%	13%	21%	4%	10%
	Strongly disagree	4%	4%	3%	2%	2%	4%	1%	3%	4%	7%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	40%	43%	45%	42%	36%	46%	36%	41%	43%	27%
	Somewhat agree	40%	38%	45%	42%	43%	42%	49%	49%	43%	51%
	Somewhat disagree	17%	17%	6%	13%	20%	8%	14%	5%	9%	17%
	Strongly disagree	2%	2%	3%	2%	1%	4%	1%	5%	4%	5%
Cannabis should be legalised	Strongly agree	47%	42%	58%	42%	27%	54%	17%	43%	73%	44%
	Somewhat agree	26%	33%	19%	29%	19%	42%	29%	41%	23%	34%
	Somewhat disagree	13%	12%	13%	22%	19%	4%	25%	8%	5%	7%
	Strongly disagree	15%	13%	10%	7%	35%	0%	30%	8%	0%	15%

Populus interviewed 2010 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2010 General Election, AND were members of the Labour Party AND / OR were members of an affiliated Trade Union

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

		Union Membership						Voting History at General Elections		
		TSSA	UCATT	UNISON	UNITE/Amicus	UNITE/T&G	UNITY	USDAW	Only ever voted for Labour	Voted for a number of different parties
Higher education is a right, not a privilege	Strongly agree	57%	53%	52%	57%	54%	76%	55%	53%	49%
	Somewhat agree	23%	30%	35%	31%	34%	14%	32%	32%	34%
	Somewhat disagree	17%	12%	10%	9%	9%	10%	8%	11%	13%
	Strongly disagree	3%	5%	3%	3%	3%	0%	5%	3%	4%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	46%	40%	32%	30%	33%	34%	28%	32%	34%
	Somewhat agree	37%	49%	54%	56%	51%	52%	52%	51%	51%
	Somewhat disagree	11%	7%	12%	9%	14%	10%	18%	15%	13%
	Strongly disagree	6%	5%	2%	5%	1%	3%	3%	2%	3%
Cannabis should be legalised	Strongly agree	47%	45%	11%	16%	17%	52%	18%	12%	12%
	Somewhat agree	26%	31%	28%	25%	19%	28%	23%	26%	29%
	Somewhat disagree	15%	14%	28%	23%	26%	3%	22%	25%	26%
	Strongly disagree	12%	10%	33%	37%	38%	17%	37%	36%	32%