

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Labour Switchers: Respondent Profile

Gender	Total	2091	100%
	Male	832	40%
	Female	1259	60%
Age	18-24	150	7%
	25-34	508	24%
	35-44	517	25%
	45-54	387	19%
	55-64	305	15%
	65+	224	11%
Socio-Economic Group	AB	607	29%
	C1	880	42%
	C2	360	17%
	DE	244	12%
Region	South East (inc London)	724	35%
	Midlands	390	19%
	North	572	27%
	Wales & South West	272	13%
	Scotland	133	6%
Working Status	Working full time (30+ hrs a week)	1076	51%
	Working part time (8-29 hrs a week)	339	16%
	Working part time (1-7 hrs a week)	31	1%
	Not working but seeking work, temporarily unemployed/sick	106	5%
	Not working/not seeking work	149	7%
	Retired	341	16%
	Student	49	2%

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Labour Switchers: Respondent Profile

Housing Tenure	Owned outright (without mortgage)	499	24%
	Owned with a mortgage or loan	980	47%
	Rented from Council	115	5%
	Rented from housing association	109	5%
	Rented from someone else	301	14%
	Rent free	10	0%
	Living with relatives	77	4%
General Election 2005	Labour	2091	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%
General Election 2010	Labour	0	0%
	Conservative	628	30%
	Liberal Democrat	993	47%
	UKIP	64	3%
	BNP	31	1%
	Green Party	37	2%
	SNP	34	2%
	Plaid Cymru	10	0%
	Another party / independent candidate	19	1%
	I voted but can't recall who for	9	0%
	I did not vote	266	13%

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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 0-10, please say how 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	2%	2%	2%	3%	3%	1%	2%	1%	1%
	1	2%	2%	2%	3%	2%	2%	2%	2%	1%
	2	3%	2%	3%	3%	2%	3%	2%	2%	3%
	3	4%	3%	5%	4%	4%	5%	3%	2%	3%
	4	5%	4%	5%	9%	4%	4%	5%	5%	3%
	5	13%	13%	13%	17%	15%	12%	12%	14%	10%
	6	9%	9%	9%	11%	9%	9%	10%	8%	9%
	7	11%	11%	12%	13%	14%	11%	9%	9%	12%
	8	12%	11%	12%	11%	12%	12%	11%	12%	11%
	9	13%	12%	14%	7%	14%	13%	13%	14%	16%
10	27%	31%	24%	18%	22%	29%	30%	30%	31%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	8%	8%	7%	2%	7%	7%	9%	7%	10%
	1	6%	6%	6%	3%	4%	7%	6%	9%	7%
	2	7%	7%	7%	5%	6%	9%	7%	9%	6%
	3	8%	7%	8%	6%	7%	9%	9%	6%	5%
	4	8%	7%	8%	9%	10%	9%	5%	7%	7%
	5	23%	21%	24%	26%	22%	24%	22%	23%	20%
	6	11%	11%	11%	16%	11%	10%	11%	7%	12%
	7	12%	12%	13%	16%	14%	12%	12%	11%	12%
	8	8%	8%	8%	9%	8%	7%	8%	9%	8%
	9	4%	6%	3%	2%	5%	3%	4%	6%	6%
10	6%	6%	5%	5%	6%	4%	7%	6%	7%	

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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	2%	1%	3%	1%	1%	3%	2%	2%	3%
	1	2%	2%	1%	3%	1%	2%	2%	2%	6%
	2	3%	2%	4%	1%	3%	2%	2%	2%	5%
	3	4%	4%	4%	3%	4%	5%	2%	4%	8%
	4	4%	5%	4%	6%	4%	4%	5%	4%	6%
	5	11%	14%	15%	13%	13%	15%	12%	10%	20%
	6	9%	10%	5%	11%	10%	7%	9%	8%	11%
	7	13%	11%	9%	11%	12%	11%	11%	12%	12%
	8	13%	13%	9%	7%	11%	11%	11%	15%	10%
	9	14%	13%	13%	14%	14%	13%	16%	11%	6%
10	25%	25%	33%	30%	26%	28%	28%	30%	14%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	8%	7%	9%	6%	8%	5%	8%	10%	8%
	1	6%	6%	5%	5%	7%	7%	5%	6%	6%
	2	10%	6%	6%	6%	7%	10%	6%	5%	7%
	3	8%	7%	6%	9%	7%	8%	9%	5%	9%
	4	6%	9%	10%	5%	8%	6%	9%	9%	8%
	5	21%	23%	25%	24%	23%	27%	20%	24%	20%
	6	10%	10%	11%	14%	9%	10%	13%	9%	14%
	7	13%	13%	9%	12%	12%	12%	15%	11%	9%
	8	7%	8%	9%	9%	9%	6%	7%	7%	12%
	9	4%	5%	5%	3%	5%	4%	5%	5%	0%
10	5%	6%	4%	7%	5%	6%	4%	8%	7%	

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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 0-10, please say how 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.

		General Election 2010									
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Gordon Brown was not a good Prime Minister	0	1%	2%	0%	3%	6%	3%	0%	11%	0%	2%
	1	1%	2%	2%	10%	6%	9%	20%	0%	0%	2%
	2	2%	3%	6%	3%	8%	6%	0%	5%	0%	3%
	3	2%	4%	3%	6%	8%	12%	0%	5%	0%	4%
	4	3%	5%	2%	10%	8%	0%	0%	11%	22%	5%
	5	10%	13%	14%	19%	17%	24%	0%	5%	44%	16%
	6	7%	10%	13%	10%	11%	12%	10%	11%	11%	9%
	7	11%	12%	11%	3%	8%	6%	0%	5%	0%	13%
	8	11%	12%	6%	6%	8%	12%	40%	16%	11%	15%
	9	15%	14%	13%	3%	6%	3%	10%	11%	11%	10%
10	36%	23%	30%	26%	14%	15%	20%	21%	0%	23%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	11%	6%	9%	10%	3%	12%	20%	5%	0%	4%
	1	8%	5%	3%	16%	0%	6%	0%	11%	0%	2%
	2	7%	8%	9%	0%	8%	9%	10%	5%	0%	5%
	3	10%	7%	9%	3%	3%	9%	0%	5%	11%	5%
	4	9%	8%	6%	10%	8%	0%	20%	11%	22%	6%
	5	22%	22%	31%	19%	32%	21%	10%	11%	33%	24%
	6	9%	12%	13%	10%	5%	15%	20%	0%	22%	11%
	7	10%	13%	6%	13%	14%	9%	0%	16%	11%	15%
	8	6%	8%	6%	10%	14%	15%	10%	5%	0%	11%
	9	3%	4%	3%	6%	3%	0%	0%	11%	0%	8%
10	4%	6%	3%	3%	11%	6%	10%	21%	0%	8%	

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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 0-10, please say how 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	2%	2%	0%	4%	1%	1%	2%
	1	1%	4%	6%	2%	1%	1%	0%
	2	2%	4%	3%	1%	7%	2%	2%
	3	4%	6%	0%	1%	1%	3%	4%
	4	5%	3%	13%	9%	2%	3%	14%
	5	13%	13%	16%	14%	11%	12%	18%
	6	9%	8%	3%	10%	14%	8%	12%
	7	12%	11%	13%	9%	7%	12%	10%
	8	12%	12%	16%	12%	8%	12%	10%
	9	13%	12%	10%	9%	20%	16%	8%
10	27%	25%	19%	27%	28%	30%	18%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	8%	5%	6%	9%	10%	9%	2%
	1	6%	5%	6%	8%	6%	7%	0%
	2	7%	8%	13%	7%	6%	7%	2%
	3	8%	9%	6%	8%	7%	6%	16%
	4	9%	7%	3%	4%	10%	6%	10%
	5	21%	24%	35%	27%	24%	22%	27%
	6	11%	9%	13%	12%	8%	11%	14%
	7	12%	16%	3%	11%	9%	12%	12%
	8	8%	8%	3%	5%	10%	9%	16%
	9	4%	4%	0%	9%	4%	6%	0%
10	6%	5%	10%	2%	5%	7%	0%	

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		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
Gordon Brown was not a good Prime Minister	0	1%	2%	2%	3%	3%	0%	0%
	1	2%	2%	3%	1%	2%	10%	3%
	2	3%	2%	3%	2%	3%	0%	5%
	3	3%	4%	2%	0%	6%	10%	5%
	4	4%	4%	3%	7%	6%	0%	6%
	5	12%	12%	18%	14%	15%	0%	17%
	6	9%	9%	9%	9%	9%	0%	12%
	7	11%	12%	7%	11%	9%	20%	17%
	8	12%	11%	7%	15%	14%	10%	8%
	9	14%	14%	12%	12%	12%	10%	9%
10	31%	27%	34%	25%	20%	40%	18%	
Voters who switched from Labour to other parties were influenced by the right-wing media	0	7%	9%	9%	7%	6%	0%	6%
	1	7%	6%	10%	6%	3%	0%	4%
	2	8%	8%	4%	6%	5%	0%	5%
	3	7%	8%	4%	9%	8%	0%	9%
	4	6%	7%	9%	8%	12%	0%	9%
	5	21%	22%	23%	28%	23%	10%	29%
	6	11%	11%	7%	6%	12%	0%	8%
	7	13%	13%	11%	10%	12%	70%	8%
	8	8%	7%	7%	13%	10%	10%	13%
	9	5%	4%	9%	3%	4%	0%	3%
10	7%	5%	7%	5%	5%	10%	6%	

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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	2%	2%	1%	1%	1%	0%	3%	2%	3%
	1	1%	2%	1%	1%	0%	1%	2%	3%	3%
	2	3%	3%	2%	3%	2%	2%	3%	4%	3%
	3	5%	4%	5%	6%	5%	4%	5%	5%	4%
	4	6%	6%	5%	9%	6%	4%	4%	6%	7%
	5	15%	16%	15%	19%	15%	18%	13%	16%	11%
	6	15%	15%	15%	13%	17%	14%	14%	14%	15%
	7	14%	14%	14%	17%	15%	16%	13%	10%	12%
	8	13%	13%	14%	15%	15%	16%	14%	8%	10%
	9	10%	7%	11%	6%	9%	9%	10%	12%	11%
10	17%	17%	17%	11%	16%	16%	19%	21%	21%	
Many voters did not fully appreciate what Labour had achieved in Government	0	4%	4%	4%	2%	5%	4%	3%	4%	7%
	1	4%	4%	3%	3%	3%	3%	4%	5%	4%
	2	4%	4%	4%	1%	4%	3%	5%	3%	5%
	3	6%	6%	7%	5%	7%	8%	5%	6%	5%
	4	9%	8%	9%	10%	7%	10%	9%	9%	7%
	5	18%	18%	18%	20%	17%	19%	18%	17%	19%
	6	13%	12%	13%	16%	14%	14%	12%	10%	9%
	7	15%	15%	14%	16%	18%	15%	13%	12%	12%
	8	11%	12%	11%	10%	11%	10%	13%	13%	12%
	9	8%	8%	7%	9%	8%	6%	6%	10%	9%
10	9%	9%	10%	8%	7%	8%	11%	12%	12%	

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		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	2%	1%	2%	2%	1%	1%	2%	3%	2%
	1	2%	1%	1%	2%	1%	2%	2%	1%	2%
	2	4%	3%	1%	1%	3%	2%	2%	3%	2%
	3	5%	5%	3%	3%	6%	5%	3%	4%	5%
	4	8%	4%	4%	6%	5%	5%	5%	6%	8%
	5	14%	16%	14%	18%	15%	16%	14%	13%	23%
	6	14%	15%	16%	12%	14%	15%	17%	12%	15%
	7	13%	16%	14%	11%	14%	12%	15%	14%	14%
	8	13%	13%	13%	14%	13%	13%	14%	14%	11%
	9	8%	9%	14%	10%	9%	10%	11%	8%	8%
10	15%	16%	19%	21%	17%	19%	15%	22%	12%	
Many voters did not fully appreciate what Labour had achieved in Government	0	3%	5%	4%	5%	4%	4%	4%	3%	5%
	1	4%	3%	3%	6%	3%	5%	3%	5%	2%
	2	5%	3%	3%	3%	4%	4%	4%	3%	2%
	3	6%	7%	7%	2%	6%	7%	6%	7%	6%
	4	10%	8%	7%	8%	9%	8%	10%	7%	10%
	5	15%	18%	21%	22%	19%	17%	16%	18%	20%
	6	12%	13%	15%	11%	11%	13%	14%	13%	12%
	7	16%	14%	15%	14%	14%	14%	15%	13%	21%
	8	12%	12%	10%	8%	12%	11%	13%	12%	7%
	9	8%	7%	6%	10%	8%	7%	6%	10%	8%
10	9%	9%	9%	10%	10%	10%	7%	10%	8%	

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		General Election 2010									
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Labour did not keep the promises it made at previous elections	0	0%	2%	2%	3%	3%	6%	0%	5%	0%	1%
	1	1%	2%	3%	6%	0%	3%	0%	0%	0%	0%
	2	1%	4%	2%	0%	5%	0%	10%	5%	22%	2%
	3	2%	6%	5%	0%	0%	6%	10%	0%	0%	7%
	4	4%	6%	0%	3%	11%	9%	0%	0%	11%	6%
	5	12%	15%	17%	23%	5%	29%	10%	26%	44%	21%
	6	14%	16%	17%	6%	14%	21%	20%	11%	0%	12%
	7	13%	16%	14%	16%	22%	9%	20%	26%	11%	9%
	8	15%	12%	11%	13%	22%	3%	0%	0%	0%	17%
	9	14%	8%	13%	16%	3%	6%	20%	5%	11%	7%
10	23%	14%	17%	13%	16%	9%	10%	21%	0%	18%	
Many voters did not fully appreciate what Labour had achieved in Government	0	8%	2%	3%	0%	3%	3%	0%	11%	0%	3%
	1	5%	3%	3%	6%	5%	6%	0%	0%	0%	3%
	2	6%	2%	6%	10%	3%	0%	10%	0%	0%	3%
	3	9%	5%	3%	6%	8%	6%	0%	5%	0%	5%
	4	10%	8%	11%	10%	3%	6%	0%	11%	11%	8%
	5	19%	17%	19%	16%	11%	21%	10%	0%	44%	20%
	6	11%	14%	11%	10%	8%	12%	40%	11%	11%	11%
	7	10%	17%	13%	16%	24%	35%	0%	21%	0%	14%
	8	9%	12%	16%	10%	14%	6%	20%	11%	11%	14%
	9	5%	9%	3%	6%	8%	0%	20%	5%	11%	10%
10	6%	11%	13%	10%	14%	6%	0%	26%	11%	8%	

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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	2%	1%	3%	1%	1%	2%	0%
	1	1%	1%	6%	1%	2%	3%	0%
	2	3%	2%	3%	0%	1%	4%	2%
	3	5%	6%	3%	6%	3%	3%	4%
	4	5%	5%	0%	8%	5%	7%	10%
	5	15%	15%	13%	19%	18%	14%	14%
	6	15%	13%	6%	8%	18%	15%	16%
	7	15%	17%	23%	16%	11%	11%	16%
	8	14%	14%	16%	15%	15%	10%	8%
	9	8%	9%	10%	10%	11%	12%	12%
10	17%	16%	16%	16%	15%	19%	16%	
Many voters did not fully appreciate what Labour had achieved in Government	0	4%	3%	6%	4%	3%	6%	4%
	1	4%	5%	0%	2%	2%	5%	0%
	2	4%	3%	3%	7%	3%	4%	0%
	3	7%	6%	13%	7%	8%	6%	2%
	4	9%	6%	6%	12%	13%	7%	16%
	5	17%	21%	13%	22%	19%	17%	20%
	6	14%	12%	6%	13%	13%	10%	4%
	7	15%	17%	23%	15%	10%	10%	22%
	8	12%	9%	6%	6%	8%	14%	12%
	9	7%	7%	13%	7%	8%	11%	8%
10	8%	10%	10%	7%	11%	11%	10%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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						
		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 did not keep the promises it made at previous elections	0	2%	1%	2%	2%	2%	0%	0%
	1	2%	1%	3%	3%	1%	0%	0%
	2	3%	3%	2%	1%	2%	0%	3%
	3	4%	6%	2%	3%	5%	0%	4%
	4	6%	4%	5%	9%	6%	0%	6%
	5	14%	15%	20%	21%	15%	0%	10%
	6	14%	15%	14%	8%	16%	30%	13%
	7	12%	15%	11%	7%	14%	40%	27%
	8	11%	14%	13%	14%	15%	10%	16%
	9	11%	9%	10%	12%	9%	0%	6%
10	20%	16%	18%	20%	14%	20%	14%	
Many voters did not fully appreciate what Labour had achieved in Government	0	5%	4%	4%	6%	3%	10%	8%
	1	5%	4%	6%	2%	2%	0%	3%
	2	4%	4%	3%	5%	3%	10%	3%
	3	6%	7%	7%	6%	6%	10%	5%
	4	7%	10%	9%	8%	8%	0%	9%
	5	19%	17%	28%	19%	17%	0%	13%
	6	10%	13%	10%	11%	16%	20%	17%
	7	12%	15%	10%	20%	14%	10%	18%
	8	12%	12%	5%	10%	13%	0%	8%
	9	9%	6%	8%	6%	9%	10%	10%
10	11%	8%	10%	7%	9%	30%	6%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	2%	3%	2%	3%	3%	2%	4%	1%	2%
	1	3%	3%	4%	3%	3%	3%	3%	5%	3%
	2	4%	6%	3%	3%	4%	5%	3%	6%	4%
	3	9%	10%	8%	13%	9%	9%	8%	9%	5%
	4	10%	10%	11%	11%	13%	10%	9%	9%	7%
	5	21%	19%	23%	23%	22%	25%	18%	19%	17%
	6	13%	14%	12%	16%	15%	13%	12%	11%	12%
	7	12%	12%	12%	7%	12%	12%	16%	10%	12%
	8	8%	7%	8%	9%	7%	7%	9%	9%	9%
	9	7%	8%	7%	5%	6%	6%	7%	10%	9%
10	10%	9%	11%	8%	7%	8%	11%	13%	19%	
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%	2%	2%	3%	3%	2%	3%
	1	2%	3%	2%	3%	3%	2%	2%	2%	3%
	2	3%	3%	3%	4%	4%	3%	2%	3%	3%
	3	5%	5%	5%	5%	7%	5%	4%	5%	3%
	4	7%	7%	7%	8%	8%	9%	5%	6%	4%
	5	18%	18%	18%	16%	18%	22%	17%	17%	12%
	6	13%	14%	13%	18%	14%	12%	12%	13%	14%
	7	16%	15%	17%	19%	17%	15%	17%	14%	19%
	8	12%	12%	13%	10%	12%	12%	12%	14%	13%
	9	8%	7%	9%	6%	7%	7%	10%	11%	10%
10	12%	12%	12%	9%	9%	10%	16%	13%	18%	

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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 0-10, please say how 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	3%	2%	3%	2%	2%	3%	2%	4%	3%
	1	4%	4%	2%	3%	3%	3%	3%	3%	5%
	2	8%	3%	4%	3%	5%	5%	4%	3%	8%
	3	10%	9%	4%	7%	10%	7%	8%	6%	10%
	4	8%	11%	9%	13%	10%	7%	13%	10%	11%
	5	20%	22%	22%	18%	20%	17%	22%	27%	24%
	6	12%	14%	13%	12%	13%	15%	11%	14%	14%
	7	13%	11%	14%	9%	11%	14%	14%	11%	5%
	8	7%	8%	8%	11%	9%	8%	7%	7%	9%
	9	6%	7%	9%	8%	8%	9%	7%	5%	5%
	10	8%	9%	12%	14%	10%	12%	9%	10%	7%
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%	3%	3%	2%	3%	1%	2%	3%	2%
	1	3%	2%	0%	2%	3%	3%	1%	2%	2%
	2	4%	3%	2%	2%	3%	3%	3%	3%	2%
	3	6%	5%	3%	3%	6%	5%	4%	1%	12%
	4	8%	7%	6%	5%	7%	8%	7%	4%	8%
	5	19%	18%	17%	15%	20%	13%	18%	18%	17%
	6	13%	14%	11%	13%	13%	14%	12%	13%	18%
	7	17%	16%	16%	16%	16%	17%	17%	17%	14%
	8	11%	12%	15%	16%	12%	14%	13%	13%	8%
	9	7%	7%	10%	10%	6%	9%	9%	11%	9%
	10	8%	12%	16%	16%	11%	13%	13%	14%	9%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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.

		General Election 2010									
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Many of Labour's policies were wrong	0	0%	4%	0%	3%	3%	6%	0%	11%	0%	2%
	1	1%	5%	2%	10%	3%	3%	0%	5%	0%	4%
	2	2%	6%	6%	6%	6%	9%	10%	0%	0%	5%
	3	5%	10%	5%	10%	17%	12%	10%	16%	11%	9%
	4	10%	10%	11%	19%	3%	15%	10%	16%	11%	12%
	5	16%	23%	23%	16%	22%	18%	30%	21%	56%	25%
	6	13%	14%	9%	3%	6%	24%	20%	16%	0%	13%
	7	16%	11%	13%	3%	14%	0%	0%	5%	22%	8%
	8	11%	7%	8%	6%	8%	3%	10%	0%	0%	7%
	9	10%	5%	13%	13%	6%	0%	10%	5%	0%	6%
10	17%	6%	11%	10%	14%	12%	0%	5%	0%	8%	
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%	0%	3%	3%	0%	5%	0%	2%
	1	4%	1%	3%	3%	0%	3%	0%	0%	0%	1%
	2	3%	3%	3%	6%	3%	3%	0%	5%	0%	5%
	3	4%	6%	2%	6%	8%	15%	0%	0%	0%	3%
	4	8%	7%	0%	3%	8%	6%	10%	0%	0%	8%
	5	18%	17%	13%	23%	16%	9%	30%	5%	44%	24%
	6	12%	15%	6%	10%	8%	21%	0%	11%	22%	14%
	7	16%	18%	24%	13%	11%	6%	30%	11%	22%	12%
	8	11%	13%	22%	6%	14%	12%	10%	32%	11%	10%
	9	8%	7%	14%	16%	14%	9%	0%	11%	0%	12%
10	13%	12%	11%	13%	16%	15%	20%	21%	0%	10%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	3%	2%	0%	4%	5%	1%	0%
	1	3%	4%	13%	3%	3%	4%	6%
	2	5%	3%	0%	3%	3%	5%	8%
	3	10%	9%	13%	8%	3%	7%	8%
	4	11%	8%	3%	14%	12%	9%	18%
	5	20%	24%	23%	22%	23%	19%	27%
	6	14%	11%	7%	10%	12%	12%	16%
	7	12%	14%	7%	13%	14%	9%	2%
	8	7%	8%	13%	8%	10%	8%	6%
	9	7%	8%	10%	5%	7%	9%	0%
10	8%	10%	10%	10%	8%	17%	8%	
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%	2%	2%	3%	4%
	1	3%	1%	3%	1%	1%	2%	0%
	2	4%	3%	3%	0%	2%	3%	0%
	3	5%	7%	0%	5%	6%	2%	6%
	4	8%	10%	0%	6%	4%	5%	6%
	5	19%	18%	19%	20%	20%	15%	12%
	6	13%	15%	19%	9%	14%	13%	18%
	7	18%	13%	23%	19%	15%	16%	14%
	8	11%	12%	10%	17%	15%	15%	14%
	9	7%	7%	13%	8%	11%	10%	12%
10	11%	13%	10%	13%	10%	15%	12%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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						
		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
Many of Labour's policies were wrong	0	2%	2%	4%	4%	2%	0%	1%
	1	3%	3%	4%	3%	3%	11%	5%
	2	4%	4%	3%	3%	6%	0%	5%
	3	6%	9%	6%	4%	12%	11%	9%
	4	7%	12%	10%	16%	10%	0%	9%
	5	20%	20%	21%	22%	26%	11%	16%
	6	14%	13%	14%	13%	11%	22%	13%
	7	10%	13%	14%	10%	10%	22%	17%
	8	9%	7%	7%	7%	8%	0%	12%
	9	10%	6%	4%	6%	7%	0%	3%
10	13%	9%	14%	12%	5%	22%	9%	
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%	1%	3%	1%	0%	5%
	1	2%	2%	4%	2%	1%	0%	0%
	2	3%	3%	2%	1%	3%	0%	1%
	3	5%	5%	4%	6%	5%	0%	4%
	4	5%	9%	7%	5%	6%	10%	5%
	5	17%	19%	18%	14%	19%	0%	19%
	6	13%	13%	7%	13%	18%	10%	13%
	7	17%	15%	12%	15%	19%	20%	25%
	8	12%	12%	15%	14%	12%	20%	13%
	9	9%	8%	11%	16%	6%	0%	4%
10	15%	11%	18%	12%	9%	40%	10%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	2%	3%	2%	3%	2%	1%	4%	3%	1%
	1	2%	2%	2%	1%	2%	2%	3%	2%	3%
	2	3%	4%	3%	5%	3%	3%	5%	4%	1%
	3	4%	4%	5%	2%	3%	5%	5%	6%	4%
	4	5%	5%	6%	10%	5%	5%	5%	5%	3%
	5	13%	13%	14%	17%	14%	11%	15%	12%	15%
	6	11%	12%	11%	21%	13%	13%	8%	9%	7%
	7	16%	16%	15%	14%	17%	17%	16%	12%	15%
	8	14%	14%	14%	12%	16%	11%	15%	13%	17%
	9	12%	10%	13%	6%	12%	15%	10%	13%	9%
10	17%	17%	16%	9%	14%	16%	15%	22%	26%	
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	5%	7%	4%	2%	5%	4%	6%	6%	5%
	1	5%	7%	4%	2%	5%	5%	5%	6%	4%
	2	5%	6%	4%	5%	5%	5%	5%	7%	5%
	3	9%	8%	9%	9%	8%	10%	8%	8%	7%
	4	7%	7%	7%	7%	7%	8%	6%	6%	6%
	5	18%	19%	17%	20%	17%	18%	18%	16%	17%
	6	11%	11%	11%	18%	14%	11%	7%	8%	8%
	7	11%	11%	12%	13%	12%	10%	12%	10%	11%
	8	10%	8%	11%	10%	10%	8%	11%	9%	8%
	9	8%	6%	9%	5%	7%	8%	9%	10%	8%
10	12%	10%	14%	8%	9%	11%	12%	13%	22%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	2%	2%	3%	2%	2%	2%	2%	3%	4%
	1	3%	2%	2%	2%	2%	3%	2%	1%	4%
	2	4%	2%	4%	3%	3%	4%	3%	3%	5%
	3	4%	5%	3%	5%	5%	5%	4%	4%	6%
	4	4%	6%	5%	6%	5%	5%	5%	6%	6%
	5	12%	13%	15%	15%	14%	11%	12%	15%	16%
	6	12%	12%	11%	8%	12%	11%	11%	12%	12%
	7	16%	16%	17%	11%	15%	15%	18%	12%	17%
	8	15%	14%	12%	15%	14%	15%	15%	15%	11%
	9	13%	12%	9%	11%	12%	12%	12%	10%	11%
10	15%	15%	19%	22%	17%	18%	16%	20%	9%	
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	5%	6%	4%	3%	7%	4%	4%	5%	5%
	1	6%	5%	4%	2%	5%	3%	6%	4%	5%
	2	6%	5%	5%	4%	5%	3%	6%	4%	10%
	3	10%	9%	7%	5%	8%	11%	9%	6%	9%
	4	9%	7%	4%	7%	8%	6%	7%	6%	8%
	5	15%	18%	18%	23%	17%	17%	17%	21%	20%
	6	12%	12%	9%	7%	11%	12%	11%	10%	8%
	7	11%	11%	13%	12%	10%	13%	12%	12%	11%
	8	8%	9%	11%	13%	9%	8%	9%	12%	11%
	9	8%	7%	10%	8%	8%	7%	9%	6%	7%
10	11%	11%	15%	18%	12%	15%	10%	15%	7%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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.

		General Election 2010									
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Labour seemed to have run out of steam, and clearly needed a spell out of Government	0	1%	2%	0%	10%	5%	6%	0%	11%	0%	3%
	1	1%	2%	5%	3%	3%	9%	0%	5%	0%	3%
	2	2%	3%	5%	6%	3%	3%	0%	11%	0%	6%
	3	3%	5%	3%	0%	3%	12%	10%	0%	0%	7%
	4	2%	6%	8%	3%	5%	3%	10%	11%	22%	6%
	5	8%	14%	17%	23%	14%	15%	20%	21%	44%	19%
	6	9%	13%	11%	13%	19%	15%	10%	0%	11%	11%
	7	16%	16%	13%	13%	19%	21%	0%	16%	0%	17%
	8	15%	15%	16%	10%	11%	6%	20%	11%	22%	9%
	9	15%	11%	8%	10%	3%	6%	20%	11%	0%	9%
10	27%	12%	16%	10%	16%	6%	10%	5%	0%	11%	
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	2%	8%	0%	0%	3%	9%	0%	21%	0%	3%
	1	2%	7%	8%	6%	0%	0%	0%	11%	0%	5%
	2	4%	6%	9%	3%	8%	6%	0%	5%	11%	5%
	3	8%	9%	0%	10%	19%	6%	20%	5%	0%	9%
	4	7%	7%	2%	13%	16%	9%	10%	5%	11%	5%
	5	13%	18%	22%	29%	14%	26%	10%	11%	33%	25%
	6	12%	11%	14%	3%	3%	6%	10%	11%	33%	8%
	7	13%	10%	11%	10%	8%	18%	10%	11%	0%	12%
	8	11%	9%	11%	10%	8%	9%	10%	5%	11%	10%
	9	11%	7%	6%	3%	3%	3%	20%	11%	0%	5%
10	17%	9%	17%	13%	19%	9%	10%	5%	0%	12%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	3%	2%	3%	3%	1%	2%	0%
	1	2%	3%	3%	0%	3%	2%	2%
	2	4%	4%	0%	3%	3%	2%	4%
	3	4%	6%	3%	6%	3%	4%	2%
	4	6%	5%	6%	4%	5%	3%	12%
	5	13%	14%	19%	19%	11%	13%	16%
	6	12%	12%	10%	6%	12%	9%	16%
	7	17%	13%	19%	17%	14%	14%	18%
	8	13%	16%	13%	15%	13%	17%	8%
	9	12%	11%	6%	11%	14%	11%	10%
10	14%	16%	16%	17%	20%	24%	10%	
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	5%	4%	6%	6%	3%	5%	2%
	1	5%	4%	3%	6%	5%	4%	2%
	2	5%	6%	3%	5%	4%	5%	4%
	3	9%	7%	13%	9%	7%	8%	16%
	4	7%	8%	3%	10%	6%	6%	4%
	5	17%	19%	23%	17%	19%	17%	18%
	6	12%	10%	13%	10%	9%	8%	14%
	7	11%	12%	10%	11%	12%	12%	14%
	8	9%	9%	13%	11%	14%	9%	10%
	9	8%	8%	3%	10%	6%	8%	8%
10	11%	13%	10%	6%	15%	18%	6%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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						
		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 seemed to have run out of steam, and clearly needed a spell out of Government	0	1%	3%	3%	3%	2%	0%	1%
	1	3%	2%	2%	1%	1%	0%	1%
	2	2%	3%	4%	3%	6%	0%	1%
	3	4%	4%	3%	4%	5%	0%	5%
	4	5%	5%	4%	5%	5%	10%	5%
	5	11%	13%	22%	19%	14%	10%	14%
	6	9%	11%	10%	11%	14%	0%	23%
	7	16%	18%	10%	10%	14%	30%	10%
	8	16%	14%	10%	17%	12%	0%	14%
	9	11%	12%	12%	15%	11%	10%	13%
	10	22%	15%	19%	13%	15%	40%	10%
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	0	4%	6%	2%	5%	6%	0%	4%
	1	4%	6%	7%	3%	5%	0%	1%
	2	7%	5%	2%	2%	6%	0%	3%
	3	9%	9%	4%	6%	9%	20%	8%
	4	6%	8%	5%	6%	6%	0%	9%
	5	16%	16%	25%	24%	20%	0%	14%
	6	7%	12%	6%	12%	13%	30%	13%
	7	13%	11%	17%	7%	8%	0%	17%
	8	9%	9%	7%	10%	11%	20%	18%
	9	8%	8%	10%	8%	8%	0%	4%
	10	16%	11%	15%	18%	8%	30%	8%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	1%	2%	1%	0%	2%	1%	2%	0%	1%
	1	1%	1%	1%	1%	1%	1%	2%	1%	1%
	2	2%	3%	2%	2%	2%	3%	2%	5%	0%
	3	4%	5%	4%	4%	4%	5%	3%	4%	3%
	4	5%	6%	5%	9%	6%	4%	4%	7%	4%
	5	13%	14%	13%	19%	16%	14%	10%	12%	11%
	6	13%	13%	13%	17%	16%	16%	9%	9%	7%
	7	14%	14%	14%	17%	17%	15%	15%	11%	10%
	8	14%	13%	15%	14%	13%	13%	17%	12%	15%
	9	12%	11%	12%	7%	10%	11%	14%	13%	16%
10	20%	19%	20%	9%	14%	17%	22%	27%	31%	
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	2%	2%	2%	0%	2%	1%	3%	3%	3%
	1	2%	3%	1%	3%	1%	2%	2%	3%	3%
	2	4%	3%	4%	2%	3%	3%	7%	3%	4%
	3	6%	7%	5%	5%	5%	8%	5%	5%	3%
	4	8%	9%	7%	8%	8%	10%	4%	9%	7%
	5	20%	17%	22%	30%	22%	19%	19%	16%	20%
	6	16%	14%	17%	17%	19%	17%	15%	14%	11%
	7	17%	19%	16%	20%	18%	18%	17%	15%	14%
	8	12%	12%	11%	6%	11%	9%	12%	15%	14%
	9	7%	6%	7%	3%	5%	7%	8%	9%	8%
10	7%	7%	7%	5%	5%	6%	8%	8%	13%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	1%	1%	1%	2%	1%	1%	1%	2%	2%
	1	1%	1%	1%	1%	1%	2%	1%	0%	0%
	2	4%	3%	1%	1%	2%	2%	3%	2%	5%
	3	6%	4%	2%	3%	6%	2%	5%	2%	5%
	4	6%	6%	4%	5%	6%	5%	6%	3%	5%
	5	13%	14%	13%	14%	13%	9%	14%	15%	20%
	6	11%	14%	13%	11%	12%	15%	10%	14%	14%
	7	15%	14%	15%	12%	14%	13%	16%	15%	15%
	8	13%	14%	14%	17%	14%	15%	13%	13%	15%
	9	13%	12%	13%	8%	11%	14%	12%	12%	9%
10	16%	17%	24%	28%	20%	21%	19%	22%	11%	
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	2%	1%	4%	2%	3%	2%	2%	1%	2%
	1	2%	2%	2%	2%	2%	2%	2%	3%	2%
	2	3%	3%	4%	5%	3%	5%	4%	2%	4%
	3	7%	7%	3%	3%	5%	6%	6%	6%	5%
	4	7%	7%	10%	8%	9%	8%	7%	6%	7%
	5	17%	19%	23%	26%	19%	23%	20%	23%	13%
	6	15%	18%	13%	17%	16%	17%	17%	12%	18%
	7	20%	16%	16%	14%	17%	15%	17%	15%	27%
	8	13%	12%	10%	8%	11%	10%	12%	12%	13%
	9	7%	6%	9%	5%	7%	5%	7%	8%	5%
10	7%	7%	6%	9%	7%	6%	6%	12%	5%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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.

		General Election 2010									
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Labour did not seem to have answers on a range of important issues, including immigration and the economy	0	0%	2%	0%	3%	3%	0%	0%	5%	0%	2%
	1	1%	1%	2%	3%	3%	0%	0%	5%	0%	1%
	2	0%	4%	0%	3%	8%	3%	0%	0%	0%	2%
	3	2%	6%	0%	0%	14%	12%	0%	11%	11%	3%
	4	3%	6%	5%	6%	5%	6%	0%	0%	0%	9%
	5	9%	15%	8%	16%	14%	21%	10%	5%	56%	19%
	6	11%	14%	13%	6%	5%	9%	20%	21%	0%	12%
	7	12%	17%	5%	10%	8%	21%	20%	11%	11%	15%
	8	19%	12%	13%	6%	16%	18%	20%	0%	11%	10%
	9	14%	10%	28%	13%	8%	3%	10%	16%	0%	11%
10	29%	14%	28%	32%	16%	9%	20%	26%	11%	16%	
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	4%	1%	2%	3%	3%	0%	10%	5%	0%	1%
	1	3%	2%	5%	3%	0%	3%	0%	0%	0%	1%
	2	5%	3%	6%	3%	6%	3%	0%	0%	0%	2%
	3	7%	5%	6%	7%	11%	12%	10%	5%	0%	4%
	4	12%	6%	6%	7%	6%	6%	0%	16%	11%	7%
	5	21%	19%	22%	23%	14%	9%	20%	16%	56%	25%
	6	17%	15%	14%	13%	17%	21%	10%	11%	11%	19%
	7	12%	21%	20%	13%	22%	21%	20%	21%	0%	15%
	8	8%	14%	11%	17%	17%	18%	10%	11%	22%	9%
	9	5%	7%	8%	7%	0%	3%	10%	11%	0%	11%
10	7%	8%	0%	3%	6%	6%	10%	5%	0%	6%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	2%	0%	0%	1%	2%	1%	0%
	1	1%	1%	3%	0%	1%	1%	0%
	2	3%	3%	3%	0%	1%	2%	0%
	3	5%	5%	6%	1%	3%	4%	2%
	4	5%	5%	3%	7%	5%	5%	10%
	5	12%	13%	13%	18%	18%	13%	24%
	6	14%	14%	13%	10%	13%	6%	24%
	7	16%	13%	10%	17%	15%	11%	12%
	8	14%	14%	19%	14%	9%	14%	14%
	9	12%	11%	13%	12%	9%	14%	4%
10	16%	20%	16%	20%	24%	30%	8%	
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	2%	1%	0%	1%	3%	4%	0%
	1	2%	1%	0%	2%	2%	4%	0%
	2	3%	6%	6%	2%	3%	4%	0%
	3	6%	5%	6%	8%	7%	4%	2%
	4	8%	7%	10%	8%	9%	8%	12%
	5	19%	22%	19%	23%	24%	18%	37%
	6	18%	18%	16%	10%	16%	12%	8%
	7	19%	15%	13%	25%	15%	13%	20%
	8	11%	12%	3%	11%	7%	17%	12%
	9	6%	6%	19%	6%	7%	8%	6%
10	7%	7%	6%	5%	7%	9%	2%	

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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						
		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 did not seem to have answers on a range of important issues, including immigration and the economy	0	1%	2%	2%	3%	1%	0%	0%
	1	1%	1%	3%	2%	1%	0%	0%
	2	2%	3%	0%	2%	4%	0%	1%
	3	2%	5%	2%	4%	7%	0%	4%
	4	6%	5%	4%	6%	7%	0%	5%
	5	13%	13%	14%	17%	15%	20%	14%
	6	8%	14%	15%	17%	13%	10%	12%
	7	11%	16%	16%	12%	13%	20%	26%
	8	15%	13%	7%	13%	15%	0%	19%
	9	15%	12%	11%	4%	11%	10%	9%
	10	26%	17%	27%	21%	14%	40%	9%
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	0	2%	3%	3%	3%	1%	0%	0%
	1	3%	2%	5%	1%	1%	0%	3%
	2	5%	3%	2%	2%	3%	0%	7%
	3	4%	6%	3%	4%	8%	0%	4%
	4	7%	7%	12%	11%	7%	0%	12%
	5	18%	21%	16%	28%	20%	10%	18%
	6	15%	17%	20%	11%	17%	20%	18%
	7	16%	18%	13%	12%	19%	20%	22%
	8	15%	11%	7%	11%	12%	10%	7%
	9	7%	6%	10%	11%	7%	0%	3%
	10	9%	6%	10%	6%	5%	40%	7%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	7.17	7.28	7.10	6.34	6.96	7.24	7.25	7.38	7.62	7.16	7.12	7.26	7.25
Voters who switched from Labour to other parties were influenced by the right-wing media	5.00	5.05	4.96	5.51	5.16	4.67	5.02	4.92	5.10	4.81	5.10	4.92	5.19
Labour did not keep the promises it made at previous elections	6.71	6.49	6.85	6.33	6.75	6.84	6.73	6.62	6.66	6.40	6.72	7.10	6.88
Many voters did not fully appreciate what Labour had achieved in government	5.84	5.81	5.86	6.07	5.84	5.62	5.90	6.01	5.86	5.90	5.82	5.79	5.82
Many of Labour's policies were wrong	5.74	5.62	5.82	5.46	5.47	5.60	5.82	5.91	6.44	5.45	5.71	6.09	6.04
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	6.30	6.11	6.43	6.07	6.04	6.08	6.59	6.52	6.76	5.92	6.24	6.73	6.83
Labour seemed to have run out of steam, and clearly needed a spell out of government	6.72	6.68	6.74	6.09	6.77	6.80	6.39	6.84	7.21	6.69	6.72	6.70	6.82
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	5.70	5.28	5.98	5.76	5.58	5.59	5.74	5.65	6.18	5.45	5.50	6.13	6.43

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	7.23	7.11	7.37	7.32	5.86
Voters who switched from Labour to other parties were influenced by the right-wing media	4.96	4.97	5.03	5.11	4.94
Labour did not keep the promises it made at previous elections	6.65	6.79	6.76	6.87	6.27
Many voters did not fully appreciate what Labour had achieved in government	5.91	5.73	5.74	6.01	5.83
Many of Labour's policies were wrong	5.76	6.00	5.70	5.65	5.17
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	6.01	6.47	6.45	6.66	5.98
Labour seemed to have run out of steam, and clearly needed a spell out of government	6.77	6.79	6.75	6.75	5.98
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	5.59	5.94	5.67	5.94	5.27

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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.

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Gordon Brown was not a good Prime Minister	7.81	7.01	7.22	5.90	5.44	5.53	6.90	6.26	5.67	6.98
Voters who switched from Labour to other parties were influenced by the right-wing media	4.44	5.11	4.59	4.77	5.86	4.79	4.50	5.89	5.00	5.88
Labour did not keep the promises it made at previous elections	7.40	6.35	6.80	6.61	6.73	5.53	6.40	6.47	4.89	6.63
Many voters did not fully appreciate what Labour had achieved in government	4.97	6.29	5.94	5.68	6.35	5.74	6.50	6.63	6.33	6.05
Many of Labour's policies were wrong	6.73	5.24	6.17	5.16	5.72	4.85	5.30	4.53	5.11	5.43
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	6.16	6.34	7.00	6.35	6.59	6.06	6.80	7.32	6.00	6.23
Labour seemed to have run out of steam, and clearly needed a spell out of government	7.63	6.49	6.45	5.71	6.24	5.26	6.70	5.16	5.56	6.00
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	6.49	5.20	6.19	5.61	5.57	5.41	6.40	4.37	5.22	5.74

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	7.20	6.83	6.65	7.00	7.33	7.55	6.49
Voters who switched from Labour to other parties were influenced by the right-wing media	4.97	5.11	4.65	4.81	4.80	5.10	5.29
Labour did not keep the promises it made at previous elections	6.71	6.75	6.61	6.80	6.78	6.61	6.80
Many voters did not fully appreciate what Labour had achieved in government	5.81	5.87	5.97	5.48	5.83	5.91	6.29
Many of Labour's policies were wrong	5.62	5.83	5.67	5.65	5.74	6.16	4.96
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	6.14	6.15	6.71	6.70	6.48	6.68	6.61
Labour seemed to have run out of steam, and clearly needed a spell out of government	6.60	6.58	6.52	6.77	7.00	7.15	6.33
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	5.55	5.78	5.48	5.40	6.11	6.02	5.69

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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						
	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
Gordon Brown was not a good Prime Minister	7.44	7.23	7.23	7.21	6.65	7.50	6.53
Voters who switched from Labour to other parties were influenced by the right-wing media	5.11	4.84	5.08	4.97	5.20	7.20	5.14
Labour did not keep the promises it made at previous elections	6.75	6.69	6.69	6.75	6.62	7.40	6.90
Many voters did not fully appreciate what Labour had achieved in government	5.85	5.79	5.53	5.76	6.11	6.30	5.74
Many of Labour's policies were wrong	6.15	5.62	5.82	5.78	5.36	6.11	5.68
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	6.49	6.12	6.67	6.66	6.24	8.00	6.26
Labour seemed to have run out of steam, and clearly needed a spell out of government	7.04	6.63	6.60	6.68	6.51	7.90	6.60
Labour were particularly responsible for the scandal over MPs expenses as they were in government at the time	5.85	5.55	6.18	6.26	5.44	7.00	6.00

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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	6.97	6.78	7.09	6.40	6.67	6.83	7.19	7.17	7.70	6.70	6.90	7.36	7.29
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	5.99	5.94	6.02	5.78	5.90	5.94	6.02	6.12	6.23	6.11	5.99	5.85	5.88

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 0-10, please say how 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	6.89	7.25	6.91	7.18	6.42
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	5.97	5.72	6.02	6.30	6.12

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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.

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Labour did not seem to have answers on a range of important issues, including immigration and the economy	7.80	6.53	8.02	7.13	6.03	6.21	7.60	6.68	5.89	6.62
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	5.41	6.35	5.55	5.73	5.81	6.06	6.00	6.00	5.67	6.19

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 0-10, please say how 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	6.82	7.00	6.84	7.22	6.97	7.44	6.35
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	6.01	5.96	6.19	5.98	5.75	6.04	6.04

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 0-10, please say how 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						
	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 did not seem to have answers on a range of important issues, including immigration and the economy	7.44	6.87	7.23	6.60	6.53	7.90	6.87
Labour's policies were broadly right, but the party did not manage to communicate them in an appealing way	6.10	5.93	5.97	6.04	5.97	7.90	5.76

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Who do you think it is most important for the Labour Party to listen to and reconnect with if it is to win the next general election?

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Traditional Labour supporters and union members who have always been their core support	58%	55%	61%	60%	62%	57%	59%	56%	53%	46%	60%	70%	67%
Middle ground swing voters	42%	45%	39%	40%	38%	43%	41%	44%	47%	54%	40%	30%	33%

Who do you think it is most important for the Labour Party to listen to and reconnect with if it is to win the next general election?

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
Traditional Labour supporters and union members who have always been their core support	52%	60%	65%	58%	62%
Middle ground swing voters	48%	40%	35%	42%	38%

Who do you think it is most important for the Labour Party to listen to and reconnect with if it is to win the next general election?

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Traditional Labour supporters and union members who have always been their core support	54%	58%	66%	68%	62%	53%	80%	63%	67%	66%
Middle ground swing voters	46%	42%	34%	32%	38%	47%	20%	37%	33%	34%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Who do you think it is most important for the Labour Party to listen to and reconnect with if it is to win the next general 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
Traditional Labour supporters and union members who have always been their core support	59%	59%	61%	60%	62%	53%	57%
Middle ground swing voters	41%	41%	39%	40%	38%	47%	43%

Who do you think it is most important for the Labour Party to listen to and reconnect with if it is to win the next general election?

	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
Traditional Labour supporters and union members who have always been their core support	52%	58%	73%	68%	60%	50%	65%
Middle ground swing voters	48%	42%	27%	32%	40%	50%	35%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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	66%	71%	62%	66%	70%	68%	66%	61%	56%	62%	66%	72%	63%
Gordon Brown	34%	29%	38%	34%	30%	32%	34%	39%	44%	38%	34%	28%	37%

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	66%	70%	67%	65%	48%
Gordon Brown	34%	30%	33%	35%	52%

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

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Tony Blair	73%	62%	75%	74%	38%	50%	60%	47%	56%	69%
Gordon Brown	27%	38%	25%	26%	62%	50%	40%	53%	44%	31%

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	70%	65%	55%	61%	62%	59%	59%
Gordon Brown	30%	35%	45%	39%	38%	41%	41%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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

	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
Tony Blair	61%	69%	73%	60%	63%	70%	60%
Gordon Brown	39%	31%	27%	40%	37%	30%	40%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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	2%	2%	3%	1%	1%	2%	3%	4%	5%	1%	2%	3%	6%
1	2%	3%	2%	2%	2%	2%	4%	2%	4%	2%	2%	4%	3%
2	5%	6%	5%	5%	3%	6%	8%	4%	3%	5%	5%	4%	5%
3	8%	6%	9%	9%	6%	8%	8%	7%	8%	7%	8%	8%	8%
4	9%	9%	9%	10%	7%	10%	8%	12%	9%	10%	9%	9%	8%
5	16%	13%	18%	11%	17%	18%	16%	13%	16%	13%	16%	20%	20%
6	23%	22%	24%	33%	28%	21%	19%	22%	21%	25%	25%	23%	15%
7	22%	25%	20%	20%	25%	22%	23%	19%	17%	25%	21%	18%	21%
8	11%	13%	9%	5%	9%	10%	9%	15%	15%	12%	11%	9%	10%
9	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	2%
10	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	2%

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	3%	3%	2%	3%	2%
1	2%	3%	2%	2%	2%
2	5%	6%	5%	6%	2%
3	7%	9%	7%	9%	4%
4	8%	11%	10%	9%	7%
5	15%	18%	16%	16%	15%
6	26%	19%	21%	24%	29%
7	23%	20%	22%	21%	26%
8	9%	11%	12%	11%	12%
9	1%	1%	2%	0%	2%
10	1%	0%	1%	0%	0%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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?

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
0	5%	1%	2%	3%	3%	0%	0%	5%	0%	1%
1	5%	1%	3%	0%	3%	3%	0%	0%	0%	1%
2	8%	4%	8%	10%	8%	6%	0%	0%	0%	2%
3	10%	6%	6%	3%	5%	6%	0%	0%	0%	11%
4	14%	7%	5%	10%	8%	12%	0%	5%	11%	8%
5	19%	15%	11%	19%	8%	15%	20%	21%	44%	15%
6	20%	25%	38%	16%	22%	15%	40%	26%	11%	21%
7	14%	26%	20%	19%	16%	29%	30%	21%	11%	26%
8	5%	13%	8%	10%	19%	15%	10%	21%	22%	12%
9	1%	2%	0%	6%	0%	0%	0%	0%	0%	1%
10	0%	1%	0%	3%	8%	0%	0%	0%	0%	0%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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	2%	1%	0%	1%	1%	5%	2%
1	2%	1%	0%	2%	4%	4%	0%
2	5%	6%	10%	5%	6%	4%	2%
3	7%	11%	3%	3%	11%	8%	4%
4	9%	10%	16%	10%	9%	10%	2%
5	16%	17%	19%	23%	17%	13%	14%
6	25%	26%	10%	22%	19%	19%	27%
7	24%	17%	29%	23%	18%	19%	37%
8	10%	10%	10%	8%	13%	15%	8%
9	1%	1%	0%	1%	1%	2%	2%
10	0%	0%	3%	3%	1%	1%	2%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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						
	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
0	3%	2%	5%	6%	2%	0%	4%
1	3%	2%	4%	1%	1%	0%	3%
2	5%	5%	9%	5%	3%	0%	4%
3	8%	8%	6%	9%	8%	0%	4%
4	10%	10%	9%	6%	6%	20%	12%
5	16%	17%	20%	17%	14%	10%	14%
6	21%	24%	14%	20%	29%	30%	26%
7	20%	22%	18%	21%	27%	20%	17%
8	13%	10%	10%	12%	9%	20%	14%
9	2%	1%	3%	1%	2%	0%	1%
10	0%	0%	3%	3%	0%	0%	1%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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
	5.46	5.65	5.33	5.54	5.67	5.42	5.24	5.50	5.33	5.61	5.52	5.22	5.19

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
	5.49	5.30	5.50	5.31	5.86

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?

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
	4.62	5.88	5.41	5.65	5.84	5.65	6.30	6.00	5.89	5.67

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
	5.49	5.34	5.61	5.68	5.31	5.35	6.16

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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							
	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
	5.38	5.44	5.12	5.47	5.72	6.10	5.53

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I would have been much more likely to vote Labour 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%	17%	21%	21%	16%	19%	21%	16%	20%	25%	22%
Somewhat agree	45%	43%	45%	51%	42%	45%	47%	43%	44%	45%	44%	43%	46%
Somewhat disagree	24%	22%	26%	25%	25%	23%	24%	23%	24%	25%	25%	22%	23%
Strongly disagree	12%	11%	12%	7%	12%	10%	12%	15%	11%	14%	11%	10%	9%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I would have been much more likely to vote Labour 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	18%	19%	24%	19%	11%
Somewhat agree	45%	47%	42%	48%	36%
Somewhat disagree	25%	24%	23%	23%	33%
Strongly disagree	12%	9%	11%	10%	20%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I would have been much more likely to vote Labour if they had replaced Gordon Brown with a new leader a few months before the election.

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Strongly agree	18%	20%	30%	16%	16%	12%	30%	21%	11%	20%
Somewhat agree	44%	44%	50%	42%	38%	35%	30%	21%	67%	50%
Somewhat disagree	25%	24%	17%	23%	22%	32%	30%	37%	22%	24%
Strongly disagree	13%	11%	3%	19%	24%	21%	10%	21%	0%	6%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I would have been much more likely to vote Labour 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	20%	17%	26%	22%	18%	20%	24%
Somewhat agree	46%	47%	32%	42%	42%	41%	45%
Somewhat disagree	24%	25%	23%	23%	24%	26%	22%
Strongly disagree	11%	11%	19%	14%	15%	13%	8%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I would have been much more likely to vote Labour if they had replaced Gordon Brown with a new leader a few months before the election.

	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
Strongly agree	20%	18%	23%	26%	20%	20%	25%
Somewhat agree	43%	46%	48%	40%	43%	50%	39%
Somewhat disagree	25%	24%	21%	23%	26%	20%	22%
Strongly disagree	12%	12%	8%	11%	11%	10%	14%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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	73%	72%	73%	69%	74%	74%	73%	70%	73%	72%	73%	75%	73%
No, Labour did not deserve to lose	27%	28%	27%	31%	26%	26%	27%	30%	27%	28%	27%	25%	27%

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	74%	77%	72%	69%	66%
No, Labour did not deserve to lose	26%	23%	28%	31%	34%

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?

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
Yes, Labour deserved to lose	91%	67%	75%	55%	54%	68%	40%	32%	33%	59%
No, Labour did not deserve to lose	9%	33%	25%	45%	46%	32%	60%	68%	67%	41%

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	74%	75%	71%	70%	73%	72%	57%
No, Labour did not deserve to lose	26%	25%	29%	30%	27%	28%	43%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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						
	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
Yes, Labour deserved to lose	76%	75%	67%	72%	64%	80%	71%
No, Labour did not deserve to lose	24%	25%	33%	28%	36%	20%	29%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Which of the following statements comes closest to your own view about the Labour Party and your decision not to vote for it in 2010?

	Gender			Age						Socio-Economic Group			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
I think the Labour Party is basically on my side and has its heart in the right place - it just ran out of steam and Britain needed a change	46%	47%	46%	43%	51%	48%	42%	45%	45%	52%	48%	40%	38%
I think Labour seriously lost its way in the last few years and I do not feel the Labour Party today is on my side	54%	53%	54%	57%	49%	52%	58%	55%	55%	48%	52%	60%	62%

Which of the following statements comes closest to your own view about the Labour Party and your decision not to vote for it in 2010?

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
I think the Labour Party is basically on my side and has its heart in the right place - it just ran out of steam and Britain needed a change	47%	43%	47%	46%	55%
I think Labour seriously lost its way in the last few years and I do not feel the Labour Party today is on my side	53%	57%	53%	54%	45%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Which of the following statements comes closest to your own view about the Labour Party and your decision not to vote for it in 2010?

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
I think the Labour Party is basically on my side and has its heart in the right place - it just ran out of steam and Britain needed a change	31%	56%	36%	32%	38%	53%	70%	37%	33%	51%
I think Labour seriously lost its way in the last few years and I do not feel the Labour Party today is on my side	69%	44%	64%	68%	62%	47%	30%	63%	67%	49%

Which of the following statements comes closest to your own view about the Labour Party and your decision not to vote for it in 2010?

	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
I think the Labour Party is basically on my side and has its heart in the right place - it just ran out of steam and Britain needed a change	47%	46%	42%	46%	46%	46%	57%
I think Labour seriously lost its way in the last few years and I do not feel the Labour Party today is on my side	53%	54%	58%	54%	54%	54%	43%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Which of the following statements comes closest to your own view about the Labour Party and your decision not to vote for it in 2010?

	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
I think the Labour Party is basically on my side and has its heart in the right place - it just ran out of steam and Britain needed a change	42%	48%	50%	39%	48%	50%	49%
I think Labour seriously lost its way in the last few years and I do not feel the Labour Party today is on my side	58%	52%	50%	61%	52%	50%	51%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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	37%	34%	39%	24%	36%	35%	37%	41%	44%
	Somewhat agree	45%	41%	48%	56%	48%	50%	42%	36%	38%
	Somewhat disagree	15%	20%	12%	18%	13%	14%	16%	20%	12%
	Strongly disagree	3%	5%	2%	1%	3%	1%	4%	3%	5%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	20%	21%	19%	13%	21%	20%	19%	19%	25%
	Somewhat agree	49%	43%	53%	53%	51%	53%	43%	46%	46%
	Somewhat disagree	23%	25%	22%	26%	22%	22%	27%	24%	19%
	Strongly disagree	8%	10%	6%	9%	5%	6%	11%	11%	10%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	10%	11%	9%	4%	7%	8%	13%	17%	11%
	Somewhat agree	40%	44%	38%	40%	36%	41%	44%	38%	45%
	Somewhat disagree	37%	32%	41%	40%	43%	39%	33%	33%	33%
	Strongly disagree	12%	13%	12%	16%	15%	12%	9%	12%	10%
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	19%	23%	17%	12%	16%	17%	23%	26%	21%
	Somewhat agree	35%	36%	34%	45%	35%	36%	35%	30%	33%
	Somewhat disagree	32%	29%	34%	32%	35%	36%	28%	29%	30%
	Strongly disagree	13%	13%	14%	11%	14%	11%	14%	15%	16%
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	30%	30%	31%	20%	30%	28%	32%	32%	37%
	Somewhat agree	44%	40%	47%	54%	49%	46%	41%	36%	35%
	Somewhat disagree	20%	22%	18%	20%	17%	22%	18%	24%	20%
	Strongly disagree	6%	8%	4%	6%	4%	4%	8%	8%	8%

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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	39%	37%	36%	30%	37%	37%	37%	36%	34%
	Somewhat agree	42%	44%	47%	51%	44%	48%	46%	45%	44%
	Somewhat disagree	16%	16%	11%	16%	16%	13%	15%	17%	17%
	Strongly disagree	3%	2%	5%	3%	3%	3%	3%	2%	6%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	20%	20%	21%	16%	21%	22%	19%	14%	20%
	Somewhat agree	50%	48%	49%	50%	47%	48%	51%	53%	47%
	Somewhat disagree	20%	25%	23%	24%	24%	25%	20%	24%	24%
	Strongly disagree	9%	7%	7%	10%	8%	5%	9%	10%	9%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	10%	10%	9%	10%	10%	8%	11%	11%	11%
	Somewhat agree	42%	39%	40%	43%	40%	40%	41%	39%	39%
	Somewhat disagree	38%	38%	38%	33%	35%	37%	39%	39%	37%
	Strongly disagree	10%	13%	13%	14%	14%	14%	9%	11%	14%
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	19%	20%	17%	22%	19%	17%	21%	22%	17%
	Somewhat agree	33%	34%	40%	38%	35%	37%	36%	31%	35%
	Somewhat disagree	33%	32%	34%	28%	31%	34%	31%	34%	36%
	Strongly disagree	15%	15%	9%	12%	16%	13%	12%	13%	12%
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%	29%	32%	35%	31%	30%	30%	29%	27%
	Somewhat agree	43%	44%	46%	42%	42%	47%	43%	46%	45%
	Somewhat disagree	22%	21%	16%	17%	21%	16%	20%	19%	26%
	Strongly disagree	7%	5%	5%	6%	6%	6%	7%	7%	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.

		General Election 2010								
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for
The deficit is the most serious problem facing Britain's economy and needs to be dealt with urgently, beginning this year	Strongly agree	50%	31%	38%	16%	22%	33%	30%	26%	11%
	Somewhat agree	40%	47%	44%	61%	46%	36%	40%	32%	67%
	Somewhat disagree	8%	19%	17%	16%	22%	21%	30%	37%	22%
	Strongly disagree	2%	3%	2%	6%	11%	9%	0%	5%	0%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	35%	14%	16%	13%	5%	9%	10%	5%	11%
	Somewhat agree	49%	49%	48%	39%	43%	53%	40%	53%	33%
	Somewhat disagree	14%	27%	31%	32%	27%	18%	20%	32%	56%
	Strongly disagree	3%	9%	5%	16%	24%	21%	30%	11%	0%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	7%	12%	9%	3%	30%	6%	0%	21%	11%
	Somewhat agree	33%	44%	30%	55%	43%	38%	40%	37%	67%
	Somewhat disagree	43%	34%	50%	35%	16%	41%	40%	37%	22%
	Strongly disagree	18%	10%	11%	6%	11%	15%	20%	5%	0%
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	8%	25%	27%	26%	38%	24%	30%	21%	11%
	Somewhat agree	26%	38%	34%	48%	35%	29%	50%	37%	56%
	Somewhat disagree	40%	29%	27%	16%	19%	32%	20%	32%	33%
	Strongly disagree	26%	8%	13%	10%	8%	15%	0%	11%	0%
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	48%	22%	33%	29%	22%	21%	10%	11%	0%
	Somewhat agree	39%	47%	38%	45%	22%	59%	60%	37%	67%
	Somewhat disagree	10%	23%	23%	19%	38%	18%	20%	37%	22%
	Strongly disagree	3%	8%	6%	6%	19%	3%	10%	16%	11%

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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.

		General Election 2010	Working Status						
		I did not vote	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	34%	36%	35%	45%	38%	36%	42%	33%
	Somewhat agree	50%	45%	49%	45%	44%	49%	40%	51%
	Somewhat disagree	15%	17%	13%	6%	13%	13%	15%	14%
	Strongly disagree	2%	3%	2%	3%	5%	3%	4%	2%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	12%	21%	18%	17%	14%	19%	23%	14%
	Somewhat agree	51%	49%	55%	50%	42%	48%	45%	43%
	Somewhat disagree	26%	23%	22%	23%	30%	23%	21%	33%
	Strongly disagree	11%	7%	5%	10%	14%	9%	11%	10%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	10%	9%	7%	16%	15%	11%	14%	4%
	Somewhat agree	43%	38%	40%	32%	50%	42%	45%	41%
	Somewhat disagree	36%	38%	43%	35%	28%	37%	33%	41%
	Strongly disagree	11%	15%	10%	16%	7%	11%	9%	14%
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	23%	18%	17%	19%	21%	19%	25%	22%
	Somewhat agree	42%	35%	39%	26%	36%	36%	30%	37%
	Somewhat disagree	30%	34%	32%	42%	30%	29%	28%	29%
	Strongly disagree	6%	13%	12%	13%	13%	16%	16%	12%
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	23%	29%	28%	35%	31%	35%	36%	16%
	Somewhat agree	47%	46%	48%	45%	47%	39%	35%	43%
	Somewhat disagree	25%	19%	19%	13%	16%	20%	22%	33%
	Strongly disagree	5%	6%	5%	6%	6%	6%	8%	8%

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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						
		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
The deficit is the most serious problem facing Britain's economy and needs to be dealt with urgently, beginning this year	Strongly agree	42%	35%	39%	24%	35%	40%	39%
	Somewhat agree	38%	47%	43%	57%	43%	50%	53%
	Somewhat disagree	16%	15%	16%	12%	18%	10%	6%
	Strongly disagree	4%	2%	2%	7%	4%	0%	1%
However unpleasant they may be, the public spending cuts being proposed by the coalition government are unavoidable	Strongly agree	24%	20%	17%	10%	16%	30%	22%
	Somewhat agree	46%	50%	50%	49%	49%	50%	55%
	Somewhat disagree	21%	22%	25%	31%	27%	20%	17%
	Strongly disagree	9%	7%	9%	10%	8%	0%	6%
More of the money needed to cut the deficit should be raised from increasing taxes, rather than cutting spending	Strongly agree	12%	9%	11%	12%	9%	10%	6%
	Somewhat agree	39%	40%	50%	41%	39%	30%	39%
	Somewhat disagree	35%	39%	25%	33%	40%	60%	39%
	Strongly disagree	13%	12%	14%	14%	12%	0%	16%
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	20%	18%	19%	22%	24%	11%	16%
	Somewhat agree	33%	36%	40%	32%	33%	56%	36%
	Somewhat disagree	31%	33%	30%	32%	33%	33%	31%
	Strongly disagree	16%	13%	11%	13%	11%	0%	17%
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	35%	28%	37%	31%	25%	30%	32%
	Somewhat agree	35%	48%	41%	43%	46%	50%	45%
	Somewhat disagree	23%	18%	15%	19%	22%	10%	18%
	Strongly disagree	6%	5%	7%	7%	7%	10%	4%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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	55%	54%	56%	42%	53%	52%	61%	58%	61%
	Somewhat agree	33%	32%	34%	42%	34%	37%	29%	27%	28%
	Somewhat disagree	9%	11%	8%	13%	10%	7%	6%	13%	9%
	Strongly disagree	3%	4%	2%	3%	3%	3%	4%	2%	2%
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	32%	33%	31%	21%	30%	29%	34%	34%	46%
	Somewhat agree	52%	48%	55%	57%	53%	58%	49%	49%	43%
	Somewhat disagree	14%	16%	12%	20%	15%	12%	13%	15%	9%
	Strongly disagree	2%	2%	2%	2%	2%	1%	3%	2%	2%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	37%	40%	35%	32%	32%	36%	40%	43%	41%
	Somewhat agree	40%	38%	41%	40%	41%	41%	40%	38%	43%
	Somewhat disagree	18%	18%	18%	24%	22%	19%	16%	15%	13%
	Strongly disagree	4%	4%	5%	5%	5%	4%	4%	4%	3%

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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	52%	56%	55%	61%	51%	53%	58%	61%	55%
	Somewhat agree	32%	34%	35%	30%	34%	36%	32%	31%	29%
	Somewhat disagree	12%	9%	7%	7%	12%	10%	6%	5%	11%
	Strongly disagree	4%	2%	3%	2%	3%	1%	3%	3%	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	37%	30%	30%	30%	34%	33%	31%	31%	26%
	Somewhat agree	48%	54%	55%	54%	50%	55%	53%	52%	53%
	Somewhat disagree	13%	14%	13%	14%	14%	10%	14%	14%	20%
	Strongly disagree	2%	2%	2%	2%	2%	2%	2%	3%	2%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	32%	39%	38%	42%	34%	34%	42%	41%	35%
	Somewhat agree	40%	42%	38%	40%	42%	42%	38%	39%	35%
	Somewhat disagree	22%	16%	21%	14%	20%	20%	15%	16%	23%
	Strongly disagree	7%	3%	3%	3%	4%	4%	4%	4%	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.

		General Election 2010								
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for
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	47%	59%	50%	45%	62%	68%	80%	58%	33%
	Somewhat agree	38%	30%	33%	39%	27%	18%	20%	37%	44%
	Somewhat disagree	11%	8%	13%	13%	8%	9%	0%	5%	22%
	Strongly disagree	4%	2%	5%	3%	3%	6%	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	44%	28%	38%	13%	27%	18%	30%	11%	11%
	Somewhat agree	48%	54%	52%	68%	51%	62%	50%	68%	78%
	Somewhat disagree	8%	15%	11%	16%	22%	15%	20%	16%	11%
	Strongly disagree	1%	3%	0%	3%	0%	6%	0%	5%	0%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	26%	44%	38%	39%	62%	38%	60%	32%	33%
	Somewhat agree	41%	40%	41%	32%	27%	32%	30%	37%	56%
	Somewhat disagree	26%	14%	16%	23%	8%	26%	10%	21%	11%
	Strongly disagree	7%	3%	5%	6%	3%	3%	0%	11%	0%

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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.

		General Election 2010	Working Status						
		I did not vote	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	58%	53%	55%	55%	53%	56%	61%	53%
	Somewhat agree	33%	34%	34%	29%	38%	34%	27%	37%
	Somewhat disagree	6%	10%	9%	16%	7%	7%	9%	8%
	Strongly disagree	2%	3%	2%	0%	3%	3%	2%	2%
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	26%	31%	30%	42%	30%	34%	38%	24%
	Somewhat agree	52%	54%	53%	48%	50%	56%	46%	51%
	Somewhat disagree	21%	13%	15%	6%	15%	9%	14%	22%
	Strongly disagree	2%	2%	1%	3%	4%	2%	2%	2%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	34%	35%	37%	48%	47%	34%	42%	24%
	Somewhat agree	46%	40%	40%	29%	30%	42%	43%	47%
	Somewhat disagree	17%	19%	20%	16%	20%	19%	13%	24%
	Strongly disagree	3%	5%	3%	6%	3%	5%	3%	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.

		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
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%	54%	50%	59%	56%	70%	58%
	Somewhat agree	30%	35%	35%	32%	34%	20%	29%
	Somewhat disagree	10%	9%	13%	6%	9%	10%	11%
	Strongly disagree	3%	3%	2%	3%	2%	0%	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	38%	31%	32%	26%	28%	40%	29%
	Somewhat agree	46%	54%	48%	58%	52%	40%	61%
	Somewhat disagree	13%	12%	18%	13%	18%	20%	9%
	Strongly disagree	2%	2%	2%	4%	2%	0%	1%
People on higher incomes should have to pay significantly more tax to minimise the cuts necessary in the public sector	Strongly agree	38%	35%	44%	42%	40%	30%	36%
	Somewhat agree	41%	40%	38%	42%	40%	50%	42%
	Somewhat disagree	17%	20%	18%	14%	16%	10%	21%
	Strongly disagree	4%	5%	0%	3%	4%	10%	1%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Thinking about the number of seats that each party won at 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
The coalition government between the Conservatives and the Liberal Democrats is probably the right outcome for Britain	54%	53%	54%	53%	56%	54%	50%	55%	57%	56%	53%	56%	48%
It would be better for Britain if Labour were still in government in coalition with the Liberal Democrats and others, even though they won fewer seats than the Conservatives	46%	47%	46%	47%	44%	46%	50%	45%	43%	44%	47%	44%	52%

Thinking about the number of seats that each party won at 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
The coalition government between the Conservatives and the Liberal Democrats is probably the right outcome for Britain	58%	58%	50%	51%	44%
It would be better for Britain if Labour were still in government in coalition with the Liberal Democrats and others, even though they won fewer seats than the Conservatives	42%	42%	50%	49%	56%

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Thinking about the number of seats that each party won at the general election and the coalition deal that followed, which of the following statements comes closest to your view?

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
The coalition government between the Conservatives and the Liberal Democrats is probably the right outcome for Britain	86%	42%	42%	45%	38%	29%	20%	26%	44%	37%
It would be better for Britain if Labour were still in government in coalition with the Liberal Democrats and others, even though they won fewer seats than the Conservatives	14%	58%	58%	55%	62%	71%	80%	74%	56%	63%

Thinking about the number of seats that each party won at 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
The coalition government between the Conservatives and the Liberal Democrats is probably the right outcome for Britain	55%	54%	61%	42%	53%	56%	45%
It would be better for Britain if Labour were still in government in coalition with the Liberal Democrats and others, even though they won fewer seats than the Conservatives	45%	46%	39%	58%	47%	44%	55%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Thinking about the number of seats that each party won at the general election and the coalition deal that followed, which of the following statements comes closest to your view?

	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
The coalition government between the Conservatives and the Liberal Democrats is probably the right outcome for Britain	58%	56%	43%	46%	49%	50%	43%
It would be better for Britain if Labour were still in government in coalition with the Liberal Democrats and others, even though they won fewer seats than the Conservatives	42%	44%	57%	54%	51%	50%	57%

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		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	More likely to support Labour	43%	44%	42%	44%	46%	43%	44%	39%	38%
	Make no difference	52%	50%	53%	49%	49%	52%	51%	56%	57%
	Less likely to support Labour	5%	6%	5%	7%	5%	5%	4%	5%	6%
Oppose all public spending cuts	More likely to support Labour	19%	18%	19%	21%	20%	17%	19%	19%	15%
	Make no difference	45%	43%	47%	54%	44%	46%	45%	44%	41%
	Less likely to support Labour	36%	40%	34%	25%	36%	37%	35%	38%	43%
Introduce more policies designed to restore support among core Labour supporters	More likely to support Labour	46%	45%	46%	40%	42%	43%	51%	51%	47%
	Make no difference	48%	48%	49%	54%	52%	50%	44%	44%	46%
	Less likely to support Labour	6%	7%	5%	6%	6%	7%	4%	5%	7%
Introduce policies designed to restore support among swing voters	More likely to support Labour	42%	46%	39%	38%	40%	39%	43%	44%	52%
	Make no difference	54%	49%	57%	57%	56%	55%	54%	55%	44%
	Less likely to support Labour	4%	4%	4%	5%	4%	6%	3%	1%	4%
Support strikes by trade unions over public sector pay and jobs	More likely to support Labour	19%	19%	19%	29%	23%	19%	19%	15%	11%
	Make no difference	41%	35%	45%	50%	45%	43%	38%	37%	30%
	Less likely to support Labour	40%	47%	36%	21%	32%	38%	43%	48%	58%

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		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	More likely to support Labour	40%	43%	46%	46%	41%	44%	46%	44%	35%
	Make no difference	54%	52%	49%	51%	53%	53%	48%	51%	59%
	Less likely to support Labour	7%	5%	5%	2%	6%	4%	5%	5%	6%
Oppose all public spending cuts	More likely to support Labour	15%	20%	24%	17%	18%	18%	19%	20%	19%
	Make no difference	37%	46%	47%	58%	40%	45%	47%	53%	48%
	Less likely to support Labour	48%	34%	29%	25%	42%	37%	34%	27%	33%
Introduce more policies designed to restore support among core Labour supporters	More likely to support Labour	44%	46%	48%	46%	41%	45%	50%	49%	49%
	Make no difference	48%	49%	47%	50%	52%	49%	45%	46%	46%
	Less likely to support Labour	8%	5%	5%	4%	7%	6%	5%	5%	5%
Introduce policies designed to restore support among swing voters	More likely to support Labour	48%	41%	39%	36%	45%	40%	44%	37%	38%
	Make no difference	50%	55%	55%	59%	50%	58%	53%	59%	55%
	Less likely to support Labour	3%	4%	5%	5%	5%	3%	3%	3%	8%
Support strikes by trade unions over public sector pay and jobs	More likely to support Labour	18%	19%	22%	19%	17%	19%	21%	17%	22%
	Make no difference	34%	40%	48%	50%	39%	42%	39%	46%	41%
	Less likely to support Labour	49%	41%	30%	31%	43%	38%	39%	36%	37%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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		General Election 2010							
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate
Apologise to voters for the mistakes made by the last Labour government	More likely to support Labour	43%	43%	53%	35%	41%	29%	40%	26%
	Make no difference	52%	52%	44%	61%	54%	65%	40%	58%
	Less likely to support Labour	5%	6%	3%	3%	5%	6%	20%	16%
Oppose all public spending cuts	More likely to support Labour	14%	20%	19%	29%	32%	18%	20%	0%
	Make no difference	37%	46%	52%	55%	51%	52%	50%	58%
	Less likely to support Labour	50%	34%	30%	16%	16%	30%	30%	42%
Introduce more policies designed to restore support among core Labour supporters	More likely to support Labour	35%	51%	45%	45%	62%	41%	60%	53%
	Make no difference	55%	45%	50%	52%	32%	53%	40%	37%
	Less likely to support Labour	10%	4%	5%	3%	5%	6%	0%	11%
Introduce policies designed to restore support among swing voters	More likely to support Labour	37%	45%	56%	35%	41%	32%	30%	26%
	Make no difference	57%	52%	41%	65%	49%	62%	60%	74%
	Less likely to support Labour	6%	3%	3%	0%	11%	6%	10%	0%
Support strikes by trade unions over public sector pay and jobs	More likely to support Labour	13%	21%	19%	23%	35%	15%	30%	11%
	Make no difference	37%	41%	46%	57%	51%	56%	40%	47%
	Less likely to support Labour	50%	38%	35%	20%	14%	29%	30%	42%

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		General Election 2010		Working Status				
		I voted but can't recall who for	I did not vote	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
Apologise to voters for the mistakes made by the last Labour government	More likely to support Labour	22%	45%	42%	42%	30%	64%	39%
	Make no difference	78%	51%	51%	53%	63%	36%	57%
	Less likely to support Labour	0%	4%	6%	5%	7%	0%	3%
Oppose all public spending cuts	More likely to support Labour	22%	24%	19%	20%	10%	18%	20%
	Make no difference	78%	53%	44%	49%	47%	43%	51%
	Less likely to support Labour	0%	23%	37%	32%	43%	39%	29%
Introduce more policies designed to restore support among core Labour supporters	More likely to support Labour	44%	50%	45%	45%	45%	51%	50%
	Make no difference	56%	48%	49%	50%	55%	46%	47%
	Less likely to support Labour	0%	2%	7%	5%	0%	3%	3%
Introduce policies designed to restore support among swing voters	More likely to support Labour	11%	45%	42%	38%	52%	42%	36%
	Make no difference	89%	52%	53%	58%	45%	52%	61%
	Less likely to support Labour	0%	3%	5%	3%	3%	6%	3%
Support strikes by trade unions over public sector pay and jobs	More likely to support Labour	22%	25%	21%	21%	26%	27%	15%
	Make no difference	67%	41%	40%	46%	42%	41%	48%
	Less likely to support Labour	11%	34%	40%	34%	32%	32%	37%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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		Working Status		Housing Tenure				
		Retired	Student	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else
Apologise to voters for the mistakes made by the last Labour government	More likely to support Labour	40%	41%	40%	43%	51%	39%	44%
	Make no difference	54%	53%	54%	52%	48%	57%	49%
	Less likely to support Labour	6%	6%	6%	6%	1%	4%	7%
Oppose all public spending cuts	More likely to support Labour	17%	20%	17%	19%	19%	24%	18%
	Make no difference	41%	47%	41%	44%	55%	54%	50%
	Less likely to support Labour	42%	33%	42%	38%	26%	22%	32%
Introduce more policies designed to restore support among core Labour supporters	More likely to support Labour	48%	41%	45%	45%	48%	46%	47%
	Make no difference	46%	57%	48%	49%	51%	50%	48%
	Less likely to support Labour	6%	2%	7%	6%	1%	5%	5%
Introduce policies designed to restore support among swing voters	More likely to support Labour	50%	33%	47%	40%	37%	41%	43%
	Make no difference	47%	63%	49%	56%	60%	56%	51%
	Less likely to support Labour	3%	4%	4%	4%	3%	3%	5%
Support strikes by trade unions over public sector pay and jobs	More likely to support Labour	12%	17%	15%	18%	25%	20%	24%
	Make no difference	35%	54%	35%	40%	51%	57%	39%
	Less likely to support Labour	54%	29%	50%	41%	24%	22%	36%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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		Housing Tenure	
		Rent free	Living with relatives
Apologise to voters for the mistakes made by the last Labour government	More likely to support Labour	60%	51%
	Make no difference	40%	48%
	Less likely to support Labour	0%	1%
Oppose all public spending cuts	More likely to support Labour	10%	18%
	Make no difference	50%	42%
	Less likely to support Labour	40%	40%
Introduce more policies designed to restore support among core Labour supporters	More likely to support Labour	40%	52%
	Make no difference	60%	42%
	Less likely to support Labour	0%	6%
Introduce policies designed to restore support among swing voters	More likely to support Labour	44%	44%
	Make no difference	44%	52%
	Less likely to support Labour	11%	4%
Support strikes by trade unions over public sector pay and jobs	More likely to support Labour	30%	27%
	Make no difference	40%	51%
	Less likely to support Labour	30%	22%

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		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Defend the record of the last Labour government, especially on the economy	More likely to support Labour	18%	19%	16%	17%	16%	15%	17%	23%	21%
	Make no difference	51%	50%	52%	62%	50%	53%	52%	47%	49%
	Less likely to support Labour	31%	31%	32%	21%	34%	33%	31%	31%	30%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	More likely to support Labour	59%	59%	58%	52%	54%	60%	61%	62%	61%
	Make no difference	31%	31%	31%	32%	34%	30%	32%	28%	32%
	Less likely to support Labour	10%	10%	10%	16%	12%	9%	7%	11%	8%
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	More likely to support Labour	65%	61%	68%	51%	56%	66%	69%	72%	77%
	Make no difference	32%	35%	30%	42%	40%	31%	28%	26%	21%
	Less likely to support Labour	3%	4%	2%	7%	4%	3%	2%	1%	3%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	More likely to support Labour	64%	62%	65%	56%	65%	62%	69%	61%	64%
	Make no difference	31%	34%	30%	35%	30%	32%	28%	35%	31%
	Less likely to support Labour	5%	4%	5%	9%	5%	5%	4%	3%	5%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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		Socio-Economic Group				Region				
		AB	C1	C2	DE	South East (inc London)	Midlands	North	Wales & South West	Scotland
Defend the record of the last Labour government, especially on the economy	More likely to support Labour	17%	19%	17%	16%	17%	17%	19%	18%	19%
	Make no difference	50%	50%	53%	55%	51%	49%	50%	54%	54%
	Less likely to support Labour	33%	31%	31%	29%	32%	34%	31%	29%	27%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	More likely to support Labour	54%	61%	56%	64%	53%	59%	64%	59%	63%
	Make no difference	30%	31%	35%	31%	34%	31%	27%	36%	25%
	Less likely to support Labour	16%	8%	9%	5%	13%	10%	9%	5%	12%
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	More likely to support Labour	67%	64%	65%	67%	63%	63%	65%	70%	71%
	Make no difference	30%	33%	32%	30%	33%	35%	31%	29%	26%
	Less likely to support Labour	3%	3%	3%	2%	4%	2%	3%	1%	3%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	More likely to support Labour	64%	65%	60%	64%	62%	62%	65%	65%	70%
	Make no difference	29%	31%	35%	32%	32%	34%	32%	28%	26%
	Less likely to support Labour	6%	5%	4%	4%	6%	4%	4%	7%	4%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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		General Election 2010							
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate
Defend the record of the last Labour government, especially on the economy	More likely to support Labour	10%	20%	16%	26%	27%	27%	10%	26%
	Make no difference	44%	53%	52%	52%	51%	55%	60%	58%
	Less likely to support Labour	46%	26%	32%	23%	22%	18%	30%	16%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	More likely to support Labour	44%	66%	52%	65%	65%	65%	60%	74%
	Make no difference	40%	26%	38%	32%	30%	26%	40%	16%
	Less likely to support Labour	16%	8%	11%	3%	5%	9%	0%	11%
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	More likely to support Labour	56%	71%	67%	61%	68%	68%	70%	63%
	Make no difference	39%	27%	28%	39%	32%	29%	30%	37%
	Less likely to support Labour	5%	3%	5%	0%	0%	3%	0%	0%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	More likely to support Labour	59%	66%	69%	61%	62%	65%	80%	58%
	Make no difference	36%	28%	28%	39%	30%	32%	20%	37%
	Less likely to support Labour	5%	5%	3%	0%	8%	3%	0%	5%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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		General Election 2010		Working Status				
		I voted but can't recall who for	I did not vote	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
Defend the record of the last Labour government, especially on the economy	More likely to support Labour	0%	22%	18%	16%	13%	16%	13%
	Make no difference	88%	57%	51%	51%	61%	53%	50%
	Less likely to support Labour	13%	21%	32%	32%	26%	30%	37%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	More likely to support Labour	67%	64%	58%	55%	65%	69%	60%
	Make no difference	33%	29%	31%	36%	29%	28%	32%
	Less likely to support Labour	0%	7%	11%	9%	6%	3%	9%
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	More likely to support Labour	56%	66%	60%	67%	74%	80%	64%
	Make no difference	44%	33%	36%	31%	26%	17%	34%
	Less likely to support Labour	0%	1%	4%	2%	0%	3%	1%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	More likely to support Labour	56%	66%	64%	62%	61%	73%	60%
	Make no difference	44%	31%	31%	33%	35%	24%	35%
	Less likely to support Labour	0%	3%	5%	5%	3%	4%	5%

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		Working Status		Housing Tenure				
		Retired	Student	Owned outright (without mortgage)	Owned with a mortgage or loan	Rented from Council	Rented from housing association	Rented from someone else
Defend the record of the last Labour government, especially on the economy	More likely to support Labour	22%	12%	20%	16%	17%	15%	21%
	Make no difference	48%	71%	48%	50%	56%	59%	52%
	Less likely to support Labour	30%	16%	32%	34%	27%	26%	27%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	More likely to support Labour	62%	49%	58%	58%	57%	64%	60%
	Make no difference	29%	33%	31%	31%	34%	35%	33%
	Less likely to support Labour	9%	18%	12%	11%	9%	2%	8%
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	More likely to support Labour	75%	59%	70%	64%	66%	67%	62%
	Make no difference	22%	35%	28%	33%	32%	31%	33%
	Less likely to support Labour	2%	6%	2%	3%	2%	2%	5%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	More likely to support Labour	64%	59%	62%	65%	69%	61%	60%
	Make no difference	31%	37%	34%	30%	30%	33%	33%
	Less likely to support Labour	5%	4%	4%	5%	1%	6%	7%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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 each of these things would make you more likely or less likely to go back to supporting Labour, or whether it would make no difference.

		Housing Tenure	
		Rent free	Living with relatives
Defend the record of the last Labour government, especially on the economy	More likely to support Labour	10%	17%
	Make no difference	60%	53%
	Less likely to support Labour	30%	29%
Propose new taxes on the richest so that they bear more of the cost of reducing the deficit	More likely to support Labour	70%	60%
	Make no difference	30%	26%
	Less likely to support Labour	0%	14%
Commit to a massive expansion of apprenticeship schemes to provide new opportunities for young people	More likely to support Labour	70%	56%
	Make no difference	30%	42%
	Less likely to support Labour	0%	3%
Develop policies to reform and improve public services like health and education built around the principle of giving consumers more choice and power	More likely to support Labour	60%	69%
	Make no difference	30%	26%
	Less likely to support Labour	10%	5%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Which of the following three statements comes closest 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
I would be more likely to go back to supporting the Labour Party if it moved further to the left	31%	33%	30%	28%	34%	30%	35%	31%	23%	30%	36%	26%	25%
I would be less likely to go back to supporting the Labour Party if it moved further to the left	32%	39%	27%	21%	25%	36%	35%	37%	35%	42%	29%	26%	25%
I am not sure what is meant by 'moving further to the left'	37%	28%	43%	51%	42%	34%	30%	32%	42%	28%	35%	49%	50%

Which of the following three statements comes closest your view?

	Region				
	South East (inc London)	Midlands	North	Wales & South West	Scotland
I would be more likely to go back to supporting the Labour Party if it moved further to the left	30%	29%	34%	30%	34%
I would be less likely to go back to supporting the Labour Party if it moved further to the left	34%	33%	29%	30%	32%
I am not sure what is meant by 'moving further to the left'	36%	37%	37%	40%	34%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Which of the following three statements comes closest your view?

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
I would be more likely to go back to supporting the Labour Party if it moved further to the left	21%	37%	36%	29%	57%	29%	30%	53%	56%	27%
I would be less likely to go back to supporting the Labour Party if it moved further to the left	40%	29%	27%	29%	19%	35%	20%	32%	0%	27%
I am not sure what is meant by 'moving further to the left'	39%	33%	38%	42%	24%	35%	50%	16%	44%	46%

Which of the following three statements comes closest 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
I would be more likely to go back to supporting the Labour Party if it moved further to the left	32%	37%	26%	34%	28%	23%	37%
I would be less likely to go back to supporting the Labour Party if it moved further to the left	34%	28%	39%	27%	23%	36%	24%
I am not sure what is meant by 'moving further to the left'	34%	35%	35%	39%	50%	41%	39%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

Which of the following three statements comes closest your view?

	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
I would be more likely to go back to supporting the Labour Party if it moved further to the left	28%	31%	34%	35%	37%	30%	27%
I would be less likely to go back to supporting the Labour Party if it moved further to the left	40%	33%	18%	27%	25%	30%	19%
I am not sure what is meant by 'moving further to the left'	32%	36%	48%	39%	39%	40%	53%

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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:

		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	23%	23%	24%	23%	21%	22%	29%	26%	22%
	Somewhat support	48%	48%	48%	37%	46%	51%	49%	48%	52%
	Somewhat oppose	22%	23%	22%	25%	26%	21%	16%	23%	22%
	Strongly oppose	6%	7%	6%	15%	7%	5%	7%	4%	4%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as is currently the case	Strongly support	38%	43%	35%	29%	31%	42%	44%	41%	37%
	Somewhat support	39%	37%	41%	40%	44%	36%	36%	39%	41%
	Somewhat oppose	17%	16%	18%	22%	19%	16%	17%	13%	17%
	Strongly oppose	6%	4%	6%	9%	6%	6%	3%	7%	5%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent.	Strongly support	29%	34%	26%	24%	23%	28%	34%	33%	34%
	Somewhat support	34%	30%	36%	36%	37%	35%	31%	33%	29%
	Somewhat oppose	28%	22%	31%	29%	31%	29%	23%	25%	26%
	Strongly oppose	10%	14%	7%	11%	10%	8%	11%	9%	11%
Increase the minimum wage to more than £7 per hour	Strongly support	47%	41%	51%	49%	42%	47%	54%	49%	46%
	Somewhat support	37%	38%	36%	35%	40%	36%	32%	38%	41%
	Somewhat oppose	13%	18%	10%	15%	16%	14%	12%	11%	11%
	Strongly oppose	2%	3%	2%	1%	2%	3%	2%	3%	2%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	47%	45%	48%	26%	37%	50%	53%	55%	57%
	Somewhat support	34%	32%	36%	42%	40%	32%	32%	28%	33%
	Somewhat oppose	14%	15%	13%	26%	18%	12%	12%	11%	7%
	Strongly oppose	5%	7%	3%	5%	5%	5%	3%	5%	4%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	53%	50%	55%	42%	50%	57%	57%	53%	51%
	Somewhat support	33%	35%	32%	35%	37%	30%	27%	35%	37%
	Somewhat oppose	11%	11%	11%	18%	10%	10%	12%	9%	10%
	Strongly oppose	3%	3%	3%	4%	3%	3%	4%	3%	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	22%	24%	25%	24%	24%	21%	26%	22%	22%
	Somewhat support	48%	48%	47%	49%	46%	50%	48%	52%	48%
	Somewhat oppose	23%	23%	21%	19%	24%	23%	19%	21%	23%
	Strongly oppose	7%	5%	8%	7%	6%	6%	7%	5%	8%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as is currently the case	Strongly support	35%	40%	38%	37%	35%	38%	40%	40%	43%
	Somewhat support	37%	39%	41%	42%	37%	40%	40%	40%	41%
	Somewhat oppose	19%	16%	17%	16%	21%	17%	15%	15%	11%
	Strongly oppose	9%	4%	4%	5%	7%	5%	6%	4%	5%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent.	Strongly support	31%	29%	27%	26%	29%	25%	31%	29%	35%
	Somewhat support	32%	36%	30%	34%	33%	38%	33%	32%	31%
	Somewhat oppose	26%	26%	33%	28%	27%	28%	27%	29%	28%
	Strongly oppose	10%	8%	11%	12%	10%	10%	10%	10%	7%
Increase the minimum wage to more than £7 per hour	Strongly support	39%	45%	58%	62%	46%	49%	46%	52%	52%
	Somewhat support	41%	38%	31%	29%	39%	34%	38%	36%	31%
	Somewhat oppose	17%	14%	10%	7%	13%	15%	14%	12%	14%
	Strongly oppose	3%	3%	2%	2%	3%	3%	3%	0%	3%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	45%	48%	48%	49%	42%	47%	52%	54%	44%
	Somewhat support	32%	34%	36%	37%	36%	37%	32%	31%	34%
	Somewhat oppose	15%	14%	12%	12%	17%	13%	12%	11%	17%
	Strongly oppose	8%	4%	4%	2%	6%	4%	4%	4%	5%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	50%	53%	55%	57%	48%	52%	57%	57%	56%
	Somewhat support	36%	33%	30%	32%	35%	34%	30%	33%	34%
	Somewhat oppose	10%	11%	13%	9%	13%	11%	10%	9%	9%
	Strongly oppose	4%	2%	3%	2%	4%	3%	3%	1%	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:

		General Election 2010								
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for
Scrapping university tuition fees and introducing a new graduate tax	Strongly support	21%	24%	22%	35%	32%	21%	30%	26%	11%
	Somewhat support	47%	49%	53%	42%	38%	50%	50%	63%	44%
	Somewhat oppose	24%	22%	19%	16%	22%	21%	10%	5%	44%
	Strongly oppose	8%	5%	6%	6%	8%	9%	10%	5%	0%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as is currently the case	Strongly support	31%	42%	38%	39%	54%	47%	60%	39%	67%
	Somewhat support	41%	38%	38%	52%	32%	44%	20%	44%	11%
	Somewhat oppose	19%	17%	21%	6%	11%	6%	20%	11%	22%
	Strongly oppose	9%	4%	3%	3%	3%	3%	0%	6%	0%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent.	Strongly support	20%	35%	8%	26%	57%	44%	30%	37%	11%
	Somewhat support	32%	34%	38%	32%	27%	32%	40%	32%	33%
	Somewhat oppose	34%	25%	38%	16%	8%	15%	10%	26%	56%
	Strongly oppose	14%	6%	16%	26%	8%	9%	20%	5%	0%
Increase the minimum wage to more than £7 per hour	Strongly support	40%	50%	48%	52%	68%	47%	90%	37%	25%
	Somewhat support	39%	36%	40%	35%	27%	32%	10%	53%	63%
	Somewhat oppose	17%	12%	8%	10%	5%	18%	0%	5%	13%
	Strongly oppose	4%	2%	5%	3%	0%	3%	0%	5%	0%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	42%	49%	51%	48%	47%	44%	60%	47%	56%
	Somewhat support	35%	34%	32%	26%	47%	41%	20%	26%	33%
	Somewhat oppose	16%	13%	11%	23%	3%	12%	20%	21%	11%
	Strongly oppose	7%	4%	6%	3%	3%	3%	0%	5%	0%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	47%	56%	57%	55%	62%	62%	60%	42%	67%
	Somewhat support	35%	32%	29%	29%	35%	38%	30%	42%	22%
	Somewhat oppose	13%	10%	11%	16%	3%	0%	10%	16%	11%
	Strongly oppose	6%	2%	3%	0%	0%	0%	0%	0%	0%

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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:

		General Election 2010	Working Status						
		I did not vote	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	25%	23%	27%	20%	27%	17%	23%	31%
	Somewhat support	48%	47%	49%	50%	47%	57%	50%	31%
	Somewhat oppose	21%	23%	20%	27%	17%	21%	22%	22%
	Strongly oppose	7%	8%	4%	3%	10%	5%	4%	16%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as is currently the case	Strongly support	38%	39%	40%	35%	40%	34%	39%	20%
	Somewhat support	38%	39%	38%	39%	38%	42%	41%	41%
	Somewhat oppose	17%	17%	17%	23%	22%	19%	14%	27%
	Strongly oppose	8%	6%	6%	3%	1%	5%	6%	12%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent.	Strongly support	29%	28%	27%	19%	35%	24%	35%	27%
	Somewhat support	36%	34%	38%	32%	26%	43%	28%	27%
	Somewhat oppose	26%	27%	28%	42%	27%	28%	28%	33%
	Strongly oppose	9%	11%	8%	6%	11%	5%	9%	14%
Increase the minimum wage to more than £7 per hour	Strongly support	51%	43%	50%	39%	59%	60%	46%	71%
	Somewhat support	35%	37%	37%	45%	31%	35%	41%	21%
	Somewhat oppose	12%	16%	12%	16%	7%	4%	12%	8%
	Strongly oppose	1%	4%	1%	0%	3%	1%	1%	0%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	51%	43%	51%	52%	54%	47%	57%	27%
	Somewhat support	34%	34%	34%	42%	37%	42%	30%	33%
	Somewhat oppose	13%	16%	13%	6%	7%	9%	8%	35%
	Strongly oppose	3%	6%	2%	0%	3%	3%	4%	4%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	54%	51%	55%	55%	51%	56%	56%	44%
	Somewhat support	32%	35%	31%	35%	30%	31%	32%	33%
	Somewhat oppose	12%	11%	11%	10%	15%	10%	10%	17%
	Strongly oppose	2%	3%	3%	0%	4%	3%	1%	6%

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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						
		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
Scrapping university tuition fees and introducing a new graduate tax	Strongly support	22%	23%	30%	28%	23%	11%	19%
	Somewhat support	49%	50%	42%	42%	49%	44%	42%
	Somewhat oppose	24%	20%	23%	24%	21%	44%	27%
	Strongly oppose	5%	7%	5%	6%	8%	0%	12%
Starting the 50 per cent top rate of Income Tax at £100,000 a year, instead of £150,000 as is currently the case	Strongly support	40%	38%	45%	39%	36%	30%	31%
	Somewhat support	41%	38%	38%	43%	38%	60%	40%
	Somewhat oppose	12%	18%	15%	13%	21%	0%	23%
	Strongly oppose	7%	6%	2%	6%	5%	10%	5%
Scrapping the renewal of the Trident missile system, Britain's nuclear deterrent.	Strongly support	32%	28%	29%	28%	32%	20%	22%
	Somewhat support	31%	34%	35%	29%	37%	60%	26%
	Somewhat oppose	26%	28%	26%	35%	22%	20%	39%
	Strongly oppose	11%	9%	10%	8%	8%	0%	13%
Increase the minimum wage to more than £7 per hour	Strongly support	46%	42%	65%	63%	50%	60%	55%
	Somewhat support	40%	38%	28%	31%	35%	40%	30%
	Somewhat oppose	11%	16%	4%	5%	14%	0%	14%
	Strongly oppose	2%	3%	3%	1%	1%	0%	1%
Introduce a new High Pay commission to restrict high salaries in the private sector	Strongly support	51%	47%	45%	52%	44%	30%	29%
	Somewhat support	30%	35%	34%	39%	34%	60%	43%
	Somewhat oppose	14%	12%	18%	7%	18%	10%	21%
	Strongly oppose	5%	5%	3%	2%	4%	0%	8%
Introduce a new Mansion Tax on homes worth over £2 million	Strongly support	51%	54%	54%	57%	53%	50%	47%
	Somewhat support	35%	32%	33%	31%	32%	40%	39%
	Somewhat oppose	12%	10%	9%	9%	13%	10%	11%
	Strongly oppose	3%	3%	4%	3%	2%	0%	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:

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Re-nationalise the railways	Strongly support	32%	36%	29%	22%	27%	29%	39%	36%	37%
	Somewhat support	47%	39%	52%	54%	53%	47%	41%	43%	39%
	Somewhat oppose	17%	19%	16%	22%	17%	19%	17%	15%	16%
	Strongly oppose	4%	7%	3%	2%	4%	5%	2%	6%	7%
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	12%	16%	9%	13%	8%	11%	14%	13%	15%
	Somewhat support	27%	28%	26%	32%	26%	24%	29%	27%	29%
	Somewhat oppose	35%	32%	37%	33%	39%	39%	29%	31%	33%
	Strongly oppose	26%	24%	28%	22%	27%	26%	28%	29%	23%

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	29%	33%	33%	35%	32%	30%	33%	35%	27%
	Somewhat support	43%	47%	48%	49%	47%	49%	43%	46%	52%
	Somewhat oppose	19%	17%	16%	15%	17%	17%	20%	15%	16%
	Strongly oppose	8%	3%	3%	1%	5%	4%	5%	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	10%	13%	12%	11%	10%	12%	12%	12%	20%
	Somewhat support	25%	26%	26%	35%	26%	26%	29%	28%	25%
	Somewhat oppose	35%	35%	34%	37%	35%	35%	36%	34%	37%
	Strongly oppose	30%	26%	28%	17%	29%	28%	23%	26%	18%

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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:

		General Election 2010								
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for
Re-nationalise the railways	Strongly support	27%	34%	33%	39%	43%	26%	40%	42%	56%
	Somewhat support	47%	47%	48%	48%	35%	50%	30%	47%	22%
	Somewhat oppose	19%	16%	14%	10%	19%	24%	30%	5%	22%
	Strongly oppose	6%	4%	5%	3%	3%	0%	0%	5%	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	10%	13%	8%	7%	22%	21%	0%	11%	22%
	Somewhat support	21%	29%	31%	38%	25%	21%	40%	42%	67%
	Somewhat oppose	34%	36%	38%	28%	39%	35%	0%	37%	11%
	Strongly oppose	35%	22%	23%	28%	14%	24%	60%	11%	0%

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:

		General Election 2010	Working Status						
		I did not vote	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	32%	31%	31%	23%	42%	26%	37%	18%
	Somewhat support	44%	46%	48%	55%	37%	57%	41%	61%
	Somewhat oppose	20%	18%	18%	16%	19%	14%	15%	20%
	Strongly oppose	4%	5%	2%	6%	3%	3%	7%	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	11%	11%	12%	13%	10%	10%	15%	14%
	Somewhat support	29%	26%	27%	26%	36%	24%	28%	27%
	Somewhat oppose	34%	36%	36%	42%	33%	34%	32%	37%
	Strongly oppose	26%	27%	25%	19%	21%	31%	25%	22%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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						
		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
Re-nationalise the railways	Strongly support	35%	31%	35%	31%	30%	10%	35%
	Somewhat support	41%	48%	53%	46%	50%	60%	43%
	Somewhat oppose	17%	17%	12%	18%	18%	20%	19%
	Strongly oppose	7%	4%	0%	5%	2%	10%	3%
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	14%	9%	20%	13%	14%	10%	9%
	Somewhat support	23%	26%	26%	28%	33%	40%	32%
	Somewhat oppose	30%	38%	32%	36%	33%	40%	38%
	Strongly oppose	32%	27%	21%	23%	20%	10%	21%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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
I will probably seriously consider voting Labour at the next election, even if the Labour Party has not changed very much, because I don't like what the coalition government is doing	33%	36%	32%	35%	34%	32%	33%	36%	32%	34%	35%	29%	34%
The Labour Party needs to change quite fundamentally before I will seriously consider voting for it again, even if I do not like what the coalition government is doing	67%	64%	68%	65%	66%	68%	67%	64%	68%	66%	65%	71%	66%

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
I will probably seriously consider voting Labour at the next election, even if the Labour Party has not changed very much, because I don't like what the coalition government is doing	32%	30%	35%	33%	45%
The Labour Party needs to change quite fundamentally before I will seriously consider voting for it again, even if I do not like what the coalition government is doing	68%	70%	65%	67%	55%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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

	General Election 2010									
	Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for	I did not vote
I will probably seriously consider voting Labour at the next election, even if the Labour Party has not changed very much, because I don't like what the coalition government is doing	12%	44%	38%	29%	46%	47%	50%	37%	44%	39%
The Labour Party needs to change quite fundamentally before I will seriously consider voting for it again, even if I do not like what the coalition government is doing	88%	56%	63%	71%	54%	53%	50%	63%	56%	61%

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
I will probably seriously consider voting Labour at the next election, even if the Labour Party has not changed very much, because I don't like what the coalition government is doing	33%	34%	29%	37%	30%	35%	43%
The Labour Party needs to change quite fundamentally before I will seriously consider voting for it again, even if I do not like what the coalition government is doing	67%	66%	71%	63%	70%	65%	57%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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						
	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
I will probably seriously consider voting Labour at the next election, even if the Labour Party has not changed very much, because I don't like what the coalition government is doing	31%	33%	39%	36%	35%	20%	36%
The Labour Party needs to change quite fundamentally before I will seriously consider voting for it again, even if I do not like what the coalition government is doing	69%	67%	61%	64%	65%	80%	64%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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	9%	12%	7%	11%	10%	10%	8%	7%	7%
	Somewhat agree	26%	30%	24%	28%	29%	26%	22%	24%	28%
	Somewhat disagree	30%	26%	32%	36%	32%	31%	30%	28%	23%
	Strongly disagree	35%	32%	37%	25%	29%	33%	40%	41%	42%
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	22%	25%	21%	19%	19%	26%	23%	24%	21%
	Somewhat agree	41%	43%	40%	43%	46%	41%	38%	34%	45%
	Somewhat disagree	26%	22%	29%	29%	25%	23%	25%	32%	27%
	Strongly disagree	11%	10%	11%	10%	11%	10%	14%	10%	6%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	17%	18%	15%	19%	16%	16%	17%	17%	18%
	Somewhat agree	54%	55%	53%	50%	55%	54%	50%	56%	55%
	Somewhat disagree	26%	23%	28%	28%	26%	27%	28%	23%	21%
	Strongly disagree	4%	4%	4%	3%	3%	3%	5%	3%	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 and make society more	Strongly agree	28%	30%	27%	24%	26%	22%	34%	34%	29%
	Somewhat agree	44%	43%	45%	43%	43%	50%	42%	41%	46%
	Somewhat disagree	21%	19%	22%	24%	23%	21%	18%	20%	19%
	Strongly disagree	7%	7%	6%	8%	8%	7%	6%	4%	6%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	28%	29%	28%	16%	21%	27%	31%	35%	40%
	Somewhat agree	36%	33%	37%	41%	37%	37%	38%	32%	28%
	Somewhat disagree	31%	32%	31%	38%	36%	30%	27%	28%	27%
	Strongly disagree	5%	6%	5%	5%	6%	6%	4%	6%	4%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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	10%	9%	6%	9%	11%	8%	7%	7%	11%
	Somewhat agree	32%	28%	14%	20%	29%	22%	24%	26%	30%
	Somewhat disagree	30%	31%	32%	26%	30%	29%	29%	32%	29%
	Strongly disagree	27%	32%	48%	45%	29%	40%	39%	35%	30%
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%	23%	24%	24%	22%	23%	22%	22%	26%
	Somewhat agree	37%	40%	46%	47%	39%	46%	39%	42%	39%
	Somewhat disagree	31%	26%	21%	23%	26%	24%	28%	24%	24%
	Strongly disagree	11%	12%	9%	6%	12%	6%	11%	12%	11%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	18%	16%	16%	17%	17%	17%	18%	15%	11%
	Somewhat agree	52%	53%	57%	55%	54%	55%	52%	54%	55%
	Somewhat disagree	27%	27%	24%	24%	25%	25%	26%	25%	32%
	Strongly disagree	3%	4%	3%	5%	4%	3%	4%	6%	2%
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 and make society more	Strongly agree	23%	29%	29%	34%	27%	25%	28%	31%	32%
	Somewhat agree	43%	43%	47%	50%	43%	46%	44%	46%	45%
	Somewhat disagree	25%	22%	18%	13%	24%	23%	19%	18%	17%
	Strongly disagree	9%	6%	6%	2%	6%	6%	9%	6%	6%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	23%	29%	32%	33%	27%	28%	29%	32%	22%
	Somewhat agree	31%	36%	36%	45%	34%	38%	35%	34%	40%
	Somewhat disagree	38%	31%	27%	19%	33%	29%	31%	29%	30%
	Strongly disagree	8%	4%	5%	3%	6%	5%	5%	4%	8%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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

		General Election 2010								
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for
On balance, immigration into Britain has brought more benefits than costs	Strongly agree	6%	11%	3%	0%	22%	12%	20%	5%	11%
	Somewhat agree	17%	33%	11%	10%	32%	32%	10%	37%	33%
	Somewhat disagree	32%	29%	30%	23%	27%	24%	20%	21%	33%
	Strongly disagree	45%	27%	56%	68%	19%	32%	50%	37%	22%
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	27%	20%	36%	13%	14%	12%	40%	37%	11%
	Somewhat agree	40%	41%	28%	61%	30%	50%	40%	11%	33%
	Somewhat disagree	24%	27%	33%	23%	30%	26%	10%	47%	56%
	Strongly disagree	8%	12%	3%	3%	27%	12%	10%	5%	0%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	23%	13%	16%	10%	16%	12%	30%	17%	11%
	Somewhat agree	52%	55%	61%	61%	46%	53%	30%	44%	56%
	Somewhat disagree	22%	29%	22%	26%	19%	32%	40%	33%	33%
	Strongly disagree	3%	4%	2%	3%	19%	3%	0%	6%	0%
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 and make society more	Strongly agree	19%	32%	30%	19%	50%	44%	60%	32%	11%
	Somewhat agree	43%	46%	45%	52%	36%	41%	30%	47%	56%
	Somewhat disagree	27%	18%	19%	26%	8%	12%	10%	11%	33%
	Strongly disagree	12%	4%	6%	3%	6%	3%	0%	11%	0%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	21%	30%	34%	32%	44%	24%	20%	37%	33%
	Somewhat agree	35%	35%	45%	45%	31%	41%	60%	26%	44%
	Somewhat disagree	36%	31%	17%	23%	19%	26%	20%	26%	22%
	Strongly disagree	8%	4%	3%	0%	6%	9%	0%	11%	0%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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

		General Election 2010	Working Status						
		I did not vote	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	8%	11%	8%	10%	10%	7%	5%	8%
	Somewhat agree	25%	28%	22%	32%	25%	22%	25%	37%
	Somewhat disagree	33%	30%	36%	35%	24%	28%	26%	37%
	Strongly disagree	34%	32%	34%	23%	42%	43%	43%	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	20%	23%	24%	19%	20%	23%	21%	14%
	Somewhat agree	47%	39%	39%	35%	50%	46%	44%	43%
	Somewhat disagree	23%	25%	27%	26%	22%	25%	29%	35%
	Strongly disagree	9%	13%	10%	19%	8%	6%	6%	8%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	16%	16%	15%	16%	18%	19%	18%	18%
	Somewhat agree	54%	54%	53%	55%	54%	53%	54%	49%
	Somewhat disagree	25%	27%	28%	23%	25%	25%	23%	27%
	Strongly disagree	5%	3%	4%	6%	4%	3%	5%	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 and make society more	Strongly agree	31%	27%	25%	32%	35%	30%	30%	27%
	Somewhat agree	44%	43%	52%	39%	43%	42%	43%	42%
	Somewhat disagree	20%	21%	20%	23%	19%	23%	21%	21%
	Strongly disagree	4%	8%	4%	6%	3%	5%	6%	10%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	33%	25%	28%	29%	33%	24%	38%	21%
	Somewhat agree	33%	37%	37%	23%	39%	41%	30%	28%
	Somewhat disagree	30%	32%	32%	39%	26%	30%	27%	38%
	Strongly disagree	4%	6%	4%	10%	2%	5%	5%	13%

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

		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
On balance, immigration into Britain has brought more benefits than costs	Strongly agree	7%	7%	10%	11%	16%	10%	16%
	Somewhat agree	23%	28%	23%	19%	30%	50%	23%
	Somewhat disagree	31%	31%	19%	31%	28%	10%	35%
	Strongly disagree	38%	34%	48%	39%	26%	30%	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	24%	22%	25%	16%	25%	30%	21%
	Somewhat agree	42%	40%	43%	48%	39%	50%	44%
	Somewhat disagree	26%	26%	24%	23%	26%	20%	29%
	Strongly disagree	8%	12%	9%	14%	10%	0%	6%
If people manage to become extremely rich, that is a good thing for Britain rather than a bad thing	Strongly agree	19%	15%	18%	9%	15%	10%	27%
	Somewhat agree	52%	54%	61%	61%	52%	60%	47%
	Somewhat disagree	24%	27%	18%	27%	27%	20%	25%
	Strongly disagree	4%	3%	3%	4%	5%	10%	1%
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 and make society more	Strongly agree	28%	23%	40%	38%	33%	30%	36%
	Somewhat agree	43%	47%	41%	44%	40%	60%	42%
	Somewhat disagree	23%	22%	16%	16%	19%	10%	16%
	Strongly disagree	6%	8%	3%	2%	7%	0%	6%
Private companies should never have any part to play in delivering public services like health and education	Strongly agree	33%	26%	37%	32%	25%	40%	24%
	Somewhat agree	30%	36%	39%	37%	41%	30%	38%
	Somewhat disagree	32%	33%	19%	27%	28%	30%	33%
	Strongly disagree	6%	5%	4%	4%	6%	0%	5%

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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+
If you work hard, it is possible to be successful in Britain no matter what your background	Strongly agree	27%	27%	27%	23%	32%	26%	21%	29%	31%
	Somewhat agree	46%	46%	45%	44%	44%	46%	48%	45%	48%
	Somewhat disagree	21%	21%	21%	26%	19%	23%	25%	19%	14%
	Strongly disagree	6%	6%	7%	7%	6%	5%	6%	8%	6%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	36%	39%	34%	21%	29%	34%	44%	44%	43%
	Somewhat agree	39%	35%	41%	47%	43%	39%	36%	33%	35%
	Somewhat disagree	21%	19%	22%	29%	25%	21%	16%	19%	16%
	Strongly disagree	4%	7%	3%	3%	3%	6%	4%	4%	6%
Private schools should be banned so that all children have to go through the state system	Strongly agree	12%	12%	11%	15%	10%	11%	11%	12%	14%
	Somewhat agree	22%	23%	21%	34%	19%	21%	21%	24%	18%
	Somewhat disagree	44%	40%	46%	38%	45%	46%	43%	41%	41%
	Strongly disagree	23%	24%	23%	13%	25%	22%	25%	23%	26%
People who live off state benefits should be required to work in the community	Strongly agree	56%	55%	57%	49%	61%	56%	52%	50%	60%
	Somewhat agree	32%	32%	31%	33%	27%	31%	35%	36%	29%
	Somewhat disagree	9%	10%	9%	15%	9%	9%	9%	10%	7%
	Strongly disagree	3%	3%	3%	4%	2%	3%	3%	3%	3%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	25%	26%	24%	17%	25%	27%	28%	22%	22%
	Somewhat agree	52%	50%	53%	65%	59%	52%	45%	45%	46%
	Somewhat disagree	18%	17%	18%	14%	13%	18%	18%	23%	22%
	Strongly disagree	6%	7%	5%	4%	4%	3%	9%	10%	11%
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	36%	34%	38%	30%	33%	33%	39%	40%	45%
	Somewhat agree	50%	49%	51%	49%	54%	52%	51%	44%	44%
	Somewhat disagree	12%	12%	11%	16%	11%	13%	9%	13%	9%
	Strongly disagree	2%	4%	1%	4%	2%	2%	1%	3%	3%

Populus interviewed 2091 adults aged 18+ online between 3rd and 14th September 2010. ALL had voted Labour in the 2005 General Election, NONE had voted Labour in the 2010 General Election

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%	28%	26%	23%	29%	28%	25%	26%	23%
	Somewhat agree	47%	46%	44%	45%	46%	45%	46%	44%	51%
	Somewhat disagree	18%	21%	23%	25%	20%	19%	23%	24%	20%
	Strongly disagree	6%	5%	8%	7%	5%	7%	6%	7%	5%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	33%	36%	37%	41%	33%	32%	40%	39%	37%
	Somewhat agree	38%	38%	42%	37%	39%	41%	37%	41%	36%
	Somewhat disagree	23%	21%	18%	19%	23%	22%	20%	17%	19%
	Strongly disagree	6%	4%	3%	3%	5%	4%	3%	3%	8%
Private schools should be banned so that all children have to go through the state system	Strongly agree	10%	11%	12%	18%	11%	13%	10%	13%	14%
	Somewhat agree	20%	22%	22%	25%	20%	20%	24%	21%	24%
	Somewhat disagree	42%	46%	44%	40%	43%	46%	45%	43%	38%
	Strongly disagree	28%	22%	22%	18%	26%	21%	21%	23%	24%
People who live off state benefits should be required to work in the community	Strongly agree	56%	58%	58%	45%	55%	58%	57%	54%	54%
	Somewhat agree	35%	31%	30%	29%	34%	30%	32%	31%	28%
	Somewhat disagree	7%	9%	9%	17%	9%	9%	9%	10%	14%
	Strongly disagree	2%	2%	3%	9%	2%	4%	3%	5%	4%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	23%	27%	24%	22%	24%	26%	26%	22%	25%
	Somewhat agree	51%	51%	54%	52%	53%	52%	51%	51%	50%
	Somewhat disagree	18%	17%	17%	20%	16%	18%	19%	18%	17%
	Strongly disagree	9%	5%	6%	7%	7%	5%	4%	9%	8%
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	33%	37%	37%	41%	33%	34%	40%	42%	31%
	Somewhat agree	49%	50%	52%	49%	52%	52%	48%	46%	51%
	Somewhat disagree	14%	12%	9%	9%	12%	11%	11%	11%	17%
	Strongly disagree	3%	1%	2%	1%	3%	2%	1%	1%	1%

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

		General Election 2010								
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for
If you work hard, it is possible to be successful in Britain no matter what your background	Strongly agree	32%	26%	25%	19%	16%	21%	20%	16%	11%
	Somewhat agree	46%	46%	50%	42%	46%	44%	50%	53%	56%
	Somewhat disagree	17%	22%	17%	29%	27%	24%	20%	21%	22%
	Strongly disagree	5%	6%	8%	10%	11%	12%	10%	11%	11%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	21%	43%	42%	39%	43%	50%	44%	74%	56%
	Somewhat agree	41%	37%	36%	52%	46%	32%	56%	21%	33%
	Somewhat disagree	30%	17%	19%	10%	8%	15%	0%	5%	11%
	Strongly disagree	9%	3%	3%	0%	3%	3%	0%	0%	0%
Private schools should be banned so that all children have to go through the state system	Strongly agree	11%	12%	9%	23%	16%	12%	30%	28%	11%
	Somewhat agree	17%	23%	25%	40%	27%	26%	20%	17%	56%
	Somewhat disagree	42%	45%	44%	17%	43%	41%	40%	28%	33%
	Strongly disagree	31%	20%	22%	20%	14%	21%	10%	28%	0%
People who live off state benefits should be required to work in the community	Strongly agree	66%	52%	59%	39%	46%	53%	70%	39%	50%
	Somewhat agree	27%	33%	25%	35%	24%	24%	20%	39%	38%
	Somewhat disagree	6%	11%	13%	13%	22%	15%	0%	22%	13%
	Strongly disagree	2%	3%	3%	13%	8%	9%	10%	0%	0%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	29%	22%	20%	16%	22%	18%	30%	17%	33%
	Somewhat agree	54%	51%	59%	48%	30%	56%	40%	39%	22%
	Somewhat disagree	13%	19%	13%	23%	38%	18%	20%	39%	22%
	Strongly disagree	3%	8%	8%	13%	11%	9%	10%	6%	22%
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	31%	39%	35%	32%	51%	26%	60%	33%	38%
	Somewhat agree	50%	49%	54%	65%	43%	50%	40%	39%	38%
	Somewhat disagree	15%	10%	8%	3%	5%	24%	0%	22%	25%
	Strongly disagree	4%	1%	3%	0%	0%	0%	0%	6%	0%

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

		General Election 2010	Working Status						
		I did not vote	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	25%	26%	30%	23%	24%	22%	32%	24%
	Somewhat agree	43%	45%	44%	42%	42%	56%	48%	37%
	Somewhat disagree	24%	23%	21%	23%	29%	16%	14%	27%
	Strongly disagree	8%	6%	5%	13%	6%	7%	6%	12%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	38%	34%	33%	42%	42%	38%	43%	31%
	Somewhat agree	41%	40%	43%	26%	35%	37%	34%	41%
	Somewhat disagree	20%	22%	21%	29%	18%	21%	17%	24%
	Strongly disagree	0%	4%	3%	3%	5%	4%	6%	4%
Private schools should be banned so that all children have to go through the state system	Strongly agree	11%	10%	11%	10%	13%	14%	15%	11%
	Somewhat agree	22%	20%	25%	13%	28%	20%	22%	38%
	Somewhat disagree	49%	46%	44%	48%	33%	44%	39%	34%
	Strongly disagree	18%	24%	20%	29%	25%	22%	24%	17%
People who live off state benefits should be required to work in the community	Strongly agree	49%	61%	57%	65%	30%	38%	54%	48%
	Somewhat agree	40%	29%	34%	29%	47%	36%	32%	25%
	Somewhat disagree	8%	8%	7%	0%	14%	15%	10%	19%
	Strongly disagree	3%	2%	2%	6%	8%	10%	4%	8%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	26%	28%	22%	13%	20%	18%	21%	13%
	Somewhat agree	51%	51%	57%	52%	58%	55%	44%	56%
	Somewhat disagree	19%	16%	15%	26%	14%	21%	24%	23%
	Strongly disagree	4%	5%	6%	10%	8%	6%	11%	8%
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	38%	34%	33%	42%	44%	36%	43%	36%
	Somewhat agree	52%	51%	54%	48%	48%	53%	44%	45%
	Somewhat disagree	9%	12%	12%	6%	7%	10%	10%	17%
	Strongly disagree	1%	3%	1%	3%	2%	1%	2%	2%

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

		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
If you work hard, it is possible to be successful in Britain no matter what your background	Strongly agree	32%	25%	30%	17%	31%	30%	25%
	Somewhat agree	47%	46%	38%	43%	45%	50%	48%
	Somewhat disagree	14%	23%	26%	30%	20%	10%	21%
	Strongly disagree	7%	6%	6%	9%	5%	10%	6%
The privatisation of British industries and utilities by Margaret Thatcher permanently damaged the British economy	Strongly agree	40%	34%	42%	44%	32%	30%	38%
	Somewhat agree	37%	40%	44%	36%	37%	40%	36%
	Somewhat disagree	18%	22%	11%	18%	25%	30%	20%
	Strongly disagree	5%	4%	4%	2%	5%	0%	7%
Private schools should be banned so that all children have to go through the state system	Strongly agree	13%	9%	22%	17%	14%	20%	12%
	Somewhat agree	20%	20%	32%	23%	23%	20%	26%
	Somewhat disagree	44%	46%	32%	37%	42%	50%	47%
	Strongly disagree	24%	25%	14%	24%	21%	10%	16%
People who live off state benefits should be required to work in the community	Strongly agree	57%	61%	40%	33%	49%	60%	58%
	Somewhat agree	32%	30%	35%	40%	31%	40%	35%
	Somewhat disagree	8%	7%	18%	14%	15%	0%	3%
	Strongly disagree	3%	1%	6%	13%	4%	0%	4%
Tax relief should be given on private health insurance so as to relieve some of the pressures on the NHS	Strongly agree	20%	27%	31%	20%	22%	10%	29%
	Somewhat agree	48%	51%	43%	60%	59%	70%	53%
	Somewhat disagree	22%	17%	23%	15%	13%	20%	10%
	Strongly disagree	10%	5%	4%	6%	5%	0%	8%
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	39%	32%	51%	40%	37%	50%	39%
	Somewhat agree	46%	53%	38%	50%	50%	50%	51%
	Somewhat disagree	12%	13%	8%	8%	11%	0%	8%
	Strongly disagree	2%	2%	3%	2%	2%	0%	3%

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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	44%	41%	46%	38%	37%	45%	50%	49%	45%
	Somewhat agree	37%	40%	36%	39%	40%	37%	33%	34%	42%
	Somewhat disagree	14%	14%	14%	17%	16%	13%	14%	14%	10%
	Strongly disagree	5%	5%	4%	6%	7%	4%	4%	3%	3%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	32%	34%	31%	21%	33%	32%	34%	31%	39%
	Somewhat agree	50%	46%	53%	53%	50%	51%	51%	51%	45%
	Somewhat disagree	15%	16%	14%	23%	16%	14%	13%	15%	14%
	Strongly disagree	2%	3%	1%	2%	2%	2%	1%	3%	1%
Cannabis should be legalised	Strongly agree	10%	11%	9%	9%	13%	9%	8%	8%	11%
	Somewhat agree	29%	31%	27%	30%	28%	32%	30%	25%	23%
	Somewhat disagree	28%	25%	30%	33%	30%	25%	28%	26%	27%
	Strongly disagree	34%	33%	35%	27%	29%	34%	35%	40%	39%

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	43%	41%	49%	51%	40%	49%	45%	45%	49%
	Somewhat agree	35%	40%	35%	34%	39%	35%	37%	38%	35%
	Somewhat disagree	16%	14%	12%	12%	16%	10%	15%	14%	11%
	Strongly disagree	6%	5%	3%	3%	5%	6%	3%	3%	5%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	34%	33%	30%	30%	31%	33%	34%	29%	37%
	Somewhat agree	49%	49%	54%	51%	51%	50%	49%	54%	45%
	Somewhat disagree	15%	16%	13%	17%	16%	13%	16%	14%	16%
	Strongly disagree	2%	2%	3%	2%	2%	3%	1%	3%	2%
Cannabis should be legalised	Strongly agree	9%	10%	8%	12%	10%	11%	8%	11%	11%
	Somewhat agree	30%	30%	23%	27%	29%	29%	30%	25%	30%
	Somewhat disagree	28%	29%	28%	24%	30%	24%	27%	28%	29%
	Strongly disagree	33%	30%	42%	38%	31%	35%	36%	35%	30%

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

		General Election 2010								
		Conservative	Liberal Democrat	UKIP	BNP	Green Party	SNP	Plaid Cymru	Another party / independent candidate	I voted but can't recall who for
Higher education is a right, not a privilege	Strongly agree	39%	45%	52%	35%	42%	52%	90%	50%	22%
	Somewhat agree	39%	37%	38%	45%	31%	39%	10%	28%	56%
	Somewhat disagree	14%	14%	11%	16%	22%	9%	0%	11%	22%
	Strongly disagree	8%	4%	0%	3%	6%	0%	0%	11%	0%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	24%	37%	30%	42%	43%	41%	30%	67%	22%
	Somewhat agree	53%	49%	56%	35%	49%	35%	60%	28%	67%
	Somewhat disagree	19%	13%	11%	13%	5%	24%	10%	6%	11%
	Strongly disagree	3%	1%	3%	10%	3%	0%	0%	0%	0%
Cannabis should be legalised	Strongly agree	7%	10%	9%	13%	19%	9%	30%	11%	33%
	Somewhat agree	26%	30%	19%	35%	35%	35%	40%	44%	22%
	Somewhat disagree	28%	28%	30%	3%	27%	29%	10%	22%	22%
	Strongly disagree	38%	31%	42%	48%	19%	26%	20%	22%	22%

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

		General Election 2010	Working Status						
		I did not vote	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	49%	40%	46%	52%	52%	50%	48%	46%
	Somewhat agree	35%	39%	38%	19%	27%	36%	37%	40%
	Somewhat disagree	13%	16%	12%	26%	18%	11%	11%	6%
	Strongly disagree	3%	5%	4%	3%	3%	3%	4%	8%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	29%	33%	31%	26%	35%	26%	35%	31%
	Somewhat agree	53%	50%	52%	58%	49%	61%	46%	50%
	Somewhat disagree	16%	15%	16%	16%	13%	14%	16%	17%
	Strongly disagree	2%	2%	1%	0%	3%	0%	3%	2%
Cannabis should be legalised	Strongly agree	11%	9%	8%	16%	11%	14%	9%	17%
	Somewhat agree	28%	30%	27%	23%	30%	31%	23%	31%
	Somewhat disagree	28%	28%	31%	19%	22%	25%	29%	23%
	Strongly disagree	33%	32%	34%	42%	37%	30%	39%	29%

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

		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
Higher education is a right, not a privilege	Strongly agree	45%	42%	56%	45%	45%	40%	49%
	Somewhat agree	37%	39%	30%	37%	36%	20%	38%
	Somewhat disagree	13%	15%	12%	14%	13%	30%	9%
	Strongly disagree	5%	5%	2%	5%	5%	10%	4%
Britain should aspire to be more like Scandinavia and less like America	Strongly agree	35%	32%	32%	30%	32%	20%	25%
	Somewhat agree	48%	51%	49%	48%	51%	60%	55%
	Somewhat disagree	15%	15%	16%	19%	15%	20%	17%
	Strongly disagree	2%	2%	3%	4%	2%	0%	3%
Cannabis should be legalised	Strongly agree	9%	8%	12%	15%	15%	0%	12%
	Somewhat agree	26%	28%	32%	28%	33%	33%	36%
	Somewhat disagree	28%	30%	26%	23%	22%	44%	25%
	Strongly disagree	37%	34%	30%	35%	29%	22%	27%