

Project Red Dawn

Online Fieldwork : 26th - 31st August 2015

Absolutes/col percents

Table 1

Q1. Did you vote in the general election held in May 2015?

Q2. Which party did you vote for at the general election held in May 2015?

Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usual-ly Lab	Some-times Lab	Always Lab	Usual-ly Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
Conservative	166	77	89	4	24	32	32	42	32	69	41	29	27	-	166	166	-	81	56	29	-	-	-
	8%	8%	9%	13%	12%	9%	7%	8%	7%	10%	8%	9%	5%	-	33%	100%	-	26%	43%	48%	-	-	-
Labour	1507	758	749	22	151	253	318	384	379	508	387	226	386	1507	-	-	-	-	-	-	1171	297	39
	75%	75%	75%	69%	73%	74%	74%	74%	79%	75%	76%	72%	76%	100%	-	-	-	-	-	-	100%	100%	100%
Liberal Democrat	57	25	32	-	6	10	7	16	18	30	17	3	7	-	57	-	-	31	17	9	-	-	-
	3%	2%	3%	-	3%	3%	2%	3%	4%	4%	3%	1%	1%	-	11%	-	-	10%	13%	15%	-	-	-
Plaid Cymru	7	4	3	-	-	4	-	2	1	1	1	-	5	-	7	-	-	3	2	2	-	-	-
	*	*	*	-	-	1%	-	*	*	*	*	-	1%	-	1%	-	-	1%	2%	3%	-	-	-
SNP	78	44	34	2	16	11	17	23	9	33	17	14	14	-	78	-	-	60	13	5	-	-	-
	4%	4%	3%	6%	8%	3%	4%	4%	2%	5%	3%	4%	3%	-	15%	-	-	19%	10%	8%	-	-	-
The British National Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Green Party	45	19	26	3	5	7	11	11	8	16	12	7	10	-	45	-	-	31	12	2	-	-	-
	2%	2%	3%	9%	2%	2%	3%	2%	2%	2%	2%	2%	2%	-	9%	-	-	10%	9%	3%	-	-	-
The UK Independence Party	147	85	62	1	5	23	47	37	34	20	30	35	62	-	147	-	147	106	28	13	-	-	-
	7%	8%	6%	3%	2%	7%	11%	7%	7%	3%	6%	11%	12%	-	29%	-	100%	34%	22%	21%	-	-	-
Some other party	5	1	4	-	1	3	-	1	-	2	2	1	-	-	5	-	-	3	1	1	-	-	-
	*	*	*	-	*	1%	-	*	-	*	*	*	-	-	1%	-	-	1%	1%	2%	-	-	-
I didn't vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rather not say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Q1. Did you vote in the general election held in May 2015?**Q2. Which party did you vote for at the general election held in May 2015?****Base: All respondents**

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
Conservative	166 8%	56 10%	110 8%	10 5%	7 6%	26 7%	13 6%	18 12%	16 11%	3 2%	16 12%	26 11%	24 12%	7 6%
Labour	1507 75%	403 74%	1099 75%	114 54%	91 78%	294 80%	166 81%	117 76%	112 78%	103 79%	90 70%	186 79%	146 72%	88 75%
Liberal Democrat	57 3%	9 2%	48 3%	3 1%	5 4%	10 3%	7 3%	5 3%	-	3 2%	2 2%	11 5%	5 2%	6 5%
Plaid Cymru	7 *	1 *	6 *	-	-	-	-	-	-	7 5%	-	-	-	-
SNP	78 4%	33 6%	45 3%	78 37%	-	-	-	-	-	-	-	-	-	-
The British National Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Green Party	45 2%	9 2%	36 2%	2 1%	1 1%	7 2%	4 2%	4 3%	1 1%	1 1%	5 4%	6 3%	8 4%	6 5%
The UK Independence Party	147 7%	35 6%	111 8%	5 2%	12 10%	29 8%	14 7%	10 6%	14 10%	13 10%	15 12%	6 3%	19 9%	10 9%
Some other party	5 *	2 *	3 *	1 *	-	-	2 1%	-	-	1 1%	1 1%	-	-	-
I didn't vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rather not say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 2
Q3. Which party did you vote for at the previous general election, held in May 2010 (when David Cameron became Prime Minister and the Conservative-Lib Dem coalition was formed)?
Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
Conservative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Labour	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Liberal Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The British National Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Green Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I didn't vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rather not say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Q3. Which party did you vote for at the previous general election, held in May 2010 (when David Cameron became Prime Minister and the Conservative-Lib Dem coalition was formed)?
Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
Conservative	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Labour	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Liberal Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The British National Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Green Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I didn't vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rather not say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 3

Q4. Which party did you vote for in the election before that, held in May 2005 (the third time Labour won with Tony Blair as leader)?

Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyalist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
Conservative	36	19	17	1	5	9	9	8	4	9	12	7	8	11	25	16	6	4	7	14	1	6	4
	2%	2%	2%	3%	2%	3%	2%	2%	1%	1%	2%	2%	2%	1%	5%	10%	4%	1%	5%	23%	*	2%	10%
Labour	1711	877	834	15	137	283	374	462	440	570	419	276	446	1333	378	111	125	283	79	16	1099	218	16
	85%	87%	83%	47%	66%	83%	87%	90%	91%	84%	83%	88%	87%	88%	75%	67%	85%	90%	61%	26%	94%	73%	41%
Liberal Democrat	63	34	29	1	8	9	12	19	14	32	15	5	11	37	26	9	3	-	9	17	4	24	9
	3%	3%	3%	3%	4%	3%	3%	4%	3%	5%	3%	2%	2%	2%	5%	5%	2%	-	7%	28%	*	8%	23%
Plaid Cymru	3	2	1	-	1	1	-	1	-	2	-	1	-	3	-	-	-	-	-	-	1	2	-
	*	*	*	-	*	*	-	*	-	*	-	*	-	*	-	-	-	-	-	-	*	1%	-
SNP	8	3	5	-	4	1	-	2	1	3	3	-	2	3	5	2	-	-	3	2	-	3	-
	*	*	1%	-	2%	*	-	*	*	*	1%	-	*	*	1%	1%	-	-	2%	3%	-	1%	-
The British National Party	3	3	-	-	-	-	1	1	1	1	1	-	1	2	-	2	-	-	1	1	-	1	-
	*	*	-	-	-	-	*	*	*	*	*	-	*	*	-	1%	-	-	1%	2%	-	*	-
The Green Party	10	7	3	-	2	4	-	1	3	3	4	2	1	5	5	1	-	-	3	2	-	5	-
	*	1%	*	-	1%	1%	-	*	1%	*	1%	1%	*	*	1%	1%	-	-	2%	3%	-	2%	-
The UK Independence Party	1	-	1	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-
	*	-	*	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-	-	-	-	*	-
Some other party	8	5	3	-	2	1	2	2	1	6	1	-	1	6	2	-	-	-	2	-	-	6	-
	*	*	*	-	1%	*	*	*	*	1%	*	-	*	*	*	-	-	-	2%	-	-	2%	-
I didn't vote	126	55	71	14	44	25	19	14	10	46	37	15	28	83	43	14	8	23	16	4	61	18	4
	6%	5%	7%	44%	21%	7%	4%	3%	2%	7%	7%	5%	5%	6%	9%	8%	5%	7%	12%	7%	5%	6%	10%
Rather not say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	43	8	35	1	5	10	15	5	7	7	15	8	13	24	19	13	3	5	9	5	5	13	6
	2%	1%	4%	3%	2%	3%	3%	1%	1%	1%	3%	3%	3%	2%	4%	8%	2%	2%	7%	8%	*	4%	15%

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Absolutes/col percents

Table 3

Q4. Which party did you vote for in the election before that, held in May 2005 (the third time Labour won with Tony Blair as leader)?

Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
Conservative	36 2%	16 3%	20 1%	2 1%	1 1%	3 1%	4 2%	5 3%	4 3%	1 1%	3 2%	4 2%	7 3%	2 2%
Labour	1711 85%	458 84%	1248 86%	174 82%	108 93%	316 86%	180 87%	130 84%	125 87%	118 90%	107 83%	186 79%	167 83%	100 85%
Liberal Democrat	63 3%	10 2%	53 4%	6 3%	1 1%	12 3%	11 5%	6 4%	2 1%	1 1%	2 2%	9 4%	10 5%	3 3%
Plaid Cymru	3 *	1 *	2 *	- -	- -	- -	- -	- -	- -	3 2%	- -	- -	- -	- -
SNP	8 *	1 *	7 *	8 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The British National Party	3 *	1 *	2 *	1 *	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
The Green Party	10 *	2 *	8 1%	1 *	- -	1 *	1 *	1 1%	- -	- -	- -	4 2%	2 1%	- -
The UK Independence Party	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	8 *	2 *	6 *	1 *	1 1%	- -	1 *	- -	- -	- -	3 2%	1 *	1 *	- -
I didn't vote	126 6%	43 8%	83 6%	15 7%	4 3%	21 6%	6 3%	6 4%	9 6%	7 5%	11 9%	26 11%	13 6%	8 7%
Rather not say	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	43 2%	14 3%	28 2%	4 2%	1 1%	11 3%	3 1%	6 4%	3 2%	1 1%	3 2%	5 2%	2 1%	4 3%

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Absolutes/col percents

Table 4
Q5. Which of the following applies to you?
Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
Before 2015, I had always voted Labour at general elections	1486	740	746	29	155	263	313	373	353	446	376	265	399	1171	315	81	106	315	-	-	1171	-	-
	74%	73%	75%	91%	75%	77%	72%	72%	73%	66%	74%	84%	78%	78%	62%	49%	72%	100%	-	-	100%	-	-
Before 2015, I had usually voted Labour at general elections but not every time	426	229	197	2	45	63	88	119	109	190	103	42	91	297	129	56	28	-	129	-	-	297	-
	21%	23%	20%	6%	22%	18%	20%	23%	23%	28%	20%	13%	18%	20%	26%	34%	19%	-	100%	-	-	100%	-
Before 2015, I had sometimes voted Labour at general elections but more often for another party	100	44	56	1	8	17	31	24	19	43	28	8	21	39	61	29	13	-	-	61	-	-	39
	5%	4%	6%	3%	4%	5%	7%	5%	4%	6%	6%	3%	4%	3%	12%	17%	9%	-	-	100%	-	-	100%

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Table 4
Q5. Which of the following applies to you?
Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
Before 2015, I had always voted Labour at general elections	1486 74%	414 76%	1069 73%	142 67%	99 85%	275 75%	161 78%	110 71%	105 73%	101 77%	91 71%	177 75%	144 71%	81 69%
Before 2015, I had usually voted Labour at general elections but not every time	426 21%	106 19%	317 22%	61 29%	13 11%	76 21%	37 18%	37 24%	31 22%	23 18%	31 24%	49 21%	41 20%	27 23%
Before 2015, I had sometimes voted Labour at general elections but more often for another party	100 5%	28 5%	72 5%	10 5%	4 3%	15 4%	8 4%	7 5%	7 5%	7 5%	7 5%	9 4%	17 8%	9 8%

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Table 5

Q6. How easy or difficult was your decision to vote for a party other than Labour at the 2015 election?**Base: All Labour defectors**

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyalist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	505	255	250	10	57	90	114	132	102	171	120	89	125	-	505	166	147	315	129	61	-	-	-
NET: Easy	296	162	134	6	36	57	68	75	54	98	70	56	72	-	296	92	100	178	73	45	-	-	-
	59%	64%	54%	60%	63%	63%	60%	57%	53%	57%	58%	63%	58%	-	59%	55%	68%	57%	57%	74%	-	-	-
It was an easy decision	(4) 213	126	87	3	26	37	51	54	42	70	48	41	54	-	213	62	75	123	52	38	-	-	-
	42%	49%	35%	30%	46%	41%	45%	41%	41%	41%	40%	46%	43%	-	42%	37%	51%	39%	40%	62%	-	-	-
I had a few hesitations	(3) 83	36	47	3	10	20	17	21	12	28	22	15	18	-	83	30	25	55	21	7	-	-	-
	16%	14%	19%	30%	18%	22%	15%	16%	12%	16%	18%	17%	14%	-	16%	18%	17%	17%	16%	11%	-	-	-
I had some hesitations	(2) 138	57	81	4	11	26	27	37	33	40	37	20	41	-	138	46	37	94	33	11	-	-	-
	27%	22%	32%	40%	19%	29%	24%	28%	32%	23%	31%	22%	33%	-	27%	28%	25%	30%	26%	18%	-	-	-
It was very difficult indeed	(1) 71	36	35	-	10	7	19	20	15	33	13	13	12	-	71	28	10	43	23	5	-	-	-
	14%	14%	14%	-	18%	8%	17%	15%	15%	19%	11%	15%	10%	-	14%	17%	7%	14%	18%	8%	-	-	-
NET: Hard	209	93	116	4	21	33	46	57	48	73	50	33	53	-	209	74	47	137	56	16	-	-	-
	41%	36%	46%	40%	37%	37%	40%	43%	47%	43%	42%	37%	42%	-	41%	45%	32%	43%	43%	26%	-	-	-
Mean	2.87	2.99	2.74	2.90	2.91	2.97	2.88	2.83	2.79	2.79	2.88	2.94	2.91	-	2.87	2.76	3.12	2.82	2.79	3.28	-	-	-
Standard deviation	1.11	1.13	1.08	0.88	1.17	1.01	1.16	1.13	1.14	1.17	1.07	1.13	1.07	-	1.11	1.13	1.01	1.10	1.16	1.03	-	-	-
Standard error	0.05	0.07	0.07	0.28	0.15	0.11	0.11	0.10	0.11	0.09	0.10	0.12	0.10	-	0.05	0.09	0.08	0.06	0.10	0.13	-	-	-

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Table 5

Q6. How easy or difficult was your decision to vote for a party other than Labour at the 2015 election?

Base: All Labour defectors

	Total	Children		Region										
		Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	505	145	359	99	25	72	40	37	31	28	39	49	56	29
NET: Easy	296	86	210	74	18	33	23	19	23	16	24	19	32	15
	59%	59%	58%	75%	72%	46%	58%	51%	74%	57%	62%	39%	57%	52%
It was an easy decision	(4) 213	62	151	65	11	23	17	13	18	11	12	10	22	11
	42%	43%	42%	66%	44%	32%	43%	35%	58%	39%	31%	20%	39%	38%
I had a few hesitations	(3) 83	24	59	9	7	10	6	6	5	5	12	9	10	4
	16%	17%	16%	9%	28%	14%	15%	16%	16%	18%	31%	18%	18%	14%
I had some hesitations	(2) 138	36	101	18	5	34	9	13	5	9	10	13	13	9
	27%	25%	28%	18%	20%	47%	23%	35%	16%	32%	26%	27%	23%	31%
It was very difficult indeed	(1) 71	23	48	7	2	5	8	5	3	3	5	17	11	5
	14%	16%	13%	7%	8%	7%	20%	14%	10%	11%	13%	35%	20%	17%
NET: Hard	209	59	149	25	7	39	17	18	8	12	15	30	24	14
	41%	41%	42%	25%	28%	54%	43%	49%	26%	43%	38%	61%	43%	48%
Mean	2.87	2.86	2.87	3.33	3.08	2.71	2.80	2.73	3.23	2.86	2.79	2.24	2.77	2.72
Standard deviation	1.11	1.14	1.11	1.01	1.00	1.00	1.20	1.10	1.06	1.08	1.03	1.15	1.18	1.16
Standard error	0.05	0.09	0.06	0.10	0.20	0.12	0.19	0.18	0.19	0.20	0.17	0.16	0.16	0.22

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Absolutes/col percents

Table 6

Q7. Here are some reasons people have given for voting for parties other than Labour at the 2015 election. Which of these applied to you?

- Summary

Base: All Labour defectors

	Q7. Summary			
	NET: Top Three mentions	First mention	Second mention	Third mention
Base	505	505	505	505
I was worried a Labour government would spend and borrow too much	200 40%	49 10%	66 13%	85 17%
I thought I would be worse off under a Labour government	152 30%	32 6%	63 12%	57 11%
I thought the country was going in the right direction so it was not a good time to change	130 26%	53 10%	47 9%	30 6%
I did not think Ed Milliband would make a good Prime Minister	289 57%	135 27%	94 19%	60 12%
My circumstances have changed since I last voted Labour, so they are no longer the party that best represents my interests	88 17%	37 7%	25 5%	26 5%
My circumstances haven't changed very much but Labour no longer seems to stand up for people like me	223 44%	118 23%	59 12%	46 9%
None of these	81 16%	81 16%	151 30%	201 40%

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Absolutes/col percents

Table 7

Q7. Here are some reasons people have given for voting for parties other than Labour at the 2015 election. Which of these applied to you?

- NET: Top Three mentions

Base: All Labour defectors

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usual-ly Lab	Some-times Lab	Always Lab	Usual-ly Lab	Some-times Lab
Base	505	255	250	10	57	90	114	132	102	171	120	89	125	-	505	166	147	315	129	61	-	-	-
I did not think Ed Miliband would make a good Prime Minister	289 57%	141 55%	148 59%	3 30%	30 53%	56 62%	71 62%	76 58%	53 52%	95 56%	73 61%	51 57%	70 56%	-	289 57%	114 69%	91 62%	185 59%	68 53%	36 59%	-	-	-
My circumstances haven't changed very much but Labour no longer seems to stand up for people like me	223 44%	116 45%	107 43%	5 50%	26 46%	40 44%	48 42%	64 48%	40 39%	53 31%	59 49%	41 46%	70 56%	-	223 44%	42 25%	86 59%	156 50%	52 40%	15 25%	-	-	-
I was worried a Labour government would spend and borrow too much	200 40%	92 36%	108 43%	2 20%	20 35%	35 39%	48 42%	47 36%	48 47%	71 42%	52 43%	42 47%	35 28%	-	200 40%	105 63%	55 37%	109 35%	57 44%	34 56%	-	-	-
I thought I would be worse off under a Labour government	152 30%	81 32%	71 28%	3 30%	18 32%	29 32%	32 28%	42 32%	28 27%	49 29%	28 23%	29 33%	46 37%	-	152 30%	71 43%	46 31%	91 29%	41 32%	20 33%	-	-	-
I thought the country was going in the right direction so it was not a good time to change	130 26%	64 25%	66 26%	4 40%	14 25%	26 29%	31 27%	34 26%	21 21%	55 32%	36 30%	21 24%	18 14%	-	130 26%	102 61%	17 12%	65 21%	41 32%	24 39%	-	-	-
My circumstances have changed since I last voted Labour, so they are no longer the party that best represents my interests	88 17%	55 22%	33 13%	3 30%	16 28%	17 19%	20 18%	25 19%	7 7%	25 15%	14 12%	21 24%	28 22%	-	88 17%	27 16%	34 23%	54 17%	30 23%	4 7%	-	-	-
None of these	81 16%	38 15%	43 17%	2 20%	9 16%	10 11%	17 15%	17 13%	26 25%	38 22%	17 14%	9 10%	17 14%	-	81 16%	9 5%	19 13%	50 16%	18 14%	13 21%	-	-	-

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Absolutes/col percents

Table 7

Q7. Here are some reasons people have given for voting for parties other than Labour at the 2015 election. Which of these applied to you?

- NET: Top Three mentions

Base: All Labour defectors

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	505	145	359	99	25	72	40	37	31	28	39	49	56	29
I did not think Ed Miliband would make a good Prime Minister	289 57%	87 60%	202 56%	42 42%	19 76%	49 68%	19 48%	25 68%	22 71%	16 57%	21 54%	26 53%	40 71%	10 34%
My circumstances haven't changed very much but Labour no longer seems to stand up for people like me	223 44%	65 45%	157 44%	62 63%	7 28%	32 44%	18 45%	17 46%	10 32%	16 57%	15 38%	13 27%	25 45%	8 28%
I was worried a Labour government would spend and borrow too much	200 40%	56 39%	143 40%	21 21%	14 56%	34 47%	17 43%	19 51%	14 45%	7 25%	15 38%	23 47%	25 45%	11 38%
I thought I would be worse off under a Labour government	152 30%	43 30%	109 30%	26 26%	10 40%	19 26%	8 20%	10 27%	17 55%	10 36%	8 21%	17 35%	19 34%	8 28%
I thought the country was going in the right direction so it was not a good time to change	130 26%	39 27%	91 25%	9 9%	7 28%	20 28%	14 35%	11 30%	10 32%	2 7%	14 36%	18 37%	18 32%	7 24%
My circumstances have changed since I last voted Labour, so they are no longer the party that best represents my interests	88 17%	24 17%	63 18%	18 18%	7 28%	13 18%	3 8%	4 11%	6 19%	6 21%	3 8%	10 20%	15 27%	3 10%
None of these	81 16%	23 16%	58 16%	17 17%	1 4%	9 13%	9 23%	4 11%	3 10%	6 21%	9 23%	9 18%	3 5%	11 38%

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Absolutes/col percents

Table 8

Q7. Here are some reasons people have given for voting for parties other than Labour at the 2015 election. Which of these applied to you?

- First mention

Base: All Labour defectors

	Gender			Age						Social Class				Labour Voter				Defectors - Prior to 2015			Loyalists - Prior to 2015		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usual-ly Lab	Some-times Lab	Always Lab	Usual-ly Lab	Some-times Lab
Base	505	255	250	10	57	90	114	132	102	171	120	89	125	-	505	166	147	315	129	61	-	-	-
I did not think Ed Miliband would make a good Prime Minister	135 27%	62 24%	73 29%	-	13 23%	27 30%	32 28%	32 24%	31 30%	45 26%	33 28%	26 29%	31 25%	-	135 27%	51 31%	39 27%	90 29%	35 27%	10 16%	-	-	-
My circumstances haven't changed very much but Labour no longer seems to stand up for people like me	118 23%	65 25%	53 21%	3 30%	13 23%	17 19%	26 23%	38 29%	21 21%	25 15%	31 26%	20 22%	42 34%	-	118 23%	9 5%	49 33%	90 29%	22 17%	6 10%	-	-	-
I thought the country was going in the right direction so it was not a good time to change	53 10%	24 9%	29 12%	2 20%	7 12%	8 9%	14 12%	13 10%	9 9%	19 11%	15 13%	12 13%	7 6%	-	53 10%	47 28%	5 3%	25 8%	21 16%	7 11%	-	-	-
I was worried a Labour government would spend and borrow too much	49 10%	26 10%	23 9%	1 10%	2 4%	14 16%	12 11%	14 11%	6 6%	17 10%	15 13%	9 10%	8 6%	-	49 10%	27 16%	13 9%	23 7%	9 7%	17 28%	-	-	-
My circumstances have changed since I last voted Labour, so they are no longer the party that best represents my interests	37 7%	22 9%	15 6%	2 20%	7 12%	7 8%	8 7%	11 8%	2 2%	12 7%	3 3%	10 11%	12 10%	-	37 7%	8 5%	15 10%	21 7%	15 12%	1 2%	-	-	-
I thought I would be worse off under a Labour government	32 6%	18 7%	14 6%	-	6 11%	7 8%	5 4%	7 5%	7 7%	15 9%	6 5%	3 3%	8 6%	-	32 6%	15 9%	7 5%	16 5%	9 7%	7 11%	-	-	-
None of these	81 16%	38 15%	43 17%	2 20%	9 16%	10 11%	17 15%	17 13%	26 25%	38 22%	17 14%	9 10%	17 14%	-	81 16%	9 5%	19 13%	50 16%	18 14%	13 21%	-	-	-

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Absolutes/col percents

Table 8

Q7. Here are some reasons people have given for voting for parties other than Labour at the 2015 election. Which of these applied to you?

- First mention

Base: All Labour defectors

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	505	145	359	99	25	72	40	37	31	28	39	49	56	29
I did not think Ed Miliband would make a good Prime Minister	135 27%	39 27%	96 27%	21 21%	9 36%	22 31%	8 20%	12 32%	9 29%	10 36%	13 33%	9 18%	22 39%	-
My circumstances haven't changed very much but Labour no longer seems to stand up for people like me	118 23%	31 21%	87 24%	40 40%	2 8%	17 24%	9 23%	5 14%	6 19%	7 25%	9 23%	8 16%	9 16%	6 21%
I thought the country was going in the right direction so it was not a good time to change	53 10%	16 11%	37 10%	4 4%	3 12%	9 13%	5 13%	6 16%	4 13%	1 4%	3 8%	9 18%	7 13%	2 7%
I was worried a Labour government would spend and borrow too much	49 10%	17 12%	31 9%	2 2%	5 20%	5 7%	7 18%	7 19%	2 6%	-	4 10%	7 14%	6 11%	4 14%
My circumstances have changed since I last voted Labour, so they are no longer the party that best represents my interests	37 7%	11 8%	26 7%	9 9%	2 8%	6 8%	-	2 5%	2 6%	1 4%	-	5 10%	7 13%	3 10%
I thought I would be worse off under a Labour government	32 6%	8 6%	24 7%	6 6%	3 12%	4 6%	2 5%	1 3%	5 16%	3 11%	1 3%	2 4%	2 4%	3 10%
None of these	81 16%	23 16%	58 16%	17 17%	1 4%	9 13%	9 23%	4 11%	3 10%	6 21%	9 23%	9 18%	3 5%	11 38%

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Absolutes/col percents

Table 9

Q7. Here are some reasons people have given for voting for parties other than Labour at the 2015 election. Which of these applied to you?

- Second mention

Base: All Labour defectors

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usual-ly Lab	Some-times Lab	Always Lab	Usual-ly Lab	Some-times Lab
Base	505	255	250	10	57	90	114	132	102	171	120	89	125	-	505	166	147	315	129	61	-	-	-
I did not think Ed Miliband would make a good Prime Minister	94 19%	45 18%	49 20%	3 30%	10 18%	16 18%	26 23%	26 20%	13 13%	34 20%	20 17%	15 17%	25 20%	-	94 19%	34 20%	30 20%	62 20%	20 16%	12 20%	-	-	-
I was worried a Labour government would spend and borrow too much	66 13%	34 13%	32 13%	-	10 18%	10 11%	16 14%	14 11%	16 16%	18 11%	19 16%	13 15%	16 13%	-	66 13%	33 20%	20 14%	35 11%	22 17%	9 15%	-	-	-
I thought I would be worse off under a Labour government	63 12%	35 14%	28 11%	1 10%	4 7%	9 10%	12 11%	23 17%	14 14%	16 9%	14 12%	15 17%	18 14%	-	63 12%	31 19%	19 13%	45 14%	11 9%	7 11%	-	-	-
My circumstances haven't changed very much but Labour no longer seems to stand up for people like me	59 12%	26 10%	33 13%	1 10%	6 11%	17 19%	15 13%	10 8%	10 10%	18 11%	13 11%	13 15%	15 12%	-	59 12%	15 9%	24 16%	34 11%	20 16%	5 8%	-	-	-
I thought the country was going in the right direction so it was not a good time to change	47 9%	22 9%	25 10%	-	5 9%	12 13%	6 5%	14 11%	10 10%	22 13%	15 13%	5 6%	5 4%	-	47 9%	32 19%	9 6%	24 8%	12 9%	11 18%	-	-	-
My circumstances have changed since I last voted Labour, so they are no longer the party that best represents my interests	25 5%	15 6%	10 4%	1 10%	5 9%	4 4%	6 5%	9 7%	-	6 4%	5 4%	7 8%	7 6%	-	25 5%	10 6%	6 4%	16 5%	8 6%	1 2%	-	-	-
None of these	151 30%	78 31%	73 29%	4 40%	17 30%	22 24%	33 29%	36 27%	39 38%	57 33%	34 28%	21 24%	39 31%	-	151 30%	11 7%	39 27%	99 31%	36 28%	16 26%	-	-	-

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Absolutes/col percents

Table 9

Q7. Here are some reasons people have given for voting for parties other than Labour at the 2015 election. Which of these applied to you?

- Second mention

Base: All Labour defectors

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	505	145	359	99	25	72	40	37	31	28	39	49	56	29
I did not think Ed Miliband would make a good Prime Minister	94 19%	33 23%	61 17%	17 17%	5 20%	15 21%	6 15%	10 27%	7 23%	3 11%	5 13%	12 24%	11 20%	3 10%
I was worried a Labour government would spend and borrow too much	66 13%	17 12%	49 14%	8 8%	4 16%	13 18%	5 13%	5 14%	8 26%	4 14%	2 5%	5 10%	8 14%	4 14%
I thought I would be worse off under a Labour government	63 12%	14 10%	49 14%	11 11%	6 24%	7 10%	3 8%	3 8%	4 13%	5 18%	4 10%	7 14%	11 20%	2 7%
My circumstances haven't changed very much but Labour no longer seems to stand up for people like me	59 12%	21 14%	37 10%	12 12%	2 8%	10 14%	4 10%	7 19%	2 6%	5 18%	4 10%	3 6%	9 16%	1 3%
I thought the country was going in the right direction so it was not a good time to change	47 9%	10 7%	37 10%	2 2%	3 12%	6 8%	6 15%	3 8%	3 10%	- -	7 18%	6 12%	6 11%	5 17%
My circumstances have changed since I last voted Labour, so they are no longer the party that best represents my interests	25 5%	9 6%	16 4%	5 5%	3 12%	4 6%	1 3%	- -	2 6%	3 11%	3 8%	2 4%	2 4%	- -
None of these	151 30%	41 28%	110 31%	44 44%	2 8%	17 24%	15 38%	9 24%	5 16%	8 29%	14 36%	14 29%	9 16%	14 48%

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Absolutes/col percents

Table 10

Q7. Here are some reasons people have given for voting for parties other than Labour at the 2015 election. Which of these applied to you?

- Third mention

Base: All Labour defectors

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usual-ly Lab	Some-times Lab	Always Lab	Usual-ly Lab	Some-times Lab
Base	505	255	250	10	57	90	114	132	102	171	120	89	125	-	505	166	147	315	129	61	-	-	-
I was worried a Labour government would spend and borrow too much	85 17%	32 13%	53 21%	1 10%	8 14%	11 12%	20 18%	19 14%	26 25%	36 21%	18 15%	20 22%	11 9%	-	85 17%	45 27%	22 15%	51 16%	26 20%	8 13%	-	-	-
I did not think Ed Milliband would make a good Prime Minister	60 12%	34 13%	26 10%	-	7 12%	13 14%	13 11%	18 14%	9 9%	16 9%	20 17%	10 11%	14 11%	-	60 12%	29 17%	22 15%	33 10%	13 10%	14 23%	-	-	-
I thought I would be worse off under a Labour government	57 11%	28 11%	29 12%	2 20%	8 14%	13 14%	15 13%	12 9%	7 7%	18 11%	8 7%	11 12%	20 16%	-	57 11%	25 15%	20 14%	30 10%	21 16%	6 10%	-	-	-
My circumstances haven't changed very much but Labour no longer seems to stand up for people like me	46 9%	25 10%	21 8%	1 10%	7 12%	6 7%	7 6%	16 12%	9 9%	10 6%	15 13%	8 9%	13 10%	-	46 9%	18 11%	13 9%	32 10%	10 8%	4 7%	-	-	-
I thought the country was going in the right direction so it was not a good time to change	30 6%	18 7%	12 5%	2 20%	2 4%	6 7%	11 10%	7 5%	2 2%	14 8%	6 5%	4 4%	6 5%	-	30 6%	23 14%	3 2%	16 5%	8 6%	6 10%	-	-	-
My circumstances have changed since I last voted Labour, so they are no longer the party that best represents my interests	26 5%	18 7%	8 3%	-	4 7%	6 7%	6 5%	5 4%	5 5%	7 4%	6 5%	4 4%	9 7%	-	26 5%	9 5%	13 9%	17 5%	7 5%	2 3%	-	-	-
None of these	201 40%	100 39%	101 40%	4 40%	21 37%	35 39%	42 37%	55 42%	44 43%	70 41%	47 39%	32 36%	52 42%	-	201 40%	17 10%	54 37%	136 43%	44 34%	21 34%	-	-	-

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Absolutes/col percents

Table 10

Q7. Here are some reasons people have given for voting for parties other than Labour at the 2015 election. Which of these applied to you?

- Third mention

Base: All Labour defectors

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	505	145	359	99	25	72	40	37	31	28	39	49	56	29
I was worried a Labour government would spend and borrow too much	85 17%	22 15%	63 18%	11 11%	5 20%	16 22%	5 13%	7 19%	4 13%	3 11%	9 23%	11 22%	11 20%	3 10%
I did not think Ed Miliband would make a good Prime Minister	60 12%	15 10%	45 13%	4 4%	5 20%	12 17%	5 13%	3 8%	6 19%	3 11%	3 8%	5 10%	7 13%	7 24%
I thought I would be worse off under a Labour government	57 11%	21 14%	36 10%	9 9%	1 4%	8 11%	3 8%	6 16%	8 26%	2 7%	3 8%	8 16%	6 11%	3 10%
My circumstances haven't changed very much but Labour no longer seems to stand up for people like me	46 9%	13 9%	33 9%	10 10%	3 12%	5 7%	5 13%	5 14%	2 6%	4 14%	2 5%	2 4%	7 13%	1 3%
I thought the country was going in the right direction so it was not a good time to change	30 6%	13 9%	17 5%	3 3%	1 4%	5 7%	3 8%	2 5%	3 10%	1 4%	4 10%	3 6%	5 9%	-
My circumstances have changed since I last voted Labour, so they are no longer the party that best represents my interests	26 5%	4 3%	21 6%	4 4%	2 8%	3 4%	2 5%	2 5%	2 6%	2 7%	-	3 6%	6 11%	-
None of these	201 40%	57 39%	144 40%	58 59%	8 32%	23 32%	17 43%	12 32%	6 19%	13 46%	18 46%	17 35%	14 25%	15 52%

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Absolutes/col percents

Table 11

Q8. Here are some of the reasons people have given for voting Labour at the 2015 election. Which of these applied to you?

- Summary

Base: All Labour loyalists

	Q8. Summary			
	NET: Top Three mentions	First mention	Second mention	Third mention
Base	1507	1507	1507	1507
Labour offered the best chance of ending or reducing the effects of cuts	766 51%	143 9%	332 22%	291 19%
Labour's values are closest to my own	1163 77%	698 46%	289 19%	176 12%
I thought Labour would make the most competent government	698 46%	147 10%	255 17%	296 20%
I thought Ed Miliband would make the best Prime Minister	224 15%	61 4%	70 5%	93 6%
I was worried that I would lose out from further cuts if the Conservatives won	565 37%	125 8%	190 13%	250 17%
I thought I or my family would be better off under a Labour government than a Conservative one	857 57%	295 20%	293 19%	269 18%
None of these	38 3%	38 3%	78 5%	132 9%

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Absolutes/col percents

Table 12

Q8. Here are some of the reasons people have given for voting Labour at the 2015 election. Which of these applied to you?

- NET: Top Three mentions

Base: All Labour loyalists

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usual-ly Lab	Some-times Lab	Always Lab	Usual-ly Lab	Some-times Lab
Base	1507	758	749	22	151	253	318	384	379	508	387	226	386	1507	-	-	-	-	-	-	1171	297	39
Labour's values are closest to my own	1163 77%	592 78%	571 76%	14 64%	103 68%	176 70%	251 79%	295 77%	324 85%	418 82%	291 75%	178 79%	276 72%	1163 77%	-	-	-	-	-	-	921 79%	222 75%	20 51%
I thought I or my family would be better off under a Labour government than a Conservative one	857 57%	386 51%	471 63%	10 45%	87 58%	151 60%	176 55%	234 61%	199 53%	250 49%	223 58%	146 65%	238 62%	857 57%	-	-	-	-	-	-	678 58%	164 55%	15 38%
Labour offered the best chance of ending or reducing the effects of cuts	766 51%	409 54%	357 48%	7 32%	66 44%	113 45%	146 46%	214 56%	220 58%	283 56%	198 51%	112 50%	173 45%	766 51%	-	-	-	-	-	-	585 50%	168 57%	13 33%
I thought Labour would make the most competent government	698 46%	367 48%	331 44%	11 50%	85 56%	103 41%	143 45%	177 46%	179 47%	246 48%	182 47%	98 43%	172 45%	698 46%	-	-	-	-	-	-	569 49%	115 39%	14 36%
I was worried that I would lose out from further cuts if the Conservatives won	565 37%	277 37%	288 38%	9 41%	55 36%	120 47%	139 44%	144 38%	98 26%	156 31%	145 37%	89 39%	175 45%	565 37%	-	-	-	-	-	-	433 37%	122 41%	10 26%
I thought Ed Miliband would make the best Prime Minister	224 15%	129 17%	95 13%	11 50%	37 25%	51 20%	53 17%	33 9%	39 10%	75 15%	50 13%	28 12%	71 18%	224 15%	-	-	-	-	-	-	176 15%	41 14%	7 18%
None of these	38 3%	17 2%	21 3%	-	3 2%	7 3%	9 3%	10 3%	9 2%	16 3%	12 3%	4 2%	6 2%	38 3%	-	-	-	-	-	-	20 2%	8 3%	10 26%

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Absolutes/col percents

Table 12

Q8. Here are some of the reasons people have given for voting Labour at the 2015 election. Which of these applied to you?

- NET: Top Three mentions

Base: All Labour loyalists

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	1507	403	1099	114	91	294	166	117	112	103	90	186	146	88
Labour's values are closest to my own	1163 77%	291 72%	868 79%	78 68%	72 79%	233 79%	138 83%	89 76%	90 80%	71 69%	73 81%	134 72%	115 79%	70 80%
I thought I or my family would be better off under a Labour government than a Conservative one	857 57%	265 66%	590 54%	68 60%	61 67%	170 58%	100 60%	65 56%	69 62%	67 65%	48 53%	88 47%	79 54%	42 48%
Labour offered the best chance of ending or reducing the effects of cuts	766 51%	168 42%	595 54%	69 61%	48 53%	151 51%	82 49%	61 52%	55 49%	48 47%	44 49%	103 55%	69 47%	36 41%
I thought Labour would make the most competent government	698 46%	173 43%	524 48%	43 38%	31 34%	138 47%	78 47%	58 50%	52 46%	42 41%	34 38%	95 51%	79 54%	48 55%
I was worried that I would lose out from further cuts if the Conservatives won	565 37%	187 46%	377 34%	37 32%	41 45%	124 42%	58 35%	49 42%	35 31%	44 43%	40 44%	53 28%	53 36%	31 35%
I thought Ed Miliband would make the best Prime Minister	224 15%	82 20%	138 13%	19 17%	13 14%	35 12%	28 17%	18 15%	15 13%	12 12%	13 14%	38 20%	21 14%	12 14%
None of these	38 3%	8 2%	30 3%	4 4%	1 1%	4 1%	1 1%	1 1%	5 4%	5 5%	2 2%	7 4%	4 3%	4 5%

Project Red Dawn

Online Fieldwork : 26th - 31st August 2015

Absolutes/col percents

Table 13

Q8. Here are some of the reasons people have given for voting Labour at the 2015 election. Which of these applied to you?

- First mention

Base: All Labour loyalists

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	1507	758	749	22	151	253	318	384	379	508	387	226	386	1507	-	-	-	-	-	-	1171	297	39
Labour's values are closest to my own	698 46%	386 51%	312 42%	5 23%	54 36%	86 34%	150 47%	182 47%	221 58%	279 55%	174 45%	102 45%	143 37%	698 46%	-	-	-	-	-	-	559 48%	128 43%	11 28%
I thought I or my family would be better off under a Labour government than a Conservative one	295 20%	108 14%	187 25%	1 5%	32 21%	63 25%	62 19%	77 20%	60 16%	73 14%	87 22%	45 20%	90 23%	295 20%	-	-	-	-	-	-	232 20%	56 19%	7 18%
I thought Labour would make the most competent government	147 10%	77 10%	70 9%	4 18%	19 13%	23 9%	28 9%	36 9%	37 10%	49 10%	30 8%	26 12%	42 11%	147 10%	-	-	-	-	-	-	121 10%	22 7%	4 10%
Labour offered the best chance of ending or reducing the effects of cuts	143 9%	78 10%	65 9%	3 14%	14 9%	30 12%	29 9%	40 10%	27 7%	49 10%	32 8%	21 9%	41 11%	143 9%	-	-	-	-	-	-	102 9%	38 13%	3 8%
I was worried that I would lose out from further cuts if the Conservatives won	125 8%	57 8%	68 9%	2 9%	13 9%	32 13%	26 8%	33 9%	19 5%	24 5%	33 9%	22 10%	46 12%	125 8%	-	-	-	-	-	-	87 7%	35 12%	3 8%
I thought Ed Miliband would make the best Prime Minister	61 4%	35 5%	26 3%	7 32%	16 11%	12 5%	14 4%	6 2%	6 2%	18 4%	19 5%	6 3%	18 5%	61 4%	-	-	-	-	-	-	50 4%	10 3%	1 3%
None of these	38 3%	17 2%	21 3%	-	3 2%	7 3%	9 3%	10 3%	9 2%	16 3%	12 3%	4 2%	6 2%	38 3%	-	-	-	-	-	-	20 2%	8 3%	10 26%

Project Red Dawn
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Absolutes/col percents

Table 13

Q8. Here are some of the reasons people have given for voting Labour at the 2015 election. Which of these applied to you?

- First mention

Base: All Labour loyalists

	Children		Region											
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	1507	403	1099	114	91	294	166	117	112	103	90	186	146	88
Labour's values are closest to my own	698 46%	153 38%	543 49%	51 45%	35 38%	136 46%	91 55%	50 43%	55 49%	37 36%	46 51%	80 43%	70 48%	47 53%
I thought I or my family would be better off under a Labour government than a Conservative one	295 20%	100 25%	195 18%	26 23%	21 23%	54 18%	26 16%	26 22%	26 23%	22 21%	19 21%	29 16%	31 21%	15 17%
I thought Labour would make the most competent government	147 10%	39 10%	108 10%	8 7%	5 5%	24 8%	17 10%	14 12%	9 8%	17 17%	5 6%	26 14%	15 10%	7 8%
Labour offered the best chance of ending or reducing the effects of cuts	143 9%	33 8%	109 10%	14 12%	13 14%	31 11%	16 10%	12 10%	9 8%	11 11%	9 10%	15 8%	8 5%	5 6%
I was worried that I would lose out from further cuts if the Conservatives won	125 8%	44 11%	81 7%	7 6%	10 11%	37 13%	12 7%	10 9%	3 3%	9 9%	8 9%	12 6%	9 6%	8 9%
I thought Ed Miliband would make the best Prime Minister	61 4%	26 6%	33 3%	4 4%	6 7%	8 3%	3 2%	4 3%	5 4%	2 2%	1 1%	17 9%	9 6%	2 2%
None of these	38 3%	8 2%	30 3%	4 4%	1 1%	4 1%	1 1%	1 1%	5 4%	5 5%	2 2%	7 4%	4 3%	4 5%

Project Red Dawn

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Absolutes/col percents

Table 14

Q8. Here are some of the reasons people have given for voting Labour at the 2015 election. Which of these applied to you?

- Second mention

Base: All Labour loyalists

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	1507	758	749	22	151	253	318	384	379	508	387	226	386	1507	-	-	-	-	-	-	1171	297	39
Labour offered the best chance of ending or reducing the effects of cuts	332 22%	171 23%	161 21%	1 5%	27 18%	43 17%	63 20%	95 25%	103 27%	132 26%	92 24%	49 22%	59 15%	332 22%	-	-	-	-	-	-	243 21%	83 28%	6 15%
I thought I or my family would be better off under a Labour government than a Conservative one	293 19%	134 18%	159 21%	5 23%	26 17%	48 19%	61 19%	84 22%	69 18%	89 18%	70 18%	51 23%	83 22%	293 19%	-	-	-	-	-	-	237 20%	53 18%	3 8%
Labour's values are closest to my own	289 19%	134 18%	155 21%	7 32%	33 22%	51 20%	62 19%	70 18%	66 17%	83 16%	73 19%	50 22%	83 22%	289 19%	-	-	-	-	-	-	230 20%	52 18%	7 18%
I thought Labour would make the most competent government	255 17%	143 19%	112 15%	1 5%	33 22%	37 15%	53 17%	56 15%	75 20%	101 20%	58 15%	34 15%	62 16%	255 17%	-	-	-	-	-	-	217 19%	34 11%	4 10%
I was worried that I would lose out from further cuts if the Conservatives won	190 13%	94 12%	96 13%	5 23%	16 11%	43 17%	52 16%	48 13%	26 7%	49 10%	56 14%	26 12%	59 15%	190 13%	-	-	-	-	-	-	143 12%	42 14%	5 13%
I thought Ed Miliband would make the best Prime Minister	70 5%	46 6%	24 3%	2 9%	10 7%	17 7%	12 4%	14 4%	15 4%	28 6%	14 4%	6 3%	22 6%	70 5%	-	-	-	-	-	-	55 5%	14 5%	1 3%
None of these	78 5%	36 5%	42 6%	1 5%	6 4%	14 6%	15 5%	17 4%	25 7%	26 5%	24 6%	10 4%	18 5%	78 5%	-	-	-	-	-	-	46 4%	19 6%	13 33%

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Absolutes/col percents

Table 14

Q8. Here are some of the reasons people have given for voting Labour at the 2015 election. Which of these applied to you?

- Second mention

Base: All Labour loyalists

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	1507	403	1099	114	91	294	166	117	112	103	90	186	146	88
Labour offered the best chance of ending or reducing the effects of cuts	332 22%	68 17%	263 24%	32 28%	18 20%	66 22%	33 20%	25 21%	26 23%	16 16%	17 19%	50 27%	35 24%	14 16%
I thought I or my family would be better off under a Labour government than a Conservative one	293 19%	86 21%	206 19%	25 22%	16 18%	69 23%	40 24%	17 15%	17 15%	21 20%	20 22%	29 16%	24 16%	15 17%
Labour's values are closest to my own	289 19%	84 21%	205 19%	13 11%	28 31%	48 16%	28 17%	30 26%	23 21%	23 22%	17 19%	35 19%	24 16%	20 23%
I thought Labour would make the most competent government	255 17%	63 16%	191 17%	16 14%	8 9%	58 20%	32 19%	17 15%	21 19%	14 14%	11 12%	29 16%	27 18%	22 25%
I was worried that I would lose out from further cuts if the Conservatives won	190 13%	67 17%	122 11%	14 12%	14 15%	34 12%	19 11%	20 17%	13 12%	16 16%	11 12%	17 9%	24 16%	8 9%
I thought Ed Miliband would make the best Prime Minister	70 5%	24 6%	45 4%	5 4%	5 5%	9 3%	9 5%	5 4%	6 5%	4 4%	8 9%	11 6%	6 4%	2 2%
None of these	78 5%	11 3%	67 6%	9 8%	2 2%	10 3%	5 3%	3 3%	6 5%	9 9%	6 7%	15 8%	6 4%	7 8%

Project Red Dawn

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Absolutes/col percents

Table 15

Q8. Here are some of the reasons people have given for voting Labour at the 2015 election. Which of these applied to you?

- Third mention

Base: All Labour loyalists

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usual-ly Lab	Some-times Lab	Always Lab	Usual-ly Lab	Some-times Lab
Base	1507	758	749	22	151	253	318	384	379	508	387	226	386	1507	-	-	-	-	-	-	1171	297	39
I thought Labour would make the most competent government	296 20%	147 19%	149 20%	6 27%	33 22%	43 17%	62 19%	85 22%	67 18%	96 19%	94 24%	38 17%	68 18%	296 20%	-	-	-	-	-	-	231 20%	59 20%	6 15%
Labour offered the best chance of ending or reducing the effects of cuts	291 19%	160 21%	131 17%	3 14%	25 17%	40 16%	54 17%	79 21%	90 24%	102 20%	74 19%	42 19%	73 19%	291 19%	-	-	-	-	-	-	240 20%	47 16%	4 10%
I thought I or my family would be better off under a Labour government than a Conservative one	269 18%	144 19%	125 17%	4 18%	29 19%	40 16%	53 17%	73 19%	70 18%	88 17%	66 17%	50 22%	65 17%	269 18%	-	-	-	-	-	-	209 18%	55 19%	5 13%
I was worried that I would lose out from further cuts if the Conservatives won	250 17%	126 17%	124 17%	2 9%	26 17%	45 18%	61 19%	63 16%	53 14%	83 16%	56 14%	41 18%	70 18%	250 17%	-	-	-	-	-	-	203 17%	45 15%	2 5%
Labour's values are closest to my own	176 12%	72 9%	104 14%	2 9%	16 11%	39 15%	39 12%	43 11%	37 10%	56 11%	44 11%	26 12%	50 13%	176 12%	-	-	-	-	-	-	132 11%	42 14%	2 5%
I thought Ed Miliband would make the best Prime Minister	93 6%	48 6%	45 6%	2 9%	11 7%	22 9%	27 8%	13 3%	18 5%	29 6%	17 4%	16 7%	31 8%	93 6%	-	-	-	-	-	-	71 6%	17 6%	5 13%
None of these	132 9%	61 8%	71 9%	3 14%	11 7%	24 9%	22 7%	28 7%	44 12%	54 11%	36 9%	13 6%	29 8%	132 9%	-	-	-	-	-	-	85 7%	32 11%	15 38%

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Absolutes/col percents

Table 15

Q8. Here are some of the reasons people have given for voting Labour at the 2015 election. Which of these applied to you?

- Third mention

Base: All Labour loyalists

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	1507	403	1099	114	91	294	166	117	112	103	90	186	146	88
I thought Labour would make the most competent government	296 20%	71 18%	225 20%	19 17%	18 20%	56 19%	29 17%	27 23%	22 20%	11 11%	18 20%	40 22%	37 25%	19 22%
Labour offered the best chance of ending or reducing the effects of cuts	291 19%	67 17%	223 20%	23 20%	17 19%	54 18%	33 20%	24 21%	20 18%	21 20%	18 20%	38 20%	26 18%	17 19%
I thought I or my family would be better off under a Labour government than a Conservative one	269 18%	79 20%	189 17%	17 15%	24 26%	47 16%	34 20%	22 19%	26 23%	24 23%	9 10%	30 16%	24 16%	12 14%
I was worried that I would lose out from further cuts if the Conservatives won	250 17%	76 19%	174 16%	16 14%	17 19%	53 18%	27 16%	19 16%	19 17%	19 18%	21 23%	24 13%	20 14%	15 17%
Labour's values are closest to my own	176 12%	54 13%	120 11%	14 12%	9 10%	49 17%	19 11%	9 8%	12 11%	11 11%	10 11%	19 10%	21 14%	3 3%
I thought Ed Miliband would make the best Prime Minister	93 6%	32 8%	60 5%	10 9%	2 2%	18 6%	16 10%	9 8%	4 4%	6 6%	4 4%	10 5%	6 4%	8 9%
None of these	132 9%	24 6%	108 10%	15 13%	4 4%	17 6%	8 5%	7 6%	9 8%	11 11%	10 11%	25 13%	12 8%	14 16%

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Table 16

Q9. Which of the following two statements comes closest to your view about your decision over who to vote for at the 2015 election?

Base: All Labour defectors

	Gender		Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	505	255	250	10	57	90	114	132	102	171	120	89	125	-	505	166	147	315	129	61	-	-	-
There were more good reasons to vote positively for another party in 2015	313	159	154	8	38	55	71	81	60	104	71	60	78	-	313	91	98	195	76	42	-	-	-
	62%	62%	62%	80%	67%	61%	62%	61%	59%	61%	59%	67%	62%	-	62%	55%	67%	62%	59%	69%	-	-	-
There were fewer good reasons to vote positively for Labour in 2015	192	96	96	2	19	35	43	51	42	67	49	29	47	-	192	75	49	120	53	19	-	-	-
	38%	38%	38%	20%	33%	39%	38%	39%	41%	39%	41%	33%	38%	-	38%	45%	33%	38%	41%	31%	-	-	-

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Absolutes/col percents

Table 16

Q9. Which of the following two statements comes closest to your view about your decision over who to vote for at the 2015 election?

Base: All Labour defectors

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	505	145	359	99	25	72	40	37	31	28	39	49	56	29
There were more good reasons to vote positively for another party in 2015	313 62%	90 62%	222 62%	72 73%	16 64%	42 58%	20 50%	23 62%	22 71%	19 68%	25 64%	19 39%	33 59%	22 76%
There were fewer good reasons to vote positively for Labour in 2015	192 38%	55 38%	137 38%	27 27%	9 36%	30 42%	20 50%	14 38%	9 29%	9 32%	14 36%	30 61%	23 41%	7 24%

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Absolutes/col percents

Table 17

Q10. You say there were better reasons to vote positively for the Conservatives in 2015. Which of the following better describes why you thought this, even if neither completely describes your view ...

Base: All Labour defectors voting Conservative in 2015 who felt there was a good reason to vote for a party other than Labour

	Gender			Age						Social Class				Labour Voter				Defectors - Prior to 2015			Loyalists - Prior to 2015		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	91	39	52	3	15	19	16	21	17	35	23	17	16	-	91	91	-	45	31	15	-	-	-
I thought David Cameron and the Conservatives were doing a reasonable job in government and should be allowed to continue	71 78%	32 82%	39 75%	1 33%	12 80%	12 63%	12 75%	20 95%	14 82%	29 83%	19 83%	9 53%	14 88%	-	71 78%	71 78%	-	33 73%	25 81%	13 87%	-	-	-
The Conservatives seemed to share more of my values than they did before, which made it easier for me to vote for them	20 22%	7 18%	13 25%	2 67%	3 20%	7 37%	4 25%	1 5%	3 18%	6 17%	4 17%	8 47%	2 13%	-	20 22%	20 22%	-	12 27%	6 19%	2 13%	-	-	-

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Absolutes/col percents

Table 17

Q10. You say there were better reasons to vote positively for the Conservatives in 2015. Which of the following better describes why you thought this, even if neither completely describes your view ...

Base: All Labour defectors voting Conservative in 2015 who felt there was a good reason to vote for a party other than Labour

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	91	31	60	4	4	16	7	13	8	3	8	12	11	5
I thought David Cameron and the Conservatives were doing a reasonable job in government and should be allowed to continue	71 78%	19 61%	52 87%	3 75%	4 100%	12 75%	5 71%	12 92%	7 88%	2 67%	4 50%	10 83%	8 73%	4 80%
The Conservatives seemed to share more of my values than they did before, which made it easier for me to vote for them	20 22%	12 39%	8 13%	1 25%	- -	4 25%	2 29%	1 8%	1 13%	1 33%	4 50%	2 17%	3 27%	1 20%

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Absolutes/col percents

Table 18

Q11. You say there were fewer reasons to vote positively for Labour in 2015. Which of the following better describes why you thought this, even if neither completely describes your view:

Base: All Labour defectors voted in 2015 and felt there were fewer good reasons to vote for Labour at that point

	Gender		Age							Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usual-ly Lab	Some-times Lab	Always Lab	Usual-ly Lab	Some-times Lab
Base	192	96	96	2	19	35	43	51	42	67	49	29	47	-	192	75	49	120	53	19	-	-	-
I think Labour's heart is in the right place but I did not think they were ready to offer a competent government at the 2015 election	91 47%	50 52%	41 43%	1 50%	6 32%	14 40%	18 42%	26 51%	26 62%	37 55%	24 49%	10 34%	20 43%	-	91 47%	45 60%	22 45%	56 47%	28 53%	7 37%	-	-	-
Labour no longer seem to stand for the things they used to	101 53%	46 48%	55 57%	1 50%	13 68%	21 60%	25 58%	25 49%	16 38%	30 45%	25 51%	19 66%	27 57%	-	101 53%	30 40%	27 55%	64 53%	25 47%	12 63%	-	-	-

Project Red Dawn
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Absolutes/col percents

Table 18

Q11. You say there were fewer reasons to vote positively for Labour in 2015. Which of the following better describes why you thought this, even if neither completely describes your view:

Base: All Labour defectors voted in 2015 and felt there were fewer good reasons to vote for Labour at that point

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	192	55	137	27	9	30	20	14	9	9	14	30	23	7
I think Labour's heart is in the right place but I did not think they were ready to offer a competent government at the 2015 election	91 47%	24 44%	67 49%	11 41%	4 44%	15 50%	11 55%	7 50%	3 33%	3 33%	8 57%	11 37%	14 61%	4 57%
Labour no longer seem to stand for the things they used to	101 53%	31 56%	70 51%	16 59%	5 56%	15 50%	9 45%	7 50%	6 67%	6 67%	6 43%	19 63%	9 39%	3 43%

Project Red Dawn
Online Fieldwork : 26th - 31st August 2015

Absolutes/col percents

Table 19
Q12. From what you remember or have heard, who would you say was the best leader of the Labour Party in the last 30 years?
Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab	
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39	
Tony Blair	837	437	400	10	108	162	197	186	174	278	214	139	206	632	205	95	53	123	60	22	503	112	17	
		42%	43%	40%	31%	52%	47%	46%	36%	41%	42%	44%	40%	42%	41%	57%	36%	39%	47%	36%	43%	38%	44%	
John Smith	638	376	262	3	24	66	121	209	215	264	166	92	116	474	164	28	39	105	38	21	351	110	13	
		32%	37%	26%	9%	12%	19%	28%	41%	45%	39%	33%	29%	31%	32%	17%	27%	33%	29%	34%	30%	37%	33%	
Gordon Brown	210	71	139	1	31	39	49	51	39	51	51	38	70	146	64	27	21	38	15	11	107	33	6	
		10%	7%	14%	3%	15%	11%	11%	10%	8%	8%	10%	12%	14%	10%	13%	16%	14%	12%	12%	18%	9%	11%	15%
Neil Kinnock	208	84	124	2	13	43	46	58	46	53	50	26	79	147	61	12	32	43	13	5	117	29	1	
		10%	8%	12%	6%	6%	13%	11%	11%	10%	8%	10%	8%	15%	10%	12%	7%	22%	14%	10%	8%	10%	10%	3%
Ed Miliband	119	45	74	16	32	33	19	12	7	33	26	20	40	108	11	4	2	6	3	2	93	13	2	
		6%	4%	7%	50%	15%	10%	4%	2%	1%	5%	5%	6%	8%	7%	2%	2%	2%	2%	3%	8%	4%	5%	

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Absolutes/col percents

Table 19
Q12. From what you remember or have heard, who would you say was the best leader of the Labour Party in the last 30 years?
Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
Tony Blair	837	250	584	60	66	154	84	73	65	56	57	97	79	46
	42%	46%	40%	28%	57%	42%	41%	47%	45%	43%	44%	41%	39%	39%
John Smith	638	108	530	113	26	110	60	44	44	37	39	67	62	36
	32%	20%	36%	53%	22%	30%	29%	29%	31%	28%	30%	29%	31%	31%
Gordon Brown	210	64	144	13	11	43	21	13	16	17	14	22	24	16
	10%	12%	10%	6%	9%	12%	10%	8%	11%	13%	11%	9%	12%	14%
Neil Kinnock	208	67	140	19	7	41	24	16	11	17	12	22	26	13
	10%	12%	10%	9%	6%	11%	12%	10%	8%	13%	9%	9%	13%	11%
Ed Miliband	119	59	60	8	6	18	17	8	7	4	7	27	11	6
	6%	11%	4%	4%	5%	5%	8%	5%	5%	3%	5%	11%	5%	5%

Project Red Dawn

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Absolutes/col percents

Table 20

Q13. From what you remember or have heard, which recent Labour leader did the best job on each of the following things ...

Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyalist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usually Lab	Sometimes Lab	Always Lab	Usually Lab	Sometimes Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
<u>Standing up for Labour's values</u>																							
Neil Kinnock	414	196	218	2	25	71	103	111	102	131	105	58	120	297	117	35	40	78	27	12	228	63	6
	21%	19%	22%	6%	12%	21%	24%	22%	21%	19%	21%	18%	23%	20%	23%	21%	27%	25%	21%	20%	19%	21%	15%
John Smith	653	401	252	6	28	76	130	201	212	276	164	92	121	486	167	33	41	104	40	23	363	110	13
	32%	40%	25%	19%	13%	22%	30%	39%	44%	41%	32%	29%	24%	32%	33%	20%	28%	33%	31%	38%	31%	37%	33%
Tony Blair	477	232	245	5	78	102	105	106	81	127	117	92	141	348	129	58	39	82	36	11	293	48	7
	24%	23%	25%	16%	38%	30%	24%	21%	17%	19%	23%	29%	28%	23%	26%	35%	27%	26%	28%	18%	25%	16%	18%
Gordon Brown	272	113	159	2	32	49	54	68	67	81	69	45	77	201	71	29	22	42	19	10	147	45	9
	14%	11%	16%	6%	15%	14%	13%	13%	14%	12%	14%	14%	15%	13%	14%	17%	15%	13%	15%	16%	13%	15%	23%
Ed Miliband	196	71	125	17	45	45	40	30	19	64	52	28	52	175	21	11	5	9	7	5	140	31	4
	10%	7%	13%	53%	22%	13%	9%	6%	4%	9%	10%	9%	10%	12%	4%	7%	3%	3%	5%	8%	12%	10%	10%
<u>Representing the whole country</u>																							
Neil Kinnock	211	94	117	4	18	44	39	60	46	59	62	26	64	156	55	12	23	34	14	7	124	32	-
	10%	9%	12%	13%	9%	13%	9%	12%	10%	9%	12%	8%	13%	10%	11%	7%	16%	11%	11%	11%	11%	11%	-
John Smith	541	315	226	6	20	59	97	181	178	223	137	78	103	398	143	25	33	90	31	22	291	94	13
	27%	31%	23%	19%	10%	17%	22%	35%	37%	33%	27%	25%	20%	26%	28%	15%	22%	29%	24%	36%	25%	32%	33%
Tony Blair	850	453	397	5	99	156	216	189	185	288	211	144	207	633	217	90	63	139	58	20	501	114	18
	42%	45%	40%	16%	48%	45%	50%	37%	38%	42%	42%	46%	41%	42%	43%	54%	43%	44%	45%	33%	43%	38%	46%
Gordon Brown	252	93	159	6	42	42	51	63	48	67	62	45	78	178	74	30	25	44	20	10	136	37	5
	13%	9%	16%	19%	20%	12%	12%	12%	10%	10%	12%	14%	15%	12%	15%	18%	17%	14%	16%	16%	12%	12%	13%
Ed Miliband	158	58	100	11	29	42	29	23	24	42	35	22	59	142	16	9	3	8	6	2	119	20	3
	8%	6%	10%	34%	14%	12%	7%	4%	5%	6%	7%	7%	12%	9%	3%	5%	2%	3%	5%	3%	10%	7%	8%

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Absolutes/col percents

Table 20

Q13. From what you remember or have heard, which recent Labour leader did the best job on each of the following things ...

Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
Appealing beyond traditional Labour voters																							
Neil Kinnock	180 9%	76 8%	104 10%	3 9%	13 6%	35 10%	33 8%	48 9%	48 10%	42 6%	45 9%	24 8%	69 14%	130 9%	50 10%	9 5%	26 18%	35 11%	8 6%	7 11%	103 9%	25 8%	2 5%
John Smith	355 18%	190 19%	165 17%	1 3%	20 10%	35 10%	69 16%	115 22%	115 24%	131 19%	88 17%	58 18%	78 15%	269 18%	86 17%	15 9%	24 16%	55 17%	17 13%	14 23%	204 17%	57 19%	8 21%
Tony Blair	1166 58%	641 63%	525 53%	11 34%	113 54%	207 60%	260 60%	301 58%	274 57%	436 64%	301 59%	177 56%	252 49%	865 57%	301 60%	111 67%	78 53%	184 58%	82 64%	35 57%	663 57%	181 61%	21 54%
Gordon Brown	142 7%	42 4%	100 10%	3 9%	24 12%	23 7%	31 7%	33 6%	28 6%	26 4%	35 7%	28 9%	53 10%	94 6%	48 10%	22 13%	15 10%	30 10%	14 11%	4 7%	77 7%	13 4%	4 10%
Ed Miliband	169 8%	64 6%	105 11%	14 44%	38 18%	43 13%	39 9%	19 4%	16 3%	44 6%	38 7%	28 9%	59 12%	149 10%	20 4%	9 5%	4 3%	11 3%	8 6%	1 2%	124 11%	21 7%	4 10%
Offering a strong, competent leadership																							
Neil Kinnock	198 10%	79 8%	119 12%	2 6%	17 8%	40 12%	42 10%	51 10%	46 10%	52 8%	56 11%	26 8%	64 13%	142 9%	56 11%	11 7%	29 20%	37 12%	11 9%	8 13%	110 9%	29 10%	3 8%
John Smith	536 27%	304 30%	232 23%	3 9%	23 11%	56 16%	96 22%	177 34%	181 38%	214 32%	132 26%	83 26%	107 21%	408 27%	128 25%	23 14%	30 20%	81 26%	31 24%	16 26%	302 26%	97 33%	9 23%
Tony Blair	961 48%	512 51%	449 45%	11 34%	109 52%	180 52%	232 54%	225 44%	204 42%	332 49%	248 49%	156 50%	225 44%	720 48%	241 48%	100 60%	62 42%	152 48%	62 48%	27 44%	565 48%	135 45%	20 51%
Gordon Brown	210 10%	81 8%	129 13%	5 16%	27 13%	39 11%	47 11%	52 10%	40 8%	55 8%	50 10%	34 11%	71 14%	139 9%	71 14%	26 16%	26 18%	42 13%	20 16%	9 15%	111 9%	22 7%	6 15%
Ed Miliband	107 5%	37 4%	70 7%	11 34%	32 15%	28 8%	15 3%	11 2%	10 2%	26 4%	21 4%	16 5%	44 9%	98 7%	9 2%	6 4%	- -	3 1%	5 4%	1 2%	83 7%	14 5%	1 3%

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Absolutes/col percents

Table 20

Q13. From what you remember or have heard, which recent Labour leader did the best job on each of the following things ...

Base: All respondents

	Total	Children		Region										
		Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
<u>Standing up for Labour's values</u>														
Neil Kinnock	414 21%	115 21%	298 20%	35 16%	25 22%	80 22%	45 22%	35 23%	23 16%	35 27%	23 18%	47 20%	43 21%	23 20%
John Smith	653 32%	122 22%	529 36%	109 51%	25 22%	117 32%	67 33%	45 29%	50 35%	32 24%	41 32%	72 31%	62 31%	33 28%
Tony Blair	477 24%	150 27%	325 22%	31 15%	39 34%	76 21%	51 25%	44 29%	39 27%	39 30%	33 26%	52 22%	43 21%	30 26%
Gordon Brown	272 14%	78 14%	194 13%	28 13%	15 13%	60 16%	19 9%	19 12%	20 14%	17 13%	16 12%	30 13%	31 15%	17 15%
Ed Miliband	196 10%	83 15%	112 8%	10 5%	12 10%	33 9%	24 12%	11 7%	11 8%	8 6%	16 12%	34 14%	23 11%	14 12%
<u>Representing the whole country</u>														
Neil Kinnock	211 10%	63 11%	148 10%	21 10%	8 7%	43 12%	19 9%	20 13%	12 8%	18 14%	14 11%	20 9%	23 11%	13 11%
John Smith	541 27%	88 16%	452 31%	94 44%	28 24%	89 24%	53 26%	35 23%	41 29%	38 29%	28 22%	55 23%	54 27%	26 22%
Tony Blair	850 42%	256 47%	591 41%	69 32%	57 49%	154 42%	93 45%	69 45%	66 46%	55 42%	59 46%	101 43%	78 39%	49 42%
Gordon Brown	252 13%	76 14%	175 12%	17 8%	15 13%	50 14%	21 10%	19 12%	20 14%	15 11%	19 15%	32 14%	27 13%	17 15%
Ed Miliband	158 8%	65 12%	92 6%	12 6%	8 7%	30 8%	20 10%	11 7%	4 3%	5 4%	9 7%	27 11%	20 10%	12 10%

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Absolutes/col percents

Table 20

Q13. From what you remember or have heard, which recent Labour leader did the best job on each of the following things ...

Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
<u>Appealing beyond traditional Labour voters</u>														
Neil Kinnock	180 9%	45 8%	135 9%	18 8%	8 7%	39 11%	15 7%	11 7%	8 6%	15 11%	9 7%	20 9%	25 12%	12 10%
John Smith	355 18%	65 12%	289 20%	69 32%	15 13%	62 17%	35 17%	28 18%	21 15%	21 16%	22 17%	39 17%	30 15%	13 11%
Tony Blair	1166 58%	312 57%	851 58%	98 46%	76 66%	199 54%	132 64%	96 62%	94 66%	78 60%	80 62%	126 54%	113 56%	74 63%
Gordon Brown	142 7%	55 10%	87 6%	15 7%	9 8%	29 8%	10 5%	6 4%	12 8%	10 8%	9 7%	17 7%	18 9%	7 6%
Ed Miliband	169 8%	71 13%	96 7%	13 6%	8 7%	37 10%	14 7%	13 8%	8 6%	7 5%	9 7%	33 14%	16 8%	11 9%
<u>Offering a strong, competent leadership</u>														
Neil Kinnock	198 10%	59 11%	137 9%	16 8%	6 5%	35 10%	23 11%	14 9%	12 8%	19 15%	11 9%	29 12%	19 9%	14 12%
John Smith	536 27%	92 17%	443 30%	96 45%	22 19%	98 27%	43 21%	37 24%	38 27%	31 24%	37 29%	54 23%	54 27%	26 22%
Tony Blair	961 48%	270 49%	689 47%	71 33%	70 60%	171 47%	107 52%	74 48%	72 50%	61 47%	65 50%	116 49%	95 47%	59 50%
Gordon Brown	210 10%	74 14%	135 9%	22 10%	11 9%	44 12%	19 9%	19 12%	15 10%	16 12%	12 9%	18 8%	20 10%	14 12%
Ed Miliband	107 5%	53 10%	54 4%	8 4%	7 6%	18 5%	14 7%	10 6%	6 4%	4 3%	4 3%	18 8%	14 7%	4 3%

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Absolutes/col percents

Table 21

Q14. Which of the following two statements comes closest to your view about ...**Base: All respondents**

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
Cuts																							
However uncomfortable, further cuts in government spending are needed to reduce Britain's borrowing and get the economy back on a stable footing	452 22%	215 21%	237 24%	11 34%	60 29%	96 28%	94 22%	92 18%	99 21%	166 24%	123 24%	75 24%	88 17%	260 17%	192 38%	114 69%	43 29%	100 32%	63 49%	29 48%	196 17%	51 17%	13 33%
Cuts in government spending have gone far enough or too far, and it is time for them to end	1560 78%	798 79%	762 76%	21 66%	148 71%	247 72%	338 78%	424 82%	382 79%	513 76%	384 76%	240 76%	423 83%	1247 83%	313 62%	52 31%	104 71%	215 68%	66 51%	32 52%	975 83%	246 83%	26 67%
Welfare Reform																							
Britain's benefits system is too generous it should be tightened up to encourage more people back into work and to reduce the cost for taxpayers	738 37%	361 36%	377 38%	17 53%	86 41%	131 38%	176 41%	151 29%	177 37%	259 38%	198 39%	129 41%	152 30%	474 31%	264 52%	132 80%	80 54%	152 48%	74 57%	38 62%	365 31%	96 32%	13 33%
More benefit cuts will hurt vulnerable people, so welfare spending should be maintained or increased	1274 63%	652 64%	622 62%	15 47%	122 59%	212 62%	256 59%	365 71%	304 63%	420 62%	309 61%	186 59%	359 70%	1033 69%	241 48%	34 20%	67 46%	163 52%	55 43%	23 38%	806 69%	201 68%	26 67%
Immigration																							
Immigration into Britain is too high; we need to reduce the numbers coming into this country significantly	1395 69%	665 66%	730 73%	17 53%	120 58%	250 73%	313 72%	383 74%	312 65%	367 54%	335 66%	261 83%	432 85%	1006 67%	389 77%	144 87%	145 99%	244 77%	96 74%	49 80%	801 68%	175 59%	30 77%
Immigration is good for Britain; reducing it significantly would do more harm than good	617 31%	348 34%	269 27%	15 47%	88 42%	93 27%	119 28%	133 26%	169 35%	312 46%	172 34%	54 17%	79 15%	501 33%	116 23%	22 13%	2 1%	71 23%	33 26%	12 20%	370 32%	122 41%	9 23%

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Absolutes/col percents

Table 21

Q14. Which of the following two statements comes closest to your view about ...**Base: All respondents**

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
Cuts														
However uncomfortable, further cuts in government spending are needed to reduce Britain's borrowing and get the economy back on a stable footing	452 22%	136 25%	314 22%	50 23%	33 28%	65 18%	41 20%	32 21%	36 25%	24 18%	35 27%	68 29%	41 20%	27 23%
Cuts in government spending have gone far enough or too far, and it is time for them to end	1560 78%	412 75%	1144 78%	163 77%	83 72%	301 82%	165 80%	122 79%	107 75%	107 82%	94 73%	167 71%	161 80%	90 77%
Welfare Reform														
Britain's benefits system is too generous it should be tightened up to encourage more people back into work and to reduce the cost for taxpayers	738 37%	224 41%	511 35%	65 31%	46 40%	123 34%	80 39%	60 39%	54 38%	39 30%	56 43%	94 40%	70 35%	51 44%
More benefit cuts will hurt vulnerable people, so welfare spending should be maintained or increased	1274 63%	324 59%	947 65%	148 69%	70 60%	243 66%	126 61%	94 61%	89 62%	92 70%	73 57%	141 60%	132 65%	66 56%
Immigration														
Immigration into Britain is too high; we need to reduce the numbers coming into this country significantly	1395 69%	415 76%	976 67%	134 63%	81 70%	278 76%	147 71%	119 77%	96 67%	102 78%	89 69%	135 57%	140 69%	74 63%
Immigration is good for Britain; reducing it significantly would do more harm than good	617 31%	133 24%	482 33%	79 37%	35 30%	88 24%	59 29%	35 23%	47 33%	29 22%	40 31%	100 43%	62 31%	43 37%

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Absolutes/col percents

Table 22
Q15. Which of the following best applies to you?
Base: All Labour defectors

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	505	255	250	10	57	90	114	132	102	171	120	89	125	-	505	166	147	315	129	61	-	-	-
Even though I did not vote Labour this time, I still identify with them or think of them as my party	183 36%	84 33%	99 40%	6 60%	15 26%	30 33%	39 34%	53 40%	40 39%	56 33%	53 44%	31 35%	43 34%	-	183 36%	50 30%	57 39%	135 43%	45 35%	3 5%	-	-	-
I used to identify with Labour or think of them as my party, but not any more	229 45%	125 49%	104 42%	3 30%	31 54%	41 46%	52 46%	58 44%	44 43%	77 45%	48 40%	43 48%	61 49%	-	229 45%	65 39%	76 52%	158 50%	56 43%	15 25%	-	-	-
Although I have voted Labour in the past, I never really identified with them or thought of them as my party	93 18%	46 18%	47 19%	1 10%	11 19%	19 21%	23 20%	21 16%	18 18%	38 22%	19 16%	15 17%	21 17%	-	93 18%	51 31%	14 10%	22 7%	28 22%	43 70%	-	-	-

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Absolutes/col percents

Table 22
Q15. Which of the following best applies to you?
Base: All Labour defectors

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	505	145	359	99	25	72	40	37	31	28	39	49	56	29
Even though I did not vote Labour this time, I still identify with them or think of them as my party	183 36%	53 37%	129 36%	23 23%	7 28%	25 35%	16 40%	13 35%	7 23%	12 43%	14 36%	29 59%	24 43%	13 45%
I used to identify with Labour or think of them as my party, but not any more	229 45%	62 43%	167 47%	63 64%	12 48%	28 39%	19 48%	18 49%	19 61%	13 46%	18 46%	10 20%	21 38%	8 28%
Although I have voted Labour in the past, I never really identified with them or thought of them as my party	93 18%	30 21%	63 18%	13 13%	6 24%	19 26%	5 13%	6 16%	5 16%	3 11%	7 18%	10 20%	11 20%	8 28%

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Absolutes/col percents

Table 23
Q16. Which of the following best applies to you?
Base: All Labour loyalists

	Gender		Age							Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	1507	758	749	22	151	253	318	384	379	508	387	226	386	1507	-	-	-	-	-	-	1171	297	39
I identify with Labour, or think of them as my party	1199	599	600	17	124	192	252	303	311	387	312	183	317	1199	-	-	-	-	-	-	988	197	14
		80%	79%	80%	77%	82%	76%	79%	82%	76%	81%	81%	82%	80%	-	-	-	-	-	-	84%	66%	36%
Even though I voted Labour, I no longer identify with them or think of them as my party	220	117	103	3	19	39	43	63	53	87	50	31	52	220	-	-	-	-	-	-	148	66	6
		15%	15%	14%	14%	13%	15%	14%	14%	17%	13%	14%	13%	15%	-	-	-	-	-	-	13%	22%	15%
Although I have voted Labour I never really identified with them, or thought of them as my party	88	42	46	2	8	22	23	18	15	34	25	12	17	88	-	-	-	-	-	-	35	34	19
		6%	6%	6%	9%	5%	9%	7%	5%	7%	6%	5%	4%	6%	-	-	-	-	-	-	3%	11%	49%

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Absolutes/col percents

Table 23
Q16. Which of the following best applies to you?
Base: All Labour loyalists

	Children		Region											
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	1507	403	1099	114	91	294	166	117	112	103	90	186	146	88
I identify with Labour, or think of them as my party	1199	323	872	80	74	242	138	97	84	76	67	147	120	74
	80%	80%	79%	70%	81%	82%	83%	83%	75%	74%	74%	79%	82%	84%
Even though I voted Labour, I no longer identify with them or think of them as my party	220	54	166	23	13	43	17	12	21	23	15	25	22	6
	15%	13%	15%	20%	14%	15%	10%	10%	19%	22%	17%	13%	15%	7%
Although I have voted Labour I never really identified with them, or thought of them as my party	88	26	61	11	4	9	11	8	7	4	8	14	4	8
	6%	6%	6%	10%	4%	3%	7%	7%	6%	4%	9%	8%	3%	9%

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Absolutes/col percents

Table 24

Q17. Which statement out of each of the following pairs comes closest to your view even if you don't agree completely with either?

Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
Statement Sets One																							
Labour's priority should be to win elections, even if this means making some compromises, because the party has to be in government if it is to achieve anything	907 45%	501 49%	406 41%	15 47%	92 44%	153 45%	185 43%	228 44%	234 49%	316 47%	221 44%	135 43%	235 46%	720 48%	187 37%	67 40%	66 45%	125 40%	44 34%	18 30%	576 49%	127 43%	17 44%
Labour's priority should be to have the right principles and policies, even if this makes it more difficult for the party to win elections	1105 55%	512 51%	593 59%	17 53%	116 56%	190 55%	247 57%	288 56%	247 51%	363 53%	286 56%	180 57%	276 54%	787 52%	318 63%	99 60%	81 55%	190 60%	85 66%	43 70%	595 51%	170 57%	22 56%
Statement Sets Two																							
It matters a great deal which party wins an election, since the parties have different principles, priorities and policies that they can put into practice in government	1503 75%	762 75%	741 74%	21 66%	163 78%	259 76%	305 71%	390 76%	365 76%	518 76%	396 78%	228 72%	361 71%	1188 79%	315 62%	126 76%	77 52%	187 59%	87 67%	41 67%	954 81%	208 70%	26 67%
It matters very little which party wins an election, since the parties end up doing the same things once in government and nothing improves for people like me	509 25%	251 25%	258 26%	11 34%	45 22%	84 24%	127 29%	126 24%	116 24%	161 24%	111 22%	87 28%	150 29%	319 21%	190 38%	40 24%	70 48%	128 41%	42 33%	20 33%	217 19%	89 30%	13 33%

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Absolutes/col percents

Table 24

Q17. Which statement out of each of the following pairs comes closest to your view even if you don't agree completely with either?

Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
Statement Sets One														
Labour's priority should be to win elections, even if this means making some compromises, because the party has to be in government if it is to achieve anything	907 45%	255 47%	647 44%	84 39%	56 48%	163 45%	99 48%	69 45%	62 43%	59 45%	55 43%	110 47%	106 52%	44 38%
Labour's priority should be to have the right principles and policies, even if this makes it more difficult for the party to win elections	1105 55%	293 53%	811 56%	129 61%	60 52%	203 55%	107 52%	85 55%	81 57%	72 55%	74 57%	125 53%	96 48%	73 62%
Statement Sets Two														
It matters a great deal which party wins an election, since the parties have different principles, priorities and policies that they can put into practice in government	1503 75%	399 73%	1099 75%	146 69%	92 79%	272 74%	162 79%	113 73%	100 70%	93 71%	97 75%	184 78%	154 76%	90 77%
It matters very little which party wins an election, since the parties end up doing the same things once in government and nothing improves for people like me	509 25%	149 27%	359 25%	67 31%	24 21%	94 26%	44 21%	41 27%	43 30%	38 29%	32 25%	51 22%	48 24%	27 23%

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Absolutes/col percents

Table 25

Q18. Which of the following statements comes closest to your view even if you don't agree completely with any of them?

Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
NET: A Labour party could/ might win	1012 50%	509 50%	503 50%	19 59%	140 67%	187 55%	203 47%	242 47%	221 46%	290 43%	253 50%	166 53%	303 59%	804 53%	208 41%	59 36%	68 46%	145 46%	48 37%	15 25%	660 56%	125 42%	19 49%
NET: A Labour party would not win	1000 50%	504 50%	496 50%	13 41%	68 33%	156 45%	229 53%	274 53%	260 54%	389 57%	254 50%	149 47%	208 41%	703 47%	297 59%	107 64%	79 54%	170 54%	81 63%	46 75%	511 44%	172 58%	20 51%
A Labour party which offered a radical socialist alternative could win a general election and change Britain for the better	811 40%	405 40%	406 41%	11 34%	92 44%	133 39%	166 38%	214 41%	195 41%	226 33%	196 39%	134 43%	255 50%	669 44%	142 28%	22 13%	52 35%	106 34%	25 19%	11 18%	553 47%	104 35%	12 31%
A Labour party which offered a radical socialist alternative might win a general election, but would change Britain for the worse	201 10%	104 10%	97 10%	8 25%	48 23%	54 16%	37 9%	28 5%	26 5%	64 9%	57 11%	32 10%	48 9%	135 9%	66 13%	37 22%	16 11%	39 12%	23 18%	4 7%	107 9%	21 7%	7 18%
A Labour party which offered a radical socialist alternative would represent many people and be a force for good, even if it would not win a general election	544 27%	275 27%	269 27%	8 25%	48 23%	88 26%	119 28%	151 29%	130 27%	199 29%	143 28%	84 27%	118 23%	409 27%	135 27%	31 19%	36 24%	86 27%	34 26%	15 25%	300 26%	101 34%	8 21%
A Labour party which offered a radical socialist alternative would not win a general election and would therefore be a waste of time	456 23%	229 23%	227 23%	5 16%	20 10%	68 20%	110 25%	123 24%	130 27%	190 28%	111 22%	65 21%	90 18%	294 20%	162 32%	76 46%	43 29%	84 27%	47 36%	31 51%	211 18%	71 24%	12 31%

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Absolutes/col percents

Table 25

Q18. Which of the following statements comes closest to your view even if you don't agree completely with any of them?

Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
NET: A Labour party could/ might win	1012	323	686	97	60	190	107	77	65	68	60	129	100	59
	50%	59%	47%	46%	52%	52%	52%	50%	45%	52%	47%	55%	50%	50%
NET: A Labour party would not win	1000	225	772	116	56	176	99	77	78	63	69	106	102	58
	50%	41%	53%	54%	48%	48%	48%	50%	55%	48%	53%	45%	50%	50%
A Labour party which offered a radical socialist alternative could win a general election and change Britain for the better	811	244	566	77	48	164	86	57	54	50	44	104	76	51
	40%	45%	39%	36%	41%	45%	42%	37%	38%	38%	34%	44%	38%	44%
A Labour party which offered a radical socialist alternative might win a general election, but would change Britain for the worse	201	79	120	20	12	26	21	20	11	18	16	25	24	8
	10%	14%	8%	9%	10%	7%	10%	13%	8%	14%	12%	11%	12%	7%
A Labour party which offered a radical socialist alternative would represent many people and be a force for good, even if it would not win a general election	544	127	415	70	38	93	59	43	42	31	31	57	48	32
	27%	23%	28%	33%	33%	25%	29%	28%	29%	24%	24%	24%	24%	27%
A Labour party which offered a radical socialist alternative would not win a general election and would therefore be a waste of time	456	98	357	46	18	83	40	34	36	32	38	49	54	26
	23%	18%	24%	22%	16%	23%	19%	22%	25%	24%	29%	21%	27%	22%

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Table 26
Gender
Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
Male	1013	1013	-	14	90	173	216	253	267	390	237	160	226	758	255	77	85	163	64	28	577	165	16
	50%	100%	-	44%	43%	50%	50%	49%	56%	57%	47%	51%	44%	50%	50%	46%	58%	52%	50%	46%	49%	56%	41%
Female	999	-	999	18	118	170	216	263	214	289	270	155	285	749	250	89	62	152	65	33	594	132	23
	50%	-	100%	56%	57%	50%	50%	51%	44%	43%	53%	49%	56%	50%	50%	54%	42%	48%	50%	54%	51%	44%	59%

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Table 26
Gender
Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
Male	1013	254	754	112	63	183	103	86	83	60	52	115	95	61
	50%	46%	52%	53%	54%	50%	50%	56%	58%	46%	40%	49%	47%	52%
Female	999	294	704	101	53	183	103	68	60	71	77	120	107	56
	50%	54%	48%	47%	46%	50%	50%	44%	42%	54%	60%	51%	53%	48%

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Table 27
Age
Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
18-24	32	14	18	32	-	-	-	-	-	6	11	7	8	22	10	4	1	10	-	-	19	2	1
	2%	1%	2%	100%	-	-	-	-	-	1%	2%	2%	2%	1%	2%	2%	1%	3%	-	-	2%	1%	3%
25-34	208	90	118	-	208	-	-	-	-	79	68	32	29	151	57	24	5	34	17	6	121	28	2
	10%	9%	12%	-	100%	-	-	-	-	12%	13%	10%	6%	10%	11%	14%	3%	11%	13%	10%	10%	9%	5%
35-44	343	173	170	-	-	343	-	-	-	112	100	49	82	253	90	32	23	53	28	9	210	35	8
	17%	17%	17%	-	-	100%	-	-	-	16%	20%	16%	16%	17%	18%	19%	16%	17%	22%	15%	18%	12%	21%
45-54	432	216	216	-	-	-	432	-	-	130	118	65	119	318	114	32	47	73	24	17	240	64	14
	21%	21%	22%	-	-	-	100%	-	-	19%	23%	21%	23%	21%	23%	19%	32%	23%	19%	28%	20%	22%	36%
55-64	516	253	263	-	-	-	-	516	-	162	115	92	147	384	132	42	37	85	29	18	288	90	6
	26%	25%	26%	-	-	-	-	100%	-	24%	23%	29%	29%	25%	26%	25%	25%	27%	22%	30%	25%	30%	15%
65+	481	267	214	-	-	-	-	-	481	190	95	70	126	379	102	32	34	60	31	11	293	78	8
	24%	26%	21%	-	-	-	-	-	100%	28%	19%	22%	25%	25%	20%	19%	23%	19%	24%	18%	25%	26%	21%
Average age	52.91	53.68	52.13	22.91	30.21	39.76	49.58	59.54	69.97	53.59	50.52	52.93	54.36	53.23	51.94	50.59	55.08	51.86	51.70	52.90	52.90	54.74	51.72

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Table 27
Age
Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
18-24	32 2%	7 1%	25 2%	2 1%	3 3%	3 1%	4 2%	2 1%	2 1%	2 2%	2 2%	6 3%	4 2%	2 2%
25-34	208 10%	93 17%	115 8%	27 13%	10 9%	25 7%	16 8%	14 9%	12 8%	13 10%	12 9%	46 20%	25 12%	8 7%
35-44	343 17%	200 36%	141 10%	32 15%	9 8%	62 17%	45 22%	24 16%	18 13%	24 18%	19 15%	56 24%	31 15%	23 20%
45-54	432 21%	185 34%	246 17%	42 20%	24 21%	77 21%	47 23%	32 21%	39 27%	28 21%	32 25%	43 18%	39 19%	29 25%
55-64	516 26%	62 11%	451 31%	60 28%	36 31%	105 29%	44 21%	46 30%	39 27%	37 28%	32 25%	40 17%	50 25%	27 23%
65+	481 24%	1 *	480 33%	50 23%	34 29%	94 26%	50 24%	36 23%	33 23%	27 21%	32 25%	44 19%	53 26%	28 24%
Average age	52.91	43.01	56.65	52.96	55.06	54.57	52.30	53.94	53.99	52.75	53.75	47.97	52.98	52.95

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Table 28
Social Grade
Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
AB	679	390	289	6	79	112	130	162	190	679	-	-	-	508	171	69	20	88	58	25	358	132	18
	34%	38%	29%	19%	38%	33%	30%	31%	40%	100%	-	-	-	34%	34%	42%	14%	28%	45%	41%	31%	44%	46%
C1	507	237	270	11	68	100	118	115	95	-	507	-	-	387	120	41	30	79	24	17	297	79	11
	25%	23%	27%	34%	33%	29%	27%	22%	20%	-	100%	-	-	26%	24%	25%	20%	25%	19%	28%	25%	27%	28%
C2	315	160	155	7	32	49	65	92	70	-	-	315	-	226	89	29	35	65	19	5	200	23	3
	16%	16%	16%	22%	15%	14%	15%	18%	15%	-	-	100%	-	15%	18%	17%	24%	21%	15%	8%	17%	8%	8%
DE	511	226	285	8	29	82	119	147	126	-	-	-	511	386	125	27	62	83	28	14	316	63	7
	25%	22%	29%	25%	14%	24%	28%	28%	26%	-	-	-	100%	26%	25%	16%	42%	26%	22%	23%	27%	21%	18%
NET: ABC1	1186	627	559	17	147	212	248	277	285	679	507	-	-	895	291	110	50	167	82	42	655	211	29
	59%	62%	56%	53%	71%	62%	57%	54%	59%	100%	100%	-	-	59%	58%	66%	34%	53%	64%	69%	56%	71%	74%
NET: C2DE	826	386	440	15	61	131	184	239	196	-	-	315	511	612	214	56	97	148	47	19	516	86	10
	41%	38%	44%	47%	29%	38%	43%	46%	41%	-	-	100%	100%	41%	42%	34%	66%	47%	36%	31%	44%	29%	26%

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Table 28
Social Grade
Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
AB	679 34%	189 34%	489 34%	85 40%	35 30%	115 31%	67 33%	54 35%	42 29%	38 29%	53 41%	106 45%	59 29%	25 21%
C1	507 25%	136 25%	369 25%	53 25%	20 17%	89 24%	53 26%	32 21%	33 23%	38 29%	32 25%	66 28%	54 27%	37 32%
C2	315 16%	104 19%	209 14%	33 15%	24 21%	62 17%	31 15%	26 17%	25 17%	20 15%	14 11%	30 13%	33 16%	17 15%
DE	511 25%	119 22%	391 27%	42 20%	37 32%	100 27%	55 27%	42 27%	43 30%	35 27%	30 23%	33 14%	56 28%	38 32%
NET: ABC1	1186 59%	325 59%	858 59%	138 65%	55 47%	204 56%	120 58%	86 56%	75 52%	76 58%	85 66%	172 73%	113 56%	62 53%
NET: C2DE	826 41%	223 41%	600 41%	75 35%	61 53%	162 44%	86 42%	68 44%	68 48%	55 42%	44 34%	63 27%	89 44%	55 47%

Project Red Dawn

Online Fieldwork : 26th - 31st August 2015

Absolutes/col percents

Table 29
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyal-ist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
No children aged 18 or under	1458	754	704	25	115	141	246	451	480	489	369	209	391	1099	359	110	111	220	95	44	849	222	28
	72%	74%	70%	78%	55%	41%	57%	87%	100%	72%	73%	66%	77%	73%	71%	66%	76%	70%	74%	72%	73%	75%	72%
NET: Yes	548	254	294	7	93	200	185	62	1	189	136	104	119	403	145	56	35	95	33	17	319	73	11
	27%	25%	29%	22%	45%	58%	43%	12%	*	28%	27%	33%	23%	27%	29%	34%	24%	30%	26%	28%	27%	25%	28%
Yes - children aged under 5 years old	137	45	92	7	62	55	12	1	-	54	40	20	23	96	41	22	1	25	10	6	80	15	1
	7%	4%	9%	22%	30%	16%	3%	*	-	8%	8%	6%	5%	6%	8%	13%	1%	8%	8%	10%	7%	5%	3%
Yes - children aged 5 to 10 years old	264	128	136	3	58	125	65	12	1	96	62	46	60	193	71	31	14	44	18	9	158	30	5
	13%	13%	14%	9%	28%	36%	15%	2%	*	14%	12%	15%	12%	13%	14%	19%	10%	14%	14%	15%	13%	10%	13%
Yes - children aged 11 to 15 years old	251	128	123	-	18	94	112	27	-	81	55	52	63	192	59	19	22	38	16	5	149	38	5
	12%	13%	12%	-	9%	27%	26%	5%	-	12%	11%	17%	12%	13%	12%	11%	15%	12%	12%	8%	13%	13%	13%
Yes - children aged 16 to 18 years old	162	78	84	-	2	46	79	35	-	54	43	30	35	127	35	10	12	22	7	6	96	25	6
	8%	8%	8%	-	1%	13%	18%	7%	-	8%	8%	10%	7%	8%	7%	6%	8%	7%	5%	10%	8%	8%	15%
Refused	6	5	1	-	-	2	1	3	-	1	2	2	1	5	1	-	1	-	1	-	3	2	-
	*	*	*	-	-	1%	*	1%	-	*	*	1%	*	*	*	-	1%	-	1%	-	*	1%	-

Project Red Dawn
Online Fieldwork : 26th - 31st August 2015

Absolutes/col percents

Table 29
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East -ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
No children aged 18 or under	1458 72%	-	1458 100%	148 69%	87 75%	273 75%	154 75%	110 71%	102 71%	94 72%	91 71%	168 71%	145 72%	86 74%
NET: Yes	548 27%	548 100%	-	65 31%	29 25%	92 25%	50 24%	43 28%	40 28%	37 28%	37 29%	67 29%	57 28%	31 26%
Yes - children aged under 5 years old	137 7%	137 25%	-	19 9%	5 4%	17 5%	10 5%	7 5%	5 3%	5 4%	12 9%	35 15%	16 8%	6 5%
Yes - children aged 5 to 10 years old	264 13%	264 48%	-	33 15%	11 9%	47 13%	23 11%	26 17%	16 11%	20 15%	19 15%	30 13%	26 13%	13 11%
Yes - children aged 11 to 15 years old	251 12%	251 46%	-	28 13%	13 11%	46 13%	24 12%	23 15%	23 16%	13 10%	22 17%	15 6%	25 12%	19 16%
Yes - children aged 16 to 18 years old	162 8%	162 30%	-	15 7%	14 12%	27 7%	14 7%	12 8%	20 14%	16 12%	4 3%	11 5%	16 8%	13 11%
Refused	6 *	-	-	-	-	1 *	2 1%	1 1%	1 1%	-	1 1%	-	-	-

Project Red Dawn

Online Fieldwork : 26th - 31st August 2015

Absolutes/col percents

Table 30
Region
Base: All respondents

	Gender			Age						Social Class				Labour Voter			Defectors - Prior to 2015			Loyalists - Prior to 2015			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Loyalist	Defec-tor - Total	Defec-tor - To Con	Defec-tor - To UKIP	Always Lab	Usu-ally Lab	Some-times Lab	Always Lab	Usu-ally Lab	Some-times Lab
Base	2012	1013	999	32	208	343	432	516	481	679	507	315	511	1507	505	166	147	315	129	61	1171	297	39
Scotland	213	112	101	2	27	32	42	60	50	85	53	33	42	114	99	10	5	66	28	5	76	33	5
	11%	11%	10%	6%	13%	9%	10%	12%	10%	13%	10%	10%	8%	8%	20%	6%	3%	21%	22%	8%	6%	11%	13%
North East	116	63	53	3	10	9	24	36	34	35	20	24	37	91	25	7	12	21	3	1	78	10	3
	6%	6%	5%	9%	5%	3%	6%	7%	7%	5%	4%	8%	7%	6%	5%	4%	8%	7%	2%	2%	7%	3%	8%
North West	366	183	183	3	25	62	77	105	94	115	89	62	100	294	72	26	29	41	20	11	234	56	4
	18%	18%	18%	9%	12%	18%	18%	20%	20%	17%	18%	20%	20%	20%	14%	16%	20%	13%	16%	18%	20%	19%	10%
Yorkshire & Humberside	206	103	103	4	16	45	47	44	50	67	53	31	55	166	40	13	14	28	7	5	133	30	3
	10%	10%	10%	13%	8%	13%	11%	9%	10%	10%	10%	10%	11%	11%	8%	8%	10%	9%	5%	8%	11%	10%	8%
West Midlands	154	86	68	2	14	24	32	46	36	54	32	26	42	117	37	18	10	20	13	4	90	24	3
	8%	8%	7%	6%	7%	7%	7%	9%	7%	8%	6%	8%	8%	8%	7%	11%	7%	6%	10%	7%	8%	8%	8%
East Midlands	143	83	60	2	12	18	39	39	33	42	33	25	43	112	31	16	14	16	10	5	89	21	2
	7%	8%	6%	6%	6%	5%	9%	8%	7%	6%	7%	8%	8%	7%	6%	10%	10%	5%	8%	8%	8%	7%	5%
Wales	131	60	71	2	13	24	28	37	27	38	38	20	35	103	28	3	13	17	7	4	84	16	3
	7%	6%	7%	6%	6%	7%	6%	7%	6%	6%	7%	6%	7%	7%	6%	2%	9%	5%	5%	7%	7%	5%	8%
Eastern	129	52	77	2	12	19	32	32	32	53	32	14	30	90	39	16	15	25	9	5	66	22	2
	6%	5%	8%	6%	6%	6%	7%	6%	7%	8%	6%	4%	6%	6%	8%	10%	10%	8%	7%	8%	6%	7%	5%
London	235	115	120	6	46	56	43	40	44	106	66	30	33	186	49	26	6	29	15	5	148	34	4
	12%	11%	12%	19%	22%	16%	10%	8%	9%	16%	13%	10%	6%	12%	10%	16%	4%	9%	12%	8%	13%	11%	10%
South East	202	95	107	4	25	31	39	50	53	59	54	33	56	146	56	24	19	35	10	11	109	31	6
	10%	9%	11%	13%	12%	9%	9%	10%	11%	9%	11%	10%	11%	10%	11%	14%	13%	11%	8%	18%	9%	10%	15%
South West	117	61	56	2	8	23	29	27	28	25	37	17	38	88	29	7	10	17	7	5	64	20	4
	6%	6%	6%	6%	4%	7%	7%	5%	6%	4%	7%	5%	7%	6%	6%	4%	7%	5%	5%	8%	5%	7%	10%

Project Red Dawn
Online Fieldwork : 26th - 31st August 2015

Absolutes/col percents

Table 30
Region
Base: All respondents

	Children			Region										
	Total	Yes	No	Scot-land	North East	North West	Yorks/Humber	West Mids	East Mids	Wales	East-ern	London	South East	South West
Base	2012	548	1458	213	116	366	206	154	143	131	129	235	202	117
Scotland	213 11%	65 12%	148 10%	213 100%	-	-	-	-	-	-	-	-	-	-
North East	116 6%	29 5%	87 6%	-	116 100%	-	-	-	-	-	-	-	-	-
North West	366 18%	92 17%	273 19%	-	-	366 100%	-	-	-	-	-	-	-	-
Yorkshire & Humberside	206 10%	50 9%	154 11%	-	-	-	206 100%	-	-	-	-	-	-	-
West Midlands	154 8%	43 8%	110 8%	-	-	-	-	154 100%	-	-	-	-	-	-
East Midlands	143 7%	40 7%	102 7%	-	-	-	-	-	143 100%	-	-	-	-	-
Wales	131 7%	37 7%	94 6%	-	-	-	-	-	-	131 100%	-	-	-	-
Eastern	129 6%	37 7%	91 6%	-	-	-	-	-	-	-	129 100%	-	-	-
London	235 12%	67 12%	168 12%	-	-	-	-	-	-	-	-	235 100%	-	-
South East	202 10%	57 10%	145 10%	-	-	-	-	-	-	-	-	-	202 100%	-
South West	117 6%	31 6%	86 6%	-	-	-	-	-	-	-	-	-	-	117 100%