

Ed Miliband Campaign

Analysis of Labour's lost vote.

		1997 vote share (Ipsos Mori)	2010 vote share (Ipsos Mori)	Change
AB	Lab	31%	26%	-5%
	Con	41%	39%	-2%
	Lib Dem	22%	29%	7%
C1	Lab	37%	28%	-9%
	Con	37%	39%	2%
	Lib Dem	18%	24%	6%
C2	Lab	50%	29%	-21%
	Con	27%	37%	10%
	Lib Dem	16%	22%	6%
DE	Lab	59%	40%	-19%
	Con	21%	31%	10%
	Lib Dem	13%	17%	4%

		Actual 1997 vote	Notional 1997 votes assuming 2010 class distribution	Actual 2010 vote	Change on actual 1997 vote	Change on notional 1997 vote after allowing for change in class structure	2010 vote if each party achieved 97 share amongst DEs
AB	Lab	2,261,000	2,915,000	2,381,000	120,000	-534,000	2,381,000
	Con	2,990,000	3,855,000	3,571,000	581,000	-284,000	3,571,000
	Lib Dem	1,604,000	2,068,000	2,655,000	1,051,000	587,000	2,655,000
C1	Lab	3,178,000	3,548,000	2,391,000	-787,000	-1,157,000	2,391,000
	Con	3,178,000	3,548,000	3,331,000	153,000	-217,000	3,331,000
	Lib Dem	1,546,000	1,726,000	2,050,000	504,000	324,000	2,050,000
C2	Lab	3,308,000	3,194,000	1,576,000	-1,732,000	-1,618,000	1,576,000
	Con	1,786,000	1,724,000	2,011,000	225,000	287,000	2,011,000
	Lib Dem	1,059,000	1,022,000	1,196,000	137,000	174,000	1,196,000
DE	Lab	4,721,000	3,948,000	2,340,000	-2,381,000	-1,608,000	3,452,000
	Con	1,680,000	1,405,000	1,814,000	134,000	409,000	1,229,000
	Lib Dem	1,040,000	870,000	995,000	-45,000	125,000	641,000

	2010 vote share	2010 vote share if each party had secured '97 DE share based on notional vote count
Lab	30%	34%
Con	37%	35%
Lib Dem	24%	23%

NOTES

1) All source data on vote shares is taken from Mori's final campaign analysis polling of 13 000 plus interviews

<http://www.ipsos-mori.com/researchpublications/researcharchive/poll.aspx?oltemId=2613&view=wide>

<http://www.ipsos-mori.com/researchpublications/researcharchive/poll.aspx?oltemId=2149&view=wide>

2) Since 1997 the class profile of the UK has shifted as per the table below (based on IPSOS Mori's data)

	1997	2010
AB adults	22%	27%
C1 adults	27%	29%
C2 adults	23%	21%
DE adults	29%	23%

We have allowed for this in our calculations by using a 'notional' 1997 vote as the benchmark for our calculations of lost vote. This notional vote assumes that the class profile of the UK was the same in 1997 as it is today. This ensures that 'lost' voters in a particular class group are lost because they went to another party or stopped voting, rather than because they shifted class. If you do not make this allowance, then instead of a ratio of losing 3 times as many DE voters as AB voters, you find that we had a small uplift in ABs and an even larger drop off in DEs - for every additional AB vote we won, we lost 20 DEs. But our view is that the 3 to 1 ratio is the more accurate representation of the situation as it compares like with like