

Fabian Society Labour's Next Majority Programme - analysis of 'certain to vote for Labour/Conservative' compared to majority targets

Great Britain		
Electorate	44,000,000	
Votes	29,500,000	
Turnout	67%	
	Labour	Conservative
10 out of 10 - % of electorate	20%	17%
10 out of 10 - number of votes	8,800,000	7,480,000
5-10 out of 10 - % of electorate	52%	40%
5-10 out of 10 - number of votes	22,880,000	17,600,000
Majority - share of GB vote	38%	41%
Majority - number of votes	11,210,000	12,095,000
Gap between majority and '10 out of 10' - number of votes	2,410,000	4,615,000
5-9 out of 10 - number of votes	14,080,000	10,120,000
Gap as percentage of total '5-9 out of 10' support	17%	46%

Notes

Electorate and votes cast

Assumes moderate increase from 2010 GB electorate of 43,750,000 and little change in turnout
 Different assumptions change the numerical results but not the differential between parties
 Denominator is electorate
 Source: YouGov poll, 22-23rd July 2012, sample 1730 GB adults
 Question: On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Majority targets

Denominator is votes cast
 Source: Fabian Society judgements based on a range of scenarios tested using GB swingometer model, www.ukpollingreport.co.uk

Sample Size: 1730 GB adults
Fieldwork: 22nd - 23rd July 2012

	Voting intention			2010 Vote			Voting intention 5-10 scale				Yourself - left/centre/right wing					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Conservative	Labour	Liberal Democrat	UKIP	Very/fairly left wing	Slightly left wing	Centre	Slightly right wing	Very/fairly right wing
Weighted Sample	1730	429	553	120	564	407	395	579	744	449	460	196	203	265	183	177
Unweighted Sample	1730	425	530	118	563	398	423	570	714	445	458	209	226	254	194	177
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservative																
0 - Would never consider voting for them	34	1	69	32	5	67	39	0	50	23	26	74	55	28	7	9
1	6	0	9	11	1	8	10	0	8	6	5	9	10	7	2	0
2	5	0	6	12	2	6	8	0	6	7	3	7	8	5	4	3
3	4	0	4	6	3	3	6	0	4	5	4	2	7	6	2	1
4	3	0	3	2	1	2	4	0	4	3	3	1	7	2	3	0
5	7	2	4	16	6	5	8	18	8	13	11	2	4	14	8	9
6	3	2	2	6	4	2	3	8	3	5	3	0	3	3	4	2
7	4	8	1	5	7	1	4	11	4	6	6	1	3	9	9	5
8	6	14	1	6	14	0	4	16	5	7	10	0	0	7	15	15
9	3	11	1	0	7	0	2	8	3	6	5	0	1	2	11	4
10 - Would definitely consider voting for them	17	61	0	1	45	1	4	40	5	16	22	1	1	14	34	51
Don't know	8	1	1	2	4	4	8	0	1	1	1	1	1	3	2	0

Labour																
0 - Would never consider voting for them	24	51	0	22	52	0	10	43	0	14	36	4	6	22	34	66
1	4	8	0	3	7	0	2	6	0	2	5	0	1	3	9	8
2	4	6	0	6	5	1	5	5	0	4	4	3	3	4	7	5
3	5	8	0	12	6	0	10	7	0	6	4	1	5	7	9	1
4	4	4	1	10	5	2	7	4	0	5	3	3	4	7	7	4
5	10	6	3	20	6	7	15	12	19	19	12	6	11	15	7	4
6	6	10	5	7	6	4	7	9	12	10	5	3	7	8	15	2
7	6	3	7	8	3	6	8	5	11	10	5	8	10	6	4	2
8	6	1	13	6	2	9	8	4	12	10	5	9	11	7	3	2
9	4	0	12	0	2	7	5	2	8	4	4	10	6	3	1	2
10 - Would definitely consider voting for them	20	2	58	3	3	59	16	3	38	15	13	52	36	17	4	5
Don't know	8	1	1	2	4	4	8	0	0	1	2	1	0	2	0	0

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place each of the following?																
Yourself																
Very left-wing	2	0	5	2	0	6	2	0	4	2	1	18	0	0	0	0
Fairly left-wing	11	0	22	13	1	21	14	1	18	11	5	82	0	0	0	0
TOTAL VERY/FAIRLY LEFT	13	0	27	15	1	27	16	1	22	13	6	100	0	0	0	0
Slightly left-of-centre	14	1	26	28	3	24	26	4	22	21	9	0	100	0	0	0
Centre	20	19	18	41	20	18	24	23	21	25	23	0	0	100	0	0
Slightly right-of-centre	12	29	3	8	23	3	10	24	8	14	16	0	0	0	100	0
Fairly right-wing	9	24	2	0	23	3	1	19	3	5	16	0	0	0	0	78
Very right-wing	3	7	1	0	6	1	0	5	1	0	5	0	0	0	0	22
TOTAL VERY/FAIRLY RIGHT	12	31	3	0	29	4	1	24	4	5	21	0	0	0	0	100
Don't know	29	20	23	8	25	24	24	22	24	22	24	0	0	0	0	0