

Briefing report

The Labour vote:

Demographics, political behaviour and messaging strategies

Introduction

This report is the first of five which will describe the nature of the Labour vote in the UK, and what it means for the Leave.EU campaign. The aim of the report is to outline the demographic characteristics and political behaviour of Labour voters under five distinct 'groups':

1. Blue collar working households.
2. Struggling, financially strapped households.
3. Young, well-educated, early-career liberal metropolitan voters.
4. Current students, aged 18 to 25.
5. Ethnic minorities.

Please see the chart on the following page which displays the composition of two of these groups, which are described as the working-class Labour vote here. This report will concentrate on those groups under the 'Blue Collar working households' box in the chart. The 'Struggling, Financially strapped households' will follow soon, followed by the remaining three in turn.

The reports will include the personality traits of each group and what this means for the nature of the messaging the Leave.EU campaign needs to employ. Each of the groups has been kept apart due to their unique characteristics and the campaign will need to calibrate its messaging and approach to account for these characteristics.

This first report will consider the first of these groups; 'Blue collar working households'. As the chart on the following page shows there are a number of sub-groups included in the 'Blue collar working households' group. Take a moment to look at the chart to acclimatise yourself with the structure of the demographic groups.

The aim is to drip each of the reports in turn so as to allow the campaign teams to digest the material and its implications for the campaign. Over the next few days subsequent reports will follow outlining the remaining four demographic groups from above.

Working-class vote

Blue collar working households

Struggling, financially strapped households

Blue collar strivers

Aging council estate households

Struggling families

Deprived and disaffected voters

Transient young

Middle aged families in less fashionable suburbs

Low income communities reliant on low-skill jobs

Comfortable industrial homeowners

Older families in traditional industrial areas

Older people living in social housing

Middle aged couples in right-to-buy homes

Deprived older residents in social housing

Vulnerable young parents needing support

Older people in flats on welfare

Older people in social accommodation

Childless tenants in social housing

Low income families in poor quality terraces

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Blue Collar working households – Executive Summary

Composition

The group 'Blue Collar working households' encompasses six different sub-groups:

1. Middle-aged families in less fashionable suburbs
2. Low income communities reliant on low skilled jobs
3. Relatively comfortable homeowners in former industrial areas
4. Older families in traditional industrial areas
5. Middle-aged families in former right-to-buy households
6. Older people in social housing

Demographic summary

These voters are typically over 35 and are usually married or living as married and in long-term relationships with their partners. They own their terraced or semi-detached properties and have lived in their current property or community for over ten years.

These voters left school at 15 or 16 and have few formal qualifications but many took up apprenticeships and have accrued particular technical skills in engineering or manual employment. They are employed full-time in the skilled trades or in routine or semi-routine occupations, or have recently retired from such positions. Their incomes are under £30,000 per annum and they have little or no savings or ISAs to fall back on. However they do retain some equity in their property.

They are either coping on their incomes or find it difficult to make ends meet each month. However they work hard and as a consequence have fairly conservative views on those they perceive to be 'sponging' from the state. They worry about levels of crime locally and have fairly low opinions of the criminal justice system.

As the map on the following pages of this executive summary shows these groups are found in high concentrations in South Yorkshire, Nottinghamshire, the West Midlands, south Wales, the North East and North West. Seats like Islwyn, Wentworth & Dearne, Aberavon, Barnsley East, Wolverhampton North East, Doncaster North, Walsall North, Scunthorpe, Cannock Chase and Rotherham have high proportions of such voters.

Political attitudes

They are resentful of New Labour for allowing large-scale immigration and for failing to respond to their anxieties and concerns. For these groups the Labour party is dominated by professional politicians or socially liberal London-centric elites who treat them with disdain or condescension. In local and national elections these voters have been attracted to UKIP because of the lack of mainstream voice for their combination of social conservatism, working-class identity and economic ambition.

They are resentful of politicians in general. They don't trust them or even like them. They believe they are 'in it for themselves' and are unlikely to trust them when they make policy promises.

Personality traits

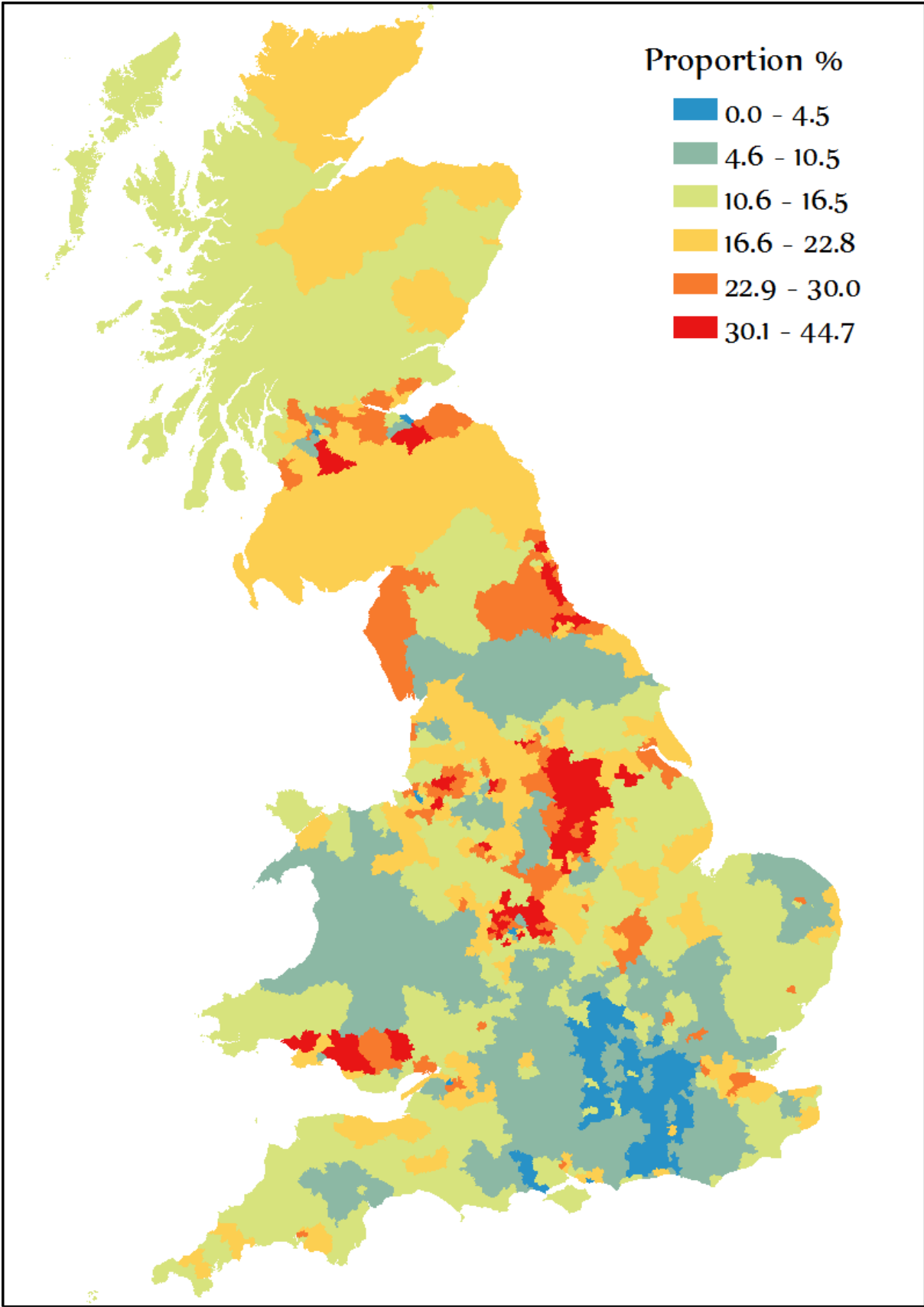
These voters have closed personality traits, which are associated with social conservatism. They tend to hold dogmatic and closed positions on issues such as immigration, Europe and welfare. They are socially conservative in many respects and not trusting of external sources of information such as politicians and the media if it does not conform to their world view. They are also slightly neurotic, which leads them to emphasise the unfairness in issues such as welfare or immigration. The combination of closed and neurotic personality types means they have fairly stark and blunt views and politics, and are more than happy to express them when required.

Messaging

There are three parts to a messaging strategy for these voters. First of all, given they are predisposed to holding dogmatic positions and mistrusting of external sources of information it is unwise, time-consuming and impractical in the time we have remaining to seek to change or modify their views. However it is extremely important to make real steps to listen to these voters concerns about the EU, and to be *seen to be listening*. Many of these voters have become disillusioned with mainstream politics and respond positively to anyone prepared to listen to them, whether that is in person or through social media or email. A personal commitment to such voters will be rewarded so long as it is genuine and meaningful. A half-hearted listening exercise will provoke the opposite response; this will only confirm what they already suspect, namely that nobody is interested to listening to them.

Second, if messages are to be delivered they need to be done in a way which is *tangible and easy to understand*. This is because empty catch-all messages will be rightly dismissed. Many of these voters have spent a lifetime listening to promises from politicians. They are wary and untrusting, probably rightly so in many cases. Therefore it is crucial to translate a high-level policy message into language they understand and with reference to their own lives. For example, during the last election Labour had a policy on local bus routes, meaning local people would have a say in which routes were kept open and which were closed. This was a simple message on a doorstep to such voters: “*Labour will make sure the Number 24 goes to Market Street every week*”. Tangible, easy to understand, and quite easy to deliver; all of which meant that mistrusting voters couldn't say it was unachievable or pie-in-the-sky. Of course, as it happens the election was never going to be decided on local bus routes (!) but the point remains. Make the messages real and tangible for people. After all, if you can't persuade voters how leaving the European Union will make a tangible difference then why leave the European Union?

Third, the messages to such voters need to be neutral in tone and delivered by someone other than Nigel Farage. This is because many of these voters are either already voting to leave the European Union or minded to do so, or simply don't know. The former have already made their minds up so seeking to persuade them with a divisive or reactionary tone on issues like immigration will only speak to the converted with the potential for alienating those who are leaning towards Leave or don't know. These latter voters view Mr Farage negatively, which hurts the message and gives people an excuse not to bother voting or even to vote to Remain. The Leave campaign does not have the luxury to allow this to happen. Should Mr Farage be used, it should be done sparingly and only to 'keep the pot boiling' for such voters. Mr Farage could be used effectively at times of a specific crisis in migration, for example, to underline the negative effects of immigration on working households.



Sub-group descriptions and analysis

As outlined in the Executive Summary the group 'Blue Collar strivers' group contains six sub-groups. The four sub-groups are as follows:

1. Middle-aged families in less fashionable suburbs
2. Low income communities reliant on low skilled jobs
3. Relatively comfortable homeowners in former industrial areas
4. Older families in traditional industrial areas
5. Middle-aged families in former right-to-buy properties
6. Older people in social housing

Each of these groups will now be described in detail using the following characteristics:

Demographics:

Age; household composition; marital status; length of residency in neighbourhood; social grade; religion; ethnic origin.

Property:

Property type; home ownership tenure; council tax band; property value; age of property

Employment

Economic activity; occupation (if employed); occupation (NS-SEC); industry of employment

Income & expenditure

Household income (net); household income (gross); likely disposable income; individual monthly income; net household wealth; weekly household expenditure; main items of expenditure; grocery shopping value.

Finances

Investments; debt levels; perceived ability to cope financially; credit or debit cards; benefits claimed.

Home lives

Holidays taken in the last year; cost of last holiday; car ownership; transport needs.

Perspectives

Environmental awareness; motivations; social attitudes; health; community safety.

Education

Qualifications; age completed education; higher education level.

Communications

Communications channel used; purchasing channels; where do they learn about products; mobile phone usage; satellite TV; favourite TV programmes; internet use; newspapers read.

Political behaviour

Where these voters live (mapped); Westminster constituencies with the highest proportions of these voters; UKIP and Labour performance in the highest-ranked Westminster constituencies in 2015; identification with main political parties; voting patterns since 2005; turnout performance.

The first sub-group of Blue Collar strivers to be described is the 'Middle-aged families in less fashionable suburbs', followed by each of the remaining five from the list above in turn.

Middle-aged families in less fashionable suburbs

The data below describes the main characteristics of this demographic type. As you can see they are older middle-aged voters on lower incomes working full-time or part-time. They are coping on their income but only just and have more recently swung behind UKIP.

Demographics

Age	Aged 45 to 60
Household composition	Couples with dependent children Extended family
Marital status	Married
Length of residency in neighbourhood	10 years plus
Social grade	C1, C2, D
Religion	None or possibly Roman Catholic
Ethnic origin	British or Irish

Property

Type	Semi-detached
Home ownership	Owner
Council tax band	B or C
Property value	£100,000 to £180,000
Age of property	Established, older properties (not new build)

Employment

Economic activity	Working full-time
Occupation (if employed)	Admin, secretarial, skilled trades
Occupation (NS-SEC)	Intermediate, lower supervisory, semi-routine
Industry of employment	Electricity, gas trades; manufacturing

Income

Household income (net)	£15,000 to £40,000 per annum
Household income (gross)	£20,000 to £50,000
Likely disposable income	A little
Individual monthly income	£1,500 to £2,500 per month
Net household wealth	Less than £10,000

Expenditure

Average weekly household expenditure	£480
Main items of expenditure	Transport Clothing Childcare
Grocery shopping venue	Sainsbury's, Tesco, M & S Simply Food

Finances

Investments	Small savings account or ISA
Debt levels	£2,000 to £3,999
Perceived ability to cope	Coping on income
Credit or debit cards	One card
Benefits claimed	Few if any
	Possibly some disability benefit

Home lives

Number of holidays taken in last year	Two or three
Cost of last holiday	Over £1,500
Car ownership	One or two cars plus van for work
Transport needs	Travel by car

Eco-awareness

They are either convinced consumers and doing their best to be environmentally friendly or sceptical about the science behind climate change.

Motivations

They are honest and hard-working and often worry about work during their leisure time. However their career progression is less important than the security it provides them and their family. They are self-starters who refuse to believe little can be done to change their circumstances.

Social attitudes

These voters hold moderate social views. They are likely to help in the home and take shared responsibility for the children and family very seriously. They do not believe a woman's place in the home; nor do they believe the woman must take on sole responsibility for household chores.

Health

These voters are generally in good health, take care of their diets and have a fairly active lifestyle. They are less likely to smoke or drink heavily and have fewer instances of mental health issues.

Neighbourhood safety

Biggest problem locally	Teenagers hanging around
Other problems	Fireworks not organised properly
Views of local area	Happy in their surroundings
Police performance locally	Police doing an ok job in the circumstances
View of judges	Fair/poor
View of juvenile courts	Fair/poor
View of magistrates	Poor
View of prisons	Poor
Worry about being attacked	A little
Worry about crime generally	Worried about car theft
Crimes seen in last year	Shoplifting

Education

Qualifications	Secondary or FE qualifications
Age completing education	19 or under
Higher education?	None

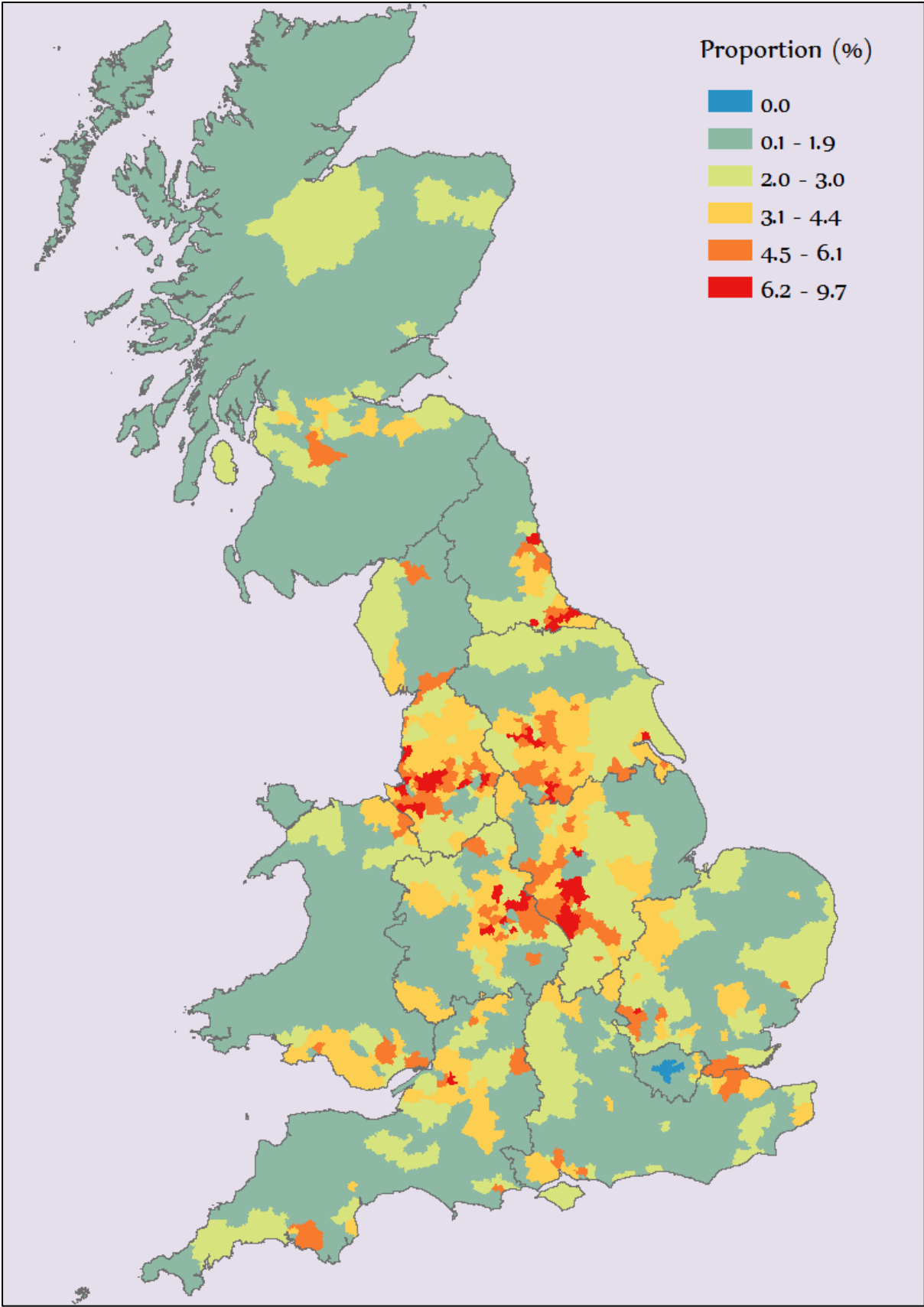
Communications

Communications channels used	Mobile phone or internet
Purchasing channels	Internet
Learn about products	Internet or cinema
Mobile phone usage	Less than £35 per month
Satellite TV	Sky or Virgin Media
Favourite TV programmes	DIY, hobbies, sci-fi
Internet use	High
Newspapers	The Independent
	The Sun
	Daily Mirror

Political behaviour

The map on the next page shows the proportion of this demographic group in each constituency in the United Kingdom. They are clustered in the Midlands, Yorkshire, the North West, North East.

The table on the following page shows the top 30 constituencies in the country for concentrations of this demographic group. They are a mix of safe Labour or Conservative seats or competitive marginals.

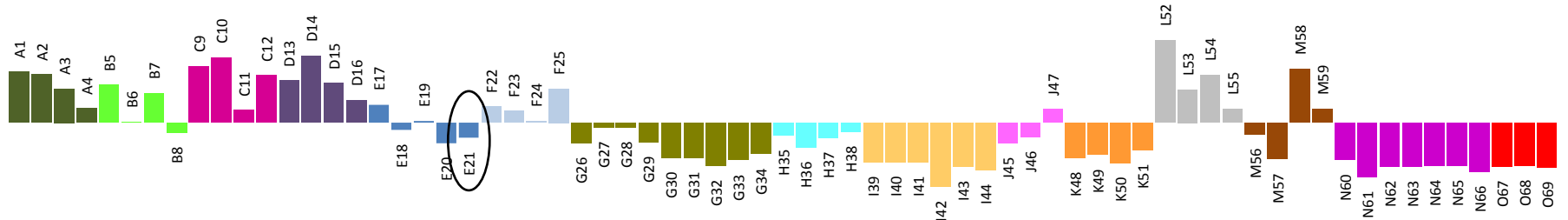


Constituency	Deprived older residents %	UKIP vote share, 2015	UKIP increase 2010 to 2015	Labour vote share 2015	Labour 2010 to 2015	Seat winner, 2015
Makerfield	9.7	22.4	22.4	51.8	4.5	Labour
Stourbridge	8.9	16.9	12.4	31.5	-0.2	Conservative
Wallasey	8.5	11.7	8.8	60.4	8.6	Labour
Denton and Reddish	8.5	18.7	13.2	50.8	-0.2	Labour
Bootle	8.3	10.9	4.8	74.5	8.0	Labour
Tamworth	8.2	18.5	13.6	26.1	-6.6	Conservative
Stockton South	8.1	10.6	7.6	37.0	-1.3	Conservative
Bradford South	7.8	24.1	20.6	43.4	2.2	Labour
Birmingham, Perry Barr	7.7	12.2	8.2	57.4	7.2	Labour
Birmingham, Yardley	7.7	16.1	13.2	41.6	9.4	Labour
South Leicestershire	7.7	17.4	13.7	22.0	1.2	Conservative
Stretford and Urmston	7.5	10.9	7.6	53.0	4.4	Labour
Rotherham	7.5	30.2	24.3	52.5	7.9	Labour
Kingswood	7.4	14.8	11.6	29.6	-5.7	Conservative
Ashton-under-Lyne	7.2	21.8	17.4	49.8	1.4	Labour
Blyth Valley	7.0	22.3	18.0	46.3	1.8	Labour
Gedling	6.9	14.4	11.4	42.3	1.2	Labour
Leicester East	6.9	8.9	7.4	61.1	7.4	Labour
Charnwood	6.8	15.9	12.6	21.9	2.2	Conservative
Kingston upon Hull East	6.7	22.4	14.3	51.7	3.8	Labour
Knowsley	6.7	9.8	7.2	78.1	7.2	Labour
Cannock Chase	6.6	17.5	14.0	33.7	0.6	Conservative
Darlington	6.6	13.1	10.3	42.9	3.5	Labour
Middlesbrough	6.5	18.7	15.0	56.8	10.9	Labour
Redcar	6.5	18.4	13.9	43.9	11.1	Labour
Southport	6.4	16.8	11.7	19.2	9.8	LD
Leeds West	6.4	18.5	15.5	48.0	5.7	Labour
Morley and Outwood	6.4	16.5	13.4	38.0	0.4	Conservative
Ellesmere Port and Neston	6.3	12.0	8.3	47.8	3.1	Labour
St Helens South and Whiston	6.3	14.0	11.3	59.8	6.9	Labour

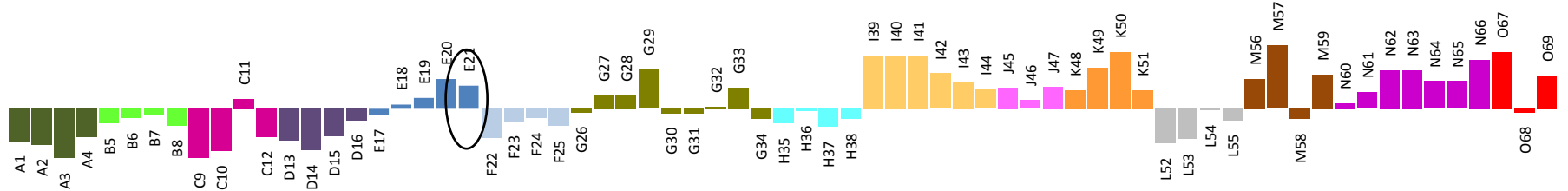
Table 1, Constituencies with the highest proportions of middle aged families in suburbia

The charts on the next page show the likelihood of this demographic group identifying with either the Conservatives, Labour or the Liberal Democrats (circled). As you can see this group identifies fairly strongly with Labour.

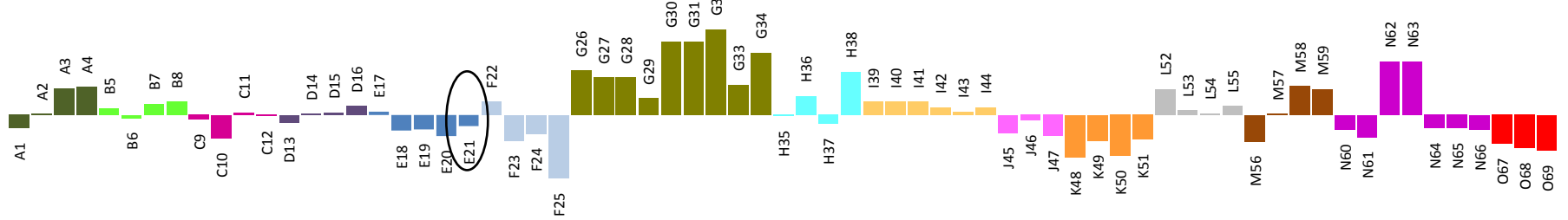
Likelihood of identifying with the Conservative Party



Likelihood of identifying with the Labour Party

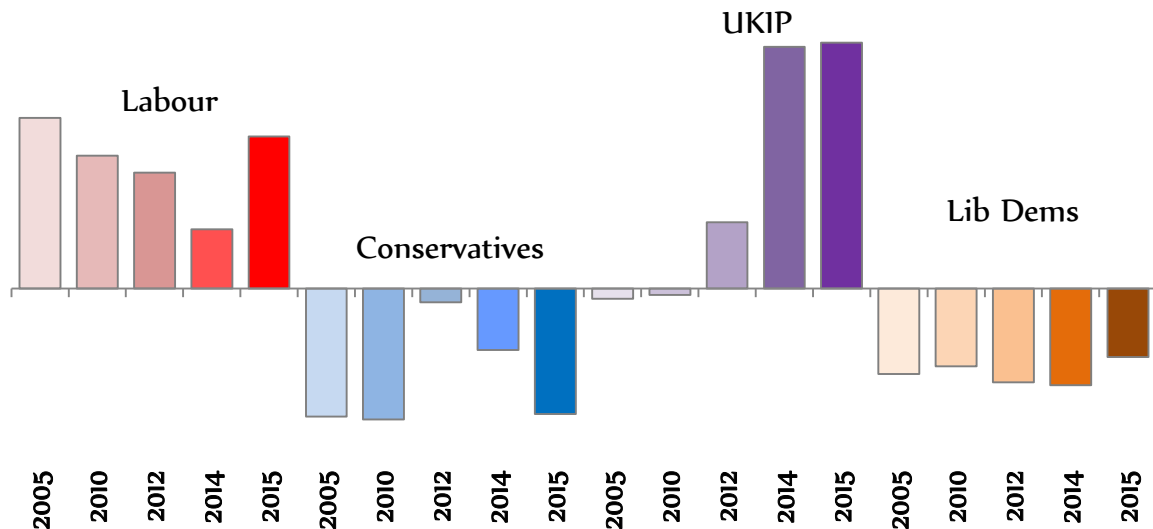


Likelihood of identifying with the Liberal Democrats



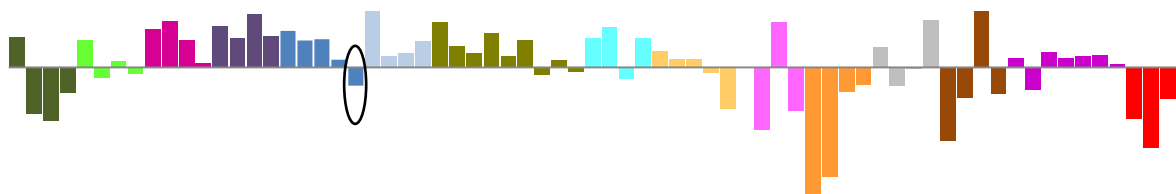
Political behaviour, continued

The chart below shows the correlation between vote share and the proportion of voters in this particular demographic group. The chart covers five election cycles; the 2005 general election, the 2010 general election, the 2012 local elections, the 2014 European elections and the 2015 general election.



As was reflected on the party identification chart on the previous page this chart shows that this demographic group votes Labour. However in 2014 and 2015 UKIP have performed very strongly amongst these voters.

However this demographic is also not very good in terms of turnout in elections. The chart below shows the relative under-performance in turnout for this demographic group (circled) compared with the other 68 groups contained within the data.



These voters have been attracted to UKIP's blend of social conservatism and working-class identity. Many of these blue collar households will have been affected and unsettled by the decline in manufacturing industry and will also likely compete for work with recent migrant labour and skilled tradesmen.

Low income communities reliant on low-skilled jobs

Demographics

Age	Aged 35 to 45
Household composition	Couples with dependent children
Marital status	Married or separated
Length of residency in neighbourhood	10 years plus
Social grade	C1, C2, D, E
Religion	None
Ethnic origin	British or Irish

Property

Type	Terraced
Home ownership	Owner
Council tax band	B
Property value	£100,000 to £180,000
Age of property	Established, older properties (not new build)

Employment

Economic activity	Working full-time
	Working part-time
Occupation (if employed)	Skilled trades, plant operatives, customer service
Occupation (NS-SEC)	Intermediate, lower supervisory, semi-routine
Industry of employment	Electricity, gas trades; manufacturing

Income

Household income (net)	Less than £30,000 per annum
Household income (gross)	Less than £40,000 per annum
Likely disposable income	Live month to month
Individual monthly income	Less than £1,500 per month
Net household wealth	Less than £10,000

Expenditure

Average weekly household expenditure	£400
Main items of expenditure	Alcohol
	Mobile phone
	Household goods
Grocery shopping venue	Sainsbury's, Tesco, M & S Simply Food

Finances

Investments	None
Debt levels	Over £4,000
Perceived ability to cope	Difficult or very difficult
Credit or debit cards	One card
Benefits claimed	Carers benefit
	Disability

Home lives

Number of holidays taken in last year	One or two
Cost of last holiday	£750
Car ownership	One car
Transport needs	Travel by car

Eco-awareness

They are confused by the debates on climate change and the environment but try their best to behave responsibly. They are constrained by price.

Motivations

They are honest and hard-working but got to work for the money and believe little can be done to change their circumstances.

Social attitudes

These voters hold moderate social views. They are likely to help in the home and take shared responsibility for the children and family very seriously. They do not believe a woman's place in the home; nor do they believe the woman must take on sole responsibility for household chores.

Health

These voters are generally in good health, take care of their diets and have a fairly active lifestyle. They are less likely to smoke or drink heavily and have fewer instances of mental health issues.

Neighbourhood safety

Biggest problem locally	Teenagers hanging around
Other problems	Abandoned cars, drunkenness
Views of local area	Worse in last two years
Police performance locally	Police doing an ok job in the circumstances
View of judges	Good
View of juvenile courts	OK
View of magistrates	OK
View of prisons	Good
Worry about being attacked	No
Worry about crime generally	Worried about car theft
Crimes seen in last year	None

Education

Qualifications	Secondary qualifications
Age completing education	18 or under
Higher education?	None

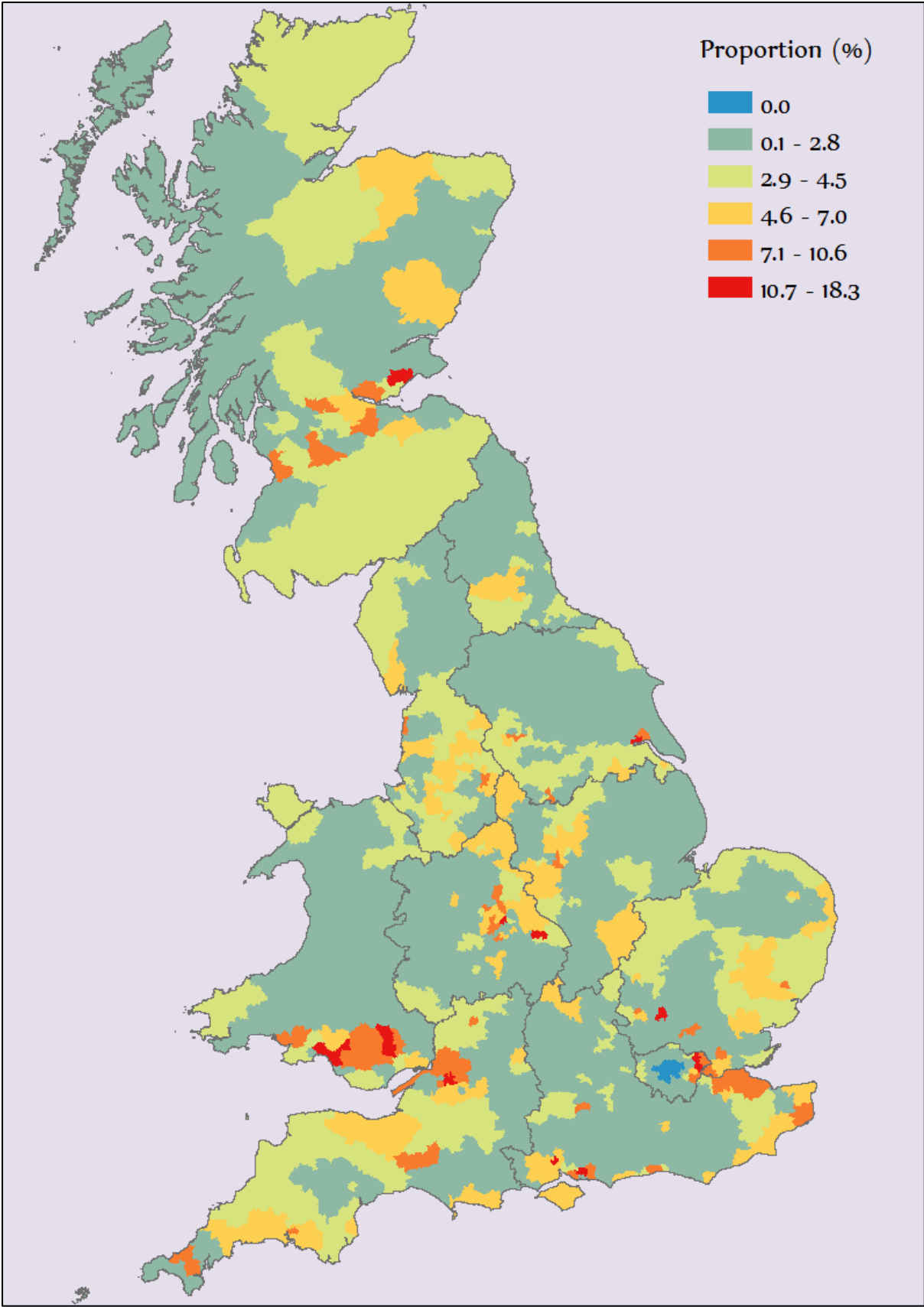
Communications

Communications channels used	Mobile phone or internet
Purchasing channels	Digital TV
Learn about products	Radio
Mobile phone usage	Less than £35 per month
Satellite TV	Sky or Virgin Media
Favourite TV programmes	DIY, hobbies, sci-fi, childrens
Internet use	High
Newspapers	Daily Record
	The Sun
	Daily Mirror

Political behaviour

The map on the next page shows the proportion of this demographic group in each constituency in the United Kingdom. They are clustered in south Wales, central Scotland, parts of the Midlands, along the Kent coast and along the south coast.

The table on the following page shows the top 30 constituencies in the country for concentrations of this demographic group. They are a mix of safe Labour or Conservative seats, competitive marginal or seats Labour lost to the SNP.

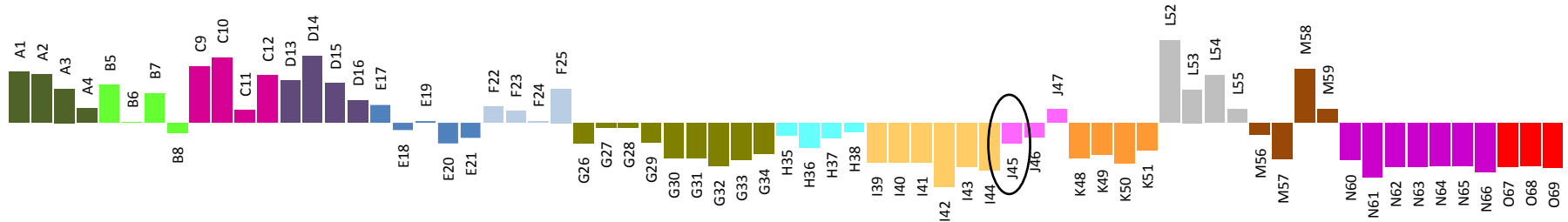


Constituency	Deprived older residents %	UKIP vote share, 2015	UKIP increase 2010 to 2015	Labour vote share 2015	Labour 2010 to 2015	Seat winner, 2015
Islwyn	18.3	19.6	16.9	49.0	-0.2	Labour
Dagenham and Rainham	16.0	29.8	26.3	41.4	1.1	Labour
Bristol East	15.5	15.5	12.1	39.3	2.7	Labour
Aberavon	13.9	15.8	14.2	48.9	-3.0	Labour
Coventry North East	13.6	14.9	11.9	52.2	2.9	Labour
Swansea East	13.2	17.2	14.6	53.0	1.5	Labour
Romford	12.5	22.8	18.4	20.9	1.3	Conservative
Coventry North West	12.3	15.7	12.9	41.0	-1.8	Labour
Blaenau Gwent	12.0	17.9	16.4	58.0	5.6	Labour
Portsmouth North	11.8	19.1	15.0	23.8	-3.9	Conservative
Kingston upon Hull West and Hessle	11.8	19.9	14.5	49.2	6.7	Labour
Birmingham, Perry Barr	11.7	12.2	8.2	57.4	7.2	Labour
Stevenage	11.7	14.4	9.9	34.2	0.8	Conservative
Glenrothes	11.7	N/A	N/A	30.6	-31.7	SNP
Southampton, Itchen	11.3	13.4	9.1	36.5	-0.3	Conservative
Kingswood	11.0	14.8	11.6	29.6	-5.7	Conservative
Llanelli	10.6	16.3	13.5	41.3	-1.1	Labour
Livingston	10.5	3.1	2.1	27.6	-20.8	SNP
Gosport	10.3	19.4	16.2	14.5	-2.4	Conservative
Rhondda	10.2	12.7	11.5	50.7	-4.6	Labour
Gillingham and Rainham	10.2	19.5	16.3	25.6	-2.1	Conservative
Torfaen	10.1	19.0	16.7	44.6	-0.1	Labour
Bristol South	10.1	16.5	13.9	38.4	-0.1	Labour
Ogmore	10.1	15.4	13.1	52.9	-0.9	Labour
Old Bexley and Sidcup	10.0	18.2	15.0	19.0	-0.3	Conservative
Rochester and Strood	9.9	30.5	29.8	19.8	-9.1	Conservative
Merthyr Tydfil and Rhymney	9.9	18.7	15.9	53.9	10.2	Labour
Ipswich	9.7	11.7	8.8	37.1	2.4	Conservative
Cynon Valley	9.7	16.3	13.0	47.7	-4.8	Labour
Thornbury and Yate	9.6	10.6	7.0	7.8	0.8	Conservative

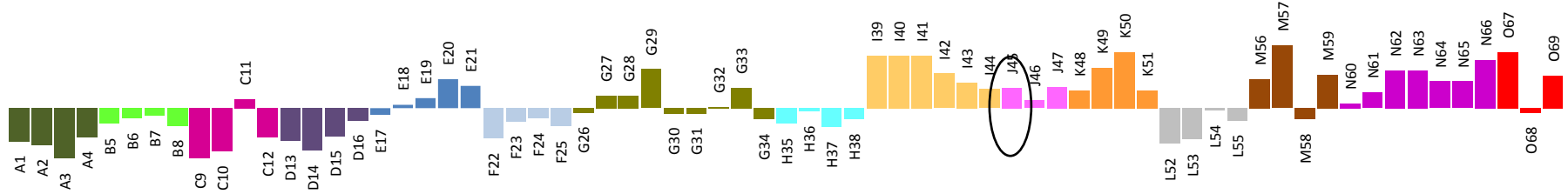
Table 2, Constituencies with the highest proportions of low income communities reliant on low-skill jobs

The charts on the next page show the likelihood of this demographic group identifying with either the Conservatives, Labour or the Liberal Democrats (circled). As you can see this group identifies fairly strongly with Labour.

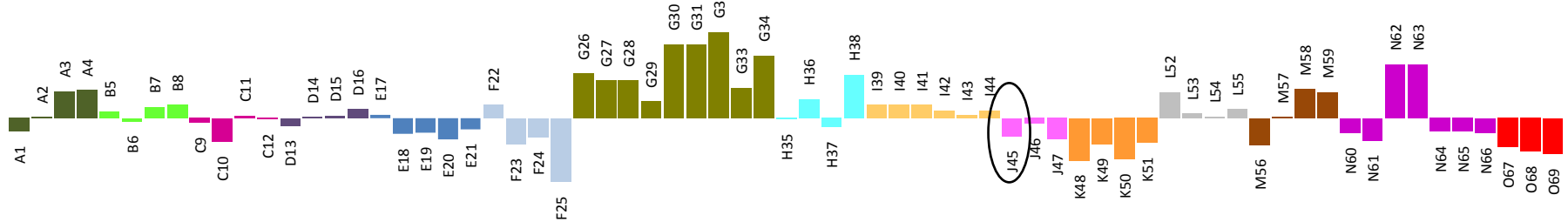
Likelihood of identifying with the Conservative Party



Likelihood of identifying with the Labour Party

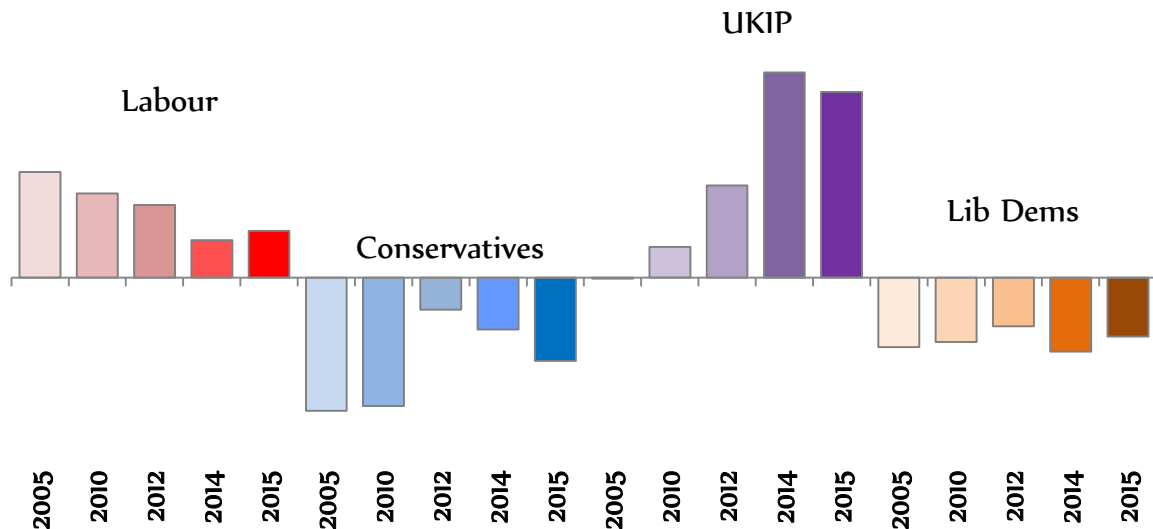


Likelihood of identifying with the Liberal Democrats



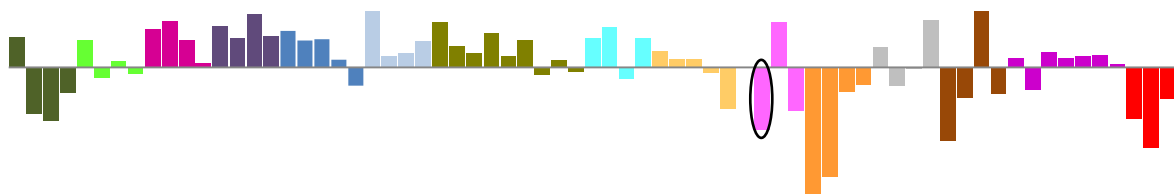
Political behaviour, continued

The chart below shows the correlation between vote share and the proportion of voters in this particular demographic group. The chart covers five election cycles; the 2005 general election, the 2010 general election, the 2012 local elections, the 2014 European elections and the 2015 general election.



As was reflected on the party identification chart on the previous page this chart shows that this demographic group does vote Labour. However from 2012 onwards UKIP has performed very strongly amongst these voters and has out-performed Labour.

However this demographic is also not very good in terms of turnout in elections. The chart below shows the relative under-performance in turnout for this demographic group (circled) compared with the other 68 groups contained within the data.



These voters have been attracted to UKIP's blend of social conservatism and working-class identity. Many of these blue collar households will have been affected and unsettled by the decline in manufacturing industry and will also likely compete for work with recent migrant labour and skilled tradesmen.

Comfortable homeowners in former industrial areas

Demographics

Age	Over 60
Household composition	Exclusively pensioners or extended family
Marital status	Married or widowed
Length of residency in neighbourhood	10 years plus
Social grade	C2, D, E
Religion	Church of England
Ethnic origin	British or Irish

Property

Type	Semi-detached or bungalow
Home ownership	Owner
Council tax band	B or C
Property value	£100,000 to £180,000
Age of property	Established, older properties (not new build)

Employment

Economic activity	Working part-time or retired
Occupation (if employed)	Skilled trades, plant operatives, customer service
Occupation (NS-SEC)	Lower supervisory, semi-routine
Industry of employment	Electricity, gas trades; manufacturing

Income

Household income (net)	Less than £25,000 per annum
Household income (gross)	Less than £40,000 per annum
Likely disposable income	Live month to month
Individual monthly income	Less than £1,000 per month
Net household wealth	£25,000 to £100,000

Expenditure

Average weekly household expenditure	£435
Main items of expenditure	Food and drinks
	Recreation
Grocery shopping venue	Sainsbury's, Tesco, M & S Simply Food

Finances

Investments	ISAs
Debt levels	Less than £2,000
Perceived ability to cope	Coping
Credit or debit cards	One card
Benefits claimed	Carers benefit or disability; state pension

Home lives

Number of holidays taken in last year	Two or more
Cost of last holiday	Less than £500
Car ownership	One car
Transport needs	Travel by car

Eco-awareness

They are confused by the debates on climate change and the environment but try their best to behave responsibly.

Health

These voters have a range of health concerns and are very likely to make use of the NHS regularly. Heart disease and cancers are unfortunately common amongst these voters.

Neighbourhood safety

Biggest problem locally	Teenagers hanging around
Other problems	Fireworks not organised properly
Views of local area	Neighbours look out for each other
Police performance locally	Not happy with local policing
View of judges	Poor
View of juvenile courts	Poor
View of magistrates	Poor
View of prisons	Poor
Worry about being attacked	Fairly worried
Worry about crime generally	Worry about being attacked or mugged
Crimes seen in last year	None

Education

Qualifications	Secondary qualifications
Age completing education	16 or under
Higher education?	None

Communications

Communications channels used	Landline phone or internet
Purchasing channels	Post
Learn about products	Newspapers
Mobile phone usage	Less than £25 per month
Satellite TV	Freesat
Favourite TV programmes	Game shows, news and current affairs
Internet use	Low
Newspapers	Daily Express
	Daily Mail
	Daily Mirror

Political behaviour

The map on the next page shows the proportion of this demographic group in each constituency in the United Kingdom. They are clustered in the Midlands, the North West, Yorkshire, south Wales and the North East.

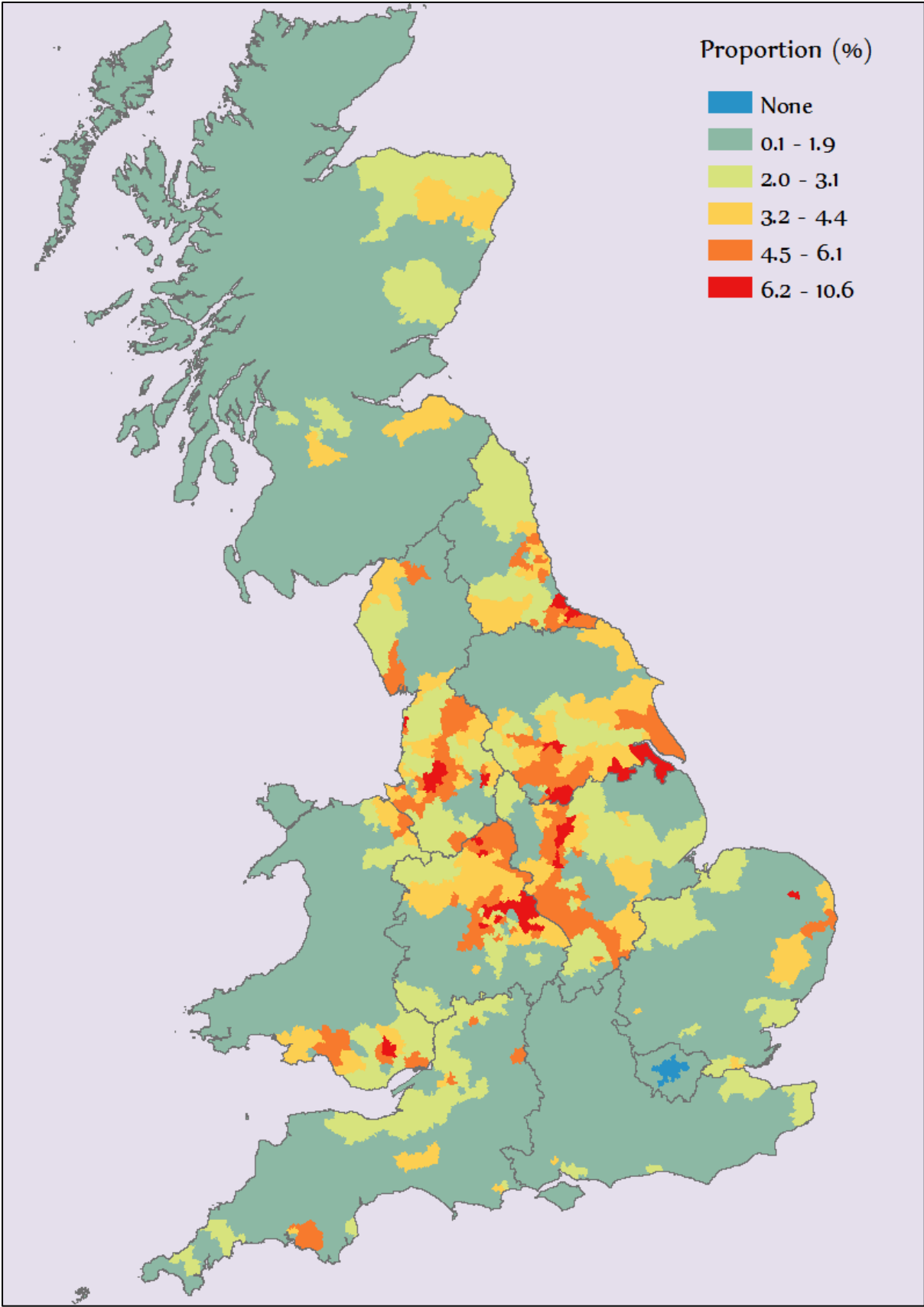
The table on the following page shows the top 30 constituencies in the country for concentrations of this demographic group. They are a mix of safe Labour or Conservative seats, or competitive marginal seats.

Motivations

They are generally happy with their standard of living and content with what they have in their retirement.

Social attitudes

These voters hold relatively conservative social views. They are more likely to believe a woman's place is in the home and that is "important to do your duty". They have a strong sense of identity and are fiercely patriotic.

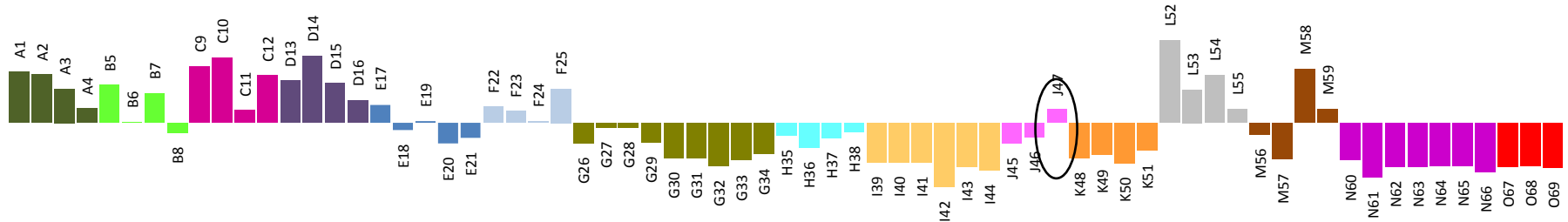


Constituency	Deprived older residents %	UKIP vote share, 2015	UKIP increase 2010 to 2015	Labour vote share 2015	Labour 2010 to 2015	Seat winner, 2015
Makerfield	10.6	22.4	22.4	51.8	4.5	Labour
Redcar	9.8	18.4	13.9	43.9	11.1	Labour
Stoke-on-Trent North	9.3	24.7	18.5	39.9	-4.4	Labour
Stoke-on-Trent South	8.4	21.2	17.8	39.2	0.4	Labour
Ashfield	7.9	21.4	19.5	41.0	7.3	Labour
Aldridge-Brownhills	7.8	19.6	19.6	22.4	2.6	Conservatives
Scunthorpe	7.8	17.1	12.6	41.7	2.1	Labour
St Helens South and Whiston	7.7	14.0	11.3	59.8	6.9	Labour
Norwich North	7.4	13.7	9.3	33.5	2.0	Conservatives
St Helens North	7.2	15.1	10.4	57.0	5.3	Labour
Dudley South	7.2	18.9	10.7	32.6	-0.4	Conservatives
Blackpool North and Cleveleys	7.2	14.8	10.7	36.0	-0.5	Conservatives
Tamworth	7.1	18.5	13.6	26.1	-6.6	Conservatives
Wolverhampton North East	7.0	19.2	15.9	46.1	4.7	Labour
Islwyn	7.0	19.6	16.9	49.0	-0.2	Labour
Erewash	6.9	16.1	14.3	35.3	1.1	Conservatives
Cleethorpes	6.9	18.5	11.4	29.1	-3.4	Conservatives
North Warwickshire	6.8	17.4	14.6	36.0	-4.0	Conservatives
Hartlepool	6.7	28.0	21.0	35.6	-6.9	Labour
Mansfield	6.5	25.1	18.9	39.4	0.7	Labour
Great Grimsby	6.5	25.0	18.7	39.8	7.1	Labour
Normanton, Pontefract and Castleford	6.5	21.3	21.3	54.9	6.7	Labour
Denton and Reddish	6.4	18.7	13.2	50.8	-0.2	Labour
West Bromwich East	6.4	21.2	18.6	50.2	3.7	Labour
Ashton-under-Lyne	6.4	21.8	17.4	49.8	1.4	Labour
Rother Valley	6.4	28.1	22.5	43.6	2.7	Labour
Wolverhampton South East	6.3	20.3	12.6	53.3	5.8	Labour
Sheffield South East	6.3	21.9	17.3	51.4	2.7	Labour
Wigan	6.3	19.5	13.8	52.2	3.7	Labour
Walsall North	6.2	22.0	17.2	39.0	2.0	Labour

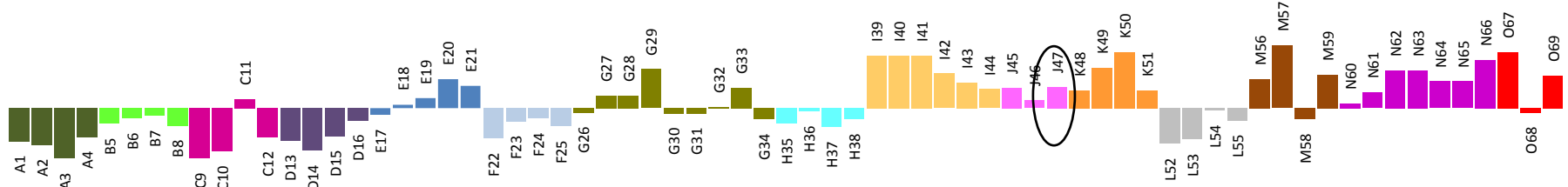
Table 3, Constituencies with the highest proportions of comfortable industrial homeowners

The charts on the next page show the likelihood of this demographic group identifying with the Conservatives, Labour or the Liberal Democrats (circled). As you can see this group identifies fairly strongly with Labour.

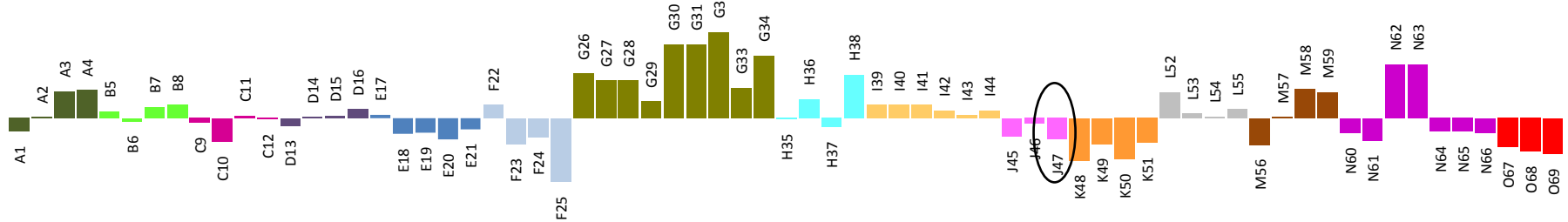
Likelihood of identifying with the Conservative Party



Likelihood of identifying with the Labour Party

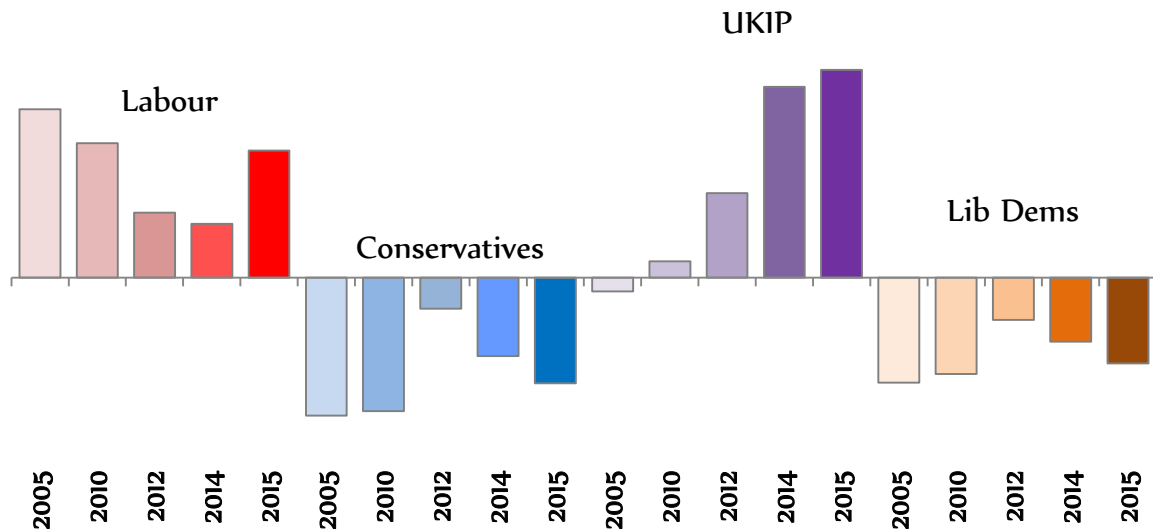


Likelihood of identifying with the Liberal Democrats



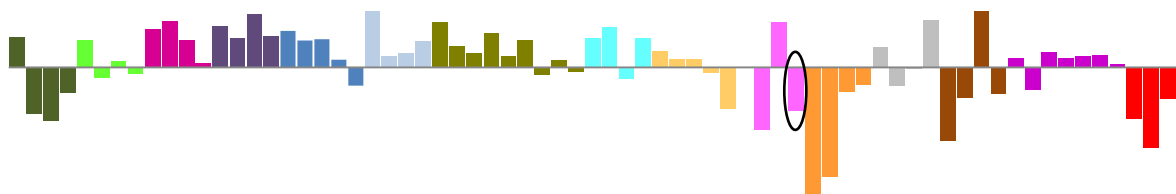
Political behaviour, continued

The chart below shows the correlation between vote share and the proportion of voters in this particular demographic group. The chart covers five election cycles; the 2005 general election, the 2010 general election, the 2012 local elections, the 2014 European elections and the 2015 general election.



As was reflected on the party identification chart on the previous page this chart shows that this demographic group does vote Labour. However from 2012 onwards UKIP has performed very strongly amongst these voters and has out-performed Labour.

However this demographic is also not very good in terms of turnout in elections. The chart below shows the relative under-performance in turnout for this demographic group (circled) compared with the other 68 groups contained within the data.



These voters have been attracted to UKIP's blend of social conservatism and working-class identity. Many of these blue collar households will have been affected and unsettled by the decline in manufacturing industry and will also likely compete for work with recent migrant labour and skilled tradesmen.

Older families in traditional industrial areas

Demographics

Age	Aged 35 to 60
Household composition	With dependent children
Marital status	Married
Length of residency in neighbourhood	Over 10 years
Social grade	C2, DE
Religion	No religion
Ethnic origin	British or Irish

Property

Type	Terraced or semi-detached
Home ownership	Council or housing association
Council tax band	A
Property value	Less than £125,000
Age of property	Established, older properties (not new build)

Employment

Economic activity	Unemployed or part-time Looking after young family
Occupation (when employed)	Elementary occupations, plant operatives
Occupation (NS-SEC)	Lower supervisory or routine occupations
Industry of employment	Manufacturing

Income

Household income (net)	Less than £30,000 per annum
Household income (gross)	Less than £30,000 per annum
Likely disposable income	None
Individual monthly income	Less than £1,500 per month
Net household wealth	None

Expenditure

Average weekly household expenditure	£350
Main items of expenditure	Alcohol, tobacco Household goods Housing, fuel, power
Grocery shopping venue	Costcutters, Londis, Netto, Spar

Finances

Investments	No savings
Debt levels	Less than £4,000
Perceived ability to cope	Difficult or very difficult
Credit or debit cards	One card
Benefits claimed	All benefits
	Jobseekers Allowance
	Lone parent benefit
	Carers benefit
	Disability benefit
	Incapacity benefit

Home lives

Number of holidays taken in last year	One
Cost of last holiday	Under £500
Car ownership	One car
Transport needs	On foot

Eco-awareness

They are unconvinced by environmental awareness and constrained by price. They wonder why they should bother with environmental awareness.

Motivations

They look on work as a job rather than a career but sacrifice time with the family to get ahead. They are not happy with their standard of living but believe little can be done to change their lives.

Social attitudes

They have fairly conservative social views; believing that welfare should be capped and that immigration should be controlled. Their political sympathies lie with Labour but they are also difficult to turn out to vote.

Health

These voters have generally poor levels of health, with conditions like depression, liver disease, heart disease and diabetes common. Many of them will also have rheumatic conditions borne from a lifetime of labour-intensive employment.

Neighbourhood safety

Biggest problem locally	People using drugs, teenagers hanging around
Other problems	Various low-level crimes
Views of local area	Anti-social behaviour a problem
Police performance locally	Not satisfied with local police
View of judges	Poor
View of juvenile courts	Poor
View of magistrates	Poor
View of prisons	Poor
Worry about being attacked	Very worried
Worry about crime generally	Very worried
Crimes seen in last year	Vandalism, shoplifting

Education

Qualifications	Primary or Secondary education
Age completing education	16 or under
Higher education?	None

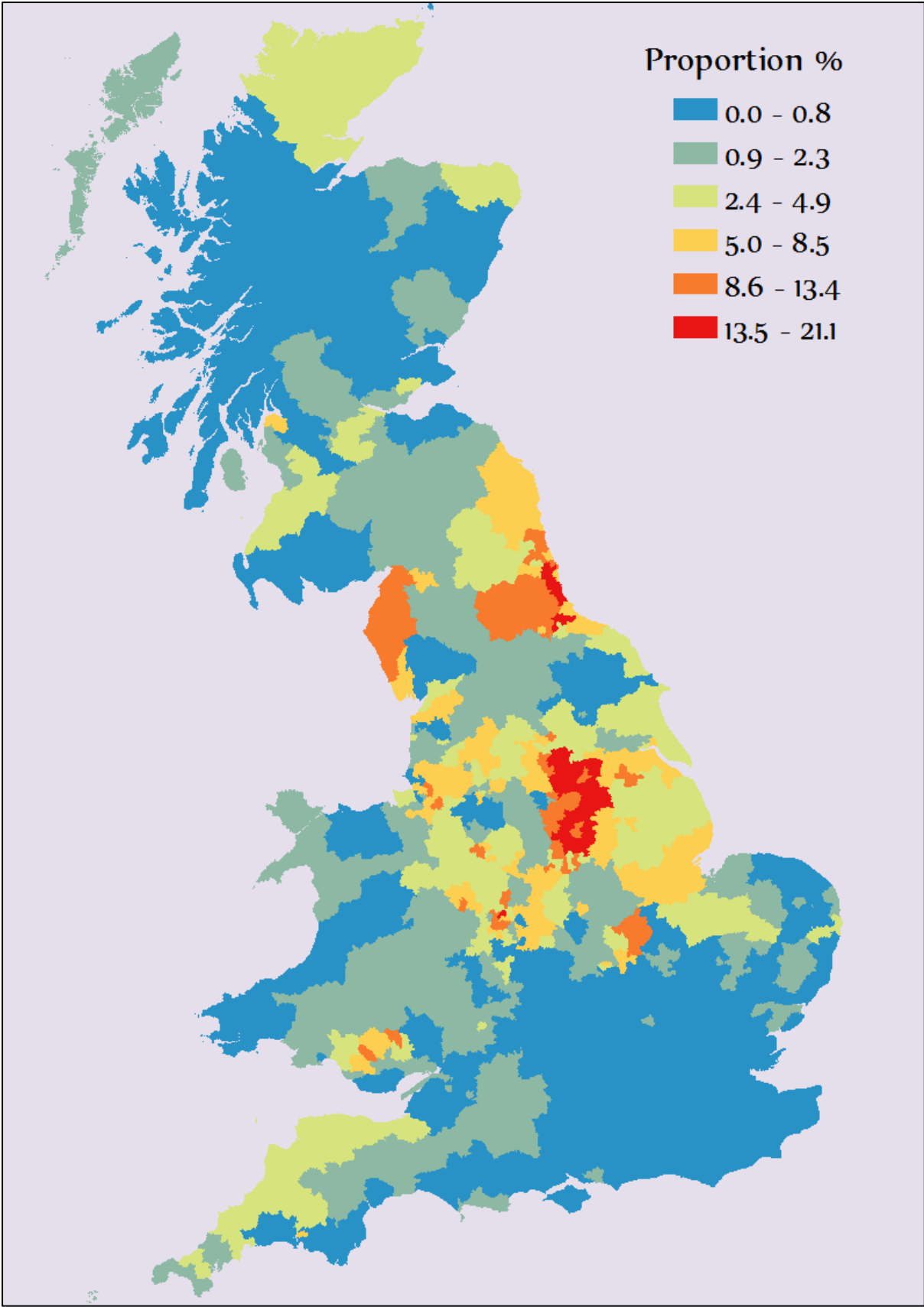
Communications

Communications channels used	Mobile telephone
Purchasing channels	Mobile telephone or digital TV
Learn about products	Television, cinema
Mobile phone usage	Heavy
Satellite TV	Sky or Virgin Media
Favourite TV programmes	Chat shows, game shows, reality shows
Internet use	Light
Newspapers	Sun
	Star
	Mirror

Political behaviour

The map on the next page shows the proportion of this demographic group in each constituency in the United Kingdom. They are clustered mostly in Yorkshire and the East Midlands, the North East and south Wales.

The table on the following page shows the top 30 constituencies in the country for concentrations of this demographic group. As you can see many are held by Labour, and they are all seats where UKIP has increased its vote share markedly between 2010 and 2015.

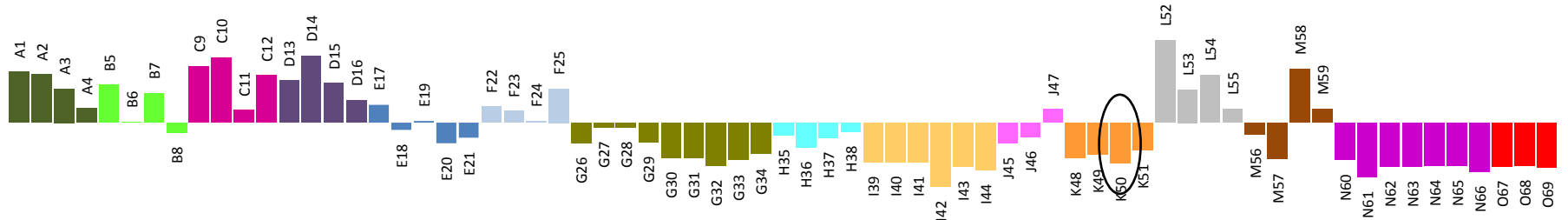


Constituency	Deprived older residents %	UKIP vote share, 2015	UKIP increase 2010 to 2015	Labour vote share 2015	Labour 2010 to 2015	Seat winner, 2015
Faversham and Kent Mid	20.1	18.0	14.3	16.2	-0.4	Con
Eastbourne	20.0	11.6	9.2	7.8	3.0	Con
Wellingborough	19.4	19.6	16.4	19.5	-5.9	Con
Warrington North	18.1	17.1	17.1	47.8	2.3	Labour
Leeds Central	17.5	15.7	15.7	55.0	5.7	Labour
Barnsley East	17.4	23.5	19.0	54.7	7.7	Labour
Sittingbourne and Sheppey	16.4	24.8	19.5	19.6	-5.0	Con
Worthing East and Shoreham	16.3	16.6	10.4	19.5	2.8	Con
Ipswich	16.0	11.7	8.8	37.1	2.4	Con
Northampton South	15.4	18.3	13.4	31.8	6.4	Con
Southport	15.0	16.8	11.7	19.2	9.8	LD
Vale of Glamorgan	14.9	10.7	7.6	32.6	-0.3	Con
Bath	14.7	6.2	4.3	13.2	6.3	Con
Bootle	14.3	10.9	4.8	74.5	8.0	Labour
Ashfield	14.1	21.4	19.5	41.0	7.3	Labour
Lincoln	13.9	12.2	10.0	39.6	4.3	Con
Runnymede and Weybridge	13.7	13.9	7.4	15.5	2.1	Con
Epping Forest	12.9	18.3	14.4	16.1	1.9	Con
Barnsley Central	12.5	21.7	17.1	55.7	8.5	Labour
Sevenoaks	12.4	17.9	14.3	12.9	-0.4	Con
Witham	12.2	16.0	9.5	15.8	-2.6	Con
Bolton South East	12.1	23.6	19.7	50.5	3.0	Labour
Selby and Ainsty	12.0	14.0	10.8	26.8	1.1	Con
Louth and Horncastle	12.0	21.4	17.1	18.0	0.7	Con
Amber Valley	12.0	15.9	13.9	34.8	-2.7	Con
Epsom and Ewell	11.8	12.5	7.8	15.5	3.6	Con
Yorkshire East	11.7	17.9	13.7	20.7	0.4	Con
Crawley	11.7	14.4	11.5	33.6	1.3	Con
Erewash	11.5	16.1	14.3	35.3	1.1	Con
Sheffield Heeley	11.5	17.4	13.7	48.2	5.6	Labour

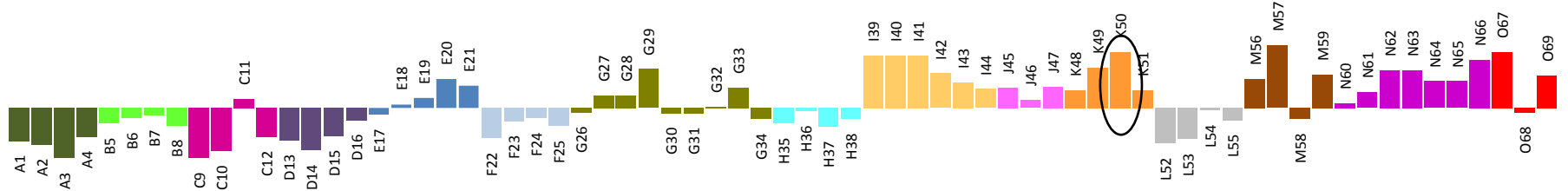
Table 4, Constituencies with the highest proportions of older families in traditional industrial areas

The charts on the next page show the likelihood of this demographic group identifying with either the Conservatives, Labour or the Liberal Democrats (circled). As you can see this group identifies fairly strongly with Labour. Bars above the line indicate a positive likelihood of supporting each party.

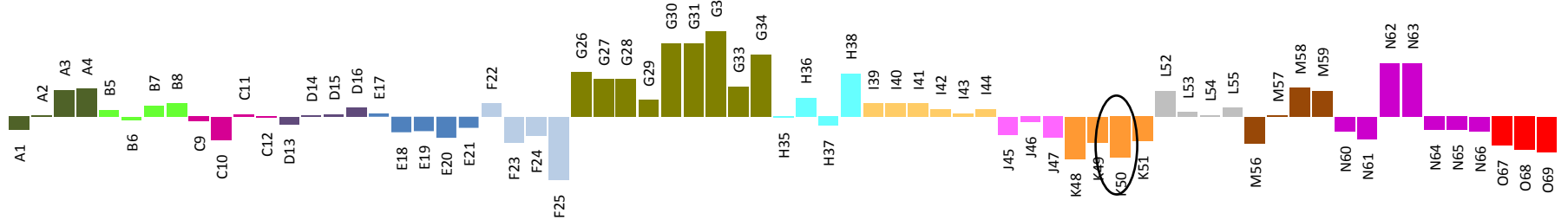
Likelihood of identifying with the Conservative Party



Likelihood of identifying with the Labour Party

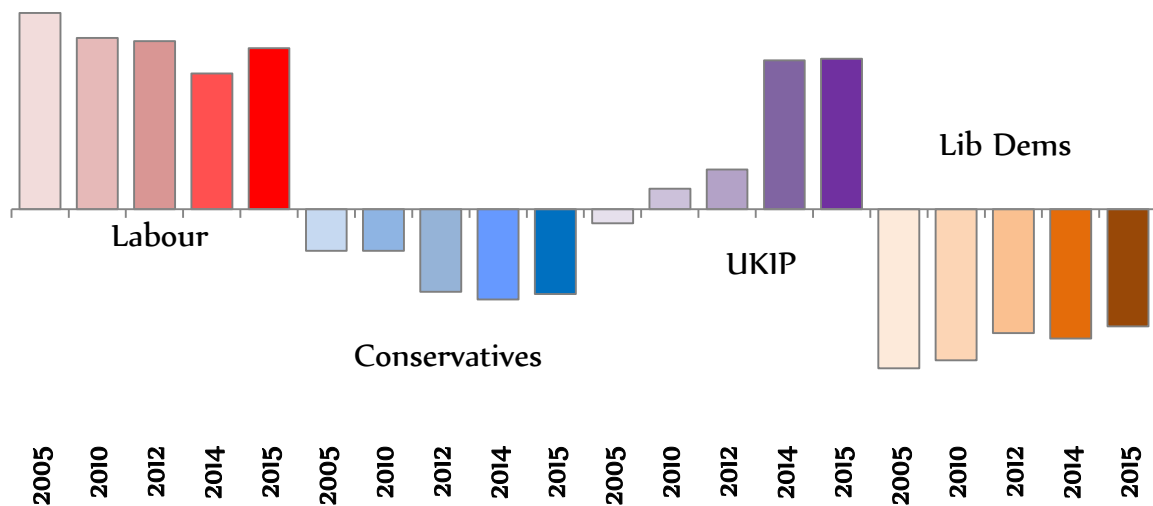


Likelihood of identifying with the Liberal Democrats



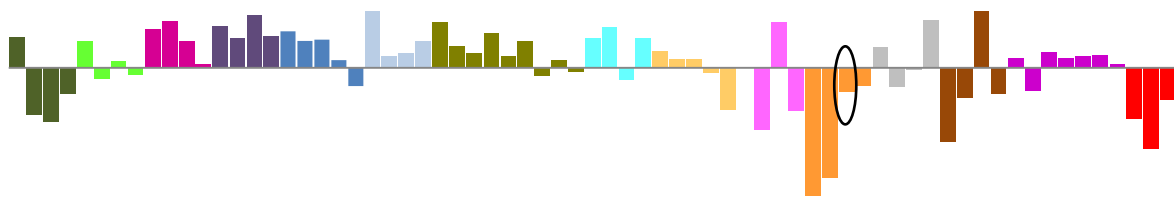
Political behaviour, continued

The chart below shows the correlation between vote share and the proportion of voters in this particular demographic group. Bars above the line indicate a positive relationship between these voters and the respective voting behaviour. The chart covers five election cycles; the 2005 general election, the 2010 general election, the 2012 local elections, the 2014 European elections and the 2015 general election.



As was reflected on the party identification chart on the previous page this chart shows that this demographic group votes Labour. However in 2014 and 2015 UKIP performed very strongly amongst these voters.

However this demographic is also amongst the worst demographic groups in terms of turnout in elections. The chart below shows the relative under-performance in turnout for this demographic group (circled) compared with the other 68 groups contained within the data.



Whilst they have traditionally broken for Labour, in more recent times their disaffection with New Labour has manifested itself in either low turnout or a shift to UKIP. These groups are likely to feel Labour are out of touch with their concerns and thus wary of Labour's policy promises.

Middle-aged families in former right-to-buy properties

Demographics

Age	Aged 45 to 60
Household composition	Family household
Marital status	Married or divorced
Length of residency in neighbourhood	Over 10 years
Social grade	C2 or D
Religion	Roman Catholic, if any
Ethnic origin	British or Irish

Property

Type	Terrace or semi-detached
Home ownership	Council or housing association
Council tax band	B or C
Property value	Between £70,000 and £125,000
Age of property	Established, older properties (not new build)

Employment

Economic activity	Part-time or full-time
	Permanently sick
Occupation (when employed)	Elementary occupations, plant operatives
Occupation (NS-SEC)	Semi-routine or routine occupations
Industry of employment	Retail, hotels and catering, manufacturing

Income

Household income (net)	Less than £30,000 per annum
Household income (gross)	Less than £30,000 per annum
Likely disposable income	None
Individual monthly income	Less than £1,000 per month
Net household wealth	Less than £10,000

Expenditure

Average weekly household expenditure	£380
Main items of expenditure	Alcohol, tobacco
	Communications
	Housing
	Food
Grocery shopping venue	Farmfoods, Iceland, Lidl

Finances

Investments	Shares, if anything
Debt levels	Less than £4,000
Perceived ability to cope	Difficult or very difficult on income
Credit or debit cards	One card
Benefits claimed	All benefits
	Jobseekers Allowance
	Lone parent benefit
	Carers benefit
	Disability benefit
	Incapacity benefit
	Pensions credit

Home lives

Number of holidays taken in last year	One
Cost of last holiday	Under £500
Car ownership	One car
Transport needs	On foot

Eco-awareness

They are confused about environmental awareness but generally well-behaved. Tend to be constrained by price when deciding whether to buy environmentally-friendly products and are constrained by price.

Motivations

They are not content with their standard of living but don't believe anything could be done to change it anyway. They are ambivalent towards risk, preferring instead to be told what to do rather than taking the responsibility themselves. They work for the money it brings.

Social attitudes

These voters have broadly ambivalent social views. Their political sympathies lie very strongly with Labour or, in Scotland, the SNP and very strongly against the Conservatives or Lib Dems everywhere.

Health

These voters have generally poor health linked to their level of deprivation. Common conditions include diabetes, lung disease as a result of smoking.

Neighbourhood safety

Biggest problem locally	Noisy neighbours or drug dealing
Other problems	Abandoned cars and vandalism
Views of local area	Don't think about it much
Police performance locally	Satisfied with local police
View of judges	Very poor
View of juvenile courts	ok
View of magistrates	Very poor
View of prisons	Poor
Worry about being attacked	No
Worry about crime generally	No
Crimes seen in last year	Vandalism or shoplifting

Education

Qualifications	Primary or secondary school qualifications
Age completing education	16 or under
Higher education?	None

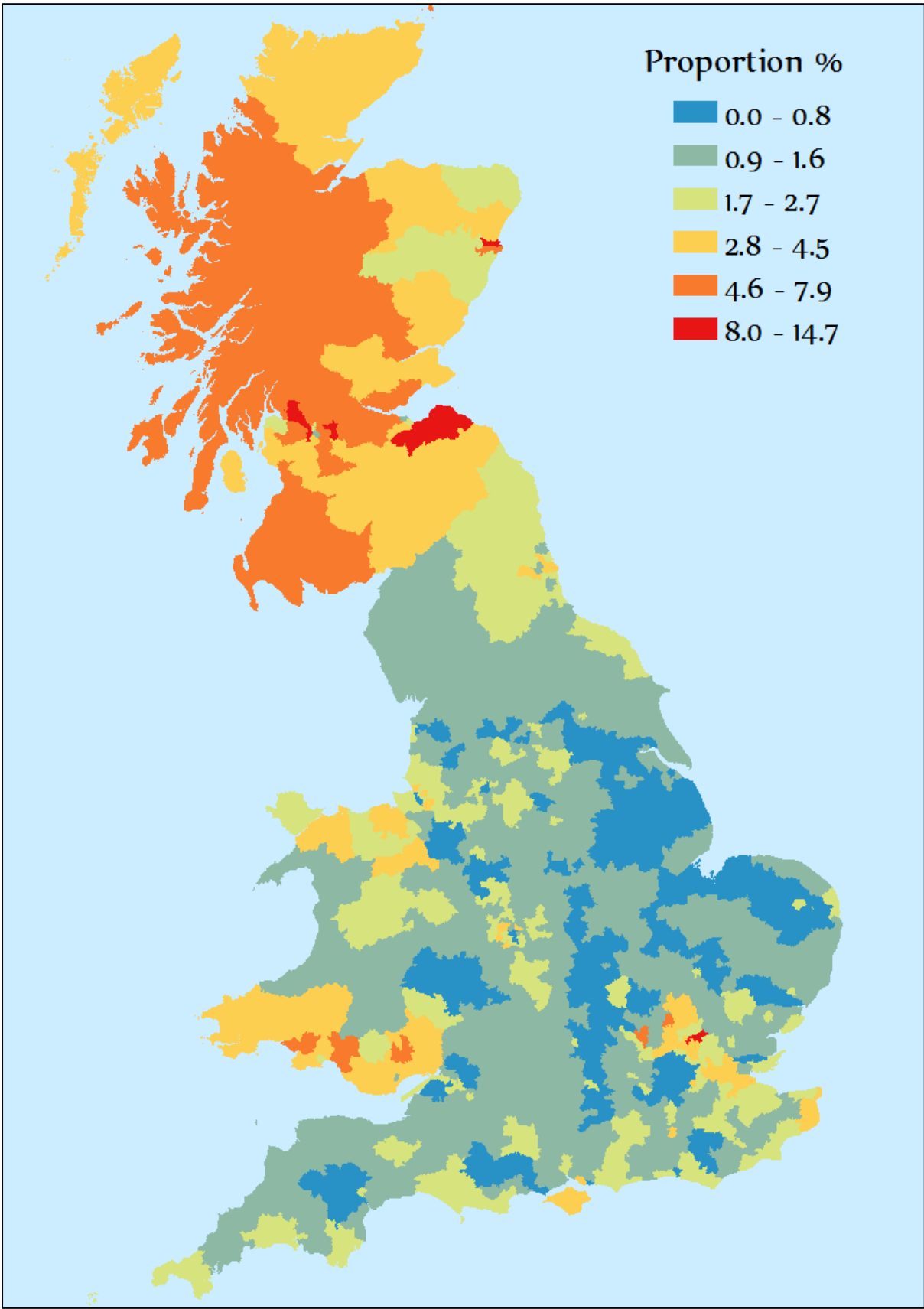
Communications

Communications channels used	Digital or mobile phone
Purchasing channels	E-mail or mobile
Learn about products	Newspapers or radio
Mobile phone usage	Minimal
Satellite TV	Freesat or terrestrial
Favourite TV programmes	Chat shows, game shows, politics
Internet use	Low or non-users
Newspapers	Daily Mirror
	Daily Record (Scotland)
	The Sun

Political behaviour

The map on the next page shows the proportion of this demographic group in each constituency in the United Kingdom. They are clustered in traditional Labour heartlands: south Wales, the Midlands, Scotland.

The table on the following page shows the top 30 constituencies in the country for concentrations of this demographic group. As you can see they are all held by Labour, and they are all seats where UKIP has increased its vote share markedly between 2010 and 2015.

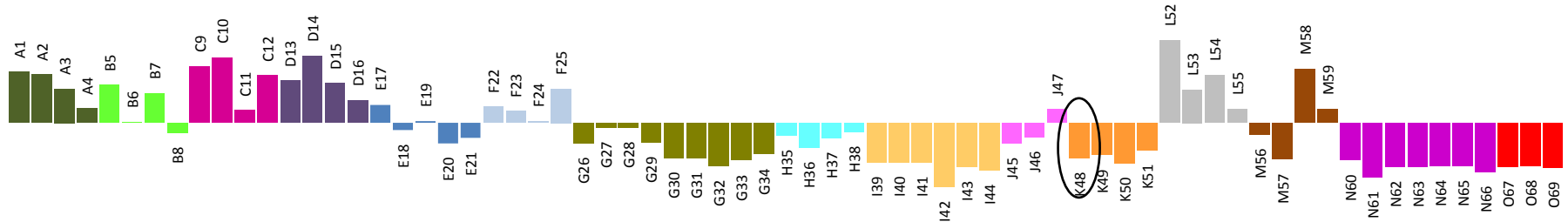


Constituency	Deprived older residents %	UKIP vote share, 2015	UKIP increase 2010 to 2015	Labour vote share 2015	Labour 2010 to 2015	Seat winner, 2015
Midlothian	14.7	2.4	1.5	30.2	-16.8	SNP
Glasgow South West	14.4	2.4	2.4	32.8	-29.7	SNP
Glasgow North West	12.1	DNS	DNS	30.9	-23.2	SNP
East Lothian	10.8	2.0	0.9	31.0	-13.6	SNP
Dunbartonshire West	10.1	DNS	DNS	31.3	-30.0	SNP
Coatbridge, Chryston and Bellshill	9.2	2.1	2.1	33.9	-32.7	SNP
Aberdeen North	8.8	DNS	DNS	25.9	-18.5	SNP
Holborn and St Pancras	8.8	5.0	3.9	52.9	6.8	Labour
Cumbernauld, Kilsyth and Kirk'	7.9	DNS	DNS	30.0	-27.2	SNP
Paisley and Renfrewshire South	7.3	DNS	DNS	38.6	-21.0	SNP
East Kilbride, Strathaven and	7.0	2.0	2.0	28.3	-23.2	SNP
Paisley and Renfrewshire North	6.9	DNS	DNS	32.7	-21.3	SNP
Rutherglen and Hamilton West	6.9	2.3	0.8	35.2	-25.6	SNP
Ayrshire Central	6.6	DNS	DNS	26.4	-21.3	SNP
Tiverton and Honiton	6.4	16.5	10.5	12.7	3.8	Con
Hertfordshire North East	6.2	12.9	8.7	18.9	2.4	Con
Ross, Skye and Lochaber	6.1	1.9	0.1	4.9	-10.2	SNP
Airdrie and Shotts	5.8	2.5	2.5	34.1	-24.0	SNP
Milton Keynes South	5.8	13.2	9.5	32.1	-0.2	Con
Glasgow East	5.7	2.6	2.0	32.4	-29.2	SNP
Kirkcaldy and Cowdenbeath	5.6	2.3	0.7	33.4	-31.2	SNP
Linlithgow and Falkirk East	5.6	2.7	2.7	31.0	-18.8	SNP
Suffolk Central and Ipswich North	5.6	13.8	9.4	18.8	2.6	Con
Ilford South	5.5	5.2	3.0	64.0	14.6	Labour
Ayr, Carrick and Cumnock	5.5	2.5	2.5	27.3	-19.9	SNP
Lichfield	5.5	15.7	10.0	19.8	0.0	Con
Glasgow North East	5.5	DNS	DNS	33.7	-34.7	SNP
Perth and Perthshire North	5.5	2.0	2.0	8.1	-8.3	SNP
Aberdeen South	5.4	1.8	1.8	26.8	-9.8	SNP
Glenrothes	5.3	DNS	DNS	30.6	-31.7	SNP

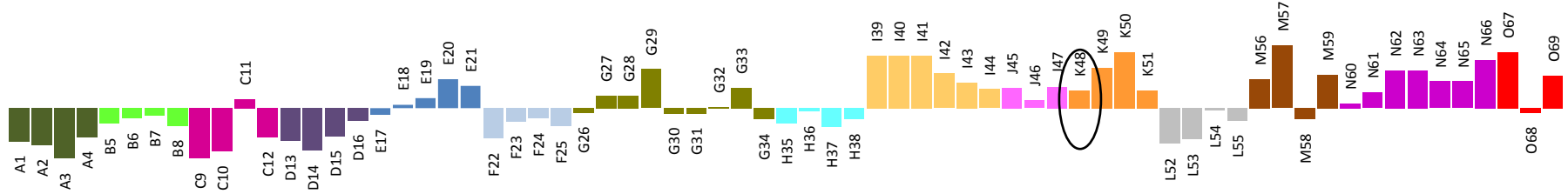
Table 5, Constituencies with the highest proportions of middle aged families in former council homes

The charts on the next page show the likelihood of this demographic group identifying with either the Conservatives, Labour or the Liberal Democrats (circled). As you can see this group identifies fairly strongly with Labour.

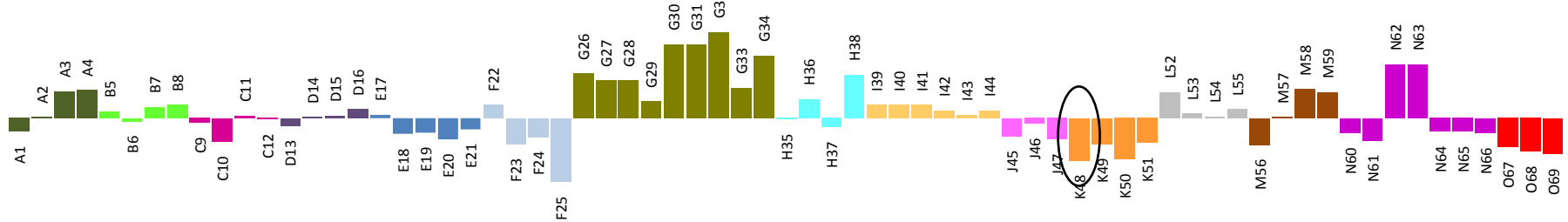
Likelihood of identifying with the Conservative Party



Likelihood of identifying with the Labour Party

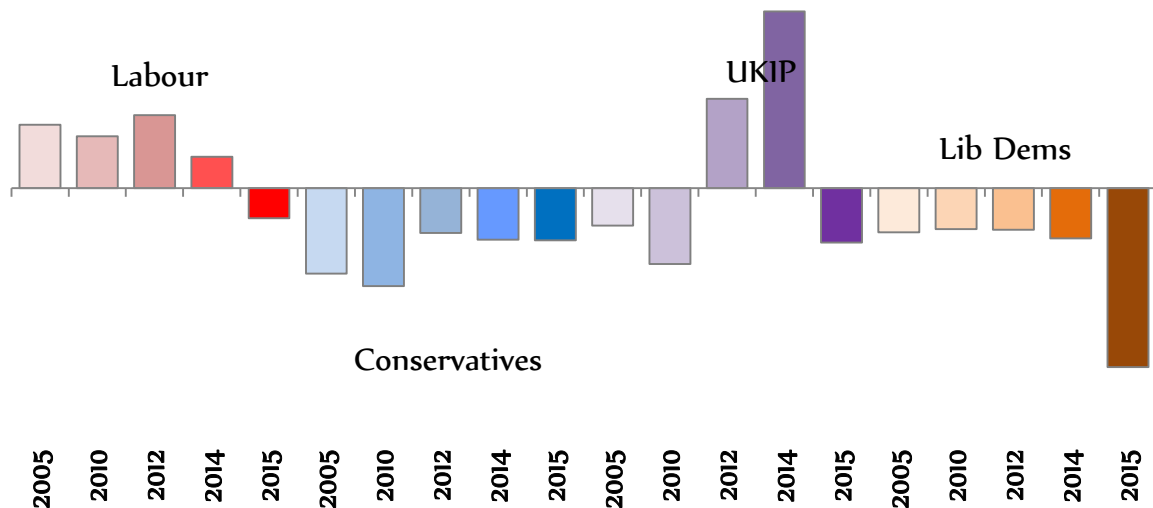


Likelihood of identifying with the Liberal Democrats



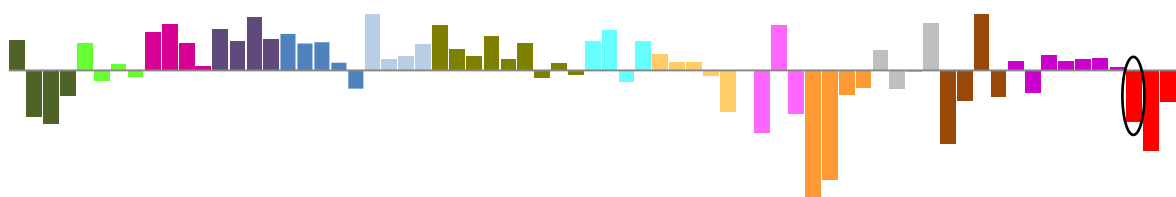
Political behaviour, continued

The chart below shows the correlation between vote share and the proportion of voters in this particular demographic group. The chart covers five election cycles; the 2005 general election, the 2010 general election, the 2012 local elections, the 2014 European elections and the 2015 general election.



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Older people in former right-to-buy properties

Demographics

Age	Over 65
Household composition	Single pensioner
Marital status	Separated, divorced or widowed
Length of residency in neighbourhood	Over 10 years
Social grade	C2, D or E
Religion	No particular religion
Ethnic origin	British or Irish

Property

Type	Bungalow, terrace or semi-detached
Home ownership	Council or housing association
Council tax band	A or B
Property value	Less than £150,000
Age of property	Established, older properties (not new build)

Employment

Economic activity	Unemployed (if still of working age) Permanently sick, retired (if not of working age)
Occupation (when employed)	Elementary occupations, plant operatives
Occupation (NS-SEC)	Semi-routine or routine occupations
Industry of employment	Retail, hotels and catering, manufacturing

Income

Household income (net)	Less than £20,000 per annum
Household income (gross)	Less than £20,000 per annum
Likely disposable income	Little if any
Individual monthly income	Less than £1,000 per month
Net household wealth	None

Expenditure

Average weekly household expenditure	£300
Main items of expenditure	Alcohol, tobacco Clothing Housing Food
Grocery shopping venue	Farmfoods, Netto, Aldi

Finances

Investments	Shares, if anything
Debt levels	Less than £2,000
Perceived ability to cope	Coping on income, just
Credit or debit cards	One or two cards
Benefits claimed	All benefits
	Jobseekers Allowance
	Lone parent benefit
	Carers benefit
	Disability benefit
	Incapacity benefit
	Pensions credit

Home lives

Number of holidays taken in last year	None
Cost of last holiday	Under £300
Car ownership	None or one car
Transport needs	On foot

Eco-awareness

They are confused about environmental awareness but generally well-behaved. Tend to be constrained by price when deciding whether to buy environmentally-friendly products and are doubtful about environmental concerns.

Motivations

They believe little can be done to change their life, and have a broadly pessimistic world view. They are content with their standard of living but don't believe anything could be done to change it anyway. They are ambivalent towards risk, preferring instead to be told what to do rather than taking the responsibility themselves.

Social attitudes

These voters have broadly conservative social views; believing that a woman's place is in the home and that contraception is a woman's responsibility. They believe that doing one's duty is important. They identify strongly as British or English and don't like to be surrounded by people from different cultures or backgrounds to their own. Their political sympathies lie very strongly with Labour or, in Scotland, the SNP and very strongly against the Conservatives everywhere.

Health

These voters have generally poor health given their age and level of deprivation. Common conditions include diabetes, depression, injuries from falls, and cirrhosis. Many of these voters are either living with recurring illness or are permanently sick, requiring some level of care.

Neighbourhood safety

Biggest problem locally	Noisy neighbours or teenagers hanging around
Other problems	Speeding traffic
Views of local area	Don't think about it much
Police performance locally	Satisfied with local police
View of judges	Very poor
View of juvenile courts	ok
View of magistrates	Very poor
View of prisons	Mixed
Worry about being attacked	Very or fairly worried
Worry about crime generally	Moderate
Crimes seen in last year	Vandalism

Education

Qualifications	Primary or secondary school qualifications
Age completing education	16 or under
Higher education?	None

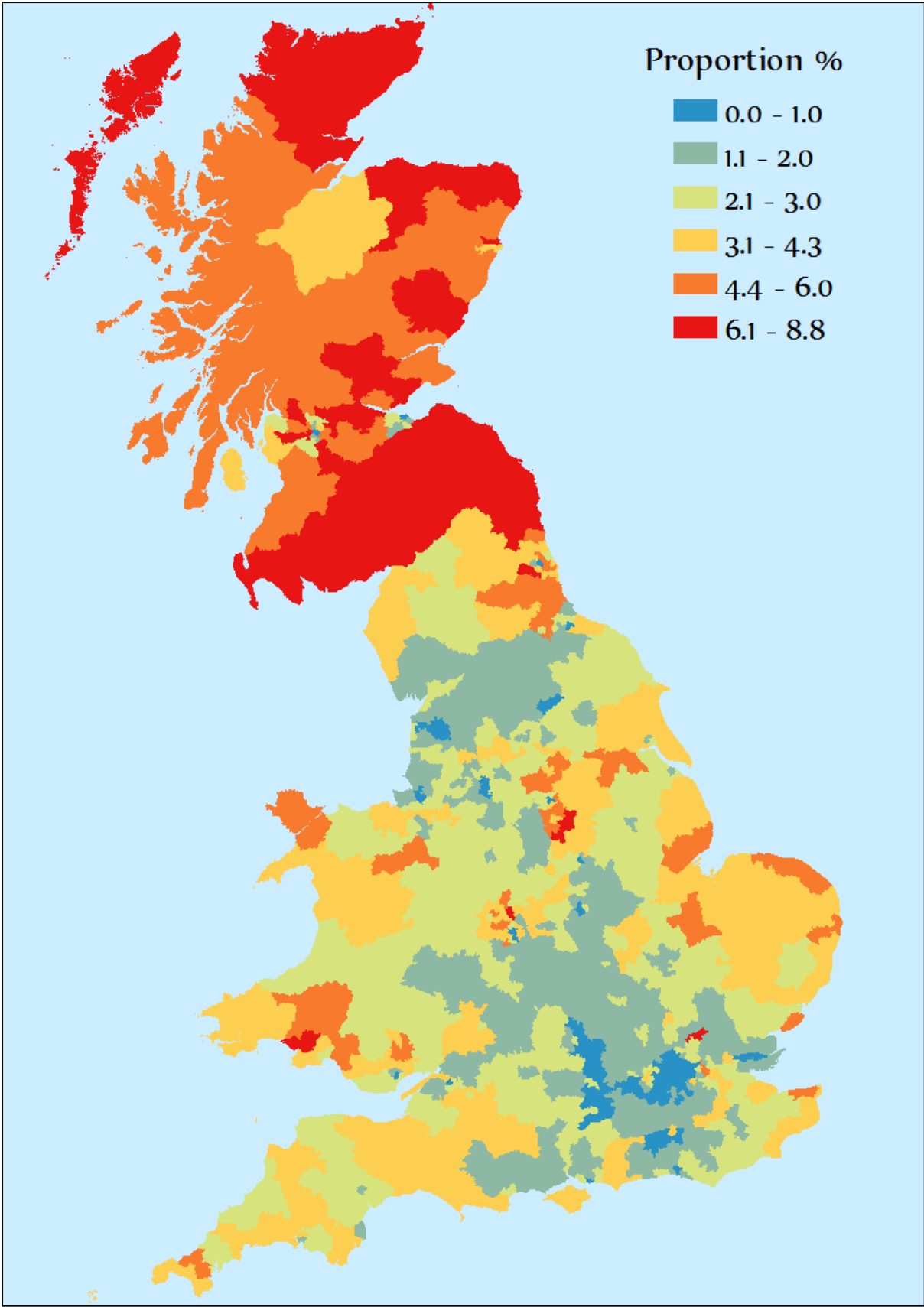
Communications

Communications channels used	Landline, post or mobile phone
Purchasing channels	Telephone or mobile
Learn about products	Newspapers or radio
Mobile phone usage	Minimal
Satellite TV	Freesat or terrestrial
Favourite TV programmes	Chat shows, game shows, politics
Internet use	Low or non-users
Newspapers	Daily Mirror
	Daily Record (Scotland)
	The Sun

Political behaviour

The map on the next page shows the proportion of this demographic group in each constituency in the United Kingdom. They are clustered in traditional Labour heartlands: south Wales, the West Midlands, the North West, North East, south Yorkshire and central Scotland.

The table on the following page shows the top 30 constituencies in the country for concentrations of this demographic group. As you can see they are all held by Labour, and they are all seats where UKIP has increased its vote share markedly between 2010 and 2015.

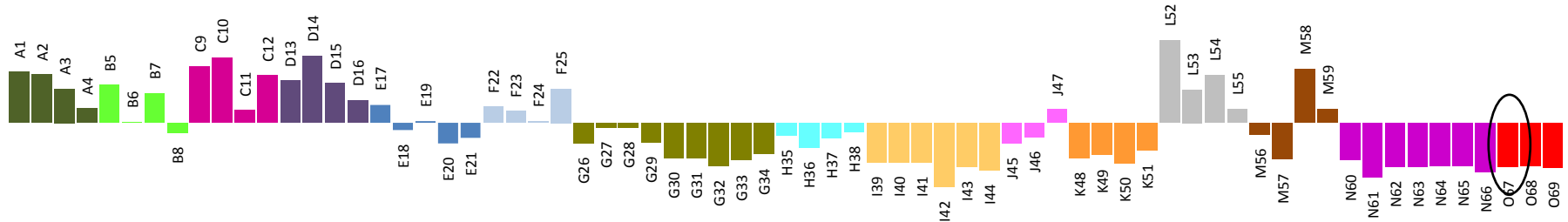


Constituency	Deprived older residents %	UKIP vote share, 2015	UKIP increase 2010 to 2015	Labour vote share 2015	Labour 2010 to 2015	Seat winner, 2015
Middlesbrough	24.5	18.7	15.0	56.8	10.9	Labour
Milton Keynes North	20.7	11.9	8.6	30.3	3.5	Con
Sheffield Heeley	18.6	17.4	13.7	48.2	5.6	Labour
Louth and Horncastle	17.9	21.4	17.1	18.0	0.7	Con
Newport West	17.2	15.2	12.3	41.2	0.0	Labour
Halton	16.7	14.1	11.1	62.8	5.2	Labour
Leeds North West	16.4	6.9	5.5	30.1	9.1	LD
Hammersmith	16.2	4.4	3.2	50.0	6.2	Labour
Blaydon	15.4	17.5	17.5	49.2	-0.5	Labour
Wyre Forest	15.1	16.1	13.2	19.3	4.9	Con
Worcestershire Mid	14.7	17.7	11.7	14.5	-0.5	CON
Newbury	13.0	10.8	8.3	8.4	4.2	CON
Lincoln	12.6	12.2	10.0	39.6	4.3	CON
Warrington North	12.5	17.1	17.1	47.8	2.3	Labour
Leeds West	11.9	18.5	15.5	48.0	5.7	Labour
Bournemouth West	11.9	18.5	11.3	17.7	2.9	Con
Shipley	11.9	8.9	8.9	31.0	2.5	Con
Newton Abbot	11.5	14.0	7.6	9.8	2.8	Con
Leicester East	11.3	8.9	7.4	61.1	7.4	Labour
Ogmore	11.2	15.4	13.1	52.9	-0.9	Labour
Leeds Central	10.7	15.7	15.7	55.0	5.7	Labour
South West Bedfordshire	10.7	15.5	11.3	20.3	0.7	Con
Birmingham Hodge Hill	10.6	11.3	9.7	68.4	16.4	Labour
Derby South	10.6	15.5	11.1	49.0	5.7	Labour
Norfolk South	10.3	13.7	9.5	18.4	5.2	Con
St Albans	10.2	7.8	4.0	23.3	5.7	Con
Wolverhampton South West	10.2	10.7	7.0	43.2	4.2	Labour
Somerset North	10.2	13.0	9.1	14.3	3.2	Con
Houghton and Sunderland South	10.1	21.5	18.8	55.1	4.8	Labour
Middlesbrough South and Cleveland	10.1	15.2	11.1	39.0	2.8	Labour

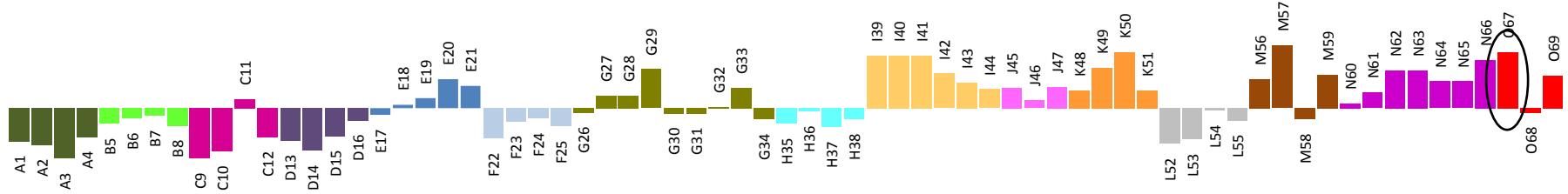
Table 6, Constituencies with the highest proportions of older people living in social housing

The charts on the next page show the likelihood of this demographic group identifying with either the Conservatives, Labour or the Liberal Democrats (circled). As you can see this group identifies fairly strongly with Labour.

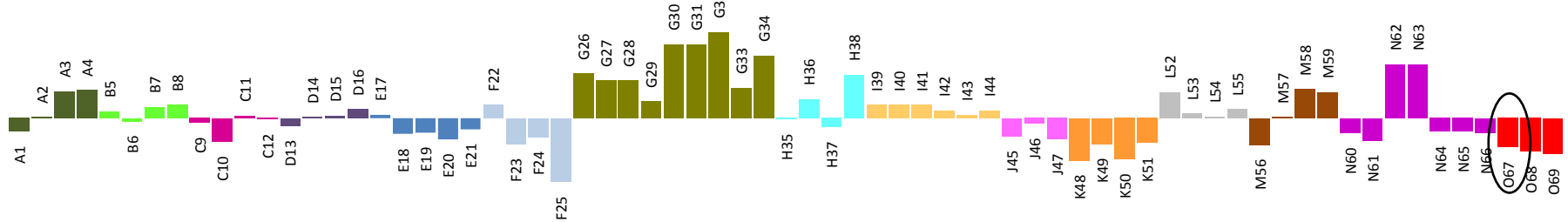
Likelihood of identifying with the Conservative Party



Likelihood of identifying with the Labour Party

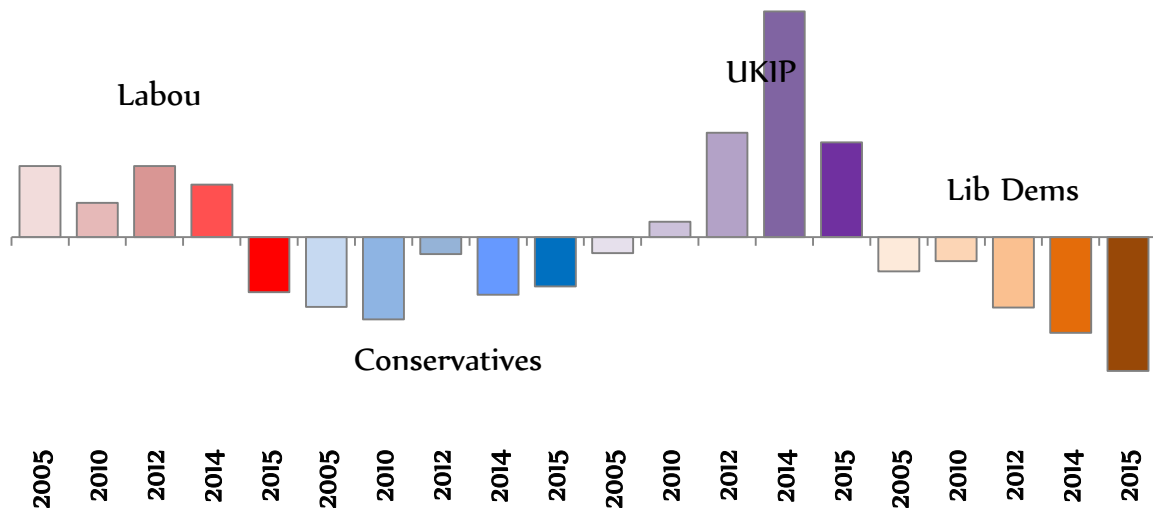


Likelihood of identifying with the Liberal Democrats



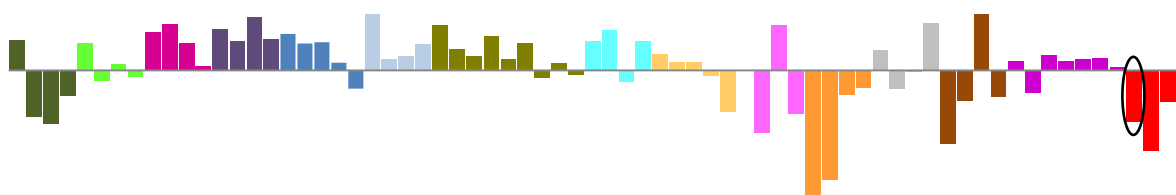
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