

# YouGov / The Times Survey Results

Sample Size: 1766 GB Adults  
Fieldwork: 19th - 20th July 2015

	Vote in 2015				Gender		Age				Social Grade		Region					England / Wales		
Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England / Wales		
<b>Weighted Sample</b>	<b>1766</b>	600	494	124	212	857	909	210	447	604	505	1007	759	226	574	378	434	154	1612	
Unweighted Sample	1766	567	479	139	223	834	932	165	322	727	552	1162	604	219	543	409	431	164	1602	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are some reasons that different people have put forward for Labour losing the recent General Election. Which two or three do you think were the most important reasons? (Please select up to three.)

Ed Miliband was not good enough as party leader	<b>47</b>	57	41	50	42	46	47	32	48	49	48	50	43	42	50	45	45	49	46
Labour lost touch with its working class roots	<b>28</b>	16	36	32	29	29	27	26	29	30	26	25	32	27	25	26	27	53	26
Labour did not provide a clear enough alternative to the austerity policies of the coalition	<b>27</b>	19	37	50	15	28	27	29	21	29	30	28	26	26	27	25	29	33	27
Labour failed to admit its mistakes in the run up to the banking crisis and recession	<b>26</b>	40	16	21	26	27	25	18	24	27	29	28	24	24	28	23	26	26	26
Labour was not tough enough on immigration and welfare spending	<b>26</b>	33	13	16	51	25	26	19	21	27	31	24	29	27	28	27	25	17	27
Labour did not have a plausible policy for reducing the government's deficit	<b>22</b>	37	9	20	25	24	20	19	15	24	28	25	18	17	28	22	22	14	23
Labour failed to answer the charge that a minority Labour government would be propped up by the Scottish nationalists	<b>22</b>	23	25	31	20	23	21	27	14	22	27	23	20	18	23	24	22	19	22
Labour failed to defend effectively the good things it did in government before 2010	<b>18</b>	5	35	34	6	19	17	17	16	18	19	18	18	20	16	15	20	18	18
Labour's leadership had become stuck in the past, and failed to adjust to the modern world	<b>10</b>	12	7	12	12	11	10	6	12	10	12	13	7	12	11	10	8	15	10
Labour's policies were too left-wing	<b>7</b>	13	4	4	10	10	5	6	8	6	10	8	7	10	9	6	5	7	8
Not sure	<b>11</b>	7	12	2	9	9	13	22	18	8	5	8	15	14	9	14	13	6	12