

ESRC Party Members Project (PMP)

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<https://esrcpartymembersproject.org/>

	Full members before GE	Joiners after GE-until Dec 2015 (incl.)	Full Member, Dec 2015 (incl.) TOTAL
Actual members	201,293	187,114	388,407
http://www.theguardian.com/politics/2016/jan/13/reveale	51.83	48.17	100

Our survey sample			
<i>Fieldwork</i>			<i>May 2015 & May 2016</i>
	<i>May 2015</i>	<i>May 2016</i>	<i>May 2015 & May 2016</i>
Total N	1,180	1,117	2,297
%	51.37	48.63	100.00

DEMOGRAPHICS

Total N	1180	1117	2297
Mean age	50.86	51.23	51.05
% male	61.61	48.08	55.03
% graduates	56.36	58.01	57.16
% ABC1 (Head of Household)	75.85	75.11	75.49
% London	15.51	14.50	15.02
% Rest of South	29.83	34.29	32.00
% Midlands/Wales	20.42	18.35	19.42
% North	27.03	28.92	27.95
% Scotland	7.03	3.94	5.53
% Left and re-joined	27.54	31.60	29.52

SOCIAL LIBERALISM / AUTHORITARIANISM

Total N	1180	1117	2297
% agree/strongly agree			
Young people today don't have enough respect for traditions	27.46	13.52	20.68
People who break the law should be given stiffer sentences	27.29	15.76	21.68
For some crimes the death penalty is the most appropriate sentence	12.12	7.70	9.97
Schools should teach children to obey authority	40.08	22.74	31.65
Censorship of films and magazines is necessary to uphold moral standards	20.85	15.76	18.37
Legislation supporting gay marriage	81.19	86.57	83.80

IMMIGRATION

(1-7) mean

Immigration is bad for economy (1) – good for economy (7)	5.68	5.79	5.74
Immigration undermines cultural life (1) – enriches cultural life (7)	5.63	5.85	5.74

LEFT-RIGHT			
Total N	1180	1117	2297
% agree/strongly agree			
1. Government should redistribute income from the better-off to those who are less well off	91.02	94.09	92.51
2. Big business benefits owners at the expense of workers	92.29	96.15	94.17
3. Ordinary people do not get their fair share of the nation's wealth	94.32	96.24	95.25
4. There is one law for the rich and one for the poor	92.88	95.52	94.17
5. Management will always try to get the better of employees if it gets the chance	80.93	80.04	80.50
Public spending cuts have not gone nearly far enough/far enough	1.19	0.54	0.87
Public spending have gone too far/much too far	92.46	98.66	95.47
mean			
Left-Right "objective" measure* (1 left -5 right)	1.58	1.46	1.52
Left-Right self-placement (left 0- right 10)	2.39	1.95	2.17
Respondents' perceived Left-Right position for the Labour Party (0-10) in May 2015 & May 2016	3.45	2.81	
<i>* items 1 to 5 above</i>			
VOTE IN 2015 (%)			
Total N	1180	1117	2297
Labour	89.66	69.74	79.97
LD	1.95	3.85	2.87
Greens	1.27	16.47	8.66
Other	2.12	5.01	3.53

EU REFERENDUM (%)			
Total N	1180	1117	2297
I would vote for the UK to remain a member of the EU regardless	84.66	82.54	83.63
I would vote for the UK to leave the EU regardless of any renegotiations	4.66	10.30	7.40
My vote would depend on the terms of any renegotiations of membership	9.24	-	4.75
Would not vote	0.08	1.16	0.61
Don't know	1.36	6.00	3.61

LEADER QUALITIES (%)			
% rating these among top 3 most important qualities			
Total N	1180	1117	2297
Being in touch with ordinary people	48.81	66.79	57.55
Good communicator	49.49	35.18	42.53
Having strong political beliefs	31.53	48.61	39.83
Appealing to average voter	39.15	24.89	32.22
Ability to unite nation	33.81	26.50	30.26
Intelligence	21.10	30.89	25.86
Strength & authority	25.85	18.08	22.07
Ability to unite party	26.78	12.62	19.90
Likeability	11.86	11.28	11.58
Ability to negotiate & strike deals	5.59	13.79	9.58
Being good in a crisis	6.02	11.37	8.62

These tables are available on request from the authors: contact us via twitter @ESRCptyMembers