

# REBUILDING LABOUR AND THE NATION

A report for Progressive Britain by Chris Curtis, Opinium Research

# Labour needs to win votes off the Tories

	Con	Lib Dem	Green	Other	Non voter
All potential voters	26%	23%	4%	7%	30%
...who are likely to vote...	43%	28%	5%	8%	15%
...and live in target seats...	53%	21%	4%	6%	15%
... + double counting bonus	63%	17%	3%	5%	12%

# Labour needs three things to win an election

	New Labour	Miliband	Corbyn
Cares			
Understands			
Competent			

# The task for Labour

**Win voters  
straight from the  
Conservatives**



1. Demonstrate a decisive break from the past
2. Convince voters their communities would be safer under a Labour government
3. Reclaim the mantle as the party of work and working people
4. Build a coherent critique of the current government's incompetence and money wasting
5. Regain economic credibility

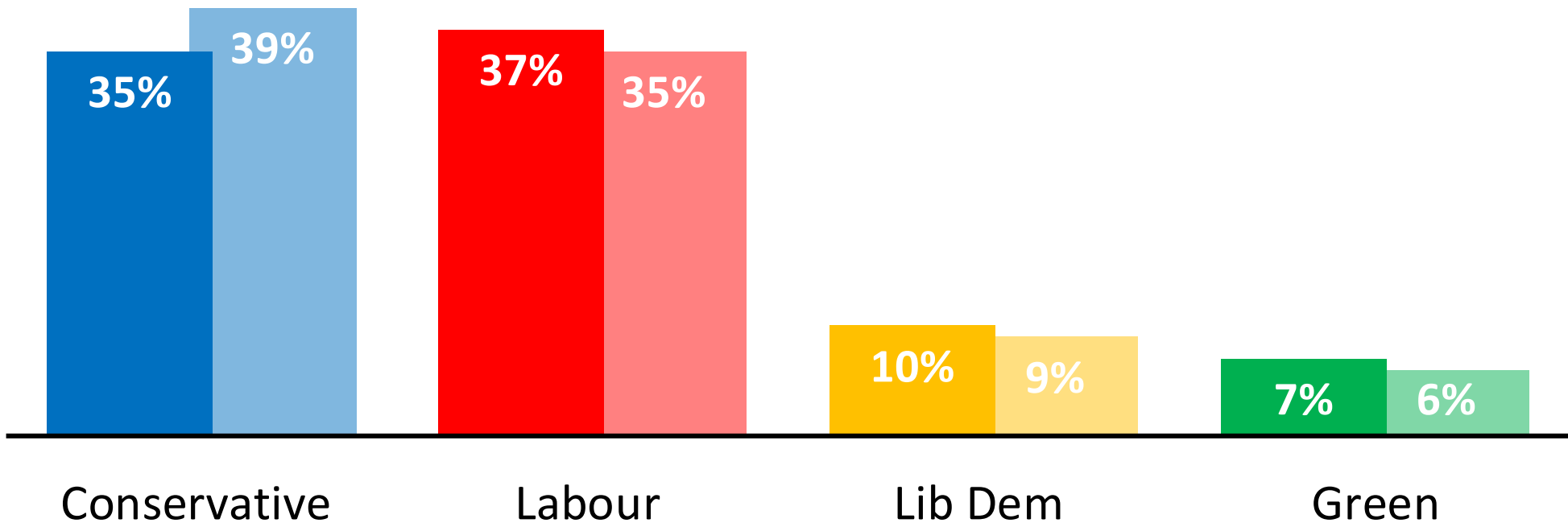
**Hold together  
Labour's  
progressive  
coalition together**



6. A bold but achievable offer to fight climate change

# The progress so far

Current voting intention



# Where is there work still to be done?

**Demonstrate a decisive break from the past**

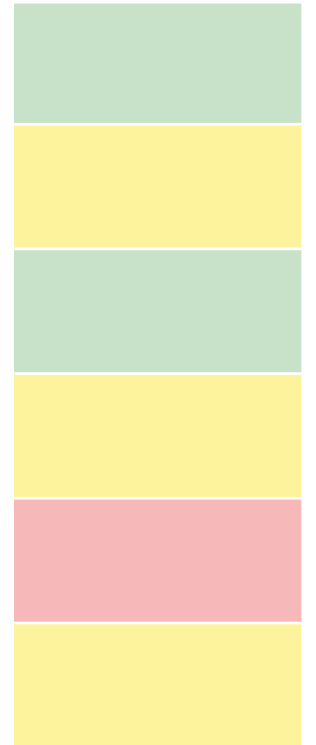
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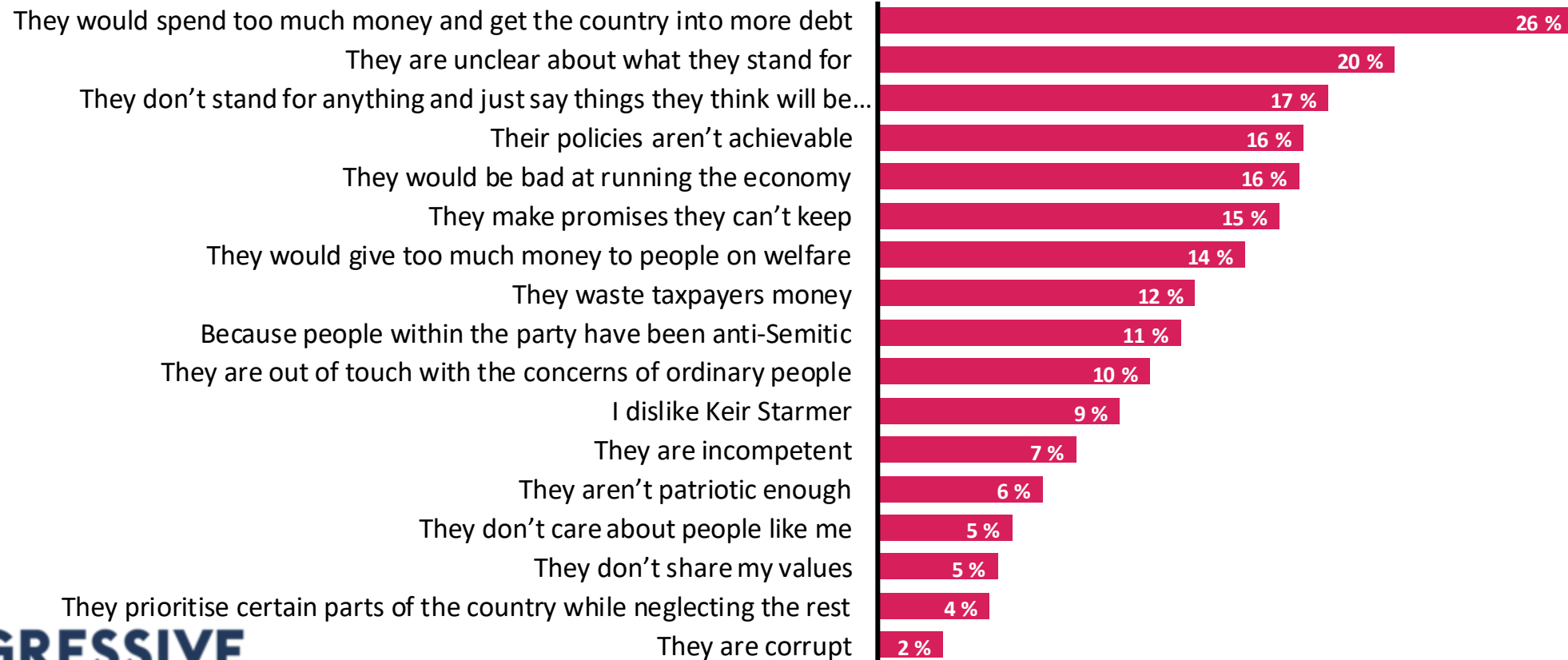
**Regain economic credibility**

**A bold but achievable offer on climate change**



# Labour's focus needs to be on the economy

## Biggest reason soft Conservative voters give for not supporting Labour



# Labour needs to focus on the cost of living

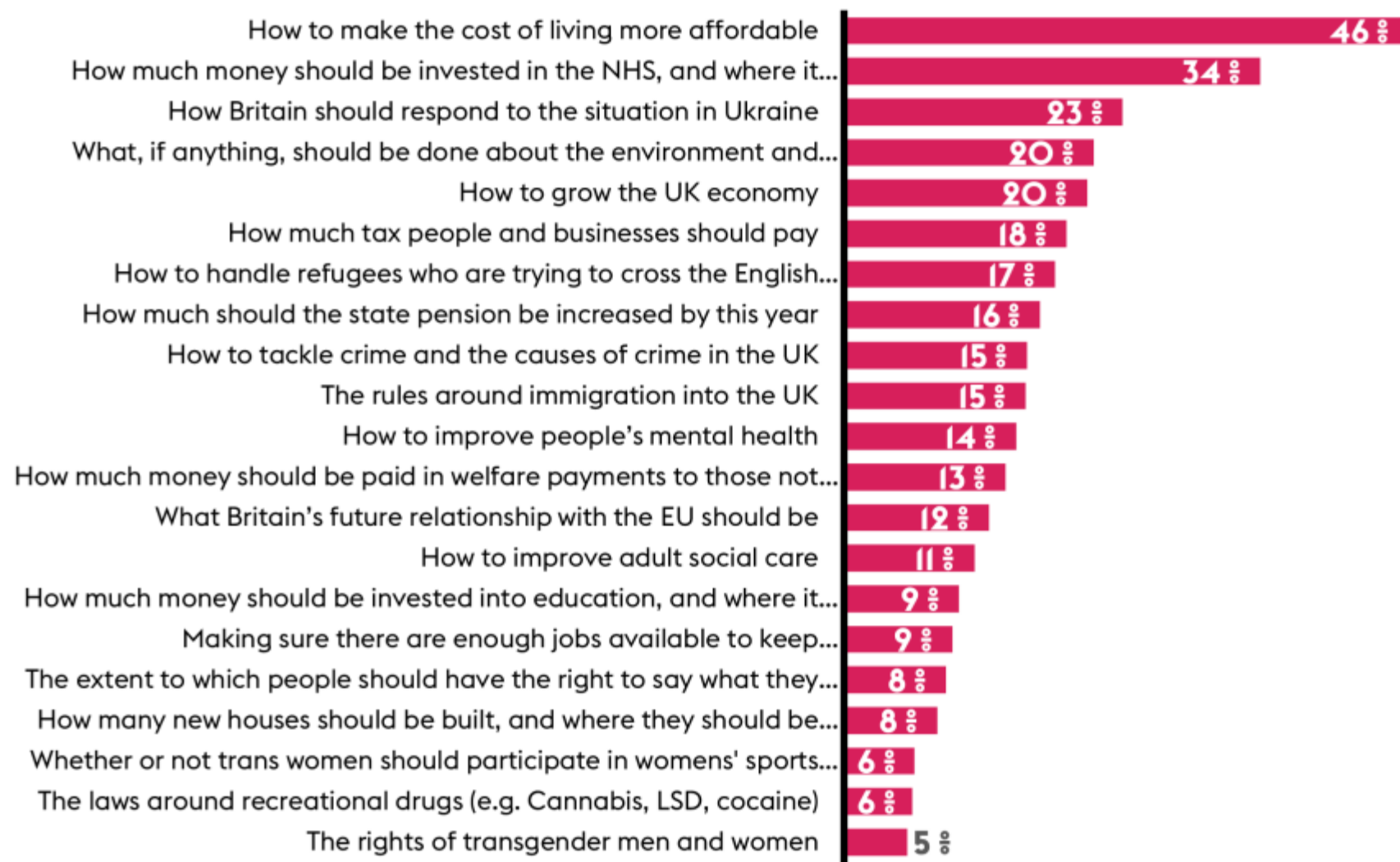
1. It's the top issue to voters
2. Voters aren't willing to give the government the benefit of the doubt on the economy
3. It moves the economic debate onto territory that's more favourable for Labour
4. People like Labour's policy solutions
5. It is a way of illustrating why Johnson's failures actually matter



# Labour needs to focus on the cost of living

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# Cost of living is a top issue for voters

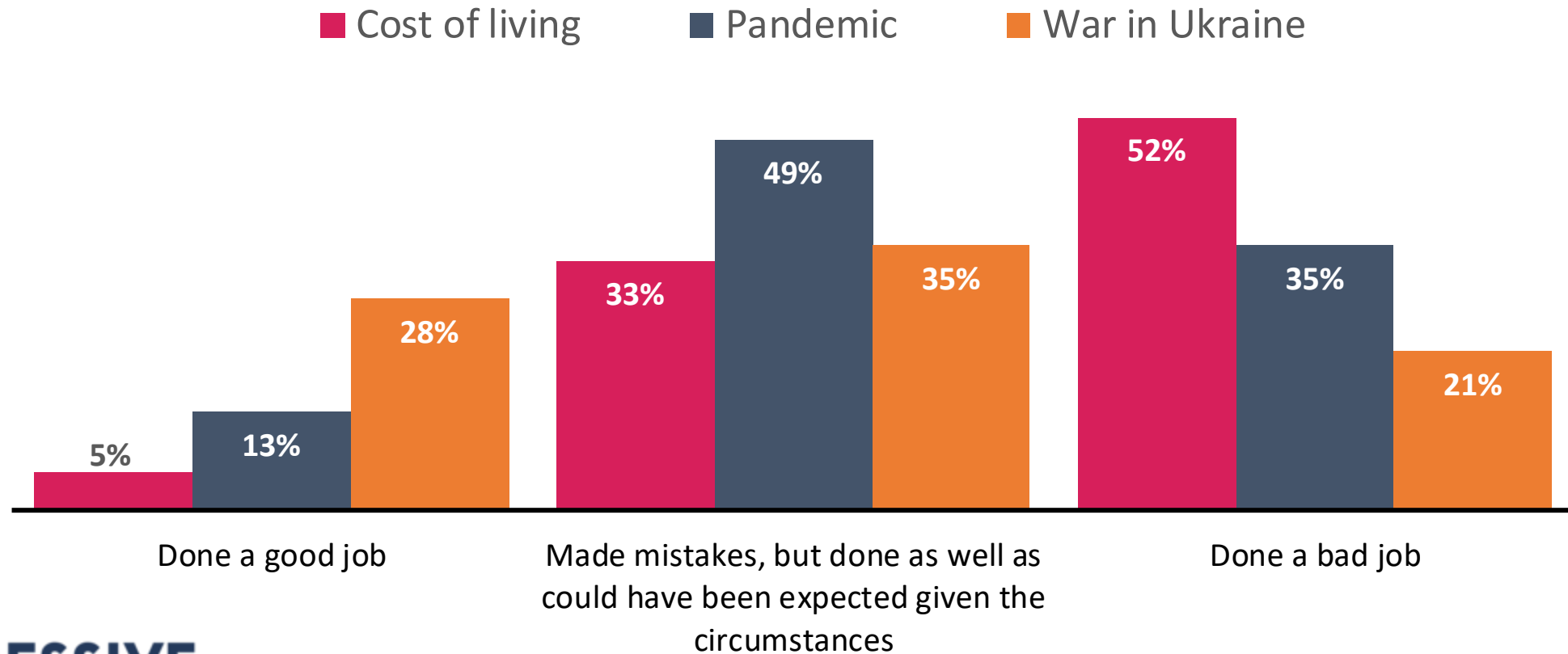


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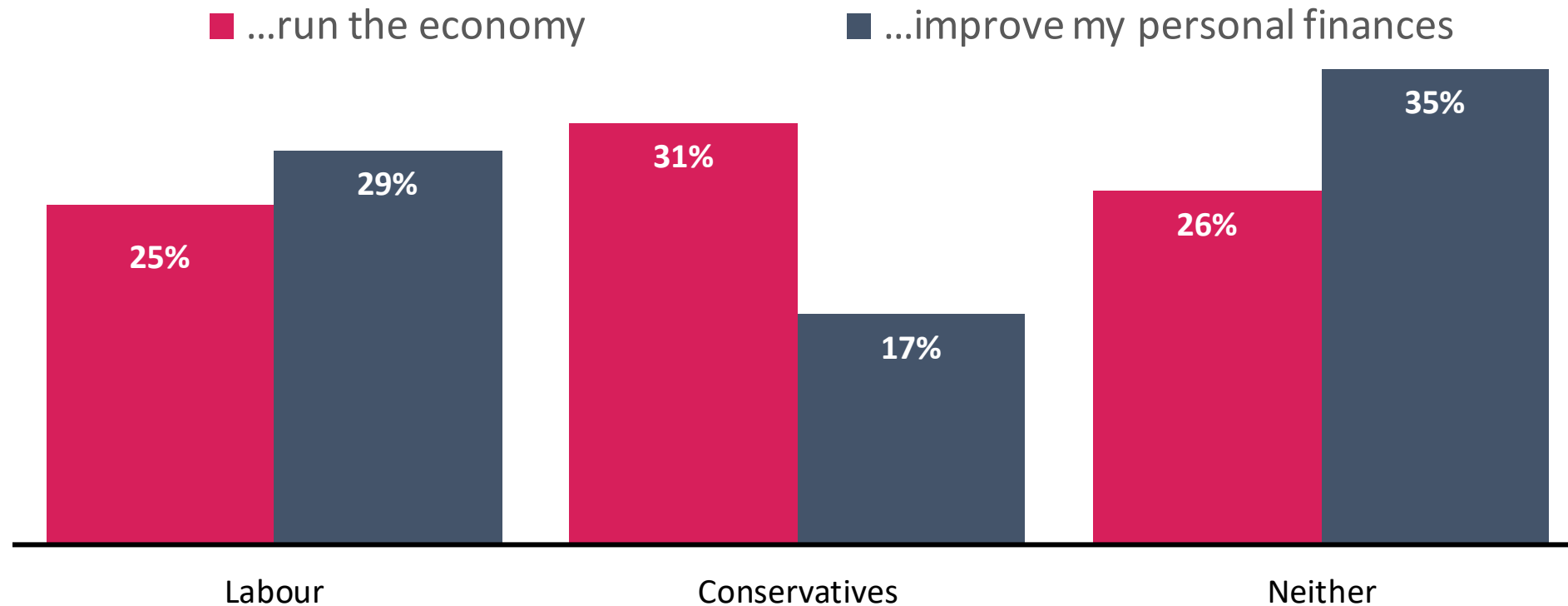
How has the government done in responding to...?



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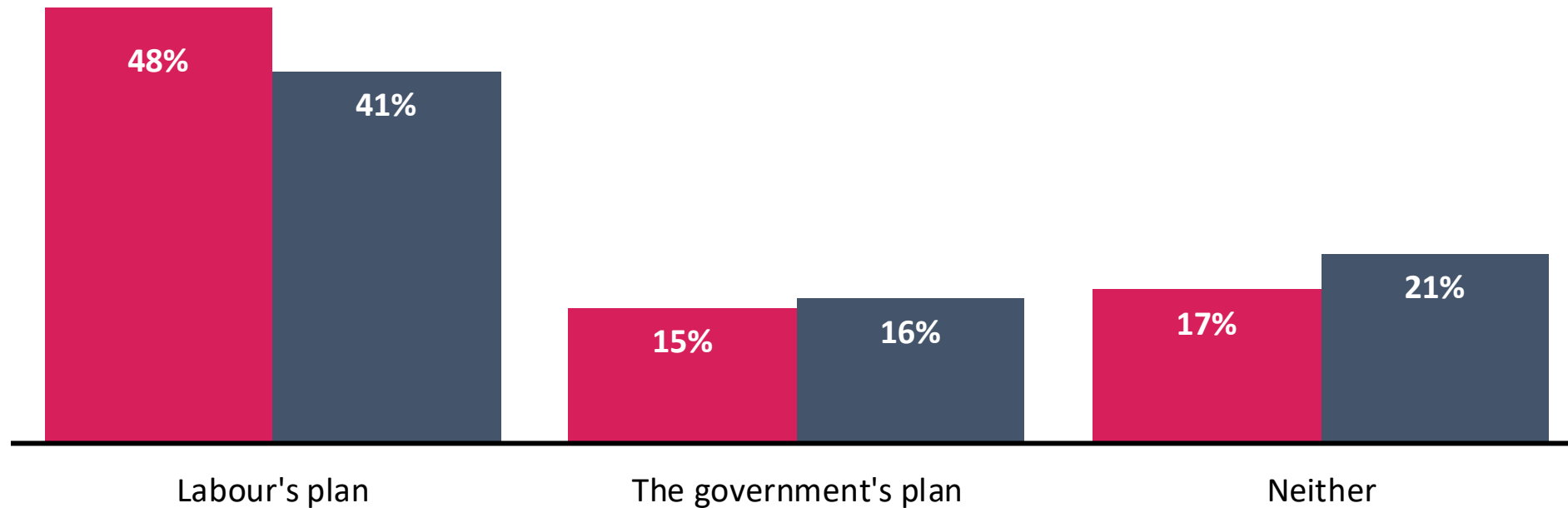
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4. People like Labour's policies in this area
5. It is a way of illustrating why Johnson's failures actually matter

# Labour's cost of living plan is popular with voters

Which cost of living plan...

■ ...do you prefer?

■ ...do you think would be better for you personally?





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