

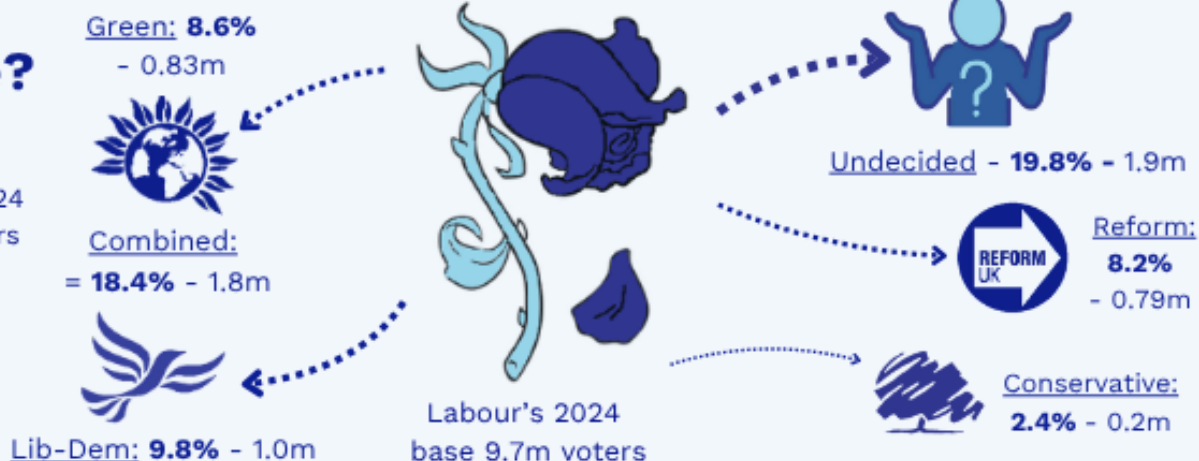
Capture Politics' Report into Labour's new electoral challenge

Labour's base has split in different directions

The biggest losses have been to the Lib-Dems, Greens & those now undecided.

Where?

Data only relates to 2024 Labour voters



Lib-Dem & Green Switchers

Who?



Average Age: 34.8



University Educated: **66%**



Low: 27%
High: 36%



AB: **32%**
DE: 20%



Social Rent: 23%, Own: 57%



White: 84.3%
BAME: 15.7%

Their views?

Priorities:



Biggest Issue
Economy: **59%**
immigration: 6%
Environment: 18%

Migration



Prefer
Higher: **26%**
Same: 48%
Lower: 21%

Economy
Bad: 6%
Neither: 52%
Good: **40%**

Brexit:



Re-join: **94%**
Stay Out: 6%

Damaged Economy: 75%

Reform Switchers

Who?



Average Age: 42.5



University Educated: **30.5%**



Low: 38%
High: 21%



AB: 19.1%
DE: **30.9%**



Social Rent: 30%, Own: 56%



White: 90.4%
BAME: 9.6%

Their views?

Priorities:



Biggest Issue
Economy: 30%
immigration: **62%**
Environment: 2%

Migration



Prefer
Higher: 2%
Same: 9%
Lower: **88%**

Economy
Bad: **58%**
Neither: 38%
Good: 2%

Brexit:



Re-join: 45%
Stay Out: 55%

Damaged Economy: 66%

Capture Politics' Report into Labour's new electoral challenge

Labour's fragmented vote has differing priorities, motivations and reasons for leaving

Lib-Dem & Green losses

Perceptions

Party				
Best on	9%	34%	54%	1%
Core Issue	(68%)	(2%)	(5%)	(1%)

Perception Labour can handle primary issue



Economy

Well:	Switchers: 13%
	Still Labour: 37%
Badly:	Switchers: 54%
	Still Labour: 22%

Favourability Rating			
Labour Party	20% (71%)	55% (27%)	25% (2%)
Ed Davey	54% (26%)	32% (46%)	4% (12%)
Keir Starmer	18% (60%)	49% (34%)	32% (4%)

Reform Switchers

Brackets show value for those still backing Labour

Party				
Best on	2%	0%	1%	75%
Core Issue	(68%)	(2%)	(5%)	(1%)

Perception Labour can handle primary issue



Immigration

Well:	Switchers: 2.1%
	Still Labour: 26%
Badly:	Switchers: 92%
	Still Labour: 27%

Favourability Rating			
Labour Party	10% (71%)	29% (6%)	60% (2%)
Nigel Farage	54% (2%)	33% (6%)	13% (91%)
Keir Starmer	7% (60%)	26% (34%)	66% (4%)

Key Causes

Data Source: British Election Study 2025

1 Best on Primary Issue

Lib-Dem +43%, Green +40%.
Labour - much less likely



2 Party/ Leader Favourability

Strongly Like Lib-Dem +50%,
Strongly Dislike Labour -82%



3 View on Migration

Economic impact, Good: +17%,
Bad - no change.



No effect: Views on
Brexit & left/right divide

Capture Politics 

Model affects: + & - figures denote likelihood to switch party.

1 Best on Primary Issue

Reform +25%. Lib-Dem - No
change, Labour - less likely



2 Party/ Leader Favourability

Strongly Like Reform +40%,
Strongly Dislike Labour -47%



3 View on Migration

Economic impact, Good:
no change, Bad +13%



No effect:
Views on Brexit

Note: 2024 Labour
voters only

Capture Politics' Report into Labour's new electoral challenge

The most optimal strategy to beat Reform is to build a progressive coalition

Produces a possible majority compared to a Reform win

Two Options

1. Conversion

Data only relates to 2024 Labour voters



Historical Labour support	2019	2017	2015
Still Labour:	77%	79%	71%
Now Reform:	40%	53%	48%
Now Tory:	41%	34%	22%

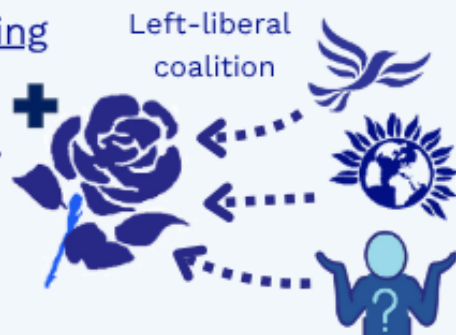
Future support of target voters	Probability, 0-10 scale:
Vote Labour:	4.1
Vote Reform:	8.9
Vote Tory:	3.8
Vote Lib/Green:	1.4

Average scores from the question of how likely a person was to vote Labour in 2029.

2. Building

Left-liberal coalition

Target Lib-Dem, Green & Undecided



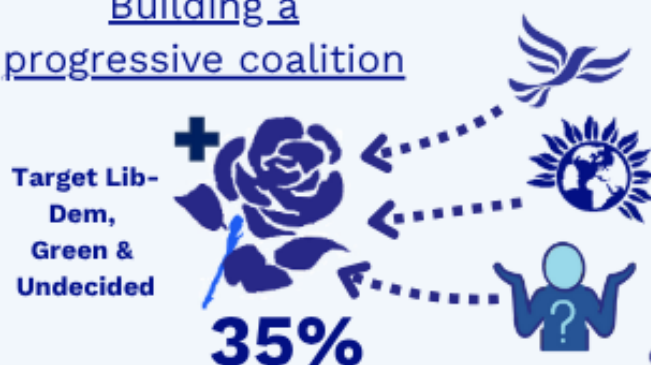
Historical Labour support	2019	2017	2015
Still Labour:	77%	79%	71%
Now Lib & Green:	66%	69%	50%
Now Undecided:	58%	64%	51%

Future support of target voters	Probability, 0-10 scale:
Vote Labour:	6.3
Vote Lib/Green:	8.8
Vote Tory:	1.5
Vote Reform:	1.3

Average scores from the question of how likely a person was to vote Labour in 2029.

Most optimal Strategy

Building a progressive coalition



Why target these voters?

- Stronger historical support (2015-'19).
- More likely future support for Labour.
- Similar opinions to Labour members.
- A more favourable view of Labour.
- Prioritise the economy over migration.

Plan

Data source: British Election Study 2025

1. Highlighting the costs of Reform
2. Cost of living & economic narrative.
3. Targeting Left/Liberal voters.
4. Improve comms on govt competence.

Result (if it works!)

34 seat majority

