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"Appendix 5.1. Measuring the Relative Importance of Issues"

Appendix 5.2. Multivariate Analysis of Social Group, Ideology, and Support for Labour"; "6. Labour's Long Road Back"; "The Economic Issues"; "The Non-Economic Issues"; "The Squeeze on the Liberal Democrats"; "Conclusions"; "Appendix 6.1. Supplementary Tables"; "7. The Changing Social Basis of Party Support"; "The Parties' Appeal to Different Social Groups"; "The Conservatives and Essex Man"; "John Major's Conservatives and the Growth of Middle-Class Insecurity"

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Sommario/riassunto

This text explores the emergence of New Labour from the ruins of old Labour's four successive defeats by the Conservatives. Based on the British Election Surveys, it explores some of the key questions about contemporary British elections.
