



Voting behaviour

Social factors affecting voting behaviour

Factor	Detail	Likely party identification
Social class	AB C DE	Conservative, Liberal Democrat Labour, Liberal Democrat Labour
Occupational circumstance	Professional Business Manual work Public sector Private sector	Divided Conservative Labour Labour Conservative, Liberal Democrat
Age	Young Middle-aged Elderly	Labour, Liberal Democrat Divided Conservative
Gender	Men Women	Divided Divided
Ethnicity	White Black and Asian	Divided Labour
Housing circumstances	Home owner Renting Rural Suburban Inner city	Conservative Labour Conservative, Liberal Democrat Conservative Labour
Newspaper readership	<i>Telegraph</i> Most tabloids <i>Express, Mail</i> <i>Guardian, Independent</i> <i>Times</i>	Conservative Labour Conservative Labour, Liberal Democrat Divided

