

Wilson's Leadership

After Gaitskell died in '63, Harold Wilson was elected leader. He managed to gloss over any internal divisions & portrayed Labour as 'modern, progressive & dynamic'. This was also alongside a new election manifesto that offered full employment, economic growth, and increased welfare, healthcare and housing. He was also seen as a classless professional due to his more humble background – someone to lead a new scientific & advanced Britain.

However, this was not reflected in the polls – Labour received 10k less votes than the '59 election.

Public View of the Conservatives

The Conservatives were blamed for the economic failures & didn't tackle rising unemployment, inflation, class gap & industrial worries. They were also out of touch due to the various scandals & the 63-year-old Earl of Home as their leader – people saw them as old-fashioned & elite.

However, in their final year, public opinion did rise. Douglas-Home wasn't a bad leader & tax cuts meant people had higher spending power. People also still distrusted Labour due to their Trade Union ties & internal divisions.

Liberal Revival

Many people disliked the Conservatives, but couldn't bring themselves to vote Labour. Therefore, they gained twice as many votes compared to the '59 election, and increased their seats from 9 → 12. Most of these votes were stolen from the Conservatives, which allowed Labour to have the majority and win the election.

The gain in voters was also due to more publicity, funding & new people. This meant they could contest more seats than before, thus being an option for more people.

Changes in Society

A rise in living standards allowed people to have more money & be more independent, therefore being less likely to accept traditional values & opt for more progressive values instead. Underprivileged youth also had better access to education, which led to a blur of the class divide. These youth also wanted a classless, scientific & technologically advanced society, which Labour promised them.

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