

YouGov Survey Results

Sample Size: 1610 GB Adults
Fieldwork: 14th July 2015

	Vote in 2015					Gender		Age				Social Grade		Region					England / Wales	
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	1610	547	451	113	193	781	829	192	407	551	460	918	692	206	523	345	396	140	1470	
Unweighted Sample	1610	519	442	133	209	818	792	134	296	617	563	1027	583	200	571	327	362	150	1460	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How clear or unclear do you think the following parties are about what they stand for?

Labour

Very clear	8	3	20	4	4	7	9	6	8	10	7	7	9	6	6	9	12	5	8
Fairly clear	25	18	43	23	14	21	29	34	27	25	21	25	25	24	26	25	26	22	26
TOTAL CLEAR	33	21	63	27	18	28	38	40	35	35	28	32	34	30	32	34	38	27	34
Fairly unclear	26	31	19	34	26	29	23	26	29	24	27	30	22	30	26	25	25	30	26
Very unclear	30	42	9	33	46	36	25	17	23	32	40	31	30	32	31	30	27	37	30
TOTAL UNCLEAR	56	73	28	67	72	65	48	43	52	56	67	61	52	62	57	55	52	67	56
Don't know	10	6	10	5	9	6	13	17	13	9	5	7	14	8	11	10	10	6	10

Conservative

Very clear	23	35	21	16	11	23	23	18	16	25	30	24	21	21	24	26	19	30	22
Fairly clear	45	55	36	58	41	47	44	47	46	45	44	50	39	52	48	39	44	45	45
TOTAL CLEAR	68	90	57	74	52	70	67	65	62	70	74	74	60	73	72	65	63	75	67
Fairly unclear	13	4	20	12	23	15	12	11	18	13	11	13	14	13	12	15	16	8	14
Very unclear	9	1	13	11	17	10	9	6	9	9	11	7	13	7	8	11	11	11	9
TOTAL UNCLEAR	22	5	33	23	40	25	21	17	27	22	22	20	27	20	20	26	27	19	23
Don't know	9	4	10	3	8	6	12	18	12	8	4	6	13	7	9	10	10	6	9

Liberal Democrats

Very clear	4	3	4	15	4	5	3	5	5	4	2	5	3	2	5	6	3	5	4
Fairly clear	20	22	19	43	13	19	21	23	17	24	16	22	17	26	18	19	19	23	20
TOTAL CLEAR	24	25	23	58	17	24	24	28	22	28	18	27	20	28	23	25	22	28	24
Fairly unclear	30	35	31	20	25	30	30	31	34	28	29	31	29	32	31	30	30	27	30
Very unclear	32	30	32	15	47	37	27	19	27	31	42	32	31	30	30	32	33	36	31
TOTAL UNCLEAR	62	65	63	35	72	67	57	50	61	59	71	63	60	62	61	62	63	63	61
Don't know	14	10	14	7	12	9	18	23	17	12	10	10	20	10	16	14	15	9	14

UKIP

Very clear	29	27	28	27	48	33	26	36	32	28	26	32	26	33	31	33	23	26	30
Fairly clear	32	36	27	27	38	30	34	26	31	37	30	34	29	37	32	29	30	39	32
TOTAL CLEAR	61	63	55	54	86	63	60	62	63	65	56	66	55	70	63	62	53	65	62
Fairly unclear	13	14	12	15	5	14	12	11	12	12	15	12	13	9	11	13	15	12	13
Very unclear	14	14	19	24	3	16	13	12	11	13	20	13	16	12	13	12	19	16	14
TOTAL UNCLEAR	27	28	31	39	8	30	25	23	23	25	35	25	29	21	24	25	34	28	27
Don't know	12	9	13	7	6	7	16	15	14	10	10	8	16	9	13	12	13	8	12

Scottish National Party

Very clear	26	27	23	29	25	29	23	23	22	28	28	29	22	28	26	24	21	42	24
Fairly clear	29	27	33	30	28	32	27	31	29	31	27	30	28	36	26	27	30	35	29
TOTAL CLEAR	55	54	56	59	53	61	50	54	51	59	55	59	50	64	52	51	51	77	53
Fairly unclear	15	15	17	14	13	15	15	18	19	13	13	16	13	12	18	13	16	7	16
Very unclear	13	14	11	15	18	13	12	7	12	12	16	11	15	11	11	17	13	9	13
TOTAL UNCLEAR	28	29	28	29	31	28	27	25	31	25	29	27	28	23	29	30	29	16	29
Don't know	17	16	17	12	16	11	23	21	18	16	16	13	22	12	18	19	20	7	18

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	Vote in 2015					Gender		Age				Social Grade		Region					England / Wales
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1610	547	451	113	193	781	829	192	407	551	460	918	692	206	523	345	396	140	1470
Unweighted Sample	1610	519	442	133	209	818	792	134	296	617	563	1027	583	200	571	327	362	150	1460
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How honest and trustworthy, if at all, do you think the following parties are?

Labour

Very honest and trustworthy	5	0	15	1	0	5	4	4	5	6	4	4	6	4	4	4	8	2	5
Fairly honest and trustworthy	26	14	51	27	9	26	26	29	30	24	23	26	26	31	24	25	28	21	26
TOTAL HONEST AND TRUSTWORTHY	31	14	66	28	9	31	30	33	35	30	27	30	32	35	28	29	36	23	31
Not very honest or trustworthy	31	40	16	39	34	31	31	29	29	31	34	34	27	32	30	30	28	39	30
Not honest or trustworthy at all	29	39	10	27	51	32	27	24	25	30	34	29	30	25	30	31	27	32	29
TOTAL NOT HONEST AND TRUSTWORTHY	60	79	26	66	85	63	58	53	54	61	68	63	57	57	60	61	55	71	59
Don't know	9	7	8	6	6	6	13	15	11	10	4	8	11	8	12	9	8	7	9

Conservative

Very honest and trustworthy	5	12	1	0	1	6	4	2	3	4	9	5	5	3	6	5	6	2	5
Fairly honest and trustworthy	30	63	10	25	18	30	30	23	27	26	40	34	24	37	35	24	28	25	31
TOTAL HONEST AND TRUSTWORTHY	35	75	11	25	19	36	34	25	30	30	49	39	29	40	41	29	34	27	36
Not very honest or trustworthy	24	14	28	34	35	22	25	27	24	26	19	26	21	23	23	24	23	30	23
Not honest or trustworthy at all	34	7	53	38	42	37	30	33	36	36	29	29	40	31	27	39	37	38	33
TOTAL NOT HONEST AND TRUSTWORTHY	58	21	81	72	77	59	55	60	60	62	48	55	61	54	50	63	60	68	56
Don't know	8	5	8	3	4	5	10	14	10	8	3	6	10	6	10	8	7	5	8

Liberal Democrats

Very honest and trustworthy	2	2	1	13	0	3	2	5	3	2	1	3	1	2	3	3	2	1	2
Fairly honest and trustworthy	27	37	21	52	16	25	29	21	26	28	31	29	24	34	27	27	27	21	28
TOTAL HONEST AND TRUSTWORTHY	29	39	22	65	16	28	31	26	29	30	32	32	25	36	30	30	29	22	30
Not very honest or trustworthy	30	31	33	21	29	30	30	34	33	28	30	32	29	30	32	26	30	38	30
Not honest or trustworthy at all	29	22	32	10	49	34	24	25	24	32	32	27	31	25	26	33	31	30	29
TOTAL NOT HONEST AND TRUSTWORTHY	59	53	65	31	78	64	54	59	57	60	62	59	60	55	58	59	61	68	59
Don't know	11	9	13	4	6	7	15	16	15	11	7	8	15	8	13	11	11	10	11

UKIP

Very honest and trustworthy	4	3	1	0	18	4	4	5	3	4	5	3	5	5	4	5	4	0	4
Fairly honest and trustworthy	20	25	12	12	45	21	18	12	15	22	25	19	21	22	24	20	17	10	21
TOTAL HONEST AND TRUSTWORTHY	24	28	13	12	63	25	22	17	18	26	30	22	26	27	28	25	21	10	25
Not very honest or trustworthy	28	37	23	32	19	28	28	29	27	27	29	31	24	24	27	29	29	31	28
Not honest or trustworthy at all	37	25	50	51	11	39	34	39	44	34	32	38	35	39	32	35	39	48	36
TOTAL NOT HONEST AND TRUSTWORTHY	65	62	73	83	30	67	62	68	71	61	61	69	59	63	59	64	68	79	64
Don't know	12	10	13	4	6	8	15	14	12	12	9	9	14	10	14	11	10	10	12

Scottish National Party

Very honest and trustworthy	5	1	7	2	5	6	5	9	5	6	3	6	4	5	3	5	3	19	4
Fairly honest and trustworthy	23	15	31	24	15	26	21	25	28	22	20	23	24	28	21	22	22	34	22
TOTAL HONEST AND TRUSTWORTHY	28	16	38	26	20	32	26	34	33	28	23	29	28	33	24	27	25	53	26
Not very honest or trustworthy	23	27	21	32	27	24	23	29	21	23	24	26	20	23	22	26	27	13	24
Not honest or trustworthy at all	30	41	20	29	42	33	28	20	26	31	37	31	30	27	32	31	31	26	31
TOTAL NOT HONEST AND TRUSTWORTHY	53	68	41	61	69	57	51	49	47	54	61	57	50	50	54	57	58	39	55
Don't know	17	16	21	14	11	10	24	19	19	18	15	14	22	17	20	17	18	7	18

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In hindsight, do you think the Liberal Democrats were right or wrong to go into coalition with the Conservative party in 2010?

Were right to go into government	43	67	23	68	32	45	40	47	43	39	44	48	35	43	46	41	41	36	43
Were wrong to go into government	43	21	66	26	51	45	41	30	39	47	47	41	46	44	38	44	45	53	42
Don't know	15	12	11	6	17	10	19	23	18	14	9	11	19	13	16	15	15	10	15

And do you think the coalition government would have been better or worse without the Liberal Democrats, or would it have been much the same?

The coalition government would have been worse without the Liberal Democrats	38	30	48	72	23	41	35	46	44	36	30	41	34	37	37	40	39	34	38
The coalition government would have been better without the Liberal Democrats	18	33	7	4	29	20	16	8	13	19	27	19	18	19	22	18	16	12	19
The coalition government would have been much the same without the Liberal Democrats	25	21	28	14	25	25	25	20	23	26	27	25	25	27	21	20	28	40	23
Don't know	19	16	17	10	23	14	24	25	20	19	16	16	24	17	20	23	17	15	20

Which of the following comes closer to your opinion about the future of the Liberal Democrats?

	Sept 29-30 2014	Oct 5-6 2014	Feb 19-20 2015	July 14 2015																		
The Liberal Democrats will eventually fade from politics, and probably will not be a force in British politics in 10 years	50	48	39	47	48	49	23	57	51	44	45	41	47	54	50	44	45	45	51	49	49	47
The Liberal Democrats are here to stay, and they will likely remain an important part of British politics for at least ten years	26	25	43	29	29	29	66	17	31	26	34	33	28	24	33	23	30	31	28	25	29	29
No opinion	25	27	18	24	23	22	11	26	17	30	21	26	24	23	17	33	25	24	21	27	22	24