

YouGov Survey Results

Sample Size: 2072 GB Adults
Fieldwork: 14th - 15th July 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample 2072	X	X	X	X	646	511	429	1005	1067	247	524	709	593	1181	891	265	673	443	510	180	
Unweighted Sample 2072	497	643	105	238	591	536	455	989	1083	219	458	859	536	1374	698	314	686	360	501	211	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 26-27 2013	July 14-15 2014																				
Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place each of the following...?																						
Labour Party																						
Very left-wing	11	9	17	4	1	14	16	4	7	9	8	6	6	9	12	8	9	10	11	8	7	5
Fairly left-wing	23	22	37	20	20	25	32	22	18	23	21	17	20	22	26	23	21	18	24	26	21	17
TOTAL VERY/FAIRLY LEFT	34	31	54	24	21	39	48	26	25	32	29	23	26	31	38	31	30	28	35	34	28	22
Slightly left-of-centre	26	26	20	38	45	18	20	32	34	30	22	23	23	29	25	30	20	27	27	22	25	29
Centre	8	12	5	16	13	10	8	17	12	12	11	11	12	12	11	11	13	16	8	14	11	15
Slightly right-of-centre	4	5	3	5	3	5	2	6	7	5	4	3	3	5	6	5	5	4	4	3	6	8
Fairly right-wing	2	2	1	1	2	3	2	1	2	2	1	1	2	2	1	2	1	1	1	3	1	3
Very right-wing	1	1	1	1	1	2	1	1	1	1	1	0	0	1	1	1	1	1	0	1	1	0
TOTAL VERY/FAIRLY RIGHT	3	3	2	2	3	5	3	2	3	3	2	1	2	3	2	3	2	2	1	4	2	3
Don't know	25	25	16	15	16	24	20	17	20	18	31	40	33	20	17	21	30	24	25	24	27	23
Conservative Party																						
Very left-wing	1	1	1	2	2	1	1	2	1	1	2	1	2	2	1	1	2	1	1	2	1	2
Fairly left-wing	2	2	1	4	2	4	1	3	2	3	2	2	4	2	1	2	2	3	2	3	2	1
TOTAL VERY/FAIRLY LEFT	3	3	2	6	4	5	2	5	3	4	4	3	6	4	2	3	4	4	3	5	3	3
Slightly left-of-centre	3	3	3	3	2	5	3	4	2	2	3	3	3	2	3	3	3	4	3	2	3	3
Centre	6	6	7	2	4	11	8	3	4	6	5	4	4	6	7	5	6	8	4	6	6	4
Slightly right-of-centre	22	23	41	13	27	24	36	14	22	30	16	24	24	24	20	27	18	21	26	22	20	23
Fairly right-wing	26	27	27	34	33	19	25	31	36	27	27	19	24	30	31	31	22	29	27	28	24	29
Very right-wing	13	12	5	22	14	12	5	22	13	11	13	5	5	13	20	10	15	8	12	12	15	13
TOTAL VERY/FAIRLY RIGHT	39	39	32	56	47	31	30	53	49	38	40	24	29	43	51	41	37	37	39	40	39	42
Don't know	26	26	16	20	15	23	20	22	19	19	32	41	34	21	17	21	32	25	24	26	29	24
Liberal Democrats																						
Very left-wing	3	3	6	2	1	10	7	2	1	4	3	3	5	3	3	3	4	3	2	6	4	3
Fairly left-wing	7	7	11	6	6	10	10	4	6	9	6	8	10	5	7	9	5	11	8	6	6	5
TOTAL VERY/FAIRLY LEFT	10	10	17	8	7	20	17	6	7	13	9	11	15	8	10	12	9	14	10	12	10	8
Slightly left-of-centre	16	17	26	14	29	19	23	12	22	21	14	16	17	17	19	20	13	22	21	16	13	17
Centre	24	24	27	23	45	20	23	22	33	25	23	23	19	29	23	25	23	21	25	24	26	22
Slightly right-of-centre	15	12	8	19	4	6	8	19	11	12	12	6	9	14	13	13	10	10	11	12	11	18
Fairly right-wing	5	5	1	10	3	4	2	11	4	4	6	1	3	5	8	5	5	4	4	5	5	7
Very right-wing	1	2	1	4	1	3	1	4	2	2	2	0	2	1	4	1	4	1	2	2	3	3
TOTAL VERY/FAIRLY RIGHT	6	7	2	14	4	7	3	15	6	6	8	1	5	6	12	6	9	5	6	7	8	10
Don't know	28	29	20	24	11	28	25	26	21	24	35	43	35	25	23	25	35	29	28	30	32	25

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Weighted Sample	2072	X	X	X	X	646	511	429	1005	1067	247	524	709	593	1181	891	265	673	443	510	180	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

UK Independence Party (UKIP)

Very left-wing	3	4	4	8	0	4	3	4	3	4	0	2	4	4	3	3	3	2	4	3	4
Fairly left-wing	3	2	4	5	1	2	4	3	2	4	4	2	3	3	3	3	3	3	4	2	1
TOTAL VERY/FAIRLY LEFT	6	6	8	13	1	6	7	7	5	8	4	4	7	7	6	6	6	5	8	5	5
Slightly left-of-centre	3	2	4	3	4	2	4	4	3	2	2	3	3	4	3	3	2	4	3	3	2
Centre	6	5	4	3	18	6	5	3	6	6	3	3	6	8	5	7	6	5	6	8	2
Slightly right-of-centre	7	12	3	1	14	10	3	7	7	6	5	6	8	7	7	7	5	6	9	7	9
Fairly right-wing	18	27	13	20	26	27	12	17	23	13	15	18	19	18	20	16	21	20	16	15	20
Very right-wing	32	26	47	43	15	23	44	41	34	29	30	30	32	33	37	25	34	32	31	30	34
TOTAL VERY/FAIRLY RIGHT	50	53	60	63	41	50	56	58	57	42	45	48	51	51	57	41	55	52	47	45	54
Don't know	29	21	22	16	22	26	24	22	21	36	41	36	25	22	24	35	27	27	29	32	29

Sept
26-27
2013

July
14-15
2014

David Cameron

Very left-wing	1	1	1	2	1	1	2	2	1	2	2	1	2	0	1	1	2	0	1	2	2
Fairly left-wing	2	2	2	2	4	6	2	2	2	2	1	3	2	1	2	2	2	2	3	1	1
TOTAL VERY/FAIRLY LEFT	3	3	3	4	5	7	3	4	3	4	3	4	4	1	3	3	4	2	4	3	3
Slightly left-of-centre	4	4	4	4	2	7	5	4	3	4	3	5	3	4	3	5	6	3	3	4	3
Centre	9	10	16	5	8	13	14	5	7	12	7	13	7	9	11	10	9	12	11	10	7
Slightly right-of-centre	21	21	35	14	36	20	30	12	25	27	15	17	25	23	17	26	15	20	23	19	25
Fairly right-wing	22	22	22	27	27	18	20	28	28	22	22	15	18	22	29	25	19	21	24	22	21
Very right-wing	15	12	4	23	8	11	5	23	13	11	14	7	6	14	18	10	15	10	11	13	16
TOTAL VERY/FAIRLY RIGHT	37	34	26	50	35	29	25	51	41	33	36	22	24	36	47	35	34	31	35	35	37
Don't know	27	28	18	21	14	24	23	23	21	21	34	42	34	25	19	23	34	27	27	28	29

Ed Miliband

Very left-wing	15	10	24	4	0	14	20	5	6	12	9	3	6	10	17	11	9	10	11	10	9
Fairly left-wing	21	20	28	19	27	23	25	19	20	21	18	19	17	19	22	22	16	19	21	24	17
TOTAL VERY/FAIRLY LEFT	36	30	52	23	27	37	45	24	26	33	27	22	23	29	39	33	25	29	32	34	26
Slightly left-of-centre	22	23	18	35	33	16	17	31	29	26	20	20	21	25	23	23	22	26	24	17	25
Centre	8	13	6	16	20	14	8	17	16	13	12	10	14	14	11	13	12	12	10	14	18
Slightly right-of-centre	4	4	2	4	3	5	3	5	5	4	4	4	3	4	5	4	4	3	4	5	6
Fairly right-wing	2	2	2	1	3	2	2	1	3	3	2	1	2	3	2	2	2	1	2	3	4
Very right-wing	1	1	1	1	0	2	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1
TOTAL VERY/FAIRLY RIGHT	3	3	3	2	3	4	3	2	4	4	3	1	3	4	3	3	3	2	2	4	5
Don't know	27	28	19	20	14	25	24	21	21	21	34	42	35	25	20	24	33	27	28	27	30

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

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Nick Clegg	Very left-wing	3	3	4	1	1	9	6	2	0	3	2	2	2	3	3	3	3	2	1	4	3	3
	Fairly left-wing	7	7	12	5	5	11	11	5	5	8	6	4	9	6	8	7	7	8	9	8	4	4
	TOTAL VERY/FAIRLY LEFT	10	10	16	6	6	20	17	7	5	11	8	6	11	9	11	10	10	10	10	12	7	7
	Slightly left-of-centre	15	15	27	9	17	16	23	9	16	19	12	18	15	14	16	19	10	20	17	13	13	11
	Centre	24	24	25	25	46	21	23	20	32	25	22	21	23	26	23	25	22	22	25	23	22	26
	Slightly right-of-centre	14	13	8	20	15	7	8	21	15	13	12	11	10	14	14	13	11	13	12	12	12	18
	Fairly right-wing	6	5	2	10	2	2	1	10	5	4	6	1	4	6	6	5	5	4	4	5	7	6
	Very right-wing	2	2	1	4	0	3	1	4	2	2	2	0	1	1	4	1	3	1	1	2	3	3
	TOTAL VERY/FAIRLY RIGHT	8	7	3	14	2	5	2	14	7	6	8	1	5	7	10	6	8	5	5	7	10	9
	Don't know	30	32	22	26	14	31	27	29	24	25	38	43	36	29	26	27	39	30	31	32	34	28
Nigel Farage	Very left-wing	3	4	4	8	0	4	4	5	2	4	1	2	4	5	3	3	3	3	3	4	4	
	Fairly left-wing	2	2	3	6	1	2	2	3	2	3	2	2	2	3	2	2	2	2	4	1	2	
	TOTAL VERY/FAIRLY LEFT	5	6	7	14	1	6	6	8	4	7	3	4	6	8	5	5	5	5	7	5	6	
	Slightly left-of-centre	3	3	3	3	4	4	5	1	4	3	4	2	4	4	3	3	3	4	4	4	2	2
	Centre	6	5	5	3	16	6	6	4	6	6	4	5	6	8	4	8	4	6	5	8	3	
	Slightly right-of-centre	6	8	3	2	14	8	3	6	7	5	3	5	6	7	6	5	6	6	7	5	7	
	Fairly right-wing	17	26	13	18	25	25	11	16	22	12	15	16	18	17	18	16	20	17	17	14	18	
	Very right-wing	33	29	46	43	17	26	44	42	36	30	30	33	33	34	38	27	35	34	32	31	35	
	TOTAL VERY/FAIRLY RIGHT	50	55	59	61	42	51	55	58	58	42	45	49	51	51	56	43	55	51	49	45	53	
	Don't know	30	22	23	17	23	26	26	22	22	38	42	36	27	23	25	36	29	28	29	34	29	
Yourself	Very left-wing	3	3	1	6	4	0	1	6	3	3	3	3	2	2	3	3	2	3	3	4		
	Fairly left-wing	11	12	1	29	12	2	1	28	14	12	13	11	13	12	13	13	12	11	11	14	11	18
	TOTAL VERY/FAIRLY LEFT	14	15	2	35	16	2	2	34	17	15	16	16	15	15	15	15	14	13	17	14	22	
	Slightly left-of-centre	14	14	5	26	21	5	5	23	21	15	12	14	14	15	12	15	12	13	14	12	15	15
	Centre	21	20	20	16	37	26	20	16	28	20	20	15	15	22	25	19	21	22	19	16	25	19
	Slightly right-of-centre	13	14	34	3	12	18	29	5	10	17	12	6	13	15	18	17	11	14	17	17	10	12
	Fairly right-wing	8	8	20	1	1	20	18	1	4	11	6	8	6	8	11	9	8	8	9	8	8	8
	Very right-wing	4	3	4	0	0	9	6	1	1	3	2	1	2	3	3	3	3	2	3	3	2	2
	TOTAL VERY/FAIRLY RIGHT	12	11	24	1	1	29	24	2	5	14	8	9	8	11	14	12	11	10	12	11	10	10
	Don't know	27	25	16	18	14	20	20	20	20	19	32	39	35	22	16	22	30	26	25	27	26	23

To obtain average, very left-wing counts as -100, fairly left-wing as -67, slightly left of centre as -33, centre as 0, slightly right of centre as +33, fairly right-wing as +67 and very right-wing as +100