

YouGov / Prospect Survey Results

Sample Size: 1952 GB Adults
Fieldwork: 4th - 5th January 2011

Total	Voting intention			2010 Vote			Lib Dem Voters		Gender		Age				Social grade	
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Loyal	Disloyal	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1952	598	606	141	628	548	420	123	297	952	1000	233	502	670	547	1097	828
1952	567	592	142	603	513	439	122	317	948	1004	130	470	756	596	1255	670
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	9	16	5	5	17	6	4	5	3	8	10	6	4	9	14	8	10
Fairly left-wing	21	34	14	22	32	15	17	23	15	24	18	13	16	22	28	25	15
Slightly left-of-centre	27	24	39	28	20	37	32	28	33	31	23	19	24	31	27	31	22
Centre	9	4	13	14	5	11	10	11	10	10	7	8	9	9	8	8	10
Slightly right-of-centre	4	1	4	6	1	4	6	6	6	4	3	4	3	5	2	4	3
Fairly right-wing	2	1	2	0	1	2	3	1	4	2	1	4	1	1	2	2	2
Very right-wing	1	2	0	1	1	0	1	1	1	1	1	3	0	1	1	1	1
Don't know	28	18	22	23	22	24	28	25	29	19	37	44	41	22	17	22	36
Average*	-39	-53	-32	-34	-56	-34	-29	-35	-25	-38	-43	-25	-37	-39	-47	-40	-38

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

Conservative Party

Very left-wing	1	0	1	0	1	2	0	0	0	1	1	0	1	0	1	1	1
Fairly left-wing	2	1	5	0	1	4	1	0	1	3	1	5	1	2	1	2	2
Slightly left-of-centre	2	1	0	2	3	1	2	2	2	2	2	2	1	2	3	2	1
Centre	7	12	4	11	11	3	7	10	6	8	7	2	8	7	9	7	7
Slightly right-of-centre	23	43	8	24	39	10	21	25	20	28	18	25	20	23	25	27	17
Fairly right-wing	21	21	26	27	18	25	28	28	28	24	19	10	17	27	24	26	16
Very right-wing	15	4	31	12	5	30	14	10	17	15	16	10	11	18	19	13	19
Don't know	29	17	24	23	22	26	27	25	28	19	37	46	41	22	17	22	37
Average*	47	38	62	49	35	60	53	48	55	45	51	39	46	53	50	47	52

Liberal Democrats

Very left-wing	3	6	2	1	6	2	1	2	1	5	2	7	4	2	3	3	4
Fairly left-wing	6	11	4	7	11	2	6	7	5	8	4	10	5	5	7	7	5
Slightly left-of-centre	14	26	8	18	23	8	13	16	12	18	11	12	14	15	15	19	8
Centre	19	23	14	33	20	13	26	33	23	20	17	11	19	20	21	21	15
Slightly right-of-centre	15	12	20	15	12	20	18	15	20	15	15	8	9	20	18	17	13
Fairly right-wing	7	1	16	3	2	15	7	3	8	7	7	4	6	9	8	5	10
Very right-wing	3	1	9	0	1	9	1	0	1	3	3	4	1	4	5	2	5
Don't know	32	21	28	22	26	30	29	24	30	23	41	45	44	26	23	25	41
Average*	1	-20	26	-6	-20	29	3	-7	7	-5	7	-15	-7	8	5	-4	10

YouGov / Prospect Survey Results

Sample Size: 1952 GB Adults
Fieldwork: 4th - 5th January 2011

Total	Region					Yourself on Left Right Scale				
	London	Rest of South	Midlands / Wales	North	Scotland	Very/ Fairly Left Wing	Slightly Left Wing	Centre	Slightly Right Wing	Very/ Fairly Right Wing
1952	252	637	416	479	168	233	251	429	254	200
1952	302	618	390	442	200	266	310	423	268	224
%	%	%	%	%	%	%	%	%	%	%

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	9	7	11	8	8	9	13	2	9	11	30
Fairly left-wing	21	25	23	21	19	15	23	19	23	45	36
Slightly left-of-centre	27	26	26	22	29	40	39	55	33	33	19
Centre	9	9	8	11	10	3	11	14	19	5	6
Slightly right-of-centre	4	2	4	5	3	4	6	6	4	4	3
Fairly right-wing	2	2	1	3	2	1	4	3	2	1	2
Very right-wing	1	2	1	2	0	1	2	0	1	1	1
Don't know	28	28	27	30	29	28	1	2	9	0	1
Average*	-39	-39	-43	-33	-39	-40	-35	-29	-35	-49	-59

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

Conservative Party

Very left-wing	1	1	1	1	1	1	1	0	2	1	0
Fairly left-wing	2	3	3	2	1	0	3	1	1	3	4
Slightly left-of-centre	2	0	2	4	1	1	1	1	3	1	4
Centre	7	7	9	8	6	3	3	7	17	6	9
Slightly right-of-centre	23	25	25	23	20	21	9	23	28	56	39
Fairly right-wing	21	23	23	17	21	25	25	42	24	27	31
Very right-wing	15	14	11	16	20	19	59	24	14	5	11
Don't know	29	27	27	30	30	29	0	2	10	0	2
Average*	47	47	42	44	55	59	75	60	40	39	41

Liberal Democrats

Very left-wing	3	4	4	4	2	0	3	0	4	3	13
Fairly left-wing	6	8	7	6	5	3	6	3	4	14	18
Slightly left-of-centre	14	15	16	12	13	15	9	20	17	31	25
Centre	19	17	22	16	17	20	20	21	30	28	18
Slightly right-of-centre	15	14	12	17	17	16	21	32	17	16	20
Fairly right-wing	7	5	6	7	10	11	24	12	9	2	1
Very right-wing	3	4	2	2	4	6	14	5	4	1	1
Don't know	32	33	31	34	32	30	3	6	15	4	5
Average*	1	-3	-6	1	10	16	28	16	4	-16	-26

Total	Voting intention			2010 Vote			Lib Dem Voters		Gender		Age				Social grade	
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Loyal	Disloyal	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1952	598	606	141	628	548	420	123	297	952	1000	233	502	670	547	1097	828
1952	567	592	142	603	513	439	122	317	948	1004	130	470	756	596	1255	670
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

David Cameron

Very left-wing	1	0	3	0	1	3	0	0	0	1	1	2	0	1	2	1	2
Fairly left-wing	1	1	2	0	1	2	1	0	2	2	1	0	2	2	2	1	2
Slightly left-of-centre	2	3	1	3	4	1	2	3	1	2	2	3	2	2	3	1	
Centre	10	18	5	14	17	3	10	13	8	11	10	9	9	10	12	11	10
Slightly right-of-centre	21	37	9	28	32	11	21	27	18	26	16	18	20	22	21	25	15
Fairly right-wing	18	17	21	24	17	19	25	23	25	20	17	13	13	22	21	22	14
Very right-wing	17	5	35	8	5	35	14	9	16	17	16	9	11	19	22	14	20
Don't know	29	18	25	23	22	27	28	25	29	20	38	46	42	23	18	23	37
Average*	48	33	62	42	31	63	50	43	53	46	48	38	43	49	48	45	48

Ed Miliband

Very left-wing	13	25	6	8	26	7	6	9	5	15	11	6	9	13	21	15	11
Fairly left-wing	25	34	25	29	31	25	27	29	26	29	22	21	20	27	29	29	20
Slightly left-of-centre	16	13	25	15	11	25	18	14	19	19	13	9	14	19	18	18	14
Centre	9	4	13	13	4	10	12	13	12	8	9	7	9	8	8	7	10
Slightly right-of-centre	4	2	4	6	3	4	5	6	4	4	3	5	3	5	2	4	3
Fairly right-wing	2	1	2	2	1	2	2	2	2	2	1	2	1	2	2	2	1
Very right-wing	1	1	1	0	1	1	0	0	0	1	1	3	0	1	1	1	2
Don't know	30	20	25	28	24	26	30	28	31	21	39	47	44	25	18	24	38
Average*	-45	-62	-36	-40	-62	-38	-39	-41	-38	-47	-46	-32	-45	-44	-54	-48	-42

Nick Clegg

Very left-wing	1	2	1	1	2	1	1	2	1	2	1	3	1	1	2	2	1
Fairly left-wing	6	9	2	3	11	2	4	3	5	8	3	9	5	5	6	6	5
Slightly left-of-centre	12	24	3	16	21	4	11	18	9	13	11	6	9	15	13	15	8
Centre	20	28	14	36	24	14	25	33	22	23	18	15	19	20	24	23	17
Slightly right-of-centre	14	13	16	13	14	14	17	13	19	14	13	9	10	17	15	16	11
Fairly right-wing	9	2	19	3	2	18	9	4	11	11	7	6	8	10	9	9	9
Very right-wing	5	1	13	0	1	12	2	0	3	4	5	4	2	6	6	3	7
Don't know	33	21	31	28	25	34	30	28	31	25	42	47	46	27	24	27	42
Average*	10	-12	41	-3	-12	38	9	-4	13	6	13	0	6	12	9	5	17

Yourself

Very left-wing	3	1	7	1	1	7	3	1	4	4	3	3	4	3	2	3	4
Fairly left-wing	9	1	19	8	1	18	10	8	11	8	10	9	8	11	7	8	9
Slightly left-of-centre	13	2	26	18	2	25	17	16	18	17	9	7	10	16	14	16	8
Centre	22	23	21	36	22	20	27	36	23	22	22	12	18	22	30	21	23
Slightly right-of-centre	13	31	3	13	28	4	9	13	8	17	9	9	10	16	14	16	8
Fairly right-wing	8	18	1	2	18	1	2	3	2	10	5	5	7	7	10	8	7
Very right-wing	3	6	1	1	6	1	1	1	0	3	2	3	0	4	4	4	2
Don't know	30	18	23	21	23	24	30	22	33	19	40	51	42	21	20	24	38
Average*	-1	32	-33	-7	32	-32	-14	-6	-20	0	-7	-4	-8	-2	5	1	-5

Total	Region					Yourself on Left Right Scale				
	London	Rest of South	Midlands / Wales	North	Scotland	Very/ Fairly Left Wing	Slightly Left Wing	Centre	Slightly Right Wing	Very/ Fairly Right Wing
1952	252	637	416	479	168	233	251	429	254	200
1952	302	618	390	442	200	266	310	423	268	224
	%	%	%	%	%	%	%	%	%	%

David Cameron

Very left-wing	1	1	2	1	1	1	1	0	2	2	0
Fairly left-wing	1	1	1	3	1	0	4	1	2	2	3
Slightly left-of-centre	2	3	2	2	2	0	1	2	3	3	6
Centre	10	11	12	10	8	7	3	7	20	14	15
Slightly right-of-centre	21	22	23	22	18	18	8	22	30	47	34
Fairly right-wing	18	20	20	15	18	20	23	36	19	24	27
Very right-wing	17	16	12	16	21	23	60	28	14	7	14
Don't know	29	28	28	30	31	30	1	3	11	2	2
Average*	48	46	41	43	53	60	74	60	36	35	40

Ed Miliband

Very left-wing	13	10	16	15	11	11	15	5	13	24	43
Fairly left-wing	25	28	28	19	27	24	37	35	24	44	41
Slightly left-of-centre	16	19	16	14	14	26	23	35	23	19	4
Centre	9	8	7	11	11	3	12	13	19	5	3
Slightly right-of-centre	4	4	3	6	3	4	6	5	5	2	5
Fairly right-wing	2	2	1	2	2	2	4	1	2	2	2
Very right-wing	1	1	1	1	1	0	3	0	2	0	1
Don't know	30	27	30	32	32	30	1	6	12	4	3
Average*	-45	-44	-52	-41	-44	-47	-40	-40	-36	-60	-68

Nick Clegg

Very left-wing	1	2	1	2	2	0	2	0	2	2	3
Fairly left-wing	6	8	7	6	4	2	4	2	4	11	22
Slightly left-of-centre	12	11	14	10	12	10	7	13	15	23	24
Centre	20	20	24	18	17	22	18	24	30	40	20
Slightly right-of-centre	14	12	11	15	16	16	20	23	18	16	19
Fairly right-wing	9	8	8	10	10	9	27	17	9	2	6
Very right-wing	5	7	3	4	6	7	20	8	5	1	2
Don't know	33	32	32	35	34	34	4	13	17	5	4
Average*	10	8	2	10	14	21	38	25	9	-10	-14

Yourself

Very left-wing	3	4	1	4	5	3	27	0	0	0	0
Fairly left-wing	9	9	7	6	14	8	73	0	0	0	0
Slightly left-of-centre	13	14	12	10	12	22	0	100	0	0	0
Centre	22	19	23	25	19	23	0	0	100	0	0
Slightly right-of-centre	13	16	15	13	11	7	0	0	0	100	0
Fairly right-wing	8	7	9	8	6	7	0	0	0	0	73
Very right-wing	3	4	3	2	3	1	0	0	0	0	27
Don't know	30	28	29	32	31	28	0	0	0	0	0
Average*	-1	-1	6	0	-11	-11	-76	-33	0	33	76