

# YouGov Survey Results

Sample Size: 2052 GB Adults  
Fieldwork: 21st - 22nd October 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 |   |
| <b>Weighted Sample</b><br>2052   | X              | X   | X       | X    | 624       | 482 | 431     | 995    | 1057   | 244   | 519   | 702   | 587 | 1170         | 882  | 263    | 667           | 439              | 505   | 179      |   |
| <b>Unweighted Sample</b><br>2052 | 476            | 585 | 111     | 288  | 593       | 519 | 448     | 1001   | 1051   | 206   | 394   | 851   | 601 | 1349         | 703  | 275    | 686           | 427              | 486   | 178      |   |
|                                  | %              | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

Over the last six months, do you think David Cameron has moved his political position towards your own views, away from your own views, or has he kept his position much the same?

|                           |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Towards my own position   | <b>15</b> | 37 | 4  | 3  | 20 | 31 | 9  | 8  | 18 | 13 | 10 | 15 | 13 | 21 | 17 | 13 | 17 | 15 | 16 | 17 | 7  |
| Away from my own position | <b>28</b> | 5  | 44 | 55 | 27 | 13 | 37 | 39 | 31 | 25 | 34 | 26 | 28 | 26 | 28 | 28 | 30 | 28 | 23 | 26 | 43 |
| Has stayed much the same  | <b>46</b> | 53 | 47 | 40 | 50 | 50 | 47 | 46 | 44 | 48 | 30 | 44 | 51 | 47 | 46 | 45 | 37 | 49 | 48 | 46 | 40 |
| Don't know                | <b>11</b> | 5  | 6  | 3  | 3  | 6  | 7  | 7  | 8  | 15 | 26 | 15 | 8  | 6  | 9  | 14 | 16 | 9  | 13 | 12 | 9  |

Over the last six months, do you think David Cameron has moved his political position towards the left, towards the right, or has he kept his position much the same?

|                          |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Towards the left         | <b>3</b>  | 4  | 2  | 4  | 6  | 4  | 4  | 2  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 3  | 6  | 2  | 4  | 4  | 1  |
| Towards the right        | <b>33</b> | 29 | 42 | 56 | 22 | 26 | 42 | 44 | 44 | 22 | 38 | 29 | 35 | 33 | 40 | 24 | 34 | 32 | 31 | 31 | 46 |
| Has stayed much the same | <b>43</b> | 55 | 41 | 27 | 59 | 56 | 38 | 36 | 40 | 46 | 24 | 38 | 46 | 52 | 41 | 46 | 39 | 46 | 42 | 45 | 34 |
| Don't know               | <b>21</b> | 12 | 15 | 13 | 13 | 14 | 16 | 18 | 13 | 28 | 37 | 30 | 16 | 11 | 16 | 27 | 21 | 20 | 23 | 20 | 20 |