

Public Understanding of ‘Progressive’



Joe Twyman
Director of Political and Social Research
YouGov

@JoeTwyman



Definitions of 'Progressive'

Sometimes in politics people talk about things being 'progressive'.

In your own words, how would you define the term 'progressive'?

Seven Broad Definitions of 'Progressive'

1. Forward / Future / Modern:

'Forward looking'

'Progressive is an adjective that can be used to refer to a person or company or even political party that is looking to develop and move forward rather than remain with the same views and stagnant'

Seven Broad Definitions of 'Progressive'

2. Improvement:

'It can mean that positive changes happen as a result of a particular action'

'When progress is made: an improvement for the better, or a development is made that supersedes a current state of being. It doesn't mean change for changes sake, or the pursuit of dogma to its ultimate conclusion.'

Seven Broad Definitions of 'Progressive'

3. Social Justice / Left Politics:

'Progressive for me denotes that the trajectory is towards greater democracy, social justice and equality for all.'

'Long term improvement to society through socially just and equitable policies - i.e. balancing out society so equal opportunity is ensured. It is NOT conservatism, which by definition means favouring the status quo over 'progressive' change.'

Seven Broad Definitions of 'Progressive'

4. Innovation:

'MOVING AHEAD INTRODUCING DIFFERENT ANSWERS TO OLD QUESTIONS.'

'Looking for new ideas to solve problems, i.e. wind farms rather than fossil fuels or nuclear energy, but not blindly accepting ideas which are not of benefit, like GM technology or chemical 'food' products. Progressive can mean to accept what was good in the past, i.e. local food for local people.'

Seven Broad Definitions of 'Progressive'

5. Cynical Response / Anti Politics:

'Progressing their career.'

'I think this is often a term used to cover up the real meaning of what is going on. Instead of saying that something is difficult or will hit poor people hardest, they gloss it over with a term like progressive to give it a positive spin.'

Seven Broad Definitions of 'Progressive'

6. Other

'Double speak for capitalism.'

'Taking a stand.'

'Wishy-washy liberal politics'

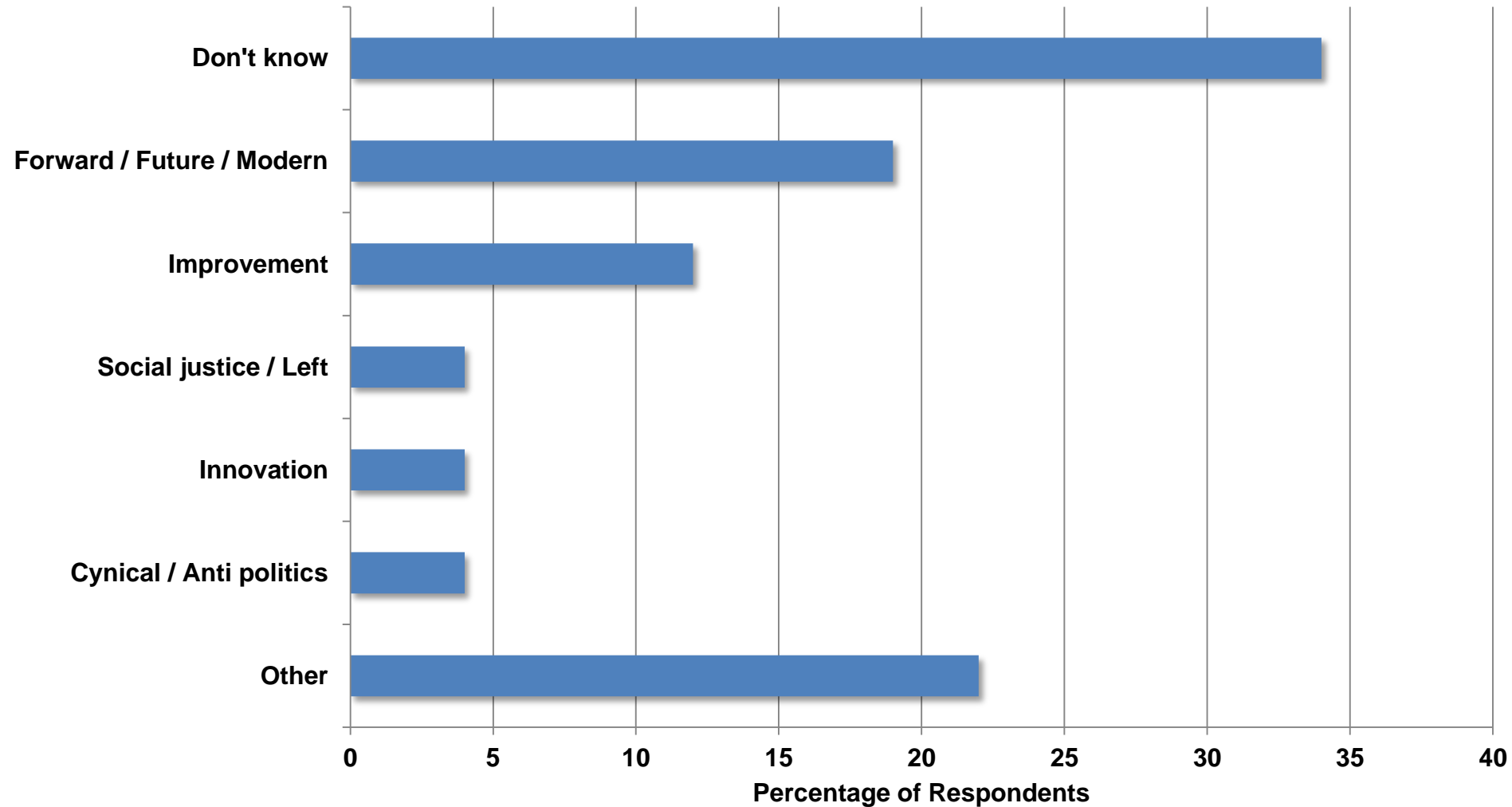
'I would assume that it referred to political correctness.'

'Theft'

'Look after the people who where born here .stop giving aid away charity begins at home STOP POKING OUR NOSES IN OTHER COUNTRIES AFFAIRS AND THE SPECIAL RELATION SHIP WITH AMERICA IS ONLY TO SUIT THEM.'

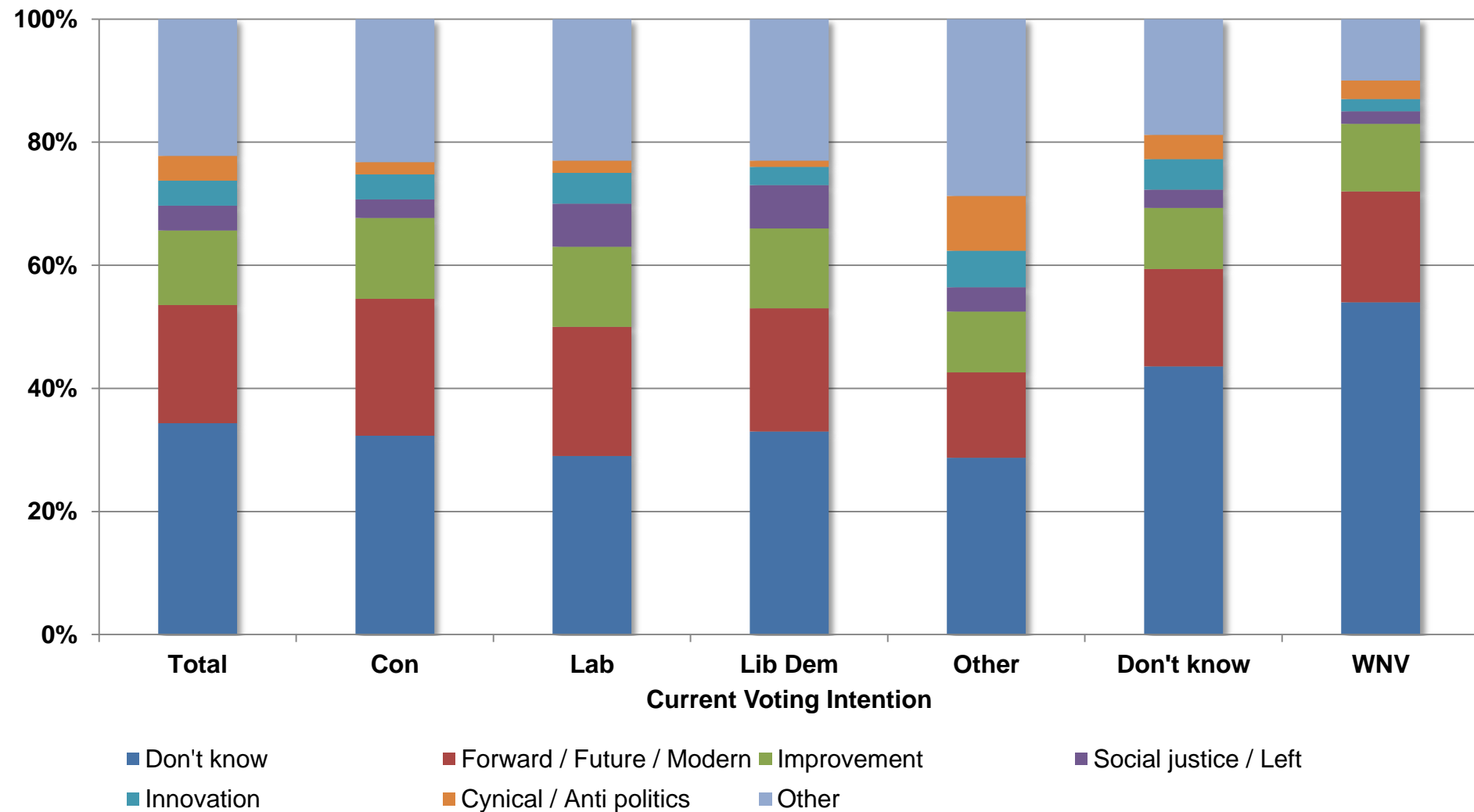
7. Don't know

Definitions of 'Progressive'



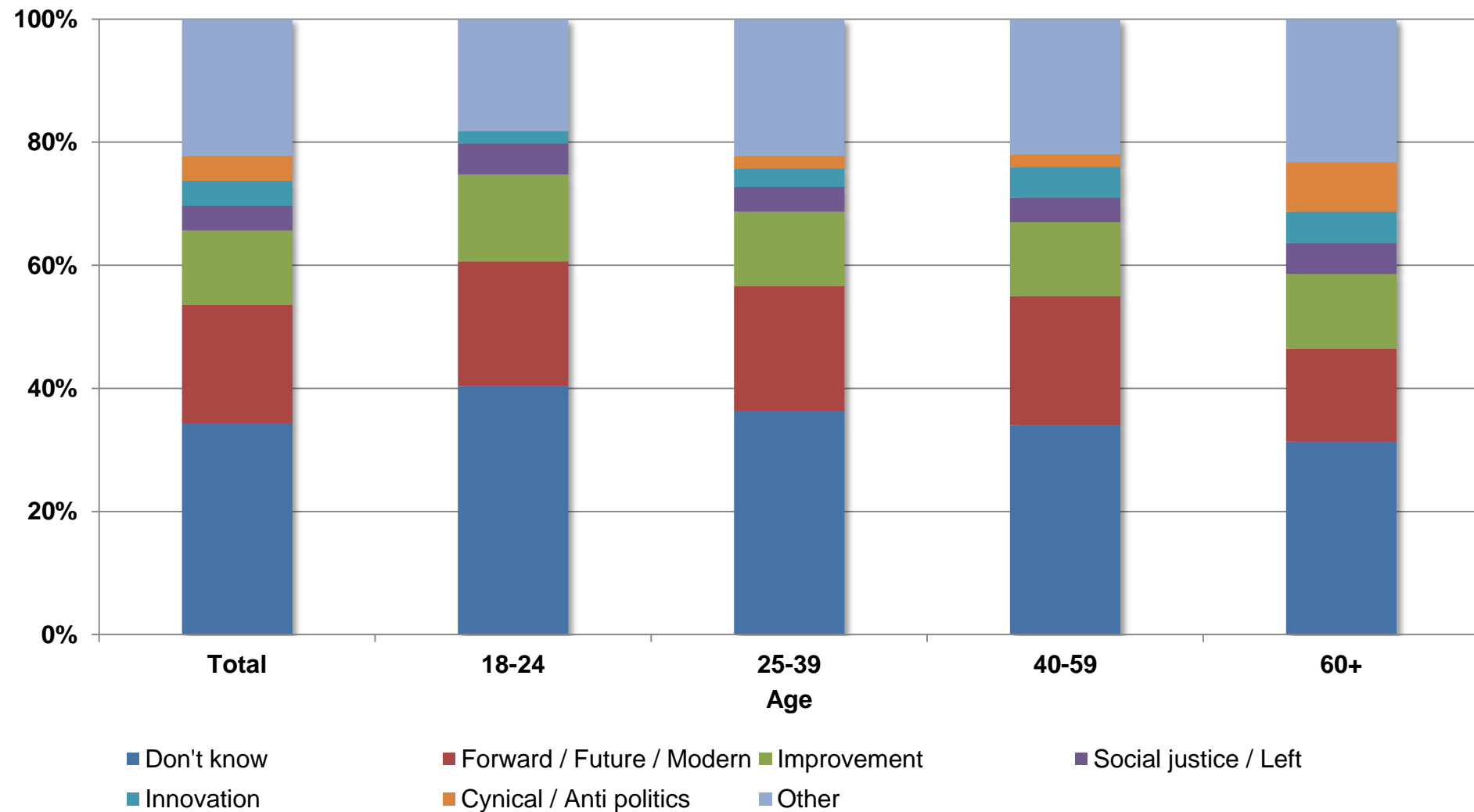
Source: YouGov Fieldwork: 22nd – 23rd April 2012 Sample: 1,651 British adults

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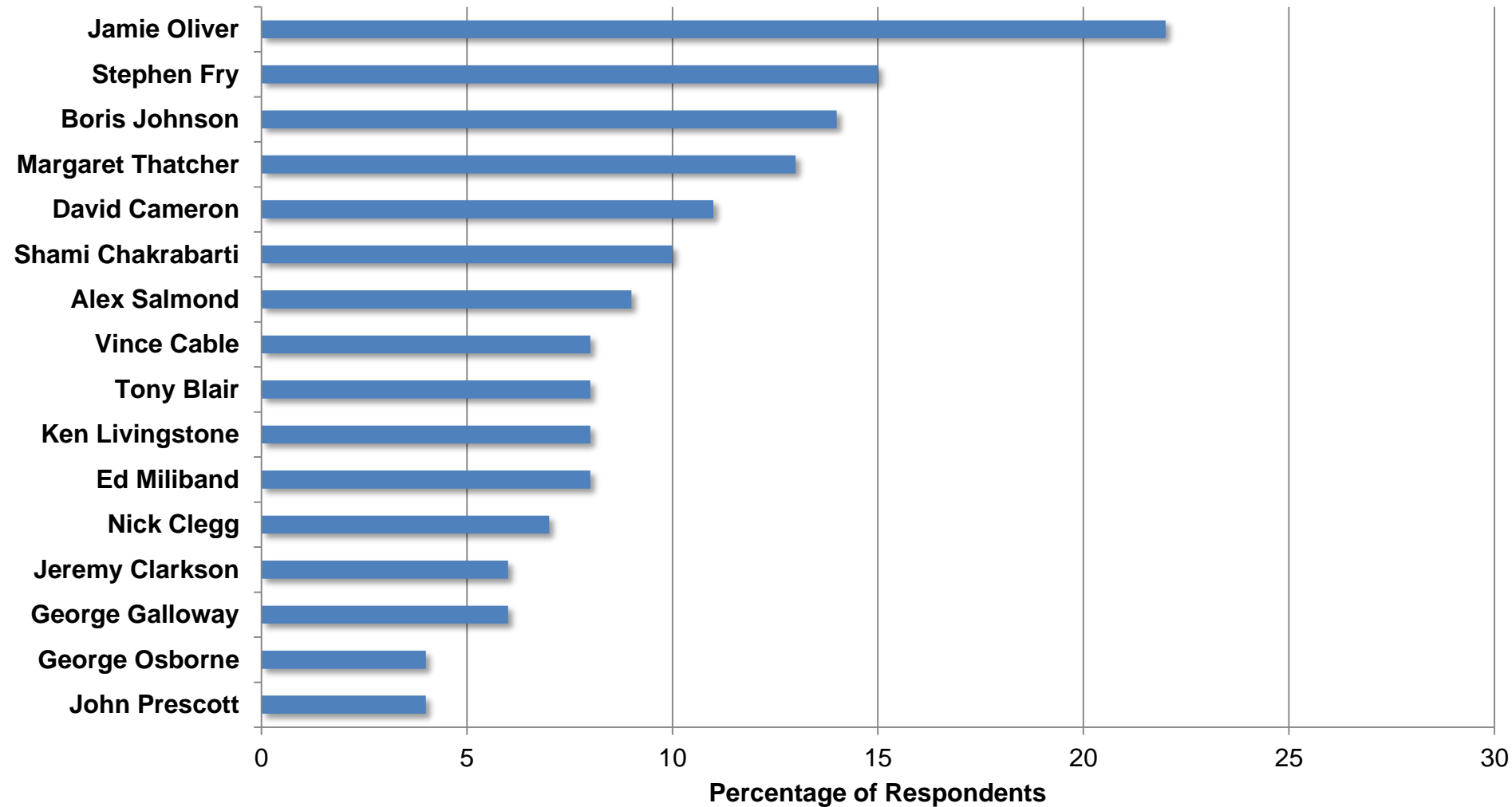
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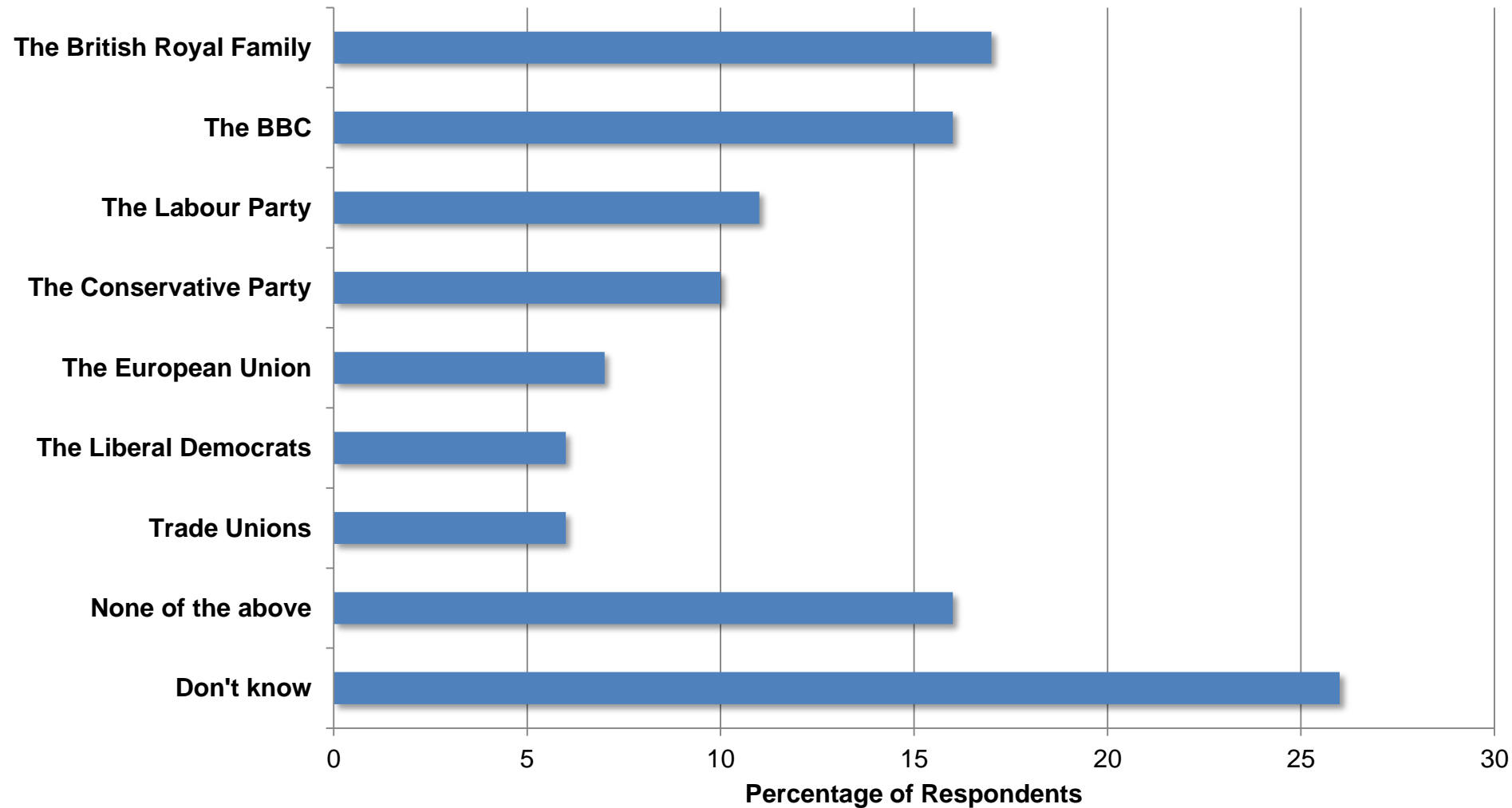
Which of the following would you say are 'progressive'? Please tick all that apply



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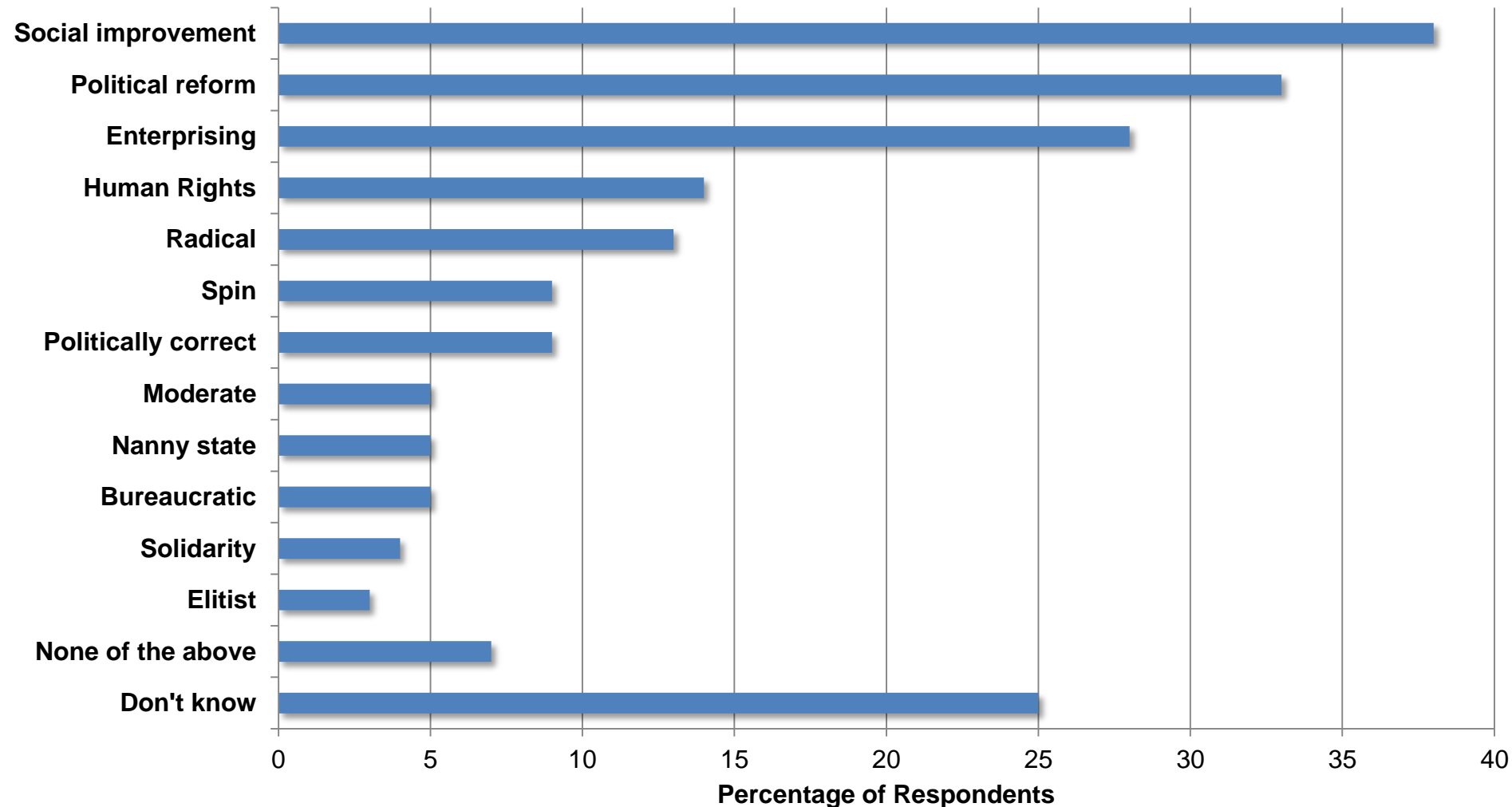
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Please tick all that apply



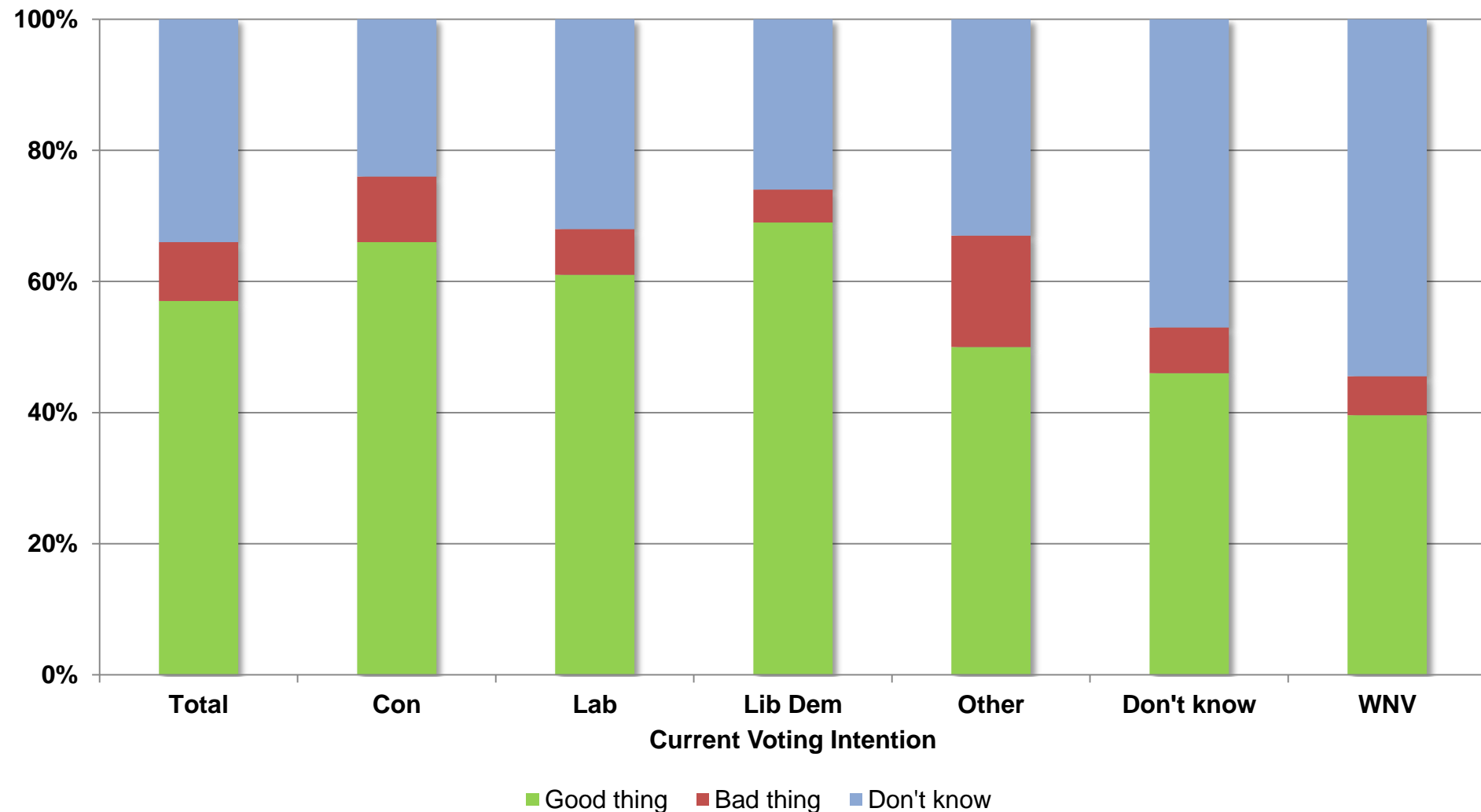
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And which of the following words / phrases do you most associate with 'progressive' politics? (Please tick up to three)



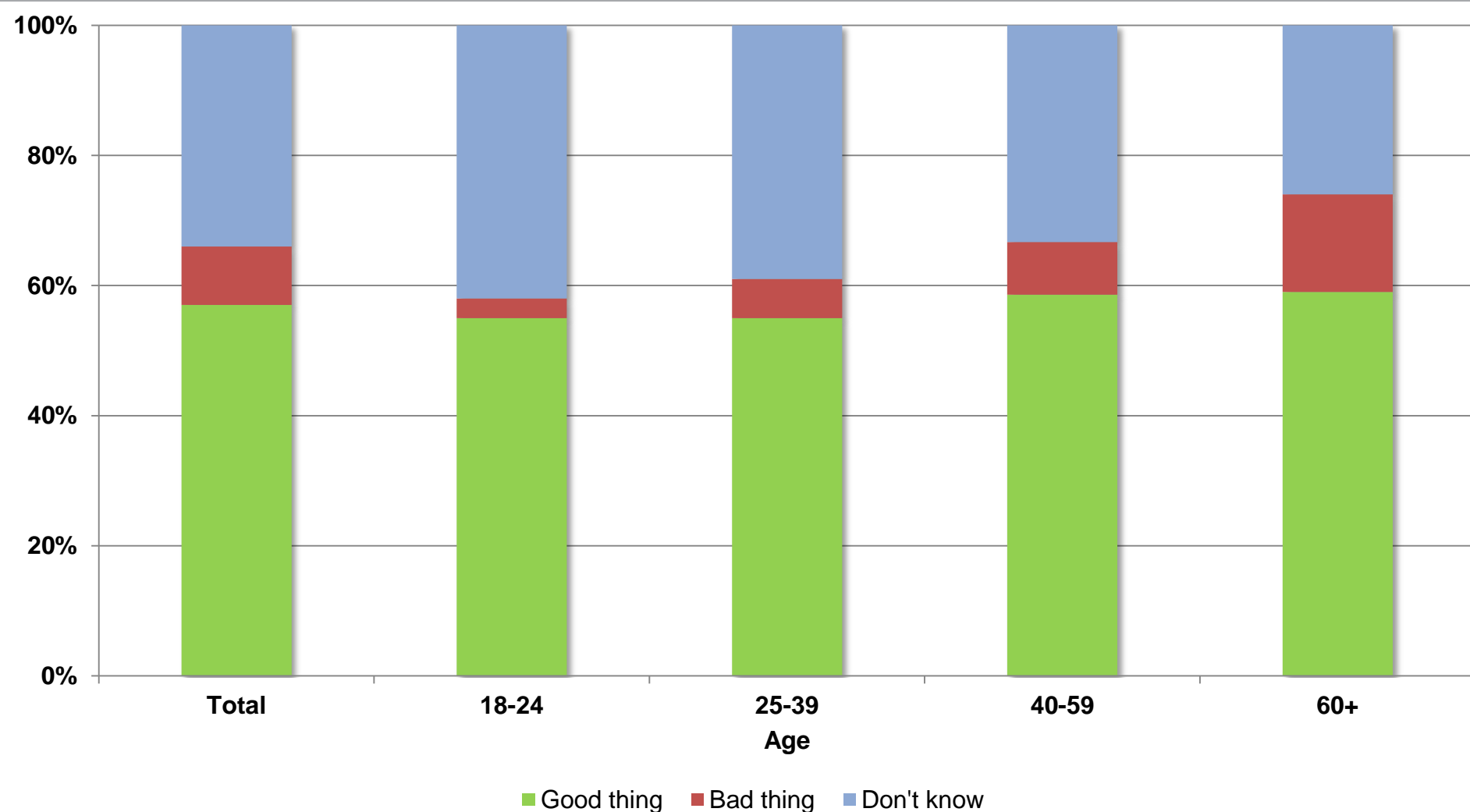
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Generally speaking would you say being 'progressive' is a good thing or a bad thing?



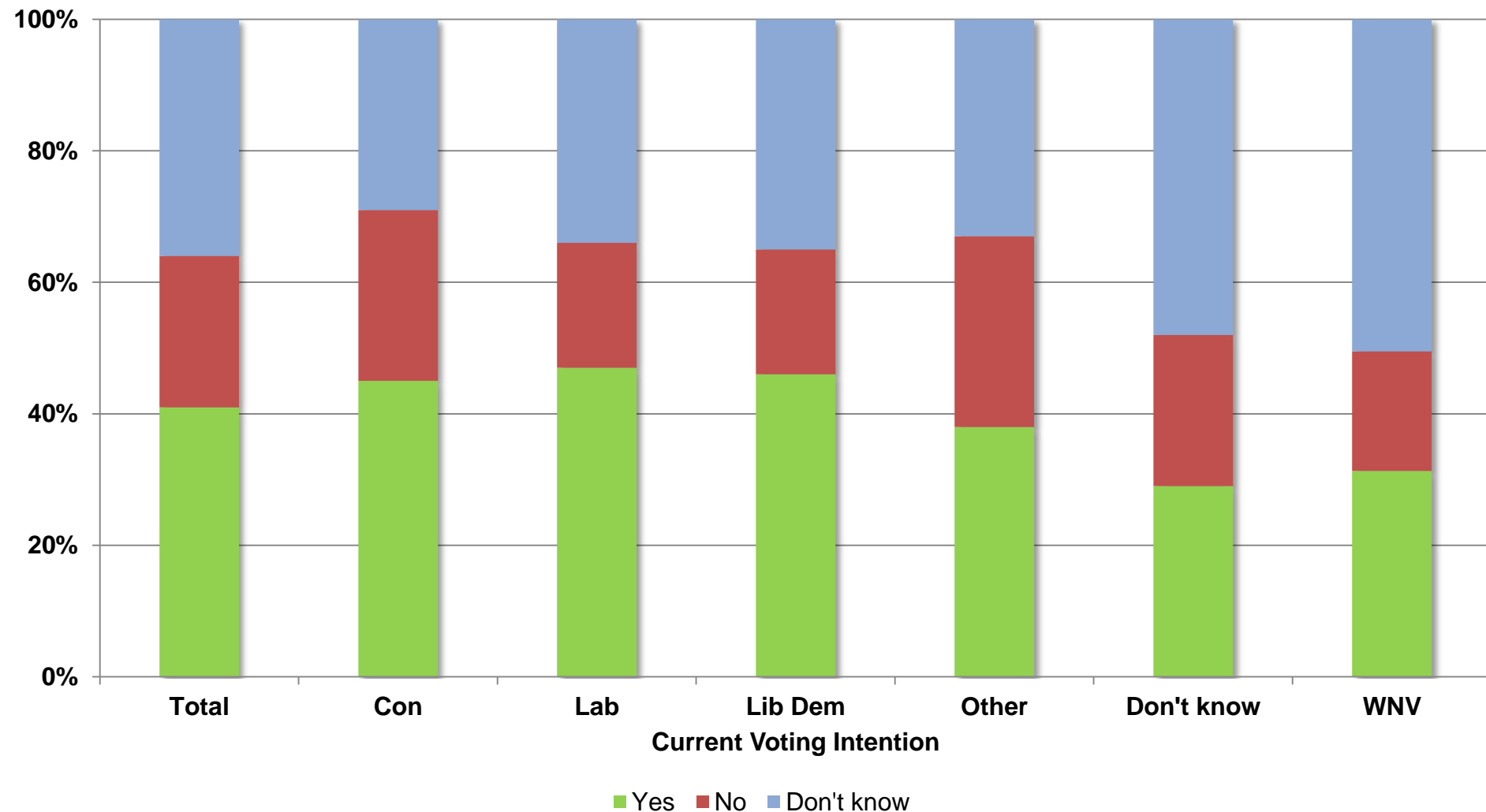
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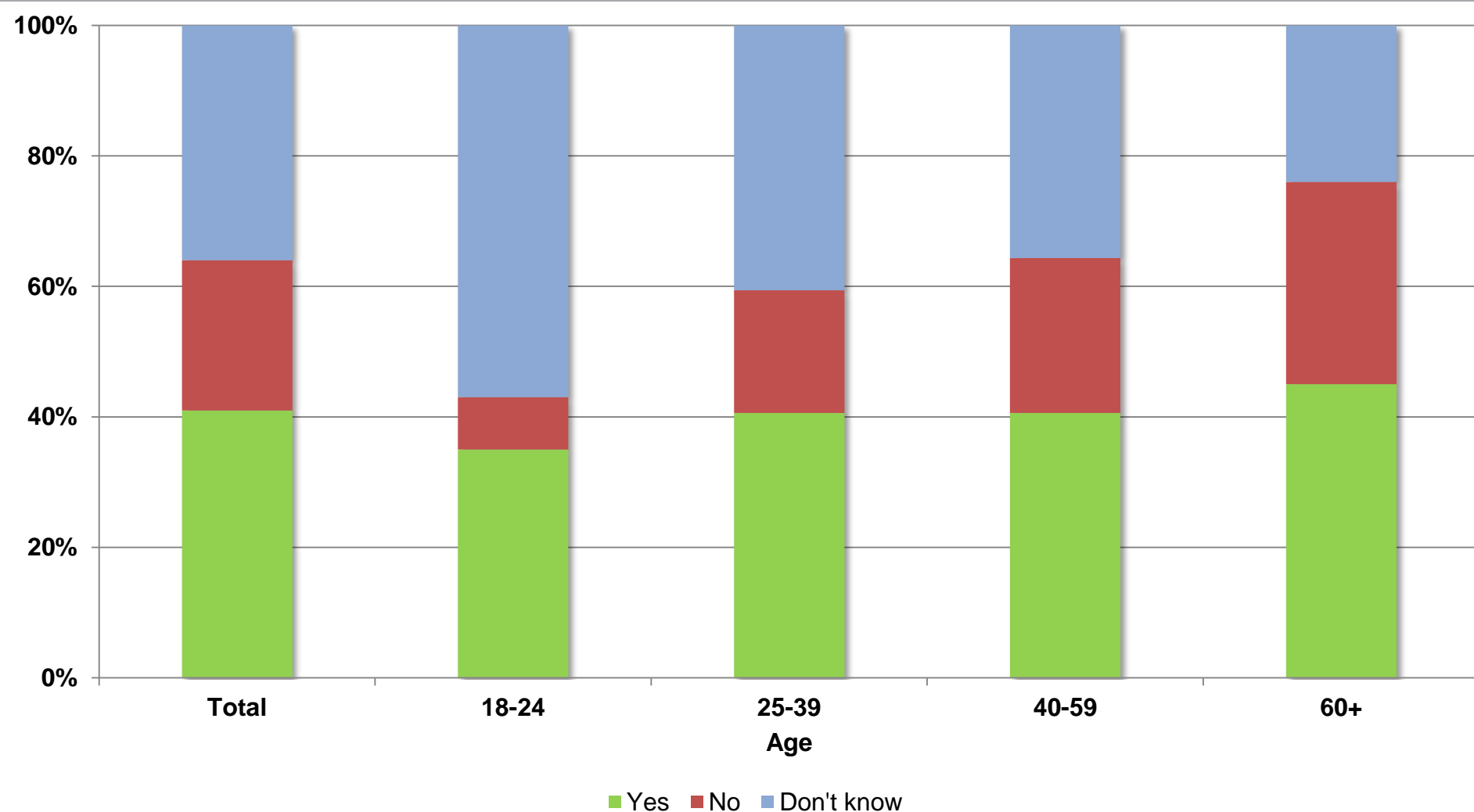
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And generally speaking would you describe yourself as 'progressive'?



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Generally speaking, while people do not really have a clear idea of what ‘progressive’ means, they do have a sense it is something good.

YouGov Survey Results

Sample Size: 1651 GB Adults
Fieldwork: 22nd - 23rd April 2012

	Voting intention				Gender		Age			
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted Sample	1651	404	555	106	802	849	200	421	565	466
Unweighted Sample	1651	406	542	100	772	879	162	434	642	413
	%	%	%	%	%	%	%	%	%	%

Sometimes in politics people talk about things being 'progressive'. In your own words, how would you define the term 'progressive'?

Forward / Future / Modern	18	21	19	20	15	20	17	19	20	14
Improvement	13	14	15	14	13	13	16	13	12	13
Social justice / Left	4	3	6	7	6	3	6	4	3	5
Innovation	4	3	4	2	3	5	2	3	5	4
Cynical / Anti politics	3	2	2	2	4	3	0	1	2	8
Other	21	22	22	21	22	19	19	23	21	20
Don't know	37	34	33	35	38	37	40	37	37	35

Which of the following would you say are 'progressive'? Please tick all that apply

Jamie Oliver	21	24	22	22	19	23	15	19	23	22
The British Royal Family	18	28	17	13	17	18	8	16	19	23
The BBC	17	16	23	15	20	13	23	17	16	15
Stephen Fry	16	17	18	18	16	15	18	13	17	15
Boris Johnson	14	33	5	10	15	12	8	11	11	22
Margaret Thatcher	12	29	4	7	13	11	4	9	13	17
The Labour Party	12	2	31	6	17	8	17	13	11	12
David Cameron	11	32	3	7	12	9	7	10	9	15
The Conservative Party	10	33	3	3	13	7	8	9	10	12
Tony Blair	9	5	14	10	12	6	12	8	8	9
Ed Miliband	9	2	21	4	12	6	11	7	8	12
Shami Chakrabarti	9	6	12	13	10	9	9	5	9	13
Alex Salmond	8	3	9	11	10	6	8	4	9	10
The European Union	7	4	8	10	9	4	13	5	4	8
Trade Unions	7	2	14	3	9	4	10	5	6	7
Vince Cable	7	7	5	23	9	5	8	5	6	10
Ken Livingstone	7	3	14	4	10	4	9	4	8	9
Nick Clegg	6	10	3	26	9	4	5	7	5	7
Jeremy Clarkson	6	12	3	3	9	4	6	6	5	7
George Galloway	6	4	8	3	9	4	5	5	6	7
The Liberal Democrats	6	7	3	32	8	4	6	7	5	6
John Prescott	4	1	8	0	6	3	6	2	4	5
George Osborne	4	10	1	5	6	2	1	4	2	6
None of the above	16	11	15	10	16	15	10	13	18	18
Don't know	26	20	22	29	21	31	41	31	24	19

Fieldwork: 22nd - 23rd April 2012

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	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
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Unweighted Sample	1651	406	542	100	772	879	162	434	642	413
	%	%	%	%	%	%	%	%	%	%

And which of the following words / phrases do you most associate with 'progressive' politics? (Please tick up to three)

Social improvement	35	36	44	38	36	35	31	31	39	37
Political reform	32	38	36	44	35	29	21	30	35	36
Enterprising	26	34	25	35	26	26	19	25	27	28
Human Rights	13	13	16	11	15	12	19	11	12	14
Radical	11	10	12	19	13	10	8	7	15	12
Spin	9	9	7	7	10	7	6	6	10	11
Politically correct	9	10	6	4	11	6	5	6	11	10
Bureaucratic	6	5	6	3	6	6	7	5	4	8
Moderate	5	7	4	5	6	3	6	4	5	4
Nanny state	5	7	4	2	5	6	2	3	5	10
Solidarity	4	3	6	4	5	4	6	2	3	7
Elitist	3	2	4	0	3	3	1	2	3	5
None of the above	7	8	5	5	7	7	4	9	6	8
Don't know	27	20	24	24	22	31	40	33	24	19

Generally speaking would you say being 'progressive' is a good thing or a bad thing?

Good thing	57	68	60	66	60	54	56	53	58	59
Bad thing	9	10	8	6	11	7	7	7	8	13
Don't know	35	22	33	28	30	39	38	39	35	28

And generally speaking would you describe yourself as 'progressive'?

Yes	41	45	48	40	45	37	35	39	41	44
No	22	26	19	22	24	21	9	19	24	29
Don't know	37	29	33	37	31	43	55	41	35	28



**For more information please contact
Joe Twyman, Director of Political and Social Research
Email: Joe.Twyman@YouGov.com
Twitter: [@JoeTwyman](https://twitter.com/JoeTwyman)**

