

# YouGov Survey Results

Sample Size: 1736 GB Adults  
Fieldwork: 10th - 11th May 2016

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1736</b>	490	406	104	169	840	896	201	743	427	365	990	746	208	576	373	418	160
<b>Unweighted Sample</b>	<b>1736</b>	500	426	119	177	756	980	180	691	455	410	1075	661	197	579	378	418	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place yourself?

Very left-wing	3	0	6	1	1	4	2	7	3	2	1	3	3	3	3	2	3	4
Fairly left-wing	12	1	26	12	2	12	11	19	12	12	6	13	10	17	8	10	14	14
Slightly left-of-centre	15	4	29	33	8	18	12	11	15	17	13	17	11	16	12	14	16	21
Centre	18	22	13	17	21	19	18	17	18	17	22	17	21	15	20	19	18	14
Slightly right-of-centre	14	29	4	8	22	15	12	8	11	15	21	17	10	15	17	13	11	12
Fairly right-wing	9	22	1	3	18	10	8	7	5	12	16	10	8	7	12	7	9	5
Very right-wing	1	2	0	0	2	1	1	0	1	1	2	1	1	0	1	2	1	0
Don't know	28	19	21	25	26	21	36	30	37	23	18	22	37	27	27	32	28	29
<b>AVERAGE</b>	<b>-8</b>	<b>42</b>	<b>-47</b>	<b>-27</b>	<b>31</b>	<b>-9</b>	<b>-7</b>	<b>-31</b>	<b>-17</b>	<b>-3</b>	<b>18</b>	<b>-7</b>	<b>-9</b>	<b>-17</b>	<b>4</b>	<b>-5</b>	<b>-13</b>	<b>-23</b>

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

Which, if any, of the following online social networks are you currently a member of? Please tick all that apply.

Facebook	72	71	74	75	59	68	77	81	79	69	58	72	74	70	74	71	71	79
Twitter	32	28	39	33	22	34	30	51	39	26	16	35	29	37	32	28	35	33
LinkedIn	21	23	23	31	19	25	18	25	25	21	13	29	12	32	23	16	17	24
Instagram	19	18	21	18	9	15	24	50	24	11	3	20	19	22	16	18	23	21
Google+	17	15	15	13	14	21	14	29	20	13	11	17	17	20	17	15	18	18
Pinterest	14	13	15	17	9	6	22	20	16	15	8	15	14	14	15	15	14	13
Snapchat	11	9	10	13	6	8	13	48	10	3	0	12	9	9	11	10	10	14
Tumblr	6	3	8	3	3	5	6	25	5	3	0	7	5	8	6	6	5	4
MySpace	2	2	4	0	1	2	2	2	3	1	1	2	2	4	1	2	2	3
Vine	1	1	1	1	1	2	1	5	1	0	0	1	1	1	1	1	1	3
Bebo	0	0	1	0	0	1	0	2	0	0	0	0	0	0	0	0	1	1
Other	2	1	1	1	0	3	0	2	2	1	1	1	2	1	2	1	0	4
Not applicable - I am not currently a member of any social networks	18	20	20	14	32	22	15	4	12	22	35	17	20	18	18	20	21	10
Don't know	2	2	1	2	0	3	1	7	2	1	0	2	2	4	1	2	1	4

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	Left / Right Scale										
Total	Very left-wing	Fairly left-wing	Slightly left-of-centre	ALL LEFT WING	Centre	Slightly right-of-centre	Fairly right-wing	Very right-wing	ALL RIGHT WING	Don't know	
<b>Weighted Sample</b>	<b>1736</b>	50	201	254	504	321	241	157	19	416	494
<b>Unweighted Sample</b>	<b>1736</b>	54	225	271	550	311	258	168	21	447	428
	%	%	%	%	%	%	%	%	%	%	%

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place yourself?

Very left-wing	<b>3</b>	100	0	0	10	0	0	0	0	0	0
Fairly left-wing	<b>12</b>	0	100	0	40	0	0	0	0	0	0
Slightly left-of-centre	<b>15</b>	0	0	100	50	0	0	0	0	0	0
Centre	<b>18</b>	0	0	0	0	100	0	0	0	0	0
Slightly right-of-centre	<b>14</b>	0	0	0	0	0	100	0	0	58	0
Fairly right-wing	<b>9</b>	0	0	0	0	0	0	100	0	38	0
Very right-wing	<b>1</b>	0	0	0	0	0	0	0	100	4	0
Don't know	<b>28</b>	0	0	0	0	0	0	0	0	0	100
<b>AVERAGE</b>	<b>-8</b>	<b>-100</b>	<b>-67</b>	<b>-33</b>	<b>-53</b>	<b>0</b>	<b>33</b>	<b>67</b>	<b>100</b>	<b>49</b>	

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

Which, if any, of the following online social networks are you currently a member of? Please tick all that apply.

Facebook	<b>72</b>	73	80	72	75	77	71	63	65	68	71
Twitter	<b>32</b>	56	46	39	43	28	28	29	19	28	27
LinkedIn	<b>21</b>	29	28	24	26	18	30	24	22	28	13
Instagram	<b>19</b>	17	25	16	20	19	15	13	9	14	24
Google+	<b>17</b>	29	23	17	20	19	17	12	14	15	15
Pinterest	<b>14</b>	17	18	18	18	12	13	11	9	12	14
Snapchat	<b>11</b>	13	16	7	12	6	9	8	0	8	14
Tumblr	<b>6</b>	18	12	7	10	5	4	5	5	5	3
MySpace	<b>2</b>	7	4	2	3	2	1	1	5	1	2
Vine	<b>1</b>	2	3	0	2	1	0	3	0	1	1
Bebo	<b>0</b>	0	1	0	1	0	0	0	0	0	0
Other	<b>2</b>	2	2	1	1	3	1	1	0	1	2
Not applicable - I am not currently a member of any social networks	<b>18</b>	11	14	21	17	16	19	28	30	23	18
Don't know	<b>2</b>	0	0	0	0	0	1	1	0	1	6

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	Vote in 2015					Gender		Age				Social Grade		Region				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about your Facebook feed, please say if you tend to see more news from left-wing sources, from right-wing sources or an even balance of news posts on it?**

[Only asked to Facebook members; n=1260]

More news from left-wing sources	<b>20</b>	17	29	19	14	24	18	34	21	18	12	26	14	24	19	18	20	30
More news from right-wing sources	<b>6</b>	7	5	8	9	6	5	7	5	8	3	5	6	2	8	3	7	4
A roughly even balance of both	<b>23</b>	24	26	27	22	25	21	22	22	24	24	24	21	25	21	24	23	20
See no or very few political posts	<b>29</b>	36	23	35	34	28	30	16	26	32	43	27	32	27	31	33	24	30
Don't know	<b>22</b>	16	17	12	22	17	27	21	26	18	18	18	29	21	22	22	26	17

**Thinking about your Twitter feed, please say if you tend to see more news from left-wing sources, from right-wing sources or an even balance of news posts on it?**

[Only asked to Twitter members; n=571]

More news from left-wing sources	<b>20</b>	15	29	21	12	22	19	32	17	20	16	26	12	22	16	19	25	24
More news from right-wing sources	<b>5</b>	8	2	0	23	7	3	8	3	6	7	5	4	3	6	2	7	4
A roughly even balance of both	<b>20</b>	23	21	14	21	24	16	21	20	18	24	21	19	28	22	17	15	24
See no or very few political posts	<b>31</b>	37	25	48	37	33	30	21	32	37	36	31	33	19	37	39	28	26
Don't know	<b>23</b>	18	23	16	8	15	32	19	27	20	18	18	33	28	20	22	26	23

**Thinking about the internet in general, please say if you tend to see more news from left-wing sources, from right-wing sources or an even balance of news posts on it?**

More news from left-wing sources	<b>11</b>	14	12	10	10	13	9	20	10	11	10	15	6	15	12	8	11	14
More news from right-wing sources	<b>9</b>	6	12	10	9	11	6	9	9	10	6	9	8	9	8	6	9	11
A roughly even balance of both	<b>32</b>	33	36	37	35	36	28	31	33	31	33	36	27	32	34	32	32	27
See no or very few political posts	<b>22</b>	27	17	24	26	19	24	11	18	26	32	19	26	17	22	27	19	23
Don't know	<b>26</b>	20	23	19	21	20	32	29	31	22	19	21	32	27	24	27	28	24

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		Very left-wing	Fairly left-wing	Slightly left-of-centre	ALL LEFT WING	Centre	Slightly right-of-centre	Fairly right-wing	Very right-wing	ALL RIGHT WING	Don't know
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		%	%	%	%	%	%	%	%	%	%

Thinking about your Facebook feed, please say if you tend to see more news from left-wing sources, from right-wing sources or an even balance of news posts on it?

[Only asked to Facebook members; n=1260]

More news from left-wing sources	<b>20</b>	63	45	32	40	10	27	18	28	24	4
More news from right-wing sources	<b>6</b>	2	7	9	7	4	5	19	17	11	0
A roughly even balance of both	<b>23</b>	9	23	30	25	37	25	18	31	23	9
See no or very few political posts	<b>29</b>	22	18	23	21	34	33	37	17	34	32
Don't know	<b>22</b>	5	7	6	7	15	10	8	6	9	55

Thinking about your Twitter feed, please say if you tend to see more news from left-wing sources, from right-wing sources or an even balance of news posts on it?

[Only asked to Twitter members; n=571]

More news from left-wing sources	<b>20</b>	55	40	22	34	15	19	11	26	16	6
More news from right-wing sources	<b>5</b>	9	2	2	3	2	5	28	50	15	0
A roughly even balance of both	<b>20</b>	10	24	22	21	33	26	20	24	23	7
See no or very few political posts	<b>31</b>	23	18	32	25	31	41	33	0	36	38
Don't know	<b>23</b>	3	17	22	17	19	9	8	0	9	49

Thinking about the internet in general, please say if you tend to see more news from left-wing sources, from right-wing sources or an even balance of news posts on it?

More news from left-wing sources	<b>11</b>	29	23	12	18	6	20	17	31	19	1
More news from right-wing sources	<b>9</b>	33	17	16	18	5	6	13	6	9	1
A roughly even balance of both	<b>32</b>	22	37	43	39	47	43	34	26	39	11
See no or very few political posts	<b>22</b>	12	11	18	15	22	21	29	26	24	27
Don't know	<b>26</b>	4	11	11	10	20	10	7	10	9	60