

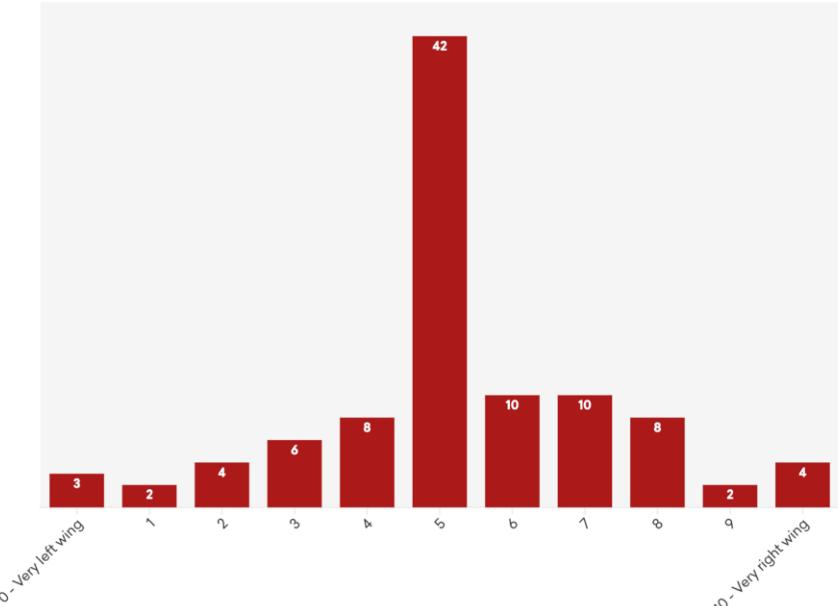
The median Briton is centre right

When asked to describe their political position on a scale from left to right, the largest group of Britons put themselves directly in the centre, at 5. This is followed by the next largest groups of people who put themselves at 6 or 7, just to the right of centre.

*If we take the region between 5 and 6.5 as a proxy for people who say they are centre-right then about 22 million voters occupy this region.**

The median Briton positions themselves just right of centre

Sometimes politics is described as being on a left-right scale. Where do you put your own views on that scale, where 0 is very left wing, and 10 is very right wing



Britain's centre right feel no parties represent them

More importantly, it is these centrist and centre-right voters who feel least represented by the current options for who to vote for.

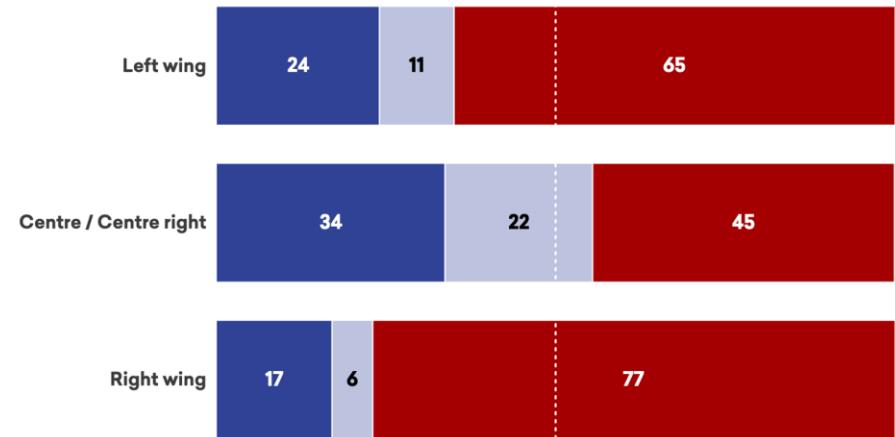
Almost one in three Britons (28 per cent) say that no parties represent their views. These voters are much more likely to be centrist, former Conservative voters who now vote for left-leaning parties. 34 per cent of voters who describe themselves as centrist or centre right say there are no parties that represent their views, and Liberal Democrat voters are the most likely to say that there are no parties that represent them.

In short despite the unprecedented level of electoral fragmentation, and greater choice, centrist/centre right votes are significantly more likely to say that their views are not represented.

One third of centrists say no party represents their views

- Which of the following comes closest to your view?
- There are no parties that represents my views
 - Don't know
 - There is at least one party that represents my views

Where do you put your own views on scale, where 0 is very left wing, and 10 is very right wing?



Methodology

The polling and focus groups for this research were conducted by More in Common. More in Common is a member of the British Polling Council and abides by their rules.

More in Common polled 8,921 people, representative of GB adults between the 24th November and 16th December 2025.

Separately, More in Common polled 4,105 people, representative of GB adults between 7th and 13th January 2025.

Both polls were conducted via online survey. The samples were weighted to be representative of the GB population by age/sex, region, education level, ethnicity, and recalled 2024 vote.

In addition, More in Common conducted five focus groups in December 2025. These were used to inform the design of the surveys.