

YouGov Survey Results

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 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	
Weighted Sample	2109	X	X	X	X	638	519	427	1023	1086	251	534	721	603	1202	907	270	685	451	519	183
Unweighted Sample	2109	501	593	109	253	585	556	465	1024	1085	224	367	911	607	1462	647	244	680	426	500	259
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your dream house or apartment, would you prefer to have...

One big living space, with the kitchen as part of the open plan area	19	19	20	20	17	14	19	19	19	19	30	21	20	12	19	20	29	17	17	19	18
A separate kitchen and living room	74	78	75	73	79	83	74	75	73	75	48	71	76	85	75	73	62	76	77	75	77
Don't know/neither	7	3	5	7	4	3	6	6	8	6	22	7	4	3	6	7	10	7	6	7	5

In your dream bathroom which would you choose...

A big walk-in shower with no bath	43	51	39	42	50	51	39	42	48	38	33	41	43	50	44	42	39	45	47	40	44
A bath that you can shower in	47	43	52	42	44	43	50	46	43	51	49	48	49	44	46	48	48	45	46	49	49
Don't know/neither	10	6	9	15	6	6	11	12	9	11	19	11	8	7	10	10	13	11	7	11	7

Would your dream house or apartment be...

A lovely old building, with period features	48	52	44	43	48	52	49	50	41	55	29	47	54	51	47	50	39	49	52	50	43
A lovely modern architect-designed building	38	39	43	38	38	36	37	36	43	32	44	42	35	33	40	35	44	34	38	36	44
Don't know/neither	14	10	13	19	14	12	15	15	16	13	27	11	11	16	13	15	16	17	10	14	12

Would your dream house or apartment be decorated...

Mainly in neutral shades	72	80	71	68	75	83	69	71	72	72	51	64	75	84	71	73	64	72	80	72	64
With vibrant colours	17	14	19	16	17	11	19	17	17	18	24	25	16	10	18	16	24	16	13	17	25
Don't know/neither	11	6	10	16	8	6	11	11	11	10	25	12	8	7	11	11	12	12	7	11	11