

YouGov / Times RedBox Survey Results

Sample Size: 1753 GB Adults
Fieldwork: 7th - 8th January 2015

	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	1753	X	X	X	X	526	424	311	850	903	209	444	600	501	999	754	224	570	375	431	153
Unweighted Sample	1753	464	466	106	213	547	416	338	888	865	137	328	708	580	1171	582	204	599	370	426	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to choose, which of the following directions would you like the next government to take Britain in?

Trying to keep down or reduce the amount of tax that people pay, even if it means public services do less or have to do things with less money	14	24	7	6	26	24	9	6	20	9	14	14	15	14	16	11	15	16	13	13	14
Giving public services more money and more investment to try and improve services, even if it means many people have to pay more in tax	42	24	67	56	29	27	60	57	39	45	38	36	41	52	44	40	39	40	43	44	53
Keeping the levels of tax and the money spent on public services about the same	32	46	18	32	38	42	22	29	32	33	21	36	36	30	31	34	31	37	32	30	26
Don't know	11	6	7	6	7	7	9	8	9	12	26	14	8	5	8	14	14	8	13	13	8