

YouGov / Times RedBox Survey Results

Sample Size: 1649 GB Adults
 Fieldwork: 11th - 12th 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 | 1649 | X | X | X | X | 499 | 426 | 306 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 | |
| Unweighted Sample | 1649 | 411 | 399 | 79 | 242 | 508 | 399 | 310 | 834 | 815 | 152 | 308 | 625 | 564 | 1117 | 532 | 170 | 536 | 384 | 409 | 150 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Doing more to reduce the amount the government borrows and the debt it builds up, even if it means public services do less or have to do things with less money | 24 | 44 | 9 | 29 | 30 | 38 | 12 | 20 | 32 | 17 | 25 | 21 | 23 | 28 | 27 | 20 | 23 | 26 | 26 | 21 | 25 |
| Giving public services more money and more investment to try and improve services, even if it means the government has to borrow more and builds up more debt | 32 | 12 | 58 | 26 | 30 | 18 | 49 | 37 | 33 | 31 | 31 | 30 | 34 | 33 | 31 | 34 | 27 | 28 | 35 | 38 | 32 |
| Keeping the amount of borrowing and the money spent on public services about the same | 29 | 37 | 21 | 35 | 30 | 34 | 25 | 30 | 25 | 32 | 22 | 30 | 29 | 30 | 31 | 26 | 33 | 30 | 27 | 26 | 29 |
| Don't know | 15 | 8 | 12 | 9 | 10 | 10 | 14 | 13 | 9 | 20 | 22 | 19 | 14 | 9 | 11 | 20 | 17 | 15 | 12 | 16 | 14 |