

## YouGov / Times RedBox Survey Results

Sample Size: 1834 GB Adults  
Fieldwork: 13th - 14th 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	
<b>Weighted Sample</b> 1834	X	X	X	X	521	455	398	889	945	218	464	627	525	1045	789	235	596	392	451	160	
Unweighted Sample	1834	438	481	95	243	497	436	426	922	912	210	316	711	597	1253	581	192	573	408	470	191
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine David Cameron and the Conservatives won the next general election and formed a government. After five years do you think you personally would be better or worse off?

Better off	<b>20</b>	57	2	17	13	45	3	14	23	16	20	20	18	22	21	17	21	26	15	17	12
Worse off	<b>45</b>	3	77	41	49	13	75	54	45	44	40	37	52	44	41	49	39	38	48	51	52
About the same	<b>27</b>	34	16	41	32	34	16	27	25	28	23	30	23	29	30	22	30	28	27	23	25
Don't know	<b>9</b>	6	5	1	6	8	6	5	6	12	17	13	7	6	8	11	11	8	10	9	12

And imagine Ed Miliband and the Labour party won the next general election and formed a government. After five years do you think you personally would be better or worse off?

Better off	<b>17</b>	1	49	13	4	5	37	17	18	17	19	19	21	11	16	20	19	15	19	21	10
Worse off	<b>45</b>	82	6	50	68	78	13	39	48	42	34	36	45	57	49	39	44	54	38	40	45
About the same	<b>26</b>	11	36	33	22	11	37	34	26	25	28	28	24	25	26	25	25	22	30	26	29
Don't know	<b>12</b>	6	9	4	5	7	12	10	8	16	20	17	11	7	10	16	13	10	13	13	15