

## YouGov / The Times Survey Results

Sample Size: 1663 GB Adults  
Fieldwork: 3rd - 4th 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
<b>Weighted Sample</b>	<b>1663</b>	X	X	X	X	475	411	334	807	856	198	421	569	476	948	715	213	540	356	409	145
Unweighted Sample	1663	420	417	95	224	494	407	346	797	866	108	308	655	592	1113	550	209	528	347	391	188
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 5-6	Dec 3-4																				
<b>Who would you trust more to run the economy?</b>																						
David Cameron and George Osborne	36	42	95	6	56	57	86	13	34	49	36	30	41	42	49	49	34	46	47	43	37	32
Ed Miliband and Ed Balls	25	26	0	75	14	3	1	59	26	26	26	23	25	27	25	23	29	27	21	27	30	25
Not sure	39	32	5	20	30	40	13	28	40	26	38	46	34	31	25	28	37	27	32	30	34	44

**If the Conservatives win the next election do you think that you personally will be better or worse off in five years time?**

Much better off	3	11	0	5	1	7	1	2	5	2	5	5	3	2	5	1	4	4	2	4	3
A little better off	18	50	6	14	14	39	7	10	22	14	13	14	19	21	21	14	21	20	18	16	13
<b>TOTAL BETTER OFF</b>	<b>21</b>	<b>61</b>	<b>6</b>	<b>19</b>	<b>15</b>	<b>46</b>	<b>8</b>	<b>12</b>	<b>27</b>	<b>16</b>	<b>18</b>	<b>19</b>	<b>22</b>	<b>23</b>	<b>26</b>	<b>15</b>	<b>25</b>	<b>24</b>	<b>20</b>	<b>20</b>	<b>16</b>
No real difference	26	33	16	31	33	33	19	29	27	26	27	27	23	28	28	23	25	28	25	27	21
A little worse off	19	2	28	28	24	7	26	28	18	21	25	16	19	21	18	21	18	20	19	19	22
Much worse off	23	1	46	16	23	6	43	23	22	25	11	22	29	22	17	31	20	17	28	25	34
<b>TOTAL WORSE OFF</b>	<b>42</b>	<b>3</b>	<b>74</b>	<b>44</b>	<b>47</b>	<b>13</b>	<b>69</b>	<b>51</b>	<b>40</b>	<b>46</b>	<b>36</b>	<b>38</b>	<b>48</b>	<b>43</b>	<b>35</b>	<b>52</b>	<b>38</b>	<b>37</b>	<b>47</b>	<b>44</b>	<b>56</b>
Don't know	10	4	4	5	5	8	4	8	7	13	20	14	7	6	10	10	12	11	9	9	7

**If Labour win the next election do you think that you personally will be better or worse off in five years time?**

Much better off	3	1	9	0	0	1	5	1	4	2	4	4	3	1	2	3	5	2	2	3	3
A little better off	16	7	41	12	5	6	35	16	15	17	17	18	17	14	16	16	21	13	13	21	12
<b>TOTAL BETTER OFF</b>	<b>19</b>	<b>8</b>	<b>50</b>	<b>12</b>	<b>5</b>	<b>7</b>	<b>40</b>	<b>17</b>	<b>19</b>	<b>19</b>	<b>21</b>	<b>22</b>	<b>20</b>	<b>15</b>	<b>18</b>	<b>19</b>	<b>26</b>	<b>15</b>	<b>15</b>	<b>24</b>	<b>15</b>
No real difference	27	18	32	31	21	18	34	34	27	27	38	30	25	23	29	26	23	27	31	26	32
A little worse off	22	38	9	27	24	30	12	26	23	22	11	18	25	28	24	20	23	25	20	21	23
Much worse off	20	30	4	21	45	35	7	14	23	17	10	14	21	27	19	21	14	21	22	17	23
<b>TOTAL WORSE OFF</b>	<b>42</b>	<b>68</b>	<b>13</b>	<b>48</b>	<b>69</b>	<b>65</b>	<b>19</b>	<b>40</b>	<b>46</b>	<b>39</b>	<b>21</b>	<b>32</b>	<b>46</b>	<b>55</b>	<b>43</b>	<b>41</b>	<b>37</b>	<b>46</b>	<b>42</b>	<b>38</b>	<b>46</b>
Don't know	12	6	5	9	6	9	7	9	8	15	20	16	9	8	10	14	13	12	12	12	7

Fieldwork: 3rd - 4th 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	1663	X	X	X	X	475	411	334	807	856	198	421	569	476	948	715	213	540	356	409	145
Unweighted Sample	1663	420	417	95	224	494	407	346	797	866	108	308	655	592	1113	550	209	528	347	391	188
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the Conservatives win the next election do you think that British business will be better or worse off in five years time?

Much better off	8	23	2	6	6	17	3	5	10	6	4	8	8	10	10	6	9	9	6	8	9
A little better off	30	59	14	35	32	53	14	29	36	25	34	24	28	38	34	25	33	31	32	30	24
<b>TOTAL BETTER OFF</b>	<b>38</b>	<b>82</b>	<b>16</b>	<b>41</b>	<b>38</b>	<b>70</b>	<b>17</b>	<b>34</b>	<b>46</b>	<b>31</b>	<b>38</b>	<b>32</b>	<b>36</b>	<b>48</b>	<b>44</b>	<b>31</b>	<b>42</b>	<b>40</b>	<b>38</b>	<b>38</b>	<b>33</b>
No real difference	23	8	32	28	26	11	33	26	21	24	23	21	25	22	23	23	19	21	28	22	23
A little worse off	14	1	21	19	18	5	22	18	13	14	12	15	14	13	11	17	11	16	11	13	17
Much worse off	11	1	23	6	8	2	19	11	11	11	8	13	15	7	7	17	12	8	13	12	15
<b>TOTAL WORSE OFF</b>	<b>25</b>	<b>2</b>	<b>44</b>	<b>25</b>	<b>26</b>	<b>7</b>	<b>41</b>	<b>29</b>	<b>24</b>	<b>25</b>	<b>20</b>	<b>28</b>	<b>29</b>	<b>20</b>	<b>18</b>	<b>34</b>	<b>23</b>	<b>24</b>	<b>24</b>	<b>25</b>	<b>32</b>
Don't know	14	7	7	6	8	12	9	11	7	20	20	19	11	10	14	13	16	15	11	14	11

If Labour win the next election do you think that British business will be better or worse off in five years time?

Much better off	3	2	8	0	1	1	6	1	4	2	4	4	3	2	2	4	5	2	4	3	1
A little better off	15	5	40	12	5	5	32	18	17	14	9	16	18	14	15	16	16	14	12	20	14
<b>TOTAL BETTER OFF</b>	<b>18</b>	<b>7</b>	<b>48</b>	<b>12</b>	<b>6</b>	<b>6</b>	<b>38</b>	<b>19</b>	<b>21</b>	<b>16</b>	<b>13</b>	<b>20</b>	<b>21</b>	<b>16</b>	<b>17</b>	<b>20</b>	<b>21</b>	<b>16</b>	<b>16</b>	<b>23</b>	<b>15</b>
No real difference	28	19	35	32	21	17	35	34	30	27	40	30	27	24	29	27	26	27	31	28	32
A little worse off	19	30	7	30	25	26	11	22	20	18	14	15	19	26	19	19	18	19	20	18	21
Much worse off	18	35	2	17	36	37	4	11	22	15	9	13	20	25	20	17	14	22	19	16	18
<b>TOTAL WORSE OFF</b>	<b>37</b>	<b>65</b>	<b>9</b>	<b>47</b>	<b>61</b>	<b>63</b>	<b>15</b>	<b>33</b>	<b>42</b>	<b>33</b>	<b>23</b>	<b>28</b>	<b>39</b>	<b>51</b>	<b>39</b>	<b>36</b>	<b>32</b>	<b>41</b>	<b>39</b>	<b>34</b>	<b>39</b>
Don't know	16	10	8	10	12	13	12	13	8	23	24	22	13	10	15	17	20	16	13	16	14

If the Conservatives win the next election do you think that the country as a whole will be better or worse off in five years time?

Much better off	6	22	1	6	2	16	1	2	9	4	2	7	6	8	8	5	6	7	7	6	6
A little better off	25	62	4	22	23	51	7	19	28	22	21	19	24	31	29	19	25	28	24	23	17
<b>TOTAL BETTER OFF</b>	<b>31</b>	<b>84</b>	<b>5</b>	<b>28</b>	<b>25</b>	<b>67</b>	<b>8</b>	<b>21</b>	<b>37</b>	<b>26</b>	<b>23</b>	<b>26</b>	<b>30</b>	<b>39</b>	<b>37</b>	<b>24</b>	<b>31</b>	<b>35</b>	<b>31</b>	<b>29</b>	<b>23</b>
No real difference	16	9	14	24	25	13	17	19	16	16	12	17	17	16	16	17	13	16	15	18	14
A little worse off	18	1	27	28	23	8	24	26	18	17	22	16	17	19	18	18	14	19	20	16	21
Much worse off	24	1	49	13	19	4	44	26	22	26	19	26	28	21	20	30	25	18	25	27	34
<b>TOTAL WORSE OFF</b>	<b>42</b>	<b>2</b>	<b>76</b>	<b>41</b>	<b>42</b>	<b>12</b>	<b>68</b>	<b>52</b>	<b>40</b>	<b>43</b>	<b>41</b>	<b>42</b>	<b>45</b>	<b>40</b>	<b>38</b>	<b>48</b>	<b>39</b>	<b>37</b>	<b>45</b>	<b>43</b>	<b>55</b>
Don't know	11	4	5	7	8	8	6	8	7	15	24	15	7	6	10	12	17	11	9	10	7

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Unweighted Sample	1663	420	417	95	224	494	407	346	797	866	108	308	655	592	1113	550	209	528	347	391	188	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If Labour win the next election do you think that the country as a whole will be better or worse off in five years time?

Much better off	4	0	12	3	0	0	9	3	5	3	6	5	3	3	3	5	6	2	4	5	2
A little better off	18	5	49	15	4	5	40	19	19	17	17	17	20	16	19	16	18	16	18	21	14
<b>TOTAL BETTER OFF</b>	<b>22</b>	<b>5</b>	<b>61</b>	<b>18</b>	<b>4</b>	<b>5</b>	<b>49</b>	<b>22</b>	<b>24</b>	<b>20</b>	<b>23</b>	<b>22</b>	<b>23</b>	<b>19</b>	<b>22</b>	<b>21</b>	<b>24</b>	<b>18</b>	<b>22</b>	<b>26</b>	<b>16</b>
No real difference	21	13	24	30	16	13	25	27	20	21	21	26	20	17	19	23	17	20	22	22	23
A little worse off	21	33	7	27	23	26	12	27	20	22	18	19	21	24	23	19	23	23	22	17	21
Much worse off	24	44	2	21	50	48	6	14	29	20	15	17	26	33	25	24	19	27	24	22	31
<b>TOTAL WORSE OFF</b>	<b>45</b>	<b>77</b>	<b>9</b>	<b>48</b>	<b>73</b>	<b>74</b>	<b>18</b>	<b>41</b>	<b>49</b>	<b>42</b>	<b>33</b>	<b>36</b>	<b>47</b>	<b>57</b>	<b>48</b>	<b>43</b>	<b>42</b>	<b>50</b>	<b>46</b>	<b>39</b>	<b>52</b>
Don't know	12	5	6	5	7	8	8	9	7	17	24	16	10	7	11	14	18	13	9	12	9