

YouGov / The Times Survey Results

Sample Size: 2133 GB Adults
Fieldwork: 1st - 2nd October 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	2133	X	X	X	X	618	513	438	1035	1098	254	540	729	610	1216	917	273	693	456	525	186
Unweighted Sample	2133	565	648	118	231	574	568	451	1039	1094	216	469	814	634	1470	663	306	631	434	512	250
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some of the policies that David Cameron has said that he would implement during the next Parliament if the Conservatives win the next general election. For each one, please say whether you think it is a good idea or the wrong priority for the present time?

Increasing the personal tax allowance (the amount people can earn before paying income tax) from £10,000 to £12,500

Good idea	80	93	72	81	86	90	74	82	81	79	72	78	80	85	81	78	74	81	83	79	80
Wrong priority	13	4	22	13	11	6	20	12	13	12	10	14	14	11	13	12	17	11	11	13	15
Don't know	7	3	6	6	3	4	6	6	6	9	17	9	6	4	5	10	10	7	5	9	4

Increasing the threshold for the 40% rate of income tax from £41,900 to £50,000

Good idea	49	77	31	43	53	74	36	39	51	46	40	47	50	53	53	43	50	49	50	48	43
Wrong priority	39	16	57	51	40	18	54	49	40	38	34	35	42	39	37	41	36	38	39	37	50
Don't know	13	7	11	7	7	8	11	12	9	16	26	18	8	8	10	16	14	13	10	15	7

Building an extra 100,000 affordable homes that will only be available to first time buyers

Good idea	64	79	60	72	57	71	59	66	68	60	66	67	60	64	66	61	69	66	63	58	64
Wrong priority	24	15	27	17	37	20	31	21	22	25	14	19	29	25	24	24	17	24	22	27	29
Don't know	12	6	13	11	7	10	11	13	10	15	20	14	11	10	11	15	14	10	15	14	7

Protecting the NHS in England from spending cuts

Good idea	86	90	89	93	88	89	90	90	86	87	79	86	87	90	87	86	84	87	89	88	81
Wrong priority	5	5	3	1	7	6	3	3	6	4	6	6	5	5	6	5	8	5	4	4	9
Don't know	8	5	7	6	5	5	6	7	7	9	16	8	8	5	8	9	9	8	7	8	10

Reducing the rate of corporation tax so it is the lowest among the G20 countries

Good idea	34	60	18	27	41	56	22	28	41	28	30	30	35	39	37	31	33	35	36	33	32
Wrong priority	36	18	52	46	35	20	50	43	40	32	34	35	38	36	38	34	37	36	35	33	46
Don't know	30	22	30	27	24	24	28	29	19	39	37	36	27	25	25	35	30	29	29	34	21

Renegotiate Britain's relationship with the EU to try and limit the rights of other EU citizens to live and work in Britain

Good idea	60	84	44	46	82	84	48	49	60	60	47	51	59	73	59	61	55	63	61	60	50
Wrong priority	25	9	40	43	12	8	36	37	29	22	31	26	28	19	28	22	30	24	23	24	36
Don't know	15	7	16	11	6	8	16	14	11	18	22	23	13	7	13	17	15	13	16	16	14

Sample Size: 2133 GB Adults
Fieldwork: 1st - 2nd October 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	2133	X	X	X	X	618	513	438	1035	1098	254	540	729	610	1216	917	273	693	456	525	186
Unweighted Sample	2133	565	648	118	231	574	568	451	1039	1094	216	469	814	634	1470	663	306	631	434	512	250
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the Conservatives did win the next election and introduced those policies, do you think the following groups of people would be better off, worse off, or would it make no difference?

Wealthy people

Would be better off if these policies were introduced	58	41	78	63	63	45	74	64	64	53	52	53	65	59	59	58	61	53	61	57	72
Would be worse off if these policies were introduced	5	7	2	11	4	6	4	8	4	6	6	10	3	4	5	5	7	7	3	5	4
Would make no real difference	26	45	14	20	26	41	15	21	24	27	19	22	25	33	27	24	22	29	25	27	20
Don't know	10	7	6	6	6	8	7	8	7	13	23	15	8	4	8	13	10	11	11	10	5

Less well off people

Would be better off if these policies were introduced	36	71	17	39	29	61	18	32	37	35	33	37	35	38	41	30	37	41	32	36	30
Would be worse off if these policies were introduced	32	7	53	37	32	11	51	40	31	33	26	30	33	35	29	36	34	27	31	33	46
Would make no real difference	20	14	23	19	30	18	22	19	22	18	16	18	22	20	20	20	16	19	25	19	20
Don't know	12	7	7	5	9	9	9	9	10	13	25	14	9	7	9	15	13	12	13	12	5

People like yourself

Would be better off if these policies were introduced	30	62	15	31	19	53	15	23	33	26	28	34	29	27	36	21	32	33	28	29	23
Would be worse off if these policies were introduced	23	3	40	22	29	8	40	26	22	24	17	20	28	23	18	30	21	19	23	26	35
Would make no real difference	36	29	39	39	44	31	38	39	35	36	31	31	34	44	37	34	34	37	37	34	36
Don't know	11	6	7	8	8	8	7	11	9	13	23	15	9	6	8	15	13	12	12	12	6

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	5	16	0	1	1	11	2	3	6	4	7	6	3	5	5	4	7	5	4	5	2
A little better off	23	52	10	25	12	42	10	20	26	20	21	22	22	25	29	15	22	26	21	22	20
TOTAL BETTER OFF	28	68	10	26	13	53	12	23	32	24	28	28	25	30	34	19	29	31	25	27	22
No real difference	27	25	23	38	31	28	21	31	26	28	27	26	24	30	28	25	25	32	26	23	26
A little worse off	18	3	28	24	28	9	28	21	18	19	11	19	21	18	18	20	20	16	18	21	20
Much worse off	19	1	35	7	22	6	34	17	19	18	13	15	25	17	13	26	16	12	23	21	29
TOTAL WORSE OFF	37	4	63	31	50	15	62	38	37	37	24	34	46	35	31	46	36	28	41	42	49
Don't know	8	3	5	5	6	5	5	8	5	11	21	11	5	4	7	11	11	8	8	9	3

And 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	2	1	6	0	0	1	5	2	3	1	3	4	3	0	2	2	4	2	2	2	2
A little better off	15	3	42	13	4	3	36	13	15	16	19	18	16	12	14	17	18	12	17	16	16
TOTAL BETTER OFF	17	4	48	13	4	4	41	15	18	17	22	22	19	12	16	19	22	14	19	18	18
No real difference	27	13	35	44	21	15	33	38	29	25	30	30	27	23	28	25	27	24	26	29	33
A little worse off	20	34	4	29	22	28	8	19	21	18	15	15	22	23	21	18	16	21	20	18	22
Much worse off	22	41	2	5	44	43	5	13	24	20	9	13	23	33	21	22	17	26	22	19	18
TOTAL WORSE OFF	42	75	6	34	66	71	13	32	45	38	24	28	45	56	42	40	33	47	42	37	40
Don't know	14	8	10	9	9	9	13	16	8	20	25	20	11	10	13	16	19	14	12	16	9