

YouGov Survey Results

Sample Size: 1751 GB Adults
Fieldwork: 28th - 29th July 2013

	Voting intention				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	1751	441	538	134	157	542	451	343	851	900	212	447	599	494	998	753	224	569	375	431	152	
Unweighted Sample	1751	443	520	114	206	568	428	355	813	938	132	448	662	509	1174	577	323	545	318	425	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	2	5	2	2	1	3	2	1	3	2	2	5	2	0	2	3	5	2	1	1	4
Get a little better	14	22	10	23	7	20	10	13	14	14	24	19	12	7	18	9	15	16	13	12	13
TOTAL BETTER	16	27	12	25	8	23	12	14	17	16	26	24	14	7	20	12	20	18	14	13	17
Stay about the same	39	47	36	43	35	42	36	46	38	41	34	36	40	44	41	37	38	38	43	37	42
Get a little worse	27	20	32	24	39	25	33	27	29	25	17	22	27	37	26	29	22	28	24	33	23
Get a lot worse	12	3	17	6	17	8	17	10	10	13	9	6	18	10	9	15	13	12	11	12	9
TOTAL WORSE	39	23	49	30	56	33	50	37	39	38	26	28	45	47	35	44	35	40	35	45	32
Don't know	6	3	4	1	2	2	3	3	6	5	14	12	2	1	4	7	6	3	8	5	9

How satisfied are you with each of the following? (Please tick one answer on each horizontal row)

The strength of Britain's economy at the moment

Very satisfied	2	3	1	3	0	2	1	0	2	1	2	3	1	1	1	2	3	2	0	2	1
Fairly satisfied	24	45	13	33	22	39	17	20	24	24	25	23	23	26	27	20	21	29	26	20	17
TOTAL SATISFIED	26	48	14	36	22	41	18	20	26	25	27	26	24	27	28	22	24	31	26	22	18
Not very satisfied	44	42	47	42	43	44	45	50	44	45	48	41	44	46	45	44	45	41	49	43	50
Not at all satisfied	24	6	35	20	31	12	33	26	25	24	16	21	30	24	23	26	24	25	17	29	26
TOTAL NOT SATISFIED	68	48	82	62	74	56	78	76	69	69	64	62	74	70	68	70	69	66	66	72	76
Don't know	6	3	5	1	4	3	4	4	5	6	10	11	3	3	4	8	7	3	7	7	6

The likely strength of Britain's economy in 12 months' time

Very satisfied	2	7	1	3	1	5	1	1	3	2	3	4	2	2	2	3	4	2	2	2	1
Fairly satisfied	30	59	15	45	28	48	19	27	31	28	35	27	29	31	34	24	25	36	34	24	20
TOTAL SATISFIED	32	66	16	48	29	53	20	28	34	30	38	31	31	33	36	27	29	38	36	26	21
Not very satisfied	37	21	45	32	37	32	44	36	36	38	35	39	36	37	36	38	38	32	41	36	46
Not at all satisfied	19	5	28	14	24	8	25	22	19	19	14	13	25	19	18	20	20	19	11	26	18
TOTAL NOT SATISFIED	56	26	73	46	61	40	69	58	55	57	49	52	61	56	54	58	58	51	52	62	64
Don't know	12	7	11	5	10	7	11	13	10	13	12	17	8	12	9	15	13	11	12	12	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Your family's standard of living at the moment

Very satisfied	6	14	4	8	2	9	4	5	7	6	9	9	4	7	8	5	10	8	6	5	2
Fairly satisfied	45	58	38	56	46	54	41	53	43	47	50	40	43	50	52	36	41	47	49	40	48
TOTAL SATISFIED	51	72	42	64	48	63	45	58	50	53	59	49	47	57	60	41	51	55	55	45	50
Not very satisfied	27	21	30	22	30	25	30	23	29	25	18	29	28	27	24	30	27	24	25	31	30
Not at all satisfied	18	5	24	13	20	11	23	17	16	19	15	13	23	16	13	24	18	19	14	20	14
TOTAL NOT SATISFIED	45	26	54	35	50	36	53	40	45	44	33	42	51	43	37	54	45	43	39	51	44
Don't know	4	2	3	1	2	2	3	2	5	4	8	10	2	0	3	6	5	2	6	4	5

Your family's likely standard of living in 12 months' time

Very satisfied	7	15	4	13	3	10	4	6	9	5	11	10	5	5	9	5	11	8	5	6	4
Fairly satisfied	38	51	33	47	37	46	34	44	37	39	47	33	37	41	45	30	38	41	43	31	36
TOTAL SATISFIED	45	66	37	60	40	56	38	50	46	44	58	43	42	46	54	35	49	49	48	37	40
Not very satisfied	25	19	28	20	29	23	28	23	26	25	17	28	26	25	24	26	25	20	25	31	30
Not at all satisfied	19	5	27	16	22	12	25	19	18	20	15	14	25	18	15	25	19	20	14	23	14
TOTAL NOT SATISFIED	44	24	55	36	51	35	53	42	44	45	32	42	51	43	39	51	44	40	39	54	44
Don't know	11	9	8	4	9	9	9	8	11	10	10	15	8	10	8	15	8	11	13	9	15

Suppose your household income FALLS during the next few months. Which of these would be your first priority?

Spend less	72	69	73	65	74	71	74	71	68	75	74	67	79	66	71	72	70	72	72	71	73
Save/ invest less	12	18	8	19	10	15	8	17	13	11	8	13	11	14	15	7	14	13	10	13	8
Draw on savings/ investments	8	9	10	10	11	9	10	8	10	7	5	6	4	17	8	9	10	8	9	7	10
Borrow more	2	1	3	1	1	1	3	2	1	3	3	3	3	1	2	3	1	2	3	4	1
Not sure	6	3	5	4	5	3	5	3	7	4	11	10	3	2	3	8	5	5	7	5	9

Now suppose your household income RISES during the next few months. Which of these would be your first priority?

Spend more	7	7	6	13	8	7	5	9	9	5	3	6	8	8	8	5	9	7	4	8	8
Save/ invest more	51	57	46	54	49	54	46	56	50	51	59	53	46	51	54	46	55	53	52	47	44
Draw less on savings/ investments	8	8	9	5	7	9	11	6	8	8	6	3	6	16	7	8	7	8	10	7	7
Reduce/ pay off debts	27	24	32	24	25	26	33	25	24	30	18	28	37	20	25	30	22	28	25	31	28
Not sure	7	4	6	4	11	5	6	3	9	6	14	11	4	6	6	10	7	5	10	7	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Compared with the past 12 months, how much do you expect your household to spend in total in the next 12 months on major purchases for the home - items such as carpets, curtains, furniture, double-glazing, cooker, fridge, washing machine, television, computer, video/ DVD recorder.

A lot more than the past 12 months	6	8	5	3	4	6	4	6	5	7	4	7	5	8	7	5	6	7	6	6	6
A little more	12	13	9	20	15	13	9	15	15	9	6	12	13	13	13	9	14	10	9	14	14
TOTAL MORE	18	21	14	23	19	19	13	21	20	16	10	19	18	21	20	14	20	17	15	20	20
About the same amount	38	49	35	50	31	44	35	44	38	38	41	36	40	37	42	33	41	39	41	33	37
A little less	14	11	17	15	16	14	18	12	14	14	16	17	14	12	15	14	11	15	15	16	11
A lot less than the past 12 months	21	15	25	11	25	17	26	19	17	25	16	14	25	25	17	26	21	21	19	22	26
TOTAL LESS	35	26	42	26	41	31	44	31	31	39	32	31	39	37	32	40	32	36	34	38	37
Don't know	9	4	9	2	9	6	8	5	10	8	16	15	4	6	6	12	7	8	11	10	7

Over the next 12 months, do you expect house prices in your area to...?

Rise a lot	5	7	5	4	4	5	5	3	5	4	3	5	5	6	4	6	12	6	3	3	2
Rise a little	42	54	35	54	50	53	33	49	45	39	33	33	43	54	48	34	56	51	33	38	22
TOTAL RISE	47	61	40	58	54	58	38	52	50	43	36	38	48	60	52	40	68	57	36	41	24
Remain roughly where they are	35	30	40	32	31	33	40	35	32	39	31	36	39	32	34	38	19	31	43	38	50
Fall a little	5	3	6	6	6	2	7	5	5	4	7	5	4	3	4	5	2	2	5	8	4
Fall a lot	1	1	2	0	2	0	2	0	1	1	3	1	1	1	1	2	1	1	1	2	3
TOTAL FALL	6	4	8	6	8	2	9	5	6	5	10	6	5	4	5	7	3	3	6	10	7
Don't know	12	6	12	4	8	6	13	9	11	13	23	20	8	5	9	16	9	9	16	11	18

Do you...?

Work full-time away from home	36	36	40	43	24	33	39	40	43	29	25	53	47	10	40	29	43	38	32	33	32
Work full-time at home	9	11	10	8	11	11	10	7	11	8	11	14	12	1	11	7	8	7	9	14	8
Work part-time (8 or more hours a week) away from home	10	7	12	9	6	9	11	12	5	14	12	8	13	7	10	9	10	11	11	8	9
Work part-time (8 or more hours a week) at home	3	4	1	3	2	4	1	2	2	4	3	1	4	4	3	2	3	5	2	2	3
Work part-time (less than 8 hours a week) away from home	2	2	1	1	1	1	1	1	1	2	5	2	1	1	1	2	1	1	3	2	1
Work part-time (less than 8 hours a week) at home	1	1	1	1	0	1	1	2	1	1	0	0	1	2	1	1	1	2	1	1	0
Not work	40	39	35	35	56	40	37	37	38	41	45	21	23	75	32	49	33	37	43	40	47

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your place of work, and how things will develop over the next 12 months, do you expect the number of people employed there to go up, down or stay about the same?

[Asked to those who said they work full-time away from home or part-time (8 or more hours a week) away from home n=831]

Go up	15	19	12	18	18	17	13	15	14	16	22	18	12	10	17	11	20	15	12	17	3
Stay about the same	52	57	50	59	45	53	47	58	52	52	42	46	55	72	54	49	53	55	46	50	62
Go down	28	22	34	23	27	25	37	23	29	26	29	25	31	18	26	30	23	25	33	28	33
Don't know	6	2	5	0	9	5	3	4	5	6	7	10	3	1	2	11	4	5	9	5	2

Over the next 12 months, do you think the pay for people like you will go up by more than inflation, less than inflation or about the same as inflation?

[Asked to those who said they work full-time away from home or part-time (8 or more hours a week) away from home n=831]

Go up by more than inflation	6	6	5	13	3	5	6	7	5	6	12	10	2	3	7	4	10	7	1	7	0
Go up by about the same as inflation	20	30	17	15	20	20	17	18	20	19	16	22	19	19	19	21	20	17	23	19	27
Go up by less than inflation, or go down	58	51	61	60	73	61	63	60	59	57	45	49	68	61	62	53	52	62	54	60	65
Don't know	16	13	17	12	4	14	14	16	15	17	27	19	11	16	12	22	18	14	23	14	7