

## YouGov Survey Results

Sample Size: 2781 GB Adults

Fieldwork: 17th - 18th September 2015

|                          | Vote 2015   |     |     |         |      | Gender |        | Age   |       |       |      | Social Grade |      | Region |               |                  |       |          |                 |
|--------------------------|-------------|-----|-----|---------|------|--------|--------|-------|-------|-------|------|--------------|------|--------|---------------|------------------|-------|----------|-----------------|
|                          | Total       | Con | Lab | Lib Dem | UKIP | Male   | Female | 18-24 | 25-39 | 40-59 | 60+  | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | England / Wales |
| <b>Weighted Sample</b>   | <b>2781</b> | 946 | 779 | 195     | 334  | 1349   | 1432   | 331   | 704   | 951   | 795  | 1585         | 1196 | 356    | 904           | 595              | 684   | 242      | 2539            |
| <b>Unweighted Sample</b> | <b>2781</b> | 834 | 793 | 229     | 350  | 1398   | 1383   | 188   | 482   | 991   | 1120 | 1869         | 912  | 308    | 973           | 607              | 634   | 259      | 2522            |
|                          | %           | %   | %   | %       | %    | %      | %      | %     | %     | %     | %    | %            | %    | %      | %             | %                | %     | %        | %               |

Do you approve or disapprove of the Government's record to date?

|            |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve    | <b>38</b> | 80 | 10 | 27 | 22 | 43 | 32 | 29 | 37 | 37 | 43 | 44 | 29 | 42 | 41 | 40 | 31 | 30 | 38 |
| Disapprove | <b>49</b> | 10 | 77 | 54 | 65 | 47 | 50 | 45 | 47 | 52 | 48 | 44 | 54 | 45 | 45 | 46 | 56 | 56 | 48 |
| Don't know | <b>14</b> | 11 | 12 | 18 | 13 | 9  | 18 | 26 | 16 | 12 | 9  | 12 | 16 | 13 | 14 | 14 | 13 | 14 | 14 |

If there was a referendum on British membership of the European Union, how would you vote?

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would vote to remain a member of the European Union | <b>38</b> | 29 | 53 | 66 | 2  | 40 | 36 | 55 | 41 | 33 | 35 | 45 | 29 | 41 | 36 | 35 | 37 | 53 | 37 |
| I would vote to leave the European Union              | <b>41</b> | 48 | 27 | 23 | 88 | 43 | 39 | 22 | 33 | 44 | 53 | 37 | 47 | 35 | 47 | 43 | 40 | 27 | 42 |
| I would not vote                                      | <b>4</b>  | 1  | 2  | 1  | 3  | 3  | 4  | 8  | 5  | 4  | 1  | 3  | 5  | 4  | 3  | 4  | 4  | 5  | 4  |
| Don't know  | <b>17</b> | 21 | 18 | 10 | 6  | 13 | 21 | 15 | 21 | 20 | 11 | 16 | 19 | 20 | 14 | 18 | 19 | 15 | 17 |

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

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Get a lot better        | <b>2</b>  | 3         | 2         | 5         | 1         | 3         | 2         | 3         | 4         | 2         | 1         | 3         | 2         | 3         | 1         | 2         | 3         | 2         | 2         |
| Get a little better     | <b>17</b> | 26        | 12        | 18        | 7         | 20        | 13        | 27        | 21        | 14        | 12        | 20        | 11        | 19        | 17        | 15        | 14        | 21        | 16        |
| <b>TOTAL GET BETTER</b> | <b>19</b> | <b>29</b> | <b>14</b> | <b>23</b> | <b>8</b>  | <b>23</b> | <b>15</b> | <b>30</b> | <b>25</b> | <b>16</b> | <b>13</b> | <b>23</b> | <b>13</b> | <b>22</b> | <b>18</b> | <b>17</b> | <b>17</b> | <b>23</b> | <b>18</b> |
| Stay about the same     | <b>44</b> | 52        | 39        | 44        | 41        | 45        | 43        | 33        | 41        | 43        | 51        | 45        | 41        | 42        | 45        | 45        | 43        | 37        | 44        |
| Get a little worse      | <b>22</b> | 13        | 27        | 20        | 29        | 20        | 23        | 15        | 19        | 25        | 23        | 19        | 25        | 17        | 22        | 20        | 24        | 23        | 21        |
| Get a lot worse         | <b>9</b>  | 3         | 13        | 7         | 16        | 8         | 10        | 6         | 7         | 12        | 8         | 7         | 12        | 9         | 8         | 11        | 8         | 8         | 9         |
| <b>TOTAL GET WORSE</b>  | <b>31</b> | <b>16</b> | <b>40</b> | <b>27</b> | <b>45</b> | <b>28</b> | <b>33</b> | <b>21</b> | <b>26</b> | <b>37</b> | <b>31</b> | <b>26</b> | <b>37</b> | <b>26</b> | <b>30</b> | <b>31</b> | <b>32</b> | <b>31</b> | <b>30</b> |
| Don't know              | <b>7</b>  | 3         | 7         | 6         | 7         | 5         | 9         | 16        | 8         | 5         | 3         | 6         | 8         | 9         | 6         | 7         | 6         | 8         | 7         |

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|                        | Vote 2015   |     |     |         |      | Gender |        | Age   |       |       |      | Social Grade |      | Region |               |                  |       |          |                 |
|------------------------|-------------|-----|-----|---------|------|--------|--------|-------|-------|-------|------|--------------|------|--------|---------------|------------------|-------|----------|-----------------|
|                        | Total       | Con | Lab | Lib Dem | UKIP | Male   | Female | 18-24 | 25-39 | 40-59 | 60+  | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | England / Wales |
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|                        | %           | %   | %   | %       | %    | %      | %      | %     | %     | %     | %    | %            | %    | %      | %             | %                | %     | %        | %               |

How do you think the financial situation of your household has changed over the LAST 12 months?

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Got a lot better        | 3         | 4         | 3         | 3         | 1         | 3         | 2         | 3         | 5         | 2         | 2         | 3         | 2         | 5         | 3         | 2         | 2         | 2         | 3         |
| Got a little better     | 18        | 26        | 12        | 20        | 11        | 21        | 14        | 24        | 21        | 16        | 14        | 21        | 12        | 19        | 16        | 18        | 16        | 24        | 17        |
| <b>TOTAL GET BETTER</b> | <b>21</b> | <b>30</b> | <b>15</b> | <b>23</b> | <b>12</b> | <b>24</b> | <b>16</b> | <b>27</b> | <b>26</b> | <b>18</b> | <b>16</b> | <b>24</b> | <b>14</b> | <b>24</b> | <b>19</b> | <b>20</b> | <b>18</b> | <b>26</b> | <b>20</b> |
| Stayed about the same   | 43        | 49        | 37        | 47        | 43        | 43        | 43        | 31        | 38        | 43        | 53        | 46        | 39        | 37        | 47        | 42        | 43        | 40        | 43        |
| Got a little worse      | 24        | 16        | 30        | 22        | 31        | 21        | 26        | 18        | 22        | 27        | 24        | 20        | 29        | 21        | 24        | 25        | 26        | 21        | 24        |
| Got a lot worse         | 9         | 3         | 14        | 6         | 13        | 9         | 9         | 10        | 8         | 11        | 7         | 6         | 13        | 10        | 8         | 10        | 9         | 9         | 9         |
| <b>TOTAL GET WORSE</b>  | <b>33</b> | <b>19</b> | <b>44</b> | <b>28</b> | <b>44</b> | <b>30</b> | <b>35</b> | <b>28</b> | <b>30</b> | <b>38</b> | <b>31</b> | <b>26</b> | <b>42</b> | <b>31</b> | <b>32</b> | <b>35</b> | <b>35</b> | <b>30</b> | <b>33</b> |
| Don't know              | 4         | 2         | 4         | 2         | 2         | 3         | 5         | 15        | 6         | 2         | 1         | 3         | 5         | 8         | 3         | 3         | 4         | 5         | 4         |

How do you think the British economy has changed over the LAST 12 months?

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Got a lot better        | 4         | 8         | 2         | 2         | 2         | 5         | 3         | 3         | 3         | 4         | 4         | 5         | 3         | 4         | 5         | 3         | 2         | 4         | 4         |
| Got a little better     | 35        | 58        | 19        | 41        | 24        | 39        | 31        | 36        | 32        | 32        | 40        | 40        | 28        | 37        | 37        | 35        | 32        | 32        | 35        |
| <b>TOTAL GET BETTER</b> | <b>39</b> | <b>66</b> | <b>21</b> | <b>43</b> | <b>26</b> | <b>44</b> | <b>34</b> | <b>39</b> | <b>35</b> | <b>36</b> | <b>44</b> | <b>45</b> | <b>31</b> | <b>41</b> | <b>42</b> | <b>38</b> | <b>34</b> | <b>36</b> | <b>39</b> |
| Stayed about the same   | 32        | 26        | 35        | 29        | 39        | 32        | 31        | 24        | 35        | 33        | 30        | 31        | 32        | 28        | 33        | 30        | 34        | 28        | 32        |
| Got a little worse      | 16        | 5         | 24        | 18        | 18        | 14        | 17        | 11        | 15        | 17        | 17        | 14        | 18        | 17        | 13        | 18        | 16        | 18        | 16        |
| Got a lot worse         | 8         | 1         | 12        | 5         | 14        | 7         | 9         | 6         | 7         | 10        | 7         | 5         | 11        | 9         | 7         | 7         | 8         | 12        | 8         |
| <b>TOTAL GET WORSE</b>  | <b>24</b> | <b>6</b>  | <b>36</b> | <b>23</b> | <b>32</b> | <b>21</b> | <b>26</b> | <b>17</b> | <b>22</b> | <b>27</b> | <b>24</b> | <b>19</b> | <b>29</b> | <b>26</b> | <b>20</b> | <b>25</b> | <b>24</b> | <b>30</b> | <b>24</b> |
| Don't know              | 6         | 2         | 8         | 6         | 3         | 3         | 9         | 19        | 8         | 4         | 2         | 5         | 8         | 5         | 5         | 6         | 8         | 6         | 6         |

How do you think the British economy will change over the NEXT 12 months?

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Get a lot better        | 3         | 5         | 1         | 1         | 1         | 4         | 2         | 3         | 2         | 2         | 3         | 3         | 2         | 3         | 2         | 2         | 2         | 6         | 2         |
| Get a little better     | 28        | 50        | 15        | 29        | 16        | 34        | 23        | 33        | 31        | 25        | 29        | 35        | 20        | 31        | 31        | 30        | 24        | 25        | 29        |
| <b>TOTAL GET BETTER</b> | <b>31</b> | <b>55</b> | <b>16</b> | <b>30</b> | <b>17</b> | <b>38</b> | <b>25</b> | <b>36</b> | <b>33</b> | <b>27</b> | <b>32</b> | <b>38</b> | <b>22</b> | <b>34</b> | <b>33</b> | <b>32</b> | <b>26</b> | <b>31</b> | <b>31</b> |
| Stay about the same     | 32        | 32        | 34        | 37        | 31        | 32        | 32        | 27        | 33        | 34        | 31        | 33        | 31        | 32        | 33        | 31        | 35        | 24        | 33        |
| Get a little worse      | 19        | 8         | 27        | 20        | 28        | 16        | 21        | 12        | 16        | 21        | 23        | 15        | 24        | 17        | 17        | 20        | 21        | 22        | 19        |
| Get a lot worse         | 9         | 1         | 13        | 5         | 17        | 8         | 10        | 6         | 8         | 11        | 9         | 8         | 12        | 8         | 9         | 9         | 7         | 16        | 9         |
| <b>TOTAL GET WORSE</b>  | <b>28</b> | <b>9</b>  | <b>40</b> | <b>25</b> | <b>45</b> | <b>24</b> | <b>31</b> | <b>18</b> | <b>24</b> | <b>32</b> | <b>32</b> | <b>23</b> | <b>36</b> | <b>25</b> | <b>26</b> | <b>29</b> | <b>28</b> | <b>38</b> | <b>28</b> |
| Don't know              | 9         | 4         | 11        | 9         | 6         | 5         | 12        | 19        | 10        | 7         | 5         | 7         | 11        | 8         | 7         | 7         | 12        | 8         | 9         |