

YouGov Survey Results

Sample Size: 1747 GB Adults
Fieldwork: 18th - 19th 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	
Weighted Sample 1747	435	437	111	206	540	426	379	847	900	208	442	597	500	996	751	224	568	374	430	152	
Unweighted Sample	438	429	102	238	549	410	375	887	860	173	282	712	580	1252	495	184	560	375	447	181	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the next generation in Britain will generally enjoy a better or worse standard of living than their parents do now, or will things stay about the same?

The next generation will generally enjoy a BETTER standard of living than their parents do now	12	20	7	17	9	18	7	10	13	10	12	11	12	12	13	9	12	13	11	11	10
The next generation will generally enjoy a WORSE standard of living than their parents do now	53	42	62	57	64	44	61	61	53	53	40	55	56	55	51	59	53	53	51	56	
Things will stay about the same	23	29	23	17	21	29	24	21	25	22	20	21	21	29	22	24	18	22	25	26	23
Don't know/ None of these	12	9	8	8	7	9	8	8	9	14	28	12	11	5	9	15	11	12	11	13	11