

YouGov Survey Results

Sample Size: 1742 GB Adults
Fieldwork: 24th - 25th August 2015

| | Vote in 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 |
| Weighted Sample | 1742 | 592 | 488 | 122 | 209 | 845 | 897 | 207 | 441 | 596 | 498 | 993 | 749 | 223 | 566 | 373 | 429 | 152 |
| Unweighted Sample | 1742 | 567 | 467 | 121 | 217 | 808 | 934 | 135 | 354 | 715 | 538 | 1184 | 558 | 198 | 587 | 401 | 391 | 165 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 | 20 | 27 | 13 | 21 | 19 | 23 | 17 | 30 | 19 | 16 | 22 | 21 | 18 | 14 | 19 | 24 | 20 | 24 |
| The next generation will generally enjoy a WORSE standard of living than their parents do now | 48 | 37 | 57 | 53 | 52 | 46 | 49 | 41 | 49 | 52 | 45 | 45 | 51 | 55 | 49 | 44 | 45 | 49 |
| Things will stay about the same | 22 | 27 | 19 | 19 | 20 | 23 | 21 | 16 | 21 | 22 | 27 | 23 | 21 | 17 | 23 | 21 | 25 | 18 |
| Don't know/none of these | 10 | 9 | 10 | 7 | 9 | 8 | 13 | 14 | 12 | 11 | 6 | 10 | 10 | 14 | 9 | 11 | 10 | 9 |