

YouGov / Human Zoo Survey Results

Sample Size: 1684 GB Adults
Fieldwork: 8th - 9th January 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	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	1684	X	X	X	X	528	402	320	817	867	200	426	576	482	960	724	216	547	360	414	147	
Unweighted Sample	1684	402	409	92	246	521	384	358	859	825	147	259	713	565	1132	552	183	565	342	427	167	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking everything into account, do you think the world as a whole is becoming a better or worse place, or is it not changing either way?

Better	5	9	5	7	3	5	3	3	6	3	15	6	2	2	6	2	5	7	4	3	2
Worse	71	68	73	62	83	73	74	71	69	74	47	61	76	85	68	76	68	70	75	71	74
Not changing	18	21	18	27	13	19	14	20	19	16	21	23	18	11	21	13	17	17	19	18	19
Don't know	6	3	5	5	2	3	9	5	6	6	16	10	4	2	5	8	11	6	3	8	5

Thinking about all areas of life (e.g. the economy, environment, moral and social values, art, education, health, politics, or anything else), do you think life for families like yours in the UK is becoming better or worse, or staying about the same as it is now?

Better	7	15	4	9	3	9	4	4	10	4	20	7	5	4	9	4	6	10	6	4	7
Worse	55	36	65	40	70	52	62	54	49	60	28	48	61	64	51	59	57	52	56	56	54
Same as now	32	46	26	50	24	37	23	37	35	30	31	37	30	30	35	29	27	33	33	32	34
Don't know	7	3	5	1	2	2	10	5	6	7	20	9	4	2	5	8	10	5	5	8	5

*Please bear in mind, that these questions were asked 24 hours after the terrorist attack on Charles Hebdo in Paris