

YouGov Survey Results

Sample Size: 1747 GB Adults
Fieldwork: 18th - 19th 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	1747	435	437	111	206	540	426	379	847	900	208	442	597	500	996	751	224	568	374	430	152
Unweighted Sample	1747	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	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

Do you think society in Britain is generally becoming more fair or less fair, or are things staying about the same?

Society is becoming MORE fair	6	13	3	7	4	10	2	5	6	6	10	5	7	5	8	3	7	6	7	5	4
Society is becoming LESS fair	62	42	78	67	75	49	73	71	64	60	44	61	65	64	61	62	63	60	61	62	67
Things are staying about the same	22	37	14	17	19	34	17	16	23	20	22	21	19	26	23	20	19	25	21	21	17
Don't know/ None of these	11	9	5	10	3	8	7	8	7	14	24	13	9	5	8	14	10	9	11	12	12

Do you think the gap in living standards between rich and poor people in Britain is generally getting bigger or smaller, or are things staying about the same?

The gap between rich and poor living standards is generally getting BIGGER	75	57	88	81	80	63	84	84	76	74	57	76	79	76	73	77	75	73	75	74	81
The gap between rich and poor living standards is generally getting SMALLER	3	5	2	1	4	5	2	1	2	3	5	2	2	3	3	2	2	2	4	4	0
Things are staying about the same	15	32	6	10	13	26	9	10	16	14	18	12	13	18	17	12	15	17	15	14	11
Don't know/ None of these	8	6	4	7	3	5	4	5	6	10	21	10	6	3	6	10	9	8	6	9	8