

YouGov / Times Survey Results

Sample Size: 1937 GB Adults
Fieldwork: 17th - 18th December 2013

| | Voting intention | | | | 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 | 1937 | 506 | 568 | 145 | 163 | 581 | 484 | 412 | 939 | 998 | 231 | 490 | 662 | 554 | 1104 | 833 | 248 | 630 | 415 | 477 | 169 |
| Unweighted Sample | 1937 | 469 | 591 | 131 | 210 | 563 | 492 | 438 | 949 | 988 | 143 | 464 | 799 | 531 | 1297 | 640 | 282 | 620 | 353 | 503 | 179 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

In the year ahead do you think you will...

| | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Spend more than this year | 23 | 25 | 23 | 22 | 24 | 22 | 25 | 21 | 24 | 22 | 37 | 21 | 20 | 23 | 25 | 20 | 22 | 22 | 20 | 26 | 26 |
| Spend less than this year | 30 | 24 | 33 | 32 | 31 | 28 | 31 | 31 | 28 | 31 | 20 | 35 | 32 | 27 | 29 | 31 | 33 | 31 | 31 | 26 | 27 |
| Spend about the same amount | 40 | 46 | 38 | 38 | 40 | 44 | 35 | 41 | 39 | 40 | 34 | 34 | 41 | 46 | 41 | 38 | 36 | 41 | 40 | 40 | 39 |
| Don't know | 8 | 4 | 6 | 8 | 4 | 5 | 8 | 7 | 8 | 7 | 10 | 10 | 7 | 5 | 5 | 11 | 8 | 6 | 9 | 8 | 7 |

And thinking about money you save, in the year ahead do you think you will...

| | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Save more than this year | 22 | 27 | 20 | 20 | 12 | 19 | 19 | 21 | 23 | 20 | 37 | 33 | 17 | 11 | 25 | 18 | 23 | 23 | 22 | 20 | 18 |
| Save less than this year | 32 | 23 | 35 | 37 | 49 | 31 | 38 | 30 | 31 | 33 | 18 | 26 | 35 | 40 | 30 | 35 | 30 | 32 | 32 | 32 | 33 |
| Save about the same amount | 36 | 43 | 35 | 31 | 33 | 43 | 33 | 36 | 37 | 35 | 33 | 30 | 36 | 42 | 37 | 34 | 34 | 38 | 33 | 36 | 40 |
| Don't know | 10 | 7 | 10 | 12 | 6 | 7 | 10 | 13 | 9 | 12 | 12 | 11 | 12 | 7 | 9 | 13 | 13 | 7 | 13 | 12 | 9 |

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| | Voting intention | | | | | 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 | 1937 | 506 | 568 | 145 | 163 | 581 | 484 | 412 | 939 | 998 | 231 | 490 | 662 | 554 | 1104 | 833 | 248 | 630 | 415 | 477 | 169 | |
| Unweighted Sample | 1937 | 469 | 591 | 131 | 210 | 563 | 492 | 438 | 949 | 988 | 143 | 464 | 799 | 531 | 1297 | 640 | 282 | 620 | 353 | 503 | 179 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

In the year ahead, do you expect house prices to go up or down, or stay about the same?

| | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Go up a lot | 17 | 17 | 21 | 11 | 22 | 17 | 19 | 14 | 20 | 14 | 18 | 15 | 15 | 20 | 16 | 17 | 31 | 16 | 13 | 16 | 13 |
| Go up a little | 55 | 66 | 48 | 58 | 61 | 65 | 50 | 58 | 56 | 55 | 45 | 53 | 56 | 61 | 60 | 49 | 44 | 59 | 63 | 51 | 48 |
| TOTAL GO UP | 72 | 83 | 69 | 69 | 83 | 82 | 69 | 72 | 76 | 69 | 63 | 68 | 71 | 81 | 76 | 66 | 75 | 75 | 76 | 67 | 61 |
| Stay about the same | 16 | 12 | 18 | 13 | 13 | 11 | 18 | 17 | 15 | 17 | 20 | 16 | 18 | 13 | 15 | 17 | 9 | 13 | 15 | 21 | 25 |
| Go down a little | 2 | 1 | 2 | 5 | 2 | 1 | 3 | 1 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 3 | 1 | 1 | 3 | 2 |
| Go down a lot | 1 | 1 | 1 | 2 | 0 | 1 | 0 | 1 | 2 | 0 | 0 | 1 | 2 | 0 | 0 | 1 | 3 | 1 | 0 | 0 | 0 |
| TOTAL GO DOWN | 3 | 2 | 3 | 7 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 1 | 1 | 3 | 6 | 2 | 1 | 3 | 2 |
| Don't know | 9 | 4 | 11 | 11 | 2 | 5 | 10 | 9 | 7 | 12 | 15 | 13 | 8 | 5 | 7 | 12 | 10 | 9 | 9 | 9 | 12 |

And thinking about your own personal finances, do you think you would be better off if house prices rose, better off if they went down, or does it make little difference to you?

| | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would be better off if house prices rose | 16 | 19 | 14 | 22 | 18 | 20 | 13 | 16 | 15 | 16 | 8 | 20 | 17 | 15 | 21 | 9 | 18 | 17 | 14 | 16 | 12 |
| I would be better off if house prices fell | 13 | 11 | 16 | 15 | 10 | 9 | 12 | 17 | 15 | 11 | 30 | 27 | 6 | 2 | 16 | 10 | 25 | 13 | 10 | 11 | 10 |
| It will make little difference to me personally if house prices rise or fall | 63 | 65 | 61 | 54 | 68 | 67 | 66 | 61 | 62 | 63 | 44 | 42 | 71 | 77 | 57 | 70 | 49 | 62 | 67 | 64 | 71 |
| Don't know | 8 | 5 | 9 | 10 | 3 | 5 | 10 | 6 | 8 | 9 | 17 | 11 | 6 | 6 | 6 | 11 | 8 | 8 | 9 | 9 | 6 |

In the year ahead, do you expect interest rates to go up or down, or stay about the same?

| | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Go up a lot | 6 | 4 | 9 | 5 | 3 | 4 | 11 | 3 | 5 | 6 | 3 | 8 | 6 | 5 | 4 | 8 | 8 | 4 | 5 | 7 | 7 |
| Go up a little | 39 | 40 | 39 | 41 | 53 | 42 | 38 | 43 | 41 | 38 | 27 | 36 | 41 | 45 | 40 | 38 | 34 | 42 | 41 | 37 | 40 |
| TOTAL GO UP | 45 | 44 | 48 | 46 | 56 | 46 | 49 | 46 | 46 | 44 | 30 | 44 | 47 | 50 | 44 | 46 | 42 | 46 | 46 | 44 | 47 |
| Stay about the same | 41 | 49 | 38 | 38 | 36 | 46 | 41 | 39 | 44 | 38 | 37 | 37 | 42 | 44 | 44 | 37 | 40 | 40 | 40 | 42 | 42 |
| Go down a little | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 5 | 1 | 1 | 1 | 2 |
| Go down a lot | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 |
| TOTAL GO DOWN | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 3 | 6 | 1 | 1 | 2 | 2 |
| Don't know | 12 | 5 | 12 | 13 | 7 | 7 | 10 | 12 | 8 | 16 | 29 | 16 | 9 | 5 | 10 | 15 | 13 | 12 | 13 | 12 | 9 |

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|--------------------------------|------------------|-----|----------|--------|-----------|-----|---------|--------|--------|---------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|------------|---|
| 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 * | |
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| Unweighted Sample | 469 | 591 | 131 | 210 | 563 | 492 | 438 | 949 | 988 | 143 | 464 | 799 | 531 | 1297 | 640 | 282 | 620 | 353 | 503 | 179 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

And thinking about your own personal finances, do you think you would be better off if interest rates rise, better off if they go down, or does it make little difference to you?

| | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would be better off if interest rates rise | 31 | 43 | 24 | 30 | 46 | 42 | 26 | 30 | 33 | 29 | 28 | 16 | 27 | 50 | 35 | 25 | 30 | 36 | 28 | 28 | 29 |
| I would be better off if interest rates fall | 23 | 20 | 27 | 28 | 16 | 19 | 24 | 26 | 24 | 23 | 18 | 38 | 27 | 7 | 27 | 18 | 26 | 20 | 26 | 24 | 22 |
| It will make little difference to me personally if interest rates rise or fall | 32 | 31 | 33 | 26 | 31 | 31 | 35 | 30 | 31 | 32 | 24 | 27 | 36 | 34 | 26 | 39 | 30 | 31 | 32 | 33 | 35 |
| Don't know | 14 | 6 | 16 | 16 | 7 | 8 | 15 | 13 | 12 | 16 | 30 | 18 | 10 | 9 | 12 | 17 | 14 | 13 | 15 | 15 | 13 |

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*