

YouGov Survey Results

Sample Size: 2162 GB Adults
Fieldwork: 14th - 15th April 2014

	Voting intention				2010 Vote			Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample	2162	X	X	X	X	621	533	450	1049	1113	257	547	739	618	1232	930
Unweighted Sample	2162	532	635	163	250	595	548	497	1047	1115	202	449	908	603	1441	721
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people say that if everyone worked a four day week instead of a five day week, we would be more economically productive overall, because we would work harder in the four days and spend more money in our time off.

Other people say that if everyone worked a four day week we would get less work done and Britain's economy would be less productive overall.

Do you think a four day week would be more or less economically productive than a five day week?

Definitely more productive	14	14	18	13	12	12	18	15	15	14	16	20	15	9	14	15
Probably more productive	23	19	25	19	28	21	24	26	18	28	23	27	25	18	24	23
TOTAL MORE PRODUCTIVE	37	33	43	32	40	33	42	41	33	42	39	47	40	27	38	38
About the same	19	15	20	30	23	17	19	22	19	20	14	17	23	19	20	19
Probably less productive	22	28	20	25	21	28	20	21	24	20	22	18	20	29	23	21
Definitely less productive	11	17	8	7	12	14	9	6	14	7	10	8	8	16	11	10
TOTAL LESS PRODUCTIVE	33	45	28	32	33	42	29	27	38	27	32	26	28	45	34	31
Don't know	10	8	9	4	5	8	9	10	9	11	14	9	10	10	8	13

Do you think as a nation we would be more or less prosperous if we worked a four day week?

More prosperous	26	20	31	26	29	20	28	28	26	26	37	35	25	14	25	28
Less prosperous	32	46	28	33	33	44	29	27	37	28	30	25	29	43	34	30
Would not make much difference	28	24	29	36	27	26	28	33	26	30	16	24	32	32	28	27
Don't know	14	9	11	5	11	10	14	12	11	16	16	15	14	11	12	15

Do you think as a nation we would be more or less happy if we worked a four day week?

Happier	71	69	75	72	67	63	75	79	68	73	75	79	76	55	72	69
Less happy	7	10	6	7	8	10	8	4	10	5	3	8	6	10	7	7
Would not make much difference	16	17	13	20	21	22	13	14	16	17	13	8	13	29	17	16
Don't know	6	5	5	2	4	5	5	3	6	5	10	5	5	5	4	8

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Sample Size: 2162 GB Adults
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	Region					CAMEO 2014 - Group											
Total	London	Rest of South	Midlands / Wales	North	Scotland	1	2	3	4	5	6	7	8	9	10	11	
Weighted Sample	2162	277	703	463	532	188	123	95	192	262	227	211	370	256	243	156	6
Unweighted Sample	2162	292	639	445	529	257	146	112	225	277	235	217	338	243	203	134	6
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people say that if everyone worked a four day week instead of a five day week, we would be more economically productive overall, because we would work harder in the four days and spend more money in our time off.

Other people say that if everyone worked a four day week we would get less work done and Britain's economy would be less productive overall.

Do you think a four day week would be more or less economically productive than a five day week?

Definitely more productive	14	15	13	17	13	17	11	10	13	10	13	13	15	17	17	19	27
Probably more productive	23	25	24	23	23	19	19	26	23	23	22	28	26	24	21	21	17
TOTAL MORE PRODUCTIVE	37	40	37	40	36	36	30	36	36	33	35	41	41	41	38	40	44
About the same	19	17	19	20	20	19	24	21	18	17	23	18	20	20	17	19	15
Probably less productive	22	24	25	20	19	24	25	26	30	27	23	21	22	20	18	14	28
Definitely less productive	11	10	9	11	12	10	13	9	8	14	7	10	10	9	13	13	14
TOTAL LESS PRODUCTIVE	33	34	34	31	31	34	38	35	38	41	30	31	32	29	31	27	42
Don't know	10	9	9	10	12	11	9	8	7	10	12	10	7	11	14	13	0

Do you think as a nation we would be more or less prosperous if we worked a four day week?

More prosperous	26	26	24	29	25	28	22	24	24	19	23	30	27	30	28	34	32
Less prosperous	32	34	35	30	30	29	41	37	34	38	28	30	35	27	31	23	29
Would not make much difference	28	28	29	24	29	32	26	27	30	32	31	29	26	31	23	24	39
Don't know	14	12	12	16	15	11	11	12	13	11	18	12	12	13	18	18	0

Do you think as a nation we would be more or less happy if we worked a four day week?

Happier	71	69	70	72	71	71	76	64	71	66	79	73	70	72	67	68	71
Less happy	7	11	7	3	9	8	7	7	7	9	6	9	8	5	9	4	29
Would not make much difference	16	15	19	17	15	14	15	26	15	19	10	13	19	18	14	19	0
Don't know	6	6	4	9	6	7	3	3	7	6	5	5	3	6	9	9	0

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	Voting intention				2010 Vote			Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample	2162	X	X	X	X	621	533	450	1049	1113	257	547	739	618	1232	930
Unweighted Sample	2162	532	635	163	250	595	548	497	1047	1115	202	449	908	603	1441	721
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose introducing a four day working week in the UK?

Strongly support	27	21	31	19	29	20	31	28	26	27	31	36	29	14	26	27
Tend to support	30	26	32	36	28	25	29	39	26	34	26	32	33	27	30	30
TOTAL SUPPORT	57	47	63	55	57	45	60	67	52	61	57	68	62	41	56	57
Tend to oppose	19	27	17	20	21	27	17	14	21	17	21	13	16	27	20	17
Strongly oppose	9	14	6	6	10	13	7	6	13	5	5	8	7	14	10	8
TOTAL OPPOSE	28	41	23	26	31	40	24	20	34	22	26	21	23	41	30	25
Don't know	15	12	14	19	12	15	16	13	14	16	16	12	15	18	13	18

And imagine if it was demonstrated that a four day week would definitely mean that the British economy would shrink and people would be worse off financially. Would you then support or oppose introducing a four day working week in the UK?

Strongly support	5	5	8	4	3	3	7	3	6	4	5	8	6	1	5	5
Tend to support	9	8	10	16	10	10	9	10	11	8	14	12	9	6	11	7
TOTAL SUPPORT	14	13	18	20	13	13	16	13	17	12	19	20	15	7	16	12
Tend to oppose	31	27	36	36	32	28	33	38	32	30	29	32	35	28	32	30
Strongly oppose	45	54	37	38	48	52	43	39	43	47	40	34	42	60	44	46
TOTAL OPPOSE	76	81	73	74	80	80	76	77	75	77	69	66	77	88	76	76
Don't know	10	7	8	6	7	7	9	9	9	10	12	14	9	5	8	12

For some people their job is simply something they do in order to earn a living. For others it means much more than that. On balance, is your present job just a means of earning a living – or does it mean much more to you than that?

Just a means of earning a living	42	41	48	30	44	40	49	40	46	39	32	50	54	25	42	43
It means much more to me than that	38	42	36	55	34	44	34	42	39	38	40	39	33	44	44	31
Don't know	19	17	16	16	22	16	16	18	16	22	27	11	12	31	14	26

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	Total	London	Rest of South	Midlands / Wales	North	Scotland	1	2	3	4	5	6	7	8	9	10	11
Weighted Sample	2162	277	703	463	532	188	123	95	192	262	227	211	370	256	243	156	6
Unweighted Sample	2162	292	639	445	529	257	146	112	225	277	235	217	338	243	203	134	6
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose introducing a four day working week in the UK?

Strongly support	27	28	27	26	28	19	19	23	23	22	23	30	25	32	31	32	27
Tend to support	30	32	28	30	30	35	27	24	29	30	35	30	37	27	29	27	32
TOTAL SUPPORT	57	60	55	56	58	54	46	47	52	52	58	60	62	59	60	59	59
Tend to oppose	19	17	20	20	16	20	24	21	19	24	20	16	18	19	14	13	28
Strongly oppose	9	10	9	6	11	12	13	13	10	10	5	10	8	8	11	8	14
TOTAL OPPOSE	28	27	29	26	27	32	37	34	29	34	25	26	26	27	25	21	42
Don't know	15	12	16	17	14	15	16	19	18	14	16	14	12	14	15	20	0

And imagine if it was demonstrated that a four day week would definitely mean that the British economy would shrink and people would be worse off financially. Would you then support or oppose introducing a four day working week in the UK?

Strongly support	5	6	3	5	6	5	4	0	4	4	3	4	4	8	9	7	0
Tend to support	9	10	11	9	9	8	8	11	8	9	12	10	11	6	9	7	15
TOTAL SUPPORT	14	16	14	14	15	13	12	11	12	13	15	14	15	14	18	14	15
Tend to oppose	31	35	32	32	29	30	31	39	33	30	31	34	35	27	27	29	59
Strongly oppose	45	39	46	43	47	48	50	41	50	47	44	47	41	47	45	40	26
TOTAL OPPOSE	76	74	78	75	76	78	81	80	83	77	75	81	76	74	72	69	85
Don't know	10	10	9	11	9	8	7	9	6	10	9	6	10	12	10	17	0

For some people their job is simply something they do in order to earn a living. For others it means much more than that. On balance, is your present job just a means of earning a living – or does it mean much more to you than that?

Just a means of earning a living	42	42	41	43	45	40	33	48	43	42	42	36	43	47	48	37	27
It means much more to me than that	38	46	40	36	34	40	55	35	42	42	44	36	34	36	35	31	41
Don't know	19	12	19	22	21	20	13	16	15	16	15	28	23	17	16	31	32