

YouGov / Sunday Times Magazine Survey Results

Sample Size: 2056 GB Adults

Fieldwork: 16th - 19th December 2010

		Votir	g inte	ntion	20	010 Vo	ote	Sq	ueezed Midd	le *	N	ot Squeezee	l Middle
	Total	Con	Lab	Lib Dem	Con		Lib Dem	All	With Children	Without Children	Income < £20k	Income >£50k	Income £20k- £50k but not squeezed
Weighted Sample	2056	633	665	139	674	564	447	576	213	363	583	235	229
Unweighted Sample	2056 %	590 %	640 %	154 %	630 %	533 %	491 %	588 %	189 %	399 %	516 %	289 %	228 %
Headline Voting Intention [Excluidng Don't Know and Wouldn't Vote]		_		70	70	70	70		70	70	70		
Con	40	100	0	0	90	4	17	34	31	35	34	48	50
Lab Lib Dam	42	0	100	0	4	94	34	49	54	46	44	37	27
Lib Dem Other	9 10	0 0	0 0	100 0	2 4	1 1	39 11	7 10	7 9	8 11	10 12	10 4	13 10
Other Parties Voting Intention	10	0	0	0	4	I		10	9	11	12	4	10
UKIP	4	0	0	0	3	0	2	5	1	7	4	1	3
SNP / PCY	2	0	0	0	0	0	1	2	2	2	2	1	3
Green	2	0	0	0	0	1	5	2	1	2	3	3	1
BNP	2	0	0	0	1	0	1	2	4	0	2	0	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	0	0	0	1	0	1
Non Voters	_		~	~			. 1	-	-	0		_	-
Would Not Vote Don't know	7 15	0 0	0 0	0 0	2 13	1 7	4 26	7 13	7 11	6 14	10 16	5 10	7 7
DONTKHOW	15	0	0	0	13	/	20	13	11	14	10	10	/
Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is being done fairly or unfairly?		_											
Fairly	33	76	6	48	64	10	26	33	33	33	26	44	51
Unfairly	56	15 9	91 3	39	26 10	86 4	62	60 7	59 8	61 7	63	50	37
Don't know	11	9	3	12	10	4	12	1	8	1	11	6	11
will have an impact on your own life, or not have an impact on your own life?													
Will have an impact on my life	74	70	84	70	71	82	73	84	86	83	74	73	58
Will not have an impact on my life	13	19	7	18	16	9	16	8	6	10	12	18	29
Don't know	13	11	8	12	12	9	11	8	8	7	14	9	12
And which do you think is most to blame for the current spending cuts?													
The Conservative-Liberal Democrat coalition	21	3	47	6	5	45	19	22	28	19	28	17	11
The last Labour government	39	82	3	49	76	5	35	37	32	40	34	48	50
The banks	31	13	45	40	15	44	39	35	33	37	30	31	32
Don't know	9	2	5	5	4	6	7	5	6	5	8	4	7



		Votin	g inte	ntion	2	010 Vo	ote	So	ueezed Midd	lle *	Not Squeezed Middle			
				Lib	<u> </u>		Lib		With	Without	Income	Income	Income £20k-	
	Total	Con	Lab	Dem	Con	Lab	Dem	All	Children	Children	< £20k	>£50k	£50k but not	
													squeezed	
Weighted Sample		633	665	139		564	447	576	213	363	583	235	229	
Unweighted Sample	2056	590	640	154	630	533	491	588	189	399	516	289	228	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
Device endingence with the following statements?														
Do you agree or disagree with the following statements?:														
The prices of things I want to buy are rising faster than my income. Agree strongly	44	33	51	39	40	52	41	57	59	56	55	34	8	
Tend to agree	44 41	33 49	38	39 45	40 43	52 38	41	38	59 36	56 40	55 37	34 44	о 51	
5		49 82	30 89	40 84	43 83	30 90			95	40 96	92	78	51 59	
Total agree Tend to disagree	85 8	12				90 5	85	95	95 4		92 5	7 0 15		
Disagree strongly	0 1	1	6 1	12 0	11 1	5 0	9 1	3 0	4	3 0	5 0	2	29 1	
Total disagree	9		7	12		5			4		5	2 17		
Don't know	6	13 5	4	4	12	5 4	10 5	3	4	3 1	3	6	30 11	
	0	Э	4	4	5	4	э	I I	2	I	3	0	11	
I'm finding it tougher to get by than for many years.	20		20	20	ا مح	25	05	07	45	22	1 44	40	0	
Agree strongly	29	20	36	20	25	35	25	37	45	33 67	44	13	0	
Tend to agree		38	43	37	39	42	41	63	55		37	38 51	0	
Total agree	69	58	79	57	64	77	66	100	100	100	81	-	0	
Tend to disagree	21 3	30	14	34 6	26 5	15	22 4	0	0	0	13 1	37 8	82	
Disagree strongly		6	3			3		0	0	0			18	
Total disagree	24 7	36	17	40	31	18	26	0	0	0 0	14	45	100	
Don't know	1	6	4	3	6	5	8	0	0	0	6	5	0	
People like me are bearing the brunt of the government's tax increases and														
spending cuts.	05	47	50	00	1.04	40	05		1 10		1 45	00	7	
Agree strongly	35	17	50	23	21	49	35	44	49	41	45	26	7	
Tend to agree	39	46	38	33	44	40	36	45	39	48	33	42	39	
Total agree	74	63	88	56	65	89	71	89	88	89	78	68	46	
Tend to disagree		27	7	31	23	5	20	9	10	9	12	24	42	
Disagree strongly	2	3	2	3	3	2	2	0	0	0	2	3	7	
Total disagree	18	30	9	34	26	7	22	9	10	9	14	27	49	
Don't know	8	7	3	11	9	4	7	2	2	2	8	5	5	
The coalition is deliberately targeting people on middle incomes.	20	1 40	40	40	1 40	40	00	20		24	00	00	0	
Agree strongly	28	10	42	12	16	42	26	36	38	34	29	26	9	
Tend to agree	34	35	36	28	33	36	34	36	38 76	36	31	36	37	
Total agree	62	45	78	40	49	78	60	72	-	70	60	62	46	
Tend to disagree		35	11	44	30	12	25	16	11	19	21	24	36	
Disagree strongly	4	8	2	6	7	2	3	3	3	4	4	5	7	
Total disagree	25	43	13	50	37	14	28	19	14	23 7	25 15	29	43	
Don't know	14	12	8	11	13	8	11	9	11	1	15	8	11	



		Votir	ng inte	ntion	2	010 Vc	ato	64	ueezed Midd	llo *	Not Squeezed Middle			
		VOtir	ig inte	ntion	2		Jie	50	ueezea Miaa	lie	N	Income £20k-		
	Total		Lab	Lib Dem		Lab	Lib Dem	All	With Children	Without Children	Income < £20k	Income >£50k	£50k but not squeezed	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	
Thinking about the next two or three years, how worried are you that you, or people in your immediate family living with you, will? suffer directly from cuts in spending on public services such as health, education and welfare														
Very worried	35	16	52	23	24	50	32	38	37	39	45	31	11	
Fairly worried		45	40	51	39	41	48	50	55	47	37	39	40	
Total very/fairly worried	76	61	92	74	63	91	80	88	92	86	82	70	51	
Not very worried		32	4	23	28	5	14	9	8	10	11	24	40	
Not at all worried		4	1	1	4	1	1	1	0	1	1	2	6	
Total not very / not at all worried	18	36	5	24	32	6	15	10	8	11	12	26	46	
lose your / their job and/or have difficulty finding work		4	3	3	5	4	5	2	0	3	5	3	2	
Very worried	-	16	45	18	22	42	27	34	33	35	38	29	13	
Fairly worried		34	34	36	31	34	38	41	47	38	31	32	29	
Total very/fairly worried	64	50	79	54	53	76	65	75	80	73	69	61	42	
Not very worried Not at all worried		34 11	12 4	32 10	30 11	13 5	21 8	16 5	13 3	19 6	13 9	27 6	41 15	
Total not very / not at all worried	28	45	4 16	42	41		29	21	16	25	22	33	56	
Not sure		5	5	4	6	7	6	3	4	3	8	6	2	
have to 'tighten your belts' and cut back on your spending														
Very worried		18	51 39	25 46	25 46	47	36	45	51	42 49	47	24	10	
Fairly worried Total very/fairly worried	43 79	49 67	39 90	46 71	46 71	41 88	43 79	47 92	43 94	49 91	38 85	45 69	39 49	
Not very worried		26	90 7	25	22	00 7	14	92 6	94 4	6	10	26	49 43	
Not very worried		3	1	23	3	1	2	0	0	1	2	20	7	
Total not very / not at all worried	16	29	8	27	25	8	16	6	4	7	12	28	50	
Not sure		4	2	3	4	4	5	2	2	2	3	4	1	
If you did have to cut back, how likely would you be to do each of the following? Spend less on holidays														
Very likely	42	36	51	39	38	47	46	51	57	47	52	36	24	
Fairly likely		34	33	36	32	34	31	34	31	35	18	45	40	
Total very / fairly likely		70	84	75	70	81	77	85	88	82	70	81	64	
Fairly unlikely		13	5	14	11	5	10	6	5	6	6	13	20	
Very unlikely		5	2	3	5	2	2	1	0	2	2	2	8	
Total very / fairly unlikely	12	18	7	17	16	7	12	7	5	8	8	15	28	
Don't know	-	4	1	1	3	3	3	1	0	2 8	3	1	2	
Not applicable	12	8	8	7	10	9	9	7	7	ð	20	3	6	



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	%	%	%	%	%	%	%	%	%	%	%	%	%
Put off spending on major items, such as a new car		1			I				~-				
Very likely		46	62	49	46	56	60	61	65	58	59	47	36
Fairly likely		35	24	32	34	27	26	28	26	29	18	42	43
Total very / fairly likely		81	86	81	80	83	86	89	91	87	77	89	79
Fairly unlikely		6	2	12	5	2	5	2	1	3	2	5	9
Very unlikely		2	1	1	2	1	1	1	0	1	1	0	2
Total very / fairly unlikely		8	3	13	7	3	6	3	1	4	3	5	11
Don't know	-	3	2	0	3	3	2	1	1	1	2	1	2
Not applicable	9 11	9	8	6	11	10	6	7	6	8	18	4	8
Spend less on going out to restaurants, bars, clubs, cinema, theatre etc													
				~ ~							I		10
Very likely		33	49	32	36	45	42	50	54	47	51	34	18
Fairly likely		39	32	43	37	33	35	37	37	37	22	42	48
Total very / fairly likely		72	81	75	73	78	77	87	91	84	73	76	66
Fairly unlikely		14	8	14	13	8	11	7	5	9	6	17	21
Very unlikely		4	2	5	3	2	3	1	0	2	2	2	7
Total very / fairly unlikely		18	10	19	16	10	14	8	5	11	8	19	28
Don't know	_	2	2	0	2	2	2	0	0	1	2	1	0
Not applicable	e 10	9	8	6	9	9	6	5	5	5	17	3	6
Spend less on buying clothes, shoes and other personal items											-		
Very likely		30	47	30	33	42	42	47	47	47	55	26	16
Fairly likely		43	42	40	42	44	38	42	43	42	29	54	46
Total very / fairly likely		73	89	70	75	86	80	89	9 0	89	84	80	62
Fairly unlikely		18	7	21	16	8	12	6	6	7	8	16	27
Very unlikely		4	2	5	3	2	2	1	1	1	3	2	8
Total very / fairly unlikely	14	22	9	26	19	10	14	7	7	8	11	18	35
Don't know	3	2	1	0	2	2	3	1	0	2	2	1	1
Not applicable	3	3	2	4	4	3	2	3	3	2	4	2	2
Spend less on everyday groceries													
Very likely	24	14	30	14	20	28	24	28	33	25	40	12	4
Fairly likely	32	29	37	27	28	37	31	37	41	35	30	32	23
Total very / fairly likely	56	43	67	41	48	65	55	65	74	60	70	44	27
Fairly unlikely	[/] 31	41	26	45	38	26	32	28	21	32	22	44	51
Very unlikely	9	13	6	12	11	7	9	5	5	6	6	10	21
Total very / fairly unlikely	40	54	32	57	49	33	41	33	26	38	28	54	72
Don't know	3	2	1	1	2	2	2	1	0	2	1	1	1
Not applicable	• 1	1	0	1	1	1	1	1	0	1	1	0	0



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	%	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, do you think the living standards today of people like you are higher, lower or about the same as your parents' generation when they were your age?					_								
Our living standards today are higher	64	74	61	77	70	59	67	63	65	62	53	75	85
Our living standards today are lower	17	13	19	13	16	19	17	20	21	20	26	11	6
Our living standards today are about the same	13	11	14	4	11	15	10	12	13	11	14	12	6
Not sure	7	3	6	6	4	7	6	5	1	7	7	2	3
And looking ahead twenty or thirty years to the next generation, do you think their living standards will generally be higher or lower than your generation today, or will they be about the same? Living standards will be higher Living standards will be lower Living standards will be about the same	33 28 23	42 21 25	28 37 22	34 19 32	40 24 24	28 36 20	31 26 27	31 32 24	32 31 28	30 33 22	33 28 19	33 28 30	41 22 29
Not sure	16	11	12	15	13	16	17	13	10	15	19	10	8
What is your gross household income?													
Under £5,000 per year	3	1	1	6	2	1	3	0	0	0	9	0	0
£5,000 to £9,999 per year	5	4	3	5	3	4	5	0	0	0	18	0	0
£10,000 to £14,999 per year	11	10	11	9	9	11	9	0	0	0	38	0	0
£15,000 to £19,999 per year	10	8	13	12	9	14	11	0	0	0	35	0	0
£20,000 to £24,999 per year	10	10	13	7	10	12	9	27	23	30	0	0	20
£25,000 to £29,999 per year	8	9	7	13	8	8	8	19	17	19	0	0	25
£30,000 to £34,999 per year	7	9	8	7	8	7	8	18	18	19	0	0	16
£35,000 to £39,999 per year	6 5	6	6	7	6	7	6	14	15	13	0	0	13
£40,000 to £44,999 per year	5	5	5 5	8	6	5	5	11	15	9	0	0	16
£45,000 to £49,999 per year £50,000 to £59,999 per year	4	3 6	э 4	3	4	4	6 5	11 0	12 0	10 0	0	0	10
	4			4 4	6 3	4	5 3	0	0	0	0	37 25	0 0
£60,000 to £69,999 per year £70,000 to £99,999 per year	3	3 4	3 3	4 6	3	3 3	3 5	0	0	0	0	25 30	0
£100,000 to £149,999 per year	3 1	4 2	0	0	1	0	0	0	0	0	0	30 6	0
£150,000 and over	0	0	0	0	0	0	0	0	0	0	0	2	0
Don't know	3	3	3	2	3	3	3	0	0	0	0	0	0
Prefer not to answer	16	17	14	8	19	14	14	0	0	0	0	0	õ
				-			l			-	-	-	-



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	%	%	%	%	%	%	%	%	%	%	%	%	%
How many children under the age of 18 are there in your household?													
None	74	77	70	78	77	71	77	63	0	100	80	72	77
1	13	13	15	12	13	14	12	18	48	0	9	17	16
2	9	7	11	10	8	11	10	13	36	0	8	8	6
3 or more	3	2	4	1	2	4	1	6	16	0	2	3	1
A													
Age 18-24	12	8	14	15	9	14	14	8	8	8	16	9	5
25-39	26	21	28	30	21	26	28	30	46	20	18	35	32
40-59	34	34	34	27	35	35	32	42	44	40	29	43	29
60+	28	38	24	29	35	26	25	21	2	31	37	13	34
		•					•						
Gender													
Male	49	45	59	53	44	56	54	53	60	50	44	59	48
Female	51	55	41	47	56	44	46	47	40	50	56	41	52
Casial Crada													
Social Grade ABC1	57	64	56	60	65	55	59	63	60	65	39	84	57
C2DE	43	36	56 44	40	35	45	58 42	63 37	60 40	05 35	61	04 16	43
0202	40	50		40	55	40	72	57	40	55	01	10	40
Region		-			-						-		
North	25	23	31	23	22	29	24	26	23	28	27	18	29
Midlands	16	13	19	18	15	20	15	19	24	16	17	15	15
East	10	12	7	10	12	5	10	9	11	8	10	15	6
London	13	15	12	12	15	13	12	8	6	10	12	19	11
South	23	28	16	28	27	15	27	25	21	27	21	26	25
Wales	5	5	7	3	5	8	3	5	7	4	6 7	2	4
Scotland	9	5	10	6	4	11	9	9	9	8	1	6	11
Housing Status													
Own the leasehold/freehold outright	33	43	28	32	40	29	32	25	13	33	28	28	45
Buying leasehold/freehold on a mortgage	36	34	39	46	35	39	39	49	64	40	22	54	32
Rented from local authority	9	5	11	3	6	13	6	7	10	5	18	0	6
Rented from private landlord	15	14	15	15	15	11	15	14	8	18	19	13	15
It belongs to a Housing Association	6	2	7	4	3	6	6	4	5	3	11	2	3
Don't know	2	2	1	0	2	1	3	0	0	0	3	3	0



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	%	%	%	%	%	%	%	%	%	%	%	%	%
Please tell us which type of organisation you do or did work for.													
Self-employed	10	14	9	6	14	8	10	7	6	8	11	8	7
Private sector firm or company (e.g. limited companies and Plcs)	44	49	43	45	46	40	48	49	49	49	41	52	48
Nationalised industry or public corporation (e.g. Post Office)	5	4	5	7	5	6	5	5	8	3	6	1	5
Other public sector employer (e.g. Central Government)	26	24	29	28	24	31	26	31	28	32	20	31	32
Charity/voluntary sector	5	4	5	8	4	5	4	3	4	2	6	5	4
Other	7	6	7	6	6	7	5	4	3	5	13	2	3
Have never worked	2	0	2	2	0	2	3	1	2	0	4	1	1
Which of these applies to you?		_											
Working full time (30 or more hours per week)	44	40	48	47	40	48	48	59	65	56	23	73	53
Working part time (8-29 hours a week)	12	11	11	14	13	10	12	11	15	9	13	9	10
Working part time (Less than 8 hours a week)	2	3	1	0	3	1	1	1	1	1	2	0	2
Full Time student	4	3	6	6	3	5	6	3	5	2	4	2 9	5
Retired	23	33	18	25	30	20	22	16	3	25	33	9	24
Unemployed	6	3	7	1	4	8	4	3	2	3	11	2	1
Not working	7	6	7	6	7	6	6	5	8	4	12	4	5
Other	1	1	1	1	1	1	1	1	1	0	2	1	1

* 'Squeezed middle': household income £20k-£50k AND who agree that 'I'm finding it tougher to get by than for many years'