

YouGov Survey Results

Sample Size: 1914 GB Adults

Fieldwork: 30th September - 1st October 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					Gross Household Income				Comfortable middle	Squeezed middle	
	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	Under £20,000	£20,000 to £39,999	£40,000 to £59,999	£60,000 and over	ABC1 & comfortable & under 60	ABC1 & squeezed middle & under 60
Weighted Sample	1914	463	608	124	176	595	475	395	928	986	228	484	655	547	1091	823	245	622	410	471	167	440	521	249	174	278	476
Unweighted Sample	1914	474	597	115	204	611	479	414	870	1044	161	481	735	537	1277	637	310	615	370	484	135	378	533	268	233	338	545
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	31	100	0	0	0	72	4	10	28	35	21	28	29	39	33	28	34	39	34	25	17	22	29	38	45	36	27
Lab	41	0	100	0	0	7	89	38	41	42	53	43	46	31	39	45	42	33	39	50	46	53	39	38	28	37	46
Lib Dem	8	0	0	100	0	1	3	32	9	7	11	12	6	7	10	7	11	8	6	10	8	8	10	11	7	14	8
Other	19	0	0	0	100	20	4	20	22	16	15	16	19	23	18	20	13	21	21	15	29	18	22	12	20	13	19

Other Parties Voting Intention

UKIP	12	0	0	0	100	17	2	13	14	9	7	8	12	16	11	13	4	16	15	12	4	12	13	6	12	7	11
SNP / PCY	3	0	0	0	0	0	1	1	4	2	4	3	3	3	4	2	2	0	3	0	24	3	3	2	3	4	4
Green	2	0	0	0	0	1	1	5	1	3	3	3	2	2	2	3	3	3	1	1	1	1	4	2	3	2	2
BNP	1	0	0	0	0	0	0	0	1	0	0	2	1	1	1	1	2	0	0	1	1	1	1	0	0	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	1	1	1	1	0	1	1	2	1	0	1	0	0	1	2	1	1	1

Non Voters

Would Not Vote	8	0	0	0	0	4	2	3	7	8	17	9	8	3	7	9	5	9	11	5	3	6	8	11	2	8	6
Don't know	15	0	0	0	0	12	11	19	9	21	19	17	15	13	13	19	15	18	15	11	18	11	13	13	11	10	14

Thinking about your finances, which of the following best reflects your position?

I am very comfortable financially	3	4	2	3	3	4	2	3	4	2	3	2	2	5	4	2	3	3	3	3	2	2	3	3	11	8	0
I am relatively comfortable financially	28	39	22	42	26	35	24	28	32	24	25	26	25	33	34	19	31	28	26	27	30	14	30	36	50	92	0
TOTAL COMFORTABLE	31	43	24	45	29	39	26	31	36	26	28	28	27	38	38	21	34	31	29	30	32	16	33	39	61	100	0
I do not often have money for luxuries, but can normally comfortably cover the essentials	39	42	36	35	47	43	38	37	38	39	39	39	37	40	41	36	42	39	39	35	40	37	37	42	33	0	69
I can only just afford my costs and often struggle to make ends meet	22	12	33	17	18	14	29	27	18	27	16	22	27	19	16	31	16	21	24	27	21	34	23	16	5	0	31
I cannot afford my costs, and often have to go without essentials like food and heating	4	2	5	3	6	2	5	5	5	4	4	5	5	3	2	7	2	5	3	7	1	10	4	1	0	0	0
TOTAL STRUGGLING	26	14	38	20	24	16	34	32	23	31	20	27	32	22	18	38	18	26	27	34	22	44	27	17	5	0	31
Not sure	4	2	1	0	0	1	2	1	4	4	13	5	3	0	3	5	6	5	4	2	5	3	3	2	1	0	0

Fieldwork: 30th September - 1st October 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Gross Household Income				Comfortable middle	Squeezed middle
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	Under £20,000	£20,000 to £39,999	£40,000 to £59,999	£60,000 and over	ABC1 & comfortable & under 60	ABC1 & squeezed middle & under 60	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How worried are you, if at all, that in the next year or two you will be significantly worse off than you are today?

Very worried	17	7	25	8	18	12	23	17	16	18	10	18	21	15	13	22	12	19	16	21	12	24	16	13	7	3	19
Fairly worried	40	31	47	34	40	34	45	42	36	43	41	40	41	38	41	38	48	35	40	43	38	45	39	41	35	33	50
TOTAL WORRIED	57	38	72	42	58	46	68	59	52	61	51	58	62	53	54	60	60	54	56	64	50	69	55	54	42	36	69
Not very worried	33	53	21	47	34	45	25	32	38	29	31	32	32	37	37	29	29	37	34	29	38	22	36	39	47	52	28
Not worried at all	5	7	3	6	6	7	4	5	6	4	5	3	3	8	6	3	5	5	5	5	2	4	5	4	10	10	1
TOTAL NOT WORRIED	38	60	24	53	40	52	29	37	44	33	36	35	35	45	43	32	34	42	39	34	40	26	41	43	57	62	29
Don't know	5	2	3	5	1	2	3	4	5	5	13	7	3	2	3	7	7	5	5	3	10	4	3	2	1	2	2

If the Government found in the next year or two that its financial position was better than expected, which one of these do you think would be best...?

for Britain as a whole

Reducing the taxes paid by people like you and/or increasing welfare benefits received by families like yours	16	12	22	17	15	13	20	15	16	17	17	18	15	16	14	19	14	13	16	21	17	24	14	15	12	14	16
Spending more on and/or stopping cuts to public services used by families like yours	31	14	50	33	27	20	45	39	30	33	34	32	35	25	33	29	30	30	30	31	40	30	33	35	31	31	40
Paying off more of the Government's debts	38	65	20	40	47	59	24	35	46	32	21	34	38	50	42	33	41	41	38	36	35	33	42	43	52	46	34
Don't know	14	10	9	10	12	8	12	11	9	19	28	16	12	9	10	19	15	16	15	12	8	13	11	7	5	8	10

for you and your immediate family

Reducing the taxes paid by people like you and/or increasing welfare benefits received by families like yours	36	34	41	33	38	37	34	36	39	33	35	37	41	29	36	36	33	35	35	39	36	43	36	34	37	35	40
Spending more on and/or stopping cuts to public services used by families like yours	32	26	42	35	26	27	44	34	31	33	27	33	33	33	34	29	31	32	34	31	36	31	33	39	35	35	37
Paying off more of the Government's debts	15	28	6	19	19	24	9	13	19	12	9	12	12	24	17	13	17	15	13	14	18	13	16	19	21	18	12
Don't know	17	13	10	13	17	11	13	17	11	22	29	18	15	13	13	22	19	18	18	16	9	14	15	9	7	12	11

Fieldwork: 30th September - 1st October 2013

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the Government were to decide to put more money into people's pockets, which two or three of these would you most like to see? (Please select up to three options)

Lower income tax	38	50	29	41	42	45	30	36	40	36	32	39	42	34	41	34	39	36	39	37	40	33	42	42	50	42	42
Lower VAT	40	45	39	44	43	48	39	39	45	35	27	37	44	42	43	36	31	39	39	45	43	39	40	46	52	40	42
Lower fuel duty	35	44	27	24	44	43	29	34	34	36	27	30	40	38	34	37	17	40	37	36	38	27	35	43	41	35	35
Lower bus / train / tube fares	21	17	22	27	19	16	20	26	19	24	45	28	16	13	23	19	35	23	19	16	18	20	18	24	20	28	26
Lower council tax	35	38	35	41	33	36	37	37	35	35	26	41	36	32	35	35	31	37	33	36	34	31	41	32	30	32	36
Freezing home energy prices	42	30	56	25	37	35	55	41	39	45	33	36	46	46	40	45	42	39	44	46	36	44	43	44	27	37	43
Higher state pension	30	36	27	24	43	37	29	27	28	32	11	13	24	59	27	33	33	32	28	27	27	33	29	20	30	21	16
Higher child benefit	7	4	11	6	5	4	8	8	4	9	10	14	4	1	6	8	7	7	5	8	6	8	7	9	5	6	9
Higher income support / housing benefit for low income families	10	1	19	16	4	3	14	14	10	10	20	9	9	8	9	11	12	9	7	13	10	19	7	6	11	9	12
Higher job seekers' allowance	4	1	7	12	3	2	4	7	5	4	6	6	4	2	4	4	6	3	4	4	8	7	3	3	2	3	6
None of these	1	0	0	1	0	0	1	1	1	1	0	1	1	1	1	1	1	1	0	1	2	1	1	0	1	1	0
Not sure	3	2	1	0	0	1	2	1	3	4	12	4	2	0	3	4	4	4	4	1	1	3	2	1	1	1	1

If the Government were to decide to spend more on public services, which two or three of these public services would you most like to get the money? (Please select up to three options)

Schools	29	28	33	24	19	23	32	34	24	33	32	45	27	15	30	27	35	32	29	24	22	27	31	33	34	34	37
Nurseries / childcare	10	7	13	18	5	6	12	15	6	13	10	20	6	6	10	10	10	11	6	10	14	10	8	14	14	8	13
Hospitals / local GP surgeries	63	57	72	57	54	60	70	68	56	69	58	60	65	65	61	65	62	63	66	63	55	61	64	61	57	58	64
The police	22	21	22	14	30	28	20	21	21	24	17	20	25	24	22	24	18	25	24	25	9	21	24	23	14	22	22
Support for the elderly (e.g. care homes, social services)	42	47	40	38	49	47	44	41	36	47	25	27	44	59	43	40	43	43	45	38	35	42	42	41	40	33	41
Britain's armed forces	18	27	13	14	29	25	16	13	19	17	14	14	18	25	17	20	13	18	19	19	23	19	18	16	16	16	15
Infrastructure spending (e.g. roads, railways)	29	42	20	45	34	35	20	32	39	21	25	29	32	28	34	23	23	29	28	33	36	23	29	38	40	42	30
Support for jobs / training / private investment	26	26	27	27	30	28	24	24	30	23	31	19	29	28	25	28	22	22	27	31	33	30	26	20	33	24	25
Building more homes	25	21	33	29	19	22	33	24	28	22	27	20	22	32	24	27	31	22	22	26	33	27	28	28	26	22	20
None of these	1	0	0	1	2	1	1	1	2	1	1	2	1	1	1	2	2	2	1	1	1	1	1	0	1	1	0
Not sure	4	1	2	0	1	1	2	1	3	4	12	5	3	0	3	4	5	4	4	2	1	4	3	2	1	3	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2010 Vote [n=1653]																												
Con	38	86	6	4	54	100	0	0	37	38	22	32	35	48	39	35	40	44	45	29	14	27	37	44	47	41	32	
Lab	30	4	68	9	6	0	100	0	32	28	29	31	33	26	28	33	33	20	29	39	39	37	31	28	25	30	32	
Lib Dem	25	8	21	85	25	0	0	100	22	28	42	30	24	18	25	24	23	29	20	26	23	26	24	22	22	24	29	
Other	8	3	4	2	15	0	0	0	9	6	7	7	8	8	7	8	4	7	6	6	25	9	8	5	6	5	8	
Gender																												
Male	49	47	52	58	62	48	52	42	100	0	50	50	49	45	51	45	47	42	48	51	69	49	46	57	53	56	49	
Female	52	53	48	42	38	52	48	58	0	100	50	50	51	55	49	55	53	58	52	49	31	51	54	43	47	44	51	
Age																												
18-24	12	7	13	13	5	4	7	13	12	11	100	0	0	0	13	10	11	13	13	11	9	11	7	12	8	16	16	
25-39	25	22	25	36	16	20	24	28	26	25	0	100	0	0	27	23	33	26	17	24	33	20	26	37	29	38	38	
40-59	34	32	38	26	35	34	40	35	35	34	0	0	100	0	34	35	34	30	40	35	33	32	38	35	47	46	46	
60+	29	39	24	25	43	42	28	24	27	30	0	0	0	100	26	32	22	30	29	31	25	37	30	15	16	0	0	
Social Grade																												
ABC1	57	63	56	69	54	60	53	59	60	54	63	61	56	51	100	0	70	52	57	56	56	36	58	72	84	100	100	
C2DE	43	37	44	31	46	40	47	41	40	46	37	39	44	49	0	100	30	48	43	44	44	64	42	28	16	0	0	
Region																												
London	13	14	13	18	4	14	14	12	12	13	12	17	13	10	16	9	100	0	0	0	0	10	10	13	26	20	15	
Rest of South	33	38	25	27	41	38	22	38	28	36	35	34	29	35	30	36	0	100	0	0	0	33	31	36	34	27	30	
Midlands / Wales	21	22	20	15	25	26	21	17	21	22	24	15	25	22	22	21	0	0	100	0	0	17	26	23	13	21	21	
North	25	21	33	32	27	20	32	26	26	23	22	23	25	26	24	25	0	0	0	100	0	31	27	20	18	23	25	
Scotland	9	5	10	8	3	3	10	7	12	5	6	11	8	8	9	9	0	0	0	0	100	9	7	9	10	9	9	
Gross Household Income																												
Under £20,000	32	23	41	28	35	24	37	34	31	33	37	24	28	42	20	47	26	32	26	38	34	100	0	0	0	9	22	
£20,000 to £39,999	38	35	34	40	41	38	37	37	35	40	27	37	39	40	39	36	30	36	46	39	32	0	100	0	0	28	38	
£40,000 to £59,999	18	21	15	22	9	22	16	16	21	15	25	25	17	10	23	12	18	20	20	14	19	0	0	100	0	26	26	
60,000 and over	13	20	9	11	14	17	10	12	13	12	11	14	16	7	19	5	26	13	8	9	15	0	0	0	100	37	14	