

YouGov / Resolution Foundation Survey Results

Sample Size: 1761 GB Adults
Fieldwork: 27th - 28th February 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					Gross Household Income (£ / PA)				
	Total	Con	Lab	Lib Dem	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 - 39,999	40,000 - 69,999	70,000+	
Weighted Sample	1761	X	X	X	537	425	373	856	905	213	449	602	497	1004	757	225	572	377	433	153	430	498	281	89	
Unweighted Sample	1761	413	560	121	557	402	401	835	926	137	421	682	521	1201	560	222	628	367	409	135	378	471	312	117	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the standard of living of you and your family, would you say that you are...?

Better off today than you were in 2010	14	18	12	18	15	11	18	15	12	18	19	14	7	16	11	17	14	12	13	12	10	15	19	34
Worse off today than in 2010	53	43	65	37	50	65	48	51	55	37	44	61	58	48	60	47	51	58	53	57	64	54	44	36
About the same	30	36	21	44	31	22	33	31	29	39	29	24	34	33	26	30	33	26	31	28	24	30	33	25
Not sure	3	3	3	2	4	2	1	3	3	7	7	1	0	3	4	5	2	4	3	2	2	1	4	6

In two years' time, in 2015, do you think you will be...?

Better off in 2015 than you are today	19	22	17	33	18	15	24	23	15	36	29	15	7	23	14	27	16	18	19	18	17	20	21	27
Worse off in 2015 than today	46	32	58	20	43	61	37	42	50	25	36	50	61	41	53	40	44	50	46	59	52	46	41	31
About the same	28	37	20	39	32	20	31	29	26	30	27	28	26	30	25	19	34	23	31	19	23	30	31	38
Not sure	7	9	5	8	7	4	8	6	8	9	8	7	5	6	9	14	7	9	4	4	8	3	6	4

You say that you are worse off today than in 2010 but hope to be better off in two years time. Do you think that by 2015 you will have...?*

[Asked to those who said they are worse off today than 2010, but will be better off in 2015 n=85]

More than made up for your fall in living standards in the past three years and be better off in 2015 than you were in 2010	30	32	14	44	31	13	25	34	26	0	43	25	22	35	16	44	22	36	19	67	27	32	28	18
Just about recovered from your fall in living standards in the past three years and be roughly as well off in 2015 than you were in 2010	56	57	79	29	55	75	58	53	59	93	41	58	75	47	83	43	51	58	70	27	63	60	57	65
Not recovered fully from your fall in living standards in the past three years and still be worse off in 2015 than you were in 2010	13	8	7	27	12	12	17	12	14	7	17	15	0	17	1	12	27	0	11	0	11	7	8	16
Don't know	1	4	0	0	3	0	0	1	2	0	0	3	3	2	0	0	0	6	0	6	0	1	7	0

Total better off in 2015 than 2010	15	19	13	29	14	12	21	20	12	30	24	12	6	19	11	24	14	14	14	17	13	16	18	21
Total worse off in 2015 than 2010	44	30	56	20	40	58	37	41	48	24	33	48	59	39	50	39	41	48	45	54	51	45	40	24

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

Which two/three, if any, would be of greatest help to people like you and your family? (Please select up to three options)

A reduction in the cost of essentials such as food and fuel	65	60	67	66	63	70	68	63	67	60	58	68	70	65	65	57	69	71	58	65	66	63	68	56
A reduction in petrol duty	47	60	42	36	59	44	46	47	48	21	39	51	62	47	48	32	49	52	47	52	43	48	51	50
A reduction in the rate of VAT	35	40	34	35	40	35	37	38	32	24	22	34	53	36	34	28	39	31	39	34	41	35	34	40
A reduction in the direct taxes paid by those on low and middle pay	35	37	36	35	37	36	41	38	33	32	27	38	41	40	30	33	38	37	32	32	35	37	36	32
A general increase in wages across the board	24	21	28	11	18	24	26	21	26	38	27	27	10	25	22	29	20	27	24	22	16	29	27	26
A reduction in housing costs	17	11	16	31	11	16	19	16	19	34	22	13	10	16	19	28	13	19	15	17	18	17	12	12
Creating more jobs and more hours of available work	13	9	16	16	10	16	16	12	15	21	14	13	11	13	15	17	12	12	14	15	17	14	8	11
An increase in the National Minimum Wage	8	5	14	6	5	14	4	7	10	11	11	10	2	5	12	7	6	8	13	6	15	7	4	1
A reduction in the cost of childcare faced by parents	6	5	7	6	5	6	6	6	7	7	12	4	4	6	6	8	5	6	6	8	5	4	13	9
None	1	1	0	2	1	1	1	1	2	2	1	1	2	1	2	1	2	1	2	1	2	1	1	1
Not sure	4	3	2	0	3	3	2	3	4	7	9	1	1	3	5	2	4	3	5	4	1	3	3	2

Which two/three of these measures, if any, are most likely to raise living standards across Britain generally? (Please select up to three options)

A reduction in the cost of essentials such as food and fuel	56	57	55	51	55	58	58	53	58	52	54	55	59	54	58	50	55	57	54	66	57	57	54	39
Creating more jobs and more hours of available work	39	42	42	49	40	39	46	37	41	44	33	37	45	40	38	32	39	39	42	43	40	40	46	39
A reduction in petrol duty	38	51	36	21	51	35	32	38	38	20	26	43	52	36	41	24	40	42	39	43	39	40	35	36
A reduction in the direct taxes paid by those on low and middle pay	35	39	33	37	39	34	37	39	31	31	30	37	39	36	34	36	36	35	35	32	33	36	35	39
A reduction in the rate of VAT	29	28	30	30	30	28	32	30	27	22	20	30	37	31	25	22	29	28	29	35	32	29	26	35
An increase in the National Minimum Wage	19	11	26	13	12	28	18	16	23	20	20	20	18	18	22	23	18	19	22	17	26	18	14	13
A general increase in wages across the board	19	17	20	17	13	17	19	19	18	25	22	25	6	20	18	23	19	18	19	13	16	23	18	21
A reduction in housing costs	18	9	19	31	11	16	21	17	20	39	21	14	13	18	19	30	17	20	13	20	21	16	15	15
A reduction in the cost of childcare faced by parents	9	8	11	13	7	13	10	7	11	8	18	7	5	11	8	10	7	11	12	7	7	8	16	14
None	1	0	0	0	0	0	0	1	1	1	2	0	1	1	1	0	2	0	2	0	2	0	0	1
Not sure	3	2	1	0	3	3	1	3	3	7	6	1	1	2	4	2	3	3	4	2	0	2	3	1

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

Thinking about the powers that the Government has available to it, how much power do you think it has to deliver each of the following? (Please tick one option per row)

A general increase in wages across the board

The Government has the power to achieve this directly	22	10	30	14	14	29	20	18	25	26	23	24	16	18	26	22	16	26	23	27	26	22	15	17
The Government has quite a lot of influence, but not power	30	32	36	25	34	32	27	32	29	25	32	29	33	31	29	32	33	28	27	33	31	30	33	25
The Government does not have much influence or power	23	33	20	29	27	21	26	24	22	20	22	26	22	25	21	16	24	22	27	23	21	23	26	35
This is completely outside the Government's power or influence	14	20	9	19	19	11	17	15	12	10	9	12	22	16	10	14	14	15	12	11	11	15	18	20
Not sure	11	6	6	12	7	7	9	10	12	19	13	9	8	9	14	15	12	9	11	6	11	9	8	3

An increase in the National Minimum Wage

The Government has the power to achieve this directly	77	76	84	79	73	82	85	80	75	72	74	83	75	76	79	74	78	76	81	73	76	79	81	82
The Government has quite a lot of influence, but not power	12	16	9	12	18	8	8	10	13	13	11	9	15	14	8	14	9	13	10	18	13	13	9	13
The Government does not have much influence or power	3	3	4	5	2	6	3	4	2	2	4	2	4	4	2	2	3	5	2	3	4	3	3	3
This is completely outside the Government's power or influence	0	0	1	1	1	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0	0
Not sure	8	5	3	4	5	4	5	6	10	13	10	6	5	6	10	9	9	6	7	6	8	4	7	2

A reduction in the cost of childcare faced by parents

The Government has the power to achieve this directly	29	15	37	24	21	38	25	27	30	22	35	31	23	25	33	33	25	34	27	28	34	26	25	30
The Government has quite a lot of influence, but not power	37	49	38	34	43	39	34	40	35	47	34	36	38	38	37	28	39	34	40	44	30	43	46	29
The Government does not have much influence or power	18	22	17	25	19	13	27	19	17	11	16	18	22	22	12	18	19	17	17	17	19	20	15	31
This is completely outside the Government's power or influence	5	8	1	2	10	2	3	5	5	0	2	4	9	5	4	6	3	6	5	4	6	3	4	4
Not sure	12	6	7	15	7	8	11	10	13	19	13	11	8	9	14	14	14	10	11	7	12	9	9	6

A reduction in the cost of essentials such as food and fuel

The Government has the power to achieve this directly	39	32	48	20	34	51	29	37	40	26	39	42	41	33	46	32	36	39	42	49	42	37	32	34
The Government has quite a lot of influence, but not power	35	40	35	39	40	31	41	35	34	36	31	35	37	37	32	37	34	38	34	29	31	41	39	35
The Government does not have much influence or power	14	17	13	25	15	13	19	17	12	20	14	12	14	19	8	15	16	14	12	13	15	15	18	17
This is completely outside the Government's power or influence	4	5	2	5	5	1	4	4	3	1	5	4	4	5	3	3	4	3	4	2	4	3	4	11
Not sure	8	5	3	10	5	4	8	6	10	17	11	6	4	7	10	13	9	5	7	7	8	4	7	3

Creating more jobs and more hours of available work

The Government has the power to achieve this directly	26	16	38	14	19	39	23	22	28	16	23	28	29	20	33	27	19	31	30	21	33	25	18	18
The Government has quite a lot of influence, but not power	42	49	42	41	47	41	44	47	37	48	41	41	42	46	36	42	43	39	40	49	35	40	53	48
The Government does not have much influence or power	19	24	12	36	24	13	22	20	19	18	22	18	19	22	16	18	21	19	17	20	17	25	19	21
This is completely outside the Government's power or influence	4	6	4	3	5	3	6	4	5	3	3	5	4	4	4	3	5	4	4	2	6	3	3	8
Not sure	9	5	4	5	5	5	6	7	11	15	12	8	5	7	11	10	11	7	9	8	8	6	8	4

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

A reduction in the direct taxes paid by those on low and middle pay

The Government has the power to achieve this directly	81	86	83	77	82	84	86	83	78	69	75	86	84	79	83	71	83	81	83	78	82	82	83	85
The Government has quite a lot of influence, but not power	9	9	10	11	12	9	5	7	11	12	10	7	9	12	5	14	6	11	7	14	8	10	10	12
The Government does not have much influence or power	2	0	3	2	2	3	1	3	1	2	3	1	2	2	2	2	2	3	2	1	3	3	0	0
This is completely outside the Government's power or influence	1	0	1	1	0	0	1	1	0	1	1	0	0	1	0	1	0	0	1	1	1	0	0	0
Not sure	8	5	2	10	5	4	7	6	9	16	10	6	4	6	10	12	8	5	8	6	7	4	7	3

A reduction in the rate of VAT

The Government has the power to achieve this directly	83	85	87	84	84	89	89	85	80	67	77	88	89	82	84	77	85	83	83	82	83	86	84	86
The Government has quite a lot of influence, but not power	7	7	7	9	10	5	4	6	8	13	7	5	6	8	4	12	4	9	5	10	7	7	8	9
The Government does not have much influence or power	3	4	3	3	1	2	2	3	2	8	4	1	1	3	2	1	3	4	4	2	2	3	1	1
This is completely outside the Government's power or influence	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Not sure	7	5	3	4	5	4	5	6	9	13	11	6	4	6	9	9	8	5	8	6	7	4	7	3

A reduction in petrol duty

The Government has the power to achieve this directly	80	80	85	81	81	86	87	83	76	64	73	86	85	78	82	75	81	81	79	79	78	83	82	91
The Government has quite a lot of influence, but not power	9	11	8	10	10	6	5	8	10	16	10	6	8	10	7	11	7	9	10	13	11	8	10	4
The Government does not have much influence or power	3	4	3	4	2	3	2	2	4	5	4	2	2	4	1	4	2	5	2	2	3	4	0	3
This is completely outside the Government's power or influence	1	1	1	0	1	0	0	1	1	2	1	0	1	1	0	0	1	0	0	0	1	1	1	0
Not sure	8	5	3	4	5	4	5	6	10	13	11	6	4	6	10	10	9	5	9	6	8	4	7	3

A reduction in housing costs

The Government has the power to achieve this directly	29	18	37	23	21	41	22	27	31	31	34	28	27	22	39	30	23	32	34	28	38	27	23	12
The Government has quite a lot of influence, but not power	36	41	40	34	41	35	42	36	37	38	29	40	38	40	32	32	39	35	37	35	31	37	42	47
The Government does not have much influence or power	22	29	16	31	26	16	25	25	19	14	23	20	26	27	15	22	24	22	16	28	19	26	25	29
This is completely outside the Government's power or influence	3	6	2	2	6	2	3	4	3	1	2	5	4	3	3	3	3	4	3	1	3	4	2	9
Not sure	9	6	4	9	6	5	8	8	11	17	12	8	5	8	11	13	10	6	9	8	9	6	7	4

Taking everything into account, which of these statements comes closer to your view?

These days it is very hard for government to secure higher family living standards. Looking to the next election in 2015 and beyond, the most that we can expect of government is to secure a stable economic and business environment, with sound public finances, low inflation and some overall growth in the economy.	35	64	20	43	49	22	35	39	30	37	33	34	37	37	31	34	38	34	31	34	29	36	44	42
Looking to the next election and in 2015 and beyond, it should be possible for a government with the right policies to ensure that overall growth in the economy results in steadily rising family living standards.	50	27	69	48	38	64	54	48	51	49	45	52	51	49	50	47	47	52	52	53	53	52	43	53
Don't know	16	10	11	8	13	14	11	13	19	15	22	14	12	13	19	19	15	14	17	13	18	12	13	4

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

Turning now to Britain's overall national finances, do you agree or disagree with this statement?

"The most important thing British governments, whichever party is in control, will have to do in the next few years is to manage the public finances prudently. Unless that happens, attempts to raise living standards won't work. For me to trust a party (on the economy) I need to know that it will make prudent management of public finances its number one priority."

Agree strongly	37	66	22	43	56	24	30	41	33	28	31	32	51	39	34	32	36	37	40	34	39	35	39	38
Tend to agree	41	26	52	41	33	47	49	39	42	36	42	44	37	40	42	42	42	42	38	39	38	46	38	44
TOTAL AGREE	78	92	74	84	89	71	79	80	75	64	73	76	88	79	76	74	78	79	78	73	77	81	77	82
Tend to disagree	8	1	12	12	2	11	11	9	7	13	6	10	4	7	8	10	9	8	6	6	8	9	7	12
Disagree strongly	3	0	4	0	0	4	3	4	2	3	2	5	1	3	3	3	2	1	4	3	4	2	4	1
TOTAL DISAGREE	11	1	16	12	2	15	14	13	9	16	8	15	5	10	11	13	11	9	10	9	12	11	11	13
Not sure	12	6	11	4	9	14	7	8	16	20	18	9	7	11	13	14	10	12	12	18	12	7	12	6

Which of these statements comes closer to your view?

'The economic problems facing Britain are so deep-seated that it's inevitable that living standards generally will take some years before they return to the levels they were before the crisis that erupted in 2008/9; whichever party was in government, they would be unable to alter this central fact'	49	71	33	68	59	34	56	53	45	59	48	50	46	52	46	50	54	47	45	51	41	50	64	49
'Britain's economic problems are indeed severe, but with the right government policies it would be possible for things to improve fairly quickly, and for living standards generally to return over the next two or three years to the levels they were before 2008'	38	22	56	27	31	53	36	37	39	23	34	40	44	37	38	29	36	41	42	40	44	42	27	44
Not sure	13	7	11	6	10	13	8	10	16	18	18	9	10	11	16	21	10	12	13	10	15	8	9	7

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

How long do you think it will be before Britain's economy fully recovers from the problems of the past few years – that is, when living standards generally are back to the levels they were before the crisis, unemployment is significantly lower than it is today and the economy is growing steadily again?

Within the next 2-3 years	7	9	7	10	10	7	5	7	7	3	10	8	5	8	6	13	7	6	7	4	7	5	9	18
In 4-5 years' time	36	47	36	38	42	35	38	40	33	32	36	36	38	41	30	32	38	39	34	37	34	40	42	39
In 6-10 years' time	29	28	31	29	26	32	32	31	28	38	26	27	31	30	29	24	32	27	32	29	28	28	27	33
In more than 10 years' time	11	7	10	9	10	10	8	9	14	10	11	13	10	9	14	14	10	11	12	12	14	11	11	4
Never	4	2	3	1	3	3	2	4	4	2	4	3	5	2	5	4	3	5	3	2	3	4	3	1
Not sure	13	7	14	12	8	12	14	10	15	16	14	12	11	10	17	15	11	13	12	16	13	12	8	5

Let's suppose that Britain's economy recovers over the next few years. How much do you think this would benefit people like you in the form of higher living standards?

General economic growth over the next few years would benefit people like me a lot	22	26	25	21	21	25	20	21	22	26	25	20	18	24	19	24	23	16	23	23	17	22	24	23
It would benefit people like me to some extent	46	51	43	50	51	45	48	47	44	46	44	48	45	48	43	40	46	53	43	39	40	46	51	51
It would not benefit people like me much	19	14	19	21	16	17	24	20	17	9	14	21	24	18	20	18	19	17	19	22	27	19	16	18
It would not benefit people like me at all	5	2	5	4	5	4	3	5	4	3	3	6	6	3	7	8	4	4	5	5	6	4	4	3
Not sure	9	7	8	3	8	9	5	7	12	16	14	5	8	8	12	11	8	10	10	10	10	8	5	6

**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.*