

YouGov Survey Results

Sample Size: 1876 GB adults
Fieldwork: 4th - 5th November 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	1876	x	x	x	x	579	479	387	910	966	223	475	642	537	1069	807	240	610	401	461	163	
Unweighted Sample	1876	464	578	96	191	578	483	384	900	976	169	439	748	520	1190	686	267	584	364	497	164	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

It has been suggested that companies should be offered a temporary one year tax cut in exchange for giving a pay rise to employees currently receiving less than the "living wage" (an informal estimate of the wage needed to cover basic costs - £8.55 an hour in London and £7.45 an hour elsewhere)

Do you think this is a good or bad idea?

A good idea	59	45	71	54	58	47	69	59	57	60	60	56	61	56	57	60	57	57	62	59	58
A bad idea	22	34	16	27	28	34	15	20	26	17	15	23	20	26	25	17	21	23	23	19	23
Don't know	20	21	14	19	13	19	16	20	17	22	25	21	19	18	18	22	21	20	15	22	19