

## YouGov / Resolution Foundation Survey Results

Sample Size: 1886 GB Adults

Fieldwork: 27th - 28th August 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	
<b>Weighted Sample</b>	<b>1886</b>	X	X	X	X	554	487	427	917	969	228	481	645	532	1075	811	241	613	404	464	164
Unweighted Sample	1886	440	570	141	217	529	491	425	891	995	167	457	739	523	1230	656	232	651	381	464	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who do you believe is mainly to blame for the fall in living standards experienced in this country over the last few years?

Mostly Labour	<b>30</b>	66	3	47	39	60	5	31	35	26	23	32	31	32	35	25	31	35	30	27	24
All the main parties	<b>19</b>	7	21	15	26	13	21	24	16	23	14	19	22	19	18	21	21	16	23	19	25
Mostly the Conservatives	<b>16</b>	3	35	12	10	3	31	17	16	16	14	18	17	14	14	19	13	13	15	22	17
Mostly the Coalition	<b>9</b>	2	20	1	9	5	19	6	10	9	5	5	10	13	8	12	9	8	8	11	11
Mostly the Liberal Democrats	<b>1</b>	0	1	3	1	1	1	1	1	1	0	3	0	1	1	1	2	1	1	1	0
None of them - external factors beyond the control of any political party are to blame	<b>16</b>	14	17	14	11	13	18	16	16	15	20	13	14	17	16	15	12	19	14	14	15
Not sure	<b>8</b>	7	3	7	3	5	5	6	6	10	22	11	6	3	9	8	11	9	9	5	7

In two years' time, in 2015, do you expect to be better off in 2015 than you are now?

Better off	<b>25</b>	37	20	27	14	26	21	25	29	21	54	35	20	9	29	20	33	26	23	21	25
Worse off	<b>26</b>	13	35	24	44	21	35	26	27	25	10	15	31	37	22	32	21	25	26	30	29
About the same	<b>40</b>	42	38	46	39	44	37	44	38	41	26	36	39	50	42	36	32	41	40	42	37
Don't know	<b>9</b>	8	7	3	3	9	8	4	7	12	10	14	10	4	8	12	13	8	11	8	9

Fieldwork: 27th - 28th August 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	
<b>Weighted Sample</b>	<b>1886</b>	X	X	X	X	554	487	427	917	969	228	481	645	532	1075	811	241	613	404	464	164	
Unweighted Sample	1886	440	570	141	217	529	491	425	891	995	167	457	739	523	1230	656	232	651	381	464	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

'These days it is very hard for government to secure higher living standards. Looking to the next election in 2015 and beyond, the most we can expect of government is to secure a stable economic and business environment, with sound public finances, low inflation and some overall economic growth'	<b>41</b>	60	28	58	32	54	29	45	42	39	36	38	44	41	46	33	42	45	43	36	32
'Looking to the next election 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'	<b>41</b>	28	59	32	49	32	56	42	45	38	43	42	38	44	40	44	39	37	40	48	48
Don't know	<b>18</b>	12	14	10	19	14	15	13	13	22	21	20	17	15	14	23	19	19	17	16	19

**If a political party convinced you it could take action to improve the living standards of people like you, how much more likely is it that you would vote for them?**

Very likely	<b>15</b>	13	18	11	26	13	17	17	17	13	11	18	14	13	15	14	16	12	15	18	12
Fairly likely	<b>36</b>	33	42	37	33	35	38	38	36	37	48	36	35	33	37	35	32	34	34	42	38
<b>TOTAL LIKELY</b>	<b>51</b>	<b>46</b>	<b>60</b>	<b>48</b>	<b>59</b>	<b>48</b>	<b>55</b>	<b>55</b>	<b>53</b>	<b>50</b>	<b>59</b>	<b>54</b>	<b>49</b>	<b>46</b>	<b>52</b>	<b>49</b>	<b>48</b>	<b>46</b>	<b>49</b>	<b>60</b>	<b>50</b>
Neither likely nor unlikely	<b>31</b>	37	24	37	27	34	28	29	33	29	30	26	33	32	31	30	30	34	32	24	34
Fairly unlikely	<b>4</b>	4	4	5	5	5	4	4	5	4	1	2	5	6	4	4	6	4	4	3	6
Very unlikely	<b>5</b>	3	3	2	5	3	5	2	4	5	1	5	4	6	4	5	5	4	4	5	4
<b>TOTAL UNLIKELY</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>9</b>	<b>9</b>	<b>2</b>	<b>7</b>	<b>9</b>	<b>12</b>	<b>8</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>10</b>
Don't know	<b>10</b>	10	8	7	4	10	8	9	6	14	10	12	8	9	8	12	11	11	12	7	6

Fieldwork: 27th - 28th August 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	
<b>Weighted Sample</b>	<b>1886</b>	X	X	X	X	554	487	427	917	969	228	481	645	532	1075	811	241	613	404	464	164	
Unweighted Sample	1886	440	570	141	217	529	491	425	891	995	167	457	739	523	1230	656	232	651	381	464	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In each of these areas - by 2015, which government, if any, would be most likely to:

**Help raise the pay of low-wage workers without damaging the overall economy**

A majority Conservative government	12	36	1	4	7	29	4	4	14	10	13	11	11	14	13	11	9	15	13	11	7
A majority Labour government	29	7	68	15	14	7	60	24	32	26	32	27	30	27	26	32	22	25	31	35	31
A Conservative-Liberal Democrat coalition	6	9	1	20	6	7	2	10	7	5	3	7	5	7	7	5	8	7	3	6	3
A Labour-Liberal Democrat coalition	6	1	6	24	3	1	5	16	6	6	6	5	7	6	7	5	8	6	4	5	10
It won't make much difference regardless of which party is running the government	29	31	12	23	55	38	17	29	29	17	24	31	37	29	29	30	30	26	29	34	
Don't know	19	16	12	13	15	17	12	17	12	24	29	26	17	10	18	19	22	18	21	16	15

**Make it easier for more people to move into employment**

A majority Conservative government	19	52	2	6	22	43	5	8	24	14	17	20	17	21	21	16	16	25	17	16	13
A majority Labour government	21	2	58	8	8	4	51	15	23	19	18	19	23	20	19	23	18	14	24	27	25
A Conservative-Liberal Democrat coalition	6	8	2	24	3	7	2	12	7	5	3	6	6	7	7	5	11	7	4	5	2
A Labour-Liberal Democrat coalition	5	1	5	18	3	1	4	13	5	5	5	5	5	5	6	3	6	5	2	4	9
It won't make much difference regardless of which party is running the government	30	22	20	27	52	29	23	34	27	33	23	26	31	35	28	32	26	29	30	32	35
Don't know	20	15	14	16	12	16	16	18	14	25	34	24	18	11	19	20	22	20	23	16	16

**Put downward pressure on the cost of living so that household bills are as low as possible**

A majority Conservative government	15	44	2	6	13	36	3	6	18	11	8	13	15	18	16	13	12	16	16	14	11
A majority Labour government	20	4	54	7	9	5	47	15	21	19	24	20	21	18	18	23	16	14	21	30	23
A Conservative-Liberal Democrat coalition	5	6	1	21	3	4	3	9	6	3	4	6	5	4	5	4	8	6	3	4	3
A Labour-Liberal Democrat coalition	6	1	8	19	1	1	7	14	7	5	11	6	4	5	7	5	9	6	7	3	8
It won't make much difference regardless of which party is running the government	32	26	20	31	55	35	23	35	30	34	18	28	33	40	33	31	29	34	29	32	37
Don't know	22	18	15	16	19	18	18	21	17	27	35	27	21	15	21	24	26	25	24	18	18

**Ensure that the wages of the majority of those in work rise in line with overall growth in the economy**

A majority Conservative government	15	43	2	6	13	35	2	7	17	12	15	14	12	18	16	13	11	16	17	13	11
A majority Labour government	26	6	65	13	12	7	57	22	28	23	22	22	31	25	22	31	24	21	27	32	27
A Conservative-Liberal Democrat coalition	5	6	3	13	4	4	4	6	5	4	4	6	5	4	5	4	7	5	4	4	6
A Labour-Liberal Democrat coalition	5	2	4	23	1	1	3	15	6	4	7	7	3	5	6	4	8	6	4	4	9
It won't make much difference regardless of which party is running the government	29	26	14	32	56	35	19	32	28	31	19	25	32	35	30	28	29	30	26	30	31
Don't know	20	17	12	14	15	18	15	18	15	25	32	26	17	13	20	20	21	22	21	17	16

Fieldwork: 27th - 28th August 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
<b>Weighted Sample</b>	<b>1886</b>	X	X	X	X	554	487	427	917	969	228	481	645	532	1075	811	241	613	404	464	164
Unweighted Sample	1886	440	570	141	217	529	491	425	891	995	167	457	739	523	1230	656	232	651	381	464	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Ensure that the right level of welfare benefits goes to people who genuinely need help**

A majority Conservative government	21	54	4	11	23	47	7	10	24	18	21	18	20	25	25	17	18	25	21	20	14
A majority Labour government	24	5	59	12	12	6	51	20	25	23	23	18	27	24	21	27	22	18	22	32	26
A Conservative-Liberal Democrat coalition	6	9	2	19	5	6	4	9	7	5	3	8	7	5	7	5	9	7	6	5	5
A Labour-Liberal Democrat coalition	7	1	9	25	1	1	7	17	8	6	9	9	6	6	8	6	12	6	6	6	9
It won't make much difference regardless of which party is running the government	24	18	13	19	42	26	16	25	22	26	14	21	25	29	22	26	19	24	25	22	31
Don't know	18	12	13	15	17	14	16	18	14	22	30	25	15	10	18	19	20	20	20	15	15

**Increase the amount of affordable housing in Britain**

A majority Conservative government	13	38	1	5	7	29	4	4	14	12	15	13	11	14	14	11	12	14	14	12	7
A majority Labour government	24	6	59	13	16	7	52	20	27	21	20	21	27	25	22	27	21	19	24	32	27
A Conservative-Liberal Democrat coalition	6	9	2	17	2	7	3	9	7	5	2	6	7	7	6	6	9	6	5	5	5
A Labour-Liberal Democrat coalition	7	2	5	31	4	3	6	18	9	5	7	8	7	6	8	6	12	7	6	5	11
It won't make much difference regardless of which party is running the government	29	28	18	21	55	36	18	30	27	31	20	24	31	35	29	29	25	32	26	29	32
Don't know	21	17	15	13	17	19	17	18	16	26	36	28	17	13	21	21	22	22	25	18	17

**Deliver a system of affordable and high-quality childcare that supports working parents**

A majority Conservative government	14	38	2	4	10	31	5	5	15	12	14	13	12	15	15	12	13	15	14	12	11
A majority Labour government	22	4	56	10	11	5	50	18	23	20	19	20	24	21	19	24	19	16	23	28	24
A Conservative-Liberal Democrat coalition	6	9	3	15	2	7	3	8	7	5	3	5	6	6	6	5	8	6	4	5	6
A Labour-Liberal Democrat coalition	7	2	5	29	2	1	5	17	9	5	9	8	6	6	8	5	10	8	4	6	8
It won't make much difference regardless of which party is running the government	29	26	15	26	55	33	19	31	28	30	22	24	31	35	29	29	29	30	27	28	34
Don't know	23	21	19	15	20	23	18	21	19	28	33	30	20	18	22	25	22	25	28	21	17

**Ease the pressure on households by reducing taxes**

A majority Conservative government	22	50	7	22	26	42	9	16	29	15	22	19	22	24	26	16	22	25	21	20	18
A majority Labour government	18	5	46	4	8	5	41	13	16	19	15	17	19	17	14	22	18	12	15	25	22
A Conservative-Liberal Democrat coalition	6	7	3	24	2	5	3	11	7	4	2	7	6	6	6	5	7	6	5	5	4
A Labour-Liberal Democrat coalition	4	1	5	13	1	1	4	9	5	4	4	6	3	5	5	3	4	4	4	4	6
It won't make much difference regardless of which party is running the government	29	22	21	23	47	30	23	32	29	30	22	26	30	34	28	32	28	30	31	26	34
Don't know	21	16	18	14	16	17	19	20	14	28	35	27	19	14	21	22	22	22	25	20	15

Fieldwork: 27th - 28th August 2013

**Weighted Sample**  
Unweighted Sample

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
	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
<b>1886</b>	X	X	X	X	554	487	427	917	969	228	481	645	532	1075	811	241	613	404	464	164
<b>1886</b>	440	570	141	217	529	491	425	891	995	167	457	739	523	1230	656	232	651	381	464	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**In which one or two of these areas, if any, do you think the Conservatives have especially good ideas?**

Ensure that the right level of welfare benefits goes to people who genuinely need help	<b>23</b>	49	8	28	26	40	10	21	24	22	19	24	22	27	26	20	21	29	22	21	15
Easing the pressure on low and middle income households by reducing taxes	<b>13</b>	27	5	13	16	23	7	9	16	11	13	11	15	12	16	9	10	13	13	15	12
Making it easier for more people to move into employment	<b>9</b>	22	4	8	7	16	4	8	13	6	10	12	7	9	10	8	14	11	7	8	6
Ensuring that the wages of the majority of those in work rise in line with overall growth in the economy	<b>6</b>	13	4	3	1	10	4	5	7	4	8	7	5	4	6	5	5	5	8	6	4
Increasing the amount of affordable housing in Britain	<b>5</b>	9	3	9	2	7	4	5	5	5	8	8	4	4	5	5	6	6	5	6	2
Delivering a system of affordable and high-quality childcare	<b>4</b>	6	3	4	4	5	3	5	2	6	2	4	4	4	4	3	5	4	3	3	4
Putting downward pressure on the cost of living so that household bills are as low as possible	<b>4</b>	9	2	8	4	7	1	5	5	4	5	3	4	6	4	5	6	5	4	5	2
Helping raise the pay of low-wage workers without damaging the overall economy	<b>4</b>	7	3	5	2	7	4	2	4	4	6	5	3	4	5	3	4	4	5	3	6
None of them	<b>43</b>	7	69	42	49	19	66	52	44	42	30	36	48	49	39	47	40	35	42	50	59
Don't know	<b>15</b>	14	8	6	9	15	9	10	10	19	27	17	13	10	14	16	19	17	15	10	10

**In which one or two of these areas, if any, do you think Labour has especially good ideas?**

Helping raise the pay of low-wage workers without damaging the overall economy	<b>14</b>	6	28	11	6	5	27	13	15	12	12	11	18	12	13	14	11	13	15	14	16
Ensure that the right level of welfare benefits goes to people who genuinely need help	<b>11</b>	4	21	8	10	5	20	10	11	10	9	11	11	11	10	12	8	9	11	11	18
Ensuring that the wages of the majority of those in work rise in line with overall growth in the economy	<b>11</b>	5	24	9	4	4	24	10	12	10	14	9	12	10	12	10	10	10	13	11	11
Increasing the amount of affordable housing in Britain	<b>9</b>	6	15	9	6	4	14	8	11	6	7	10	8	8	9	8	10	5	9	11	11
Making it easier for more people to move into employment	<b>7</b>	2	17	8	3	4	14	7	9	6	7	8	6	8	7	8	9	5	6	10	8
Easing the pressure on low and middle income households by reducing taxes	<b>6</b>	5	9	5	5	4	8	9	6	6	8	6	7	5	6	6	9	4	7	5	11
Putting downward pressure on the cost of living so that household bills are as low as possible	<b>5</b>	3	10	6	2	2	11	5	6	4	9	6	4	3	5	5	7	4	3	5	9
Delivering a system of affordable and high-quality childcare	<b>4</b>	5	5	7	2	3	5	6	4	4	5	5	3	3	4	3	4	4	4	4	5
None of them	<b>39</b>	54	13	48	64	61	18	39	41	37	23	32	40	51	39	39	37	41	39	40	32
Don't know	<b>22</b>	22	16	13	11	19	14	20	15	29	35	28	20	14	22	22	25	25	21	20	16

Fieldwork: 27th - 28th August 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	
<b>Weighted Sample</b>	<b>1886</b>	X	X	X	X	554	487	427	917	969	228	481	645	532	1075	811	241	613	404	464	164	
Unweighted Sample	1886	440	570	141	217	529	491	425	891	995	167	457	739	523	1230	656	232	651	381	464	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**In which one or two of these areas, if any, do you think the Liberal Democrats have especially good ideas?**

Delivering a system of affordable and high-quality childcare	7	8	6	19	5	6	8	11	8	6	8	7	6	7	8	6	7	7	7	5	8
Easing the pressure on low and middle income households by reducing taxes	7	6	5	23	5	4	6	13	9	5	7	8	7	6	9	5	9	8	5	6	9
Ensure that the right level of welfare benefits goes to people who genuinely need help	6	6	5	20	3	6	4	11	5	7	4	6	6	7	6	6	7	6	5	6	6
Helping raise the pay of low-wage workers without damaging the overall economy	5	5	4	19	2	3	7	10	6	4	1	7	6	4	5	5	7	5	4	5	6
Ensuring that the wages of the majority of those in work rise in line with overall growth in the economy	4	3	3	12	3	4	3	5	5	2	6	5	2	3	5	2	4	4	3	4	4
Increasing the amount of affordable housing in Britain	4	4	4	11	6	3	4	6	5	4	4	5	4	4	5	3	5	4	4	4	4
Making it easier for more people to move into employment	3	3	1	10	1	2	1	6	3	2	5	3	2	1	3	1	4	2	3	2	2
Putting downward pressure on the cost of living so that household bills are as low as possible	3	2	4	10	2	2	3	6	5	2	4	4	2	3	4	2	5	5	1	2	4
None of them	47	43	57	12	67	53	56	35	50	44	30	36	52	58	42	53	38	42	53	51	53
Don't know	28	32	23	13	13	27	21	24	19	36	42	35	25	19	28	27	31	31	26	26	19

**And which two or three of these do you think would help people like you most?**

Putting downward pressure on the cost of living so that household bills are as low as possible	46	51	45	52	46	50	44	52	44	48	37	45	46	52	47	45	44	48	47	49	35
Easing the pressure on low and middle income households by reducing taxes	36	48	28	38	44	44	30	38	35	37	27	29	40	42	39	32	32	38	36	35	40
Ensuring that the wages of the majority of those in work rise in line with overall growth in the economy	30	29	36	27	28	26	33	32	30	30	31	35	38	16	30	30	31	27	31	34	30
Ensure that the right level of welfare benefits goes to people who genuinely need help	26	26	25	26	36	29	25	25	25	26	19	20	24	37	23	29	21	26	26	26	31
Making it easier for more people to move into employment	18	17	24	11	20	15	23	15	20	16	34	14	19	13	18	17	21	17	14	21	20
Increasing the amount of affordable housing in Britain	16	10	19	20	15	11	20	16	18	15	32	21	12	11	17	15	22	16	15	16	14
Helping raise the pay of low-wage workers without damaging the overall economy	14	11	18	14	11	9	17	17	14	14	15	13	16	12	11	19	11	13	15	15	18
Delivering a system of affordable and high-quality childcare	7	8	8	8	3	6	8	9	6	8	2	18	4	4	9	6	10	7	9	4	8
None of them would help people like me	8	7	6	7	11	8	7	8	8	8	4	5	7	12	7	8	8	6	8	8	12
Don't know	8	6	6	4	4	6	8	5	7	9	17	10	7	4	8	8	9	10	9	7	3