

YouGov / Nationwide Survey Results

Sample Size: 1558 GB Adults
Fieldwork: 23rd - 24th March 2014

	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	1558	x	x	x	x	463	369	301	756	802	185	394	533	445	888	670	199	506	333	383	136	
Unweighted Sample	1558	443	429	102	160	487	370	309	745	813	84	396	605	473	996	562	291	474	312	345	136	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is the current National Minimum Wage per hour for someone over the age of 21? (Please write your answer in the box below)

[For all responses please see Tab1]

0 - 3.99	1	1	0	0	0	1	0	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1
4 - 5.49	4	3	6	3	4	3	3	4	4	4	7	3	4	3	3	5	3	4	3	6	2	2
5.50 - 5.99	4	3	4	10	3	3	3	5	4	3	5	3	5	3	4	4	4	4	2	4	4	4
6 - 6.19	9	6	8	2	12	9	8	5	7	10	12	11	6	8	9	8	8	8	5	11	13	13
6.20 - 6.30	10	12	12	5	4	9	9	8	10	11	19	12	9	7	9	12	12	8	15	10	7	7
6.31	10	9	13	8	10	7	11	10	9	11	11	13	12	5	9	11	6	9	12	11	14	14
6.32 - 6.49	6	7	5	6	6	8	3	6	6	6	9	6	6	5	5	8	3	8	6	6	5	5
6.50 - 6.69	19	19	17	30	20	19	19	24	21	18	16	20	20	19	20	18	20	22	19	18	11	11
6.70 - 6.89	12	16	9	10	17	15	13	11	13	11	6	10	12	17	12	12	14	12	12	13	10	10
6.90 - 7.01	10	9	11	10	10	10	10	9	10	9	2	9	9	14	11	8	12	8	10	8	12	12
7.02 - 7.55	8	7	8	7	11	7	11	8	7	9	5	4	9	11	9	7	6	9	6	7	13	13
7.51 - 8	3	3	3	1	1	3	4	2	2	3	0	3	4	2	3	2	4	3	4	1	1	1
8.01 - 12.90	2	3	1	6	1	3	2	4	3	2	1	4	2	3	3	1	4	3	1	2	6	6
13+	3	2	3	1	1	2	3	2	4	1	6	2	1	3	3	2	4	1	4	3	0	0

What is the least amount of money you could realistically live on per month and maintain a reasonable standard of living (including rent and bills)?

Less than £950	9	11	9	12	7	8	10	11	9	9	15	7	7	11	7	11	9	9	8	9	14	14
Between £950 - £1,000	15	14	16	15	15	13	15	10	16	13	31	14	8	16	12	18	13	14	17	17	10	10
Between £1,000 - £1,050	9	8	7	10	15	9	8	12	9	10	14	10	8	9	9	10	9	7	10	10	12	12
Between £1,050 - £1,100	6	7	6	10	5	8	5	9	6	6	4	9	5	7	7	6	6	7	6	7	4	4
Between £1,100 - £1,200	15	16	15	15	9	15	12	15	16	15	12	14	16	17	14	17	11	15	18	13	19	19
More than £1,200	36	35	38	33	43	39	42	38	34	39	7	38	48	33	42	28	42	37	35	35	31	31
Don't know	9	9	7	4	7	8	7	5	9	9	17	9	8	6	8	9	9	10	7	8	9	9

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

The National Minimum Wage is set by the Chancellor of the Exchequer and is currently £6.31 per hour across the whole of the UK. The Living Wage is an hourly rate set independently and updated annually, which is calculated according to the basic cost of living in the UK. It is currently £7.65 per hour outside London and £8.80 within London.

Does your hourly rate meet or exceed the Living Wage?

Yes, it meets the Living Wage	10	7	11	5	12	9	8	8	10	9	14	14	11	3	10	10	13	6	16	8	9
Yes, it exceeds the Living Wage	33	34	35	47	29	33	35	42	40	27	17	46	47	12	43	21	37	34	33	32	31
No, it doesn't	16	16	14	13	18	11	11	18	12	20	33	18	17	6	12	22	13	18	15	16	17
Not applicable, I don't work/earn a wage	34	36	35	32	36	40	42	28	31	38	22	11	20	77	29	41	28	34	32	38	42
Don't know	6	7	5	3	5	7	4	4	7	5	14	11	4	2	7	6	9	9	4	6	2

Do you think all companies who can afford it, should or should not, voluntarily pay their staff at least the Living Wage?

These companies should pay their staff at least the Living Wage	85	78	90	94	88	78	88	94	80	90	78	79	86	92	82	88	82	84	87	84	90
These companies should not pay their staff at least the Living Wage	7	10	3	3	9	11	5	3	9	4	8	7	7	5	8	5	8	8	7	4	6
Don't know	9	11	6	2	3	11	7	3	11	6	14	14	7	4	10	7	9	9	7	12	4

Do you think that the Living Wage should or should not eventually replace the National Minimum Wage?

The Living wage should replace the National Minimum Wage	72	64	79	70	73	61	80	79	69	74	71	70	72	74	70	74	69	69	73	74	79
The Living Wage should not replace the National Minimum Wage	13	21	8	20	12	22	10	9	15	11	5	14	15	13	15	11	16	15	13	10	11
Don't know	15	14	14	9	15	17	11	12	15	15	23	16	13	14	15	15	15	17	14	16	10

Do you think that employers should or should not be required to reveal how many of their employees are paid below the Living Wage?

Employers should be required to reveal the number of employees paid below the Living Wage	74	64	87	76	72	66	86	83	70	78	57	68	78	82	73	76	73	73	72	77	78
Employers should not be required to reveal the number of employees paid below the Living Wage	15	26	7	18	18	24	8	12	19	12	20	17	14	12	17	13	15	16	18	11	12
Don't know	11	10	6	5	10	10	6	5	11	10	23	15	8	5	11	11	12	11	10	11	10

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

Thinking about the previous question, would you be more or less likely to use the services of a company that pays all its staff the Living Wage, or would it make no difference?

More likely to use the services of a company which pays all its staff the Living Wage	54	42	69	57	40	39	67	62	54	54	53	54	55	52	55	52	54	53	51	53	66
Less likely to use the services of a company which pays all its staff the Living Wage	4	3	5	4	3	4	5	3	4	4	6	5	4	3	4	3	8	3	3	5	2
No difference	30	47	16	35	48	46	17	27	33	28	16	29	32	36	29	32	26	33	35	29	19
Don't know	12	8	10	3	9	11	10	8	10	14	25	13	10	9	12	12	13	11	11	13	12

You previously said you would be more likely to use the services of a company which pays all its staff the Living Wage...

Why would you be more likely to do this? (Please write your answer in the box below)

[For all open responses please see Tab2]

Fairness	25	29	25	26	19	28	23	24	26	23	25	26	23	25	23	26	27	22	23	25	32
More positive view of Employer/Company	25	21	32	27	22	24	28	26	24	27	39	21	25	24	26	25	24	27	26	24	23
Benefits to Employees	15	18	13	11	17	22	15	9	12	16	17	15	12	16	12	19	15	14	15	11	21
Ethics	13	10	11	13	12	13	8	20	12	14	8	17	16	8	17	8	11	14	9	17	7
Trust	3	3	5	0	2	1	6	2	4	2	0	4	5	2	3	3	7	1	5	2	5
Economic costs	3	4	2	1	3	3	3	3	2	3	0	1	3	4	3	2	2	3	2	2	5
Economic benefits	2	2	2	5	1	2	2	3	2	3	0	2	2	4	2	2	1	2	3	1	5
Other	7	7	7	9	11	7	9	7	10	4	4	6	8	8	8	5	9	6	10	6	6
Don't know	15	13	14	15	22	11	14	11	17	14	15	17	14	15	13	18	14	18	18	16	6

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

Which two or three, if any, of the following do you think are possible benefits of the Living Wage? (Please tick up to three options)

Improved staff morale	64	64	66	74	72	63	68	73	62	67	57	59	67	69	66	63	60	65	71	60	66
Motivation	39	39	37	42	38	40	42	42	38	41	43	36	38	43	40	39	39	41	40	39	32
Better work life balance	30	25	35	41	32	24	28	35	27	33	31	33	28	30	28	32	38	28	33	30	22
Stay in a job longer	29	29	28	28	23	28	24	30	28	30	29	32	31	24	26	32	22	27	33	29	36
Increase productivity	26	25	33	21	27	24	30	27	30	23	14	23	32	27	25	27	23	23	27	29	32
Improved public perception of a business or brand	24	24	26	34	21	21	27	33	25	23	21	28	25	21	27	19	28	22	21	24	31
Fewer sick days	16	14	18	17	18	16	17	17	15	17	15	15	16	18	16	16	19	16	14	14	21
Other	2	1	2	1	1	1	2	2	1	2	1	1	2	1	1	2	1	1	1	2	2
Not applicable – I don't think there are any benefits to the Living Wage	5	9	2	3	7	9	3	3	5	5	3	2	7	6	5	6	7	6	4	5	3
Don't know	10	8	9	1	8	10	7	4	11	8	18	13	6	8	10	9	7	11	8	10	9

According to Living Wage Foundation, employees who go from the National Minimum Wage to the Living Wage would receive an extra £148.07 a month. If you earned an extra £148.07 a month, which two or three, if any, of the following would you most likely spend it on? (Please tick up to three options)

Savings	48	56	42	61	39	53	38	51	48	47	55	55	47	39	51	43	45	52	45	47	45
Food	46	39	52	34	43	39	54	47	41	50	43	40	50	48	42	51	41	43	50	50	43
Bills	41	35	47	31	48	39	49	40	37	44	21	33	49	46	36	47	40	39	39	43	44
Luxury goods (clothes, electronics, restaurants)	20	26	16	16	19	26	17	19	19	21	25	22	21	15	23	15	19	17	23	21	20
Private Transport (petrol, car insurance)	11	13	13	4	7	11	15	7	11	11	8	9	12	13	11	11	6	9	12	13	18
Rent	10	7	14	6	9	8	10	10	9	11	18	9	10	8	8	12	16	8	9	10	10
Children's Clothes	6	5	6	2	7	6	5	4	4	9	5	10	8	2	5	8	9	7	8	4	3
Child-care costs	4	3	6	0	3	3	4	5	3	5	3	7	3	2	4	3	7	4	4	2	1
Public Transport (train, bus, tram, tube)	5	2	6	7	2	2	7	5	4	5	7	4	5	5	5	4	10	4	2	5	6
None of these	2	4	1	1	2	3	2	3	3	2	2	3	2	3	3	2	2	3	2	3	1
Don't know	11	10	9	12	14	11	10	9	13	10	17	9	7	16	10	13	11	13	10	8	16

*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.