

YouGov Survey Results

Sample Size: 2004 GB Adults
Fieldwork: 28th - 29th July 2014

	Westminster VI				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	2004	X	X	X	X	593	480	390	972	1032	238	507	685	573	1142	862	257	651	429	493	174	
Unweighted Sample	2004	491	589	119	226	581	497	392	914	1090	205	431	797	571	1314	690	306	597	414	456	231	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Before doing this survey did you know what the Bank of England's "Forward Guidance" was?

Yes – I know what it is, how it works and what its purpose is	4	8	4	6	2	7	3	5	8	1	4	7	4	3	6	3	7	5	3	3	2
Yes – I know what it is and something about it	7	8	9	15	5	8	8	10	11	4	4	9	7	8	9	5	12	9	6	5	7
No – I have heard the phrase but don't know anything about it	11	14	11	12	14	14	10	12	13	9	8	10	12	11	12	10	9	12	11	11	10
No – I have never heard of it	72	65	73	65	75	67	77	71	62	81	72	68	73	74	70	75	64	68	77	77	74
Don't know	5	4	3	2	3	4	2	2	6	5	13	7	3	4	4	8	8	6	3	5	8

Thinking about your own personal finances, do you think you would be better off if interest rates rise, better off if they go down, or does it make little difference to you?

I would be better off if interest rates rise	33	42	30	37	40	40	30	36	35	31	27	14	28	58	38	26	38	37	29	31	27
I would be better off if interest rates fall	23	23	26	23	18	25	26	24	24	22	8	38	30	7	25	21	21	21	29	20	26
It will make little difference to me personally if interest rates rise or fall	28	27	33	30	34	26	32	27	30	27	28	26	29	30	25	33	26	28	27	31	30
Don't know	16	8	11	11	8	10	12	13	11	20	37	22	12	5	12	21	15	14	15	18	18

What do you think the think the Bank of England will do with the base interest rate in the next few years?

Decrease	2	1	2	1	2	1	2	0	1	2	3	1	2	1	1	2	2	1	2	2	2
Increase	69	80	73	76	71	79	73	76	76	62	39	66	75	76	75	61	68	72	68	63	71
Stay the same	11	9	11	8	18	7	12	8	10	13	22	9	10	11	11	12	11	9	11	15	12
Don't know	18	10	14	15	9	12	13	16	12	24	36	24	13	11	13	25	19	17	19	20	16

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

When do you think interest rates will start to increase?

[Only asked to respondents who think the Bank of England will increase the base interest rate in the next few years; n=1406]

By the end of 2014	30	30	33	34	32	31	32	31	29	31	17	31	32	30	29	31	34	29	26	32	31
During the first half of 2015	42	45	39	42	41	44	36	44	43	40	33	43	46	38	43	39	42	40	48	39	42
During the second half of 2015	20	19	19	21	17	19	21	19	21	18	42	16	15	22	20	19	17	23	18	19	15
2016 or beyond	4	4	5	2	5	3	5	3	3	6	5	4	3	5	4	6	5	4	3	4	8
Don't know	5	2	4	1	5	3	5	3	4	5	3	6	4	4	4	6	3	4	5	6	4

Imagine that the amount of interest rates that bank accounts gave on savings was 2.5%. Which of the following comes closest to your view?

I would save a lot more	6	8	8	4	6	8	6	5	8	5	9	6	5	8	7	5	9	6	7	5	7
I would save a little more	23	25	22	33	19	23	23	27	21	24	25	21	21	24	24	20	26	22	22	21	26
I would save the same amount	39	47	37	39	42	44	36	43	42	36	26	35	39	48	42	34	38	43	36	36	39
I currently do not save and wouldn't if interest rates increased	17	13	22	15	19	15	22	13	17	16	9	15	23	14	14	21	12	15	19	19	13
I would save less	1	1	2	1	1	1	2	1	1	2	0	3	2	0	2	1	1	2	1	1	2
Don't know	14	7	10	8	14	8	10	12	12	17	31	21	10	6	11	19	14	13	15	16	13

The Bank of England's base interest rate has been at its current level (0.5%) since March 2009. Do you think keeping the Bank of England's base interest rate at this level for this period has been good or bad for your household's finances?

Good	30	37	31	38	23	36	29	33	34	26	13	43	35	19	33	26	27	32	32	26	32
Bad	26	31	25	21	35	29	27	26	27	26	20	12	24	45	29	23	24	30	22	27	24
Neither good nor bad	29	24	32	32	34	26	34	29	27	30	31	24	29	32	27	31	30	26	30	32	27
Don't know	15	8	12	8	7	9	10	12	12	18	37	21	11	5	11	20	20	12	15	16	17

Do you think keeping the interest rate at this level for this period has been good or bad for the economy?

Good	45	65	43	53	40	61	41	50	54	37	26	42	51	49	51	37	44	49	44	42	45
Bad	12	8	14	11	16	9	13	10	11	13	12	8	13	14	11	13	12	11	13	12	12
Neither good nor bad	21	16	26	21	26	16	27	20	19	23	20	24	18	22	19	24	18	22	19	24	18
Don't know	22	11	18	15	18	15	18	21	16	27	41	26	18	15	19	26	25	18	24	22	26