

YouGov Survey Results

Sample Size: 1964 GB Adults
Fieldwork: 5th - 6th March 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	
Weighted Sample	1964	471	617	166	623	514	419	955	1009	238	501	672	554	1119	845	251	638	420	483	171
Unweighted Sample	1964	459	634	137	620	513	435	920	1044	160	457	772	575	1285	679	250	716	420	473	105
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important is it to you for the Government...

...to act to build a more equal society, in the sense of reducing substantially the gap in wealth and income between those who are better off and those who are less well off?

Very important	41	15	61	47	19	57	52	40	41	34	37	44	42	37	45	38	36	40	45	49
Fairly important	37	42	30	46	42	34	38	38	36	41	41	37	32	38	36	36	38	39	38	29
TOTAL IMPORTANT	78	57	91	93	61	91	90	78	77	75	78	81	74	75	81	74	74	79	83	78
Not very important	15	30	7	7	27	8	9	15	15	11	14	13	19	17	12	15	17	15	10	20
Not at all important	3	9	0	0	8	0	0	4	2	3	3	3	5	4	3	2	5	3	3	1
TOTAL NOT IMPORTANT	18	39	7	7	35	8	9	19	17	14	17	16	24	21	15	17	22	18	13	21
Not sure	4	4	1	1	4	1	2	3	5	12	5	2	2	4	5	9	4	4	3	1

...to act to build a more prosperous society, in the sense of securing faster economic growth and more jobs?

Very important	57	61	60	51	62	60	53	55	59	46	55	56	65	57	57	54	56	55	61	59
Fairly important	35	34	35	41	34	35	41	38	32	36	36	37	33	35	36	35	36	38	33	32
TOTAL IMPORTANT	92	95	95	92	96	95	94	93	91	82	91	93	98	92	93	89	92	93	94	91
Not very important	4	3	4	7	2	4	5	4	4	8	5	4	2	4	4	3	4	3	4	7
Not at all important	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
TOTAL NOT IMPORTANT	4	3	4	7	2	4	6	4	4	8	6	4	2	4	4	3	4	4	4	7
Not sure	3	2	1	1	2	1	1	2	4	11	4	3	0	3	4	8	3	3	2	2

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	Gross Household Income (£)				
Total	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	
Weighted Sample	1964	431	586	241	154
Unweighted Sample	1964	419	572	253	184
	%	%	%	%	%

How important is it to you for the Government...

...to act to build a more equal society, in the sense of reducing substantially the gap in wealth and income between those who are better off and those who are less well off?

Very important	41	52	39	32	31
Fairly important	37	33	40	45	32
TOTAL IMPORTANT	78	85	79	77	63
Not very important	15	10	15	17	30
Not at all important	3	2	3	4	7
TOTAL NOT IMPORTANT	18	12	18	21	37
Not sure	4	4	3	2	1

...to act to build a more prosperous society, in the sense of securing faster economic growth and more jobs?

Very important	57	60	55	49	63
Fairly important	35	32	38	43	33
TOTAL IMPORTANT	92	92	93	92	96
Not very important	4	4	5	4	4
Not at all important	0	0	0	1	0
TOTAL NOT IMPORTANT	4	4	5	5	4
Not sure	3	4	2	2	0

Fieldwork: 5th - 6th March 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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Unweighted Sample	1964	459	634	137	620	513	435	920	1044	160	457	772	575	1285	679	250	716	420	473	105
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

...to act to protecting our environment, in the sense of creating a cleaner, more sustainable society that combats global warming?

Very important	32	20	37	53	18	37	46	27	37	30	31	34	31	32	32	37	32	30	33	27
Fairly important	44	49	45	36	48	46	41	45	43	44	45	44	42	43	44	39	40	48	45	52
TOTAL IMPORTANT	76	69	82	89	66	83	87	72	80	74	76	78	73	75	76	76	72	78	78	79
Not very important	15	18	14	7	22	13	9	18	13	11	15	14	18	16	14	11	19	15	13	15
Not at all important	5	9	2	0	9	2	3	7	3	4	3	4	8	5	5	4	5	5	5	3
TOTAL NOT IMPORTANT	20	27	16	7	31	15	12	25	16	15	18	18	26	21	19	15	24	20	18	18
Not sure	4	3	2	4	3	1	2	4	5	12	6	3	1	4	4	9	4	3	4	2

...to act to make ours a safer society, in the sense of reducing crime and ensuring that people feel safe in their own neighbourhoods?

Very important	60	63	60	57	65	63	55	57	64	38	58	60	72	57	65	61	61	58	59	64
Fairly important	32	31	32	36	30	31	39	34	29	42	30	34	25	36	27	28	31	35	33	25
TOTAL IMPORTANT	92	94	92	93	95	94	94	91	93	80	88	94	97	93	92	89	92	93	92	89
Not very important	4	3	5	5	2	5	3	6	3	8	6	3	2	4	4	1	5	3	4	9
Not at all important	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
TOTAL NOT IMPORTANT	4	3	6	5	2	5	4	6	3	9	6	3	2	4	4	2	5	3	4	9
Not sure	4	2	2	1	2	1	2	3	4	11	5	2	0	3	4	8	3	3	3	2

...to act to improve public services such as schools and the National Health Service?

Very important	61	51	72	55	51	73	63	53	68	46	54	62	72	59	63	63	58	60	62	63
Fairly important	31	40	23	39	43	23	30	38	25	35	36	32	25	33	30	23	33	34	32	30
TOTAL IMPORTANT	92	91	95	94	94	96	93	91	93	81	90	94	97	92	93	86	91	94	94	93
Not very important	4	5	2	5	3	3	5	5	2	6	5	4	2	4	3	4	5	2	3	5
Not at all important	1	1	0	0	1	0	0	1	0	1	0	0	1	1	0	1	1	0	0	0
TOTAL NOT IMPORTANT	5	6	2	5	4	3	5	6	2	7	5	4	3	5	3	5	6	2	3	5
Not sure	4	3	2	1	2	1	1	3	4	12	5	2	1	3	4	9	3	3	2	2

Fieldwork: 5th - 6th March 2013

	Gross Household Income (£)				
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Unweighted Sample	1964	419	572	253	184
	%	%	%	%	%

...to act to protecting our environment, in the sense of creating a cleaner, more sustainable society that combats global warming?

Very important	32	36	29	30	28
Fairly important	44	40	46	46	50
TOTAL IMPORTANT	76	76	75	76	78
Not very important	15	15	17	18	16
Not at all important	5	4	5	3	6
TOTAL NOT IMPORTANT	20	19	22	21	22
Not sure	4	5	3	3	0

...to act to make ours a safer society, in the sense of reducing crime and ensuring that people feel safe in their own neighbourhoods?

Very important	60	61	61	55	54
Fairly important	32	31	29	38	44
TOTAL IMPORTANT	92	92	90	93	98
Not very important	4	3	7	4	1
Not at all important	0	0	1	0	0
TOTAL NOT IMPORTANT	4	3	8	4	1
Not sure	4	5	2	3	0

...to act to improve public services such as schools and the National Health Service?

Very important	61	67	59	53	56
Fairly important	31	25	34	37	41
TOTAL IMPORTANT	92	92	93	90	97
Not very important	4	4	4	5	2
Not at all important	1	0	1	0	1
TOTAL NOT IMPORTANT	5	4	5	5	3
Not sure	4	4	2	4	0

Fieldwork: 5th - 6th March 2013

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	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
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had two choose, which two of these do you think the Government should make its top priorities?

Improving public services such as schools and the NHS	52	48	59	47	48	61	52	46	58	57	46	52	55	51	54	48	51	52	60	40
Building a more prosperous society	42	62	31	40	60	31	38	46	38	42	47	42	38	45	39	40	42	41	45	42
Making a safer society	36	47	27	31	47	28	26	35	37	24	38	34	40	36	35	38	39	34	31	39
Building a more equal society	34	10	50	40	15	48	45	36	32	33	28	37	35	32	36	33	30	38	35	38
Protecting the environment	13	10	11	26	7	11	22	12	13	20	14	13	8	15	9	9	15	10	13	11
Not sure	3	2	1	1	2	2	1	3	3	5	5	3	1	3	4	9	3	3	1	2

If the Government acted to pass laws and redistribute money to make Britain a much more equal society, do you think this would affect the overall strength of Britain's economy?

Yes - making a Britain a much more equal society would make the economy STRONGER	38	20	57	45	21	53	47	41	36	36	38	44	34	37	40	34	34	40	41	51
Yes - making a Britain a much more equal society would make the economy WEAKER	18	36	9	14	32	10	12	22	14	22	19	15	18	20	15	18	17	17	19	19
No - it would not make much difference either way	26	32	19	27	34	21	26	27	25	17	21	25	36	26	26	24	30	27	23	17
Don't know	18	12	15	14	13	15	16	10	24	25	21	16	13	17	18	23	18	16	17	14

If it had to choose between just these two objectives, which do you regard as the more urgent priority for Government action?

Building a more equal society	39	16	58	55	16	56	54	41	38	37	40	43	35	36	44	40	36	35	45	47
Building a more prosperous society	52	79	38	37	78	36	40	52	53	51	48	50	59	56	47	47	57	54	49	47
Not sure	9	5	4	8	6	7	6	8	9	12	12	7	6	8	9	14	8	10	7	6

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	%	%	%	%	%

If you had two choose, which two of these do you think the Government should make its top priorities?

Improving public services such as schools and the NHS	52	51	51	54	46
Building a more prosperous society	42	32	42	52	58
Making a safer society	36	32	39	38	37
Building a more equal society	34	41	35	23	28
Protecting the environment	13	12	11	13	12
Not sure	3	4	2	2	1

If the Government acted to pass laws and redistribute money to make Britain a much more equal society, do you think this would affect the overall strength of Britain's economy?

Yes - making a Britain a much more equal society would make the economy STRONGER	38	48	37	39	27
Yes - making a Britain a much more equal society would make the economy WEAKER	18	9	19	25	26
No - it would not make much difference either way	26	25	26	22	32
Don't know	18	18	17	14	15

If it had to choose between just these two objectives, which do you regard as the more urgent priority for Government action?

Building a more equal society	39	48	39	36	28
Building a more prosperous society	52	40	54	58	70
Not sure	9	11	7	6	2

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Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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Unweighted Sample	1964	459	634	137	620	513	435	920	1044	160	457	772	575	1285	679	250	716	420	473	105
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine a successful company in which the highest-paid director earns £2 million a year and the lowest-paid employee earns the minimum wage (£6.19 an hour, or just under £13,000 a year for a full-time employee). Do you think this gap between the two is acceptable or not?

Yes, it is acceptable	10	22	8	7	16	11	5	15	6	12	16	8	7	13	7	12	11	12	10	5
No, it is not acceptable	59	32	75	67	39	72	70	55	62	46	55	65	61	53	66	50	54	59	66	72
It depends on the circumstances	28	44	16	25	44	16	24	27	28	35	25	25	31	31	24	30	32	28	24	21
Not sure	3	2	1	1	1	1	1	3	3	8	4	2	0	2	3	7	3	2	1	2

Imagine a successful company in which the highest-paid director earns £500,000 a year and the lowest-paid employee earns the minimum wage. Do you think this gap between the two is acceptable or not?

[Asked to those who did not say the previous scenario was acceptable n=1756]

Yes, it is acceptable	14	19	14	9	18	13	12	15	13	17	19	11	12	16	12	20	13	9	13	19
No, it is not acceptable	44	23	55	43	29	55	48	40	47	30	35	50	48	38	50	31	43	49	47	44
It depends on the circumstances	39	55	30	47	51	31	38	42	37	44	40	36	39	43	35	40	40	40	38	36
Not sure	3	3	1	1	2	1	2	3	4	10	5	2	1	3	3	8	4	2	2	2

Imagine a successful company in which the highest-paid director earns £500,000 a year and the lowest-paid full-time employee earns £20,000 a year. Do you think this gap between the two is acceptable or not?

[Asked to those who did not say the previous scenario was acceptable n=1507]

Yes, it is acceptable	26	30	25	38	30	24	28	28	25	28	30	24	26	27	26	24	26	25	29	26
No, it is not acceptable	26	14	35	23	16	35	27	22	29	17	22	28	29	23	28	18	26	26	28	26
It depends on the circumstances	44	53	39	38	51	40	43	46	42	44	41	45	44	45	41	47	43	46	40	46
Not sure	4	3	1	1	3	1	2	4	5	10	6	3	2	5	4	11	5	3	2	2

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	%	%	%	%	%

Imagine a successful company in which the highest-paid director earns £2 million a year and the lowest-paid employee earns the minimum wage (£6.19 an hour, or just under £13,000 a year for a full-time employee). Do you think this gap between the two is acceptable or not?

Yes, it is acceptable	10	10	8	14	24
No, it is not acceptable	59	67	64	55	44
It depends on the circumstances	28	20	26	29	30
Not sure	3	3	2	1	2

Imagine a successful company in which the highest-paid director earns £500,000 a year and the lowest-paid employee earns the minimum wage. Do you think this gap between the two is acceptable or not?

[Asked to those who did not say the previous scenario was acceptable n=1756]

Yes, it is acceptable	14	9	15	20	27
No, it is not acceptable	44	58	42	34	29
It depends on the circumstances	39	31	41	45	41
Not sure	3	3	2	2	3

Imagine a successful company in which the highest-paid director earns £500,000 a year and the lowest-paid full-time employee earns £20,000 a year. Do you think this gap between the two is acceptable or not?

[Asked to those who did not say the previous scenario was acceptable n=1507]

Yes, it is acceptable	26	25	30	33	24
No, it is not acceptable	26	33	25	20	23
It depends on the circumstances	44	38	41	45	50
Not sure	4	4	4	3	3

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

Imagine a successful company in which the highest-paid director earns £200,000 a year and the lowest-paid full-time employee earns £20,000 a year. Do you think this gap between the two is acceptable or not?

[Asked to those who did not say the previous scenario was acceptable n=1115]

Yes, it is acceptable	25	24	25	41	24	24	28	30	22	26	25	28	23	25	26	22	22	31	29	20
No, it is not acceptable	21	10	32	17	11	30	23	18	24	13	21	21	24	17	26	10	21	20	26	25
It depends on the circumstances	47	62	40	41	61	43	45	46	48	48	42	46	52	51	43	50	50	45	43	54
Not sure	6	5	3	1	4	3	4	6	6	13	11	5	1	6	6	17	7	4	2	2

Thinking about WORKING people on low wages who have difficulty making ends meet, which one or two of these are the most common reasons?

They lack the skills/talent to obtain a higher-paid job	41	56	34	48	50	38	43	43	40	40	39	42	44	48	33	46	40	44	41	35
Globalisation and the overall economic system lead to low wages for a great many people	39	32	45	40	34	47	44	42	37	38	33	46	38	40	38	36	37	40	40	46
Family circumstances/commitments make it impossible to look for a better job	28	23	32	33	24	29	28	21	35	30	29	28	27	27	29	26	30	28	25	36
The Government does not do enough to help low-paid workers (e.g. by paying higher benefits)	25	11	36	23	12	34	29	24	26	25	29	26	19	21	31	23	23	25	27	28
They could get a better job in the same area if they wanted but don't have enough energy or ambition	11	21	6	7	18	7	6	12	9	6	13	9	13	14	7	10	11	12	10	12
They could get a better job in a different area, and could move home or travel further, but don't want to.	11	18	5	16	15	4	12	12	10	10	10	7	17	12	9	12	13	9	9	9
Not sure	7	6	6	3	7	5	3	7	7	12	10	6	4	7	8	11	9	5	6	2

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	%	%	%	%	%

Imagine a successful company in which the highest-paid director earns £200,000 a year and the lowest-paid full-time employee earns £20,000 a year. Do you think this gap between the two is acceptable or not?

[Asked to those who did not say the previous scenario was acceptable n=1115]

Yes, it is acceptable	25	21	31	18	25
No, it is not acceptable	21	28	22	16	19
It depends on the circumstances	47	45	42	63	54
Not sure	6	5	5	3	2

Thinking about WORKING people on low wages who have difficulty making ends meet, which one or two of these are the most common reasons?

They lack the skills/talent to obtain a higher-paid job	41	35	39	50	59
Globalisation and the overall economic system lead to low wages for a great many people	39	38	43	39	36
Family circumstances/commitments make it impossible to look for a better job	28	31	29	23	22
The Government does not do enough to help low-paid workers (e.g. by paying higher benefits)	25	31	24	21	16
They could get a better job in the same area if they wanted but don't have enough energy or ambition	11	8	12	12	17
They could get a better job in a different area, and could move home or travel further, but don't want to.	11	8	10	16	18
Not sure	7	7	6	7	5

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

Thinking about NON-WORKING people of working age who have difficulty making ends meet, which one or two of these are the most common reasons?

They could get a job but they are better off not working and living off state benefits	53	71	37	46	72	40	42	51	54	47	54	52	55	55	49	44	55	58	52	50
Family circumstances (e.g. a single parent with young children) make it impossible to get a job, even locally	23	24	25	23	21	24	26	20	25	25	23	23	21	24	21	21	25	17	21	33
They are unable to work through no fault of their own - e.g. they are disabled or unwell	23	15	32	27	17	32	25	22	25	17	17	27	27	20	27	23	24	23	23	24
They would like to work but can't find a job locally and would move but family circumstances make it impossible to move to another area	18	15	22	22	15	22	24	16	20	17	20	18	19	19	18	23	15	15	22	22
They would like to work but can't find a job locally and are unwilling to move to another area	17	23	11	28	20	10	22	21	14	26	15	15	18	19	14	17	18	19	16	13
They would like to work and are willing to move but there are not any suitable jobs for them anywhere	15	5	23	10	7	23	16	14	16	15	12	15	18	14	16	13	15	14	16	19
Government welfare benefits for non-working people are not high enough	5	2	9	2	2	8	6	5	4	4	6	7	2	4	6	5	4	5	6	4
Not sure	9	7	7	8	7	6	7	10	7	17	12	6	5	9	8	13	9	9	7	5

Some people suggest that the Government should increase taxes across the board - income tax, VAT and excise duties - in order to give more money to people who are less well off. Would you support or oppose this?

I would support across-the-board tax increases to reduce the gap between rich and poor	24	13	35	34	11	33	30	25	23	19	25	26	21	24	24	27	22	22	26	26
I would oppose across-the-board tax increases	61	76	50	58	78	53	55	63	59	58	56	59	70	63	59	53	63	63	61	61
Don't know	15	11	15	8	11	14	14	12	18	23	19	15	9	14	17	21	15	15	13	13

Fieldwork: 5th - 6th March 2013

	Gross Household Income (£)			
	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more
Weighted Sample	431	586	241	154
Unweighted Sample	419	572	253	184
	%	%	%	%

Thinking about NON-WORKING people of working age who have difficulty making ends meet, which one or two of these are the most common reasons?

They could get a job but they are better off not working and living off state benefits	53	38	56	60	73
Family circumstances (e.g. a single parent with young children) make it impossible to get a job, even locally	23	21	25	25	23
They are unable to work through no fault of their own - e.g. they are disabled or unwell	23	29	23	19	18
They would like to work but can't find a job locally and would move but family circumstances make it impossible to move to another area	18	21	18	14	17
They would like to work but can't find a job locally and are unwilling to move to another area	17	14	16	18	25
They would like to work and are willing to move but there are not any suitable jobs for them anywhere	15	21	15	17	6
Government welfare benefits for non-working people are not high enough	5	7	4	5	2
Not sure	9	10	5	7	5

Some people suggest that the Government should increase taxes across the board - income tax, VAT and excise duties - in order to give more money to people who are less well off. Would you support or oppose this?

I would support across-the-board tax increases to reduce the gap between rich and poor	24	30	25	21	28
I would oppose across-the-board tax increases	61	51	63	70	62
Don't know	15	19	13	9	10