

YouGov / Nationwide Survey Results

Sample Size: 1566 GB Adults
Fieldwork: 30th - 31st March 2015

	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	1566	X	X	X	X	449	387	326	760	806	186	396	536	448	893	673	200	509	335	385	136	
Unweighted Sample	1566	447	411	83	181	476	356	321	769	797	131	344	565	526	1039	527	197	537	300	380	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the National Minimum Wage, which is £6.50 for someone over the age of 21, is too high, low or set at the right amount?

Too high	1	2	0	0	3	2	0	2	2	0	2	2	1	1	2	1	3	1	0	1	1
Too low	74	63	87	76	73	67	87	73	70	78	66	72	76	77	70	79	78	73	70	75	80
Set at the correct amount	17	30	8	22	18	26	7	20	21	14	16	18	18	17	21	12	13	19	19	18	13
Don't know	7	5	5	2	6	6	6	5	7	8	15	8	6	5	7	8	6	7	10	7	6

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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	87	84	91	88	90	87	90	92	85	90	78	85	91	89	87	88	86	87	84	91	87
These companies should not pay their staff at least the Living Wage	7	4	6	3	6	4	5	4	4	6	3	4	6	3	4	5	3	6	4	4	3	4
Don't know	9	8	10	6	6	6	8	7	4	9	8	18	9	5	7	9	8	8	9	11	5	8

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	63	64	65	74	58	63	60	72	64	62	52	63	67	64	62	65	59	63	68	60	67
Motivation	39	48	47	47	57	50	51	47	52	46	50	35	41	51	55	47	49	46	44	51	53	42
Stay in a job longer	29	31	33	32	31	29	31	31	34	29	33	26	29	37	28	31	31	31	32	32	31	28
Increase productivity	26	31	29	36	26	27	29	32	28	33	28	36	33	29	30	31	30	29	31	29	33	29
Better work life balance	30	30	31	28	29	34	31	30	26	28	31	36	29	31	27	31	29	29	31	23	35	32
Improved public perception of a business or brand	24	19	21	20	22	9	19	19	20	22	15	18	21	20	15	22	14	15	19	17	21	21
Fewer sick days	16	16	15	17	15	18	14	19	19	17	16	17	18	17	14	16	16	13	16	18	16	21
Other	2	2	1	4	3	0	0	3	3	2	2	3	2	2	2	3	1	3	2	2	1	2
Not applicable – I don't think there are any benefits to the Living Wage	5	5	5	5	4	8	5	6	4	6	3	8	2	2	9	4	6	7	4	5	4	4
Don't know	10	7	5	5	3	7	6	7	3	6	8	10	9	6	5	6	8	7	9	7	5	4

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

Mar
23-24
2014

Mar
30-31
2015

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	75	62	87	80	74	66	83	82	71	78	69	70	77	78	74	77	72	72	74	80	79
Employers should not be required to reveal the number of employees paid below the Living Wage	15	12	25	4	14	13	21	6	10	17	9	12	13	12	13	14	11	13	14	14	9	12
Don't know	11	13	13	9	7	13	13	11	8	12	13	18	17	11	9	13	12	14	14	12	11	10

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	58	47	71	63	51	46	71	65	55	62	50	57	61	60	58	60	61	56	57	61	61
Less likely to use the services of a company which pays all its staff the Living Wage	4	4	3	6	2	9	4	5	6	5	4	5	6	4	3	3	5	5	4	3	3	8
No difference	30	26	40	15	31	30	39	15	20	30	22	29	21	25	31	28	22	23	27	26	26	22
Don't know	12	12	10	8	4	10	11	9	9	10	13	16	16	10	7	11	12	11	13	13	10	8