



Cost of Living Poll

02/10/2013

Prepared on behalf of LabourList



Cost of Living Poll

On behalf of LabourList
02/10/13 - 1,508 respondents

Fieldwork Dates

27th - 29th September 2013

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to a random sample of members of the panel.

Population Sampled

All adults aged 18+ in England, Scotland and Wales.

Sample Size

1,508

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by sex, age, region, household income and vote in the 2010 general election. Targets for the weighted data were derived from Office of National Statistics 2011 Census data.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with an effective sample of 1,508 it is 95% certain that the 'true' value will fall within the range of 2.5% from the sample result. Sub-samples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross-breaks with very small sub-samples should be treated with caution.

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Question presentation

All data tables shown in full below, in order and wording put to respondents. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

For further information please contact;

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Q1. Which of the statements do you agree with most?

Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LIB	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE
Unweighted Total	1508	727	781	457	623	428	375	339	283	46	80	269	474	111	239	106	120	77	183	515	250	363	359	410	383	356
Weighted Total	1508	732	776	434	532	541	416	334	265	36	73	304	461	108	235	98	124	73	180	505	250	376	408	418	360	321
I believe the UK is currently facing a crisis in the cost of living	1203 79.8%	559 76.4%	644 83.0%	329 75.8%	459 86.2%	415 76.7%	287 69.2%	295 88.5%	221 83.4%	30 83.6%	63 86.4%	182 59.7%	409 88.7%	82 76.7%	196 83.2%	82 84.3%	96 77.6%	61 83.0%	139 77.2%	387 76.6%	205 81.8%	316 84.2%	311 76.3%	323 77.2%	289 80.3%	280 87.0%
I do not believe the UK is currently facing a crisis in the cost of living	217 14.4%	137 18.8%	79 10.2%	60 13.9%	48 9.0%	108 20.0%	105 25.3%	25 7.5%	30 11.4%	5 12.7%	7 9.0%	100 33.0%	34 7.4%	17 16.2%	31 13.3%	6 6.5%	16 13.3%	12 17.0%	30 16.5%	87 17.2%	26 10.5%	45 12.0%	72 17.7%	70 16.7%	51 14.3%	23 7.2%
Don't know	88 5.8%	36 4.9%	52 6.7%	45 10.3%	25 4.8%	18 3.3%	23 5.6%	13 4.0%	14 5.2%	1 3.7%	3 4.7%	22 7.4%	18 3.9%	8 7.0%	8 3.5%	9 9.2%	11 9.1%	-	11 6.3%	32 6.2%	19 7.7%	14 3.8%	24 5.9%	26 6.1%	20 5.4%	18 5.8%
SIGMA	1508 100.0%	732 100.0%	776 100.0%	434 100.0%	532 100.0%	541 100.0%	416 100.0%	334 100.0%	265 100.0%	36 100.0%	73 100.0%	304 100.0%	461 100.0%	108 100.0%	235 100.0%	98 100.0%	124 100.0%	73 100.0%	180 100.0%	505 100.0%	250 100.0%	376 100.0%	408 100.0%	418 100.0%	360 100.0%	321 100.0%

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Q2_A. Would you or would you not trust each the following political parties to effectively deal with a cost of living crisis?

Labour

Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					Region6						SEG				
	Male	Female	18-34	35-54	55+	CON	LAB	LIB	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	
Unweighted Total	1508	727	781	457	623	428	375	339	283	46	80	269	474	111	239	106	120	77	183	515	250	363	359	410	383	356
Weighted Total	1508	732	776	434	532	541	416	334	265	36	73	304	461	108	235	98	124	73	180	505	250	376	408	418	360	321
Would trust	454	247	207	163	171	120	32	228	76	2	13	14	357	15	20	27	45	19	58	112	75	144	132	132	89	101
	30.1%	33.7%	26.7%	37.6%	32.1%	22.2%	7.7%	68.5%	28.8%	6.9%	17.9%	4.6%	77.6%	14.3%	8.4%	27.7%	36.4%	26.7%	32.5%	22.2%	29.9%	38.4%	32.3%	31.6%	24.8%	31.4%
Would not trust	779	395	384	170	261	348	349	54	125	32	47	267	49	72	191	52	57	41	88	293	129	171	211	207	212	149
	51.7%	53.9%	49.5%	39.1%	48.9%	64.4%	84.1%	16.3%	47.3%	89.7%	63.8%	87.8%	10.6%	66.8%	81.3%	53.0%	46.3%	56.6%	48.8%	57.9%	51.5%	45.5%	51.7%	49.6%	58.8%	46.3%
Don't know	275	90	184	101	101	73	34	51	63	1	13	23	55	20	24	19	21	12	34	100	47	60	65	79	59	72
	18.2%	12.3%	23.7%	23.2%	19.0%	13.4%	8.2%	15.2%	23.9%	3.4%	18.3%	7.6%	11.9%	18.9%	10.3%	19.4%	17.3%	16.8%	18.7%	19.9%	18.6%	16.1%	16.0%	18.8%	16.4%	22.3%
SIGMA	1508	732	776	434	532	541	416	334	265	36	73	304	461	108	235	98	124	73	180	505	250	376	408	418	360	321
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Q2_B. Would you or would you not trust each the following political parties to effectively deal with a cost of living crisis?

Conservatives

Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					Region6					SEG					
	Male	Female	18-34	35-54	55+	CON	LAB	LIB	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	
Unweighted Total	1508	727	781	457	623	428	375	339	283	46	80	269	474	111	239	106	120	77	183	515	250	363	359	410	383	356
Weighted Total	1508	732	776	434	532	541	416	334	265	36	73	304	461	108	235	98	124	73	180	505	250	376	408	418	360	321
Would trust	373	209	164	86	97	190	250	32	30	5	6	249	25	15	45	12	26	19	58	138	59	72	132	97	89	56
	24.7%	28.5%	21.2%	19.8%	18.2%	35.1%	60.1%	9.7%	11.1%	13.7%	8.2%	81.9%	5.4%	13.9%	19.1%	12.3%	21.1%	26.6%	32.4%	27.3%	23.5%	19.2%	32.2%	23.2%	24.6%	17.3%
Would not trust	879	434	444	248	345	285	117	271	182	26	58	35	397	66	157	77	82	41	96	264	146	250	219	246	210	203
	58.3%	59.3%	57.3%	57.1%	64.9%	52.7%	28.1%	81.2%	68.8%	71.7%	79.9%	11.4%	86.1%	61.0%	66.7%	78.3%	65.9%	56.7%	53.5%	52.2%	58.3%	66.4%	53.7%	58.7%	58.4%	63.3%
Don't know	257	90	167	100	90	66	49	30	53	5	9	21	39	27	34	9	16	12	25	104	46	54	57	76	62	62
	17.0%	12.2%	21.5%	23.1%	16.9%	12.2%	11.8%	9.1%	20.1%	14.6%	11.9%	6.7%	8.5%	25.1%	14.3%	9.4%	12.9%	16.7%	14.1%	20.5%	18.2%	14.3%	14.0%	18.1%	17.1%	19.4%
SIGMA	1508	732	776	434	532	541	416	334	265	36	73	304	461	108	235	98	124	73	180	505	250	376	408	418	360	321
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Q2_C. Would you or would you not trust each the following political parties to effectively deal with a cost of living crisis?

Liberal Democrats

Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					Region6					SEG					
	Male	Female	18-34	35-54	55+	CON	LAB	LIB	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	
Unweighted Total	1508	727	781	457	623	428	375	339	283	46	80	269	474	111	239	106	120	77	183	515	250	363	359	410	383	356
Weighted Total	1508	732	776	434	532	541	416	334	265	36	73	304	461	108	235	98	124	73	180	505	250	376	408	418	360	321
Would trust	187	105	82	70	60	57	49	34	56	2	5	54	42	59	6	8	19	4	28	61	33	42	70	53	46	17
	12.4%	14.3%	10.6%	16.2%	11.2%	10.5%	11.7%	10.1%	21.3%	6.6%	6.5%	17.7%	9.0%	54.6%	2.5%	8.3%	15.2%	6.1%	15.6%	12.0%	13.3%	11.0%	17.2%	12.7%	12.8%	5.4%
Would not trust	984	505	479	235	358	391	292	250	139	31	58	186	343	29	204	74	82	57	110	327	156	252	265	252	243	223
	65.2%	69.0%	61.7%	54.2%	67.2%	72.2%	70.2%	75.0%	52.6%	87.6%	80.0%	61.2%	74.4%	26.5%	86.9%	75.4%	65.9%	77.6%	61.4%	64.7%	62.2%	67.1%	65.0%	60.3%	67.4%	69.5%
Don't know	338	123	215	129	115	94	75	50	69	2	10	64	77	20	25	16	23	12	41	118	61	82	72	113	72	81
	22.4%	16.7%	27.7%	29.7%	21.6%	17.4%	18.1%	14.9%	26.2%	5.8%	13.5%	21.1%	16.6%	18.9%	10.6%	16.3%	18.9%	16.3%	23.0%	23.3%	24.5%	21.8%	17.7%	27.1%	19.9%	25.1%
SIGMA	1508	732	776	434	532	541	416	334	265	36	73	304	461	108	235	98	124	73	180	505	250	376	408	418	360	321
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Q3. Which of the following policies do you think will do more to help consumers with the cost of their energy bills?

Base : All Respondents

	Total		Gender			Age			2010 Vote					Voting Intention					Region6						SEG			
			Male	Female	18-34	35-54	55+	CON	LAB	LIB	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	
Unweighted Total	1508		727	781	457	623	428	375	339	283	46	80	269	474	111	239	106	120	77	183	515	250	363	359	410	383	356	
Weighted Total	1508		732	776	434	532	541	416	334	265	36	73	304	461	108	235	98	124	73	180	505	250	376	408	418	360	321	
Forcing energy companies to automatically put consumers on the cheapest deal they have available, and reduce the number of different deals they have on offer to simplify things for consumers	781 51.8%		372 50.8%	408 52.6%	190 43.8%	262 49.2%	328 60.7%	281 67.7%	143 42.9%	123 46.4%	15 43.0%	38 52.3%	224 73.5%	176 38.1%	55 51.3%	124 52.7%	53 53.7%	60 48.7%	43 58.6%	105 58.1%	280 55.4%	128 51.2%	165 43.9%	219 53.6%	221 52.8%	190 52.7%	151 47.1%	
Freezing the cost of energy bills by law for two years, to prevent any further price increases, and reforming the way the energy market operates to increase transparency and competition	571 37.9%		290 39.6%	281 36.2%	180 41.4%	213 39.9%	179 33.0%	105 25.2%	166 49.6%	111 42.0%	14 40.0%	31 42.0%	64 21.1%	254 55.1%	37 34.2%	75 31.8%	40 40.6%	48 39.2%	28 37.7%	56 30.9%	160 31.7%	98 39.0%	182 48.4%	145 35.5%	154 36.9%	134 37.3%	138 42.8%	
Don't know	156 10.4%		70 9.5%	86 11.1%	64 14.8%	58 10.8%	34 6.3%	29 7.0%	25 7.5%	31 11.6%	6 17.0%	4 5.7%	16 5.4%	31 6.8%	16 14.5%	37 15.5%	6 5.6%	15 12.2%	3 3.7%	20 11.0%	65 12.9%	24 9.8%	29 7.7%	44 10.9%	43 10.3%	36 10.1%	32 10.0%	
SIGMA	1508 100.0%		732 100.0%	776 100.0%	434 100.0%	532 100.0%	541 100.0%	416 100.0%	334 100.0%	265 100.0%	36 100.0%	73 100.0%	304 100.0%	461 100.0%	108 100.0%	235 100.0%	98 100.0%	124 100.0%	73 100.0%	180 100.0%	505 100.0%	250 100.0%	376 100.0%	408 100.0%	418 100.0%	360 100.0%	321 100.0%	

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Q4. Would you support or oppose a government policy requiring building companies sitting on unused land to either "use it" or "lose it", in order to increase the construction of houses?
Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LIB	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE
Unweighted Total	1508	727	781	457	623	428	375	339	283	46	80	269	474	111	239	106	120	77	183	515	250	363	359	410	383	356
Weighted Total	1508	732	776	434	532	541	416	334	265	36	73	304	461	108	235	98	124	73	180	505	250	376	408	418	360	321
Support	855 56.7%	450 61.4%	406 52.3%	232 53.3%	299 56.2%	324 59.9%	195 46.9%	223 66.8%	178 67.1%	15 41.4%	46 62.7%	163 53.6%	315 68.4%	64 59.7%	119 50.7%	58 59.4%	77 62.1%	36 49.1%	108 60.1%	282 55.8%	129 51.5%	224 59.5%	226 55.3%	248 59.3%	197 54.5%	185 57.6%
Oppose	310 20.5%	153 20.9%	157 20.2%	89 20.5%	115 21.5%	106 19.6%	130 31.4%	49 14.7%	40 15.3%	9 25.9%	16 21.6%	85 27.9%	63 13.7%	16 15.2%	63 26.6%	21 21.7%	18 14.3%	22 29.9%	27 15.1%	99 19.6%	67 26.9%	77 20.4%	99 24.2%	89 21.3%	72 20.1%	49 15.4%
Don't know	343 22.7%	130 17.7%	213 27.5%	114 26.2%	119 22.3%	111 20.5%	90 21.7%	62 18.5%	47 17.6%	12 32.7%	11 15.7%	56 18.5%	83 17.9%	27 25.1%	54 22.8%	19 19.0%	29 23.6%	15 21.1%	45 24.8%	124 24.5%	54 21.7%	75 20.1%	84 20.5%	81 19.4%	91 25.4%	87 27.0%
SIGMA	1508 100.0%	732 100.0%	776 100.0%	434 100.0%	532 100.0%	541 100.0%	416 100.0%	334 100.0%	265 100.0%	36 100.0%	73 100.0%	304 100.0%	461 100.0%	108 100.0%	235 100.0%	98 100.0%	124 100.0%	73 100.0%	180 100.0%	505 100.0%	250 100.0%	376 100.0%	408 100.0%	418 100.0%	360 100.0%	321 100.0%

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5		Q2 A: Would you or would you not trust each the following political parties to effectively deal with a cost of living crisis? Labour
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8		Q3: Which of the following policies do you think will do more to help consumers with the cost of their energy bills?
9		Q4: Would you support or oppose a government policy requiring building companies sitting on unused land to either "use it" or "lose it", in order to increase the construction of houses?