
2015 - The living standards election?

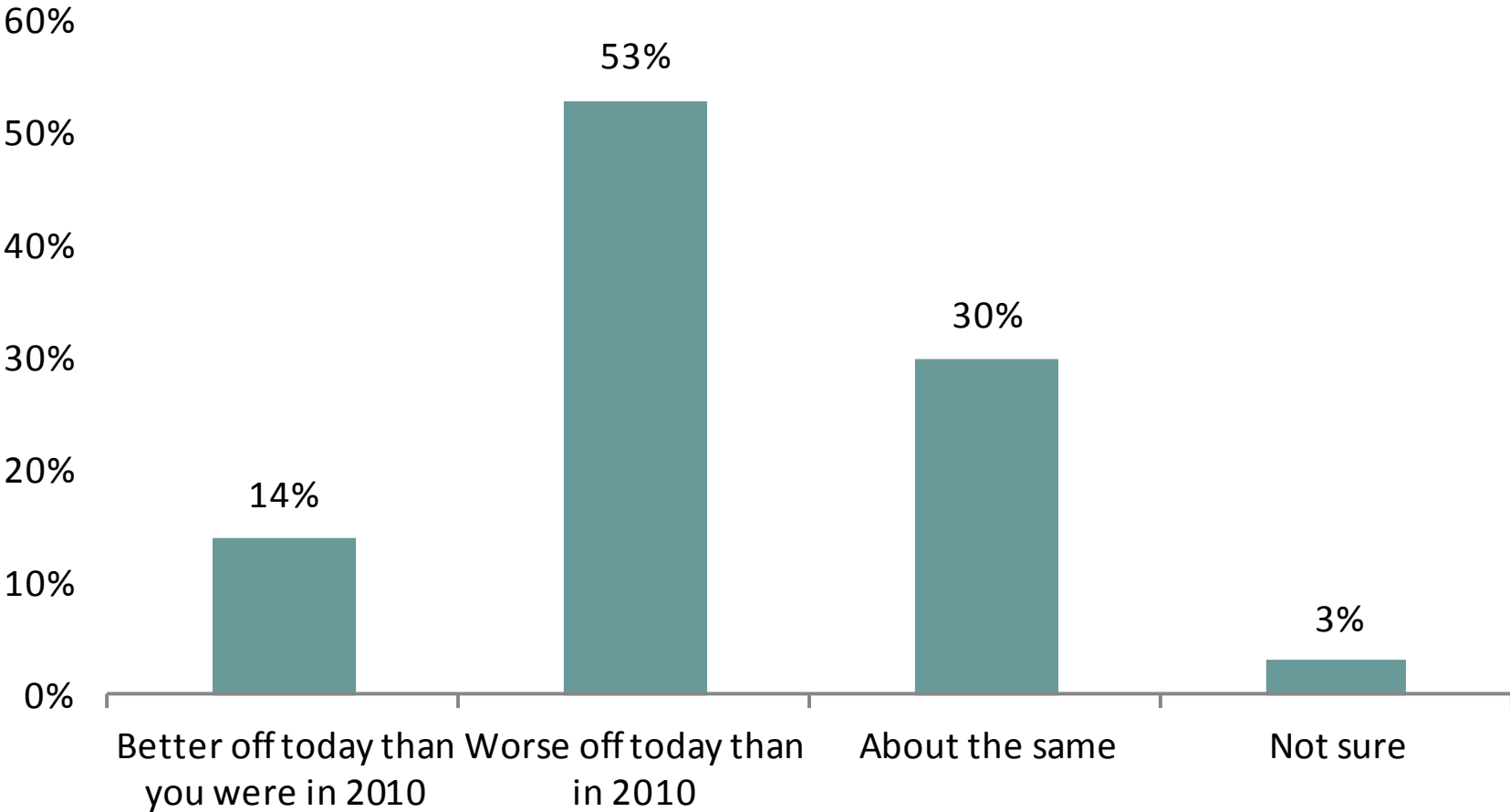
Resolution Foundation

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- 1. Will people be better off by 2015?**
 - 2. How long will recovery take?**
 - 3. What specific measures would support living standards?**
 - 4. Will resumed growth generate higher living standards?**
 - 5. Top economic priorities and trade-offs – public finances and promoting growth**

**1. Will people be better off by
2015?**

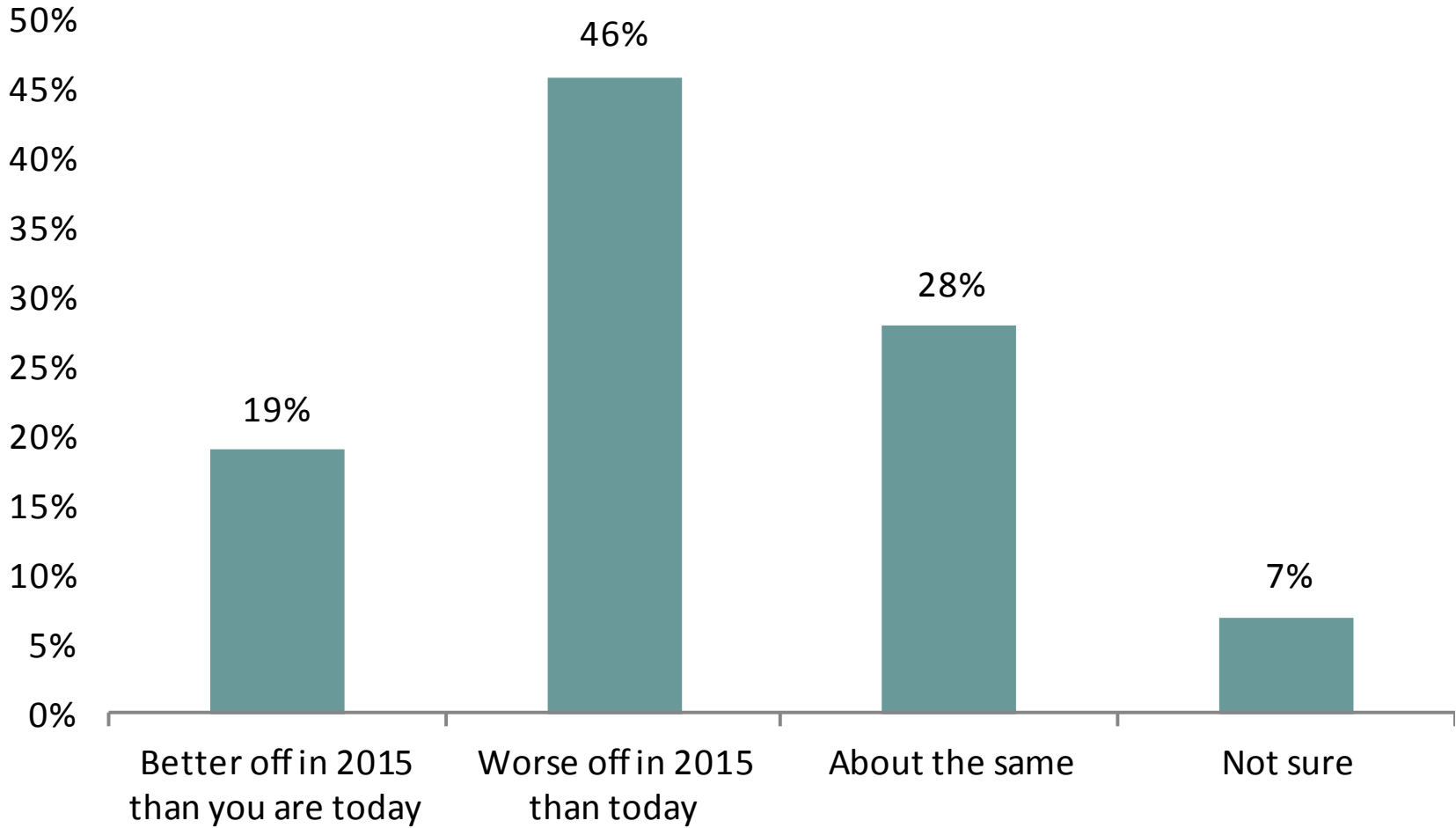
Most people are worse off than in 2010

Thinking about the standard of living of you and your family, would you say that you are...?



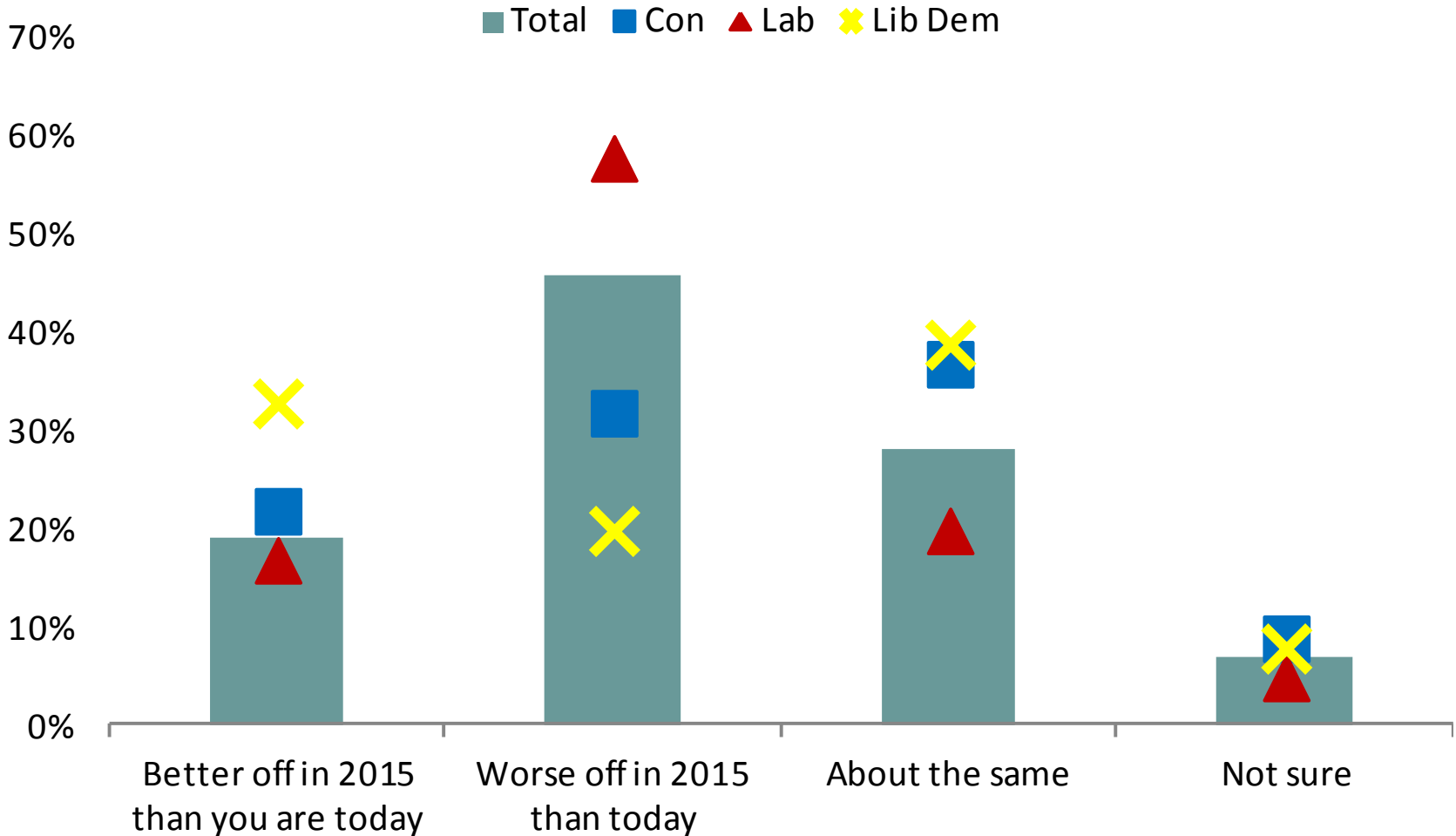
And expect this trend to continue to 2015

In two years' time, in 2015, do you think you will be...?



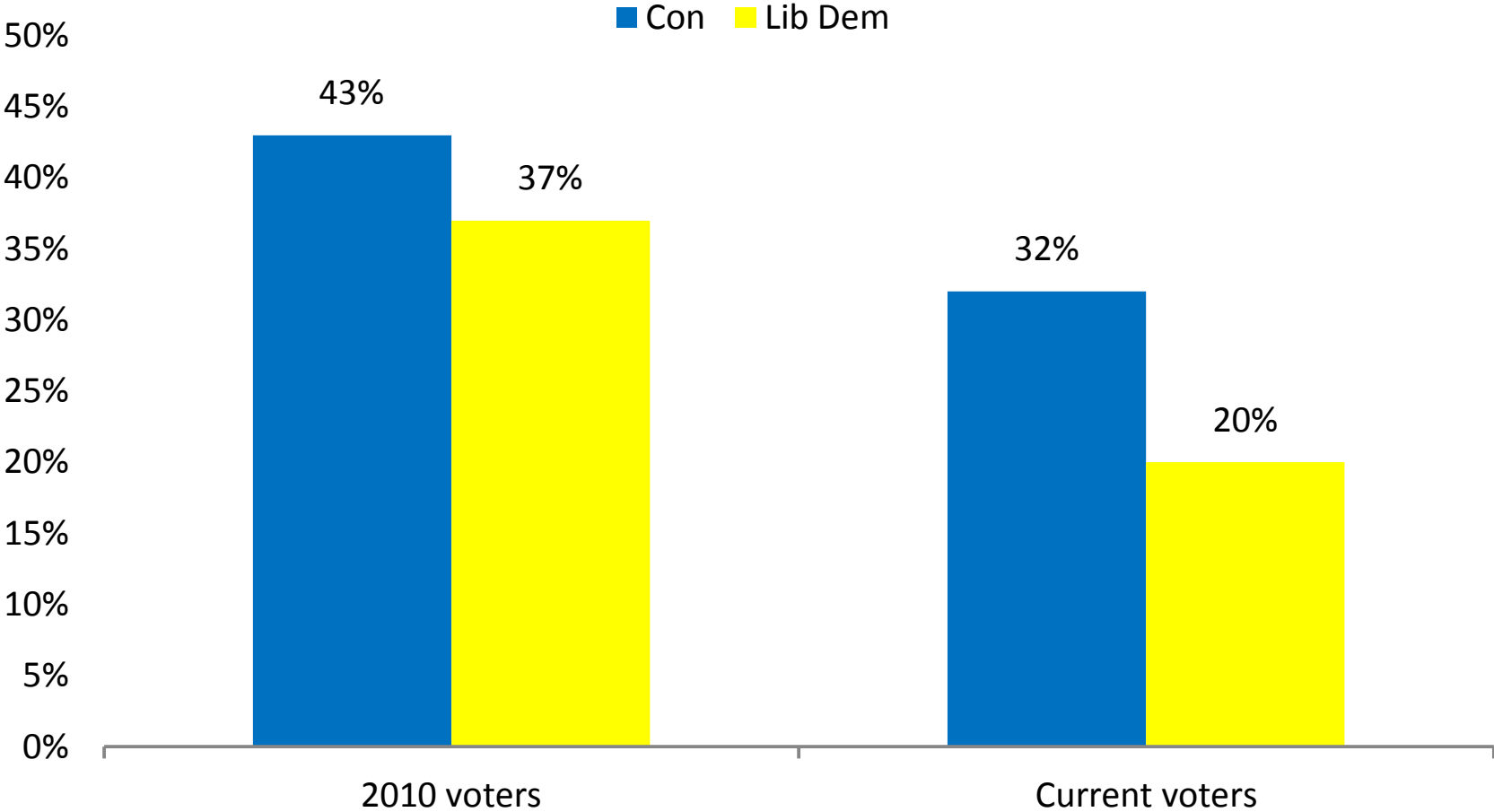
Labour voters are the most pessimistic about their prospects

In two years' time, in 2015, do you think you will be...?



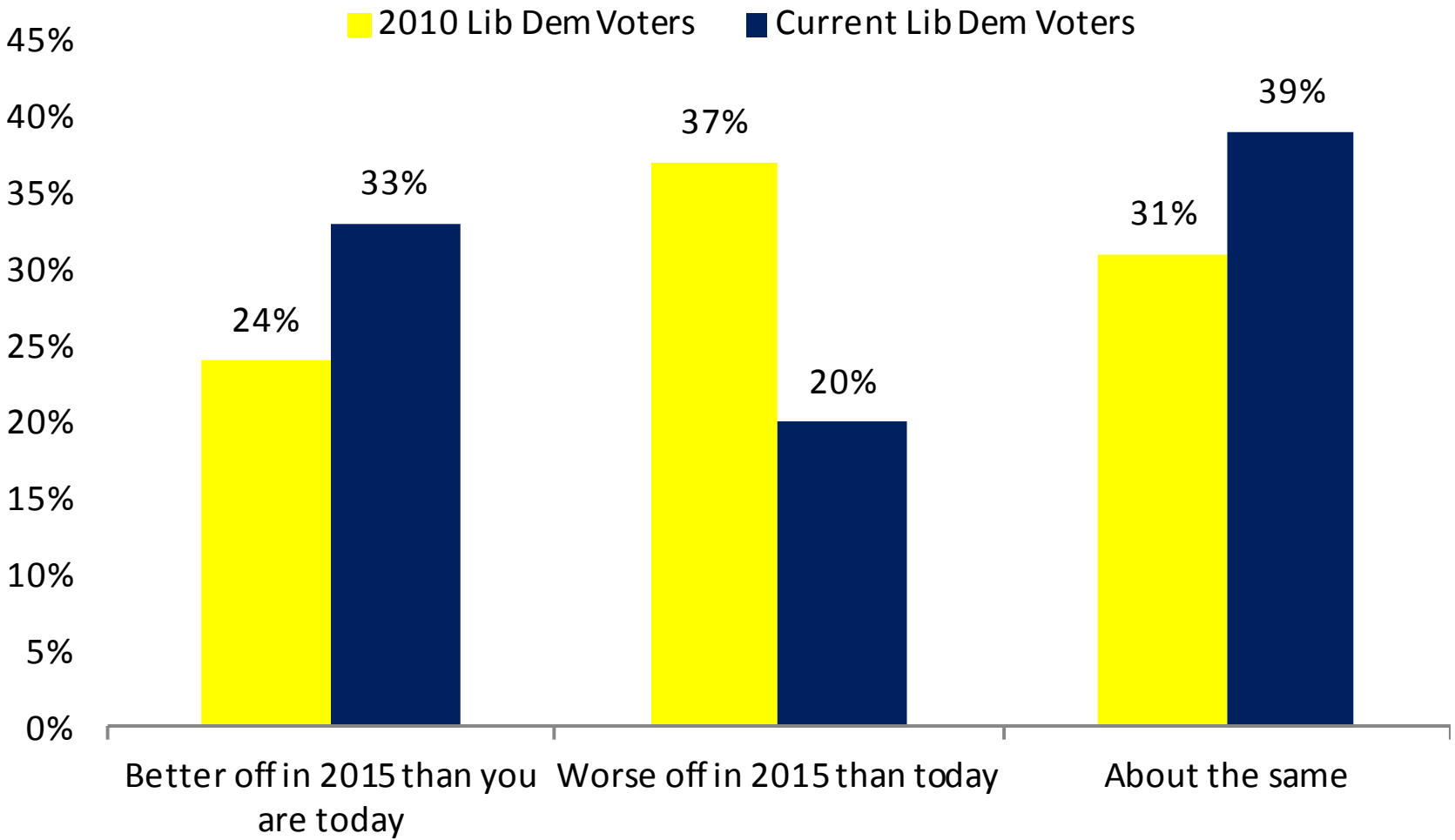
And those who voted for the coalition parties in 2010 are more pessimistic than those who support them today

Worse off in 2015 than today



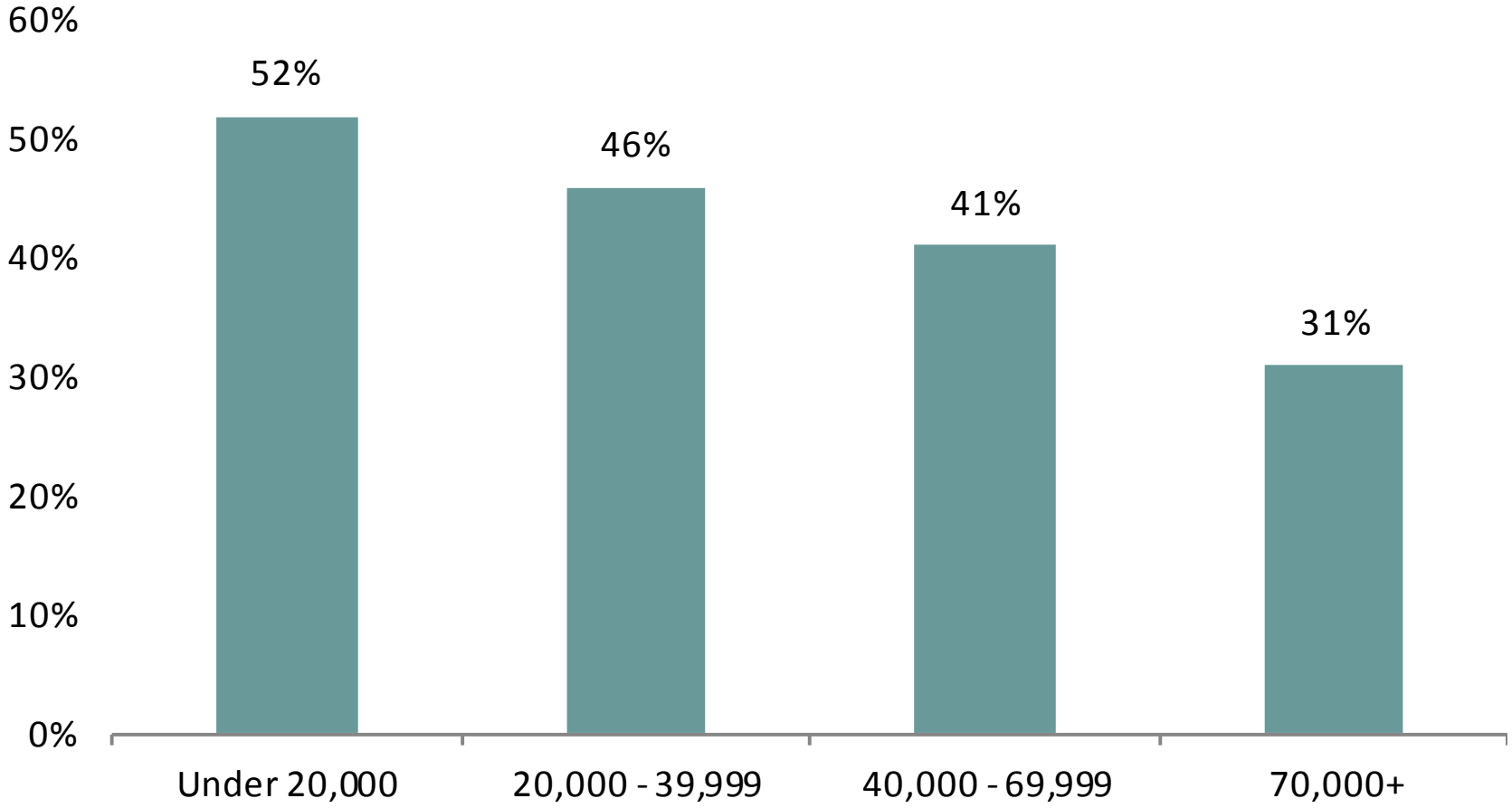
Especially people who voted Lib Dem in 2010

In two years' time, in 2015, do you think you will be...?



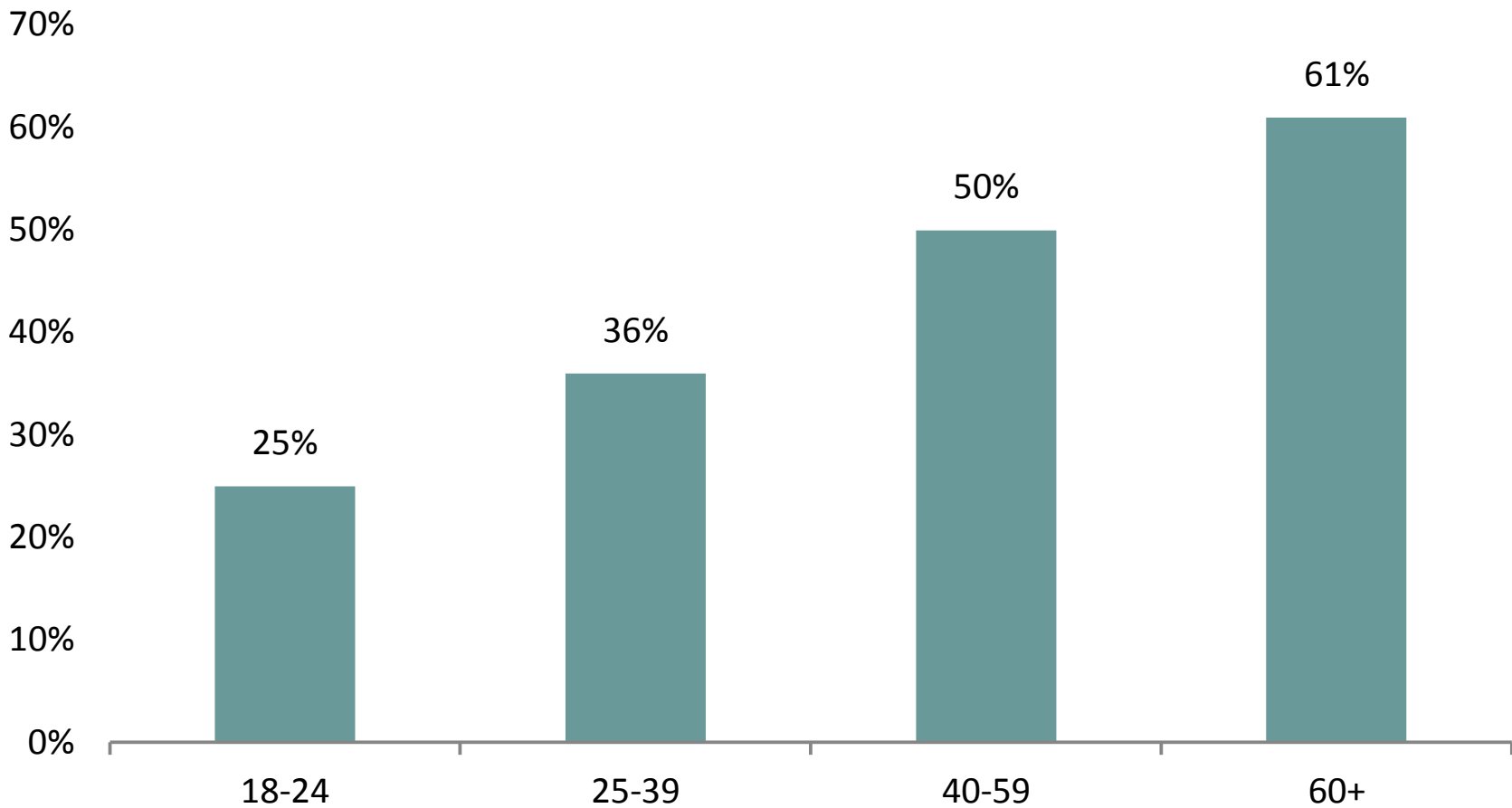
Along with those on low incomes

Worse off in 2015 than today

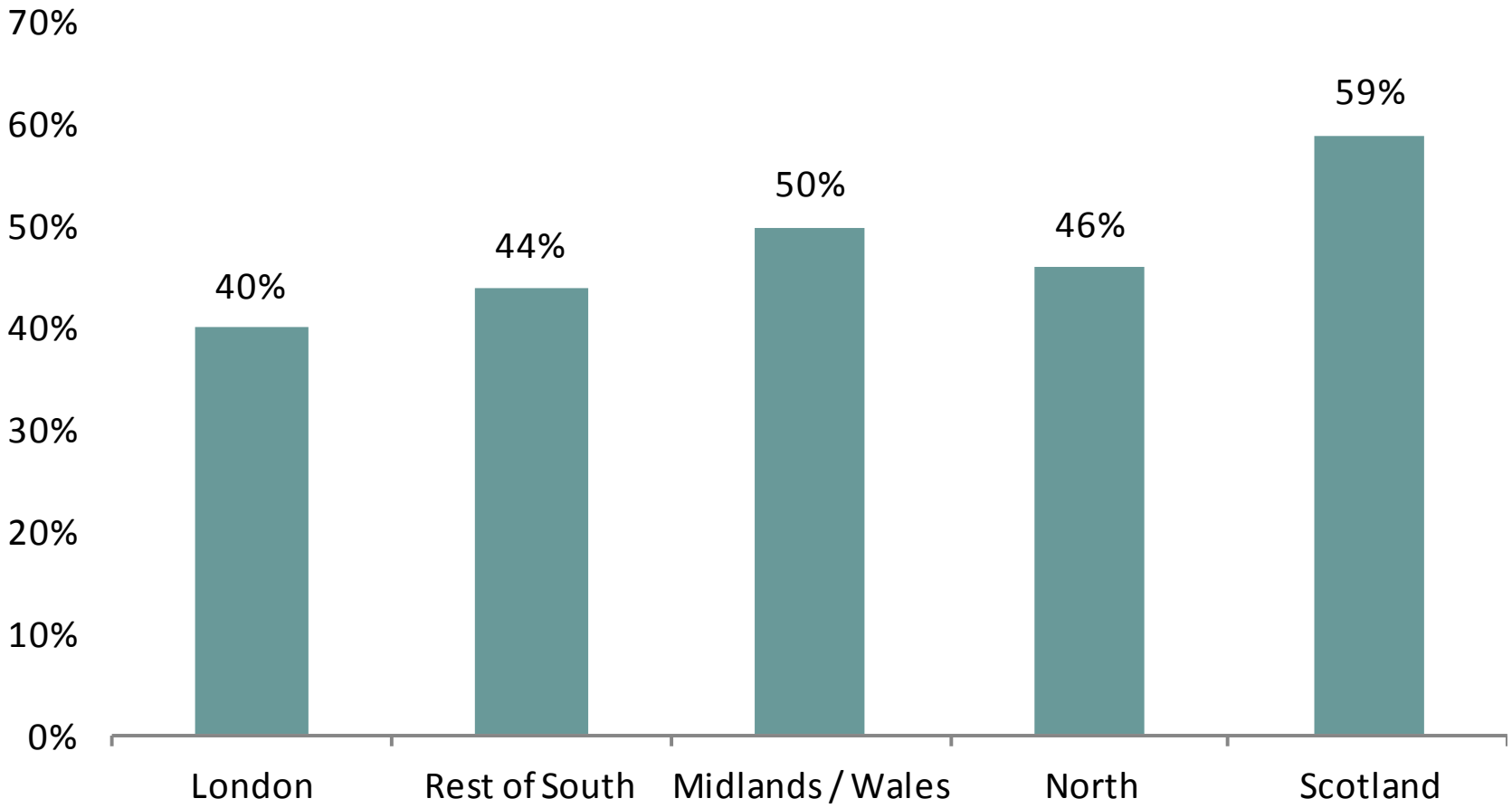


Those who are older

Worse off in 2015 than today



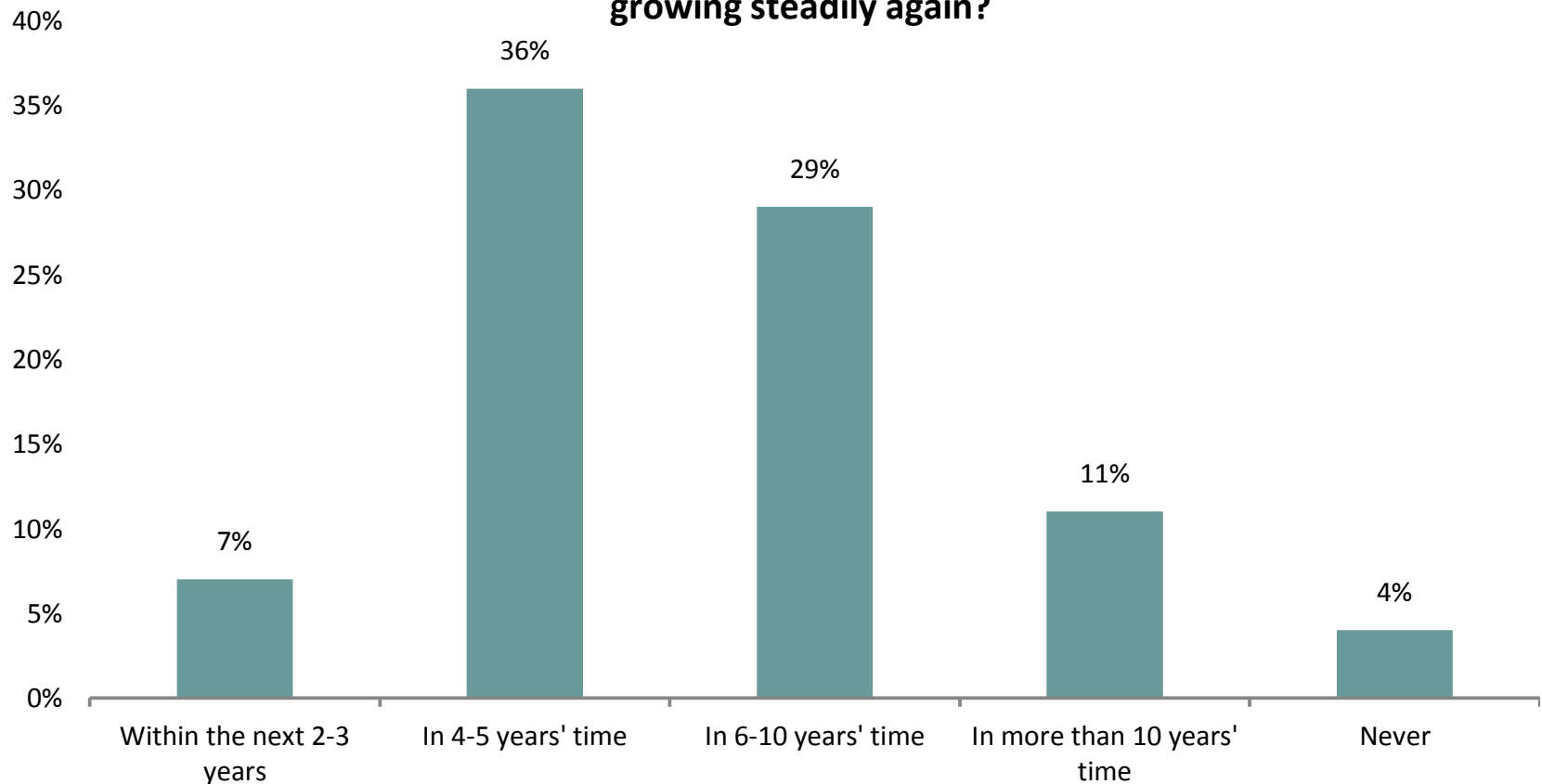
Worse off in 2015 than today



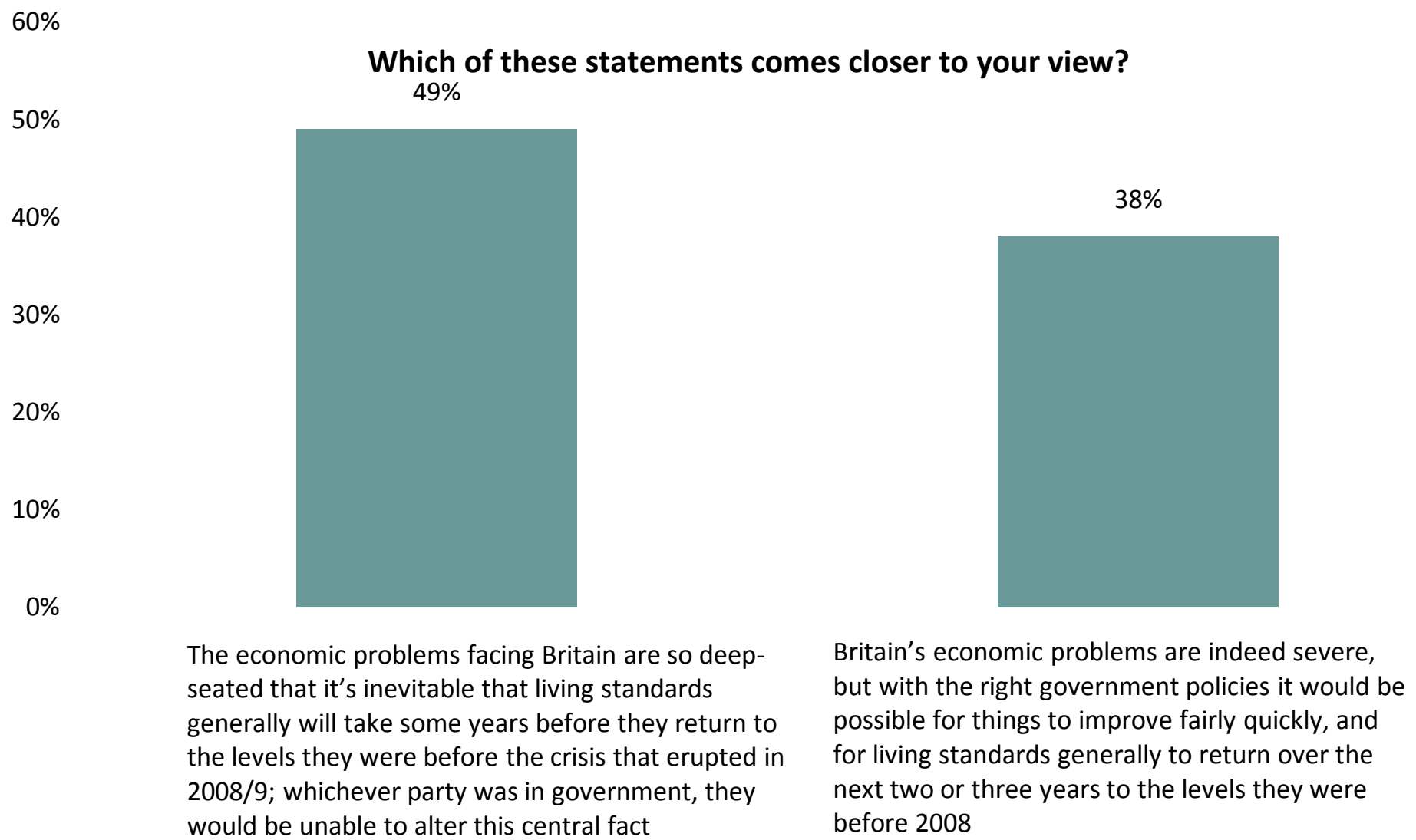
2. How long will recovery take?

A large majority think no prospect of full economic recovery in the short term

How long do you think it will be before Britain's economy fully recovers from the problems of the past few years – that is, when living standards generally are back to the levels they were before the crisis, unemployment is significantly lower than it is today and the economy is growing steadily again?



And no consensus on possibility for swift living standards recovery with the right government policies

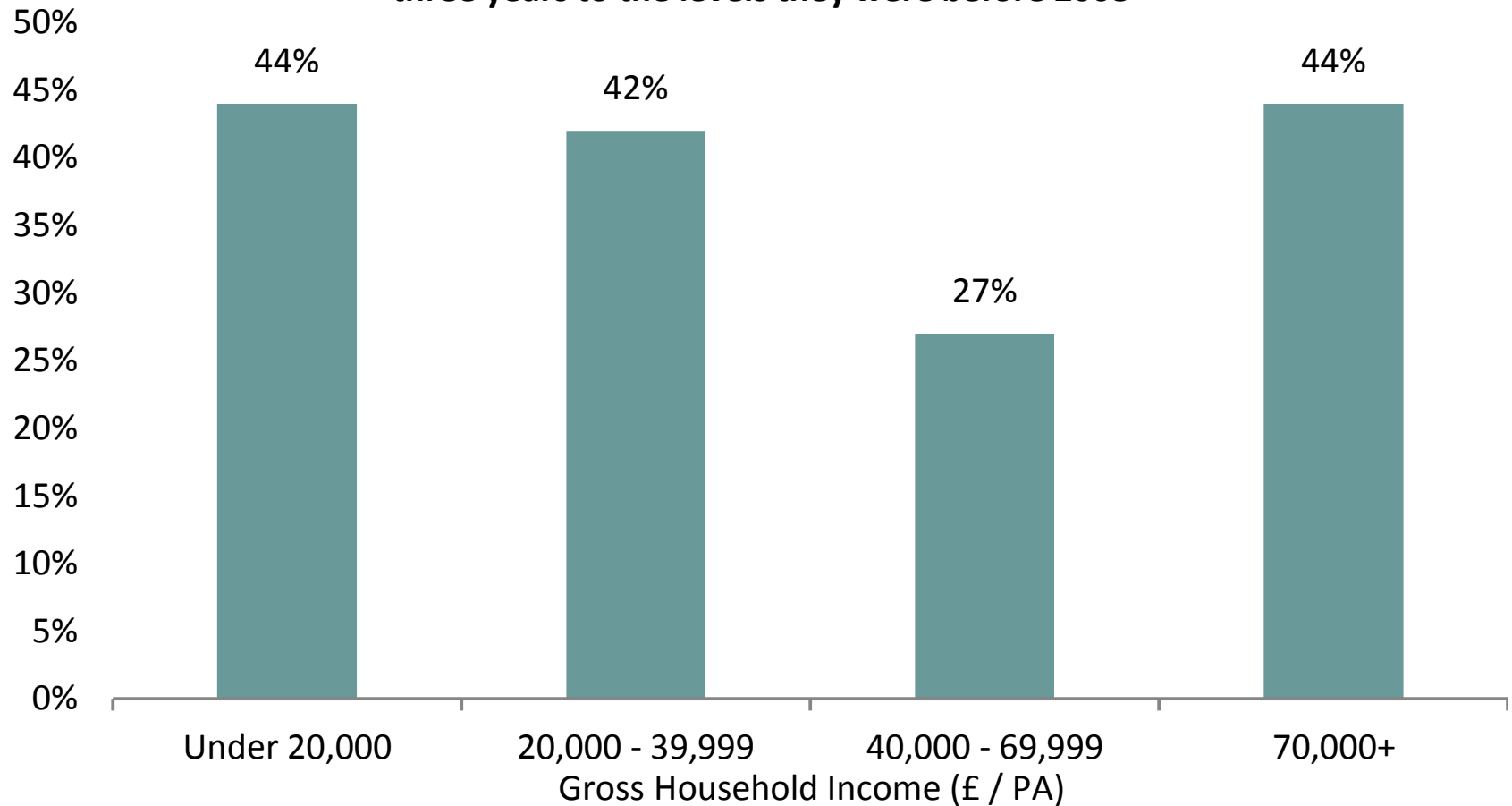


The economic problems facing Britain are so deep-seated that it's inevitable that living standards generally will take some years before they return to the levels they were before the crisis that erupted in 2008/9; whichever party was in government, they would be unable to alter this central fact

Britain's economic problems are indeed severe, but with the right government policies it would be possible for things to improve fairly quickly, and for living standards generally to return over the next two or three years to the levels they were before 2008

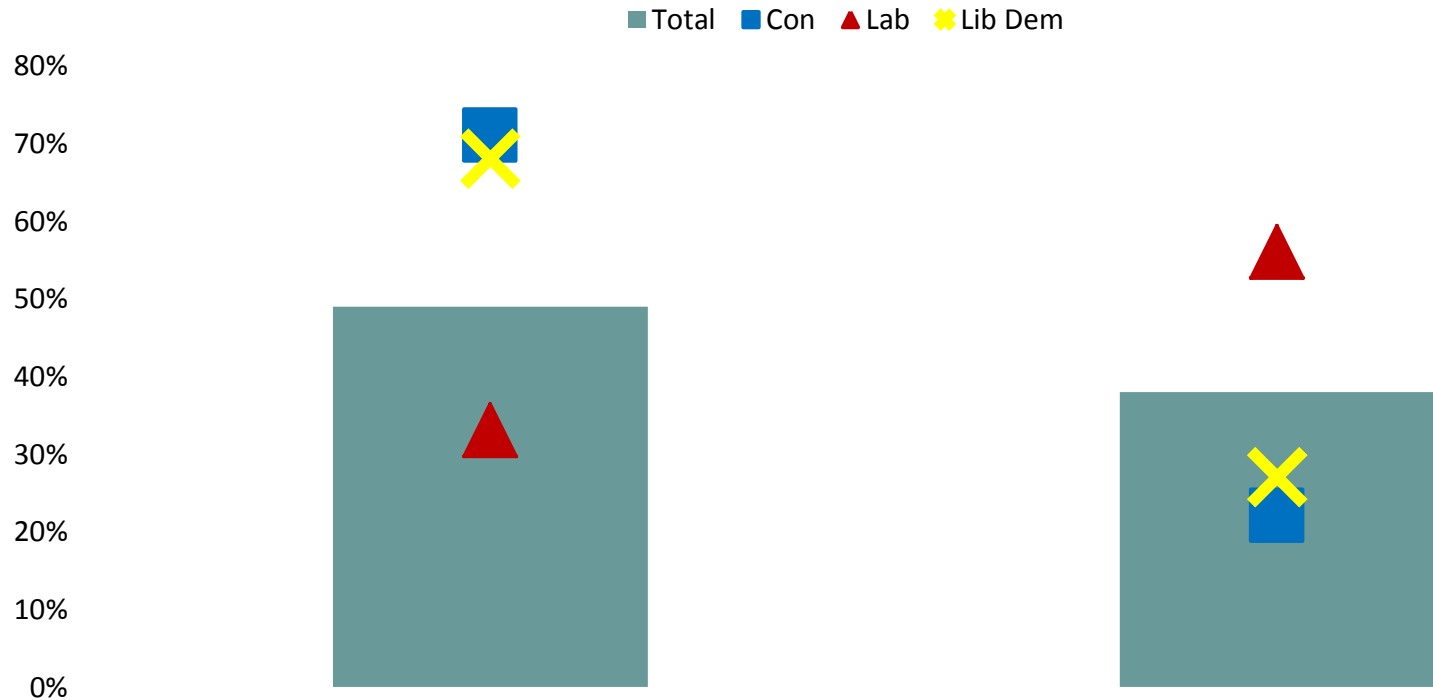
Middle to upper-middle income families pessimistic about prospects for recovering living standards

Britain's economic problems are indeed severe, but with the right government policies it would be possible for things to improve fairly quickly, and for living standards generally to return over the next two or three years to the levels they were before 2008



Whilst Labour voters think swift living standards recovery more likely with the right policies

Which of these statements comes closer to your view?

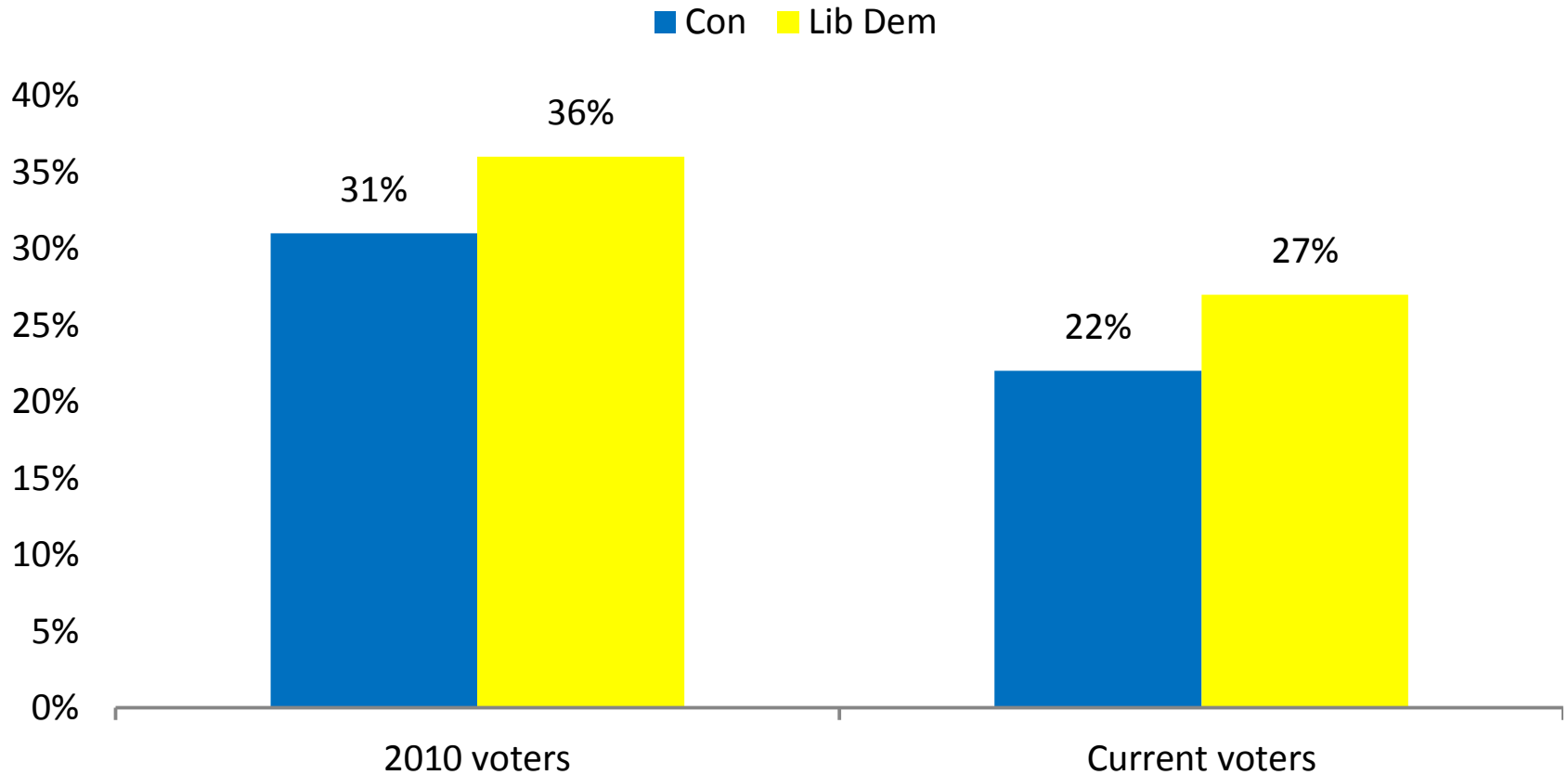


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Coalition parties' voters in 2010 more likely to think swift recovery possible with right policies than current backers

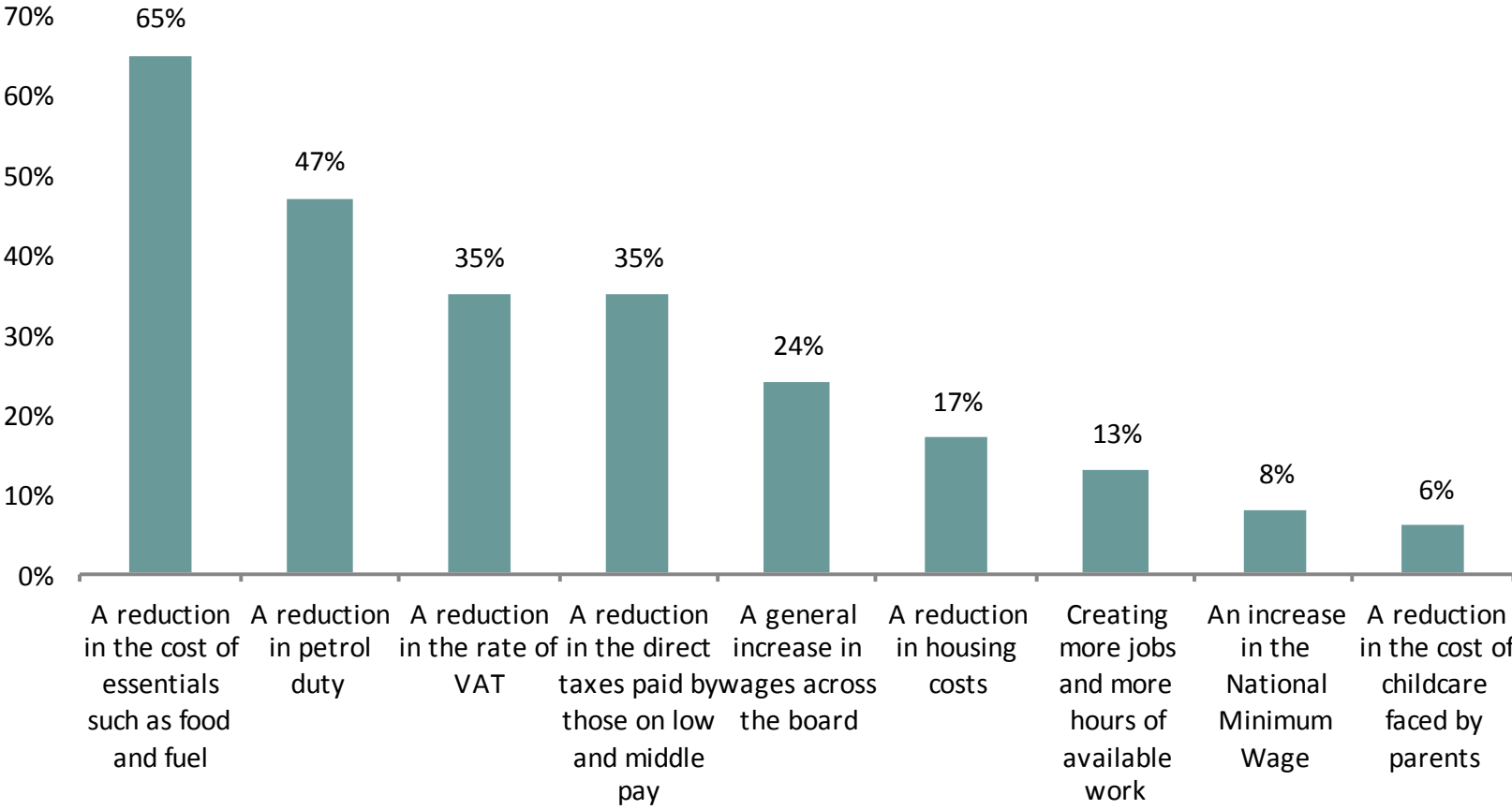
Britain's economic problems are indeed severe, but with the right government policies it would be possible for things to improve fairly quickly, and for living standards generally to return over the next two or three years to the levels they were before 2008



3. What specific measures would support living standards?

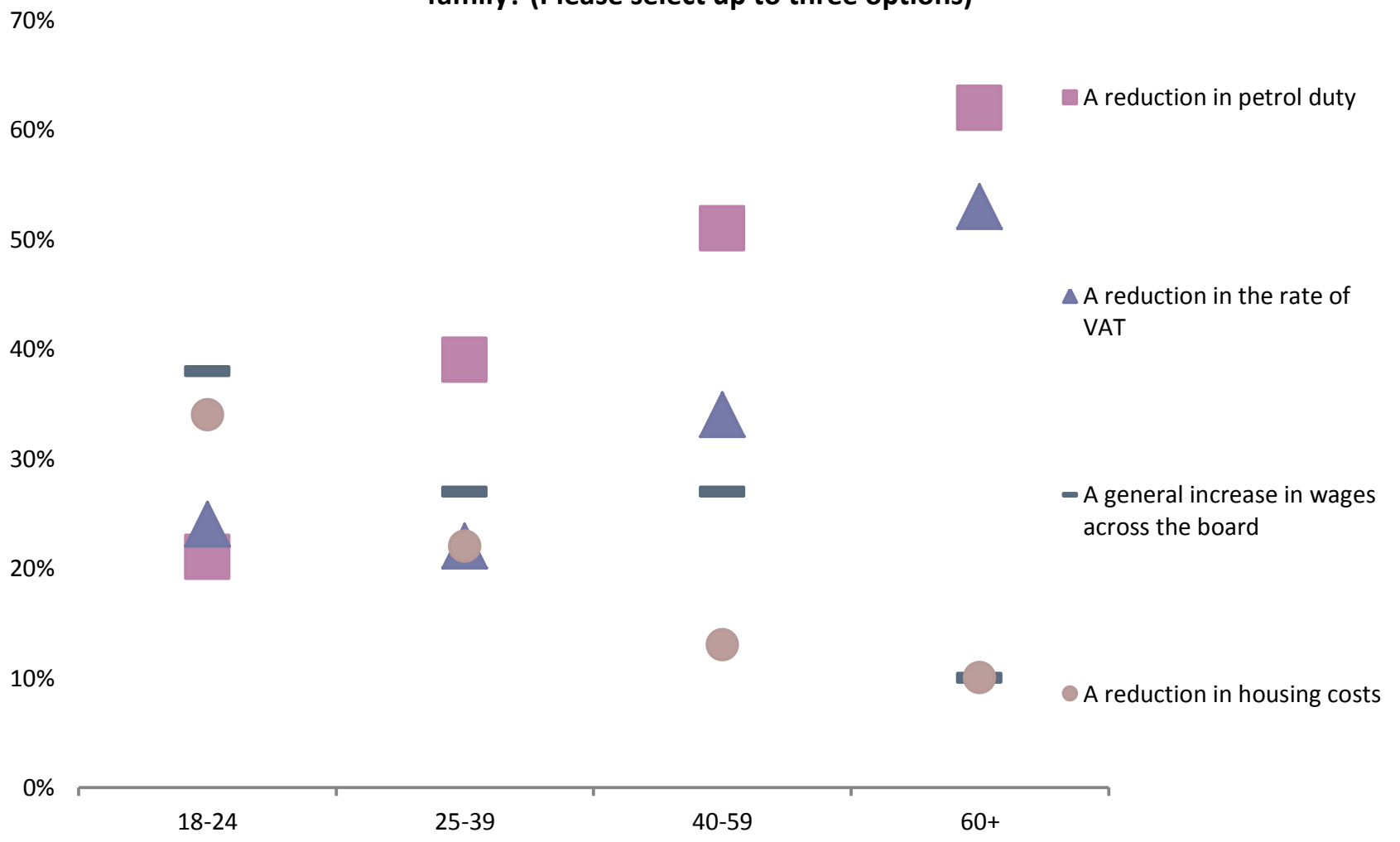
There is clear support for reducing the cost of essentials and burden of taxation

Which two/three, if any, would be of greatest help to people like you and your family? (Please select up to three options)



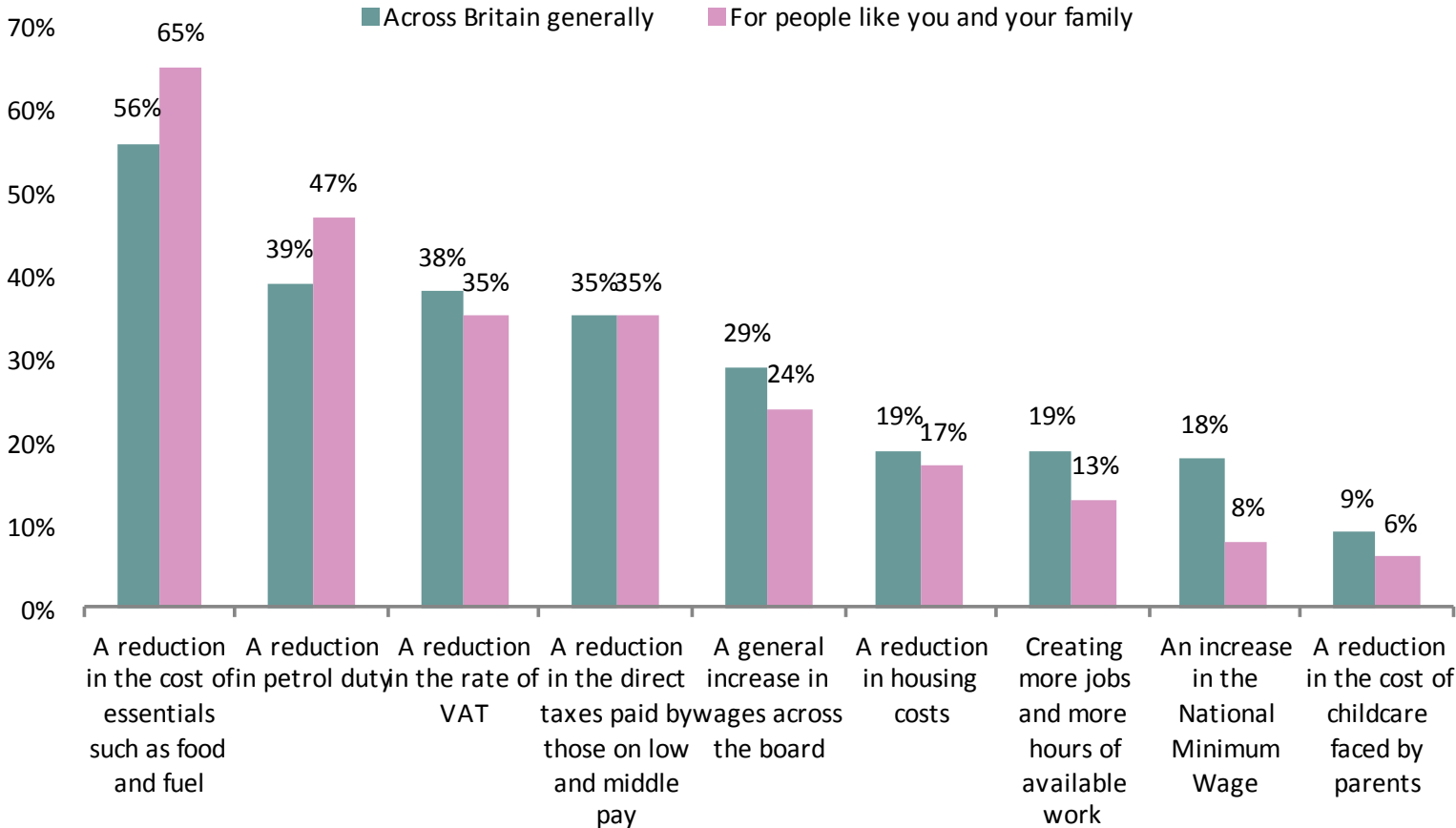
Older generations prioritise reducing consumption taxes, younger more likely to prioritise pay and housing

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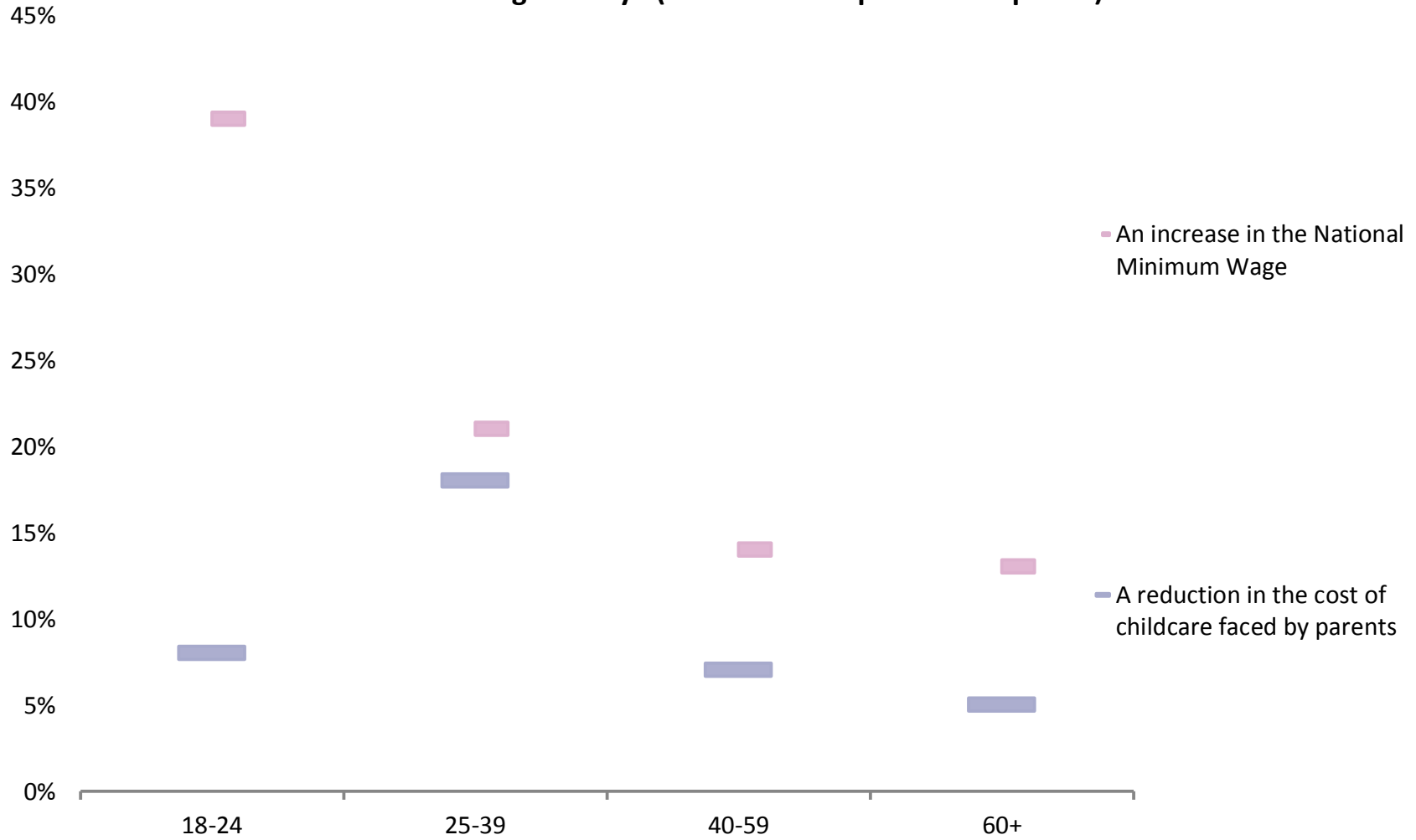
When asked about Britain generally, the cost of living becomes slightly less salient - pay, jobs, housing more so

Which two/three of these measures, if any, are most likely to raise living standards? (Please select up to three options)



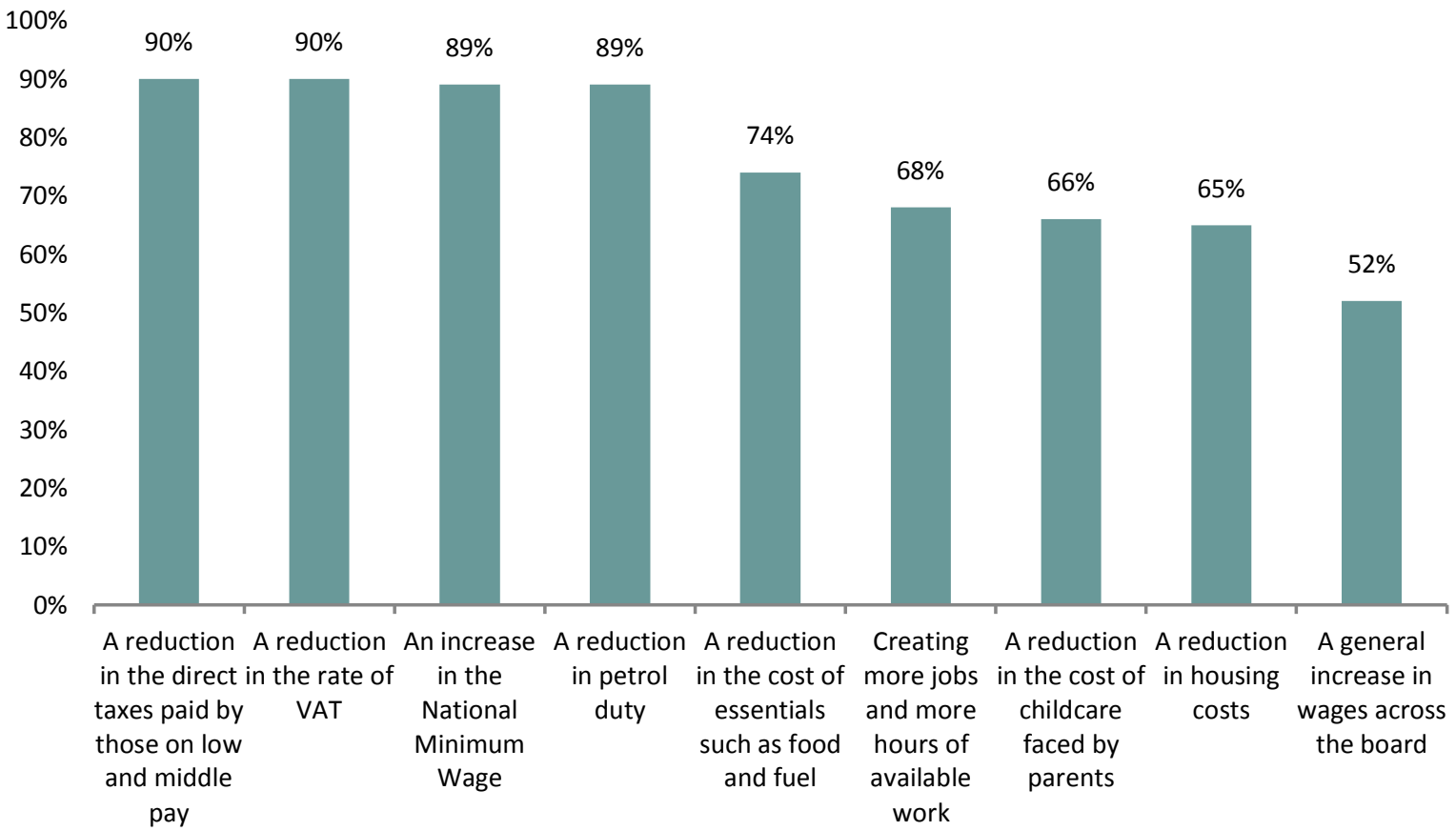
About Britain generally, younger generations more likely than older to prioritise minimum wage & childcare

Which two/three of these measures, if any, are most likely to raise living standards across Britain generally? (Please select up to three options)



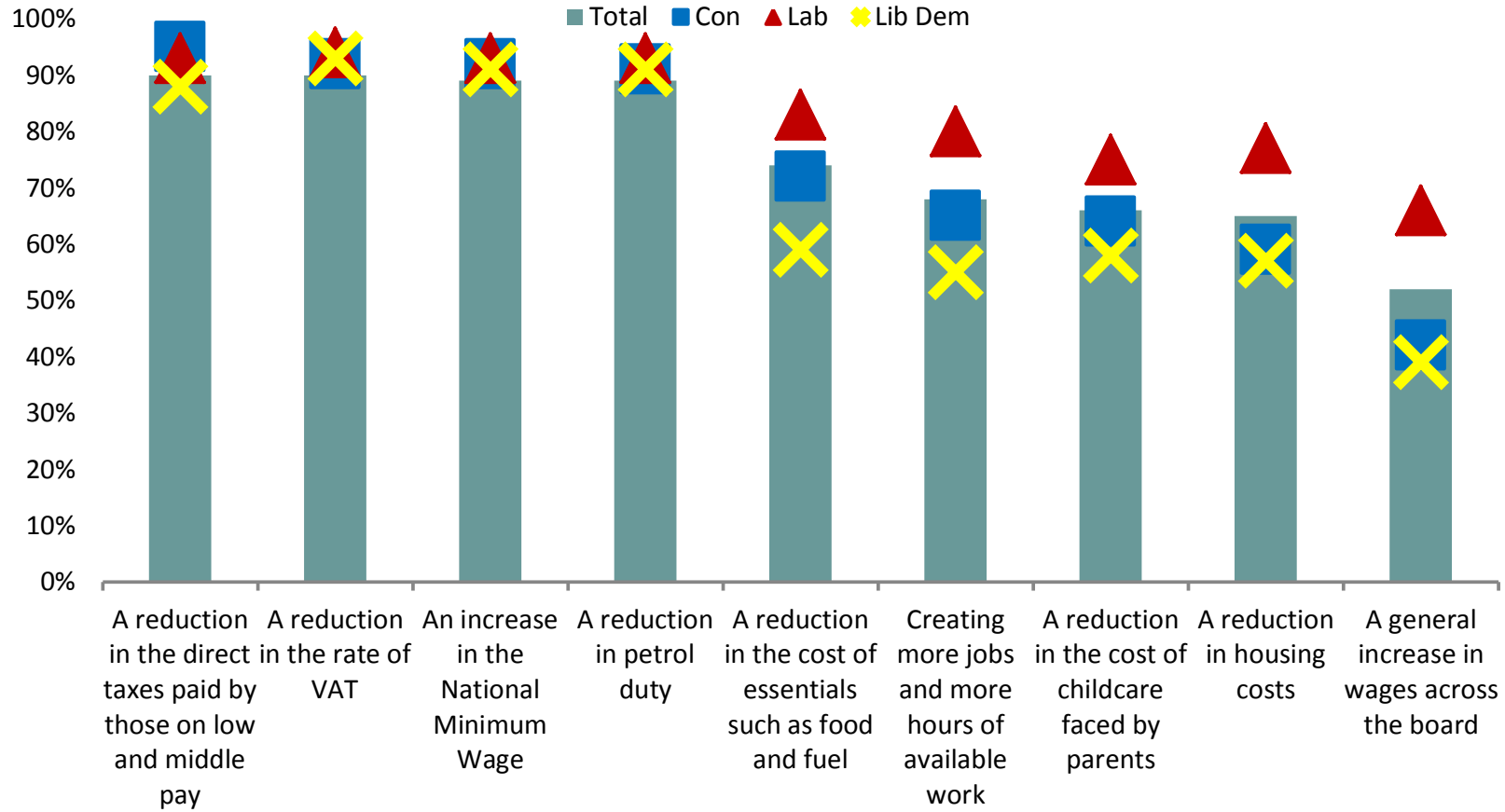
Very strong sense that government can control / influence key determinants of living standards

Thinking about the powers that the Government has available to it, how much power do you think it has to deliver each of the following?



Strong across all parties, slightly more so amongst Labour voters

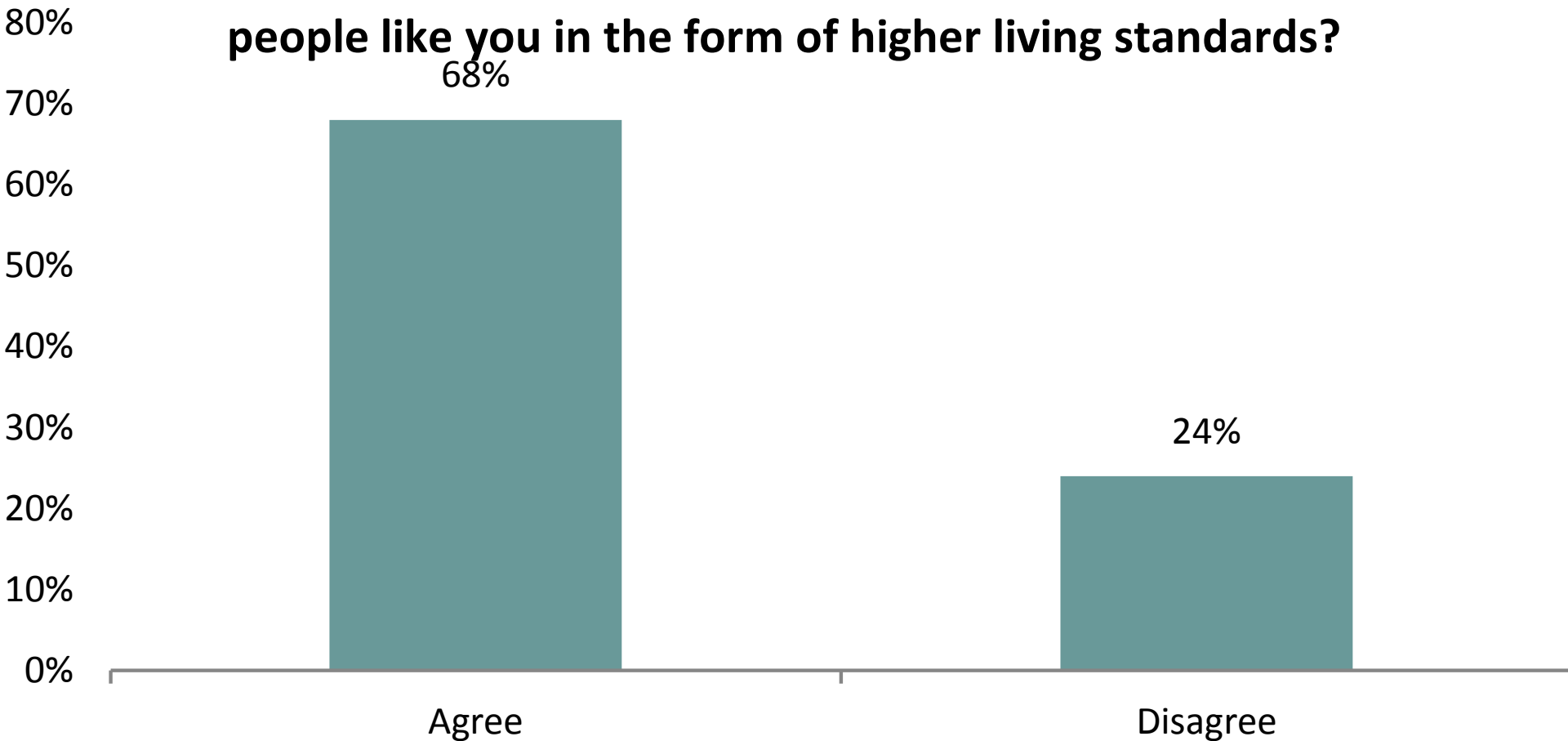
Thinking about the powers that the Government has available to it, how much power do you think it has to deliver each of the following?



**4. Will resumed growth
generate higher living
standards?**

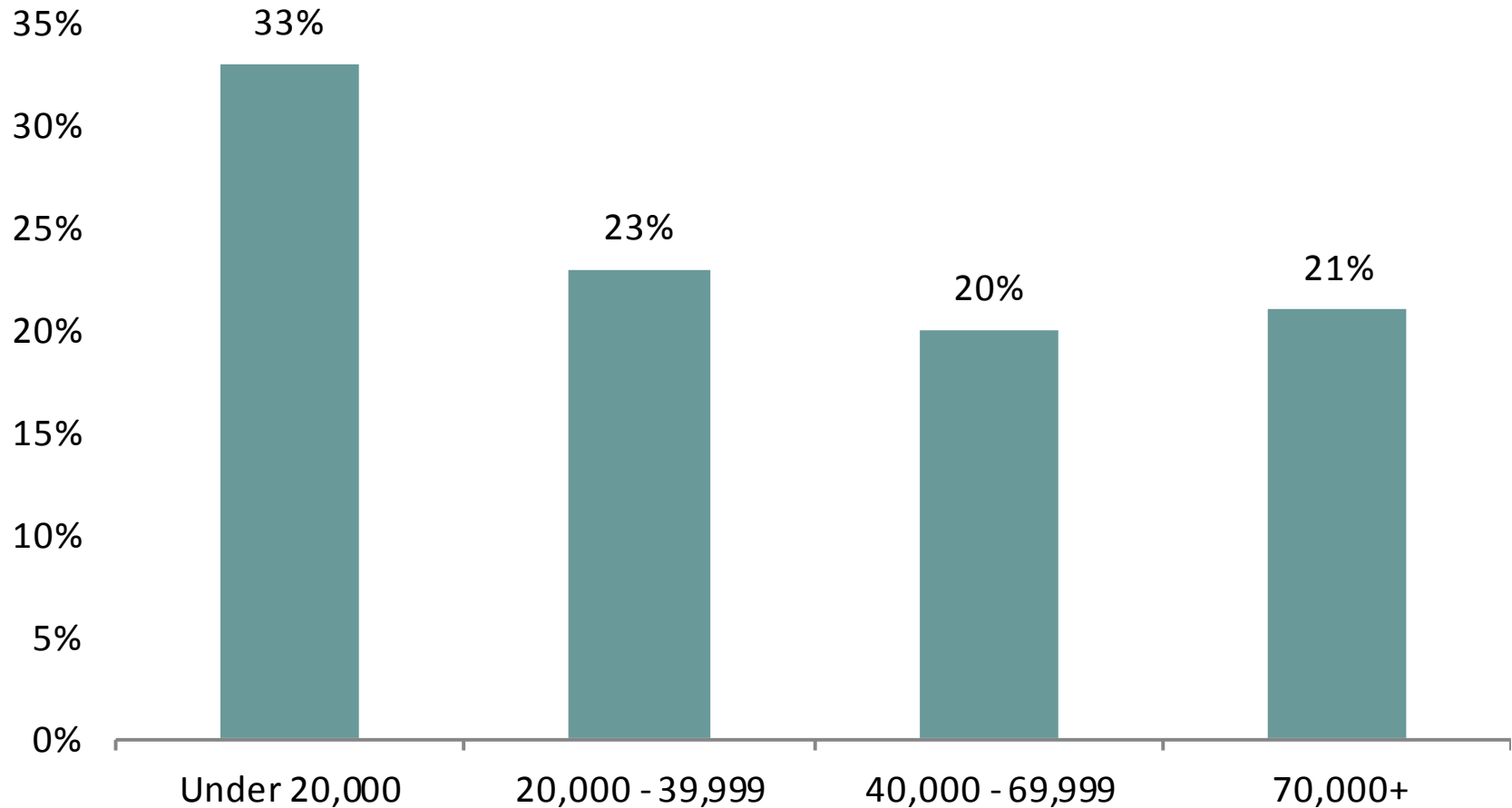
The electorate is quite optimistic that when growth does come it will feed through to higher living standards

Let's suppose that Britain's economy recovers over the next few years. How much do you think this would benefit people like you in the form of higher living standards?



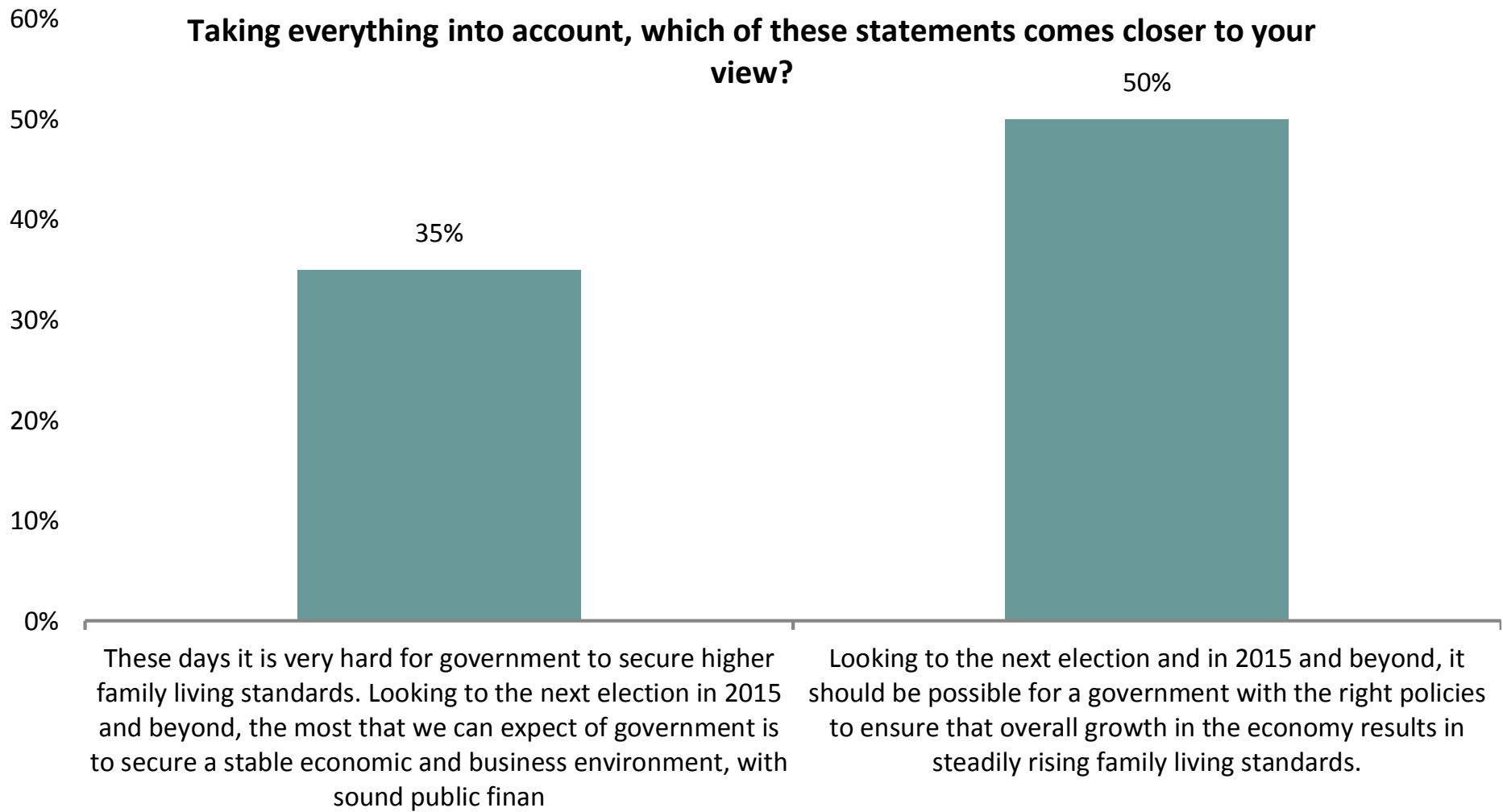
Although those on low incomes are not so hopeful

Recovery would not benefit people like me in the form of higher living standards



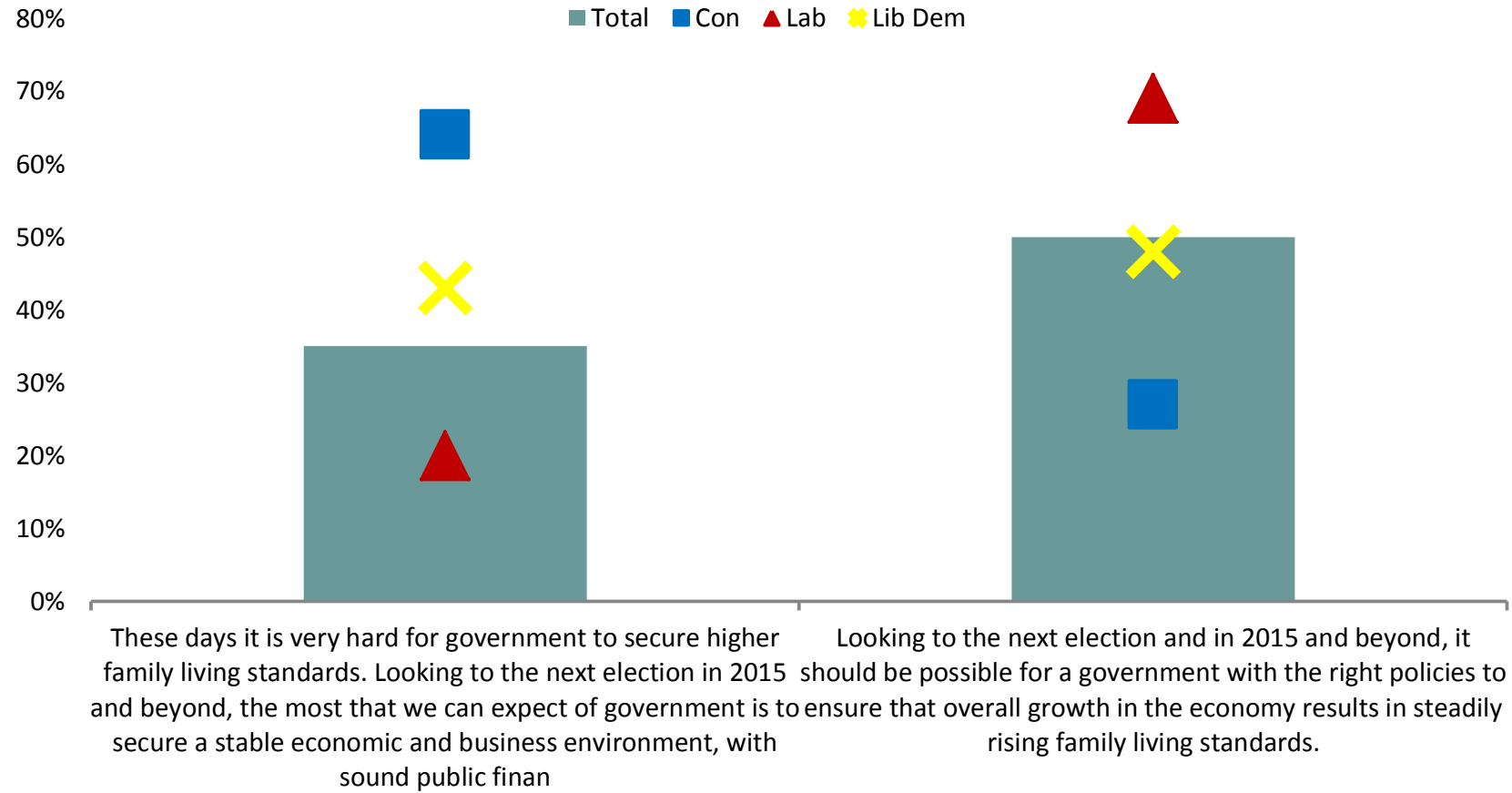
Looking to 2015 majority think possible for a government to secure rising living standards but opinion is divided

Taking everything into account, which of these statements comes closer to your view?



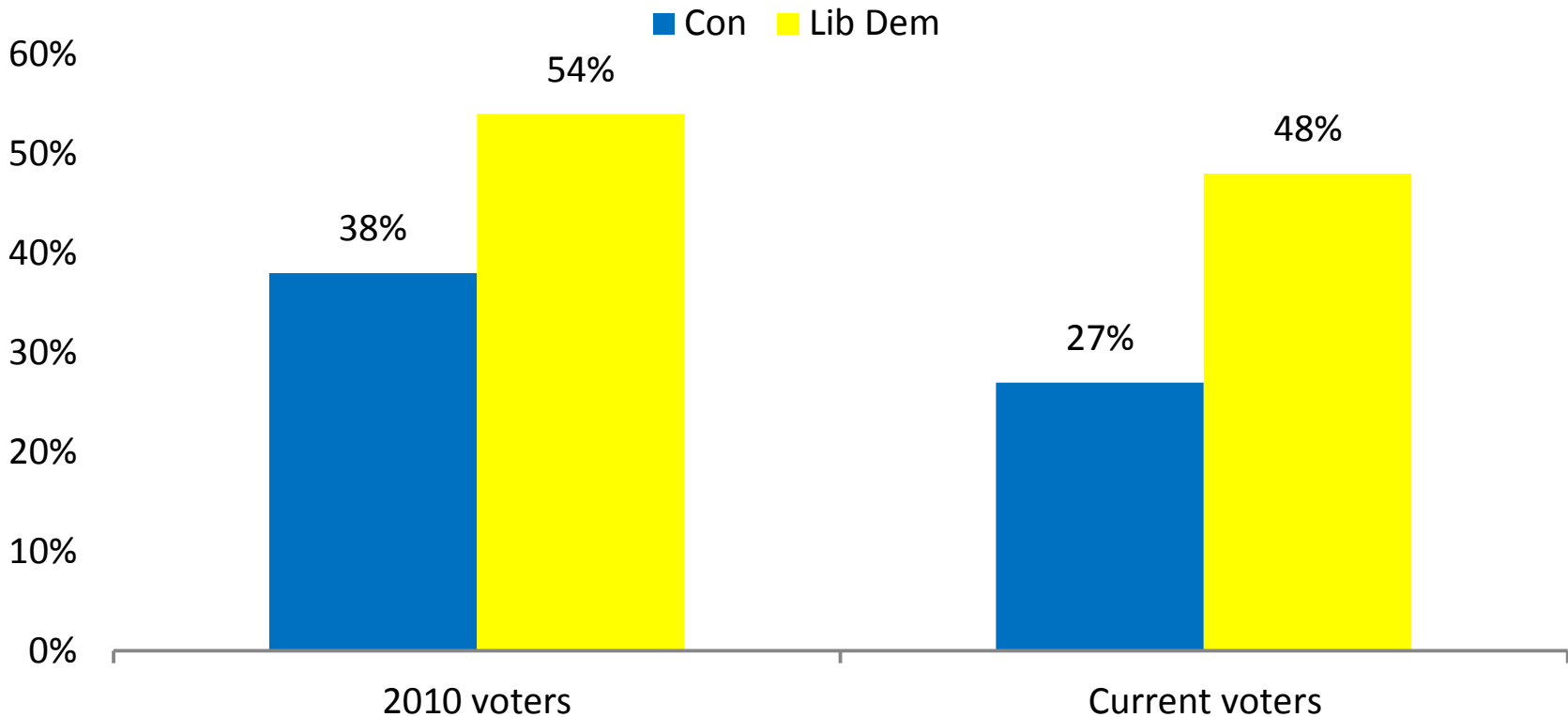
With Conservative voters particularly pessimistic

Taking everything into account, which of these statements comes closer to your view?



And current supporters of both coalition parties more pessimistic than those who supported them in 2010

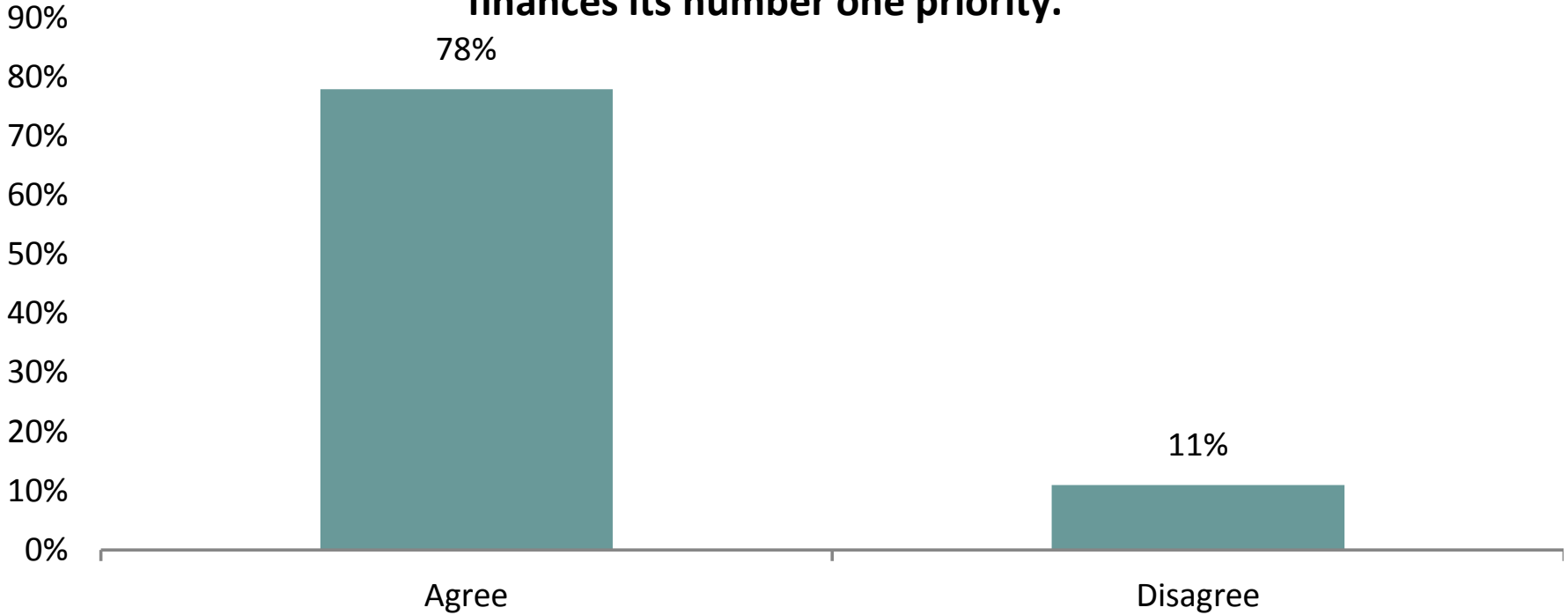
Looking to the next election and in 2015 and beyond, it should be possible for a government with the right policies to ensure that overall growth in the economy results in steadily rising family living standards



5. Top economic priorities and trade-offs – public finances and growth

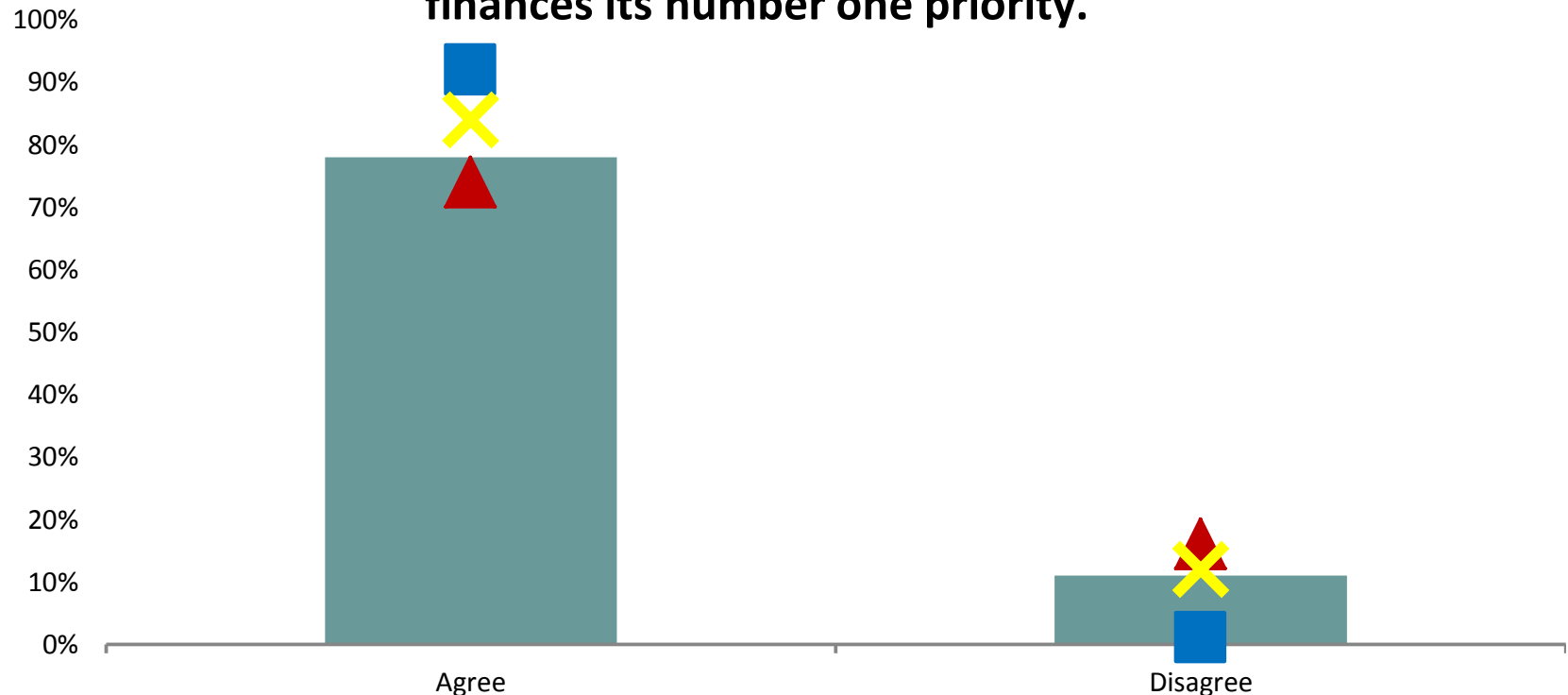
The electorate signs up to argument that prudent management of public finances is number one priority

The most important thing British governments, whichever party is in control, will have to do in the next few years is to manage the public finances prudently. Unless that happens, attempts to raise living standards won't work. For me to trust a party on the economy I need to know that it will make prudent management of public finances its number one priority.



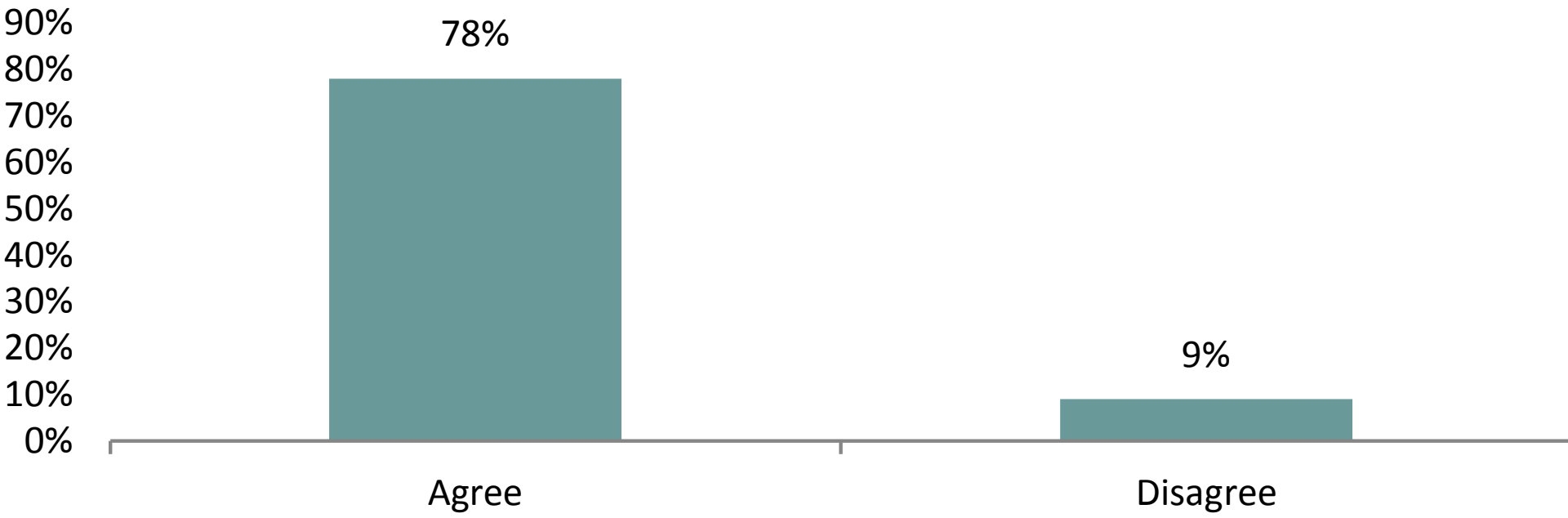
And this opinion is held by supporters of all parties

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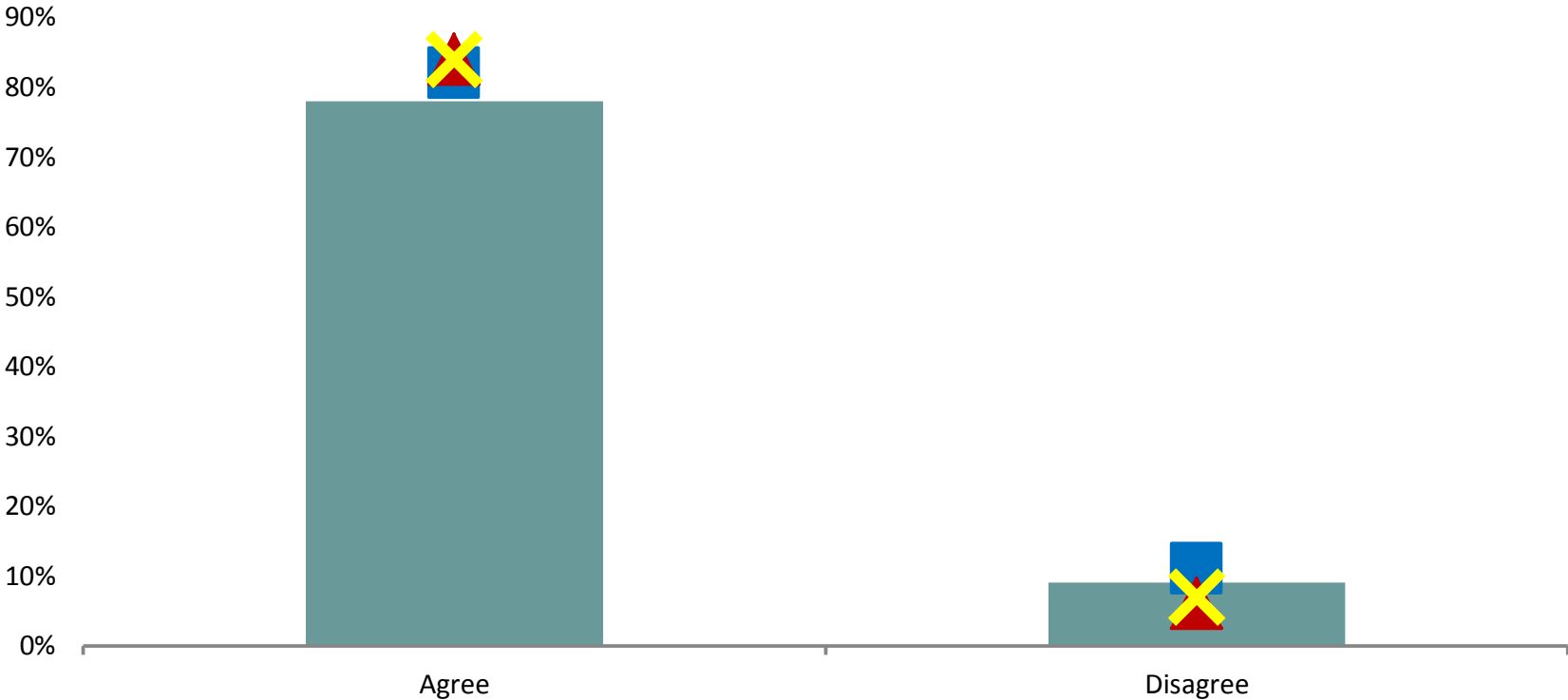
But... the electorate also identifies promoting growth as the number one priority

The most important thing British governments, whichever party is in control, will have to do in the next few years is to promote growth. Unless that happens, attempts to raise living standards won't work. For me to trust a party on the economy I need to know that it will make promoting growth its number one priority.



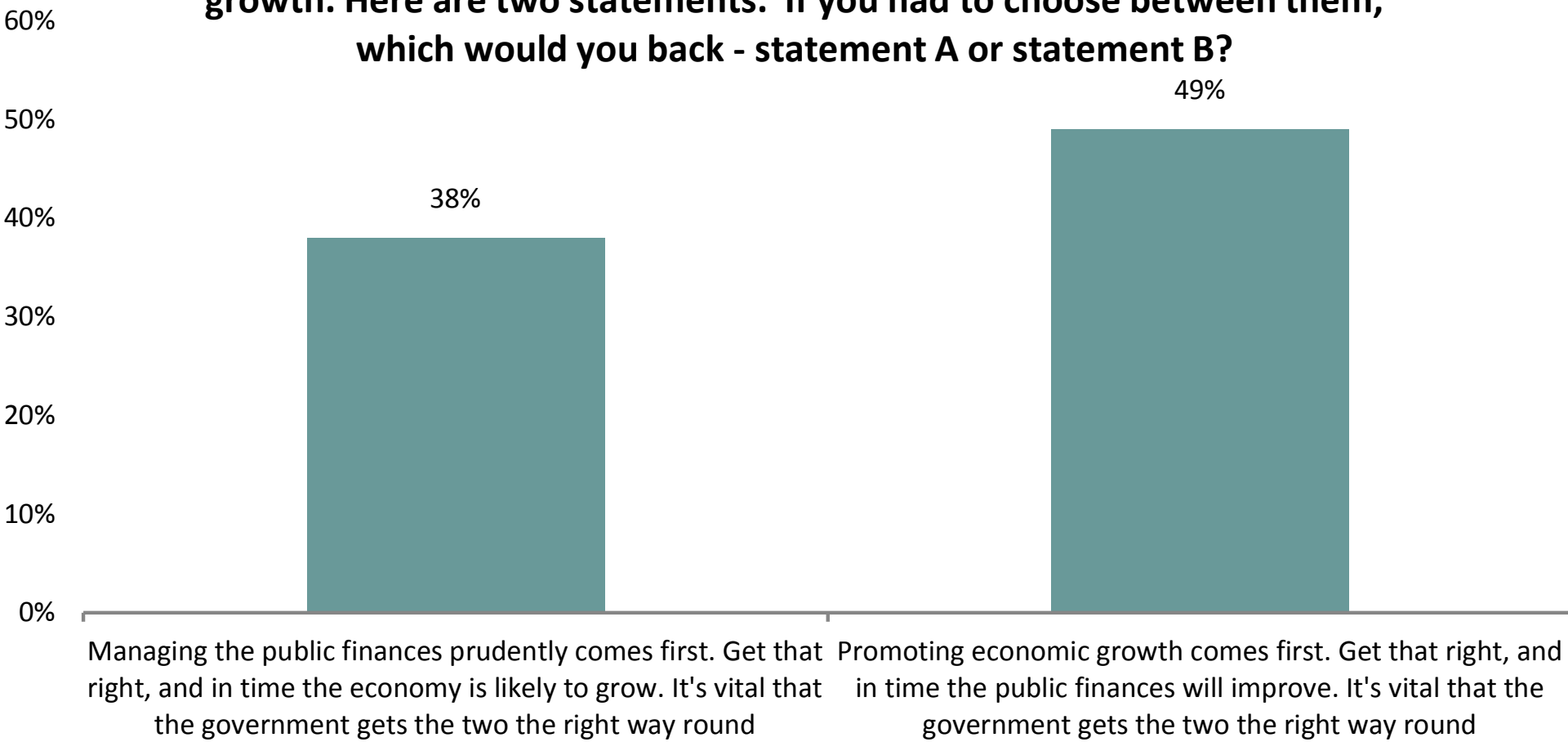
With clear backing for promoting growth from supporters of all parties

The most important thing British governments, whichever party is in control, will have to do in the next few years is to promote growth. Unless that happens, attempts to raise living standards won't work. For me to trust a party on the economy I need to know that it will make promoting growth its number one priority.



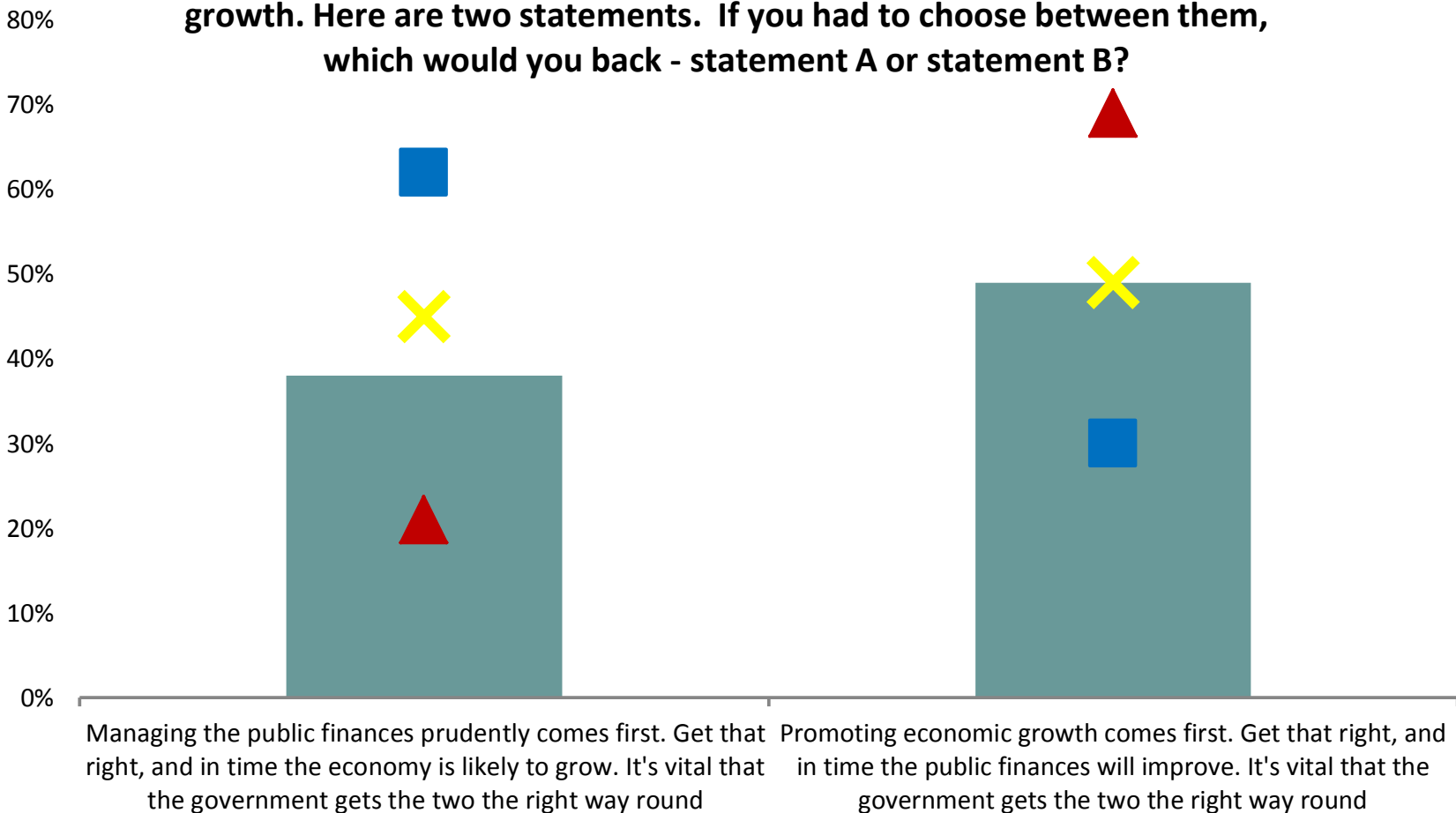
If forced to choose, the electorate is divided but a modest preference for promoting growth

It's generally agreed that over the next few years, the Government needs both to manage the public finances prudently and promote economic growth. Here are two statements. If you had to choose between them, which would you back - statement A or statement B?



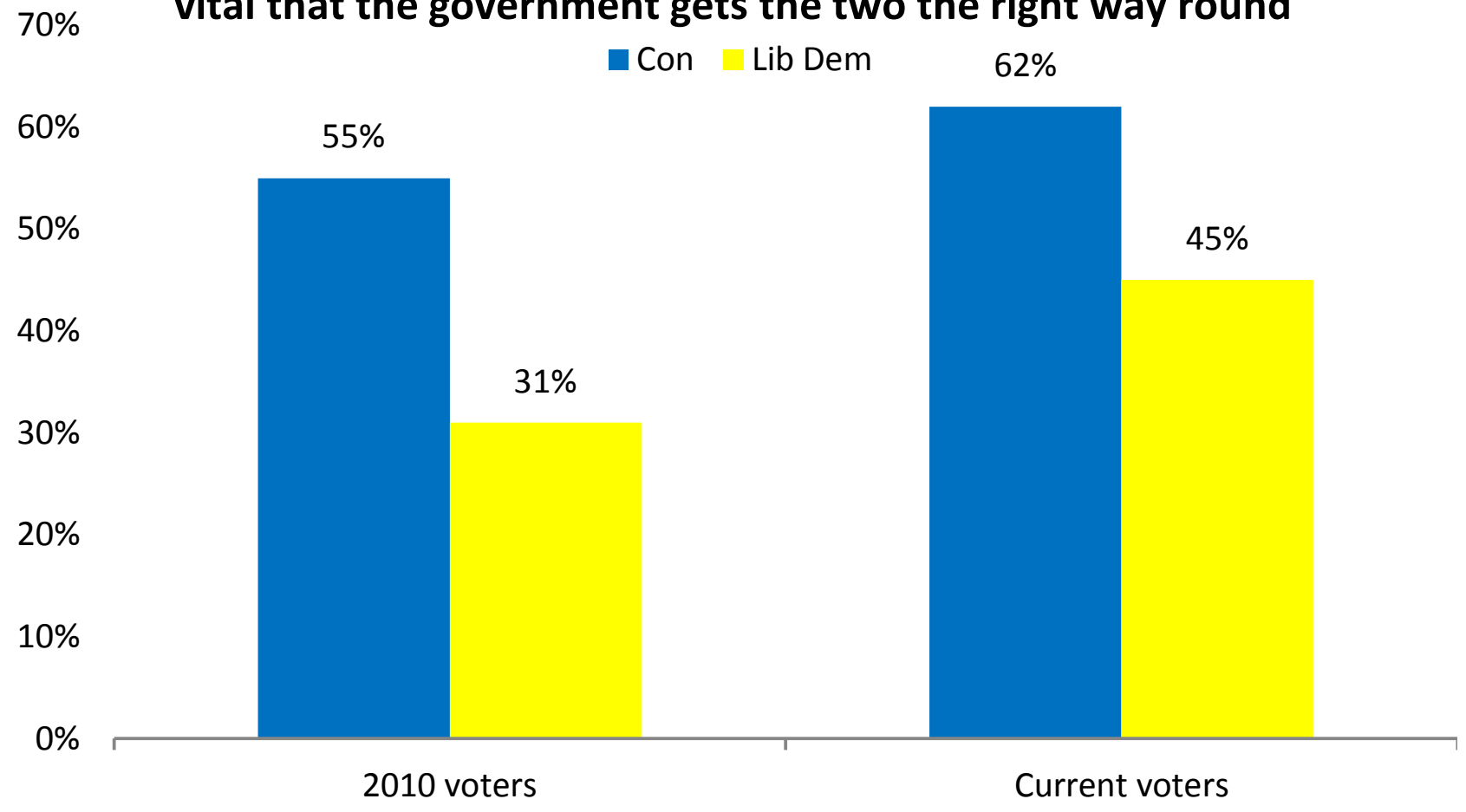
Conservative voters prioritise prudence, Labour, promoting growth and Lib Dems are tied

It's generally agreed that over the next few years, the Government needs both to manage the public finances prudently and promote economic growth. Here are two statements. If you had to choose between them, which would you back - statement A or statement B?



Those who currently support coalition parties more likely to prioritise prudence than those who backed in 2010

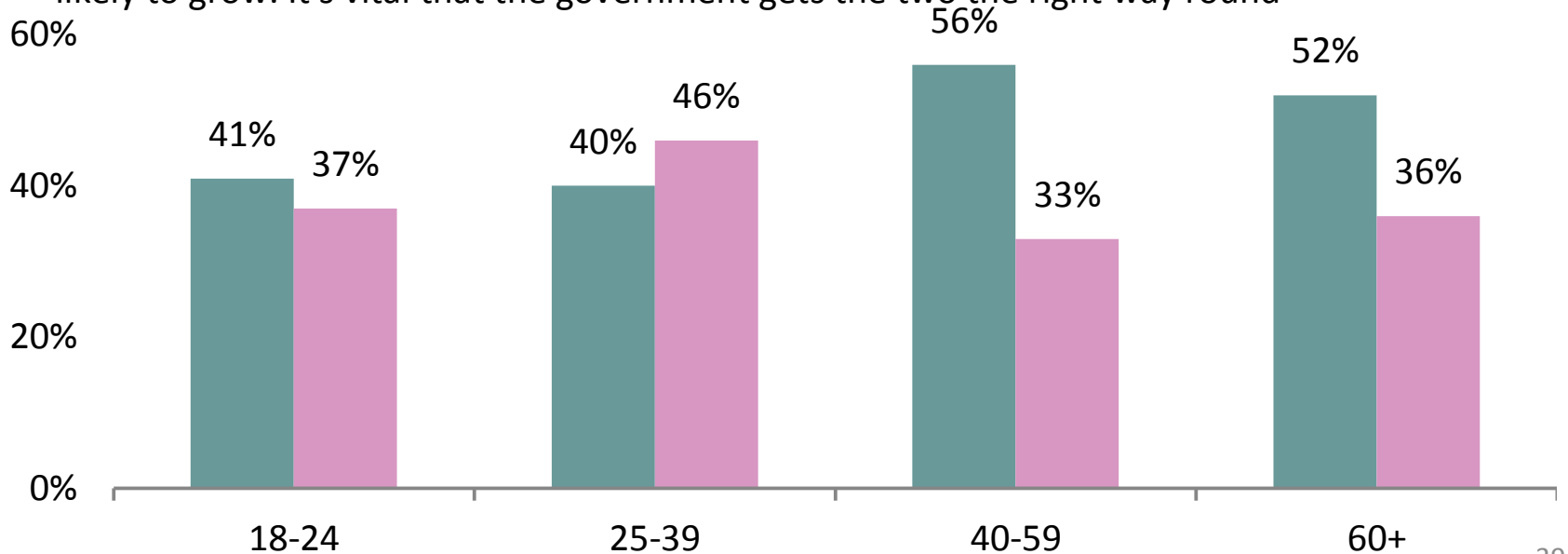
Managing the public finances prudently comes first. Get that right, and in time the economy is likely to grow. It's vital that the government gets the two the right way round



Older generations are more likely to prioritise promoting growth over fiscal prudence

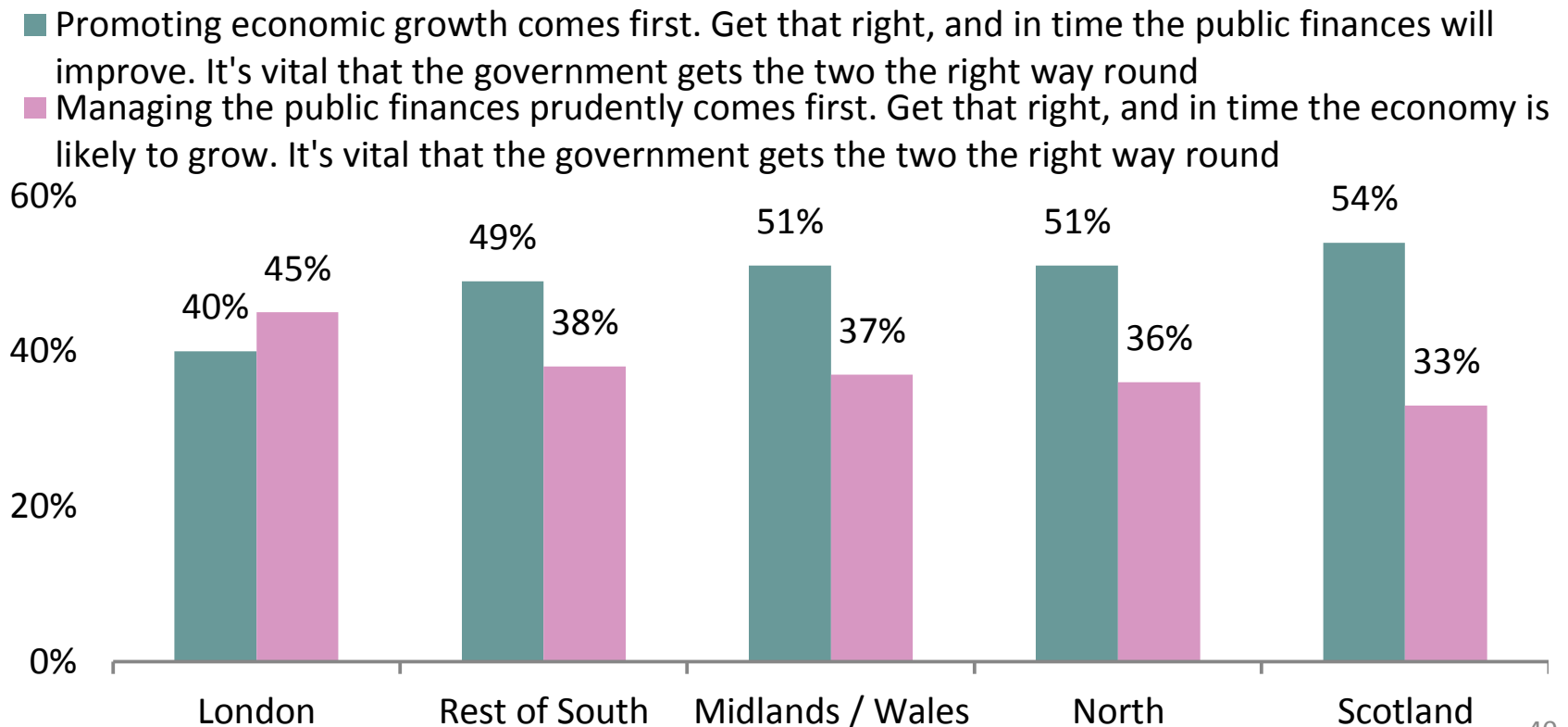
It's generally agreed that over the next few years, the Government needs both to manage the public finances prudently and promote economic growth. Here are two statements. If you had to choose between them, which would you back - statement A or statement

- Promoting economic growth comes first. Get that right, and in time the public finances will improve. It's vital that the government gets the two the right way round
- Managing the public finances prudently comes first. Get that right, and in time the economy is likely to grow. It's vital that the government gets the two the right way round



Whilst London is the only area to prioritise prudence over promoting growth

It's generally agreed that over the next few years, the Government needs both to manage the public finances prudently and promote economic growth. Here are two statements. If you had to choose between them, which would you back - statement A or statement



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