



POLITICS

£10k to fix the UK economy?

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£10k to fix the UK economy?



An influential think tank looking at improving the generational distribution of wealth in the UK has proposed giving a £10k grant to all citizens on their 25th birthdays.

The suggestion from the Resolution Foundation hopes to redistribute wealth to young adults in a time when they struggle most to afford housing, education or to start a business. The grant is also hoped to lower the suspected ill feeling towards the Baby Boomer generation (those born between the mid-1940s and early 1960s), who are seen to have benefitted far more from pensions and the housing market.

But who's really to blame for the current state of the UK economy? Can we trust 25-year-olds to spend that money well? And how will different generations (especially

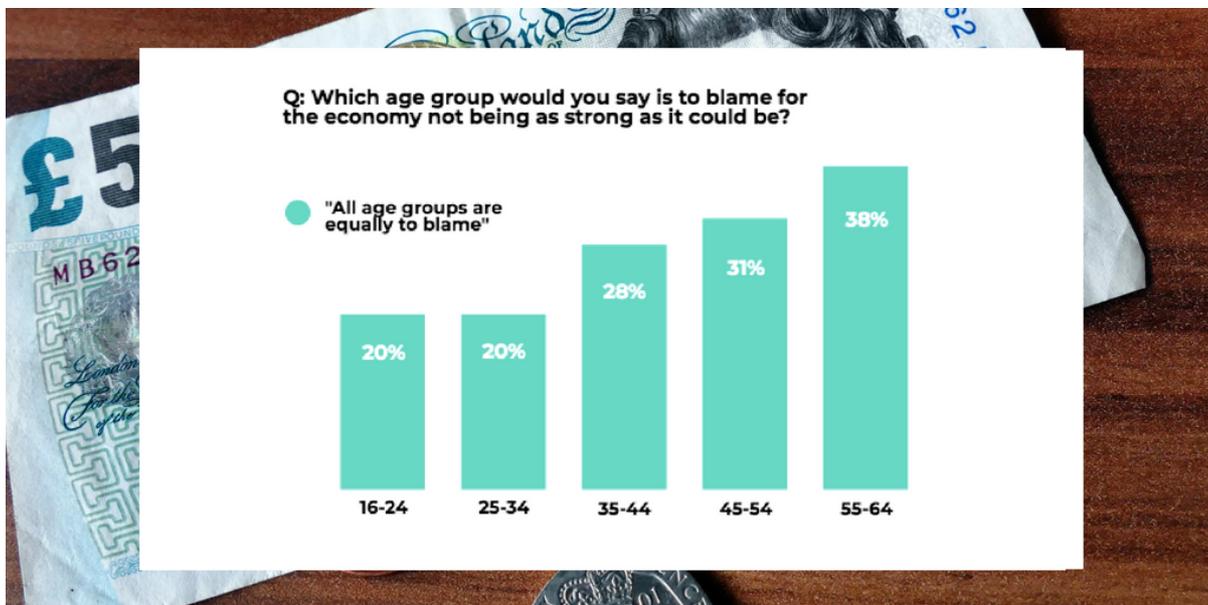


people aged 16-65 across the UK to get their opinion.

Who's to blame?

Let's start with who's to blame for the current state of the economy -- there's plenty of finger-pointing going on in the media, but will anyone take on any of the responsibility themselves?

Initially, it seemed not. When asked which age group(s) they felt were to blame, almost half (47%) of under 25s blame 46-65 year-olds for the current state of the economy, supporting claims that the "Boomer" generation are seen as the culprits. Yet as age increases, this generational blame doesn't quite shift the other way. Instead, the number saying "all age groups are equally to blame" rises along with age of respondent.



This could mean that the older generation genuinely believes everyone shares the blame, or perhaps they agree with the younger generation, but aren't quite as willing to take full responsibility...



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While our research did uncover the generational divide we'd expected, some surprising outcomes hinted at a much smaller gap than anticipated. This not only suggests that the proposed scheme could improve the economy, but also that it could expect a warm welcome from the public, even those who wouldn't see any money themselves!

Think you know how different age groups will react to your newest product/campaign? [Check your thinking in minutes with OnePulse.](#)

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