

## YouGov / Policy Exchange Survey Results

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	<b>1771</b>	<b>565</b>	<b>461</b>	<b>119</b>	<b>193</b>	<b>60</b>	<b>526</b>	<b>392</b>	<b>319</b>	<b>859</b>	<b>912</b>	<b>211</b>	<b>448</b>	<b>606</b>	<b>507</b>	<b>1009</b>	<b>762</b>	<b>227</b>	<b>576</b>	<b>379</b>	<b>436</b>	<b>154</b>	<b>1034</b>	<b>303</b>	<b>229</b>	
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	<b>38</b>	100	0	0	0	0	83	6	16	40	36	33	37	35	43	44	29	42	45	44	27	22	43	39	14
Lab	<b>31</b>	0	100	0	0	0	3	79	30	29	33	32	33	32	29	27	37	37	23	28	46	20	28	30	49
Lib Dem	<b>8</b>	0	0	100	0	0	1	2	32	8	7	11	7	8	7	9	7	8	11	6	7	3	8	8	6
UKIP	<b>13</b>	0	0	0	100	0	12	8	9	12	14	12	10	13	16	10	18	7	15	16	15	2	14	8	20
Other	<b>10</b>	0	0	0	0	100	2	6	13	10	10	12	13	12	5	10	10	6	6	5	5	54	8	15	11

### Other Parties Voting Intention

SNP/ PCY	<b>5</b>	0	0	0	0	0	1	3	4	6	4	2	7	7	3	4	6	0	0	1	0	53	4	6	7
Green	<b>4</b>	0	0	0	0	100	0	2	8	4	4	10	5	4	2	5	2	3	6	3	4	1	3	7	2
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	0	1	0	1	1	1	0	2	2	0	1	1	0	1	1	2

### Non Voters

Would Not Vote	<b>5</b>	0	0	0	0	0	1	1	2	3	7	9	10	4	1	4	7	7	4	7	5	4	3	9	7
Don't know	<b>11</b>	0	0	0	0	0	6	9	12	7	14	13	13	12	6	8	14	7	9	13	13	9	9	14	9

### The next general election is due to be held in May 2015. Have you decided definitely how you will vote then, or will you wait until nearer the time before deciding how to vote?

[This question was asked to all respondents, except those who do not know who they would vote for; n=1574]

I have definitely decided how to vote	<b>76</b>	81	82	59	85	65	84	85	68	77	75	75	64	77	86	76	77	73	76	76	77	83	78	70	80
I shall wait until nearer the time	<b>17</b>	17	16	33	13	25	14	13	28	19	16	16	25	18	11	19	15	19	19	17	17	13	18	19	12
Not sure	<b>6</b>	2	2	8	2	10	3	2	4	4	8	9	11	5	3	5	8	9	5	8	6	4	3	11	7

### How likely to change mind about who to vote for at next election

No chance at all – I will definitely vote for this party	<b>46</b>	56	57	32	57	32	55	57	38	50	42	27	37	46	62	46	46	44	48	46	44	50	48	37	58
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	<b>28</b>	34	31	46	29	42	28	24	36	30	27	37	28	29	24	30	25	27	30	25	28	29	30	30	21
Possible – I could very possibly change my mind before the election	<b>11</b>	8	10	20	10	19	10	10	12	11	10	15	11	11	8	12	9	17	10	9	11	8	11	10	7
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	<b>6</b>	2	0	1	2	6	4	7	7	4	8	7	6	8	4	6	6	4	5	9	7	5	6	6	7
Don't know	<b>9</b>	1	1	0	2	0	3	2	7	5	12	13	17	6	2	6	13	8	7	11	10	9	5	17	7

## YouGov / Policy Exchange Survey

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	<b>38</b>	46	31	20	20	34	38	38	42	42	53	43	32	25	31	30	36
Lab	<b>31</b>	27	33	49	44	35	34	27	27	25	24	26	31	39	43	46	34
Lib Dem	<b>8</b>	6	10	8	7	7	4	13	7	14	11	7	12	16	7	5	8
UKIP	<b>13</b>	11	16	14	17	15	17	11	14	8	5	16	14	6	11	11	9
Other	<b>10</b>	10	11	9	12	9	7	12	10	12	7	8	12	14	8	7	13

### Other Parties Voting Intention

SNP/ PCY	<b>5</b>	5	6	5	4	5	4	7	5	9	1	5	6	8	5	1	5
Green	<b>4</b>	4	4	2	5	3	2	5	4	3	5	3	5	1	3	3	7
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Other	<b>1</b>	1	1	2	3	1	1	0	1	0	1	1	0	6	1	2	1

### Non Voters

Would Not Vote	<b>5</b>	6	4	4	6	7	5	2	2	5	10	3	6	5	3	4	9
Don't know	<b>11</b>	11	9	7	8	11	10	7	11	6	8	9	12	2	8	11	13

The next general election is due to be held in May 2015. Have you decided definitely how you will vote then, or will you wait until nearer the time before deciding how to vote?

[This question was asked to all respondents, except those who do not know who they would vote for; n=1574]

I have definitely decided how to vote	<b>76</b>	76	75	77	80	76	77	78	80	75	69	78	74	86	79	84	71
I shall wait until nearer the time	<b>17</b>	17	22	16	14	17	18	17	17	17	23	17	19	11	18	11	20
Not sure	<b>6</b>	7	3	6	6	7	5	4	3	8	8	5	7	3	4	5	9

### How likely to change mind about who to vote for at next election

No chance at all – I will definitely vote for this party	<b>46</b>	46	48	51	50	49	43	51	47	47	38	49	37	62	54	60	39
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	<b>28</b>	29	28	27	27	23	31	27	30	31	38	27	39	29	26	21	27
Possible – I could very possibly change my mind before the election	<b>11</b>	9	12	10	9	12	14	9	13	11	10	12	6	5	7	8	13
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	<b>6</b>	6	7	3	7	6	5	7	7	6	5	7	6	5	6	3	6
Don't know	<b>9</b>	9	5	9	7	10	7	6	4	5	9	5	12	0	7	9	14

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Sample Size: 1771 GB Adults  
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	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	38	40	33	53	41	42	31	27	29	53	47	37	24	13	38	37
Lab	31	29	39	25	31	26	38	34	36	20	23	34	44	37	30	32
Lib Dem	8	9	5	6	12	8	6	7	7	10	8	9	4	8	8	7
UKIP	13	13	13	7	8	12	17	16	21	9	12	12	17	20	13	15
Other	10	10	11	8	8	12	8	17	7	9	10	9	10	21	12	9

### Other Parties Voting Intention

SNP/ PCY	5	5	6	4	3	6	5	11	4	4	5	5	4	12	6	4
Green	4	4	4	5	4	6	2	2	2	4	4	4	4	3	5	4
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	1	0	1	0	1	4	1	1	0	0	2	7	0	1

### Non Voters

Would Not Vote	5	4	9	4	3	5	8	8	5	4	4	4	6	4	3	9
Don't know	11	10	11	9	9	8	14	15	13	2	9	10	10	11	6	15

The next general election is due to be held in May 2015. Have you decided definitely how you will vote then, or will you wait until nearer the time before deciding how to vote?

[This question was asked to all respondents, except those who do not know who they would vote for; n=1574]

I have definitely decided how to vote	76	78	72	76	75	76	77	72	81	77	78	77	79	65	76	77
I shall wait until nearer the time	17	17	19	20	19	19	17	17	10	19	17	18	16	27	21	15
Not sure	6	4	9	4	5	5	6	11	9	4	5	5	5	8	4	7

### How likely to change mind about who to vote for at next election

No chance at all – I will definitely vote for this party	46	48	41	46	47	46	41	43	56	59	48	44	50	44	48	41
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	28	28	29	29	31	30	29	24	22	24	29	31	26	22	31	29
Possible – I could very possibly change my mind before the election	11	10	12	13	10	12	12	10	5	13	10	12	10	10	14	10
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	6	6	7	6	7	6	6	8	5	2	7	7	6	8	3	9
Don't know	9	7	12	7	5	5	12	16	12	2	6	6	7	17	4	12

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	1771	565	461	119	193	60	526	392	319	859	912	211	448	606	507	1009	762	227	576	379	436	154	1034	303	229	
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely are you to consider voting for the following parties at future general elections?

**Conservative**

Will definitely consider voting for them	32	91	3	7	11	0	75	6	15	36	29	28	30	29	39	39	23	36	37	35	25	19	38	30	13
May possibly consider voting for them	13	8	6	32	30	6	15	10	18	14	13	13	12	13	16	13	14	11	16	14	11	11	14	12	6
<b>TOTAL LIKELY</b>	<b>45</b>	<b>99</b>	<b>9</b>	<b>39</b>	<b>41</b>	<b>6</b>	<b>90</b>	<b>16</b>	<b>33</b>	<b>50</b>	<b>42</b>	<b>41</b>	<b>42</b>	<b>42</b>	<b>55</b>	<b>52</b>	<b>37</b>	<b>47</b>	<b>53</b>	<b>49</b>	<b>36</b>	<b>30</b>	<b>52</b>	<b>42</b>	<b>19</b>
Am unlikely to consider voting for them	10	0	12	27	15	23	3	11	16	9	11	15	12	10	7	11	10	10	10	8	13	10	10	10	11
Will definitely not consider voting for them	38	0	78	30	40	65	5	72	49	38	38	32	35	44	36	33	45	38	31	36	43	57	33	38	64
<b>TOTAL UNLIKELY</b>	<b>48</b>	<b>0</b>	<b>90</b>	<b>57</b>	<b>55</b>	<b>88</b>	<b>8</b>	<b>83</b>	<b>65</b>	<b>47</b>	<b>49</b>	<b>47</b>	<b>47</b>	<b>54</b>	<b>43</b>	<b>44</b>	<b>55</b>	<b>48</b>	<b>41</b>	<b>44</b>	<b>56</b>	<b>67</b>	<b>43</b>	<b>48</b>	<b>75</b>
Don't know	6	1	1	5	4	6	3	2	2	3	9	12	11	5	2	5	8	4	6	8	7	4	4	10	6

**Labour**

Will definitely consider voting for them	25	1	85	6	2	9	3	70	24	25	25	19	24	27	25	23	27	34	19	22	32	20	23	24	38
May possibly consider voting for them	17	13	12	34	16	36	10	17	26	17	17	31	19	15	12	19	15	16	17	17	17	17	16	15	18
<b>TOTAL LIKELY</b>	<b>42</b>	<b>14</b>	<b>97</b>	<b>40</b>	<b>18</b>	<b>45</b>	<b>13</b>	<b>87</b>	<b>50</b>	<b>42</b>	<b>42</b>	<b>50</b>	<b>43</b>	<b>42</b>	<b>37</b>	<b>42</b>	<b>42</b>	<b>50</b>	<b>36</b>	<b>39</b>	<b>49</b>	<b>37</b>	<b>39</b>	<b>39</b>	<b>56</b>
Am unlikely to consider voting for them	15	22	0	25	18	32	19	5	20	15	16	11	16	17	15	17	14	14	17	16	12	19	16	16	11
Will definitely not consider voting for them	36	62	2	30	61	19	65	5	25	40	34	27	30	36	46	37	36	32	41	37	31	40	40	34	27
<b>TOTAL UNLIKELY</b>	<b>51</b>	<b>84</b>	<b>2</b>	<b>55</b>	<b>79</b>	<b>51</b>	<b>84</b>	<b>10</b>	<b>45</b>	<b>55</b>	<b>50</b>	<b>38</b>	<b>46</b>	<b>53</b>	<b>61</b>	<b>54</b>	<b>50</b>	<b>46</b>	<b>58</b>	<b>53</b>	<b>43</b>	<b>59</b>	<b>56</b>	<b>50</b>	<b>38</b>
Don't know	7	2	1	5	4	4	3	2	3	4	9	12	11	5	2	5	8	4	6	7	8	5	4	10	7

**Liberal Democrat**

Will definitely consider voting for them	6	0	2	70	1	9	0	2	25	7	5	5	6	6	7	7	4	7	7	5	5	3	6	6	3
May possibly consider voting for them	17	19	14	25	6	27	16	13	32	16	17	17	20	14	17	18	15	18	21	16	13	11	18	16	9
<b>TOTAL LIKELY</b>	<b>23</b>	<b>19</b>	<b>16</b>	<b>95</b>	<b>7</b>	<b>36</b>	<b>16</b>	<b>15</b>	<b>57</b>	<b>23</b>	<b>22</b>	<b>22</b>	<b>26</b>	<b>20</b>	<b>24</b>	<b>25</b>	<b>19</b>	<b>25</b>	<b>28</b>	<b>21</b>	<b>18</b>	<b>14</b>	<b>24</b>	<b>22</b>	<b>12</b>
Am unlikely to consider voting for them	21	27	26	0	11	24	23	23	17	21	22	28	23	21	18	23	19	21	20	25	20	23	21	25	18
Will definitely not consider voting for them	49	52	55	0	76	34	59	60	24	53	46	38	40	54	56	46	53	50	45	49	52	58	50	41	63
<b>TOTAL UNLIKELY</b>	<b>70</b>	<b>79</b>	<b>81</b>	<b>0</b>	<b>87</b>	<b>58</b>	<b>82</b>	<b>83</b>	<b>41</b>	<b>74</b>	<b>68</b>	<b>66</b>	<b>63</b>	<b>75</b>	<b>74</b>	<b>69</b>	<b>72</b>	<b>71</b>	<b>65</b>	<b>74</b>	<b>72</b>	<b>81</b>	<b>71</b>	<b>66</b>	<b>81</b>
Don't know	7	1	2	5	5	6	3	3	3	3	10	12	11	5	3	5	9	4	7	6	9	5	4	11	7

**Green**

Will definitely consider voting for them	5	1	5	2	0	76	0	7	10	6	5	9	9	4	2	7	4	5	5	7	5	6	4	8	5
May possibly consider voting for them	16	7	22	29	6	21	7	18	29	15	16	18	17	17	11	17	14	17	15	13	15	21	16	14	12
<b>TOTAL LIKELY</b>	<b>21</b>	<b>8</b>	<b>27</b>	<b>31</b>	<b>6</b>	<b>97</b>	<b>7</b>	<b>25</b>	<b>39</b>	<b>21</b>	<b>21</b>	<b>27</b>	<b>26</b>	<b>21</b>	<b>13</b>	<b>24</b>	<b>18</b>	<b>22</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>27</b>	<b>20</b>	<b>22</b>	<b>17</b>
Am unlikely to consider voting for them	22	20	26	31	19	0	20	26	23	19	24	21	23	21	21	22	21	19	20	23	23	22	23	21	20
Will definitely not consider voting for them	51	70	45	33	71	0	70	46	34	57	45	38	42	52	62	50	51	55	52	51	48	46	53	45	56
<b>TOTAL UNLIKELY</b>	<b>73</b>	<b>90</b>	<b>71</b>	<b>64</b>	<b>90</b>	<b>0</b>	<b>90</b>	<b>72</b>	<b>57</b>	<b>76</b>	<b>69</b>	<b>59</b>	<b>65</b>	<b>73</b>	<b>83</b>	<b>72</b>	<b>72</b>	<b>74</b>	<b>72</b>	<b>74</b>	<b>71</b>	<b>68</b>	<b>76</b>	<b>66</b>	<b>76</b>
Don't know	7	2	3	5	4	3	3	3	4	3	10	14	10	5	3	5	10	4	8	6	9	5	4	12	7

**UKIP**

Will definitely consider voting for them	12	3	1	3	87	0	13	8	9	12	11	9	10	12	15	9	15	6	15	14	12	2	13	7	18
May possibly consider voting for them	14	19	9	13	12	1	20	11	11	15	13	10	9	17	16	13	15	13	14	15	14	11	16	11	11
<b>TOTAL LIKELY</b>	<b>26</b>	<b>22</b>	<b>10</b>	<b>16</b>	<b>99</b>	<b>1</b>	<b>33</b>	<b>19</b>	<b>20</b>	<b>27</b>	<b>24</b>	<b>19</b>	<b>19</b>	<b>29</b>	<b>31</b>	<b>22</b>	<b>30</b>	<b>19</b>	<b>29</b>	<b>29</b>	<b>13</b>	<b>29</b>	<b>26</b>	<b>13</b>	<b>29</b>
Am unlikely to consider voting for them	12	19	13	7	0	2	18	12	8	12	12	11	12	12	12	12	12	13	10	13	14	12	14	8	10
Will definitely not consider voting for them	56	57	75	72	0	93	46	68	69	57	55	59	58	55	54	61	49	61	55	52	53	70	54	62	55
<b>TOTAL UNLIKELY</b>	<b>68</b>	<b>76</b>	<b>88</b>	<b>79</b>	<b>0</b>	<b>95</b>	<b>64</b>	<b>80</b>	<b>77</b>	<b>69</b>	<b>67</b>	<b>70</b>	<b>70</b>	<b>67</b>	<b>66</b>	<b>73</b>	<b>61</b>	<b>74</b>	<b>65</b>	<b>65</b>	<b>67</b>	<b>82</b>	<b>68</b>	<b>70</b>	<b>65</b>
Don't know	6	2	2	5	1	4	3	3	3	4	9	11	11	5	2	5	9	6	6	7	8	5	4	12	6

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	1771	800	384	256	163	306	300	227	139	144	112	821	240	34	121	52	482
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely are you to consider voting for the following parties at future general elections?

**Conservative**

Will definitely consider voting for them	32	39	26	20	17	25	37	33	37	37	48	37	31	23	23	26	27
May possibly consider voting for them	13	14	16	12	9	14	15	13	10	16	15	15	12	12	13	22	12
<b>TOTAL LIKELY</b>	<b>45</b>	<b>53</b>	<b>42</b>	<b>32</b>	<b>26</b>	<b>39</b>	<b>52</b>	<b>46</b>	<b>47</b>	<b>53</b>	<b>63</b>	<b>52</b>	<b>43</b>	<b>35</b>	<b>36</b>	<b>48</b>	<b>39</b>
Am unlikely to consider voting for them	10	9	10	10	11	10	7	12	11	12	13	11	10	4	9	3	11
Will definitely not consider voting for them	38	32	45	53	59	43	35	38	37	32	21	35	36	60	51	42	40
<b>TOTAL UNLIKELY</b>	<b>48</b>	<b>41</b>	<b>55</b>	<b>63</b>	<b>70</b>	<b>53</b>	<b>42</b>	<b>50</b>	<b>48</b>	<b>44</b>	<b>34</b>	<b>46</b>	<b>46</b>	<b>64</b>	<b>60</b>	<b>45</b>	<b>51</b>
Don't know	6	6	2	5	4	8	6	4	4	3	4	3	12	1	4	7	10

**Labour**

Will definitely consider voting for them	25	21	28	37	38	29	23	22	27	25	20	23	18	40	31	43	27
May possibly consider voting for them	17	14	18	18	20	15	18	19	15	15	21	14	20	14	18	5	22
<b>TOTAL LIKELY</b>	<b>42</b>	<b>35</b>	<b>46</b>	<b>55</b>	<b>58</b>	<b>44</b>	<b>41</b>	<b>41</b>	<b>42</b>	<b>40</b>	<b>41</b>	<b>37</b>	<b>38</b>	<b>54</b>	<b>49</b>	<b>48</b>	<b>49</b>
Am unlikely to consider voting for them	15	16	16	13	12	14	12	18	14	21	17	17	18	19	17	12	11
Will definitely not consider voting for them	36	41	36	27	27	33	39	37	40	37	37	42	34	25	30	35	30
<b>TOTAL UNLIKELY</b>	<b>51</b>	<b>57</b>	<b>52</b>	<b>40</b>	<b>39</b>	<b>47</b>	<b>51</b>	<b>55</b>	<b>54</b>	<b>58</b>	<b>54</b>	<b>59</b>	<b>52</b>	<b>44</b>	<b>47</b>	<b>47</b>	<b>41</b>
Don't know	7	6	2	5	3	8	8	4	4	2	4	4	11	1	4	6	10

**Liberal Democrat**

Will definitely consider voting for them	6	5	7	5	7	3	3	11	7	11	11	5	8	10	5	4	5
May possibly consider voting for them	17	16	18	14	15	12	21	17	16	19	21	17	15	24	19	9	18
<b>TOTAL LIKELY</b>	<b>23</b>	<b>21</b>	<b>25</b>	<b>19</b>	<b>22</b>	<b>15</b>	<b>24</b>	<b>28</b>	<b>23</b>	<b>30</b>	<b>32</b>	<b>22</b>	<b>23</b>	<b>34</b>	<b>24</b>	<b>13</b>	<b>23</b>
Am unlikely to consider voting for them	21	23	19	24	23	24	23	14	20	26	20	19	27	14	25	17	23
Will definitely not consider voting for them	49	51	53	49	51	53	43	54	54	43	45	54	39	52	47	63	44
<b>TOTAL UNLIKELY</b>	<b>70</b>	<b>74</b>	<b>72</b>	<b>73</b>	<b>74</b>	<b>77</b>	<b>66</b>	<b>68</b>	<b>74</b>	<b>69</b>	<b>65</b>	<b>73</b>	<b>66</b>	<b>66</b>	<b>72</b>	<b>80</b>	<b>67</b>
Don't know	7	6	2	7	4	8	9	5	4	1	4	4	11	1	3	6	10

**Green**

Will definitely consider voting for them	5	6	4	5	7	3	4	5	5	8	6	4	7	1	4	1	9
May possibly consider voting for them	16	12	19	17	16	14	16	13	18	16	18	14	16	24	21	8	17
<b>TOTAL LIKELY</b>	<b>21</b>	<b>18</b>	<b>23</b>	<b>22</b>	<b>23</b>	<b>17</b>	<b>20</b>	<b>18</b>	<b>23</b>	<b>24</b>	<b>24</b>	<b>18</b>	<b>23</b>	<b>25</b>	<b>25</b>	<b>9</b>	<b>26</b>
Am unlikely to consider voting for them	22	23	23	21	20	21	23	22	29	26	14	22	23	15	25	30	18
Will definitely not consider voting for them	51	52	51	50	53	51	49	54	46	49	58	56	42	60	44	51	47
<b>TOTAL UNLIKELY</b>	<b>73</b>	<b>75</b>	<b>74</b>	<b>71</b>	<b>73</b>	<b>72</b>	<b>72</b>	<b>76</b>	<b>75</b>	<b>75</b>	<b>72</b>	<b>78</b>	<b>65</b>	<b>75</b>	<b>69</b>	<b>81</b>	<b>65</b>
Don't know	7	7	3	7	5	10	7	5	2	1	4	4	12	1	5	10	10

**UKIP**

Will definitely consider voting for them	12	10	15	13	20	11	15	13	10	8	7	15	10	6	9	10	8
May possibly consider voting for them	14	15	15	10	12	17	15	11	15	12	10	16	12	11	10	15	11
<b>TOTAL LIKELY</b>	<b>26</b>	<b>25</b>	<b>30</b>	<b>23</b>	<b>32</b>	<b>28</b>	<b>30</b>	<b>24</b>	<b>25</b>	<b>20</b>	<b>17</b>	<b>31</b>	<b>22</b>	<b>17</b>	<b>19</b>	<b>25</b>	<b>19</b>
Am unlikely to consider voting for them	12	15	8	17	9	12	14	11	12	13	12	13	13	8	15	3	11
Will definitely not consider voting for them	56	54	60	54	55	52	50	61	58	65	68	52	54	74	60	64	61
<b>TOTAL UNLIKELY</b>	<b>68</b>	<b>69</b>	<b>68</b>	<b>71</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>72</b>	<b>70</b>	<b>78</b>	<b>80</b>	<b>65</b>	<b>67</b>	<b>82</b>	<b>75</b>	<b>67</b>	<b>72</b>
Don't know	6	7	2	6	5	8	7	5	4	2	4	4	11	1	5	10	9

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	1771	1304	440	212	284	514	372	159	231	93	573	661	293	59	429	457
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely are you to consider voting for the following parties at future general elections?

Conservative

Will definitely consider voting for them	32	34	29	44	35	39	24	21	23	46	41	32	21	11	36	30
May possibly consider voting for them	13	13	15	17	16	10	17	11	11	13	14	16	11	4	12	14
<b>TOTAL LIKELY</b>	<b>45</b>	<b>47</b>	<b>44</b>	<b>61</b>	<b>51</b>	<b>49</b>	<b>41</b>	<b>32</b>	<b>34</b>	<b>59</b>	<b>55</b>	<b>48</b>	<b>32</b>	<b>15</b>	<b>48</b>	<b>44</b>
Am unlikely to consider voting for them	10	10	10	9	8	12	10	9	9	10	11	10	10	12	11	12
Will definitely not consider voting for them	38	38	39	24	37	34	43	47	47	30	28	39	54	62	39	36
<b>TOTAL UNLIKELY</b>	<b>48</b>	<b>48</b>	<b>49</b>	<b>33</b>	<b>45</b>	<b>46</b>	<b>53</b>	<b>56</b>	<b>56</b>	<b>40</b>	<b>39</b>	<b>49</b>	<b>64</b>	<b>74</b>	<b>50</b>	<b>48</b>
Don't know	6	6	7	6	3	5	6	13	9	1	5	4	4	11	2	8

Labour

Will definitely consider voting for them	25	25	26	21	27	22	25	27	30	20	20	25	35	35	24	23
May possibly consider voting for them	17	17	18	15	17	21	16	17	11	19	17	18	19	9	20	18
<b>TOTAL LIKELY</b>	<b>42</b>	<b>42</b>	<b>44</b>	<b>36</b>	<b>44</b>	<b>43</b>	<b>41</b>	<b>44</b>	<b>41</b>	<b>39</b>	<b>37</b>	<b>43</b>	<b>54</b>	<b>44</b>	<b>44</b>	<b>41</b>
Am unlikely to consider voting for them	15	16	14	16	20	15	16	10	14	13	16	18	14	13	13	16
Will definitely not consider voting for them	36	36	36	42	33	37	37	34	36	47	43	34	28	32	40	34
<b>TOTAL UNLIKELY</b>	<b>51</b>	<b>52</b>	<b>50</b>	<b>58</b>	<b>53</b>	<b>52</b>	<b>53</b>	<b>44</b>	<b>50</b>	<b>60</b>	<b>59</b>	<b>52</b>	<b>42</b>	<b>45</b>	<b>53</b>	<b>50</b>
Don't know	7	6	7	6	4	5	7	13	8	1	5	4	4	12	3	9

Liberal Democrat

Will definitely consider voting for them	6	6	5	5	9	8	3	4	4	11	7	6	4	4	8	4
May possibly consider voting for them	17	17	17	19	20	17	17	11	14	16	19	20	13	6	16	18
<b>TOTAL LIKELY</b>	<b>23</b>	<b>23</b>	<b>22</b>	<b>24</b>	<b>29</b>	<b>25</b>	<b>20</b>	<b>15</b>	<b>18</b>	<b>27</b>	<b>26</b>	<b>26</b>	<b>17</b>	<b>10</b>	<b>24</b>	<b>22</b>
Am unlikely to consider voting for them	21	22	21	24	21	24	21	16	19	23	20	24	20	25	22	24
Will definitely not consider voting for them	49	50	48	46	47	46	52	54	55	49	49	47	58	48	52	45
<b>TOTAL UNLIKELY</b>	<b>70</b>	<b>72</b>	<b>69</b>	<b>70</b>	<b>68</b>	<b>70</b>	<b>73</b>	<b>70</b>	<b>74</b>	<b>72</b>	<b>69</b>	<b>71</b>	<b>78</b>	<b>73</b>	<b>74</b>	<b>69</b>
Don't know	7	6	8	6	3	5	7	16	9	2	6	4	5	16	2	10

Green

Will definitely consider voting for them	5	6	4	7	8	6	3	4	4	5	6	5	6	4	5	5
May possibly consider voting for them	16	16	16	12	19	17	13	15	14	16	13	17	20	18	16	15
<b>TOTAL LIKELY</b>	<b>21</b>	<b>22</b>	<b>20</b>	<b>19</b>	<b>27</b>	<b>23</b>	<b>16</b>	<b>19</b>	<b>18</b>	<b>21</b>	<b>19</b>	<b>22</b>	<b>26</b>	<b>22</b>	<b>21</b>	<b>20</b>
Am unlikely to consider voting for them	22	21	23	22	18	24	25	19	17	15	23	25	18	17	20	28
Will definitely not consider voting for them	51	51	51	53	52	48	51	46	55	63	53	49	50	51	57	43
<b>TOTAL UNLIKELY</b>	<b>73</b>	<b>72</b>	<b>74</b>	<b>75</b>	<b>70</b>	<b>72</b>	<b>76</b>	<b>65</b>	<b>72</b>	<b>78</b>	<b>76</b>	<b>74</b>	<b>68</b>	<b>68</b>	<b>77</b>	<b>71</b>
Don't know	7	7	6	6	3	5	8	16	9	1	6	4	5	9	3	10

UKIP

Will definitely consider voting for them	12	12	12	7	7	11	15	14	15	12	13	10	15	18	14	12
May possibly consider voting for them	14	15	11	13	15	13	16	13	14	8	11	17	15	15	15	13
<b>TOTAL LIKELY</b>	<b>26</b>	<b>27</b>	<b>23</b>	<b>20</b>	<b>22</b>	<b>24</b>	<b>31</b>	<b>27</b>	<b>29</b>	<b>20</b>	<b>24</b>	<b>27</b>	<b>30</b>	<b>33</b>	<b>29</b>	<b>25</b>
Am unlikely to consider voting for them	12	12	13	14	9	12	11	13	15	7	11	14	11	19	11	12
Will definitely not consider voting for them	56	56	57	61	66	59	51	46	48	72	60	56	54	34	58	53
<b>TOTAL UNLIKELY</b>	<b>68</b>	<b>68</b>	<b>70</b>	<b>75</b>	<b>75</b>	<b>71</b>	<b>62</b>	<b>59</b>	<b>63</b>	<b>79</b>	<b>71</b>	<b>70</b>	<b>65</b>	<b>53</b>	<b>69</b>	<b>65</b>
Don't know	6	6	8	6	3	5	7	14	8	1	5	4	5	14	3	9

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	1771	565	461	119	193	60	526	392	319	859	912	211	448	606	507	1009	762	227	576	379	436	154	1034	303	229	
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**SNP**

[This question was only asked to Scottish respondents; n=205]

Will definitely consider voting for them	45	0	5	0	0	50	10	26	49	55	35	61	50	50	29	44	47	0	0	0	0	45	40	50	54
May possibly consider voting for them	10	7	9	74	0	0	13	11	12	3	18	0	13	13	5	8	13	0	0	0	0	10	7	10	16
<b>TOTAL LIKELY</b>	<b>55</b>	<b>7</b>	<b>14</b>	<b>74</b>	<b>0</b>	<b>50</b>	<b>23</b>	<b>37</b>	<b>61</b>	<b>58</b>	<b>53</b>	<b>61</b>	<b>63</b>	<b>63</b>	<b>34</b>	<b>52</b>	<b>60</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>55</b>	<b>47</b>	<b>60</b>	<b>70</b>
Am unlikely to consider voting for them	3	8	5	0	33	0	5	4	0	4	3	0	1	1	9	4	3	0	0	0	0	3	3	4	6
Will definitely not consider voting for them	36	85	81	26	67	50	66	59	39	36	37	0	25	36	56	40	33	0	0	0	0	36	48	24	21
<b>TOTAL UNLIKELY</b>	<b>39</b>	<b>93</b>	<b>86</b>	<b>26</b>	<b>100</b>	<b>50</b>	<b>71</b>	<b>63</b>	<b>39</b>	<b>40</b>	<b>40</b>	<b>0</b>	<b>26</b>	<b>37</b>	<b>65</b>	<b>44</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>39</b>	<b>51</b>	<b>28</b>	<b>27</b>
Don't know	4	0	0	0	0	0	6	0	0	2	7	39	11	0	0	4	5	0	0	0	0	4	2	13	3

**Plaid Cymru**

[This question was only asked to Welsh respondents; n=95]

Will definitely consider voting for them	2	0	0	0	0	0	0	0	0	1	2	3	0	0	4	2	2	0	0	2	0	0	1	8	0
May possibly consider voting for them	22	6	39	37	16	47	6	25	37	28	17	10	33	33	7	22	22	0	0	22	0	0	24	23	17
<b>TOTAL LIKELY</b>	<b>24</b>	<b>6</b>	<b>39</b>	<b>37</b>	<b>16</b>	<b>47</b>	<b>6</b>	<b>25</b>	<b>37</b>	<b>29</b>	<b>19</b>	<b>13</b>	<b>33</b>	<b>33</b>	<b>11</b>	<b>24</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>25</b>	<b>31</b>	<b>17</b>
Am unlikely to consider voting for them	20	17	19	40	13	53	23	6	30	19	21	10	22	22	23	28	8	0	0	20	0	0	22	23	0
Will definitely not consider voting for them	55	77	37	23	71	0	71	66	33	52	58	76	40	45	66	47	68	0	0	55	0	0	53	45	83
<b>TOTAL UNLIKELY</b>	<b>75</b>	<b>94</b>	<b>56</b>	<b>63</b>	<b>84</b>	<b>53</b>	<b>94</b>	<b>72</b>	<b>63</b>	<b>71</b>	<b>79</b>	<b>86</b>	<b>62</b>	<b>67</b>	<b>89</b>	<b>75</b>	<b>76</b>	<b>0</b>	<b>0</b>	<b>75</b>	<b>0</b>	<b>0</b>	<b>75</b>	<b>68</b>	<b>83</b>
Don't know	1	0	5	0	0	0	0	4	0	0	2	0	5	0	0	2	0	0	0	1	0	0	1	0	0

**Which of the following best describes how you vote at elections?**

I always vote for the same party	22	30	34	11	9	7	30	37	7	23	21	13	17	22	30	22	22	22	20	23	22	28	22	16	30
I might not always vote, but when I do it is for the same party	4	4	5	4	4	4	2	4	3	4	4	5	3	5	3	4	4	6	4	5	4	3	5	3	4
There is one party I normally vote for, but I might consider other parties if I was unhappy or disappointed with my usual choice	46	53	46	57	48	47	52	45	59	49	43	32	43	48	52	48	43	45	48	44	44	46	51	46	36
I often switch between parties and there is no one party I would regard as my usual choice	15	9	11	21	27	20	11	12	25	17	13	17	18	14	12	16	14	17	14	15	17	13	14	15	15
I don't usually vote at all	8	2	2	2	8	6	1	1	1	4	11	16	12	6	2	6	10	7	6	9	10	5	4	12	10
Don't know	6	2	1	5	4	16	3	1	4	4	7	17	7	5	0	4	8	4	7	5	5	6	4	7	5

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	1771	800	384	256	163	306	300	227	139	144	112	821	240	34	121	52	482
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**SNP**

[This question was only asked to Scottish respondents; n=205]

Will definitely consider voting for them	45	43	50	74	34	47	45	42	61	50	14	42	44	60	44	59	51
May possibly consider voting for them	10	9	11	3	16	2	0	19	2	20	14	14	13	0	4	0	4
<b>TOTAL LIKELY</b>	<b>55</b>	<b>52</b>	<b>61</b>	<b>77</b>	<b>50</b>	<b>49</b>	<b>45</b>	<b>61</b>	<b>63</b>	<b>70</b>	<b>28</b>	<b>56</b>	<b>57</b>	<b>60</b>	<b>48</b>	<b>59</b>	<b>55</b>
Am unlikely to consider voting for them	3	3	1	3	9	3	3	0	0	0	0	3	0	0	13	0	4
Will definitely not consider voting for them	36	39	38	19	35	45	40	32	37	29	72	37	29	40	39	41	38
<b>TOTAL UNLIKELY</b>	<b>39</b>	<b>42</b>	<b>39</b>	<b>22</b>	<b>44</b>	<b>48</b>	<b>43</b>	<b>32</b>	<b>37</b>	<b>29</b>	<b>72</b>	<b>40</b>	<b>29</b>	<b>40</b>	<b>52</b>	<b>41</b>	<b>42</b>
Don't know	4	5	0	0	6	2	12	7	0	0	0	4	14	0	0	0	2

**Plaid Cymru**

[This question was only asked to Welsh respondents; n=95]

Will definitely consider voting for them	2	0	3	5	0	0	3	3	0	9	0	1	0	0	0	18	2
May possibly consider voting for them	22	19	20	15	0	29	29	27	21	19	0	18	33	12	54	0	21
<b>TOTAL LIKELY</b>	<b>24</b>	<b>19</b>	<b>23</b>	<b>20</b>	<b>0</b>	<b>29</b>	<b>32</b>	<b>30</b>	<b>21</b>	<b>28</b>	<b>0</b>	<b>19</b>	<b>33</b>	<b>12</b>	<b>54</b>	<b>18</b>	<b>23</b>
Am unlikely to consider voting for them	20	12	26	14	16	31	11	6	10	15	100	24	14	0	10	28	19
Will definitely not consider voting for them	55	69	51	66	84	40	52	64	69	56	0	57	54	88	36	53	54
<b>TOTAL UNLIKELY</b>	<b>75</b>	<b>81</b>	<b>77</b>	<b>80</b>	<b>100</b>	<b>71</b>	<b>63</b>	<b>70</b>	<b>79</b>	<b>71</b>	<b>100</b>	<b>81</b>	<b>68</b>	<b>88</b>	<b>46</b>	<b>81</b>	<b>73</b>
Don't know	1	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	3

**Which of the following best describes how you vote at elections?**

I always vote for the same party	22	22	23	27	25	20	22	27	18	24	22	25	18	32	18	39	17
I might not always vote, but when I do it is for the same party	4	4	6	6	6	5	4	6	5	5	1	4	4	15	3	3	4
There is one party I normally vote for, but I might consider other parties if I was unhappy or disappointed with my usual choice	46	48	47	45	41	43	50	44	53	51	45	49	46	44	49	39	41
I often switch between parties and there is no one party I would regard as my usual choice	15	14	18	12	17	14	14	14	14	12	21	16	13	2	21	10	15
I don't usually vote at all	8	7	3	9	8	11	6	6	4	4	8	4	10	7	5	2	14
Don't know	6	4	4	1	3	7	4	3	7	4	3	3	9	0	4	7	10

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	1771	1304	440	212	284	514	372	159	231	93	573	661	293	59	429	457
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**SNP**

[This question was only asked to Scottish respondents; n=205]

Will definitely consider voting for them	45	43	54	29	40	51	36	54	55	46	42	51	36	48	56	32
May possibly consider voting for them	10	7	22	10	13	5	15	14	9	0	13	2	12	46	4	16
<b>TOTAL LIKELY</b>	<b>55</b>	<b>50</b>	<b>76</b>	<b>39</b>	<b>53</b>	<b>56</b>	<b>51</b>	<b>68</b>	<b>64</b>	<b>46</b>	<b>55</b>	<b>53</b>	<b>48</b>	<b>94</b>	<b>60</b>	<b>48</b>
Am unlikely to consider voting for them	3	4	2	7	2	4	3	2	3	0	3	5	2	0	3	3
Will definitely not consider voting for them	36	42	17	49	45	34	43	20	33	54	42	34	46	6	36	39
<b>TOTAL UNLIKELY</b>	<b>39</b>	<b>46</b>	<b>19</b>	<b>56</b>	<b>47</b>	<b>38</b>	<b>46</b>	<b>22</b>	<b>36</b>	<b>54</b>	<b>45</b>	<b>39</b>	<b>48</b>	<b>6</b>	<b>39</b>	<b>42</b>
Don't know	4	4	5	5	0	6	3	10	0	0	0	6	4	0	0	11

**Plaid Cymru**

[This question was only asked to Welsh respondents; n=95]

Will definitely consider voting for them	2	1	2	7	0	0	0	6	0	0	1	4	0	0	0	0
May possibly consider voting for them	22	19	35	46	10	19	30	15	18	0	18	18	37	0	36	12
<b>TOTAL LIKELY</b>	<b>24</b>	<b>20</b>	<b>37</b>	<b>53</b>	<b>10</b>	<b>19</b>	<b>30</b>	<b>21</b>	<b>18</b>	<b>0</b>	<b>19</b>	<b>22</b>	<b>37</b>	<b>0</b>	<b>36</b>	<b>12</b>
Am unlikely to consider voting for them	20	21	17	22	42	20	9	0	16	0	21	18	22	32	12	19
Will definitely not consider voting for them	55	58	46	25	48	57	61	79	66	100	60	57	41	68	52	65
<b>TOTAL UNLIKELY</b>	<b>75</b>	<b>79</b>	<b>63</b>	<b>47</b>	<b>90</b>	<b>77</b>	<b>70</b>	<b>79</b>	<b>82</b>	<b>100</b>	<b>81</b>	<b>75</b>	<b>63</b>	<b>100</b>	<b>64</b>	<b>84</b>
Don't know	1	1	0	0	0	4	0	0	0	0	0	3	0	0	0	4

**Which of the following best describes how you vote at elections?**

I always vote for the same party	22	22	24	26	20	22	17	23	28	28	25	19	24	24	22	18
I might not always vote, but when I do it is for the same party	4	4	5	3	4	5	4	5	3	8	4	5	2	4	5	4
There is one party I normally vote for, but I might consider other parties if I was unhappy or disappointed with my usual choice	46	48	40	46	53	47	47	36	41	47	48	50	46	33	51	43
I often switch between parties and there is no one party I would regard as my usual choice	15	15	14	15	16	16	14	16	12	12	14	16	16	23	16	14
I don't usually vote at all	8	5	12	7	5	6	10	9	10	3	5	6	9	16	4	11
Don't know	6	6	5	3	3	4	8	12	6	3	4	4	4	0	2	9

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure			
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing
<b>Weighted Sample</b>	<b>1771</b>	<b>565</b>	<b>461</b>	<b>119</b>	<b>193</b>	<b>60</b>	<b>526</b>	<b>392</b>	<b>319</b>	<b>859</b>	<b>912</b>	<b>211</b>	<b>448</b>	<b>606</b>	<b>507</b>	<b>1009</b>	<b>762</b>	<b>227</b>	<b>576</b>	<b>379</b>	<b>436</b>	<b>154</b>	<b>1034</b>	<b>303</b>	<b>229</b>
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Conservative party, which of the following groups do you think they are most concerned about? Please tick two or three

Rich people	56	27	86	68	62	84	32	83	71	61	51	49	55	60	55	55	58	66	50	51	59	68	54	57	70
Business people	53	43	66	68	55	70	45	64	68	59	47	41	49	57	58	56	50	60	54	50	51	55	55	51	53
People on middle incomes	30	49	20	29	24	18	45	22	26	33	27	32	29	27	34	31	28	30	34	27	27	32	32	29	25
Pensioners	19	27	13	37	13	31	27	15	21	24	15	20	17	18	22	25	12	24	18	24	16	15	19	23	14
Families with children	14	34	3	6	9	3	30	4	8	14	15	9	13	15	16	17	11	16	15	16	13	9	17	13	6
Recent immigrants	8	10	5	8	14	1	8	6	8	7	9	8	5	6	12	8	8	6	8	8	6	8	10	7	
People on low incomes	8	19	3	0	3	1	15	3	3	8	7	10	7	7	8	9	6	4	10	9	7	3	9	6	5
People who rely on benefits	8	14	5	5	5	4	11	5	8	6	10	5	6	8	10	9	6	5	8	10	8	4	9	7	7
People from ethnic minorities	3	3	2	2	10	1	4	3	1	3	4	3	4	2	4	2	5	4	3	3	4	3	2	5	5
Young people	3	7	1	0	2	0	6	1	1	2	4	5	2	3	3	4	1	4	3	4	2	2	2	4	1
Trade unionists	2	1	5	2	3	0	1	5	2	2	3	2	2	2	3	1	3	2	2	3	3	1	2	1	5
None of these	12	6	4	9	8	10	8	5	7	9	15	21	15	11	6	9	15	8	12	13	12	12	10	13	10

Thinking about the Labour party, which of the following groups do you think they are most concerned about? Please tick two or three

People on low incomes	42	34	74	54	20	40	32	63	50	46	39	48	36	44	44	44	40	44	40	39	52	30	44	36	48
Trade unionists	38	54	19	55	47	40	55	25	42	46	29	28	30	39	47	42	32	36	43	42	30	32	42	32	29
People who rely on benefits	29	45	23	27	25	16	42	27	22	32	26	29	25	29	32	32	25	31	30	29	30	22	33	25	20
Families with children	23	11	51	27	10	24	8	47	30	20	26	26	20	25	23	23	24	22	26	17	28	18	23	18	30
People on middle incomes	20	7	36	22	9	43	7	31	30	21	19	17	24	21	16	21	18	20	20	16	18	34	19	24	22
People from ethnic minorities	13	19	5	8	31	5	21	5	11	14	12	9	9	13	19	12	14	15	12	14	15	7	15	12	10
Recent immigrants	11	19	4	3	21	2	18	5	7	13	10	11	9	9	16	11	12	9	10	17	10	9	11	11	11
Rich people	10	10	4	6	19	17	13	5	9	9	10	7	10	8	12	9	10	8	10	9	8	16	9	15	11
Pensioners	9	3	21	10	6	8	4	21	12	8	11	4	4	11	14	9	10	9	9	8	11	10	9	11	16
Young people	7	4	15	7	4	8	4	11	7	9	5	14	6	7	4	7	6	6	6	7	9	3	7	7	8
Business people	7	6	4	3	10	20	6	4	8	9	5	5	9	8	5	6	8	6	8	7	5	14	7	8	7
None of these	14	10	4	9	10	10	11	6	8	11	17	17	21	13	8	12	17	13	12	16	14	16	11	19	12

How well or badly do you think the political parties represent people like you?

Very well	2	4	4	3	1	0	3	2	1	3	2	6	2	1	2	3	2	3	2	1	3	2	3	2	0
Fairly well	27	52	24	25	9	8	43	26	19	31	24	25	23	23	37	32	21	31	30	28	22	27	30	21	26
<b>TOTAL WELL</b>	<b>29</b>	<b>56</b>	<b>28</b>	<b>28</b>	<b>10</b>	<b>8</b>	<b>46</b>	<b>28</b>	<b>20</b>	<b>34</b>	<b>26</b>	<b>31</b>	<b>25</b>	<b>24</b>	<b>39</b>	<b>35</b>	<b>23</b>	<b>34</b>	<b>32</b>	<b>29</b>	<b>25</b>	<b>29</b>	<b>33</b>	<b>23</b>	<b>26</b>
Fairly badly	39	31	47	50	40	43	34	47	46	37	40	33	37	43	37	40	37	35	38	40	41	36	40	38	33
Very badly	20	7	15	15	42	43	14	17	25	21	19	13	20	24	18	17	24	21	19	19	20	28	17	25	29
<b>TOTAL BADLY</b>	<b>59</b>	<b>38</b>	<b>62</b>	<b>65</b>	<b>82</b>	<b>86</b>	<b>48</b>	<b>64</b>	<b>71</b>	<b>58</b>	<b>59</b>	<b>46</b>	<b>57</b>	<b>67</b>	<b>55</b>	<b>57</b>	<b>61</b>	<b>56</b>	<b>57</b>	<b>59</b>	<b>61</b>	<b>64</b>	<b>57</b>	<b>63</b>	<b>62</b>
Don't know	12	6	10	7	8	6	6	9	8	8	15	23	17	8	6	8	16	10	11	12	14	8	9	13	12

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	1771	800	384	256	163	306	300	227	139	144	112	821	240	34	121	52	482
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Conservative party, which of the following groups do you think they are most concerned about? Please tick two or three

Rich people	56	52	62	66	66	56	54	55	59	54	46	55	55	62	63	65	56
Business people	53	55	55	53	45	56	53	50	64	63	58	54	50	62	67	55	50
People on middle incomes	30	33	30	28	25	26	34	25	34	39	41	30	35	32	31	30	28
Pensioners	19	19	20	18	15	18	15	25	19	30	23	20	17	11	16	14	22
Families with children	14	18	11	7	4	10	15	16	14	21	21	18	13	7	11	7	11
Recent immigrants	8	7	8	9	8	10	9	7	7	5	7	9	7	9	11	3	6
People on low incomes	8	9	5	6	5	10	8	8	5	11	8	7	7	0	5	11	9
People who rely on benefits	8	7	7	10	8	7	8	8	8	8	10	8	8	5	8	13	7
People from ethnic minorities	3	3	3	6	8	3	3	4	3	1	0	3	2	1	1	6	4
Young people	3	3	2	3	1	2	3	4	1	4	2	4	3	4	3	0	3
Trade unionists	2	2	1	4	3	2	2	4	0	1	0	2	1	2	2	0	3
None of these	12	11	8	9	15	15	9	9	6	7	13	9	14	12	12	12	16

Thinking about the Labour party, which of the following groups do you think they are most concerned about? Please tick two or three

People on low incomes	42	41	44	47	46	39	43	42	42	49	51	42	40	59	51	40	41
Trade unionists	38	40	36	29	23	32	38	37	50	52	48	43	32	25	27	39	35
People who rely on benefits	29	32	25	24	26	23	30	29	38	40	36	31	27	21	25	22	29
Families with children	23	22	22	32	22	27	26	25	18	21	21	22	19	31	35	25	25
People on middle incomes	20	18	26	26	22	23	16	16	28	25	21	17	20	34	21	19	23
People from ethnic minorities	13	14	11	11	16	13	12	12	14	11	14	16	12	8	12	20	8
Recent immigrants	11	12	9	14	13	12	11	9	13	7	9	12	8	6	12	16	12
Rich people	10	9	10	10	12	10	7	12	8	9	7	11	14	13	6	8	7
Pensioners	9	9	10	17	13	12	13	8	7	5	4	10	7	15	20	18	6
Young people	7	7	5	9	11	5	7	10	5	6	6	5	9	4	6	3	10
Business people	7	7	8	6	6	7	5	8	9	5	6	7	8	8	4	1	7
None of these	14	14	10	10	13	18	11	12	6	12	12	10	19	10	16	13	17

How well or badly do you think the political parties represent people like you?

Very well	2	3	2	4	2	1	4	2	1	5	3	2	4	2	1	0	3
Fairly well	27	30	23	18	21	25	29	27	25	36	38	29	28	19	21	32	26
<b>TOTAL WELL</b>	<b>29</b>	<b>33</b>	<b>25</b>	<b>22</b>	<b>23</b>	<b>26</b>	<b>33</b>	<b>29</b>	<b>26</b>	<b>41</b>	<b>41</b>	<b>31</b>	<b>32</b>	<b>21</b>	<b>22</b>	<b>32</b>	<b>29</b>
Fairly badly	39	38	44	38	31	38	37	47	49	39	35	39	37	53	44	37	37
Very badly	20	18	23	27	30	24	21	15	15	14	15	23	16	16	21	14	18
<b>TOTAL BADLY</b>	<b>59</b>	<b>56</b>	<b>67</b>	<b>65</b>	<b>61</b>	<b>62</b>	<b>58</b>	<b>62</b>	<b>64</b>	<b>53</b>	<b>50</b>	<b>62</b>	<b>53</b>	<b>69</b>	<b>65</b>	<b>51</b>	<b>55</b>
Don't know	12	11	8	12	16	12	9	9	10	6	9	8	14	10	13	17	16

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Conservative party, which of the following groups do you think they are most concerned about? Please tick two or three

Rich people	56	56	56	46	56	57	59	57	56	51	49	60	69	74	65	52
Business people	53	56	47	54	54	58	51	47	49	56	56	55	55	51	65	46
People on middle incomes	30	30	32	35	33	28	32	23	27	41	35	31	23	12	33	27
Pensioners	19	22	12	26	25	24	11	12	15	27	24	20	14	7	21	16
Families with children	14	14	15	21	13	17	10	13	10	17	19	13	10	4	13	15
Recent immigrants	8	8	7	8	6	8	7	7	9	16	8	6	8	16	8	8
People on low incomes	8	8	6	8	8	10	4	6	8	12	8	8	6	0	7	7
People who rely on benefits	8	8	6	9	8	10	3	5	10	10	9	8	7	5	5	9
People from ethnic minorities	3	3	4	2	3	1	5	2	5	1	3	2	6	8	3	3
Young people	3	3	3	8	1	5	1	0	2	1	4	3	1	0	1	5
Trade unionists	2	2	2	2	1	2	3	2	4	1	3	2	4	1	1	3
None of these	12	10	14	11	11	8	12	20	16	6	9	8	9	17	5	14

Thinking about the Labour party, which of the following groups do you think they are most concerned about? Please tick two or three

People on low incomes	42	42	43	45	48	42	40	36	43	51	43	44	45	34	45	37
Trade unionists	38	40	31	50	40	39	35	22	34	50	45	38	31	23	47	29
People who rely on benefits	29	30	28	33	32	31	25	24	27	37	37	27	22	30	32	25
Families with children	23	23	24	18	25	24	22	25	27	33	18	25	31	23	20	25
People on middle incomes	20	21	19	18	20	23	20	18	16	24	20	21	23	14	24	19
People from ethnic minorities	13	14	11	15	11	12	17	7	13	11	15	12	14	20	14	14
Recent immigrants	11	12	9	10	7	13	13	7	14	11	12	11	10	18	15	11
Rich people	10	10	9	9	8	11	9	11	10	6	10	11	9	17	10	10
Pensioners	9	11	6	5	9	11	7	10	14	2	7	12	12	12	9	10
Young people	7	6	8	6	9	6	7	5	6	6	7	7	9	1	9	4
Business people	7	7	7	8	5	7	8	9	7	4	6	7	9	9	10	5
None of these	14	12	16	12	12	11	15	24	14	4	11	11	12	11	8	17

How well or badly do you think the political parties represent people like you?

Very well	2	2	3	3	2	3	3	2	1	4	3	3	1	0	4	2
Fairly well	27	29	22	37	31	30	17	21	27	47	36	26	16	8	27	23
<b>TOTAL WELL</b>	<b>29</b>	<b>31</b>	<b>25</b>	<b>40</b>	<b>33</b>	<b>33</b>	<b>20</b>	<b>23</b>	<b>28</b>	<b>51</b>	<b>39</b>	<b>29</b>	<b>17</b>	<b>8</b>	<b>31</b>	<b>25</b>
Fairly badly	39	39	40	40	39	40	42	34	32	34	36	46	42	19	42	39
Very badly	20	20	18	13	18	19	23	25	23	13	13	19	32	64	22	20
<b>TOTAL BADLY</b>	<b>59</b>	<b>59</b>	<b>58</b>	<b>53</b>	<b>57</b>	<b>59</b>	<b>65</b>	<b>59</b>	<b>55</b>	<b>47</b>	<b>49</b>	<b>65</b>	<b>74</b>	<b>83</b>	<b>64</b>	<b>59</b>
Don't know	12	10	16	6	10	8	14	18	17	3	11	6	9	10	5	16

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure			
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing
<b>Weighted Sample</b>	<b>1771</b>	<b>565</b>	<b>461</b>	<b>119</b>	<b>193</b>	<b>60</b>	<b>526</b>	<b>392</b>	<b>319</b>	<b>859</b>	<b>912</b>	<b>211</b>	<b>448</b>	<b>606</b>	<b>507</b>	<b>1009</b>	<b>762</b>	<b>227</b>	<b>576</b>	<b>379</b>	<b>436</b>	<b>154</b>	<b>1034</b>	<b>303</b>	<b>229</b>
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about what is often called “social class”, which of the following terms do you feel is most appropriate to you?

Upper class	<b>0</b>	0	0	2	1	0	1	0	0	0	1	0	1	0	0	0	1	1	0	1	0	1	0	2	1
Upper middle class	<b>4</b>	5	2	7	3	8	7	2	3	4	3	6	4	3	3	5	2	5	5	1	3	4	5	2	1
Middle class	<b>27</b>	39	19	39	20	27	35	20	32	30	25	26	28	25	31	35	17	31	31	25	24	24	32	25	12
Lower middle class	<b>20</b>	22	21	22	20	19	21	20	22	20	19	23	18	19	20	23	16	24	21	20	17	15	20	20	16
Upper working class	<b>14</b>	13	18	8	11	10	13	17	14	12	16	14	15	13	14	15	13	19	12	17	12	10	15	10	10
Working class	<b>23</b>	13	31	12	33	19	14	32	20	22	24	16	19	29	22	13	35	8	19	25	29	34	19	23	44
None of the above	<b>5</b>	4	4	3	8	10	4	4	5	6	4	3	4	7	6	4	7	3	6	2	7	8	5	5	8
Don't know	<b>7</b>	4	4	8	5	8	4	4	5	6	9	13	13	5	4	5	10	9	6	8	8	5	5	12	8

Thinking about your finances, which of the following best reflects your position?

I am very comfortable financially	<b>5</b>	8	4	7	4	6	7	4	5	8	3	9	4	5	5	8	2	6	7	3	4	5	7	2	1
I am relatively comfortable financially	<b>32</b>	42	25	35	32	38	39	26	32	34	31	32	28	28	42	39	24	34	31	33	33	32	39	24	15
I do not often have money for luxuries, but can normally comfortably cover the essentials	<b>37</b>	37	41	42	34	35	37	41	42	36	39	35	35	40	37	38	37	36	39	38	36	34	37	38	39
I can only just afford my costs and often struggle to make ends meet	<b>17</b>	11	24	7	22	16	13	23	16	14	19	10	18	20	14	11	24	15	16	18	16	17	12	23	32
I cannot afford my costs, and often have to go without essentials like food and heating	<b>3</b>	1	4	4	5	2	2	4	3	2	4	1	5	4	2	1	6	3	1	2	6	7	1	6	9
Not sure	<b>5</b>	2	3	5	2	4	2	3	3	5	5	12	9	3	1	3	8	6	5	5	5	4	3	8	4

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about what is often called “social class”, which of the following terms do you feel is most appropriate to you?

Upper class	0	0	1	1	2	1	0	0	0	0	0	0	0	0	0	0	0
Upper middle class	4	5	3	1	0	2	2	3	6	6	13	4	3	4	3	2	3
Middle class	27	27	32	17	15	17	25	30	33	43	46	30	23	27	22	23	28
Lower middle class	20	16	24	16	17	16	22	18	29	21	21	19	20	23	17	18	19
Upper working class	14	15	12	9	11	13	19	18	15	13	6	15	12	21	10	13	14
Working class	23	24	18	42	34	38	25	23	10	7	4	22	23	18	37	27	20
None of the above	5	5	6	9	8	6	4	3	3	3	3	5	5	7	5	8	5
Don't know	7	8	3	6	13	7	4	5	4	6	7	4	13	0	6	9	11

Thinking about your finances, which of the following best reflects your position?

I am very comfortable financially	5	7	3	0	0	3	4	6	10	5	24	5	3	2	2	5	7
I am relatively comfortable financially	32	31	40	11	12	18	28	37	49	51	49	37	33	7	23	29	29
I do not often have money for luxuries, but can normally comfortably cover the essentials	37	38	40	40	35	42	46	38	30	35	18	38	42	53	36	37	35
I can only just afford my costs and often struggle to make ends meet	17	16	14	35	37	28	18	12	8	4	5	14	11	25	29	15	19
I cannot afford my costs, and often have to go without essentials like food and heating	3	3	0	10	11	4	2	2	1	0	1	3	4	6	6	4	2
Not sure	5	5	3	3	4	5	2	4	1	4	2	3	7	8	3	9	8

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about what is often called “social class”, which of the following terms do you feel is most appropriate to you?

Upper class	0	0	1	0	0	1	0	1	1	0	1	1	0	0	0	1
Upper middle class	4	3	4	10	5	3	2	2	1	20	4	3	2	0	3	3
Middle class	27	29	23	41	43	28	16	19	17	44	42	22	15	6	25	21
Lower middle class	20	20	19	22	24	22	17	13	15	16	22	23	15	19	20	20
Upper working class	14	15	12	9	11	19	15	11	11	9	15	17	10	12	17	17
Working class	23	21	29	8	9	17	34	39	35	7	10	27	42	47	26	23
None of the above	5	6	3	5	3	4	4	4	12	3	4	4	8	7	4	4
Don't know	7	6	8	5	6	5	12	11	8	1	4	3	7	9	5	11

Thinking about your finances, which of the following best reflects your position?

I am very comfortable financially	5	6	3	13	6	7	2	1	1	100	0	0	0	0	8	2
I am relatively comfortable financially	32	35	26	45	42	35	25	24	22	0	100	0	0	0	32	29
I do not often have money for luxuries, but can normally comfortably cover the essentials	37	37	39	30	38	40	41	35	32	0	0	100	0	0	39	42
I can only just afford my costs and often struggle to make ends meet	17	15	21	7	11	13	20	22	30	0	0	0	100	0	15	17
I cannot afford my costs, and often have to go without essentials like food and heating	3	3	5	2	0	2	5	7	8	0	0	0	0	100	2	4
Not sure	5	4	6	3	3	3	7	10	7	0	0	0	0	0	3	6

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Fe- male	18-24	25-39	40-59	60+	ABC1	C2DE	Lon- don	Rest of South	Midlands / Wales	North	Scot- land	Own / Part- Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	<b>1771</b>	<b>565</b>	<b>461</b>	<b>119</b>	<b>193</b>	<b>60</b>	<b>526</b>	<b>392</b>	<b>319</b>	<b>859</b>	<b>912</b>	<b>211</b>	<b>448</b>	<b>606</b>	<b>507</b>	<b>1009</b>	<b>762</b>	<b>227</b>	<b>576</b>	<b>379</b>	<b>436</b>	<b>154</b>	<b>1034</b>	<b>303</b>	<b>229</b>	
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are a list of values and principles, which  
of the following best reflect your own values?  
Please tick up to four

Family	42	46	44	25	42	12	44	42	37	34	49	39	43	37	47	41	43	34	45	40	44	41	42	43	41
Fairness	41	36	49	42	36	58	38	50	46	41	40	23	33	48	45	41	40	44	39	38	42	43	43	38	42
Hard work	34	42	29	15	34	20	41	31	26	29	38	43	32	32	34	35	31	29	37	37	29	33	39	27	25
Decency	31	31	32	34	35	20	36	36	31	30	31	14	22	37	38	31	30	33	30	32	29	31	33	25	34
Equality	25	14	34	39	10	52	11	29	37	24	25	34	26	20	25	25	24	30	23	21	25	29	22	27	23
Freedom	19	17	17	34	18	31	16	16	21	22	16	22	14	21	20	20	18	18	18	21	20	14	18	24	18
Morality	19	18	21	21	20	24	18	21	20	17	21	19	14	19	22	19	19	16	18	22	20	17	19	16	22
Independence	16	20	14	14	18	10	18	14	16	14	18	16	16	16	16	16	17	18	17	17	13	17	15	17	23
Self-reliance	15	22	8	8	19	6	21	11	11	14	15	11	12	16	17	15	15	12	18	15	10	19	18	13	12
Stability	12	11	15	14	8	5	12	14	11	11	13	7	15	10	13	11	13	9	13	12	14	10	11	11	17
Tradition	12	17	11	4	18	2	18	12	7	14	10	6	9	14	15	12	12	13	11	13	14	10	14	10	10
Creativity	10	7	10	20	8	18	6	11	13	10	10	15	15	8	5	10	9	10	12	8	8	12	8	15	11
Patriotism	10	17	4	2	20	0	17	7	4	13	7	2	6	10	16	10	9	14	9	11	8	8	12	6	8
Opportunity	9	10	9	13	6	11	10	10	9	10	8	14	11	8	7	11	6	9	9	10	10	8	9	10	6
Co-operation	8	3	13	15	4	21	3	12	14	8	7	8	7	8	7	9	6	12	8	7	5	7	7	9	6
Civility	8	9	7	5	12	8	10	7	9	11	5	3	5	12	8	9	6	12	8	5	7	12	9	5	7
Ambition	7	8	7	9	2	7	8	6	6	9	5	17	12	3	2	8	5	9	7	6	6	7	4	10	6
Individualism	7	9	6	2	6	8	8	5	5	9	6	17	5	8	4	7	8	7	7	8	7	8	5	11	11
Faith	7	6	7	12	8	2	10	6	7	5	9	6	8	7	8	7	8	12	8	6	7	6	7	6	8
Moderation	6	8	6	7	7	5	8	6	7	7	5	2	5	6	9	6	6	7	7	6	5	5	8	2	7
Charity	5	3	8	8	3	10	2	8	6	3	6	4	5	4	7	5	5	5	4	5	4	8	5	3	7
Frugality	4	3	5	4	6	3	3	3	6	5	4	7	4	6	2	3	5	3	4	4	5	6	4	5	3
Conservation	4	4	2	9	3	19	4	2	8	4	4	3	2	5	5	5	3	2	6	3	3	4	5	2	4
Internationalism	4	3	3	11	2	13	2	5	7	7	2	5	6	4	3	6	1	8	4	2	3	7	4	6	1
Entrepreneurship	3	7	1	3	3	4	5	2	2	5	2	6	5	2	3	4	2	5	4	3	2	3	4	5	1
Modernity	3	2	5	3	3	4	2	3	3	5	1	7	5	2	0	3	3	4	2	1	5	2	3	2	2
Invention	1	1	0	8	1	0	0	1	2	1	1	4	1	1	0	1	2	0	1	1	1	1	2	1	0
Anarchy	1	0	1	0	2	2	0	1	0	1	1	1	1	0	0	1	0	2	0	1	0	0	0	1	1
None of these	1	1	0	0	0	2	1	0	0	1	0	1	1	1	0	0	1	1	1	0	0	1	0	1	0
Don't know	4	1	3	0	5	3	2	2	3	4	5	7	7	4	2	3	6	3	2	5	7	2	3	6	5

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	1771	800	384	256	163	306	300	227	139	144	112	821	240	34	121	52	482
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are a list of values and principles, which of the following best reflect your own values?  
Please tick up to four

Family	42	39	42	48	39	43	46	42	42	39	39	48	32	34	46	48	35
Fairness	41	37	44	42	38	38	43	45	41	45	35	42	42	43	40	47	36
Hard work	34	38	35	23	23	33	35	30	32	42	37	37	40	24	24	23	28
Decency	31	31	34	30	29	35	27	29	34	34	26	34	25	30	31	34	28
Equality	25	22	23	32	24	24	23	26	28	24	20	21	22	20	26	19	31
Freedom	19	18	18	18	18	19	19	17	16	17	23	18	21	29	16	21	19
Morality	19	16	22	22	14	21	17	19	20	16	14	20	14	23	20	22	19
Independence	16	17	15	15	16	19	20	18	9	11	13	15	14	15	17	9	19
Self-reliance	15	18	13	9	15	19	15	11	14	7	15	16	13	12	19	17	14
Stability	12	12	13	16	8	11	13	18	14	14	16	13	12	18	14	8	10
Tradition	12	14	12	12	9	12	13	13	18	11	12	15	10	3	7	11	11
Creativity	10	10	9	13	12	9	6	14	8	12	8	7	11	20	16	1	13
Patriotism	10	11	10	7	4	10	11	7	11	10	12	13	7	4	8	11	7
Opportunity	9	9	9	7	11	7	8	10	10	11	16	9	8	14	7	7	11
Co-operation	8	6	12	8	6	5	12	8	8	6	9	7	8	13	8	8	8
Civility	8	8	7	10	6	9	7	9	9	10	9	8	8	2	6	11	8
Ambition	7	9	4	4	9	4	6	5	5	11	16	5	9	2	3	2	12
Individualism	7	6	6	7	14	9	7	2	6	6	5	4	10	9	6	1	13
Faith	7	6	8	7	7	11	7	5	6	9	8	10	5	2	5	9	5
Moderation	6	6	7	2	6	5	9	6	5	6	3	8	3	11	4	3	5
Charity	5	3	5	5	6	6	3	6	4	5	4	4	6	8	6	6	5
Frugality	4	5	4	5	8	3	7	3	3	6	1	4	8	3	4	8	3
Conservation	4	4	4	4	3	4	5	3	4	4	4	3	4	2	6	6	4
Internationalism	4	4	6	1	3	2	1	4	10	5	13	3	7	4	2	5	5
Entrepreneurship	3	4	3	2	2	1	3	4	5	2	11	3	6	8	3	0	3
Modernity	3	3	3	6	2	1	4	3	2	5	7	2	5	0	0	1	5
Invention	1	1	1	0	0	3	0	0	3	2	3	1	3	0	1	0	1
Anarchy	1	0	1	2	2	1	2	0	0	1	0	0	1	1	1	0	1
None of these	1	1	0	0	1	1	0	1	1	0	1	0	0	0	2	0	1
Don't know	4	5	2	3	8	3	2	3	4	3	1	3	7	0	5	6	5

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are a list of values and principles, which of the following best reflect your own values?  
Please tick up to four

Family	42	37	57	43	39	41	45	39	42	39	38	45	47	48	34	51
Fairness	41	42	38	37	43	41	40	40	41	36	42	42	43	43	44	38
Hard work	34	32	37	37	34	36	39	26	23	30	35	38	30	18	31	43
Decency	31	32	25	26	36	31	30	29	31	22	30	34	34	29	32	29
Equality	25	25	23	22	26	26	23	21	27	14	25	25	30	20	24	25
Freedom	19	20	16	18	20	20	18	14	19	26	22	15	19	27	24	15
Morality	19	20	17	20	24	16	19	16	21	12	20	21	18	24	14	20
Independence	16	17	13	17	11	18	13	23	18	24	15	15	20	14	13	18
Self-reliance	15	16	13	15	15	15	15	18	13	21	16	14	15	15	14	16
Stability	12	11	15	12	10	12	14	12	14	11	13	12	13	9	11	14
Tradition	12	13	11	12	11	13	11	17	10	19	13	10	14	14	16	9
Creativity	10	10	10	10	10	11	11	6	8	7	11	11	7	5	11	11
Patriotism	10	11	7	12	8	10	10	7	10	14	12	9	8	6	14	6
Opportunity	9	10	9	14	11	10	7	2	9	20	11	7	9	8	9	8
Co-operation	8	8	8	6	9	10	8	5	4	5	9	8	7	8	10	8
Civility	8	9	5	7	9	10	6	5	6	10	9	8	8	5	13	4
Ambition	7	7	7	11	8	7	6	6	3	14	8	7	5	1	9	4
Individualism	7	9	3	8	6	7	7	6	10	5	6	9	8	3	8	6
Faith	7	7	8	10	7	6	7	6	9	4	5	8	8	16	4	8
Moderation	6	7	4	5	5	6	8	7	2	8	5	7	5	10	8	7
Charity	5	4	6	6	4	5	5	3	6	3	6	5	5	3	3	7
Frugality	4	4	6	3	1	5	7	5	3	2	4	6	2	4	8	4
Conservation	4	5	2	4	5	5	2	2	6	4	5	4	4	2	4	3
Internationalism	4	5	3	8	7	5	2	1	1	12	6	3	2	3	6	2
Entrepreneurship	3	3	4	7	5	3	3	2	1	10	5	3	1	6	4	2
Modernity	3	3	3	4	4	2	3	0	3	8	4	2	1	1	4	1
Invention	1	1	0	0	1	1	3	0	0	4	1	0	1	0	1	2
Anarchy	1	0	1	2	0	1	0	1	1	0	1	1	1	0	0	1
None of these	1	1	0	1	0	0	1	1	2	0	0	0	1	2	0	0
Don't know	4	4	5	2	3	3	5	10	6	2	2	1	2	5	3	5

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure			
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Fe- male	18-24	25-39	40-59	60+	ABC1	C2DE	Lon- don	Rest of South	Midlands / Wales	North	Scot- land	Own / Part- Own	Private Rent	Social Housing
<b>Weighted Sample</b>	<b>1771</b>	<b>565</b>	<b>461</b>	<b>119</b>	<b>193</b>	<b>60</b>	<b>526</b>	<b>392</b>	<b>319</b>	<b>859</b>	<b>912</b>	<b>211</b>	<b>448</b>	<b>606</b>	<b>507</b>	<b>1009</b>	<b>762</b>	<b>227</b>	<b>576</b>	<b>379</b>	<b>436</b>	<b>154</b>	<b>1034</b>	<b>303</b>	<b>229</b>
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Whether or not you agree with them, which of the following do you think best reflect the values of the Conservative party?

Entrepreneurship	<b>30</b>	40	31	38	24	31	38	31	36	36	25	13	23	34	39	35	24	42	30	28	30	21	35	27	23
Tradition	<b>25</b>	29	25	44	13	42	28	25	30	27	23	26	25	24	26	30	18	31	25	24	22	26	27	24	15
Hard work	<b>21</b>	45	7	19	15	9	41	8	18	22	19	16	19	18	28	24	15	20	23	21	18	15	24	17	14
Ambition	<b>20</b>	23	22	29	16	24	23	22	24	19	22	11	17	20	28	22	18	18	21	21	20	21	25	13	14
Self-reliance	<b>20</b>	25	21	36	13	25	24	19	27	24	16	19	16	22	23	24	16	19	22	20	20	18	22	17	14
Patriotism	<b>18</b>	24	17	33	11	27	21	18	21	22	15	18	12	19	22	22	14	19	20	18	15	21	22	16	13
Opportunity	<b>16</b>	30	7	14	15	11	27	6	14	17	14	14	9	16	22	19	12	13	17	17	15	14	19	14	7
Stability	<b>13</b>	27	4	16	11	8	25	7	9	13	13	15	10	10	19	15	10	9	16	15	12	7	16	11	5
Individualism	<b>13</b>	8	22	22	6	32	9	20	17	16	11	18	11	14	13	16	10	18	13	12	13	13	13	12	12
Family	<b>12</b>	26	5	11	8	11	24	8	7	14	11	10	10	13	15	15	9	12	14	14	11	6	14	13	6
Independence	<b>9</b>	14	8	3	6	4	12	4	10	10	8	11	6	9	10	9	9	7	11	9	7	5	10	5	4
Fairness	<b>8</b>	21	0	10	6	0	19	1	4	8	8	7	9	7	10	10	6	6	10	9	8	3	10	5	4
Internationalism	<b>8</b>	9	8	4	20	2	8	9	9	7	10	4	5	9	13	7	10	7	9	8	9	6	9	9	9
Decency	<b>8</b>	20	1	11	4	1	19	2	4	9	8	7	5	9	10	11	5	6	9	10	7	7	11	5	3
Frugality	<b>6</b>	6	5	8	7	13	4	7	8	7	4	8	9	5	3	6	5	4	5	9	5	4	5	10	4
Conservation	<b>6</b>	7	7	11	5	5	6	6	6	6	6	11	9	3	6	7	5	10	6	7	6	3	5	13	3
Freedom	<b>6</b>	14	1	3	2	1	13	3	3	8	3	2	3	5	10	8	2	8	5	7	4	4	7	4	1
Morality	<b>5</b>	12	2	4	2	1	9	2	4	6	4	6	3	5	7	6	4	4	7	5	4	2	6	3	2
Equality	<b>4</b>	10	0	0	2	1	10	0	1	3	4	2	4	3	5	4	3	2	5	4	3	0	4	2	1
Moderation	<b>4</b>	8	2	2	2	1	7	3	2	3	5	4	4	4	4	5	3	5	4	5	4	2	5	4	2
Modernity	<b>4</b>	5	4	4	7	5	4	2	6	4	4	9	4	3	5	4	5	5	3	5	6	3	5	3	2
Civility	<b>4</b>	8	2	3	1	3	7	3	2	3	4	2	4	4	4	5	2	3	3	4	5	2	5	3	1
Co-operation	<b>3</b>	6	1	1	2	0	5	2	1	2	3	1	3	3	3	3	2	1	4	2	3	1	3	2	1
Faith	<b>3</b>	2	3	10	1	10	2	3	7	4	2	5	3	2	3	4	1	4	3	2	2	5	3	4	1
Invention	<b>2</b>	4	2	1	2	6	3	2	3	2	2	2	2	2	3	3	1	2	3	2	2	1	2	2	1
Anarchy	<b>2</b>	0	6	2	2	2	0	6	1	2	2	3	2	2	2	1	3	3	2	0	2	3	1	1	8
Creativity	<b>2</b>	4	0	1	4	0	4	2	1	2	2	3	2	1	3	3	1	1	2	4	1	1	3	1	1
Charity	<b>2</b>	4	0	5	2	1	4	1	1	1	3	4	2	1	3	2	3	3	3	1	2	0	3	1	1
None of these	<b>13</b>	3	17	7	22	11	6	16	12	13	12	6	11	15	13	10	16	10	13	11	11	20	11	10	22
Don't know	<b>16</b>	9	9	3	19	7	11	10	12	12	20	22	25	13	9	13	20	15	14	17	19	15	12	23	17

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Whether or not you agree with them, which of the following do you think best reflect the values of the Conservative party?

Entrepreneurship	<b>30</b>	30	37	26	21	24	34	31	37	35	40	34	28	27	28	40	24
Tradition	<b>25</b>	26	23	17	24	19	21	29	29	35	40	25	23	23	23	20	27
Hard work	<b>21</b>	22	18	16	15	16	22	19	18	25	34	24	17	14	18	16	19
Ambition	<b>20</b>	19	24	14	19	17	22	20	15	27	35	23	17	22	21	16	17
Self-reliance	<b>20</b>	19	23	20	13	17	17	27	28	29	20	20	19	17	22	22	20
Patriotism	<b>18</b>	18	21	11	13	19	14	16	24	28	22	20	19	19	18	20	15
Opportunity	<b>16</b>	18	13	8	11	13	15	13	21	22	15	18	13	19	14	15	13
Stability	<b>13</b>	15	9	7	8	14	13	14	9	21	14	15	12	11	14	6	12
Individualism	<b>13</b>	12	12	10	11	12	9	14	20	20	21	13	10	14	8	10	17
Family	<b>12</b>	14	10	7	4	12	15	11	13	22	11	13	13	9	9	8	12
Independence	<b>9</b>	10	8	7	6	6	13	8	7	13	9	9	10	13	3	11	8
Fairness	<b>8</b>	10	5	5	4	7	7	10	8	12	15	9	11	4	4	5	6
Internationalism	<b>8</b>	8	8	11	6	12	9	10	7	10	6	10	8	10	9	16	6
Decency	<b>8</b>	10	6	3	1	8	8	10	6	15	11	11	5	5	3	7	7
Frugality	<b>6</b>	5	8	8	7	5	8	5	8	5	4	5	5	3	4	6	8
Conservation	<b>6</b>	7	6	6	8	3	7	7	10	8	10	5	9	10	4	3	9
Freedom	<b>6</b>	7	4	4	1	5	6	5	4	6	10	6	6	5	3	3	5
Morality	<b>5</b>	6	3	4	0	5	3	8	4	6	5	5	4	2	3	7	6
Equality	<b>4</b>	5	1	4	1	3	3	3	5	8	3	5	3	0	1	0	3
Moderation	<b>4</b>	5	2	4	4	3	4	4	3	4	7	5	3	5	2	6	3
Modernity	<b>4</b>	5	3	6	2	4	7	6	3	6	1	5	7	6	0	9	3
Civility	<b>4</b>	4	2	2	2	4	4	6	1	6	2	4	2	14	5	3	2
Co-operation	<b>3</b>	3	3	2	2	2	1	5	2	4	0	3	2	11	1	0	2
Faith	<b>3</b>	3	4	4	3	2	1	5	5	7	1	2	3	0	2	0	4
Invention	<b>2</b>	2	2	3	1	2	2	3	3	2	1	2	2	1	1	2	2
Anarchy	<b>2</b>	1	2	3	8	2	2	1	1	1	1	2	2	0	0	2	3
Creativity	<b>2</b>	2	1	1	1	1	3	3	1	2	1	2	2	0	1	2	2
Charity	<b>2</b>	2	2	2	1	4	3	2	2	2	1	3	5	0	0	0	1
None of these	<b>13</b>	13	15	17	13	15	12	11	14	8	7	13	13	20	15	11	9
Don't know	<b>16</b>	17	14	17	17	17	14	12	11	7	13	14	18	6	15	12	21

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Whether or not you agree with them, which of the following do you think best reflect the values of the Conservative party?

Entrepreneurship	<b>30</b>	32	25	35	36	34	25	16	27	30	37	31	28	16	35	26
Tradition	<b>25</b>	26	21	28	31	31	18	16	19	46	29	24	21	18	28	23
Hard work	<b>21</b>	22	16	28	22	24	11	16	23	26	30	18	17	6	20	17
Ambition	<b>20</b>	21	19	22	26	20	18	13	20	28	24	19	20	18	17	21
Self-reliance	<b>20</b>	22	16	20	26	24	17	15	16	29	25	21	13	15	27	15
Patriotism	<b>18</b>	20	12	23	23	21	17	7	13	37	23	17	11	9	21	18
Opportunity	<b>16</b>	17	13	21	19	18	15	10	8	18	21	16	10	6	18	15
Stability	<b>13</b>	14	10	14	14	16	12	5	11	13	18	12	11	6	15	14
Individualism	<b>13</b>	14	12	16	19	15	9	13	9	17	15	14	12	9	14	11
Family	<b>12</b>	14	9	16	14	16	9	6	11	16	16	12	11	5	14	12
Independence	<b>9</b>	8	10	9	7	9	11	6	6	10	9	10	6	4	11	9
Fairness	<b>8</b>	8	7	10	8	10	8	5	4	15	10	6	6	3	8	11
Internationalism	<b>8</b>	10	6	6	8	8	9	7	13	6	7	9	14	6	9	8
Decency	<b>8</b>	8	9	10	11	10	5	5	6	17	11	8	3	3	8	8
Frugality	<b>6</b>	6	6	5	3	8	4	10	4	6	6	5	8	5	8	5
Conservation	<b>6</b>	7	5	9	5	8	6	4	5	7	8	6	5	7	7	7
Freedom	<b>6</b>	6	3	10	8	7	2	2	3	9	8	5	2	4	5	4
Morality	<b>5</b>	6	4	7	6	5	4	4	4	14	8	3	3	3	6	4
Equality	<b>4</b>	4	2	4	5	3	4	2	3	4	5	4	2	3	4	3
Moderation	<b>4</b>	3	6	3	5	6	3	1	4	1	5	4	3	3	4	5
Modernity	<b>4</b>	4	5	3	4	5	6	4	4	0	5	6	3	0	6	5
Civility	<b>4</b>	3	5	6	5	5	3	2	1	2	4	3	4	4	3	5
Co-operation	<b>3</b>	3	2	4	3	2	3	2	2	2	4	3	1	0	2	3
Faith	<b>3</b>	3	2	3	4	5	1	2	2	5	3	4	2	0	5	2
Invention	<b>2</b>	2	2	1	4	3	1	0	2	2	3	1	2	5	2	2
Anarchy	<b>2</b>	2	3	1	2	1	4	4	1	2	1	2	4	9	2	2
Creativity	<b>2</b>	2	2	3	3	3	1	1	2	3	3	2	0	3	1	3
Charity	<b>2</b>	2	3	1	3	2	3	2	3	0	2	2	3	3	1	3
None of these	<b>13</b>	11	16	8	12	9	16	14	17	9	9	12	18	32	12	12
Don't know	<b>16</b>	14	21	15	10	14	17	27	20	8	14	13	15	16	11	20

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure			
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Fe- male	18-24	25-39	40-59	60+	ABC1	C2DE	Lon- don	Rest of South	Midlands / Wales	North	Scot- land	Own / Part- Own	Private Rent	Social Housing
<b>Weighted Sample</b>	<b>1771</b>	<b>565</b>	<b>461</b>	<b>119</b>	<b>193</b>	<b>60</b>	<b>526</b>	<b>392</b>	<b>319</b>	<b>859</b>	<b>912</b>	<b>211</b>	<b>448</b>	<b>606</b>	<b>507</b>	<b>1009</b>	<b>762</b>	<b>227</b>	<b>576</b>	<b>379</b>	<b>436</b>	<b>154</b>	<b>1034</b>	<b>303</b>	<b>229</b>
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Whether or not you agree with them, which of the following do you think best reflect the values of the Labour party?

Equality	27	21	47	35	18	32	21	44	35	30	25	34	24	28	28	32	21	33	27	29	27	20	28	22	26
Fairness	23	9	51	42	8	25	9	48	31	25	21	19	21	24	25	25	20	29	23	19	26	17	22	23	29
Family	18	12	35	26	7	19	9	30	22	16	19	16	17	17	21	16	19	20	17	15	21	14	16	16	23
Co-operation	13	8	23	29	3	19	7	21	20	17	10	17	12	13	13	16	9	19	13	11	12	12	14	14	11
Hard work	13	5	28	16	7	16	5	24	16	12	13	11	15	12	11	13	12	12	11	12	15	14	12	15	12
Tradition	11	11	15	15	7	18	10	15	14	13	10	3	8	14	14	10	13	8	10	11	13	16	13	6	17
Opportunity	10	5	23	9	5	15	4	22	8	10	11	14	9	10	10	10	11	8	10	9	15	9	10	12	14
Decency	10	2	29	11	3	8	2	25	14	11	9	6	7	12	12	11	9	10	8	8	14	10	11	11	11
Internationalism	9	10	5	12	13	14	10	7	12	12	6	7	6	8	13	10	6	11	9	8	7	7	9	9	8
Charity	9	12	9	9	8	4	11	7	9	12	6	15	7	8	8	9	8	10	9	9	9	6	9	7	5
Freedom	7	4	14	8	5	3	3	14	6	8	6	6	7	7	8	7	8	12	6	6	8	6	7	10	5
Stability	6	2	18	1	0	6	1	12	5	5	7	10	7	5	5	6	7	8	4	6	8	5	4	7	10
Morality	6	2	16	12	3	1	2	15	5	7	5	10	5	7	5	7	5	6	6	7	8	2	7	6	8
Ambition	5	4	8	2	5	13	4	8	6	5	5	7	5	5	6	6	4	4	5	4	7	6	6	6	6
Anarchy	5	10	0	2	8	1	11	0	2	6	3	5	3	4	6	6	3	4	6	5	3	2	6	2	1
Moderation	4	3	6	7	1	5	2	6	6	4	4	4	2	4	4	4	3	2	5	5	2	4	3	5	5
Patriotism	4	1	6	7	5	3	1	7	3	3	5	7	2	4	4	4	4	3	3	3	4	6	5	3	2
Civility	4	2	7	5	3	2	2	6	5	5	3	3	5	4	2	4	3	5	4	3	3	4	4	4	3
Entrepreneurship	3	2	4	5	1	10	2	4	5	3	3	3	4	2	2	3	2	5	3	3	1	3	2	5	3
Modernity	3	3	5	2	3	5	2	6	4	3	3	2	3	3	4	3	3	3	4	3	3	1	4	2	2
Frugality	2	4	1	1	3	1	3	1	2	3	2	2	2	2	3	3	2	3	2	4	1	1	3	1	1
Conservation	2	2	3	0	1	1	2	2	2	2	2	0	3	1	2	2	1	5	2	1	1	0	1	2	2
Creativity	2	2	3	0	2	2	0	4	2	2	2	3	2	1	1	2	1	1	2	2	1	3	2	2	0
Self-reliance	2	4	2	5	1	0	2	3	2	3	2	4	2	1	3	2	2	1	5	1	2	1	2	2	2
Individualism	2	1	2	0	1	3	1	3	2	2	2	1	1	3	1	2	1	0	1	2	2	3	2	2	2
Independence	2	1	4	1	1	1	1	3	2	1	2	2	1	2	2	1	2	1	2	2	2	0	1	2	2
Invention	1	0	2	1	1	2	1	1	1	1	1	0	1	1	1	1	1	0	1	1	2	1	1	2	1
Faith	1	1	2	0	2	0	1	3	0	2	1	1	2	1	1	1	1	2	1	2	1	1	2	1	0
None of these	17	27	2	8	31	11	28	6	11	17	18	6	14	20	21	17	18	12	21	16	15	21	18	17	19
Don't know	20	18	7	8	20	16	19	9	15	15	24	27	29	16	14	17	23	20	18	22	21	20	17	25	18

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Whether or not you agree with them, which of the following do you think best reflect the values of the Labour party?

Equality	27	26	26	22	28	23	25	30	24	37	40	26	22	37	29	26	33
Fairness	23	22	25	26	21	27	19	24	26	33	30	22	25	28	35	18	22
Family	18	14	18	25	21	21	21	15	17	18	10	17	9	26	22	25	21
Co-operation	13	13	15	8	10	12	8	16	18	21	17	12	13	21	8	10	16
Hard work	13	10	16	13	10	16	14	14	12	12	12	11	13	19	19	9	15
Tradition	11	12	13	16	10	13	14	9	11	15	12	12	12	16	23	21	7
Opportunity	10	8	10	18	16	13	11	10	11	7	9	9	12	6	16	8	12
Decency	10	8	14	10	11	13	7	12	9	13	13	10	10	15	14	12	9
Internationalism	9	9	10	7	8	7	8	8	12	11	6	9	7	14	7	12	9
Charity	9	9	11	10	7	7	11	6	9	16	10	7	11	9	6	13	9
Freedom	7	6	7	6	7	10	9	7	9	8	5	6	6	15	8	6	8
Stability	6	5	5	7	13	5	5	5	6	4	7	4	6	10	12	0	9
Morality	6	6	7	5	7	7	6	10	5	7	5	5	9	15	5	6	7
Ambition	5	4	7	8	4	8	5	9	4	5	2	6	6	5	6	1	4
Anarchy	5	5	4	4	1	4	5	5	5	5	4	5	3	0	1	3	5
Moderation	4	3	5	4	5	4	4	4	4	7	3	4	4	14	1	0	4
Patriotism	4	2	3	4	2	6	3	4	2	3	2	4	5	7	3	2	3
Civility	4	3	6	4	4	4	3	4	5	8	3	4	3	5	3	2	4
Entrepreneurship	3	2	3	4	3	2	2	4	4	2	2	2	4	5	1	0	3
Modernity	3	3	3	3	2	5	2	3	3	4	3	3	2	15	4	3	3
Frugality	2	2	2	2	2	2	3	2	1	6	1	3	3	3	1	4	1
Conservation	2	2	1	2	1	1	2	1	0	0	2	2	1	6	2	0	2
Creativity	2	1	1	1	1	2	2	3	2	0	2	1	2	3	2	0	2
Self-reliance	2	3	3	4	2	5	4	2	0	2	2	2	2	6	3	7	3
Individualism	2	1	2	2	1	2	1	3	2	3	0	2	2	3	2	3	2
Independence	2	1	2	3	1	4	1	1	2	2	2	1	3	3	4	0	2
Invention	1	0	1	2	2	1	0	0	1	0	2	1	2	4	0	0	1
Faith	1	1	1	0	1	2	3	0	2	0	1	1	2	3	0	5	1
None of these	17	20	19	12	14	17	18	17	21	11	16	20	21	10	18	11	12
Don't know	20	20	14	19	19	18	16	19	14	15	18	19	20	6	15	17	24

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Whether or not you agree with them, which of the following do you think best reflect the values of the Labour party?

Equality	27	28	26	28	36	32	21	18	23	45	29	28	29	14	27	28
Fairness	23	25	19	23	29	24	19	16	25	26	24	24	25	19	25	19
Family	18	19	15	18	17	16	15	23	23	14	16	19	25	18	14	17
Co-operation	13	15	10	12	20	16	11	5	10	21	15	14	10	5	17	11
Hard work	13	13	13	11	12	14	14	11	11	7	11	15	17	10	14	14
Tradition	11	12	12	12	12	8	13	10	15	7	12	14	13	4	13	8
Opportunity	10	10	12	8	16	7	12	5	14	10	9	12	11	20	11	8
Decency	10	11	8	9	14	10	10	6	9	7	10	11	11	16	12	8
Internationalism	9	10	4	9	10	11	6	4	8	14	11	7	8	9	14	4
Charity	9	9	8	11	11	8	9	6	8	11	11	9	7	4	11	6
Freedom	7	8	5	4	7	8	10	6	5	8	7	7	9	7	10	7
Stability	6	6	7	5	6	6	7	5	8	4	5	7	10	9	5	7
Morality	6	6	6	3	12	7	6	4	4	3	6	5	9	5	6	6
Ambition	5	6	5	4	7	7	5	4	4	4	5	7	5	5	7	5
Anarchy	5	5	4	7	5	5	4	2	2	3	7	4	3	3	7	3
Moderation	4	4	3	3	7	3	2	5	3	3	4	4	3	7	2	3
Patriotism	4	4	2	4	2	4	5	4	3	1	3	3	6	2	3	6
Civility	4	3	5	3	5	5	3	3	3	3	4	3	6	4	6	3
Entrepreneurship	3	3	3	4	3	3	2	1	3	1	3	3	2	7	2	3
Modernity	3	4	2	5	4	2	2	6	2	4	3	4	3	2	2	2
Frugality	2	2	2	7	2	2	2	0	2	5	3	2	3	0	2	2
Conservation	2	2	2	1	2	2	1	2	1	0	1	2	2	1	3	1
Creativity	2	2	1	1	2	2	1	3	1	0	1	3	1	2	1	2
Self-reliance	2	3	1	2	2	3	2	4	3	8	2	3	1	2	3	2
Individualism	2	2	1	3	1	2	2	1	1	0	3	1	1	3	2	2
Independence	2	1	2	2	2	1	2	0	3	2	1	2	2	6	2	1
Invention	1	1	1	0	2	1	0	0	2	0	1	1	1	1	1	0
Faith	1	1	2	2	1	2	1	3	1	1	1	2	1	2	2	0
None of these	17	17	19	16	15	18	21	10	19	19	18	17	17	27	18	20
Don't know	20	18	24	22	12	18	19	37	20	11	18	18	17	20	13	25

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	<b>1771</b>	<b>565</b>	<b>461</b>	<b>119</b>	<b>193</b>	<b>60</b>	<b>526</b>	<b>392</b>	<b>319</b>	<b>859</b>	<b>912</b>	<b>211</b>	<b>448</b>	<b>606</b>	<b>507</b>	<b>1009</b>	<b>762</b>	<b>227</b>	<b>576</b>	<b>379</b>	<b>436</b>	<b>154</b>	<b>1034</b>	<b>303</b>	<b>229</b>	
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which issues are most important to you and your family? Please tick up to three**

Improving the quality of the health system	<b>25</b>	22	28	25	15	43	21	29	29	22	28	17	22	27	28	26	23	26	26	26	23	21	29	20	20
Keeping the cost of living down	<b>25</b>	24	29	13	19	28	20	31	24	23	26	31	31	25	16	24	25	27	23	25	25	25	21	27	33
Controlling the level of immigration	<b>23</b>	28	11	14	57	2	31	17	15	22	24	5	17	24	34	21	25	25	23	24	22	18	26	14	27
Keeping the country safe from terrorism and threats abroad	<b>20</b>	31	14	20	24	1	30	16	18	17	23	13	13	20	31	21	19	21	22	22	19	14	23	12	20
Making sure the welfare system only helps those that deserve it	<b>19</b>	29	13	14	21	2	29	13	18	22	17	14	19	22	19	20	19	14	19	22	22	16	22	20	14
Reducing poverty and the gap between rich and poor	<b>19</b>	4	37	25	7	46	7	34	25	19	19	17	17	22	19	20	19	15	18	18	21	28	17	23	28
Boosting economic growth	<b>15</b>	26	9	12	4	11	22	11	11	19	11	18	18	14	11	19	9	22	15	16	10	16	16	17	6
Taking back powers from or leaving the EU	<b>14</b>	18	8	4	43	3	24	9	8	16	13	4	8	15	24	13	16	11	15	15	18	9	16	10	16
Helping people get housing they can afford	<b>14</b>	8	22	25	7	20	10	16	19	12	15	23	16	13	10	13	15	22	14	11	12	11	8	27	17
Making sure the welfare state gives enough help to those who need it	<b>14</b>	5	25	16	12	24	7	22	19	15	13	9	12	17	15	13	16	14	14	11	15	20	11	19	25
Making sure older people have enough money for retirement	<b>12</b>	14	11	12	17	2	13	13	13	9	14	6	4	12	20	12	12	11	13	12	11	11	15	7	12
Keeping taxes as low as possible	<b>12</b>	18	9	2	12	1	16	10	9	14	11	10	18	13	8	12	12	8	12	11	16	14	12	16	9
Improving the quality of schools and education	<b>11</b>	11	13	10	5	9	10	11	13	10	12	11	17	10	7	12	10	11	11	12	10	11	11	10	9
Making sure people who break the law are punished	<b>9</b>	12	6	13	12	2	12	7	10	9	10	6	6	11	12	8	11	6	11	10	10	7	11	6	9
Doing more to help young people into training and work	<b>9</b>	7	8	15	5	13	5	9	8	8	9	16	6	9	8	9	8	6	9	9	7	13	9	7	7
Keeping unemployment low	<b>8</b>	10	9	4	3	2	7	9	4	9	6	14	9	7	5	8	7	5	8	8	7	10	9	8	4
Protecting the environment	<b>8</b>	5	7	16	3	47	6	7	12	9	7	9	10	8	5	10	5	10	9	6	6	10	9	8	5
Giving the police the resources to fight crime	<b>7</b>	6	8	11	7	4	7	8	9	7	6	6	4	7	9	7	6	8	6	6	7	8	8	3	6
Ensuring equal rights and opportunities for minorities	<b>5</b>	1	6	15	2	17	1	5	6	5	4	15	5	3	2	5	4	6	6	4	3	4	3	8	3
Helping people to live healthier lifestyles	<b>4</b>	2	6	13	2	8	2	7	8	4	5	6	5	3	4	5	4	4	3	4	6	9	4	6	5
Giving local areas more say over taxes and public services	<b>3</b>	2	2	8	6	4	2	2	5	3	3	1	4	3	3	2	4	3	4	1	3	4	3	2	4
Access to better and cheaper childcare	<b>2</b>	2	3	0	0	1	2	3	1	2	2	2	6	1	0	2	3	3	2	1	2	4	1	2	3
None of these	<b>1</b>	0	0	1	0	0	0	0	1	1	0	1	1	1	0	1	1	1	1	1	0	1	1	0	1
Don't know	<b>4</b>	3	2	0	4	2	3	2	2	5	4	10	8	3	1	3	6	3	4	6	6	3	3	7	3

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which issues are most important to you and your family? Please tick up to three**

Improving the quality of the health system	<b>25</b>	23	27	26	20	29	25	25	27	29	22	29	22	39	25	31	18
Keeping the cost of living down	<b>25</b>	24	24	25	28	21	25	30	27	25	11	23	26	16	16	19	31
Controlling the level of immigration	<b>23</b>	22	29	21	14	30	24	18	21	20	12	28	17	15	36	15	13
Keeping the country safe from terrorism and threats abroad	<b>20</b>	22	22	13	10	18	22	19	17	16	24	24	13	24	20	25	17
Making sure the welfare system only helps those that deserve it	<b>19</b>	23	18	14	17	18	20	21	27	26	27	21	21	19	18	15	16
Reducing poverty and the gap between rich and poor	<b>19</b>	16	22	29	28	26	14	15	21	25	8	17	14	32	30	21	21
Boosting economic growth	<b>15</b>	18	14	5	9	9	12	17	18	22	28	14	15	9	9	11	18
Taking back powers from or leaving the EU	<b>14</b>	14	16	15	10	17	16	16	14	11	8	19	6	9	18	17	9
Helping people get housing they can afford	<b>14</b>	13	12	21	19	12	16	12	18	14	11	11	15	8	13	14	19
Making sure the welfare state gives enough help to those who need it	<b>14</b>	12	13	33	24	15	17	12	11	13	11	13	15	19	19	18	14
Making sure older people have enough money for retirement	<b>12</b>	11	15	7	7	13	14	9	13	9	11	14	13	15	17	13	6
Keeping taxes as low as possible	<b>12</b>	14	10	10	12	10	11	19	9	10	24	13	12	7	6	9	13
Improving the quality of schools and education	<b>11</b>	10	11	6	12	7	7	12	13	17	17	12	10	25	6	10	10
Making sure people who break the law are punished	<b>9</b>	10	8	10	11	12	10	9	9	7	5	11	8	4	7	17	7
Doing more to help young people into training and work	<b>9</b>	8	7	4	7	11	10	10	13	10	4	8	11	5	10	4	8
Keeping unemployment low	<b>8</b>	9	7	10	4	9	12	7	10	4	11	5	15	9	6	5	10
Protecting the environment	<b>8</b>	8	9	5	2	5	8	10	4	11	18	7	9	1	10	3	9
Giving the police the resources to fight crime	<b>7</b>	6	7	8	7	7	7	11	7	5	6	6	8	3	8	10	7
Ensuring equal rights and opportunities for minorities	<b>5</b>	3	3	5	4	6	3	5	3	5	5	2	10	0	0	4	8
Helping people to live healthier lifestyles	<b>4</b>	5	3	4	8	3	4	3	1	5	11	4	6	6	3	4	5
Giving local areas more say over taxes and public services	<b>3</b>	3	3	4	3	3	2	5	5	3	1	3	2	0	3	0	3
Access to better and cheaper childcare	<b>2</b>	2	2	2	5	3	2	1	1	3	2	2	4	0	1	0	2
None of these	<b>1</b>	1	1	0	0	0	0	1	1	1	1	1	1	0	0	0	1
Don't know	<b>4</b>	4	3	3	7	4	4	3	1	2	4	2	5	8	5	9	8

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which issues are most important to you and your family? Please tick up to three**

Improving the quality of the health system	<b>25</b>	25	25	27	29	25	24	21	23	15	26	29	25	15	22	27
Keeping the cost of living down	<b>25</b>	23	29	17	22	29	27	25	21	16	19	27	35	31	26	30
Controlling the level of immigration	<b>23</b>	23	20	20	20	21	25	23	27	17	23	24	25	28	23	22
Keeping the country safe from terrorism and threats abroad	<b>20</b>	22	17	24	18	22	19	18	20	24	24	20	20	14	17	24
Making sure the welfare system only helps those that deserve it	<b>19</b>	20	18	18	21	20	22	16	15	30	23	21	13	10	24	18
Reducing poverty and the gap between rich and poor	<b>19</b>	19	20	12	22	21	17	16	23	14	17	19	30	20	20	19
Boosting economic growth	<b>15</b>	15	13	21	21	17	11	10	7	23	20	14	7	11	20	10
Taking back powers from or leaving the EU	<b>14</b>	16	10	12	11	15	16	13	18	12	17	14	17	9	19	12
Helping people get housing they can afford	<b>14</b>	14	14	7	14	15	16	10	18	7	13	15	16	20	13	17
Making sure the welfare state gives enough help to those who need it	<b>14</b>	15	11	10	14	13	9	15	27	14	11	13	21	28	13	10
Making sure older people have enough money for retirement	<b>12</b>	14	5	12	10	12	10	13	14	6	14	13	9	5	8	14
Keeping taxes as low as possible	<b>12</b>	11	18	16	10	12	14	10	10	14	13	13	12	16	15	11
Improving the quality of schools and education	<b>11</b>	7	23	17	15	8	10	9	9	10	11	12	13	7	7	11
Making sure people who break the law are punished	<b>9</b>	11	6	6	10	8	12	13	9	13	9	10	7	9	9	10
Doing more to help young people into training and work	<b>9</b>	8	9	11	8	9	9	6	7	3	10	10	5	6	8	10
Keeping unemployment low	<b>8</b>	7	10	8	5	10	10	7	3	15	8	7	8	9	13	7
Protecting the environment	<b>8</b>	8	7	13	9	9	5	5	5	18	8	7	6	4	8	8
Giving the police the resources to fight crime	<b>7</b>	8	5	7	6	9	6	5	7	7	7	8	5	14	8	7
Ensuring equal rights and opportunities for minorities	<b>5</b>	4	3	6	4	5	5	2	3	8	4	4	4	0	6	5
Helping people to live healthier lifestyles	<b>4</b>	5	3	5	4	4	6	5	2	11	6	4	1	9	5	4
Giving local areas more say over taxes and public services	<b>3</b>	3	4	3	3	2	4	4	3	8	3	2	2	4	2	3
Access to better and cheaper childcare	<b>2</b>	1	5	2	1	1	5	1	1	0	2	2	4	5	2	4
None of these	<b>1</b>	0	1	0	1	0	1	1	2	1	1	0	0	3	1	0
Don't know	<b>4</b>	4	5	6	4	2	4	13	5	0	2	2	3	0	1	4

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	1771	565	461	119	193	60	526	392	319	859	912	211	448	606	507	1009	762	227	576	379	436	154	1034	303	229	
<b>Unweighted Sample</b>	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which issues do you think are most important to the Labour party? Please tick up to three

Reducing poverty and the gap between rich and poor	28	32	39	36	14	29	30	37	31	32	24	25	25	28	31	32	23	31	29	28	27	22	30	27	22
Making sure the welfare state gives enough help to those who need it	21	25	24	30	15	16	24	23	24	24	18	12	20	21	25	23	18	28	20	20	20	15	23	17	18
Improving the quality of the health system	19	13	35	24	13	21	11	32	27	23	15	13	16	22	22	21	17	17	21	15	22	15	21	15	19
Ensuring equal rights and opportunities for minorities	14	20	9	16	20	14	21	9	15	17	11	13	10	16	15	17	10	17	13	16	13	8	16	15	8
Keeping the cost of living down	12	6	27	12	8	7	6	23	15	14	11	14	15	11	11	11	13	15	11	11	13	11	12	10	17
Keeping unemployment low	10	7	15	18	5	14	5	16	14	11	9	11	8	9	12	12	7	8	11	7	11	12	11	10	7
Helping people get housing they can afford	9	8	14	8	8	5	8	15	11	8	9	8	6	8	12	8	9	13	10	8	8	5	9	7	15
Doing more to help young people into training and work	8	3	14	14	4	22	4	12	11	6	9	9	6	6	10	9	6	8	7	8	7	11	7	9	10
Boosting economic growth	7	3	14	7	5	18	2	15	10	8	6	11	6	8	6	9	6	6	7	6	8	12	9	6	4
Improving the quality of schools and education	7	3	12	15	6	8	3	11	11	5	9	8	4	9	8	7	8	6	9	5	8	5	8	6	7
Making sure the welfare system only helps those that deserve it	5	3	7	6	4	12	2	10	7	4	6	6	5	5	6	4	7	4	4	6	6	8	4	6	8
Access to better and cheaper childcare	5	7	4	6	5	3	5	5	6	5	5	5	4	5	6	4	6	4	6	4	5	4	5	2	5
Controlling the level of immigration	4	2	7	2	1	5	2	5	4	3	4	1	4	4	4	2	6	2	3	3	6	4	3	4	7
Making sure older people have enough money for retirement	4	2	9	5	3	4	2	9	5	4	5	4	5	4	4	4	4	5	4	6	3	3	4	5	6
Keeping the country safe from terrorism and threats abroad	4	2	7	7	1	0	2	7	6	3	4	1	2	4	6	3	4	1	4	5	4	3	4	2	5
Keeping taxes as low as possible	4	4	6	4	6	3	2	8	3	5	4	7	3	4	5	5	4	3	4	4	5	6	5	5	5
Giving the police the resources to fight crime	2	2	4	0	3	0	1	4	2	3	2	5	1	2	3	1	4	3	2	2	4	1	3	2	2
Taking back powers from or leaving the EU	2	2	2	2	1	1	2	1	3	1	2	0	1	2	3	2	2	0	2	2	2	2	2	1	4
Making sure people who break the law are punished	2	1	2	9	0	0	1	3	1	2	2	3	2	1	1	1	3	1	3	1	1	2	2	2	0
Giving local areas more say over taxes and public services	2	2	2	1	3	0	3	1	1	2	2	1	2	2	3	2	2	1	2	3	2	4	2	2	3
Protecting the environment	1	1	1	4	1	0	1	2	3	1	2	1	1	2	1	1	1	2	1	1	1	4	1	1	3
Helping people to live healthier lifestyles	1	1	1	2	4	0	1	2	0	1	1	0	1	2	1	1	2	1	1	1	2	0	1	1	2
None of these	13	20	1	4	25	7	24	3	6	14	11	6	13	13	15	11	15	14	15	11	10	13	13	14	12
Don't know	22	20	9	10	21	24	20	9	16	17	27	35	29	19	14	21	24	19	19	26	24	26	18	26	24

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which issues do you think are most important to the Labour party? Please tick up to three

Reducing poverty and the gap between rich and poor	<b>28</b>	27	29	22	26	28	25	27	30	30	37	28	26	31	28	22	29
Making sure the welfare state gives enough help to those who need it	<b>21</b>	19	23	19	22	19	16	22	28	24	32	22	15	24	18	29	21
Improving the quality of the health system	<b>19</b>	17	23	19	17	22	21	18	20	29	21	19	17	30	22	23	18
Ensuring equal rights and opportunities for minorities	<b>14</b>	15	13	15	8	8	18	14	24	14	23	15	16	18	14	14	11
Keeping the cost of living down	<b>12</b>	12	14	15	17	13	13	13	14	11	12	12	8	21	14	10	15
Keeping unemployment low	<b>10</b>	11	11	7	8	14	10	10	12	13	12	10	9	2	11	9	11
Helping people get housing they can afford	<b>9</b>	8	8	11	6	12	10	9	4	13	11	10	6	12	11	19	6
Doing more to help young people into training and work	<b>8</b>	7	6	10	8	6	6	10	8	6	10	8	7	3	12	14	6
Boosting economic growth	<b>7</b>	7	7	9	5	8	7	9	6	9	6	7	8	12	7	8	8
Improving the quality of schools and education	<b>7</b>	5	10	9	8	9	8	8	8	7	5	8	8	10	10	5	5
Making sure the welfare system only helps those that deserve it	<b>5</b>	4	6	11	9	6	6	6	3	9	1	4	4	17	4	14	7
Access to better and cheaper childcare	<b>5</b>	4	6	5	6	5	10	4	2	3	4	4	4	1	5	2	7
Controlling the level of immigration	<b>4</b>	3	4	7	3	7	3	5	2	2	0	4	2	0	12	0	2
Making sure older people have enough money for retirement	<b>4</b>	4	3	7	5	3	9	5	3	3	1	4	4	13	4	0	4
Keeping the country safe from terrorism and threats abroad	<b>4</b>	3	4	5	3	5	5	6	1	2	0	4	4	4	6	10	2
Keeping taxes as low as possible	<b>4</b>	4	4	4	3	7	4	5	6	3	1	5	4	3	3	4	4
Giving the police the resources to fight crime	<b>2</b>	3	2	8	2	2	5	3	0	2	2	3	5	8	0	1	1
Taking back powers from or leaving the EU	<b>2</b>	2	2	2	1	2	2	2	3	1	1	2	2	6	4	6	1
Making sure people who break the law are punished	<b>2</b>	1	1	2	1	3	2	3	0	1	1	1	4	0	1	0	1
Giving local areas more say over taxes and public services	<b>2</b>	2	3	2	2	2	2	2	4	3	1	3	2	0	3	4	1
Protecting the environment	<b>1</b>	1	1	1	3	1	2	2	0	1	1	1	2	0	1	0	1
Helping people to live healthier lifestyles	<b>1</b>	1	2	1	1	1	2	2	2	1	0	1	2	0	0	5	1
None of these	<b>13</b>	15	14	9	10	11	11	14	10	15	12	15	15	5	9	10	8
Don't know	<b>22</b>	23	17	22	26	23	17	18	18	16	18	19	23	7	19	19	29

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	1771	1304	440	212	284	514	372	159	231	93	573	661	293	59	429	457
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which issues do you think are most important to the Labour party? Please tick up to three**

Reducing poverty and the gap between rich and poor	28	29	25	28	36	31	21	20	28	38	31	29	25	17	30	24
Making sure the welfare state gives enough help to those who need it	21	22	17	23	25	21	17	13	22	28	25	19	21	12	25	15
Improving the quality of the health system	19	21	15	21	23	19	18	12	20	15	21	19	21	12	22	15
Ensuring equal rights and opportunities for minorities	14	15	11	18	18	15	12	8	10	21	16	15	11	4	17	11
Keeping the cost of living down	12	12	14	7	13	12	15	13	11	13	11	12	17	14	16	12
Keeping unemployment low	10	11	7	10	12	13	10	3	6	17	9	11	12	3	14	9
Helping people get housing they can afford	9	9	9	8	12	7	9	7	12	13	10	9	9	8	6	9
Doing more to help young people into training and work	8	8	6	9	9	9	5	5	9	5	7	9	9	4	6	8
Boosting economic growth	7	8	6	5	10	10	6	5	6	12	7	7	11	8	9	7
Improving the quality of schools and education	7	7	8	6	9	6	7	5	12	8	7	7	9	8	5	8
Making sure the welfare system only helps those that deserve it	5	5	6	6	5	3	5	8	9	5	3	7	6	2	4	4
Access to better and cheaper childcare	5	5	5	5	5	3	6	7	6	4	6	5	4	3	3	5
Controlling the level of immigration	4	4	4	2	3	2	7	4	5	3	2	4	5	11	4	4
Making sure older people have enough money for retirement	4	4	5	6	3	4	5	5	3	2	3	5	6	7	3	5
Keeping the country safe from terrorism and threats abroad	4	4	2	4	3	3	5	4	4	2	2	5	4	2	4	4
Keeping taxes as low as possible	4	5	3	4	5	5	5	4	3	10	3	5	4	10	5	4
Giving the police the resources to fight crime	2	2	3	2	1	1	5	4	3	1	2	4	3	2	3	2
Taking back powers from or leaving the EU	2	2	1	1	2	2	1	3	2	3	2	2	3	0	1	2
Making sure people who break the law are punished	2	2	1	2	1	1	3	2	1	0	1	1	3	2	2	2
Giving local areas more say over taxes and public services	2	2	2	2	3	1	2	1	3	1	3	1	2	3	2	2
Protecting the environment	1	1	1	1	1	2	1	3	1	3	1	1	1	8	1	2
Helping people to live healthier lifestyles	1	1	2	0	1	1	2	2	2	3	1	1	0	2	1	1
None of these	13	13	12	14	10	10	16	13	13	13	12	12	12	24	14	12
Don't know	22	20	26	19	15	25	20	35	22	10	21	21	18	21	16	30

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure			
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Fe- male	18-24	25-39	40-59	60+	ABC1	C2DE	Lon- don	Rest of South	Midlands / Wales	North	Scot- land	Own / Part- Own	Private Rent	Social Housing
<b>Weighted Sample</b>	<b>1771</b>	<b>565</b>	<b>461</b>	<b>119</b>	<b>193</b>	<b>60</b>	<b>526</b>	<b>392</b>	<b>319</b>	<b>859</b>	<b>912</b>	<b>211</b>	<b>448</b>	<b>606</b>	<b>507</b>	<b>1009</b>	<b>762</b>	<b>227</b>	<b>576</b>	<b>379</b>	<b>436</b>	<b>154</b>	<b>1034</b>	<b>303</b>	<b>229</b>
<b>Unweighted Sample</b>	<b>1771</b>	<b>511</b>	<b>485</b>	<b>76</b>	<b>197</b>	<b>106</b>	<b>505</b>	<b>432</b>	<b>338</b>	<b>851</b>	<b>920</b>	<b>115</b>	<b>357</b>	<b>689</b>	<b>610</b>	<b>1148</b>	<b>623</b>	<b>184</b>	<b>584</b>	<b>371</b>	<b>427</b>	<b>205</b>	<b>1149</b>	<b>266</b>	<b>209</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which issues do you think are most important to the Conservative party? Please tick up to three**

Boosting economic growth	<b>34</b>	50	27	44	34	37	46	31	35	39	31	34	31	34	38	39	29	34	40	32	33	26	39	33	23
Making sure the welfare system only helps those that deserve it	<b>19</b>	26	15	16	16	24	26	16	24	21	17	7	18	19	24	21	16	21	21	18	16	19	21	16	15
Taking back powers from or leaving the EU	<b>19</b>	19	28	16	10	19	17	28	22	23	16	21	13	18	26	21	16	23	19	18	15	26	21	16	17
Keeping taxes as low as possible	<b>18</b>	21	19	34	10	25	18	19	23	23	13	18	15	20	19	23	11	21	21	17	13	16	19	20	14
Keeping unemployment low	<b>16</b>	24	15	15	16	15	23	12	17	19	13	17	18	15	16	17	15	16	17	14	19	11	18	13	11
Keeping the country safe from terrorism and threats abroad	<b>15</b>	23	13	17	12	11	22	15	15	14	16	7	9	16	22	15	14	16	14	15	16	12	17	13	10
Controlling the level of immigration	<b>13</b>	13	18	19	5	22	10	18	17	15	12	14	15	11	14	17	9	15	12	14	10	20	14	16	12
Making sure older people have enough money for retirement	<b>6</b>	9	5	8	2	11	8	6	5	6	6	8	4	6	7	7	5	8	7	6	4	5	6	9	4
Making sure people who break the law are punished	<b>6</b>	5	7	14	4	10	4	6	14	8	4	2	7	6	6	7	4	6	6	6	5	6	6	7	5
Helping people get housing they can afford	<b>5</b>	9	4	2	3	2	9	4	4	4	7	5	6	5	6	5	5	5	4	8	5	5	5	6	4
Keeping the cost of living down	<b>5</b>	9	2	8	5	0	10	3	2	5	5	4	3	4	8	4	6	5	7	3	4	2	6	4	2
Doing more to help young people into training and work	<b>5</b>	8	2	8	5	0	8	3	3	4	5	5	6	4	5	4	5	7	6	5	3	2	6	3	3
Improving the quality of the health system	<b>4</b>	8	3	10	1	2	7	2	4	2	6	5	3	4	6	5	3	4	5	3	4	3	5	3	2
Improving the quality of schools and education	<b>4</b>	8	3	4	5	0	8	3	4	4	5	4	3	4	6	4	5	4	5	3	5	5	5	4	5
Giving local areas more say over taxes and public services	<b>4</b>	4	7	7	3	3	3	6	5	4	4	4	2	5	5	3	5	3	4	4	6	2	6	1	5
Making sure the welfare state gives enough help to those who need it	<b>3</b>	6	1	3	4	1	6	2	4	3	3	3	1	4	4	3	4	2	5	3	1	2	4	1	3
Giving the police the resources to fight crime	<b>2</b>	3	3	3	1	1	2	3	3	3	2	0	2	3	3	2	3	1	2	4	2	1	3	2	2
Protecting the environment	<b>2</b>	3	1	3	4	0	1	1	1	2	2	5	2	2	1	2	2	2	2	3	1	1	2	2	1
Ensuring equal rights and opportunities for minorities	<b>2</b>	1	1	2	4	1	1	2	2	1	2	1	2	2	1	1	2	0	2	3	1	2	1	3	3
Access to better and cheaper childcare	<b>1</b>	1	1	1	1	0	1	1	1	0	2	1	0	1	2	1	1	1	2	1	0	0	1	0	1
Helping people to live healthier lifestyles	<b>1</b>	1	1	0	1	0	1	1	1	0	2	1	1	1	1	1	1	1	2	1	1	0	1	1	1
Reducing poverty and the gap between rich and poor	<b>1</b>	1	0	2	2	0	2	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	2	0
None of these	<b>11</b>	1	15	5	23	10	5	14	10	11	11	5	10	14	11	7	17	12	10	10	11	15	9	9	22
Don't know	<b>19</b>	10	14	9	18	16	12	14	12	15	23	34	28	15	9	18	21	13	16	21	24	20	14	24	20

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which issues do you think are most important to the Conservative party? Please tick up to three

Boosting economic growth	34	33	37	25	27	29	33	37	46	37	50	37	32	24	34	29	33
Making sure the welfare system only helps those that deserve it	19	20	22	13	14	17	21	19	22	36	18	19	21	17	18	24	17
Taking back powers from or leaving the EU	19	20	19	17	17	18	19	18	19	26	19	21	14	28	22	22	18
Keeping taxes as low as possible	18	18	20	13	11	16	17	16	23	30	33	18	15	16	16	14	20
Keeping unemployment low	16	19	12	13	13	13	21	13	22	16	20	17	19	3	13	15	16
Keeping the country safe from terrorism and threats abroad	15	15	16	14	17	16	15	18	14	12	13	16	11	15	19	30	13
Controlling the level of immigration	13	12	17	10	13	12	11	15	16	16	12	13	13	20	10	5	16
Making sure older people have enough money for retirement	6	6	5	6	4	5	5	8	8	11	4	7	6	5	7	1	5
Making sure people who break the law are punished	6	5	8	7	6	5	8	6	7	3	6	5	5	1	6	3	9
Helping people get housing they can afford	5	6	4	6	5	5	7	8	5	4	2	7	4	7	3	5	4
Keeping the cost of living down	5	6	4	2	1	7	6	6	1	4	5	6	6	0	4	7	2
Doing more to help young people into training and work	5	4	4	2	3	8	1	5	5	4	4	6	5	9	3	5	3
Improving the quality of the health system	4	3	5	3	1	3	6	5	4	5	4	5	6	1	4	1	2
Improving the quality of schools and education	4	4	3	6	3	5	5	1	4	4	8	5	2	10	3	5	4
Giving local areas more say over taxes and public services	4	4	5	7	2	6	5	6	3	5	2	5	7	0	3	7	1
Making sure the welfare state gives enough help to those who need it	3	3	2	3	1	4	3	7	1	1	6	5	0	0	0	2	2
Giving the police the resources to fight crime	2	2	1	3	1	2	4	3	2	2	2	2	4	8	1	7	2
Protecting the environment	2	2	1	2	3	3	3	2	0	0	1	1	2	0	1	2	3
Ensuring equal rights and opportunities for minorities	2	2	1	3	4	1	3	1	0	1	0	1	2	0	0	0	3
Access to better and cheaper childcare	1	1	1	2	1	0	1	2	0	0	1	1	0	5	0	4	1
Helping people to live healthier lifestyles	1	1	2	1	0	0	0	2	1	0	2	1	1	5	0	0	1
Reducing poverty and the gap between rich and poor	1	1	1	0	0	1	0	2	1	1	1	1	1	0	2	0	0
None of these	11	10	12	18	18	14	10	8	7	7	5	11	11	12	18	15	8
Don't know	19	20	15	20	22	17	16	17	16	13	15	15	20	13	15	17	27

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which issues do you think are most important to the Conservative party? Please tick up to three**

Boosting economic growth	34	36	30	41	43	35	31	26	28	48	42	33	30	22	36	31
Making sure the welfare system only helps those that deserve it	19	21	14	21	24	19	21	10	13	24	21	18	20	5	23	17
Taking back powers from or leaving the EU	19	21	14	21	20	22	16	15	17	25	23	19	18	8	24	15
Keeping taxes as low as possible	18	20	13	26	24	21	11	9	13	33	23	17	12	5	21	13
Keeping unemployment low	16	17	14	21	14	17	17	13	14	26	18	16	18	3	20	15
Keeping the country safe from terrorism and threats abroad	15	15	16	17	18	13	14	15	15	9	15	18	16	6	13	14
Controlling the level of immigration	13	15	9	16	20	15	9	10	9	13	15	14	12	9	14	11
Making sure older people have enough money for retirement	6	7	4	7	8	6	4	5	7	7	9	5	4	4	4	6
Making sure people who break the law are punished	6	7	4	9	6	7	2	7	5	8	7	5	6	7	6	3
Helping people get housing they can afford	5	5	6	5	5	6	5	4	5	3	6	6	5	4	3	8
Keeping the cost of living down	5	5	4	4	4	4	8	4	2	4	7	5	2	0	6	6
Doing more to help young people into training and work	5	5	3	6	3	5	8	1	4	5	4	4	5	7	6	6
Improving the quality of the health system	4	4	4	5	5	5	4	1	3	1	5	5	2	3	3	7
Improving the quality of schools and education	4	4	4	4	4	4	4	5	7	9	4	4	4	9	5	4
Giving local areas more say over taxes and public services	4	4	6	3	4	4	8	3	3	2	4	6	4	4	7	4
Making sure the welfare state gives enough help to those who need it	3	3	4	2	3	3	4	3	3	9	2	4	4	0	4	3
Giving the police the resources to fight crime	2	3	2	2	2	2	2	2	4	2	2	3	2	5	2	3
Protecting the environment	2	2	3	2	1	2	1	4	2	8	1	2	1	7	3	1
Ensuring equal rights and opportunities for minorities	2	2	1	1	1	1	1	3	3	0	1	2	2	9	1	1
Access to better and cheaper childcare	1	1	1	2	0	1	1	3	1	1	1	1	1	1	0	2
Helping people to live healthier lifestyles	1	1	1	1	1	1	1	0	1	1	2	1	1	1	1	2
Reducing poverty and the gap between rich and poor	1	1	1	1	0	1	1	3	0	0	1	1	1	0	1	1
None of these	11	11	12	4	7	7	16	12	21	6	6	12	17	29	11	11
Don't know	19	16	27	16	15	20	18	30	18	11	17	16	16	25	15	23

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	<b>1771</b>	565	461	119	193	60	526	392	319	859	912	211	448	606	507	1009	762	227	576	379	436	154	1034	303	229	
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On the following pages are some pairs of statements, in each case please tick the one that you most agree with. If you don't agree exactly with either statement, please tick the one that comes closest to your view

**Pair 1**

Britain is in decline and our best is all behind us	<b>32</b>	20	39	22	51	28	25	39	30	36	28	29	28	34	34	29	36	27	29	38	32	38	30	28	45
Britain is improving and our best is still to come	<b>35</b>	61	23	49	19	16	52	25	34	36	33	43	38	27	38	37	31	37	39	33	34	23	35	41	25
Neither	<b>26</b>	16	33	28	26	45	19	31	32	22	30	19	23	31	26	27	25	29	28	22	26	29	29	22	24
Don't know	<b>7</b>	3	5	1	4	11	5	5	4	5	9	8	11	8	2	7	8	7	5	7	8	10	5	9	6

**Pair 2**

Young people today will probably grow up to have a better quality of life than their parents	<b>26</b>	42	20	22	21	20	39	22	18	27	25	25	27	25	28	28	24	26	26	27	25	32	28	26	23
Young people today will probably grow up to have a worse quality of life than their parents	<b>55</b>	41	65	63	63	56	43	62	64	57	53	54	55	56	53	54	56	59	56	49	56	54	54	52	61
Neither	<b>10</b>	12	9	15	8	12	11	10	12	10	11	10	8	11	13	12	9	7	12	12	10	8	11	12	6
Don't know	<b>8</b>	5	7	1	8	12	7	6	6	7	10	12	10	8	6	7	11	8	6	12	9	7	7	11	9

**Pair 3**

I am keen to move up in life, to get a bigger home, higher income and more luxuries in life	<b>26</b>	32	21	26	19	15	26	20	24	29	22	63	47	14	4	30	20	38	25	26	19	25	17	39	21
I am generally happy with what I have in life, as long as I have my health, friends and family I don't aspire to having	<b>62</b>	62	67	63	68	68	64	70	64	60	64	31	39	71	84	60	64	53	64	59	66	63	73	44	65
Neither	<b>8</b>	6	9	11	10	12	8	7	10	7	10	3	6	11	10	6	11	4	9	9	11	6	8	10	10
Don't know	<b>4</b>	1	3	0	4	5	2	3	2	4	4	4	7	4	1	3	5	4	2	5	4	5	2	7	4

**Pair 4**

If I was able to afford it I would use private health and education	<b>46</b>	61	31	47	56	21	61	34	38	45	46	41	50	45	45	48	43	60	47	44	40	41	47	48	34
Even if I could afford it, I would not use private health or education	<b>37</b>	26	52	42	32	54	23	51	46	38	36	43	30	39	39	37	38	28	37	37	41	40	38	33	48
Neither	<b>9</b>	8	9	9	7	9	10	9	8	9	8	3	7	10	11	9	8	6	8	9	9	12	9	8	10
Don't know	<b>9</b>	5	8	2	4	16	6	7	7	8	10	12	13	7	5	7	11	6	8	10	11	7	6	11	7

**Pair 5**

The main political parties today are all much the same with the same policies, and it doesn't really matter who wins	<b>36</b>	24	26	29	63	54	29	31	43	37	35	37	39	40	28	35	38	39	32	39	31	53	34	37	40
There are important differences between what the political parties say and do, and who wins makes a real difference to the country	<b>49</b>	67	61	60	25	28	61	55	46	53	45	45	42	45	62	52	45	49	54	45	51	34	54	43	44
Neither	<b>8</b>	7	8	11	8	9	7	8	7	5	11	5	7	9	8	7	9	5	9	7	9	6	8	8	9
Don't know	<b>7</b>	2	4	0	4	9	3	5	5	4	9	12	12	5	2	6	8	6	5	8	9	7	4	11	7

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On the following pages are some pairs of statements, in each case please tick the one that you most agree with. If you don't agree exactly with either statement, please tick the one that comes closest to your view

**Pair 1**

Britain is in decline and our best is all behind us	<b>32</b>	32	32	41	38	35	33	30	26	25	29	34	34	37	25	29	31
Britain is improving and our best is still to come	<b>35</b>	36	33	30	23	37	37	39	40	38	42	34	33	35	34	29	36
Neither	<b>26</b>	26	29	24	32	22	25	25	29	31	23	25	26	28	36	32	26
Don't know	<b>7</b>	6	6	6	7	5	5	6	4	6	6	7	7	0	6	10	7

**Pair 2**

Young people today will probably grow up to have a better quality of life than their parents	<b>26</b>	28	25	22	21	30	27	26	33	32	26	27	23	21	27	19	28
Young people today will probably grow up to have a worse quality of life than their parents	<b>55</b>	54	59	60	59	50	57	57	52	53	60	56	55	54	48	53	54
Neither	<b>10</b>	10	10	11	9	11	9	14	8	10	8	10	11	20	16	15	9
Don't know	<b>8</b>	8	6	7	12	9	7	3	7	5	6	7	11	5	9	13	9

**Pair 3**

I am keen to move up in life, to get a bigger home, higher income and more luxuries in life	<b>26</b>	28	17	19	26	20	20	26	29	35	49	16	32	22	5	7	46
I am generally happy with what I have in life, as long as I have my health, friends and family I don't aspire to having	<b>62</b>	59	73	63	54	64	70	67	64	55	45	73	54	56	75	73	42
Neither	<b>8</b>	9	7	14	13	11	8	4	6	7	3	8	10	14	16	12	7
Don't know	<b>4</b>	4	3	3	7	4	2	3	1	3	2	3	4	8	4	7	6

**Pair 4**

If I was able to afford it I would use private health and education	<b>46</b>	49	42	35	40	38	45	42	51	57	67	48	46	38	41	38	45
Even if I could afford it, I would not use private health or education	<b>37</b>	36	37	47	42	41	40	44	39	30	21	36	39	49	41	41	35
Neither	<b>9</b>	8	12	8	7	12	8	6	3	8	6	9	6	5	10	9	9
Don't know	<b>9</b>	8	9	10	12	8	8	9	6	5	6	7	9	8	8	12	12

**Pair 5**

The main political parties today are all much the same with the same policies, and it doesn't really matter who wins	<b>36</b>	36	34	32	40	39	32	39	42	35	33	36	34	25	32	41	38
There are important differences between what the political parties say and do, and who wins makes a real difference to the country	<b>49</b>	52	49	54	41	48	54	48	43	56	56	50	49	50	54	48	46
Neither	<b>8</b>	7	11	8	11	7	10	7	10	5	7	8	10	12	10	5	6
Don't know	<b>7</b>	6	6	6	9	6	5	6	5	4	4	5	7	13	4	6	10

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On the following pages are some pairs of statements, in each case please tick the one that you most agree with. If you don't agree exactly with either statement, please tick the one that comes closest to your view

Pair	Statement 1	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs	Cannot afford my costs	Men C1 & C2	Women C1 & C2
<b>Pair 1</b>	Britain is in decline and our best is all behind us	<b>32</b>	30	37	27	31	29	33	40	38	28	28	32	39	63	37	24
	Britain is improving and our best is still to come	<b>35</b>	36	32	41	36	37	32	28	32	46	41	36	27	15	35	35
	Neither	<b>26</b>	27	22	26	26	28	30	20	21	21	25	26	29	15	25	33
	Don't know	<b>7</b>	6	9	6	7	7	5	13	9	5	6	5	5	7	3	8
<b>Pair 2</b>	Young people today will probably grow up to have a better quality of life than their parents	<b>26</b>	26	27	29	22	31	24	21	27	37	33	24	23	11	29	26
	Young people today will probably grow up to have a worse quality of life than their parents	<b>55</b>	54	57	53	60	51	61	52	51	46	50	58	62	76	57	53
	Neither	<b>10</b>	12	7	13	12	11	6	11	12	13	10	11	9	2	8	10
	Don't know	<b>8</b>	8	9	6	6	7	9	16	11	4	7	7	6	11	6	10
<b>Pair 3</b>	I am keen to move up in life, to get a bigger home, higher income and more luxuries in life	<b>26</b>	23	33	30	30	30	23	22	15	41	25	26	23	20	30	24
	I am generally happy with what I have in life, as long as I have my health, friends and family I don't aspire to having	<b>62</b>	64	56	59	61	60	66	58	64	51	69	64	58	53	62	64
	Neither	<b>8</b>	9	6	8	6	6	7	12	16	5	5	8	17	16	6	8
	Don't know	<b>4</b>	3	5	4	3	3	3	7	5	3	1	2	2	11	2	5
<b>Pair 4</b>	If I was able to afford it I would use private health and education	<b>46</b>	45	46	56	48	44	48	33	42	49	50	43	48	49	44	47
	Even if I could afford it, I would not use private health or education	<b>37</b>	37	37	27	33	42	38	38	36	34	34	43	37	34	43	39
	Neither	<b>9</b>	9	7	9	11	7	6	10	12	14	9	7	10	6	7	6
	Don't know	<b>9</b>	8	10	7	8	7	8	18	10	3	7	7	5	12	6	8
<b>Pair 5</b>	The main political parties today are all much the same with the same policies, and it doesn't really matter who wins	<b>36</b>	35	39	32	40	33	40	36	35	36	32	38	44	35	39	33
	There are important differences between what the political parties say and do, and who wins makes a real difference to the country	<b>49</b>	52	43	56	46	54	46	38	50	57	55	50	46	32	54	46
	Neither	<b>8</b>	8	8	6	8	7	8	12	8	5	9	7	6	23	4	11
	Don't know	<b>7</b>	6	9	7	6	6	6	15	7	1	4	5	4	10	2	10

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	1771	565	461	119	193	60	526	392	319	859	912	211	448	606	507	1009	762	227	576	379	436	154	1034	303	229	
<b>Unweighted Sample</b>	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

<b>Pair 6</b>																										
Choice in public services increases competition and therefore drives up standards, leading to better services for all.	<b>27</b>	47	16	18	24	14	44	17	18	30	24	28	33	22	27	29	25	31	31	28	18	29	27	31	22	
Choice and competition in public services is wasteful and doesn't actually end up improving services at all.	<b>48</b>	31	66	55	54	72	34	64	61	50	47	43	40	52	53	49	48	50	47	43	54	50	51	40	53	
Neither	<b>10</b>	10	9	11	11	5	9	8	10	9	10	4	10	11	10	8	12	6	11	11	11	6	10	10	9	
Don't know	<b>15</b>	12	9	15	11	9	13	11	12	11	19	25	17	14	10	14	15	13	12	18	17	14	11	20	16	
<b>Pair 7</b>																										
Government should be as small as possible, it should provide a safety net when people are in real trouble, but the rest of the time it should leave ordinary working people to get on with their lives	<b>35</b>	53	19	25	48	11	52	23	30	40	30	26	31	36	40	37	32	30	38	37	31	32	38	36	28	
Government can be a force for good, and it should do more to offer ordinary working people help and assistance at every stage of their life	<b>47</b>	34	67	60	36	62	33	64	56	46	47	54	46	45	46	47	46	51	47	42	46	51	46	41	51	
Neither	<b>9</b>	8	7	12	9	18	9	7	7	7	11	4	10	11	8	9	9	10	7	11	9	8	9	9	9	
Don't know	<b>10</b>	5	7	3	7	10	7	6	7	7	13	16	14	9	6	8	13	9	8	10	13	10	7	14	12	
<b>Pair 8</b>																										
Politicians are basically competent and they should be responsible for managing crucial public services like our education system and the health service.	<b>16</b>	19	22	19	9	8	17	20	14	18	15	26	17	14	15	18	15	19	18	14	14	17	16	15	17	
Politicians don't have sufficient expertise to successfully manage crucial public services, which should be run by experts in their field.	<b>64</b>	67	60	75	80	68	67	63	70	66	62	52	61	66	69	65	63	64	65	66	63	64	67	63	60	
Neither	<b>8</b>	8	10	3	4	17	8	10	7	8	9	4	6	11	9	8	9	8	7	9	9	10	9	6	11	
Don't know	<b>11</b>	6	8	4	6	7	8	6	9	9	13	18	15	9	7	9	13	9	10	11	14	9	8	16	12	
<b>Pair 9</b>																										
I trust charities to spend the money they receive on giving genuine help to people who really need it	<b>26</b>	23	28	46	14	39	19	29	39	27	26	37	34	24	18	30	21	34	27	21	24	32	26	30	18	
I don't trust charities to spend the money they receive on actually helping people, too much goes on bureaucracy, campaigning and on paying themselves	<b>60</b>	69	56	45	78	38	72	56	48	61	59	47	50	60	73	58	62	52	62	65	58	52	62	54	67	
Neither	<b>7</b>	6	9	6	3	17	5	10	9	7	7	5	6	10	6	7	8	8	6	8	8	8	7	8	10	
Don't know	<b>7</b>	3	6	4	5	7	4	5	5	6	8	11	10	6	3	6	8	6	5	6	10	8	6	9	5	
<b>Pair 10</b>																										
People that commit crime are often victims themselves, for example many have suffered a difficult upbringing, and we should be sympathetic towards them.	<b>19</b>	9	27	36	12	50	9	27	24	21	17	31	21	16	15	22	15	19	19	19	17	23	17	27	18	

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	1771	800	384	256	163	306	300	227	139	144	112	821	240	34	121	52	482
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

<b>Pair 6</b>																	
Choice in public services increases competition and therefore drives up standards, leading to better services for all.	<b>27</b>	28	25	23	23	23	22	29	30	28	38	26	31	25	28	16	29
Choice and competition in public services is wasteful and doesn't actually end up improving services at all.	<b>48</b>	48	53	51	44	52	53	50	51	48	43	53	45	57	39	63	42
Neither	<b>10</b>	9	12	11	10	12	12	8	9	10	9	10	11	3	16	5	9
Don't know	<b>15</b>	15	11	14	22	12	12	13	10	13	10	12	13	14	17	15	20
<b>Pair 7</b>																	
Government should be as small as possible, it should provide a safety net when people are in real trouble, but the rest of the time it should leave ordinary working people to get on with their lives	<b>35</b>	39	31	27	31	31	32	33	33	40	42	39	34	37	29	20	29
Government can be a force for good, and it should do more to offer ordinary working people help and assistance at every stage of their life	<b>47</b>	42	51	52	42	50	50	51	53	47	45	44	44	61	46	54	50
Neither	<b>9</b>	8	11	10	15	10	8	7	8	8	5	8	11	3	12	16	8
Don't know	<b>10</b>	11	7	11	12	9	9	9	6	6	8	8	11	0	13	11	13
<b>Pair 8</b>																	
Politicians are basically competent and they should be responsible for managing crucial public services like our education system and the health service.	<b>16</b>	18	13	14	12	19	21	16	12	18	19	15	19	9	12	8	20
Politicians don't have sufficient expertise to successfully manage crucial public services, which should be run by experts in their field.	<b>64</b>	62	70	69	70	63	62	71	69	64	64	68	61	69	61	65	61
Neither	<b>8</b>	8	10	7	6	10	7	6	11	9	5	8	9	15	16	12	6
Don't know	<b>11</b>	12	7	11	13	7	10	8	7	9	12	9	12	7	11	15	14
<b>Pair 9</b>																	
I trust charities to spend the money they receive on giving genuine help to people who really need it	<b>26</b>	23	26	19	21	25	21	31	31	33	36	24	30	7	24	23	32
I don't trust charities to spend the money they receive on actually helping people, too much goes on bureaucracy, campaigning and on paying themselves	<b>60</b>	63	60	70	61	62	66	56	55	54	51	64	55	68	61	66	52
Neither	<b>7</b>	8	9	8	9	8	9	8	9	7	4	7	7	17	8	5	8
Don't know	<b>7</b>	7	5	4	9	5	4	6	6	6	9	5	8	8	7	6	9
<b>Pair 10</b>																	
People that commit crime are often victims themselves, for example many have suffered a difficult upbringing, and we should be sympathetic towards them.	<b>19</b>	17	19	19	16	14	16	20	19	28	25	14	29	17	22	8	23

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	1771	1304	440	212	284	514	372	159	231	93	573	661	293	59	429	457
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

<b>Pair 6</b>																
Choice in public services increases competition and therefore drives up standards, leading to better services for all.	27	28	25	39	30	24	27	22	23	31	29	31	17	14	29	22
Choice and competition in public services is wasteful and doesn't actually end up improving services at all.	48	48	50	41	48	53	52	42	46	50	49	49	58	48	55	50
Neither	10	10	9	8	8	9	9	15	13	12	12	7	10	14	9	9
Don't know	15	14	17	13	14	15	11	21	18	6	10	14	15	25	7	19
<b>Pair 7</b>																
Government should be as small as possible, it should provide a safety net when people are in real trouble, but the rest of the time it should leave ordinary working people to get on with their lives	35	36	31	45	38	32	33	29	32	39	39	34	33	30	36	29
Government can be a force for good, and it should do more to offer ordinary working people help and assistance at every stage of their life	47	46	48	38	47	51	48	45	44	51	42	51	49	45	52	48
Neither	9	9	9	10	10	7	8	7	13	5	10	7	10	9	6	9
Don't know	10	9	12	7	6	10	11	20	11	5	8	8	7	16	6	14
<b>Pair 8</b>																
Politicians are basically competent and they should be responsible for managing crucial public services like our education system and the health service.	16	16	17	20	14	18	18	12	12	14	14	21	14	8	18	18
Politicians don't have sufficient expertise to successfully manage crucial public services, which should be run by experts in their field.	64	65	63	61	72	64	60	61	69	71	68	63	71	73	65	59
Neither	8	9	8	11	7	7	8	10	10	6	9	9	7	6	7	8
Don't know	11	10	12	9	6	11	14	17	9	8	8	7	8	13	9	15
<b>Pair 9</b>																
I trust charities to spend the money they receive on giving genuine help to people who really need it	26	25	29	31	28	31	22	20	21	27	28	28	19	18	28	26
I don't trust charities to spend the money they receive on actually helping people, too much goes on bureaucracy, campaigning and on paying themselves	60	61	57	53	60	58	65	51	66	56	59	62	66	73	63	59
Neither	7	7	7	7	6	7	6	14	7	10	7	7	9	4	7	7
Don't know	7	6	7	9	6	5	6	16	6	6	6	3	6	5	3	8
<b>Pair 10</b>																
People that commit crime are often victims themselves, for example many have suffered a difficult upbringing, and we should be sympathetic towards them.	19	18	21	25	26	19	16	11	15	19	22	20	16	16	20	16

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	<b>1771</b>	<b>565</b>	<b>461</b>	<b>119</b>	<b>193</b>	<b>60</b>	<b>526</b>	<b>392</b>	<b>319</b>	<b>859</b>	<b>912</b>	<b>211</b>	<b>448</b>	<b>606</b>	<b>507</b>	<b>1009</b>	<b>762</b>	<b>227</b>	<b>576</b>	<b>379</b>	<b>436</b>	<b>154</b>	<b>1034</b>	<b>303</b>	<b>229</b>	
<b>Unweighted Sample</b>	<b>1771</b>	<b>511</b>	<b>485</b>	<b>76</b>	<b>197</b>	<b>106</b>	<b>505</b>	<b>432</b>	<b>338</b>	<b>851</b>	<b>920</b>	<b>115</b>	<b>357</b>	<b>689</b>	<b>610</b>	<b>1148</b>	<b>623</b>	<b>184</b>	<b>584</b>	<b>371</b>	<b>427</b>	<b>205</b>	<b>1149</b>	<b>266</b>	<b>209</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
There is never any excuse for breaking the law and those that do so deserve punishment rather than sympathy	<b>60</b>	76	51	38	77	17	76	54	52	61	60	48	53	60	71	58	63	57	59	61	64	54	64	44	65	
Neither	<b>15</b>	12	17	26	10	25	12	15	19	13	18	15	16	18	11	15	16	16	17	14	13	17	15	19	13	
Don't know	<b>6</b>	3	5	0	2	7	3	4	4	6	5	6	10	6	2	5	7	8	4	7	5	6	4	10	4	
<b>Pair 11</b>																										
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	<b>17</b>	19	20	30	8	15	19	21	19	21	13	28	23	14	11	22	10	22	18	17	14	14	16	22	13	
Britain has spent too much time and money trying to police the world. We should only intervene militarily when our interests are directly threatened.	<b>66</b>	69	64	61	83	51	70	64	65	65	67	53	54	69	78	61	72	59	67	66	67	71	70	54	73	
Neither	<b>9</b>	7	11	8	4	22	6	10	10	8	9	7	9	11	6	9	9	8	8	9	9	9	9	10	6	
Don't know	<b>8</b>	5	6	0	5	11	5	5	7	6	11	12	13	6	5	8	9	12	7	8	10	7	5	14	8	
<b>Pair 12</b>																										
Human Rights laws are a valuable protection against the government ignoring the human rights of British people, and on balance are a good thing	<b>31</b>	18	48	48	7	81	14	44	46	35	27	47	37	28	23	35	26	31	35	26	28	39	28	39	32	
Human Rights laws are abused by lawyers making spurious cases on behalf of criminals and on balance they are been a bad thing	<b>52</b>	70	38	44	79	4	75	44	40	53	52	26	42	56	68	50	56	51	51	57	53	47	59	40	51	
Neither	<b>7</b>	6	8	5	5	8	6	6	7	5	9	8	8	7	6	6	8	6	6	7	9	7	7	8	9	
Don't know	<b>9</b>	6	6	3	8	7	5	6	8	7	12	19	13	9	3	8	11	11	8	10	10	7	6	14	8	
<b>Pair 13</b>																										
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	<b>69</b>	87	56	66	79	46	88	56	62	69	69	72	70	68	69	70	69	63	74	69	67	67	72	64	64	
Inheritance tax is important because it stops rich families passing on their wealth and giving their children an unfair advantage in life over the children of ordinary families.	<b>17</b>	6	30	28	10	34	6	31	26	20	15	13	16	19	19	19	15	20	18	15	16	23	18	19	20	
Neither	<b>7</b>	3	10	6	6	13	2	10	7	6	8	2	6	8	8	6	8	7	5	6	9	7	7	8	7	
Don't know	<b>6</b>	4	4	0	5	6	4	4	5	5	8	13	9	5	4	5	8	9	3	10	7	3	4	9	9	
<b>Pair 14</b>																										
I mostly decide who to vote for based on what their policies will mean for me and my family.	<b>42</b>	53	37	28	44	23	51	41	37	39	44	36	40	45	42	40	44	41	42	42	42	42	42	42	39	51
I mostly decide who to vote for based on what their policies will mean for society as a whole.	<b>40</b>	36	50	58	40	65	35	48	50	46	35	42	36	36	47	45	34	41	40	39	40	43	43	39	30	
Neither	<b>11</b>	8	9	8	12	7	9	8	8	10	12	8	11	13	10	9	14	10	11	13	11	10	11	10	15	
Don't know	<b>7</b>	3	3	7	5	5	4	4	5	5	9	13	12	5	1	6	8	8	7	6	7	5	4	12	4	

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
<b>Unweighted Sample</b>	<b>1771</b>	<b>797</b>	<b>430</b>	<b>244</b>	<b>144</b>	<b>277</b>	<b>283</b>	<b>232</b>	<b>149</b>	<b>168</b>	<b>127</b>	<b>918</b>	<b>220</b>	<b>35</b>	<b>130</b>	<b>54</b>	<b>394</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
There is never any excuse for breaking the law and those that do so deserve punishment rather than sympathy	<b>60</b>	64	56	64	58	65	63	58	63	53	57	69	46	48	57	74	52
Neither	<b>15</b>	13	20	12	18	16	17	17	15	15	11	14	20	28	15	7	16
Don't know	<b>6</b>	7	5	4	7	5	4	5	3	4	8	4	5	8	6	11	9
<b>Pair 11</b>																	
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	<b>17</b>	17	17	14	14	14	13	20	13	30	37	13	24	8	15	9	22
Britain has spent too much time and money trying to police the world. We should only intervene militarily when our interests are directly threatened.	<b>66</b>	65	66	71	65	73	75	63	70	53	47	73	58	64	70	69	56
Neither	<b>9</b>	9	11	9	10	8	7	9	11	11	6	8	9	28	7	7	10
Don't know	<b>8</b>	9	5	6	11	5	5	7	6	5	10	6	9	0	9	16	12
<b>Pair 12</b>																	
Human Rights laws are a valuable protection against the government ignoring the human rights of British people, and on balance are a good thing	<b>31</b>	26	36	32	38	29	24	34	36	36	43	24	31	41	36	21	43
Human Rights laws are abused by lawyers making spurious cases on behalf of criminals and on balance they are been a bad thing	<b>52</b>	57	49	49	43	55	58	55	54	51	44	61	48	59	48	57	39
Neither	<b>7</b>	7	8	10	7	8	8	4	7	8	6	7	13	0	8	8	5
Don't know	<b>9</b>	10	7	9	12	7	10	7	4	5	8	8	8	0	8	14	14
<b>Pair 13</b>																	
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	<b>69</b>	70	68	71	67	67	70	71	64	69	78	72	70	61	61	66	66
Inheritance tax is important because it stops rich families passing on their wealth and giving their children an unfair advantage in life over the children of ordinary families.	<b>17</b>	16	22	18	17	21	18	19	24	20	13	16	19	27	24	15	17
Neither	<b>7</b>	7	7	5	6	8	7	7	9	6	3	8	5	12	9	6	5
Don't know	<b>6</b>	7	3	6	10	4	5	3	4	5	6	4	6	0	6	13	12
<b>Pair 14</b>																	
I mostly decide who to vote for based on what their policies will mean for me and my family.	<b>42</b>	43	43	38	43	43	45	40	44	40	37	46	39	41	40	40	37
I mostly decide who to vote for based on what their policies will mean for society as a whole.	<b>40</b>	38	42	48	38	37	40	44	40	47	47	38	42	34	44	42	41
Neither	<b>11</b>	12	11	11	13	15	11	10	11	8	8	11	9	25	11	8	11
Don't know	<b>7</b>	7	4	3	7	5	5	6	5	5	8	4	9	0	5	9	11

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
<b>Unweighted Sample</b>	<b>1771</b>	<b>1342</b>	<b>408</b>	<b>288</b>	<b>389</b>	<b>471</b>	<b>234</b>	<b>161</b>	<b>228</b>	<b>99</b>	<b>632</b>	<b>632</b>	<b>287</b>	<b>54</b>	<b>337</b>	<b>368</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
There is never any excuse for breaking the law and those that do so deserve punishment rather than sympathy	<b>60</b>	61	59	56	57	59	64	62	63	68	59	61	68	70	62	60
Neither	<b>15</b>	16	14	12	14	16	16	16	16	9	16	16	13	13	14	19
Don't know	<b>6</b>	5	6	7	4	5	5	12	6	4	4	3	3	1	5	5
<b>Pair 11</b>																
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	<b>17</b>	17	18	28	24	19	9	9	12	20	19	17	14	17	17	13
Britain has spent too much time and money trying to police the world. We should only intervene militarily when our interests are directly threatened.	<b>66</b>	67	64	52	56	67	73	68	74	66	64	68	74	71	72	68
Neither	<b>9</b>	8	10	10	11	7	10	10	7	9	9	9	8	3	7	9
Don't know	<b>8</b>	8	9	10	9	7	8	13	7	6	7	5	4	9	4	11
<b>Pair 12</b>																
Human Rights laws are a valuable protection against the government ignoring the human rights of British people, and on balance are a good thing	<b>31</b>	32	30	32	38	35	25	24	28	43	32	32	32	19	36	25
Human Rights laws are abused by lawyers making spurious cases on behalf of criminals and on balance they are been a bad thing	<b>52</b>	54	50	51	50	50	57	48	58	49	56	53	55	61	53	53
Neither	<b>7</b>	6	10	8	5	6	8	10	7	2	6	8	6	9	5	8
Don't know	<b>9</b>	9	10	10	7	9	10	18	8	5	7	7	7	11	5	13
<b>Pair 13</b>																
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	<b>69</b>	67	78	75	67	69	70	64	70	73	71	73	69	78	70	69
Inheritance tax is important because it stops rich families passing on their wealth and giving their children an unfair advantage in life over the children of ordinary families.	<b>17</b>	19	12	15	23	19	16	13	15	19	18	16	20	12	20	15
Neither	<b>7</b>	7	6	4	5	8	8	7	8	4	7	7	7	9	7	8
Don't know	<b>6</b>	6	4	6	5	5	7	15	7	4	4	4	4	1	3	8
<b>Pair 14</b>																
I mostly decide who to vote for based on what their policies will mean for me and my family.	<b>42</b>	41	46	41	38	41	42	50	44	39	38	43	51	52	38	44
I mostly decide who to vote for based on what their policies will mean for society as a whole.	<b>40</b>	43	33	43	49	43	37	28	34	50	46	41	35	27	49	33
Neither	<b>11</b>	11	13	7	8	10	14	11	16	6	11	11	11	13	9	14
Don't know	<b>7</b>	6	8	9	5	6	7	11	6	4	4	5	2	7	4	9

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	1771	565	461	119	193	60	526	392	319	859	912	211	448	606	507	1009	762	227	576	379	436	154	1034	303	229	
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Pair 15**

The welfare state has become too generous to people that don't try hard enough to help themselves.	<b>56</b>	85	32	52	60	15	80	39	45	55	57	48	51	57	63	61	50	51	61	60	49	56	65	44	40
The welfare state helps those that need it and we should try to protect it at its current level	<b>30</b>	9	54	33	28	61	12	52	37	32	27	33	30	30	28	28	32	33	27	27	33	33	24	36	50
Neither	<b>8</b>	4	11	13	6	18	4	8	13	7	8	5	9	8	7	6	10	8	8	4	10	8	8	10	5
Don't know	<b>7</b>	3	4	2	6	6	4	2	6	6	7	14	11	5	2	5	9	8	5	8	9	3	4	9	5

**Pair 16**

Decisions about how public services are run should be made as locally as possible to reflect the needs and priorities of local people	<b>57</b>	64	52	57	62	56	62	53	59	57	57	55	55	57	58	57	56	49	60	56	55	64	58	57	56
Decisions about how public services are run should be made at a national level to ensure people in all parts of the country receive the same levels of service	<b>26</b>	25	32	36	25	24	25	35	25	28	25	20	24	26	32	28	25	32	25	29	24	23	28	20	27
Neither	<b>7</b>	5	10	6	6	13	5	7	8	8	7	12	7	8	5	7	7	11	6	5	9	6	7	8	7
Don't know	<b>10</b>	6	6	1	8	7	7	6	8	7	12	13	15	9	5	8	11	7	9	10	12	7	7	14	9

**Thinking about potential policies a future government could deliver, which of the following would you most like to see? Please tick up to three**

Raising the personal allowance (the amount you earn before you start paying tax).	<b>40</b>	51	33	48	38	40	49	34	45	41	38	31	36	41	45	44	34	41	48	34	33	39	44	35	26
Reducing the 20% rate of VAT to 17.5%	<b>33</b>	33	41	26	33	34	33	40	33	38	29	35	29	33	36	33	33	33	35	33	33	29	35	27	36
Freezing energy bills	<b>29</b>	19	47	20	29	20	20	45	29	25	33	21	27	27	36	25	34	30	25	28	34	28	27	26	49
Reducing taxes on petrol and diesel	<b>25</b>	29	22	17	34	11	28	23	25	27	23	19	20	31	23	24	26	16	23	32	26	22	27	20	23
Reducing the cost of public transport	<b>22</b>	18	26	28	20	47	16	24	28	22	23	26	24	22	19	25	19	34	22	23	17	17	22	26	17
Abolishing or reducing the TV licence fee	<b>20</b>	19	18	9	28	12	21	18	14	20	20	12	26	20	17	16	25	15	14	25	25	25	17	27	35
Freezing council tax	<b>19</b>	21	21	14	18	15	17	23	18	17	21	15	19	18	22	18	21	14	22	18	19	21	18	25	25
Increasing the amount people can leave when they die without paying inheritance tax	<b>19</b>	32	10	20	14	6	32	10	13	16	22	15	17	18	23	21	15	21	23	19	14	13	24	12	7
Introducing a new 10p band of income tax for low earners	<b>18</b>	14	23	27	18	26	14	21	26	21	15	17	13	18	23	17	20	15	20	15	20	19	19	18	17
Reducing the stamp duty paid on buying a home	<b>11</b>	14	13	9	11	10	13	10	12	9	14	15	14	7	13	13	10	15	14	8	11	7	13	12	3
Reducing national insurance	<b>8</b>	12	4	4	11	6	13	5	5	10	6	7	10	10	5	10	6	9	9	8	7	10	8	9	7
Making parking in public places like high streets free	<b>8</b>	9	6	11	11	6	10	8	9	7	9	8	6	9	9	8	8	8	7	12	7	3	9	6	7
Reducing Air Passenger Duty on flights	<b>5</b>	4	4	14	4	1	5	4	6	5	5	6	4	4	6	5	4	4	5	3	3	11	5	2	4
Reducing the cost of fines, such as parking tickets and speeding tickets	<b>3</b>	2	2	4	4	0	2	3	3	3	2	3	2	2	3	2	3	1	4	1	3	2	3	3	4
Reducing tax on beer, wine and spirits	<b>3</b>	3	2	6	5	5	2	3	2	4	2	8	4	3	2	3	3	4	4	3	2	1	3	4	2
None of these	<b>2</b>	1	1	4	3	4	2	1	3	2	2	4	1	3	1	2	1	3	2	1	2	3	2	1	2
Don't know	<b>6</b>	3	3	0	2	5	3	4	2	5	7	11	9	4	2	5	6	5	3	8	7	8	3	8	5

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	1771	800	384	256	163	306	300	227	139	144	112	821	240	34	121	52	482
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Pair 15**

The welfare state has become too generous to people that don't try hard enough to help themselves.	<b>56</b>	63	55	30	37	54	59	58	65	66	69	63	56	35	47	56	49
The welfare state helps those that need it and we should try to protect it at its current level	<b>30</b>	24	32	56	40	34	33	30	24	21	18	25	30	33	39	26	34
Neither	<b>8</b>	7	8	10	12	10	3	6	9	9	6	6	9	20	11	11	6
Don't know	<b>7</b>	6	5	5	11	3	4	5	1	4	7	5	5	12	3	8	11

**Pair 16**

Decisions about how public services are run should be made as locally as possible to reflect the needs and priorities of local people	<b>57</b>	57	55	54	56	61	57	60	58	57	61	61	50	54	49	48	57
Decisions about how public services are run should be made at a national level to ensure people in all parts of the country receive the same levels of service	<b>26</b>	24	31	28	25	26	28	29	25	28	26	27	28	44	29	22	23
Neither	<b>7</b>	8	8	10	7	7	7	4	9	9	4	5	13	3	12	11	7
Don't know	<b>10</b>	11	6	8	13	6	7	7	8	6	9	8	9	0	10	19	13

**Thinking about potential policies a future government could deliver, which of the following would you most like to see? Please tick up to three**

Raising the personal allowance (the amount you earn before you start paying tax).	<b>40</b>	43	42	34	23	36	46	43	47	50	41	43	34	40	34	38	39
Reducing the 20% rate of VAT to 17.5%	<b>33</b>	31	38	36	29	38	34	33	36	28	33	33	27	30	40	33	35
Freezing energy bills	<b>29</b>	28	27	44	34	41	34	24	20	24	12	31	25	37	43	42	22
Reducing taxes on petrol and diesel	<b>25</b>	26	24	21	14	25	22	26	35	23	24	28	22	26	21	21	22
Reducing the cost of public transport	<b>22</b>	21	21	21	27	17	24	21	25	27	23	21	25	18	21	23	24
Abolishing or reducing the TV licence fee	<b>20</b>	20	15	31	40	23	15	17	17	15	17	19	19	32	22	19	21
Freezing council tax	<b>19</b>	20	17	20	27	28	19	19	10	12	13	19	14	19	18	24	22
Increasing the amount people can leave when they die without paying inheritance tax	<b>19</b>	20	20	9	12	13	19	21	20	23	33	23	20	19	10	15	14
Introducing a new 10p band of income tax for low earners	<b>18</b>	20	18	20	15	22	24	16	17	18	9	18	18	23	24	24	17
Reducing the stamp duty paid on buying a home	<b>11</b>	11	13	10	9	9	14	11	11	19	12	12	16	6	8	10	10
Reducing national insurance	<b>8</b>	10	8	3	2	4	9	7	17	13	15	8	6	2	5	3	11
Making parking in public places like high streets free	<b>8</b>	8	10	9	6	7	9	9	8	5	10	9	8	9	10	4	6
Reducing Air Passenger Duty on flights	<b>5</b>	5	6	4	4	2	3	8	5	7	4	4	6	4	6	5	5
Reducing the cost of fines, such as parking tickets and speeding tickets	<b>3</b>	3	2	3	7	3	3	1	1	3	5	3	2	1	1	3	3
Reducing tax on beer, wine and spirits	<b>3</b>	3	1	1	2	4	4	2	2	3	6	2	6	4	2	0	4
None of these	<b>2</b>	2	2	0	3	1	0	3	4	3	2	2	1	0	1	0	3
Don't know	<b>6</b>	5	5	4	7	4	3	6	1	4	6	3	7	8	8	6	8

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Pair 15**

The welfare state has become too generous to people that don't try hard enough to help themselves.	<b>56</b>	58	53	63	60	61	57	49	39	74	66	57	44	39	57	61
The welfare state helps those that need it and we should try to protect it at its current level	<b>30</b>	29	32	23	28	31	26	27	45	16	23	33	42	38	33	24
Neither	<b>8</b>	7	9	6	7	5	10	12	9	8	7	6	10	17	6	8
Don't know	<b>7</b>	6	7	9	5	3	8	12	7	2	4	4	4	6	4	7

**Pair 16**

Decisions about how public services are run should be made as locally as possible to reflect the needs and priorities of local people	<b>57</b>	58	54	58	52	59	58	54	56	61	58	59	61	46	60	57
Decisions about how public services are run should be made at a national level to ensure people in all parts of the country receive the same levels of service	<b>26</b>	27	24	29	31	25	24	23	28	28	27	27	24	34	26	23
Neither	<b>7</b>	7	9	6	10	7	8	8	6	5	8	7	7	10	8	6
Don't know	<b>10</b>	8	12	6	7	9	10	15	11	5	7	7	7	10	6	13

**Thinking about potential policies a future government could deliver, which of the following would you most like to see? Please tick up to three**

Raising the personal allowance (the amount you earn before you start paying tax).	<b>40</b>	42	34	45	43	44	36	34	32	56	45	39	36	31	43	39
Reducing the 20% rate of VAT to 17.5%	<b>33</b>	33	35	29	32	35	31	29	40	25	35	37	34	15	39	28
Freezing energy bills	<b>29</b>	30	28	20	23	29	30	31	43	18	22	32	41	49	27	31
Reducing taxes on petrol and diesel	<b>25</b>	24	29	20	24	25	31	24	21	21	24	28	26	15	30	25
Reducing the cost of public transport	<b>22</b>	23	20	18	26	26	20	19	18	24	23	22	24	19	24	24
Abolishing or reducing the TV licence fee	<b>20</b>	19	24	15	17	16	20	26	32	10	16	19	29	44	19	17
Freezing council tax	<b>19</b>	19	20	13	20	19	20	25	20	26	14	20	29	25	16	22
Increasing the amount people can leave when they die without paying inheritance tax	<b>19</b>	19	18	30	21	18	18	10	15	20	29	15	10	6	14	21
Introducing a new 10p band of income tax for low earners	<b>18</b>	19	16	15	18	17	24	16	15	18	20	20	15	22	24	16
Reducing the stamp duty paid on buying a home	<b>11</b>	12	11	16	12	12	13	7	8	9	13	14	8	8	12	12
Reducing national insurance	<b>8</b>	7	12	11	10	10	6	5	5	15	9	7	8	2	10	7
Making parking in public places like high streets free	<b>8</b>	9	7	8	9	8	8	9	8	10	9	8	8	9	6	9
Reducing Air Passenger Duty on flights	<b>5</b>	5	2	6	5	5	6	2	3	4	8	3	3	6	5	5
Reducing the cost of fines, such as parking tickets and speeding tickets	<b>3</b>	3	2	3	2	2	3	3	2	4	2	3	3	2	3	3
Reducing tax on beer, wine and spirits	<b>3</b>	4	1	6	2	2	3	3	5	2	4	3	1	2	2	2
None of these	<b>2</b>	2	2	5	1	2	2	1	0	5	2	2	2	3	2	2
Don't know	<b>6</b>	5	6	5	5	5	4	11	6	2	4	3	2	2	2	7

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	<b>1771</b>	565	461	119	193	60	526	392	319	859	912	211	448	606	507	1009	762	227	576	379	436	154	1034	303	229	
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about potential policies on healthcare a future government could deliver, which of the following would you most like to see? Please tick up to three

Preventing foreign nationals coming to the UK just to use the NHS	<b>48</b>	64	35	41	73	14	68	42	36	45	51	26	37	52	64	48	48	48	51	50	47	40	54	39	44
Extending GP opening hours, including weekends	<b>36</b>	40	36	51	30	23	39	34	43	38	34	40	38	37	32	37	35	40	38	35	34	33	39	35	26
Reducing the cost of care homes for sick and elderly people	<b>35</b>	38	38	27	33	26	38	35	34	33	36	29	26	38	41	35	34	26	39	36	32	34	40	27	33
Increasing the number of nurses in hospital wards	<b>29</b>	25	34	19	27	43	23	36	31	26	31	17	26	30	34	30	27	28	31	26	25	36	29	27	33
Extending access to drugs that help treat cancer	<b>25</b>	28	24	20	29	27	28	23	24	23	28	27	26	24	26	23	28	26	27	21	28	21	24	24	27
Trying to reduce A&E waiting times	<b>25</b>	23	31	26	22	33	23	27	27	29	21	33	27	24	21	25	24	28	22	25	30	16	25	25	29
Improving mental health facilities	<b>22</b>	14	30	40	9	52	13	29	32	20	23	25	23	23	18	25	18	22	23	21	21	21	19	31	23
Reducing waiting times for surgery	<b>18</b>	18	23	17	19	21	17	20	22	21	16	17	17	18	21	18	19	22	16	19	19	17	18	17	23
Spending more money to research treatment for dementia and Alzheimers	<b>16</b>	18	16	18	16	19	17	18	15	16	17	10	15	16	21	18	14	12	15	18	16	22	18	14	10
Closing unsafe hospitals	<b>5</b>	5	4	2	8	2	5	5	6	5	4	6	3	5	5	5	5	3	5	6	4	5	5	5	6
Providing online access to patient medical records	<b>4</b>	4	4	5	2	2	2	3	6	5	3	7	4	3	3	5	3	6	4	2	2	8	4	4	4
Helping more people quit smoking	<b>3</b>	1	3	5	3	4	2	4	2	3	3	6	2	3	2	4	2	3	2	4	3	2	2	4	3
Giving extra help to people with obesity	<b>3</b>	1	4	3	6	3	1	5	1	3	3	3	7	2	1	3	3	2	3	3	4	3	2	6	4
None of these	<b>1</b>	1	0	0	0	4	1	0	0	1	0	2	1	1	0	1	1	0	2	0	0	0	0	2	1
Don't know	<b>6</b>	3	3	0	4	2	4	3	2	6	6	13	11	4	1	5	8	8	3	8	8	10	3	8	7

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about potential policies on healthcare a future government could deliver, which of the following would you most like to see? Please tick up to three

Preventing foreign nationals coming to the UK just to use the NHS	<b>48</b>	51	48	46	39	52	50	49	47	51	36	55	44	52	54	50	36
Extending GP opening hours, including weekends	<b>36</b>	40	39	29	23	32	38	40	45	44	40	36	35	31	35	34	37
Reducing the cost of care homes for sick and elderly people	<b>35</b>	35	38	34	28	33	42	37	37	33	28	38	35	41	40	35	27
Increasing the number of nurses in hospital wards	<b>29</b>	26	34	31	23	32	31	28	30	26	24	32	30	26	29	35	23
Extending access to drugs that help treat cancer	<b>25</b>	25	22	29	29	30	28	25	25	21	19	26	25	12	30	22	26
Trying to reduce A&E waiting times	<b>25</b>	26	25	27	23	25	29	23	24	28	29	24	24	36	26	13	27
Improving mental health facilities	<b>22</b>	19	20	28	27	22	21	20	24	24	20	17	21	12	26	14	30
Reducing waiting times for surgery	<b>18</b>	18	19	17	18	19	17	19	18	18	23	19	16	29	11	25	19
Spending more money to research treatment for dementia and Alzheimers	<b>16</b>	17	18	14	12	14	14	15	17	23	26	18	17	5	14	14	14
Closing unsafe hospitals	<b>5</b>	4	4	5	10	5	3	3	4	4	9	5	6	9	3	6	4
Providing online access to patient medical records	<b>4</b>	4	3	4	3	6	2	5	4	3	6	3	3	11	1	10	6
Helping more people quit smoking	<b>3</b>	2	3	3	3	3	2	4	2	1	6	3	3	1	0	5	3
Giving extra help to people with obesity	<b>3</b>	2	3	5	6	2	3	2	5	4	3	2	6	1	5	0	3
None of these	<b>1</b>	1	0	0	0	1	1	1	1	0	0	0	0	0	0	0	2
Don't know	<b>6</b>	6	4	5	11	4	3	4	3	5	7	4	7	3	4	10	10

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about potential policies on healthcare a future government could deliver, which of the following would you most like to see? Please tick up to three**

Preventing foreign nationals coming to the UK just to use the NHS	<b>48</b>	51	41	43	48	51	47	45	52	43	50	51	52	42	45	53
Extending GP opening hours, including weekends	<b>36</b>	36	38	40	35	37	42	32	26	46	39	37	34	23	39	39
Reducing the cost of care homes for sick and elderly people	<b>35</b>	36	32	34	36	35	39	25	33	31	36	40	31	30	37	37
Increasing the number of nurses in hospital wards	<b>29</b>	30	25	27	28	32	28	21	28	19	32	28	33	24	29	31
Extending access to drugs that help treat cancer	<b>25</b>	25	29	17	21	27	26	37	26	22	23	28	30	28	25	28
Trying to reduce A&E waiting times	<b>25</b>	23	31	26	25	26	25	27	20	28	27	25	22	28	30	21
Improving mental health facilities	<b>22</b>	22	21	21	24	27	14	17	25	19	22	22	28	18	20	23
Reducing waiting times for surgery	<b>18</b>	19	17	18	22	15	18	19	20	20	20	18	19	22	21	12
Spending more money to research treatment for dementia and Alzheimers	<b>16</b>	17	15	19	23	15	12	15	16	25	16	17	15	16	14	14
Closing unsafe hospitals	<b>5</b>	5	3	6	5	4	5	2	6	10	4	5	5	6	5	4
Providing online access to patient medical records	<b>4</b>	4	4	4	4	5	2	1	4	12	3	4	2	1	4	4
Helping more people quit smoking	<b>3</b>	2	4	4	3	4	2	0	1	4	2	3	3	1	3	3
Giving extra help to people with obesity	<b>3</b>	2	6	5	3	2	2	2	6	1	3	3	4	14	2	2
None of these	<b>1</b>	1	1	2	0	0	1	1	2	0	1	0	0	3	0	0
Don't know	<b>6</b>	5	7	7	5	3	8	13	5	3	4	3	4	4	4	6

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure			
Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b> 1771	565	461	119	193	60	526	392	319	859	912	211	448	606	507	1009	762	227	576	379	436	154	1034	303	229	
<b>Unweighted Sample</b> 1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about potential policies on education a future government could deliver, which of the following would you most like to see? Please tick up to three**

Introducing stricter discipline in schools	42	53	37	38	59	14	53	41	40	41	44	17	29	49	57	42	43	41	43	48	40	33	48	29	53
Reducing class sizes	36	29	43	41	36	54	30	42	43	32	40	34	34	38	35	37	35	29	39	34	36	36	36	35	36
Making sure our exam standards match the best in the world	33	44	27	28	36	21	43	32	28	36	31	24	28	31	44	34	32	38	34	34	28	36	35	29	35
Spending more time teaching maths and science	30	36	30	21	30	23	34	32	31	33	26	25	26	29	34	33	25	31	31	30	27	29	32	27	26
Improving vocational education	27	23	33	32	24	33	25	31	31	25	30	28	28	25	29	29	25	35	31	22	23	28	29	26	23
Spending more time teaching advanced IT skills like coding and programming	16	18	20	27	8	25	15	20	20	21	11	21	19	13	15	19	12	23	18	14	13	14	14	20	19
Increasing the length of the school day, so children are in school for longer	15	20	13	10	16	7	20	11	13	18	11	4	15	17	16	14	15	10	14	15	18	16	17	12	17
Spending more time and resources on sport in schools	13	13	15	13	16	21	14	13	11	14	12	16	13	11	14	13	14	9	14	10	17	16	14	13	12
Increasing the number of teaching assistants	12	7	16	9	13	16	9	14	13	8	15	18	11	12	9	10	14	10	13	14	10	11	11	11	13
Spending more time teaching foreign languages	11	9	16	9	6	19	8	11	12	12	10	27	10	9	9	13	9	12	10	12	12	9	10	14	5
Improving school food	8	4	11	11	6	16	3	12	9	7	9	8	12	8	5	6	10	4	9	7	9	10	7	10	9
None of these	2	1	1	5	0	5	1	2	1	1	3	4	1	3	1	2	3	1	3	2	2	2	2	2	2
Don't know	10	7	6	2	9	3	8	6	6	10	11	14	15	9	6	8	12	11	6	12	13	11	8	13	9

**Thinking about potential policies that might help families that a future Government could deliver, which of the following would you most like to see?**

Increasing the number of free childcare hours for parents	33	25	40	40	25	42	26	41	36	28	37	34	39	27	33	32	33	38	35	28	29	36	31	34	36
Wherever possible, locating nurseries in primary schools	28	29	34	31	23	17	30	36	29	26	31	19	22	28	39	27	30	32	27	32	26	29	32	22	33
Extending the school day so all schools are offering childcare to 6pm on site	26	31	23	41	22	20	32	27	29	28	24	15	27	26	30	28	23	27	27	24	26	25	28	26	24
Increasing statutory holiday entitlement	21	15	28	15	21	31	13	25	25	20	22	26	23	23	13	22	19	15	24	22	19	16	21	24	17
Making tax free savings for children more generous	18	19	19	18	16	15	18	20	15	19	17	27	21	16	15	18	19	20	21	18	16	15	17	18	20
Introducing flexible season tickets for trains for parents that work part time	17	14	19	21	19	21	16	20	17	16	18	22	20	16	13	17	16	28	19	11	13	18	16	21	18
Introducing an additional, new bank holiday	16	16	17	16	20	18	16	18	19	16	16	14	19	19	11	17	15	12	20	17	15	8	17	14	15
Making the purchasing of essentials for new babies – like prams – tax deductible	16	15	16	15	13	25	12	16	20	17	15	28	23	10	11	16	16	15	16	14	18	16	12	28	13
Sending books to every child on their birthday	11	10	12	10	14	12	9	11	11	10	12	20	12	10	6	11	10	1	12	12	14	8	10	12	11
None of these	10	13	6	7	18	11	15	7	8	10	11	1	5	13	16	11	9	9	11	11	9	11	12	10	10
Don't know	14	11	12	4	13	9	12	10	10	15	13	18	15	13	13	12	17	15	10	16	17	15	12	15	15

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about potential policies on education a future government could deliver, which of the following would you most like to see? Please tick up to three**

Introducing stricter discipline in schools	<b>42</b>	44	47	44	39	49	50	36	43	39	41	50	35	40	44	51	32
Reducing class sizes	<b>36</b>	31	43	38	39	32	35	41	28	39	37	38	29	45	45	29	34
Making sure our exam standards match the best in the world	<b>33</b>	36	30	34	25	31	39	29	40	35	38	36	30	30	28	41	30
Spending more time teaching maths and science	<b>30</b>	33	27	22	26	26	33	30	35	35	38	31	27	16	31	26	29
Improving vocational education	<b>27</b>	24	34	27	28	23	25	34	27	32	27	27	32	26	21	26	26
Spending more time teaching advanced IT skills like coding and programming	<b>16</b>	17	14	16	15	19	10	17	23	17	27	15	11	18	13	6	22
Increasing the length of the school day, so children are in school for longer	<b>15</b>	18	16	16	10	18	18	16	14	20	10	16	17	17	15	13	12
Spending more time and resources on sport in schools	<b>13</b>	15	10	17	13	17	11	13	10	14	12	13	12	13	12	16	13
Increasing the number of teaching assistants	<b>12</b>	7	14	16	17	12	12	15	7	6	6	12	9	8	11	20	12
Spending more time teaching foreign languages	<b>11</b>	10	8	13	11	9	11	7	14	16	16	8	18	12	5	11	15
Improving school food	<b>8</b>	8	5	7	9	9	10	8	6	6	3	5	10	15	7	4	12
None of these	<b>2</b>	2	2	1	1	4	1	3	1	1	0	1	4	0	4	0	2
Don't know	<b>10</b>	11	8	9	14	8	8	7	8	7	8	8	12	13	14	15	12

**Thinking about potential policies that might help families that a future Government could deliver, which of the following would you most like to see?**

Increasing the number of free childcare hours for parents	<b>33</b>	28	33	38	39	34	36	35	30	31	33	32	31	39	30	36	35
Wherever possible, locating nurseries in primary schools	<b>28</b>	26	33	35	31	28	35	31	30	23	25	31	27	24	30	41	24
Extending the school day so all schools are offering childcare to 6pm on site	<b>26</b>	29	23	28	24	26	25	33	21	37	29	26	31	22	27	29	24
Increasing statutory holiday entitlement	<b>21</b>	20	23	17	17	21	21	23	25	20	18	21	20	38	18	10	21
Making tax free savings for children more generous	<b>18</b>	17	15	19	18	21	16	21	16	20	20	18	15	28	8	30	21
Introducing flexible season tickets for trains for parents that work part time	<b>17</b>	15	16	25	19	17	16	22	21	18	13	15	20	24	13	8	19
Introducing an additional, new bank holiday	<b>16</b>	16	18	11	12	12	17	20	20	24	17	16	18	19	6	18	17
Making the purchasing of essentials for new babies – like prams – tax deductible	<b>16</b>	15	17	15	16	15	15	17	25	19	11	14	18	9	10	12	21
Sending books to every child on their birthday	<b>11</b>	8	10	13	9	10	16	11	12	9	14	10	15	5	5	8	12
None of these	<b>10</b>	11	13	9	6	9	12	10	11	8	12	13	10	7	15	7	6
Don't know	<b>14</b>	16	12	13	16	14	10	12	8	8	10	13	13	0	21	11	16

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about potential policies on education a future government could deliver, which of the following would you most like to see? Please tick up to three**

Introducing stricter discipline in schools	<b>42</b>	46	34	42	40	43	44	37	46	44	43	46	47	36	43	43
Reducing class sizes	<b>36</b>	34	43	35	44	33	38	27	35	21	38	38	39	48	34	36
Making sure our exam standards match the best in the world	<b>33</b>	35	29	42	34	31	30	30	36	33	38	34	34	23	31	30
Spending more time teaching maths and science	<b>30</b>	31	26	39	32	30	28	20	25	45	34	31	24	13	31	28
Improving vocational education	<b>27</b>	27	29	23	30	31	30	17	25	25	31	26	32	17	27	33
Spending more time teaching advanced IT skills like coding and programming	<b>16</b>	17	16	14	18	22	12	13	13	29	18	17	15	5	24	12
Increasing the length of the school day, so children are in school for longer	<b>15</b>	15	13	13	11	16	16	12	16	16	13	17	16	13	20	13
Spending more time and resources on sport in schools	<b>13</b>	14	12	12	11	14	13	12	16	9	13	14	15	11	16	11
Increasing the number of teaching assistants	<b>12</b>	10	16	5	11	12	16	8	13	7	9	14	14	21	10	17
Spending more time teaching foreign languages	<b>11</b>	11	12	12	13	12	10	8	8	16	11	13	9	8	13	10
Improving school food	<b>8</b>	8	9	8	6	6	11	14	7	4	7	7	11	22	7	9
None of these	<b>2</b>	2	2	3	2	1	2	5	1	4	1	2	1	1	0	3
Don't know	<b>10</b>	9	11	9	9	8	10	20	11	8	8	7	7	11	7	10

**Thinking about potential policies that might help families that a future Government could deliver, which of the following would you most like to see?**

Increasing the number of free childcare hours for parents	<b>33</b>	31	37	29	31	35	33	27	35	24	32	33	42	32	31	37
Wherever possible, locating nurseries in primary schools	<b>28</b>	29	27	25	31	26	28	23	38	23	28	29	38	20	24	29
Extending the school day so all schools are offering childcare to 6pm on site	<b>26</b>	28	20	27	23	32	24	20	25	26	27	29	24	25	31	26
Increasing statutory holiday entitlement	<b>21</b>	19	26	17	25	23	21	24	12	30	18	20	29	19	20	24
Making tax free savings for children more generous	<b>18</b>	17	23	18	20	17	20	13	20	13	20	17	21	15	20	17
Introducing flexible season tickets for trains for parents that work part time	<b>17</b>	15	21	16	14	20	18	14	14	15	16	19	18	19	19	20
Introducing an additional, new bank holiday	<b>16</b>	16	18	15	16	19	16	15	13	32	16	15	15	18	17	18
Making the purchasing of essentials for new babies – like prams – tax deductible	<b>16</b>	16	16	15	16	16	14	20	15	10	17	18	15	20	16	15
Sending books to every child on their birthday	<b>11</b>	9	16	12	12	10	10	7	13	7	10	11	13	16	8	11
None of these	<b>10</b>	11	8	16	11	10	10	9	7	12	10	11	9	10	8	12
Don't know	<b>14</b>	14	12	11	10	13	15	21	17	12	13	12	10	10	15	13

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure			
Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	<b>1771</b>	<b>565</b>	<b>461</b>	<b>119</b>	<b>193</b>	<b>60</b>	<b>526</b>	<b>392</b>	<b>319</b>	<b>859</b>	<b>912</b>	<b>211</b>	<b>448</b>	<b>606</b>	<b>507</b>	<b>1009</b>	<b>762</b>	<b>227</b>	<b>576</b>	<b>379</b>	<b>436</b>	<b>154</b>	<b>1034</b>	<b>303</b>	<b>229</b>
<b>Unweighted Sample</b>	<b>1771</b>	<b>511</b>	<b>485</b>	<b>76</b>	<b>197</b>	<b>106</b>	<b>505</b>	<b>432</b>	<b>338</b>	<b>851</b>	<b>920</b>	<b>115</b>	<b>357</b>	<b>689</b>	<b>610</b>	<b>1148</b>	<b>623</b>	<b>184</b>	<b>584</b>	<b>371</b>	<b>427</b>	<b>205</b>	<b>1149</b>	<b>266</b>	<b>209</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about potential policies on law and order a future government could deliver, which of the following would you most like to see?**

**Please tick up to three**

Amending human rights laws to ensure the swifter deportation of criminals who are foreign nationals	<b>41</b>	52	31	41	62	11	58	39	31	40	42	23	26	46	57	43	40	37	43	44	41	38	47	27	43
Harsher sentences for crimes involving violence and sexual assault	<b>35</b>	37	37	22	33	36	35	37	33	30	39	37	35	33	35	33	37	32	38	36	33	29	33	33	42
Ending the automatic release of prisoners part way through their sentences	<b>33</b>	38	31	22	42	30	37	30	31	32	34	34	28	30	41	33	33	25	34	33	35	37	36	30	29
Increasing the amount of police on the streets	<b>28</b>	27	33	29	31	28	29	32	35	30	27	12	26	32	32	28	28	30	28	31	26	24	31	23	27
Charging prisoners who have the money for the cost of their prison accommodation	<b>22</b>	22	19	24	21	19	22	21	18	19	24	29	23	21	18	20	23	17	22	21	25	21	20	21	27
Cracking down on anti-social behaviour like public drunkenness	<b>18</b>	18	20	31	13	12	18	20	25	19	17	10	16	19	21	20	16	23	17	19	17	16	20	19	15
Increasing the amount of work prisoners are required to do in prison	<b>18</b>	23	16	9	18	14	22	15	15	17	19	16	19	19	16	19	16	17	19	15	17	22	19	15	14
Harsher sentences for drug dealers	<b>16</b>	13	23	13	15	5	14	20	17	16	15	10	12	15	21	12	20	13	13	17	20	13	18	7	22
Maintaining the ban on prisoners voting	<b>16</b>	22	11	15	20	4	22	10	14	17	15	18	13	17	16	17	14	12	19	16	15	12	17	15	11
Sending fewer people to prison for non-violent offences	<b>15</b>	9	23	22	4	47	7	21	22	17	13	20	16	15	12	18	11	21	12	16	11	24	13	23	16
Wider use of CCTV	<b>8</b>	9	9	12	5	0	7	9	6	8	8	11	8	6	9	7	9	9	9	6	7	7	9	7	8
Reducing the use of stop and search	<b>5</b>	3	7	4	4	24	1	8	6	7	4	10	7	4	3	7	3	7	6	3	4	6	5	8	4
Increasing the age at which people are treated as adults in the justice system to 21	<b>3</b>	2	5	7	1	12	2	5	5	3	3	6	4	2	3	4	3	1	3	3	5	2	3	4	1
Electing the members of boards that decide who gets parole	<b>2</b>	1	3	9	3	2	1	2	1	2	2	4	2	2	2	2	3	1	2	2	3	0	3	2	0
None of these	<b>1</b>	0	1	1	0	5	0	1	1	1	1	0	1	1	0	1	1	0	1	0	1	2	0	1	1
Don't know	<b>7</b>	3	5	0	6	4	4	5	4	8	7	15	12	6	2	6	9	9	5	7	10	9	4	11	7

**Some politicians are calling for local areas like cities to take more power over services like education, healthcare and policing. This would include the possibility of allowing cities to have a greater say over the rates of tax locally.**

**Generally speaking, do you think this is a good or bad idea?**

Good idea	<b>45</b>	48	45	43	46	51	46	47	45	52	38	59	48	39	43	44	46	43	46	45	44	46	43	51	44
Bad idea	<b>24</b>	28	26	35	24	16	26	27	26	26	23	16	20	26	29	28	20	29	26	21	23	24	27	21	23
Don't know	<b>31</b>	24	29	22	30	33	28	26	29	22	38	25	32	34	27	28	34	28	28	34	33	30	30	29	34

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector			Out of Work / Means Tested Benefits	Household Income (£)							Marital status					
	Total	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about potential policies on law and order a future government could deliver, which of the following would you most like to see?

Please tick up to three

Amending human rights laws to ensure the swifter deportation of criminals who are foreign nationals	<b>41</b>	43	44	32	34	42	40	39	49	45	43	48	33	43	49	41	32
Harsher sentences for crimes involving violence and sexual assault	<b>35</b>	32	34	43	43	37	31	28	42	34	37	34	31	35	37	36	38
Ending the automatic release of prisoners part way through their sentences	<b>33</b>	34	34	35	26	34	37	30	30	33	30	36	29	39	32	34	30
Increasing the amount of police on the streets	<b>28</b>	24	34	29	24	30	31	31	25	30	20	31	27	30	27	36	24
Charging prisoners who have the money for the cost of their prison accommodation	<b>22</b>	24	18	27	16	23	27	24	23	27	19	21	23	23	20	19	21
Cracking down on anti-social behaviour like public drunkenness	<b>18</b>	17	21	20	11	20	21	23	17	11	21	19	16	22	16	14	17
Increasing the amount of work prisoners are required to do in prison	<b>18</b>	19	18	12	14	16	16	21	13	26	22	19	16	17	20	16	18
Harsher sentences for drug dealers	<b>16</b>	16	15	23	17	18	21	15	15	12	11	18	18	11	14	26	10
Maintaining the ban on prisoners voting	<b>16</b>	18	15	12	14	17	17	13	12	14	17	16	15	7	15	20	16
Sending fewer people to prison for non-violent offences	<b>15</b>	13	17	15	21	12	12	12	20	19	16	12	12	8	19	12	21
Wider use of CCTV	<b>8</b>	9	5	7	6	11	9	11	7	3	8	8	12	7	5	8	6
Reducing the use of stop and search	<b>5</b>	5	4	4	6	8	4	3	7	3	8	3	6	8	3	2	9
Increasing the age at which people are treated as adults in the justice system to 21	<b>3</b>	3	3	2	2	3	2	4	3	5	4	3	3	3	1	0	5
Electing the members of boards that decide who gets parole	<b>2</b>	2	1	3	2	3	4	3	0	0	1	1	5	2	2	2	2
None of these	<b>1</b>	1	1	1	1	1	1	2	0	0	0	0	1	0	3	0	1
Don't know	<b>7</b>	8	5	6	13	5	4	4	5	6	8	5	10	3	6	8	11

Some politicians are calling for local areas like cities to take more power over services like education, healthcare and policing. This would include the possibility of allowing cities to have a greater say over the rates of tax locally.

Generally speaking, do you think this is a good or bad idea?

Good idea	<b>45</b>	49	36	43	43	49	45	44	50	51	45	43	49	16	37	41	50
Bad idea	<b>24</b>	22	33	25	19	25	25	22	30	23	27	26	20	43	32	31	21
Don't know	<b>31</b>	29	31	32	38	26	30	34	20	25	28	31	31	41	31	29	29

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	<b>1304</b>	<b>440</b>	<b>212</b>	<b>284</b>	<b>514</b>	<b>372</b>	<b>159</b>	<b>231</b>	<b>93</b>	<b>573</b>	<b>661</b>	<b>293</b>	<b>59</b>	<b>429</b>	<b>457</b>
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about potential policies on law and order a future government could deliver, which of the following would you most like to see?**

**Please tick up to three**

Amending human rights laws to ensure the swifter deportation of criminals who are foreign nationals	<b>41</b>	45	33	37	45	43	41	32	43	36	47	42	41	36	42	43
Harsher sentences for crimes involving violence and sexual assault	<b>35</b>	34	39	30	30	35	33	42	41	24	35	36	41	35	30	39
Ending the automatic release of prisoners part way through their sentences	<b>33</b>	34	32	28	34	34	34	30	35	34	32	36	34	35	33	34
Increasing the amount of police on the streets	<b>28</b>	30	24	25	26	31	29	23	30	14	32	30	31	21	33	28
Charging prisoners who have the money for the cost of their prison accommodation	<b>22</b>	20	28	19	21	20	25	21	21	22	18	25	22	17	20	25
Cracking down on anti-social behaviour like public drunkenness	<b>18</b>	20	13	16	24	19	15	14	17	13	20	19	17	13	21	14
Increasing the amount of work prisoners are required to do in prison	<b>18</b>	17	20	21	21	17	20	10	15	27	18	19	18	9	17	20
Harsher sentences for drug dealers	<b>16</b>	15	17	14	11	12	23	18	16	19	14	17	17	19	18	15
Maintaining the ban on prisoners voting	<b>16</b>	17	14	22	15	17	12	12	17	21	16	17	13	8	17	13
Sending fewer people to prison for non-violent offences	<b>15</b>	16	13	17	20	16	11	7	15	15	18	15	14	12	15	13
Wider use of CCTV	<b>8</b>	8	8	8	4	9	11	7	7	15	7	7	7	12	8	11
Reducing the use of stop and search	<b>5</b>	5	5	6	6	7	3	4	4	14	5	5	5	4	7	4
Increasing the age at which people are treated as adults in the justice system to 21	<b>3</b>	3	3	4	3	4	2	2	4	6	5	3	2	2	3	3
Electing the members of boards that decide who gets parole	<b>2</b>	2	1	2	2	1	4	1	3	0	2	2	2	2	1	3
None of these	<b>1</b>	1	1	2	1	1	0	2	1	2	1	0	1	1	1	0
Don't know	<b>7</b>	6	9	10	6	6	8	15	6	6	5	3	6	11	6	7

**Some politicians are calling for local areas like cities to take more power over services like education, healthcare and policing. This would include the possibility of allowing cities to have a greater say over the rates of tax locally.**

**Generally speaking, do you think this is a good or bad idea?**

Good idea	<b>45</b>	45	45	48	38	46	51	35	46	55	47	46	43	36	56	41
Bad idea	<b>24</b>	25	23	29	32	24	20	21	20	29	26	26	20	34	24	21
Don't know	<b>31</b>	30	32	23	30	29	29	44	35	16	27	28	37	30	20	38

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					House Tenure				
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Own / Part-Own	Private Rent	Social Housing	
<b>Weighted Sample</b>	1771	565	461	119	193	60	526	392	319	859	912	211	448	606	507	1009	762	227	576	379	436	154	1034	303	229	
Unweighted Sample	1771	511	485	76	197	106	505	432	338	851	920	115	357	689	610	1148	623	184	584	371	427	205	1149	266	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the way the overall economy in Britain works and the way it is structured, who do you think benefits most from it? Please tick two or three

People who are well off	57	38	74	68	66	79	38	73	72	59	56	54	52	61	58	57	57	51	58	52	61	65	57	57	66
People who run big businesses	54	43	67	63	59	68	45	66	63	58	50	49	49	53	61	54	54	52	53	50	58	55	54	50	61
Older people	18	17	20	40	9	34	18	15	27	23	13	21	20	17	15	22	12	23	16	17	18	16	17	20	15
People who work in the public sector	17	25	9	18	24	6	26	10	14	19	15	9	11	16	26	16	18	16	18	17	17	14	20	13	12
People on average incomes	6	11	5	3	2	0	10	3	4	8	4	8	6	4	6	5	6	6	7	4	5	6	6	3	1
People who are less well off	5	8	2	2	6	2	6	3	4	4	5	4	5	4	5	5	4	3	6	5	4	1	5	4	5
People who run small businesses	4	5	2	12	3	2	5	2	2	4	3	6	2	3	5	3	5	4	3	3	4	5	4	4	4
Younger people	3	5	3	0	2	1	3	3	2	3	3	6	3	2	2	3	2	5	3	1	3	2	3	3	2
Don't know	18	23	9	6	11	9	23	10	10	15	21	22	21	18	14	17	19	18	17	24	16	15	17	20	15

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Work Sector		Out of Work / Means Tested Benefits	Household Income (£)							Marital status						
	Private Sector	Public Sector		Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 69,999	70,000 +	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	
<b>Weighted Sample</b>	<b>1771</b>	<b>800</b>	<b>384</b>	<b>256</b>	<b>163</b>	<b>306</b>	<b>300</b>	<b>227</b>	<b>139</b>	<b>144</b>	<b>112</b>	<b>821</b>	<b>240</b>	<b>34</b>	<b>121</b>	<b>52</b>	<b>482</b>
Unweighted Sample	1771	797	430	244	144	277	283	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the way the overall economy in Britain works and the way it is structured, who do you think benefits most from it? Please tick two or three

People who are well off	<b>57</b>	53	64	67	58	65	53	60	65	59	53	57	54	61	67	46	57
People who run big businesses	<b>54</b>	50	56	61	53	54	51	58	65	57	56	54	53	63	58	53	53
Older people	<b>18</b>	16	23	14	12	15	16	20	23	24	25	18	17	12	9	16	21
People who work in the public sector	<b>17</b>	22	10	19	11	15	21	21	13	17	18	20	17	17	24	10	10
People on average incomes	<b>6</b>	7	4	8	2	5	10	4	4	4	10	4	9	0	2	8	7
People who are less well off	<b>5</b>	5	5	1	0	4	4	6	7	6	4	5	4	0	4	8	4
People who run small businesses	<b>4</b>	3	1	6	4	5	7	2	4	1	2	4	7	6	2	0	3
Younger people	<b>3</b>	3	2	4	3	4	4	0	2	4	1	3	2	5	0	2	4
Don't know	<b>18</b>	19	17	11	23	13	17	14	13	19	14	18	18	15	14	27	19

Sample Size: 1771 GB Adults  
Fieldwork: 26th - 27th March 2015

	Household?		Social Grade (Chief Income Earner)						Financial position					Men C1 & C2	Women C1 & C2	
	Total	With Children	Without Children	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	Do not often have money for luxuries, but can normally cover the essentials	Can only just afford my costs			Cannot afford my costs
<b>Weighted Sample</b>	<b>1771</b>	1304	440	212	284	514	372	159	231	93	573	661	293	59	429	457
Unweighted Sample	1771	1342	408	288	389	471	234	161	228	99	632	632	287	54	337	368
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the way the overall economy in Britain works and the way it is structured, who do you think benefits most from it? Please tick two or three

People who are well off	57	58	56	48	59	60	56	52	63	53	53	62	69	66	60	56
People who run big businesses	54	56	49	49	55	55	56	40	59	52	55	57	59	53	63	48
Older people	18	18	18	20	24	22	11	14	11	27	23	15	15	21	22	13
People who work in the public sector	17	18	14	21	14	16	21	8	19	11	19	17	18	19	21	15
People on average incomes	6	6	6	10	3	5	6	6	5	19	7	4	3	3	7	4
People who are less well off	5	4	5	7	6	3	5	2	4	2	7	5	2	3	4	3
People who run small businesses	4	4	3	6	2	2	3	6	8	3	5	2	2	13	2	3
Younger people	3	3	3	4	1	4	2	3	2	8	2	3	2	3	3	3
Don't know	18	17	20	19	16	17	18	25	17	14	17	16	13	7	13	22