

YouGov / Policy Exchange Survey Results

Sample Size: 1771 GB Adults

Fieldwork: 26th - 27th March 2015

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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

Con	38	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	31	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	8	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	13	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	10	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	5	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	4	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	0	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	0	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	1	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	5	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	11	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	76	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	17	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	6	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	46	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	28	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	11	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	6	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	9	1	1	0	2	0	3	2	7	5	12	13	17	6	2	6	13	8	7	11	10	9	5	17	7

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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	
Weighted Sample	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	293	232	149	168	127	918	220	35	130	54	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Would not votes]

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

Other Parties Voting Intention

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

Non Voters

Would Not Vote	5	6	4	4	6	7	5	2	2	5	10	3	6	5	3	4	9
Don't know	11	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	76	76	75	77	80	76	77	78	80	75	69	78	74	86	79	84	71
I shall wait until nearer the time	17	17	22	16	14	17	18	17	17	17	23	17	19	11	18	11	20
Not sure	6	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	46	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	28	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	11	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	6	6	7	3	7	6	5	7	7	6	5	7	6	5	6	3	6
Don't know	9	9	5	9	7	10	7	6	4	5	9	5	12	0	7	9	14

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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		
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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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
Weighted Sample	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
TOTAL LIKELY	45	99	9	39	41	6	90	16	33	50	42	41	42	42	55	52	37	47	53	49	36	30	52	42	19
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
TOTAL UNLIKELY	48	0	90	57	55	88	8	83	65	47	49	47	47	54	43	44	55	48	41	44	56	67	43	48	75
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
TOTAL LIKELY	42	14	97	40	18	45	13	87	50	42	42	50	43	42	37	42	42	50	36	39	49	37	39	39	56
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
TOTAL UNLIKELY	51	84	2	55	79	51	84	10	45	55	50	38	46	53	61	54	50	46	58	53	43	59	56	50	38
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
TOTAL LIKELY	23	19	16	95	7	36	16	15	57	23	22	22	26	20	24	25	19	25	28	21	18	14	24	22	12
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
TOTAL UNLIKELY	70	79	81	0	87	58	82	83	41	74	68	66	63	75	74	69	72	71	65	74	72	81	71	66	81
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
TOTAL LIKELY	21	8	27	31	6	97	7	25	39	21	21	27	26	21	13	24	18	22	20	20	20	27	20	22	17
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
TOTAL UNLIKELY	73	90	71	64	90	0	90	72	57	76	69	59	65	73	83	72	72	74	72	74	71	68	76	66	76
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
TOTAL LIKELY	26	22	10	16	99	1	33	19	20	27	24	19	19	29	31	22	30	19	29	29	26	13	29	18	29
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
TOTAL UNLIKELY	68	76	88	79	0	95	64	80	77	69	67	70	70	67	66	73	61	74	65	65	67	82	68	70	65
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

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	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
Weighted Sample	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
TOTAL LIKELY	45	53	42	32	26	39	52	46	47	53	63	52	43	35	36	48	39
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
TOTAL UNLIKELY	48	41	55	63	70	53	42	50	48	44	34	46	46	64	60	45	51
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
TOTAL LIKELY	42	35	46	55	58	44	41	41	42	40	41	37	38	54	49	48	49
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
TOTAL UNLIKELY	51	57	52	40	39	47	51	55	54	58	54	59	52	44	47	47	41
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
TOTAL LIKELY	23	21	25	19	22	15	24	28	23	30	32	22	23	34	24	13	23
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
TOTAL UNLIKELY	70	74	72	73	74	77	66	68	74	69	65	73	66	66	72	80	67
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
TOTAL LIKELY	21	18	23	22	23	17	20	18	23	24	24	18	23	25	25	9	26
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
TOTAL UNLIKELY	73	75	74	71	73	72	72	76	75	75	72	78	65	75	69	81	65
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
TOTAL LIKELY	26	25	30	23	32	28	30	24	25	20	17	31	22	17	19	25	19
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
TOTAL UNLIKELY	68	69	68	71	64	64	64	72	70	78	80	65	67	82	75	67	72
Don't know	6	7	2	6	5	8	7	5	4	2	4	4	11	1	5	10	9

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Fieldwork: 26th - 27th March 2015

	Household?			Social Grade (Chief Income Earner)						Financial position						
	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
Weighted Sample	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
TOTAL LIKELY	45	47	44	61	51	49	41	32	34	59	55	48	32	15	48	44
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
TOTAL UNLIKELY	48	48	49	33	45	46	53	56	56	40	39	49	64	74	50	48
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
TOTAL LIKELY	42	42	44	36	44	43	41	44	41	39	37	43	54	44	44	41
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
TOTAL UNLIKELY	51	52	50	58	53	52	53	44	50	60	59	52	42	45	53	50
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
TOTAL LIKELY	23	23	22	24	29	25	20	15	18	27	26	26	17	10	24	22
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
TOTAL UNLIKELY	70	72	69	70	68	70	73	70	74	72	69	71	78	73	74	69
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
TOTAL LIKELY	21	22	20	19	27	23	16	19	18	21	19	22	26	22	21	20
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
TOTAL UNLIKELY	73	72	74	75	70	72	76	65	72	78	76	74	68	68	77	71
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
TOTAL LIKELY	26	27	23	20	22	24	31	27	29	20	24	27	30	33	29	25
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
TOTAL UNLIKELY	68	68	70	75	75	71	62	59	63	79	71	70	65	53	69	65
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

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
Weighted Sample	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
TOTAL LIKELY	55	7	14	74	0	50	23	37	61	58	53	61	63	63	34	52	60	0	0	0	0	55	47	60	70
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
TOTAL UNLIKELY	39	93	86	26	100	50	71	63	39	40	40	0	26	37	65	44	36	0	0	0	0	39	51	28	27
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
TOTAL LIKELY	24	6	39	37	16	47	6	25	37	29	19	13	33	33	11	24	24	0	0	24	0	0	25	31	17
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
TOTAL UNLIKELY	75	94	56	63	84	53	94	72	63	71	79	86	62	67	89	75	76	0	0	75	0	0	75	68	83
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
Weighted Sample	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
TOTAL LIKELY	55	52	61	77	50	49	45	61	63	70	28	56	57	60	48	59	55
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
TOTAL UNLIKELY	39	42	39	22	44	48	43	32	37	29	72	40	29	40	52	41	42
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
TOTAL LIKELY	24	19	23	20	0	29	32	30	21	28	0	19	33	12	54	18	23
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
TOTAL UNLIKELY	75	81	77	80	100	71	63	70	79	71	100	81	68	88	46	81	73
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		
Weighted Sample	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
TOTAL LIKELY	55	50	76	39	53	56	51	68	64	46	55	53	48	94	60	48
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
TOTAL UNLIKELY	39	46	19	56	47	38	46	22	36	54	45	39	48	6	39	42
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
TOTAL LIKELY	24	20	37	53	10	19	30	21	18	0	19	22	37	0	36	12
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
TOTAL UNLIKELY	75	79	63	47	90	77	70	79	82	100	81	75	63	100	64	84
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

2013

	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	
Weighted Sample	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 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	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
TOTAL WELL	29	56	28	28	10	8	46	28	20	34	26	31	25	24	39	35	23	34	32	29	25	29	33	23	26
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
TOTAL BADLY	59	38	62	65	82	86	48	64	71	58	59	46	57	67	55	57	61	56	57	59	61	64	57	63	62
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
Weighted Sample	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
TOTAL WELL	29	33	25	22	23	26	33	29	26	41	41	31	32	21	22	32	29
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
TOTAL BADLY	59	56	67	65	61	62	58	62	64	53	50	62	53	69	65	51	55
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		
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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
TOTAL WELL	29	31	25	40	33	33	20	23	28	51	39	29	17	8	31	25
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
TOTAL BADLY	59	59	58	53	57	59	65	59	55	47	49	65	74	83	64	59
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

2013

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

Upper class	0	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	4	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	27	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	20	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	14	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	23	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	5	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	7	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	5	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	32	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	37	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	17	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	3	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	5	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
Weighted Sample	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 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		
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

2013

	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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
Weighted Sample	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

2013

	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			
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

2013

	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Entrepreneurship	30	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	25	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	21	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	20	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	20	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	18	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	16	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	13	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	13	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	12	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	9	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	8	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	8	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	8	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	6	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	6	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	6	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	5	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	4	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	4	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	4	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	4	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	3	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	3	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	2	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	2	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	2	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	2	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	13	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	16	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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

2013

	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			
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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

2013

	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

2013

	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			
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

2013

	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Improving the quality of the health system	25	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	25	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	23	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	20	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	19	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	19	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	15	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	14	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	14	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	14	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	12	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	12	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	11	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	9	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	9	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	8	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	8	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	7	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	5	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	4	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	3	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	2	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	1	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	4	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Improving the quality of the health system	25	23	27	26	20	29	25	25	27	29	22	29	22	39	25	31	18
Keeping the cost of living down	25	24	24	25	28	21	25	30	27	25	11	23	26	16	16	19	31
Controlling the level of immigration	23	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	20	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	19	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	19	16	22	29	28	26	14	15	21	25	8	17	14	32	30	21	21
Boosting economic growth	15	18	14	5	9	9	12	17	18	22	28	14	15	9	9	11	18
Taking back powers from or leaving the EU	14	14	16	15	10	17	16	16	14	11	8	19	6	9	18	17	9
Helping people get housing they can afford	14	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	14	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	12	11	15	7	7	13	14	9	13	9	11	14	13	15	17	13	6
Keeping taxes as low as possible	12	14	10	10	12	10	11	19	9	10	24	13	12	7	6	9	13
Improving the quality of schools and education	11	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	9	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	9	8	7	4	7	11	10	10	13	10	4	8	11	5	10	4	8
Keeping unemployment low	8	9	7	10	4	9	12	7	10	4	11	5	15	9	6	5	10
Protecting the environment	8	8	9	5	2	5	8	10	4	11	18	7	9	1	10	3	9
Giving the police the resources to fight crime	7	6	7	8	7	7	7	11	7	5	6	6	8	3	8	10	7
Ensuring equal rights and opportunities for minorities	5	3	3	5	4	6	3	5	3	5	5	2	10	0	0	4	8
Helping people to live healthier lifestyles	4	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	3	3	3	4	3	3	2	5	5	3	1	3	2	0	3	0	3
Access to better and cheaper childcare	2	2	2	2	5	3	2	1	1	3	2	2	4	0	1	0	2
None of these	1	1	1	0	0	0	0	1	1	1	1	1	1	0	0	0	1
Don't know	4	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

2013

	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			
Weighted Sample	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 are most important to you and your family? Please tick up to three

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

2013

	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	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	21	19	23	19	22	19	16	22	28	24	32	22	15	24	18	29	21
Improving the quality of the health system	19	17	23	19	17	22	21	18	20	29	21	19	17	30	22	23	18
Ensuring equal rights and opportunities for minorities	14	15	13	15	8	8	18	14	24	14	23	15	16	18	14	14	11
Keeping the cost of living down	12	12	14	15	17	13	13	13	14	11	12	12	8	21	14	10	15
Keeping unemployment low	10	11	11	7	8	14	10	10	12	13	12	10	9	2	11	9	11
Helping people get housing they can afford	9	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	8	7	6	10	8	6	6	10	8	6	10	8	7	3	12	14	6
Boosting economic growth	7	7	7	9	5	8	7	9	6	9	6	7	8	12	7	8	8
Improving the quality of schools and education	7	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	5	4	6	11	9	6	6	6	3	9	1	4	4	17	4	14	7
Access to better and cheaper childcare	5	4	6	5	6	5	10	4	2	3	4	4	4	1	5	2	7
Controlling the level of immigration	4	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	4	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	4	3	4	5	3	5	5	6	1	2	0	4	4	4	6	10	2
Keeping taxes as low as possible	4	4	4	4	3	7	4	5	6	3	1	5	4	3	3	4	4
Giving the police the resources to fight crime	2	3	2	8	2	2	5	3	0	2	2	3	5	8	0	1	1
Taking back powers from or leaving the EU	2	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	2	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	2	2	3	2	2	2	2	2	4	3	1	3	2	0	3	4	1
Protecting the environment	1	1	1	1	3	1	2	2	0	1	1	1	2	0	1	0	1
Helping people to live healthier lifestyles	1	1	2	1	1	1	2	2	2	1	0	1	2	0	0	5	1
None of these	13	15	14	9	10	11	11	14	10	15	12	15	15	5	9	10	8
Don't know	22	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						
	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
Weighted Sample	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

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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Boosting economic growth	34	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	19	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	19	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	18	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	16	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	15	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	13	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	6	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	6	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	5	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	5	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	5	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	4	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	4	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	4	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	3	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	2	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	2	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	2	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	1	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	1	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	1	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	11	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	19	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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			
Weighted Sample	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 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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	32	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	35	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	26	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	7	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	26	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	55	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	10	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	8	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	26	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	62	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	8	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	4	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	46	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	37	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	9	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	9	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	36	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	49	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	8	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	7	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	32	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	35	36	33	30	23	37	37	39	40	38	42	34	33	35	34	29	36
Neither	26	26	29	24	32	22	25	25	29	31	23	25	26	28	36	32	26
Don't know	7	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	26	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	55	54	59	60	59	50	57	57	52	53	60	56	55	54	48	53	54
Neither	10	10	10	11	9	11	9	14	8	10	8	10	11	20	16	15	9
Don't know	8	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	26	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	62	59	73	63	54	64	70	67	64	55	45	73	54	56	75	73	42
Neither	8	9	7	14	13	11	8	4	6	7	3	8	10	14	16	12	7
Don't know	4	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	46	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	37	36	37	47	42	41	40	44	39	30	21	36	39	49	41	41	35
Neither	9	8	12	8	7	12	8	6	3	8	6	9	6	5	10	9	9
Don't know	9	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	36	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	49	52	49	54	41	48	54	48	43	56	56	50	49	50	54	48	46
Neither	8	7	11	8	11	7	10	7	10	5	7	8	10	12	10	5	6
Don't know	7	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		
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	32	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	35	36	32	41	36	37	32	28	32	46	41	36	27	15	35	35
Neither	26	27	22	26	26	28	30	20	21	21	25	26	29	15	25	33
Don't know	7	6	9	6	7	7	5	13	9	5	6	5	5	7	3	8

Pair 2

Young people today will probably grow up to have a better quality of life than their parents	26	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	55	54	57	53	60	51	61	52	51	46	50	58	62	76	57	53
Neither	10	12	7	13	12	11	6	11	12	13	10	11	9	2	8	10
Don't know	8	8	9	6	6	7	9	16	11	4	7	7	6	11	6	10

Pair 3

I am keen to move up in life, to get a bigger home, higher income and more luxuries in life	26	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	62	64	56	59	61	60	66	58	64	51	69	64	58	53	62	64
Neither	8	9	6	8	6	6	7	12	16	5	5	8	17	16	6	8
Don't know	4	3	5	4	3	3	3	7	5	3	1	2	2	11	2	5

Pair 4

If I was able to afford it I would use private health and education	46	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	37	37	37	27	33	42	38	38	36	34	34	43	37	34	43	39
Neither	9	9	7	9	11	7	6	10	12	14	9	7	10	6	7	6
Don't know	9	8	10	7	8	7	8	18	10	3	7	7	5	12	6	8

Pair 5

The main political parties today are all much the same with the same policies, and it doesn't really matter who wins	36	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	49	52	43	56	46	54	46	38	50	57	55	50	46	32	54	46
Neither	8	8	8	6	8	7	8	12	8	5	9	7	6	23	4	11
Don't know	7	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

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
Weighted Sample	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 6																										
Choice in public services increases competition and therefore drives up standards, leading to better services for all.		27	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.		48	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		10	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		15	12	9	15	11	9	13	11	12	11	19	25	17	14	10	14	15	13	12	18	17	14	11	20	16
Pair 7																										
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	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		47	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		9	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		10	5	7	3	7	10	7	6	7	7	13	16	14	9	6	8	13	9	8	10	13	10	7	14	12
Pair 8																										
Politicians are basically competent and they should be responsible for managing crucial public services like our education system and the health service.		16	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.		64	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		8	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		11	6	8	4	6	7	8	6	9	9	13	18	15	9	7	9	13	9	10	11	14	9	8	16	12
Pair 9																										
I trust charities to spend the money they receive on giving genuine help to people who really need it		26	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		60	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		7	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		7	3	6	4	5	7	4	5	5	6	8	11	10	6	3	6	8	6	5	6	10	8	6	9	5
Pair 10																										
People that commit crime are often victims themselves, for example many have suffered a difficult upbringing, and we should be sympathetic towards them.		19	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
Weighted Sample	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 6																	
Choice in public services increases competition and therefore drives up standards, leading to better services for all.																	
	27	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.																	
	48	48	53	51	44	52	53	50	51	48	43	53	45	57	39	63	42
Neither																	
	10	9	12	11	10	12	12	8	9	10	9	10	11	3	16	5	9
Don't know																	
	15	15	11	14	22	12	12	13	10	13	10	12	13	14	17	15	20
Pair 7																	
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	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																	
	47	42	51	52	42	50	50	51	53	47	45	44	44	61	46	54	50
Neither																	
	9	8	11	10	15	10	8	7	8	8	5	8	11	3	12	16	8
Don't know																	
	10	11	7	11	12	9	9	9	6	6	8	8	11	0	13	11	13
Pair 8																	
Politicians are basically competent and they should be responsible for managing crucial public services like our education system and the health service.																	
	16	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.																	
	64	62	70	69	70	63	62	71	69	64	64	68	61	69	61	65	61
Neither																	
	8	8	10	7	6	10	7	6	11	9	5	8	9	15	16	12	6
Don't know																	
	11	12	7	11	13	7	10	8	7	9	12	9	12	7	11	15	14
Pair 9																	
I trust charities to spend the money they receive on giving genuine help to people who really need it																	
	26	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																	
	60	63	60	70	61	62	66	56	55	54	51	64	55	68	61	66	52
Neither																	
	7	8	9	8	9	8	9	8	9	7	4	7	7	17	8	5	8
Don't know																	
	7	7	5	4	9	5	4	6	6	6	9	5	8	8	7	6	9
Pair 10																	
People that commit crime are often victims themselves, for example many have suffered a difficult upbringing, and we should be sympathetic towards them.																	
	19	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		
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pair 6																
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
Pair 7																
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
Pair 8																
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
Pair 9																
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
Pair 10																
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

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	
Weighted Sample	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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
There is never any excuse for breaking the law and those that do so deserve punishment rather than sympathy	60	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	15	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	6	3	5	0	2	7	3	4	4	6	5	6	10	6	2	5	7	8	4	7	5	6	4	10	4	
Pair 11																										
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	17	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.	66	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	9	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	8	5	6	0	5	11	5	5	7	6	11	12	13	6	5	8	9	12	7	8	10	7	5	14	8	
Pair 12																										
Human Rights laws are a valuable protection against the government ignoring the human rights of British people, and on balance are a good thing	31	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	52	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	7	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	9	6	6	3	8	7	5	6	8	7	12	19	13	9	3	8	11	11	8	10	10	7	6	14	8	
Pair 13																										
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	69	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.	17	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	7	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	6	4	4	0	5	6	4	4	5	5	8	13	9	5	4	5	8	9	3	10	7	3	4	9	9	
Pair 14																										
I mostly decide who to vote for based on what their policies will mean for me and my family.	42	53	37	28	44	23	51	41	37	39	44	36	40	45	42	40	44	41	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.	40	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	11	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	7	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
There is never any excuse for breaking the law and those that do so deserve punishment rather than sympathy	60	64	56	64	58	65	63	58	63	53	57	69	46	48	57	74	52
Neither	15	13	20	12	18	16	17	17	15	15	11	14	20	28	15	7	16
Don't know	6	7	5	4	7	5	4	5	3	4	8	4	5	8	6	11	9
Pair 11																	
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	17	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.	66	65	66	71	65	73	75	63	70	53	47	73	58	64	70	69	56
Neither	9	9	11	9	10	8	7	9	11	11	6	8	9	28	7	7	10
Don't know	8	9	5	6	11	5	5	7	6	5	10	6	9	0	9	16	12
Pair 12																	
Human Rights laws are a valuable protection against the government ignoring the human rights of British people, and on balance are a good thing	31	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	52	57	49	49	43	55	58	55	54	51	44	61	48	59	48	57	39
Neither	7	7	8	10	7	8	8	4	7	8	6	7	13	0	8	8	5
Don't know	9	10	7	9	12	7	10	7	4	5	8	8	8	0	8	14	14
Pair 13																	
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	69	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.	17	16	22	18	17	21	18	19	24	20	13	16	19	27	24	15	17
Neither	7	7	7	5	6	8	7	7	9	6	3	8	5	12	9	6	5
Don't know	6	7	3	6	10	4	5	3	4	5	6	4	6	0	6	13	12
Pair 14																	
I mostly decide who to vote for based on what their policies will mean for me and my family.	42	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.	40	38	42	48	38	37	40	44	40	47	47	38	42	34	44	42	41
Neither	11	12	11	11	13	15	11	10	11	8	8	11	9	25	11	8	11
Don't know	7	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		
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
There is never any excuse for breaking the law and those that do so deserve punishment rather than sympathy	60	61	59	56	57	59	64	62	63	68	59	61	68	70	62	60
Neither	15	16	14	12	14	16	16	16	16	9	16	16	13	13	14	19
Don't know	6	5	6	7	4	5	5	12	6	4	4	3	3	1	5	5
Pair 11																
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	17	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.	66	67	64	52	56	67	73	68	74	66	64	68	74	71	72	68
Neither	9	8	10	10	11	7	10	10	7	9	9	9	8	3	7	9
Don't know	8	8	9	10	9	7	8	13	7	6	7	5	4	9	4	11
Pair 12																
Human Rights laws are a valuable protection against the government ignoring the human rights of British people, and on balance are a good thing	31	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	52	54	50	51	50	50	57	48	58	49	56	53	55	61	53	53
Neither	7	6	10	8	5	6	8	10	7	2	6	8	6	9	5	8
Don't know	9	9	10	10	7	9	10	18	8	5	7	7	7	11	5	13
Pair 13																
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	69	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.	17	19	12	15	23	19	16	13	15	19	18	16	20	12	20	15
Neither	7	7	6	4	5	8	8	7	8	4	7	7	7	9	7	8
Don't know	6	6	4	6	5	5	7	15	7	4	4	4	4	1	3	8
Pair 14																
I mostly decide who to vote for based on what their policies will mean for me and my family.	42	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.	40	43	33	43	49	43	37	28	34	50	46	41	35	27	49	33
Neither	11	11	13	7	8	10	14	11	16	6	11	11	11	13	9	14
Don't know	7	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

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
Weighted Sample	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.	56	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	30	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	8	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	7	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	57	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	26	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	7	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	10	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).	40	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%	33	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	29	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	25	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	22	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	20	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	19	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	19	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	18	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	11	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	8	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	8	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	5	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	3	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	3	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	2	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	6	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
Weighted Sample	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.	56	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	30	24	32	56	40	34	33	30	24	21	18	25	30	33	39	26	34
Neither	8	7	8	10	12	10	3	6	9	9	6	6	9	20	11	11	6
Don't know	7	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	57	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	26	24	31	28	25	26	28	29	25	28	26	27	28	44	29	22	23
Neither	7	8	8	10	7	7	7	4	9	9	4	5	13	3	12	11	7
Don't know	10	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).	40	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%	33	31	38	36	29	38	34	33	36	28	33	33	27	30	40	33	35
Freezing energy bills	29	28	27	44	34	41	34	24	20	24	12	31	25	37	43	42	22
Reducing taxes on petrol and diesel	25	26	24	21	14	25	22	26	35	23	24	28	22	26	21	21	22
Reducing the cost of public transport	22	21	21	21	27	17	24	21	25	27	23	21	25	18	21	23	24
Abolishing or reducing the TV licence fee	20	20	15	31	40	23	15	17	17	15	17	19	19	32	22	19	21
Freezing council tax	19	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	19	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	18	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	11	11	13	10	9	9	14	11	11	19	12	12	16	6	8	10	10
Reducing national insurance	8	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	8	8	10	9	6	7	9	9	8	5	10	9	8	9	10	4	6
Reducing Air Passenger Duty on flights	5	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	3	3	2	3	7	3	3	1	1	3	5	3	2	1	1	3	3
Reducing tax on beer, wine and spirits	3	3	1	1	2	4	4	2	2	3	6	2	6	4	2	0	4
None of these	2	2	2	0	3	1	0	3	4	3	2	2	1	0	1	0	3
Don't know	6	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

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		
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pair 15

The welfare state has become too generous to people that don't try hard enough to help themselves.	56	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	30	29	32	23	28	31	26	27	45	16	23	33	42	38	33	24
Neither	8	7	9	6	7	5	10	12	9	8	7	6	10	17	6	8
Don't know	7	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	57	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	26	27	24	29	31	25	24	23	28	28	27	27	24	34	26	23
Neither	7	7	9	6	10	7	8	8	6	5	8	7	7	10	8	6
Don't know	10	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).	40	42	34	45	43	44	36	34	32	56	45	39	36	31	43	39
Reducing the 20% rate of VAT to 17.5%	33	33	35	29	32	35	31	29	40	25	35	37	34	15	39	28
Freezing energy bills	29	30	28	20	23	29	30	31	43	18	22	32	41	49	27	31
Reducing taxes on petrol and diesel	25	24	29	20	24	25	31	24	21	21	24	28	26	15	30	25
Reducing the cost of public transport	22	23	20	18	26	26	20	19	18	24	23	22	24	19	24	24
Abolishing or reducing the TV licence fee	20	19	24	15	17	16	20	26	32	10	16	19	29	44	19	17
Freezing council tax	19	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	19	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	18	19	16	15	18	17	24	16	15	18	20	20	15	22	24	16
Reducing the stamp duty paid on buying a home	11	12	11	16	12	12	13	7	8	9	13	14	8	8	12	12
Reducing national insurance	8	7	12	11	10	10	6	5	5	15	9	7	8	2	10	7
Making parking in public places like high streets free	8	9	7	8	9	8	8	9	8	10	9	8	8	9	6	9
Reducing Air Passenger Duty on flights	5	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	3	3	2	3	2	2	3	3	2	4	2	3	3	2	3	3
Reducing tax on beer, wine and spirits	3	4	1	6	2	2	3	3	5	2	4	3	1	2	2	2
None of these	2	2	2	5	1	2	2	1	0	5	2	2	2	3	2	2
Don't know	6	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

2013

	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
Weighted Sample	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 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	48	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	36	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	35	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	29	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	25	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	25	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	22	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	18	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	16	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	5	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	4	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	3	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	3	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	1	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	6	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
Weighted Sample	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 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	48	51	48	46	39	52	50	49	47	51	36	55	44	52	54	50	36
Extending GP opening hours, including weekends	36	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	35	35	38	34	28	33	42	37	37	33	28	38	35	41	40	35	27
Increasing the number of nurses in hospital wards	29	26	34	31	23	32	31	28	30	26	24	32	30	26	29	35	23
Extending access to drugs that help treat cancer	25	25	22	29	29	30	28	25	25	21	19	26	25	12	30	22	26
Trying to reduce A&E waiting times	25	26	25	27	23	25	29	23	24	28	29	24	24	36	26	13	27
Improving mental health facilities	22	19	20	28	27	22	21	20	24	24	20	17	21	12	26	14	30
Reducing waiting times for surgery	18	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	16	17	18	14	12	14	14	15	17	23	26	18	17	5	14	14	14
Closing unsafe hospitals	5	4	4	5	10	5	3	3	4	4	9	5	6	9	3	6	4
Providing online access to patient medical records	4	4	3	4	3	6	2	5	4	3	6	3	3	11	1	10	6
Helping more people quit smoking	3	2	3	3	3	3	2	4	2	1	6	3	3	1	0	5	3
Giving extra help to people with obesity	3	2	3	5	6	2	3	2	5	4	3	2	6	1	5	0	3
None of these	1	1	0	0	0	1	1	1	1	0	0	0	0	0	0	0	2
Don't know	6	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		
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	48	51	41	43	48	51	47	45	52	43	50	51	52	42	45	53
Extending GP opening hours, including weekends	36	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	35	36	32	34	36	35	39	25	33	31	36	40	31	30	37	37
Increasing the number of nurses in hospital wards	29	30	25	27	28	32	28	21	28	19	32	28	33	24	29	31
Extending access to drugs that help treat cancer	25	25	29	17	21	27	26	37	26	22	23	28	30	28	25	28
Trying to reduce A&E waiting times	25	23	31	26	25	26	25	27	20	28	27	25	22	28	30	21
Improving mental health facilities	22	22	21	21	24	27	14	17	25	19	22	22	28	18	20	23
Reducing waiting times for surgery	18	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	16	17	15	19	23	15	12	15	16	25	16	17	15	16	14	14
Closing unsafe hospitals	5	5	3	6	5	4	5	2	6	10	4	5	5	6	5	4
Providing online access to patient medical records	4	4	4	4	4	5	2	1	4	12	3	4	2	1	4	4
Helping more people quit smoking	3	2	4	4	3	4	2	0	1	4	2	3	3	1	3	3
Giving extra help to people with obesity	3	2	6	5	3	2	2	2	6	1	3	3	4	14	2	2
None of these	1	1	1	2	0	0	1	1	2	0	1	0	0	3	0	0
Don't know	6	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

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
Weighted Sample	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 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
Weighted Sample	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 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	44	47	44	39	49	50	36	43	39	41	50	35	40	44	51	32
Reducing class sizes	36	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	33	36	30	34	25	31	39	29	40	35	38	36	30	30	28	41	30
Spending more time teaching maths and science	30	33	27	22	26	26	33	30	35	35	38	31	27	16	31	26	29
Improving vocational education	27	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	16	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	15	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	13	15	10	17	13	17	11	13	10	14	12	13	12	13	12	16	13
Increasing the number of teaching assistants	12	7	14	16	17	12	12	15	7	6	6	12	9	8	11	20	12
Spending more time teaching foreign languages	11	10	8	13	11	9	11	7	14	16	16	8	18	12	5	11	15
Improving school food	8	8	5	7	9	9	10	8	6	6	3	5	10	15	7	4	12
None of these	2	2	2	1	1	4	1	3	1	1	0	1	4	0	4	0	2
Don't know	10	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	33	28	33	38	39	34	36	35	30	31	33	32	31	39	30	36	35
Wherever possible, locating nurseries in primary schools	28	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	26	29	23	28	24	26	25	33	21	37	29	26	31	22	27	29	24
Increasing statutory holiday entitlement	21	20	23	17	17	21	21	23	25	20	18	21	20	38	18	10	21
Making tax free savings for children more generous	18	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	17	15	16	25	19	17	16	22	21	18	13	15	20	24	13	8	19
Introducing an additional, new bank holiday	16	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	16	15	17	15	16	15	15	17	25	19	11	14	18	9	10	12	21
Sending books to every child on their birthday	11	8	10	13	9	10	16	11	12	9	14	10	15	5	5	8	12
None of these	10	11	13	9	6	9	12	10	11	8	12	13	10	7	15	7	6
Don't know	14	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		
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	46	34	42	40	43	44	37	46	44	43	46	47	36	43	43
Reducing class sizes	36	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	33	35	29	42	34	31	30	30	36	33	38	34	34	23	31	30
Spending more time teaching maths and science	30	31	26	39	32	30	28	20	25	45	34	31	24	13	31	28
Improving vocational education	27	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	16	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	15	15	13	13	11	16	16	12	16	16	13	17	16	13	20	13
Spending more time and resources on sport in schools	13	14	12	12	11	14	13	12	16	9	13	14	15	11	16	11
Increasing the number of teaching assistants	12	10	16	5	11	12	16	8	13	7	9	14	14	21	10	17
Spending more time teaching foreign languages	11	11	12	12	13	12	10	8	8	16	11	13	9	8	13	10
Improving school food	8	8	9	8	6	6	11	14	7	4	7	7	11	22	7	9
None of these	2	2	2	3	2	1	2	5	1	4	1	2	1	1	0	3
Don't know	10	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	33	31	37	29	31	35	33	27	35	24	32	33	42	32	31	37
Wherever possible, locating nurseries in primary schools	28	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	26	28	20	27	23	32	24	20	25	26	27	29	24	25	31	26
Increasing statutory holiday entitlement	21	19	26	17	25	23	21	24	12	30	18	20	29	19	20	24
Making tax free savings for children more generous	18	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	17	15	21	16	14	20	18	14	14	15	16	19	18	19	19	20
Introducing an additional, new bank holiday	16	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	16	16	16	15	16	16	14	20	15	10	17	18	15	20	16	15
Sending books to every child on their birthday	11	9	16	12	12	10	10	7	13	7	10	11	13	16	8	11
None of these	10	11	8	16	11	10	10	9	7	12	10	11	9	10	8	12
Don't know	14	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

2013

	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
Weighted Sample	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 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	41	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	35	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	33	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	28	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	22	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	18	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	18	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	16	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	16	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	15	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	8	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	5	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	3	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	2	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	1	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	7	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	45	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	24	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	31	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
Weighted Sample	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 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	41	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	35	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	33	34	34	35	26	34	37	30	30	33	30	36	29	39	32	34	30
Increasing the amount of police on the streets	28	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	22	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	18	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	18	19	18	12	14	16	16	21	13	26	22	19	16	17	20	16	18
Harsher sentences for drug dealers	16	16	15	23	17	18	21	15	15	12	11	18	18	11	14	26	10
Maintaining the ban on prisoners voting	16	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	15	13	17	15	21	12	12	12	20	19	16	12	12	8	19	12	21
Wider use of CCTV	8	9	5	7	6	11	9	11	7	3	8	8	12	7	5	8	6
Reducing the use of stop and search	5	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	3	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	2	2	1	3	2	3	4	3	0	0	1	1	5	2	2	2	2
None of these	1	1	1	1	1	1	1	2	0	0	0	0	1	0	3	0	1
Don't know	7	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	45	49	36	43	43	49	45	44	50	51	45	43	49	16	37	41	50
Bad idea	24	22	33	25	19	25	25	22	30	23	27	26	20	43	32	31	21
Don't know	31	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						
	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
Weighted Sample	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	41	45	33	37	45	43	41	32	43	36	47	42	41	36	42	43
Harsher sentences for crimes involving violence and sexual assault	35	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	33	34	32	28	34	34	34	30	35	34	32	36	34	35	33	34
Increasing the amount of police on the streets	28	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	22	20	28	19	21	20	25	21	21	22	18	25	22	17	20	25
Cracking down on anti-social behaviour like public drunkenness	18	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	18	17	20	21	21	17	20	10	15	27	18	19	18	9	17	20
Harsher sentences for drug dealers	16	15	17	14	11	12	23	18	16	19	14	17	17	19	18	15
Maintaining the ban on prisoners voting	16	17	14	22	15	17	12	12	17	21	16	17	13	8	17	13
Sending fewer people to prison for non-violent offences	15	16	13	17	20	16	11	7	15	15	18	15	14	12	15	13
Wider use of CCTV	8	8	8	8	4	9	11	7	7	15	7	7	7	12	8	11
Reducing the use of stop and search	5	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	3	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	2	2	1	2	2	1	4	1	3	0	2	2	2	2	1	3
None of these	1	1	1	2	1	1	0	2	1	2	1	0	1	1	1	0
Don't know	7	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	45	45	45	48	38	46	51	35	46	55	47	46	43	36	56	41
Bad idea	24	25	23	29	32	24	20	21	20	29	26	26	20	34	24	21
Don't know	31	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

2013

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

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