YouGov / Policy Exchange Survey Results

Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																										
[Excluding Don't knows and Would not votes]																										
Con	**41**	100	0	0	0	0	79	9	20	42	40	39	39	39	46	45	37	47	36	45	42	46	38	22	46	40
Lab	**35**	0	100	0	0	0	6	82	35	32	39	38	39	37	30	33	38	35	32	34	40	32	39	51	30	38
Lib Dem	**7**	0	0	100	0	0	2	2	29	6	7	5	9	6	6	8	5	7	10	5	5	7	7	3	6	9
UKIP	**13**	0	0	0	100	0	12	4	10	15	10	11	7	14	16	10	16	9	16	12	10	13	8	19	13	10
Other	**4**	0	0	0	0	100	1	3	7	5	3	6	6	4	2	4	4	2	6	4	3	3	7	5	4	3
Other Parties Voting Intention																										
Green	**3**	0	0	0	0	100	1	2	7	3	3	6	5	3	2	4	3	2	5	3	3	2	7	3	3	2
SNP/ PCY	**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	0
BNP	**0**	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0	0	1	0	0
Respect	**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	0
Other	**0**	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	1	0	0	0	1	1	0	1
Non Voters																										
Would Not Vote	***6***	*0*	*0*	*0*	*0*	*0*	*1*	*1*	*2*	*4*	*8*	*6*	*9*	*7*	*2*	*5*	*7*	*4*	*6*	*8*	*5*	*5*	*9*	*9*	*6*	*5*
Don't know	***14***	*0*	*0*	*0*	*0*	*0*	*8*	*14*	*18*	*9*	*18*	*20*	*15*	*14*	*10*	*14*	*14*	*17*	*14*	*14*	*13*	*11*	*16*	*15*	*11*	*17*
How likely to change mind about who to vote for at next election																										
No chance at all – I will definitely vote for this party	**42**	52	58	25	46	24	49	52	29	47	38	34	29	43	56	40	45	41	40	40	48	46	37	45	44	40
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	**27**	35	28	39	29	48	31	23	30	28	26	29	32	25	24	31	22	25	27	29	26	27	29	22	27	29
Possible – I could very possibly change my mind before the election	**14**	11	10	30	22	23	13	12	21	13	15	15	17	15	11	14	15	13	17	14	12	13	14	15	14	15
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	**8**	1	3	6	2	4	6	7	11	7	9	13	8	9	5	9	7	9	8	7	8	7	8	9	8	9
Don't know	**9**	1	1	0	1	1	2	7	7	6	11	10	14	8	4	7	11	13	8	10	6	6	12	10	7	8

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			Household Income (£)							Marital status						Household?		Marginal			
	Total	Out of Work / Means Tested Benefits	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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																					
[Excluding Don't knows and Would not votes]																					
Con	**41**	26	30	34	42	39	49	51	54	44	42	*45*	38	54	35	43	34	43	44	37	27
Lab	**35**	45	49	37	32	34	32	31	33	34	34	*38*	37	30	38	32	44	37	34	28	39
Lib Dem	**7**	7	1	9	9	10	4	3	8	7	8	*2*	3	4	7	7	7	5	7	13	11
UKIP	**13**	17	14	16	14	13	12	11	1	13	10	*13*	17	10	13	13	10	12	12	16	18
Other	**4**	4	6	4	3	4	3	5	4	2	6	*2*	4	2	7	4	4	3	4	6	5
Other Parties Voting Intention																					
Green	**3**	3	5	4	2	4	3	3	3	2	4	*2*	4	2	6	3	3	3	3	6	2
SNP/ PCY	**0**	0	0	0	0	0	0	0	0	0	0	*0*	0	0	0	0	0	0	0	0	0
BNP	**0**	1	0	0	0	0	0	1	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	0	0	0	0
Other	**0**	1	1	0	0	0	0	0	1	0	1	*0*	0	0	0	0	1	0	0	0	3
Non Voters																					
Would Not Vote	***6***	*10*	*8*	*5*	*7*	*6*	*1*	*5*	*1*	*5*	*8*	*7*	*8*	*0*	*8*	*6*	*7*	*7*	*6*	*3*	*9*
Don't know	***14***	*11*	*10*	*11*	*13*	*14*	*13*	*9*	*9*	*13*	*12*	*9*	*18*	*15*	*16*	*13*	*15*	*14*	*17*	*10*	*13*
How likely to change mind about who to vote for at next election																					
No chance at all – I will definitely vote for this party	**42**	46	50	47	44	37	41	41	42	45	36	52	42	55	38	45	36	44	41	43	32
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	**27**	23	24	24	28	29	30	30	34	27	31	22	25	20	26	27	29	27	24	33	23
Possible – I could very possibly change my mind before the election	**14**	15	10	15	12	16	16	17	17	13	15	11	13	13	16	14	16	13	15	14	25
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	**8**	7	6	8	9	8	9	8	8	8	10	3	10	7	8	7	9	8	8	7	10
Don't know	**9**	9	10	6	7	10	4	4	1	7	8	12	11	5	12	7	10	8	13	4	10

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																				
[Excluding Don't knows and Would not votes]																				
Con	**41**	48	45	43	42	36	31	48	51	42	22	18	48	0	50	47	46	43	36	23
Lab	**35**	34	33	33	35	35	47	39	27	35	49	54	0	19	35	27	27	28	37	49
Lib Dem	**7**	8	10	7	5	8	2	5	9	7	6	0	18	19	5	10	9	4	3	3
UKIP	**13**	8	8	12	14	18	16	5	10	13	18	25	17	55	8	11	12	19	22	22
Other	**4**	2	4	5	4	3	4	2	4	4	5	3	16	7	2	5	6	6	2	3
Other Parties Voting Intention																				
Green	**3**	2	3	5	2	3	2	1	3	3	5	2	14	6	2	4	5	3	2	1
SNP/ PCY	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BNP	**0**	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0	1	1	0	1
Respect	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	**0**	0	1	0	1	0	0	1	0	1	0	0	1	1	0	1	0	2	0	0
Non Voters																				
Would Not Vote	***6***	*3*	*4*	*7*	*6*	*9*	*8*	*4*	*4*	*5*	*10*	*8*	*7*	*4*	*3*	*2*	*3*	*6*	*11*	*4*
Don't know	***14***	*12*	*15*	*14*	*16*	*15*	*12*	*3*	*11*	*15*	*11*	*16*	*33*	*33*	*7*	*11*	*8*	*14*	*6*	*5*
How likely to change mind about who to vote for at next election																				
No chance at all – I will definitely vote for this party	**42**	47	39	38	42	40	55	60	43	40	45	50	12	17	46	44	40	45	52	68
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	**27**	26	31	32	24	21	18	20	29	30	25	13	26	28	30	30	36	22	23	12
Possible – I could very possibly change my mind before the election	**14**	14	11	15	15	19	11	11	15	14	14	14	29	28	14	10	14	13	14	14
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	**8**	8	12	7	8	9	5	5	8	9	7	9	22	20	5	11	5	9	5	2
Don't know	**9**	5	6	8	10	12	11	3	4	7	9	13	10	7	4	4	5	12	7	4

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		Female Social Grade						Men	Women	Work & Social Grade		
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E	C1 and C2	C1 and C2	Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	C1 & C2
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention												
[Excluding Don't knows and Would not votes]												
Con	**41**	46	42	39	40	36	39	45	40	44	45	42
Lab	**35**	32	40	39	41	32	45	28	40	30	32	34
Lib Dem	**7**	12	11	5	7	13	2	7	6	6	4	6
UKIP	**13**	8	4	12	9	15	9	15	11	15	16	13
Other	**4**	2	3	4	2	5	4	6	3	6	4	5
Other Parties Voting Intention												
Green	**3**	2	3	4	2	5	3	4	3	5	1	4
SNP/ PCY	**0**	0	0	0	0	0	0	0	0	0	0	0
BNP	**0**	0	0	0	0	0	1	1	0	0	2	0
Respect	**0**	0	0	0	0	0	0	0	0	0	0	0
Other	**0**	0	0	0	0	0	0	1	0	1	1	1
Non Voters												
Would Not Vote	***6***	*3*	*5*	*10*	*7*	*8*	*10*	*4*	*8*	*6*	*3*	*6*
Don't know	***14***	*16*	*19*	*19*	*17*	*23*	*17*	*10*	*18*	*12*	*18*	*14*
How likely to change mind about who to vote for at next election												
No chance at all – I will definitely vote for this party	**42**	48	34	36	40	30	45	42	38	43	44	40
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	**27**	22	32	29	26	20	23	30	28	28	30	29
Possible – I could very possibly change my mind before the election	**14**	13	13	16	17	23	9	13	16	15	10	15
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	**8**	12	13	9	7	12	7	7	8	7	10	7
Don't know	**9**	6	8	11	9	15	16	8	10	7	6	9

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		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How likely are you to consider voting for the following parties at future general elections?																										
Conservative																										
Will definitely consider voting for them	**32**	88	2	7	9	1	71	7	15	38	28	32	27	31	39	36	28	36	28	34	35	38	28	15	37	30
May possibly consider voting for them	**16**	11	7	38	40	12	19	10	23	15	18	10	19	15	18	17	16	17	21	16	11	17	15	17	15	17
TOTAL LIKELY	**48**	**99**	**9**	**45**	**49**	**13**	**90**	**17**	**38**	**53**	**46**	**42**	**46**	**46**	**57**	**53**	**44**	**53**	**49**	**50**	**46**	**55**	**43**	**32**	**52**	**47**
Am unlikely to consider voting for them	**10**	0	15	24	15	15	4	14	15	9	11	9	13	9	9	11	9	10	10	12	9	9	12	13	10	11
Will definitely not consider voting for them	**34**	0	74	31	34	72	5	61	42	34	34	34	31	38	32	31	38	27	35	31	39	32	35	46	32	36
TOTAL UNLIKELY	**44**	**0**	**89**	**55**	**49**	**87**	**9**	**75**	**57**	**43**	**45**	**43**	**44**	**47**	**41**	**42**	**47**	**37**	**45**	**43**	**48**	**41**	**47**	**59**	**42**	**47**
Don't know	**7**	1	2	0	1	1	2	7	4	4	10	14	10	7	2	6	9	11	6	7	6	4	10	9	5	6
Labour																										
Will definitely consider voting for them	**28**	3	87	5	3	11	6	67	28	28	27	34	26	29	25	27	29	25	25	27	32	26	27	37	25	28
May possibly consider voting for them	**19**	12	11	37	19	41	14	17	24	16	21	21	23	18	15	20	17	20	20	18	18	16	22	21	16	23
TOTAL LIKELY	**47**	**15**	**98**	**42**	**22**	**52**	**20**	**84**	**52**	**44**	**48**	**55**	**49**	**47**	**40**	**47**	**46**	**45**	**45**	**45**	**50**	**42**	**49**	**58**	**41**	**51**
Am unlikely to consider voting for them	**15**	24	1	34	17	27	21	5	22	15	16	19	15	15	14	17	13	17	15	17	14	15	20	15	16	15
Will definitely not consider voting for them	**31**	59	0	24	58	20	57	3	21	37	26	14	26	31	43	31	31	27	34	32	30	39	22	19	38	27
TOTAL UNLIKELY	**46**	**83**	**1**	**58**	**75**	**47**	**78**	**8**	**43**	**52**	**42**	**33**	**41**	**46**	**57**	**48**	**44**	**44**	**49**	**49**	**44**	**54**	**42**	**34**	**54**	**42**
Don't know	**7**	2	1	0	2	1	2	8	5	5	10	12	10	7	3	5	10	11	6	6	7	5	10	9	5	7
Liberal Democrat																										
Will definitely consider voting for them	**6**	2	4	74	0	7	2	4	23	6	7	6	6	7	6	8	5	7	8	5	5	7	6	4	7	8
May possibly consider voting for them	**17**	20	16	20	10	23	17	11	28	17	17	16	24	15	13	20	12	14	18	17	16	18	17	13	16	19
TOTAL LIKELY	**23**	**22**	**20**	**94**	**10**	**30**	**19**	**15**	**51**	**23**	**24**	**22**	**30**	**22**	**19**	**28**	**17**	**21**	**26**	**22**	**21**	**25**	**23**	**17**	**23**	**27**
Am unlikely to consider voting for them	**24**	28	29	6	16	27	26	24	20	23	26	34	25	24	19	26	22	32	21	24	25	23	31	22	24	23
Will definitely not consider voting for them	**45**	48	50	0	73	42	52	53	24	51	40	31	34	47	60	41	51	37	46	47	47	48	36	52	48	44
TOTAL UNLIKELY	**69**	**76**	**79**	**6**	**89**	**69**	**78**	**77**	**44**	**74**	**66**	**65**	**59**	**71**	**79**	**67**	**73**	**69**	**67**	**71**	**72**	**71**	**67**	**74**	**72**	**67**
Don't know	**7**	2	1	0	2	1	2	7	4	4	10	13	11	7	2	5	9	11	7	7	6	5	9	9	5	6
Green																										
Will definitely consider voting for them	**6**	1	6	6	0	90	1	7	10	5	6	8	9	5	3	6	5	4	6	5	6	4	9	4	6	4
May possibly consider voting for them	**17**	10	25	37	12	10	10	17	29	17	17	21	20	17	12	20	13	18	18	17	15	17	17	12	16	17
TOTAL LIKELY	**23**	**11**	**31**	**43**	**12**	**100**	**11**	**24**	**39**	**22**	**23**	**29**	**29**	**22**	**15**	**26**	**18**	**22**	**24**	**22**	**21**	**21**	**26**	**16**	**22**	**21**
Am unlikely to consider voting for them	**23**	22	28	28	19	0	24	26	22	18	27	23	22	25	21	22	23	28	19	25	22	22	27	26	23	20
Will definitely not consider voting for them	**47**	66	38	29	67	0	63	43	32	55	40	35	38	47	61	47	48	38	49	47	50	52	37	48	50	50
TOTAL UNLIKELY	**70**	**88**	**66**	**57**	**86**	**0**	**87**	**69**	**54**	**73**	**67**	**58**	**60**	**72**	**82**	**69**	**71**	**66**	**68**	**72**	**72**	**74**	**64**	**74**	**73**	**70**
Don't know	**8**	2	3	0	2	0	3	7	6	5	10	13	11	7	3	6	10	12	7	7	7	5	10	11	5	8
UKIP																										
Will definitely consider voting for them	**11**	3	2	2	79	0	12	5	6	13	9	12	7	11	14	9	13	9	13	10	10	11	8	11	13	9
May possibly consider voting for them	**16**	23	8	13	20	4	23	10	11	17	14	9	12	17	20	16	16	13	16	16	16	18	10	21	15	18
TOTAL LIKELY	**27**	**26**	**10**	**15**	**99**	**4**	**35**	**15**	**17**	**30**	**23**	**21**	**19**	**28**	**34**	**25**	**29**	**22**	**29**	**26**	**26**	**29**	**18**	**32**	**28**	**27**
Am unlikely to consider voting for them	**13**	20	13	15	0	8	17	9	15	13	13	10	14	12	15	12	15	17	10	14	14	14	14	14	14	12
Will definitely not consider voting for them	**55**	52	75	70	0	87	45	71	65	54	55	65	58	53	49	59	49	57	55	54	54	53	61	47	53	56
TOTAL UNLIKELY	**68**	**72**	**88**	**85**	**0**	**95**	**62**	**80**	**80**	**67**	**68**	**75**	**72**	**65**	**64**	**71**	**64**	**74**	**65**	**68**	**68**	**67**	**75**	**61**	**67**	**68**
Don't know	**6**	2	2	0	1	1	3	4	3	3	9	5	9	7	3	4	8	5	6	6	6	5	7	7	5	6

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How likely are you to consider voting for the following parties at future general elections?																					
Conservative																					
Will definitely consider voting for them	**32**	19	20	27	37	30	43	45	45	36	33	33	27	37	26	34	28	34	33	29	18
May possibly consider voting for them	**16**	20	15	21	13	20	15	17	14	17	14	9	20	22	15	17	16	14	18	22	21
TOTAL LIKELY	**48**	**39**	**35**	**48**	**50**	**50**	**58**	**62**	**59**	**53**	**47**	**42**	**47**	**59**	**41**	**51**	**44**	**48**	**51**	**51**	**39**
Am unlikely to consider voting for them	**10**	10	11	8	10	13	11	9	10	10	9	12	10	10	11	10	10	10	10	9	15
Will definitely not consider voting for them	**34**	47	46	40	33	30	29	27	29	31	36	46	35	31	39	34	37	35	29	36	36
TOTAL UNLIKELY	**44**	**57**	**57**	**48**	**43**	**43**	**40**	**36**	**39**	**41**	**45**	**58**	**45**	**41**	**50**	**44**	**47**	**45**	**39**	**45**	**51**
Don't know	**7**	5	8	4	7	7	2	2	3	6	9	0	8	0	10	6	9	7	10	4	11
Labour																					
Will definitely consider voting for them	**28**	34	36	28	24	27	30	26	33	27	27	27	24	25	31	26	33	29	26	23	28
May possibly consider voting for them	**19**	23	23	20	16	17	15	22	20	16	22	18	21	19	20	18	19	17	21	18	23
TOTAL LIKELY	**47**	**57**	**59**	**48**	**40**	**44**	**45**	**48**	**53**	**43**	**49**	**45**	**45**	**44**	**51**	**44**	**52**	**46**	**47**	**41**	**51**
Am unlikely to consider voting for them	**15**	12	6	18	18	15	19	18	18	16	17	13	15	15	14	16	15	16	14	17	12
Will definitely not consider voting for them	**31**	24	29	30	36	33	33	30	27	35	27	39	32	40	25	34	24	31	29	38	27
TOTAL UNLIKELY	**46**	**36**	**35**	**48**	**54**	**48**	**52**	**48**	**45**	**51**	**44**	**52**	**47**	**55**	**39**	**50**	**39**	**47**	**43**	**55**	**39**
Don't know	**7**	7	7	4	6	8	3	3	3	6	7	3	9	2	10	6	9	7	10	4	10
Liberal Democrat																					
Will definitely consider voting for them	**6**	7	2	8	7	10	6	4	6	7	9	7	2	6	6	7	7	5	6	13	6
May possibly consider voting for them	**17**	14	11	15	16	16	21	24	26	16	20	16	15	9	18	16	21	17	15	20	16
TOTAL LIKELY	**23**	**21**	**13**	**23**	**23**	**26**	**27**	**28**	**32**	**23**	**29**	**23**	**17**	**15**	**24**	**23**	**28**	**22**	**21**	**33**	**22**
Am unlikely to consider voting for them	**24**	28	27	23	23	22	24	30	28	22	29	35	23	21	26	25	23	24	28	20	23
Will definitely not consider voting for them	**45**	46	51	51	49	45	46	38	37	49	36	41	50	62	40	47	41	47	42	43	45
TOTAL UNLIKELY	**69**	**74**	**78**	**74**	**72**	**67**	**70**	**68**	**65**	**71**	**65**	**76**	**73**	**83**	**66**	**72**	**64**	**71**	**70**	**63**	**68**
Don't know	**7**	5	8	4	4	7	2	4	3	6	6	2	10	2	10	6	8	6	10	4	11
Green																					
Will definitely consider voting for them	**6**	4	6	6	5	7	6	5	6	4	10	4	3	4	7	5	7	5	5	8	4
May possibly consider voting for them	**17**	17	14	17	15	16	22	15	19	15	20	12	14	7	21	17	16	15	19	16	28
TOTAL LIKELY	**23**	**21**	**20**	**23**	**20**	**23**	**28**	**20**	**25**	**19**	**30**	**16**	**17**	**11**	**28**	**22**	**23**	**20**	**24**	**24**	**32**
Am unlikely to consider voting for them	**23**	25	21	23	27	20	27	26	25	23	23	28	20	27	20	23	23	24	23	20	15
Will definitely not consider voting for them	**47**	46	51	47	48	49	42	52	47	52	40	54	52	56	40	48	46	49	43	51	45
TOTAL UNLIKELY	**70**	**71**	**72**	**70**	**75**	**69**	**69**	**78**	**72**	**75**	**63**	**82**	**72**	**83**	**60**	**71**	**69**	**73**	**66**	**71**	**60**
Don't know	**8**	8	8	7	5	8	2	2	2	6	7	2	11	7	11	6	9	7	10	5	8
UKIP																					
Will definitely consider voting for them	**11**	12	12	12	12	10	13	10	4	11	11	9	12	8	11	11	10	10	9	15	15
May possibly consider voting for them	**16**	21	14	19	15	17	16	14	11	19	14	20	18	15	10	16	16	16	16	14	18
TOTAL LIKELY	**27**	**33**	**26**	**31**	**27**	**27**	**29**	**24**	**15**	**30**	**25**	**29**	**30**	**23**	**21**	**27**	**26**	**26**	**25**	**29**	**33**
Am unlikely to consider voting for them	**13**	14	11	17	13	12	12	14	16	15	13	15	16	4	9	14	12	14	14	11	10
Will definitely not consider voting for them	**55**	48	56	48	54	55	58	59	67	50	55	52	47	73	63	54	56	54	57	55	48
TOTAL UNLIKELY	**68**	**62**	**67**	**65**	**67**	**67**	**70**	**73**	**83**	**65**	**68**	**67**	**63**	**77**	**72**	**68**	**68**	**68**	**71**	**66**	**58**
Don't know	**6**	6	8	3	6	6	1	2	2	6	6	4	7	0	7	6	7	6	5	5	9

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How likely are you to consider voting for the following parties at future general elections?																				
Conservative																				
Will definitely consider voting for them	**32**	41	38	33	34	24	22	42	43	33	16	13	24	22	45	46	40	38	24	21
May possibly consider voting for them	**16**	16	17	17	14	22	14	13	18	18	14	18	32	78	12	14	18	11	16	17
TOTAL LIKELY	**48**	**57**	**55**	**50**	**48**	**46**	**36**	**55**	**61**	**51**	**30**	**31**	**56**	**100**	**57**	**60**	**58**	**49**	**40**	**38**
Am unlikely to consider voting for them	**10**	10	10	12	10	11	6	10	10	11	7	15	17	0	9	9	11	8	10	6
Will definitely not consider voting for them	**34**	30	29	32	33	36	49	31	26	32	56	48	25	0	31	28	28	33	47	54
TOTAL UNLIKELY	**44**	**40**	**39**	**44**	**43**	**47**	**55**	**41**	**36**	**43**	**63**	**63**	**42**	**0**	**40**	**37**	**39**	**41**	**57**	**60**
Don't know	**7**	4	6	6	10	7	9	5	3	6	6	6	2	0	3	3	3	10	4	2
Labour																				
Will definitely consider voting for them	**28**	29	29	25	25	24	38	34	22	27	38	32	12	9	29	31	25	21	30	45
May possibly consider voting for them	**19**	16	19	22	17	19	14	13	20	18	19	30	88	34	17	14	19	13	13	14
TOTAL LIKELY	**47**	**45**	**48**	**47**	**42**	**43**	**52**	**47**	**42**	**45**	**57**	**62**	**100**	**43**	**46**	**45**	**44**	**34**	**43**	**59**
Am unlikely to consider voting for them	**15**	16	22	15	12	21	9	9	18	16	12	14	0	19	15	24	13	11	17	9
Will definitely not consider voting for them	**31**	35	25	33	35	27	29	40	36	32	25	17	0	37	36	29	40	43	34	30
TOTAL UNLIKELY	**46**	**51**	**47**	**48**	**47**	**48**	**38**	**49**	**54**	**48**	**37**	**31**	**0**	**56**	**51**	**53**	**53**	**54**	**51**	**39**
Don't know	**7**	4	5	5	11	9	9	5	4	6	6	8	0	1	3	3	2	11	6	2
Liberal Democrat																				
Will definitely consider voting for them	**6**	7	10	6	5	4	5	8	8	6	6	4	11	12	3	9	8	4	1	6
May possibly consider voting for them	**17**	23	20	20	12	15	10	20	20	17	13	18	31	20	21	18	22	13	10	10
TOTAL LIKELY	**23**	**30**	**30**	**26**	**17**	**19**	**15**	**28**	**28**	**23**	**19**	**22**	**42**	**32**	**24**	**27**	**30**	**17**	**11**	**16**
Am unlikely to consider voting for them	**24**	25	27	26	17	29	24	19	24	26	22	29	28	22	32	26	23	13	21	24
Will definitely not consider voting for them	**45**	42	37	42	55	44	51	49	45	45	54	44	28	46	41	45	45	60	61	58
TOTAL UNLIKELY	**69**	**67**	**64**	**68**	**72**	**73**	**75**	**68**	**69**	**71**	**76**	**73**	**56**	**68**	**73**	**71**	**68**	**73**	**82**	**82**
Don't know	**7**	4	5	6	10	7	10	5	4	5	5	6	2	0	2	2	2	10	6	2
Green																				
Will definitely consider voting for them	**6**	4	8	6	5	3	6	3	5	5	7	6	10	5	3	6	7	4	3	5
May possibly consider voting for them	**17**	19	19	20	13	12	15	22	17	16	20	21	27	13	17	22	20	12	8	18
TOTAL LIKELY	**23**	**23**	**27**	**26**	**18**	**15**	**21**	**25**	**22**	**21**	**27**	**27**	**37**	**18**	**20**	**28**	**27**	**16**	**11**	**23**
Am unlikely to consider voting for them	**23**	22	24	21	23	27	21	11	23	24	24	23	30	33	20	18	17	17	16	20
Will definitely not consider voting for them	**47**	50	43	48	49	51	46	59	51	49	43	44	32	47	57	51	52	56	68	55
TOTAL UNLIKELY	**70**	**72**	**67**	**69**	**72**	**78**	**67**	**70**	**74**	**73**	**67**	**67**	**62**	**80**	**77**	**69**	**69**	**73**	**84**	**75**
Don't know	**8**	5	6	6	11	6	12	5	4	7	6	7	1	2	3	3	3	11	4	2
UKIP																				
Will definitely consider voting for them	**11**	8	8	11	13	13	12	6	10	11	13	19	13	30	7	10	12	16	18	18
May possibly consider voting for them	**16**	12	15	17	14	13	20	16	15	16	15	17	14	22	12	16	21	14	16	21
TOTAL LIKELY	**27**	**20**	**23**	**28**	**27**	**26**	**32**	**22**	**25**	**27**	**28**	**36**	**27**	**52**	**19**	**26**	**33**	**30**	**34**	**39**
Am unlikely to consider voting for them	**13**	16	13	10	14	19	11	13	14	14	10	17	13	7	22	12	8	19	13	11
Will definitely not consider voting for them	**55**	62	61	58	50	47	48	61	57	53	57	41	59	41	56	61	57	47	49	48
TOTAL UNLIKELY	**68**	**78**	**74**	**68**	**64**	**66**	**59**	**74**	**71**	**67**	**67**	**58**	**72**	**48**	**78**	**73**	**65**	**66**	**62**	**59**
Don't know	**6**	2	4	5	9	7	8	4	4	5	4	7	1	1	4	1	2	5	4	2

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
How likely are you to consider voting for the following parties at future general elections?												
Conservative												
Will definitely consider voting for them	**32**	36	29	27	30	24	23	39	28	38	36	33
May possibly consider voting for them	**16**	20	19	16	16	27	12	15	16	16	14	16
TOTAL LIKELY	**48**	**56**	**48**	**43**	**46**	**51**	**35**	**54**	**44**	**54**	**50**	**49**
Am unlikely to consider voting for them	**10**	11	11	12	12	11	6	10	12	12	15	11
Will definitely not consider voting for them	**34**	28	31	36	32	28	44	30	35	29	33	32
TOTAL UNLIKELY	**44**	**39**	**42**	**48**	**44**	**39**	**50**	**40**	**47**	**41**	**48**	**43**
Don't know	**7**	5	10	9	10	10	15	5	9	6	3	7
Labour												
Will definitely consider voting for them	**28**	29	26	25	29	19	33	23	27	23	25	25
May possibly consider voting for them	**19**	16	25	24	20	25	14	17	22	16	20	20
TOTAL LIKELY	**47**	**45**	**51**	**49**	**49**	**44**	**47**	**40**	**49**	**39**	**45**	**45**
Am unlikely to consider voting for them	**15**	17	19	16	13	25	9	12	15	14	19	14
Will definitely not consider voting for them	**31**	33	21	27	28	20	29	42	27	41	32	34
TOTAL UNLIKELY	**46**	**50**	**40**	**43**	**41**	**45**	**38**	**54**	**42**	**55**	**51**	**48**
Don't know	**7**	5	8	8	10	11	15	6	9	6	5	8
Liberal Democrat												
Will definitely consider voting for them	**6**	10	12	5	7	7	5	6	5	7	2	6
May possibly consider voting for them	**17**	24	22	18	12	19	10	18	15	17	13	17
TOTAL LIKELY	**23**	**34**	**34**	**23**	**19**	**26**	**15**	**24**	**20**	**24**	**15**	**23**
Am unlikely to consider voting for them	**24**	18	28	29	20	36	24	19	25	20	26	22
Will definitely not consider voting for them	**45**	42	29	39	50	30	46	51	44	50	55	47
TOTAL UNLIKELY	**69**	**60**	**57**	**68**	**70**	**66**	**70**	**70**	**69**	**70**	**81**	**69**
Don't know	**7**	5	9	9	10	8	16	6	10	6	4	8
Green												
Will definitely consider voting for them	**6**	5	11	4	5	4	8	6	4	7	2	5
May possibly consider voting for them	**17**	21	16	20	14	16	12	17	17	16	10	17
TOTAL LIKELY	**23**	**26**	**27**	**24**	**19**	**20**	**20**	**23**	**21**	**23**	**12**	**22**
Am unlikely to consider voting for them	**23**	25	31	24	28	35	23	17	26	21	20	22
Will definitely not consider voting for them	**47**	43	33	44	42	37	38	54	43	49	63	48
TOTAL UNLIKELY	**70**	**68**	**64**	**68**	**70**	**72**	**61**	**71**	**69**	**70**	**83**	**70**
Don't know	**8**	7	9	8	11	8	19	7	9	6	5	8
UKIP												
Will definitely consider voting for them	**11**	9	6	9	11	9	8	14	10	14	14	12
May possibly consider voting for them	**16**	13	13	14	15	11	19	18	14	15	24	16
TOTAL LIKELY	**27**	**22**	**19**	**23**	**26**	**20**	**27**	**32**	**24**	**29**	**38**	**28**
Am unlikely to consider voting for them	**13**	9	14	12	10	25	11	13	11	12	7	12
Will definitely not consider voting for them	**55**	67	60	58	52	46	49	53	56	52	52	54
TOTAL UNLIKELY	**68**	**76**	**74**	**70**	**62**	**71**	**60**	**66**	**67**	**64**	**59**	**66**
Don't know	**6**	1	7	7	12	10	13	3	9	6	3	6

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following best describes how you vote at elections?																										
I always vote for the same party	**24**	33	35	21	9	10	30	36	14	26	21	22	20	23	27	24	23	29	21	19	27	25	23	24	25	22
I might not always vote, but when I do it is for the same party	**6**	6	8	11	5	1	5	6	4	5	6	11	7	4	4	6	6	8	5	6	5	5	5	9	4	6
There is one party I normally vote for, but I might consider other parties if I was unhappy or disappointed with my usual party	**43**	48	44	55	53	53	50	42	53	45	41	27	39	44	52	46	40	33	45	45	44	49	36	36	43	48
I often switch between parties and there is no one party I would regard as my usual choice	**14**	11	9	9	26	24	13	9	24	15	14	6	16	17	13	14	16	14	15	14	14	14	13	17	16	13
I don't usually vote at all	**9**	1	3	1	7	8	1	1	2	5	12	18	12	8	2	7	10	4	10	10	8	6	15	10	9	7
Don't know	**5**	1	1	4	0	4	1	5	4	4	6	15	7	3	1	4	6	11	4	4	3	2	7	4	3	4
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	**55**	25	82	62	67	87	36	77	68	57	52	50	52	58	54	55	54	51	58	52	56	54	54	62	54	58
Business people	**55**	46	65	56	65	73	51	63	63	58	52	47	47	59	60	57	52	52	55	56	55	57	52	55	56	55
People on middle incomes	**29**	48	19	29	25	17	45	19	26	34	25	38	26	26	32	34	23	31	28	28	31	29	28	24	31	25
Pensioners	**22**	33	18	29	16	28	29	16	24	27	17	22	21	20	25	26	17	22	21	25	21	24	20	15	23	21
Families with children	**12**	31	3	8	4	4	26	4	8	12	12	10	12	11	15	14	11	19	12	10	11	14	11	9	13	12
Recent immigrants	**9**	10	7	14	15	7	11	8	8	8	10	7	6	9	13	8	11	7	9	10	9	9	7	13	9	9
People on low incomes	**8**	17	2	8	6	2	14	3	6	8	7	4	7	7	11	7	8	9	8	7	7	9	5	6	8	8
People who rely on benefits	**8**	13	5	5	6	4	11	5	6	5	10	7	6	7	11	7	8	7	8	8	7	8	9	9	8	7
Young people	**5**	11	1	6	2	3	9	2	4	4	6	8	4	3	6	4	6	6	4	6	5	6	6	2	5	5
People from ethnic minorities	**4**	2	3	2	13	1	3	3	3	4	4	3	3	4	5	3	4	2	5	3	5	4	4	4	3	3
Trade unionists	**2**	1	3	6	2	2	2	3	2	2	3	3	3	2	2	2	3	2	2	3	2	2	4	4	2	3
None of these	**12**	7	4	6	8	2	8	9	6	8	15	14	19	11	6	9	16	13	10	13	11	10	13	11	10	12
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	**40**	29	71	34	25	36	29	63	44	40	40	41	36	38	45	42	37	35	39	40	44	40	32	49	39	39
Trade unionists	**38**	57	16	47	51	32	57	19	41	46	31	26	33	38	48	44	30	37	37	38	39	42	34	29	43	37
People who rely on benefits	**31**	51	22	26	33	22	48	20	32	35	28	29	28	29	38	34	28	28	29	32	35	35	28	21	32	29
Families with children	**26**	12	53	31	18	26	14	46	34	23	30	30	26	26	26	28	24	25	28	27	25	26	22	30	24	28
People on middle incomes	**19**	8	34	26	9	44	9	30	26	21	17	19	19	22	15	21	16	20	21	20	16	19	21	17	19	24
People from ethnic minorities	**15**	21	6	11	35	11	22	8	11	19	12	10	11	16	19	14	16	19	14	16	13	17	14	12	16	14
Recent immigrants	**13**	21	4	10	27	2	20	6	7	15	11	10	9	16	14	10	16	10	13	15	12	14	11	13	15	11
Pensioners	**11**	3	24	9	9	9	5	24	9	11	12	10	9	11	14	10	13	9	10	10	14	10	9	20	11	11
Rich people	**9**	9	3	20	14	19	9	2	13	9	10	7	10	10	9	8	11	9	12	9	7	9	13	9	10	8
Young people	**8**	3	19	7	2	14	3	17	7	8	8	14	7	9	6	7	10	8	8	9	8	7	9	13	6	7
Business people	**7**	5	4	10	9	18	5	6	9	7	7	8	5	8	6	7	6	5	7	5	9	6	8	5	6	7
None of these	**13**	12	3	4	7	7	11	10	6	10	17	20	19	11	9	10	17	17	12	15	12	11	17	13	12	15

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following best describes how you vote at elections?																					
I always vote for the same party	**24**	23	23	24	26	24	25	26	27	24	23	20	19	27	24	25	21	23	26	24	20
I might not always vote, but when I do it is for the same party	**6**	5	9	4	6	4	7	2	5	5	4	2	5	7	8	5	7	6	7	4	4
There is one party I normally vote for, but I might consider other parties if I was unhappy or disappointed with my usual party	**43**	43	39	46	41	41	47	51	42	47	39	51	45	48	35	45	41	44	36	47	45
I often switch between parties and there is no one party I would regard as my usual choice	**14**	15	14	15	15	19	15	12	22	15	14	17	19	16	12	14	15	14	15	17	14
I don't usually vote at all	**9**	12	11	8	10	7	4	5	2	5	15	9	10	0	12	8	10	9	7	6	14
Don't know	**5**	3	4	3	2	5	2	4	2	3	6	2	2	1	9	4	6	4	9	2	4
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	**55**	62	60	58	53	57	60	55	48	55	52	69	58	52	55	55	57	54	53	58	63
Business people	**55**	58	57	56	54	58	55	60	58	56	58	56	55	59	52	58	48	56	54	55	51
People on middle incomes	**29**	24	29	25	28	34	31	33	36	28	32	37	35	22	29	32	23	29	30	33	23
Pensioners	**22**	20	17	19	25	21	24	26	30	24	20	17	16	34	20	22	23	23	22	21	16
Families with children	**12**	10	8	10	13	14	17	18	15	14	13	16	9	13	10	13	12	11	16	15	7
Recent immigrants	**9**	10	10	11	8	7	11	8	9	9	9	7	9	18	8	9	9	10	7	9	9
People on low incomes	**8**	7	6	8	9	7	11	7	11	9	9	3	9	11	5	8	5	7	8	11	3
People who rely on benefits	**8**	10	9	9	9	5	9	5	9	8	10	7	8	20	5	8	7	8	8	7	4
Young people	**5**	4	2	5	4	6	8	5	7	5	8	3	6	8	2	5	4	5	5	4	3
People from ethnic minorities	**4**	5	6	3	5	3	4	4	1	4	3	4	2	9	4	4	4	4	3	5	5
Trade unionists	**2**	3	5	2	3	2	1	3	2	2	3	2	2	4	3	2	2	2	2	1	5
None of these	**12**	9	10	10	12	12	4	8	6	11	8	11	10	4	15	10	15	12	13	7	11
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	**40**	51	44	42	33	41	46	41	44	41	38	40	40	49	38	40	39	41	38	38	42
Trade unionists	**38**	37	34	33	37	40	46	43	46	43	32	43	38	41	32	42	29	38	36	44	31
People who rely on benefits	**31**	26	28	31	29	37	35	40	35	35	26	29	28	30	29	35	23	33	28	33	22
Families with children	**26**	29	24	29	25	27	26	28	28	25	35	26	22	25	25	25	30	26	27	25	34
People on middle incomes	**19**	17	19	13	20	20	21	23	24	17	28	19	13	14	20	18	21	17	22	19	20
People from ethnic minorities	**15**	14	16	9	19	16	16	18	14	17	12	10	11	18	14	15	15	15	17	16	5
Recent immigrants	**13**	15	13	18	16	10	13	11	7	13	12	14	14	17	11	13	12	13	12	15	11
Pensioners	**11**	18	16	14	14	10	8	8	3	11	9	10	22	13	10	12	11	12	10	10	8
Rich people	**9**	11	10	11	9	4	10	10	14	8	14	10	10	7	8	9	10	8	9	11	14
Young people	**8**	13	12	7	8	7	10	6	7	8	9	5	8	1	10	8	9	8	8	8	11
Business people	**7**	7	4	8	6	6	7	5	9	5	6	6	9	16	9	7	5	7	5	9	4
None of these	**13**	8	13	13	14	13	5	9	7	13	12	10	13	12	16	11	18	14	16	9	14

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position							Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs	Lab Considerers C1 and C2	Con Considerers C1 and C2	Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following best describes how you vote at elections?																				
I always vote for the same party	**24**	25	25	24	21	21	26	45	27	22	20	14	5	6	28	28	25	23	25	33
I might not always vote, but when I do it is for the same party	**6**	7	7	4	7	3	6	4	4	8	5	5	6	6	10	6	4	6	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 party	**43**	50	45	45	39	41	40	38	47	46	40	33	45	54	46	47	50	38	44	42
I often switch between parties and there is no one party I would regard as my usual choice	**14**	11	14	14	17	17	12	8	14	13	18	29	29	27	13	13	15	16	16	14
I don't usually vote at all	**9**	4	7	9	10	12	10	3	6	8	14	10	11	5	1	3	3	8	11	5
Don't know	**5**	3	2	4	6	6	6	3	3	3	3	9	5	3	2	2	4	9	1	1
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	**55**	50	58	56	52	50	61	47	52	55	68	70	68	60	51	63	57	51	58	67
Business people	**55**	61	57	56	49	48	59	54	57	56	58	54	63	60	62	67	57	50	51	63
People on middle incomes	**29**	37	36	32	28	19	20	35	37	28	23	20	29	33	41	42	38	29	16	24
Pensioners	**22**	28	26	26	17	14	20	28	26	22	20	6	18	22	26	31	34	22	16	24
Families with children	**12**	19	14	12	13	9	8	17	16	13	7	4	7	6	19	13	13	11	7	10
Recent immigrants	**9**	9	6	8	9	16	10	9	8	10	11	4	9	10	7	5	6	8	23	9
People on low incomes	**8**	9	6	8	10	6	6	12	8	10	4	3	7	5	12	5	9	9	7	6
People who rely on benefits	**8**	7	6	8	8	8	9	10	6	10	7	6	10	7	5	2	8	5	4	5
Young people	**5**	6	3	4	6	6	6	8	5	7	2	2	4	4	8	2	4	4	4	4
People from ethnic minorities	**4**	2	3	3	3	6	5	9	2	4	5	6	3	4	1	3	4	3	10	5
Trade unionists	**2**	2	1	3	4	1	2	2	2	2	3	4	5	2	1	1	3	2	2	3
None of these	**12**	7	7	10	16	18	12	5	9	8	9	15	7	6	5	4	6	18	11	6
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	**40**	39	43	43	35	34	43	48	40	40	45	39	41	34	37	44	43	33	35	47
Trade unionists	**38**	50	40	44	30	30	32	40	46	39	32	24	39	54	51	49	53	36	38	44
People who rely on benefits	**31**	38	33	33	30	26	27	35	38	31	23	35	29	34	35	38	37	34	25	36
Families with children	**26**	30	27	28	26	19	26	34	23	26	34	38	32	17	24	23	25	19	17	27
People on middle incomes	**19**	22	20	21	18	17	11	18	19	19	22	17	27	15	23	20	23	18	21	15
People from ethnic minorities	**15**	14	12	16	18	13	15	25	16	15	13	11	13	20	16	13	20	24	15	19
Recent immigrants	**13**	12	9	11	18	14	16	6	12	15	15	7	8	14	15	9	12	20	17	18
Pensioners	**11**	9	14	8	12	12	15	14	9	13	14	14	14	6	8	14	7	11	14	14
Rich people	**9**	7	9	8	12	10	9	8	8	10	11	14	13	12	8	6	9	13	7	11
Young people	**8**	7	8	6	11	8	11	5	7	8	13	11	7	6	9	8	6	10	10	10
Business people	**7**	6	9	6	5	5	10	2	6	7	8	4	10	9	4	10	6	5	6	8
None of these	**13**	8	10	11	17	21	14	7	12	11	10	10	6	5	6	9	7	17	15	4

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following best describes how you vote at elections?												
I always vote for the same party	**24**	23	21	23	19	17	21	24	21	24	26	23
I might not always vote, but when I do it is for the same party	**6**	3	9	5	7	3	8	5	6	5	5	5
There is one party I normally vote for, but I might consider other parties if I was unhappy or disappointed with my usual party	**43**	54	42	40	39	39	38	45	40	42	48	42
I often switch between parties and there is no one party I would regard as my usual choice	**14**	9	15	14	18	18	10	15	16	17	15	15
I don't usually vote at all	**9**	7	10	14	12	12	13	5	13	8	5	9
Don't know	**5**	4	3	5	4	11	10	6	4	3	2	5
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	**55**	48	53	55	53	44	56	54	54	56	58	54
Business people	**55**	60	46	55	49	46	56	54	52	56	58	53
People on middle incomes	**29**	34	29	26	26	21	17	34	26	32	25	30
Pensioners	**22**	30	19	18	12	13	17	29	15	23	20	22
Families with children	**12**	19	16	10	15	10	7	12	12	13	9	12
Recent immigrants	**9**	11	7	11	9	11	10	7	10	8	9	8
People on low incomes	**8**	5	8	6	10	6	6	9	8	8	9	8
People who rely on benefits	**8**	8	10	8	11	12	12	7	9	8	8	8
Young people	**5**	5	5	4	7	7	7	4	5	5	4	5
People from ethnic minorities	**4**	4	4	3	4	3	4	3	3	3	5	3
Trade unionists	**2**	3	1	3	5	0	2	2	4	2	4	3
None of these	**12**	9	10	14	15	25	16	11	14	10	8	13
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	**40**	42	41	44	37	33	40	39	41	39	40	40
Trade unionists	**38**	49	30	36	25	23	23	46	31	44	41	38
People who rely on benefits	**31**	41	27	29	26	26	20	36	28	32	31	32
Families with children	**26**	36	32	30	31	21	26	23	31	26	30	27
People on middle incomes	**19**	20	20	20	18	13	9	21	19	20	24	20
People from ethnic minorities	**15**	11	11	11	12	11	12	22	12	18	15	16
Recent immigrants	**13**	8	8	9	16	11	14	15	12	15	10	14
Pensioners	**11**	10	15	10	12	11	16	9	11	11	8	10
Rich people	**9**	7	13	7	12	12	8	10	9	10	11	10
Young people	**8**	5	8	7	11	7	12	7	9	6	5	8
Business people	**7**	7	8	6	4	5	11	6	5	5	9	6
None of these	**13**	10	12	15	18	26	21	11	16	11	13	14

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	2974	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How well or badly do you think the political parties represent people like you?																										
Very well	**2**	5	2	4	0	0	3	2	3	3	2	1	4	1	3	3	2	2	2	2	2	3	3	1	3	1
Fairly well	**28**	49	24	32	11	10	43	25	19	30	26	28	22	24	36	30	24	32	25	30	27	31	25	23	28	30
TOTAL WELL	**30**	**54**	**26**	**36**	**11**	**10**	**46**	**27**	**22**	**33**	**28**	**29**	**26**	**25**	**39**	**33**	**26**	**34**	**27**	**32**	**29**	**34**	**28**	**24**	**31**	**31**
Fairly badly	**37**	31	46	43	41	44	33	39	47	35	39	31	36	42	36	40	34	38	38	38	36	39	34	39	38	41
Very badly	**21**	9	18	18	46	44	15	18	24	25	18	21	22	24	18	18	25	15	23	20	24	19	24	26	22	17
TOTAL BADLY	**58**	**40**	**64**	**61**	**87**	**88**	**48**	**57**	**71**	**60**	**57**	**52**	**58**	**66**	**54**	**58**	**59**	**53**	**61**	**58**	**60**	**58**	**58**	**65**	**60**	**58**
Don't know	**11**	7	10	3	3	2	5	16	6	7	15	20	17	9	6	8	15	13	12	11	11	8	14	10	9	11
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	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Upper middle class	**3**	5	2	2	1	1	4	2	2	3	2	4	2	2	3	4	1	3	3	2	2	3	1	3	2	2
Middle class	**27**	36	22	41	22	22	36	22	27	29	25	27	28	22	30	36	16	37	27	23	26	30	29	14	27	32
Lower middle class	**18**	22	16	18	15	30	19	13	25	18	18	20	18	17	18	21	14	14	21	17	16	20	16	10	17	19
Upper working class	**15**	15	15	16	16	16	15	16	16	14	16	18	14	16	14	15	14	9	13	18	17	16	13	8	16	16
Working class	**24**	16	33	15	35	21	17	30	18	23	24	13	21	30	24	14	37	17	23	25	27	21	24	42	25	19
None of the above	**6**	4	7	5	10	6	5	6	8	8	5	4	7	6	7	5	8	7	8	7	5	6	5	14	7	6
Don't know	**7**	4	5	4	2	4	3	10	5	5	10	14	9	6	4	5	10	12	6	7	6	5	10	8	5	6
Thinking about your finances, which of the following best reflects your position?																										
I am very comfortable financially	**4**	5	5	3	2	1	3	5	4	5	2	1	4	3	5	5	2	6	3	3	4	5	2	1	4	4
I am relatively comfortable financially	**34**	44	27	46	28	34	44	27	35	37	31	34	31	32	39	41	25	33	33	32	35	42	23	12	35	40
I do not often have money for luxuries, but can normally comfortably cover the essentials	**38**	39	37	37	39	35	39	36	38	35	40	33	38	36	42	39	36	37	38	39	37	37	41	39	37	40
I can only just afford my costs and often struggle to make ends meet	**16**	9	22	13	24	25	10	20	18	15	18	13	17	21	12	10	25	12	19	17	16	12	22	31	18	10
I cannot afford my costs, and often have to go without essentials like food and heating	**4**	2	6	0	7	2	3	4	3	4	4	5	4	5	2	2	7	4	3	4	4	2	5	12	3	3
Not sure	**4**	2	3	0	1	2	2	7	2	4	5	14	6	3	0	3	6	9	3	4	4	2	6	4	3	4

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How well or badly do you think the political parties represent people like you?																					
Very well	**2**	2	3	4	1	1	6	1	1	2	1	2	4	10	2	2	2	2	3	2	5
Fairly well	**28**	21	21	25	27	27	33	33	40	31	26	24	21	33	23	30	20	28	30	23	26
TOTAL WELL	**30**	**23**	**24**	**29**	**28**	**28**	**39**	**34**	**41**	**33**	**27**	**26**	**25**	**43**	**25**	**32**	**22**	**30**	**33**	**25**	**31**
Fairly badly	**37**	38	35	32	38	46	42	44	40	39	42	29	42	33	34	36	43	36	38	44	32
Very badly	**21**	29	31	24	25	16	17	16	14	18	20	38	24	18	27	22	21	23	17	21	25
TOTAL BADLY	**58**	**67**	**66**	**56**	**63**	**62**	**59**	**60**	**54**	**57**	**62**	**67**	**66**	**51**	**61**	**58**	**64**	**59**	**55**	**65**	**57**
Don't know	**11**	11	10	15	8	9	2	6	5	11	11	8	9	7	14	10	14	11	12	9	13
Thinking about what is often called "social class", which of the following terms do you feel is most appropriate to you?																					
Upper class	**0**	1	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0
Upper middle class	**3**	3	3	1	1	2	2	4	10	2	1	0	2	4	4	3	2	2	3	4	1
Middle class	**27**	17	14	19	23	25	33	41	53	29	27	32	16	40	25	28	23	24	35	28	24
Lower middle class	**18**	10	13	13	19	22	28	16	14	19	20	20	14	17	15	18	17	17	18	23	12
Upper working class	**15**	10	10	15	16	23	19	14	9	16	14	7	15	14	15	15	16	17	9	16	12
Working class	**24**	40	32	35	30	20	15	17	8	23	29	36	36	18	20	23	27	27	16	21	32
None of the above	**6**	10	14	9	5	2	3	3	2	5	3	4	9	3	10	7	6	6	9	5	10
Don't know	**7**	9	13	6	4	6	1	4	2	5	6	0	9	5	11	6	9	7	10	4	9
Thinking about your finances, which of the following best reflects your position?																					
I am very comfortable financially	**4**	1	3	2	1	4	3	9	13	4	5	4	1	3	3	4	3	3	5	3	4
I am relatively comfortable financially	**34**	13	10	21	31	41	44	50	62	40	31	17	21	30	29	37	26	34	32	40	24
I do not often have money for luxuries, but can normally comfortably cover the essentials	**38**	36	38	37	46	39	43	33	22	39	40	30	40	44	35	38	39	38	37	36	45
I can only just afford my costs and often struggle to make ends meet	**16**	33	32	26	17	13	10	5	2	13	17	36	26	18	18	15	23	17	14	17	20
I cannot afford my costs, and often have to go without essentials like food and heating	**4**	14	15	10	3	0	0	0	0	2	5	11	8	4	6	4	4	4	4	2	4
Not sure	**4**	4	3	4	2	3	0	3	1	3	2	1	3	1	9	3	6	4	8	2	2

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How well or badly do you think the political parties represent people like you?																				
Very well	**2**	4	3	2	2	0	2	17	2	2	1	0	0	1	4	4	4	1	0	1
Fairly well	**28**	35	33	27	24	28	21	37	38	29	11	3	21	19	35	38	28	24	33	22
TOTAL WELL	**30**	**39**	**36**	**29**	**26**	**28**	**23**	**54**	**40**	**31**	**12**	**3**	**21**	**20**	**39**	**42**	**32**	**25**	**33**	**23**
Fairly badly	**37**	38	41	40	35	32	33	34	39	39	40	35	55	51	39	37	41	28	30	34
Very badly	**21**	17	15	21	24	20	32	8	13	21	39	49	19	23	18	19	21	35	22	39
TOTAL BADLY	**58**	**55**	**56**	**61**	**59**	**52**	**65**	**42**	**52**	**60**	**79**	**84**	**74**	**74**	**57**	**56**	**62**	**63**	**52**	**73**
Don't know	**11**	6	7	9	14	21	12	5	9	9	9	13	5	6	4	2	7	12	15	4
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	0	0	4	0	0	0	0	0	0	0	0	0	0	1	0
Upper middle class	**3**	8	4	2	1	1	2	9	4	2	1	1	2	1	7	4	3	1	0	3
Middle class	**27**	51	39	28	14	18	15	46	38	26	11	2	29	29	53	45	28	12	29	12
Lower middle class	**18**	14	20	23	18	9	13	17	20	20	15	5	21	24	15	17	27	16	4	11
Upper working class	**15**	11	14	18	19	13	8	4	20	15	15	5	19	15	7	16	16	17	16	6
Working class	**24**	9	12	17	33	44	36	14	11	29	38	46	19	24	9	11	14	33	45	44
None of the above	**6**	3	5	6	7	3	14	4	4	4	12	25	5	5	4	4	8	12	3	19
Don't know	**7**	4	6	5	8	11	12	2	3	4	7	17	6	2	4	2	4	9	3	5
Thinking about your finances, which of the following best reflects your position?																				
I am very comfortable financially	**4**	8	8	3	2	2	1	100	0	0	0	0	3	2	12	10	4	3	2	2
I am relatively comfortable financially	**34**	49	43	37	29	27	16	0	100	0	0	0	37	40	47	50	40	31	33	14
I do not often have money for luxuries, but can normally comfortably cover the essentials	**38**	33	36	43	38	40	30	0	0	100	0	0	36	45	34	29	42	35	36	27
I can only just afford my costs and often struggle to make ends meet	**16**	7	8	12	22	18	34	0	0	0	100	0	16	12	4	9	10	21	18	35
I cannot afford my costs, and often have to go without essentials like food and heating	**4**	1	2	2	4	5	13	0	0	0	0	100	5	1	1	1	2	2	2	18
Not sure	**4**	2	3	3	5	9	6	0	0	0	0	0	3	1	2	1	2	7	9	3

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
How well or badly do you think the political parties represent people like you?												
Very well	**2**	3	2	1	3	0	3	3	2	3	1	2
Fairly well	**28**	36	27	26	24	23	20	26	26	26	23	26
TOTAL WELL	**30**	**39**	**29**	**27**	**27**	**23**	**23**	**29**	**28**	**29**	**24**	**28**
Fairly badly	**37**	37	47	40	42	33	32	35	41	39	45	38
Very badly	**21**	15	10	21	14	18	27	27	18	25	24	22
TOTAL BADLY	**58**	**52**	**57**	**61**	**56**	**51**	**59**	**62**	**59**	**64**	**69**	**60**
Don't know	**11**	8	14	11	16	25	18	9	13	7	7	11
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	0	1	0	0	0	0	0
Upper middle class	**3**	8	3	2	1	1	1	2	2	1	1	2
Middle class	**27**	50	32	29	17	10	18	21	24	23	25	23
Lower middle class	**18**	13	23	20	19	12	14	23	19	21	22	21
Upper working class	**15**	15	12	20	20	11	9	17	20	20	17	18
Working class	**24**	8	13	19	33	44	30	22	25	21	23	23
None of the above	**6**	3	5	5	3	3	9	9	4	8	8	7
Don't know	**7**	4	10	6	7	18	18	6	6	5	4	6
Thinking about your finances, which of the following best reflects your position?												
I am very comfortable financially	**4**	4	5	3	1	1	0	3	2	3	1	3
I am relatively comfortable financially	**34**	51	36	34	26	22	16	37	31	34	34	34
I do not often have money for luxuries, but can normally comfortably cover the essentials	**38**	32	45	43	41	44	33	39	42	41	44	41
I can only just afford my costs and often struggle to make ends meet	**16**	9	7	14	23	18	34	15	18	18	14	16
I cannot afford my costs, and often have to go without essentials like food and heating	**4**	1	2	3	5	6	10	2	4	2	4	3
Not sure	**4**	3	5	4	4	9	7	4	4	1	4	4

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Below are a list of values and principles, which of the following best reflect your own values? Please tick up to four																										
Family	**43**	42	47	30	43	26	42	45	41	35	51	33	43	44	47	43	44	36	45	44	45	45	36	49	40	45
Fairness	**39**	31	46	44	37	54	36	43	49	36	41	25	35	43	42	40	37	36	39	38	40	41	38	35	36	45
Hard work	**33**	42	25	30	38	13	41	26	33	29	37	25	32	35	35	36	30	28	34	34	34	37	23	35	33	39
Decency	**29**	28	33	19	34	22	31	31	34	28	31	15	20	37	35	30	29	24	26	27	37	33	27	28	28	32
Equality	**20**	9	34	28	9	52	10	30	26	19	21	26	23	20	15	20	20	19	22	18	20	19	21	22	16	23
Freedom	**18**	19	18	18	24	23	19	16	18	21	15	20	15	17	21	18	18	19	18	19	18	16	24	19	20	13
Self-reliance	**17**	25	12	21	18	12	24	13	16	18	17	13	15	19	20	19	15	18	16	18	18	19	14	12	19	19
Independence	**17**	19	16	17	23	16	19	12	18	17	18	13	17	17	20	17	18	16	18	18	17	17	19	17	18	16
Morality	**17**	15	21	23	18	21	15	20	18	17	18	16	12	20	18	17	17	14	19	15	17	17	21	15	17	17
Stability	**14**	16	13	12	9	15	14	13	13	15	12	14	15	15	12	15	13	13	13	16	13	14	11	14	14	11
Tradition	**13**	18	8	13	21	3	18	9	8	15	12	9	8	15	18	13	14	10	12	14	15	15	9	12	15	13
Patriotism	**11**	16	8	4	21	3	16	9	5	15	7	8	5	10	18	10	12	11	10	13	10	12	7	15	13	9
Opportunity	**8**	9	6	10	9	7	9	8	6	8	8	14	8	7	7	9	7	8	7	7	9	7	7	7	8	7
Creativity	**8**	7	9	11	5	27	7	9	10	7	8	11	9	8	4	8	7	10	9	5	7	6	12	6	9	6
Civility	**8**	8	9	7	11	11	9	9	8	9	8	4	5	9	13	8	9	9	7	8	9	9	6	8	9	8
Co-operation	**7**	4	13	7	3	18	5	11	10	8	6	7	8	6	7	10	4	7	9	7	6	8	8	4	7	11
Ambition	**7**	10	5	6	2	5	9	5	5	8	6	18	10	5	3	8	6	8	8	6	7	5	10	4	8	6
Individualism	**7**	7	6	11	7	11	7	5	8	8	6	6	10	6	5	7	6	10	8	5	6	7	8	4	8	6
Faith	**7**	7	7	5	6	1	7	8	6	5	8	5	5	7	8	5	8	7	8	6	5	6	6	11	4	6
Frugality	**6**	7	5	9	8	2	7	5	6	6	5	7	7	6	4	6	6	2	6	9	4	6	5	5	6	5
Conservation	**5**	7	4	2	5	13	7	4	4	6	4	7	5	3	7	5	5	4	6	4	5	5	4	5	6	3
Moderation	**5**	5	4	6	7	4	6	4	5	6	4	3	4	5	7	6	4	3	5	5	5	5	4	4	6	7
Charity	**5**	5	7	8	4	10	5	7	6	4	7	8	3	6	6	6	5	9	5	5	5	5	5	8	4	5
Entrepreneurship	**3**	6	1	2	2	2	6	1	1	4	1	5	3	2	2	3	3	5	1	2	3	3	4	2	5	1
Internationalism	**3**	1	4	9	1	7	1	4	5	4	1	3	3	3	2	4	1	6	3	2	2	3	4	2	3	4
Modernity	**2**	3	2	6	1	1	3	2	3	3	1	3	3	2	1	3	2	3	3	2	1	2	2	0	2	3
Invention	**1**	2	1	3	1	5	2	1	2	2	1	0	2	2	1	1	1	1	2	1	2	2	2	1	2	1
Anarchy	**1**	0	1	1	0	4	0	1	1	1	1	1	1	1	0	0	1	1	1	0	0	0	1	2	1	0
None of these	**1**	0	0	0	1	0	0	0	1	1	1	1	1	1	0	1	1	0	1	0	1	0	1	2	1	1
Don't know	**5**	3	3	0	3	0	1	7	3	5	5	14	7	3	2	2	8	9	4	6	3	3	7	7	4	4

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Below are a list of values and principles, which of the following best reflect your own values? Please tick up to four																					
Family	**43**	49	37	45	43	46	44	46	35	53	35	49	42	47	31	40	54	44	37	46	51
Fairness	**39**	36	33	36	36	44	37	45	40	41	37	46	42	47	33	40	35	39	37	39	38
Hard work	**33**	21	23	30	36	39	36	34	39	37	28	30	38	29	28	33	32	34	29	35	35
Decency	**29**	31	26	32	31	34	26	34	27	33	29	29	36	24	22	30	30	32	26	28	18
Equality	**20**	22	24	21	16	20	22	21	23	18	25	17	17	16	21	20	21	19	22	16	24
Freedom	**18**	24	24	20	15	15	21	13	22	17	15	23	21	21	21	20	15	18	18	20	17
Self-reliance	**17**	13	19	16	20	18	16	16	21	15	15	27	23	30	20	19	14	17	19	19	10
Independence	**17**	20	19	20	16	18	16	16	19	15	21	10	24	29	17	18	15	18	15	22	15
Morality	**17**	18	16	17	20	24	15	14	13	17	17	20	17	18	18	18	15	17	16	17	23
Stability	**14**	17	11	14	16	12	20	14	12	15	13	15	16	13	12	14	13	14	11	14	19
Tradition	**13**	15	12	13	13	13	14	16	13	16	10	10	8	21	12	15	11	15	12	11	7
Patriotism	**11**	11	8	14	12	8	8	13	13	12	8	8	17	20	8	13	6	11	10	14	7
Opportunity	**8**	7	4	7	6	6	13	7	15	7	8	8	12	3	10	8	8	8	8	6	9
Creativity	**8**	7	11	5	9	8	10	8	5	5	11	10	6	5	11	8	5	6	10	10	5
Civility	**8**	9	14	8	8	9	7	6	8	9	9	4	14	4	7	9	5	9	8	8	6
Co-operation	**7**	5	5	5	9	9	10	11	9	7	8	7	5	7	7	7	7	6	8	9	12
Ambition	**7**	5	6	7	6	5	9	7	15	5	8	8	6	1	11	7	7	6	7	7	13
Individualism	**7**	9	7	6	8	7	8	7	8	5	13	5	4	5	7	7	6	6	10	7	6
Faith	**7**	13	9	8	6	4	7	7	8	8	5	11	6	9	5	7	7	6	8	7	7
Frugality	**6**	6	8	5	8	6	5	5	5	5	7	4	3	0	7	6	5	6	3	8	5
Conservation	**5**	3	7	4	5	4	7	4	4	5	5	0	3	12	5	6	3	5	3	7	4
Moderation	**5**	5	3	5	6	5	5	7	3	5	3	5	4	7	5	5	4	5	4	5	6
Charity	**5**	9	6	5	6	2	8	6	8	6	5	13	4	1	6	6	4	5	8	3	3
Entrepreneurship	**3**	1	2	3	4	1	4	2	6	2	6	2	1	3	4	3	3	3	4	2	1
Internationalism	**3**	2	3	2	2	2	2	4	9	3	5	3	2	0	3	3	2	2	4	3	3
Modernity	**2**	2	0	0	2	3	1	5	3	2	2	0	0	0	4	2	3	2	3	2	2
Invention	**1**	1	2	1	2	1	2	3	1	1	2	2	1	0	1	2	1	1	2	1	2
Anarchy	**1**	2	2	1	0	0	2	0	0	0	1	0	0	0	2	1	1	1	1	1	2
None of these	**1**	1	2	0	1	0	0	2	0	0	0	3	1	0	1	1	1	1	0	1	1
Don't know	**5**	2	6	6	3	4	2	1	1	4	7	2	2	1	8	3	8	4	8	2	6

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Below are a list of values and principles, which of the following best reflect your own values? Please tick up to four																				
Family	**43**	40	41	45	49	36	43	29	43	47	46	39	48	54	35	37	35	36	29	35
Fairness	**39**	39	41	40	37	38	36	38	40	38	43	30	49	48	33	40	39	30	37	38
Hard work	**33**	37	33	37	30	40	20	32	37	37	25	21	28	37	35	27	31	28	35	16
Decency	**29**	30	28	31	31	24	29	27	31	30	32	30	33	36	29	30	29	27	22	31
Equality	**20**	21	23	18	20	18	23	12	17	19	25	38	26	14	17	20	17	18	18	28
Freedom	**18**	20	18	18	18	15	21	20	18	19	20	13	16	17	27	22	16	22	20	29
Self-reliance	**17**	20	18	19	18	14	12	32	20	16	14	23	20	17	20	17	22	14	13	16
Independence	**17**	21	14	18	18	17	17	19	17	19	19	13	17	16	19	12	18	18	17	15
Morality	**17**	16	18	17	15	19	19	12	17	16	23	17	14	17	12	18	18	9	23	23
Stability	**14**	10	15	16	11	14	13	18	15	14	15	3	13	12	11	16	20	10	15	16
Tradition	**13**	13	10	14	15	12	15	16	15	14	10	13	18	18	14	9	16	19	15	15
Patriotism	**11**	11	8	10	14	11	9	13	11	13	8	7	7	15	17	11	15	21	15	10
Opportunity	**8**	11	11	7	6	9	6	9	9	9	6	2	7	5	13	11	7	5	9	7
Creativity	**8**	10	9	7	7	6	8	4	7	7	11	4	10	4	11	11	5	8	3	7
Civility	**8**	7	9	8	6	10	11	8	9	8	8	6	6	10	8	7	8	10	11	12
Co-operation	**7**	10	11	9	3	3	7	8	9	6	7	5	9	7	10	13	9	4	5	7
Ambition	**7**	7	10	8	6	8	3	1	8	7	5	11	6	2	6	10	9	7	11	6
Individualism	**7**	7	5	7	5	8	7	7	9	6	5	3	6	7	9	3	10	7	9	8
Faith	**7**	5	7	4	7	6	13	6	6	6	9	15	9	10	5	6	3	5	7	12
Frugality	**6**	3	5	7	6	6	5	5	6	7	5	7	5	5	4	5	9	7	4	5
Conservation	**5**	6	6	4	6	4	4	4	6	5	4	3	5	5	6	8	4	8	7	4
Moderation	**5**	4	4	7	4	3	4	9	5	6	3	1	6	9	4	4	10	2	4	5
Charity	**5**	5	5	6	4	4	8	6	4	6	6	11	7	3	5	4	3	1	5	7
Entrepreneurship	**3**	6	4	1	3	3	3	3	5	2	1	3	1	2	9	7	1	6	5	2
Internationalism	**3**	6	4	3	1	1	2	7	3	2	3	1	4	2	8	6	4	2	2	4
Modernity	**2**	5	2	2	2	2	0	1	3	1	1	3	4	1	6	3	4	3	3	1
Invention	**1**	3	1	1	2	1	1	3	1	2	1	1	1	2	2	2	2	2	1	2
Anarchy	**1**	1	1	0	1	1	1	0	0	1	2	0	0	0	1	1	0	2	0	3
None of these	**1**	0	1	1	1	0	1	0	0	1	1	1	0	1	0	2	1	1	0	1
Don't know	**5**	3	2	2	7	10	7	2	2	3	3	7	0	0	3	2	3	11	9	2

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
Below are a list of values and principles, which of the following best reflect your own values? Please tick up to four												
Family	**43**	45	44	54	59	42	50	35	56	44	46	46
Fairness	**39**	47	43	40	43	38	35	36	41	37	40	39
Hard work	**33**	40	40	42	33	44	23	30	38	33	42	34
Decency	**29**	31	27	33	34	26	27	28	34	28	37	31
Equality	**20**	25	26	18	22	19	19	17	20	14	20	19
Freedom	**18**	13	13	19	14	11	16	18	17	20	14	18
Self-reliance	**17**	20	18	17	22	15	9	19	19	20	23	19
Independence	**17**	22	17	17	19	17	19	18	18	18	16	18
Morality	**17**	20	18	16	19	17	17	14	17	17	16	16
Stability	**14**	9	13	13	13	14	11	16	13	15	8	14
Tradition	**13**	12	10	12	12	10	14	17	12	15	15	14
Patriotism	**11**	6	3	6	8	8	8	18	7	14	14	12
Opportunity	**8**	9	11	7	7	8	5	6	7	7	4	7
Creativity	**8**	9	8	8	6	9	8	6	7	8	6	7
Civility	**8**	7	10	9	3	10	10	9	7	8	9	8
Co-operation	**7**	10	9	8	2	2	7	7	5	5	8	6
Ambition	**7**	8	9	7	5	6	1	8	6	7	6	7
Individualism	**7**	5	8	5	4	8	7	9	5	7	4	7
Faith	**7**	5	9	5	9	6	14	4	7	4	2	5
Frugality	**6**	3	6	5	5	8	5	8	5	7	6	7
Conservation	**5**	6	4	4	4	2	4	6	4	6	4	5
Moderation	**5**	4	4	5	6	2	3	7	5	7	9	6
Charity	**5**	4	6	9	6	4	9	3	8	3	2	5
Entrepreneurship	**3**	3	1	0	0	1	4	3	0	3	1	2
Internationalism	**3**	4	3	1	1	1	1	3	1	2	3	2
Modernity	**2**	3	1	0	2	2	0	3	1	2	4	2
Invention	**1**	3	1	0	1	0	1	2	1	2	0	1
Anarchy	**1**	1	0	0	1	1	0	1	1	1	0	1
None of these	**1**	0	0	1	1	0	1	1	1	1	2	1
Don't know	**5**	3	3	1	4	12	11	6	2	4	2	4

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Whether or not you agree with them, which of the following do you think best reflect the values of the Conservative party?																										
Entrepreneurship	**31**	38	28	36	33	39	37	30	35	36	26	23	20	34	39	35	25	33	29	33	29	34	26	27	30	34
Tradition	**23**	28	25	32	19	39	27	23	31	26	21	24	23	25	22	27	19	29	24	21	22	25	21	19	22	29
Hard work	**21**	43	7	15	20	8	39	9	17	23	19	20	17	22	23	24	18	27	20	18	21	24	18	16	22	23
Ambition	**20**	24	19	26	21	27	24	17	25	19	21	12	16	22	25	22	18	21	20	19	21	23	16	17	20	22
Self-reliance	**20**	27	18	25	15	17	24	19	23	22	18	19	13	21	24	22	16	20	18	18	23	22	15	11	18	23
Opportunity	**16**	27	9	18	17	12	26	8	14	19	13	10	11	17	21	18	13	16	15	15	16	19	11	9	16	17
Patriotism	**16**	20	15	26	12	26	20	15	21	18	14	10	11	17	21	18	14	20	16	13	17	18	14	15	15	17
Stability	**12**	24	4	13	12	6	21	6	9	14	11	9	12	12	13	14	10	9	12	12	13	13	12	8	13	10
Family	**12**	26	3	12	5	2	25	3	8	12	11	7	8	11	17	13	10	15	10	13	11	14	7	7	12	11
Individualism	**11**	10	16	11	6	22	8	18	13	14	8	14	9	12	11	13	8	16	12	8	10	11	12	7	10	13
Internationalism	**10**	9	7	13	20	8	12	8	11	9	11	6	8	10	14	10	10	8	10	12	10	10	10	13	9	10
Independence	**8**	15	5	6	9	2	12	5	8	8	8	12	7	7	8	9	6	8	8	7	8	8	9	6	8	8
Decency	**8**	18	1	5	6	0	18	3	4	8	7	2	3	9	12	8	7	9	7	7	8	9	4	8	10	5
Conservation	**7**	8	8	9	6	6	7	8	7	7	7	14	7	5	6	7	7	10	8	6	6	6	8	9	6	7
Fairness	**7**	17	1	4	4	1	15	2	2	8	5	4	6	5	10	8	5	5	6	8	7	8	4	3	7	7
Freedom	**7**	14	2	9	5	1	14	3	6	9	5	3	4	7	11	7	7	9	6	6	7	8	6	5	7	5
Frugality	**6**	5	9	4	8	10	5	8	6	7	5	6	8	6	4	7	5	8	6	5	6	7	5	7	6	5
Moderation	**5**	9	3	5	6	1	7	4	3	6	4	4	3	6	6	4	6	5	3	5	7	5	5	6	5	4
Morality	**5**	9	2	3	5	1	8	3	4	5	4	3	4	6	5	5	4	6	5	4	5	5	4	5	5	4
Equality	**4**	11	1	1	2	1	10	1	1	5	4	2	4	3	7	5	3	5	3	5	4	5	4	3	4	4
Civility	**4**	7	3	6	4	3	7	3	4	4	5	2	3	4	6	4	4	4	5	4	4	4	4	6	4	3
Co-operation	**3**	6	1	5	3	0	5	1	3	4	3	3	4	2	3	3	3	4	1	5	3	3	1	4	3	3
Creativity	**3**	4	1	6	4	0	4	1	3	4	2	4	2	3	2	3	2	2	2	4	3	2	1	4	3	3
Modernity	**3**	4	2	5	5	1	4	2	3	3	3	2	3	3	3	3	3	3	2	4	3	3	4	2	3	2
Invention	**2**	5	1	2	1	0	4	1	2	3	2	2	2	3	2	3	1	1	2	1	4	3	1	2	2	4
Anarchy	**2**	0	5	2	4	1	1	4	2	3	2	5	3	2	1	2	3	2	3	3	1	2	3	2	2	2
Charity	**2**	2	1	6	5	1	3	1	2	3	2	3	2	1	3	2	2	0	2	2	3	2	2	1	1	2
Faith	**2**	3	3	3	3	7	3	2	4	2	3	1	3	2	3	2	2	2	3	2	3	3	2	1	3	3
None of these	**12**	1	21	7	19	13	4	19	11	12	12	9	10	15	11	10	15	8	12	11	15	10	12	20	14	10
Don't know	**17**	12	12	6	10	8	12	16	10	12	22	24	24	13	12	15	20	20	16	17	16	14	21	18	15	18

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Whether or not you agree with them, which of the following do you think best reflect the values of the Conservative party?																					
Entrepreneurship	**31**	31	25	30	32	39	36	35	35	34	24	20	33	37	29	33	24	31	31	31	29
Tradition	**23**	20	21	18	23	26	29	35	35	23	30	17	17	17	23	24	22	21	28	27	19
Hard work	**21**	18	11	23	20	23	29	26	28	24	20	14	19	23	18	22	18	20	24	21	19
Ambition	**20**	21	15	22	21	23	22	25	26	23	19	21	22	27	16	22	17	20	21	23	14
Self-reliance	**20**	16	8	20	22	23	18	21	34	22	19	16	13	25	17	21	18	20	21	19	10
Opportunity	**16**	12	9	16	14	18	18	24	20	18	14	8	16	30	12	17	12	16	16	18	10
Patriotism	**16**	18	18	14	13	17	18	15	28	17	19	17	19	20	13	17	13	15	20	19	11
Stability	**12**	11	9	10	14	15	17	11	16	13	15	6	11	16	11	13	11	13	11	12	9
Family	**12**	8	4	10	13	12	14	16	15	15	8	11	10	25	7	12	11	12	13	11	6
Individualism	**11**	10	8	10	11	11	10	15	16	12	10	5	7	8	13	11	10	10	14	11	19
Internationalism	**10**	15	13	13	11	10	9	6	10	10	10	11	14	14	8	11	9	11	8	9	14
Independence	**8**	8	6	9	7	8	11	7	13	8	5	6	6	9	10	8	7	8	9	5	11
Decency	**8**	7	5	7	8	7	12	6	13	10	5	9	9	8	5	9	6	7	9	10	5
Conservation	**7**	6	10	5	10	5	6	4	6	6	7	8	5	5	9	7	8	6	10	6	5
Fairness	**7**	4	3	6	7	6	11	7	11	7	7	4	7	7	5	7	6	7	6	7	1
Freedom	**7**	6	7	7	8	6	12	5	7	8	5	4	11	6	5	8	5	7	8	5	8
Frugality	**6**	7	6	7	5	7	7	10	5	6	6	3	2	3	8	6	7	6	7	5	10
Moderation	**5**	7	10	5	7	5	3	4	3	5	9	4	5	5	3	5	4	5	5	4	2
Morality	**5**	7	4	4	3	7	10	4	3	5	7	3	5	3	4	5	5	5	5	6	1
Equality	**4**	2	2	4	4	4	8	4	3	5	4	4	7	4	3	5	2	4	5	3	1
Civility	**4**	7	5	6	3	4	3	4	5	5	4	6	3	4	4	5	3	4	5	5	3
Co-operation	**3**	2	3	3	3	2	1	2	7	3	5	6	3	4	2	3	2	4	3	2	0
Creativity	**3**	4	1	3	2	2	7	2	4	2	4	1	4	0	3	3	1	4	1	2	1
Modernity	**3**	1	1	4	2	3	7	3	1	3	2	1	4	1	2	3	3	3	2	1	3
Invention	**2**	1	2	2	1	2	7	4	3	2	2	1	6	3	2	2	2	3	1	2	2
Anarchy	**2**	3	2	3	1	4	2	3	2	2	1	0	4	3	3	2	3	2	3	2	1
Charity	**2**	2	2	3	1	1	1	4	2	2	2	2	1	0	3	3	1	3	1	2	3
Faith	**2**	2	1	3	3	3	1	2	5	3	2	3	2	1	2	2	3	2	2	4	2
None of these	**12**	14	21	12	13	7	8	8	8	11	13	18	15	5	12	11	15	13	9	11	15
Don't know	**17**	13	14	14	13	17	5	16	8	14	17	25	21	20	20	15	19	17	19	12	20

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Whether or not you agree with them, which of the following do you think best reflect the values of the Conservative party?																				
Entrepreneurship	**31**	39	32	35	26	21	28	26	36	31	27	20	31	35	41	39	43	28	28	25
Tradition	**23**	26	31	25	21	15	16	27	28	25	17	13	25	24	29	35	27	21	16	20
Hard work	**21**	26	24	22	18	19	16	24	27	21	12	16	12	21	23	30	25	18	19	20
Ambition	**20**	28	21	21	18	14	19	23	22	19	21	21	17	23	26	21	20	18	10	17
Self-reliance	**20**	28	23	20	18	12	17	21	25	20	14	11	20	19	24	28	24	18	16	18
Opportunity	**16**	21	15	19	13	12	14	21	21	15	11	8	12	16	21	16	23	17	13	16
Patriotism	**16**	21	21	15	15	11	15	21	20	16	12	7	15	14	21	24	19	15	10	17
Stability	**12**	16	14	12	11	13	6	11	15	14	8	1	10	13	18	15	17	8	14	7
Family	**12**	18	13	11	12	6	9	12	16	13	6	2	7	10	20	12	13	11	8	9
Individualism	**11**	15	15	12	8	8	11	17	12	11	12	8	12	9	15	21	15	7	12	14
Internationalism	**10**	12	7	12	12	6	11	7	10	11	12	11	17	14	9	6	12	12	4	9
Independence	**8**	11	9	9	5	7	7	7	10	8	4	7	5	5	9	11	9	3	9	7
Decency	**8**	13	7	8	8	5	6	9	10	8	5	2	5	7	10	6	10	8	6	6
Conservation	**7**	6	8	6	10	6	4	9	7	8	7	5	7	10	5	11	6	8	7	3
Fairness	**7**	11	7	7	6	5	4	20	9	6	3	2	5	4	11	6	10	7	7	4
Freedom	**7**	9	7	6	8	7	6	11	8	8	4	4	5	5	8	8	9	8	10	9
Frugality	**6**	7	6	7	7	3	5	7	5	7	8	5	4	6	8	9	8	7	5	2
Moderation	**5**	4	6	4	6	4	7	3	7	4	5	8	6	5	4	6	5	7	6	7
Morality	**5**	6	5	5	4	3	4	8	6	5	3	1	5	2	6	5	8	3	3	4
Equality	**4**	4	4	6	4	2	4	12	5	5	2	2	4	2	3	3	7	5	2	6
Civility	**4**	6	3	4	4	2	6	5	5	4	4	3	3	3	6	3	4	4	0	6
Co-operation	**3**	4	2	4	3	4	2	6	4	2	2	0	6	3	5	2	4	3	6	1
Creativity	**3**	3	3	3	2	1	2	2	3	3	1	4	6	3	3	3	5	3	3	4
Modernity	**3**	2	3	4	2	3	3	2	3	3	2	2	1	6	2	4	5	1	1	2
Invention	**2**	2	2	4	2	0	1	2	3	3	1	0	3	2	2	3	5	3	0	1
Anarchy	**2**	1	1	2	4	3	2	3	1	3	4	2	2	2	0	0	2	6	3	4
Charity	**2**	2	1	3	3	1	3	3	2	2	2	5	6	1	2	0	4	2	1	5
Faith	**2**	3	2	2	2	5	1	1	3	2	2	0	1	1	4	1	2	1	7	0
None of these	**12**	9	11	10	12	15	19	9	7	11	24	23	7	5	12	8	8	14	20	22
Don't know	**17**	12	13	16	20	19	20	5	14	16	14	18	19	15	10	8	11	18	11	11

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
Whether or not you agree with them, which of the following do you think best reflect the values of the Conservative party?												
Entrepreneurship	**31**	36	23	26	24	15	30	37	26	33	37	31
Tradition	**23**	23	28	24	22	15	14	25	23	22	27	24
Hard work	**21**	29	17	20	18	19	13	22	19	21	26	21
Ambition	**20**	30	21	22	19	18	21	19	21	21	26	20
Self-reliance	**20**	31	17	17	18	9	16	21	17	19	24	19
Opportunity	**16**	21	13	15	10	12	13	20	12	16	24	16
Patriotism	**16**	21	17	11	14	13	14	17	13	15	13	15
Stability	**12**	15	12	8	14	13	5	13	11	13	9	12
Family	**12**	16	13	9	14	5	9	12	11	13	13	12
Individualism	**11**	15	8	9	8	4	8	12	8	9	14	10
Internationalism	**10**	15	7	11	11	7	13	12	11	10	14	12
Independence	**8**	13	7	8	6	6	7	7	7	7	8	7
Decency	**8**	17	7	5	8	4	6	9	7	11	5	8
Conservation	**7**	7	4	7	11	5	4	7	9	7	7	8
Fairness	**7**	10	8	4	6	4	3	9	5	7	6	7
Freedom	**7**	9	6	3	8	5	4	9	5	7	7	7
Frugality	**6**	7	3	6	6	2	6	8	6	7	6	7
Moderation	**5**	4	5	3	5	2	7	6	4	5	1	5
Morality	**5**	6	5	3	5	3	5	6	4	5	4	5
Equality	**4**	5	5	4	3	2	2	6	4	5	6	5
Civility	**4**	6	3	5	4	4	6	4	4	4	3	4
Co-operation	**3**	3	2	3	3	2	2	4	3	3	4	3
Creativity	**3**	2	3	1	2	0	2	4	2	3	3	3
Modernity	**3**	2	2	2	3	5	3	4	2	3	2	3
Invention	**2**	2	1	3	1	1	2	4	2	3	7	3
Anarchy	**2**	3	1	2	2	3	0	4	2	2	2	3
Charity	**2**	2	1	1	3	2	1	3	2	1	3	3
Faith	**2**	2	4	2	3	2	2	1	3	2	3	2
None of these	**12**	7	15	12	11	10	17	10	11	10	12	11
Don't know	**17**	14	19	22	22	25	26	14	22	16	14	18

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Whether or not you agree with them, which of the following do you think best reflect the values of the Labour party?																										
Equality	**27**	18	48	25	22	30	19	43	32	30	25	34	24	28	26	29	24	31	28	25	26	27	23	33	24	28
Fairness	**25**	10	57	29	12	23	13	50	28	28	23	38	18	26	26	27	22	25	24	22	28	24	23	30	22	27
Family	**21**	12	42	20	11	16	13	33	23	17	24	25	16	20	23	20	21	14	19	24	23	19	16	30	18	21
Hard work	**14**	5	28	17	9	19	7	24	16	12	16	18	12	14	14	14	14	13	15	15	13	13	14	21	12	16
Co-operation	**13**	11	22	15	7	23	8	22	16	15	11	22	9	14	13	16	10	15	14	11	14	13	12	13	10	15
Opportunity	**12**	6	25	15	5	14	7	23	11	11	14	15	11	11	14	11	14	10	13	10	14	11	12	19	10	11
Tradition	**12**	13	13	12	12	16	13	16	13	14	11	9	7	14	17	13	12	9	13	13	14	13	9	17	12	13
Decency	**12**	3	32	9	4	9	4	29	14	12	12	8	7	14	16	12	12	13	11	11	13	13	11	15	11	13
Internationalism	**11**	11	10	10	18	16	12	13	9	14	8	11	8	11	14	13	9	12	11	11	12	12	7	10	9	11
Charity	**9**	11	9	10	9	3	10	9	9	10	7	13	8	8	8	10	7	8	9	9	9	9	8	8	8	8
Freedom	**7**	4	13	11	3	4	4	13	6	6	7	5	4	7	8	5	8	7	6	5	8	6	5	13	5	8
Stability	**6**	2	16	6	4	4	2	11	7	7	6	14	4	6	6	6	7	10	5	6	6	5	8	9	5	5
Moderation	**6**	5	10	4	5	5	5	9	7	6	6	7	6	6	6	7	5	5	6	6	7	6	7	7	6	5
Ambition	**6**	3	10	15	5	3	3	7	8	4	7	8	6	4	6	5	6	6	5	6	6	5	5	9	5	6
Anarchy	**6**	12	0	2	13	0	12	2	3	8	5	3	5	6	8	6	7	9	6	5	5	7	4	6	6	7
Morality	**6**	3	14	4	3	7	3	12	6	7	4	5	4	6	7	6	5	6	6	5	6	7	4	4	5	7
Patriotism	**5**	4	6	8	4	7	3	7	6	5	5	8	3	4	6	4	6	5	5	4	5	4	6	8	5	3
Entrepreneurship	**4**	3	5	7	3	3	3	4	4	4	3	8	5	3	2	4	3	4	4	4	4	3	7	3	3	3
Modernity	**4**	3	7	4	5	5	2	7	4	4	4	6	4	4	3	4	4	6	4	4	3	3	4	5	3	5
Civility	**4**	3	9	5	1	6	3	9	5	5	4	7	4	4	4	5	4	6	5	3	4	4	5	4	3	5
Self-reliance	**3**	2	4	5	6	5	2	4	6	3	4	1	4	4	3	3	4	4	4	2	4	3	4	7	3	3
Frugality	**2**	3	1	1	2	3	3	2	1	2	2	2	2	2	2	2	1	1	2	2	2	2	0	2	2	1
Conservation	**2**	2	3	3	2	1	2	2	3	2	2	2	1	2	3	1	2	2	3	1	2	2	3	1	2	2
Invention	**2**	1	3	8	1	1	1	3	4	2	1	1	3	2	1	2	2	2	2	1	2	2	2	2	2	2
Creativity	**2**	2	5	5	1	2	1	5	2	3	2	4	3	2	2	2	3	4	3	1	3	2	5	2	3	4
Individualism	**2**	2	4	3	1	1	1	5	2	3	2	1	2	2	3	2	3	1	2	1	4	2	2	4	3	2
Independence	**2**	1	4	4	2	0	1	4	3	2	2	1	1	3	2	1	3	2	2	2	3	2	2	5	1	4
Faith	**2**	2	3	1	0	3	1	2	2	2	1	1	2	2	1	2	2	2	1	1	2	2	2	1	1	2
None of these	**15**	23	2	13	25	16	24	4	11	16	15	8	12	16	19	15	16	10	16	16	16	17	12	11	19	12
Don't know	**19**	20	7	10	14	10	18	14	14	15	23	21	25	18	16	17	22	24	18	20	18	18	22	17	18	20

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Whether or not you agree with them, which of the following do you think best reflect the values of the Labour party?																					
Equality	**27**	35	30	26	27	28	28	31	41	26	26	19	28	30	30	27	28	26	32	26	25
Fairness	**25**	28	28	26	25	23	24	26	32	24	23	21	26	20	29	26	22	26	26	21	21
Family	**21**	26	22	28	17	18	21	20	17	21	22	27	19	18	19	21	20	23	16	15	26
Hard work	**14**	17	14	16	15	17	13	10	8	13	18	14	15	14	14	14	15	14	13	15	15
Co-operation	**13**	13	12	14	9	15	18	14	27	13	12	9	13	8	16	14	12	13	17	11	15
Opportunity	**12**	21	20	16	12	9	10	8	14	11	14	15	13	11	13	12	12	12	13	10	16
Tradition	**12**	14	13	13	13	15	16	14	8	13	12	11	14	11	10	14	9	13	10	14	7
Decency	**12**	18	15	14	10	13	10	10	14	12	13	11	14	14	10	12	12	12	12	12	8
Internationalism	**11**	9	12	9	11	12	11	11	16	12	12	7	11	13	10	11	10	11	11	12	12
Charity	**9**	9	4	8	7	10	13	12	16	9	10	2	5	4	9	8	9	8	9	9	9
Freedom	**7**	11	9	10	6	8	7	2	6	8	6	2	11	2	5	7	6	7	7	6	6
Stability	**6**	10	8	4	6	6	6	5	7	5	8	4	6	11	8	6	8	6	8	4	4
Moderation	**6**	9	8	8	6	7	6	5	4	6	6	5	5	4	7	6	5	7	7	3	6
Ambition	**6**	10	8	7	4	4	8	2	8	5	4	7	10	6	6	5	7	6	6	6	5
Anarchy	**6**	7	5	5	6	8	7	3	10	7	4	9	5	4	6	6	6	5	8	7	6
Morality	**6**	4	5	6	4	7	7	7	5	6	6	9	5	3	5	6	6	6	6	5	6
Patriotism	**5**	9	4	9	7	3	4	4	2	5	3	6	6	7	5	5	4	5	4	5	5
Entrepreneurship	**4**	4	5	3	4	2	3	1	3	3	6	1	2	2	5	3	5	4	3	3	7
Modernity	**4**	7	8	4	4	4	4	2	8	3	5	4	2	3	6	4	5	3	6	5	3
Civility	**4**	5	7	4	3	5	6	6	4	4	6	0	4	0	5	5	4	4	5	4	12
Self-reliance	**3**	7	5	5	3	3	2	3	4	4	6	3	3	2	2	3	4	3	4	6	2
Frugality	**2**	2	1	1	3	4	0	1	3	2	0	0	2	1	2	3	0	2	2	2	2
Conservation	**2**	1	2	3	3	2	1	1	0	2	1	0	2	0	2	2	2	2	2	2	3
Invention	**2**	1	2	3	3	1	0	0	5	2	3	0	0	0	1	1	4	2	2	1	5
Creativity	**2**	2	3	1	3	1	1	1	5	3	2	0	0	0	3	2	3	2	3	2	5
Individualism	**2**	4	4	2	4	2	2	0	0	3	0	2	3	0	2	2	3	2	1	2	3
Independence	**2**	4	4	2	3	2	1	2	3	3	1	5	1	1	2	2	2	2	1	2	2
Faith	**2**	2	2	2	2	0	0	4	2	1	3	2	2	0	1	1	3	2	2	1	2
None of these	**15**	13	15	16	17	17	14	12	13	15	13	17	16	26	14	17	11	16	11	19	12
Don't know	**19**	14	16	15	16	17	12	22	10	18	19	26	20	19	20	18	21	19	21	15	20

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Whether or not you agree with them, which of the following do you think best reflect the values of the Labour party?																				
Equality	**27**	34	31	26	22	21	31	32	28	26	29	36	22	19	38	34	28	22	27	35
Fairness	**25**	32	28	25	22	17	29	29	25	24	32	27	24	17	32	35	28	19	23	33
Family	**21**	23	21	19	22	15	25	25	19	20	28	25	22	13	22	19	16	18	10	20
Hard work	**14**	14	13	15	11	13	19	18	11	15	20	13	22	16	10	10	12	10	17	13
Co-operation	**13**	19	17	14	8	9	13	21	15	12	13	11	15	8	24	22	16	6	13	12
Opportunity	**12**	11	12	11	13	11	17	12	8	12	21	20	14	8	12	8	12	9	13	11
Tradition	**12**	13	12	14	12	9	12	15	12	13	12	19	17	12	13	15	15	15	12	10
Decency	**12**	17	12	10	12	8	16	19	9	11	19	15	5	5	15	13	10	11	14	17
Internationalism	**11**	15	13	12	9	9	9	12	13	11	9	12	9	15	17	18	17	11	10	9
Charity	**9**	12	10	10	8	5	7	13	11	9	5	9	8	8	14	12	11	8	5	9
Freedom	**7**	6	6	5	8	8	9	7	5	7	9	5	6	2	8	6	4	6	10	9
Stability	**6**	9	6	5	7	3	9	9	4	7	11	4	4	4	10	5	6	7	4	10
Moderation	**6**	7	7	7	5	3	9	7	6	6	4	19	7	4	4	5	8	4	3	14
Ambition	**6**	8	5	4	7	4	8	7	5	5	9	5	7	3	7	2	4	5	5	5
Anarchy	**6**	7	5	5	7	9	5	4	8	6	4	4	3	8	9	7	6	7	14	7
Morality	**6**	8	5	6	5	6	6	9	6	5	7	7	6	2	8	6	8	6	11	6
Patriotism	**5**	3	6	4	6	7	4	5	4	6	6	5	5	3	3	10	4	5	7	3
Entrepreneurship	**4**	2	4	5	4	2	4	9	4	3	4	5	10	2	1	5	6	3	3	2
Modernity	**4**	6	3	4	2	3	7	10	4	3	7	2	2	3	5	3	6	1	4	8
Civility	**4**	6	6	4	3	3	5	8	5	4	4	3	2	4	6	7	5	3	6	4
Self-reliance	**3**	2	4	3	3	5	5	5	2	4	3	8	5	4	1	2	2	2	5	6
Frugality	**2**	2	2	2	2	0	0	1	2	2	1	3	1	2	5	1	2	4	0	0
Conservation	**2**	3	1	1	4	1	1	4	2	2	3	1	1	1	3	1	1	5	0	0
Invention	**2**	4	2	1	2	1	2	5	1	2	3	2	1	0	7	3	2	2	0	1
Creativity	**2**	3	4	1	3	1	2	5	3	1	4	0	2	1	6	5	2	4	2	1
Individualism	**2**	2	1	2	3	3	3	8	2	2	2	3	2	0	2	1	2	4	4	3
Independence	**2**	2	1	1	3	2	4	2	1	2	3	5	2	0	3	1	1	1	2	3
Faith	**2**	3	1	1	1	1	2	6	1	2	1	1	0	0	4	1	2	2	1	3
None of these	**15**	15	13	16	18	14	13	12	15	16	14	18	6	18	14	13	17	19	16	10
Don't know	**19**	14	15	20	22	21	22	7	18	18	16	14	20	18	12	10	15	20	13	16

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
Whether or not you agree with them, which of the following do you think best reflect the values of the Labour party?												
Equality	**27**	31	28	25	22	16	27	26	24	21	22	25
Fairness	**25**	33	20	23	24	12	25	24	23	21	23	24
Family	**21**	24	23	22	25	20	29	17	23	18	23	20
Hard work	**14**	18	16	18	12	10	24	12	15	11	22	14
Co-operation	**13**	15	12	12	10	6	14	12	11	10	19	12
Opportunity	**12**	10	16	9	17	10	21	11	13	10	12	12
Tradition	**12**	13	9	13	10	6	13	15	12	14	19	13
Decency	**12**	19	10	11	13	4	15	10	12	12	11	11
Internationalism	**11**	13	7	8	6	8	8	15	7	10	11	11
Charity	**9**	10	7	8	7	4	5	10	8	8	6	9
Freedom	**7**	5	7	5	9	7	8	5	7	5	5	6
Stability	**6**	8	6	5	7	2	8	6	6	6	5	6
Moderation	**6**	10	9	5	5	2	6	7	5	6	5	6
Ambition	**6**	9	7	4	8	4	10	4	6	5	3	5
Anarchy	**6**	6	3	4	6	4	4	7	5	5	11	6
Morality	**6**	8	4	4	3	2	7	7	4	5	8	5
Patriotism	**5**	4	2	4	6	6	5	4	5	5	4	4
Entrepreneurship	**4**	3	2	3	5	1	5	5	4	4	2	4
Modernity	**4**	6	3	3	4	3	6	4	3	3	4	4
Civility	**4**	6	4	3	4	1	5	4	4	3	7	4
Self-reliance	**3**	3	6	3	4	5	5	2	3	2	4	3
Frugality	**2**	0	3	2	1	0	1	3	2	2	2	2
Conservation	**2**	2	1	1	3	2	2	3	2	2	3	2
Invention	**2**	2	0	0	3	1	2	2	1	2	0	2
Creativity	**2**	1	2	1	3	0	3	3	2	3	3	2
Individualism	**2**	2	1	1	2	3	3	3	2	3	1	2
Independence	**2**	1	1	1	4	2	4	1	3	1	1	2
Faith	**2**	2	0	0	1	1	1	2	1	2	1	1
None of these	**15**	16	12	14	18	11	15	18	16	21	12	17
Don't know	**19**	16	20	25	23	27	26	17	24	20	16	21

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which issues are most important to you and your family? Please tick up to three																										
Controlling the level of immigration	**26**	30	12	17	64	9	36	16	18	25	27	16	14	30	36	23	29	21	28	26	26	30	16	28	27	28
Keeping the cost of living down	**26**	22	31	27	21	21	19	30	30	23	28	27	33	26	18	25	26	20	27	25	26	23	30	28	26	20
Improving the quality of the health system	**25**	18	38	35	15	28	19	33	33	22	28	20	23	27	28	28	22	23	29	26	22	26	25	28	22	28
Keeping the country safe from terrorism and threats abroad	**20**	27	15	12	23	5	27	16	18	17	22	9	11	21	31	20	19	16	17	21	23	24	12	19	19	24
Reducing poverty and the gap between rich and poor	**19**	7	37	19	6	44	9	31	24	19	18	15	18	21	19	17	21	16	19	19	20	18	22	23	18	18
Making sure the welfare system only helps those that deserve it	**17**	27	10	10	20	7	25	10	14	17	17	12	17	15	21	17	16	14	16	17	19	19	17	13	19	18
Taking back powers from or leaving the EU	**16**	21	5	5	50	6	28	7	7	20	12	9	9	15	25	14	18	14	15	15	17	18	8	19	17	12
Making sure older people have enough money for retirement	**14**	17	10	17	19	8	16	13	13	12	16	10	7	12	23	13	16	17	15	13	13	15	12	15	14	13
Making sure the welfare state gives enough help to those who need it	**13**	5	26	11	7	32	6	21	19	12	13	8	9	18	12	11	14	7	13	12	15	12	10	19	11	13
Boosting economic growth	**12**	24	6	11	3	8	21	7	10	16	8	13	15	12	10	16	7	16	11	11	12	13	13	5	15	11
Helping people get housing they can afford	**12**	11	15	16	6	21	10	13	18	12	12	15	12	13	8	14	9	22	12	10	8	9	21	10	11	13
Keeping taxes as low as possible	**12**	17	8	10	12	8	15	10	8	14	10	9	15	13	9	13	10	10	13	10	14	14	10	8	14	12
Improving the quality of schools and education	**11**	9	14	15	8	17	9	14	13	10	12	12	16	11	8	12	10	13	13	9	11	12	14	10	10	13
Making sure people who break the law are punished	**10**	15	7	7	12	5	13	8	8	10	11	5	9	12	12	10	11	8	10	10	12	12	9	8	10	12
Giving the police the resources to fight crime	**8**	12	5	5	4	2	11	7	6	9	6	8	5	9	8	8	7	9	6	9	8	8	5	6	7	11
Doing more to help young people into training and work	**8**	7	11	6	2	13	6	10	7	8	7	18	4	8	7	9	5	11	7	7	7	7	9	7	7	7
Protecting the environment	**7**	3	9	13	4	31	3	8	11	7	7	8	8	7	5	8	5	9	8	5	6	7	6	6	7	7
Keeping unemployment low	**6**	7	7	12	3	6	7	6	6	8	5	8	6	7	5	7	6	7	4	8	7	6	8	7	6	6
Helping people to live healthier lifestyles	**4**	3	3	9	1	10	4	4	5	3	5	3	5	5	3	4	4	3	4	5	4	4	4	5	5	4
Access to better and cheaper childcare	**3**	2	3	2	0	2	2	3	3	2	3	4	6	1	1	3	1	2	2	3	2	3	4	1	3	2
Giving local areas more say over taxes and public services	**3**	2	3	7	4	3	2	3	4	3	2	2	4	2	3	3	3	1	4	2	3	3	3	4	3	3
Ensuring equal rights and opportunities for minorities	**2**	2	4	5	0	7	1	3	3	2	3	5	2	2	2	2	2	2	2	2	2	1	2	4	2	2
None of these	**1**	0	1	0	1	0	0	1	1	1	1	3	1	1	1	1	1	0	2	1	1	0	3	2	1	1
Don't know	**5**	3	2	5	2	0	2	5	2	5	5	14	10	3	1	3	8	9	5	7	4	3	4	5	5	5

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

			Household Income (£)							Marital status						Household?		Marginal			
	Total	Out of Work / Means Tested Benefits	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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which issues are most important to you and your family? Please tick up to three																					
Controlling the level of immigration	**26**	28	25	30	26	27	28	27	11	29	20	20	33	39	21	28	20	25	23	32	29
Keeping the cost of living down	**26**	28	34	27	27	26	28	26	26	25	28	32	22	16	26	23	32	26	22	22	36
Improving the quality of the health system	**25**	31	25	23	22	28	24	28	36	27	23	11	30	30	24	27	22	24	24	30	37
Keeping the country safe from terrorism and threats abroad	**20**	21	20	19	20	20	17	19	21	24	14	27	24	33	13	22	15	22	16	23	8
Reducing poverty and the gap between rich and poor	**19**	28	29	19	18	23	13	14	19	17	22	18	26	16	19	19	21	20	18	16	19
Making sure the welfare system only helps those that deserve it	**17**	12	10	18	22	17	20	19	16	19	17	23	20	15	12	18	15	18	15	18	13
Taking back powers from or leaving the EU	**16**	21	15	19	18	15	19	16	6	18	11	7	24	12	13	18	10	17	14	15	13
Making sure older people have enough money for retirement	**14**	13	10	17	14	12	12	12	13	16	15	27	10	22	9	16	6	13	17	13	19
Making sure the welfare state gives enough help to those who need it	**13**	24	25	17	11	12	9	8	13	11	12	17	14	23	13	13	12	14	9	12	15
Boosting economic growth	**12**	7	7	9	12	12	16	17	26	12	11	14	10	18	13	14	9	12	13	14	9
Helping people get housing they can afford	**12**	12	10	10	13	12	18	11	18	9	16	13	12	3	15	13	9	9	20	11	13
Keeping taxes as low as possible	**12**	8	6	9	15	10	15	15	15	13	12	19	11	8	10	11	16	12	10	15	9
Improving the quality of schools and education	**11**	9	14	10	8	11	13	19	15	12	15	11	8	6	10	8	21	10	13	13	14
Making sure people who break the law are punished	**10**	7	8	8	10	13	10	10	4	11	10	8	10	16	9	11	10	11	8	9	9
Giving the police the resources to fight crime	**8**	7	4	6	10	9	9	8	13	8	5	14	8	17	6	8	6	9	8	5	3
Doing more to help young people into training and work	**8**	6	9	7	10	6	8	8	9	6	8	10	7	6	10	8	8	7	9	8	5
Protecting the environment	**7**	3	4	6	6	7	10	4	10	6	10	5	5	2	8	7	6	6	8	9	8
Keeping unemployment low	**6**	5	7	6	6	6	4	9	8	5	8	4	5	5	9	6	6	8	6	4	2
Helping people to live healthier lifestyles	**4**	1	3	4	6	5	3	2	2	4	6	5	2	3	3	4	3	4	3	4	2
Access to better and cheaper childcare	**3**	1	0	1	3	4	4	6	4	4	4	0	1	0	1	1	7	3	3	1	3
Giving local areas more say over taxes and public services	**3**	4	2	4	2	2	4	3	2	3	3	2	2	2	3	3	2	3	2	6	4
Ensuring equal rights and opportunities for minorities	**2**	4	4	3	2	1	2	1	1	1	4	0	1	3	4	3	1	2	3	3	1
None of these	**1**	1	2	1	0	2	0	0	0	1	0	0	0	0	3	1	2	1	1	1	0
Don't know	**5**	3	2	5	4	2	1	3	2	4	4	0	4	0	9	3	8	5	8	3	7

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which issues are most important to you and your family? Please tick up to three																				
Controlling the level of immigration	**26**	20	19	26	32	26	27	22	30	26	23	26	29	39	18	17	23	34	27	32
Keeping the cost of living down	**26**	20	25	27	26	31	23	13	20	28	36	33	32	23	23	22	24	21	19	28
Improving the quality of the health system	**25**	30	28	27	20	22	26	29	29	23	28	20	29	23	27	25	21	18	24	23
Keeping the country safe from terrorism and threats abroad	**20**	24	20	19	20	14	22	23	23	20	17	14	20	27	25	16	15	19	12	20
Reducing poverty and the gap between rich and poor	**19**	18	19	16	19	17	25	13	14	20	30	22	19	11	16	23	18	16	19	26
Making sure the welfare system only helps those that deserve it	**17**	18	13	19	21	15	9	20	22	17	11	11	17	20	20	14	20	18	14	10
Taking back powers from or leaving the EU	**16**	14	9	16	20	15	18	16	16	17	14	22	12	30	16	11	17	30	20	26
Making sure older people have enough money for retirement	**14**	14	12	12	14	20	15	16	12	18	12	10	19	10	13	9	7	15	21	14
Making sure the welfare state gives enough help to those who need it	**13**	11	10	12	8	16	23	7	10	12	21	22	7	6	11	10	10	8	16	25
Boosting economic growth	**12**	17	20	14	7	8	6	19	18	11	5	7	13	11	19	25	23	6	10	6
Helping people get housing they can afford	**12**	15	16	12	8	12	8	5	11	14	11	14	11	12	16	17	14	6	9	7
Keeping taxes as low as possible	**12**	17	12	12	14	12	3	15	10	14	14	7	11	14	17	14	16	13	17	5
Improving the quality of schools and education	**11**	10	16	11	11	11	8	14	11	13	9	12	13	12	9	17	12	8	6	6
Making sure people who break the law are punished	**10**	8	10	10	12	14	7	15	12	10	8	8	11	11	10	10	11	12	10	5
Giving the police the resources to fight crime	**8**	5	9	8	7	6	9	8	9	8	5	10	6	9	7	13	9	10	10	5
Doing more to help young people into training and work	**8**	11	14	7	6	4	6	7	8	8	6	8	5	5	11	15	7	4	1	8
Protecting the environment	**7**	11	7	8	5	3	8	8	8	6	6	6	9	5	12	6	7	4	2	8
Keeping unemployment low	**6**	4	9	7	6	7	4	5	8	6	4	10	8	7	5	12	8	6	6	7
Helping people to live healthier lifestyles	**4**	4	3	4	3	7	3	6	5	4	3	2	6	5	3	2	4	2	8	1
Access to better and cheaper childcare	**3**	3	5	3	1	1	2	1	2	3	3	1	3	4	2	2	3	0	0	1
Giving local areas more say over taxes and public services	**3**	4	2	2	2	3	5	3	3	3	3	1	1	3	3	3	3	3	4	8
Ensuring equal rights and opportunities for minorities	**2**	3	2	2	2	2	3	2	2	2	3	2	1	1	1	1	1	2	4	2
None of these	**1**	2	1	1	1	1	0	1	0	1	2	1	0	0	0	1	1	2	1	1
Don't know	**5**	1	2	5	8	8	8	2	4	2	4	5	4	2	2	1	6	9	9	2

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
Which issues are most important to you and your family? Please tick up to three												
Controlling the level of immigration	**26**	23	21	29	30	26	24	28	30	30	38	29
Keeping the cost of living down	**26**	18	29	29	30	40	19	23	29	27	19	26
Improving the quality of the health system	**25**	34	31	32	23	21	28	20	28	21	23	24
Keeping the country safe from terrorism and threats abroad	**20**	23	25	24	21	15	24	17	23	17	26	20
Reducing poverty and the gap between rich and poor	**19**	20	15	15	22	16	25	17	18	17	18	18
Making sure the welfare system only helps those that deserve it	**17**	17	13	18	24	16	9	19	20	22	18	20
Taking back powers from or leaving the EU	**16**	13	5	15	12	11	11	22	14	20	16	18
Making sure older people have enough money for retirement	**14**	15	15	17	13	20	16	10	15	14	10	13
Making sure the welfare state gives enough help to those who need it	**13**	10	11	13	8	16	22	9	11	8	12	10
Boosting economic growth	**12**	15	14	6	8	6	6	16	7	13	10	11
Helping people get housing they can afford	**12**	13	15	11	10	15	9	10	11	9	9	11
Keeping taxes as low as possible	**12**	18	10	9	14	7	2	15	11	15	11	13
Improving the quality of schools and education	**11**	11	14	10	14	15	10	10	12	9	10	11
Making sure people who break the law are punished	**10**	7	11	10	12	16	9	11	11	11	12	11
Giving the police the resources to fight crime	**8**	4	5	7	4	2	12	9	6	8	16	8
Doing more to help young people into training and work	**8**	10	12	6	7	6	5	6	6	6	9	6
Protecting the environment	**7**	10	7	9	5	4	8	6	7	7	6	7
Keeping unemployment low	**6**	4	6	7	6	8	2	7	6	6	7	7
Helping people to live healthier lifestyles	**4**	5	4	5	4	5	5	3	5	5	1	4
Access to better and cheaper childcare	**3**	5	8	2	2	2	2	2	2	2	3	2
Giving local areas more say over taxes and public services	**3**	5	2	2	1	2	2	3	2	2	5	2
Ensuring equal rights and opportunities for minorities	**2**	5	3	3	2	1	4	2	3	2	1	2
None of these	**1**	3	1	2	0	0	0	2	1	2	2	1
Don't know	**5**	0	3	3	7	8	13	7	5	5	3	6

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	36	33	19	20	28	32	33	30	25	25	23	31	28	31	24	27	28	25	29	30	24	25	25	31
Improving the quality of the health system	**23**	16	41	21	14	21	17	38	24	25	20	22	18	22	27	24	21	19	23	21	24	25	13	23	20	24
Making sure the welfare state gives enough help to those who need it	**20**	24	23	17	18	28	24	20	23	22	19	16	20	21	22	23	17	25	20	20	20	24	18	12	20	22
Ensuring equal rights and opportunities for minorities	**14**	20	6	8	29	13	22	7	10	16	11	12	8	16	16	14	13	15	14	14	12	15	10	14	14	14
Keeping the cost of living down	**12**	5	24	10	7	19	7	22	12	12	13	18	14	10	10	12	12	10	12	11	14	10	13	19	11	13
Improving the quality of schools and education	**9**	6	13	13	6	11	7	15	10	10	8	15	7	9	9	10	7	9	8	8	11	8	9	9	9	9
Doing more to help young people into training and work	**9**	4	16	13	9	11	5	15	10	9	9	11	9	10	7	9	9	8	9	9	9	9	9	8	7	11
Keeping unemployment low	**8**	5	13	15	4	12	6	10	10	8	8	11	9	7	7	9	7	8	8	8	8	7	11	9	8	7
Helping people get housing they can afford	**8**	7	11	15	5	10	7	9	12	8	8	6	7	9	9	8	7	8	9	8	7	9	6	8	8	9
Boosting economic growth	**7**	2	13	3	2	14	3	11	8	8	6	7	9	6	6	7	6	10	7	6	5	6	8	7	7	5
Making sure the welfare system only helps those that deserve it	**5**	1	8	8	3	11	1	7	7	5	4	6	5	5	4	4	5	3	5	4	5	5	4	6	5	4
Access to better and cheaper childcare	**5**	7	5	7	7	3	6	5	5	5	6	7	5	5	6	6	4	3	7	4	5	6	5	4	5	6
Keeping taxes as low as possible	**5**	5	7	10	2	4	4	5	6	4	6	8	7	4	3	6	5	6	4	3	8	5	7	4	5	4
Controlling the level of immigration	**4**	3	7	6	2	2	4	8	3	2	7	0	3	5	7	4	5	1	4	5	6	5	4	7	3	5
Making sure older people have enough money for retirement	**4**	3	7	8	5	7	4	7	4	5	4	5	5	4	5	4	5	3	5	3	5	3	4	9	5	4
Keeping the country safe from terrorism and threats abroad	**4**	2	6	10	3	2	4	5	7	4	5	3	3	4	7	4	5	5	4	4	5	4	3	9	5	4
Giving the police the resources to fight crime	**3**	2	5	2	3	1	2	5	3	3	3	3	2	2	3	2	3	1	3	3	3	3	2	3	3	2
Taking back powers from or leaving the EU	**2**	2	2	1	1	2	2	2	3	1	2	1	1	1	3	2	2	1	2	3	2	2	2	3	1	1
Protecting the environment	**2**	2	2	6	3	0	2	2	2	2	2	5	2	2	2	2	3	2	3	2	2	2	0	4	2	2
Making sure people who break the law are punished	**2**	2	2	2	3	2	2	2	1	2	2	1	2	2	2	1	3	2	1	1	2	1	2	4	2	1
Helping people to live healthier lifestyles	**2**	1	3	0	2	1	1	2	0	3	1	4	2	1	1	2	2	3	1	2	2	1	4	1	2	1
Giving local areas more say over taxes and public services	**2**	2	2	4	3	1	1	2	5	2	2	1	3	2	2	2	2	4	2	2	2	3	2	2	1	3
None of these	**11**	16	1	8	21	10	16	3	7	12	10	6	9	11	14	10	12	8	11	13	10	11	10	10	14	9
Don't know	**21**	21	8	14	18	15	18	15	17	17	25	28	25	21	16	19	24	26	21	22	19	18	27	19	19	22

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	31	27	28	26	27	30	36	39	28	30	22	24	43	26	28	28	28	28	26	29
Improving the quality of the health system	**23**	26	21	18	22	25	24	25	29	23	23	20	20	16	22	24	20	23	21	22	28
Making sure the welfare state gives enough help to those who need it	**20**	20	17	17	17	26	27	27	28	23	17	18	19	18	19	22	16	20	24	18	22
Ensuring equal rights and opportunities for minorities	**14**	15	12	13	13	16	18	16	20	16	11	13	8	20	12	14	12	13	15	17	9
Keeping the cost of living down	**12**	17	18	14	11	12	12	13	9	10	13	9	15	16	15	11	15	12	12	12	10
Improving the quality of schools and education	**9**	8	10	8	12	9	14	8	10	9	7	7	13	5	10	10	8	9	10	6	13
Doing more to help young people into training and work	**9**	9	10	9	8	11	6	5	11	8	10	3	6	6	10	9	8	9	9	11	3
Keeping unemployment low	**8**	6	7	7	10	8	9	5	7	8	6	7	7	9	9	8	9	8	7	9	5
Helping people get housing they can afford	**8**	9	8	9	11	5	5	8	10	8	11	7	9	5	6	9	6	7	9	11	6
Boosting economic growth	**7**	6	7	5	7	6	11	8	8	6	7	9	9	6	7	7	7	5	8	7	10
Making sure the welfare system only helps those that deserve it	**5**	7	2	7	4	5	7	4	2	5	5	1	4	1	4	5	5	5	4	7	4
Access to better and cheaper childcare	**5**	4	6	4	5	6	7	6	4	6	4	4	4	8	5	6	5	5	5	9	5
Keeping taxes as low as possible	**5**	6	5	6	5	4	6	6	1	3	9	8	5	10	6	4	7	5	5	5	5
Controlling the level of immigration	**4**	8	9	6	4	4	4	5	2	5	2	11	3	13	3	5	4	5	2	5	1
Making sure older people have enough money for retirement	**4**	6	7	7	6	3	1	3	4	4	5	7	4	4	4	5	4	4	4	5	6
Keeping the country safe from terrorism and threats abroad	**4**	10	4	6	3	2	5	4	6	5	6	3	6	12	2	4	5	4	4	6	3
Giving the police the resources to fight crime	**3**	4	3	4	2	3	2	1	1	3	2	0	1	3	2	3	3	3	1	4	2
Taking back powers from or leaving the EU	**2**	4	0	3	2	2	3	3	0	2	3	3	3	2	1	2	2	2	2	2	2
Protecting the environment	**2**	2	4	2	1	1	5	1	1	2	3	0	0	4	3	2	3	2	2	4	2
Making sure people who break the law are punished	**2**	4	4	2	3	1	2	1	3	1	4	3	3	3	1	2	1	2	2	1	2
Helping people to live healthier lifestyles	**2**	2	1	2	1	2	1	1	1	1	1	2	1	0	3	2	2	2	2	2	1
Giving local areas more say over taxes and public services	**2**	4	2	2	2	2	3	1	7	2	3	1	5	3	1	2	2	2	3	2	3
None of these	**11**	10	10	13	13	12	5	9	12	10	10	12	15	14	11	12	9	11	9	13	7
Don't know	**21**	15	17	19	20	18	12	21	14	20	20	27	19	14	24	20	23	21	24	16	22

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	37	32	28	24	21	26	34	29	26	32	25	27	27	39	39	30	17	25	32
Improving the quality of the health system	**23**	24	24	24	20	16	26	32	24	23	21	25	25	15	22	28	27	21	21	32
Making sure the welfare state gives enough help to those who need it	**20**	25	24	22	18	18	15	24	26	18	20	13	24	23	24	23	22	20	24	17
Ensuring equal rights and opportunities for minorities	**14**	15	16	12	14	8	15	16	15	13	13	21	9	19	15	21	15	16	9	20
Keeping the cost of living down	**12**	14	12	12	11	14	11	5	12	11	18	13	14	7	10	11	11	9	17	15
Improving the quality of schools and education	**9**	11	12	9	7	11	5	9	9	11	8	5	10	5	10	15	10	7	9	6
Doing more to help young people into training and work	**9**	11	8	9	8	8	11	7	8	9	9	14	14	7	17	8	9	3	13	13
Keeping unemployment low	**8**	8	12	7	9	5	6	5	10	8	8	8	11	9	6	15	8	6	4	9
Helping people get housing they can afford	**8**	9	6	9	7	7	9	8	9	8	10	3	9	8	9	5	8	7	5	11
Boosting economic growth	**7**	7	7	6	8	5	5	13	8	5	6	10	9	6	6	7	8	9	7	7
Making sure the welfare system only helps those that deserve it	**5**	3	4	5	5	4	6	7	4	4	8	4	6	5	3	3	5	5	5	10
Access to better and cheaper childcare	**5**	7	7	5	3	5	5	5	7	5	5	5	4	5	4	10	5	2	2	6
Keeping taxes as low as possible	**5**	3	6	6	4	4	7	6	6	4	6	6	12	7	3	8	5	3	4	2
Controlling the level of immigration	**4**	3	4	5	4	5	5	7	4	5	6	2	7	5	2	2	2	2	3	1
Making sure older people have enough money for retirement	**4**	2	6	3	4	6	7	5	4	5	4	5	3	3	2	9	3	3	7	9
Keeping the country safe from terrorism and threats abroad	**4**	6	3	4	5	2	7	1	5	4	6	5	9	9	7	2	3	5	3	5
Giving the police the resources to fight crime	**3**	1	2	2	4	4	3	0	2	3	3	4	3	3	1	1	1	4	6	5
Taking back powers from or leaving the EU	**2**	2	3	1	2	1	3	3	1	2	2	0	0	1	4	2	1	2	1	1
Protecting the environment	**2**	1	2	2	3	2	3	5	3	2	1	4	5	2	1	1	3	4	3	2
Making sure people who break the law are punished	**2**	1	1	1	2	4	3	1	2	2	3	1	2	1	1	0	1	1	7	4
Helping people to live healthier lifestyles	**2**	3	1	1	3	1	2	1	2	3	1	0	0	1	6	2	1	4	1	4
Giving local areas more say over taxes and public services	**2**	4	2	2	2	2	3	1	2	3	3	1	3	2	7	2	2	2	2	2
None of these	**11**	10	10	10	12	13	10	6	9	13	10	13	3	11	13	9	11	15	15	9
Don't know	**21**	16	16	21	23	29	22	16	18	21	17	24	19	19	13	11	17	25	17	13

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
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**	35	24	25	29	17	22	25	27	23	34	26
Improving the quality of the health system	**23**	26	19	21	19	13	21	24	21	21	26	22
Making sure the welfare state gives enough help to those who need it	**20**	26	25	22	17	14	12	21	20	20	24	20
Ensuring equal rights and opportunities for minorities	**14**	15	11	10	12	8	11	15	11	15	11	13
Keeping the cost of living down	**12**	17	12	14	12	11	9	10	13	11	13	12
Improving the quality of schools and education	**9**	12	9	8	8	11	4	9	8	7	12	8
Doing more to help young people into training and work	**9**	5	10	9	12	4	8	6	10	6	11	8
Keeping unemployment low	**8**	10	9	6	12	6	5	8	8	9	3	8
Helping people get housing they can afford	**8**	9	8	10	7	8	8	8	9	8	6	8
Boosting economic growth	**7**	8	8	4	8	2	4	8	6	7	4	7
Making sure the welfare system only helps those that deserve it	**5**	2	6	4	5	4	3	5	5	6	3	5
Access to better and cheaper childcare	**5**	10	5	5	5	7	5	4	5	4	3	4
Keeping taxes as low as possible	**5**	4	4	8	4	5	10	4	6	5	2	5
Controlling the level of immigration	**4**	3	7	8	5	7	8	2	7	4	7	5
Making sure older people have enough money for retirement	**4**	2	2	4	5	5	5	3	4	4	2	3
Keeping the country safe from terrorism and threats abroad	**4**	6	4	5	5	1	8	4	5	5	5	4
Giving the police the resources to fight crime	**3**	2	3	3	3	2	1	2	3	2	2	3
Taking back powers from or leaving the EU	**2**	1	4	1	2	2	4	1	2	1	0	1
Protecting the environment	**2**	1	4	1	2	1	3	3	2	2	1	2
Making sure people who break the law are punished	**2**	2	1	1	2	1	3	1	2	1	1	1
Helping people to live healthier lifestyles	**2**	1	0	1	1	1	0	2	1	2	3	2
Giving local areas more say over taxes and public services	**2**	2	3	2	1	3	3	2	2	1	2	2
None of these	**11**	6	11	9	10	12	11	13	9	14	14	11
Don't know	**21**	20	21	25	22	39	28	20	24	21	18	22

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which issues do you think are most important to the Conservative party? Please tick up to three																										
Boosting economic growth	**34**	47	27	34	35	33	43	24	38	36	31	32	31	35	35	38	29	31	33	37	33	37	36	20	37	34
Making sure the welfare system only helps those that deserve it	**20**	27	18	23	15	24	28	18	20	20	20	16	17	21	24	22	18	16	20	20	23	23	13	16	19	22
Taking back powers from or leaving the EU	**19**	21	27	26	11	21	21	27	19	23	16	16	16	20	23	22	16	20	18	19	20	22	16	16	18	22
Keeping the country safe from terrorism and threats abroad	**17**	23	15	19	11	17	22	12	17	15	18	11	13	17	23	16	18	16	19	12	19	18	13	20	17	17
Keeping taxes as low as possible	**17**	20	19	15	13	23	21	17	20	22	12	14	14	20	16	21	12	19	17	17	15	19	15	9	18	19
Keeping unemployment low	**15**	21	13	14	13	15	19	13	14	15	15	12	15	14	17	16	14	14	15	19	13	16	10	16	15	12
Controlling the level of immigration	**14**	16	18	19	8	20	15	17	14	15	13	18	12	12	17	14	14	18	15	11	14	14	14	13	13	15
Making sure older people have enough money for retirement	**6**	8	6	10	3	9	7	5	8	6	6	9	5	5	6	7	5	10	5	5	6	7	5	5	6	6
Making sure people who break the law are punished	**6**	6	8	7	4	8	5	8	7	7	5	2	5	8	7	6	5	9	6	6	5	6	7	6	6	7
Improving the quality of the health system	**5**	11	2	7	6	1	9	4	4	5	6	2	4	4	9	5	5	5	5	6	6	7	3	2	5	7
Improving the quality of schools and education	**5**	10	3	8	6	2	8	3	6	6	5	6	3	5	8	6	5	7	7	3	5	6	7	4	6	6
Helping people get housing they can afford	**5**	8	3	6	8	2	8	3	5	4	5	6	5	3	6	5	4	4	5	6	4	6	4	5	3	4
Keeping the cost of living down	**5**	10	2	4	8	0	10	3	2	6	4	0	4	6	7	6	4	6	4	6	5	6	4	4	7	5
Doing more to help young people into training and work	**5**	8	1	12	8	1	8	2	6	4	6	2	6	4	7	5	5	5	6	4	5	6	5	3	4	4
Giving local areas more say over taxes and public services	**4**	5	4	5	5	4	5	4	3	4	4	5	2	4	5	4	3	3	4	5	4	4	2	5	4	4
Giving the police the resources to fight crime	**2**	3	2	4	1	3	2	3	2	2	2	2	2	2	2	2	2	3	2	1	3	2	3	2	3	1
Ensuring equal rights and opportunities for minorities	**2**	0	1	8	6	0	2	1	2	2	2	3	2	1	1	1	3	2	2	1	1	2	1	1	2	1
Making sure the welfare state gives enough help to those who need it	**2**	3	1	1	3	1	3	1	2	2	2	3	1	2	3	3	2	1	2	2	3	3	1	2	3	1
Helping people to live healthier lifestyles	**2**	1	2	7	5	1	3	2	2	2	2	3	3	2	1	2	3	1	3	3	1	2	2	4	3	1
Protecting the environment	**1**	1	1	0	2	0	1	1	1	1	1	1	1	1	2	1	2	0	1	2	1	1	1	1	1	0
Access to better and cheaper childcare	**1**	1	1	4	0	1	1	1	1	1	1	2	1	1	1	1	1	1	2	1	1	1	1	1	1	1
Reducing poverty and the gap between rich and poor	**1**	1	1	0	2	0	1	0	2	1	1	2	1	1	1	1	2	1	1	2	1	1	1	3	1	1
None of these	**10**	1	17	7	16	12	4	14	10	11	10	7	10	13	9	8	13	7	10	9	13	9	8	19	10	10
Don't know	**18**	11	12	9	14	8	10	17	13	13	22	28	26	15	10	15	21	22	17	20	15	14	26	18	17	18

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Fieldwork: 26th March - 1st April 2015

			Household Income (£)							Marital status						Household?		Marginal			
	Total	Out of Work / Means Tested Benefits	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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which issues do you think are most important to the Conservative party? Please tick up to three																					
Boosting economic growth	**34**	27	32	32	32	42	41	34	39	33	35	30	33	44	34	36	29	34	32	35	32
Making sure the welfare system only helps those that deserve it	**20**	18	19	18	22	22	23	24	26	21	21	21	18	25	20	23	15	21	17	22	18
Taking back powers from or leaving the EU	**19**	17	21	18	21	18	21	20	27	21	20	18	16	16	18	21	15	19	19	21	16
Keeping the country safe from terrorism and threats abroad	**17**	19	17	17	17	14	25	18	14	18	17	15	18	36	12	17	15	16	15	22	18
Keeping taxes as low as possible	**17**	15	11	13	15	19	20	30	28	18	19	13	15	16	15	17	16	16	19	19	10
Keeping unemployment low	**15**	18	12	20	15	17	20	10	13	15	15	22	20	20	12	16	15	16	13	16	10
Controlling the level of immigration	**14**	12	14	11	16	13	18	16	20	14	15	11	11	21	14	15	12	13	18	14	11
Making sure older people have enough money for retirement	**6**	6	7	6	6	5	9	7	6	7	5	8	4	4	5	5	8	5	9	5	5
Making sure people who break the law are punished	**6**	8	11	6	6	5	6	7	6	7	5	21	5	2	5	6	6	5	8	5	9
Improving the quality of the health system	**5**	2	4	4	6	6	11	5	6	7	3	0	4	9	4	6	4	6	5	4	6
Improving the quality of schools and education	**5**	5	5	6	5	5	7	7	7	6	6	3	4	7	5	6	5	4	7	8	5
Helping people get housing they can afford	**5**	6	2	7	4	6	6	1	2	5	5	1	2	9	4	5	4	5	6	5	2
Keeping the cost of living down	**5**	3	2	4	9	5	3	6	9	7	5	7	4	5	3	5	5	5	5	6	4
Doing more to help young people into training and work	**5**	10	9	6	4	6	5	2	10	5	7	5	7	9	3	6	4	4	4	7	9
Giving local areas more say over taxes and public services	**4**	5	5	4	2	4	3	3	7	5	2	2	6	4	4	5	2	4	4	4	3
Giving the police the resources to fight crime	**2**	1	1	4	3	2	3	2	0	2	3	1	0	2	3	2	2	2	3	2	1
Ensuring equal rights and opportunities for minorities	**2**	4	2	4	2	2	1	0	4	2	2	4	0	3	2	2	2	1	2	3	3
Making sure the welfare state gives enough help to those who need it	**2**	3	1	1	3	2	2	2	0	2	1	0	0	9	2	2	2	3	1	3	1
Helping people to live healthier lifestyles	**2**	5	2	3	2	5	2	1	1	2	2	1	1	2	3	2	3	2	3	3	2
Protecting the environment	**1**	1	2	2	1	0	1	0	0	1	1	0	2	1	1	1	0	1	1	1	0
Access to better and cheaper childcare	**1**	1	0	1	2	0	2	3	0	2	2	0	0	0	0	1	2	1	1	4	1
Reducing poverty and the gap between rich and poor	**1**	1	0	2	1	0	1	0	2	1	1	0	1	6	2	1	1	1	1	2	0
None of these	**10**	14	15	12	10	9	5	7	10	9	9	11	18	4	11	10	12	12	7	9	14
Don't know	**18**	11	16	15	18	15	7	17	9	16	18	20	17	6	22	16	21	18	20	12	21

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which issues do you think are most important to the Conservative party? Please tick up to three																				
Boosting economic growth	**34**	40	34	38	32	30	23	37	39	34	31	22	39	36	35	39	41	33	38	23
Making sure the welfare system only helps those that deserve it	**20**	27	24	20	20	16	14	23	24	22	15	9	19	25	24	27	21	17	17	13
Taking back powers from or leaving the EU	**19**	25	22	20	17	16	16	27	26	16	19	10	20	15	32	28	23	17	23	20
Keeping the country safe from terrorism and threats abroad	**17**	17	15	17	20	14	17	26	18	18	14	9	24	20	16	13	12	16	20	20
Keeping taxes as low as possible	**17**	23	18	21	13	13	9	19	21	16	14	8	15	16	24	21	31	15	17	16
Keeping unemployment low	**15**	15	17	15	15	15	14	20	16	15	16	17	18	18	15	16	17	16	10	12
Controlling the level of immigration	**14**	13	20	12	15	14	11	17	15	16	11	3	14	12	12	26	10	13	17	12
Making sure older people have enough money for retirement	**6**	7	6	8	4	5	7	5	6	6	6	5	6	8	4	6	9	5	5	5
Making sure people who break the law are punished	**6**	5	10	5	4	5	8	8	5	6	8	6	3	3	6	10	6	6	8	7
Improving the quality of the health system	**5**	6	6	5	6	5	4	5	5	8	3	0	3	5	4	4	3	6	7	6
Improving the quality of schools and education	**5**	6	8	5	7	3	2	3	7	6	4	1	6	7	5	11	7	4	2	4
Helping people get housing they can afford	**5**	4	5	6	4	4	5	11	5	5	3	8	5	5	3	3	5	3	1	10
Keeping the cost of living down	**5**	5	5	6	5	5	3	12	6	5	4	7	3	8	6	7	6	6	8	2
Doing more to help young people into training and work	**5**	7	3	6	4	6	5	9	5	5	4	8	5	6	8	3	4	3	3	5
Giving local areas more say over taxes and public services	**4**	5	3	5	2	4	6	1	5	5	2	3	5	3	5	3	7	2	3	5
Giving the police the resources to fight crime	**2**	1	2	2	3	2	3	2	2	2	4	6	2	2	1	1	2	4	1	4
Ensuring equal rights and opportunities for minorities	**2**	3	2	0	2	3	3	0	2	2	2	5	1	3	4	1	0	3	1	6
Making sure the welfare state gives enough help to those who need it	**2**	3	2	3	2	1	1	0	3	2	2	1	4	4	3	2	2	3	1	1
Helping people to live healthier lifestyles	**2**	1	2	2	3	3	3	1	2	2	1	10	1	4	1	3	0	3	3	6
Protecting the environment	**1**	0	1	1	2	2	1	0	1	1	1	2	1	1	0	1	0	0	3	3
Access to better and cheaper childcare	**1**	0	0	2	2	1	1	0	2	1	1	0	3	5	0	0	1	0	2	1
Reducing poverty and the gap between rich and poor	**1**	1	1	1	1	3	2	0	1	2	0	0	2	2	2	1	0	0	5	0
None of these	**10**	7	7	9	11	12	18	4	6	10	19	24	7	4	8	6	8	16	11	17
Don't know	**18**	14	15	16	21	25	17	9	14	17	16	20	16	16	14	10	12	18	17	8

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
Which issues do you think are most important to the Conservative party? Please tick up to three												
Boosting economic growth	**34**	45	28	36	30	23	23	38	34	37	43	36
Making sure the welfare system only helps those that deserve it	**20**	31	20	19	24	15	15	20	21	19	22	20
Taking back powers from or leaving the EU	**19**	18	14	18	17	9	13	21	18	19	21	19
Keeping the country safe from terrorism and threats abroad	**17**	17	17	21	23	10	15	14	22	19	15	18
Keeping taxes as low as possible	**17**	22	15	12	10	10	4	25	11	19	23	17
Keeping unemployment low	**15**	15	19	13	14	18	16	16	13	15	13	15
Controlling the level of immigration	**14**	15	12	14	16	12	10	12	15	13	14	13
Making sure older people have enough money for retirement	**6**	9	6	7	2	5	7	7	5	6	8	6
Making sure people who break the law are punished	**6**	5	10	4	3	3	8	6	3	6	4	5
Improving the quality of the health system	**5**	7	9	6	7	4	2	4	7	5	6	5
Improving the quality of schools and education	**5**	7	6	4	9	4	1	5	6	5	6	6
Helping people get housing they can afford	**5**	5	7	6	6	7	2	4	6	3	2	5
Keeping the cost of living down	**5**	4	3	6	5	2	3	6	5	8	9	6
Doing more to help young people into training and work	**5**	6	3	7	5	8	5	4	6	4	3	5
Giving local areas more say over taxes and public services	**4**	5	4	3	2	5	7	5	3	4	4	4
Giving the police the resources to fight crime	**2**	2	4	2	1	3	2	3	1	3	1	2
Ensuring equal rights and opportunities for minorities	**2**	1	3	0	1	5	2	1	1	1	0	1
Making sure the welfare state gives enough help to those who need it	**2**	3	1	4	1	1	2	3	3	3	2	3
Helping people to live healthier lifestyles	**2**	1	1	3	2	3	1	1	3	2	1	2
Protecting the environment	**1**	1	1	1	3	0	0	0	2	1	0	1
Access to better and cheaper childcare	**1**	0	0	2	2	0	2	1	2	2	1	2
Reducing poverty and the gap between rich and poor	**1**	1	0	1	1	1	3	0	1	1	1	1
None of these	**10**	5	7	10	8	12	19	11	9	9	12	10
Don't know	**18**	14	22	20	23	32	24	14	21	16	13	18

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	22	36	30	60	37	28	31	34	36	28	31	29	33	33	31	33	27	32	34	32	31	35	36	34	33
Britain is improving and our best is still to come	**34**	58	23	45	21	19	50	26	31	35	34	35	31	32	40	37	32	32	33	37	35	37	29	29	35	33
Neither	**25**	16	32	23	15	36	19	32	29	24	26	16	30	27	23	27	22	29	25	22	26	26	23	27	24	27
Don't know	**8**	5	9	2	4	8	3	12	6	6	11	18	10	7	5	5	13	12	10	7	7	6	13	8	6	7
Pair 2																										
Young people today will probably grow up to have a better quality of life than their parents	**27**	42	22	32	17	22	36	22	23	31	24	26	26	27	30	28	27	28	25	29	28	29	30	22	28	25
Young people today will probably grow up to have a worse quality of life than their parents	**52**	40	60	55	66	62	45	55	61	51	53	51	51	54	49	52	51	48	56	47	53	51	50	57	52	56
Neither	**12**	12	11	10	11	9	12	11	9	10	13	9	12	11	15	13	11	11	12	14	11	13	11	12	12	11
Don't know	**9**	6	7	4	5	7	6	12	7	8	10	14	12	8	6	7	12	13	8	9	9	7	9	9	8	8
Pair 3																										
I am keen to move up in life, to get a bigger home, higher income and more luxuries in life	**24**	28	24	21	17	26	26	19	22	27	21	48	46	17	4	28	19	30	23	23	23	16	43	20	26	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	**63**	65	66	71	69	60	66	68	65	61	65	38	42	69	85	62	65	54	63	64	67	74	43	59	62	69
Neither	**9**	5	8	7	13	13	7	7	10	8	9	2	5	12	11	7	11	8	10	8	8	8	10	16	9	8
Don't know	**4**	1	2	2	1	1	1	6	3	3	5	12	7	2	0	3	6	7	3	5	3	2	5	5	3	2
Pair 4																										
If I was able to afford it I would use private health and education	**47**	61	30	45	61	29	64	29	42	47	46	44	52	44	46	49	43	55	49	44	43	48	53	42	50	42
Even if I could afford it, I would not use private health or education	**35**	25	54	43	24	59	23	52	41	36	34	34	32	39	34	35	36	25	36	37	38	36	29	38	32	42
Neither	**10**	9	11	8	10	9	9	10	11	9	11	6	6	10	15	9	11	9	8	11	12	10	9	14	11	10
Don't know	**8**	5	5	4	5	3	4	9	6	8	9	16	10	6	5	7	10	10	8	8	7	6	9	7	7	6
Pair 5																										
The main political parties today are all much the same with the same policies, and it doesn't really matter who wins	**34**	23	24	47	58	57	29	27	39	37	31	31	39	38	27	35	33	32	38	33	33	32	36	40	35	36
There are important differences between what the political parties say and do, and who wins makes a real difference to the country	**48**	64	63	45	30	28	58	55	47	51	46	43	39	46	61	49	47	45	46	50	52	54	44	41	51	47
Neither	**9**	7	8	7	9	14	8	11	9	7	11	10	10	9	8	9	8	9	9	9	9	8	11	10	8	9
Don't know	**8**	5	5	2	3	1	5	8	5	5	11	16	12	7	4	6	12	14	7	9	7	6	9	9	5	8

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	33	37	35	39	25	27	31	20	32	31	29	33	32	33	32	32	33	29	30	36
Britain is improving and our best is still to come	**34**	30	29	35	34	34	44	39	44	36	36	24	36	40	30	36	30	36	33	34	26
Neither	**25**	26	21	20	22	35	25	25	34	26	23	37	24	23	24	25	27	24	27	29	25
Don't know	**8**	11	13	10	5	6	4	5	2	6	11	11	7	5	13	7	11	7	12	8	13
Pair 2																					
Young people today will probably grow up to have a better quality of life than their parents	**27**	22	27	27	27	31	30	32	29	28	31	23	26	41	24	29	23	28	25	31	21
Young people today will probably grow up to have a worse quality of life than their parents	**52**	57	52	50	54	48	57	51	57	52	53	47	54	41	52	50	56	51	52	52	57
Neither	**12**	13	14	11	11	15	8	10	9	12	10	24	16	12	12	13	11	12	11	11	14
Don't know	**9**	8	7	11	8	6	5	7	5	9	6	6	5	6	12	8	10	9	12	6	8
Pair 3																					
I am keen to move up in life, to get a bigger home, higher income and more luxuries in life	**24**	17	19	16	21	23	30	41	36	18	35	27	18	3	33	19	36	23	29	19	31
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	**63**	62	62	66	70	68	66	51	56	72	53	57	65	88	50	68	52	66	56	67	57
Neither	**9**	18	16	13	7	6	4	7	7	7	8	16	16	10	9	10	6	8	9	13	8
Don't know	**4**	3	3	5	2	3	1	2	1	3	4	0	1	0	8	2	5	4	6	2	4
Pair 4																					
If I was able to afford it I would use private health and education	**47**	43	40	39	51	46	55	57	57	47	50	58	46	55	42	47	47	43	53	51	45
Even if I could afford it, I would not use private health or education	**35**	39	36	37	36	40	35	29	28	35	35	28	36	30	37	34	39	38	28	34	43
Neither	**10**	10	14	15	8	6	7	9	11	11	8	10	13	9	9	11	6	11	9	8	6
Don't know	**8**	7	9	10	4	8	2	4	4	7	8	4	5	6	12	7	8	8	10	7	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	**34**	39	32	33	38	38	32	36	34	34	37	22	40	25	34	33	39	33	34	36	41
There are important differences between what the political parties say and do, and who wins makes a real difference to the country	**48**	45	43	53	51	49	57	49	60	53	48	60	44	58	40	51	44	50	44	51	41
Neither	**9**	10	13	8	6	12	9	11	4	7	8	13	7	9	12	9	8	9	10	8	10
Don't know	**8**	6	12	6	6	2	2	4	2	6	7	5	9	9	13	7	9	8	12	5	7

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Sample Size: 2974 English Adults in Marginal Seats
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		Social Grade						Financial position							Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs	Lab Considerers C1 and C2	Con Considerers C1 and C2	Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	28	30	33	31	36	34	30	26	33	45	42	33	35	30	32	37	38	45	33
Britain is improving and our best is still to come	**34**	39	37	35	34	32	28	44	44	33	20	39	32	31	36	37	38	30	27	36
Neither	**25**	28	28	27	23	19	24	22	25	26	27	11	29	30	31	29	22	21	20	23
Don't know	**8**	5	5	5	12	13	14	4	5	7	8	9	7	5	3	2	3	11	7	8
Pair 2																				
Young people today will probably grow up to have a better quality of life than their parents	**27**	29	24	30	27	28	25	42	34	26	19	17	30	25	33	25	37	27	33	29
Young people today will probably grow up to have a worse quality of life than their parents	**52**	52	57	50	51	49	53	41	48	54	62	60	51	62	50	62	46	47	45	56
Neither	**12**	12	12	13	10	10	12	13	12	12	11	12	10	8	11	9	11	11	12	9
Don't know	**9**	7	7	7	12	13	10	4	6	8	7	11	9	5	6	4	6	15	10	7
Pair 3																				
I am keen to move up in life, to get a bigger home, higher income and more luxuries in life	**24**	29	24	30	21	23	11	14	22	27	26	25	29	29	33	24	36	21	26	12
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	**63**	61	65	61	67	59	66	83	71	66	52	44	63	64	56	67	57	62	57	71
Neither	**9**	7	8	6	6	11	18	2	5	6	19	27	6	7	9	8	4	9	11	16
Don't know	**4**	3	3	2	5	7	5	1	1	2	3	4	2	1	3	1	2	8	6	2
Pair 4																				
If I was able to afford it I would use private health and education	**47**	55	50	47	46	40	41	37	53	46	43	51	49	59	52	57	49	43	38	40
Even if I could afford it, I would not use private health or education	**35**	31	38	34	34	38	39	34	33	38	41	32	36	29	33	36	34	33	43	47
Neither	**10**	9	6	11	11	11	11	19	10	10	9	12	7	8	11	5	8	12	7	9
Don't know	**8**	4	6	8	9	12	9	10	4	7	7	5	9	3	3	2	9	12	11	5
Pair 5																				
The main political parties today are all much the same with the same policies, and it doesn't really matter who wins	**34**	27	40	36	31	38	31	19	34	35	38	41	51	51	27	47	40	33	36	33
There are important differences between what the political parties say and do, and who wins makes a real difference to the country	**48**	61	46	47	50	40	48	66	52	48	48	39	30	35	61	45	51	49	47	57
Neither	**9**	6	9	11	8	9	8	13	8	9	8	8	10	9	2	7	7	7	8	8
Don't know	**8**	6	5	6	11	13	13	2	6	8	5	11	8	4	9	1	2	11	9	3

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
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	%	%	%	%	%	%	%	%	%	%	%	%
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**	26	27	29	26	29	34	37	28	34	38	32
Britain is improving and our best is still to come	**34**	42	37	33	37	35	22	35	35	36	31	35
Neither	**25**	26	27	31	24	19	25	22	28	25	25	25
Don't know	**8**	6	9	7	13	17	19	6	9	6	6	8
Pair 2												
Young people today will probably grow up to have a better quality of life than their parents	**27**	25	23	23	26	25	22	33	24	28	30	28
Young people today will probably grow up to have a worse quality of life than their parents	**52**	53	51	54	54	52	51	47	54	52	56	50
Neither	**12**	14	17	15	10	8	15	11	13	13	7	12
Don't know	**9**	8	10	8	10	15	13	9	9	7	6	9
Pair 3												
I am keen to move up in life, to get a bigger home, higher income and more luxuries in life	**24**	25	23	25	21	21	10	30	23	28	22	27
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	**63**	66	63	64	72	60	63	59	67	64	65	63
Neither	**9**	6	9	8	4	11	20	6	6	6	10	6
Don't know	**4**	4	4	3	3	8	8	4	3	2	2	4
Pair 4												
If I was able to afford it I would use private health and education	**47**	58	42	46	49	41	41	47	47	50	46	47
Even if I could afford it, I would not use private health or education	**35**	29	40	34	34	33	34	34	34	31	38	34
Neither	**10**	8	7	14	10	14	13	10	12	12	12	11
Don't know	**8**	5	11	7	7	12	12	10	7	7	5	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	**34**	27	31	32	29	39	30	37	31	36	39	34
There are important differences between what the political parties say and do, and who wins makes a real difference to the country	**48**	61	48	43	52	34	41	50	47	50	47	48
Neither	**9**	9	12	15	8	11	9	7	12	9	8	10
Don't know	**8**	2	9	10	11	16	20	6	10	4	6	8

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	2974	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Pair 6																										
Choice in public services increases competition and therefore drives up standards, leading to better services for all.	**29**	49	16	28	31	14	46	20	20	33	25	35	25	26	32	32	25	32	28	29	29	29	31	23	33	24
Choice and competition in public services is wasteful and doesn't actually end up improving services at all.	**48**	31	66	61	50	67	36	58	64	48	47	32	47	54	47	49	46	39	51	46	49	51	43	48	46	56
Neither	**10**	9	8	9	11	7	10	7	9	9	10	7	9	9	12	9	11	13	8	10	9	9	11	13	9	9
Don't know	**14**	11	11	3	8	11	8	15	7	10	18	25	19	10	9	10	18	15	13	15	12	11	15	16	12	12
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	**34**	51	17	37	46	30	50	18	30	43	27	31	31	35	37	37	31	35	34	35	34	36	37	25	41	33
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	**46**	35	66	51	38	59	37	61	55	44	49	45	45	46	47	47	45	44	49	42	48	48	43	51	42	49
Neither	**8**	6	8	8	11	10	6	8	10	7	10	5	6	10	9	8	9	8	7	9	9	8	8	13	8	9
Don't know	**11**	8	8	4	5	1	7	13	6	7	15	18	17	8	7	8	15	13	10	13	9	9	11	11	9	9
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**	22	17	26	7	8	20	16	14	19	13	16	15	14	19	17	14	18	17	14	15	17	18	15	17	16
Politicians don't have sufficient expertise to successfully manage crucial public services, which should be run by experts in their field.	**64**	63	64	61	81	74	66	60	73	65	64	59	61	66	67	66	62	60	64	67	65	66	60	68	65	65
Neither	**9**	7	10	8	8	12	8	12	7	8	10	6	8	10	10	9	10	10	9	7	11	9	7	9	9	10
Don't know	**11**	7	9	5	4	6	6	12	6	8	12	19	16	9	4	8	14	13	10	12	9	8	15	9	9	9
Pair 9																										
I trust charities to spend the money they receive on giving genuine help to people who really need it	**25**	22	32	45	15	35	21	29	30	24	25	30	33	23	18	28	21	24	27	25	22	24	26	25	23	27
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	52	48	79	50	70	51	57	62	59	54	48	61	72	59	62	59	57	60	64	62	58	62	65	56
Neither	**8**	5	10	7	4	10	5	9	8	7	8	2	8	9	7	7	8	6	9	7	7	8	7	7	7	11
Don't know	**8**	5	7	0	2	5	4	11	5	7	8	15	11	6	3	6	10	10	7	9	7	6	9	6	6	6

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Pair 6																					
Choice in public services increases competition and therefore drives up standards, leading to better services for all.	**29**	25	23	26	34	28	37	31	40	29	27	18	30	42	29	31	25	29	30	30	21
Choice and competition in public services is wasteful and doesn't actually end up improving services at all.	**48**	52	46	52	47	52	54	52	47	51	54	45	52	34	40	46	53	47	44	50	58
Neither	**10**	11	15	8	10	11	4	5	9	9	5	16	8	19	12	11	6	10	10	9	10
Don't know	**14**	12	16	14	10	9	5	11	5	11	14	21	10	6	19	12	15	14	16	11	10
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	**34**	28	22	34	37	37	39	39	42	36	35	35	31	25	34	36	30	34	34	38	33
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	**46**	50	56	48	47	43	54	49	48	46	50	37	52	50	44	46	48	46	46	44	52
Neither	**8**	14	13	9	9	10	4	6	7	8	5	14	11	16	8	9	8	9	7	9	6
Don't know	**11**	8	9	9	8	10	3	6	4	10	10	13	7	9	14	9	14	11	13	9	9
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**	14	13	15	18	15	19	22	23	18	13	12	15	16	13	16	17	15	19	16	14
Politicians don't have sufficient expertise to successfully manage crucial public services, which should be run by experts in their field.	**64**	64	63	66	65	71	74	68	63	66	65	59	62	67	63	66	62	65	59	68	63
Neither	**9**	12	13	10	10	9	3	6	10	8	4	18	14	12	10	9	8	9	9	8	11
Don't know	**11**	10	11	10	7	5	4	4	4	7	17	11	9	6	14	9	12	10	12	8	12
Pair 9																					
I trust charities to spend the money they receive on giving genuine help to people who really need it	**25**	27	17	23	24	26	27	34	38	24	24	25	22	15	28	23	29	23	26	27	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**	64	63	65	62	58	67	55	51	63	61	49	62	66	53	63	54	62	57	58	51
Neither	**8**	6	12	6	7	10	2	5	9	7	9	16	10	12	6	8	7	7	6	10	11
Don't know	**8**	3	8	7	6	6	3	6	2	6	6	10	6	8	12	6	10	7	11	4	6

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Pair 6																				
Choice in public services increases competition and therefore drives up standards, leading to better services for all.	**29**	38	33	29	27	30	18	40	35	30	20	12	21	34	42	38	34	28	37	22
Choice and competition in public services is wasteful and doesn't actually end up improving services at all.	**48**	48	49	50	46	41	50	45	45	49	57	53	56	47	43	48	48	49	45	57
Neither	**10**	8	10	8	10	9	13	6	9	10	11	14	9	9	11	10	8	9	6	12
Don't know	**14**	6	8	13	17	19	19	9	11	11	12	20	14	10	4	5	11	15	12	9
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	**34**	44	40	32	35	31	25	42	42	33	28	26	19	45	51	49	41	46	35	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	**46**	44	47	49	42	49	46	52	42	49	53	48	62	42	42	43	47	33	47	55
Neither	**8**	6	6	9	8	8	12	3	7	9	8	17	9	7	4	5	7	7	6	7
Don't know	**11**	6	7	9	14	13	17	2	9	9	10	9	10	7	3	2	5	13	11	9
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	16	17	16	14	11	23	20	15	13	4	15	15	23	19	20	17	16	16
Politicians don't have sufficient expertise to successfully manage crucial public services, which should be run by experts in their field.	**64**	65	70	65	61	64	63	63	64	68	66	71	66	78	59	72	65	61	64	64
Neither	**9**	8	7	10	10	7	11	6	9	8	10	19	11	6	10	5	8	8	9	11
Don't know	**11**	8	7	8	13	16	15	8	7	8	12	6	8	1	8	4	6	14	11	9
Pair 9																				
I trust charities to spend the money they receive on giving genuine help to people who really need it	**25**	24	33	27	19	26	18	31	30	24	17	20	28	25	24	31	24	19	28	21
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**	66	56	58	63	56	64	54	58	63	68	64	61	68	66	60	62	61	53	65
Neither	**8**	5	6	9	7	9	7	11	6	7	9	10	8	4	5	6	8	6	10	9
Don't know	**8**	5	5	6	10	9	10	4	5	6	6	5	3	3	5	3	6	14	9	5

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
Pair 6												
Choice in public services increases competition and therefore drives up standards, leading to better services for all.	**29**	34	29	25	27	25	15	31	26	33	25	28
Choice and competition in public services is wasteful and doesn't actually end up improving services at all.	**48**	52	50	51	43	38	46	48	48	48	55	48
Neither	**10**	4	11	9	12	12	13	8	10	8	10	9
Don't know	**14**	9	11	15	19	25	27	12	17	10	10	15
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	**34**	38	29	24	26	27	22	43	25	39	39	34
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	**46**	47	51	51	50	50	39	41	51	41	46	46
Neither	**8**	7	7	11	8	8	15	7	10	10	9	9
Don't know	**11**	9	13	13	15	14	23	8	14	10	5	11
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	13	15	15	11	8	19	15	19	21	17
Politicians don't have sufficient expertise to successfully manage crucial public services, which should be run by experts in their field.	**64**	71	68	64	61	64	61	63	63	64	61	63
Neither	**9**	7	9	11	12	5	11	8	12	8	11	10
Don't know	**11**	7	10	10	12	19	20	9	11	9	7	10
Pair 9												
I trust charities to spend the money they receive on giving genuine help to people who really need it	**25**	25	35	29	19	25	16	22	25	22	22	24
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**	65	51	54	65	59	63	62	58	65	60	60
Neither	**8**	5	6	10	8	8	6	7	9	6	13	8
Don't know	**8**	5	8	7	8	9	14	9	7	7	6	8

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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.	**17**	11	26	29	7	49	10	23	25	18	16	24	22	16	11	21	12	20	18	15	16	16	20	15	15	20
There is never any excuse for breaking the law and those that do so deserve punishment rather than sympathy	**61**	74	49	50	83	20	73	51	51	62	60	49	52	62	72	59	64	54	58	63	65	64	56	68	64	61
Neither	**16**	12	19	17	9	27	14	16	19	15	17	14	16	19	14	17	15	16	18	16	14	16	16	12	16	14
Don't know	**6**	3	6	3	1	4	3	10	4	5	7	14	10	3	3	4	9	9	6	6	5	4	7	6	5	5
Pair 11																										
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	**16**	17	20	23	7	16	15	20	16	19	13	29	20	14	9	20	11	14	16	15	17	12	23	13	15	14
Britain has spent too much time and money trying to police the world. We should only intervene militarily when our interests are directly threatened.	**64**	70	57	63	86	50	74	56	62	65	62	43	53	66	78	62	66	62	62	64	65	71	54	67	67	66
Neither	**11**	6	14	10	4	30	7	13	14	10	12	10	13	12	8	11	10	12	12	11	9	10	13	9	10	12
Don't know	**10**	6	9	4	3	4	4	12	8	7	13	18	14	8	5	8	13	12	10	10	9	7	11	12	9	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	**30**	19	50	53	4	68	17	44	42	33	27	45	36	28	22	34	25	32	31	28	29	27	40	26	27	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**	69	35	35	86	14	71	38	45	54	49	31	40	55	67	51	53	47	51	53	54	59	39	52	57	51
Neither	**8**	5	6	6	6	13	6	7	7	6	9	6	11	8	6	8	7	8	9	7	8	7	10	7	7	9
Don't know	**11**	7	8	5	4	5	6	11	6	7	14	18	14	9	6	7	15	14	10	12	9	7	11	14	9	8
Pair 13																										
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	**67**	84	49	62	80	46	82	52	61	64	70	58	67	67	70	69	64	69	66	68	66	71	64	60	68	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.	**18**	8	34	25	15	34	10	29	24	23	14	21	18	17	19	18	19	14	18	18	20	18	20	21	18	16
Neither	**7**	5	9	10	3	17	5	9	10	7	8	4	6	8	9	8	7	7	9	7	7	7	7	10	8	8
Don't know	**7**	3	7	3	2	3	3	10	5	6	9	17	9	7	3	5	11	9	7	7	7	5	8	9	6	7
Pair 14																										
I mostly decide who to vote for based on what their policies will mean for me and my family.	**44**	56	40	35	48	17	56	41	36	43	45	37	46	45	44	44	44	40	47	43	44	46	39	47	46	44
I mostly decide who to vote for based on what their policies will mean for society as a whole.	**37**	33	49	53	41	63	33	42	48	42	32	40	30	37	42	41	32	40	36	34	39	39	37	31	35	38
Neither	**11**	8	6	11	7	14	8	9	12	9	14	9	11	12	11	11	12	10	10	14	11	10	15	15	12	12
Don't know	**8**	4	4	1	3	6	3	8	4	6	9	14	13	6	2	5	11	10	7	8	7	5	9	7	7	6

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	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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.	**17**	15	20	14	15	18	24	20	29	15	22	7	10	12	21	16	20	15	22	13	29
There is never any excuse for breaking the law and those that do so deserve punishment rather than sympathy	**61**	64	54	64	66	59	63	63	52	66	58	70	69	65	51	62	58	64	55	61	52
Neither	**16**	15	21	16	13	18	12	14	17	15	15	20	16	17	18	17	13	15	14	22	15
Don't know	**6**	6	4	6	5	5	1	4	2	5	5	3	5	6	10	4	9	6	9	5	4
Pair 11																					
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	**16**	15	13	15	19	15	18	16	32	13	18	18	9	11	23	16	15	16	14	18	16
Britain has spent too much time and money trying to police the world. We should only intervene militarily when our interests are directly threatened.	**64**	65	63	67	67	66	68	67	48	70	62	59	71	76	50	65	62	64	63	62	64
Neither	**11**	13	17	7	7	11	11	10	15	9	12	17	14	6	13	11	11	10	11	12	11
Don't know	**10**	7	7	11	7	7	3	7	5	9	8	6	6	7	15	8	12	10	12	8	9
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	**30**	28	36	26	25	30	35	28	41	25	36	23	23	24	39	30	31	28	34	27	39
Human Rights laws are abused by lawyers making spurious cases on behalf of criminals and on balance they are been a bad thing	**52**	52	44	54	61	53	58	59	43	58	44	53	61	56	40	55	46	53	46	55	47
Neither	**8**	9	10	9	7	7	5	7	13	7	9	17	7	13	8	7	9	8	7	10	5
Don't know	**11**	10	11	11	7	9	2	7	3	9	11	7	10	6	13	8	13	10	13	7	9
Pair 13																					
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	**67**	60	63	58	71	67	73	76	69	69	72	75	64	81	60	68	67	67	66	73	57
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.	**18**	23	22	23	18	17	17	16	21	19	15	10	18	6	20	19	18	19	16	15	26
Neither	**7**	12	6	11	7	8	8	5	6	7	7	10	10	12	6	8	7	7	7	9	10
Don't know	**7**	5	9	8	5	7	2	2	4	5	6	5	8	2	13	6	8	8	10	3	7
Pair 14																					
I mostly decide who to vote for based on what their policies will mean for me and my family.	**44**	43	38	42	51	48	47	49	39	46	44	44	44	55	40	43	47	45	39	47	51
I mostly decide who to vote for based on what their policies will mean for society as a whole.	**37**	38	39	38	36	34	44	36	51	36	35	36	36	38	39	39	31	36	41	38	32
Neither	**11**	14	17	13	9	12	5	12	7	12	13	12	16	7	9	12	10	12	10	11	12
Don't know	**8**	5	7	7	5	6	3	3	3	6	8	7	4	0	12	5	11	8	10	4	6

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position							Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs	Lab Considerers C1 and C2	Con Considerers C1 and C2	Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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.	**17**	25	23	18	12	13	13	25	19	15	18	12	20	14	25	24	20	10	13	15
There is never any excuse for breaking the law and those that do so deserve punishment rather than sympathy	**61**	53	57	62	67	66	57	61	64	65	57	64	58	68	55	59	60	69	70	60
Neither	**16**	19	16	16	13	14	19	13	15	16	18	20	19	15	18	15	16	10	12	17
Don't know	**6**	3	4	5	8	7	11	2	3	4	7	5	3	4	2	2	4	11	5	8
Pair 11																				
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	**16**	19	25	17	10	12	10	16	20	14	13	20	18	15	25	27	20	10	16	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.	**64**	60	58	64	66	69	64	67	64	70	63	55	62	75	56	61	66	68	70	71
Neither	**11**	15	10	10	9	8	14	13	10	9	15	12	11	6	15	8	9	8	9	12
Don't know	**10**	6	7	9	14	11	12	4	7	8	9	14	10	3	4	4	5	14	6	3
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	**30**	37	37	31	24	25	28	35	32	28	35	22	36	16	41	38	34	23	31	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**	51	50	51	54	52	51	45	54	55	50	55	39	68	48	54	54	59	52	53
Neither	**8**	6	8	9	6	9	7	10	6	9	6	12	13	9	7	5	6	4	10	7
Don't know	**11**	6	5	9	15	14	14	10	8	8	8	11	12	7	4	3	5	15	8	7
Pair 13																				
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	**67**	68	68	71	68	63	57	76	73	68	64	55	76	82	70	66	67	62	58	54
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.	**18**	21	18	17	16	14	26	16	16	19	22	25	15	13	21	25	21	19	19	37
Neither	**7**	7	9	8	5	9	7	5	6	9	7	11	6	5	5	6	8	6	12	4
Don't know	**7**	5	5	4	10	13	11	2	5	4	7	8	3	0	3	3	3	13	12	5
Pair 14																				
I mostly decide who to vote for based on what their policies will mean for me and my family.	**44**	40	43	46	46	44	41	33	44	47	49	39	44	52	39	45	46	43	44	36
I mostly decide who to vote for based on what their policies will mean for society as a whole.	**37**	49	42	37	31	29	38	51	41	36	32	35	34	34	52	47	41	34	33	49
Neither	**11**	7	11	12	10	17	10	15	10	11	12	18	16	8	5	7	9	8	13	10
Don't know	**8**	4	4	5	13	10	11	1	5	5	7	7	5	6	4	1	4	15	9	4

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
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.	**17**	26	22	16	13	14	11	16	15	14	15	15
There is never any excuse for breaking the law and those that do so deserve punishment rather than sympathy	**61**	50	55	63	65	62	55	64	64	66	69	64
Neither	**16**	20	17	16	16	16	20	14	16	14	14	15
Don't know	**6**	4	7	5	6	8	14	7	5	6	3	6
Pair 11												
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	**16**	13	21	15	10	8	9	16	13	14	19	14
Britain has spent too much time and money trying to police the world. We should only intervene militarily when our interests are directly threatened.	**64**	64	55	63	65	68	58	67	64	67	69	65
Neither	**11**	14	13	10	11	8	15	9	11	9	7	10
Don't know	**10**	8	11	12	14	15	18	9	13	10	5	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	**30**	32	34	28	25	20	25	30	27	25	25	28
Human Rights laws are abused by lawyers making spurious cases on behalf of criminals and on balance they are been a bad thing	**52**	55	45	48	51	51	49	56	49	58	61	53
Neither	**8**	5	12	11	8	9	7	5	10	7	7	8
Don't know	**11**	8	9	12	16	19	19	9	14	10	7	11
Pair 13												
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	**67**	65	69	74	73	68	59	65	74	70	68	70
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.	**18**	20	11	14	14	11	18	20	14	17	15	17
Neither	**7**	9	12	7	5	7	8	8	6	7	12	7
Don't know	**7**	6	8	5	8	14	15	7	7	6	5	7
Pair 14												
I mostly decide who to vote for based on what their policies will mean for me and my family.	**44**	40	40	46	49	44	44	45	47	50	51	46
I mostly decide who to vote for based on what their policies will mean for society as a whole.	**37**	46	37	32	28	25	30	39	31	32	32	34
Neither	**11**	10	15	15	11	20	10	9	13	10	14	11
Don't know	**8**	5	7	7	11	11	16	8	9	8	3	8

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Pair 15																										
The welfare state has become too generous to people that don't try hard enough to help themselves.	**58**	84	32	51	68	34	80	36	52	59	57	49	58	55	66	63	52	59	57	58	59	65	56	36	62	62
The welfare state helps those that need it and we should try to protect it at its current level	**27**	10	53	40	23	34	13	47	35	29	26	29	24	31	25	24	31	22	30	27	27	23	28	46	25	26
Neither	**8**	4	12	7	7	29	5	10	10	8	9	6	8	11	8	9	7	10	8	8	9	8	11	10	8	8
Don't know	**6**	2	3	3	2	2	2	7	3	5	7	16	10	4	2	3	10	9	5	7	5	4	6	8	5	4
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	**55**	58	53	59	63	54	59	55	56	58	53	56	52	57	55	57	53	52	56	57	54	56	53	53	56	54
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	**27**	29	32	25	28	27	27	28	31	29	26	18	23	28	35	29	26	26	27	27	29	29	27	29	28	30
Neither	**7**	5	6	8	4	10	7	6	7	5	8	4	9	7	6	7	6	7	8	6	6	7	6	7	6	7
Don't know	**11**	8	9	7	5	10	8	11	7	9	13	21	16	9	5	8	15	15	9	11	11	8	13	11	10	10
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).	**39**	47	32	43	36	40	47	33	43	42	36	29	38	40	42	43	33	35	38	40	39	42	37	28	41	39
Reducing the 20% rate of VAT to 17.5%	**32**	33	35	27	35	31	31	34	34	36	28	30	30	30	35	33	30	26	27	36	36	34	30	27	33	29
Freezing energy bills	**30**	21	44	27	26	28	24	43	28	25	34	22	24	32	36	29	31	23	31	30	32	31	29	37	25	30
Reducing taxes on petrol and diesel	**25**	30	21	25	33	15	31	18	28	24	26	11	23	27	31	25	25	12	24	32	27	29	19	26	27	24
Freezing council tax	**21**	20	19	23	27	15	21	19	20	19	22	10	18	26	22	17	26	23	22	16	22	21	21	27	21	21
Reducing the cost of public transport	**21**	16	32	25	14	46	15	28	24	21	22	30	23	21	17	24	19	30	21	20	19	20	21	22	18	24
Abolishing or reducing the TV licence fee	**20**	18	20	19	29	9	21	18	13	19	21	17	26	20	16	15	26	14	19	24	21	16	23	34	18	16
Increasing the amount people can leave when they die without paying inheritance tax	**17**	27	9	11	21	8	26	10	15	16	19	18	15	19	17	20	13	21	19	16	15	21	11	11	18	19
Introducing a new 10p band of income tax for low earners	**16**	13	21	14	21	22	15	19	21	17	15	8	9	18	23	17	15	13	16	15	18	18	12	20	16	17
Reducing the stamp duty paid on buying a home	**12**	15	9	10	11	13	14	9	14	11	13	12	14	10	12	15	8	17	13	10	10	13	16	4	13	12
Reducing national insurance	**10**	14	6	10	6	5	12	7	7	12	8	15	10	10	7	11	8	14	8	8	11	8	13	5	13	8
Making parking in public places like high streets free	**9**	9	10	9	9	4	8	9	10	8	10	4	9	8	11	9	9	11	9	8	8	9	7	10	8	9
Reducing Air Passenger Duty on flights	**4**	5	3	4	7	1	6	3	3	5	3	2	4	3	5	4	4	5	4	4	3	4	3	5	5	4
Reducing the cost of fines, such as parking tickets and speeding tickets	**3**	3	3	4	1	2	3	3	1	2	3	2	3	3	2	2	3	2	2	2	3	3	3	2	3	2
Reducing tax on beer, wine and spirits	**3**	3	2	7	7	2	2	3	5	5	2	6	4	4	2	3	3	4	3	2	4	3	3	3	4	4
None of these	**2**	1	1	3	1	6	1	2	2	2	2	2	2	2	1	2	1	1	2	2	2	1	3	2	2	2
Don't know	**6**	4	5	5	1	4	3	9	4	6	6	21	8	3	3	4	10	9	7	5	5	4	11	6	6	6

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Pair 15																					
The welfare state has become too generous to people that don't try hard enough to help themselves.	**58**	34	40	54	62	64	69	67	61	63	61	68	55	54	49	60	54	59	54	60	60
The welfare state helps those that need it and we should try to protect it at its current level	**27**	52	43	32	24	24	23	21	30	25	24	24	33	33	31	28	28	27	28	29	25
Neither	**8**	11	10	7	10	7	7	7	7	8	8	8	9	12	9	8	10	8	9	8	10
Don't know	**6**	3	7	7	5	4	0	5	2	4	6	0	3	0	12	4	8	6	10	3	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	**55**	54	49	53	55	60	55	59	63	54	59	61	55	61	54	55	57	54	53	57	68
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	**27**	30	29	30	29	27	36	28	23	31	24	20	31	24	23	29	22	29	26	28	18
Neither	**7**	7	6	5	8	7	6	5	10	6	7	12	4	8	7	7	8	6	8	9	6
Don't know	**11**	9	16	12	8	7	4	8	5	9	10	6	10	6	16	9	14	12	13	6	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).	**39**	29	24	38	47	41	43	46	43	40	40	31	41	51	34	40	37	39	35	39	44
Reducing the 20% rate of VAT to 17.5%	**32**	26	31	30	32	35	31	27	30	32	30	30	34	24	33	34	28	35	29	25	29
Freezing energy bills	**30**	40	31	35	30	31	27	24	19	33	26	27	33	52	24	30	32	31	25	31	33
Reducing taxes on petrol and diesel	**25**	27	17	29	25	28	28	26	13	30	25	23	25	38	16	25	27	29	13	29	24
Freezing council tax	**21**	25	32	24	20	21	20	20	10	22	18	11	29	26	18	21	21	20	23	24	16
Reducing the cost of public transport	**21**	19	30	16	19	23	22	24	26	17	24	21	19	13	29	23	19	20	26	19	23
Abolishing or reducing the TV licence fee	**20**	34	34	24	20	22	14	10	12	18	26	29	24	17	19	19	23	22	15	20	19
Increasing the amount people can leave when they die without paying inheritance tax	**17**	14	12	12	15	19	25	23	30	18	14	19	16	18	17	17	17	16	19	23	16
Introducing a new 10p band of income tax for low earners	**16**	17	17	18	19	17	15	16	15	18	20	21	20	23	9	17	14	16	15	18	16
Reducing the stamp duty paid on buying a home	**12**	7	6	8	13	14	15	16	20	13	12	22	8	11	11	13	8	11	17	12	5
Reducing national insurance	**10**	5	6	5	16	7	15	10	17	8	14	22	5	2	12	9	10	9	11	9	12
Making parking in public places like high streets free	**9**	9	9	9	7	9	8	8	13	11	10	3	6	13	6	9	9	8	11	10	5
Reducing Air Passenger Duty on flights	**4**	5	5	3	4	4	3	3	7	4	4	8	4	0	4	5	2	4	5	4	2
Reducing the cost of fines, such as parking tickets and speeding tickets	**3**	6	5	3	3	3	2	2	2	2	3	3	4	0	2	2	4	3	2	2	1
Reducing tax on beer, wine and spirits	**3**	2	5	4	2	2	3	6	4	2	4	1	5	0	6	3	4	3	4	4	3
None of these	**2**	2	3	1	1	0	4	1	3	1	1	0	1	2	3	2	1	2	2	1	1
Don't know	**6**	5	6	7	4	4	1	4	4	5	4	2	4	1	12	5	7	6	9	4	10

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Pair 15																				
The welfare state has become too generous to people that don't try hard enough to help themselves.	**58**	61	62	64	61	58	31	69	68	62	44	27	56	73	59	63	67	61	59	28
The welfare state helps those that need it and we should try to protect it at its current level	**27**	26	28	22	23	25	51	21	22	26	42	54	26	18	25	30	22	23	28	61
Neither	**8**	9	8	10	7	9	7	4	7	8	11	13	13	5	12	6	9	5	9	6
Don't know	**6**	4	2	4	10	8	11	6	4	4	3	6	5	4	4	2	2	12	5	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	**55**	59	58	55	54	54	50	57	58	55	58	48	60	60	61	65	62	51	54	47
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	**27**	30	28	29	24	25	29	32	27	30	26	29	25	28	26	27	28	28	29	38
Neither	**7**	7	7	7	6	7	6	5	6	6	7	6	5	4	6	6	5	4	8	6
Don't know	**11**	5	6	9	16	14	15	7	9	8	9	18	10	8	7	2	6	18	9	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).	**39**	44	44	41	40	36	19	39	41	41	35	39	37	47	42	49	46	40	41	22
Reducing the 20% rate of VAT to 17.5%	**32**	27	38	32	32	27	30	33	34	32	33	28	38	39	28	41	39	39	24	31
Freezing energy bills	**30**	25	31	30	25	30	40	28	24	33	38	32	23	23	18	28	23	20	29	37
Reducing taxes on petrol and diesel	**25**	20	20	30	29	20	23	29	23	29	25	24	32	34	20	19	29	30	16	22
Freezing council tax	**21**	15	16	17	24	26	28	15	18	22	27	30	21	25	13	16	15	21	27	31
Reducing the cost of public transport	**21**	22	24	24	17	19	21	21	22	23	20	19	24	20	18	24	25	13	20	26
Abolishing or reducing the TV licence fee	**20**	14	16	15	21	24	37	20	16	19	29	44	15	15	13	14	17	16	23	40
Increasing the amount people can leave when they die without paying inheritance tax	**17**	25	20	19	15	12	11	25	23	17	10	10	19	19	27	17	16	11	17	8
Introducing a new 10p band of income tax for low earners	**16**	19	13	18	16	18	12	19	16	16	19	17	19	17	16	15	19	18	20	11
Reducing the stamp duty paid on buying a home	**12**	17	16	14	10	8	6	10	16	12	7	5	8	13	15	14	14	10	6	4
Reducing national insurance	**10**	11	13	10	11	10	2	6	13	10	6	7	13	11	12	15	12	12	14	2
Making parking in public places like high streets free	**9**	13	7	8	10	7	8	4	11	9	8	6	10	7	16	5	7	6	4	11
Reducing Air Passenger Duty on flights	**4**	2	5	3	4	5	4	11	5	3	2	2	2	4	1	5	4	5	8	4
Reducing the cost of fines, such as parking tickets and speeding tickets	**3**	4	2	1	2	4	4	3	2	3	3	5	4	1	3	2	1	3	3	3
Reducing tax on beer, wine and spirits	**3**	4	3	3	4	2	4	5	4	3	3	4	6	5	7	3	5	5	3	10
None of these	**2**	1	2	3	1	2	1	2	1	1	2	1	1	1	3	2	2	1	2	2
Don't know	**6**	6	3	3	8	12	10	2	5	4	5	1	3	0	9	3	3	12	10	5

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
Pair 15												
The welfare state has become too generous to people that don't try hard enough to help themselves.	**58**	63	62	61	61	58	33	64	61	65	59	62
The welfare state helps those that need it and we should try to protect it at its current level	**27**	27	25	22	23	22	43	22	23	21	24	22
Neither	**8**	6	10	12	8	10	8	7	10	9	12	9
Don't know	**6**	4	3	5	8	10	16	6	6	6	5	6
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	**55**	56	50	49	57	53	52	57	52	57	56	55
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	**27**	34	29	30	21	21	23	28	26	27	26	27
Neither	**7**	7	9	9	8	7	6	4	8	6	7	6
Don't know	**11**	3	11	12	15	19	19	11	13	10	11	12
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).	**39**	46	39	37	40	32	16	44	38	44	36	41
Reducing the 20% rate of VAT to 17.5%	**32**	27	33	27	27	29	29	39	27	34	29	32
Freezing energy bills	**30**	31	34	37	30	32	42	22	34	24	32	28
Reducing taxes on petrol and diesel	**25**	20	23	30	29	24	23	29	30	32	32	29
Freezing council tax	**21**	18	16	20	27	26	27	17	23	21	20	20
Reducing the cost of public transport	**21**	26	24	23	20	19	18	20	22	18	21	21
Abolishing or reducing the TV licence fee	**20**	15	19	13	25	25	34	17	18	16	12	17
Increasing the amount people can leave when they die without paying inheritance tax	**17**	24	23	22	18	8	13	14	20	17	22	18
Introducing a new 10p band of income tax for low earners	**16**	22	10	17	14	17	13	19	16	18	20	17
Reducing the stamp duty paid on buying a home	**12**	20	18	14	10	10	7	12	12	14	11	12
Reducing national insurance	**10**	9	11	8	10	7	2	12	9	12	8	10
Making parking in public places like high streets free	**9**	11	9	9	14	9	6	7	11	8	7	9
Reducing Air Passenger Duty on flights	**4**	3	4	3	4	3	4	4	3	4	3	4
Reducing the cost of fines, such as parking tickets and speeding tickets	**3**	5	1	2	2	4	5	1	2	2	0	2
Reducing tax on beer, wine and spirits	**3**	0	3	1	2	2	0	5	2	3	6	3
None of these	**2**	0	2	3	0	2	1	2	2	2	3	2
Don't know	**6**	3	4	4	4	13	15	7	4	5	5	5

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	59	34	33	76	26	62	36	41	46	49	27	35	48	66	45	50	40	49	50	48	53	37	49	47	52
Extending GP opening hours, including weekends	**34**	39	32	34	33	36	39	30	34	35	32	23	39	36	31	35	31	29	36	36	31	36	34	28	35	32
Reducing the cost of care homes for sick and elderly people	**32**	31	32	38	43	32	34	30	36	31	34	17	26	33	44	33	32	25	32	33	35	37	26	27	32	37
Increasing the number of nurses in hospital wards	**29**	28	36	32	29	37	27	36	32	27	32	21	27	31	33	31	28	26	29	27	33	32	26	27	28	29
Extending access to drugs that help treat cancer	**26**	29	25	19	29	19	28	27	24	25	28	24	24	30	26	26	26	24	24	27	29	28	23	26	28	24
Improving mental health facilities	**24**	16	32	37	17	48	17	27	31	21	26	37	26	26	14	26	20	21	27	24	21	20	28	29	19	23
Trying to reduce A&E waiting times	**23**	23	27	23	18	16	21	26	23	28	18	27	23	21	22	23	22	26	19	23	25	21	22	23	23	21
Spending more money to research treatment for dementia and Alzheimers	**18**	20	20	18	15	22	21	18	22	19	18	16	14	19	22	20	16	19	19	15	20	20	16	14	19	19
Reducing waiting times for surgery	**16**	14	21	17	11	21	15	18	14	17	16	14	17	15	18	16	16	20	16	17	14	16	15	16	14	19
Closing unsafe hospitals	**6**	7	4	7	8	6	6	7	5	5	7	6	6	8	5	5	7	6	5	5	7	5	6	8	6	5
Providing online access to patient medical records	**4**	4	2	6	2	7	4	3	4	4	3	4	6	3	2	4	3	5	4	4	2	3	6	5	4	3
Giving extra help to people with obesity	**3**	2	4	3	1	4	2	3	2	2	3	1	3	3	2	3	3	3	4	3	1	2	2	5	3	2
Helping more people quit smoking	**2**	2	3	1	3	4	2	3	2	3	2	3	2	2	2	3	2	2	2	4	2	2	3	1	2	3
None of these	**1**	0	1	1	1	3	1	2	1	2	1	3	2	1	0	2	1	1	1	1	2	1	3	3	2	1
Don't know	**6**	4	5	3	2	1	3	8	3	6	6	18	9	3	3	4	10	11	5	6	5	3	10	6	7	5
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	**44**	52	35	40	65	22	55	34	42	42	47	27	35	45	59	42	47	36	45	44	48	48	36	46	46	44
Reducing class sizes	**38**	32	44	38	38	55	33	44	43	34	41	35	38	41	36	38	37	35	38	40	37	39	34	39	34	42
Making sure our exam standards match the best in the world	**32**	41	29	30	39	27	43	28	30	34	31	26	26	32	41	34	31	29	35	32	31	36	30	29	33	33
Spending more time teaching maths and science	**28**	34	26	33	32	26	33	24	29	33	22	22	23	26	35	30	25	28	28	27	27	31	26	19	30	29
Improving vocational education	**26**	24	30	32	21	37	26	27	32	24	27	23	23	29	24	28	23	29	26	24	25	27	22	22	25	28
Spending more time teaching advanced IT skills like coding and programming	**17**	15	17	31	21	22	17	15	19	20	13	20	21	15	13	17	16	13	18	16	17	16	18	15	16	15
Increasing the length of the school day, so children are in school for longer	**14**	19	12	9	22	11	18	12	17	15	13	4	12	14	20	14	14	11	15	13	16	17	11	13	17	13
Spending more time and resources on sport in schools	**12**	14	13	13	10	11	12	13	10	13	11	15	11	11	12	12	12	10	11	12	13	12	13	12	13	12
Increasing the number of teaching assistants	**11**	8	15	10	8	18	9	15	14	8	14	9	14	12	8	10	13	14	14	9	8	10	11	17	10	13
Spending more time teaching foreign languages	**10**	9	11	15	5	23	8	9	11	11	9	17	11	9	8	12	7	14	10	10	9	9	10	4	9	12
Improving school food	**7**	3	10	14	7	14	4	9	10	6	9	9	10	7	5	7	8	6	7	7	9	6	10	8	8	7
None of these	**2**	1	1	1	1	4	1	2	1	2	2	2	2	2	1	2	1	1	2	1	3	1	2	3	2	1
Don't know	**12**	9	10	4	5	1	8	15	6	12	13	22	14	10	9	9	16	17	10	13	12	9	17	14	12	10

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	53	43	53	51	53	48	44	36	53	47	54	59	54	34	49	46	48	41	52	49
Extending GP opening hours, including weekends	**34**	28	26	29	31	37	40	38	44	37	38	29	31	37	27	33	37	34	32	36	32
Reducing the cost of care homes for sick and elderly people	**32**	32	30	34	36	34	34	37	24	35	33	43	35	38	26	36	24	34	28	32	31
Increasing the number of nurses in hospital wards	**29**	33	28	29	30	32	36	28	30	31	29	29	31	35	26	30	29	29	27	37	21
Extending access to drugs that help treat cancer	**26**	25	28	24	29	22	35	29	21	27	29	30	29	27	23	27	26	28	23	22	32
Improving mental health facilities	**24**	37	33	23	19	22	18	21	28	20	27	22	23	13	31	23	25	22	24	25	33
Trying to reduce A&E waiting times	**23**	22	24	22	21	23	26	26	28	22	18	10	22	32	27	23	22	23	25	18	19
Spending more money to research treatment for dementia and Alzheimers	**18**	17	15	15	22	19	22	15	23	20	15	16	14	18	19	20	14	18	17	23	26
Reducing waiting times for surgery	**16**	14	17	12	16	16	15	18	21	15	15	25	19	25	16	16	17	15	19	18	13
Closing unsafe hospitals	**6**	7	8	7	5	5	6	4	5	5	9	8	5	8	6	6	7	7	6	5	3
Providing online access to patient medical records	**4**	3	3	3	5	6	2	4	4	4	4	8	2	2	4	3	5	3	5	5	2
Giving extra help to people with obesity	**3**	4	6	2	3	2	3	2	2	2	4	3	2	6	2	3	3	2	3	4	1
Helping more people quit smoking	**2**	2	4	1	3	2	2	3	3	2	3	5	2	4	3	2	2	3	2	2	2
None of these	**1**	3	3	1	1	3	1	1	2	1	0	1	2	0	2	1	2	2	2	1	0
Don't know	**6**	3	2	8	5	2	0	4	5	5	6	2	4	0	11	5	6	6	9	3	6
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	**44**	46	41	46	52	45	46	45	35	49	42	47	50	53	35	48	35	46	39	49	36
Reducing class sizes	**38**	43	40	38	37	40	43	39	37	40	41	41	34	35	35	36	43	38	36	39	39
Making sure our exam standards match the best in the world	**32**	30	26	31	37	36	32	36	33	35	26	33	34	46	28	33	31	32	31	37	30
Spending more time teaching maths and science	**28**	26	28	29	26	26	28	26	37	29	24	39	23	41	26	29	24	27	27	31	24
Improving vocational education	**26**	25	27	25	23	28	29	33	32	26	26	19	32	21	24	26	24	24	26	27	32
Spending more time teaching advanced IT skills like coding and programming	**17**	18	15	14	16	16	21	23	22	16	20	16	13	15	18	15	21	16	18	15	16
Increasing the length of the school day, so children are in school for longer	**14**	14	14	13	16	16	24	12	14	17	16	7	15	13	9	15	12	14	12	17	16
Spending more time and resources on sport in schools	**12**	16	10	12	14	16	11	11	11	12	10	9	9	16	13	12	12	12	11	12	14
Increasing the number of teaching assistants	**11**	17	17	11	12	9	13	8	12	11	11	13	13	12	10	10	15	9	13	14	20
Spending more time teaching foreign languages	**10**	7	8	6	6	11	14	12	19	8	12	4	7	15	13	10	10	9	14	8	8
Improving school food	**7**	8	8	9	6	8	6	9	6	5	13	4	8	3	9	7	7	7	6	9	6
None of these	**2**	3	3	3	1	0	1	2	3	2	0	0	2	3	3	2	2	2	1	2	1
Don't know	**12**	8	12	11	11	10	3	7	4	10	11	18	14	5	17	11	12	13	15	6	8

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	44	41	48	56	43	47	38	49	52	46	44	46	63	41	41	45	57	41	46
Extending GP opening hours, including weekends	**34**	36	38	33	33	34	26	38	37	34	30	34	34	35	33	36	40	34	36	26
Reducing the cost of care homes for sick and elderly people	**32**	34	31	33	31	33	32	36	32	37	28	31	32	37	26	25	34	32	33	33
Increasing the number of nurses in hospital wards	**29**	31	32	30	27	28	29	28	30	31	31	24	31	26	27	33	26	22	25	29
Extending access to drugs that help treat cancer	**26**	20	24	30	25	29	26	25	27	26	34	25	25	25	17	27	27	21	31	27
Improving mental health facilities	**24**	30	24	27	16	15	31	18	22	21	32	36	26	23	29	22	26	9	14	30
Trying to reduce A&E waiting times	**23**	22	24	23	22	20	24	29	24	23	20	22	28	19	26	29	28	24	28	34
Spending more money to research treatment for dementia and Alzheimers	**18**	19	25	18	18	17	13	18	21	19	17	8	18	23	19	29	16	16	21	19
Reducing waiting times for surgery	**16**	19	16	15	17	16	16	21	16	17	15	15	14	14	22	18	16	15	17	18
Closing unsafe hospitals	**6**	3	8	5	5	8	9	6	6	5	8	13	5	5	4	7	3	6	4	8
Providing online access to patient medical records	**4**	3	5	4	3	2	4	1	5	3	1	5	5	5	6	6	4	1	1	3
Giving extra help to people with obesity	**3**	3	2	3	2	3	4	6	2	2	5	5	4	3	2	2	2	2	0	3
Helping more people quit smoking	**2**	3	3	3	2	1	1	5	2	2	2	1	3	2	4	3	4	2	1	1
None of these	**1**	3	0	2	1	3	1	1	1	1	2	1	0	0	2	1	1	2	4	1
Don't know	**6**	5	3	3	10	11	8	0	4	4	5	6	3	1	10	2	3	14	9	4
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	**44**	41	41	43	53	44	39	45	48	45	44	43	47	60	40	40	38	55	44	36
Reducing class sizes	**38**	34	42	38	39	35	37	36	36	40	44	41	42	42	28	39	34	33	34	40
Making sure our exam standards match the best in the world	**32**	35	33	34	33	31	26	33	36	32	31	27	27	40	31	36	33	34	35	34
Spending more time teaching maths and science	**28**	28	31	30	26	23	24	25	34	27	23	23	31	33	29	36	40	28	26	30
Improving vocational education	**26**	34	25	27	23	18	26	23	26	25	28	28	29	27	33	22	26	20	17	29
Spending more time teaching advanced IT skills like coding and programming	**17**	18	18	17	14	18	16	10	19	17	15	13	21	17	23	22	23	17	12	18
Increasing the length of the school day, so children are in school for longer	**14**	17	11	15	15	13	12	19	14	15	14	16	12	15	17	11	18	13	16	16
Spending more time and resources on sport in schools	**12**	13	16	10	11	12	12	11	13	11	12	12	12	11	12	19	13	11	10	8
Increasing the number of teaching assistants	**11**	8	9	11	12	16	11	2	10	12	16	6	11	13	6	5	8	6	15	8
Spending more time teaching foreign languages	**10**	13	11	12	6	6	9	9	10	11	8	4	11	5	12	10	15	6	7	10
Improving school food	**7**	7	6	8	7	9	7	7	7	7	9	8	10	6	7	6	5	5	8	7
None of these	**2**	2	2	3	1	2	1	4	1	2	2	1	1	0	3	3	2	1	4	1
Don't know	**12**	9	9	9	14	18	19	12	9	11	10	18	8	4	11	9	9	17	15	14

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
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**	48	41	51	55	45	49	50	52	52	53	51
Extending GP opening hours, including weekends	**34**	40	42	28	32	33	27	37	30	33	34	33
Reducing the cost of care homes for sick and elderly people	**32**	43	38	32	30	34	31	33	31	33	40	32
Increasing the number of nurses in hospital wards	**29**	35	30	33	31	31	28	24	32	28	23	29
Extending access to drugs that help treat cancer	**26**	24	20	33	29	27	26	24	31	30	24	28
Improving mental health facilities	**24**	31	26	27	22	15	32	20	25	17	19	22
Trying to reduce A&E waiting times	**23**	18	18	19	19	13	17	26	19	22	19	23
Spending more money to research treatment for dementia and Alzheimers	**18**	19	21	21	20	13	9	16	20	18	21	18
Reducing waiting times for surgery	**16**	16	13	15	18	15	15	15	16	15	17	16
Closing unsafe hospitals	**6**	2	9	6	5	11	9	4	6	5	2	5
Providing online access to patient medical records	**4**	1	3	3	4	4	4	3	4	4	1	3
Giving extra help to people with obesity	**3**	5	3	3	2	5	4	2	3	3	2	2
Helping more people quit smoking	**2**	2	2	1	3	1	1	3	2	2	3	2
None of these	**1**	3	0	2	0	1	1	2	1	2	2	1
Don't know	**6**	1	5	3	6	13	11	8	4	6	5	6
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	**44**	43	44	49	52	43	42	44	50	50	48	47
Reducing class sizes	**38**	41	46	42	44	37	34	33	43	37	42	38
Making sure our exam standards match the best in the world	**32**	38	29	35	32	27	20	33	33	31	43	33
Spending more time teaching maths and science	**28**	27	24	21	23	20	19	35	22	28	28	28
Improving vocational education	**26**	35	28	29	26	19	24	23	27	26	25	25
Spending more time teaching advanced IT skills like coding and programming	**17**	12	14	10	12	22	14	21	11	15	15	16
Increasing the length of the school day, so children are in school for longer	**14**	17	11	12	18	10	9	16	15	17	16	15
Spending more time and resources on sport in schools	**12**	13	12	7	11	13	14	12	9	12	8	10
Increasing the number of teaching assistants	**11**	9	15	14	16	17	13	7	15	11	6	11
Spending more time teaching foreign languages	**10**	14	13	10	5	6	8	11	8	8	9	10
Improving school food	**7**	8	6	11	9	11	8	5	10	7	8	7
None of these	**2**	1	1	3	0	1	2	1	2	2	2	2
Don't know	**12**	7	8	10	11	20	23	12	10	11	10	11

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	30	43	39	22	42	29	39	36	28	38	35	42	28	31	35	31	31	33	33	34	32	38	32	32	33
Wherever possible, locating nurseries in primary schools	**28**	30	31	25	32	19	29	32	28	27	28	19	20	27	38	27	28	20	29	28	29	32	20	29	28	26
Extending the school day so all schools are offering childcare to 6pm on site	**24**	29	21	28	33	30	31	23	26	25	23	17	24	21	31	26	23	20	25	24	25	27	22	21	25	24
Increasing statutory holiday entitlement	**20**	17	21	15	19	24	17	21	20	18	21	16	28	22	11	20	19	21	19	20	19	18	25	17	21	21
Making tax free savings for children more generous	**19**	23	21	18	17	11	22	19	17	22	17	22	22	17	19	22	17	21	20	21	17	21	21	16	19	20
Introducing an additional, new bank holiday	**17**	15	17	16	24	22	16	17	20	18	16	9	22	22	10	18	15	15	16	17	18	17	19	12	18	23
Making the purchasing of essentials for new babies – like prams – tax deductible	**16**	16	18	14	14	26	15	15	17	15	17	32	22	10	13	17	16	20	13	19	16	13	23	12	15	16
Introducing flexible season tickets for trains for parents that work part time	**13**	10	15	31	10	24	12	12	17	12	14	13	15	12	13	14	12	16	14	11	12	12	15	14	11	16
Sending books to every child on their birthday	**11**	9	13	16	12	20	8	12	12	8	14	11	15	9	11	11	11	13	13	10	9	10	13	17	11	10
None of these	**12**	13	9	7	17	14	14	9	11	13	11	5	7	16	15	13	11	9	13	13	12	14	10	11	12	12
Don't know	**14**	11	11	7	9	7	12	14	9	14	13	25	14	11	12	11	17	20	12	11	16	10	15	18	12	13

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
	Total		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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	34	34	33	28	35	41	34	33	32	44	24	32	31	32	32	37	33	33	33	37
Wherever possible, locating nurseries in primary schools	**28**	31	29	30	33	29	27	25	29	33	25	22	29	31	19	29	25	28	25	30	28
Extending the school day so all schools are offering childcare to 6pm on site	**24**	22	25	25	20	31	35	20	32	26	23	17	26	36	20	26	20	24	24	25	23
Increasing statutory holiday entitlement	**20**	16	14	17	18	29	22	22	18	19	28	21	18	12	18	16	28	19	20	16	29
Making tax free savings for children more generous	**19**	20	22	14	25	16	21	25	28	21	21	21	13	20	18	17	27	19	22	19	21
Introducing an additional, new bank holiday	**17**	12	10	15	22	21	16	18	20	18	21	21	17	5	14	16	21	18	15	17	16
Making the purchasing of essentials for new babies – like prams – tax deductible	**16**	18	18	16	14	12	22	19	17	13	28	11	11	8	19	16	17	17	18	12	13
Introducing flexible season tickets for trains for parents that work part time	**13**	14	17	12	13	10	11	13	21	12	16	14	12	11	14	13	14	12	15	15	12
Sending books to every child on their birthday	**11**	15	15	12	11	12	9	11	11	11	12	7	13	10	11	10	16	10	12	15	11
None of these	**12**	13	10	13	13	11	9	13	16	13	10	16	12	16	10	13	9	12	10	13	12
Don't know	**14**	13	18	14	11	9	7	10	6	11	7	13	18	15	21	14	11	15	17	9	8

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	35	32	36	34	30	28	22	33	34	35	49	45	38	32	26	34	26	22	24
Wherever possible, locating nurseries in primary schools	**28**	31	28	26	29	26	27	29	28	28	26	32	24	28	27	24	26	29	26	31
Extending the school day so all schools are offering childcare to 6pm on site	**24**	28	21	27	25	22	20	30	26	25	21	34	29	28	22	22	32	22	21	26
Increasing statutory holiday entitlement	**20**	17	19	21	20	25	12	17	18	20	25	20	22	18	13	20	19	18	20	13
Making tax free savings for children more generous	**19**	21	23	21	18	15	15	20	22	19	19	17	20	23	24	26	23	18	18	18
Introducing an additional, new bank holiday	**17**	18	17	19	16	19	9	14	17	17	19	24	17	22	18	20	19	15	24	12
Making the purchasing of essentials for new babies – like prams – tax deductible	**16**	14	18	17	15	18	16	17	16	17	17	20	25	18	12	14	17	14	19	16
Introducing flexible season tickets for trains for parents that work part time	**13**	19	13	13	13	10	10	13	14	13	12	8	19	15	21	13	12	11	7	11
Sending books to every child on their birthday	**11**	9	11	12	11	13	10	16	10	12	13	12	12	10	8	7	10	8	8	6
None of these	**12**	14	11	13	10	11	13	16	12	12	9	9	7	9	16	11	14	11	12	15
Don't know	**14**	11	12	11	16	15	22	7	12	12	14	11	11	9	12	14	11	22	14	12

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
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**	38	40	38	42	36	30	31	40	33	32	36
Wherever possible, locating nurseries in primary schools	**28**	34	32	26	30	27	24	27	27	30	23	27
Extending the school day so all schools are offering childcare to 6pm on site	**24**	34	21	22	27	23	15	28	24	27	26	26
Increasing statutory holiday entitlement	**20**	22	19	24	21	29	11	19	23	21	22	21
Making tax free savings for children more generous	**19**	19	18	19	18	13	12	21	19	20	20	20
Introducing an additional, new bank holiday	**17**	18	14	20	18	14	6	17	19	18	24	18
Making the purchasing of essentials for new babies – like prams – tax deductible	**16**	15	22	17	16	18	15	16	17	15	16	16
Introducing flexible season tickets for trains for parents that work part time	**13**	16	13	14	16	13	9	12	15	11	11	13
Sending books to every child on their birthday	**11**	11	16	14	13	17	13	9	13	12	8	11
None of these	**12**	12	11	12	9	10	12	13	10	12	17	12
Don't know	**14**	9	9	11	11	16	29	16	11	12	14	13

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	**42**	54	29	29	66	16	58	30	34	41	43	29	30	43	57	40	44	40	41	42	44	47	35	42	45	40
Harsher sentences for crimes involving violence and sexual assault	**37**	38	37	31	34	41	36	33	41	31	43	35	37	37	37	36	38	29	37	42	36	36	39	37	34	36
Ending the automatic release of prisoners part way through their sentences	**32**	34	29	34	40	32	38	28	31	32	32	25	30	33	37	34	30	25	29	35	36	33	28	32	31	37
Increasing the amount of police on the streets	**30**	29	36	28	38	27	31	35	31	30	31	17	26	36	33	30	31	32	29	30	32	32	27	35	30	32
Charging prisoners who have the money for the cost of their prison accommodation	**21**	20	23	24	22	21	19	23	20	19	22	19	24	21	18	21	20	16	20	24	21	22	18	19	20	19
Increasing the amount of work prisoners are required to do in prison	**18**	24	14	21	15	17	18	14	19	18	18	20	20	17	16	19	16	19	18	19	16	18	15	15	18	19
Cracking down on anti-social behaviour like public drunkenness	**17**	17	18	18	20	19	18	16	21	19	16	6	15	19	21	18	16	17	21	12	17	19	17	15	18	18
Harsher sentences for drug dealers	**15**	17	15	11	16	8	18	16	13	16	15	7	11	17	20	14	16	13	16	11	19	16	16	17	15	16
Maintaining the ban on prisoners voting	**15**	22	12	18	17	7	22	12	15	17	14	13	14	15	17	17	12	11	15	17	16	17	9	13	15	17
Sending fewer people to prison for non-violent offences	**13**	8	19	23	5	34	9	17	17	14	11	11	13	14	11	15	10	16	13	13	10	12	16	9	14	11
Wider use of CCTV	**8**	8	8	8	5	7	7	9	7	8	8	9	10	6	6	7	8	8	8	6	8	6	11	12	7	9
Reducing the use of stop and search	**5**	3	8	13	2	17	2	7	8	6	4	9	6	5	3	6	4	9	5	3	5	5	7	4	5	6
Increasing the age at which people are treated as adults in the justice system to 21	**3**	1	5	6	2	9	1	4	6	3	3	2	4	4	2	3	3	4	4	3	2	3	5	1	2	4
Electing the members of boards that decide who gets parole	**2**	1	4	1	2	3	2	2	2	3	1	3	3	1	2	2	3	5	2	2	2	1	2	4	3	1
None of these	**1**	0	1	1	0	4	0	2	2	2	1	2	2	1	1	1	2	2	1	2	1	1	2	3	2	1
Don't know	**7**	3	6	5	3	4	3	11	3	8	7	21	9	5	3	5	10	10	7	7	7	5	9	7	7	6
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	**43**	50	41	57	41	42	47	42	46	47	40	55	47	38	41	45	41	49	45	39	42	41	52	40	43	39
Bad idea	**24**	26	27	19	33	23	28	23	25	28	21	15	21	27	29	26	22	20	24	27	25	28	17	24	25	26
Don't know	**33**	24	32	24	27	34	25	35	29	25	39	30	33	35	31	29	37	31	31	34	34	31	31	36	32	35

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

	Total	Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
			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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	**42**	45	33	48	42	47	43	39	34	47	40	48	46	50	33	46	32	43	39	44	44
Harsher sentences for crimes involving violence and sexual assault	**37**	36	39	37	34	38	37	32	31	35	43	45	37	42	36	38	35	39	32	35	40
Ending the automatic release of prisoners part way through their sentences	**32**	32	27	38	27	33	37	30	30	35	30	29	36	32	28	33	30	34	27	31	30
Increasing the amount of police on the streets	**30**	39	38	29	31	32	25	34	35	30	34	18	36	40	27	32	27	31	30	32	25
Charging prisoners who have the money for the cost of their prison accommodation	**21**	20	15	19	23	26	22	23	20	22	21	28	18	14	18	20	24	22	18	21	15
Increasing the amount of work prisoners are required to do in prison	**18**	16	15	15	19	21	25	27	17	17	22	31	15	15	17	17	20	17	17	19	18
Cracking down on anti-social behaviour like public drunkenness	**17**	16	13	20	18	15	18	20	19	18	18	20	17	22	13	18	15	15	18	23	20
Harsher sentences for drug dealers	**15**	17	15	17	19	12	19	13	11	18	10	19	17	24	11	16	13	15	13	18	19
Maintaining the ban on prisoners voting	**15**	11	9	14	17	17	14	18	19	16	13	15	15	18	14	16	15	16	12	18	10
Sending fewer people to prison for non-violent offences	**13**	13	17	10	10	14	16	14	24	11	18	11	8	14	13	14	10	12	16	13	9
Wider use of CCTV	**8**	9	11	7	11	7	6	9	7	7	9	3	12	12	7	7	10	7	8	6	11
Reducing the use of stop and search	**5**	7	5	4	6	4	6	4	6	4	5	2	5	4	7	5	6	4	8	5	7
Increasing the age at which people are treated as adults in the justice system to 21	**3**	3	7	3	2	4	3	1	7	3	3	4	2	3	4	3	3	2	5	5	2
Electing the members of boards that decide who gets parole	**2**	4	5	2	1	1	4	2	4	2	2	0	3	1	3	2	3	2	4	3	2
None of these	**1**	2	3	2	1	0	1	1	2	1	0	0	2	0	2	1	2	2	2	1	1
Don't know	**7**	4	5	6	8	5	1	4	4	5	4	5	5	1	14	5	9	7	10	3	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	**43**	44	44	41	48	40	45	51	49	40	45	42	38	46	49	44	44	39	50	45	53
Bad idea	**24**	27	23	27	22	26	34	25	33	28	23	16	28	18	20	25	23	26	20	26	18
Don't know	**33**	29	33	32	30	34	21	25	18	32	33	42	34	36	32	31	33	35	30	29	29

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position							Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs	Lab Considerers C1 and C2	Con Considerers C1 and C2	Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	**42**	43	36	41	48	39	43	40	46	44	38	41	41	59	43	36	36	48	41	45
Harsher sentences for crimes involving violence and sexual assault	**37**	31	33	39	37	39	41	35	35	39	42	31	40	37	25	29	31	33	33	30
Ending the automatic release of prisoners part way through their sentences	**32**	34	35	33	31	30	30	24	35	34	28	44	37	38	33	32	34	31	34	31
Increasing the amount of police on the streets	**30**	27	29	31	28	32	37	27	29	32	34	39	28	30	25	28	28	24	33	49
Charging prisoners who have the money for the cost of their prison accommodation	**21**	21	19	23	24	17	15	26	20	22	20	23	25	26	19	13	24	23	12	13
Increasing the amount of work prisoners are required to do in prison	**18**	24	17	18	17	19	13	23	20	17	18	13	21	17	22	16	22	15	15	11
Cracking down on anti-social behaviour like public drunkenness	**17**	19	17	18	15	20	13	19	20	17	16	15	15	20	21	18	19	17	25	13
Harsher sentences for drug dealers	**15**	11	17	14	16	18	15	14	14	17	16	19	17	19	10	19	15	15	17	18
Maintaining the ban on prisoners voting	**15**	16	14	19	15	8	12	12	18	16	14	11	16	18	17	16	21	15	12	14
Sending fewer people to prison for non-violent offences	**13**	16	15	15	7	8	16	18	14	11	14	12	16	11	16	16	17	8	8	19
Wider use of CCTV	**8**	6	11	5	8	8	9	13	6	8	8	9	10	6	7	14	5	4	10	9
Reducing the use of stop and search	**5**	6	7	6	3	3	5	2	6	5	4	8	3	2	8	11	6	4	3	5
Increasing the age at which people are treated as adults in the justice system to 21	**3**	4	4	3	2	2	5	5	3	3	4	6	2	2	4	4	3	1	1	5
Electing the members of boards that decide who gets parole	**2**	3	2	1	3	4	2	3	2	2	2	2	0	2	3	3	3	4	4	2
None of these	**1**	0	1	2	1	3	1	2	0	1	2	4	1	0	0	2	1	1	5	2
Don't know	**7**	7	6	4	10	11	9	2	5	5	7	1	4	0	8	6	5	14	9	4
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	**43**	45	49	43	41	39	41	48	46	43	41	44	51	43	47	58	48	41	36	43
Bad idea	**24**	32	26	24	22	21	23	24	26	26	22	22	19	28	30	24	27	27	32	33
Don't know	**33**	23	25	33	37	40	35	28	28	32	37	33	30	28	23	17	25	32	32	24

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Sample Size: 2974 English Adults in Marginal Seats
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		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
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	**42**	42	37	46	47	38	42	41	47	49	49	44
Harsher sentences for crimes involving violence and sexual assault	**37**	37	37	46	41	43	49	32	43	34	36	38
Ending the automatic release of prisoners part way through their sentences	**32**	36	38	32	31	27	29	33	31	30	40	32
Increasing the amount of police on the streets	**30**	30	30	34	31	32	27	26	33	30	35	30
Charging prisoners who have the money for the cost of their prison accommodation	**21**	23	26	22	24	21	18	23	23	23	20	23
Increasing the amount of work prisoners are required to do in prison	**18**	27	17	14	19	23	14	19	16	17	18	18
Cracking down on anti-social behaviour like public drunkenness	**17**	17	17	17	13	16	13	18	16	18	13	17
Harsher sentences for drug dealers	**15**	11	15	13	18	19	12	15	15	15	16	15
Maintaining the ban on prisoners voting	**15**	16	13	18	15	5	10	19	16	19	23	18
Sending fewer people to prison for non-violent offences	**13**	17	14	12	6	7	13	14	10	13	7	12
Wider use of CCTV	**8**	5	8	6	12	5	9	5	8	4	7	6
Reducing the use of stop and search	**5**	5	3	5	1	4	5	5	3	4	3	4
Increasing the age at which people are treated as adults in the justice system to 21	**3**	4	4	2	3	3	4	2	3	2	2	3
Electing the members of boards that decide who gets parole	**2**	2	0	0	2	4	1	3	1	3	0	2
None of these	**1**	1	0	2	1	2	0	1	2	2	2	2
Don't know	**7**	5	6	4	7	12	12	8	5	7	4	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	**43**	44	37	38	40	42	40	46	39	43	39	42
Bad idea	**24**	34	28	22	18	12	16	27	20	25	28	23
Don't know	**33**	23	35	40	42	46	44	28	41	32	34	35

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Sample Size: 2974 English Adults in Marginal Seats
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		Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				House Tenure			Work Sector	
	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	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector
Weighted Sample	**2974**	984	839	164	297	79	975	708	511	1430	1544	354	741	1002	877	1665	1309	407	937	712	917	1748	485	387	1331	626
Unweighted Sample	**2974**	860	984	147	324	203	936	782	615	1471	1503	158	651	1247	918	2019	955	387	993	685	909	1998	469	274	1336	745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	**59**	42	76	69	64	86	48	71	70	58	59	50	53	64	61	59	58	55	59	58	60	61	55	59	58	63
People who run big businesses	**55**	47	68	58	58	78	49	61	63	57	53	55	48	55	61	56	53	53	55	54	57	55	54	58	54	55
Older people	**18**	20	20	21	15	23	17	18	20	23	12	21	22	17	12	20	15	22	17	18	16	18	16	18	17	18
People who work in the public sector	**16**	26	6	11	28	7	28	7	9	19	14	6	9	15	27	16	16	17	15	16	17	20	10	12	20	9
People who are less well off	**6**	8	2	10	7	1	8	3	5	5	6	3	8	4	6	7	4	3	6	5	6	6	6	3	6	6
People who run small businesses	**5**	7	3	8	5	2	6	4	5	7	3	7	4	4	6	5	5	4	4	4	6	5	4	6	5	4
People on average incomes	**5**	10	2	6	4	0	5	3	5	6	3	9	4	4	5	5	4	4	5	6	4	5	5	4	4	3
Younger people	**3**	4	3	6	6	1	4	3	4	3	3	3	5	2	4	3	3	3	3	3	3	3	5	6	3	3
Don't know	**17**	20	9	4	9	5	19	14	11	14	20	22	20	17	14	14	22	21	16	19	16	16	19	17	16	20

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Sample Size: 2974 English Adults in Marginal Seats
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		Out of Work / Means Tested Benefits	Household Income (£)							Marital status						Household?		Marginal			
	Total		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	With Children	Without Children	Heart of England	London and Home counties	South West	East Anglia
Weighted Sample	**2974**	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	**2974**	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	**59**	67	55	62	61	63	61	58	59	60	59	62	59	64	56	58	61	60	57	59	53
People who run big businesses	**55**	68	54	64	50	58	61	52	56	55	60	59	54	68	51	57	51	55	54	55	54
Older people	**18**	16	18	13	16	16	21	25	31	16	23	16	11	18	20	16	22	17	21	16	18
People who work in the public sector	**16**	17	20	16	16	20	18	11	20	19	13	14	17	30	11	18	12	16	16	17	11
People who are less well off	**6**	4	3	4	6	12	10	6	4	7	6	3	5	1	4	6	6	6	3	8	6
People who run small businesses	**5**	4	5	4	6	3	8	4	9	4	4	1	5	9	5	5	4	5	5	4	6
People on average incomes	**5**	2	4	5	4	5	3	7	8	4	3	0	5	1	6	6	2	4	4	6	5
Younger people	**3**	4	7	4	3	2	3	2	1	3	2	0	2	7	4	3	3	3	3	5	0
Don't know	**17**	14	18	13	14	14	10	19	9	16	14	29	18	16	20	16	18	18	19	12	20

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Sample Size: 2974 English Adults in Marginal Seats
Fieldwork: 26th March - 1st April 2015

		Social Grade						Financial position					Lab Considerers C1 and C2	Con Considerers C1 and C2	Male Social Grade					
	Total	A	B	C1	C2	D	E	Very comfortable financially	Relatively comfortable financially	No money for luxuries, but can cover essentials	Can only just afford my costs	Cannot afford my costs			Male A	Male B	Male C1	Male C2	Male D	Male E
Weighted Sample	**2974**	309	464	892	625	319	365	107	1005	1126	490	117	287	239	157	253	432	288	145	156
Unweighted Sample	**2974**	521	708	790	417	239	299	143	1175	1058	442	80	228	219	274	385	376	192	110	134
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	**59**	58	59	59	59	52	62	48	55	61	70	65	71	62	54	61	58	54	56	69
People who run big businesses	**55**	58	55	57	55	44	58	42	54	56	65	64	65	60	59	55	57	59	49	62
Older people	**18**	19	21	19	12	16	18	26	20	17	14	19	18	18	22	26	28	15	20	26
People who work in the public sector	**16**	23	14	15	18	12	17	20	18	18	12	9	6	20	24	17	15	23	17	18
People who are less well off	**6**	8	8	6	4	5	2	8	7	6	4	0	5	7	6	8	7	4	3	2
People who run small businesses	**5**	9	3	4	5	4	4	6	6	5	4	2	3	4	12	4	5	7	10	7
People on average incomes	**5**	10	3	5	4	6	1	9	8	4	1	0	3	2	13	4	7	3	11	2
Younger people	**3**	3	5	3	1	4	5	10	3	4	1	4	1	4	1	7	2	1	6	4
Don't know	**17**	8	13	16	20	23	23	11	16	14	13	20	16	13	7	8	13	21	20	15

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		Female Social Grade						Men C1 and C2	Women C1 and C2	Work & Social Grade		C1 & C2
	Total	Female A	Female B	Female C1	Female C2	Female D	Female E			Private Sector C1C2	Public Sector C1C2 (excl. nationalised industires)	
Weighted Sample	**2974**	152	212	460	337	175	209	720	797	699	190	1517
Unweighted Sample	**2974**	247	323	414	225	129	165	568	639	579	165	1207
	%	%	%	%	%	%	%	%	%	%	%	%
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	**59**	62	56	60	63	50	57	56	61	59	63	59
People who run big businesses	**55**	57	55	56	51	40	55	58	54	55	58	56
Older people	**18**	17	16	11	9	12	12	23	10	17	24	16
People who work in the public sector	**16**	21	9	14	14	7	16	18	14	21	7	16
People who are less well off	**6**	11	8	5	5	6	2	5	5	6	5	5
People who run small businesses	**5**	7	2	3	3	0	2	6	3	4	7	4
People on average incomes	**5**	6	2	2	4	2	1	6	3	3	5	4
Younger people	**3**	5	2	4	2	2	6	1	3	3	1	2
Don't know	**17**	9	20	19	19	26	29	17	19	16	17	18

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