

## 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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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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Sample Size: 2974 English Adults in Marginal Seats  
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	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		
<b>Weighted Sample</b>	<b>2974</b>	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155	
<b>Unweighted Sample</b>	<b>2974</b>	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

## YouGov / Policy Exchange Surve

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	
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	<b>107</b>	<b>1005</b>	<b>1126</b>	<b>490</b>	<b>117</b>	<b>287</b>	<b>239</b>	<b>157</b>	<b>253</b>	<b>432</b>	<b>288</b>	<b>145</b>	<b>156</b>	
<b>Unweighted Sample</b>	<b>2974</b>	<b>521</b>	<b>708</b>	<b>790</b>	<b>417</b>	<b>239</b>	<b>299</b>	<b>143</b>	<b>1175</b>	<b>1058</b>	<b>442</b>	<b>80</b>	<b>228</b>	<b>219</b>	<b>274</b>	<b>385</b>	<b>376</b>	<b>192</b>	<b>110</b>	<b>134</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### 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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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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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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<b>Weighted Sample</b>	<b>2974</b>	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155	
Unweighted Sample	2974	307	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
<b>TOTAL LIKELY</b>	<b>48</b>	<b>39</b>	<b>35</b>	<b>48</b>	<b>50</b>	<b>50</b>	<b>58</b>	<b>62</b>	<b>59</b>	<b>53</b>	<b>47</b>	<b>42</b>	<b>47</b>	<b>59</b>	<b>41</b>	<b>51</b>	<b>44</b>	<b>48</b>	<b>51</b>	<b>51</b>	<b>39</b>
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
<b>TOTAL UNLIKELY</b>	<b>44</b>	<b>57</b>	<b>57</b>	<b>48</b>	<b>43</b>	<b>43</b>	<b>40</b>	<b>36</b>	<b>39</b>	<b>41</b>	<b>45</b>	<b>58</b>	<b>45</b>	<b>41</b>	<b>50</b>	<b>44</b>	<b>47</b>	<b>45</b>	<b>39</b>	<b>45</b>	<b>51</b>
Don't know	7	5	8	4	7	7	2	2	3	6	9	0	8	0	10	6	9	7	10	4	11
<b>Labour</b>																					
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
<b>TOTAL LIKELY</b>	<b>47</b>	<b>57</b>	<b>59</b>	<b>48</b>	<b>40</b>	<b>44</b>	<b>45</b>	<b>48</b>	<b>53</b>	<b>43</b>	<b>49</b>	<b>45</b>	<b>45</b>	<b>44</b>	<b>51</b>	<b>44</b>	<b>52</b>	<b>46</b>	<b>47</b>	<b>41</b>	<b>51</b>
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
<b>TOTAL UNLIKELY</b>	<b>46</b>	<b>36</b>	<b>35</b>	<b>48</b>	<b>54</b>	<b>48</b>	<b>52</b>	<b>48</b>	<b>45</b>	<b>51</b>	<b>44</b>	<b>52</b>	<b>47</b>	<b>55</b>	<b>39</b>	<b>50</b>	<b>39</b>	<b>47</b>	<b>43</b>	<b>55</b>	<b>39</b>
Don't know	7	7	7	4	6	8	3	3	3	6	7	3	9	2	10	6	9	7	10	4	10
<b>Liberal Democrat</b>																					
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
<b>TOTAL LIKELY</b>	<b>23</b>	<b>21</b>	<b>13</b>	<b>23</b>	<b>23</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>32</b>	<b>23</b>	<b>29</b>	<b>23</b>	<b>17</b>	<b>15</b>	<b>24</b>	<b>23</b>	<b>28</b>	<b>22</b>	<b>21</b>	<b>33</b>	<b>22</b>
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
<b>TOTAL UNLIKELY</b>	<b>69</b>	<b>74</b>	<b>78</b>	<b>74</b>	<b>72</b>	<b>67</b>	<b>70</b>	<b>68</b>	<b>65</b>	<b>71</b>	<b>65</b>	<b>76</b>	<b>73</b>	<b>83</b>	<b>66</b>	<b>72</b>	<b>64</b>	<b>71</b>	<b>70</b>	<b>63</b>	<b>68</b>
Don't know	7	5	8	4	4	7	2	4	3	6	6	2	10	2	10	6	8	6	10	4	11
<b>Green</b>																					
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
<b>TOTAL LIKELY</b>	<b>23</b>	<b>21</b>	<b>20</b>	<b>23</b>	<b>20</b>	<b>23</b>	<b>28</b>	<b>20</b>	<b>25</b>	<b>19</b>	<b>30</b>	<b>16</b>	<b>17</b>	<b>11</b>	<b>28</b>	<b>22</b>	<b>23</b>	<b>20</b>	<b>24</b>	<b>24</b>	<b>32</b>
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
<b>TOTAL UNLIKELY</b>	<b>70</b>	<b>71</b>	<b>72</b>	<b>70</b>	<b>75</b>	<b>69</b>	<b>69</b>	<b>78</b>	<b>72</b>	<b>75</b>	<b>63</b>	<b>82</b>	<b>72</b>	<b>83</b>	<b>60</b>	<b>71</b>	<b>69</b>	<b>73</b>	<b>66</b>	<b>71</b>	<b>60</b>
Don't know	8	8	8	7	5	8	2	2	2	6	7	2	11	7	11	6	9	7	10	5	8
<b>UKIP</b>																					
Will definitely consider voting for them	11	12	12	12	10	13	10	4	11	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
<b>TOTAL LIKELY</b>	<b>27</b>	<b>33</b>	<b>26</b>	<b>31</b>	<b>27</b>	<b>27</b>	<b>29</b>	<b>24</b>	<b>15</b>	<b>30</b>	<b>25</b>	<b>29</b>	<b>30</b>	<b>23</b>	<b>21</b>	<b>27</b>	<b>26</b>	<b>26</b>	<b>25</b>	<b>29</b>	<b>33</b>
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
<b>TOTAL UNLIKELY</b>	<b>68</b>	<b>62</b>	<b>67</b>	<b>65</b>	<b>67</b>	<b>67</b>	<b>70</b>	<b>73</b>	<b>83</b>	<b>65</b>	<b>68</b>	<b>67</b>	<b>63</b>	<b>77</b>	<b>72</b>	<b>68</b>	<b>68</b>	<b>68</b>	<b>71</b>	<b>66</b>	<b>58</b>
Don't know	6	6	8	3	6	6	1	2	2	6	6	4	7	0	7	6	7	6	5	5	9

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
<b>TOTAL LIKELY</b>	<b>48</b>	<b>57</b>	<b>55</b>	<b>50</b>	<b>48</b>	<b>46</b>	<b>36</b>	<b>55</b>	<b>61</b>	<b>51</b>	<b>30</b>	<b>31</b>	<b>56</b>	<b>100</b>	<b>57</b>	<b>60</b>	<b>58</b>	<b>49</b>	<b>40</b>	<b>38</b>
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
<b>TOTAL UNLIKELY</b>	<b>44</b>	<b>40</b>	<b>39</b>	<b>44</b>	<b>43</b>	<b>47</b>	<b>55</b>	<b>41</b>	<b>36</b>	<b>43</b>	<b>63</b>	<b>63</b>	<b>42</b>	<b>0</b>	<b>40</b>	<b>37</b>	<b>39</b>	<b>41</b>	<b>57</b>	<b>60</b>
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
<b>TOTAL LIKELY</b>	<b>47</b>	<b>45</b>	<b>48</b>	<b>47</b>	<b>42</b>	<b>43</b>	<b>52</b>	<b>47</b>	<b>42</b>	<b>45</b>	<b>57</b>	<b>62</b>	<b>100</b>	<b>43</b>	<b>46</b>	<b>45</b>	<b>44</b>	<b>34</b>	<b>43</b>	<b>59</b>
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
<b>TOTAL UNLIKELY</b>	<b>46</b>	<b>51</b>	<b>47</b>	<b>48</b>	<b>47</b>	<b>48</b>	<b>38</b>	<b>49</b>	<b>54</b>	<b>48</b>	<b>37</b>	<b>31</b>	<b>0</b>	<b>56</b>	<b>51</b>	<b>53</b>	<b>53</b>	<b>54</b>	<b>51</b>	<b>39</b>
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
<b>TOTAL LIKELY</b>	<b>23</b>	<b>30</b>	<b>30</b>	<b>26</b>	<b>17</b>	<b>19</b>	<b>15</b>	<b>28</b>	<b>28</b>	<b>23</b>	<b>19</b>	<b>22</b>	<b>42</b>	<b>32</b>	<b>24</b>	<b>27</b>	<b>30</b>	<b>17</b>	<b>11</b>	<b>16</b>
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
<b>TOTAL UNLIKELY</b>	<b>69</b>	<b>67</b>	<b>64</b>	<b>68</b>	<b>72</b>	<b>73</b>	<b>75</b>	<b>68</b>	<b>69</b>	<b>71</b>	<b>76</b>	<b>73</b>	<b>56</b>	<b>68</b>	<b>73</b>	<b>71</b>	<b>68</b>	<b>73</b>	<b>82</b>	<b>82</b>
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
<b>TOTAL LIKELY</b>	<b>23</b>	<b>23</b>	<b>27</b>	<b>26</b>	<b>18</b>	<b>15</b>	<b>21</b>	<b>25</b>	<b>22</b>	<b>21</b>	<b>27</b>	<b>27</b>	<b>37</b>	<b>18</b>	<b>20</b>	<b>28</b>	<b>27</b>	<b>16</b>	<b>11</b>	<b>23</b>
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
<b>TOTAL UNLIKELY</b>	<b>70</b>	<b>72</b>	<b>67</b>	<b>69</b>	<b>72</b>	<b>78</b>	<b>67</b>	<b>70</b>	<b>74</b>	<b>73</b>	<b>67</b>	<b>67</b>	<b>62</b>	<b>80</b>	<b>77</b>	<b>69</b>	<b>69</b>	<b>73</b>	<b>84</b>	<b>75</b>
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
<b>TOTAL LIKELY</b>	<b>27</b>	<b>20</b>	<b>23</b>	<b>28</b>	<b>27</b>	<b>26</b>	<b>32</b>	<b>22</b>	<b>25</b>	<b>27</b>	<b>28</b>	<b>36</b>	<b>27</b>	<b>52</b>	<b>19</b>	<b>26</b>	<b>33</b>	<b>30</b>	<b>34</b>	<b>39</b>
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
<b>TOTAL UNLIKELY</b>	<b>68</b>	<b>78</b>	<b>74</b>	<b>68</b>	<b>64</b>	<b>66</b>	<b>59</b>	<b>74</b>	<b>71</b>	<b>67</b>	<b>67</b>	<b>58</b>	<b>72</b>	<b>48</b>	<b>78</b>	<b>73</b>	<b>65</b>	<b>66</b>	<b>62</b>	<b>59</b>
Don't know	6	2	4	5	9	7	8	4	4	5	4	7	1	1	4	1	2	5	4	2

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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
<b>TOTAL LIKELY</b>	<b>48</b>	<b>56</b>	<b>48</b>	<b>43</b>	<b>46</b>	<b>51</b>	<b>35</b>	<b>54</b>	<b>44</b>	<b>54</b>	<b>50</b>	<b>49</b>
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
<b>TOTAL UNLIKELY</b>	<b>44</b>	<b>39</b>	<b>42</b>	<b>48</b>	<b>44</b>	<b>39</b>	<b>50</b>	<b>40</b>	<b>47</b>	<b>41</b>	<b>48</b>	<b>43</b>
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
<b>TOTAL LIKELY</b>	<b>47</b>	<b>45</b>	<b>51</b>	<b>49</b>	<b>49</b>	<b>44</b>	<b>47</b>	<b>40</b>	<b>49</b>	<b>39</b>	<b>45</b>	<b>45</b>
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
<b>TOTAL UNLIKELY</b>	<b>46</b>	<b>50</b>	<b>40</b>	<b>43</b>	<b>41</b>	<b>45</b>	<b>38</b>	<b>54</b>	<b>42</b>	<b>55</b>	<b>51</b>	<b>48</b>
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
<b>TOTAL LIKELY</b>	<b>23</b>	<b>34</b>	<b>34</b>	<b>23</b>	<b>19</b>	<b>26</b>	<b>15</b>	<b>24</b>	<b>20</b>	<b>24</b>	<b>15</b>	<b>23</b>
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
<b>TOTAL UNLIKELY</b>	<b>69</b>	<b>60</b>	<b>57</b>	<b>68</b>	<b>70</b>	<b>66</b>	<b>70</b>	<b>70</b>	<b>69</b>	<b>70</b>	<b>81</b>	<b>69</b>
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
<b>TOTAL LIKELY</b>	<b>23</b>	<b>26</b>	<b>27</b>	<b>24</b>	<b>19</b>	<b>20</b>	<b>20</b>	<b>23</b>	<b>21</b>	<b>23</b>	<b>12</b>	<b>22</b>
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
<b>TOTAL UNLIKELY</b>	<b>70</b>	<b>68</b>	<b>64</b>	<b>68</b>	<b>70</b>	<b>72</b>	<b>61</b>	<b>71</b>	<b>69</b>	<b>70</b>	<b>83</b>	<b>70</b>
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
<b>TOTAL LIKELY</b>	<b>27</b>	<b>22</b>	<b>19</b>	<b>23</b>	<b>26</b>	<b>20</b>	<b>27</b>	<b>32</b>	<b>24</b>	<b>29</b>	<b>38</b>	<b>28</b>
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
<b>TOTAL UNLIKELY</b>	<b>68</b>	<b>76</b>	<b>74</b>	<b>70</b>	<b>62</b>	<b>71</b>	<b>60</b>	<b>66</b>	<b>67</b>	<b>64</b>	<b>59</b>	<b>66</b>
Don't know	6	1	7	7	12	10	13	3	9	6	3	6



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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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

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						
		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		
<b>Weighted Sample Total</b>	<b>2974</b>	<b>354</b>	<b>257</b>	<b>531</b>	<b>494</b>	<b>368</b>	<b>237</b>	<b>226</b>	<b>157</b>	<b>1414</b>	<b>370</b>	<b>56</b>	<b>222</b>	<b>84</b>	<b>802</b>	<b>2155</b>	<b>754</b>	<b>1790</b>	<b>633</b>	<b>396</b>	<b>155</b>	
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

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	
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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

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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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
<b>TOTAL WELL</b>	<b>30</b>	<b>54</b>	<b>26</b>	<b>36</b>	<b>11</b>	<b>10</b>	<b>46</b>	<b>27</b>	<b>22</b>	<b>33</b>	<b>28</b>	<b>29</b>	<b>26</b>	<b>25</b>	<b>39</b>	<b>33</b>	<b>26</b>	<b>34</b>	<b>27</b>	<b>32</b>	<b>29</b>	<b>34</b>	<b>28</b>	<b>24</b>	<b>31</b>	<b>31</b>
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
<b>TOTAL BADLY</b>	<b>58</b>	<b>40</b>	<b>64</b>	<b>61</b>	<b>87</b>	<b>88</b>	<b>48</b>	<b>57</b>	<b>71</b>	<b>60</b>	<b>57</b>	<b>52</b>	<b>40</b>	<b>58</b>	<b>66</b>	<b>54</b>	<b>58</b>	<b>59</b>	<b>53</b>	<b>61</b>	<b>58</b>	<b>60</b>	<b>58</b>	<b>65</b>	<b>60</b>	<b>58</b>
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

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				
		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	
<b>Weighted Sample</b>	<b>2974</b>	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155	
<b>Unweighted Sample</b>	<b>2974</b>	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	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
<b>TOTAL WELL</b>	<b>30</b>	<b>23</b>	<b>24</b>	<b>29</b>	<b>28</b>	<b>28</b>	<b>39</b>	<b>34</b>	<b>41</b>	<b>33</b>	<b>27</b>	<b>26</b>	<b>25</b>	<b>43</b>	<b>25</b>	<b>32</b>	<b>22</b>	<b>30</b>	<b>33</b>	<b>25</b>	<b>31</b>
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
<b>TOTAL BADLY</b>	<b>58</b>	<b>67</b>	<b>66</b>	<b>56</b>	<b>63</b>	<b>62</b>	<b>59</b>	<b>60</b>	<b>54</b>	<b>57</b>	<b>62</b>	<b>67</b>	<b>66</b>	<b>51</b>	<b>61</b>	<b>58</b>	<b>64</b>	<b>59</b>	<b>55</b>	<b>65</b>	<b>57</b>
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

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	
<b>Weighted Sample</b>	<b>2974</b>	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
<b>TOTAL WELL</b>	<b>30</b>	<b>39</b>	<b>36</b>	<b>29</b>	<b>26</b>	<b>28</b>	<b>23</b>	<b>54</b>	<b>40</b>	<b>31</b>	<b>12</b>	<b>3</b>	<b>21</b>	<b>20</b>	<b>39</b>	<b>42</b>	<b>32</b>	<b>25</b>	<b>33</b>	<b>23</b>
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
<b>TOTAL BADLY</b>	<b>58</b>	<b>55</b>	<b>56</b>	<b>61</b>	<b>59</b>	<b>52</b>	<b>65</b>	<b>42</b>	<b>52</b>	<b>60</b>	<b>79</b>	<b>84</b>	<b>74</b>	<b>74</b>	<b>57</b>	<b>56</b>	<b>62</b>	<b>63</b>	<b>52</b>	<b>73</b>
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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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
<b>TOTAL WELL</b>	<b>30</b>	<b>39</b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>23</b>	<b>23</b>	<b>29</b>	<b>28</b>	<b>29</b>	<b>24</b>	<b>28</b>
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
<b>TOTAL BADLY</b>	<b>58</b>	<b>52</b>	<b>57</b>	<b>61</b>	<b>56</b>	<b>51</b>	<b>59</b>	<b>62</b>	<b>59</b>	<b>64</b>	<b>69</b>	<b>60</b>
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



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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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

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						
		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		
<b>Weighted Sample</b>	<b>2974</b>	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

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	
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	<b>107</b>	<b>1005</b>	<b>1126</b>	<b>490</b>	<b>117</b>	<b>287</b>	<b>239</b>	<b>157</b>	<b>253</b>	<b>432</b>	<b>288</b>	<b>145</b>	<b>156</b>	
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	11	7	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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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

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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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

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	
<b>Weighted Sample</b> 2974	354	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155	
Unweighted Sample	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

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	
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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



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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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	1	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

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					
		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	
<b>Weighted Sample</b>	<b>2974</b>	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	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

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	
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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

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		
	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	<b>984</b>	<b>839</b>	<b>164</b>	<b>297</b>	<b>79</b>	<b>975</b>	<b>708</b>	<b>511</b>	<b>1430</b>	<b>1544</b>	<b>354</b>	<b>741</b>	<b>1002</b>	<b>877</b>	<b>1665</b>	<b>1309</b>	<b>407</b>	<b>937</b>	<b>712</b>	<b>917</b>	<b>1748</b>	<b>485</b>	<b>387</b>	<b>1331</b>	<b>626</b>
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

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
<b>2974</b>	<b>354</b>	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155
Unweighted Sample	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

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
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	<b>107</b>	<b>1005</b>	<b>1126</b>	<b>490</b>	<b>117</b>	<b>287</b>	<b>239</b>	<b>157</b>	<b>253</b>	<b>432</b>	<b>288</b>	<b>145</b>	<b>156</b>
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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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



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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	22

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					
		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	
<b>Weighted Sample</b>	<b>2974</b>	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155	
<b>Unweighted Sample</b>	<b>2974</b>	307	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

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	
<b>Weighted Sample</b>	<b>2974</b>	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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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	<b>28</b>	35	24	25	29	17	22	25	27	23	34	26
Improving the quality of the health system	<b>23</b>	26	19	21	19	13	21	24	21	21	26	22
Making sure the welfare state gives enough help to those who need it	<b>20</b>	26	25	22	17	14	12	21	20	20	24	20
Ensuring equal rights and opportunities for minorities	<b>14</b>	15	11	10	12	8	11	15	11	15	11	13
Keeping the cost of living down	<b>12</b>	17	12	14	12	11	9	10	13	11	13	12
Improving the quality of schools and education	<b>9</b>	12	9	8	8	11	4	9	8	7	12	8
Doing more to help young people into training and work	<b>9</b>	5	10	9	12	4	8	6	10	6	11	8
Keeping unemployment low	<b>8</b>	10	9	6	12	6	5	8	8	9	3	8
Helping people get housing they can afford	<b>8</b>	9	8	10	7	8	8	8	9	8	6	8
Boosting economic growth	<b>7</b>	8	8	4	8	2	4	8	6	7	4	7
Making sure the welfare system only helps those that deserve it	<b>5</b>	2	6	4	5	4	3	5	5	6	3	5
Access to better and cheaper childcare	<b>5</b>	10	5	5	5	7	5	4	5	4	3	4
Keeping taxes as low as possible	<b>5</b>	4	4	8	4	5	10	4	6	5	2	5
Controlling the level of immigration	<b>4</b>	3	7	8	5	7	8	2	7	4	7	5
Making sure older people have enough money for retirement	<b>4</b>	2	2	4	5	5	5	3	4	4	2	3
Keeping the country safe from terrorism and threats abroad	<b>4</b>	6	4	5	5	1	8	4	5	5	5	4
Giving the police the resources to fight crime	<b>3</b>	2	3	3	3	2	1	2	3	2	2	3
Taking back powers from or leaving the EU	<b>2</b>	1	4	1	2	2	4	1	2	1	0	1
Protecting the environment	<b>2</b>	1	4	1	2	1	3	3	2	2	1	2
Making sure people who break the law are punished	<b>2</b>	2	1	1	2	1	3	1	2	1	1	1
Helping people to live healthier lifestyles	<b>2</b>	1	0	1	1	1	0	2	1	2	3	2
Giving local areas more say over taxes and public services	<b>2</b>	2	3	2	1	3	3	2	2	1	2	2
None of these	<b>11</b>	6	11	9	10	12	11	13	9	14	14	11
Don't know	<b>21</b>	20	21	25	22	39	28	20	24	21	18	22

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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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

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	
<b>2974</b>	<b>354</b>	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

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
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	<b>107</b>	<b>1005</b>	<b>1126</b>	<b>490</b>	<b>117</b>	<b>287</b>	<b>239</b>	<b>157</b>	<b>253</b>	<b>432</b>	<b>288</b>	<b>145</b>	<b>156</b>
<b>Unweighted Sample</b>	<b>2974</b>	<b>521</b>	<b>708</b>	<b>790</b>	<b>417</b>	<b>239</b>	<b>299</b>	<b>143</b>	<b>1175</b>	<b>1058</b>	<b>442</b>	<b>80</b>	<b>228</b>	<b>219</b>	<b>274</b>	<b>385</b>	<b>376</b>	<b>192</b>	<b>110</b>	<b>134</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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



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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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

<b>Pair 1</b>																											
Britain is in decline and our best is all behind us	<b>32</b>	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	<b>34</b>	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	<b>25</b>	16	32	23	15	36	19	32	29	24	26	16	30	27	23	27	22	29	25	22	26	23	27	24	27		
Don't know	<b>8</b>	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	
<b>Pair 2</b>																											
Young people today will probably grow up to have a better quality of life than their parents	<b>27</b>	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	<b>52</b>	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	<b>12</b>	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	<b>9</b>	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	
<b>Pair 3</b>																											
I am keen to move up in life, to get a bigger home, higher income and more luxuries in life	<b>24</b>	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	<b>63</b>	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	<b>9</b>	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	<b>4</b>	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	
<b>Pair 4</b>																											
If I was able to afford it I would use private health and education	<b>47</b>	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	<b>35</b>	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	<b>10</b>	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	<b>8</b>	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	
<b>Pair 5</b>																											
The main political parties today are all much the same with the same policies, and it doesn't really matter who wins	<b>34</b>	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	<b>48</b>	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	<b>9</b>	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	<b>8</b>	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	

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	
<b>2974</b>	<b>354</b>	<b>257</b>	<b>531</b>	<b>494</b>	<b>368</b>	<b>237</b>	<b>226</b>	<b>157</b>	<b>1414</b>	<b>370</b>	<b>56</b>	<b>222</b>	<b>84</b>	<b>802</b>	<b>2155</b>	<b>754</b>	<b>1790</b>	<b>633</b>	<b>396</b>	<b>155</b>	
Unweighted Sample	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

<b>Pair 1</b>																					
Britain is in decline and our best is all behind us	<b>32</b>	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	<b>34</b>	30	29	35	34	34	44	39	44	36	36	24	36	40	30	36	30	36	33	34	26
Neither	<b>25</b>	26	21	20	22	35	25	25	34	26	23	37	24	23	24	25	27	24	27	29	25
Don't know	<b>8</b>	11	13	10	5	6	4	5	2	6	11	11	7	5	13	7	11	7	12	8	13
<b>Pair 2</b>																					
Young people today will probably grow up to have a better quality of life than their parents	<b>27</b>	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	<b>52</b>	57	52	50	54	48	57	51	57	52	53	47	54	41	52	50	56	51	52	52	57
Neither	<b>12</b>	13	14	11	11	15	8	10	9	12	10	24	16	12	12	13	11	12	11	11	14
Don't know	<b>9</b>	8	7	11	8	6	5	7	5	9	6	6	5	6	12	8	10	9	12	6	8
<b>Pair 3</b>																					
I am keen to move up in life, to get a bigger home, higher income and more luxuries in life	<b>24</b>	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	<b>63</b>	62	62	66	70	68	66	51	56	72	53	57	65	88	50	68	52	66	56	67	57
Neither	<b>9</b>	18	16	13	7	6	4	7	7	7	8	16	16	10	9	10	6	8	9	13	8
Don't know	<b>4</b>	3	3	5	2	3	1	2	1	3	4	0	1	0	8	2	5	4	6	2	4
<b>Pair 4</b>																					
If I was able to afford it I would use private health and education	<b>47</b>	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	<b>35</b>	39	36	37	36	40	35	29	28	35	35	28	36	30	37	34	39	38	28	34	43
Neither	<b>10</b>	10	14	15	8	6	7	9	11	11	8	10	13	9	9	11	6	11	9	8	6
Don't know	<b>8</b>	7	9	10	4	8	2	4	4	7	8	4	5	6	12	7	8	8	10	7	7
<b>Pair 5</b>																					
The main political parties today are all much the same with the same policies, and it doesn't really matter who wins	<b>34</b>	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	<b>48</b>	45	43	53	51	49	57	49	60	53	48	60	44	58	40	51	44	50	44	51	41
Neither	<b>9</b>	10	13	8	6	12	9	11	4	7	8	13	7	9	12	9	8	9	10	8	10
Don't know	<b>8</b>	6	12	6	6	2	2	4	2	6	7	5	9	9	13	7	9	8	12	5	7

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	
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	<b>107</b>	<b>1005</b>	<b>1126</b>	<b>490</b>	<b>117</b>	<b>287</b>	<b>239</b>	<b>157</b>	<b>253</b>	<b>432</b>	<b>288</b>	<b>145</b>	<b>156</b>	
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	<b>32</b>	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	<b>34</b>	39	37	35	34	32	28	44	44	33	20	39	32	31	36	37	38	30	27	36
Neither	<b>25</b>	28	28	27	23	19	24	22	25	26	27	11	29	30	31	29	22	21	20	23
Don't know	<b>8</b>	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	<b>27</b>	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	<b>52</b>	52	57	50	51	49	53	41	48	54	62	60	51	62	50	62	46	47	45	56
Neither	<b>12</b>	12	12	13	10	10	12	13	12	12	11	12	10	8	11	9	11	11	12	9
Don't know	<b>9</b>	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	<b>24</b>	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	<b>63</b>	61	65	61	67	59	66	83	71	66	52	44	63	64	56	67	57	62	57	71
Neither	<b>9</b>	7	8	6	6	11	18	2	5	6	19	27	6	7	9	8	4	9	11	16
Don't know	<b>4</b>	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	<b>47</b>	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	<b>35</b>	31	38	34	34	38	39	34	33	38	41	32	36	29	33	36	34	33	43	47
Neither	<b>10</b>	9	6	11	11	11	11	19	10	10	9	12	7	8	11	5	8	12	7	9
Don't know	<b>8</b>	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	<b>34</b>	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	<b>48</b>	61	46	47	50	40	48	66	52	48	48	39	30	35	61	45	51	49	47	57
Neither	<b>9</b>	6	9	11	8	9	8	13	8	9	8	8	10	9	2	7	7	7	8	8
Don't know	<b>8</b>	6	5	6	11	13	13	2	6	8	5	11	8	4	9	1	2	11	9	3

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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
	%	%	%	%	%	%	%	%	%	%	%	%

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

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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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	
<b>Unweighted Sample</b>	<b>2974</b>	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.	<b>29</b>	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.	<b>48</b>	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	<b>10</b>	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	<b>14</b>	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	<b>34</b>	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	<b>46</b>	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	<b>8</b>	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	<b>11</b>	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.	<b>16</b>	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.	<b>64</b>	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	<b>9</b>	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	<b>11</b>	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	<b>25</b>	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	<b>60</b>	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	<b>8</b>	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	<b>8</b>	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

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	
<b>Weighted Sample</b>	<b>2974</b>	<b>354</b>	<b>257</b>	<b>531</b>	<b>494</b>	<b>368</b>	<b>237</b>	<b>226</b>	<b>157</b>	<b>1414</b>	<b>370</b>	<b>56</b>	<b>222</b>	<b>84</b>	<b>802</b>	<b>2155</b>	<b>754</b>	<b>1790</b>	<b>633</b>	<b>396</b>	<b>155</b>	
<b>Unweighted Sample</b>	<b>2974</b>	<b>307</b>	<b>201</b>	<b>433</b>	<b>466</b>	<b>403</b>	<b>279</b>	<b>306</b>	<b>257</b>	<b>1536</b>	<b>374</b>	<b>52</b>	<b>225</b>	<b>77</b>	<b>672</b>	<b>2218</b>	<b>724</b>	<b>1745</b>	<b>650</b>	<b>429</b>	<b>150</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Pair 6</b>																						
Choice in public services increases competition and therefore drives up standards, leading to better services for all.	<b>29</b>	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.	<b>48</b>	52	46	52	47	52	54	52	47	51	54	45	52	34	40	46	53	47	44	50	58	
Neither	<b>10</b>	11	15	8	10	11	4	5	9	9	5	16	8	19	12	11	6	10	10	9	10	
Don't know	<b>14</b>	12	16	14	10	9	5	11	5	11	14	21	10	6	19	12	15	14	16	11	10	
<b>Pair 7</b>																						
Government should be as small as possible, it should provide a safety net when people are in real trouble, but the rest of the time it should leave ordinary working people to get on with their lives	<b>34</b>	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	<b>46</b>	50	56	48	47	43	54	49	48	46	50	37	52	50	44	46	48	46	46	44	52	
Neither	<b>8</b>	14	13	9	9	10	4	6	7	8	5	14	11	16	8	9	8	9	7	9	6	
Don't know	<b>11</b>	8	9	9	8	10	3	6	4	10	10	13	7	9	14	9	14	11	13	9	9	
<b>Pair 8</b>																						
Politicians are basically competent and they should be responsible for managing crucial public services like our education system and the health service.	<b>16</b>	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.	<b>64</b>	64	63	66	65	71	74	68	63	66	65	59	62	67	63	66	62	65	59	68	63	
Neither	<b>9</b>	12	13	10	10	9	3	6	10	8	4	18	14	12	10	9	8	9	9	8	11	
Don't know	<b>11</b>	10	11	10	7	5	4	4	4	7	17	11	9	6	14	9	12	10	12	8	12	
<b>Pair 9</b>																						
I trust charities to spend the money they receive on giving genuine help to people who really need it	<b>25</b>	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	<b>60</b>	64	63	65	62	58	67	55	51	63	61	49	62	66	53	63	54	62	57	58	51	
Neither	<b>8</b>	6	12	6	7	10	2	5	9	7	9	16	10	12	6	8	7	7	6	10	11	
Don't know	<b>8</b>	3	8	7	6	6	3	6	2	6	6	10	6	8	12	6	10	7	11	4	6	

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
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	<b>107</b>	<b>1005</b>	<b>1126</b>	<b>490</b>	<b>117</b>	<b>287</b>	<b>239</b>	<b>157</b>	<b>253</b>	<b>432</b>	<b>288</b>	<b>145</b>	<b>156</b>
<b>Unweighted Sample</b>	<b>2974</b>	<b>521</b>	<b>708</b>	<b>790</b>	<b>417</b>	<b>239</b>	<b>299</b>	<b>143</b>	<b>1175</b>	<b>1058</b>	<b>442</b>	<b>80</b>	<b>228</b>	<b>219</b>	<b>274</b>	<b>385</b>	<b>376</b>	<b>192</b>	<b>110</b>	<b>134</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pair	Statement	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
<b>Pair 6</b>	Choice in public services increases competition and therefore drives up standards, leading to better services for all.	<b>29</b>	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.	<b>48</b>	48	49	50	46	41	50	45	45	49	57	53	56	47	43	48	48	49	45	57
	Neither	<b>10</b>	8	10	8	10	9	13	6	9	10	11	14	9	9	11	10	8	9	6	12
	Don't know	<b>14</b>	6	8	13	17	19	19	9	11	11	12	20	14	10	4	5	11	15	12	9
<b>Pair 7</b>	Government should be as small as possible, it should provide a safety net when people are in real trouble, but the rest of the time it should leave ordinary working people to get on with their lives	<b>34</b>	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	<b>46</b>	44	47	49	42	49	46	52	42	49	53	48	62	42	42	43	47	33	47	55
	Neither	<b>8</b>	6	6	9	8	8	12	3	7	9	8	17	9	7	4	5	7	7	6	7
	Don't know	<b>11</b>	6	7	9	14	13	17	2	9	9	10	9	10	7	3	2	5	13	11	9
<b>Pair 8</b>	Politicians are basically competent and they should be responsible for managing crucial public services like our education system and the health service.	<b>16</b>	19	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.	<b>64</b>	65	70	65	61	64	63	63	64	68	66	71	66	78	59	72	65	61	64	64
	Neither	<b>9</b>	8	7	10	10	7	11	6	9	8	10	19	11	6	10	5	8	8	9	11
	Don't know	<b>11</b>	8	7	8	13	16	15	8	7	8	12	6	8	1	8	4	6	14	11	9
<b>Pair 9</b>	I trust charities to spend the money they receive on giving genuine help to people who really need it	<b>25</b>	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	<b>60</b>	66	56	58	63	56	64	54	58	63	68	64	61	68	66	60	62	61	53	65
	Neither	<b>8</b>	5	6	9	7	9	7	11	6	7	9	10	8	4	5	6	8	6	10	9
	Don't know	<b>8</b>	5	5	6	10	9	10	4	5	6	6	5	3	3	5	3	6	14	9	5

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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.	<b>29</b>	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.	<b>48</b>	52	50	51	43	38	46	48	48	48	55	48
Neither	<b>10</b>	4	11	9	12	12	13	8	10	8	10	9
Don't know	<b>14</b>	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	<b>34</b>	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	<b>46</b>	47	51	51	50	50	39	41	51	41	46	46
Neither	<b>8</b>	7	7	11	8	8	15	7	10	10	9	9
Don't know	<b>11</b>	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.	<b>16</b>	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.	<b>64</b>	71	68	64	61	64	61	63	63	64	61	63
Neither	<b>9</b>	7	9	11	12	5	11	8	12	8	11	10
Don't know	<b>11</b>	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	<b>25</b>	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	<b>60</b>	65	51	54	65	59	63	62	58	65	60	60
Neither	<b>8</b>	5	6	10	8	8	6	7	9	6	13	8
Don't know	<b>8</b>	5	8	7	8	9	14	9	7	7	6	8



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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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	
<b>Unweighted Sample</b>	<b>2974</b>	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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

<b>Pair 10</b>																												
People that commit crime are often victims themselves, for example many have suffered a difficult upbringing, and we should be sympathetic towards them.	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		
<b>Pair 11</b>																												
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		
<b>Pair 12</b>																												
Human Rights laws are a valuable protection against the government ignoring the human rights of British people, and on balance are a good thing	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		
<b>Pair 13</b>																												
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	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		
<b>Pair 14</b>																												
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		

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					
		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	
<b>Weighted Sample</b>	<b>2974</b>	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155	
<b>Unweighted Sample</b>	<b>2974</b>	307	201	433	466	403	279	306	257	1536	374	52	225	77	672	2218	724	1745	650	429	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

<b>Pair 10</b>																					
People that commit crime are often victims themselves, for example many have suffered a difficult upbringing, and we should be sympathetic towards them.	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
<b>Pair 11</b>																					
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
<b>Pair 12</b>																					
Human Rights laws are a valuable protection against the government ignoring the human rights of British people, and on balance are a good thing	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
<b>Pair 13</b>																					
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	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
<b>Pair 14</b>																					
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

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
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	<b>107</b>	<b>1005</b>	<b>1126</b>	<b>490</b>	<b>117</b>	<b>287</b>	<b>239</b>	<b>157</b>	<b>253</b>	<b>432</b>	<b>288</b>	<b>145</b>	<b>156</b>
<b>Unweighted Sample</b>	<b>2974</b>	<b>521</b>	<b>708</b>	<b>790</b>	<b>417</b>	<b>239</b>	<b>299</b>	<b>143</b>	<b>1175</b>	<b>1058</b>	<b>442</b>	<b>80</b>	<b>228</b>	<b>219</b>	<b>274</b>	<b>385</b>	<b>376</b>	<b>192</b>	<b>110</b>	<b>134</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

<b>Pair 10</b>																					
People that commit crime are often victims themselves, for example many have suffered a difficult upbringing, and we should be sympathetic towards them.	<b>17</b>	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	<b>61</b>	53	57	62	67	66	57	61	64	65	57	64	58	68	55	59	60	69	70	60	
Neither	<b>16</b>	19	16	16	13	14	19	13	15	16	18	20	19	15	18	15	16	10	12	17	
Don't know	<b>6</b>	3	4	5	8	7	11	2	3	4	7	5	3	4	2	2	4	11	5	8	
<b>Pair 11</b>																					
Britain should intervene militarily in the world where the lives of large numbers of people in other countries are threatened.	<b>16</b>	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.	<b>64</b>	60	58	64	66	69	64	67	64	70	63	55	62	75	56	61	66	68	70	71	
Neither	<b>11</b>	15	10	10	9	8	14	13	10	9	15	12	11	6	15	8	9	8	9	12	
Don't know	<b>10</b>	6	7	9	14	11	12	4	7	8	9	14	10	3	4	4	5	14	6	3	
<b>Pair 12</b>																					
Human Rights laws are a valuable protection against the government ignoring the human rights of British people, and on balance are a good thing	<b>30</b>	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	<b>52</b>	51	50	51	54	52	51	45	54	55	50	55	39	68	48	54	54	59	52	53	
Neither	<b>8</b>	6	8	9	6	9	7	10	6	9	6	12	13	9	7	5	6	4	10	7	
Don't know	<b>11</b>	6	5	9	15	14	14	10	8	8	8	11	12	7	4	3	5	15	8	7	
<b>Pair 13</b>																					
Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	<b>67</b>	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.	<b>18</b>	21	18	17	16	14	26	16	16	19	22	25	15	13	21	25	21	19	19	37	
Neither	<b>7</b>	7	9	8	5	9	7	5	6	9	7	11	6	5	5	6	8	6	12	4	
Don't know	<b>7</b>	5	5	4	10	13	11	2	5	4	7	8	3	0	3	3	3	13	12	5	
<b>Pair 14</b>																					
I mostly decide who to vote for based on what their policies will mean for me and my family.	<b>44</b>	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.	<b>37</b>	49	42	37	31	29	38	51	41	36	32	35	34	34	52	47	41	34	33	49	
Neither	<b>11</b>	7	11	12	10	17	10	15	10	11	12	18	16	8	5	7	9	8	13	10	
Don't know	<b>8</b>	4	4	5	13	10	11	1	5	5	7	7	5	6	4	1	4	15	9	4	

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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	Statement	Total	Female A	Female B	Female C1	Female C2	Female D	Female E	Men C1 and C2	Women C1 and C2	Private Sector C1C2	Public Sector C1C2 (excl. nationalised industries)	C1 & C2
<b>Pair 10</b>	People that commit crime are often victims themselves, for example many have suffered a difficult upbringing, and we should be sympathetic towards them.	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
<b>Pair 11</b>	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
<b>Pair 12</b>	Human Rights laws are a valuable protection against the government ignoring the human rights of British people, and on balance are a good thing	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
<b>Pair 13</b>	Families should be able to pass on the wealth they have accumulated over their lifetime to their children, without state interference.	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
<b>Pair 14</b>	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

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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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.

<b>58</b>	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
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The welfare state helps those that need it and we should try to protect it at its current level

<b>27</b>	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
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Neither

<b>8</b>	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
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Don't know

<b>6</b>	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
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**Pair 16**

Decisions about how public services are run should be made as locally as possible to reflect the needs and priorities of local people

<b>55</b>	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
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Decisions about how public services are run should be made at a national level to ensure people in all parts of the country receive the same levels of service

<b>27</b>	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
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Neither

<b>7</b>	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
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Don't know

<b>11</b>	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
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**Thinking about potential policies a future government could deliver, which of the following would you most like to see? Please tick up to three**

Raising the personal allowance (the amount you earn before you start paying tax).	<b>39</b>	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%	<b>32</b>	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	<b>30</b>	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	<b>25</b>	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	<b>21</b>	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	<b>21</b>	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	<b>20</b>	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	<b>17</b>	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	<b>16</b>	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	<b>12</b>	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	<b>10</b>	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	<b>9</b>	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	<b>4</b>	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	<b>3</b>	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	<b>3</b>	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	<b>2</b>	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	<b>6</b>	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

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					
		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	
<b>Weighted Sample</b>	<b>2974</b>	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155	
<b>Unweighted Sample</b>	<b>2974</b>	307	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.	<b>58</b>	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	<b>27</b>	52	43	32	24	24	23	21	30	25	24	24	33	33	31	28	28	27	28	29	25
Neither	<b>8</b>	11	10	7	10	7	7	7	7	8	8	8	9	12	9	8	10	8	9	8	10
Don't know	<b>6</b>	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	<b>55</b>	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	<b>27</b>	30	29	30	29	27	36	28	23	31	24	20	31	24	23	29	22	29	26	28	18
Neither	<b>7</b>	7	6	5	8	7	6	5	10	6	7	12	4	8	7	7	8	6	8	9	6
Don't know	<b>11</b>	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).	<b>39</b>	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%	<b>32</b>	26	31	30	32	35	31	27	30	32	30	30	34	24	33	34	28	35	29	25	29
Freezing energy bills	<b>30</b>	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	<b>25</b>	27	17	29	25	28	28	26	13	30	25	23	25	38	16	25	27	29	13	29	24
Freezing council tax	<b>21</b>	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	<b>21</b>	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	<b>20</b>	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	<b>17</b>	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	<b>16</b>	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	<b>12</b>	7	6	8	13	14	15	16	20	13	12	22	8	11	11	13	8	11	17	12	5
Reducing national insurance	<b>10</b>	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	<b>9</b>	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	<b>4</b>	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	<b>3</b>	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	<b>3</b>	2	5	4	2	2	3	6	4	2	4	1	5	0	6	3	4	3	4	4	3
None of these	<b>2</b>	2	3	1	1	0	4	1	3	1	1	0	1	2	3	2	1	2	2	1	1
Don't know	<b>6</b>	5	6	7	4	4	1	4	4	5	4	2	4	1	12	5	7	6	9	4	10

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	
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	<b>107</b>	<b>1005</b>	<b>1126</b>	<b>490</b>	<b>117</b>	<b>287</b>	<b>239</b>	<b>157</b>	<b>253</b>	<b>432</b>	<b>288</b>	<b>145</b>	<b>156</b>	
<b>Unweighted Sample</b>	<b>2974</b>	<b>521</b>	<b>708</b>	<b>790</b>	<b>417</b>	<b>239</b>	<b>299</b>	<b>143</b>	<b>1175</b>	<b>1058</b>	<b>442</b>	<b>80</b>	<b>228</b>	<b>219</b>	<b>274</b>	<b>385</b>	<b>376</b>	<b>192</b>	<b>110</b>	<b>134</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Pair 15**

The welfare state has become too generous to people that don't try hard enough to help themselves.	<b>58</b>	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	<b>27</b>	26	28	22	23	25	51	21	22	26	42	54	26	18	25	30	22	23	28	61
Neither	<b>8</b>	9	8	10	7	9	7	4	7	8	11	13	13	5	12	6	9	5	9	6
Don't know	<b>6</b>	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	<b>55</b>	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	<b>27</b>	30	28	29	24	25	29	32	27	30	26	29	25	28	26	27	28	28	29	38
Neither	<b>7</b>	7	7	7	6	7	6	5	6	6	7	6	5	4	6	6	5	4	8	6
Don't know	<b>11</b>	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).	<b>39</b>	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%	<b>32</b>	27	38	32	32	27	30	33	34	32	33	28	38	39	28	41	39	39	24	31
Freezing energy bills	<b>30</b>	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	<b>25</b>	20	20	30	29	20	23	29	23	29	25	24	32	34	20	19	29	30	16	22
Freezing council tax	<b>21</b>	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	<b>21</b>	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	<b>20</b>	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	<b>17</b>	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	<b>16</b>	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	<b>12</b>	17	16	14	10	8	6	10	16	12	7	5	8	13	15	14	14	10	6	4
Reducing national insurance	<b>10</b>	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	<b>9</b>	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	<b>4</b>	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	<b>3</b>	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	<b>3</b>	4	3	3	4	2	4	5	4	3	3	4	6	5	7	3	5	5	3	10
None of these	<b>2</b>	1	2	3	1	2	1	2	1	1	2	1	1	1	3	2	2	1	2	1
Don't know	<b>6</b>	6	3	3	8	12	10	2	5	4	5	1	3	0	9	3	3	12	10	5

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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.	<b>58</b>	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	<b>27</b>	27	25	22	23	22	43	22	23	21	24	22
Neither	<b>8</b>	6	10	12	8	10	8	7	10	9	12	9
Don't know	<b>6</b>	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	<b>55</b>	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	<b>27</b>	34	29	30	21	21	23	28	26	27	26	27
Neither	<b>7</b>	7	9	9	8	7	6	4	8	6	7	6
Don't know	<b>11</b>	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).	<b>39</b>	46	39	37	40	32	16	44	38	44	36	41
Reducing the 20% rate of VAT to 17.5%	<b>32</b>	27	33	27	27	29	29	39	27	34	29	32
Freezing energy bills	<b>30</b>	31	34	37	30	32	42	22	34	24	32	28
Reducing taxes on petrol and diesel	<b>25</b>	20	23	30	29	24	23	29	30	32	32	29
Freezing council tax	<b>21</b>	18	16	20	27	26	27	17	23	21	20	20
Reducing the cost of public transport	<b>21</b>	26	24	23	20	19	18	20	22	18	21	21
Abolishing or reducing the TV licence fee	<b>20</b>	15	19	13	25	25	34	17	18	16	12	17
Increasing the amount people can leave when they die without paying inheritance tax	<b>17</b>	24	23	22	18	8	13	14	20	17	22	18
Introducing a new 10p band of income tax for low earners	<b>16</b>	22	10	17	14	17	13	19	16	18	20	17
Reducing the stamp duty paid on buying a home	<b>12</b>	20	18	14	10	10	7	12	12	14	11	12
Reducing national insurance	<b>10</b>	9	11	8	10	7	2	12	9	12	8	10
Making parking in public places like high streets free	<b>9</b>	11	9	9	14	9	6	7	11	8	7	9
Reducing Air Passenger Duty on flights	<b>4</b>	3	4	3	4	3	4	4	3	4	3	4
Reducing the cost of fines, such as parking tickets and speeding tickets	<b>3</b>	5	1	2	2	4	5	1	2	2	0	2
Reducing tax on beer, wine and spirits	<b>3</b>	0	3	1	2	2	0	5	2	3	6	3
None of these	<b>2</b>	0	2	3	0	2	1	2	2	2	3	2
Don't know	<b>6</b>	3	4	4	4	13	15	7	4	5	5	5



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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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

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						
		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		
<b>Weighted Sample</b>	<b>2974</b>	<b>354</b>	<b>257</b>	<b>531</b>	<b>494</b>	<b>368</b>	<b>237</b>	<b>226</b>	<b>157</b>	<b>1414</b>	<b>370</b>	<b>56</b>	<b>222</b>	<b>84</b>	<b>802</b>	<b>2155</b>	<b>754</b>	<b>1790</b>	<b>633</b>	<b>396</b>	<b>155</b>	
<b>Unweighted Sample</b>	<b>2974</b>	<b>307</b>	<b>201</b>	<b>433</b>	<b>466</b>	<b>403</b>	<b>279</b>	<b>306</b>	<b>257</b>	<b>1536</b>	<b>374</b>	<b>52</b>	<b>225</b>	<b>77</b>	<b>672</b>	<b>2218</b>	<b>724</b>	<b>1745</b>	<b>650</b>	<b>429</b>	<b>150</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Preventing foreign nationals coming to the UK just to use the NHS	<b>48</b>	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	<b>34</b>	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	<b>32</b>	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	<b>29</b>	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	<b>26</b>	25	28	24	29	22	35	29	21	27	29	30	29	27	23	27	26	28	23	22	32
Improving mental health facilities	<b>24</b>	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	<b>23</b>	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	<b>18</b>	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	<b>16</b>	14	17	12	16	16	15	18	21	15	15	25	19	25	16	16	17	15	19	18	13
Closing unsafe hospitals	<b>6</b>	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	<b>4</b>	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	<b>3</b>	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	<b>2</b>	2	4	1	3	2	2	3	3	2	3	5	2	4	3	2	2	3	2	2	2
None of these	<b>1</b>	3	3	1	1	3	1	1	2	1	0	1	2	0	2	1	2	2	2	1	0
Don't know	<b>6</b>	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	<b>44</b>	46	41	46	52	45	46	45	35	49	42	47	50	53	35	48	35	46	39	49	36
Reducing class sizes	<b>38</b>	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	<b>32</b>	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	<b>28</b>	26	28	29	26	26	28	26	37	29	24	39	23	41	26	29	24	27	27	31	24
Improving vocational education	<b>26</b>	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	<b>17</b>	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	<b>14</b>	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	<b>12</b>	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	<b>11</b>	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	<b>10</b>	7	8	6	6	11	14	12	19	8	12	4	7	15	13	10	10	9	14	8	8
Improving school food	<b>7</b>	8	8	9	6	8	6	9	6	5	13	4	8	3	9	7	7	7	6	9	6
None of these	<b>2</b>	3	3	3	1	0	1	2	3	2	0	0	2	3	3	2	2	2	1	2	1
Don't know	<b>12</b>	8	12	11	11	10	3	7	4	10	11	18	14	5	17	11	12	13	15	6	8

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
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	<b>107</b>	<b>1005</b>	<b>1126</b>	<b>490</b>	<b>117</b>	<b>287</b>	<b>239</b>	<b>157</b>	<b>253</b>	<b>432</b>	<b>288</b>	<b>145</b>	<b>156</b>
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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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

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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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

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	
<b>2974</b>	<b>354</b>	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155	
Unweighted Sample	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

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	
<b>Weighted Sample</b>	<b>2974</b>	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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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	<b>33</b>	38	40	38	42	36	30	31	40	33	32	36
Wherever possible, locating nurseries in primary schools	<b>28</b>	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	<b>24</b>	34	21	22	27	23	15	28	24	27	26	26
Increasing statutory holiday entitlement	<b>20</b>	22	19	24	21	29	11	19	23	21	22	21
Making tax free savings for children more generous	<b>19</b>	19	18	19	18	13	12	21	19	20	20	20
Introducing an additional, new bank holiday	<b>17</b>	18	14	20	18	14	6	17	19	18	24	18
Making the purchasing of essentials for new babies – like prams – tax deductible	<b>16</b>	15	22	17	16	18	15	16	17	15	16	16
Introducing flexible season tickets for trains for parents that work part time	<b>13</b>	16	13	14	16	13	9	12	15	11	11	13
Sending books to every child on their birthday	<b>11</b>	11	16	14	13	17	13	9	13	12	8	11
None of these	<b>12</b>	12	11	12	9	10	12	13	10	12	17	12
Don't know	<b>14</b>	9	9	11	11	16	29	16	11	12	14	13



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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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

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					
		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	
<b>Weighted Sample</b>	<b>2974</b>	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155	
<b>Unweighted Sample</b>	<b>2974</b>	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

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
<b>Weighted Sample</b>	<b>2974</b>	<b>309</b>	<b>464</b>	<b>892</b>	<b>625</b>	<b>319</b>	<b>365</b>	<b>107</b>	<b>1005</b>	<b>1126</b>	<b>490</b>	<b>117</b>	<b>287</b>	<b>239</b>	<b>157</b>	<b>253</b>	<b>432</b>	<b>288</b>	<b>145</b>	<b>156</b>
<b>Unweighted Sample</b>	<b>2974</b>	<b>521</b>	<b>708</b>	<b>790</b>	<b>417</b>	<b>239</b>	<b>299</b>	<b>143</b>	<b>1175</b>	<b>1058</b>	<b>442</b>	<b>80</b>	<b>228</b>	<b>219</b>	<b>274</b>	<b>385</b>	<b>376</b>	<b>192</b>	<b>110</b>	<b>134</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Please tick up to three

Amending human rights laws to ensure the swifter deportation of criminals who are foreign nationals	<b>42</b>	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	<b>37</b>	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	<b>32</b>	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	<b>30</b>	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	<b>21</b>	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	<b>18</b>	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	<b>17</b>	19	17	18	15	20	13	19	20	17	16	15	15	20	21	18	19	17	25	13
Harsher sentences for drug dealers	<b>15</b>	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	<b>15</b>	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	<b>13</b>	16	15	15	7	8	16	18	14	11	14	12	16	11	16	16	17	8	8	19
Wider use of CCTV	<b>8</b>	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	<b>5</b>	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	<b>3</b>	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	<b>2</b>	3	2	1	3	4	2	3	2	2	2	2	0	2	3	3	3	4	4	2
None of these	<b>1</b>	0	1	2	1	3	1	2	0	1	2	4	1	0	0	2	1	1	5	2
Don't know	<b>7</b>	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	<b>43</b>	45	49	43	41	39	41	48	46	43	41	44	51	43	47	58	48	41	36	43
Bad idea	<b>24</b>	32	26	24	22	21	23	24	26	26	22	22	19	28	30	24	27	27	32	33
Don't know	<b>33</b>	23	25	33	37	40	35	28	28	32	37	33	30	28	23	17	25	32	32	24

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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

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	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands	North	Own / Part-Own	Private Rent	Social Housing	Private Sector	Public Sector	
<b>Weighted Sample</b>	<b>2974</b>	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	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	

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	
<b>2974</b>	<b>354</b>	257	531	494	368	237	226	157	1414	370	56	222	84	802	2155	754	1790	633	396	155	
Unweighted Sample	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

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	
<b>Weighted Sample</b>	<b>2974</b>	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

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 industries)
<b>Weighted Sample</b>	<b>2974</b>	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