

Issues	Economy	Change since 2012	Race relations/ Immigration	Change since 2012	Unemployment	Change since 2012	NHS/ Health	Change since 2012	Crime/Law and Order	Change since 2012	Education/ Schools	Change since 2012	Inflation/ Prices	Change since 2012	Poverty/ Inequality	Change since 2012	Pensions/ Benefits	Change since 2012	Housing	Change since 2012
	%		%		%		%		%		%		%		%		%		%	
All	47	-11	33	+12	31	-4	24	+5	15	-3	14	+1	14	-1	13	+2	11	+3	10	+2
Gender																				
Male	51	-9	34	+11	32	-3	20	+5	14	-3	12	+2	14	-2	12	+2	9	+2	9	+2
Female	44	-11	31	+11	30	-4	28	+6	15	-3	16	+1	14	-1	15	+4	13	+4	12	+3
Age																				
18-24	42	-9	21	+7	37	-3	14	+4	18	+2	12	+1	15	-1	11	0	8	+3	12	+3
25-34	44	-13	24	+8	33	-5	16	+2	14	-5	11	-1	17	-3	14	+4	9	+2	13	+2
35-44	52	-10	29	+11	33	-1	27	+6	15	-1	19	+1	14	-4	15	+5	11	+3	11	+2
45-54	53	-9	36	+12	32	-5	30	+6	16	-1	17	+1	14	+1	14	+3	13	+6	10	+1
55-64	47	-15	39	+13	31	-4	28	+6	14	-5	14	+2	12	-1	13	+1	14	+4	9	+3
65+	44	-8	42	+13	24	-2	26	+6	13	-5	11	+3	10	-3	11	+2	12	+1	7	+2
Voting Intention																				
Con	56	-11	45	+16	23	-3	26	+7	16	-2	15	+1	10	-1	6	0	13	+4	7	+3
Lab	48	-7	23	+7	39	-3	26	+6	15	-2	16	+1	15	-3	17	+5	11	+3	12	+2
Lib Dem	54	-12	27	+11	27	-1	27	+2	11	-4	22	+3	9	-2	16	+7	13	+5	8	0
UKIP	41	-18	70	+19	23	-3	21	+2	13	-8	9	+1	12	-2	8	-3	12	-3	10	+1
Social Grade																				
AB	57	-10	29	+10	27	-2	31	+7	13	-3	23	+3	10	-1	16	+4	13	+5	8	+1
C1	52	-10	32	+11	29	-6	25	+5	15	-3	15	+1	13	-1	12	+2	11	+3	10	+3
C2	42	-15	38	+13	34	-2	21	+3	16	-2	9	+1	18	-1	11	+2	11	+4	12	+3
DE	35	-8	32	+10	35	-3	17	+4	16	-3	7	0	15	-4	13	+2	10	+1	11	+1
Age within Social Grade																				
18-34 ABC1	48	-12	20	+6	32	-5	19	+4	14	-3	16	0	15	0	14	+3	9	+3	11	+2
18-34 C2DE	38	-10	25	+8	38	-3	11	+2	17	-1	7	0	18	-3	11	+1	8	+2	15	+4
35-54 ABC1	60	-9	30	+12	30	-3	33	+6	15	-1	24	+3	12	-1	16	+5	13	+5	9	+2
35-54 C2DE	43	-10	36	+13	36	-4	22	+5	17	0	10	-1	18	-1	14	+4	10	+3	12	+1
55+ ABC1	53	-10	39	+13	24	-5	29	+6	13	-4	16	+3	8	-2	13	+2	13	+3	8	+3
55+ C2DE	35	-13	43	+13	30	-1	24	+6	15	-5	7	+1	14	-3	11	+1	14	+2	8	+2
Ethnicity																				
White	48	-11	35	+12	29	-4	25	+5	15	-2	14	+1	13	-1	13	+2	12	+3	10	+2
BME	39	-6	13	+2	49	+2	15	+4	17	-6	11	-1	20	-4	13	+3	4	+1	13	+3
Region																				
Wales	49	-1	31	+8	38	0	27	+2	10	-6	12	-1	16	-5	15	+4	12	+1	12	+5
Scotland	41	-13	21	+5	32	-8	19	+5	17	0	9	0	17	+1	17	+3	12	+5	9	+2
North of England	44	-10	33	+11	33	-4	20	+3	15	-3	13	+1	13	-2	14	+3	11	+3	8	+1
Midlands	44	-13	38	+14	30	-4	24	+6	15	0	13	+2	12	0	10	+2	11	+4	8	+2
South including London	52	-10	32	+11	30	-2	27	+6	15	-4	17	+2	14	-3	14	+3	11	+2	14	+3
Tenure																				
Owned	47	-10	39	+13	28	-4	26	+5	14	-4	14	+3	11	-2	12	+2	12	+3	7	+1
Mortgaged	55	-12	31	+11	33	-1	29	+7	15	-1	19	+2	15	-1	14	+4	12	+4	10	+3
Social Rented	33	-11	32	+11	34	-3	17	+4	18	-3	7	-1	17	-2	15	+1	10	0	13	+2
Private Rented	42	-10	23	+6	32	-5	16	+2	15	-2	12	+1	15	-2	12	+1	9	+3	14	+2