

Low/ Moderate Income Survey

CATI Fieldwork : February 17th-21st 2010

Absolutes/col percents

Table 1

Q.INC1 What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2005	906	1099	152	249	331	393	379	501	563	547	329	566	507	520	499	291	188
Weighted base	2005	962	1043	238	317	397	337	298	417	521	581	421	481	525	525	495	283	176
Up to £7,000	169 8%	61 6%	107 10%	17 7%	17 5%	16 4%	16 5%	23 8%	79 19%	6 1%	31 5%	22 5%	110 23%	45 9%	38 7%	51 10%	21 8%	13 7%
£7,001 to £14,000	284 14%	109 11%	175 17%	28 12%	37 12%	35 9%	40 12%	48 16%	96 23%	22 4%	77 13%	66 16%	119 25%	65 12%	81 15%	65 13%	46 16%	26 15%
£14,001 to £21,000	248 12%	121 13%	127 12%	33 14%	28 9%	41 10%	45 13%	48 16%	54 13%	35 7%	95 16%	60 14%	58 12%	33 6%	69 13%	83 17%	40 14%	23 13%
£21,001 to £25,000	164 8%	84 9%	79 8%	26 11%	19 6%	40 10%	28 8%	25 9%	24 6%	34 7%	51 9%	54 13%	24 5%	42 8%	40 8%	44 9%	22 8%	15 8%
£25,001 to £34,000	231 12%	118 12%	113 11%	22 9%	50 16%	52 13%	46 14%	43 14%	19 4%	64 12%	82 14%	62 15%	23 5%	72 14%	64 12%	44 9%	34 12%	17 10%
£34,001 to £41,000	162 8%	91 9%	71 7%	16 7%	38 12%	50 13%	25 7%	24 8%	10 2%	58 11%	62 11%	27 6%	15 3%	37 7%	59 11%	33 7%	19 7%	14 8%
£41,001 to £48,000	96 5%	52 5%	44 4%	12 5%	27 8%	26 6%	19 6%	8 3%	4 1%	40 8%	24 4%	26 6%	6 1%	28 5%	19 4%	23 5%	19 7%	7 4%
£48,001 to £55,000	92 5%	49 5%	44 4%	13 6%	20 6%	27 7%	18 5%	8 3%	6 1%	54 10%	15 3%	21 5%	2 *	30 6%	20 4%	25 5%	8 3%	8 5%
£55,001 to £62,000	61 3%	43 4%	19 2%	8 3%	11 3%	19 5%	14 4%	8 3%	2 *	33 6%	15 3%	12 3%	2 *	15 3%	22 4%	12 2%	8 3%	5 3%
£62,001 to £69,000	28 1%	16 2%	12 1%	3 1%	6 2%	7 2%	6 2%	3 1%	3 1%	18 3%	8 1%	- -	2 *	6 1%	6 1%	10 2%	3 1%	4 2%
£69,001 to £76,000	30 2%	18 2%	12 1%	7 3%	9 3%	7 2%	5 1%	2 1%	- -	14 3%	9 2%	8 2%	- -	12 2%	6 1%	6 1%	3 1%	3 2%
£76,001 to £83,000	29 1%	22 2%	7 1%	2 1%	10 3%	9 2%	7 2%	- -	1 *	19 4%	10 2%	- -	1 *	12 2%	9 2%	4 1%	2 1%	2 1%
£83,001 or more	68 3%	45 5%	23 2%	5 2%	12 4%	24 6%	23 7%	4 1%	1 *	52 10%	14 2%	1 *	1 *	34 6%	18 3%	8 2%	5 2%	3 2%
Refused	342 17%	132 14%	210 20%	45 19%	34 11%	43 11%	48 14%	54 18%	118 28%	74 14%	89 15%	61 14%	118 25%	95 18%	74 14%	86 17%	52 18%	35 20%

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Table 2

Q.2 Which political party do you think will do the most for people from poorer backgrounds, if they win the general election?

Base: Respondents of lower or moderate incomes

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1057	422	635	78	91	114	168	228	378	117	242	208	490	228	261	297	173	98
Weighted base	1013	430	584	120	114	140	144	177	318	91	251	258	414	220	258	285	158	92
Labour	356 35%	148 34%	208 36%	39 33%	47 41%	41 29%	43 30%	65 37%	121 38%	30 33%	105 42%	69 27%	151 37%	73 33%	80 31%	112 39%	52 33%	38 41%
Conservative	180 18%	76 18%	104 18%	13 11%	23 20%	20 14%	25 17%	32 18%	68 21%	18 20%	46 19%	47 18%	69 17%	50 23%	43 17%	45 16%	29 19%	13 14%
Liberal Democrats	152 15%	68 16%	84 14%	24 20%	9 8%	23 17%	21 15%	24 14%	51 16%	17 19%	40 16%	35 13%	61 15%	34 15%	38 15%	44 15%	27 17%	9 10%
BNP	17 2%	13 3%	4 1%	- -	5 5%	7 5%	1 1%	2 1%	1 *	- -	1 *	11 4%	5 1%	2 1%	7 3%	5 2%	2 1%	- -
SNP	14 1%	10 2%	3 1%	5 4%	2 2%	2 2%	3 2%	1 *	1 *	1 1%	2 1%	8 3%	4 1%	- -	- -	- -	1 1%	13 14%
Green Party	6 1%	3 1%	3 1%	- -	- -	1 1%	3 2%	1 *	1 *	- -	2 1%	3 1%	2 *	1 1%	1 *	3 1%	1 1%	- -
Other	14 1%	8 2%	5 1%	5 4%	- -	3 2%	1 *	3 2%	2 1%	1 1%	6 2%	2 1%	4 1%	2 1%	2 1%	4 1%	6 4%	- -
None of these/ Nothing	103 10%	42 10%	61 10%	1 1%	11 10%	10 7%	24 16%	28 16%	29 9%	12 13%	20 8%	27 10%	44 11%	17 8%	34 13%	25 9%	14 9%	12 13%
Don't know	172 17%	61 14%	111 19%	34 29%	16 14%	32 23%	24 16%	22 13%	44 14%	12 13%	29 11%	56 22%	74 18%	39 18%	52 20%	46 16%	27 17%	8 8%

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Table 3

Q.3 How important, or otherwise, are each of the following issues to you when deciding how to vote?

Summary Table

Base: Respondents of lower or moderate incomes

	Healthcare	Building more affordable homes for people on lower incomes	Extra funding for poorer neighbourhoods	Education	Crime & Policing	Environment	Employment	Economy
Unweighted base	1057	1057	1057	1057	1057	1057	1057	1057
Weighted base	1013	1013	1013	1013	1013	1013	1013	1013
5 - Very important	729 72%	480 47%	419 41%	677 67%	634 63%	412 41%	637 63%	592 58%
4	169 17%	208 21%	257 25%	177 17%	204 20%	279 28%	205 20%	233 23%
3	64 6%	207 20%	219 22%	106 10%	107 11%	215 21%	106 10%	118 12%
2	23 2%	69 7%	65 6%	22 2%	24 2%	62 6%	22 2%	32 3%
1 - Not at all important	23 2%	43 4%	47 5%	25 3%	38 4%	40 4%	37 4%	33 3%
Don't know	6 1%	6 1%	6 1%	6 1%	6 1%	6 1%	6 1%	6 1%
Mean	4.54	4.01	3.93	4.45	4.36	3.95	4.37	4.31
Standard deviation	0.89	1.16	1.14	0.95	1.02	1.11	1.01	1.02
Standard error	0.03	0.04	0.04	0.03	0.03	0.03	0.03	0.03

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Table 4

Q.3 How important, or otherwise, are each of the following issues to you when deciding how to vote?

Healthcare

Base: Respondents of lower or moderate incomes

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1057	422	635	78	91	114	168	228	378	117	242	208	490	228	261	297	173	98
Weighted base	1013	430	584	120	114	140	144	177	318	91	251	258	414	220	258	285	158	92
5 - Very important	729 72%	287 67%	442 76%	73 61%	72 63%	98 70%	101 70%	132 74%	253 80%	66 72%	166 66%	178 69%	319 77%	149 68%	183 71%	208 73%	118 74%	71 77%
4	169 17%	78 18%	91 16%	32 26%	26 23%	27 19%	24 17%	25 14%	35 11%	12 13%	55 22%	51 20%	51 12%	43 19%	41 16%	41 14%	28 18%	15 16%
3	64 6%	33 8%	31 5%	7 6%	7 6%	11 8%	13 9%	10 6%	16 5%	8 9%	19 8%	15 6%	22 5%	17 8%	17 6%	21 7%	5 3%	4 4%
2	23 2%	14 3%	9 2%	6 5%	2 2%	5 3%	3 2%	4 2%	4 1%	4 4%	5 2%	10 4%	5 1%	5 2%	7 3%	6 2%	3 2%	2 2%
1 - Not at all important	23 2%	16 4%	7 1%	- -	5 5%	- -	4 3%	4 2%	10 3%	2 2%	4 2%	4 2%	13 3%	6 3%	10 4%	5 2%	2 1%	- -
Don't know	6 1%	2 *	3 1%	2 2%	1 1%	- -	- -	2 1%	1 *	- -	- -	- -	6 1%	1 *	- -	3 1%	1 1%	- -
Mean	4.54	4.42	4.64	4.45	4.40	4.56	4.49	4.58	4.63	4.49	4.49	4.51	4.61	4.48	4.47	4.57	4.63	4.69
Standard deviation	0.89	1.02	0.76	0.83	1.03	0.78	0.92	0.88	0.89	0.97	0.86	0.89	0.88	0.93	1.01	0.86	0.77	0.66
Standard error	0.03	0.05	0.03	0.10	0.11	0.07	0.07	0.06	0.05	0.09	0.06	0.06	0.04	0.06	0.06	0.05	0.06	0.07

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Table 5

Q.3 How important, or otherwise, are each of the following issues to you when deciding how to vote?

Building more affordable homes for people on lower incomes

Base: Respondents of lower or moderate incomes

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Midlands	North England	Wales & South West	Scotland
Unweighted base	1057	422	635	78	91	114	168	228	378	117	242	208	490	228	261	297	173	98
Weighted base	1013	430	584	120	114	140	144	177	318	91	251	258	414	220	258	285	158	92
5 - Very important	480 47%	188 44%	293 50%	52 43%	57 50%	53 38%	62 43%	85 48%	172 54%	24 27%	98 39%	130 50%	229 55%	107 48%	120 47%	137 48%	63 40%	53 58%
4	208 21%	88 21%	120 21%	19 16%	25 22%	39 28%	32 22%	36 20%	58 18%	29 32%	49 19%	60 23%	70 17%	43 20%	55 21%	53 19%	41 26%	15 16%
3	207 20%	88 20%	119 20%	24 20%	24 21%	34 25%	31 21%	40 22%	54 17%	25 28%	75 30%	40 16%	67 16%	49 22%	50 19%	57 20%	34 22%	17 19%
2	69 7%	34 8%	34 6%	17 14%	3 2%	11 8%	10 7%	7 4%	21 7%	7 8%	23 9%	12 5%	27 6%	14 6%	17 6%	23 8%	13 8%	3 3%
1 - Not at all important	43 4%	29 7%	14 2%	6 5%	4 4%	2 2%	9 7%	8 4%	13 4%	5 6%	7 3%	16 6%	16 4%	7 3%	16 6%	11 4%	5 3%	4 4%
Don't know	6 1%	2 *	3 1%	2 2%	1 1%	- -	- -	2 1%	1 *	- -	- -	- -	6 1%	1 *	- -	3 1%	1 1%	- -
Mean	4.01	3.87	4.11	3.79	4.14	3.93	3.87	4.05	4.11	3.66	3.83	4.07	4.15	4.04	3.96	4.00	3.92	4.20
Standard deviation	1.16	1.25	1.07	1.29	1.07	1.04	1.23	1.13	1.16	1.13	1.13	1.18	1.14	1.12	1.21	1.17	1.12	1.11
Standard error	0.04	0.06	0.04	0.15	0.11	0.10	0.09	0.08	0.06	0.10	0.07	0.08	0.05	0.07	0.08	0.07	0.09	0.11

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Table 6

Q.3 How important, or otherwise, are each of the following issues to you when deciding how to vote?

Extra funding for poorer neighbourhoods

Base: Respondents of lower or moderate incomes

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1057	422	635	78	91	114	168	228	378	117	242	208	490	228	261	297	173	98
Weighted base	1013	430	584	120	114	140	144	177	318	91	251	258	414	220	258	285	158	92
5 - Very important	419 41%	163 38%	256 44%	47 39%	59 52%	52 37%	56 39%	68 38%	137 43%	23 25%	78 31%	128 50%	190 46%	80 37%	103 40%	121 43%	66 42%	48 53%
4	257 25%	106 25%	152 26%	29 24%	29 25%	38 27%	39 27%	47 27%	75 24%	27 30%	72 29%	61 24%	97 23%	56 26%	66 26%	70 25%	42 27%	23 25%
3	219 22%	95 22%	125 21%	31 26%	14 12%	34 25%	33 23%	43 24%	64 20%	30 33%	68 27%	42 16%	78 19%	54 25%	61 23%	52 18%	38 24%	14 15%
2	65 6%	32 8%	32 6%	7 6%	5 4%	12 9%	10 7%	8 4%	23 7%	6 7%	20 8%	13 5%	25 6%	20 9%	16 6%	19 7%	4 3%	5 6%
1 - Not at all important	47 5%	32 7%	15 3%	3 3%	6 6%	4 3%	7 5%	9 5%	18 6%	4 5%	11 5%	13 5%	18 4%	8 4%	13 5%	19 7%	6 4%	1 1%
Don't know	6 1%	2 *	3 1%	2 2%	1 1%	- -	- -	2 1%	1 *	- -	- -	- -	6 1%	1 *	- -	3 1%	1 1%	- -
Mean	3.93	3.78	4.04	3.93	4.14	3.87	3.89	3.90	3.91	3.64	3.74	4.08	4.02	3.83	3.89	3.91	4.01	4.21
Standard deviation	1.14	1.24	1.06	1.07	1.15	1.09	1.14	1.13	1.20	1.08	1.12	1.15	1.14	1.13	1.15	1.22	1.07	1.00
Standard error	0.04	0.06	0.04	0.12	0.12	0.10	0.09	0.08	0.06	0.10	0.07	0.08	0.05	0.08	0.07	0.07	0.08	0.10

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Table 7

Q.3 How important, or otherwise, are each of the following issues to you when deciding how to vote?

Education

Base: Respondents of lower or moderate incomes

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1057	422	635	78	91	114	168	228	378	117	242	208	490	228	261	297	173	98
Weighted base	1013	430	584	120	114	140	144	177	318	91	251	258	414	220	258	285	158	92
5 - Very important	677 67%	268 62%	409 70%	79 66%	89 78%	95 68%	92 64%	104 59%	218 69%	48 53%	166 66%	183 71%	280 68%	145 66%	165 64%	196 69%	102 64%	69 75%
4	177 17%	85 20%	92 16%	28 23%	10 9%	28 20%	23 16%	41 23%	47 15%	21 23%	46 18%	42 16%	68 16%	34 16%	46 18%	53 19%	30 19%	14 15%
3	106 10%	47 11%	59 10%	4 3%	7 6%	14 10%	20 14%	25 14%	36 11%	16 17%	28 11%	21 8%	42 10%	26 12%	27 10%	24 8%	23 14%	7 7%
2	22 2%	15 3%	8 1%	7 6%	3 3%	2 1%	3 2%	2 1%	6 2%	3 3%	7 3%	8 3%	4 1%	7 3%	9 3%	4 1%	- -	2 3%
1 - Not at all important	25 3%	13 3%	12 2%	- -	4 4%	1 1%	6 4%	4 2%	11 3%	4 4%	4 2%	4 1%	14 3%	6 3%	11 4%	5 2%	3 2%	- -
Don't know	6 1%	2 *	3 1%	2 2%	1 1%	- -	- -	2 1%	1 *	- -	- -	- -	6 1%	1 *	- -	3 1%	1 1%	- -
Mean	4.45	4.36	4.51	4.52	4.55	4.53	4.33	4.37	4.44	4.18	4.44	4.53	4.46	4.39	4.34	4.53	4.44	4.63
Standard deviation	0.95	1.01	0.89	0.81	1.00	0.78	1.07	0.91	0.99	1.08	0.92	0.88	0.97	1.01	1.07	0.85	0.89	0.74
Standard error	0.03	0.05	0.04	0.09	0.11	0.07	0.08	0.06	0.05	0.10	0.06	0.06	0.04	0.07	0.07	0.05	0.07	0.07

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Table 8

Q.3 How important, or otherwise, are each of the following issues to you when deciding how to vote?

Crime & Policing

Base: Respondents of lower or moderate incomes

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1057	422	635	78	91	114	168	228	378	117	242	208	490	228	261	297	173	98
Weighted base	1013	430	584	120	114	140	144	177	318	91	251	258	414	220	258	285	158	92
5 - Very important	634 63%	250 58%	384 66%	61 51%	74 65%	80 57%	88 61%	108 61%	223 70%	48 53%	142 56%	163 63%	280 68%	143 65%	164 63%	179 63%	84 53%	64 69%
4	204 20%	93 22%	111 19%	35 30%	22 19%	37 26%	28 20%	36 20%	47 15%	20 22%	57 23%	57 22%	70 17%	39 18%	52 20%	59 21%	38 24%	17 18%
3	107 11%	45 10%	63 11%	13 11%	11 10%	16 12%	16 11%	21 12%	30 9%	17 18%	40 16%	23 9%	27 7%	28 13%	25 10%	25 9%	23 14%	6 7%
2	24 2%	17 4%	8 1%	2 2%	2 1%	5 4%	5 4%	4 2%	6 2%	1 1%	8 3%	5 2%	11 3%	2 1%	5 2%	7 2%	8 5%	3 3%
1 - Not at all important	38 4%	23 5%	15 3%	5 4%	5 5%	2 2%	6 4%	7 4%	12 4%	5 6%	5 2%	9 4%	19 5%	8 4%	12 4%	12 4%	4 2%	3 3%
Don't know	6 1%	2 *	3 1%	2 2%	1 1%	- -	- -	2 1%	1 *	- -	- -	- -	6 1%	1 *	- -	3 1%	1 1%	- -
Mean	4.36	4.24	4.45	4.23	4.38	4.33	4.30	4.33	4.46	4.17	4.29	4.40	4.42	4.39	4.36	4.37	4.22	4.48
Standard deviation	1.02	1.13	0.92	1.04	1.05	0.93	1.09	1.04	1.00	1.11	0.96	0.98	1.05	0.99	1.05	1.03	1.03	0.97
Standard error	0.03	0.06	0.04	0.12	0.11	0.09	0.08	0.07	0.05	0.10	0.06	0.07	0.05	0.07	0.06	0.06	0.08	0.10

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Table 9

Q.3 How important, or otherwise, are each of the following issues to you when deciding how to vote?

Environment

Base: Respondents of lower or moderate incomes

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1057	422	635	78	91	114	168	228	378	117	242	208	490	228	261	297	173	98
Weighted base	1013	430	584	120	114	140	144	177	318	91	251	258	414	220	258	285	158	92
5 - Very important	412 41%	159 37%	254 43%	46 38%	51 44%	49 35%	63 44%	66 37%	138 43%	26 28%	87 35%	111 43%	189 46%	91 41%	101 39%	125 44%	65 41%	31 34%
4	279 28%	114 26%	165 28%	33 27%	27 24%	45 32%	36 25%	50 28%	88 28%	31 34%	77 31%	65 25%	106 26%	60 27%	68 26%	75 26%	45 29%	32 34%
3	215 21%	89 21%	126 22%	24 20%	22 19%	32 23%	36 25%	44 25%	56 18%	20 22%	59 24%	54 21%	82 20%	45 20%	61 23%	58 20%	34 22%	16 18%
2	62 6%	36 8%	26 4%	12 10%	8 7%	8 5%	6 4%	10 6%	19 6%	9 9%	18 7%	17 7%	18 4%	17 8%	13 5%	11 4%	10 6%	12 13%
1 - Not at all important	40 4%	30 7%	10 2%	3 3%	6 5%	6 5%	3 2%	5 3%	16 5%	5 6%	9 4%	11 4%	14 3%	7 3%	16 6%	12 4%	3 2%	1 1%
Don't know	6 1%	2 *	3 1%	2 2%	1 1%	- -	- -	2 1%	1 *	- -	- -	- -	6 1%	1 *	- -	3 1%	1 1%	- -
Mean	3.95	3.78	4.08	3.91	3.96	3.87	4.05	3.92	3.98	3.70	3.85	3.96	4.07	3.96	3.87	4.03	4.01	3.87
Standard deviation	1.11	1.23	0.99	1.11	1.18	1.10	1.02	1.06	1.15	1.16	1.09	1.14	1.07	1.11	1.17	1.10	1.03	1.06
Standard error	0.03	0.06	0.04	0.13	0.12	0.10	0.08	0.07	0.06	0.11	0.07	0.08	0.05	0.07	0.07	0.06	0.08	0.11

Low/ Moderate Income Survey

CATI Fieldwork : February 17th-21st 2010

Absolutes/col percents

Table 10

Q.3 How important, or otherwise, are each of the following issues to you when deciding how to vote?

Employment

Base: Respondents of lower or moderate incomes

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1057	422	635	78	91	114	168	228	378	117	242	208	490	228	261	297	173	98
Weighted base	1013	430	584	120	114	140	144	177	318	91	251	258	414	220	258	285	158	92
5 - Very important	637 63%	247 58%	389 67%	67 56%	80 70%	83 60%	87 60%	107 61%	212 67%	43 48%	153 61%	161 62%	279 68%	130 59%	159 62%	198 70%	92 58%	57 62%
4	205 20%	98 23%	108 18%	28 23%	24 21%	38 27%	30 21%	40 22%	47 15%	28 31%	51 20%	62 24%	65 16%	47 21%	55 21%	46 16%	39 25%	20 21%
3	106 10%	48 11%	58 10%	22 18%	3 3%	13 9%	19 13%	17 9%	33 10%	11 12%	38 15%	21 8%	36 9%	28 13%	24 9%	24 9%	16 10%	13 14%
2	22 2%	11 2%	12 2%	2 1%	1 1%	2 1%	4 3%	5 3%	9 3%	2 3%	2 1%	6 2%	12 3%	7 3%	7 3%	5 2%	3 2%	- -
1 - Not at all important	37 4%	24 6%	13 2%	- -	6 5%	4 3%	5 3%	6 4%	16 5%	6 6%	7 3%	8 3%	16 4%	7 3%	13 5%	9 3%	6 4%	2 3%
Don't know	6 1%	2 *	3 1%	2 2%	1 1%	- -	- -	2 1%	1 *	- -	- -	- -	6 1%	1 *	- -	3 1%	1 1%	- -
Mean	4.37	4.25	4.46	4.36	4.51	4.39	4.32	4.35	4.35	4.11	4.36	4.40	4.42	4.30	4.31	4.49	4.32	4.41
Standard deviation	1.01	1.11	0.92	0.83	0.98	0.92	1.03	1.02	1.11	1.13	0.96	0.96	1.04	1.03	1.09	0.94	1.01	0.92
Standard error	0.03	0.05	0.04	0.09	0.10	0.09	0.08	0.07	0.06	0.10	0.06	0.07	0.05	0.07	0.07	0.06	0.08	0.09

Low/ Moderate Income Survey

CATI Fieldwork : February 17th-21st 2010

Absolutes/col percents

Table 11

Q.3 How important, or otherwise, are each of the following issues to you when deciding how to vote?

Economy

Base: Respondents of lower or moderate incomes

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1057	422	635	78	91	114	168	228	378	117	242	208	490	228	261	297	173	98
Weighted base	1013	430	584	120	114	140	144	177	318	91	251	258	414	220	258	285	158	92
5 - Very important	592 58%	229 53%	362 62%	62 52%	61 53%	78 56%	80 56%	105 59%	206 65%	51 56%	153 61%	149 58%	238 58%	129 59%	147 57%	183 64%	83 53%	50 54%
4	233 23%	110 26%	123 21%	27 22%	29 25%	40 29%	38 27%	40 23%	58 18%	27 29%	54 22%	63 24%	89 22%	54 24%	57 22%	56 20%	43 27%	24 26%
3	118 12%	55 13%	63 11%	18 15%	15 14%	14 10%	16 11%	22 13%	31 10%	9 10%	29 12%	31 12%	50 12%	24 11%	29 11%	33 12%	20 13%	12 13%
2	32 3%	13 3%	18 3%	5 4%	3 2%	6 5%	4 3%	4 2%	10 3%	1 1%	7 3%	9 4%	14 3%	4 2%	11 4%	6 2%	4 3%	6 6%
1 - Not at all important	33 3%	21 5%	13 2%	5 4%	5 5%	1 *	5 4%	4 2%	13 4%	4 4%	7 3%	6 2%	17 4%	9 4%	13 5%	3 1%	6 4%	1 1%
Don't know	6 1%	2 *	3 1%	2 2%	1 1%	- -	- -	2 1%	1 *	- -	- -	- -	6 1%	1 *	- -	3 1%	1 1%	- -
Mean	4.31	4.20	4.39	4.15	4.21	4.35	4.28	4.36	4.37	4.32	4.35	4.32	4.27	4.32	4.21	4.45	4.23	4.25
Standard deviation	1.02	1.09	0.95	1.12	1.07	0.88	1.01	0.95	1.05	0.98	0.99	0.97	1.07	1.02	1.13	0.88	1.03	0.99
Standard error	0.03	0.05	0.04	0.13	0.11	0.08	0.08	0.06	0.05	0.09	0.06	0.07	0.05	0.07	0.07	0.05	0.08	0.10

Low/ Moderate Income Survey

CATI Fieldwork : February 17th-21st 2010

Absolutes/col percents

Table 12

Q.4 In general, which of the following issues, if any, do you think will not be given ENOUGH attention by the political parties in the run up to the general election?

Base: Respondents of lower or moderate incomes

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1057	422	635	78	91	114	168	228	378	117	242	208	490	228	261	297	173	98
Weighted base	1013	430	584	120	114	140	144	177	318	91	251	258	414	220	258	285	158	92
Building more affordable homes for people on lower incomes	618 61%	262 61%	356 61%	75 63%	76 67%	95 68%	82 57%	106 60%	184 58%	52 57%	163 65%	155 60%	248 60%	140 63%	160 62%	163 57%	94 59%	62 67%
Extra funding for poorer neighbourhoods	589 58%	256 59%	334 57%	73 61%	75 66%	95 68%	76 53%	97 55%	174 55%	47 52%	152 61%	157 61%	233 56%	137 62%	145 56%	167 59%	83 52%	57 62%
Healthcare	522 51%	222 52%	299 51%	58 48%	55 48%	84 60%	73 51%	96 54%	157 49%	44 49%	123 49%	136 53%	218 53%	110 50%	128 50%	153 54%	85 54%	45 49%
Employment	515 51%	224 52%	291 50%	60 50%	48 42%	66 47%	89 61%	98 55%	153 48%	48 53%	121 48%	130 50%	216 52%	127 58%	117 45%	157 55%	68 43%	46 49%
Education	502 50%	217 50%	285 49%	68 56%	48 42%	63 45%	74 51%	84 48%	165 52%	46 50%	125 50%	128 50%	203 49%	116 53%	111 43%	151 53%	75 47%	47 52%
Environment	500 49%	207 48%	293 50%	56 47%	55 48%	67 48%	72 50%	81 46%	169 53%	50 55%	119 47%	129 50%	203 49%	112 51%	131 51%	139 49%	73 46%	45 49%
Crime & Policing	485 48%	211 49%	274 47%	55 46%	48 42%	62 44%	69 48%	88 49%	164 51%	41 45%	122 49%	115 45%	207 50%	116 53%	122 47%	141 49%	67 42%	39 43%
Economy	455 45%	196 46%	259 44%	59 49%	40 35%	62 44%	65 45%	85 48%	144 45%	42 46%	111 44%	107 42%	195 47%	107 49%	97 38%	134 47%	80 50%	37 40%
Care of the elderly	2 *	1 *	2 *	- -	- -	- -	- -	1 1%	1 *	1 1%	1 *	- -	1 *	2 1%	1 *	- -	- -	- -
Other	8 1%	6 1%	2 *	1 1%	1 1%	1 1%	2 1%	1 1%	1 *	1 1%	2 1%	1 *	3 1%	1 *	2 1%	5 2%	- -	- -
None	78 8%	35 8%	43 7%	2 2%	10 8%	7 5%	13 9%	10 5%	36 11%	4 5%	12 5%	21 8%	41 10%	15 7%	23 9%	19 6%	16 10%	5 6%
Don't know	30 3%	14 3%	15 3%	2 2%	3 3%	3 2%	5 3%	7 4%	9 3%	1 1%	5 2%	5 2%	19 5%	5 2%	4 2%	12 4%	8 5%	- -