

Demographics			Gender			Region											
Segments			Neither	Female	Male	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire and The Humber	Scotland	Northern Ireland
Quotas			4.0%	48.0%	48.0%	7.3%	8.4%	15.0%	3.9%	11.0%	12.6%	8.0%	4.5%	8.8%	8.3%	9.6%	2.7%
		Totals	Results														
Unweighted Base		2,017	80	1,340	597	171	172	199	93	254	292	192	106	193	196	103	46
Weighted Base		2,017	81	968	968	148	170	302	78	221	253	161	90	177	167	195	54
Which of the following are the most important issues to you? (Please select up to three)	Cost of living	1,237 - 61.3%	9.5%	7.5%	6.7%	5.5%	4.7%	8.3%	9.6%	8.4%	8.4%	4.7%	10.1%	4.0%	8.8%	6.3%	11.5%
	The NHS	994 - 49.3%	1.1%	2.4%	2.9%	3.2%	4.2%	1.9%	2.7%	2.2%	1.9%	3.0%	3.9%	3.3%	2.3%	2.2%	0.0%
	Climate change and the environment	614 - 30.4%	4.2%	1.3%	1.1%	3.8%	1.4%	2.0%	0.8%	0.3%	2.1%	0.8%	1.6%	0.9%	1.1%	0.0%	0.0%
	Housing	610 - 30.2%	0.0%	0.8%	1.1%	1.9%	1.7%	0.8%	0.0%	1.6%	1.1%	0.0%	0.7%	1.3%	0.4%	0.0%	1.6%
	None of the above	368 - 18.2%	17.2%	13.8%	22.7%	16.3%	20.3%	20.1%	15.8%	24.8%	16.1%	13.4%	16.7%	18.0%	18.3%	16.4%	16.8%
	Education	305 - 15.1%	1.1%	1.1%	0.8%	1.4%	0.8%	2.3%	0.0%	0.7%	0.2%	0.8%	0.0%	1.2%	0.0%	1.4%	0.0%
	Employment prospects	229 - 11.4%	1.1%	0.3%	1.1%	0.4%	0.4%	0.0%	1.9%	1.6%	0.0%	0.0%	2.3%	0.9%	1.6%	0.0%	3.6%
	The state of my local high street	134 - 6.6%	0.0%	0.2%	0.7%	1.0%	0.0%	0.4%	0.0%	0.3%	0.0%	0.8%	0.0%	0.0%	0.8%	1.5%	0.0%
	Tuition fees	105 - 5.2%	0.0%	0.4%	0.9%	0.4%	0.0%	0.4%	0.8%	0.6%	0.2%	1.7%	0.7%	0.9%	0.0%	1.5%	0.0%