

Good Morning Britain – Undecided Voters Poll

METHODOLOGY NOTE

Methodology Note: ComRes interviewed 3,970 undecided voters online between 5th and 19th March 2015. Respondents were drawn from a nationally representative sample of 12,882 British adults, weighted to be representative of all GB adults aged 18+. Undecided voters were defined as being at least 5/10 likely to vote, but who did not know who they would vote for or said that they may change their mind who to vote for before the election. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Good Morning Britain - Undecided Voters

Q1. Thinking back to the General Election in 2010, which party, if any, did you vote for? Was it Conservative, Labour, Liberal Democrat, some other party, or did you not vote?

Base: All respondents

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 12882 | 5596 | 7286 | 1706 | 2034 | 2129 | 2535 | 2300 | 2178 | 3727 | 4075 | 2340 | 2740 | 1094 | 2849 | 749 |
| Weighted Total | 12882 | 6273 | 6609 | 1507 | 2216 | 2151 | 2306 | 1868 | 2834 | 3439 | 3568 | 2808 | 3066 | 1069 | 2836 | 690 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Conservative | 3465 | 1908 | 1557 | 127 | 390 | 512 | 622 | 569 | 1245 | 1184 | 927 | 655 | 699 | 197 | 680 | 129 |
| | 27% | 30% | 24% | 8% | 18% | 24% | 27% | 30% | 44% | 34% | 26% | 23% | 23% | 18% | 24% | 19% |
| Labour | 2783 | 1433 | 1349 | 321 | 521 | 497 | 541 | 412 | 490 | 696 | 715 | 650 | 722 | 247 | 510 | 152 |
| | 22% | 23% | 20% | 21% | 24% | 23% | 23% | 22% | 17% | 20% | 20% | 23% | 24% | 23% | 18% | 22% |
| Liberal Democrat | 2164 | 1082 | 1082 | 120 | 391 | 364 | 407 | 353 | 530 | 734 | 647 | 366 | 416 | 231 | 726 | 130 |
| | 17% | 17% | 16% | 8% | 18% | 17% | 18% | 19% | 19% | 21% | 18% | 13% | 14% | 22% | 26% | 19% |
| Some other party | 953 | 538 | 415 | 66 | 142 | 122 | 206 | 169 | 247 | 214 | 254 | 249 | 237 | 52 | 164 | 32 |
| | 7% | 9% | 6% | 4% | 6% | 6% | 9% | 9% | 9% | 6% | 7% | 9% | 8% | 5% | 6% | 5% |
| Did not vote | 2525 | 952 | 1573 | 750 | 559 | 463 | 343 | 227 | 182 | 432 | 767 | 663 | 664 | 248 | 483 | 172 |
| | 20% | 15% | 24% | 50% | 25% | 22% | 15% | 12% | 6% | 13% | 21% | 24% | 22% | 23% | 17% | 25% |
| Don't remember | 683 | 213 | 470 | 84 | 159 | 139 | 130 | 93 | 78 | 114 | 176 | 168 | 225 | 79 | 225 | 63 |
| | 5% | 3% | 7% | 6% | 7% | 6% | 6% | 5% | 3% | 3% | 5% | 6% | 7% | 7% | 8% | 9% |
| Refused | 309 | 146 | 163 | 39 | 53 | 53 | 57 | 45 | 62 | 65 | 83 | 57 | 103 | 14 | 47 | 12 |
| | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 2% |

Good Morning Britain - Undecided Voters

Q1. Thinking back to the General Election in 2010, which party, if any, did you vote for? Was it Conservative, Labour, Liberal Democrat, some other party, or did you not vote?

Base: All respondents

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 12882 | 817 | 1016 | 332 | 628 | 1322 | 1060 | 913 | 1581 | 733 | 1523 | 1001 | 1988 | 1234 | 589 | 1121 | 1139 |
| Weighted Total | 12882 | 819 | 955 | 354 | 646 | 1294 | 1224 | 953 | 1713 | 541 | 1469 | 1121 | 1816 | 1134 | 644 | 1159 | 1108 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Conservative | 3465 | 456 | 59 | 22 | 224 | 220 | 389 | 295 | 393 | 115 | 360 | 187 | 621 | 336 | 140 | 386 | 244 |
| | 27% | 56% | 6% | 6% | 35% | 17% | 32% | 31% | 23% | 21% | 25% | 17% | 34% | 30% | 22% | 33% | 22% |
| Labour | 2783 | 54 | 449 | 19 | 72 | 195 | 179 | 192 | 486 | 161 | 415 | 258 | 264 | 143 | 143 | 257 | 285 |
| | 22% | 7% | 47% | 5% | 11% | 15% | 15% | 20% | 28% | 30% | 28% | 23% | 15% | 13% | 22% | 22% | 26% |
| Liberal Democrat | 2164 | 135 | 201 | 230 | 133 | 251 | 224 | 158 | 270 | 90 | 217 | 136 | 333 | 272 | 100 | 163 | 200 |
| | 17% | 17% | 21% | 65% | 21% | 19% | 18% | 17% | 16% | 17% | 15% | 12% | 18% | 24% | 16% | 14% | 18% |
| Some other party | 953 | 14 | 20 | 5 | 73 | 50 | 94 | 47 | 79 | 29 | 71 | 269 | 110 | 76 | 58 | 58 | 62 |
| | 7% | 2% | 2% | 1% | 11% | 4% | 8% | 5% | 5% | 5% | 5% | 24% | 6% | 7% | 9% | 5% | 6% |
| Did not vote | 2525 | 126 | 181 | 66 | 104 | 263 | 230 | 175 | 364 | 116 | 301 | 190 | 353 | 215 | 148 | 214 | 220 |
| | 20% | 15% | 19% | 19% | 16% | 20% | 19% | 18% | 21% | 21% | 20% | 17% | 19% | 19% | 23% | 18% | 20% |
| Don't remember | 683 | 29 | 39 | 7 | 37 | 259 | 70 | 59 | 85 | 21 | 66 | 62 | 85 | 66 | 39 | 57 | 72 |
| | 5% | 3% | 4% | 2% | 6% | 20% | 6% | 6% | 5% | 4% | 5% | 6% | 5% | 6% | 6% | 5% | 6% |
| Refused | 309 | 5 | 6 | 4 | 4 | 57 | 38 | 28 | 37 | 10 | 38 | 18 | 49 | 25 | 15 | 26 | 24 |
| | 2% | 1% | 1% | 1% | 1% | 4% | 3% | 3% | 2% | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 2% |

Good Morning Britain - Undecided Voters

Q2. If there were a General Election tomorrow, how likely would you be to vote on a scale from 1 to 10?

Base: All respondents

| | Total | GENDER | | AGE | | | | | | SEG | | | | PARENT | | |
|---------------------------------|-----------|--------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|--------|------|---------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 12882 | 5596 | 7286 | 1706 | 2034 | 2129 | 2535 | 2300 | 2178 | 3727 | 4075 | 2340 | 2740 | 1094 | 2849 | 749 |
| Weighted Total | 12882 | 6273 | 6609 | 1507 | 2216 | 2151 | 2306 | 1868 | 2834 | 3439 | 3568 | 2808 | 3066 | 1069 | 2836 | 690 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 - Certain not to vote | (1) 698 | 276 | 421 | 128 | 179 | 134 | 108 | 80 | 69 | 111 | 196 | 183 | 208 | - | - | - |
| | 5% | 4% | 6% | 8% | 8% | 6% | 5% | 4% | 2% | 3% | 5% | 7% | 7% | - | - | - |
| 2 | (2) 165 | 64 | 101 | 43 | 34 | 26 | 24 | 20 | 17 | 22 | 52 | 50 | 41 | - | - | - |
| | 1% | 1% | 2% | 3% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | - | - | - |
| 3 | (3) 196 | 86 | 110 | 68 | 38 | 35 | 24 | 15 | 16 | 39 | 67 | 51 | 39 | - | - | - |
| | 2% | 1% | 2% | 5% | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | - | - | - |
| 4 | (4) 179 | 57 | 122 | 66 | 28 | 34 | 26 | 10 | 16 | 42 | 55 | 41 | 42 | - | - | - |
| | 1% | 1% | 2% | 4% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | - | - | - |
| 5 | (5) 361 | 151 | 210 | 118 | 88 | 52 | 50 | 29 | 25 | 58 | 97 | 96 | 111 | 65 | 177 | 43 |
| | 3% | 2% | 3% | 8% | 4% | 2% | 2% | 2% | 1% | 2% | 3% | 3% | 4% | 6% | 6% | 6% |
| 6 | (6) 462 | 197 | 265 | 114 | 116 | 101 | 69 | 33 | 29 | 75 | 134 | 141 | 112 | 97 | 164 | 64 |
| | 4% | 3% | 4% | 8% | 5% | 5% | 3% | 2% | 1% | 2% | 4% | 5% | 4% | 9% | 6% | 9% |
| 7 | (7) 748 | 302 | 446 | 150 | 229 | 157 | 103 | 65 | 44 | 149 | 251 | 180 | 168 | 145 | 264 | 103 |
| | 6% | 5% | 7% | 10% | 10% | 7% | 4% | 3% | 2% | 4% | 7% | 6% | 5% | 14% | 9% | 15% |
| 8 | (8) 1084 | 501 | 584 | 197 | 261 | 216 | 174 | 119 | 117 | 274 | 319 | 254 | 238 | 159 | 361 | 99 |
| | 8% | 8% | 9% | 13% | 12% | 10% | 8% | 6% | 4% | 8% | 9% | 9% | 8% | 15% | 13% | 14% |
| 9 | (9) 1169 | 610 | 558 | 111 | 211 | 221 | 226 | 155 | 245 | 346 | 341 | 236 | 247 | 134 | 340 | 80 |
| | 9% | 10% | 8% | 7% | 10% | 10% | 10% | 8% | 9% | 10% | 10% | 8% | 8% | 12% | 12% | 12% |
| 10 - Absolutely certain to vote | (10) 7314 | 3867 | 3447 | 427 | 924 | 1054 | 1424 | 1294 | 2191 | 2244 | 1919 | 1457 | 1695 | 469 | 1529 | 301 |
| | 57% | 62% | 52% | 28% | 42% | 49% | 62% | 69% | 77% | 65% | 54% | 52% | 55% | 44% | 54% | 44% |
| Refused | 55 | 24 | 31 | 12 | 9 | 18 | 6 | 4 | 6 | 8 | 16 | 11 | 20 | - | - | - |
| | * | * | * | 1% | * | 1% | * | * | * | * | * | * | 1% | - | - | - |
| Don't know | 423 | 127 | 296 | 69 | 97 | 100 | 67 | 39 | 51 | 67 | 116 | 102 | 138 | - | - | - |
| | 3% | 2% | 4% | 5% | 4% | 5% | 3% | 2% | 2% | 2% | 3% | 4% | 5% | - | - | - |
| Mean score | 8.44 | 8.69 | 8.20 | 6.93 | 7.80 | 8.20 | 8.70 | 8.95 | 9.34 | 8.92 | 8.33 | 8.15 | 8.29 | 8.50 | 8.80 | 8.46 |
| Standard deviation | 2.57 | 2.38 | 2.72 | 2.96 | 2.81 | 2.66 | 2.40 | 2.26 | 1.81 | 2.14 | 2.61 | 2.75 | 2.74 | 1.64 | 1.59 | 1.65 |
| Standard error | .02 | .03 | .03 | .07 | .06 | .06 | .05 | .05 | .04 | .04 | .04 | .06 | .05 | .05 | .03 | .06 |

Good Morning Britain - Undecided Voters

Q2. If there were a General Election tomorrow, how likely would you be to vote on a scale from 1 to 10?

Base: All respondents

| | | PARTY IF GE TOMORROW | | | | | REGION | | | | | | | | | | | |
|---------------------------------|------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | | 12882 | 817 | 1016 | 332 | 628 | 1322 | 1060 | 913 | 1581 | 733 | 1523 | 1001 | 1988 | 1234 | 589 | 1121 | 1139 |
| Weighted Total | | 12882 | 819 | 955 | 354 | 646 | 1294 | 1224 | 953 | 1713 | 541 | 1469 | 1121 | 1816 | 1134 | 644 | 1159 | 1108 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 - Certain not to vote | (1) | 698 | - | - | - | - | - | 68 | 41 | 90 | 40 | 79 | 42 | 101 | 62 | 44 | 61 | 72 |
| | | 5% | - | - | - | - | - | 6% | 4% | 5% | 7% | 5% | 4% | 6% | 5% | 7% | 5% | 6% |
| 2 | (2) | 165 | - | - | - | - | - | 14 | 15 | 28 | 3 | 19 | 7 | 20 | 15 | 5 | 16 | 22 |
| | | 1% | - | - | - | - | - | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% |
| 3 | (3) | 196 | - | - | - | - | - | 17 | 12 | 41 | 5 | 21 | 12 | 27 | 18 | 5 | 16 | 21 |
| | | 2% | - | - | - | - | - | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% |
| 4 | (4) | 179 | - | - | - | - | - | 19 | 11 | 31 | 8 | 20 | 9 | 24 | 20 | 8 | 18 | 11 |
| | | 1% | - | - | - | - | - | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 1% |
| 5 | (5) | 361 | 40 | 54 | 13 | 29 | 119 | 37 | 34 | 57 | 21 | 38 | 11 | 51 | 33 | 20 | 27 | 32 |
| | | 3% | 5% | 6% | 4% | 4% | 9% | 3% | 4% | 3% | 4% | 3% | 1% | 3% | 3% | 3% | 2% | 3% |
| 6 | (6) | 462 | 50 | 68 | 29 | 36 | 119 | 43 | 34 | 87 | 18 | 44 | 34 | 55 | 39 | 24 | 34 | 51 |
| | | 4% | 6% | 7% | 8% | 6% | 9% | 3% | 4% | 5% | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 5% |
| 7 | (7) | 748 | 73 | 116 | 38 | 56 | 147 | 66 | 69 | 129 | 33 | 81 | 51 | 103 | 54 | 35 | 68 | 58 |
| | | 6% | 9% | 12% | 11% | 9% | 11% | 5% | 7% | 8% | 6% | 6% | 5% | 6% | 5% | 5% | 6% | 5% |
| 8 | (8) | 1084 | 118 | 129 | 54 | 80 | 193 | 106 | 76 | 186 | 41 | 130 | 70 | 155 | 99 | 43 | 89 | 89 |
| | | 8% | 14% | 14% | 15% | 12% | 15% | 9% | 8% | 11% | 8% | 9% | 6% | 9% | 9% | 7% | 8% | 8% |
| 9 | (9) | 1169 | 94 | 117 | 48 | 73 | 152 | 130 | 74 | 169 | 44 | 145 | 105 | 143 | 99 | 50 | 114 | 98 |
| | | 9% | 11% | 12% | 14% | 11% | 12% | 11% | 8% | 10% | 8% | 10% | 9% | 8% | 9% | 8% | 10% | 9% |
| 10 - Absolutely certain to vote | (10) | 7314 | 445 | 471 | 172 | 372 | 565 | 673 | 538 | 838 | 306 | 848 | 737 | 1064 | 648 | 375 | 670 | 618 |
| | | 57% | 54% | 49% | 49% | 58% | 44% | 55% | 56% | 49% | 56% | 58% | 66% | 59% | 57% | 58% | 58% | 56% |
| Refused | | 55 | - | - | - | - | - | 6 | 10 | 7 | 3 | 8 | - | 6 | 8 | 1 | 4 | 2 |
| | | * | - | - | - | - | - | 1% | 1% | * | * | 1% | - | * | 1% | * | * | * |
| Don't know | | 423 | - | - | - | - | - | 42 | 34 | 50 | 18 | 34 | 41 | 65 | 35 | 33 | 39 | 32 |
| | | 3% | - | - | - | - | - | 3% | 4% | 3% | 3% | 2% | 4% | 4% | 3% | 5% | 3% | 3% |
| Mean score | | 8.44 | 8.84 | 8.68 | 8.72 | 8.93 | 8.42 | 8.42 | 8.48 | 8.15 | 8.32 | 8.49 | 8.93 | 8.49 | 8.43 | 8.43 | 8.51 | 8.27 |
| Standard deviation | | 2.57 | 1.53 | 1.60 | 1.53 | 1.50 | 1.73 | 2.57 | 2.48 | 2.62 | 2.72 | 2.54 | 2.18 | 2.57 | 2.60 | 2.67 | 2.54 | 2.74 |
| Standard error | | .02 | .05 | .05 | .08 | .06 | .05 | .08 | .08 | .07 | .10 | .07 | .07 | .06 | .08 | .11 | .08 | .08 |

Good Morning Britain - Undecided Voters

Q3. At the General Election on May 7th this year, will you vote Conservative, Labour, Liberal Democrat, UKIP or for another party?

Base: Respondents likely to vote

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 11108 | 5024 | 6084 | 1266 | 1672 | 1788 | 2256 | 2090 | 2036 | 3386 | 3467 | 1972 | 2283 | 1094 | 2849 | 749 |
| Weighted Total | 11139 | 5629 | 5510 | 1116 | 1828 | 1801 | 2048 | 1695 | 2650 | 3145 | 3060 | 2363 | 2570 | 1069 | 2836 | 690 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Conservative | 2731 | 1545 | 1186 | 147 | 331 | 353 | 472 | 428 | 999 | 1000 | 743 | 474 | 514 | 137 | 378 | 83 |
| | 25% | 27% | 22% | 13% | 18% | 20% | 23% | 25% | 38% | 32% | 24% | 20% | 20% | 13% | 13% | 12% |
| Labour | 2814 | 1391 | 1422 | 396 | 573 | 517 | 517 | 377 | 433 | 746 | 776 | 585 | 708 | 236 | 416 | 145 |
| | 25% | 25% | 26% | 35% | 31% | 29% | 25% | 22% | 16% | 24% | 25% | 25% | 28% | 22% | 15% | 21% |
| Liberal Democrat | 697 | 389 | 308 | 75 | 163 | 109 | 106 | 80 | 163 | 242 | 197 | 128 | 130 | 61 | 190 | 37 |
| | 6% | 7% | 6% | 7% | 9% | 6% | 5% | 5% | 6% | 8% | 6% | 5% | 5% | 6% | 7% | 5% |
| UKIP | 1692 | 1008 | 684 | 125 | 181 | 253 | 341 | 319 | 473 | 315 | 400 | 497 | 479 | 105 | 374 | 52 |
| | 15% | 18% | 12% | 11% | 10% | 14% | 17% | 19% | 18% | 10% | 13% | 21% | 19% | 10% | 13% | 8% |
| Another party | 990 | 505 | 485 | 137 | 187 | 181 | 194 | 135 | 155 | 273 | 283 | 215 | 219 | 88 | 244 | 56 |
| | 9% | 9% | 9% | 12% | 10% | 10% | 9% | 8% | 6% | 9% | 9% | 9% | 9% | 8% | 9% | 8% |
| Refused | 177 | 82 | 95 | 11 | 33 | 20 | 27 | 37 | 47 | 49 | 47 | 36 | 45 | - | - | - |
| | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | - | - | - |
| Don't know | 2027 | 707 | 1320 | 222 | 358 | 366 | 388 | 317 | 376 | 518 | 613 | 427 | 470 | 441 | 1235 | 317 |
| | 18% | 13% | 24% | 20% | 20% | 20% | 19% | 19% | 14% | 16% | 20% | 18% | 18% | 41% | 44% | 46% |

Good Morning Britain - Undecided Voters

Q3. At the General Election on May 7th this year, will you vote Conservative, Labour, Liberal Democrat, UKIP or for another party?

Base: Respondents likely to vote

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 11108 | 817 | 1016 | 332 | 628 | 1322 | 912 | 789 | 1347 | 624 | 1326 | 903 | 1709 | 1056 | 500 | 967 | 975 |
| Weighted Total | 11139 | 819 | 955 | 354 | 646 | 1294 | 1055 | 824 | 1464 | 463 | 1286 | 1008 | 1571 | 972 | 546 | 1003 | 946 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Conservative | 2731 | 540 | 6 | 9 | 17 | 8 | 282 | 212 | 311 | 89 | 285 | 150 | 510 | 283 | 122 | 286 | 202 |
| | 25% | 66% | 1% | 2% | 3% | 1% | 27% | 26% | 21% | 19% | 22% | 15% | 32% | 29% | 22% | 29% | 21% |
| Labour | 2814 | 20 | 693 | 8 | 10 | 19 | 206 | 185 | 518 | 150 | 432 | 203 | 276 | 159 | 139 | 257 | 288 |
| | 25% | 2% | 73% | 2% | 2% | 1% | 20% | 22% | 35% | 32% | 34% | 20% | 18% | 16% | 25% | 26% | 30% |
| Liberal Democrat | 697 | 11 | 11 | 240 | 10 | 8 | 64 | 36 | 137 | 34 | 68 | 53 | 96 | 100 | 19 | 41 | 50 |
| | 6% | 1% | 1% | 68% | 2% | 1% | 6% | 4% | 9% | 7% | 5% | 5% | 6% | 10% | 3% | 4% | 5% |
| UKIP | 1692 | 13 | 15 | 3 | 475 | 24 | 211 | 154 | 139 | 71 | 202 | 50 | 288 | 176 | 85 | 174 | 142 |
| | 15% | 2% | 2% | 1% | 74% | 2% | 20% | 19% | 10% | 15% | 16% | 5% | 18% | 18% | 16% | 17% | 15% |
| Another party | 990 | 4 | 8 | 1 | 5 | 20 | 74 | 50 | 94 | 21 | 60 | 372 | 80 | 64 | 72 | 47 | 54 |
| | 9% | * | 1% | * | 1% | 2% | 7% | 6% | 6% | 4% | 5% | 37% | 5% | 7% | 13% | 5% | 6% |
| Refused | 177 | - | - | - | - | - | 16 | 15 | 24 | 3 | 22 | 12 | 32 | 18 | 8 | 12 | 15 |
| | 2% | - | - | - | - | - | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% |
| Don't know | 2027 | 231 | 222 | 94 | 129 | 1215 | 201 | 171 | 240 | 94 | 215 | 167 | 287 | 173 | 102 | 183 | 195 |
| | 18% | 28% | 23% | 26% | 20% | 94% | 19% | 21% | 16% | 20% | 17% | 17% | 18% | 18% | 19% | 18% | 21% |

Good Morning Britain - Undecided Voters

Q4. How sure or unsure are you that this will be the party you vote for at the General Election in May?

Base: Respondents giving a voting intention

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|--|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 8841 | 4321 | 4520 | 996 | 1313 | 1393 | 1785 | 1646 | 1708 | 2748 | 2699 | 1583 | 1811 | 640 | 1589 | 406 |
| Weighted Total | 8922 | 4837 | 4085 | 881 | 1435 | 1414 | 1630 | 1339 | 2223 | 2575 | 2398 | 1899 | 2051 | 627 | 1601 | 373 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| I have definitely decided how I will vote in the general election | 6368 | 3608 | 2760 | 503 | 912 | 952 | 1173 | 1020 | 1808 | 1839 | 1630 | 1332 | 1567 | - | - | - |
| | 71% | 75% | 68% | 57% | 64% | 67% | 72% | 76% | 81% | 71% | 68% | 70% | 76% | - | - | - |
| I may still change my mind about who to vote for in the general election | 2550 | 1229 | 1321 | 377 | 522 | 462 | 456 | 319 | 415 | 736 | 768 | 564 | 483 | 627 | 1601 | 373 |
| | 29% | 25% | 32% | 43% | 36% | 33% | 28% | 24% | 19% | 29% | 32% | 30% | 24% | 100% | 100% | 100% |

Good Morning Britain - Undecided Voters

Q4. How sure or unsure are you that this will be the party you vote for at the General Election in May?

Base: Respondents giving a voting intention

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|--|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 8841 | 584 | 768 | 241 | 501 | 80 | 723 | 607 | 1097 | 487 | 1073 | 744 | 1347 | 841 | 397 | 769 | 756 |
| Weighted Total | 8922 | 588 | 733 | 260 | 518 | 79 | 837 | 637 | 1200 | 364 | 1047 | 828 | 1250 | 781 | 437 | 806 | 736 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| I have definitely decided how I will vote in the general election | 6368 | - | - | - | - | - | 597 | 455 | 821 | 262 | 762 | 627 | 893 | 543 | 333 | 557 | 518 |
| | 71% | - | - | - | - | - | 71% | 71% | 68% | 72% | 73% | 76% | 71% | 70% | 76% | 69% | 70% |
| I may still change my mind about who to vote for in the general election | 2550 | 588 | 733 | 260 | 518 | 79 | 241 | 182 | 378 | 102 | 284 | 202 | 356 | 236 | 103 | 248 | 218 |
| | 29% | 100% | 100% | 100% | 100% | 100% | 29% | 29% | 32% | 28% | 27% | 24% | 29% | 30% | 24% | 31% | 30% |

Good Morning Britain - Undecided Voters

Q5. If it were a legal requirement to vote and the General Election were tomorrow, who do you think you would vote for?

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Conservative | 710 | 315 | 395 | 84 | 143 | 111 | 129 | 95 | 147 | 252 | 205 | 138 | 115 | 192 | 517 | 121 |
| | 18% | 19% | 18% | 16% | 19% | 15% | 18% | 18% | 23% | 23% | 18% | 16% | 15% | 18% | 18% | 18% |
| Labour | 844 | 362 | 482 | 178 | 196 | 178 | 138 | 87 | 66 | 231 | 281 | 182 | 149 | 287 | 536 | 181 |
| | 21% | 21% | 22% | 34% | 25% | 25% | 19% | 16% | 10% | 21% | 24% | 21% | 19% | 27% | 19% | 26% |
| Liberal Democrat | 311 | 140 | 171 | 39 | 72 | 60 | 52 | 32 | 56 | 107 | 114 | 39 | 51 | 86 | 223 | 56 |
| | 8% | 8% | 8% | 7% | 9% | 8% | 7% | 6% | 9% | 10% | 10% | 4% | 6% | 8% | 8% | 8% |
| UKIP | 561 | 285 | 276 | 43 | 73 | 94 | 113 | 111 | 127 | 105 | 139 | 180 | 138 | 127 | 427 | 64 |
| | 14% | 17% | 12% | 8% | 9% | 13% | 16% | 21% | 20% | 9% | 12% | 21% | 17% | 12% | 15% | 9% |
| SNP | 72 | 35 | 38 | 8 | 17 | 15 | 16 | 10 | 7 | 20 | 13 | 21 | 18 | 27 | 45 | 19 |
| | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 3% | 2% | 3% |
| Plaid Cymru | 20 | 9 | 11 | 1 | 3 | 1 | 8 | 2 | 4 | 4 | 6 | 5 | 5 | 4 | 14 | 3 |
| | * | 1% | * | * | * | * | 1% | * | 1% | * | 1% | 1% | 1% | * | * | * |
| Green | 257 | 105 | 152 | 47 | 53 | 58 | 47 | 28 | 24 | 86 | 79 | 46 | 46 | 68 | 183 | 49 |
| | 7% | 6% | 7% | 9% | 7% | 8% | 6% | 5% | 4% | 8% | 7% | 5% | 6% | 6% | 7% | 7% |
| BNP | 10 | 6 | 4 | 2 | 1 | 2 | - | 1 | 5 | 1 | 1 | 4 | 5 | 2 | 9 | 2 |
| | * | * | * | * | * | * | - | * | 1% | * | * | * | 1% | * | * | * |
| Some other party | 53 | 28 | 25 | 6 | 7 | 9 | 15 | 7 | 10 | 19 | 12 | 11 | 12 | 10 | 44 | 7 |
| | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 1% |
| Refused | 29 | 13 | 16 | 7 | 7 | 2 | 4 | 3 | 5 | 6 | 7 | 10 | 6 | 5 | 22 | 4 |
| | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% |
| Don't know | 1067 | 404 | 663 | 115 | 200 | 195 | 207 | 154 | 197 | 277 | 311 | 231 | 248 | 259 | 796 | 183 |
| | 27% | 24% | 30% | 22% | 26% | 27% | 28% | 29% | 30% | 25% | 27% | 27% | 31% | 24% | 28% | 27% |

Good Morning Britain - Undecided Voters

Q5. If it were a legal requirement to vote and the General Election were tomorrow, who do you think you would vote for?

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Conservative | 710 | 710 | - | - | - | - | 84 | 50 | 95 | 24 | 74 | 41 | 112 | 61 | 25 | 76 | 67 |
| | 18% | 100% | - | - | - | - | 21% | 16% | 18% | 15% | 17% | 14% | 21% | 18% | 15% | 20% | 19% |
| Labour | 844 | - | 844 | - | - | - | 66 | 58 | 157 | 44 | 105 | 52 | 93 | 64 | 29 | 91 | 86 |
| | 21% | - | 100% | - | - | - | 17% | 19% | 29% | 27% | 24% | 17% | 17% | 18% | 17% | 25% | 24% |
| Liberal Democrat | 311 | - | - | 311 | - | - | 32 | 18 | 45 | 16 | 26 | 22 | 54 | 43 | 7 | 25 | 23 |
| | 8% | - | - | 100% | - | - | 8% | 6% | 8% | 9% | 6% | 7% | 10% | 12% | 4% | 7% | 6% |
| UKIP | 561 | - | - | - | 561 | - | 66 | 57 | 52 | 23 | 74 | 11 | 93 | 55 | 26 | 55 | 50 |
| | 14% | - | - | - | 100% | - | 17% | 19% | 10% | 14% | 17% | 4% | 17% | 16% | 15% | 15% | 14% |
| SNP | 72 | - | - | - | - | - | - | - | - | - | - | 72 | - | - | - | - | - |
| | 2% | - | - | - | - | - | - | - | - | - | - | 24% | - | - | - | - | - |
| Plaid Cymru | 20 | - | - | - | - | - | - | - | - | - | - | - | - | - | 20 | - | - |
| | * | - | - | - | - | - | - | - | - | - | - | - | - | - | 11% | - | - |
| Green | 257 | - | - | - | - | - | 25 | 25 | 44 | 12 | 28 | 13 | 30 | 26 | 7 | 23 | 24 |
| | 7% | - | - | - | - | - | 6% | 8% | 8% | 7% | 6% | 4% | 6% | 7% | 4% | 6% | 7% |
| BNP | 10 | - | - | - | - | - | - | 2 | - | - | 4 | - | - | 2 | - | 1 | 1 |
| | * | - | - | - | - | - | - | 1% | - | - | 1% | - | - | * | - | * | * |
| Some other party | 53 | - | - | - | - | - | 8 | 3 | 10 | 1 | 5 | 5 | 9 | 2 | 2 | 7 | 3 |
| | 1% | - | - | - | - | - | 2% | 1% | 2% | 1% | 1% | 2% | 2% | * | 1% | 2% | 1% |
| Refused | 29 | - | - | - | - | - | 5 | 2 | 2 | - | 2 | 3 | 3 | 5 | 1 | 3 | 2 |
| | 1% | - | - | - | - | - | 1% | 1% | * | - | * | 1% | * | 1% | 1% | 1% | 1% |
| Don't know | 1067 | - | - | - | - | 1067 | 110 | 88 | 133 | 46 | 125 | 82 | 149 | 90 | 53 | 90 | 100 |
| | 27% | - | - | - | - | 100% | 28% | 29% | 25% | 28% | 28% | 27% | 27% | 26% | 31% | 24% | 28% |

Good Morning Britain - Undecided Voters

Q6. Which of the following do you think will be the most important issues in deciding who you will vote for?

Base: Undecided voters

| | GENDER | | | AGE | | | | | | SEG | | | | PARENT | | |
|---|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|--------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| The national economy | 972 | 535 | 437 | 94 | 181 | 183 | 209 | 125 | 180 | 368 | 293 | 185 | 125 | 238 | 723 | 118 |
| | 25% | 31% | 20% | 18% | 24% | 25% | 29% | 24% | 28% | 33% | 25% | 21% | 16% | 22% | 26% | 17% |
| Your personal finances | 575 | 272 | 303 | 75 | 166 | 130 | 103 | 54 | 48 | 154 | 177 | 134 | 110 | 192 | 374 | 115 |
| | 15% | 16% | 14% | 14% | 22% | 18% | 14% | 10% | 7% | 14% | 15% | 15% | 14% | 18% | 13% | 17% |
| Unemployment | 477 | 183 | 294 | 135 | 117 | 79 | 65 | 34 | 46 | 112 | 132 | 123 | 110 | 135 | 337 | 91 |
| | 12% | 11% | 13% | 26% | 15% | 11% | 9% | 6% | 7% | 10% | 11% | 14% | 14% | 13% | 12% | 13% |
| Britain's relationship with the EU | 796 | 411 | 386 | 65 | 81 | 134 | 151 | 152 | 213 | 248 | 203 | 168 | 177 | 129 | 663 | 72 |
| | 20% | 24% | 17% | 12% | 11% | 18% | 21% | 29% | 33% | 22% | 17% | 19% | 22% | 12% | 24% | 10% |
| Healthcare and the NHS | 2159 | 828 | 1331 | 266 | 412 | 356 | 407 | 313 | 405 | 635 | 630 | 464 | 430 | 561 | 1566 | 380 |
| | 55% | 49% | 60% | 50% | 53% | 49% | 56% | 59% | 62% | 57% | 54% | 54% | 54% | 53% | 56% | 55% |
| Immigration | 1578 | 705 | 873 | 134 | 225 | 282 | 306 | 286 | 344 | 356 | 424 | 415 | 382 | 370 | 1189 | 233 |
| | 40% | 41% | 39% | 25% | 29% | 39% | 42% | 54% | 53% | 32% | 36% | 48% | 48% | 35% | 42% | 34% |
| The cost of everyday items, such as food, energy and travel | 1121 | 404 | 718 | 174 | 279 | 248 | 215 | 112 | 94 | 249 | 356 | 277 | 239 | 355 | 751 | 258 |
| | 29% | 24% | 32% | 33% | 36% | 34% | 30% | 21% | 14% | 22% | 31% | 32% | 30% | 33% | 27% | 38% |
| Education and schools | 737 | 223 | 514 | 178 | 201 | 157 | 101 | 47 | 53 | 260 | 230 | 147 | 100 | 391 | 334 | 297 |
| | 19% | 13% | 23% | 34% | 26% | 22% | 14% | 9% | 8% | 23% | 20% | 17% | 13% | 37% | 12% | 43% |
| Housing | 385 | 171 | 214 | 76 | 112 | 71 | 61 | 34 | 32 | 89 | 129 | 98 | 68 | 109 | 271 | 72 |
| | 10% | 10% | 10% | 14% | 14% | 10% | 8% | 6% | 5% | 8% | 11% | 11% | 9% | 10% | 10% | 10% |
| Crime and anti-social behaviour | 462 | 218 | 244 | 64 | 79 | 99 | 82 | 70 | 68 | 114 | 134 | 98 | 117 | 115 | 343 | 70 |
| | 12% | 13% | 11% | 12% | 10% | 14% | 11% | 13% | 11% | 10% | 11% | 11% | 15% | 11% | 12% | 10% |
| The Government's budget deficit | 342 | 205 | 137 | 35 | 56 | 57 | 64 | 52 | 77 | 128 | 114 | 61 | 39 | 83 | 254 | 32 |
| | 9% | 12% | 6% | 7% | 7% | 8% | 9% | 10% | 12% | 12% | 10% | 7% | 5% | 8% | 9% | 5% |
| The welfare system | 825 | 331 | 494 | 77 | 156 | 166 | 181 | 116 | 128 | 238 | 245 | 171 | 171 | 232 | 585 | 159 |
| | 21% | 19% | 22% | 15% | 20% | 23% | 25% | 22% | 20% | 22% | 21% | 20% | 22% | 22% | 21% | 23% |
| Care for the elderly | 483 | 178 | 305 | 37 | 47 | 46 | 86 | 102 | 166 | 124 | 121 | 87 | 150 | 71 | 406 | 50 |
| | 12% | 10% | 14% | 7% | 6% | 6% | 12% | 19% | 26% | 11% | 10% | 10% | 19% | 7% | 14% | 7% |
| Don't know | 51 | 28 | 22 | 13 | 11 | 9 | 8 | 7 | 4 | 6 | 23 | 8 | 13 | 7 | 43 | 4 |
| | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 1% |

Good Morning Britain - Undecided Voters

Q6. Which of the following do you think will be the most important issues in deciding who you will vote for?

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|---|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| The national economy | 972 | 241 | 180 | 114 | 100 | 234 | 93 | 66 | 135 | 45 | 104 | 101 | 125 | 91 | 38 | 91 | 84 |
| | 25% | 34% | 21% | 37% | 18% | 22% | 23% | 22% | 25% | 27% | 23% | 34% | 23% | 26% | 22% | 24% | 23% |
| Your personal finances | 575 | 111 | 140 | 60 | 54 | 147 | 45 | 52 | 75 | 27 | 55 | 54 | 85 | 50 | 29 | 56 | 46 |
| | 15% | 16% | 17% | 19% | 10% | 14% | 11% | 17% | 14% | 17% | 12% | 18% | 16% | 15% | 17% | 15% | 13% |
| Unemployment | 477 | 65 | 141 | 32 | 46 | 136 | 30 | 38 | 89 | 22 | 54 | 49 | 58 | 34 | 30 | 36 | 37 |
| | 12% | 9% | 17% | 10% | 8% | 13% | 8% | 12% | 17% | 14% | 12% | 16% | 11% | 10% | 17% | 10% | 10% |
| Britain's relationship with the EU | 796 | 177 | 105 | 51 | 211 | 178 | 92 | 74 | 88 | 28 | 80 | 46 | 120 | 76 | 30 | 86 | 77 |
| | 20% | 25% | 12% | 16% | 38% | 17% | 23% | 24% | 16% | 17% | 18% | 15% | 22% | 22% | 17% | 23% | 22% |
| Healthcare and the NHS | 2159 | 347 | 522 | 186 | 246 | 590 | 219 | 162 | 282 | 96 | 240 | 161 | 298 | 199 | 102 | 188 | 210 |
| | 55% | 49% | 62% | 60% | 44% | 55% | 56% | 53% | 52% | 59% | 54% | 54% | 55% | 58% | 60% | 51% | 59% |
| Immigration | 1578 | 316 | 240 | 67 | 416 | 416 | 179 | 137 | 167 | 77 | 187 | 91 | 224 | 136 | 68 | 156 | 156 |
| | 40% | 45% | 28% | 21% | 74% | 39% | 45% | 45% | 31% | 47% | 42% | 30% | 41% | 39% | 40% | 42% | 44% |
| The cost of everyday items, such as food, energy and travel | 1121 | 162 | 275 | 85 | 121 | 320 | 106 | 91 | 142 | 45 | 134 | 97 | 149 | 92 | 50 | 109 | 105 |
| | 29% | 23% | 33% | 27% | 22% | 30% | 27% | 30% | 26% | 27% | 30% | 32% | 27% | 27% | 29% | 29% | 30% |
| Education and schools | 737 | 126 | 205 | 71 | 36 | 189 | 72 | 54 | 111 | 26 | 82 | 61 | 93 | 67 | 34 | 67 | 68 |
| | 19% | 18% | 24% | 23% | 6% | 18% | 18% | 18% | 21% | 16% | 19% | 20% | 17% | 19% | 20% | 18% | 19% |
| Housing | 385 | 50 | 103 | 32 | 47 | 106 | 41 | 19 | 108 | 4 | 34 | 24 | 67 | 29 | 11 | 26 | 21 |
| | 10% | 7% | 12% | 10% | 8% | 10% | 10% | 6% | 20% | 2% | 8% | 8% | 12% | 8% | 7% | 7% | 6% |
| Crime and anti-social behaviour | 462 | 83 | 91 | 35 | 76 | 131 | 41 | 36 | 89 | 22 | 57 | 25 | 48 | 45 | 19 | 48 | 32 |
| | 12% | 12% | 11% | 11% | 14% | 12% | 10% | 12% | 17% | 13% | 13% | 8% | 9% | 13% | 11% | 13% | 9% |
| The Government's budget deficit | 342 | 95 | 48 | 35 | 42 | 85 | 41 | 31 | 35 | 11 | 41 | 33 | 48 | 24 | 13 | 34 | 32 |
| | 9% | 13% | 6% | 11% | 7% | 8% | 10% | 10% | 7% | 7% | 9% | 11% | 9% | 7% | 7% | 9% | 9% |
| The welfare system | 825 | 151 | 193 | 68 | 108 | 210 | 86 | 53 | 95 | 33 | 94 | 75 | 119 | 82 | 37 | 77 | 74 |
| | 21% | 21% | 23% | 22% | 19% | 20% | 22% | 17% | 18% | 20% | 21% | 25% | 22% | 24% | 22% | 21% | 21% |
| Care for the elderly | 483 | 88 | 91 | 39 | 59 | 150 | 53 | 30 | 43 | 20 | 68 | 36 | 74 | 47 | 19 | 46 | 47 |
| | 12% | 12% | 11% | 12% | 11% | 14% | 13% | 10% | 8% | 12% | 15% | 12% | 14% | 14% | 11% | 12% | 13% |

Good Morning Britain - Undecided Voters

Q6. Which of the following do you think will be the most important issues in deciding who you will vote for?

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Don't know | 51 | 2 | 7 | 1 | - | 33 | 5 | 2 | 13 | 2 | 7 | 2 | 2 | 3 | 3 | 5 | 6 |
| | 1% | * | 1% | * | - | 3% | 1% | 1% | 2% | 1% | 2% | 1% | * | 1% | 2% | 1% | 2% |

Good Morning Britain - Undecided Voters

Q7_SUM. Which party do you trust most to? - SUMMARY TABLE

Base: Undecided voters

| | Make families like your own better off | Promote UK economic growth | Make sure that the benefits of economic growth are felt by all | Manage the NHS | Control immigration | Keep down the cost of everyday items, such as food, energy and travel | Improve the education system | Improve housing affordability | Reduce crime and anti-social behaviour | Make the welfare system fairer | Make sure there is adequate childcare provisions available to those who need it | Provide adequate care for the elderly |
|-------------------|--|----------------------------|--|----------------|---------------------|---|------------------------------|-------------------------------|--|--------------------------------|---|---------------------------------------|
| Unweighted Total | 3970 | 3970 | 3970 | 3970 | 3970 | 3970 | 3970 | 3970 | 3970 | 3970 | 3970 | 3970 |
| Weighted Total | 3934 | 3934 | 3934 | 3934 | 3934 | 3934 | 3934 | 3934 | 3934 | 3934 | 3934 | 3934 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1018 26% | 561 14% | 1080 27% | 1271 32% | 378 10% | 1066 27% | 900 23% | 1235 31% | 595 15% | 1133 29% | 1151 29% | 1103 28% |
| Conservatives | 838 21% | 1599 41% | 770 20% | 712 18% | 505 13% | 718 18% | 938 24% | 574 15% | 1095 28% | 773 20% | 559 14% | 542 14% |
| Liberal Democrats | 333 8% | 217 6% | 436 11% | 315 8% | 154 4% | 326 8% | 445 11% | 392 10% | 225 6% | 453 12% | 473 12% | 456 12% |
| UKIP | 212 5% | 246 6% | 210 5% | 161 4% | 1664 42% | 184 5% | 122 3% | 172 4% | 367 9% | 279 7% | 115 3% | 145 4% |
| Don't know | 1533 39% | 1311 33% | 1438 37% | 1475 37% | 1233 31% | 1641 42% | 1529 39% | 1560 40% | 1652 42% | 1296 33% | 1636 42% | 1688 43% |

Good Morning Britain - Undecided Voters

Q7_1. Which party do you trust most to? - Make families like your own better off

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1018 | 458 | 559 | 197 | 227 | 206 | 188 | 109 | 90 | 248 | 323 | 234 | 213 | 332 | 665 | 220 |
| | 26% | 27% | 25% | 37% | 29% | 28% | 26% | 21% | 14% | 22% | 28% | 27% | 27% | 31% | 24% | 32% |
| Conservatives | 838 | 443 | 395 | 80 | 136 | 116 | 160 | 123 | 223 | 313 | 226 | 166 | 132 | 193 | 643 | 105 |
| | 21% | 26% | 18% | 15% | 18% | 16% | 22% | 23% | 34% | 28% | 19% | 19% | 17% | 18% | 23% | 15% |
| Liberal Democrats | 333 | 164 | 169 | 55 | 83 | 60 | 57 | 29 | 49 | 116 | 107 | 54 | 56 | 88 | 239 | 51 |
| | 8% | 10% | 8% | 10% | 11% | 8% | 8% | 6% | 7% | 10% | 9% | 6% | 7% | 8% | 8% | 7% |
| UKIP | 212 | 92 | 120 | 33 | 43 | 40 | 36 | 27 | 33 | 35 | 51 | 77 | 48 | 63 | 146 | 32 |
| | 5% | 5% | 5% | 6% | 6% | 6% | 5% | 5% | 5% | 3% | 4% | 9% | 6% | 6% | 5% | 5% |
| Don't know | 1533 | 544 | 990 | 164 | 282 | 303 | 286 | 243 | 256 | 395 | 459 | 335 | 344 | 390 | 1123 | 279 |
| | 39% | 32% | 44% | 31% | 37% | 42% | 39% | 46% | 39% | 36% | 39% | 39% | 43% | 37% | 40% | 41% |

Good Morning Britain - Undecided Voters

Q7_1. Which party do you trust most to? - Make families like your own better off

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1018 | 67 | 548 | 36 | 78 | 160 | 87 | 63 | 168 | 50 | 121 | 80 | 110 | 75 | 43 | 105 | 115 |
| | 26% | 9% | 65% | 12% | 14% | 15% | 22% | 21% | 31% | 30% | 27% | 27% | 20% | 22% | 25% | 28% | 32% |
| Conservatives | 838 | 439 | 54 | 50 | 115 | 140 | 87 | 65 | 102 | 28 | 89 | 55 | 127 | 82 | 40 | 87 | 76 |
| | 21% | 62% | 6% | 16% | 21% | 13% | 22% | 22% | 19% | 17% | 20% | 18% | 23% | 24% | 23% | 23% | 21% |
| Liberal Democrats | 333 | 36 | 36 | 139 | 21 | 65 | 30 | 23 | 59 | 15 | 30 | 26 | 47 | 38 | 12 | 28 | 25 |
| | 8% | 5% | 4% | 45% | 4% | 6% | 8% | 8% | 11% | 9% | 7% | 9% | 9% | 11% | 7% | 8% | 7% |
| UKIP | 212 | 15 | 10 | 2 | 144 | 30 | 16 | 20 | 23 | 13 | 33 | 4 | 35 | 22 | 14 | 19 | 13 |
| | 5% | 2% | 1% | 1% | 26% | 3% | 4% | 7% | 4% | 8% | 7% | 1% | 6% | 6% | 8% | 5% | 4% |
| Don't know | 1533 | 153 | 195 | 84 | 203 | 672 | 175 | 131 | 185 | 59 | 172 | 136 | 224 | 130 | 62 | 132 | 127 |
| | 39% | 22% | 23% | 27% | 36% | 63% | 44% | 43% | 34% | 36% | 39% | 45% | 41% | 38% | 36% | 36% | 36% |

Good Morning Britain - Undecided Voters

Q7_2. Which party do you trust most to? - Promote UK economic growth

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 561 | 274 | 286 | 129 | 146 | 102 | 86 | 45 | 53 | 138 | 173 | 128 | 123 | 183 | 360 | 116 |
| | 14% | 16% | 13% | 24% | 19% | 14% | 12% | 8% | 8% | 12% | 15% | 15% | 15% | 17% | 13% | 17% |
| Conservatives | 1599 | 824 | 775 | 155 | 238 | 273 | 330 | 254 | 351 | 557 | 472 | 309 | 262 | 383 | 1208 | 211 |
| | 41% | 48% | 35% | 29% | 31% | 38% | 45% | 48% | 54% | 50% | 40% | 36% | 33% | 36% | 43% | 31% |
| Liberal Democrats | 217 | 101 | 116 | 44 | 48 | 46 | 29 | 17 | 33 | 63 | 70 | 50 | 34 | 71 | 145 | 43 |
| | 6% | 6% | 5% | 8% | 6% | 6% | 4% | 3% | 5% | 6% | 6% | 6% | 4% | 7% | 5% | 6% |
| UKIP | 246 | 118 | 129 | 45 | 54 | 51 | 33 | 34 | 28 | 43 | 59 | 90 | 54 | 75 | 166 | 42 |
| | 6% | 7% | 6% | 9% | 7% | 7% | 5% | 6% | 4% | 4% | 5% | 10% | 7% | 7% | 6% | 6% |
| Don't know | 1311 | 385 | 926 | 157 | 285 | 253 | 250 | 182 | 184 | 306 | 394 | 289 | 322 | 355 | 937 | 275 |
| | 33% | 23% | 41% | 30% | 37% | 35% | 34% | 34% | 28% | 28% | 34% | 33% | 41% | 33% | 33% | 40% |

Good Morning Britain - Undecided Voters

Q7_2. Which party do you trust most to? - Promote UK economic growth

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 561 | 24 | 331 | 22 | 44 | 63 | 40 | 43 | 99 | 30 | 64 | 45 | 66 | 41 | 26 | 48 | 58 |
| | 14% | 3% | 39% | 7% | 8% | 6% | 10% | 14% | 18% | 19% | 14% | 15% | 12% | 12% | 15% | 13% | 16% |
| Conservatives | 1599 | 593 | 211 | 113 | 232 | 323 | 177 | 120 | 205 | 63 | 174 | 113 | 225 | 139 | 69 | 167 | 146 |
| | 41% | 84% | 25% | 36% | 41% | 30% | 45% | 39% | 38% | 38% | 39% | 38% | 41% | 40% | 41% | 45% | 41% |
| Liberal Democrats | 217 | 13 | 30 | 98 | 9 | 40 | 21 | 17 | 34 | 6 | 18 | 14 | 37 | 30 | 7 | 24 | 11 |
| | 6% | 2% | 4% | 31% | 2% | 4% | 5% | 5% | 6% | 3% | 4% | 5% | 7% | 9% | 4% | 6% | 3% |
| UKIP | 246 | 15 | 22 | 5 | 144 | 43 | 23 | 25 | 35 | 11 | 26 | 10 | 41 | 26 | 11 | 22 | 16 |
| | 6% | 2% | 3% | 2% | 26% | 4% | 6% | 8% | 6% | 7% | 6% | 3% | 7% | 7% | 6% | 6% | 5% |
| Don't know | 1311 | 65 | 249 | 73 | 133 | 597 | 133 | 98 | 165 | 54 | 162 | 119 | 175 | 110 | 58 | 111 | 125 |
| | 33% | 9% | 30% | 23% | 24% | 56% | 34% | 32% | 31% | 33% | 36% | 40% | 32% | 32% | 34% | 30% | 35% |

Good Morning Britain - Undecided Voters

Q7_3. Which party do you trust most to? - Make sure that the benefits of economic growth are felt by all

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1080 | 539 | 542 | 178 | 229 | 202 | 201 | 134 | 137 | 317 | 349 | 224 | 191 | 319 | 740 | 190 |
| | 27% | 32% | 24% | 34% | 30% | 28% | 28% | 25% | 21% | 29% | 30% | 26% | 24% | 30% | 26% | 28% |
| Conservatives | 770 | 381 | 389 | 88 | 106 | 120 | 157 | 107 | 190 | 243 | 211 | 162 | 154 | 191 | 575 | 106 |
| | 20% | 22% | 17% | 17% | 14% | 17% | 22% | 20% | 29% | 22% | 18% | 19% | 19% | 18% | 20% | 15% |
| Liberal Democrats | 436 | 222 | 214 | 54 | 102 | 87 | 70 | 47 | 76 | 177 | 131 | 74 | 54 | 120 | 312 | 66 |
| | 11% | 13% | 10% | 10% | 13% | 12% | 10% | 9% | 12% | 16% | 11% | 9% | 7% | 11% | 11% | 10% |
| UKIP | 210 | 98 | 113 | 33 | 41 | 34 | 34 | 32 | 37 | 39 | 47 | 73 | 51 | 61 | 148 | 34 |
| | 5% | 6% | 5% | 6% | 5% | 5% | 5% | 6% | 6% | 3% | 4% | 8% | 6% | 6% | 5% | 5% |
| Don't know | 1438 | 462 | 976 | 177 | 294 | 282 | 266 | 211 | 209 | 331 | 430 | 333 | 344 | 376 | 1042 | 291 |
| | 37% | 27% | 44% | 33% | 38% | 39% | 37% | 40% | 32% | 30% | 37% | 38% | 43% | 35% | 37% | 42% |

Good Morning Britain - Undecided Voters

Q7_3. Which party do you trust most to? - Make sure that the benefits of economic growth are felt by all

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1080 | 69 | 540 | 56 | 85 | 187 | 92 | 77 | 174 | 54 | 131 | 89 | 119 | 83 | 50 | 99 | 111 |
| | 27% | 10% | 64% | 18% | 15% | 18% | 23% | 25% | 32% | 33% | 29% | 30% | 22% | 24% | 29% | 27% | 31% |
| Conservatives | 770 | 411 | 47 | 31 | 113 | 129 | 90 | 61 | 83 | 29 | 87 | 39 | 121 | 72 | 36 | 77 | 74 |
| | 20% | 58% | 6% | 10% | 20% | 12% | 23% | 20% | 16% | 18% | 19% | 13% | 22% | 21% | 21% | 21% | 21% |
| Liberal Democrats | 436 | 66 | 54 | 142 | 23 | 96 | 46 | 33 | 77 | 14 | 39 | 38 | 61 | 46 | 14 | 34 | 33 |
| | 11% | 9% | 6% | 46% | 4% | 9% | 12% | 11% | 14% | 9% | 9% | 13% | 11% | 13% | 8% | 9% | 9% |
| UKIP | 210 | 20 | 13 | 4 | 138 | 26 | 17 | 24 | 22 | 7 | 26 | 6 | 36 | 26 | 9 | 21 | 16 |
| | 5% | 3% | 1% | 1% | 25% | 2% | 4% | 8% | 4% | 4% | 6% | 2% | 7% | 7% | 5% | 6% | 5% |
| Don't know | 1438 | 145 | 190 | 78 | 203 | 630 | 150 | 108 | 181 | 60 | 162 | 128 | 205 | 120 | 62 | 140 | 122 |
| | 37% | 20% | 22% | 25% | 36% | 59% | 38% | 36% | 34% | 37% | 36% | 43% | 38% | 35% | 36% | 38% | 34% |

Good Morning Britain - Undecided Voters

Q7_4. Which party do you trust most to? - Manage the NHS

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1271 | 612 | 658 | 202 | 270 | 244 | 246 | 150 | 158 | 388 | 372 | 270 | 241 | 381 | 867 | 228 |
| | 32% | 36% | 29% | 38% | 35% | 34% | 34% | 28% | 24% | 35% | 32% | 31% | 30% | 36% | 31% | 33% |
| Conservatives | 712 | 352 | 360 | 93 | 114 | 118 | 120 | 90 | 179 | 225 | 205 | 153 | 129 | 176 | 531 | 105 |
| | 18% | 21% | 16% | 17% | 15% | 16% | 16% | 17% | 28% | 20% | 18% | 18% | 16% | 17% | 19% | 15% |
| Liberal Democrats | 315 | 154 | 161 | 44 | 63 | 56 | 56 | 39 | 57 | 123 | 103 | 48 | 40 | 78 | 231 | 46 |
| | 8% | 9% | 7% | 8% | 8% | 8% | 8% | 7% | 9% | 11% | 9% | 6% | 5% | 7% | 8% | 7% |
| UKIP | 161 | 82 | 79 | 32 | 34 | 25 | 19 | 26 | 25 | 28 | 37 | 59 | 37 | 50 | 111 | 22 |
| | 4% | 5% | 4% | 6% | 4% | 4% | 3% | 5% | 4% | 3% | 3% | 7% | 5% | 5% | 4% | 3% |
| Don't know | 1475 | 501 | 974 | 159 | 290 | 281 | 287 | 226 | 231 | 342 | 450 | 336 | 347 | 381 | 1076 | 287 |
| | 37% | 29% | 44% | 30% | 38% | 39% | 39% | 43% | 36% | 31% | 39% | 39% | 44% | 36% | 38% | 42% |

Good Morning Britain - Undecided Voters

Q7_4. Which party do you trust most to? - Manage the NHS

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1271 | 93 | 606 | 76 | 113 | 219 | 104 | 79 | 204 | 67 | 163 | 95 | 141 | 100 | 61 | 123 | 135 |
| | 32% | 13% | 72% | 25% | 20% | 21% | 26% | 26% | 38% | 40% | 37% | 31% | 26% | 29% | 35% | 33% | 38% |
| Conservatives | 712 | 371 | 36 | 30 | 124 | 115 | 80 | 66 | 83 | 21 | 74 | 58 | 117 | 63 | 22 | 74 | 55 |
| | 18% | 52% | 4% | 10% | 22% | 11% | 20% | 22% | 15% | 13% | 17% | 19% | 21% | 18% | 13% | 20% | 15% |
| Liberal Democrats | 315 | 42 | 24 | 123 | 30 | 49 | 35 | 20 | 61 | 11 | 24 | 21 | 49 | 37 | 14 | 22 | 20 |
| | 8% | 6% | 3% | 39% | 5% | 5% | 9% | 6% | 11% | 7% | 5% | 7% | 9% | 11% | 8% | 6% | 6% |
| UKIP | 161 | 10 | 12 | 4 | 97 | 26 | 14 | 15 | 17 | 5 | 20 | 7 | 25 | 18 | 10 | 18 | 13 |
| | 4% | 1% | 1% | 1% | 17% | 2% | 3% | 5% | 3% | 3% | 4% | 2% | 5% | 5% | 6% | 5% | 4% |
| Don't know | 1475 | 193 | 166 | 78 | 197 | 658 | 162 | 125 | 174 | 61 | 164 | 120 | 211 | 128 | 64 | 134 | 133 |
| | 37% | 27% | 20% | 25% | 35% | 62% | 41% | 41% | 32% | 37% | 37% | 40% | 39% | 37% | 37% | 36% | 37% |

Good Morning Britain - Undecided Voters

Q7_5. Which party do you trust most to? - Control immigration

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 378 | 168 | 210 | 94 | 106 | 69 | 48 | 25 | 36 | 102 | 110 | 89 | 77 | 128 | 239 | 71 |
| | 10% | 10% | 9% | 18% | 14% | 10% | 7% | 5% | 6% | 9% | 9% | 10% | 10% | 12% | 8% | 10% |
| Conservatives | 505 | 214 | 291 | 84 | 121 | 81 | 89 | 56 | 74 | 196 | 146 | 90 | 74 | 151 | 347 | 106 |
| | 13% | 13% | 13% | 16% | 16% | 11% | 12% | 11% | 11% | 18% | 12% | 10% | 9% | 14% | 12% | 15% |
| Liberal Democrats | 154 | 69 | 85 | 38 | 42 | 28 | 17 | 11 | 19 | 53 | 40 | 33 | 29 | 48 | 104 | 29 |
| | 4% | 4% | 4% | 7% | 5% | 4% | 2% | 2% | 3% | 5% | 3% | 4% | 4% | 4% | 4% | 4% |
| UKIP | 1664 | 821 | 842 | 176 | 244 | 311 | 344 | 272 | 316 | 421 | 477 | 412 | 353 | 418 | 1228 | 236 |
| | 42% | 48% | 38% | 33% | 32% | 43% | 47% | 51% | 49% | 38% | 41% | 48% | 44% | 39% | 44% | 34% |
| Don't know | 1233 | 429 | 804 | 138 | 258 | 236 | 230 | 167 | 205 | 336 | 394 | 242 | 261 | 321 | 898 | 245 |
| | 31% | 25% | 36% | 26% | 33% | 33% | 32% | 31% | 32% | 30% | 34% | 28% | 33% | 30% | 32% | 36% |

Good Morning Britain - Undecided Voters

Q7_5. Which party do you trust most to? - Control immigration

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 378 | 22 | 241 | 19 | 11 | 44 | 26 | 29 | 81 | 17 | 38 | 32 | 30 | 29 | 20 | 38 | 38 |
| | 10% | 3% | 29% | 6% | 2% | 4% | 7% | 9% | 15% | 10% | 9% | 11% | 6% | 8% | 12% | 10% | 11% |
| Conservatives | 505 | 234 | 69 | 52 | 15 | 92 | 51 | 32 | 83 | 16 | 58 | 41 | 73 | 37 | 26 | 49 | 41 |
| | 13% | 33% | 8% | 17% | 3% | 9% | 13% | 11% | 15% | 9% | 13% | 14% | 13% | 11% | 15% | 13% | 11% |
| Liberal Democrats | 154 | 15 | 25 | 58 | 6 | 25 | 12 | 17 | 25 | 9 | 20 | 7 | 18 | 19 | 5 | 14 | 9 |
| | 4% | 2% | 3% | 19% | 1% | 2% | 3% | 5% | 5% | 5% | 4% | 2% | 3% | 5% | 3% | 4% | 3% |
| UKIP | 1664 | 305 | 280 | 83 | 498 | 343 | 171 | 129 | 177 | 76 | 197 | 95 | 252 | 159 | 72 | 166 | 170 |
| | 42% | 43% | 33% | 27% | 89% | 32% | 43% | 42% | 33% | 46% | 44% | 32% | 46% | 46% | 42% | 45% | 48% |
| Don't know | 1233 | 133 | 228 | 99 | 31 | 563 | 136 | 97 | 171 | 47 | 132 | 125 | 169 | 104 | 48 | 105 | 98 |
| | 31% | 19% | 27% | 32% | 6% | 53% | 34% | 32% | 32% | 29% | 30% | 42% | 31% | 30% | 28% | 28% | 27% |

Good Morning Britain - Undecided Voters

Q7_6. Which party do you trust most to? - Keep down the cost of everyday items, such as food, energy and travel

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1066 | 492 | 574 | 196 | 223 | 198 | 197 | 127 | 124 | 295 | 313 | 239 | 220 | 305 | 740 | 191 |
| | 27% | 29% | 26% | 37% | 29% | 27% | 27% | 24% | 19% | 27% | 27% | 28% | 28% | 29% | 26% | 28% |
| Conservatives | 718 | 393 | 325 | 75 | 111 | 98 | 143 | 106 | 185 | 254 | 195 | 145 | 123 | 174 | 537 | 90 |
| | 18% | 23% | 15% | 14% | 14% | 13% | 20% | 20% | 28% | 23% | 17% | 17% | 16% | 16% | 19% | 13% |
| Liberal Democrats | 326 | 152 | 174 | 51 | 72 | 69 | 42 | 31 | 60 | 102 | 110 | 64 | 50 | 87 | 234 | 52 |
| | 8% | 9% | 8% | 10% | 9% | 10% | 6% | 6% | 9% | 9% | 9% | 7% | 6% | 8% | 8% | 8% |
| UKIP | 184 | 91 | 93 | 28 | 42 | 39 | 21 | 25 | 29 | 32 | 42 | 71 | 39 | 59 | 124 | 28 |
| | 5% | 5% | 4% | 5% | 5% | 5% | 3% | 5% | 4% | 3% | 4% | 8% | 5% | 6% | 4% | 4% |
| Don't know | 1641 | 575 | 1066 | 180 | 322 | 321 | 325 | 241 | 252 | 425 | 508 | 347 | 361 | 441 | 1182 | 326 |
| | 42% | 34% | 48% | 34% | 42% | 44% | 45% | 45% | 39% | 38% | 44% | 40% | 45% | 41% | 42% | 47% |

Good Morning Britain - Undecided Voters

Q7_6. Which party do you trust most to? - Keep down the cost of everyday items, such as food, energy and travel

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1066 | 98 | 510 | 58 | 92 | 174 | 87 | 75 | 174 | 50 | 130 | 87 | 129 | 76 | 48 | 107 | 101 |
| | 27% | 14% | 60% | 19% | 16% | 16% | 22% | 25% | 32% | 31% | 29% | 29% | 24% | 22% | 28% | 29% | 28% |
| Conservatives | 718 | 357 | 62 | 25 | 112 | 122 | 74 | 55 | 89 | 29 | 83 | 51 | 91 | 68 | 36 | 69 | 73 |
| | 18% | 50% | 7% | 8% | 20% | 11% | 19% | 18% | 16% | 18% | 19% | 17% | 17% | 20% | 21% | 19% | 20% |
| Liberal Democrats | 326 | 36 | 37 | 125 | 22 | 61 | 34 | 30 | 55 | 10 | 33 | 19 | 45 | 40 | 9 | 27 | 24 |
| | 8% | 5% | 4% | 40% | 4% | 6% | 9% | 10% | 10% | 6% | 7% | 6% | 8% | 11% | 5% | 7% | 7% |
| UKIP | 184 | 13 | 9 | 3 | 121 | 29 | 17 | 19 | 21 | 7 | 22 | 2 | 34 | 16 | 12 | 20 | 14 |
| | 5% | 2% | 1% | 1% | 21% | 3% | 4% | 6% | 4% | 4% | 5% | 1% | 6% | 5% | 7% | 5% | 4% |
| Don't know | 1641 | 206 | 227 | 101 | 214 | 680 | 183 | 125 | 199 | 67 | 176 | 142 | 244 | 146 | 66 | 148 | 144 |
| | 42% | 29% | 27% | 32% | 38% | 64% | 46% | 41% | 37% | 41% | 40% | 47% | 45% | 42% | 39% | 40% | 40% |

Good Morning Britain - Undecided Voters

Q7_7. Which party do you trust most to? - Improve the education system

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 900 | 411 | 489 | 171 | 216 | 177 | 145 | 99 | 93 | 277 | 266 | 193 | 164 | 285 | 598 | 187 |
| | 23% | 24% | 22% | 32% | 28% | 24% | 20% | 19% | 14% | 25% | 23% | 22% | 21% | 27% | 21% | 27% |
| Conservatives | 938 | 459 | 479 | 118 | 151 | 149 | 169 | 131 | 219 | 311 | 261 | 200 | 166 | 234 | 699 | 133 |
| | 24% | 27% | 21% | 22% | 20% | 21% | 23% | 25% | 34% | 28% | 22% | 23% | 21% | 22% | 25% | 19% |
| Liberal Democrats | 445 | 234 | 211 | 58 | 94 | 75 | 97 | 58 | 63 | 141 | 143 | 85 | 76 | 119 | 319 | 59 |
| | 11% | 14% | 9% | 11% | 12% | 10% | 13% | 11% | 10% | 13% | 12% | 10% | 10% | 11% | 11% | 9% |
| UKIP | 122 | 60 | 63 | 21 | 22 | 20 | 18 | 19 | 23 | 24 | 32 | 46 | 21 | 33 | 88 | 15 |
| | 3% | 4% | 3% | 4% | 3% | 3% | 2% | 4% | 4% | 2% | 3% | 5% | 3% | 3% | 3% | 2% |
| Don't know | 1529 | 538 | 990 | 162 | 288 | 304 | 299 | 225 | 251 | 355 | 464 | 342 | 366 | 396 | 1112 | 293 |
| | 39% | 32% | 44% | 31% | 37% | 42% | 41% | 42% | 39% | 32% | 40% | 40% | 46% | 37% | 39% | 43% |

Good Morning Britain - Undecided Voters

Q7_7. Which party do you trust most to? - Improve the education system

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 900 | 54 | 483 | 43 | 68 | 141 | 74 | 62 | 159 | 41 | 100 | 66 | 115 | 62 | 41 | 80 | 101 |
| | 23% | 8% | 57% | 14% | 12% | 13% | 19% | 20% | 30% | 25% | 22% | 22% | 21% | 18% | 24% | 21% | 28% |
| Conservatives | 938 | 436 | 70 | 50 | 152 | 169 | 88 | 80 | 110 | 41 | 96 | 61 | 138 | 95 | 39 | 100 | 90 |
| | 24% | 61% | 8% | 16% | 27% | 16% | 22% | 26% | 20% | 25% | 22% | 20% | 25% | 27% | 23% | 27% | 25% |
| Liberal Democrats | 445 | 45 | 60 | 148 | 47 | 81 | 49 | 32 | 61 | 19 | 42 | 29 | 64 | 56 | 18 | 41 | 35 |
| | 11% | 6% | 7% | 48% | 8% | 8% | 12% | 11% | 11% | 11% | 10% | 10% | 12% | 16% | 10% | 11% | 10% |
| UKIP | 122 | 7 | 7 | 1 | 83 | 17 | 10 | 8 | 18 | 5 | 17 | 5 | 16 | 10 | 4 | 18 | 12 |
| | 3% | 1% | 1% | * | 15% | 2% | 2% | 3% | 3% | 3% | 4% | 2% | 3% | 3% | 2% | 5% | 3% |
| Don't know | 1529 | 168 | 223 | 69 | 211 | 660 | 175 | 121 | 190 | 58 | 190 | 140 | 211 | 124 | 69 | 133 | 118 |
| | 39% | 24% | 26% | 22% | 38% | 62% | 44% | 40% | 35% | 35% | 43% | 46% | 39% | 36% | 40% | 36% | 33% |

Good Morning Britain - Undecided Voters

Q7_8. Which party do you trust most to? - Improve housing affordability

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1235 | 579 | 657 | 207 | 242 | 233 | 243 | 154 | 157 | 380 | 381 | 258 | 217 | 363 | 855 | 229 |
| | 31% | 34% | 29% | 39% | 31% | 32% | 33% | 29% | 24% | 34% | 33% | 30% | 27% | 34% | 30% | 33% |
| Conservatives | 574 | 306 | 268 | 78 | 115 | 88 | 84 | 75 | 134 | 172 | 158 | 120 | 123 | 150 | 421 | 84 |
| | 15% | 18% | 12% | 15% | 15% | 12% | 12% | 14% | 21% | 16% | 14% | 14% | 16% | 14% | 15% | 12% |
| Liberal Democrats | 392 | 200 | 193 | 52 | 90 | 71 | 71 | 44 | 65 | 150 | 114 | 70 | 58 | 100 | 286 | 51 |
| | 10% | 12% | 9% | 10% | 12% | 10% | 10% | 8% | 10% | 14% | 10% | 8% | 7% | 9% | 10% | 7% |
| UKIP | 172 | 80 | 92 | 29 | 37 | 31 | 26 | 27 | 21 | 26 | 42 | 68 | 36 | 53 | 117 | 29 |
| | 4% | 5% | 4% | 5% | 5% | 4% | 4% | 5% | 3% | 2% | 4% | 8% | 4% | 5% | 4% | 4% |
| Don't know | 1560 | 537 | 1023 | 165 | 287 | 303 | 303 | 231 | 273 | 379 | 472 | 350 | 360 | 401 | 1138 | 295 |
| | 40% | 32% | 46% | 31% | 37% | 42% | 42% | 43% | 42% | 34% | 40% | 40% | 45% | 38% | 40% | 43% |

Good Morning Britain - Undecided Voters

Q7_8. Which party do you trust most to? - Improve housing affordability

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1235 | 129 | 551 | 86 | 107 | 207 | 96 | 78 | 220 | 61 | 143 | 99 | 145 | 100 | 60 | 116 | 117 |
| | 31% | 18% | 65% | 28% | 19% | 19% | 24% | 26% | 41% | 37% | 32% | 33% | 27% | 29% | 35% | 31% | 33% |
| Conservatives | 574 | 300 | 41 | 23 | 91 | 94 | 72 | 41 | 56 | 25 | 65 | 34 | 93 | 48 | 25 | 60 | 56 |
| | 15% | 42% | 5% | 7% | 16% | 9% | 18% | 13% | 10% | 15% | 15% | 11% | 17% | 14% | 15% | 16% | 16% |
| Liberal Democrats | 392 | 64 | 52 | 115 | 35 | 81 | 43 | 36 | 58 | 15 | 40 | 22 | 59 | 36 | 10 | 33 | 38 |
| | 10% | 9% | 6% | 37% | 6% | 8% | 11% | 12% | 11% | 9% | 9% | 7% | 11% | 10% | 6% | 9% | 11% |
| UKIP | 172 | 13 | 11 | 5 | 110 | 21 | 11 | 15 | 20 | 7 | 19 | 9 | 26 | 18 | 9 | 21 | 18 |
| | 4% | 2% | 1% | 1% | 20% | 2% | 3% | 5% | 4% | 4% | 4% | 3% | 5% | 5% | 5% | 6% | 5% |
| Don't know | 1560 | 204 | 189 | 83 | 218 | 664 | 173 | 133 | 185 | 57 | 177 | 137 | 221 | 143 | 66 | 142 | 126 |
| | 40% | 29% | 22% | 27% | 39% | 62% | 44% | 44% | 34% | 35% | 40% | 46% | 41% | 41% | 39% | 38% | 36% |

Good Morning Britain - Undecided Voters

Q7_9. Which party do you trust most to? - Reduce crime and anti-social behaviour

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 595 | 274 | 321 | 125 | 142 | 112 | 103 | 55 | 59 | 169 | 173 | 135 | 119 | 192 | 389 | 111 |
| | 15% | 16% | 14% | 24% | 18% | 16% | 14% | 10% | 9% | 15% | 15% | 16% | 15% | 18% | 14% | 16% |
| Conservatives | 1095 | 573 | 522 | 124 | 185 | 168 | 210 | 163 | 244 | 391 | 305 | 217 | 182 | 275 | 812 | 154 |
| | 28% | 34% | 23% | 23% | 24% | 23% | 29% | 31% | 38% | 35% | 26% | 25% | 23% | 26% | 29% | 22% |
| Liberal Democrats | 225 | 97 | 129 | 45 | 55 | 35 | 34 | 24 | 32 | 76 | 64 | 50 | 35 | 69 | 154 | 45 |
| | 6% | 6% | 6% | 9% | 7% | 5% | 5% | 4% | 5% | 7% | 5% | 6% | 4% | 6% | 5% | 7% |
| UKIP | 367 | 190 | 176 | 54 | 60 | 61 | 67 | 56 | 68 | 74 | 98 | 120 | 75 | 96 | 265 | 52 |
| | 9% | 11% | 8% | 10% | 8% | 8% | 9% | 11% | 10% | 7% | 8% | 14% | 9% | 9% | 9% | 8% |
| Don't know | 1652 | 568 | 1084 | 182 | 329 | 348 | 314 | 233 | 247 | 397 | 528 | 344 | 383 | 435 | 1196 | 325 |
| | 42% | 33% | 49% | 34% | 43% | 48% | 43% | 44% | 38% | 36% | 45% | 40% | 48% | 41% | 42% | 47% |

Good Morning Britain - Undecided Voters

Q7_9. Which party do you trust most to? - Reduce crime and anti-social behaviour

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 595 | 27 | 347 | 31 | 35 | 81 | 40 | 39 | 94 | 33 | 76 | 46 | 68 | 39 | 27 | 67 | 67 |
| | 15% | 4% | 41% | 10% | 6% | 8% | 10% | 13% | 17% | 20% | 17% | 15% | 12% | 11% | 16% | 18% | 19% |
| Conservatives | 1095 | 437 | 139 | 91 | 138 | 204 | 115 | 81 | 149 | 42 | 120 | 75 | 166 | 94 | 51 | 109 | 92 |
| | 28% | 62% | 16% | 29% | 25% | 19% | 29% | 27% | 28% | 26% | 27% | 25% | 31% | 27% | 30% | 29% | 26% |
| Liberal Democrats | 225 | 29 | 29 | 85 | 16 | 42 | 21 | 14 | 43 | 7 | 26 | 18 | 31 | 28 | 3 | 20 | 14 |
| | 6% | 4% | 3% | 27% | 3% | 4% | 5% | 5% | 8% | 4% | 6% | 6% | 6% | 8% | 2% | 5% | 4% |
| UKIP | 367 | 41 | 46 | 9 | 198 | 44 | 46 | 32 | 44 | 20 | 39 | 14 | 59 | 29 | 19 | 31 | 33 |
| | 9% | 6% | 6% | 3% | 35% | 4% | 12% | 10% | 8% | 12% | 9% | 5% | 11% | 8% | 11% | 8% | 9% |
| Don't know | 1652 | 176 | 283 | 96 | 174 | 696 | 173 | 138 | 208 | 62 | 184 | 147 | 218 | 157 | 70 | 144 | 150 |
| | 42% | 25% | 34% | 31% | 31% | 65% | 44% | 45% | 39% | 38% | 41% | 49% | 40% | 45% | 41% | 39% | 42% |

Good Morning Britain - Undecided Voters

Q7_10. Which party do you trust most to? - Make the welfare system fairer

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1133 | 532 | 600 | 183 | 220 | 206 | 235 | 137 | 151 | 334 | 337 | 233 | 228 | 341 | 774 | 211 |
| | 29% | 31% | 27% | 34% | 29% | 28% | 32% | 26% | 23% | 30% | 29% | 27% | 29% | 32% | 27% | 31% |
| Conservatives | 773 | 382 | 391 | 82 | 142 | 128 | 144 | 110 | 166 | 250 | 240 | 155 | 127 | 192 | 575 | 113 |
| | 20% | 22% | 17% | 15% | 18% | 18% | 20% | 21% | 26% | 23% | 21% | 18% | 16% | 18% | 20% | 17% |
| Liberal Democrats | 453 | 235 | 218 | 62 | 88 | 84 | 74 | 55 | 89 | 178 | 131 | 78 | 65 | 110 | 337 | 65 |
| | 12% | 14% | 10% | 12% | 11% | 12% | 10% | 10% | 14% | 16% | 11% | 9% | 8% | 10% | 12% | 9% |
| UKIP | 279 | 122 | 158 | 46 | 62 | 52 | 34 | 38 | 47 | 64 | 65 | 96 | 55 | 86 | 190 | 45 |
| | 7% | 7% | 7% | 9% | 8% | 7% | 5% | 7% | 7% | 6% | 6% | 11% | 7% | 8% | 7% | 7% |
| Don't know | 1296 | 430 | 866 | 157 | 259 | 255 | 240 | 190 | 195 | 280 | 394 | 304 | 319 | 337 | 942 | 252 |
| | 33% | 25% | 39% | 30% | 34% | 35% | 33% | 36% | 30% | 25% | 34% | 35% | 40% | 32% | 33% | 37% |

Good Morning Britain - Undecided Voters

Q7_10. Which party do you trust most to? - Make the welfare system fairer

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1133 | 96 | 537 | 60 | 92 | 188 | 83 | 72 | 207 | 56 | 146 | 93 | 128 | 80 | 46 | 114 | 109 |
| | 29% | 13% | 64% | 19% | 16% | 18% | 21% | 24% | 39% | 34% | 33% | 31% | 24% | 23% | 27% | 31% | 30% |
| Conservatives | 773 | 371 | 67 | 41 | 110 | 141 | 84 | 67 | 90 | 31 | 80 | 50 | 108 | 62 | 45 | 82 | 74 |
| | 20% | 52% | 8% | 13% | 20% | 13% | 21% | 22% | 17% | 19% | 18% | 17% | 20% | 18% | 26% | 22% | 21% |
| Liberal Democrats | 453 | 65 | 54 | 154 | 39 | 91 | 51 | 29 | 66 | 14 | 35 | 35 | 78 | 60 | 13 | 38 | 33 |
| | 12% | 9% | 6% | 49% | 7% | 8% | 13% | 10% | 12% | 9% | 8% | 12% | 14% | 17% | 8% | 10% | 9% |
| UKIP | 279 | 23 | 29 | 2 | 169 | 41 | 22 | 35 | 34 | 8 | 30 | 7 | 48 | 31 | 11 | 32 | 22 |
| | 7% | 3% | 3% | 1% | 30% | 4% | 6% | 11% | 6% | 5% | 7% | 2% | 9% | 9% | 7% | 9% | 6% |
| Don't know | 1296 | 155 | 157 | 54 | 151 | 607 | 155 | 101 | 140 | 56 | 154 | 116 | 181 | 114 | 56 | 105 | 118 |
| | 33% | 22% | 19% | 17% | 27% | 57% | 39% | 33% | 26% | 34% | 35% | 39% | 33% | 33% | 33% | 28% | 33% |

Good Morning Britain - Undecided Voters

Q7_11. Which party do you trust most to? - Make sure there is adequate childcare provisions available to those who need it

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1151 | 564 | 587 | 188 | 241 | 205 | 216 | 144 | 156 | 382 | 343 | 219 | 207 | 338 | 794 | 205 |
| | 29% | 33% | 26% | 35% | 31% | 28% | 30% | 27% | 24% | 34% | 29% | 25% | 26% | 32% | 28% | 30% |
| Conservatives | 559 | 262 | 297 | 76 | 102 | 107 | 93 | 73 | 109 | 147 | 167 | 141 | 104 | 161 | 393 | 97 |
| | 14% | 15% | 13% | 14% | 13% | 15% | 13% | 14% | 17% | 13% | 14% | 16% | 13% | 15% | 14% | 14% |
| Liberal Democrats | 473 | 243 | 230 | 59 | 78 | 83 | 92 | 68 | 93 | 180 | 135 | 83 | 75 | 115 | 351 | 66 |
| | 12% | 14% | 10% | 11% | 10% | 11% | 13% | 13% | 14% | 16% | 12% | 10% | 9% | 11% | 12% | 10% |
| UKIP | 115 | 58 | 58 | 19 | 27 | 24 | 15 | 8 | 21 | 17 | 29 | 49 | 20 | 46 | 70 | 22 |
| | 3% | 3% | 3% | 4% | 4% | 3% | 2% | 2% | 3% | 2% | 3% | 6% | 3% | 4% | 2% | 3% |
| Don't know | 1636 | 575 | 1061 | 189 | 323 | 306 | 311 | 237 | 270 | 382 | 492 | 375 | 387 | 407 | 1208 | 298 |
| | 42% | 34% | 48% | 36% | 42% | 42% | 43% | 45% | 42% | 34% | 42% | 43% | 49% | 38% | 43% | 43% |

Good Morning Britain - Undecided Voters

Q7_11. Which party do you trust most to? - Make sure there is adequate childcare provisions available to those who need it

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1151 | 124 | 515 | 70 | 120 | 180 | 92 | 80 | 191 | 51 | 129 | 86 | 151 | 92 | 43 | 116 | 120 |
| | 29% | 18% | 61% | 22% | 21% | 17% | 23% | 26% | 36% | 31% | 29% | 29% | 28% | 27% | 25% | 31% | 34% |
| Conservatives | 559 | 273 | 49 | 18 | 90 | 88 | 59 | 50 | 54 | 21 | 63 | 33 | 87 | 54 | 28 | 66 | 45 |
| | 14% | 38% | 6% | 6% | 16% | 8% | 15% | 17% | 10% | 13% | 14% | 11% | 16% | 16% | 16% | 18% | 13% |
| Liberal Democrats | 473 | 77 | 61 | 134 | 46 | 94 | 46 | 31 | 81 | 17 | 55 | 37 | 58 | 50 | 16 | 39 | 43 |
| | 12% | 11% | 7% | 43% | 8% | 9% | 12% | 10% | 15% | 10% | 12% | 12% | 11% | 14% | 9% | 10% | 12% |
| UKIP | 115 | 13 | 5 | 4 | 72 | 18 | 14 | 9 | 12 | 4 | 13 | 6 | 13 | 12 | 7 | 14 | 11 |
| | 3% | 2% | 1% | 1% | 13% | 2% | 4% | 3% | 2% | 3% | 3% | 2% | 2% | 3% | 4% | 4% | 3% |
| Don't know | 1636 | 222 | 213 | 86 | 234 | 687 | 185 | 133 | 199 | 71 | 185 | 139 | 235 | 138 | 78 | 136 | 137 |
| | 42% | 31% | 25% | 28% | 42% | 64% | 47% | 44% | 37% | 43% | 42% | 46% | 43% | 40% | 45% | 37% | 39% |

Good Morning Britain - Undecided Voters

Q7_12. Which party do you trust most to? - Provide adequate care for the elderly

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1103 | 545 | 558 | 183 | 227 | 193 | 228 | 138 | 135 | 318 | 329 | 258 | 199 | 326 | 753 | 194 |
| | 28% | 32% | 25% | 35% | 29% | 27% | 31% | 26% | 21% | 29% | 28% | 30% | 25% | 31% | 27% | 28% |
| Conservatives | 542 | 263 | 279 | 85 | 94 | 85 | 89 | 66 | 123 | 175 | 140 | 114 | 112 | 139 | 401 | 80 |
| | 14% | 15% | 12% | 16% | 12% | 12% | 12% | 13% | 19% | 16% | 12% | 13% | 14% | 13% | 14% | 12% |
| Liberal Democrats | 456 | 250 | 206 | 63 | 82 | 90 | 76 | 46 | 98 | 164 | 148 | 72 | 72 | 110 | 342 | 59 |
| | 12% | 15% | 9% | 12% | 11% | 12% | 10% | 9% | 15% | 15% | 13% | 8% | 9% | 10% | 12% | 9% |
| UKIP | 145 | 66 | 79 | 25 | 28 | 30 | 22 | 20 | 20 | 23 | 33 | 57 | 32 | 47 | 98 | 23 |
| | 4% | 4% | 4% | 5% | 4% | 4% | 3% | 4% | 3% | 2% | 3% | 7% | 4% | 4% | 3% | 3% |
| Don't know | 1688 | 577 | 1110 | 174 | 340 | 327 | 313 | 260 | 274 | 427 | 517 | 365 | 378 | 444 | 1223 | 332 |
| | 43% | 34% | 50% | 33% | 44% | 45% | 43% | 49% | 42% | 39% | 44% | 42% | 48% | 42% | 43% | 48% |

Good Morning Britain - Undecided Voters

Q7_12. Which party do you trust most to? - Provide adequate care for the elderly

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|-------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Labour | 1103 | 105 | 530 | 50 | 110 | 181 | 108 | 82 | 183 | 56 | 129 | 73 | 120 | 87 | 49 | 106 | 110 |
| | 28% | 15% | 63% | 16% | 20% | 17% | 27% | 27% | 34% | 34% | 29% | 24% | 22% | 25% | 29% | 29% | 31% |
| Conservatives | 542 | 279 | 42 | 19 | 94 | 80 | 55 | 41 | 68 | 20 | 62 | 30 | 85 | 54 | 26 | 61 | 40 |
| | 14% | 39% | 5% | 6% | 17% | 7% | 14% | 13% | 13% | 12% | 14% | 10% | 16% | 16% | 15% | 16% | 11% |
| Liberal Democrats | 456 | 70 | 44 | 145 | 51 | 85 | 44 | 37 | 69 | 17 | 49 | 38 | 63 | 47 | 14 | 40 | 38 |
| | 12% | 10% | 5% | 47% | 9% | 8% | 11% | 12% | 13% | 10% | 11% | 13% | 12% | 14% | 8% | 11% | 11% |
| UKIP | 145 | 8 | 14 | 6 | 93 | 19 | 12 | 16 | 20 | 5 | 14 | 4 | 26 | 11 | 9 | 17 | 11 |
| | 4% | 1% | 2% | 2% | 16% | 2% | 3% | 5% | 4% | 3% | 3% | 1% | 5% | 3% | 6% | 5% | 3% |
| Don't know | 1688 | 247 | 214 | 91 | 215 | 701 | 176 | 128 | 198 | 66 | 191 | 155 | 249 | 148 | 73 | 147 | 157 |
| | 43% | 35% | 25% | 29% | 38% | 66% | 45% | 42% | 37% | 40% | 43% | 52% | 46% | 43% | 42% | 40% | 44% |

Good Morning Britain - Undecided Voters

Q8_SUM. Which of the following leaders... - SUMMARY TABLE

Base: Undecided voters

| | do you trust the most to tell the truth? | do you trust the least to tell the truth? | would you like to see running the country the most? | would you like to see running the country the least? | would you most trust as a babysitter looking after your children? | would you least trust as a babysitter looking after your children? |
|------------------|--|---|---|--|---|--|
| Unweighted Total | 3970 | 3970 | 3970 | 3970 | 3970 | 3970 |
| Weighted Total | 3934 | 3934 | 3934 | 3934 | 3934 | 3934 |
| | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 614 | 860 | 1006 | 505 | 549 | 390 |
| | 16% | 22% | 26% | 13% | 14% | 10% |
| Ed Miliband | 423 | 725 | 480 | 752 | 314 | 460 |
| | 11% | 18% | 12% | 19% | 8% | 12% |
| Nick Clegg | 345 | 355 | 334 | 322 | 594 | 186 |
| | 9% | 9% | 8% | 8% | 15% | 5% |
| Nigel Farage | 512 | 906 | 340 | 1314 | 107 | 1444 |
| | 13% | 23% | 9% | 33% | 3% | 37% |
| Natalie Bennett | 277 | 84 | 200 | 290 | 656 | 119 |
| | 7% | 2% | 5% | 7% | 17% | 3% |
| Don't know | 1763 | 1005 | 1573 | 752 | 1714 | 1335 |
| | 45% | 26% | 40% | 19% | 44% | 34% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, do you trust the most to tell the truth?

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 614 | 291 | 323 | 90 | 116 | 103 | 115 | 77 | 113 | 197 | 180 | 133 | 105 | 179 | 427 | 102 |
| | 16% | 17% | 14% | 17% | 15% | 14% | 16% | 15% | 17% | 18% | 15% | 15% | 13% | 17% | 15% | 15% |
| Ed Miliband | 423 | 204 | 219 | 80 | 98 | 77 | 68 | 55 | 46 | 118 | 125 | 92 | 88 | 118 | 292 | 71 |
| | 11% | 12% | 10% | 15% | 13% | 11% | 9% | 10% | 7% | 11% | 11% | 11% | 11% | 11% | 10% | 10% |
| Nick Clegg | 345 | 165 | 180 | 34 | 76 | 56 | 62 | 42 | 74 | 140 | 99 | 53 | 53 | 91 | 251 | 63 |
| | 9% | 10% | 8% | 6% | 10% | 8% | 9% | 8% | 11% | 13% | 9% | 6% | 7% | 9% | 9% | 9% |
| Nigel Farage | 512 | 291 | 222 | 53 | 62 | 92 | 112 | 83 | 110 | 125 | 137 | 140 | 111 | 117 | 393 | 47 |
| | 13% | 17% | 10% | 10% | 8% | 13% | 15% | 16% | 17% | 11% | 12% | 16% | 14% | 11% | 14% | 7% |
| Natalie Bennett | 277 | 133 | 144 | 59 | 52 | 49 | 57 | 36 | 25 | 104 | 77 | 53 | 43 | 78 | 194 | 45 |
| | 7% | 8% | 6% | 11% | 7% | 7% | 8% | 7% | 4% | 9% | 7% | 6% | 5% | 7% | 7% | 7% |
| Don't know | 1763 | 618 | 1144 | 214 | 368 | 349 | 314 | 237 | 281 | 423 | 549 | 395 | 395 | 483 | 1259 | 359 |
| | 45% | 36% | 51% | 40% | 48% | 48% | 43% | 45% | 43% | 38% | 47% | 46% | 50% | 45% | 45% | 52% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, do you trust the most to tell the truth?

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 614 | 319 | 67 | 24 | 57 | 125 | 72 | 46 | 86 | 21 | 58 | 45 | 82 | 52 | 32 | 66 | 54 |
| | 16% | 45% | 8% | 8% | 10% | 12% | 18% | 15% | 16% | 12% | 13% | 15% | 15% | 15% | 19% | 18% | 15% |
| Ed Miliband | 423 | 15 | 256 | 20 | 18 | 70 | 34 | 28 | 82 | 18 | 47 | 38 | 41 | 25 | 12 | 41 | 56 |
| | 11% | 2% | 30% | 6% | 3% | 7% | 9% | 9% | 15% | 11% | 11% | 13% | 8% | 7% | 7% | 11% | 16% |
| Nick Clegg | 345 | 72 | 48 | 117 | 24 | 59 | 39 | 25 | 50 | 15 | 44 | 29 | 50 | 30 | 15 | 23 | 24 |
| | 9% | 10% | 6% | 38% | 4% | 6% | 10% | 8% | 9% | 9% | 10% | 10% | 9% | 9% | 9% | 6% | 7% |
| Nigel Farage | 512 | 73 | 64 | 9 | 261 | 80 | 54 | 39 | 64 | 20 | 70 | 21 | 71 | 47 | 26 | 52 | 49 |
| | 13% | 10% | 8% | 3% | 47% | 8% | 14% | 13% | 12% | 12% | 16% | 7% | 13% | 14% | 15% | 14% | 14% |
| Natalie Bennett | 277 | 21 | 58 | 28 | 17 | 43 | 23 | 25 | 37 | 15 | 32 | 23 | 36 | 24 | 11 | 25 | 27 |
| | 7% | 3% | 7% | 9% | 3% | 4% | 6% | 8% | 7% | 9% | 7% | 8% | 7% | 7% | 6% | 7% | 8% |
| Don't know | 1763 | 208 | 350 | 114 | 183 | 689 | 171 | 141 | 219 | 76 | 194 | 145 | 264 | 168 | 77 | 164 | 145 |
| | 45% | 29% | 41% | 36% | 33% | 65% | 43% | 46% | 41% | 46% | 44% | 48% | 49% | 49% | 45% | 44% | 41% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, do you trust the least to tell the truth?

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 860 | 435 | 425 | 107 | 130 | 190 | 172 | 123 | 138 | 195 | 248 | 207 | 210 | 225 | 621 | 132 |
| | 22% | 26% | 19% | 20% | 17% | 26% | 24% | 23% | 21% | 18% | 21% | 24% | 27% | 21% | 22% | 19% |
| Ed Miliband | 725 | 356 | 369 | 66 | 107 | 106 | 139 | 117 | 190 | 230 | 203 | 166 | 126 | 156 | 562 | 87 |
| | 18% | 21% | 17% | 12% | 14% | 15% | 19% | 22% | 29% | 21% | 17% | 19% | 16% | 15% | 20% | 13% |
| Nick Clegg | 355 | 167 | 188 | 75 | 71 | 51 | 55 | 47 | 57 | 93 | 95 | 89 | 78 | 100 | 250 | 53 |
| | 9% | 10% | 8% | 14% | 9% | 7% | 8% | 9% | 9% | 8% | 8% | 10% | 10% | 9% | 9% | 8% |
| Nigel Farage | 906 | 368 | 538 | 133 | 216 | 175 | 174 | 98 | 109 | 337 | 288 | 159 | 122 | 269 | 625 | 181 |
| | 23% | 22% | 24% | 25% | 28% | 24% | 24% | 18% | 17% | 30% | 25% | 18% | 15% | 25% | 22% | 26% |
| Natalie Bennett | 84 | 52 | 32 | 12 | 12 | 15 | 17 | 11 | 16 | 22 | 27 | 19 | 15 | 28 | 55 | 11 |
| | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% |
| Don't know | 1005 | 323 | 681 | 137 | 234 | 189 | 170 | 135 | 139 | 231 | 306 | 226 | 242 | 289 | 703 | 223 |
| | 26% | 19% | 31% | 26% | 30% | 26% | 23% | 25% | 21% | 21% | 26% | 26% | 30% | 27% | 25% | 32% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, do you trust the least to tell the truth?

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 860 | 47 | 280 | 63 | 166 | 180 | 68 | 67 | 113 | 45 | 113 | 70 | 109 | 76 | 45 | 73 | 80 |
| | 22% | 7% | 33% | 20% | 30% | 17% | 17% | 22% | 21% | 27% | 25% | 23% | 20% | 22% | 26% | 20% | 23% |
| Ed Miliband | 725 | 243 | 36 | 51 | 194 | 158 | 89 | 60 | 86 | 24 | 73 | 46 | 118 | 81 | 27 | 72 | 48 |
| | 18% | 34% | 4% | 16% | 35% | 15% | 23% | 20% | 16% | 14% | 16% | 15% | 22% | 23% | 16% | 19% | 14% |
| Nick Clegg | 355 | 73 | 102 | 11 | 66 | 67 | 35 | 26 | 51 | 21 | 51 | 20 | 37 | 19 | 12 | 45 | 38 |
| | 9% | 10% | 12% | 4% | 12% | 6% | 9% | 9% | 9% | 12% | 11% | 7% | 7% | 5% | 7% | 12% | 11% |
| Nigel Farage | 906 | 202 | 251 | 127 | 20 | 171 | 98 | 55 | 124 | 35 | 90 | 79 | 129 | 88 | 44 | 80 | 84 |
| | 23% | 28% | 30% | 41% | 4% | 16% | 25% | 18% | 23% | 21% | 20% | 26% | 24% | 25% | 26% | 22% | 24% |
| Natalie Bennett | 84 | 24 | 12 | 7 | 17 | 19 | 3 | 6 | 17 | 5 | 8 | 6 | 11 | 5 | 3 | 10 | 10 |
| | 2% | 3% | 1% | 2% | 3% | 2% | 1% | 2% | 3% | 3% | 2% | 2% | 2% | 1% | 2% | 3% | 3% |
| Don't know | 1005 | 121 | 161 | 52 | 97 | 471 | 101 | 90 | 146 | 36 | 111 | 80 | 139 | 78 | 39 | 92 | 94 |
| | 26% | 17% | 19% | 17% | 17% | 44% | 26% | 30% | 27% | 22% | 25% | 27% | 26% | 23% | 23% | 25% | 26% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, would you like to see running the country the most?

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 1006 | 487 | 519 | 110 | 173 | 174 | 173 | 135 | 240 | 347 | 284 | 205 | 170 | 252 | 749 | 143 |
| | 26% | 29% | 23% | 21% | 22% | 24% | 24% | 26% | 37% | 31% | 24% | 24% | 21% | 24% | 27% | 21% |
| Ed Miliband | 480 | 233 | 248 | 95 | 101 | 77 | 88 | 63 | 56 | 143 | 130 | 109 | 97 | 149 | 318 | 87 |
| | 12% | 14% | 11% | 18% | 13% | 11% | 12% | 12% | 9% | 13% | 11% | 13% | 12% | 14% | 11% | 13% |
| Nick Clegg | 334 | 163 | 171 | 48 | 87 | 61 | 57 | 35 | 46 | 112 | 114 | 57 | 50 | 95 | 234 | 62 |
| | 8% | 10% | 8% | 9% | 11% | 8% | 8% | 7% | 7% | 10% | 10% | 7% | 6% | 9% | 8% | 9% |
| Nigel Farage | 340 | 195 | 145 | 36 | 39 | 76 | 62 | 71 | 57 | 67 | 84 | 121 | 68 | 73 | 262 | 32 |
| | 9% | 11% | 6% | 7% | 5% | 10% | 9% | 13% | 9% | 6% | 7% | 14% | 9% | 7% | 9% | 5% |
| Natalie Bennett | 200 | 76 | 124 | 52 | 48 | 25 | 37 | 24 | 14 | 59 | 67 | 32 | 43 | 56 | 139 | 33 |
| | 5% | 4% | 6% | 10% | 6% | 3% | 5% | 5% | 2% | 5% | 6% | 4% | 5% | 5% | 5% | 5% |
| Don't know | 1573 | 548 | 1025 | 188 | 323 | 312 | 311 | 202 | 237 | 378 | 488 | 341 | 366 | 441 | 1114 | 331 |
| | 40% | 32% | 46% | 36% | 42% | 43% | 43% | 38% | 37% | 34% | 42% | 39% | 46% | 41% | 40% | 48% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, would you like to see running the country the most?

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 1006 | 530 | 88 | 57 | 106 | 174 | 122 | 75 | 111 | 32 | 102 | 76 | 156 | 95 | 46 | 107 | 83 |
| | 26% | 75% | 10% | 18% | 19% | 16% | 31% | 25% | 21% | 20% | 23% | 25% | 29% | 27% | 27% | 29% | 23% |
| Ed Miliband | 480 | 11 | 326 | 17 | 26 | 51 | 40 | 32 | 83 | 27 | 53 | 39 | 56 | 42 | 20 | 40 | 48 |
| | 12% | 2% | 39% | 6% | 5% | 5% | 10% | 11% | 15% | 16% | 12% | 13% | 10% | 12% | 12% | 11% | 13% |
| Nick Clegg | 334 | 33 | 53 | 129 | 24 | 59 | 37 | 22 | 50 | 12 | 37 | 23 | 51 | 30 | 11 | 34 | 27 |
| | 8% | 5% | 6% | 42% | 4% | 6% | 9% | 7% | 9% | 8% | 8% | 8% | 9% | 9% | 6% | 9% | 8% |
| Nigel Farage | 340 | 23 | 28 | 4 | 218 | 51 | 33 | 25 | 39 | 16 | 50 | 13 | 51 | 34 | 18 | 27 | 33 |
| | 9% | 3% | 3% | 1% | 39% | 5% | 8% | 8% | 7% | 10% | 11% | 4% | 9% | 10% | 10% | 7% | 9% |
| Natalie Bennett | 200 | 7 | 47 | 11 | 17 | 35 | 20 | 24 | 39 | 9 | 18 | 11 | 20 | 22 | 10 | 15 | 13 |
| | 5% | 1% | 6% | 4% | 3% | 3% | 5% | 8% | 7% | 5% | 4% | 4% | 4% | 6% | 6% | 4% | 4% |
| Don't know | 1573 | 106 | 301 | 92 | 170 | 697 | 143 | 125 | 215 | 68 | 185 | 138 | 209 | 124 | 66 | 148 | 152 |
| | 40% | 15% | 36% | 30% | 30% | 65% | 36% | 41% | 40% | 42% | 42% | 46% | 38% | 36% | 38% | 40% | 43% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, would you like to see running the country the least?

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 505 | 251 | 254 | 60 | 94 | 101 | 98 | 86 | 66 | 91 | 133 | 140 | 141 | 163 | 330 | 94 |
| | 13% | 15% | 11% | 11% | 12% | 14% | 13% | 16% | 10% | 8% | 11% | 16% | 18% | 15% | 12% | 14% |
| Ed Miliband | 752 | 381 | 370 | 66 | 96 | 128 | 144 | 126 | 192 | 224 | 212 | 181 | 135 | 168 | 580 | 87 |
| | 19% | 22% | 17% | 12% | 12% | 18% | 20% | 24% | 30% | 20% | 18% | 21% | 17% | 16% | 21% | 13% |
| Nick Clegg | 322 | 143 | 179 | 58 | 46 | 55 | 60 | 44 | 58 | 77 | 85 | 77 | 83 | 80 | 241 | 46 |
| | 8% | 8% | 8% | 11% | 6% | 8% | 8% | 8% | 9% | 7% | 7% | 9% | 10% | 7% | 9% | 7% |
| Nigel Farage | 1314 | 528 | 786 | 199 | 299 | 238 | 249 | 141 | 188 | 471 | 426 | 231 | 186 | 350 | 947 | 240 |
| | 33% | 31% | 35% | 38% | 39% | 33% | 34% | 27% | 29% | 43% | 37% | 27% | 23% | 33% | 34% | 35% |
| Natalie Bennett | 290 | 170 | 120 | 24 | 35 | 39 | 64 | 50 | 77 | 98 | 79 | 62 | 51 | 60 | 225 | 33 |
| | 7% | 10% | 5% | 4% | 5% | 5% | 9% | 9% | 12% | 9% | 7% | 7% | 6% | 6% | 8% | 5% |
| Don't know | 752 | 228 | 524 | 124 | 201 | 163 | 114 | 83 | 67 | 147 | 232 | 176 | 198 | 246 | 494 | 187 |
| | 19% | 13% | 23% | 23% | 26% | 23% | 16% | 16% | 10% | 13% | 20% | 20% | 25% | 23% | 18% | 27% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, would you like to see running the country the least?

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 505 | 17 | 176 | 40 | 102 | 96 | 32 | 38 | 64 | 29 | 71 | 49 | 49 | 44 | 23 | 47 | 59 |
| | 13% | 2% | 21% | 13% | 18% | 9% | 8% | 13% | 12% | 17% | 16% | 16% | 9% | 13% | 13% | 13% | 17% |
| Ed Miliband | 752 | 258 | 33 | 55 | 197 | 149 | 84 | 59 | 82 | 28 | 84 | 51 | 124 | 78 | 28 | 79 | 55 |
| | 19% | 36% | 4% | 18% | 35% | 14% | 21% | 19% | 15% | 17% | 19% | 17% | 23% | 23% | 16% | 21% | 15% |
| Nick Clegg | 322 | 57 | 70 | 8 | 90 | 67 | 32 | 29 | 32 | 18 | 42 | 21 | 40 | 17 | 14 | 45 | 32 |
| | 8% | 8% | 8% | 3% | 16% | 6% | 8% | 10% | 6% | 11% | 9% | 7% | 7% | 5% | 8% | 12% | 9% |
| Nigel Farage | 1314 | 254 | 406 | 164 | 18 | 273 | 146 | 83 | 200 | 50 | 121 | 103 | 190 | 138 | 64 | 110 | 110 |
| | 33% | 36% | 48% | 53% | 3% | 26% | 37% | 27% | 37% | 30% | 27% | 34% | 35% | 40% | 37% | 30% | 31% |
| Natalie Bennett | 290 | 60 | 52 | 10 | 88 | 71 | 27 | 31 | 34 | 15 | 36 | 14 | 41 | 22 | 13 | 30 | 26 |
| | 7% | 8% | 6% | 3% | 16% | 7% | 7% | 10% | 6% | 9% | 8% | 5% | 7% | 6% | 8% | 8% | 7% |
| Don't know | 752 | 63 | 106 | 35 | 66 | 411 | 74 | 63 | 125 | 25 | 91 | 62 | 99 | 47 | 29 | 62 | 74 |
| | 19% | 9% | 13% | 11% | 12% | 39% | 19% | 21% | 23% | 15% | 20% | 21% | 18% | 14% | 17% | 17% | 21% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, would you most trust as a babysitter looking after your children?

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 549 | 201 | 348 | 65 | 100 | 97 | 102 | 83 | 101 | 162 | 161 | 128 | 98 | 157 | 387 | 108 |
| | 14% | 12% | 16% | 12% | 13% | 13% | 14% | 16% | 16% | 15% | 14% | 15% | 12% | 15% | 14% | 16% |
| Ed Miliband | 314 | 146 | 168 | 54 | 73 | 49 | 61 | 37 | 40 | 92 | 90 | 69 | 62 | 78 | 228 | 45 |
| | 8% | 9% | 8% | 10% | 10% | 7% | 8% | 7% | 6% | 8% | 8% | 8% | 8% | 7% | 8% | 7% |
| Nick Clegg | 594 | 287 | 306 | 53 | 107 | 120 | 115 | 78 | 121 | 225 | 191 | 97 | 82 | 142 | 446 | 74 |
| | 15% | 17% | 14% | 10% | 14% | 17% | 16% | 15% | 19% | 20% | 16% | 11% | 10% | 13% | 16% | 11% |
| Nigel Farage | 107 | 58 | 49 | 11 | 26 | 30 | 14 | 11 | 16 | 32 | 22 | 28 | 25 | 41 | 65 | 17 |
| | 3% | 3% | 2% | 2% | 3% | 4% | 2% | 2% | 2% | 3% | 2% | 3% | 3% | 4% | 2% | 2% |
| Natalie Bennett | 656 | 368 | 288 | 125 | 110 | 110 | 141 | 79 | 91 | 184 | 209 | 137 | 126 | 168 | 478 | 84 |
| | 17% | 22% | 13% | 24% | 14% | 15% | 19% | 15% | 14% | 17% | 18% | 16% | 16% | 16% | 17% | 12% |
| Don't know | 1714 | 642 | 1072 | 222 | 355 | 319 | 294 | 243 | 281 | 413 | 494 | 406 | 400 | 481 | 1212 | 359 |
| | 44% | 38% | 48% | 42% | 46% | 44% | 40% | 46% | 43% | 37% | 42% | 47% | 50% | 45% | 43% | 52% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, would you most trust as a babysitter looking after your children?

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 549 | 224 | 87 | 24 | 91 | 111 | 47 | 48 | 55 | 28 | 59 | 29 | 95 | 56 | 22 | 71 | 40 |
| | 14% | 32% | 10% | 8% | 16% | 10% | 12% | 16% | 10% | 17% | 13% | 10% | 17% | 16% | 13% | 19% | 11% |
| Ed Miliband | 314 | 27 | 148 | 13 | 43 | 53 | 26 | 19 | 57 | 16 | 45 | 26 | 37 | 15 | 12 | 31 | 30 |
| | 8% | 4% | 17% | 4% | 8% | 5% | 7% | 6% | 11% | 10% | 10% | 9% | 7% | 4% | 7% | 8% | 8% |
| Nick Clegg | 594 | 137 | 124 | 95 | 79 | 104 | 68 | 43 | 87 | 20 | 58 | 57 | 88 | 59 | 23 | 48 | 43 |
| | 15% | 19% | 15% | 30% | 14% | 10% | 17% | 14% | 16% | 12% | 13% | 19% | 16% | 17% | 13% | 13% | 12% |
| Nigel Farage | 107 | 9 | 22 | 5 | 47 | 19 | 18 | 12 | 16 | 3 | 15 | 6 | 7 | 9 | 6 | 3 | 11 |
| | 3% | 1% | 3% | 1% | 8% | 2% | 4% | 4% | 3% | 2% | 3% | 2% | 1% | 3% | 4% | 1% | 3% |
| Natalie Bennett | 656 | 110 | 162 | 62 | 65 | 115 | 57 | 57 | 106 | 31 | 70 | 43 | 89 | 55 | 29 | 60 | 60 |
| | 17% | 16% | 19% | 20% | 12% | 11% | 14% | 19% | 20% | 19% | 16% | 14% | 16% | 16% | 17% | 16% | 17% |
| Don't know | 1714 | 202 | 301 | 113 | 237 | 665 | 179 | 123 | 217 | 67 | 198 | 140 | 228 | 153 | 79 | 159 | 172 |
| | 44% | 28% | 36% | 36% | 42% | 62% | 45% | 41% | 40% | 41% | 45% | 46% | 42% | 44% | 46% | 43% | 48% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, would you least trust as a babysitter looking after your children?

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 390 | 207 | 183 | 55 | 74 | 83 | 73 | 57 | 47 | 83 | 111 | 99 | 97 | 114 | 272 | 59 |
| | 10% | 12% | 8% | 10% | 10% | 12% | 10% | 11% | 7% | 7% | 10% | 11% | 12% | 11% | 10% | 9% |
| Ed Miliband | 460 | 248 | 211 | 55 | 66 | 99 | 77 | 65 | 97 | 139 | 123 | 105 | 92 | 109 | 346 | 61 |
| | 12% | 15% | 9% | 10% | 9% | 14% | 11% | 12% | 15% | 13% | 11% | 12% | 12% | 10% | 12% | 9% |
| Nick Clegg | 186 | 100 | 86 | 45 | 28 | 34 | 34 | 20 | 25 | 34 | 55 | 53 | 44 | 53 | 132 | 26 |
| | 5% | 6% | 4% | 9% | 4% | 5% | 5% | 4% | 4% | 3% | 5% | 6% | 6% | 5% | 5% | 4% |
| Nigel Farage | 1444 | 604 | 839 | 189 | 296 | 247 | 303 | 183 | 226 | 488 | 484 | 268 | 204 | 391 | 1033 | 253 |
| | 37% | 36% | 38% | 36% | 38% | 34% | 42% | 35% | 35% | 44% | 41% | 31% | 26% | 37% | 37% | 37% |
| Natalie Bennett | 119 | 64 | 55 | 17 | 24 | 12 | 14 | 20 | 32 | 48 | 32 | 19 | 20 | 31 | 83 | 20 |
| | 3% | 4% | 2% | 3% | 3% | 2% | 2% | 4% | 5% | 4% | 3% | 2% | 3% | 3% | 3% | 3% |
| Don't know | 1335 | 478 | 857 | 168 | 283 | 249 | 227 | 186 | 223 | 315 | 362 | 322 | 336 | 369 | 950 | 268 |
| | 34% | 28% | 38% | 32% | 37% | 34% | 31% | 35% | 34% | 28% | 31% | 37% | 42% | 35% | 34% | 39% |

Good Morning Britain - Undecided Voters

Q8. Which of the following leaders, would you least trust as a babysitter looking after your children?

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| David Cameron | 390 | 32 | 122 | 27 | 82 | 78 | 20 | 38 | 60 | 16 | 45 | 31 | 54 | 36 | 21 | 39 | 30 |
| | 10% | 5% | 14% | 9% | 15% | 7% | 5% | 13% | 11% | 10% | 10% | 10% | 10% | 10% | 12% | 10% | 8% |
| Ed Miliband | 460 | 137 | 38 | 39 | 117 | 94 | 51 | 39 | 56 | 13 | 50 | 33 | 73 | 40 | 24 | 48 | 32 |
| | 12% | 19% | 5% | 13% | 21% | 9% | 13% | 13% | 11% | 8% | 11% | 11% | 13% | 12% | 14% | 13% | 9% |
| Nick Clegg | 186 | 32 | 51 | 4 | 52 | 29 | 23 | 16 | 27 | 13 | 27 | 13 | 21 | 9 | 9 | 13 | 16 |
| | 5% | 4% | 6% | 1% | 9% | 3% | 6% | 5% | 5% | 8% | 6% | 4% | 4% | 2% | 5% | 4% | 4% |
| Nigel Farage | 1444 | 306 | 394 | 151 | 82 | 295 | 142 | 106 | 188 | 71 | 151 | 103 | 203 | 142 | 64 | 137 | 137 |
| | 37% | 43% | 47% | 49% | 15% | 28% | 36% | 35% | 35% | 43% | 34% | 34% | 37% | 41% | 37% | 37% | 38% |
| Natalie Bennett | 119 | 28 | 21 | 6 | 34 | 25 | 7 | 3 | 22 | 5 | 14 | 12 | 17 | 13 | 3 | 9 | 12 |
| | 3% | 4% | 2% | 2% | 6% | 2% | 2% | 1% | 4% | 3% | 3% | 4% | 3% | 4% | 2% | 3% | 3% |
| Don't know | 1335 | 174 | 218 | 84 | 194 | 547 | 152 | 101 | 184 | 47 | 157 | 109 | 175 | 106 | 51 | 124 | 129 |
| | 34% | 25% | 26% | 27% | 35% | 51% | 38% | 33% | 34% | 29% | 35% | 36% | 32% | 31% | 30% | 33% | 36% |

Good Morning Britain - Undecided Voters

Q9_SUM. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - SUMMARY TABLE

Base: Undecided voters

| | The television debates between the party leaders | Who my local candidate is | The news coverage of the parties during the campaign | The leaflets and campaign literature that parties post through letterboxes | The promises the party make about what they would do if elected |
|--------------------|--|---------------------------|--|--|---|
| Unweighted Total | 3970 | 3970 | 3970 | 3970 | 3970 |
| Weighted Total | 3934 | 3934 | 3934 | 3934 | 3934 |
| | 100% | 100% | 100% | 100% | 100% |
| Very important | 643 16% | 839 21% | 557 14% | 264 7% | 1454 37% |
| Fairly important | 1377 35% | 1551 39% | 1657 42% | 1087 28% | 1427 36% |
| Fairly unimportant | 957 24% | 827 21% | 977 25% | 1341 34% | 397 10% |
| Very unimportant | 637 16% | 378 10% | 420 11% | 928 24% | 362 9% |
| Don't know | 320 8% | 339 9% | 323 8% | 314 8% | 294 7% |
| NETS | | | | | |
| Net: Important | 2021 51% | 2389 61% | 2213 56% | 1351 34% | 2881 73% |
| Net: Unimportant | 1593 40% | 1206 31% | 1398 36% | 2269 58% | 759 19% |

Good Morning Britain - Undecided Voters

Q9. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - The television debates between the party leaders

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very important | 643 | 276 | 367 | 109 | 130 | 111 | 115 | 73 | 105 | 158 | 174 | 146 | 165 | 210 | 423 | 126 |
| | 16% | 16% | 16% | 21% | 17% | 15% | 16% | 14% | 16% | 14% | 15% | 17% | 21% | 20% | 15% | 18% |
| Fairly important | 1377 | 566 | 812 | 207 | 319 | 281 | 213 | 166 | 191 | 392 | 421 | 318 | 246 | 368 | 991 | 245 |
| | 35% | 33% | 36% | 39% | 41% | 39% | 29% | 31% | 29% | 35% | 36% | 37% | 31% | 34% | 35% | 36% |
| Fairly unimportant | 957 | 426 | 530 | 117 | 156 | 169 | 202 | 141 | 171 | 289 | 313 | 184 | 170 | 252 | 694 | 165 |
| | 24% | 25% | 24% | 22% | 20% | 23% | 28% | 27% | 26% | 26% | 27% | 21% | 21% | 24% | 25% | 24% |
| Very unimportant | 637 | 322 | 315 | 34 | 72 | 89 | 159 | 123 | 159 | 212 | 157 | 135 | 133 | 134 | 498 | 77 |
| | 16% | 19% | 14% | 6% | 9% | 12% | 22% | 23% | 25% | 19% | 13% | 16% | 17% | 13% | 18% | 11% |
| Don't know | 320 | 112 | 208 | 63 | 94 | 74 | 39 | 28 | 23 | 55 | 102 | 83 | 80 | 103 | 211 | 74 |
| | 8% | 7% | 9% | 12% | 12% | 10% | 5% | 5% | 4% | 5% | 9% | 10% | 10% | 10% | 7% | 11% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Important | 2021 | 842 | 1179 | 316 | 449 | 393 | 328 | 239 | 296 | 551 | 595 | 464 | 410 | 577 | 1413 | 371 |
| | 51% | 49% | 53% | 60% | 58% | 54% | 45% | 45% | 46% | 50% | 51% | 54% | 52% | 54% | 50% | 54% |
| Net: Unimportant | 1593 | 748 | 845 | 151 | 228 | 258 | 361 | 264 | 331 | 501 | 470 | 319 | 303 | 386 | 1192 | 242 |
| | 40% | 44% | 38% | 29% | 30% | 36% | 50% | 50% | 51% | 45% | 40% | 37% | 38% | 36% | 42% | 35% |

Good Morning Britain - Undecided Voters

Q9. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - The television debates between the party leaders

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|--------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very important | 643 | 99 | 171 | 46 | 111 | 144 | 64 | 36 | 100 | 27 | 77 | 55 | 91 | 52 | 31 | 56 | 54 |
| | 16% | 14% | 20% | 15% | 20% | 13% | 16% | 12% | 19% | 16% | 17% | 18% | 17% | 15% | 18% | 15% | 15% |
| Fairly important | 1377 | 269 | 353 | 123 | 189 | 291 | 110 | 118 | 211 | 64 | 139 | 116 | 178 | 120 | 55 | 127 | 139 |
| | 35% | 38% | 42% | 39% | 34% | 27% | 28% | 39% | 39% | 39% | 31% | 38% | 33% | 35% | 32% | 34% | 39% |
| Fairly unimportant | 957 | 187 | 196 | 91 | 120 | 257 | 102 | 67 | 115 | 40 | 111 | 69 | 127 | 92 | 52 | 98 | 82 |
| | 24% | 26% | 23% | 29% | 21% | 24% | 26% | 22% | 21% | 24% | 25% | 23% | 23% | 27% | 31% | 26% | 23% |
| Very unimportant | 637 | 128 | 85 | 40 | 115 | 186 | 79 | 47 | 59 | 24 | 84 | 41 | 103 | 60 | 24 | 61 | 54 |
| | 16% | 18% | 10% | 13% | 21% | 17% | 20% | 15% | 11% | 14% | 19% | 14% | 19% | 17% | 14% | 17% | 15% |
| Don't know | 320 | 26 | 39 | 12 | 26 | 189 | 39 | 36 | 52 | 10 | 33 | 20 | 44 | 22 | 9 | 29 | 27 |
| | 8% | 4% | 5% | 4% | 5% | 18% | 10% | 12% | 10% | 6% | 7% | 7% | 8% | 6% | 5% | 8% | 8% |
| NETS | | | | | | | | | | | | | | | | | |
| Net: Important | 2021 | 368 | 524 | 168 | 300 | 435 | 174 | 154 | 311 | 91 | 217 | 170 | 269 | 172 | 87 | 183 | 193 |
| | 51% | 52% | 62% | 54% | 53% | 41% | 44% | 51% | 58% | 55% | 49% | 57% | 50% | 50% | 51% | 49% | 54% |
| Net: Unimportant | 1593 | 315 | 281 | 131 | 235 | 443 | 182 | 114 | 175 | 64 | 195 | 111 | 230 | 152 | 76 | 159 | 136 |
| | 40% | 44% | 33% | 42% | 42% | 42% | 46% | 37% | 32% | 39% | 44% | 37% | 42% | 44% | 44% | 43% | 38% |

Good Morning Britain - Undecided Voters

Q9. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - Who my local candidate is

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very important | 839 | 392 | 446 | 82 | 124 | 114 | 140 | 140 | 240 | 250 | 218 | 175 | 196 | 177 | 651 | 99 |
| | 21% | 23% | 20% | 15% | 16% | 16% | 19% | 26% | 37% | 23% | 19% | 20% | 25% | 17% | 23% | 14% |
| Fairly important | 1551 | 653 | 898 | 182 | 283 | 310 | 295 | 214 | 267 | 467 | 457 | 334 | 294 | 430 | 1097 | 284 |
| | 39% | 38% | 40% | 34% | 37% | 43% | 41% | 40% | 41% | 42% | 39% | 39% | 37% | 40% | 39% | 41% |
| Fairly unimportant | 827 | 363 | 464 | 135 | 181 | 151 | 169 | 108 | 83 | 222 | 275 | 189 | 142 | 236 | 588 | 148 |
| | 21% | 21% | 21% | 26% | 23% | 21% | 23% | 20% | 13% | 20% | 24% | 22% | 18% | 22% | 21% | 22% |
| Very unimportant | 378 | 178 | 201 | 60 | 81 | 66 | 86 | 42 | 43 | 105 | 106 | 90 | 78 | 114 | 258 | 71 |
| | 10% | 10% | 9% | 11% | 10% | 9% | 12% | 8% | 7% | 10% | 9% | 10% | 10% | 11% | 9% | 10% |
| Don't know | 339 | 115 | 224 | 71 | 102 | 84 | 38 | 27 | 17 | 64 | 112 | 78 | 84 | 110 | 222 | 85 |
| | 9% | 7% | 10% | 13% | 13% | 12% | 5% | 5% | 3% | 6% | 10% | 9% | 11% | 10% | 8% | 12% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Important | 2389 | 1045 | 1345 | 263 | 407 | 424 | 435 | 353 | 507 | 716 | 675 | 509 | 490 | 607 | 1748 | 383 |
| | 61% | 61% | 60% | 50% | 53% | 58% | 60% | 67% | 78% | 65% | 58% | 59% | 62% | 57% | 62% | 56% |
| Net: Unimportant | 1206 | 541 | 664 | 195 | 261 | 217 | 255 | 151 | 126 | 327 | 380 | 279 | 220 | 350 | 846 | 219 |
| | 31% | 32% | 30% | 37% | 34% | 30% | 35% | 28% | 19% | 30% | 33% | 32% | 28% | 33% | 30% | 32% |

Good Morning Britain - Undecided Voters

Q9. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - Who my local candidate is

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|--------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very important | 839 | 156 | 184 | 73 | 127 | 207 | 79 | 67 | 120 | 34 | 92 | 58 | 113 | 70 | 49 | 79 | 76 |
| | 21% | 22% | 22% | 24% | 23% | 19% | 20% | 22% | 22% | 21% | 21% | 19% | 21% | 20% | 29% | 21% | 21% |
| Fairly important | 1551 | 293 | 334 | 128 | 208 | 386 | 150 | 101 | 197 | 65 | 180 | 127 | 206 | 157 | 66 | 140 | 162 |
| | 39% | 41% | 40% | 41% | 37% | 36% | 38% | 33% | 37% | 39% | 41% | 42% | 38% | 45% | 39% | 38% | 45% |
| Fairly unimportant | 827 | 156 | 217 | 72 | 128 | 181 | 77 | 76 | 115 | 37 | 92 | 58 | 135 | 69 | 32 | 79 | 59 |
| | 21% | 22% | 26% | 23% | 23% | 17% | 19% | 25% | 21% | 22% | 21% | 19% | 25% | 20% | 19% | 21% | 17% |
| Very unimportant | 378 | 77 | 60 | 21 | 74 | 101 | 49 | 26 | 50 | 18 | 46 | 30 | 48 | 30 | 14 | 39 | 27 |
| | 10% | 11% | 7% | 7% | 13% | 9% | 12% | 8% | 9% | 11% | 10% | 10% | 9% | 9% | 8% | 10% | 8% |
| Don't know | 339 | 29 | 49 | 18 | 24 | 192 | 39 | 34 | 56 | 11 | 33 | 28 | 41 | 21 | 9 | 35 | 32 |
| | 9% | 4% | 6% | 6% | 4% | 18% | 10% | 11% | 10% | 6% | 7% | 9% | 8% | 6% | 5% | 9% | 9% |
| NETS | | | | | | | | | | | | | | | | | |
| Net: Important | 2389 | 449 | 518 | 201 | 335 | 593 | 230 | 168 | 317 | 99 | 273 | 185 | 319 | 227 | 116 | 219 | 238 |
| | 61% | 63% | 61% | 65% | 60% | 56% | 58% | 55% | 59% | 60% | 61% | 61% | 59% | 65% | 68% | 59% | 67% |
| Net: Unimportant | 1206 | 232 | 276 | 93 | 202 | 282 | 126 | 101 | 165 | 55 | 139 | 87 | 183 | 99 | 46 | 118 | 86 |
| | 31% | 33% | 33% | 30% | 36% | 26% | 32% | 33% | 31% | 34% | 31% | 29% | 34% | 28% | 27% | 32% | 24% |

Good Morning Britain - Undecided Voters

Q9. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - The news coverage of the parties during the campaign

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very important | 557 | 260 | 296 | 90 | 112 | 93 | 91 | 68 | 103 | 155 | 142 | 135 | 125 | 168 | 381 | 106 |
| | 14% | 15% | 13% | 17% | 14% | 13% | 13% | 13% | 16% | 14% | 12% | 16% | 16% | 16% | 14% | 15% |
| Fairly important | 1657 | 696 | 960 | 222 | 328 | 310 | 315 | 220 | 261 | 494 | 501 | 351 | 311 | 464 | 1169 | 291 |
| | 42% | 41% | 43% | 42% | 43% | 43% | 43% | 41% | 40% | 45% | 43% | 40% | 39% | 43% | 42% | 42% |
| Fairly unimportant | 977 | 439 | 539 | 119 | 171 | 182 | 186 | 146 | 173 | 295 | 293 | 218 | 171 | 240 | 727 | 155 |
| | 25% | 26% | 24% | 23% | 22% | 25% | 26% | 27% | 27% | 27% | 25% | 25% | 22% | 22% | 26% | 23% |
| Very unimportant | 420 | 190 | 231 | 42 | 68 | 66 | 91 | 67 | 86 | 106 | 130 | 80 | 105 | 87 | 332 | 57 |
| | 11% | 11% | 10% | 8% | 9% | 9% | 13% | 13% | 13% | 10% | 11% | 9% | 13% | 8% | 12% | 8% |
| Don't know | 323 | 117 | 206 | 57 | 92 | 73 | 44 | 30 | 26 | 57 | 102 | 82 | 82 | 108 | 208 | 78 |
| | 8% | 7% | 9% | 11% | 12% | 10% | 6% | 6% | 4% | 5% | 9% | 10% | 10% | 10% | 7% | 11% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Important | 2213 | 956 | 1257 | 311 | 440 | 403 | 406 | 288 | 364 | 649 | 643 | 486 | 436 | 632 | 1550 | 397 |
| | 56% | 56% | 56% | 59% | 57% | 56% | 56% | 54% | 56% | 59% | 55% | 56% | 55% | 59% | 55% | 58% |
| Net: Unimportant | 1398 | 628 | 769 | 161 | 239 | 249 | 277 | 213 | 259 | 401 | 423 | 298 | 276 | 326 | 1059 | 212 |
| | 36% | 37% | 34% | 30% | 31% | 34% | 38% | 40% | 40% | 36% | 36% | 34% | 35% | 31% | 38% | 31% |

Good Morning Britain - Undecided Voters

Q9. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - The news coverage of the parties during the campaign

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|--------------------|----------------------|--------------|--------|------------------|------|------------|-------------|---------------|--------|------------|------------|----------|------------|------------|-------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very important | 557 | 122 | 132 | 46 | 85 | 115 | 51 | 46 | 99 | 19 | 58 | 45 | 73 | 36 | 30 | 57 | 44 |
| | 14% | 17% | 16% | 15% | 15% | 11% | 13% | 15% | 18% | 12% | 13% | 15% | 13% | 10% | 18% | 15% | 12% |
| Fairly important | 1657 | 326 | 391 | 147 | 230 | 392 | 176 | 132 | 222 | 71 | 188 | 136 | 214 | 139 | 73 | 161 | 143 |
| | 42% | 46% | 46% | 47% | 41% | 37% | 45% | 44% | 41% | 43% | 42% | 45% | 39% | 40% | 43% | 43% | 40% |
| Fairly unimportant | 977 | 178 | 206 | 88 | 129 | 249 | 82 | 71 | 112 | 50 | 112 | 70 | 155 | 104 | 42 | 83 | 98 |
| | 25% | 25% | 24% | 28% | 23% | 23% | 21% | 23% | 21% | 30% | 25% | 23% | 29% | 30% | 25% | 22% | 27% |
| Very unimportant | 420 | 64 | 65 | 18 | 88 | 125 | 49 | 23 | 54 | 15 | 50 | 22 | 60 | 45 | 18 | 40 | 44 |
| | 11% | 9% | 8% | 6% | 16% | 12% | 12% | 8% | 10% | 9% | 11% | 7% | 11% | 13% | 11% | 11% | 12% |
| Don't know | 323 | 20 | 50 | 14 | 28 | 186 | 37 | 31 | 51 | 9 | 37 | 28 | 41 | 23 | 7 | 30 | 28 |
| | 8% | 3% | 6% | 4% | 5% | 17% | 9% | 10% | 9% | 5% | 8% | 9% | 8% | 7% | 4% | 8% | 8% |
| NETS | | | | | | | | | | | | | | | | | |
| Net: Important | 2213 | 448 | 523 | 192 | 316 | 507 | 227 | 178 | 321 | 91 | 246 | 181 | 287 | 175 | 103 | 218 | 187 |
| | 56% | 63% | 62% | 62% | 56% | 47% | 57% | 59% | 60% | 55% | 55% | 60% | 53% | 50% | 60% | 59% | 52% |
| Net: Unimportant | 1398 | 242 | 271 | 106 | 217 | 374 | 131 | 94 | 166 | 65 | 162 | 92 | 215 | 149 | 61 | 123 | 141 |
| | 36% | 34% | 32% | 34% | 39% | 35% | 33% | 31% | 31% | 39% | 36% | 30% | 40% | 43% | 35% | 33% | 40% |

Good Morning Britain - Undecided Voters

Q9. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - The leaflets and campaign literature that parties post through letterboxes

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very important | 264 | 103 | 162 | 47 | 62 | 51 | 33 | 29 | 44 | 68 | 52 | 76 | 68 | 77 | 186 | 53 |
| | 7% | 6% | 7% | 9% | 8% | 7% | 4% | 5% | 7% | 6% | 4% | 9% | 9% | 7% | 7% | 8% |
| Fairly important | 1087 | 407 | 680 | 146 | 224 | 201 | 184 | 140 | 194 | 288 | 341 | 234 | 223 | 307 | 767 | 214 |
| | 28% | 24% | 30% | 27% | 29% | 28% | 25% | 26% | 30% | 26% | 29% | 27% | 28% | 29% | 27% | 31% |
| Fairly unimportant | 1341 | 607 | 733 | 167 | 239 | 232 | 298 | 188 | 217 | 411 | 394 | 278 | 258 | 362 | 961 | 219 |
| | 34% | 36% | 33% | 31% | 31% | 32% | 41% | 35% | 33% | 37% | 34% | 32% | 33% | 34% | 34% | 32% |
| Very unimportant | 928 | 469 | 459 | 110 | 161 | 174 | 174 | 137 | 173 | 281 | 282 | 201 | 165 | 222 | 694 | 129 |
| | 24% | 28% | 21% | 21% | 21% | 24% | 24% | 26% | 27% | 25% | 24% | 23% | 21% | 21% | 25% | 19% |
| Don't know | 314 | 116 | 199 | 61 | 87 | 68 | 40 | 37 | 22 | 59 | 99 | 77 | 79 | 98 | 209 | 72 |
| | 8% | 7% | 9% | 12% | 11% | 9% | 5% | 7% | 3% | 5% | 8% | 9% | 10% | 9% | 7% | 10% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Important | 1351 | 510 | 841 | 192 | 285 | 251 | 216 | 169 | 238 | 356 | 393 | 310 | 292 | 383 | 953 | 267 |
| | 34% | 30% | 38% | 36% | 37% | 35% | 30% | 32% | 37% | 32% | 34% | 36% | 37% | 36% | 34% | 39% |
| Net: Unimportant | 2269 | 1077 | 1192 | 276 | 399 | 406 | 472 | 326 | 390 | 692 | 676 | 479 | 423 | 585 | 1655 | 348 |
| | 58% | 63% | 53% | 52% | 52% | 56% | 65% | 61% | 60% | 62% | 58% | 55% | 53% | 55% | 59% | 51% |

Good Morning Britain - Undecided Voters

Q9. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - The leaflets and campaign literature that parties post through letterboxes

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|--------------------|----------------------|--------------|------------|------------------|------------|------------|-------------|---------------|------------|------------|------------|------------|------------|------------|-----------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very important | 264 7% | 40 6% | 65 8% | 26 9% | 50 9% | 63 6% | 25 6% | 22 7% | 43 8% | 10 6% | 35 8% | 19 6% | 30 6% | 18 5% | 14 8% | 25 7% | 23 7% |
| Fairly important | 1087 28% | 226 32% | 255 30% | 82 26% | 131 23% | 282 26% | 94 24% | 80 26% | 163 30% | 50 31% | 107 24% | 79 26% | 146 27% | 104 30% | 53 31% | 112 30% | 98 28% |
| Fairly unimportant | 1341 34% | 255 36% | 318 38% | 127 41% | 178 32% | 312 29% | 140 35% | 114 38% | 164 30% | 68 41% | 151 34% | 107 35% | 179 33% | 123 36% | 53 31% | 112 30% | 130 37% |
| Very unimportant | 928 24% | 169 24% | 164 19% | 63 20% | 168 30% | 230 22% | 96 24% | 52 17% | 121 22% | 30 18% | 116 26% | 76 25% | 148 27% | 80 23% | 41 24% | 94 25% | 74 21% |
| Don't know | 314 8% | 19 3% | 42 5% | 13 4% | 34 6% | 180 17% | 40 10% | 35 12% | 47 9% | 7 4% | 37 8% | 20 7% | 40 7% | 21 6% | 9 5% | 28 8% | 30 8% |
| NETS | | | | | | | | | | | | | | | | | |
| Net: Important | 1351 34% | 266 37% | 320 38% | 108 35% | 181 32% | 345 32% | 119 30% | 102 34% | 206 38% | 60 37% | 141 32% | 98 33% | 176 32% | 122 35% | 68 40% | 137 37% | 121 34% |
| Net: Unimportant | 2269 58% | 424 60% | 482 57% | 190 61% | 346 62% | 542 51% | 236 60% | 167 55% | 285 53% | 97 59% | 266 60% | 183 61% | 328 60% | 203 59% | 94 55% | 206 56% | 205 57% |

Good Morning Britain - Undecided Voters

Q9. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - The promises the party make about what they would do if elected

Base: Undecided voters

| | GENDER | | AGE | | | | | | SEG | | | | PARENT | | | |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|--------|------|------|---------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Yes | No | Mothers |
| Unweighted Total | 3970 | 1513 | 2457 | 609 | 709 | 715 | 792 | 648 | 497 | 1201 | 1323 | 725 | 721 | 1091 | 2828 | 746 |
| Weighted Total | 3934 | 1702 | 2232 | 530 | 771 | 725 | 728 | 531 | 649 | 1107 | 1167 | 866 | 794 | 1066 | 2817 | 687 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very important | 1454 | 596 | 858 | 240 | 289 | 275 | 253 | 177 | 220 | 410 | 407 | 339 | 299 | 431 | 1004 | 279 |
| | 37% | 35% | 38% | 45% | 38% | 38% | 35% | 33% | 34% | 37% | 35% | 39% | 38% | 40% | 36% | 41% |
| Fairly important | 1427 | 598 | 829 | 166 | 303 | 276 | 278 | 187 | 216 | 413 | 462 | 293 | 259 | 382 | 1029 | 250 |
| | 36% | 35% | 37% | 31% | 39% | 38% | 38% | 35% | 33% | 37% | 40% | 34% | 33% | 36% | 37% | 36% |
| Fairly unimportant | 397 | 208 | 190 | 41 | 65 | 61 | 79 | 63 | 90 | 123 | 112 | 82 | 81 | 93 | 302 | 52 |
| | 10% | 12% | 9% | 8% | 8% | 8% | 11% | 12% | 14% | 11% | 10% | 9% | 10% | 9% | 11% | 8% |
| Very unimportant | 362 | 189 | 173 | 29 | 40 | 45 | 74 | 77 | 97 | 101 | 92 | 84 | 85 | 73 | 285 | 43 |
| | 9% | 11% | 8% | 5% | 5% | 6% | 10% | 15% | 15% | 9% | 8% | 10% | 11% | 7% | 10% | 6% |
| Don't know | 294 | 111 | 183 | 55 | 74 | 68 | 45 | 26 | 27 | 60 | 95 | 69 | 70 | 89 | 196 | 63 |
| | 7% | 7% | 8% | 10% | 10% | 9% | 6% | 5% | 4% | 5% | 8% | 8% | 9% | 8% | 7% | 9% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Important | 2881 | 1194 | 1687 | 405 | 593 | 552 | 530 | 365 | 436 | 823 | 869 | 632 | 558 | 812 | 2033 | 529 |
| | 73% | 70% | 76% | 77% | 77% | 76% | 73% | 69% | 67% | 74% | 74% | 73% | 70% | 76% | 72% | 77% |
| Net: Unimportant | 759 | 397 | 362 | 70 | 104 | 105 | 153 | 140 | 187 | 224 | 204 | 165 | 166 | 165 | 587 | 96 |
| | 19% | 23% | 16% | 13% | 14% | 15% | 21% | 26% | 29% | 20% | 17% | 19% | 21% | 15% | 21% | 14% |

Good Morning Britain - Undecided Voters

Q9. How important, if at all, are each of the following going to be to you personally when deciding who to vote for? - The promises the party make about what they would do if elected

Base: Undecided voters

| | PARTY IF GE TOMORROW | | | | | | REGION | | | | | | | | | | |
|--------------------|----------------------|--------------|------------|------------------|------------|------------|-------------|---------------|------------|------------|------------|------------|------------|------------|------------|---------------|------------------------|
| | Total | Conservative | Labour | Liberal Democrat | UKIP | Don't know | East Anglia | East Midlands | London | North East | North West | Scotland | South East | South West | Wales | West Midlands | Yorkshire & Humberside |
| Unweighted Total | 3970 | 708 | 896 | 292 | 546 | 1085 | 341 | 296 | 504 | 219 | 461 | 267 | 605 | 386 | 163 | 360 | 368 |
| Weighted Total | 3934 | 710 | 844 | 311 | 561 | 1067 | 395 | 304 | 538 | 164 | 445 | 301 | 543 | 346 | 171 | 371 | 356 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very important | 1454 37% | 278 39% | 370 44% | 109 35% | 219 39% | 327 31% | 139 35% | 96 32% | 207 38% | 71 43% | 179 40% | 107 36% | 185 34% | 114 33% | 67 39% | 159 43% | 131 37% |
| Fairly important | 1427 36% | 279 39% | 312 37% | 141 45% | 184 33% | 346 32% | 143 36% | 122 40% | 182 34% | 43 26% | 145 33% | 121 40% | 221 41% | 137 39% | 57 33% | 115 31% | 141 40% |
| Fairly unimportant | 397 10% | 75 11% | 73 9% | 27 9% | 54 10% | 117 11% | 37 9% | 27 9% | 44 8% | 25 15% | 50 11% | 30 10% | 54 10% | 39 11% | 21 12% | 40 11% | 32 9% |
| Very unimportant | 362 9% | 61 9% | 50 6% | 23 7% | 76 14% | 105 10% | 39 10% | 27 9% | 52 10% | 15 9% | 44 10% | 17 6% | 53 10% | 39 11% | 20 12% | 32 9% | 25 7% |
| Don't know | 294 7% | 17 2% | 38 5% | 12 4% | 28 5% | 172 16% | 37 9% | 32 10% | 53 10% | 11 7% | 27 6% | 26 9% | 31 6% | 19 5% | 7 4% | 25 7% | 27 8% |
| NETS | | | | | | | | | | | | | | | | | |
| Net: Important | 2881 73% | 557 78% | 682 81% | 250 80% | 403 72% | 673 63% | 282 71% | 218 72% | 388 72% | 114 69% | 324 73% | 228 76% | 406 75% | 250 72% | 124 72% | 274 74% | 272 76% |
| Net: Unimportant | 759 19% | 136 19% | 123 15% | 50 16% | 130 23% | 222 21% | 76 19% | 54 18% | 96 18% | 39 24% | 93 21% | 46 15% | 106 20% | 77 22% | 41 24% | 72 19% | 57 16% |