

Good Morning Britain – Undecided Voters Poll

METHODOLOGY NOTE

ComRes interviewed 1,541 British adults from the ComRes / Good Morning Britain undecided voters panel online between 31st March and 7th April 2015. The undecided panel was recruited from a nationally representative sample of 12,882 British adults in March 2015 on the basis that they were at least 5/10 likely to vote and did not know who they would vote for or said that they may change their mind about who to vote for before the election. For this wave of the panel, data were weighted to be demographically representative of undecided Britons (taken from the original survey between 5th and 19th March 2015). 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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	416	201	215	17	82	78	81	63	96	147	109	100	60	102	311	67
	27%	30%	25%	8%	27%	28%	29%	29%	37%	34%	24%	29%	19%	24%	28%	24%
Labour	339	158	181	36	68	63	70	54	49	83	97	76	83	106	231	74
	22%	24%	21%	18%	22%	23%	25%	25%	19%	19%	21%	22%	27%	26%	21%	27%
Liberal Democrat	262	119	143	17	45	44	50	42	64	91	88	45	38	53	208	30
	17%	18%	16%	9%	15%	16%	18%	19%	24%	21%	19%	13%	12%	13%	19%	11%
Some other party	108	45	63	12	22	16	16	18	23	27	45	17	19	29	79	17
	7%	7%	7%	6%	7%	6%	6%	8%	9%	6%	10%	5%	6%	7%	7%	6%
Did not vote	308	103	206	110	72	50	37	24	15	64	91	80	73	102	204	72
	20%	15%	23%	55%	23%	18%	13%	11%	6%	15%	20%	24%	24%	25%	18%	26%
Don't remember	77	26	51	7	14	19	18	9	10	15	19	19	23	20	56	14
	5%	4%	6%	3%	5%	7%	6%	4%	4%	4%	4%	6%	8%	5%	5%	5%
Refused	31	11	19	2	5	7	6	5	6	4	12	3	12	4	25	4
	2%	2%	2%	1%	2%	3%	2%	2%	2%	1%	3%	1%	4%	1%	2%	1%

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	416	219	25	14	81	60	60	36	41	12	42	22	70	32	10	51	41
	27%	60%	7%	11%	37%	22%	39%	29%	19%	19%	25%	18%	32%	23%	17%	36%	30%
Labour	339	28	194	10	31	42	21	26	64	16	41	36	31	27	14	26	35
	22%	8%	51%	9%	14%	15%	14%	21%	30%	26%	24%	29%	15%	19%	22%	19%	26%
Liberal Democrat	262	43	56	67	25	34	26	15	44	13	26	13	41	29	10	22	22
	17%	12%	15%	56%	11%	12%	17%	12%	21%	21%	16%	10%	19%	21%	17%	16%	16%
Some other party	108	12	9	2	35	12	11	6	12	3	13	15	17	10	6	6	9
	7%	3%	2%	2%	16%	4%	7%	5%	6%	6%	7%	12%	8%	7%	10%	5%	6%
Did not vote	308	55	86	23	43	65	29	24	43	13	34	31	46	30	12	24	22
	20%	15%	23%	19%	20%	24%	19%	20%	20%	22%	20%	25%	21%	21%	20%	18%	16%
Don't remember	77	8	5	4	6	45	4	10	8	3	12	5	11	7	3	6	7
	5%	2%	1%	3%	3%	17%	3%	8%	4%	5%	7%	4%	5%	5%	5%	4%	5%
Refused	31	-	2	-	-	14	3	6	4	1	2	1	-	5	6	3	2
	2%	-	1%	-	-	5%	2%	5%	2%	1%	1%	1%	-	3%	9%	2%	1%

Good Morning Britain - Undecided Voters

Q2. You previously took part in a similar survey to this where you said that you did not know who you would vote for at the upcoming General Election or that you might change your mind about who to vote for. Which of the following now represents how you are feeling about who to vote for?

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have definitely made up my mind who to vote for	189	84	105	27	41	23	32	26	40	60	53	39	37	45	144	30
	12%	13%	12%	14%	13%	8%	12%	12%	15%	14%	11%	12%	12%	11%	13%	11%
I have a good idea who I am going to vote but not yet completely sure	740	343	397	98	146	139	124	107	126	224	219	173	125	194	541	121
	48%	52%	45%	49%	48%	50%	45%	50%	48%	52%	47%	51%	40%	47%	49%	44%
I am starting to lean towards a certain party	239	97	142	35	46	41	53	30	35	64	77	51	48	76	160	53
	16%	15%	16%	18%	15%	15%	19%	14%	13%	15%	17%	15%	16%	18%	14%	19%
I am completely undecided who to vote for	372	138	234	40	75	74	69	53	62	84	114	76	98	100	270	72
	24%	21%	27%	20%	24%	27%	25%	25%	24%	20%	25%	22%	32%	24%	24%	26%

Good Morning Britain - Undecided Voters

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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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have definitely made up my mind who to vote for	189	64	67	10	21	5	19	16	19	6	23	12	30	22	6	17	19
	12%	18%	18%	8%	9%	2%	12%	13%	9%	10%	14%	10%	14%	16%	9%	12%	14%
I have a good idea who I am going to vote but not yet completely sure	740	225	197	73	106	43	68	48	105	30	91	58	105	67	32	67	70
	48%	62%	52%	61%	48%	16%	44%	39%	48%	48%	54%	47%	49%	48%	52%	48%	50%
I am starting to lean towards a certain party	239	47	76	23	42	24	30	19	36	10	14	16	38	22	9	25	21
	16%	13%	20%	19%	19%	9%	19%	15%	17%	16%	8%	13%	18%	16%	14%	18%	15%
I am completely undecided who to vote for	372	28	39	14	52	200	37	40	56	16	42	37	42	28	15	30	29
	24%	8%	10%	12%	24%	74%	24%	33%	26%	25%	25%	30%	20%	20%	24%	21%	21%

Good Morning Britain - Undecided Voters

Q3. If it were a legal requirement to vote and the General Election were tomorrow, who do you think you would vote for?

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	364	166	198	34	69	59	66	59	76	123	106	86	49	99	265	59
	24%	25%	23%	17%	23%	21%	24%	27%	29%	28%	23%	25%	16%	24%	24%	21%
Labour	378	153	225	75	91	58	73	41	41	98	121	80	79	131	246	92
	25%	23%	26%	37%	29%	21%	26%	19%	16%	23%	26%	24%	26%	31%	22%	33%
Liberal Democrat	120	53	67	20	23	19	21	12	25	46	37	21	15	23	96	15
	8%	8%	8%	10%	7%	7%	8%	6%	10%	11%	8%	6%	5%	5%	9%	5%
UKIP	221	115	106	17	27	45	44	41	46	43	56	63	59	56	165	29
	14%	17%	12%	9%	9%	16%	16%	19%	18%	10%	12%	19%	19%	13%	15%	10%
SNP	25	9	17	1	3	9	6	6	2	10	4	8	3	8	17	7
	2%	1%	2%	1%	1%	3%	2%	3%	1%	2%	1%	2%	1%	2%	2%	3%
Plaid Cymru	9	4	5	2	1	-	4	*	2	2	3	1	3	1	7	1
	1%	1%	1%	1%	*	-	1%	*	1%	1%	1%	*	1%	*	1%	*
Green	91	33	59	23	25	25	6	11	2	26	35	19	11	27	64	17
	6%	5%	7%	11%	8%	9%	2%	5%	1%	6%	8%	6%	4%	7%	6%	6%
BNP	7	4	3	1	-	1	-	1	3	-	3	1	3	3	4	3
	*	1%	*	1%	-	1%	-	*	1%	-	1%	*	1%	1%	*	1%
Some other party	16	6	10	-	5	1	1	1	7	6	5	2	2	3	12	3
	1%	1%	1%	-	2%	*	*	1%	3%	1%	1%	1%	1%	1%	1%	1%
Refused	38	19	19	6	5	13	4	5	6	8	17	4	9	5	30	5
	2%	3%	2%	3%	2%	5%	1%	2%	2%	2%	4%	1%	3%	1%	3%	2%
Don't know	272	101	171	22	60	47	53	39	51	69	75	53	75	60	210	46
	18%	15%	19%	11%	20%	17%	19%	18%	20%	16%	16%	16%	24%	14%	19%	17%

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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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	364	364	-	-	-	-	46	27	42	10	35	20	63	40	11	39	31
	24%	100%	-	-	-	-	30%	22%	20%	17%	21%	17%	29%	29%	18%	28%	23%
Labour	378	-	378	-	-	-	27	30	65	22	50	29	46	27	13	34	35
	25%	-	100%	-	-	-	17%	24%	30%	35%	29%	23%	22%	19%	21%	25%	26%
Liberal Democrat	120	-	-	120	-	-	16	8	24	5	9	6	19	15	1	11	6
	8%	-	-	100%	-	-	11%	6%	11%	8%	5%	5%	9%	11%	2%	8%	4%
UKIP	221	-	-	-	221	-	24	25	19	12	24	2	33	21	13	19	28
	14%	-	-	-	100%	-	16%	20%	9%	19%	14%	2%	15%	15%	21%	14%	20%
SNP	25	-	-	-	-	-	-	-	-	-	-	25	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	21%	-	-	-	-	-
Plaid Cymru	9	-	-	-	-	-	-	-	-	-	-	-	-	-	9	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	-	-
Green	91	-	-	-	-	-	9	6	18	2	10	8	14	7	3	5	9
	6%	-	-	-	-	-	6%	5%	8%	3%	6%	7%	7%	5%	5%	4%	6%
BNP	7	-	-	-	-	-	-	1	-	-	5	-	-	-	-	-	1
	*	-	-	-	-	-	-	1%	-	-	3%	-	-	-	-	-	1%
Some other party	16	-	-	-	-	-	1	1	-	2	-	2	5	-	1	-	3
	1%	-	-	-	-	-	1%	1%	-	4%	-	2%	2%	-	1%	-	2%
Refused	38	-	-	-	-	-	5	3	8	1	2	3	3	5	2	5	2
	2%	-	-	-	-	-	3%	3%	4%	1%	1%	3%	1%	3%	3%	3%	1%
Don't know	272	-	-	-	-	272	26	22	38	8	35	26	33	25	10	26	23
	18%	-	-	-	-	100%	17%	18%	17%	14%	20%	21%	15%	18%	16%	18%	17%

Good Morning Britain - Undecided Voters

Q4. Which of the following do you think will be the most important issues in deciding who you will vote for?

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The national economy	383	226	157	41	65	74	75	50	79	135	126	76	47	83	297	40
	25%	34%	18%	20%	21%	27%	27%	23%	30%	31%	27%	22%	15%	20%	27%	14%
Your personal finances	254	103	151	35	72	59	49	23	15	67	91	61	35	81	170	54
	16%	16%	17%	17%	24%	21%	18%	11%	6%	15%	20%	18%	11%	19%	15%	19%
Unemployment	201	69	132	60	49	36	27	17	11	52	52	46	51	62	136	45
	13%	10%	15%	30%	16%	13%	10%	8%	4%	12%	11%	13%	17%	15%	12%	16%
Britain's relationship with the EU	272	141	131	18	39	39	50	56	71	86	64	57	65	46	226	25
	18%	21%	15%	9%	13%	14%	18%	26%	27%	20%	14%	17%	21%	11%	20%	9%
Healthcare and the NHS	843	323	520	97	140	138	153	142	173	241	259	172	170	225	613	150
	55%	49%	59%	48%	45%	50%	55%	66%	66%	56%	56%	51%	55%	54%	55%	54%
Immigration	595	281	314	35	83	92	126	117	142	153	146	159	137	134	458	83
	39%	42%	36%	17%	27%	33%	45%	54%	54%	36%	32%	47%	44%	32%	41%	30%
The cost of everyday items, such as food, energy and travel	446	148	297	71	97	111	85	43	39	91	140	119	96	138	305	106
	29%	22%	34%	35%	31%	40%	31%	20%	15%	21%	30%	35%	31%	33%	27%	38%
Education and schools	227	72	155	51	65	46	32	14	19	82	79	47	20	126	101	93
	15%	11%	18%	25%	21%	17%	12%	7%	7%	19%	17%	14%	6%	30%	9%	33%
Housing	156	56	100	41	50	22	22	8	14	39	55	29	34	40	115	32
	10%	9%	11%	20%	16%	8%	8%	3%	5%	9%	12%	8%	11%	10%	10%	12%
Crime and anti-social behaviour	142	66	75	17	23	29	25	23	23	41	46	21	33	29	112	18
	9%	10%	9%	9%	8%	10%	9%	11%	9%	10%	10%	6%	11%	7%	10%	6%
The Government's budget deficit	154	91	63	14	32	24	26	19	39	53	54	26	21	32	120	12
	10%	14%	7%	7%	10%	9%	9%	9%	15%	12%	12%	8%	7%	8%	11%	4%
The welfare system	352	153	199	40	58	61	79	49	64	84	114	67	87	89	261	62
	23%	23%	23%	20%	19%	22%	29%	23%	24%	20%	25%	20%	28%	21%	23%	22%
Care for the elderly	153	54	99	7	17	10	23	37	58	52	36	27	38	20	132	15
	10%	8%	11%	4%	6%	4%	8%	17%	22%	12%	8%	8%	12%	5%	12%	6%
Don't know	29	11	17	3	12	6	1	4	2	8	9	6	6	8	20	6
	2%	2%	2%	1%	4%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%

Good Morning Britain - Undecided Voters

Q4. Which of the following do you think will be the most important issues in deciding who you will vote for?

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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The national economy	383 25%	136 37%	76 20%	44 36%	32 15%	58 21%	28 18%	29 24%	59 27%	19 31%	42 25%	31 26%	46 21%	45 33%	13 22%	37 27%	33 23%
Your personal finances	254 16%	67 18%	58 15%	21 18%	28 13%	35 13%	15 9%	20 16%	38 17%	10 16%	28 17%	28 23%	38 18%	14 10%	11 18%	28 20%	23 17%
Unemployment	201 13%	39 11%	72 19%	18 15%	22 10%	26 10%	16 10%	21 17%	37 17%	5 8%	26 15%	20 16%	21 10%	14 10%	7 11%	18 13%	17 12%
Britain's relationship with the EU	272 18%	78 21%	34 9%	26 22%	72 33%	39 14%	35 23%	16 13%	36 17%	10 16%	36 22%	14 12%	45 21%	25 18%	9 15%	27 19%	18 13%
Healthcare and the NHS	843 55%	186 51%	239 63%	75 63%	83 37%	159 58%	97 63%	70 57%	103 48%	33 54%	85 50%	74 60%	113 52%	79 57%	37 59%	71 51%	82 59%
Immigration	595 39%	168 46%	104 27%	24 20%	164 74%	87 32%	73 47%	61 50%	67 31%	29 47%	62 36%	28 22%	81 38%	49 35%	23 38%	55 39%	68 49%
The cost of everyday items, such as food, energy and travel	446 29%	77 21%	131 35%	40 34%	52 24%	88 33%	49 32%	38 31%	61 28%	19 31%	41 24%	32 26%	68 32%	48 35%	18 29%	38 28%	33 24%
Education and schools	227 15%	42 12%	78 21%	23 19%	17 8%	36 13%	24 15%	10 8%	46 21%	6 9%	30 18%	24 19%	30 14%	15 11%	10 16%	14 10%	19 14%
Housing	156 10%	29 8%	60 16%	11 9%	17 8%	22 8%	15 10%	6 5%	43 20%	2 4%	9 5%	10 8%	35 16%	10 7%	6 10%	10 7%	10 7%
Crime and anti-social behaviour	142 9%	30 8%	29 8%	8 7%	30 13%	28 10%	16 10%	10 8%	22 10%	5 8%	18 11%	11 9%	21 10%	5 3%	5 8%	15 11%	14 10%
The Government's budget deficit	154 10%	58 16%	25 7%	15 13%	19 9%	22 8%	29 19%	16 13%	13 6%	5 8%	15 9%	16 13%	22 10%	11 8%	4 6%	15 11%	10 7%
The welfare system	352 23%	81 22%	94 25%	21 17%	41 19%	60 22%	31 20%	29 23%	45 21%	17 28%	40 24%	33 26%	50 23%	33 24%	12 19%	32 23%	31 22%
Care for the elderly	153 10%	29 8%	40 11%	12 10%	19 9%	35 13%	8 5%	14 11%	11 5%	9 14%	18 11%	13 11%	22 10%	16 12%	5 7%	11 8%	26 19%

Good Morning Britain - Undecided Voters

Q4. Which of the following do you think will be the most important issues in deciding who you will vote for?

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	29	2	5	1	1	15	1	1	5	1	5	3	2	4	3	2	1
	2%	*	1%	1%	1%	6%	1%	1%	2%	2%	3%	2%	1%	3%	6%	1%	1%

Good Morning Britain - Undecided Voters

Q5_SUM. Which party do you trust most to? - SUMMARY TABLE

Base: All respondents

	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	1541	1541	1541	1541	1541	1541	1541	1541	1541	1541	1541	1541
Weighted Total	1541	1541	1541	1541	1541	1541	1541	1541	1541	1541	1541	1541
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	439 28%	238 15%	453 29%	515 33%	147 10%	460 30%	370 24%	484 31%	227 15%	494 32%	464 30%	462 30%
Conservatives	356 23%	660 43%	355 23%	309 20%	216 14%	307 20%	378 25%	247 16%	441 29%	336 22%	242 16%	223 14%
Liberal Democrats	122 8%	85 6%	153 10%	132 9%	62 4%	121 8%	185 12%	138 9%	95 6%	154 10%	185 12%	168 11%
UKIP	76 5%	87 6%	81 5%	64 4%	670 43%	73 5%	49 3%	59 4%	153 10%	99 6%	54 3%	47 3%
Don't know	548 36%	470 31%	500 32%	522 34%	446 29%	580 38%	559 36%	614 40%	624 41%	458 30%	596 39%	641 42%

Good Morning Britain - Undecided Voters

Q5_1. Which party do you trust most to? - Make families like your own better off

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	439	184	255	78	101	81	83	53	42	103	144	97	95	155	280	102
	28%	28%	29%	39%	33%	29%	30%	24%	16%	24%	31%	29%	31%	37%	25%	37%
Conservatives	356	187	169	42	59	53	58	60	83	130	101	80	44	91	265	55
	23%	28%	19%	21%	19%	19%	21%	28%	32%	30%	22%	24%	14%	22%	24%	20%
Liberal Democrats	122	57	65	20	28	23	21	12	18	37	49	22	14	30	91	17
	8%	9%	7%	10%	9%	8%	8%	5%	7%	9%	11%	6%	4%	7%	8%	6%
UKIP	76	33	44	8	19	9	19	12	9	14	17	32	13	24	52	15
	5%	5%	5%	4%	6%	3%	7%	6%	3%	3%	4%	9%	4%	6%	5%	5%
Don't know	548	201	346	52	100	111	96	79	110	146	150	108	143	114	427	89
	36%	30%	39%	26%	32%	40%	34%	37%	42%	34%	33%	32%	46%	28%	38%	32%

Good Morning Britain - Undecided Voters

Q5_1. Which party do you trust most to? - Make families like your own better off

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	439	21	280	12	34	40	43	30	71	19	50	42	53	32	18	39	42
	28%	6%	74%	10%	15%	15%	28%	24%	33%	30%	30%	34%	25%	23%	29%	28%	31%
Conservatives	356	229	17	18	32	33	37	29	49	10	33	15	55	35	10	41	43
	23%	63%	4%	15%	15%	12%	24%	23%	23%	16%	19%	12%	26%	25%	16%	30%	31%
Liberal Democrats	122	16	10	55	10	12	16	9	22	3	13	8	19	10	5	11	6
	8%	4%	3%	46%	5%	4%	10%	7%	10%	5%	8%	7%	9%	8%	8%	8%	4%
UKIP	76	4	4	1	56	5	7	3	6	5	13	5	17	5	6	4	6
	5%	1%	1%	1%	25%	2%	4%	3%	3%	9%	7%	4%	8%	4%	9%	3%	4%
Don't know	548	94	67	34	89	183	52	53	68	25	61	53	72	57	23	43	42
	36%	26%	18%	28%	40%	67%	34%	43%	32%	40%	36%	43%	33%	41%	38%	31%	30%

Good Morning Britain - Undecided Voters

Q5_2. Which party do you trust most to? - Promote UK economic growth

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	238	100	138	39	70	41	35	27	26	58	82	53	45	83	152	53
	15%	15%	16%	20%	23%	15%	13%	12%	10%	13%	18%	16%	15%	20%	14%	19%
Conservatives	660	334	326	63	85	113	134	110	155	218	190	145	106	149	508	87
	43%	50%	37%	31%	28%	41%	48%	51%	59%	51%	41%	43%	34%	36%	46%	31%
Liberal Democrats	85	38	48	14	27	16	13	5	12	27	24	23	12	29	55	21
	6%	6%	5%	7%	9%	6%	5%	2%	4%	6%	5%	7%	4%	7%	5%	8%
UKIP	87	29	58	21	16	15	14	12	9	13	27	31	16	30	57	22
	6%	4%	7%	11%	5%	5%	5%	5%	3%	3%	6%	9%	5%	7%	5%	8%
Don't know	470	162	309	63	110	93	82	62	60	115	140	87	129	124	343	94
	31%	24%	35%	31%	36%	34%	29%	29%	23%	27%	30%	26%	42%	30%	31%	34%

Good Morning Britain - Undecided Voters

Q5_2. Which party do you trust most to? - Promote UK economic growth

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	238	11	168	6	11	17	20	15	47	13	26	21	33	19	12	14	19
	15%	3%	44%	5%	5%	6%	13%	12%	22%	21%	16%	17%	15%	13%	20%	10%	14%
Conservatives	660	301	84	49	98	76	80	56	77	24	81	39	90	65	22	68	58
	43%	83%	22%	41%	44%	28%	52%	45%	36%	39%	48%	32%	42%	47%	36%	49%	42%
Liberal Democrats	85	4	16	42	4	6	7	8	19	2	10	5	14	3	1	9	7
	6%	1%	4%	35%	2%	2%	5%	7%	9%	4%	6%	4%	7%	2%	2%	6%	5%
UKIP	87	5	11	2	53	6	9	7	8	5	11	1	13	10	4	5	14
	6%	1%	3%	1%	24%	2%	6%	6%	4%	9%	6%	1%	6%	7%	7%	4%	10%
Don't know	470	42	99	22	54	167	38	37	65	17	42	57	66	42	21	43	41
	31%	12%	26%	18%	24%	61%	25%	30%	30%	27%	25%	46%	31%	31%	35%	31%	30%

Good Morning Britain - Undecided Voters

Q5_3. Which party do you trust most to? - Make sure that the benefits of economic growth are felt by all

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	453	197	257	82	94	73	83	60	62	123	153	94	83	142	309	95
	29%	30%	29%	41%	30%	26%	30%	28%	24%	29%	33%	28%	27%	34%	28%	34%
Conservatives	355	170	185	36	60	54	63	55	87	116	99	91	49	91	263	55
	23%	26%	21%	18%	20%	19%	23%	26%	33%	27%	21%	27%	16%	22%	24%	20%
Liberal Democrats	153	77	75	17	35	26	24	20	31	54	47	25	27	32	119	18
	10%	12%	9%	8%	11%	9%	9%	9%	12%	12%	10%	7%	9%	8%	11%	7%
UKIP	81	38	43	10	14	13	19	14	11	17	19	27	18	20	60	9
	5%	6%	5%	5%	4%	5%	7%	7%	4%	4%	4%	8%	6%	5%	5%	3%
Don't know	500	181	319	56	106	112	88	66	72	122	144	102	132	130	365	100
	32%	27%	36%	28%	34%	41%	32%	30%	27%	28%	31%	30%	43%	31%	33%	36%

Good Morning Britain - Undecided Voters

Q5_3. Which party do you trust most to? - Make sure that the benefits of economic growth are felt by all

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	453	31	265	29	34	40	41	26	73	18	53	42	58	41	19	42	42
	29%	9%	70%	25%	16%	15%	27%	21%	34%	29%	31%	34%	27%	29%	30%	31%	30%
Conservatives	355	234	21	12	43	28	38	31	34	11	42	16	58	38	10	43	35
	23%	64%	5%	10%	20%	10%	24%	25%	16%	18%	25%	13%	27%	27%	16%	31%	25%
Liberal Democrats	153	20	19	60	8	21	21	13	32	4	17	9	17	10	5	12	13
	10%	5%	5%	50%	4%	8%	13%	11%	15%	6%	10%	7%	8%	7%	8%	8%	9%
UKIP	81	5	9	1	59	2	12	7	7	5	5	2	15	9	7	6	5
	5%	1%	2%	1%	27%	1%	8%	6%	3%	9%	3%	1%	7%	6%	12%	5%	3%
Don't know	500	74	65	18	77	180	42	46	70	24	53	55	67	41	21	36	45
	32%	20%	17%	15%	35%	66%	27%	38%	33%	38%	31%	45%	31%	30%	34%	26%	32%

Good Morning Britain - Undecided Voters

Q5_4. Which party do you trust most to? - Manage the NHS

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	515	227	287	76	107	96	91	69	76	138	161	118	97	157	355	107
	33%	34%	33%	38%	35%	35%	33%	32%	29%	32%	35%	35%	32%	38%	32%	39%
Conservatives	309	160	148	40	56	50	48	40	74	103	90	71	45	85	221	48
	20%	24%	17%	20%	18%	18%	17%	18%	28%	24%	19%	21%	15%	20%	20%	17%
Liberal Democrats	132	63	69	18	28	23	24	15	24	47	39	28	18	30	100	19
	9%	10%	8%	9%	9%	8%	9%	7%	9%	11%	8%	8%	6%	7%	9%	7%
UKIP	64	30	34	13	10	8	17	9	7	9	15	21	18	15	48	7
	4%	4%	4%	6%	3%	3%	6%	4%	3%	2%	3%	6%	6%	4%	4%	2%
Don't know	522	182	340	53	107	101	98	82	81	134	157	101	129	129	390	96
	34%	28%	39%	26%	35%	36%	35%	38%	31%	31%	34%	30%	42%	31%	35%	35%

Good Morning Britain - Undecided Voters

Q5_4. Which party do you trust most to? - Manage the NHS

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	515	47	276	25	42	60	47	32	79	24	74	47	60	35	22	45	50
	33%	13%	73%	21%	19%	22%	30%	26%	36%	39%	44%	38%	28%	25%	36%	33%	36%
Conservatives	309	191	23	14	41	19	36	27	35	7	37	14	51	23	10	37	30
	20%	52%	6%	12%	19%	7%	23%	22%	16%	12%	22%	12%	24%	17%	16%	27%	22%
Liberal Democrats	132	26	12	54	14	9	13	10	23	4	10	11	23	13	4	10	11
	9%	7%	3%	45%	6%	3%	8%	8%	10%	7%	6%	9%	11%	9%	6%	7%	8%
UKIP	64	1	5	2	43	6	4	8	9	3	6	-	12	8	3	5	6
	4%	*	1%	1%	19%	2%	3%	7%	4%	4%	3%	-	5%	6%	4%	4%	5%
Don't know	522	100	62	26	81	178	54	46	70	24	43	51	70	60	23	41	41
	34%	27%	16%	22%	37%	65%	35%	37%	32%	38%	26%	41%	33%	43%	38%	29%	30%

Good Morning Britain - Undecided Voters

Q5_5. Which party do you trust most to? - Control immigration

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	147	52	95	30	44	28	16	11	18	36	49	34	27	57	90	42
	10%	8%	11%	15%	14%	10%	6%	5%	7%	8%	11%	10%	9%	14%	8%	15%
Conservatives	216	96	121	36	55	37	41	19	29	83	70	38	26	54	160	33
	14%	14%	14%	18%	18%	13%	15%	9%	11%	19%	15%	11%	8%	13%	14%	12%
Liberal Democrats	62	23	39	16	14	12	9	4	7	17	20	16	10	18	43	15
	4%	3%	4%	8%	5%	4%	3%	2%	3%	4%	4%	5%	3%	4%	4%	5%
UKIP	670	314	356	71	93	110	133	124	139	176	196	162	136	174	493	107
	43%	47%	41%	35%	30%	40%	48%	58%	53%	41%	42%	48%	44%	42%	44%	39%
Don't know	446	179	268	49	102	91	78	58	69	120	127	89	110	113	330	79
	29%	27%	30%	24%	33%	33%	28%	27%	26%	28%	27%	26%	36%	27%	30%	29%

Good Morning Britain - Undecided Voters

Q5_5. Which party do you trust most to? - Control immigration

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	147	12	106	4	2	6	7	11	32	6	16	13	19	12	7	11	14
	10%	3%	28%	4%	1%	2%	4%	9%	15%	10%	9%	10%	9%	9%	11%	8%	10%
Conservatives	216	114	35	18	2	27	31	20	29	7	16	20	28	19	7	21	19
	14%	31%	9%	15%	1%	10%	20%	16%	14%	11%	9%	16%	13%	14%	12%	15%	13%
Liberal Democrats	62	5	10	28	3	7	7	3	12	1	8	4	8	8	3	6	3
	4%	1%	3%	23%	1%	2%	4%	2%	6%	2%	5%	4%	4%	5%	4%	4%	2%
UKIP	670	164	124	41	195	79	66	49	75	32	77	38	101	59	28	67	78
	43%	45%	33%	34%	88%	29%	43%	40%	35%	53%	46%	31%	47%	43%	45%	48%	56%
Don't know	446	68	103	29	20	153	44	41	68	15	52	48	60	41	18	34	25
	29%	19%	27%	24%	9%	56%	28%	33%	31%	24%	31%	39%	28%	29%	28%	25%	18%

Good Morning Britain - Undecided Voters

Q5_6. Which party do you trust most to? - Keep down the cost of everyday items, such as food, energy and travel

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	460	191	268	70	110	83	86	58	52	119	144	109	87	147	310	99
	30%	29%	31%	35%	36%	30%	31%	27%	20%	28%	31%	32%	28%	35%	28%	36%
Conservatives	307	166	141	31	45	44	56	59	72	97	89	78	44	79	227	47
	20%	25%	16%	15%	15%	16%	20%	27%	27%	22%	19%	23%	14%	19%	20%	17%
Liberal Democrats	121	53	68	21	28	25	17	8	22	46	42	16	17	32	85	22
	8%	8%	8%	10%	9%	9%	6%	4%	8%	11%	9%	5%	5%	8%	8%	8%
UKIP	73	28	45	15	11	12	11	13	12	10	18	29	16	21	53	9
	5%	4%	5%	8%	3%	4%	4%	6%	5%	2%	4%	9%	5%	5%	5%	3%
Don't know	580	225	356	63	115	113	108	77	104	161	169	106	144	137	440	100
	38%	34%	40%	32%	37%	41%	39%	36%	40%	37%	37%	31%	47%	33%	39%	36%

Good Morning Britain - Undecided Voters

Q5_6. Which party do you trust most to? - Keep down the cost of everyday items, such as food, energy and travel

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	460	32	265	27	43	39	37	27	75	21	68	39	56	31	19	39	48
	30%	9%	70%	23%	20%	14%	24%	22%	35%	35%	40%	32%	26%	22%	31%	28%	34%
Conservatives	307	200	17	13	39	21	31	30	32	10	30	16	45	32	13	38	31
	20%	55%	5%	11%	18%	8%	20%	24%	15%	17%	18%	13%	21%	23%	21%	27%	23%
Liberal Democrats	121	25	17	52	3	13	24	8	24	1	9	8	24	7	3	8	4
	8%	7%	4%	43%	1%	5%	15%	6%	11%	2%	5%	7%	11%	5%	4%	6%	3%
UKIP	73	6	2	1	54	1	7	6	6	4	8	1	8	13	3	8	9
	5%	2%	1%	1%	24%	1%	4%	4%	3%	6%	5%	1%	4%	10%	4%	6%	7%
Don't know	580	101	77	26	82	197	56	53	79	25	54	59	83	55	24	46	46
	38%	28%	20%	22%	37%	73%	36%	43%	37%	40%	32%	48%	39%	40%	39%	33%	33%

Good Morning Britain - Undecided Voters

Q5_7. Which party do you trust most to? - Improve the education system

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	370	144	225	75	80	72	63	43	37	81	128	94	66	130	236	88
	24%	22%	26%	38%	26%	26%	23%	20%	14%	19%	28%	28%	22%	31%	21%	32%
Conservatives	378	180	198	35	66	61	70	53	92	134	96	86	61	96	281	59
	25%	27%	23%	18%	22%	22%	25%	25%	35%	31%	21%	25%	20%	23%	25%	21%
Liberal Democrats	185	101	84	23	47	30	29	21	35	63	58	37	28	41	144	22
	12%	15%	10%	12%	15%	11%	11%	10%	13%	15%	12%	11%	9%	10%	13%	8%
UKIP	49	21	28	8	9	8	9	10	5	9	15	13	12	15	34	9
	3%	3%	3%	4%	3%	3%	3%	4%	2%	2%	3%	4%	4%	4%	3%	3%
Don't know	559	217	342	58	107	107	106	88	92	144	166	109	141	134	420	99
	36%	33%	39%	29%	35%	39%	38%	41%	35%	33%	36%	32%	46%	32%	38%	36%

Good Morning Britain - Undecided Voters

Q5_7. Which party do you trust most to? - Improve the education system

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	370	30	228	15	27	27	30	25	67	17	42	32	46	26	14	36	35
	24%	8%	60%	12%	12%	10%	19%	20%	31%	27%	25%	26%	21%	18%	22%	26%	25%
Conservatives	378	222	32	16	55	36	46	29	36	11	44	23	58	35	15	43	39
	25%	61%	8%	13%	25%	13%	30%	24%	17%	17%	26%	18%	27%	25%	24%	31%	28%
Liberal Democrats	185	24	25	64	25	21	23	13	30	6	23	13	29	20	6	14	7
	12%	7%	7%	54%	11%	8%	15%	10%	14%	10%	14%	11%	13%	14%	10%	10%	5%
UKIP	49	1	4	-	33	5	4	4	8	4	3	1	7	7	2	2	8
	3%	*	1%	-	15%	2%	3%	3%	4%	6%	2%	1%	3%	5%	2%	1%	6%
Don't know	559	88	89	25	81	182	52	53	75	24	56	54	75	51	25	44	50
	36%	24%	24%	21%	37%	67%	33%	43%	35%	39%	33%	44%	35%	37%	41%	32%	36%

Good Morning Britain - Undecided Voters

Q5_8. Which party do you trust most to? - Improve housing affordability

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	484	208	276	62	102	86	86	68	79	138	144	110	92	135	346	91
	31%	31%	31%	31%	33%	31%	31%	31%	30%	32%	31%	32%	30%	32%	31%	33%
Conservatives	247	125	121	29	49	36	39	43	51	78	66	64	38	66	180	37
	16%	19%	14%	15%	16%	13%	14%	20%	19%	18%	14%	19%	12%	16%	16%	13%
Liberal Democrats	138	69	69	21	29	24	22	14	26	51	44	26	16	40	96	24
	9%	10%	8%	11%	9%	9%	8%	7%	10%	12%	10%	8%	5%	10%	9%	9%
UKIP	59	17	42	16	9	10	12	9	4	5	18	22	15	19	40	10
	4%	3%	5%	8%	3%	3%	4%	4%	2%	1%	4%	6%	5%	5%	4%	4%
Don't know	614	243	370	72	120	122	117	82	101	159	191	117	147	155	453	114
	40%	37%	42%	36%	39%	44%	42%	38%	39%	37%	41%	34%	48%	37%	41%	41%

Good Morning Britain - Undecided Voters

Q5_8. Which party do you trust most to? - Improve housing affordability

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	484	53	246	32	56	45	47	29	69	18	61	43	73	32	21	43	48
	31%	15%	65%	27%	25%	17%	31%	23%	32%	29%	36%	35%	34%	23%	34%	31%	34%
Conservatives	247	169	18	11	26	17	26	30	22	9	24	10	45	28	7	27	20
	16%	46%	5%	9%	12%	6%	17%	24%	10%	14%	14%	8%	21%	20%	11%	19%	15%
Liberal Democrats	138	31	20	44	14	10	15	8	23	5	13	10	19	15	5	12	12
	9%	9%	5%	37%	6%	4%	10%	7%	11%	8%	8%	8%	9%	11%	7%	9%	8%
UKIP	59	1	1	5	40	4	1	4	14	3	6	2	9	6	4	4	7
	4%	*	*	4%	18%	2%	1%	3%	7%	4%	3%	1%	4%	5%	7%	3%	5%
Don't know	614	110	94	27	86	195	64	53	88	27	65	58	71	58	25	53	52
	40%	30%	25%	23%	39%	72%	42%	43%	41%	44%	38%	47%	33%	42%	41%	38%	37%

Good Morning Britain - Undecided Voters

Q5_9. Which party do you trust most to? - Reduce crime and anti-social behaviour

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	227	94	133	41	60	44	33	22	27	56	67	65	39	84	142	51
	15%	14%	15%	21%	19%	16%	12%	10%	10%	13%	15%	19%	13%	20%	13%	18%
Conservatives	441	226	215	41	71	78	101	68	82	160	134	91	56	109	331	64
	29%	34%	25%	20%	23%	28%	36%	31%	31%	37%	29%	27%	18%	26%	30%	23%
Liberal Democrats	95	35	60	25	22	15	14	8	11	23	39	18	15	25	70	16
	6%	5%	7%	12%	7%	5%	5%	4%	4%	5%	9%	5%	5%	6%	6%	6%
UKIP	153	65	88	21	26	21	23	30	33	32	33	45	43	36	117	23
	10%	10%	10%	10%	8%	8%	8%	14%	13%	7%	7%	13%	14%	9%	11%	8%
Don't know	624	243	382	73	129	119	106	89	108	161	188	120	155	162	455	122
	41%	37%	43%	37%	42%	43%	38%	41%	41%	37%	41%	35%	50%	39%	41%	44%

Good Morning Britain - Undecided Voters

Q5_9. Which party do you trust most to? - Reduce crime and anti-social behaviour

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	227	15	152	6	12	17	17	18	31	10	32	24	31	14	8	20	22
	15%	4%	40%	5%	5%	6%	11%	15%	14%	16%	19%	19%	15%	10%	12%	15%	16%
Conservatives	441	238	49	35	46	42	45	31	61	16	47	29	58	45	17	52	41
	29%	65%	13%	29%	21%	15%	29%	25%	28%	26%	28%	24%	27%	32%	27%	38%	29%
Liberal Democrats	95	9	20	38	8	6	12	5	18	3	9	8	13	9	3	4	8
	6%	3%	5%	32%	4%	2%	8%	4%	9%	5%	5%	7%	6%	7%	4%	3%	6%
UKIP	153	17	21	6	84	8	10	14	20	7	13	9	30	14	6	10	20
	10%	5%	5%	5%	38%	3%	7%	11%	9%	11%	8%	7%	14%	10%	10%	7%	15%
Don't know	624	85	137	34	72	199	69	55	86	25	68	53	83	57	29	52	47
	41%	23%	36%	29%	32%	73%	45%	44%	40%	41%	40%	43%	38%	41%	47%	38%	34%

Good Morning Britain - Undecided Voters

Q5_10. Which party do you trust most to? - Make the welfare system fairer

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	494	221	273	77	107	90	88	60	71	136	157	99	102	158	333	108
	32%	33%	31%	38%	35%	33%	32%	28%	27%	32%	34%	29%	33%	38%	30%	39%
Conservatives	336	162	174	33	61	54	63	56	70	103	107	80	47	89	245	55
	22%	24%	20%	16%	20%	19%	23%	26%	27%	24%	23%	23%	15%	21%	22%	20%
Liberal Democrats	154	76	78	21	28	28	25	21	32	61	45	31	18	30	124	21
	10%	12%	9%	10%	9%	10%	9%	10%	12%	14%	10%	9%	6%	7%	11%	7%
UKIP	99	41	58	13	20	16	21	13	16	16	20	38	25	30	69	14
	6%	6%	7%	6%	7%	6%	7%	6%	6%	4%	4%	11%	8%	7%	6%	5%
Don't know	458	163	295	57	92	89	80	66	74	116	134	92	117	109	343	79
	30%	25%	34%	28%	30%	32%	29%	30%	28%	27%	29%	27%	38%	26%	31%	29%

Good Morning Britain - Undecided Voters

Q5_10. Which party do you trust most to? - Make the welfare system fairer

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	494	44	274	24	35	48	38	26	82	24	66	42	60	41	19	44	52
	32%	12%	73%	20%	16%	18%	24%	21%	38%	39%	39%	34%	28%	30%	31%	32%	37%
Conservatives	336	223	21	16	33	29	39	35	37	11	26	21	51	29	11	40	36
	22%	61%	5%	13%	15%	11%	26%	28%	17%	18%	15%	17%	24%	21%	19%	29%	26%
Liberal Democrats	154	23	17	59	15	21	21	5	30	5	17	9	23	16	5	12	11
	10%	6%	4%	49%	7%	8%	14%	4%	14%	7%	10%	8%	11%	11%	8%	9%	8%
UKIP	99	7	6	-	75	6	7	13	12	5	7	3	18	13	5	6	10
	6%	2%	2%	-	34%	2%	5%	10%	5%	7%	4%	2%	9%	9%	8%	4%	7%
Don't know	458	68	60	21	62	167	48	46	56	17	53	48	63	40	21	36	30
	30%	19%	16%	18%	28%	62%	31%	37%	26%	28%	31%	39%	29%	29%	34%	26%	22%

Good Morning Britain - Undecided Voters

Q5_11. Which party do you trust most to? - Make sure there is adequate childcare provisions available to those who need it

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	464	204	260	68	111	81	85	56	64	138	145	104	76	151	309	103
	30%	31%	30%	34%	36%	29%	31%	26%	24%	32%	31%	31%	25%	36%	28%	37%
Conservatives	242	113	129	34	46	38	41	32	50	66	77	59	40	68	173	43
	16%	17%	15%	17%	15%	14%	15%	15%	19%	15%	17%	17%	13%	16%	15%	15%
Liberal Democrats	185	92	94	19	24	37	35	28	43	72	57	32	24	33	149	21
	12%	14%	11%	9%	8%	13%	13%	13%	17%	17%	12%	9%	8%	8%	13%	7%
UKIP	54	23	31	10	13	7	9	9	6	14	9	16	15	20	34	10
	3%	3%	4%	5%	4%	3%	3%	4%	2%	3%	2%	5%	5%	5%	3%	4%
Don't know	596	231	365	70	114	115	107	91	99	141	174	128	153	143	450	101
	39%	35%	42%	35%	37%	42%	39%	42%	38%	33%	38%	38%	50%	34%	40%	36%

Good Morning Britain - Undecided Voters

Q5_11. Which party do you trust most to? - Make sure there is adequate childcare provisions available to those who need it

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	464	51	245	26	38	48	45	30	72	14	59	37	57	32	17	51	50
	30%	14%	65%	22%	17%	18%	29%	24%	33%	23%	35%	30%	26%	23%	28%	37%	36%
Conservatives	242	159	16	4	32	17	29	24	26	7	21	12	55	23	9	24	13
	16%	44%	4%	4%	15%	6%	19%	19%	12%	12%	12%	10%	25%	16%	14%	17%	10%
Liberal Democrats	185	41	23	60	21	15	17	13	27	10	22	17	23	21	6	16	14
	12%	11%	6%	50%	10%	6%	11%	10%	13%	16%	13%	14%	11%	15%	9%	12%	10%
UKIP	54	-	5	1	39	5	3	3	14	1	4	2	7	5	4	3	9
	3%	-	1%	1%	18%	2%	2%	2%	6%	2%	2%	1%	3%	4%	7%	2%	6%
Don't know	596	113	89	28	91	187	61	54	77	29	65	55	74	57	26	45	53
	39%	31%	24%	23%	41%	69%	39%	44%	36%	48%	38%	45%	34%	41%	42%	32%	38%

Good Morning Britain - Undecided Voters

Q5_12. Which party do you trust most to? - Provide adequate care for the elderly

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	462	215	247	67	96	89	82	55	73	128	146	106	82	156	305	104
	30%	32%	28%	34%	31%	32%	29%	25%	28%	30%	32%	31%	27%	38%	27%	37%
Conservatives	223	105	117	35	38	36	37	36	42	62	67	55	38	63	158	40
	14%	16%	13%	17%	12%	13%	13%	17%	16%	14%	15%	16%	12%	15%	14%	14%
Liberal Democrats	168	87	81	16	31	36	35	18	33	64	48	27	29	36	130	20
	11%	13%	9%	8%	10%	13%	12%	8%	12%	15%	10%	8%	9%	9%	12%	7%
UKIP	47	19	28	5	9	4	13	9	7	9	9	19	10	11	37	3
	3%	3%	3%	3%	3%	2%	5%	4%	3%	2%	2%	6%	3%	3%	3%	1%
Don't know	641	236	404	77	134	113	111	99	108	168	192	132	149	149	485	110
	42%	36%	46%	38%	44%	41%	40%	46%	41%	39%	41%	39%	48%	36%	44%	40%

Good Morning Britain - Undecided Voters

Q5_12. Which party do you trust most to? - Provide adequate care for the elderly

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	462	43	252	20	43	46	37	30	78	22	58	40	56	35	18	41	47
	30%	12%	67%	17%	20%	17%	24%	24%	36%	36%	34%	32%	26%	25%	29%	29%	34%
Conservatives	223	148	9	12	29	14	23	22	27	9	13	10	38	28	7	28	18
	14%	41%	2%	10%	13%	5%	15%	18%	13%	15%	7%	8%	17%	20%	11%	20%	13%
Liberal Democrats	168	38	18	58	24	14	19	12	27	6	18	12	27	14	3	14	14
	11%	11%	5%	48%	11%	5%	13%	10%	13%	10%	11%	10%	13%	10%	5%	10%	10%
UKIP	47	2	4	1	31	3	1	2	9	2	2	2	9	7	3	3	8
	3%	*	1%	1%	14%	1%	1%	1%	4%	3%	1%	1%	4%	5%	4%	2%	6%
Don't know	641	134	95	29	94	194	73	58	74	22	78	59	86	55	31	53	52
	42%	37%	25%	24%	43%	72%	47%	47%	34%	36%	46%	48%	40%	40%	50%	38%	38%

Good Morning Britain - Undecided Voters

Q6_SUM. Which of the following leaders... - SUMMARY TABLE

Base: All respondents

	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	1541	1541	1541	1541	1541	1541
Weighted Total	1541 100%	1541 100%	1541 100%	1541 100%	1541 100%	1541 100%
David Cameron	246 16%	334 22%	406 26%	189 12%	245 16%	147 10%
Ed Miliband	173 11%	271 18%	253 16%	287 19%	135 9%	183 12%
Nick Clegg	139 9%	144 9%	129 8%	133 9%	242 16%	85 6%
Nigel Farage	211 14%	353 23%	119 8%	505 33%	34 2%	560 36%
Natalie Bennett	133 9%	57 4%	84 5%	135 9%	262 17%	51 3%
Don't know	639 41%	382 25%	549 36%	293 19%	623 40%	515 33%

Good Morning Britain - Undecided Voters

Q6_1. Which of the following leaders, do you trust the most to tell the truth?

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	246	113	133	36	47	37	41	41	44	76	68	63	38	63	183	41
	16%	17%	15%	18%	15%	13%	15%	19%	17%	18%	15%	19%	12%	15%	16%	15%
Ed Miliband	173	83	90	25	38	23	35	24	27	45	53	47	27	52	120	29
	11%	12%	10%	12%	12%	8%	13%	11%	10%	10%	12%	14%	9%	13%	11%	10%
Nick Clegg	139	63	76	19	25	25	29	18	24	53	39	21	27	40	98	22
	9%	10%	9%	9%	8%	9%	10%	8%	9%	12%	8%	6%	9%	10%	9%	8%
Nigel Farage	211	118	93	18	30	40	43	34	45	55	60	44	52	45	165	22
	14%	18%	11%	9%	10%	15%	16%	16%	17%	13%	13%	13%	17%	11%	15%	8%
Natalie Bennett	133	55	78	31	26	31	19	10	16	43	51	24	15	35	98	21
	9%	8%	9%	15%	8%	11%	7%	5%	6%	10%	11%	7%	5%	8%	9%	8%
Don't know	639	231	409	73	142	120	110	88	106	159	192	139	150	181	451	142
	41%	35%	47%	36%	46%	43%	40%	41%	41%	37%	41%	41%	49%	43%	40%	51%

Good Morning Britain - Undecided Voters

Q6_1. Which of the following leaders, do you trust the most to tell the truth?

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	246	167	20	13	19	15	28	13	22	8	22	18	46	22	8	36	22
	16%	46%	5%	11%	9%	5%	18%	11%	10%	13%	13%	15%	21%	16%	14%	26%	16%
Ed Miliband	173	6	124	6	11	14	7	14	34	8	27	13	15	9	10	15	21
	11%	2%	33%	5%	5%	5%	5%	11%	16%	12%	16%	10%	7%	6%	17%	10%	15%
Nick Clegg	139	32	23	44	11	15	13	15	22	5	17	13	23	12	3	10	6
	9%	9%	6%	36%	5%	6%	8%	12%	10%	8%	10%	11%	11%	9%	6%	8%	5%
Nigel Farage	211	45	29	8	105	11	27	13	29	6	21	7	32	20	10	20	25
	14%	12%	8%	6%	48%	4%	17%	11%	13%	11%	12%	6%	15%	15%	16%	14%	18%
Natalie Bennett	133	8	42	10	8	19	15	10	30	4	16	6	18	12	3	12	9
	9%	2%	11%	8%	4%	7%	10%	8%	14%	6%	10%	5%	8%	9%	5%	8%	6%
Don't know	639	107	140	39	66	198	64	58	80	31	66	66	82	63	27	46	56
	41%	29%	37%	33%	30%	73%	41%	47%	37%	51%	39%	53%	38%	46%	43%	33%	40%

Good Morning Britain - Undecided Voters

Q6_2. Which of the following leaders, do you trust the least to tell the truth?

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	334	158	176	43	53	67	68	52	51	77	105	74	77	94	238	58
	22%	24%	20%	21%	17%	24%	24%	24%	20%	18%	23%	22%	25%	23%	21%	21%
Ed Miliband	271	149	122	23	33	44	46	49	77	87	86	49	49	60	211	28
	18%	22%	14%	11%	11%	16%	17%	23%	29%	20%	19%	15%	16%	14%	19%	10%
Nick Clegg	144	74	70	23	37	19	24	21	21	30	44	42	28	37	106	21
	9%	11%	8%	11%	12%	7%	9%	10%	8%	7%	10%	12%	9%	9%	10%	8%
Nigel Farage	353	134	219	63	78	71	51	41	50	121	107	71	55	95	257	70
	23%	20%	25%	32%	25%	25%	18%	19%	19%	28%	23%	21%	18%	23%	23%	25%
Natalie Bennett	57	28	28	4	10	7	15	7	13	18	16	11	11	13	43	7
	4%	4%	3%	2%	3%	2%	6%	3%	5%	4%	3%	3%	4%	3%	4%	3%
Don't know	382	120	262	45	98	70	73	46	50	98	105	91	88	115	259	94
	25%	18%	30%	22%	32%	25%	26%	22%	19%	23%	23%	27%	28%	28%	23%	34%

Good Morning Britain - Undecided Voters

Q6_2. Which of the following leaders, do you trust the least to tell the truth?

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	334	8	139	25	64	48	26	35	54	11	43	31	43	25	15	22	29
	22%	2%	37%	21%	29%	18%	17%	28%	25%	17%	25%	25%	20%	18%	25%	16%	21%
Ed Miliband	271	131	19	17	61	25	38	21	28	10	30	15	43	24	10	28	24
	18%	36%	5%	14%	28%	9%	24%	17%	13%	17%	17%	12%	20%	17%	17%	20%	18%
Nick Clegg	144	40	32	10	39	10	17	10	24	9	15	4	19	6	7	18	17
	9%	11%	8%	8%	18%	4%	11%	8%	11%	14%	9%	3%	9%	4%	11%	13%	12%
Nigel Farage	353	96	108	41	9	53	38	19	56	14	38	28	52	36	16	29	29
	23%	26%	29%	34%	4%	19%	24%	15%	26%	23%	22%	23%	24%	26%	25%	21%	21%
Natalie Bennett	57	20	7	5	11	8	8	4	4	2	7	3	10	4	1	6	8
	4%	5%	2%	4%	5%	3%	5%	3%	2%	3%	4%	2%	5%	3%	2%	4%	6%
Don't know	382	70	72	23	37	127	28	35	50	17	37	42	49	44	12	37	31
	25%	19%	19%	20%	17%	47%	18%	28%	23%	27%	22%	34%	23%	31%	20%	27%	22%

Good Morning Britain - Undecided Voters

Q6_3. Which of the following leaders, would you like to see running the country the most?

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	406	199	207	45	72	52	80	64	94	137	115	89	64	100	304	56
	26%	30%	24%	22%	23%	19%	29%	30%	36%	32%	25%	26%	21%	24%	27%	20%
Ed Miliband	253	118	136	43	48	41	49	35	37	68	86	55	44	81	172	54
	16%	18%	15%	22%	16%	15%	18%	16%	14%	16%	19%	16%	14%	20%	15%	20%
Nick Clegg	129	64	65	20	27	23	22	15	21	44	46	15	24	30	98	19
	8%	10%	7%	10%	9%	8%	8%	7%	8%	10%	10%	5%	8%	7%	9%	7%
Nigel Farage	119	60	59	11	19	20	25	26	19	24	25	41	29	25	93	12
	8%	9%	7%	5%	6%	7%	9%	12%	7%	6%	5%	12%	9%	6%	8%	4%
Natalie Bennett	84	26	58	24	19	22	10	4	5	18	29	25	11	27	57	16
	5%	4%	7%	12%	6%	8%	4%	2%	2%	4%	6%	7%	4%	7%	5%	6%
Don't know	549	196	354	57	124	120	91	71	87	140	161	113	135	152	391	119
	36%	30%	40%	29%	40%	43%	33%	33%	33%	32%	35%	33%	44%	37%	35%	43%

Good Morning Britain - Undecided Voters

Q6_3. Which of the following leaders, would you like to see running the country the most?

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	406	266	27	20	40	33	49	36	44	13	45	30	52	44	13	47	34
	26%	73%	7%	17%	18%	12%	32%	29%	20%	21%	27%	24%	24%	31%	21%	34%	24%
Ed Miliband	253	7	193	12	6	10	15	16	51	11	33	22	33	20	11	16	25
	16%	2%	51%	10%	3%	4%	10%	13%	23%	18%	20%	18%	15%	14%	19%	11%	18%
Nick Clegg	129	17	22	55	11	11	15	10	31	4	7	6	19	8	3	15	10
	8%	5%	6%	46%	5%	4%	10%	8%	15%	7%	4%	5%	9%	5%	4%	11%	7%
Nigel Farage	119	12	10	-	84	7	14	7	11	7	17	4	18	11	8	9	14
	8%	3%	3%	-	38%	2%	9%	6%	5%	11%	10%	3%	8%	8%	13%	6%	10%
Natalie Bennett	84	7	18	7	7	11	9	4	13	3	11	6	10	9	2	9	9
	5%	2%	5%	6%	3%	4%	6%	3%	6%	5%	6%	5%	4%	6%	3%	6%	6%
Don't know	549	56	108	27	72	200	52	49	67	23	56	55	85	48	25	43	47
	36%	15%	29%	22%	32%	74%	34%	40%	31%	38%	33%	45%	39%	35%	40%	31%	34%

Good Morning Britain - Undecided Voters

Q6_4. Which of the following leaders, would you like to see running the country the least?

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	189	72	117	23	31	39	35	34	26	42	51	45	51	68	119	47
	12%	11%	13%	12%	10%	14%	13%	16%	10%	10%	11%	13%	17%	16%	11%	17%
Ed Miliband	287	143	144	27	36	48	54	48	74	88	73	70	56	64	220	36
	19%	22%	16%	14%	12%	17%	19%	22%	28%	20%	16%	21%	18%	15%	20%	13%
Nick Clegg	133	73	60	21	19	18	29	20	26	29	41	34	29	33	100	18
	9%	11%	7%	10%	6%	7%	10%	9%	10%	7%	9%	10%	9%	8%	9%	7%
Nigel Farage	505	199	306	79	111	94	92	60	68	165	185	82	74	131	374	89
	33%	30%	35%	39%	36%	34%	33%	28%	26%	38%	40%	24%	24%	31%	34%	32%
Natalie Bennett	135	80	55	8	21	19	23	25	40	43	40	29	23	20	115	11
	9%	12%	6%	4%	7%	7%	8%	12%	15%	10%	9%	9%	7%	5%	10%	4%
Don't know	293	96	196	43	90	60	45	29	27	64	73	79	75	100	188	76
	19%	15%	22%	21%	29%	22%	16%	13%	10%	15%	16%	23%	24%	24%	17%	27%

Good Morning Britain - Undecided Voters

Q6_4. Which of the following leaders, would you like to see running the country the least?

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	189	5	86	11	36	29	15	16	25	6	21	18	27	15	11	9	26
	12%	1%	23%	9%	16%	11%	10%	13%	12%	9%	13%	14%	12%	11%	18%	7%	18%
Ed Miliband	287	130	18	16	67	26	37	22	38	13	35	12	37	29	10	32	22
	19%	36%	5%	14%	30%	10%	24%	18%	18%	21%	21%	10%	17%	21%	16%	23%	16%
Nick Clegg	133	24	36	2	44	14	11	9	21	7	22	5	12	4	8	17	18
	9%	7%	10%	2%	20%	5%	7%	8%	10%	11%	13%	4%	5%	3%	13%	12%	13%
Nigel Farage	505	119	166	67	1	77	57	36	74	18	50	50	82	46	18	38	37
	33%	33%	44%	56%	1%	29%	37%	29%	34%	29%	29%	40%	38%	33%	29%	27%	27%
Natalie Bennett	135	47	16	9	40	13	14	13	13	7	10	7	22	17	6	11	16
	9%	13%	4%	8%	18%	5%	9%	11%	6%	12%	6%	5%	10%	12%	9%	8%	11%
Don't know	293	40	56	14	33	112	21	26	45	10	32	32	36	29	9	32	20
	19%	11%	15%	12%	15%	41%	14%	21%	21%	17%	19%	26%	17%	21%	15%	23%	14%

Good Morning Britain - Undecided Voters

Q6_5. Which of the following leaders, would you most trust as a babysitter looking after your children?

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	245	96	150	31	48	29	53	42	42	70	76	65	34	70	175	51
	16%	14%	17%	16%	16%	10%	19%	19%	16%	16%	17%	19%	11%	17%	16%	18%
Ed Miliband	135	64	71	18	44	18	24	14	18	40	41	31	24	39	95	25
	9%	10%	8%	9%	14%	7%	9%	7%	7%	9%	9%	9%	8%	9%	9%	9%
Nick Clegg	242	105	137	17	40	48	50	32	56	86	77	38	41	49	193	28
	16%	16%	16%	8%	13%	17%	18%	15%	21%	20%	17%	11%	13%	12%	17%	10%
Nigel Farage	34	15	19	9	4	8	3	5	5	8	9	10	6	5	29	3
	2%	2%	2%	4%	1%	3%	1%	2%	2%	2%	2%	3%	2%	1%	3%	1%
Natalie Bennett	262	129	133	44	45	54	40	34	44	76	89	58	38	78	181	44
	17%	19%	15%	22%	15%	20%	14%	16%	17%	18%	19%	17%	12%	19%	16%	16%
Don't know	623	254	369	82	128	120	108	89	97	151	170	137	165	174	442	126
	40%	38%	42%	41%	41%	43%	39%	41%	37%	35%	37%	40%	54%	42%	40%	46%

Good Morning Britain - Undecided Voters

Q6_5. Which of the following leaders, would you most trust as a babysitter looking after your children?

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	245	125	29	13	38	20	31	15	24	12	31	11	40	22	7	33	20
	16%	34%	8%	11%	17%	7%	20%	12%	11%	19%	18%	9%	18%	16%	12%	24%	15%
Ed Miliband	135	9	81	11	15	6	11	10	29	6	14	13	16	11	6	7	13
	9%	2%	21%	9%	7%	2%	7%	8%	14%	9%	8%	10%	8%	8%	9%	5%	9%
Nick Clegg	242	71	47	37	40	28	26	23	26	9	17	21	43	26	8	24	20
	16%	20%	12%	31%	18%	10%	17%	19%	12%	15%	10%	17%	20%	19%	13%	17%	14%
Nigel Farage	34	4	7	1	15	4	4	4	6	1	5	2	5	2	2	1	2
	2%	1%	2%	1%	7%	2%	2%	4%	3%	2%	3%	1%	2%	1%	3%	1%	2%
Natalie Bennett	262	49	72	30	29	26	31	18	37	8	29	21	34	24	10	21	27
	17%	14%	19%	25%	13%	10%	20%	15%	17%	13%	17%	17%	16%	18%	16%	15%	20%
Don't know	623	105	142	28	84	187	51	53	93	26	73	56	77	54	29	53	57
	40%	29%	37%	23%	38%	69%	33%	43%	43%	42%	43%	46%	36%	39%	48%	38%	41%

Good Morning Britain - Undecided Voters

Q6_6. Which of the following leaders, would you least trust as a babysitter looking after your children?

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	147	71	76	22	30	27	22	18	27	35	41	34	38	43	102	30
	10%	11%	9%	11%	10%	10%	8%	9%	10%	8%	9%	10%	12%	10%	9%	11%
Ed Miliband	183	100	83	13	30	35	34	28	42	58	54	45	26	50	133	28
	12%	15%	10%	7%	10%	13%	12%	13%	16%	13%	12%	13%	8%	12%	12%	10%
Nick Clegg	85	40	46	22	14	13	14	10	11	19	26	23	16	16	70	9
	6%	6%	5%	11%	4%	5%	5%	5%	4%	4%	6%	7%	5%	4%	6%	3%
Nigel Farage	560	228	332	81	111	105	112	70	81	171	189	116	84	155	404	101
	36%	34%	38%	40%	36%	38%	41%	32%	31%	40%	41%	34%	27%	37%	36%	37%
Natalie Bennett	51	24	27	7	4	12	10	10	8	18	15	9	9	16	36	7
	3%	4%	3%	4%	1%	4%	4%	5%	3%	4%	3%	3%	3%	4%	3%	3%
Don't know	515	200	315	55	119	84	84	80	93	130	137	112	136	137	371	102
	33%	30%	36%	27%	39%	30%	30%	37%	35%	30%	30%	33%	44%	33%	33%	37%

Good Morning Britain - Undecided Voters

Q6_6. Which of the following leaders, would you least trust as a babysitter looking after your children?

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	147	4	70	9	24	21	9	11	34	5	16	13	17	9	6	9	18
	10%	1%	19%	7%	11%	8%	6%	9%	16%	8%	9%	11%	8%	6%	10%	7%	13%
Ed Miliband	183	69	11	13	61	17	22	16	15	8	22	10	28	22	9	19	13
	12%	19%	3%	11%	27%	6%	14%	13%	7%	12%	13%	8%	13%	16%	15%	13%	9%
Nick Clegg	85	25	27	7	16	1	6	5	17	2	9	5	9	9	3	12	9
	6%	7%	7%	6%	7%	*	4%	4%	8%	4%	5%	4%	4%	6%	5%	9%	7%
Nigel Farage	560	154	163	67	27	71	67	42	64	24	62	46	80	51	23	46	53
	36%	42%	43%	56%	12%	26%	44%	34%	30%	40%	37%	38%	37%	37%	38%	33%	38%
Natalie Bennett	51	10	12	1	19	4	8	5	6	2	5	2	11	2	2	4	4
	3%	3%	3%	1%	9%	1%	5%	4%	3%	4%	3%	1%	5%	1%	4%	3%	3%
Don't know	515	101	95	24	75	157	42	44	80	20	57	46	71	47	18	49	42
	33%	28%	25%	20%	34%	58%	27%	35%	37%	33%	33%	38%	33%	34%	28%	35%	31%

Good Morning Britain - Undecided Voters

Q7_SUM. To what extent do you agree or disagree with each of the following statements? - SUMMARY TABLE

Base: All respondents

	Seeing or hearing about the families of party leaders is an important part of understanding them as a person	Seeing or hearing about the families of party leaders is a distraction from more important political issues	Seeing or hearing about the families of party leaders does not affect how likely I am to vote for that political party	It is inappropriate for party leaders to involve their families in the General Election campaign
Unweighted Total	1541	1541	1541	1541
Weighted Total	1541	1541	1541	1541
	100%	100%	100%	100%
Strongly agree	60	205	434	224
	4%	13%	28%	15%
Tend to agree	598	614	629	531
	39%	40%	41%	34%
Tend to disagree	457	417	211	403
	30%	27%	14%	26%
Strongly disagree	211	99	51	109
	14%	6%	3%	7%
Don't know	215	206	216	274
	14%	13%	14%	18%
NETS				
Net: Agree	657	819	1063	756
	43%	53%	69%	49%
Net: Disagree	668	516	262	512
	43%	33%	17%	33%

Good Morning Britain - Undecided Voters

Q7_1. To what extent do you agree or disagree with each of the following statements? - Seeing or hearing about the families of party leaders is an important part of understanding them as a person

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	60 4%	23 3%	37 4%	9 4%	9 3%	10 4%	10 4%	14 7%	7 3%	14 3%	12 3%	16 5%	17 6%	25 6%	34 3%	18 7%
Tend to agree	598 39%	215 32%	383 44%	92 46%	128 41%	102 37%	106 38%	73 34%	97 37%	170 39%	187 40%	137 40%	104 34%	182 44%	413 37%	122 44%
Tend to disagree	457 30%	220 33%	237 27%	52 26%	71 23%	82 30%	85 31%	73 34%	93 36%	125 29%	148 32%	91 27%	93 30%	102 24%	354 32%	62 23%
Strongly disagree	211 14%	120 18%	91 10%	15 8%	32 10%	37 13%	44 16%	35 16%	49 19%	72 17%	55 12%	39 12%	46 15%	41 10%	170 15%	24 9%
Don't know	215 14%	85 13%	130 15%	32 16%	68 22%	46 17%	33 12%	21 10%	16 6%	51 12%	61 13%	56 16%	47 15%	66 16%	143 13%	50 18%
NETS																
Net: Agree	657 43%	237 36%	420 48%	101 50%	137 44%	113 41%	116 42%	87 40%	104 40%	183 43%	199 43%	153 45%	122 40%	208 50%	448 40%	140 51%
Net: Disagree	668 43%	340 51%	328 37%	68 34%	103 33%	119 43%	129 47%	108 50%	142 54%	197 46%	202 44%	130 38%	139 45%	143 34%	524 47%	87 31%

Good Morning Britain - Undecided Voters

Q7_1. To what extent do you agree or disagree with each of the following statements? - Seeing or hearing about the families of party leaders is an important part of understanding them as a person

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	60 4%	14 4%	19 5%	8 7%	10 5%	5 2%	7 5%	3 3%	6 3%	4 6%	6 4%	1 1%	12 6%	4 3%	2 4%	8 6%	6 4%
Tend to agree	598 39%	177 48%	151 40%	52 43%	82 37%	73 27%	42 27%	57 46%	93 43%	21 34%	58 34%	42 34%	82 38%	51 36%	26 42%	62 45%	65 47%
Tend to disagree	457 30%	103 28%	120 32%	40 33%	59 26%	81 30%	47 30%	24 19%	57 27%	24 39%	53 32%	40 33%	69 32%	40 29%	16 26%	41 30%	44 32%
Strongly disagree	211 14%	36 10%	52 14%	10 8%	46 21%	30 11%	28 18%	21 17%	26 12%	7 12%	30 18%	14 12%	27 13%	26 19%	10 17%	13 9%	8 6%
Don't know	215 14%	35 10%	36 10%	10 9%	24 11%	83 30%	31 20%	19 15%	33 16%	6 9%	21 13%	25 20%	25 12%	18 13%	7 12%	15 11%	15 11%
NETS																	
Net: Agree	657 43%	190 52%	170 45%	60 50%	93 42%	78 29%	49 32%	60 49%	99 46%	24 40%	64 38%	44 36%	94 44%	54 39%	28 46%	70 50%	71 51%
Net: Disagree	668 43%	139 38%	172 45%	49 41%	105 47%	111 41%	74 48%	45 36%	84 39%	32 51%	84 50%	55 44%	97 45%	66 48%	26 43%	54 39%	53 38%

Good Morning Britain - Undecided Voters

Q7_2. To what extent do you agree or disagree with each of the following statements? - Seeing or hearing about the families of party leaders is a distraction from more important political issues

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	205 13%	113 17%	92 10%	23 12%	50 16%	32 11%	36 13%	27 13%	37 14%	74 17%	59 13%	37 11%	36 12%	51 12%	154 14%	31 11%
Tend to agree	614 40%	264 40%	350 40%	97 48%	93 30%	108 39%	108 39%	98 45%	110 42%	172 40%	194 42%	116 34%	132 43%	131 32%	478 43%	85 31%
Tend to disagree	417 27%	176 26%	242 28%	39 19%	70 23%	71 26%	83 30%	66 31%	88 33%	105 24%	130 28%	106 31%	76 25%	121 29%	297 27%	79 29%
Strongly disagree	99 6%	36 5%	62 7%	12 6%	24 8%	21 8%	18 7%	10 5%	13 5%	31 7%	24 5%	26 8%	17 6%	41 10%	57 5%	28 10%
Don't know	206 13%	74 11%	132 15%	30 15%	71 23%	45 16%	32 11%	15 7%	13 5%	49 11%	56 12%	53 16%	48 16%	71 17%	129 12%	54 20%
NETS																
Net: Agree	819 53%	377 57%	442 50%	120 60%	143 46%	139 50%	144 52%	125 58%	148 56%	245 57%	253 55%	153 45%	167 54%	183 44%	632 57%	116 42%
Net: Disagree	516 33%	212 32%	304 35%	50 25%	95 31%	93 33%	102 37%	76 35%	101 38%	137 32%	154 33%	132 39%	93 30%	162 39%	354 32%	107 39%

Good Morning Britain - Undecided Voters

Q7_2. To what extent do you agree or disagree with each of the following statements? - Seeing or hearing about the families of party leaders is a distraction from more important political issues

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	205 13%	37 10%	53 14%	12 10%	39 18%	34 13%	22 14%	15 12%	34 16%	8 12%	31 18%	13 11%	29 14%	20 14%	9 14%	12 9%	12 9%
Tend to agree	614 40%	143 39%	151 40%	50 42%	83 38%	102 37%	55 35%	49 40%	90 42%	28 46%	70 41%	53 43%	87 41%	50 36%	25 41%	61 44%	46 33%
Tend to disagree	417 27%	128 35%	102 27%	39 32%	63 28%	48 18%	48 31%	29 24%	44 21%	16 26%	44 26%	30 24%	53 25%	46 33%	18 29%	41 29%	47 34%
Strongly disagree	99 6%	26 7%	31 8%	6 5%	14 7%	15 5%	5 3%	13 10%	12 6%	4 6%	6 4%	10 8%	18 8%	4 3%	2 4%	11 8%	14 10%
Don't know	206 13%	31 8%	41 11%	13 11%	22 10%	74 27%	25 16%	17 14%	35 16%	6 10%	18 11%	17 14%	28 13%	19 14%	7 11%	15 10%	19 14%
NETS																	
Net: Agree	819 53%	179 49%	204 54%	62 52%	122 55%	136 50%	76 49%	64 52%	124 57%	36 58%	101 59%	66 54%	117 54%	70 50%	34 55%	73 53%	58 42%
Net: Disagree	516 33%	154 42%	133 35%	45 37%	77 35%	62 23%	53 35%	42 34%	57 26%	20 32%	51 30%	40 32%	71 33%	50 36%	21 33%	51 37%	61 44%

Good Morning Britain - Undecided Voters

Q7_3. To what extent do you agree or disagree with each of the following statements? - Seeing or hearing about the families of party leaders does not affect how likely I am to vote for that political party

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	434 28%	231 35%	203 23%	40 20%	59 19%	77 28%	75 27%	75 35%	108 41%	148 34%	124 27%	71 21%	91 30%	99 24%	334 30%	54 20%
Tend to agree	629 41%	256 39%	373 42%	85 42%	114 37%	90 33%	119 43%	102 47%	119 45%	164 38%	212 46%	141 42%	111 36%	148 36%	478 43%	93 34%
Tend to disagree	211 14%	76 11%	135 15%	34 17%	56 18%	50 18%	37 13%	22 10%	13 5%	55 13%	60 13%	57 17%	38 12%	86 21%	124 11%	65 23%
Strongly disagree	51 3%	20 3%	31 4%	7 4%	6 2%	13 5%	11 4%	4 2%	9 3%	15 3%	14 3%	8 2%	14 5%	17 4%	32 3%	14 5%
Don't know	216 14%	80 12%	136 15%	34 17%	72 23%	47 17%	35 13%	14 6%	13 5%	50 12%	52 11%	61 18%	53 17%	65 16%	146 13%	50 18%
NETS																
Net: Agree	1063 69%	487 73%	576 66%	125 62%	174 56%	167 60%	194 70%	176 82%	227 87%	312 72%	336 73%	213 63%	202 66%	248 60%	812 73%	148 53%
Net: Disagree	262 17%	96 14%	166 19%	41 21%	62 20%	63 23%	48 17%	26 12%	22 8%	70 16%	74 16%	66 19%	53 17%	104 25%	156 14%	79 28%

Good Morning Britain - Undecided Voters

Q7_3. To what extent do you agree or disagree with each of the following statements? - Seeing or hearing about the families of party leaders does not affect how likely I am to vote for that political party

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 & Humber
Unweighted Total	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	434	91	134	27	72	57	45	36	52	25	56	33	66	37	18	33	34
	28%	25%	35%	22%	32%	21%	29%	29%	24%	41%	33%	26%	31%	27%	29%	23%	24%
Tend to agree	629	171	154	55	76	105	65	52	88	23	68	43	83	65	27	60	56
	41%	47%	41%	46%	34%	39%	42%	42%	41%	37%	40%	35%	38%	47%	44%	43%	40%
Tend to disagree	211	54	49	23	38	20	16	11	36	8	19	19	29	18	7	23	25
	14%	15%	13%	19%	17%	7%	10%	9%	17%	13%	11%	15%	13%	13%	12%	16%	18%
Strongly disagree	51	10	10	4	8	11	5	5	5	1	8	5	9	2	1	6	4
	3%	3%	3%	3%	4%	4%	3%	4%	2%	2%	5%	4%	4%	2%	2%	4%	3%
Don't know	216	38	31	12	27	78	23	20	36	4	17	24	29	17	8	18	20
	14%	10%	8%	10%	12%	29%	15%	16%	17%	7%	10%	19%	13%	12%	13%	13%	15%
NETS																	
Net: Agree	1063	262	288	82	148	162	110	87	139	48	125	76	149	102	45	92	89
	69%	72%	76%	68%	67%	60%	72%	71%	65%	78%	74%	61%	69%	73%	73%	66%	64%
Net: Disagree	262	64	59	27	46	31	21	16	41	9	27	24	38	21	9	29	29
	17%	18%	16%	22%	21%	12%	13%	13%	19%	15%	16%	19%	17%	15%	14%	21%	21%

Good Morning Britain - Undecided Voters

Q7_4. To what extent do you agree or disagree with each of the following statements? - It is inappropriate for party leaders to involve their families in the General Election campaign

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	224 15%	115 17%	109 12%	22 11%	40 13%	34 12%	33 12%	38 17%	57 22%	74 17%	61 13%	48 14%	40 13%	52 12%	171 15%	30 11%
Tend to agree	531 34%	238 36%	293 33%	62 31%	93 30%	98 35%	92 33%	78 36%	108 41%	159 37%	167 36%	89 26%	116 38%	127 31%	403 36%	84 30%
Tend to disagree	403 26%	165 25%	238 27%	51 25%	78 25%	74 27%	83 30%	58 27%	59 22%	108 25%	125 27%	111 33%	59 19%	123 30%	280 25%	74 27%
Strongly disagree	109 7%	42 6%	67 8%	22 11%	19 6%	16 6%	16 6%	17 8%	18 7%	31 7%	28 6%	26 8%	24 8%	33 8%	76 7%	27 10%
Don't know	274 18%	102 15%	171 20%	43 22%	78 25%	56 20%	53 19%	24 11%	20 8%	59 14%	80 17%	65 19%	70 23%	81 20%	186 17%	62 23%
NETS																
Net: Agree	756 49%	353 53%	403 46%	84 42%	133 43%	132 48%	125 45%	116 54%	165 63%	234 54%	228 49%	137 40%	156 51%	179 43%	574 51%	114 41%
Net: Disagree	512 33%	207 31%	304 35%	73 36%	97 32%	89 32%	99 36%	76 35%	77 29%	139 32%	154 33%	137 40%	82 27%	156 37%	355 32%	100 36%

Good Morning Britain - Undecided Voters

Q7_4. To what extent do you agree or disagree with each of the following statements? - It is inappropriate for party leaders to involve their families in the General Election campaign

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	224 15%	39 11%	60 16%	12 10%	43 19%	36 13%	22 14%	18 14%	32 15%	10 16%	35 21%	15 12%	37 17%	21 15%	8 13%	15 11%	11 8%
Tend to agree	531 34%	138 38%	136 36%	47 39%	69 31%	74 27%	53 34%	39 32%	76 35%	20 32%	69 41%	43 35%	75 35%	48 35%	25 40%	38 27%	46 33%
Tend to disagree	403 26%	118 32%	100 26%	36 30%	60 27%	51 19%	34 22%	32 26%	50 23%	17 28%	33 20%	33 27%	56 26%	35 25%	15 25%	51 36%	47 34%
Strongly disagree	109 7%	26 7%	32 8%	6 5%	17 8%	21 8%	15 10%	10 8%	15 7%	5 8%	11 7%	10 8%	14 7%	5 4%	3 5%	10 7%	11 8%
Don't know	274 18%	43 12%	51 13%	19 16%	33 15%	90 33%	31 20%	25 20%	43 20%	10 16%	21 13%	22 18%	34 16%	29 21%	10 17%	26 18%	23 17%
NETS																	
Net: Agree	756 49%	178 49%	196 52%	59 49%	111 50%	109 40%	75 48%	57 46%	108 50%	29 48%	104 61%	58 47%	112 52%	70 50%	33 53%	53 38%	57 41%
Net: Disagree	512 33%	143 39%	131 35%	42 35%	77 35%	72 26%	48 31%	42 34%	65 30%	22 36%	44 26%	43 35%	70 32%	40 29%	18 30%	60 43%	58 42%

Good Morning Britain - Undecided Voters

Q8_SUM. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - SUMMARY TABLE

Base: All respondents

	David Cameron	Ed Miliband	Nick Clegg	Nigel Farage	Natalie Bennett	Nicola Sturgeon	Leanne Wood
Unweighted Total	1541	1541	1541	1541	1541	1541	1541
Weighted Total	1541	1541	1541	1541	1541	1541	1541
	100%	100%	100%	100%	100%	100%	100%
Very impressed	100 7%	78 5%	39 3%	89 6%	25 2%	66 4%	24 2%
Fairly impressed	463 30%	398 26%	320 21%	377 24%	215 14%	259 17%	115 7%
Fairly unimpressed	426 28%	456 30%	518 34%	336 22%	330 21%	264 17%	216 14%
Very unimpressed	335 22%	381 25%	385 25%	464 30%	260 17%	327 21%	161 10%
Don't know	190 12%	194 13%	245 16%	219 14%	339 22%	317 21%	342 22%
Do not know who they are	27 2%	34 2%	34 2%	55 4%	371 24%	309 20%	684 44%
NETS							
Net: Impressed	564 37%	476 31%	358 23%	467 30%	241 16%	324 21%	139 9%
Net: Unimpressed	761 49%	837 54%	903 59%	800 52%	590 38%	591 38%	377 24%

Good Morning Britain - Undecided Voters

Q8_1. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - David Cameron

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	100	45	55	22	18	12	11	22	15	26	31	27	16	33	68	20
	7%	7%	6%	11%	6%	4%	4%	10%	6%	6%	7%	8%	5%	8%	6%	7%
Fairly impressed	463	202	261	51	84	68	97	67	97	145	141	99	77	119	341	78
	30%	30%	30%	25%	27%	24%	35%	31%	37%	34%	31%	29%	25%	29%	31%	28%
Fairly unimpressed	426	210	216	45	78	69	83	64	87	133	131	78	83	83	343	47
	28%	32%	25%	23%	25%	25%	30%	30%	33%	31%	28%	23%	27%	20%	31%	17%
Very unimpressed	335	135	199	46	66	71	55	47	49	75	94	82	83	105	225	71
	22%	20%	23%	23%	21%	26%	20%	22%	19%	17%	20%	24%	27%	25%	20%	25%
Don't know	190	61	129	35	53	44	31	15	13	42	61	45	42	65	123	53
	12%	9%	15%	17%	17%	16%	11%	7%	5%	10%	13%	13%	14%	16%	11%	19%
Do not know who they are	27	10	17	1	10	13	2	1	1	9	4	7	7	10	16	9
	2%	1%	2%	1%	3%	5%	1%	*	*	2%	1%	2%	2%	3%	1%	3%
NETS																
Net: Impressed	564	247	317	73	102	80	108	89	112	171	172	127	93	152	408	97
	37%	37%	36%	37%	33%	29%	39%	41%	43%	40%	37%	37%	30%	37%	37%	35%
Net: Unimpressed	761	345	416	91	143	141	137	111	137	209	225	161	166	189	568	118
	49%	52%	47%	45%	47%	51%	49%	52%	52%	48%	49%	47%	54%	45%	51%	43%

Good Morning Britain - Undecided Voters

Q8_1. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - David Cameron

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	100 7%	62 17%	4 1%	12 10%	10 4%	6 2%	12 8%	7 5%	8 4%	4 6%	6 4%	7 6%	18 8%	10 7%	2 3%	19 14%	8 6%
Fairly impressed	463 30%	222 61%	69 18%	35 29%	57 26%	49 18%	45 29%	38 31%	62 29%	18 29%	61 36%	24 19%	68 31%	44 32%	18 29%	41 29%	45 32%
Fairly unimpressed	426 28%	49 13%	142 38%	34 28%	82 37%	64 23%	49 32%	36 29%	58 27%	22 35%	43 26%	36 29%	54 25%	31 22%	17 27%	42 30%	37 27%
Very unimpressed	335 22%	7 2%	121 32%	27 23%	54 25%	60 22%	29 19%	22 18%	53 25%	10 16%	37 22%	38 31%	51 24%	26 19%	18 29%	23 17%	26 19%
Don't know	190 12%	21 6%	39 10%	11 9%	18 8%	78 29%	17 11%	18 15%	26 12%	8 13%	20 12%	18 15%	23 10%	23 16%	6 10%	11 8%	20 14%
Do not know who they are	27 2%	3 1%	2 1%	- -	1 1%	16 6%	1 1%	2 1%	8 4%	- -	2 1%	- -	2 1%	5 4%	1 2%	2 2%	3 2%
NETS																	
Net: Impressed	564 37%	284 78%	73 19%	47 39%	66 30%	55 20%	57 37%	45 36%	70 32%	22 36%	67 39%	31 25%	85 40%	54 39%	20 32%	60 43%	53 38%
Net: Unimpressed	761 49%	57 16%	263 70%	61 51%	136 62%	123 45%	78 51%	58 47%	111 52%	32 51%	81 48%	74 60%	106 49%	57 41%	35 57%	65 47%	63 46%

Good Morning Britain - Undecided Voters

Q8_2. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - Ed Miliband

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	78	36	42	19	16	9	10	9	15	25	20	20	13	25	52	15
	5%	5%	5%	9%	5%	3%	4%	4%	6%	6%	4%	6%	4%	6%	5%	5%
Fairly impressed	398	172	226	53	93	73	75	52	53	115	132	81	70	117	279	72
	26%	26%	26%	26%	30%	26%	27%	24%	20%	27%	29%	24%	23%	28%	25%	26%
Fairly unimpressed	456	197	259	62	74	76	92	72	80	129	143	96	88	115	340	78
	30%	30%	30%	31%	24%	27%	33%	33%	30%	30%	31%	28%	29%	28%	30%	28%
Very unimpressed	381	189	191	28	54	65	66	66	101	118	102	83	77	79	299	50
	25%	29%	22%	14%	18%	23%	24%	30%	39%	27%	22%	24%	25%	19%	27%	18%
Don't know	194	54	140	32	59	43	33	16	11	36	58	50	49	67	124	51
	13%	8%	16%	16%	19%	16%	12%	8%	4%	8%	13%	15%	16%	16%	11%	18%
Do not know who they are	34	14	20	7	12	11	2	1	2	9	7	9	10	13	21	12
	2%	2%	2%	3%	4%	4%	1%	1%	1%	2%	1%	3%	3%	3%	2%	4%
NETS																
Net: Impressed	476	208	268	72	109	82	84	61	69	140	152	101	83	143	331	86
	31%	31%	30%	36%	35%	29%	30%	28%	26%	32%	33%	30%	27%	34%	30%	31%
Net: Unimpressed	837	386	451	90	129	141	158	137	181	247	245	179	166	193	639	128
	54%	58%	51%	45%	42%	51%	57%	64%	69%	57%	53%	53%	54%	46%	57%	46%

Good Morning Britain - Undecided Voters

Q8_2. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - Ed Miliband

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	78 5%	3 1%	57 15%	1 1%	5 2%	6 2%	5 3%	6 5%	17 8%	5 7%	12 7%	8 6%	12 6%	3 2%	2 4%	3 2%	6 4%
Fairly impressed	398 26%	67 18%	170 45%	31 26%	31 14%	47 17%	22 14%	20 16%	70 32%	12 19%	50 30%	30 24%	51 23%	40 29%	17 28%	40 29%	48 34%
Fairly unimpressed	456 30%	135 37%	90 24%	48 40%	67 30%	59 22%	54 35%	39 32%	59 27%	22 36%	46 27%	33 27%	75 35%	32 23%	20 32%	47 34%	29 21%
Very unimpressed	381 25%	132 36%	12 3%	27 22%	97 44%	64 24%	53 34%	33 27%	33 15%	16 26%	43 25%	29 23%	49 23%	40 29%	14 22%	36 26%	36 26%
Don't know	194 13%	22 6%	48 13%	13 10%	19 9%	77 28%	14 9%	23 19%	30 14%	7 12%	15 9%	22 18%	25 12%	20 14%	8 13%	12 9%	17 12%
Do not know who they are	34 2%	5 1%	1 *	- -	1 1%	18 6%	6 4%	2 1%	7 3%	- -	4 2%	1 1%	3 2%	5 3%	1 2%	1 1%	5 3%
NETS																	
Net: Impressed	476 31%	70 19%	227 60%	32 27%	37 17%	53 20%	27 17%	26 21%	86 40%	16 26%	62 36%	38 31%	63 29%	43 31%	20 32%	43 31%	53 39%
Net: Unimpressed	837 54%	267 73%	102 27%	75 62%	164 74%	124 46%	107 70%	72 58%	92 43%	38 62%	89 53%	62 51%	124 58%	72 52%	33 54%	83 60%	64 46%

Good Morning Britain - Undecided Voters

Q8_3. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - Nick Clegg

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	39	17	22	10	12	2	5	4	6	14	11	8	6	10	29	6
	3%	3%	3%	5%	4%	1%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%
Fairly impressed	320	143	177	34	53	62	68	39	64	109	106	51	54	88	230	55
	21%	22%	20%	17%	17%	22%	24%	18%	24%	25%	23%	15%	17%	21%	21%	20%
Fairly unimpressed	518	233	286	48	97	90	100	84	100	164	146	110	99	129	387	83
	34%	35%	33%	24%	31%	32%	36%	39%	38%	38%	32%	33%	32%	31%	35%	30%
Very unimpressed	385	187	197	51	71	66	60	61	75	92	113	100	79	99	284	60
	25%	28%	22%	25%	23%	24%	22%	28%	29%	21%	25%	29%	26%	24%	25%	21%
Don't know	245	68	177	47	68	47	41	26	16	45	78	62	60	78	164	63
	16%	10%	20%	24%	22%	17%	15%	12%	6%	10%	17%	18%	19%	19%	15%	23%
Do not know who they are	34	15	20	10	8	12	3	1	1	8	8	9	10	13	21	10
	2%	2%	2%	5%	3%	4%	1%	*	*	2%	2%	3%	3%	3%	2%	4%
NETS																
Net: Impressed	358	160	199	44	64	64	73	44	70	123	117	58	60	98	259	61
	23%	24%	23%	22%	21%	23%	26%	20%	27%	28%	25%	17%	20%	24%	23%	22%
Net: Unimpressed	903	420	483	99	168	155	160	145	175	256	259	210	178	227	671	143
	59%	63%	55%	50%	55%	56%	58%	67%	67%	59%	56%	62%	58%	55%	60%	52%

Good Morning Britain - Undecided Voters

Q8_3. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - Nick Clegg

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	39 3%	6 2%	4 1%	14 12%	4 2%	4 2%	4 2%	5 4%	8 4%	* 1%	4 3%	4 3%	6 3%	1 1%	- -	4 3%	3 2%
Fairly impressed	320 21%	83 23%	73 19%	55 46%	43 20%	38 14%	37 24%	29 24%	43 20%	11 19%	31 18%	24 20%	49 23%	32 23%	10 16%	31 22%	23 17%
Fairly unimpressed	518 34%	163 45%	136 36%	27 23%	68 31%	70 26%	50 32%	34 28%	66 30%	25 40%	67 40%	39 32%	76 35%	43 31%	19 30%	43 31%	57 41%
Very unimpressed	385 25%	71 20%	98 26%	10 8%	85 39%	60 22%	36 23%	26 21%	58 27%	15 25%	46 27%	31 25%	49 23%	32 23%	23 38%	39 28%	30 21%
Don't know	245 16%	37 10%	61 16%	13 11%	19 8%	82 30%	27 17%	26 21%	34 16%	10 16%	18 10%	24 20%	31 14%	27 20%	8 14%	18 13%	23 17%
Do not know who they are	34 2%	4 1%	6 1%	- -	1 1%	17 6%	1 1%	3 2%	8 4%	- -	4 2%	1 1%	5 2%	4 3%	2 3%	4 3%	3 2%
NETS																	
Net: Impressed	358 23%	89 24%	77 20%	69 58%	48 22%	42 15%	41 26%	34 28%	50 23%	12 19%	35 21%	28 23%	55 26%	32 23%	10 16%	35 25%	26 19%
Net: Unimpressed	903 59%	234 64%	235 62%	37 31%	153 69%	130 48%	85 55%	60 49%	124 57%	40 65%	113 67%	70 57%	125 58%	75 54%	42 68%	82 59%	86 62%

Good Morning Britain - Undecided Voters

Q8_4. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - Nigel Farage

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	89	44	45	14	16	15	11	14	19	25	22	24	19	19	71	10
	6%	7%	5%	7%	5%	5%	4%	6%	7%	6%	5%	7%	6%	5%	6%	4%
Fairly impressed	377	211	166	20	52	61	83	72	89	99	106	91	81	86	290	48
	24%	32%	19%	10%	17%	22%	30%	33%	34%	23%	23%	27%	26%	21%	26%	17%
Fairly unimpressed	336	135	201	54	56	52	70	51	53	94	101	77	64	94	239	67
	22%	20%	23%	27%	18%	19%	25%	23%	20%	22%	22%	23%	21%	23%	21%	24%
Very unimpressed	464	175	289	65	102	88	71	60	79	151	147	85	81	123	338	82
	30%	26%	33%	32%	33%	32%	25%	28%	30%	35%	32%	25%	26%	30%	30%	30%
Don't know	219	79	140	35	65	45	37	16	20	51	69	48	50	70	146	51
	14%	12%	16%	18%	21%	16%	13%	7%	8%	12%	15%	14%	16%	17%	13%	18%
Do not know who they are	55	18	38	12	18	15	5	4	1	11	16	14	14	24	31	18
	4%	3%	4%	6%	6%	5%	2%	2%	1%	3%	4%	4%	4%	6%	3%	6%
NETS																
Net: Impressed	467	255	211	34	69	77	94	85	108	124	129	114	100	105	361	58
	30%	39%	24%	17%	22%	28%	34%	40%	41%	29%	28%	34%	32%	25%	32%	21%
Net: Unimpressed	800	311	490	119	157	140	141	111	132	245	248	163	144	217	578	150
	52%	47%	56%	59%	51%	51%	51%	51%	50%	57%	54%	48%	47%	52%	52%	54%

Good Morning Britain - Undecided Voters

Q8_4. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - Nigel Farage

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	89 6%	24 7%	7 2%	2 2%	46 21%	4 1%	12 8%	6 5%	7 3%	3 5%	12 7%	2 1%	14 6%	8 6%	5 8%	10 7%	11 8%
Fairly impressed	377 24%	102 28%	75 20%	21 18%	117 53%	43 16%	40 26%	39 32%	53 24%	15 24%	39 23%	15 12%	54 25%	33 24%	14 23%	40 29%	37 26%
Fairly unimpressed	336 22%	107 29%	96 25%	26 22%	28 13%	44 16%	23 15%	25 20%	52 24%	12 19%	46 27%	29 24%	43 20%	23 17%	16 25%	32 23%	36 26%
Very unimpressed	464 30%	85 23%	142 38%	54 45%	6 3%	81 30%	49 32%	30 24%	62 29%	20 32%	48 28%	52 42%	69 32%	47 34%	18 29%	38 27%	32 23%
Don't know	219 14%	35 10%	53 14%	15 13%	19 9%	72 26%	26 17%	17 14%	30 14%	11 17%	21 12%	23 19%	30 14%	21 15%	7 12%	16 11%	18 13%
Do not know who they are	55 4%	11 3%	4 1%	1 1%	5 2%	27 10%	4 2%	6 5%	13 6%	2 3%	5 3%	3 3%	6 3%	6 4%	2 3%	3 2%	6 4%
NETS																	
Net: Impressed	467 30%	126 35%	82 22%	23 19%	163 74%	47 17%	52 34%	45 37%	60 28%	18 29%	50 30%	16 13%	67 31%	42 30%	19 31%	49 36%	47 34%
Net: Unimpressed	800 52%	192 53%	238 63%	81 68%	34 15%	125 46%	72 47%	55 45%	113 53%	31 51%	93 55%	81 66%	112 52%	70 51%	34 54%	70 51%	68 49%

Good Morning Britain - Undecided Voters

Q8_5. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - Natalie Bennett

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	25	10	15	3	5	9	3	3	2	8	12	4	2	13	13	7
	2%	2%	2%	1%	2%	3%	1%	1%	1%	2%	3%	1%	1%	3%	1%	3%
Fairly impressed	215	85	130	43	45	49	35	18	25	73	81	37	25	68	147	44
	14%	13%	15%	21%	15%	18%	13%	8%	10%	17%	17%	11%	8%	16%	13%	16%
Fairly unimpressed	330	160	171	53	55	51	50	57	65	110	94	67	60	72	255	44
	21%	24%	19%	27%	18%	18%	18%	27%	25%	25%	20%	20%	19%	17%	23%	16%
Very unimpressed	260	145	114	15	37	39	63	42	63	95	54	53	59	49	208	29
	17%	22%	13%	7%	12%	14%	23%	20%	24%	22%	12%	16%	19%	12%	19%	10%
Don't know	339	123	216	45	86	59	60	37	54	79	108	78	75	101	236	72
	22%	19%	25%	22%	28%	21%	22%	17%	20%	18%	23%	23%	24%	24%	21%	26%
Do not know who they are	371	139	232	42	80	70	67	59	53	68	114	101	88	113	256	82
	24%	21%	26%	21%	26%	25%	24%	27%	20%	16%	25%	30%	28%	27%	23%	29%
NETS																
Net: Impressed	241	95	145	46	51	58	38	21	28	81	92	41	27	80	159	51
	16%	14%	17%	23%	16%	21%	14%	10%	11%	19%	20%	12%	9%	19%	14%	18%
Net: Unimpressed	590	305	285	68	92	90	113	100	128	204	148	120	118	121	463	73
	38%	46%	32%	34%	30%	32%	41%	46%	49%	47%	32%	35%	38%	29%	42%	26%

Good Morning Britain - Undecided Voters

Q8_5. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - Natalie Bennett

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	25 2%	2 *	8 2%	1 1%	1 *	7 2%	4 3%	3 2%	2 1%	1 1%	- -	1 1%	2 1%	4 3%	1 1%	4 3%	4 3%
Fairly impressed	215 14%	37 10%	66 17%	23 19%	21 9%	23 9%	15 10%	16 13%	48 22%	6 9%	22 13%	20 16%	26 12%	17 13%	6 10%	22 16%	17 12%
Fairly unimpressed	330 21%	92 25%	91 24%	35 30%	44 20%	27 10%	41 27%	21 17%	53 25%	11 18%	30 18%	27 22%	45 21%	31 22%	16 26%	27 20%	27 19%
Very unimpressed	260 17%	86 24%	37 10%	18 15%	60 27%	37 13%	37 24%	19 15%	33 15%	13 21%	32 19%	14 12%	33 15%	25 18%	12 20%	22 16%	19 13%
Don't know	339 22%	64 18%	101 27%	26 22%	35 16%	85 31%	31 20%	26 21%	37 17%	12 20%	41 24%	36 29%	55 26%	24 17%	11 18%	28 20%	39 28%
Do not know who they are	371 24%	84 23%	75 20%	16 14%	61 28%	93 34%	26 17%	39 31%	44 20%	19 31%	43 26%	25 20%	53 25%	37 27%	16 25%	36 26%	33 24%
NETS																	
Net: Impressed	241 16%	38 11%	74 19%	24 20%	21 10%	30 11%	19 12%	19 15%	49 23%	7 11%	22 13%	21 17%	29 13%	21 15%	7 11%	26 19%	21 15%
Net: Unimpressed	590 38%	178 49%	128 34%	53 44%	103 47%	64 23%	78 51%	40 32%	86 40%	24 39%	62 37%	41 33%	79 36%	56 41%	28 46%	49 35%	46 33%

Good Morning Britain - Undecided Voters

Q8_6. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - Nicola Sturgeon

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	1541	643	898	136	259	274	300	303	269	474	482	255	330	383	1147	254
Weighted Total	1541	663	878	200	308	277	277	216	262	431	462	339	308	416	1115	277
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	66	33	33	7	12	13	11	8	14	23	17	13	13	22	43	15
	4%	5%	4%	4%	4%	5%	4%	4%	5%	5%	4%	4%	4%	5%	4%	5%
Fairly impressed	259	112	146	20	50	46	51	41	51	95	71	48	45	57	201	38
	17%	17%	17%	10%	16%	17%	18%	19%	20%	22%	15%	14%	15%	14%	18%	14%
Fairly unimpressed	264	117	147	38	39	46	48	43	51	74	94	50	46	65	199	35
	17%	18%	17%	19%	13%	17%	17%	20%	19%	17%	20%	15%	15%	16%	18%	13%
Very unimpressed	327	182	145	25	41	54	61	63	82	97	81	78	71	70	257	41
	21%	27%	16%	13%	13%	20%	22%	29%	31%	23%	17%	23%	23%	17%	23%	15%
Don't know	317	124	193	53	85	57	54	29	39	78	96	76	67	99	214	67
	21%	19%	22%	27%	28%	21%	19%	13%	15%	18%	21%	22%	22%	24%	19%	24%
Do not know who they are	309	95	214	56	82	61	53	32	25	65	104	73	66	103	202	81
	20%	14%	24%	28%	27%	22%	19%	15%	9%	15%	22%	22%	22%	25%	18%	29%
NETS																
Net: Impressed	324	145	179	28	62	59	62	49	65	117	88	62	58	79	244	53
	21%	22%	20%	14%	20%	21%	22%	23%	25%	27%	19%	18%	19%	19%	22%	19%
Net: Unimpressed	591	299	291	63	80	100	109	106	133	171	174	128	117	135	455	76
	38%	45%	33%	32%	26%	36%	39%	49%	51%	40%	38%	38%	38%	32%	41%	27%

Good Morning Britain - Undecided Voters

Q8_6. To what extent, if at all, have you been impressed by each of the leaders of the UK's political parties in the past few weeks? - Nicola Sturgeon

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	1541	361	368	128	221	278	126	144	155	114	149	140	170	149	92	147	155
Weighted Total	1541	364	378	120	221	272	154	123	216	62	170	123	216	139	62	139	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	66 4%	8 2%	21 6%	3 3%	8 4%	3 1%	4 2%	4 3%	8 4%	3 5%	8 5%	19 16%	1 1%	5 4%	3 5%	4 3%	7 5%
Fairly impressed	259 17%	53 15%	80 21%	23 19%	28 13%	36 13%	21 13%	17 14%	44 20%	8 14%	25 15%	35 28%	32 15%	22 16%	11 18%	21 15%	24 17%
Fairly unimpressed	264 17%	73 20%	62 16%	26 22%	38 17%	35 13%	24 15%	14 11%	38 18%	11 17%	28 16%	25 20%	38 18%	20 15%	14 22%	33 24%	21 15%
Very unimpressed	327 21%	108 30%	51 14%	28 23%	69 31%	43 16%	33 21%	28 23%	40 19%	15 24%	45 27%	20 16%	40 19%	38 27%	14 23%	27 19%	26 19%
Don't know	317 21%	57 16%	84 22%	17 14%	39 18%	81 30%	41 27%	27 22%	39 18%	14 22%	31 18%	21 17%	54 25%	29 21%	10 16%	24 17%	29 21%
Do not know who they are	309 20%	65 18%	80 21%	23 19%	40 18%	74 27%	32 21%	34 27%	47 22%	11 18%	33 20%	4 3%	50 23%	25 18%	10 16%	30 22%	33 24%
NETS																	
Net: Impressed	324 21%	61 17%	101 27%	26 22%	36 16%	39 14%	24 16%	21 17%	52 24%	11 19%	33 19%	54 44%	34 16%	27 19%	14 23%	24 17%	30 22%
Net: Unimpressed	591 38%	181 50%	113 30%	54 45%	106 48%	78 29%	56 37%	41 34%	78 36%	25 41%	73 43%	45 36%	78 36%	58 42%	28 45%	60 43%	47 34%