

# Good Morning Britain – Undecided Voters Poll

## METHODOLOGY NOTE

ComRes interviewed 1,511 British adults from the ComRes / Good Morning Britain undecided voters panel online between 15th and 21st 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](mailto:andrew.hawkins@comres.co.uk)  
To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto: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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	408	197	211	27	68	72	67	67	107	142	113	96	57	97	310	64
	27%	30%	24%	14%	23%	27%	25%	32%	42%	34%	25%	29%	19%	23%	28%	23%
Labour	332	151	181	36	69	74	65	50	39	77	88	81	87	113	218	77
	22%	23%	21%	18%	23%	27%	24%	23%	15%	18%	19%	24%	29%	27%	20%	28%
Liberal Democrat	257	118	139	14	47	46	56	38	57	90	78	54	35	53	204	33
	17%	18%	16%	7%	15%	17%	21%	18%	22%	21%	17%	16%	12%	13%	19%	12%
Some other party	106	46	59	10	19	18	17	22	19	31	39	14	22	28	78	17
	7%	7%	7%	5%	6%	7%	6%	10%	7%	7%	9%	4%	7%	7%	7%	6%
Did not vote	302	100	202	104	73	43	47	20	15	62	108	64	68	97	202	66
	20%	15%	23%	53%	24%	16%	17%	10%	6%	15%	24%	19%	23%	23%	18%	24%
Don't remember	76	25	50	4	20	12	19	10	11	15	16	22	22	19	56	15
	5%	4%	6%	2%	7%	4%	7%	5%	4%	3%	4%	7%	7%	5%	5%	5%
Refused	30	11	19	2	6	7	1	4	9	6	11	2	12	7	23	4
	2%	2%	2%	1%	2%	3%	*	2%	4%	1%	2%	*	4%	2%	2%	2%

## Good Morning Britain - Undecided Voters

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

Base: All respondents

	PARTY IF GE TOMORROW						REGION										
	Total	Conservative	Labour	Liberal Democrat	UKIP	Don't know	East Anglia	East Midlands	London	North East	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & Humberside
Unweighted Total	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	408	222	30	17	77	52	48	40	50	11	38	19	67	35	10	52	37
	27%	59%	8%	15%	34%	21%	32%	33%	24%	18%	23%	15%	32%	26%	17%	38%	27%
Labour	332	23	187	7	40	49	23	24	60	16	39	36	35	19	19	31	30
	22%	6%	48%	6%	17%	20%	16%	20%	28%	26%	24%	30%	16%	14%	31%	23%	22%
Liberal Democrat	257	38	67	70	23	31	27	16	33	12	26	16	38	36	12	17	26
	17%	10%	17%	61%	10%	13%	18%	13%	15%	19%	15%	13%	18%	26%	20%	12%	19%
Some other party	106	18	11	2	30	8	15	8	8	2	17	16	11	11	5	3	9
	7%	5%	3%	2%	13%	3%	10%	7%	4%	4%	10%	13%	5%	8%	8%	2%	7%
Did not vote	302	63	85	17	48	58	31	20	46	14	34	25	51	27	9	22	23
	20%	17%	22%	14%	21%	24%	21%	17%	22%	22%	20%	21%	24%	20%	14%	16%	17%
Don't remember	76	10	5	2	10	35	3	8	10	4	11	6	7	6	5	8	8
	5%	3%	1%	1%	4%	14%	2%	6%	5%	6%	7%	5%	3%	4%	9%	6%	6%
Refused	30	-	1	-	3	15	3	5	5	2	1	3	3	2	1	2	2
	2%	-	*	-	1%	6%	2%	4%	2%	3%	1%	3%	1%	2%	1%	2%	2%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	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	248	113	135	48	52	38	42	33	36	68	77	53	51	70	175	44
	16%	17%	16%	24%	17%	14%	15%	15%	14%	16%	17%	16%	17%	17%	16%	16%
I have a good idea who I am going to vote but not yet completely sure	749	343	406	82	147	146	129	112	133	227	228	170	123	208	538	134
	50%	53%	47%	42%	49%	54%	47%	53%	52%	54%	50%	51%	41%	50%	49%	49%
I am starting to lean towards a certain party	194	83	112	23	33	34	44	29	31	49	57	45	44	55	139	36
	13%	13%	13%	12%	11%	12%	16%	14%	12%	12%	13%	13%	14%	13%	13%	13%
I am completely undecided who to vote for	320	111	209	44	69	54	57	38	57	80	91	65	85	80	239	61
	21%	17%	24%	22%	23%	20%	21%	18%	22%	19%	20%	20%	28%	19%	22%	22%

## 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

	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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	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	248	85	91	12	39	3	35	13	50	7	18	13	38	14	7	23	30
	16%	23%	24%	10%	17%	1%	23%	10%	23%	12%	11%	11%	18%	10%	12%	17%	22%
I have a good idea who I am going to vote but not yet completely sure	749	209	211	68	126	45	75	61	95	28	94	63	94	83	34	63	59
	50%	56%	55%	59%	55%	18%	49%	50%	45%	46%	57%	52%	44%	61%	57%	46%	44%
I am starting to lean towards a certain party	194	46	50	19	36	25	17	18	23	9	19	8	29	21	7	20	23
	13%	12%	13%	16%	16%	10%	11%	15%	11%	15%	12%	6%	13%	16%	12%	15%	17%
I am completely undecided who to vote for	320	33	34	16	29	174	25	29	44	16	34	38	51	17	12	30	24
	21%	9%	9%	14%	13%	70%	16%	24%	21%	27%	21%	31%	24%	13%	20%	22%	17%

## 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

	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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	373	177	196	49	76	59	54	56	79	111	114	95	53	105	267	61
	25%	27%	23%	25%	25%	22%	20%	26%	31%	26%	25%	29%	17%	25%	24%	22%
Labour	385	171	214	73	90	71	76	45	30	105	126	76	78	126	256	79
	25%	26%	25%	37%	30%	26%	28%	21%	12%	25%	28%	23%	26%	31%	23%	29%
Liberal Democrat	115	50	65	11	25	16	18	14	30	49	33	17	16	23	92	17
	8%	8%	8%	6%	8%	6%	7%	7%	12%	12%	7%	5%	5%	6%	8%	6%
UKIP	231	109	121	18	27	40	52	44	49	47	54	61	68	54	177	32
	15%	17%	14%	9%	9%	15%	19%	21%	19%	11%	12%	18%	22%	13%	16%	12%
SNP	31	14	17	1	8	5	5	10	3	10	7	9	4	11	20	8
	2%	2%	2%	1%	3%	2%	2%	5%	1%	2%	2%	3%	1%	3%	2%	3%
Plaid Cymru	9	1	8	-	1	2	4	2	1	3	3	2	1	2	7	2
	1%	*	1%	-	*	1%	1%	1%	1%	1%	1%	*	*	*	1%	1%
Green	71	22	49	12	17	20	7	4	10	27	26	10	8	23	48	18
	5%	3%	6%	6%	6%	8%	3%	2%	4%	6%	6%	3%	3%	5%	4%	6%
BNP	4	3	1	1	-	-	2	1	-	-	3	-	1	-	4	-
	*	*	*	1%	-	-	1%	*	-	-	1%	-	*	-	*	-
Some other party	15	7	8	2	3	1	3	4	3	7	4	1	3	3	12	3
	1%	1%	1%	1%	1%	*	1%	2%	1%	2%	1%	*	1%	1%	1%	1%
Refused	29	10	20	8	3	3	4	4	7	8	11	4	6	7	21	6
	2%	1%	2%	4%	1%	1%	1%	2%	3%	2%	2%	1%	2%	2%	2%	2%
Don't know	248	86	162	19	52	56	48	28	45	56	71	56	65	60	187	50
	16%	13%	19%	10%	17%	20%	18%	13%	17%	13%	16%	17%	21%	15%	17%	18%

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### 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

	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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	373	373	-	-	-	-	39	35	47	14	40	17	44	45	13	43	35
	25%	100%	-	-	-	-	26%	29%	22%	23%	24%	14%	21%	33%	21%	32%	26%
Labour	385	-	385	-	-	-	33	23	73	19	49	29	51	27	13	35	34
	25%	-	100%	-	-	-	22%	19%	35%	31%	30%	24%	24%	20%	21%	25%	25%
Liberal Democrat	115	-	-	115	-	-	18	8	18	5	5	8	19	15	3	8	7
	8%	-	-	100%	-	-	12%	6%	9%	8%	3%	6%	9%	11%	5%	6%	5%
UKIP	231	-	-	-	231	-	25	22	23	10	30	1	43	20	10	23	24
	15%	-	-	-	100%	-	17%	18%	11%	16%	18%	1%	20%	14%	16%	17%	18%
SNP	31	-	-	-	-	-	-	-	-	-	-	31	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	26%	-	-	-	-	-
Plaid Cymru	9	-	-	-	-	-	-	-	-	-	-	-	-	-	9	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	-	-
Green	71	-	-	-	-	-	8	8	9	2	10	1	12	7	1	4	8
	5%	-	-	-	-	-	5%	7%	4%	4%	6%	1%	6%	5%	1%	3%	6%
BNP	4	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-
Some other party	15	-	-	-	-	-	3	-	1	*	1	2	3	2	2	-	1
	1%	-	-	-	-	-	2%	-	*	1%	1%	1%	1%	1%	3%	-	1%
Refused	29	-	-	-	-	-	7	3	6	1	2	1	3	3	1	3	-
	2%	-	-	-	-	-	4%	3%	3%	1%	1%	1%	1%	2%	1%	2%	-
Don't know	248	-	-	-	-	248	18	22	32	10	25	31	36	18	9	20	26
	16%	-	-	-	-	100%	12%	18%	15%	17%	15%	26%	17%	13%	16%	15%	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

	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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The national economy	369	212	158	30	74	70	60	57	79	146	104	73	46	79	290	38
	24%	33%	18%	15%	24%	26%	22%	27%	31%	35%	23%	22%	15%	19%	27%	14%
Your personal finances	282	119	164	33	88	64	54	26	17	79	96	57	51	106	176	73
	19%	18%	19%	17%	29%	23%	20%	12%	7%	19%	21%	17%	17%	26%	16%	26%
Unemployment	177	71	106	64	32	35	19	16	12	31	56	41	49	44	131	28
	12%	11%	12%	32%	10%	13%	7%	8%	5%	7%	12%	12%	16%	11%	12%	10%
Britain's relationship with the EU	276	151	125	17	30	39	55	60	75	82	81	49	65	50	225	23
	18%	23%	14%	9%	10%	14%	20%	28%	29%	19%	18%	15%	21%	12%	21%	8%
Healthcare and the NHS	818	312	506	103	134	150	143	132	156	233	262	164	159	232	581	167
	54%	48%	59%	52%	44%	55%	53%	63%	61%	55%	58%	49%	53%	56%	53%	61%
Immigration	560	241	319	38	84	89	111	115	124	137	138	145	140	126	435	82
	37%	37%	37%	19%	28%	33%	41%	55%	48%	32%	31%	44%	46%	30%	40%	30%
The cost of everyday items, such as food, energy and travel	399	142	256	70	92	81	75	43	38	93	127	100	79	121	274	95
	26%	22%	30%	35%	30%	30%	28%	20%	15%	22%	28%	30%	26%	29%	25%	34%
Education and schools	215	69	146	47	65	44	23	18	18	71	69	48	27	119	92	92
	14%	11%	17%	24%	21%	16%	8%	8%	7%	17%	15%	14%	9%	29%	8%	33%
Housing	195	74	121	33	51	45	28	14	24	45	62	41	48	57	138	43
	13%	11%	14%	17%	17%	17%	10%	7%	9%	11%	14%	12%	16%	14%	13%	16%
Crime and anti-social behaviour	111	39	72	11	23	27	18	15	17	31	29	28	22	29	81	21
	7%	6%	8%	6%	7%	10%	7%	7%	7%	7%	6%	9%	7%	7%	7%	8%
The Government's budget deficit	179	112	67	13	23	27	37	28	51	67	57	35	20	33	146	11
	12%	17%	8%	7%	8%	10%	14%	13%	20%	16%	12%	11%	7%	8%	13%	4%
The welfare system	295	116	179	25	46	63	70	44	46	78	78	76	64	77	218	53
	20%	18%	21%	13%	15%	23%	26%	21%	18%	18%	17%	23%	21%	19%	20%	19%
Care for the elderly	163	61	102	7	19	12	32	34	59	42	48	31	42	22	140	18
	11%	9%	12%	4%	6%	4%	12%	16%	23%	10%	10%	9%	14%	5%	13%	7%
Don't know	42	15	27	9	14	6	7	3	3	6	15	11	10	13	29	9
	3%	2%	3%	5%	5%	2%	2%	2%	1%	1%	3%	3%	3%	3%	3%	3%



## 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										
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Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The national economy	369	127	82	39	39	48	32	29	45	15	36	35	50	42	16	31	38
	24%	34%	21%	34%	17%	19%	21%	24%	21%	24%	22%	29%	24%	31%	26%	23%	28%
Your personal finances	282	78	97	14	20	47	24	23	39	10	24	27	46	21	13	29	27
	19%	21%	25%	12%	8%	19%	16%	19%	19%	17%	14%	23%	22%	15%	21%	21%	20%
Unemployment	177	30	66	11	19	30	18	14	35	6	30	17	17	6	8	17	9
	12%	8%	17%	9%	8%	12%	12%	11%	17%	10%	18%	14%	8%	4%	13%	12%	7%
Britain's relationship with the EU	276	72	39	22	88	41	42	27	24	9	30	11	42	28	14	27	21
	18%	19%	10%	19%	38%	16%	28%	22%	11%	15%	18%	9%	20%	21%	23%	20%	16%
Healthcare and the NHS	818	184	237	68	93	133	74	59	122	33	82	63	113	83	37	74	78
	54%	49%	61%	59%	40%	54%	49%	48%	57%	55%	50%	52%	54%	61%	61%	55%	57%
Immigration	560	143	81	24	178	89	51	56	61	27	61	36	79	51	21	56	61
	37%	38%	21%	21%	77%	36%	34%	46%	29%	45%	37%	30%	37%	37%	35%	41%	45%
The cost of everyday items, such as food, energy and travel	399	81	136	30	39	68	38	30	55	18	39	40	56	29	16	41	37
	26%	22%	35%	26%	17%	27%	25%	25%	26%	30%	24%	33%	27%	21%	27%	30%	27%
Education and schools	215	41	83	16	13	35	20	15	28	10	20	15	40	12	13	20	21
	14%	11%	22%	14%	6%	14%	13%	12%	13%	16%	12%	12%	19%	9%	22%	15%	15%
Housing	195	37	70	21	20	31	20	7	46	3	25	13	23	24	2	22	10
	13%	10%	18%	18%	9%	12%	13%	5%	22%	4%	15%	11%	11%	17%	4%	16%	7%
Crime and anti-social behaviour	111	25	20	10	20	21	4	7	26	3	14	7	13	8	6	12	9
	7%	7%	5%	9%	9%	9%	3%	6%	12%	5%	9%	6%	6%	6%	10%	9%	6%
The Government's budget deficit	179	84	25	23	18	18	31	17	22	7	17	14	19	16	2	20	15
	12%	22%	6%	20%	8%	7%	20%	14%	10%	11%	10%	11%	9%	12%	4%	14%	11%
The welfare system	295	62	89	18	42	43	23	22	34	13	40	35	32	33	11	23	30
	20%	17%	23%	16%	18%	17%	15%	18%	16%	22%	24%	29%	15%	24%	17%	17%	22%
Care for the elderly	163	44	31	16	19	26	16	12	17	8	24	12	23	21	5	7	17
	11%	12%	8%	14%	8%	11%	11%	10%	8%	14%	14%	10%	11%	15%	9%	5%	12%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	42	6	5	4	3	18	8	1	9	2	2	2	9	3	1	1	4
	3%	2%	1%	3%	1%	7%	5%	1%	4%	4%	1%	2%	4%	2%	1%	*	3%

## 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	1511	1511	1511	1511	1511	1511	1511	1511	1511	1511	1511	1511
Weighted Total	1511	1511	1511	1511	1511	1511	1511	1511	1511	1511	1511	1511
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	392 26%	231 15%	393 26%	473 31%	146 10%	388 26%	330 22%	445 29%	227 15%	426 28%	400 26%	409 27%
Conservatives	354 23%	641 42%	337 22%	312 21%	191 13%	318 21%	353 23%	295 20%	408 27%	309 20%	285 19%	232 15%
Liberal Democrats	101 7%	61 4%	145 10%	115 8%	57 4%	111 7%	189 12%	111 7%	72 5%	149 10%	187 12%	169 11%
UKIP	95 6%	98 7%	98 6%	80 5%	689 46%	87 6%	68 4%	69 5%	146 10%	121 8%	41 3%	64 4%
Don't know	569 38%	480 32%	538 36%	530 35%	427 28%	606 40%	571 38%	592 39%	658 44%	505 33%	599 40%	638 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

	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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	392	172	220	70	78	79	80	50	35	83	128	94	87	134	256	88
	26%	26%	26%	36%	26%	29%	29%	24%	14%	20%	28%	28%	29%	32%	23%	32%
Conservatives	354	189	165	39	59	47	54	62	92	128	96	75	55	80	273	47
	23%	29%	19%	20%	20%	17%	20%	29%	36%	30%	21%	23%	18%	19%	25%	17%
Liberal Democrats	101	45	56	19	27	18	15	10	13	35	34	20	12	25	77	15
	7%	7%	7%	9%	9%	7%	5%	5%	5%	8%	7%	6%	4%	6%	7%	5%
UKIP	95	40	55	18	14	16	17	14	16	27	23	23	22	25	70	11
	6%	6%	6%	9%	4%	6%	6%	6%	6%	6%	5%	7%	7%	6%	6%	4%
Don't know	569	205	364	51	124	113	106	76	100	150	174	121	125	150	415	114
	38%	31%	42%	26%	41%	41%	39%	36%	39%	35%	38%	36%	41%	36%	38%	41%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	392	30	259	10	21	34	33	24	64	18	50	36	56	27	15	36	35
	26%	8%	67%	9%	9%	14%	22%	19%	30%	30%	30%	30%	26%	20%	24%	26%	26%
Conservatives	354	246	20	16	40	16	47	26	50	11	38	18	43	37	10	38	35
	23%	66%	5%	14%	17%	6%	31%	21%	24%	18%	23%	15%	20%	28%	17%	28%	26%
Liberal Democrats	101	11	22	46	5	6	10	10	10	3	8	5	21	15	4	9	6
	7%	3%	6%	40%	2%	2%	6%	8%	5%	5%	5%	4%	10%	11%	7%	6%	5%
UKIP	95	7	7	-	68	5	11	9	18	4	10	6	10	7	5	9	7
	6%	2%	2%	-	30%	2%	7%	7%	9%	7%	6%	5%	5%	5%	8%	6%	5%
Don't know	569	79	76	42	97	187	51	52	70	24	61	57	82	49	26	45	52
	38%	21%	20%	37%	42%	76%	34%	43%	33%	40%	36%	47%	39%	36%	44%	33%	38%

## Good Morning Britain - Undecided Voters

### Q5\_2. Which party do you trust most to? - Promote UK economic growth

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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	231	97	134	49	55	47	35	20	25	60	70	47	53	83	148	53
	15%	15%	16%	25%	18%	17%	13%	9%	10%	14%	15%	14%	17%	20%	14%	19%
Conservatives	641	326	315	66	96	101	117	112	149	219	186	135	102	159	479	94
	42%	50%	37%	34%	32%	37%	43%	53%	58%	52%	41%	41%	34%	38%	44%	34%
Liberal Democrats	61	22	39	14	16	7	11	7	7	14	24	12	11	12	49	10
	4%	3%	5%	7%	5%	3%	4%	3%	3%	3%	5%	3%	4%	3%	4%	4%
UKIP	98	48	51	19	16	17	19	9	18	22	30	26	20	27	71	15
	7%	7%	6%	10%	5%	6%	7%	4%	7%	5%	7%	8%	7%	7%	7%	5%
Don't know	480	158	322	48	120	100	90	64	58	108	144	112	116	132	345	103
	32%	24%	37%	25%	40%	37%	33%	30%	22%	26%	32%	34%	38%	32%	32%	37%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	231	14	166	2	7	12	14	13	42	10	28	26	41	11	10	14	19
	15%	4%	43%	2%	3%	5%	9%	11%	20%	17%	17%	22%	19%	8%	16%	11%	14%
Conservatives	641	313	94	51	92	56	72	54	84	23	73	35	73	66	24	75	62
	42%	84%	24%	44%	40%	23%	48%	45%	40%	38%	44%	29%	34%	48%	40%	55%	46%
Liberal Democrats	61	6	13	28	4	5	9	7	8	1	3	2	10	9	4	2	4
	4%	2%	4%	24%	2%	2%	6%	6%	4%	2%	2%	2%	5%	6%	7%	1%	3%
UKIP	98	11	10	2	63	5	14	8	11	4	11	4	21	3	4	12	7
	7%	3%	3%	2%	27%	2%	9%	7%	5%	7%	7%	3%	10%	2%	7%	9%	5%
Don't know	480	29	102	31	65	169	42	38	67	22	50	54	67	47	18	33	43
	32%	8%	27%	27%	28%	68%	28%	31%	32%	36%	30%	45%	32%	34%	30%	24%	31%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	393	196	197	70	65	77	77	58	46	112	118	79	84	124	268	74
	26%	30%	23%	36%	22%	28%	28%	27%	18%	26%	26%	24%	28%	30%	25%	27%
Conservatives	337	166	170	37	65	57	46	52	80	112	101	75	49	88	248	52
	22%	26%	20%	19%	21%	21%	17%	24%	31%	27%	22%	22%	16%	21%	23%	19%
Liberal Democrats	145	69	76	16	31	20	24	22	32	48	48	22	26	31	114	24
	10%	11%	9%	8%	10%	7%	9%	11%	12%	11%	11%	7%	9%	8%	10%	9%
UKIP	98	46	52	17	12	17	15	13	23	19	17	33	29	24	74	11
	6%	7%	6%	8%	4%	6%	6%	6%	9%	5%	4%	10%	10%	6%	7%	4%
Don't know	538	171	366	57	129	100	110	67	75	131	169	124	114	146	387	115
	36%	26%	43%	29%	43%	37%	40%	32%	29%	31%	37%	37%	38%	35%	35%	42%



## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	393	32	251	10	28	29	28	20	61	18	53	36	55	33	19	35	34
	26%	9%	65%	9%	12%	12%	19%	17%	29%	30%	32%	30%	26%	24%	32%	26%	25%
Conservatives	337	234	22	13	35	22	43	29	49	13	31	15	38	31	12	42	33
	22%	63%	6%	11%	15%	9%	29%	24%	23%	21%	19%	13%	18%	23%	19%	31%	24%
Liberal Democrats	145	28	18	57	18	7	18	11	21	6	13	9	25	17	5	10	11
	10%	7%	5%	50%	8%	3%	12%	9%	10%	9%	8%	7%	12%	12%	8%	8%	8%
UKIP	98	13	8	-	66	5	7	14	11	4	13	4	13	7	6	10	8
	6%	3%	2%	-	29%	2%	5%	11%	5%	7%	8%	4%	6%	5%	10%	7%	6%
Don't know	538	67	86	35	83	184	54	47	70	20	57	57	80	48	18	38	49
	36%	18%	22%	30%	36%	75%	35%	39%	33%	33%	34%	47%	38%	36%	30%	28%	36%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	473	235	238	69	93	96	92	66	58	139	143	100	92	154	317	97
	31%	36%	28%	35%	31%	35%	34%	31%	23%	33%	31%	30%	30%	37%	29%	35%
Conservatives	312	152	160	43	51	46	47	45	81	97	86	78	52	75	237	45
	21%	23%	19%	22%	17%	17%	17%	21%	31%	23%	19%	23%	17%	18%	22%	16%
Liberal Democrats	115	52	63	19	22	15	23	14	22	39	34	22	20	27	87	19
	8%	8%	7%	10%	7%	6%	8%	7%	9%	9%	8%	7%	6%	7%	8%	7%
UKIP	80	35	45	20	9	15	12	5	19	20	24	21	16	23	57	11
	5%	5%	5%	10%	3%	6%	4%	2%	7%	5%	5%	6%	5%	6%	5%	4%
Don't know	530	175	356	46	127	99	99	82	77	128	167	112	122	135	393	104
	35%	27%	41%	23%	42%	37%	36%	39%	30%	30%	37%	34%	41%	33%	36%	38%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	473	39	279	21	45	44	38	32	82	25	53	41	65	32	21	43	41
	31%	10%	72%	18%	19%	18%	25%	27%	39%	42%	32%	34%	31%	24%	35%	31%	30%
Conservatives	312	210	17	12	45	16	38	30	40	9	36	12	41	29	11	35	30
	21%	56%	4%	11%	19%	6%	25%	24%	19%	15%	22%	10%	20%	22%	18%	26%	22%
Liberal Democrats	115	16	16	49	11	7	16	9	14	2	7	10	19	18	3	8	8
	8%	4%	4%	43%	5%	3%	10%	7%	7%	4%	4%	8%	9%	13%	5%	6%	6%
UKIP	80	14	4	-	50	2	9	8	14	3	9	2	14	8	3	6	4
	5%	4%	1%	-	22%	1%	6%	7%	6%	4%	6%	1%	7%	6%	5%	5%	3%
Don't know	530	95	69	33	81	179	50	42	62	21	61	56	71	48	22	44	53
	35%	25%	18%	29%	35%	72%	33%	35%	29%	35%	37%	46%	34%	35%	36%	33%	39%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	146	59	87	35	32	32	28	9	11	38	51	31	26	50	96	32
	10%	9%	10%	18%	10%	12%	10%	4%	4%	9%	11%	9%	9%	12%	9%	12%
Conservatives	191	75	117	26	58	31	33	15	28	65	50	48	28	63	128	47
	13%	11%	14%	13%	19%	11%	12%	7%	11%	15%	11%	15%	9%	15%	12%	17%
Liberal Democrats	57	25	33	11	16	12	6	4	8	16	23	10	9	16	41	10
	4%	4%	4%	6%	5%	4%	2%	2%	3%	4%	5%	3%	3%	4%	4%	4%
UKIP	689	335	354	77	91	114	145	127	135	186	192	159	152	177	511	104
	46%	52%	41%	39%	30%	42%	53%	60%	53%	44%	42%	48%	50%	43%	47%	38%
Don't know	427	157	271	48	106	83	60	56	74	118	137	85	87	108	316	82
	28%	24%	31%	24%	35%	31%	22%	27%	29%	28%	30%	25%	29%	26%	29%	30%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	146	9	101	2	2	9	11	13	27	8	15	10	21	12	5	14	11
	10%	2%	26%	1%	1%	4%	7%	10%	13%	13%	9%	8%	10%	9%	9%	11%	8%
Conservatives	191	114	37	16	2	10	23	14	26	8	20	12	29	17	6	22	15
	13%	31%	10%	14%	1%	4%	15%	12%	12%	13%	12%	10%	14%	13%	9%	16%	11%
Liberal Democrats	57	7	15	25	4	2	7	4	10	*	4	5	9	6	3	5	2
	4%	2%	4%	22%	2%	1%	5%	4%	5%	1%	2%	4%	4%	5%	5%	4%	1%
UKIP	689	177	138	39	203	85	67	59	76	30	84	40	94	66	31	67	73
	46%	47%	36%	34%	88%	34%	44%	49%	36%	49%	51%	33%	44%	49%	51%	50%	54%
Don't know	427	66	95	34	20	141	43	30	73	14	43	54	59	34	16	27	34
	28%	18%	25%	29%	9%	57%	28%	25%	35%	24%	26%	45%	28%	25%	26%	20%	25%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	388	176	212	64	79	84	61	49	51	114	123	70	82	119	267	76
	26%	27%	25%	33%	26%	31%	22%	23%	20%	27%	27%	21%	27%	29%	24%	28%
Conservatives	318	161	158	43	45	52	52	56	70	100	98	77	43	82	237	47
	21%	25%	18%	22%	15%	19%	19%	26%	27%	24%	22%	23%	14%	20%	22%	17%
Liberal Democrats	111	50	61	22	26	13	16	14	20	33	34	21	23	24	86	16
	7%	8%	7%	11%	8%	5%	6%	7%	8%	8%	8%	6%	8%	6%	8%	6%
UKIP	87	43	45	16	17	14	14	6	20	20	22	25	20	24	63	12
	6%	7%	5%	8%	6%	5%	5%	3%	8%	5%	5%	8%	7%	6%	6%	4%
Don't know	606	221	385	51	135	109	128	86	97	156	177	140	134	164	438	125
	40%	34%	45%	26%	45%	40%	47%	41%	38%	37%	39%	42%	44%	40%	40%	45%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	388	29	242	15	26	30	27	23	62	21	50	47	47	25	16	34	36
	26%	8%	63%	13%	11%	12%	18%	19%	29%	34%	30%	39%	22%	18%	27%	25%	26%
Conservatives	318	230	19	10	35	16	41	29	36	10	38	10	36	29	13	38	39
	21%	62%	5%	8%	15%	7%	27%	24%	17%	16%	23%	8%	17%	21%	21%	28%	29%
Liberal Democrats	111	16	25	41	6	9	9	4	22	3	14	3	21	16	5	7	8
	7%	4%	6%	36%	3%	3%	6%	3%	10%	5%	8%	3%	10%	12%	8%	5%	6%
UKIP	87	5	8	2	62	5	7	9	10	3	10	2	16	7	4	9	9
	6%	1%	2%	2%	27%	2%	4%	8%	5%	6%	6%	2%	8%	5%	7%	6%	6%
Don't know	606	93	91	47	101	187	68	56	81	24	54	58	92	59	22	49	45
	40%	25%	24%	41%	44%	76%	45%	46%	38%	39%	33%	48%	43%	43%	37%	36%	33%

## Good Morning Britain - Undecided Voters

### Q5\_7. Which party do you trust most to? - Improve the education system

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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	330	150	180	63	66	74	52	34	42	89	112	54	76	107	222	64
	22%	23%	21%	32%	22%	27%	19%	16%	16%	21%	25%	16%	25%	26%	20%	23%
Conservatives	353	155	198	49	63	53	56	54	78	107	102	90	54	92	261	63
	23%	24%	23%	25%	21%	20%	21%	25%	30%	25%	22%	27%	18%	22%	24%	23%
Liberal Democrats	189	99	89	18	31	25	37	32	46	69	57	40	23	39	149	24
	12%	15%	10%	9%	10%	9%	13%	15%	18%	16%	13%	12%	7%	9%	14%	9%
UKIP	68	32	35	16	12	10	7	8	15	20	16	16	16	21	46	10
	4%	5%	4%	8%	4%	4%	3%	4%	6%	5%	3%	5%	5%	5%	4%	4%
Don't know	571	213	358	51	130	109	120	84	76	138	167	133	134	155	412	115
	38%	33%	42%	26%	43%	40%	44%	40%	30%	33%	37%	40%	44%	37%	38%	42%



## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	330	15	215	10	27	26	26	22	63	16	37	30	43	22	14	28	29
	22%	4%	56%	9%	12%	10%	17%	18%	30%	27%	22%	25%	20%	16%	23%	20%	22%
Conservatives	353	229	26	9	42	25	45	31	44	11	45	18	42	30	11	46	30
	23%	61%	7%	8%	18%	10%	29%	26%	21%	17%	27%	15%	20%	22%	19%	34%	22%
Liberal Democrats	189	31	39	61	31	10	23	12	22	6	18	9	34	28	9	11	17
	12%	8%	10%	53%	14%	4%	15%	10%	10%	11%	11%	8%	16%	21%	15%	8%	12%
UKIP	68	10	7	1	43	2	4	9	7	3	8	1	13	7	5	7	6
	4%	3%	2%	1%	19%	1%	3%	7%	3%	5%	5%	1%	6%	5%	8%	5%	5%
Don't know	571	88	97	34	88	184	54	47	75	24	59	63	79	49	22	45	53
	38%	24%	25%	29%	38%	74%	36%	39%	35%	40%	36%	52%	38%	36%	36%	33%	39%

## Good Morning Britain - Undecided Voters

### Q5\_8. Which party do you trust most to? - Improve housing affordability

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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	445	198	247	66	76	93	82	70	58	130	145	85	85	128	314	81
	29%	30%	29%	34%	25%	34%	30%	33%	23%	31%	32%	26%	28%	31%	29%	30%
Conservatives	295	136	159	46	58	42	42	48	60	84	84	84	43	90	205	62
	20%	21%	18%	23%	19%	15%	15%	22%	23%	20%	19%	25%	14%	22%	19%	22%
Liberal Democrats	111	63	48	13	24	23	14	13	25	40	32	17	22	28	83	14
	7%	10%	6%	7%	8%	8%	5%	6%	10%	10%	7%	5%	7%	7%	8%	5%
UKIP	69	29	39	16	11	12	10	6	14	19	16	17	17	19	48	9
	5%	5%	5%	8%	4%	4%	4%	3%	5%	5%	3%	5%	6%	5%	4%	3%
Don't know	592	224	368	55	134	102	125	76	100	150	177	130	135	149	440	110
	39%	34%	43%	28%	44%	38%	46%	36%	39%	35%	39%	39%	45%	36%	40%	40%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	445	64	254	18	32	27	40	29	72	18	51	42	56	32	19	44	42
	29%	17%	66%	16%	14%	11%	26%	24%	34%	29%	31%	34%	26%	24%	31%	32%	31%
Conservatives	295	195	25	7	37	18	39	29	31	13	29	13	38	22	9	34	37
	20%	52%	6%	6%	16%	7%	26%	24%	15%	21%	18%	11%	18%	16%	15%	25%	27%
Liberal Democrats	111	17	16	44	9	9	13	8	25	2	9	6	19	10	4	7	9
	7%	5%	4%	39%	4%	4%	9%	7%	12%	3%	5%	5%	9%	8%	7%	5%	6%
UKIP	69	6	6	-	48	5	4	9	14	3	8	2	6	7	3	7	5
	5%	2%	1%	-	21%	2%	3%	8%	6%	5%	5%	2%	3%	5%	5%	5%	4%
Don't know	592	91	85	45	104	189	56	45	71	25	69	58	92	64	25	45	43
	39%	24%	22%	39%	45%	76%	37%	37%	33%	41%	42%	48%	44%	47%	41%	33%	31%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	227	101	126	45	48	51	34	23	27	63	69	44	51	80	147	51
	15%	16%	15%	23%	16%	19%	13%	11%	10%	15%	15%	13%	17%	19%	13%	18%
Conservatives	408	213	195	52	62	71	78	58	88	139	126	95	48	105	302	65
	27%	33%	23%	26%	21%	26%	29%	27%	34%	33%	28%	29%	16%	25%	28%	23%
Liberal Democrats	72	26	46	12	22	16	11	6	4	19	19	11	23	25	47	16
	5%	4%	5%	6%	7%	6%	4%	3%	2%	4%	4%	3%	8%	6%	4%	6%
UKIP	146	77	69	27	16	18	24	28	32	44	30	40	33	38	108	17
	10%	12%	8%	14%	5%	7%	9%	13%	12%	10%	7%	12%	11%	9%	10%	6%
Don't know	658	232	426	60	154	116	124	97	106	158	210	142	148	165	487	127
	44%	36%	49%	31%	51%	43%	46%	46%	41%	37%	46%	43%	49%	40%	45%	46%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	227	15	148	10	14	9	15	12	40	11	28	24	28	17	9	19	24
	15%	4%	38%	9%	6%	4%	10%	10%	19%	19%	17%	20%	13%	12%	15%	14%	17%
Conservatives	408	233	56	23	33	33	38	35	60	15	43	25	54	37	17	46	40
	27%	62%	15%	20%	14%	13%	25%	29%	28%	24%	26%	21%	25%	27%	28%	34%	29%
Liberal Democrats	72	13	19	23	6	1	9	9	9	1	4	6	17	6	2	6	3
	5%	3%	5%	20%	3%	1%	6%	7%	4%	2%	2%	5%	8%	4%	3%	5%	2%
UKIP	146	20	21	6	80	6	16	14	17	7	21	6	19	12	7	11	16
	10%	5%	5%	5%	35%	2%	11%	12%	8%	12%	13%	5%	9%	9%	11%	8%	12%
Don't know	658	93	141	52	97	197	72	51	86	26	71	60	94	65	26	54	53
	44%	25%	37%	45%	42%	80%	48%	42%	41%	43%	42%	49%	44%	48%	43%	40%	39%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	426	194	232	67	81	83	87	56	52	115	136	79	96	130	295	84
	28%	30%	27%	34%	27%	30%	32%	26%	20%	27%	30%	24%	32%	31%	27%	31%
Conservatives	309	161	148	30	59	53	51	49	67	99	83	82	46	86	223	54
	20%	25%	17%	15%	20%	19%	19%	23%	26%	23%	18%	25%	15%	21%	20%	20%
Liberal Democrats	149	74	75	13	24	24	28	20	40	61	44	26	19	36	113	21
	10%	11%	9%	7%	8%	9%	10%	9%	16%	14%	10%	8%	6%	9%	10%	8%
UKIP	121	47	74	26	19	13	25	16	23	26	32	34	28	33	88	18
	8%	7%	9%	13%	6%	5%	9%	7%	9%	6%	7%	10%	9%	8%	8%	6%
Don't know	505	173	332	60	118	100	82	71	75	122	158	112	113	129	372	99
	33%	27%	39%	31%	39%	37%	30%	34%	29%	29%	35%	34%	38%	31%	34%	36%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	426	34	270	15	25	40	41	26	65	19	50	39	52	29	17	42	45
	28%	9%	70%	13%	11%	16%	27%	22%	31%	32%	30%	32%	25%	22%	28%	31%	33%
Conservatives	309	209	20	12	33	25	30	29	36	12	29	15	48	28	9	38	33
	20%	56%	5%	11%	14%	10%	20%	24%	17%	21%	18%	12%	23%	20%	15%	28%	25%
Liberal Democrats	149	23	24	56	17	13	19	4	17	5	13	16	25	19	9	14	9
	10%	6%	6%	49%	7%	5%	13%	4%	8%	8%	8%	13%	12%	14%	14%	10%	6%
UKIP	121	14	7	-	80	6	11	13	18	6	17	3	18	10	5	13	7
	8%	4%	2%	-	34%	3%	7%	11%	8%	9%	10%	2%	9%	8%	9%	9%	5%
Don't know	505	94	64	32	76	164	50	48	75	19	57	49	68	50	21	29	41
	33%	25%	17%	28%	33%	66%	33%	39%	36%	31%	34%	40%	32%	37%	34%	21%	30%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	400	170	230	67	81	87	67	50	48	126	122	71	82	130	267	82
	26%	26%	27%	34%	27%	32%	25%	23%	19%	30%	27%	21%	27%	31%	24%	30%
Conservatives	285	128	157	33	52	45	43	43	69	80	89	70	45	81	204	56
	19%	20%	18%	17%	17%	16%	16%	20%	27%	19%	20%	21%	15%	19%	19%	20%
Liberal Democrats	187	111	76	21	28	31	34	32	41	63	49	44	31	46	140	25
	12%	17%	9%	11%	9%	11%	13%	15%	16%	15%	11%	13%	10%	11%	13%	9%
UKIP	41	16	25	12	11	4	3	5	7	14	9	10	8	13	27	6
	3%	2%	3%	6%	4%	1%	1%	2%	3%	3%	2%	3%	3%	3%	3%	2%
Don't know	599	225	374	63	130	106	125	82	92	141	185	138	136	143	452	106
	40%	35%	43%	32%	43%	39%	46%	39%	36%	33%	41%	41%	45%	35%	41%	39%



## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	400	46	216	21	33	28	32	35	64	19	43	42	49	27	13	41	35
	26%	12%	56%	18%	14%	11%	21%	29%	30%	31%	26%	35%	23%	20%	22%	30%	26%
Conservatives	285	182	24	7	44	16	45	21	30	10	35	10	30	34	12	30	28
	19%	49%	6%	6%	19%	7%	30%	17%	14%	17%	21%	8%	14%	25%	20%	22%	21%
Liberal Democrats	187	45	34	49	31	14	19	12	26	8	19	10	33	20	6	16	18
	12%	12%	9%	43%	13%	6%	12%	10%	12%	14%	11%	8%	15%	14%	11%	12%	13%
UKIP	41	2	5	-	29	1	1	4	8	2	7	-	8	1	3	2	4
	3%	1%	1%	-	13%	*	1%	3%	4%	3%	4%	-	4%	1%	6%	2%	3%
Don't know	599	98	106	37	94	188	54	49	83	21	63	59	92	55	26	47	51
	40%	26%	27%	33%	41%	76%	36%	40%	39%	35%	38%	49%	43%	40%	42%	35%	37%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	409	204	205	65	74	84	70	64	51	127	123	70	88	123	283	74
	27%	31%	24%	33%	24%	31%	26%	30%	20%	30%	27%	21%	29%	30%	26%	27%
Conservatives	232	107	126	38	36	37	39	34	49	70	68	57	37	61	171	41
	15%	16%	15%	19%	12%	14%	14%	16%	19%	17%	15%	17%	12%	15%	16%	15%
Liberal Democrats	169	88	80	21	27	31	37	22	31	63	40	40	26	43	125	22
	11%	14%	9%	11%	9%	11%	14%	10%	12%	15%	9%	12%	9%	10%	11%	8%
UKIP	64	22	42	13	13	9	12	5	11	9	18	21	16	16	47	11
	4%	3%	5%	7%	4%	3%	4%	2%	4%	2%	4%	6%	5%	4%	4%	4%
Don't know	638	229	409	59	152	110	114	87	115	154	204	145	135	170	465	128
	42%	35%	47%	30%	50%	41%	42%	41%	45%	36%	45%	44%	45%	41%	43%	46%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	409	33	243	12	36	33	34	32	68	18	49	38	48	30	19	39	34
	27%	9%	63%	10%	16%	13%	23%	26%	32%	30%	30%	31%	23%	22%	32%	28%	25%
Conservatives	232	170	16	3	25	11	28	17	32	7	28	8	35	24	7	23	23
	15%	46%	4%	3%	11%	5%	19%	14%	15%	12%	17%	7%	17%	18%	11%	17%	17%
Liberal Democrats	169	35	29	54	17	13	21	12	20	5	16	15	25	20	3	13	19
	11%	9%	8%	47%	7%	5%	14%	10%	9%	8%	10%	12%	12%	15%	5%	9%	14%
UKIP	64	5	4	-	47	1	3	5	9	2	7	3	13	6	5	6	5
	4%	1%	1%	-	20%	*	2%	4%	4%	3%	4%	2%	6%	4%	9%	5%	3%
Don't know	638	132	93	46	105	189	65	54	82	29	66	58	90	56	26	56	55
	42%	35%	24%	40%	45%	77%	43%	45%	39%	48%	40%	48%	42%	41%	43%	41%	41%

## 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	1511	1511	1511	1511	1511	1511
Weighted Total	1511 100%	1511 100%	1511 100%	1511 100%	1511 100%	1511 100%
David Cameron	240 16%	274 18%	421 28%	199 13%	256 17%	150 10%
Ed Miliband	154 10%	319 21%	236 16%	321 21%	114 8%	207 14%
Nick Clegg	130 9%	153 10%	112 7%	99 7%	229 15%	47 3%
Nigel Farage	228 15%	319 21%	141 9%	452 30%	42 3%	526 35%
Natalie Bennett	125 8%	53 4%	66 4%	153 10%	254 17%	72 5%
Don't know	633 42%	393 26%	535 35%	288 19%	615 41%	510 34%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	240	112	128	43	47	40	31	37	41	69	79	56	36	66	174	42
	16%	17%	15%	22%	16%	15%	11%	17%	16%	16%	17%	17%	12%	16%	16%	15%
Ed Miliband	154	76	78	26	30	27	32	21	19	53	43	23	34	54	101	30
	10%	12%	9%	13%	10%	10%	12%	10%	7%	13%	10%	7%	11%	13%	9%	11%
Nick Clegg	130	65	65	12	23	23	29	19	25	50	29	27	24	40	89	22
	9%	10%	8%	6%	8%	8%	11%	9%	10%	12%	6%	8%	8%	10%	8%	8%
Nigel Farage	228	120	108	24	20	45	50	34	55	61	57	64	45	50	178	25
	15%	18%	13%	12%	7%	17%	18%	16%	21%	14%	13%	19%	15%	12%	16%	9%
Natalie Bennett	125	59	66	26	26	27	20	17	9	39	41	25	20	37	88	22
	8%	9%	8%	13%	9%	10%	7%	8%	4%	9%	9%	8%	7%	9%	8%	8%
Don't know	633	218	416	66	156	109	110	84	107	150	204	136	143	168	460	135
	42%	34%	48%	34%	52%	40%	40%	40%	42%	36%	45%	41%	47%	41%	42%	49%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	240	164	27	10	11	17	26	15	32	9	15	11	29	27	9	39	27
	16%	44%	7%	9%	5%	7%	17%	13%	15%	15%	9%	9%	14%	20%	14%	29%	20%
Ed Miliband	154	7	113	4	8	10	15	9	24	7	31	14	16	10	7	15	8
	10%	2%	29%	3%	3%	4%	10%	7%	11%	12%	18%	12%	7%	7%	11%	11%	6%
Nick Clegg	130	27	26	48	15	9	15	10	19	5	9	9	24	10	7	11	12
	9%	7%	7%	42%	6%	4%	10%	8%	9%	8%	5%	7%	11%	7%	11%	8%	9%
Nigel Farage	228	54	25	4	113	18	25	25	28	9	22	12	29	25	12	19	22
	15%	14%	7%	4%	49%	7%	17%	20%	13%	15%	13%	10%	14%	18%	19%	14%	17%
Natalie Bennett	125	15	47	12	6	10	10	7	22	2	18	10	19	14	3	11	10
	8%	4%	12%	10%	3%	4%	6%	6%	10%	3%	11%	9%	9%	10%	5%	8%	7%
Don't know	633	106	146	37	78	183	61	55	87	28	72	64	94	51	24	41	57
	42%	28%	38%	32%	34%	74%	40%	46%	41%	47%	43%	53%	45%	37%	39%	30%	42%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	274	138	135	20	39	55	71	45	44	77	66	59	72	83	191	46
	18%	21%	16%	10%	13%	20%	26%	21%	17%	18%	15%	18%	24%	20%	17%	17%
Ed Miliband	319	152	167	29	40	50	50	65	85	92	99	76	52	70	249	43
	21%	23%	19%	15%	13%	18%	19%	31%	33%	22%	22%	23%	17%	17%	23%	16%
Nick Clegg	153	75	77	45	28	27	18	18	17	42	43	31	37	34	119	22
	10%	12%	9%	23%	9%	10%	7%	9%	7%	10%	10%	9%	12%	8%	11%	8%
Nigel Farage	319	128	191	49	77	63	54	28	48	121	101	53	43	97	220	68
	21%	20%	22%	25%	26%	23%	20%	13%	19%	28%	22%	16%	14%	23%	20%	25%
Natalie Bennett	53	32	22	8	11	5	13	8	8	14	14	16	10	16	38	9
	4%	5%	3%	4%	4%	2%	5%	4%	3%	3%	3%	5%	3%	4%	3%	3%
Don't know	393	125	268	47	106	73	66	48	54	78	130	97	88	114	275	89
	26%	19%	31%	24%	35%	27%	24%	22%	21%	19%	29%	29%	29%	28%	25%	32%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	274	10	120	19	52	38	17	27	30	9	40	28	35	27	14	22	25
	18%	3%	31%	17%	23%	15%	12%	23%	14%	15%	24%	23%	17%	20%	23%	16%	18%
Ed Miliband	319	149	14	27	84	29	34	30	32	10	39	13	45	36	9	35	37
	21%	40%	4%	24%	36%	12%	22%	25%	15%	16%	24%	11%	21%	26%	14%	25%	27%
Nick Clegg	153	40	50	4	32	10	16	12	39	6	15	6	17	8	4	17	12
	10%	11%	13%	4%	14%	4%	10%	10%	19%	11%	9%	5%	8%	6%	7%	13%	9%
Nigel Farage	319	78	116	41	1	41	36	16	47	11	25	28	53	29	14	34	23
	21%	21%	30%	36%	1%	16%	24%	13%	22%	19%	15%	23%	25%	21%	24%	25%	17%
Natalie Bennett	53	23	14	*	9	6	6	8	11	3	3	6	2	7	2	2	4
	4%	6%	4%	*	4%	2%	4%	7%	5%	5%	2%	5%	1%	5%	3%	2%	3%
Don't know	393	74	71	22	52	124	42	27	52	20	45	40	59	30	18	25	36
	26%	20%	18%	20%	22%	50%	28%	22%	25%	34%	27%	33%	28%	22%	29%	19%	26%



## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	421	215	206	51	72	63	67	64	105	133	128	89	71	103	317	61
	28%	33%	24%	26%	24%	23%	25%	30%	41%	31%	28%	27%	24%	25%	29%	22%
Ed Miliband	236	125	111	39	49	36	47	35	29	71	68	42	55	77	158	45
	16%	19%	13%	20%	16%	13%	17%	16%	11%	17%	15%	13%	18%	18%	15%	16%
Nick Clegg	112	45	66	19	26	18	22	12	15	35	33	24	18	32	79	24
	7%	7%	8%	10%	9%	6%	8%	6%	6%	8%	7%	7%	6%	8%	7%	9%
Nigel Farage	141	78	63	15	11	29	30	27	29	33	32	45	32	34	107	15
	9%	12%	7%	8%	4%	11%	11%	13%	11%	8%	7%	14%	10%	8%	10%	5%
Natalie Bennett	66	27	39	11	19	19	7	6	6	21	21	12	12	23	43	13
	4%	4%	5%	6%	6%	7%	2%	3%	2%	5%	5%	4%	4%	6%	4%	5%
Don't know	535	159	376	61	126	108	99	68	72	130	171	120	114	145	387	118
	35%	25%	44%	31%	42%	40%	36%	32%	28%	31%	38%	36%	38%	35%	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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	421	282	32	22	40	33	50	35	58	13	39	24	54	44	14	52	37
	28%	76%	8%	19%	17%	13%	33%	29%	28%	22%	23%	20%	26%	32%	23%	38%	27%
Ed Miliband	236	2	192	4	5	14	20	14	39	11	32	22	25	18	11	25	19
	16%	1%	50%	3%	2%	6%	13%	12%	18%	17%	19%	18%	12%	13%	19%	18%	14%
Nick Clegg	112	16	27	50	5	6	10	6	14	4	11	8	22	13	5	8	11
	7%	4%	7%	43%	2%	2%	7%	5%	7%	7%	6%	7%	10%	9%	8%	6%	8%
Nigel Farage	141	20	5	-	104	5	20	17	14	7	15	6	16	16	5	11	13
	9%	5%	1%	-	45%	2%	14%	14%	7%	11%	9%	5%	8%	12%	9%	8%	10%
Natalie Bennett	66	6	17	3	7	4	2	8	12	1	7	5	12	7	2	5	5
	4%	2%	5%	3%	3%	2%	2%	6%	5%	2%	4%	4%	6%	5%	4%	3%	4%
Don't know	535	48	112	36	70	185	48	41	74	25	62	55	83	38	22	36	51
	35%	13%	29%	31%	30%	75%	32%	34%	35%	41%	37%	46%	39%	28%	37%	26%	37%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	199	92	107	23	38	35	51	30	22	46	52	53	48	67	132	37
	13%	14%	12%	12%	13%	13%	19%	14%	9%	11%	12%	16%	16%	16%	12%	13%
Ed Miliband	321	156	165	28	44	50	50	61	88	89	99	76	57	71	250	47
	21%	24%	19%	14%	15%	18%	18%	29%	34%	21%	22%	23%	19%	17%	23%	17%
Nick Clegg	99	45	54	18	15	20	20	14	11	22	23	20	34	32	67	17
	7%	7%	6%	9%	5%	8%	8%	7%	4%	5%	5%	6%	11%	8%	6%	6%
Nigel Farage	452	187	265	68	103	87	76	48	70	165	153	73	61	124	325	87
	30%	29%	31%	35%	34%	32%	28%	23%	27%	39%	34%	22%	20%	30%	30%	31%
Natalie Bennett	153	93	61	16	18	19	33	29	38	51	38	34	31	31	123	12
	10%	14%	7%	8%	6%	7%	12%	14%	15%	12%	8%	10%	10%	7%	11%	4%
Don't know	288	79	209	44	84	61	41	30	28	51	88	78	71	90	195	76
	19%	12%	24%	22%	28%	22%	15%	14%	11%	12%	19%	23%	24%	22%	18%	28%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	199	6	103	6	30	22	14	18	23	6	25	28	24	15	9	16	22
	13%	2%	27%	5%	13%	9%	9%	15%	11%	10%	15%	23%	11%	11%	15%	12%	16%
Ed Miliband	321	156	11	19	89	31	40	28	36	10	41	16	44	40	9	33	24
	21%	42%	3%	17%	38%	13%	27%	23%	17%	17%	25%	13%	21%	29%	15%	24%	17%
Nick Clegg	99	25	28	-	30	7	9	8	14	6	10	5	12	8	5	13	9
	7%	7%	7%	-	13%	3%	6%	7%	7%	10%	6%	4%	6%	6%	9%	10%	6%
Nigel Farage	452	101	170	66	2	56	47	28	67	17	43	40	71	48	18	36	37
	30%	27%	44%	58%	1%	22%	31%	23%	31%	27%	26%	33%	34%	35%	30%	26%	27%
Natalie Bennett	153	53	29	9	43	16	12	18	22	8	16	6	13	12	10	19	17
	10%	14%	7%	8%	18%	7%	8%	15%	10%	14%	10%	5%	6%	9%	16%	14%	13%
Don't know	288	32	43	14	38	115	28	21	50	13	31	28	48	14	9	19	28
	19%	8%	11%	13%	16%	47%	19%	17%	23%	22%	19%	23%	23%	10%	15%	14%	20%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	256	104	153	36	45	46	42	35	53	79	75	60	42	72	183	51
	17%	16%	18%	18%	15%	17%	15%	16%	21%	19%	17%	18%	14%	17%	17%	18%
Ed Miliband	114	57	56	21	28	22	22	14	7	34	30	22	28	46	68	22
	8%	9%	7%	11%	9%	8%	8%	6%	3%	8%	7%	7%	9%	11%	6%	8%
Nick Clegg	229	104	125	26	34	36	48	34	52	76	68	40	44	47	183	30
	15%	16%	15%	13%	11%	13%	17%	16%	20%	18%	15%	12%	15%	11%	17%	11%
Nigel Farage	42	21	21	10	8	7	11	4	1	11	12	11	8	15	27	7
	3%	3%	2%	5%	3%	3%	4%	2%	1%	3%	3%	3%	3%	4%	2%	3%
Natalie Bennett	254	137	117	40	41	46	39	41	47	81	74	56	44	63	190	32
	17%	21%	14%	20%	14%	17%	14%	20%	18%	19%	16%	17%	14%	15%	17%	11%
Don't know	615	226	389	64	147	115	110	83	97	142	194	143	136	171	440	135
	41%	35%	45%	33%	49%	42%	40%	39%	38%	34%	43%	43%	45%	41%	40%	49%

## 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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	256	133	37	14	43	21	30	21	42	11	28	10	34	25	9	30	16
	17%	36%	9%	12%	19%	9%	20%	17%	20%	18%	17%	8%	16%	19%	15%	22%	12%
Ed Miliband	114	5	77	3	15	4	12	9	13	6	13	5	17	6	6	16	12
	8%	1%	20%	3%	7%	2%	8%	7%	6%	10%	8%	4%	8%	4%	10%	12%	9%
Nick Clegg	229	57	52	44	37	23	25	26	28	9	22	23	32	24	7	18	14
	15%	15%	14%	38%	16%	9%	16%	22%	13%	15%	13%	19%	15%	18%	12%	14%	10%
Nigel Farage	42	11	8	1	21	1	5	3	8	2	6	1	7	4	2	3	1
	3%	3%	2%	1%	9%	*	4%	3%	4%	3%	3%	1%	3%	3%	3%	2%	1%
Natalie Bennett	254	52	84	19	21	32	20	19	40	8	30	19	31	28	10	21	30
	17%	14%	22%	17%	9%	13%	13%	15%	19%	12%	18%	16%	15%	20%	16%	16%	22%
Don't know	615	115	126	34	93	168	59	43	81	25	68	63	90	49	27	47	63
	41%	31%	33%	30%	41%	68%	39%	35%	38%	41%	41%	53%	42%	36%	44%	35%	47%

## 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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	150	81	69	22	20	33	35	23	16	35	38	38	39	43	107	21
	10%	12%	8%	11%	7%	12%	13%	11%	6%	8%	8%	11%	13%	10%	10%	8%
Ed Miliband	207	98	108	34	32	34	30	33	44	57	56	55	39	55	152	36
	14%	15%	13%	17%	10%	13%	11%	15%	17%	13%	12%	16%	13%	13%	14%	13%
Nick Clegg	47	30	17	6	10	12	6	8	5	12	7	9	19	13	33	6
	3%	5%	2%	3%	3%	4%	2%	4%	2%	3%	2%	3%	6%	3%	3%	2%
Nigel Farage	526	219	307	73	115	94	92	64	87	186	169	88	83	152	372	99
	35%	34%	36%	37%	38%	35%	34%	30%	34%	44%	37%	27%	27%	37%	34%	36%
Natalie Bennett	72	39	33	9	12	9	14	10	18	23	23	18	7	18	55	10
	5%	6%	4%	4%	4%	3%	5%	5%	7%	6%	5%	5%	2%	4%	5%	4%
Don't know	510	182	327	53	114	89	94	74	86	109	161	124	114	133	372	103
	34%	28%	38%	27%	38%	33%	34%	35%	34%	26%	36%	37%	38%	32%	34%	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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	150	13	67	7	27	19	7	15	29	4	13	19	20	12	8	10	13
	10%	3%	17%	6%	12%	8%	4%	12%	14%	7%	8%	16%	9%	9%	13%	7%	9%
Ed Miliband	207	86	17	14	64	12	26	26	26	4	25	9	23	26	9	19	13
	14%	23%	5%	12%	28%	5%	17%	21%	12%	7%	15%	8%	11%	19%	14%	14%	9%
Nick Clegg	47	11	15	1	10	1	3	7	11	2	2	2	6	3	1	6	3
	3%	3%	4%	1%	4%	1%	2%	6%	5%	4%	1%	2%	3%	2%	1%	4%	2%
Nigel Farage	526	133	181	64	25	63	56	35	64	23	60	43	74	55	18	54	44
	35%	36%	47%	56%	11%	25%	37%	29%	30%	38%	36%	36%	35%	40%	31%	40%	32%
Natalie Bennett	72	28	11	5	15	10	8	5	16	4	6	4	13	4	1	7	6
	5%	7%	3%	4%	7%	4%	5%	4%	8%	6%	4%	3%	6%	3%	1%	5%	4%
Don't know	510	103	93	25	89	142	52	33	65	23	60	44	75	36	24	40	58
	34%	27%	24%	22%	39%	57%	34%	28%	31%	38%	36%	37%	36%	26%	39%	30%	42%



## Good Morning Britain - Undecided Voters

### Q7\_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	1511	1511	1511	1511	1511	1511	1511
Weighted Total	1511	1511	1511	1511	1511	1511	1511
	100%	100%	100%	100%	100%	100%	100%
Very impressed	88 6%	78 5%	45 3%	102 7%	40 3%	141 9%	31 2%
Fairly impressed	517 34%	402 27%	360 24%	403 27%	252 17%	374 25%	216 14%
Fairly unimpressed	390 26%	450 30%	516 34%	317 21%	350 23%	265 18%	275 18%
Very unimpressed	311 21%	363 24%	346 23%	453 30%	327 22%	291 19%	206 14%
Don't know	183 12%	189 12%	212 14%	192 13%	297 20%	254 17%	316 21%
Do not know who they are	22 1%	29 2%	31 2%	44 3%	246 16%	186 12%	467 31%
<b>NETS</b>							
Net: Impressed	604 40%	480 32%	405 27%	504 33%	292 19%	515 34%	247 16%
Net: Unimpressed	701 46%	813 54%	862 57%	771 51%	677 45%	557 37%	481 32%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	88	43	44	15	15	12	13	13	21	25	27	20	16	26	61	18
	6%	7%	5%	8%	5%	4%	5%	6%	8%	6%	6%	6%	5%	6%	6%	7%
Fairly impressed	517	231	286	65	103	80	73	81	115	155	156	110	95	125	387	85
	34%	36%	33%	33%	34%	29%	27%	38%	45%	37%	34%	33%	31%	30%	36%	31%
Fairly unimpressed	390	167	223	55	59	68	89	56	62	118	122	68	81	102	288	62
	26%	26%	26%	28%	20%	25%	33%	27%	24%	28%	27%	21%	27%	25%	26%	23%
Very unimpressed	311	148	163	32	55	70	66	47	42	88	83	76	64	94	216	54
	21%	23%	19%	16%	18%	26%	24%	22%	16%	21%	18%	23%	21%	23%	20%	20%
Don't know	183	51	132	26	61	38	28	14	16	32	56	54	42	58	125	47
	12%	8%	15%	13%	20%	14%	10%	7%	6%	8%	12%	16%	14%	14%	11%	17%
Do not know who they are	22	9	13	3	9	4	4	1	1	4	10	3	4	9	13	9
	1%	1%	1%	2%	3%	1%	1%	*	*	1%	2%	1%	1%	2%	1%	3%
<b>NETS</b>																
Net: Impressed	604	274	330	80	118	92	85	94	136	180	183	131	110	151	449	104
	40%	42%	38%	41%	39%	34%	31%	44%	53%	43%	40%	39%	37%	37%	41%	38%
Net: Unimpressed	701	315	386	87	114	138	155	103	104	206	205	144	146	196	505	116
	46%	48%	45%	44%	38%	51%	57%	49%	41%	49%	45%	43%	48%	47%	46%	42%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	88 6%	58 15%	10 3%	5 4%	9 4%	5 2%	10 6%	7 6%	20 10%	3 5%	2 1%	2 2%	12 6%	6 4%	2 3%	13 10%	11 8%
Fairly impressed	517 34%	235 63%	87 23%	47 41%	73 32%	47 19%	61 40%	35 29%	65 31%	18 30%	61 37%	39 32%	68 32%	51 37%	20 32%	54 40%	46 34%
Fairly unimpressed	390 26%	44 12%	139 36%	31 27%	70 31%	61 24%	34 23%	37 30%	49 23%	23 38%	44 27%	28 23%	53 25%	32 24%	18 29%	36 26%	36 27%
Very unimpressed	311 21%	14 4%	122 32%	15 13%	57 25%	50 20%	22 14%	26 22%	47 22%	7 12%	41 25%	29 24%	47 22%	29 21%	15 24%	26 19%	21 16%
Don't know	183 12%	22 6%	26 7%	14 12%	18 8%	75 30%	21 14%	15 13%	25 12%	8 13%	15 9%	22 19%	31 15%	16 12%	6 10%	6 4%	18 14%
Do not know who they are	22 1%	* *	2 1%	3 2%	3 1%	11 4%	4 3%	1 1%	4 2%	1 2%	3 2%	1 1%	1 *	2 2%	1 1%	1 *	3 2%
<b>NETS</b>																	
Net: Impressed	604 40%	293 79%	97 25%	52 45%	82 36%	52 21%	71 47%	42 35%	86 40%	21 36%	63 38%	41 34%	80 38%	57 42%	22 36%	67 49%	57 42%
Net: Unimpressed	701 46%	57 15%	261 68%	46 40%	127 55%	110 45%	56 37%	63 52%	96 46%	30 50%	85 51%	57 47%	100 47%	61 45%	32 54%	62 46%	58 42%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	78	41	37	13	18	12	19	7	9	26	19	16	17	29	48	17
	5%	6%	4%	7%	6%	4%	7%	3%	3%	6%	4%	5%	6%	7%	4%	6%
Fairly impressed	402	183	220	65	77	58	85	62	55	122	123	87	71	133	266	79
	27%	28%	25%	33%	25%	21%	31%	29%	22%	29%	27%	26%	23%	32%	24%	29%
Fairly unimpressed	450	195	255	40	85	100	75	67	84	131	157	81	81	112	338	78
	30%	30%	30%	20%	28%	37%	28%	31%	33%	31%	35%	24%	27%	27%	31%	28%
Very unimpressed	363	170	193	37	51	56	62	60	96	112	93	83	74	75	286	50
	24%	26%	22%	19%	17%	20%	23%	28%	37%	27%	21%	25%	24%	18%	26%	18%
Don't know	189	51	137	35	58	42	27	15	12	27	52	59	51	54	134	43
	12%	8%	16%	18%	19%	16%	10%	7%	5%	6%	11%	18%	17%	13%	12%	15%
Do not know who they are	29	10	19	6	13	5	3	1	1	5	10	6	8	9	20	9
	2%	2%	2%	3%	4%	2%	1%	*	*	1%	2%	2%	3%	2%	2%	3%
<b>NETS</b>																
Net: Impressed	480	224	257	78	95	70	104	69	64	148	141	103	88	163	314	96
	32%	34%	30%	40%	32%	26%	38%	33%	25%	35%	31%	31%	29%	39%	29%	35%
Net: Unimpressed	813	365	448	78	136	155	137	127	180	243	250	164	155	187	624	128
	54%	56%	52%	39%	45%	57%	51%	60%	70%	58%	55%	49%	51%	45%	57%	46%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	78 5%	7 2%	54 14%	5 4%	5 2%	3 1%	9 6%	6 5%	12 6%	4 6%	13 8%	11 9%	11 5%	3 2%	1 2%	7 5%	3 2%
Fairly impressed	402 27%	65 17%	206 54%	21 19%	38 16%	36 14%	26 17%	18 15%	60 28%	17 28%	44 26%	31 25%	54 25%	39 29%	25 42%	43 32%	46 34%
Fairly unimpressed	450 30%	137 37%	78 20%	46 40%	73 31%	68 27%	46 31%	38 32%	59 28%	20 33%	43 26%	32 26%	70 33%	44 32%	11 18%	45 33%	43 32%
Very unimpressed	363 24%	139 37%	9 2%	26 23%	89 38%	56 23%	50 33%	40 33%	44 21%	13 21%	43 26%	22 18%	43 21%	38 28%	13 22%	34 25%	24 18%
Don't know	189 12%	23 6%	32 8%	13 11%	22 10%	76 31%	16 11%	19 16%	30 14%	7 11%	20 12%	25 21%	30 14%	10 8%	8 14%	6 4%	17 12%
Do not know who they are	29 2%	2 1%	6 1%	3 2%	4 2%	10 4%	4 3%	1 1%	7 3%	1 2%	3 2%	1 1%	4 2%	2 2%	1 2%	1 1%	3 2%
<b>NETS</b>																	
Net: Impressed	480 32%	72 19%	260 68%	26 23%	43 19%	38 16%	35 23%	23 19%	72 34%	20 34%	57 34%	41 34%	64 30%	42 31%	27 44%	50 37%	49 36%
Net: Unimpressed	813 54%	276 74%	87 23%	73 63%	161 70%	124 50%	96 63%	78 64%	103 49%	32 54%	86 52%	53 44%	113 53%	81 60%	24 40%	79 58%	68 50%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	45	21	24	9	9	6	11	2	9	15	15	10	5	16	30	8
	3%	3%	3%	5%	3%	2%	4%	1%	3%	4%	3%	3%	2%	4%	3%	3%
Fairly impressed	360	161	199	38	61	61	66	56	77	114	115	67	64	99	260	65
	24%	25%	23%	19%	20%	23%	24%	27%	30%	27%	25%	20%	21%	24%	24%	23%
Fairly unimpressed	516	221	295	71	95	93	85	78	95	154	157	113	92	142	373	95
	34%	34%	34%	36%	31%	34%	31%	37%	37%	36%	35%	34%	31%	34%	34%	34%
Very unimpressed	346	166	180	38	52	59	77	59	61	99	88	77	83	81	263	49
	23%	25%	21%	19%	17%	22%	28%	28%	24%	23%	19%	23%	27%	20%	24%	18%
Don't know	212	71	141	34	73	49	28	14	14	36	67	60	49	63	147	47
	14%	11%	16%	17%	24%	18%	10%	7%	6%	9%	15%	18%	16%	15%	13%	17%
Do not know who they are	31	9	22	6	13	4	5	2	1	5	11	7	9	14	18	12
	2%	1%	3%	3%	4%	2%	2%	1%	*	1%	2%	2%	3%	3%	2%	5%
<b>NETS</b>																
Net: Impressed	405	182	223	47	71	67	77	58	86	129	131	76	69	114	290	72
	27%	28%	26%	24%	23%	25%	28%	27%	33%	30%	29%	23%	23%	28%	27%	26%
Net: Unimpressed	862	387	475	109	146	151	162	137	156	253	244	189	175	223	636	144
	57%	60%	55%	56%	48%	56%	60%	65%	61%	60%	54%	57%	58%	54%	58%	52%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	45 3%	12 3%	7 2%	19 17%	2 1%	2 1%	6 4%	6 5%	4 2%	2 3%	2 1%	3 3%	9 4%	3 2%	1 1%	5 3%	4 3%
Fairly impressed	360 24%	97 26%	100 26%	60 52%	33 14%	41 17%	36 24%	30 25%	43 20%	8 13%	39 23%	33 27%	57 27%	29 21%	14 23%	41 30%	31 22%
Fairly unimpressed	516 34%	154 41%	145 38%	16 14%	75 33%	62 25%	49 32%	32 27%	67 32%	23 39%	60 36%	38 31%	72 34%	49 36%	27 44%	47 35%	51 38%
Very unimpressed	346 23%	74 20%	86 22%	4 3%	94 41%	52 21%	38 25%	32 27%	56 26%	18 29%	39 24%	21 18%	39 18%	35 26%	10 16%	31 23%	28 20%
Don't know	212 14%	35 9%	41 11%	13 11%	24 10%	77 31%	17 11%	19 15%	34 16%	9 15%	23 14%	24 20%	34 16%	17 12%	8 13%	10 8%	18 13%
Do not know who they are	31 2%	2 1%	6 1%	3 2%	3 1%	14 6%	5 3%	2 2%	8 4%	1 2%	3 2%	1 1%	1 *	2 2%	2 3%	2 2%	5 3%
<b>NETS</b>																	
Net: Impressed	405 27%	108 29%	108 28%	79 69%	35 15%	43 18%	42 28%	36 30%	47 22%	10 16%	41 25%	36 30%	66 31%	32 23%	14 24%	46 34%	35 26%
Net: Unimpressed	862 57%	228 61%	231 60%	20 17%	169 73%	114 46%	87 57%	64 53%	123 58%	41 68%	99 59%	59 49%	111 52%	85 62%	36 60%	78 57%	79 58%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	102	52	50	13	13	12	17	18	28	25	19	33	24	16	86	7
	7%	8%	6%	7%	4%	4%	6%	9%	11%	6%	4%	10%	8%	4%	8%	3%
Fairly impressed	403	203	200	33	53	71	73	79	93	110	120	80	93	96	307	46
	27%	31%	23%	17%	18%	26%	27%	37%	36%	26%	27%	24%	31%	23%	28%	17%
Fairly unimpressed	317	139	179	43	62	52	70	41	49	82	94	83	58	93	224	67
	21%	21%	21%	22%	21%	19%	26%	20%	19%	19%	21%	25%	19%	22%	21%	24%
Very unimpressed	453	187	266	70	93	88	74	55	73	162	146	74	72	122	326	84
	30%	29%	31%	36%	31%	32%	27%	26%	28%	38%	32%	22%	24%	30%	30%	30%
Don't know	192	58	134	27	64	44	29	17	12	34	60	54	44	65	126	52
	13%	9%	16%	14%	21%	16%	11%	8%	5%	8%	13%	16%	15%	16%	12%	19%
Do not know who they are	44	12	32	10	16	6	9	1	3	10	14	9	11	21	23	20
	3%	2%	4%	5%	5%	2%	3%	*	1%	2%	3%	3%	4%	5%	2%	7%
<b>NETS</b>																
Net: Impressed	504	255	249	46	67	83	90	97	121	135	139	112	117	112	392	53
	33%	39%	29%	24%	22%	30%	33%	46%	47%	32%	31%	34%	39%	27%	36%	19%
Net: Unimpressed	771	326	445	114	155	140	144	96	121	244	240	157	130	215	550	150
	51%	50%	52%	58%	51%	51%	53%	46%	47%	58%	53%	47%	43%	52%	50%	55%



## Good Morning Britain - Undecided Voters

### Q7\_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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	102 7%	34 9%	10 3%	4 3%	43 19%	3 1%	16 10%	10 8%	16 8%	2 4%	12 8%	4 3%	7 3%	12 9%	6 10%	8 6%	8 6%
Fairly impressed	403 27%	120 32%	83 21%	16 14%	127 55%	39 16%	36 24%	41 34%	54 25%	19 32%	50 30%	23 19%	51 24%	37 28%	16 26%	38 28%	37 27%
Fairly unimpressed	317 21%	94 25%	95 25%	27 24%	24 10%	48 19%	29 19%	20 17%	37 17%	14 23%	38 23%	28 23%	44 21%	28 21%	14 23%	34 25%	32 23%
Very unimpressed	453 30%	89 24%	157 41%	52 46%	8 4%	66 26%	47 31%	30 25%	68 32%	16 26%	44 26%	41 34%	74 35%	43 31%	18 29%	40 30%	34 25%
Don't know	192 13%	31 8%	35 9%	10 9%	22 9%	75 30%	17 12%	19 16%	26 12%	8 13%	15 9%	23 19%	33 16%	12 9%	5 8%	14 10%	19 14%
Do not know who they are	44 3%	5 1%	6 2%	5 4%	7 3%	17 7%	6 4%	1 1%	10 5%	1 2%	6 4%	3 2%	3 1%	4 3%	2 3%	2 2%	6 4%
<b>NETS</b>																	
Net: Impressed	504 33%	154 41%	93 24%	20 17%	170 74%	43 17%	51 34%	51 42%	70 33%	22 36%	63 38%	27 22%	58 27%	49 36%	22 36%	46 34%	45 33%
Net: Unimpressed	771 51%	183 49%	251 65%	80 69%	32 14%	113 46%	77 51%	50 42%	105 49%	30 49%	82 49%	68 56%	118 56%	71 52%	32 53%	74 54%	66 48%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	40	21	19	6	8	7	7	5	6	16	13	4	7	12	28	7
	3%	3%	2%	3%	3%	3%	2%	3%	2%	4%	3%	1%	2%	3%	3%	2%
Fairly impressed	252	110	141	54	47	49	34	32	37	65	79	60	47	73	178	46
	17%	17%	16%	27%	16%	18%	12%	15%	14%	15%	17%	18%	16%	18%	16%	17%
Fairly unimpressed	350	174	176	42	62	55	67	57	67	110	118	63	59	87	263	48
	23%	27%	20%	21%	20%	20%	25%	27%	26%	26%	26%	19%	19%	21%	24%	18%
Very unimpressed	327	175	152	16	52	54	62	56	88	109	86	73	59	68	258	40
	22%	27%	18%	8%	17%	20%	23%	26%	34%	26%	19%	22%	20%	16%	24%	14%
Don't know	297	98	199	53	70	54	48	32	39	65	89	65	78	84	210	63
	20%	15%	23%	27%	23%	20%	18%	15%	15%	15%	20%	20%	26%	20%	19%	23%
Do not know who they are	246	71	174	26	63	52	55	29	21	59	68	66	53	89	155	72
	16%	11%	20%	13%	21%	19%	20%	14%	8%	14%	15%	20%	17%	22%	14%	26%
<b>NETS</b>																
Net: Impressed	292	131	161	60	55	56	40	37	43	81	92	65	54	85	205	52
	19%	20%	19%	31%	18%	21%	15%	17%	17%	19%	20%	20%	18%	21%	19%	19%
Net: Unimpressed	677	350	327	58	114	109	129	113	154	218	204	136	118	155	521	88
	45%	54%	38%	29%	38%	40%	47%	53%	60%	52%	45%	41%	39%	37%	48%	32%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	40 3%	4 1%	12 3%	2 2%	3 1%	5 2%	1 1%	7 6%	3 1%	1 1%	11 7%	3 3%	4 2%	3 3%	1 1%	2 2%	3 2%
Fairly impressed	252 17%	61 16%	91 24%	19 16%	19 8%	22 9%	23 15%	12 10%	48 23%	6 10%	31 19%	20 16%	36 17%	19 14%	13 21%	24 17%	21 15%
Fairly unimpressed	350 23%	85 23%	107 28%	31 27%	51 22%	43 17%	48 32%	32 26%	41 19%	20 33%	34 21%	26 21%	43 20%	33 24%	18 30%	27 20%	29 21%
Very unimpressed	327 22%	107 29%	44 11%	24 21%	81 35%	49 20%	33 22%	25 21%	49 23%	11 19%	32 19%	21 18%	46 22%	35 26%	9 15%	37 27%	28 21%
Don't know	297 20%	69 18%	67 18%	19 17%	37 16%	70 28%	22 14%	31 25%	45 21%	10 17%	33 20%	29 24%	47 22%	21 16%	12 20%	18 13%	30 22%
Do not know who they are	246 16%	47 12%	64 17%	19 17%	40 17%	59 24%	26 17%	14 12%	27 13%	12 19%	25 15%	21 17%	35 17%	24 18%	8 13%	28 21%	26 19%
<b>NETS</b>																	
Net: Impressed	292 19%	65 18%	103 27%	21 18%	22 10%	27 11%	24 16%	19 16%	51 24%	7 11%	42 25%	23 19%	41 19%	22 16%	14 22%	26 19%	24 17%
Net: Unimpressed	677 45%	193 52%	150 39%	55 48%	131 57%	92 37%	80 53%	57 47%	90 42%	32 52%	66 40%	47 39%	89 42%	68 50%	27 45%	64 47%	57 42%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	141	68	74	15	19	20	22	36	30	53	37	27	25	25	116	17
	9%	10%	9%	8%	6%	7%	8%	17%	12%	13%	8%	8%	8%	6%	11%	6%
Fairly impressed	374	174	200	42	68	79	69	44	72	128	120	67	59	114	259	69
	25%	27%	23%	21%	23%	29%	25%	21%	28%	30%	26%	20%	19%	28%	24%	25%
Fairly unimpressed	265	124	141	36	53	43	55	36	41	70	96	58	41	63	202	36
	18%	19%	16%	18%	18%	16%	20%	17%	16%	17%	21%	17%	14%	15%	18%	13%
Very unimpressed	291	151	140	17	47	48	51	48	80	94	73	72	53	74	217	44
	19%	23%	16%	8%	15%	18%	19%	23%	31%	22%	16%	22%	18%	18%	20%	16%
Don't know	254	83	171	41	63	51	45	30	23	45	71	68	69	75	173	58
	17%	13%	20%	21%	21%	19%	17%	14%	9%	11%	16%	20%	23%	18%	16%	21%
Do not know who they are	186	50	136	46	52	30	29	18	10	32	57	41	55	62	124	51
	12%	8%	16%	24%	17%	11%	11%	8%	4%	8%	13%	12%	18%	15%	11%	18%
<b>NETS</b>																
Net: Impressed	515	241	274	57	87	99	91	80	101	182	156	93	83	139	375	86
	34%	37%	32%	29%	29%	36%	33%	38%	40%	43%	35%	28%	28%	34%	34%	31%
Net: Unimpressed	557	276	281	52	100	92	107	84	122	164	169	130	94	137	419	81
	37%	42%	33%	27%	33%	34%	39%	40%	47%	39%	37%	39%	31%	33%	38%	29%

## Good Morning Britain - Undecided Voters

### Q7\_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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	141 9%	23 6%	43 11%	13 11%	14 6%	15 6%	12 8%	10 8%	13 6%	6 10%	18 11%	21 17%	14 7%	13 10%	9 14%	11 8%	14 10%
Fairly impressed	374 25%	82 22%	128 33%	37 33%	43 19%	45 18%	31 21%	32 27%	51 24%	13 21%	37 22%	42 34%	53 25%	32 23%	18 30%	36 26%	30 22%
Fairly unimpressed	265 18%	71 19%	75 19%	17 15%	39 17%	39 16%	25 17%	16 13%	35 16%	19 31%	25 15%	31 26%	29 14%	27 20%	9 15%	23 17%	26 19%
Very unimpressed	291 19%	111 30%	37 9%	18 16%	68 29%	37 15%	34 22%	23 19%	48 23%	6 10%	33 20%	13 11%	44 21%	32 23%	9 15%	28 21%	21 16%
Don't know	254 17%	54 14%	59 15%	16 14%	31 13%	67 27%	26 18%	24 20%	38 18%	10 17%	32 19%	13 11%	38 18%	17 13%	10 16%	21 15%	24 18%
Do not know who they are	186 12%	33 9%	44 11%	13 11%	36 16%	44 18%	22 15%	16 13%	27 13%	7 11%	21 13%	1 1%	34 16%	14 11%	6 9%	17 12%	21 15%
<b>NETS</b>																	
Net: Impressed	515 34%	105 28%	171 44%	50 44%	57 25%	60 24%	43 29%	42 35%	63 30%	19 31%	55 33%	63 52%	67 32%	45 33%	27 45%	47 35%	44 32%
Net: Unimpressed	557 37%	182 49%	111 29%	35 30%	106 46%	77 31%	59 39%	39 32%	83 39%	25 41%	58 35%	44 37%	73 34%	59 43%	18 30%	51 38%	47 35%

## Good Morning Britain - Undecided Voters

### Q7\_7. 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? - Leanne Wood

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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	31	16	15	5	6	6	9	3	3	11	4	10	6	8	23	5
	2%	2%	2%	3%	2%	2%	3%	1%	1%	3%	1%	3%	2%	2%	2%	2%
Fairly impressed	216	103	113	36	34	42	37	29	39	74	73	41	27	66	149	45
	14%	16%	13%	18%	11%	16%	14%	14%	15%	18%	16%	12%	9%	16%	14%	16%
Fairly unimpressed	275	139	136	33	52	47	53	42	48	76	100	50	48	69	205	35
	18%	21%	16%	17%	17%	17%	19%	20%	19%	18%	22%	15%	16%	17%	19%	13%
Very unimpressed	206	120	86	16	36	36	32	35	51	66	50	56	35	55	150	29
	14%	18%	10%	8%	12%	13%	12%	16%	20%	16%	11%	17%	11%	13%	14%	10%
Don't know	316	122	194	47	73	58	48	41	48	80	91	75	70	79	233	59
	21%	19%	22%	24%	24%	21%	18%	20%	19%	19%	20%	22%	23%	19%	21%	22%
Do not know who they are	467	150	317	60	101	82	94	62	68	116	135	100	116	136	331	104
	31%	23%	37%	30%	34%	30%	35%	29%	26%	28%	30%	30%	38%	33%	30%	38%
<b>NETS</b>																
Net: Impressed	247	119	129	41	40	48	45	31	42	85	78	52	33	74	172	50
	16%	18%	15%	21%	13%	18%	17%	15%	16%	20%	17%	15%	11%	18%	16%	18%
Net: Unimpressed	481	259	222	50	88	83	85	77	99	142	150	106	83	124	356	63
	32%	40%	26%	25%	29%	30%	31%	36%	39%	34%	33%	32%	27%	30%	33%	23%

## Good Morning Britain - Undecided Voters

### Q7\_7. 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? - Leanne Wood

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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very impressed	31 2%	3 1%	11 3%	2 2%	1 *	5 2%	- -	4 4%	2 1%	1 2%	6 4%	4 3%	4 2%	2 2%	3 5%	3 2%	1 1%
Fairly impressed	216 14%	45 12%	76 20%	29 25%	14 6%	21 8%	20 13%	15 12%	44 21%	6 10%	25 15%	13 11%	28 13%	15 11%	19 31%	17 13%	14 10%
Fairly unimpressed	275 18%	72 19%	84 22%	13 11%	47 20%	35 14%	25 17%	20 17%	39 18%	14 22%	23 14%	23 19%	42 20%	24 18%	10 17%	27 20%	28 20%
Very unimpressed	206 14%	72 19%	23 6%	15 13%	48 21%	29 12%	20 13%	19 15%	35 16%	9 15%	23 14%	13 11%	26 12%	21 15%	8 14%	17 12%	16 12%
Don't know	316 21%	79 21%	78 20%	19 16%	46 20%	62 25%	39 26%	29 24%	36 17%	12 20%	33 20%	21 18%	51 24%	26 19%	10 17%	24 18%	32 24%
Do not know who they are	467 31%	102 27%	112 29%	38 33%	76 33%	96 39%	47 31%	34 28%	56 27%	18 31%	55 33%	46 38%	59 28%	47 34%	10 17%	48 35%	45 33%
<b>NETS</b>																	
Net: Impressed	247 16%	48 13%	88 23%	31 27%	15 7%	26 10%	20 13%	19 16%	45 21%	7 12%	31 19%	17 14%	32 15%	17 13%	22 36%	20 15%	15 11%
Net: Unimpressed	481 32%	144 39%	107 28%	28 24%	94 41%	64 26%	45 30%	39 32%	73 35%	23 38%	46 28%	36 30%	69 32%	45 33%	18 30%	43 32%	43 32%

### Good Morning Britain - Undecided Voters

#### Q8\_SUM. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - SUMMARY TABLE

Base: All respondents

	Weird	Strong	Good leader	Weak	Out of touch with ordinary people	Has the right ideas for Britain's future
Unweighted Total	1511	1511	1511	1511	1511	1511
Weighted Total	1511	1511	1511	1511	1511	1511
	100%	100%	100%	100%	100%	100%
Ed Miliband	607	173	210	663	267	345
	40%	11%	14%	44%	18%	23%
David Cameron	128	632	638	183	712	506
	8%	42%	42%	12%	47%	34%
Neither	579	501	439	460	271	420
	38%	33%	29%	30%	18%	28%
Don't know	196	206	224	205	261	239
	13%	14%	15%	14%	17%	16%



## Good Morning Britain - Undecided Voters

### Q8\_1. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Weird

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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	607	269	338	94	113	108	106	83	103	187	181	133	105	153	452	107
	40%	41%	39%	48%	37%	40%	39%	39%	40%	44%	40%	40%	35%	37%	41%	39%
David Cameron	128	68	60	24	22	32	23	17	10	33	34	28	33	45	83	25
	8%	11%	7%	12%	7%	12%	8%	8%	4%	8%	7%	9%	11%	11%	8%	9%
Neither	579	240	340	51	124	99	111	84	110	167	173	128	111	159	420	96
	38%	37%	39%	26%	41%	36%	41%	40%	43%	40%	38%	39%	37%	38%	38%	35%
Don't know	196	73	124	27	43	33	32	27	34	36	65	43	53	57	137	47
	13%	11%	14%	14%	14%	12%	12%	13%	13%	8%	14%	13%	18%	14%	13%	17%

## Good Morning Britain - Undecided Voters

### Q8\_1. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Weird

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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	607	229	92	50	121	65	68	50	85	25	60	33	84	64	21	61	55
	40%	61%	24%	43%	52%	26%	45%	41%	40%	41%	36%	27%	40%	47%	35%	45%	41%
David Cameron	128	4	67	5	19	11	4	8	14	4	26	12	20	10	7	14	9
	8%	1%	17%	5%	8%	5%	3%	7%	7%	7%	15%	10%	10%	7%	11%	11%	6%
Neither	579	117	189	52	68	89	61	48	77	19	62	56	79	47	26	49	54
	38%	31%	49%	45%	29%	36%	41%	39%	36%	32%	37%	46%	37%	35%	44%	36%	40%
Don't know	196	24	37	7	23	82	18	15	35	12	18	19	28	14	6	12	18
	13%	6%	10%	6%	10%	33%	12%	13%	17%	20%	11%	16%	13%	11%	10%	9%	13%

## Good Morning Britain - Undecided Voters

### Q8\_2. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Strong

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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	173	78	95	38	46	25	31	16	16	44	51	37	40	60	114	37
	11%	12%	11%	19%	15%	9%	12%	8%	6%	10%	11%	11%	13%	14%	10%	13%
David Cameron	632	296	336	73	115	111	117	103	113	186	188	145	112	166	464	104
	42%	45%	39%	37%	38%	41%	43%	49%	44%	44%	42%	44%	37%	40%	43%	38%
Neither	501	215	286	54	86	99	99	65	97	154	145	106	97	133	366	87
	33%	33%	33%	28%	28%	36%	36%	31%	38%	36%	32%	32%	32%	32%	34%	31%
Don't know	206	62	144	31	55	36	25	27	31	39	69	45	53	55	148	48
	14%	10%	17%	16%	18%	13%	9%	13%	12%	9%	15%	13%	18%	13%	14%	17%

## Good Morning Britain - Undecided Voters

### Q8\_2. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Strong

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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	173	19	103	6	18	11	17	17	27	4	21	17	31	8	7	12	12
	11%	5%	27%	5%	8%	5%	11%	14%	13%	7%	13%	14%	14%	6%	12%	9%	9%
David Cameron	632	271	101	60	92	63	71	49	86	24	65	43	74	61	23	74	63
	42%	73%	26%	53%	40%	26%	47%	41%	40%	40%	39%	35%	35%	45%	38%	54%	46%
Neither	501	62	135	40	97	92	48	40	66	20	58	32	81	49	22	42	44
	33%	17%	35%	35%	42%	37%	32%	33%	31%	33%	35%	26%	38%	36%	36%	31%	32%
Don't know	206	22	46	8	24	81	16	15	33	12	22	29	26	18	9	8	18
	14%	6%	12%	7%	10%	33%	10%	12%	15%	20%	13%	24%	12%	13%	14%	6%	13%

### Good Morning Britain - Undecided Voters

#### Q8\_3. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Good leader

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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	210	89	120	40	56	38	37	16	22	63	53	46	47	74	136	46
	14%	14%	14%	20%	19%	14%	14%	8%	9%	15%	12%	14%	16%	18%	12%	17%
David Cameron	638	300	338	76	116	102	105	103	136	189	204	135	111	159	477	101
	42%	46%	39%	39%	39%	38%	38%	49%	53%	45%	45%	40%	37%	39%	44%	37%
Neither	439	185	254	49	75	94	100	65	56	125	133	101	81	120	318	79
	29%	29%	29%	25%	25%	35%	37%	31%	22%	30%	29%	30%	27%	29%	29%	29%
Don't know	224	75	149	31	54	37	31	28	42	46	64	51	63	61	160	49
	15%	12%	17%	16%	18%	14%	11%	13%	17%	11%	14%	15%	21%	15%	15%	18%

### Good Morning Britain - Undecided Voters

#### Q8\_3. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Good leader

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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	210	12	138	3	17	10	19	11	34	9	28	21	36	12	9	13	17
	14%	3%	36%	3%	7%	4%	13%	9%	16%	14%	17%	17%	17%	9%	16%	10%	13%
David Cameron	638	309	82	62	93	63	80	51	81	24	64	38	77	64	22	72	66
	42%	83%	21%	54%	40%	26%	53%	42%	38%	39%	39%	32%	36%	47%	36%	53%	48%
Neither	439	31	109	38	99	85	34	37	59	19	49	35	71	41	20	40	34
	29%	8%	28%	33%	43%	34%	23%	30%	28%	32%	29%	29%	33%	30%	34%	30%	25%
Don't know	224	22	57	11	22	89	18	22	38	9	25	26	28	19	9	10	19
	15%	6%	15%	9%	9%	36%	12%	18%	18%	15%	15%	22%	13%	14%	15%	8%	14%

## Good Morning Britain - Undecided Voters

### Q8\_4. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Weak

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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	663	304	359	66	106	120	130	106	136	193	202	136	131	145	517	91
	44%	47%	42%	34%	35%	44%	48%	50%	53%	46%	45%	41%	44%	35%	47%	33%
David Cameron	183	91	92	31	36	39	34	20	22	49	46	45	43	60	123	37
	12%	14%	11%	16%	12%	14%	13%	9%	9%	12%	10%	14%	14%	14%	11%	13%
Neither	460	184	276	71	107	78	78	54	72	142	135	109	74	151	305	103
	30%	28%	32%	36%	35%	29%	29%	25%	28%	34%	30%	33%	25%	36%	28%	37%
Don't know	205	71	135	28	53	35	30	33	27	39	70	43	54	58	147	45
	14%	11%	16%	14%	17%	13%	11%	15%	11%	9%	16%	13%	18%	14%	13%	16%

### Good Morning Britain - Undecided Voters

#### Q8\_4. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Weak

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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	663	264	77	62	120	84	73	58	82	24	66	51	97	66	19	64	64
	44%	71%	20%	54%	52%	34%	49%	48%	39%	40%	40%	42%	46%	48%	31%	47%	47%
David Cameron	183	13	81	8	35	19	7	18	29	7	31	10	29	13	10	18	11
	12%	4%	21%	7%	15%	8%	4%	15%	14%	12%	19%	8%	14%	10%	17%	13%	8%
Neither	460	77	183	30	49	65	50	33	69	17	46	39	63	36	25	42	42
	30%	21%	47%	26%	21%	26%	33%	27%	33%	28%	27%	32%	30%	26%	41%	31%	31%
Don't know	205	19	45	15	27	79	21	13	32	12	24	22	23	21	6	12	19
	14%	5%	12%	13%	12%	32%	14%	11%	15%	20%	14%	18%	11%	15%	10%	9%	14%



## Good Morning Britain - Undecided Voters

### Q8\_5. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Out of touch with ordinary people

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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	267	133	134	38	45	38	41	41	63	81	69	65	52	64	203	44
	18%	20%	16%	20%	15%	14%	15%	19%	25%	19%	15%	20%	17%	15%	19%	16%
David Cameron	712	321	391	84	129	144	157	94	105	206	217	143	146	202	507	125
	47%	49%	45%	43%	43%	53%	58%	44%	41%	49%	48%	43%	48%	49%	46%	45%
Neither	271	105	166	39	66	45	35	42	43	77	78	71	44	78	192	54
	18%	16%	19%	20%	22%	17%	13%	20%	17%	18%	17%	21%	15%	19%	18%	20%
Don't know	261	90	170	35	63	45	39	34	45	59	89	53	60	69	190	53
	17%	14%	20%	18%	21%	16%	14%	16%	18%	14%	20%	16%	20%	17%	17%	19%

## Good Morning Britain - Undecided Voters

### Q8\_5. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Out of touch with ordinary people

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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	267	122	27	17	56	23	29	27	35	8	32	9	34	26	11	32	22
	18%	33%	7%	15%	24%	9%	19%	23%	17%	13%	19%	8%	16%	19%	18%	24%	16%
David Cameron	712	79	285	56	113	90	63	56	95	31	82	68	95	62	31	64	65
	47%	21%	74%	48%	49%	36%	41%	47%	45%	51%	50%	56%	45%	46%	52%	47%	48%
Neither	271	108	42	22	33	41	26	11	41	12	34	18	50	19	10	26	24
	18%	29%	11%	19%	14%	17%	17%	9%	20%	19%	20%	15%	24%	14%	17%	19%	18%
Don't know	261	64	31	20	28	94	34	26	40	10	17	26	32	28	8	15	25
	17%	17%	8%	17%	12%	38%	22%	22%	19%	17%	10%	21%	15%	21%	14%	11%	18%

## Good Morning Britain - Undecided Voters

**Q8\_6. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Has the right ideas for Britain's future**

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	1511	630	881	150	285	290	281	257	248	484	465	253	309	409	1096	274
Weighted Total	1511	650	861	196	302	272	272	212	257	423	453	332	302	414	1091	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	345	165	180	58	75	64	67	44	38	90	103	74	78	113	232	69
	23%	25%	21%	29%	25%	23%	25%	21%	15%	21%	23%	22%	26%	27%	21%	25%
David Cameron	506	251	255	60	84	79	78	83	122	154	153	116	84	124	381	76
	34%	39%	30%	31%	28%	29%	29%	39%	47%	37%	34%	35%	28%	30%	35%	28%
Neither	420	169	251	51	83	88	88	49	61	124	114	96	88	111	308	72
	28%	26%	29%	26%	28%	32%	32%	23%	24%	29%	25%	29%	29%	27%	28%	26%
Don't know	239	65	174	27	60	41	40	36	36	55	84	47	53	66	170	58
	16%	10%	20%	14%	20%	15%	15%	17%	14%	13%	19%	14%	17%	16%	16%	21%

## Good Morning Britain - Undecided Voters

### Q8\_6. For each of the following, would you say they apply more to David Cameron or Ed Miliband? - Has the right ideas for Britain's future

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	1511	358	385	133	219	257	124	129	160	120	156	121	181	149	81	144	146
Weighted Total	1511	373	385	115	231	248	151	121	212	60	166	121	212	136	60	136	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	345	23	216	16	28	23	22	26	59	14	50	32	49	26	12	32	25
	23%	6%	56%	14%	12%	9%	15%	21%	28%	22%	30%	26%	23%	19%	19%	24%	18%
David Cameron	506	293	39	39	77	42	67	41	58	18	49	28	67	55	19	52	52
	34%	78%	10%	34%	33%	17%	44%	34%	27%	31%	29%	23%	31%	41%	31%	38%	38%
Neither	420	34	77	45	104	83	36	33	55	17	47	38	68	32	20	37	36
	28%	9%	20%	39%	45%	33%	24%	27%	26%	29%	28%	31%	32%	24%	34%	27%	27%
Don't know	239	24	53	14	22	99	26	21	40	11	21	24	28	22	9	14	23
	16%	6%	14%	12%	10%	40%	17%	17%	19%	18%	13%	20%	13%	16%	16%	11%	17%