

Good Morning Britain – Undecided Voters Poll

METHODOLOGY NOTE

Methodology Note: ComRes interviewed 1,049 undecided voters online between the 29th April and 4th May 2015. Respondents were drawn from a nationally representative sample of 12,882 British adults, weighted to be representative of all GB adults aged 18+. Undecided voters were defined as being at least 5/10 likely to vote, but who did not know who they would vote for or said that they may change their mind who to vote for before the election. ComRes is a member of the British Polling Council and abides by its rules.

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

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

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

Good Morning Britain - Undecided Voters

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

Base: All respondents

	GENDER		AGE						SEG				PARENT			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	No	Mothers
Unweighted Total	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	283	126	157	14	55	55	45	43	70	93	81	69	40	71	211	54
	27%	28%	26%	11%	26%	29%	24%	29%	39%	32%	26%	30%	19%	26%	27%	29%
Labour	231	112	118	27	44	50	44	34	32	58	57	54	62	77	152	55
	22%	25%	20%	20%	21%	27%	23%	23%	18%	20%	18%	23%	29%	28%	20%	30%
Liberal Democrat	178	78	100	18	30	26	32	33	41	58	61	34	26	36	142	22
	17%	17%	17%	13%	14%	14%	17%	22%	23%	20%	19%	15%	12%	13%	18%	12%
Some other party	73	35	38	2	20	9	17	9	16	23	22	14	14	13	61	5
	7%	8%	6%	1%	10%	5%	9%	6%	9%	8%	7%	6%	7%	5%	8%	3%
Did not vote	210	76	134	71	43	39	33	18	6	50	66	43	51	61	148	39
	20%	17%	22%	52%	21%	21%	17%	12%	3%	17%	21%	19%	24%	22%	19%	21%
Don't remember	52	17	36	5	12	8	11	9	8	8	18	13	13	9	43	8
	5%	4%	6%	3%	6%	4%	6%	6%	5%	3%	6%	6%	6%	3%	6%	4%
Refused	21	7	14	-	5	2	8	1	5	4	9	3	5	4	16	3
	2%	2%	2%	-	2%	1%	4%	1%	3%	1%	3%	2%	2%	2%	2%	2%

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Base: All respondents

	PARTY IF GE TOMORROW						REGION										
	Total	Conservative	Labour	Liberal Democrat	UKIP	Don't know	East Anglia	East Midlands	London	North East	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & Humberside
Unweighted Total	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	283	161	19	7	57	22	36	28	32	9	34	11	46	22	7	32	26
	27%	58%	8%	7%	32%	19%	35%	33%	22%	21%	30%	13%	31%	23%	18%	34%	27%
Labour	231	18	117	10	32	31	14	16	49	12	36	26	19	15	9	15	21
	22%	6%	48%	11%	18%	27%	13%	19%	33%	30%	31%	31%	13%	15%	21%	16%	23%
Liberal Democrat	178	35	35	52	22	5	20	10	16	9	21	12	31	22	6	16	15
	17%	13%	14%	55%	12%	5%	19%	12%	11%	23%	19%	14%	21%	23%	15%	17%	16%
Some other party	73	11	5	2	28	9	10	4	11	1	2	11	13	7	3	8	4
	7%	4%	2%	2%	15%	8%	10%	5%	7%	3%	2%	13%	9%	7%	7%	9%	4%
Did not vote	210	40	59	21	30	30	19	21	28	6	16	21	28	23	11	16	20
	20%	14%	24%	22%	17%	26%	18%	25%	19%	14%	14%	25%	19%	25%	27%	17%	21%
Don't remember	52	9	8	2	10	15	6	4	11	1	6	2	5	3	2	7	6
	5%	3%	3%	2%	6%	13%	5%	5%	7%	3%	5%	2%	3%	3%	5%	7%	6%
Refused	21	1	1	2	2	3	-	1	-	3	-	2	5	3	3	1	3
	2%	*	*	2%	1%	2%	-	2%	-	6%	-	2%	3%	3%	7%	2%	3%

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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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	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	369	175	193	46	67	59	58	66	74	111	109	78	72	77	291	49
	35%	39%	32%	34%	32%	31%	31%	45%	41%	38%	34%	34%	34%	28%	38%	26%
I have a good idea who I am going to vote but not yet completely sure	436	173	263	63	98	78	81	54	62	124	138	96	78	124	311	87
	42%	38%	44%	46%	47%	42%	43%	37%	35%	42%	44%	42%	37%	46%	40%	47%
I am starting to lean towards a certain party	111	44	67	10	13	23	24	16	25	24	34	24	28	24	84	16
	11%	10%	11%	7%	6%	12%	13%	11%	14%	8%	11%	10%	14%	9%	11%	9%
I am completely undecided who to vote for	133	58	75	18	32	29	26	11	17	35	34	33	32	47	86	34
	13%	13%	13%	13%	15%	15%	14%	8%	10%	12%	11%	14%	15%	17%	11%	18%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	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	369	116	107	38	60	-	50	28	47	12	44	29	42	39	10	36	31
	35%	42%	44%	40%	33%	-	47%	34%	32%	29%	38%	35%	28%	41%	24%	38%	33%
I have a good idea who I am going to vote but not yet completely sure	436	121	105	42	86	26	35	30	58	18	53	35	72	43	19	34	40
	42%	44%	43%	44%	47%	23%	34%	36%	39%	42%	46%	42%	49%	45%	45%	36%	42%
I am starting to lean towards a certain party	111	25	24	9	26	10	9	9	15	5	11	8	19	7	7	12	12
	11%	9%	10%	10%	14%	9%	8%	10%	10%	12%	9%	9%	13%	7%	16%	12%	12%
I am completely undecided who to vote for	133	12	7	6	9	79	11	17	28	7	8	12	15	6	6	13	11
	13%	4%	3%	6%	5%	68%	11%	20%	19%	17%	7%	14%	10%	7%	15%	13%	12%

Good Morning Britain - Undecided Voters

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

Base: All respondents

	GENDER		AGE						SEG				PARENT			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	No	Mothers
Unweighted Total	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	275	117	158	35	56	44	41	45	54	86	84	69	36	69	206	53
	26%	26%	26%	26%	27%	23%	22%	31%	30%	29%	27%	30%	17%	26%	27%	29%
Labour	244	108	135	48	55	45	46	25	25	64	76	48	55	78	164	44
	23%	24%	23%	35%	26%	24%	24%	17%	14%	22%	24%	21%	26%	29%	21%	24%
Liberal Democrat	95	48	48	9	17	12	17	15	26	36	39	7	13	16	78	10
	9%	11%	8%	6%	8%	6%	9%	10%	14%	12%	12%	3%	6%	6%	10%	5%
UKIP	181	78	103	19	27	36	33	32	33	35	45	51	50	37	144	21
	17%	17%	17%	14%	13%	19%	18%	22%	19%	12%	14%	22%	24%	14%	19%	12%
SNP	32	15	16	6	6	10	1	6	2	6	7	11	7	10	22	7
	3%	3%	3%	4%	3%	5%	1%	4%	1%	2%	2%	5%	3%	4%	3%	4%
Plaid Cymru	8	2	6	-	2	1	4	-	2	2	2	1	3	3	5	2
	1%	1%	1%	-	1%	*	2%	-	1%	1%	1%	1%	1%	1%	1%	1%
Green	58	20	38	5	15	15	12	5	6	21	20	10	7	20	38	15
	6%	4%	6%	3%	7%	8%	6%	4%	3%	7%	6%	4%	3%	7%	5%	8%
BNP	3	3	-	-	-	1	-	1	1	-	1	-	2	-	3	-
	*	1%	-	-	-	1%	-	1%	*	-	*	-	1%	-	*	-
Some other party	16	4	12	2	4	-	3	3	5	6	3	6	1	1	15	1
	2%	1%	2%	1%	2%	-	2%	2%	3%	2%	1%	3%	1%	*	2%	1%
Refused	22	8	14	3	3	2	8	2	3	5	7	3	6	2	20	2
	2%	2%	2%	2%	2%	1%	4%	1%	2%	2%	2%	1%	3%	1%	3%	1%
Don't know	115	48	68	10	23	23	24	12	23	33	29	23	29	35	79	30
	11%	11%	11%	8%	11%	12%	12%	8%	13%	11%	9%	10%	14%	13%	10%	16%

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	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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	275	275	-	-	-	-	31	23	33	10	28	12	44	31	6	31	26
	26%	100%	-	-	-	-	30%	27%	23%	23%	24%	14%	30%	33%	14%	33%	27%
Labour	244	-	244	-	-	-	21	12	43	14	34	20	26	17	9	21	26
	23%	-	100%	-	-	-	20%	14%	30%	33%	29%	24%	18%	18%	20%	22%	27%
Liberal Democrat	95	-	-	95	-	-	12	8	13	6	10	5	17	9	4	3	8
	9%	-	-	100%	-	-	12%	10%	9%	15%	9%	6%	12%	10%	9%	4%	8%
UKIP	181	-	-	-	181	-	21	17	23	5	22	1	22	20	8	20	22
	17%	-	-	-	100%	-	20%	21%	15%	12%	19%	1%	15%	21%	19%	21%	23%
SNP	32	-	-	-	-	-	-	-	-	-	-	32	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	38%	-	-	-	-	-
Plaid Cymru	8	-	-	-	-	-	-	-	-	-	-	-	-	-	8	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	-	-
Green	58	-	-	-	-	-	8	4	9	2	7	3	13	4	-	7	1
	6%	-	-	-	-	-	7%	5%	6%	4%	6%	3%	9%	4%	-	8%	1%
BNP	3	-	-	-	-	-	-	2	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	-	2%	-	-	1%	-	-	-	-	-	-
Some other party	16	-	-	-	-	-	1	1	3	-	2	1	2	4	1	2	1
	2%	-	-	-	-	-	1%	1%	2%	-	2%	1%	2%	4%	2%	2%	1%
Refused	22	-	-	-	-	-	1	3	1	-	4	2	3	3	2	1	2
	2%	-	-	-	-	-	1%	4%	*	-	4%	2%	2%	3%	4%	2%	2%
Don't know	115	-	-	-	-	115	9	14	22	5	7	9	20	6	6	8	10
	11%	-	-	-	-	100%	9%	16%	15%	13%	6%	10%	13%	6%	13%	9%	10%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The national economy	277	156	121	31	52	41	45	47	62	96	97	49	34	62	214	31
	26%	35%	20%	22%	25%	22%	24%	32%	35%	33%	31%	21%	16%	23%	28%	16%
Your personal finances	180	72	107	26	46	39	38	19	12	37	56	51	36	60	120	41
	17%	16%	18%	19%	22%	21%	20%	13%	7%	13%	18%	22%	17%	22%	15%	22%
Unemployment	102	35	67	31	24	20	13	9	5	24	30	21	27	28	74	20
	10%	8%	11%	23%	12%	10%	7%	6%	3%	8%	10%	9%	13%	10%	10%	11%
Britain's relationship with the EU	194	101	93	12	23	33	35	39	52	62	47	44	40	30	164	14
	18%	22%	16%	9%	11%	17%	18%	26%	29%	21%	15%	19%	19%	11%	21%	8%
Healthcare and the NHS	542	211	331	62	97	96	93	90	103	144	164	128	105	135	404	99
	52%	47%	55%	45%	46%	51%	49%	61%	58%	49%	52%	56%	50%	50%	52%	53%
Immigration	417	180	237	36	58	70	92	80	81	97	106	111	102	102	315	63
	40%	40%	40%	26%	28%	37%	49%	55%	45%	33%	34%	48%	49%	37%	41%	34%
The cost of everyday items, such as food, energy and travel	255	85	171	49	63	56	42	25	21	57	85	59	55	62	193	49
	24%	19%	29%	36%	30%	30%	22%	17%	12%	19%	27%	26%	26%	23%	25%	26%
Education and schools	151	49	102	23	51	37	14	12	14	63	48	25	14	79	71	63
	14%	11%	17%	17%	24%	19%	7%	8%	8%	21%	15%	11%	7%	29%	9%	34%
Housing	122	58	64	27	28	26	22	10	10	33	44	21	24	33	88	20
	12%	13%	11%	20%	13%	14%	12%	6%	6%	11%	14%	9%	12%	12%	11%	11%
Crime and anti-social behaviour	75	30	44	5	11	25	12	9	13	23	23	17	12	25	49	16
	7%	7%	7%	4%	5%	13%	6%	6%	7%	8%	7%	7%	6%	9%	6%	9%
The Government's budget deficit	118	71	47	11	23	15	22	16	31	52	37	13	16	24	94	12
	11%	16%	8%	8%	11%	8%	12%	11%	17%	18%	12%	6%	8%	9%	12%	7%
The welfare system	224	88	136	19	36	46	49	34	40	61	65	47	52	62	161	46
	21%	20%	23%	14%	17%	24%	26%	23%	22%	21%	21%	20%	25%	23%	21%	25%
Care for the elderly	121	49	72	8	12	10	22	26	43	33	39	22	27	15	105	11
	12%	11%	12%	6%	6%	5%	12%	18%	24%	11%	12%	10%	13%	6%	14%	6%
Don't know	26	11	15	4	14	3	2	1	1	6	7	4	8	8	18	7
	2%	2%	2%	3%	7%	1%	1%	1%	1%	2%	2%	2%	4%	3%	2%	4%

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

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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The national economy	277	116	61	33	22	20	32	22	33	12	32	21	44	23	11	21	27
	26%	42%	25%	35%	12%	17%	30%	26%	22%	29%	28%	25%	30%	24%	25%	22%	29%
Your personal finances	180	40	48	15	39	18	15	20	17	7	10	19	22	18	11	22	18
	17%	15%	20%	15%	21%	15%	14%	24%	12%	17%	9%	23%	15%	19%	27%	24%	19%
Unemployment	102	11	38	5	17	14	4	9	28	3	13	6	11	9	6	5	7
	10%	4%	15%	6%	9%	12%	4%	10%	19%	8%	12%	7%	7%	10%	14%	6%	7%
Britain's relationship with the EU	194	56	25	12	64	14	26	18	24	9	19	3	33	17	4	27	14
	18%	21%	10%	13%	35%	12%	25%	21%	17%	20%	17%	4%	23%	18%	9%	28%	15%
Healthcare and the NHS	542	136	144	61	68	54	54	42	59	23	70	44	75	50	22	51	52
	52%	49%	59%	63%	38%	47%	51%	50%	40%	54%	61%	53%	51%	53%	52%	54%	55%
Immigration	417	109	69	18	141	41	47	41	44	21	54	22	48	39	14	44	42
	40%	39%	28%	19%	78%	36%	45%	49%	30%	51%	47%	26%	33%	42%	34%	46%	44%
The cost of everyday items, such as food, energy and travel	255	57	78	26	23	31	24	22	38	9	23	26	35	25	11	26	18
	24%	21%	32%	27%	12%	27%	23%	26%	26%	21%	20%	30%	24%	26%	26%	27%	19%
Education and schools	151	36	52	15	8	17	20	6	21	7	20	9	26	10	7	13	13
	14%	13%	22%	16%	5%	15%	19%	7%	14%	16%	17%	11%	17%	11%	16%	14%	14%
Housing	122	18	52	14	16	9	7	6	30	1	13	9	19	12	6	10	10
	12%	6%	21%	15%	9%	7%	7%	7%	21%	3%	11%	10%	13%	13%	14%	11%	10%
Crime and anti-social behaviour	75	21	18	6	12	7	4	3	17	1	9	9	9	7	8	2	5
	7%	8%	7%	6%	7%	6%	3%	4%	12%	3%	7%	11%	6%	8%	19%	2%	6%
The Government's budget deficit	118	49	14	16	16	14	12	10	11	5	9	10	21	10	5	12	13
	11%	18%	6%	17%	9%	12%	11%	12%	8%	11%	7%	12%	14%	11%	13%	13%	14%
The welfare system	224	59	52	20	26	30	18	13	37	6	23	20	40	20	6	19	21
	21%	22%	22%	21%	14%	26%	17%	16%	25%	15%	20%	24%	27%	21%	14%	20%	23%
Care for the elderly	121	29	19	15	21	15	14	8	17	5	16	8	22	10	4	5	12
	12%	10%	8%	16%	11%	13%	13%	9%	12%	12%	14%	9%	15%	11%	10%	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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	26	3	3	1	1	7	4	3	5	1	1	6	1	2	-	2	2
	2%	1%	1%	1%	1%	6%	4%	4%	3%	1%	1%	7%	1%	2%	-	2%	2%

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	1049	1049	1049	1049	1049	1049	1049	1049	1049	1049	1049	1049
Weighted Total	1049	1049	1049	1049	1049	1049	1049	1049	1049	1049	1049	1049
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	294 28%	174 17%	284 27%	319 30%	119 11%	313 30%	248 24%	328 31%	165 16%	336 32%	281 27%	290 28%
Conservatives	257 25%	436 42%	245 23%	219 21%	135 13%	212 20%	248 24%	186 18%	313 30%	215 21%	183 17%	168 16%
Liberal Democrats	72 7%	56 5%	112 11%	94 9%	40 4%	75 7%	131 13%	103 10%	44 4%	109 10%	153 15%	108 10%
UKIP	66 6%	75 7%	62 6%	65 6%	497 47%	60 6%	54 5%	49 5%	100 10%	94 9%	25 2%	60 6%
Don't know	360 34%	309 29%	345 33%	353 34%	258 25%	390 37%	368 35%	384 37%	426 41%	294 28%	406 39%	423 40%

Good Morning Britain - Undecided Voters

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

Base: All respondents

	GENDER		AGE						SEG				PARENT			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	No	Mothers
Unweighted Total	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	294	121	173	62	55	54	57	34	32	74	84	63	73	96	196	62
	28%	27%	29%	45%	26%	29%	30%	23%	18%	25%	27%	27%	35%	35%	25%	33%
Conservatives	257	119	138	28	45	36	41	41	65	88	81	61	28	56	201	41
	25%	26%	23%	21%	22%	19%	22%	28%	37%	30%	26%	26%	13%	21%	26%	22%
Liberal Democrats	72	42	30	7	16	18	14	8	9	28	29	9	7	17	54	9
	7%	9%	5%	5%	8%	10%	8%	5%	5%	9%	9%	4%	3%	6%	7%	5%
UKIP	66	32	34	3	18	9	12	9	15	15	15	16	21	18	48	6
	6%	7%	6%	2%	8%	5%	6%	6%	9%	5%	5%	7%	10%	7%	6%	3%
Don't know	360	137	223	37	76	72	64	55	56	89	106	82	82	85	275	68
	34%	30%	37%	27%	36%	38%	34%	37%	32%	30%	34%	36%	39%	31%	36%	36%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	294	14	181	14	31	13	26	19	42	12	37	33	40	18	10	25	31
	28%	5%	74%	14%	17%	11%	25%	23%	29%	29%	32%	39%	27%	19%	24%	27%	33%
Conservatives	257	189	10	12	22	12	27	26	26	11	31	7	42	30	8	23	26
	25%	69%	4%	13%	12%	10%	25%	31%	18%	26%	27%	9%	29%	31%	19%	25%	27%
Liberal Democrats	72	6	10	38	3	4	5	3	12	5	5	6	11	11	2	8	4
	7%	2%	4%	39%	2%	3%	4%	4%	8%	11%	5%	7%	8%	12%	5%	8%	4%
UKIP	66	1	4	-	55	-	6	5	6	4	9	1	5	7	5	10	9
	6%	*	1%	-	31%	-	6%	6%	4%	9%	8%	1%	3%	7%	11%	10%	9%
Don't know	360	65	39	32	69	87	41	31	60	10	33	37	49	30	17	28	25
	34%	24%	16%	33%	38%	75%	40%	37%	41%	24%	28%	44%	33%	31%	41%	30%	26%

Good Morning Britain - Undecided Voters

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

Base: All respondents

	GENDER		AGE						SEG				PARENT			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	No	Mothers
Unweighted Total	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	174	79	95	32	45	33	21	22	21	53	44	40	36	60	112	36
	17%	18%	16%	23%	21%	17%	11%	15%	12%	18%	14%	17%	17%	22%	14%	19%
Conservatives	436	212	224	37	68	76	77	74	104	146	131	92	67	99	337	65
	42%	47%	37%	27%	33%	40%	41%	50%	58%	50%	42%	40%	32%	36%	44%	35%
Liberal Democrats	56	30	26	13	8	9	11	4	10	16	16	14	10	13	42	8
	5%	7%	4%	10%	4%	5%	6%	3%	6%	5%	5%	6%	5%	5%	5%	4%
UKIP	75	30	45	20	12	14	13	9	8	13	19	26	17	17	58	7
	7%	7%	8%	15%	6%	7%	7%	6%	4%	4%	6%	11%	8%	6%	7%	4%
Don't know	309	100	208	34	77	57	67	38	36	66	103	59	80	82	224	70
	29%	22%	35%	25%	37%	30%	35%	26%	20%	22%	33%	26%	38%	30%	29%	38%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	174	5	120	4	18	7	14	7	35	9	26	20	20	12	6	11	13
	17%	2%	49%	5%	10%	6%	14%	9%	24%	22%	22%	24%	13%	12%	14%	12%	14%
Conservatives	436	227	47	43	53	23	52	38	40	18	42	25	74	43	17	41	46
	42%	82%	19%	45%	29%	20%	50%	45%	27%	44%	36%	30%	50%	45%	40%	44%	49%
Liberal Democrats	56	6	8	21	4	5	2	6	8	2	6	4	12	6	1	5	5
	5%	2%	3%	22%	2%	5%	2%	7%	5%	6%	5%	4%	8%	7%	1%	5%	5%
UKIP	75	7	4	-	57	-	7	6	12	1	15	2	6	8	3	8	7
	7%	2%	2%	-	32%	-	7%	7%	8%	3%	13%	2%	4%	8%	7%	8%	7%
Don't know	309	31	64	27	49	79	29	27	52	11	27	33	35	26	16	29	23
	29%	11%	26%	28%	27%	69%	27%	32%	35%	26%	24%	40%	24%	27%	38%	31%	24%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	284	126	158	47	60	48	51	46	32	81	90	56	57	88	197	50
	27%	28%	26%	34%	28%	26%	27%	31%	18%	28%	29%	24%	27%	32%	25%	27%
Conservatives	245	113	132	31	41	44	36	39	55	79	69	64	34	55	189	36
	23%	25%	22%	22%	19%	23%	19%	26%	31%	27%	22%	28%	16%	20%	24%	20%
Liberal Democrats	112	59	53	11	20	18	22	12	29	38	36	19	18	23	88	14
	11%	13%	9%	8%	10%	9%	12%	8%	16%	13%	11%	8%	8%	9%	11%	8%
UKIP	62	27	35	5	18	6	10	10	13	13	18	13	18	13	49	6
	6%	6%	6%	4%	9%	3%	5%	7%	7%	5%	6%	6%	9%	5%	6%	3%
Don't know	345	125	220	43	72	72	69	40	49	82	101	79	83	93	250	79
	33%	28%	37%	31%	34%	38%	37%	27%	28%	28%	32%	34%	39%	34%	32%	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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	284	16	172	14	27	15	22	11	40	13	41	36	39	23	8	23	28
	27%	6%	71%	15%	15%	13%	21%	14%	27%	30%	36%	43%	26%	25%	19%	24%	30%
Conservatives	245	180	12	6	27	10	27	24	22	9	24	11	44	29	7	23	24
	23%	65%	5%	6%	15%	9%	26%	29%	15%	22%	21%	13%	30%	31%	17%	24%	25%
Liberal Democrats	112	15	9	47	13	8	10	5	16	6	13	6	21	14	2	10	10
	11%	5%	4%	49%	7%	7%	9%	5%	11%	15%	11%	7%	14%	15%	5%	10%	10%
UKIP	62	4	1	-	46	2	5	6	12	3	7	1	7	5	5	8	4
	6%	1%	1%	-	25%	2%	4%	7%	8%	6%	6%	1%	5%	5%	12%	8%	5%
Don't know	345	60	50	29	69	80	41	38	57	11	30	31	36	22	20	31	28
	33%	22%	20%	30%	38%	69%	39%	46%	38%	26%	26%	37%	24%	24%	47%	33%	30%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	319	148	171	45	65	64	58	41	46	88	91	73	66	98	217	62
	30%	33%	29%	33%	31%	34%	31%	28%	26%	30%	29%	32%	32%	36%	28%	33%
Conservatives	219	93	126	30	35	40	37	26	52	78	56	57	29	56	163	41
	21%	21%	21%	22%	16%	21%	19%	18%	29%	26%	18%	25%	14%	21%	21%	22%
Liberal Democrats	94	48	46	14	18	13	22	12	14	25	43	10	16	20	74	11
	9%	11%	8%	11%	9%	7%	12%	8%	8%	9%	14%	4%	8%	7%	10%	6%
UKIP	65	26	38	7	13	7	13	11	13	14	13	19	18	16	48	7
	6%	6%	6%	5%	6%	4%	7%	8%	7%	5%	4%	8%	9%	6%	6%	4%
Don't know	353	135	217	40	79	65	59	57	54	89	111	72	80	82	270	64
	34%	30%	36%	29%	38%	34%	31%	39%	30%	30%	35%	31%	38%	30%	35%	34%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	319	24	168	19	35	25	25	16	45	15	41	32	47	25	7	30	37
	30%	9%	69%	20%	19%	22%	24%	19%	30%	36%	36%	38%	32%	26%	17%	32%	39%
Conservatives	219	161	5	9	28	3	25	21	24	6	29	10	37	21	7	21	19
	21%	58%	2%	9%	15%	2%	24%	25%	16%	15%	25%	12%	25%	22%	16%	22%	20%
Liberal Democrats	94	15	12	39	9	5	12	7	14	3	8	5	12	17	5	4	6
	9%	6%	5%	40%	5%	5%	12%	9%	10%	8%	7%	5%	8%	18%	12%	4%	7%
UKIP	65	4	2	1	49	2	6	7	9	2	8	2	7	6	3	8	6
	6%	2%	1%	1%	27%	2%	6%	8%	6%	6%	7%	2%	5%	6%	8%	8%	7%
Don't know	353	71	57	28	60	80	36	33	55	15	30	36	45	26	20	32	26
	34%	26%	23%	29%	33%	70%	34%	39%	37%	36%	26%	43%	30%	28%	47%	34%	28%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	119	46	73	30	35	25	9	8	12	34	42	23	20	43	75	28
	11%	10%	12%	22%	17%	13%	5%	5%	7%	12%	13%	10%	10%	16%	10%	15%
Conservatives	135	60	74	24	28	19	23	15	26	45	36	34	20	36	99	27
	13%	13%	12%	17%	13%	10%	12%	10%	15%	15%	11%	15%	9%	13%	13%	14%
Liberal Democrats	40	25	15	5	13	10	4	3	5	13	18	3	6	12	28	6
	4%	6%	2%	4%	6%	5%	2%	2%	3%	4%	6%	1%	3%	4%	4%	3%
UKIP	497	225	272	58	67	86	104	85	97	131	136	123	107	117	378	73
	47%	50%	46%	43%	32%	45%	55%	58%	55%	45%	43%	53%	51%	43%	49%	40%
Don't know	258	94	164	19	68	49	49	35	37	70	83	49	56	64	193	52
	25%	21%	27%	14%	32%	26%	26%	24%	21%	24%	26%	21%	27%	24%	25%	28%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	119	7	87	3	4	4	11	4	24	4	17	12	15	8	1	11	12
	11%	2%	36%	4%	2%	4%	10%	5%	16%	10%	15%	15%	10%	9%	3%	11%	12%
Conservatives	135	81	9	17	8	4	9	11	16	6	17	9	22	18	5	14	8
	13%	29%	4%	18%	4%	3%	9%	13%	11%	13%	14%	11%	15%	19%	12%	15%	9%
Liberal Democrats	40	5	12	12	-	3	5	2	7	1	2	6	9	4	1	3	1
	4%	2%	5%	13%	-	3%	5%	3%	4%	1%	2%	8%	6%	4%	1%	3%	1%
UKIP	497	132	84	36	152	43	53	44	60	24	54	27	69	46	21	46	54
	47%	48%	34%	37%	84%	37%	50%	52%	41%	58%	47%	32%	47%	48%	51%	49%	57%
Don't know	258	50	52	27	17	61	27	23	40	7	26	30	32	19	14	21	20
	25%	18%	21%	29%	9%	53%	26%	27%	27%	17%	22%	35%	22%	20%	33%	22%	22%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	313	150	163	58	56	60	53	45	41	84	90	69	70	99	213	62
	30%	33%	27%	42%	26%	32%	28%	30%	23%	29%	29%	30%	33%	36%	28%	33%
Conservatives	212	106	106	25	32	36	35	36	49	69	64	51	28	48	164	30
	20%	23%	18%	18%	15%	19%	18%	25%	27%	23%	20%	22%	14%	18%	21%	16%
Liberal Democrats	75	37	38	6	20	11	13	6	18	26	29	7	13	18	57	13
	7%	8%	6%	5%	10%	6%	7%	4%	10%	9%	9%	3%	6%	7%	7%	7%
UKIP	60	21	38	9	14	7	12	8	9	12	14	19	14	13	46	5
	6%	5%	6%	7%	7%	4%	6%	6%	5%	4%	4%	8%	7%	5%	6%	3%
Don't know	390	138	252	38	89	74	76	52	62	102	118	84	86	94	293	76
	37%	31%	42%	28%	42%	39%	40%	35%	35%	35%	38%	37%	41%	35%	38%	41%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	313	19	179	18	29	24	23	17	49	18	41	32	43	20	12	26	33
	30%	7%	73%	19%	16%	21%	22%	21%	33%	42%	36%	38%	29%	21%	27%	27%	35%
Conservatives	212	152	9	8	25	8	18	24	26	7	19	9	38	24	5	24	18
	20%	55%	4%	8%	14%	7%	17%	29%	18%	18%	16%	10%	26%	25%	13%	25%	19%
Liberal Democrats	75	15	5	34	8	5	9	6	9	2	4	5	14	12	1	6	6
	7%	5%	2%	36%	4%	4%	9%	7%	6%	5%	4%	6%	9%	12%	3%	7%	6%
UKIP	60	4	1	-	49	1	5	4	8	2	8	1	6	9	3	6	6
	6%	2%	1%	-	27%	1%	5%	5%	6%	6%	7%	1%	4%	10%	8%	6%	6%
Don't know	390	85	50	36	70	77	49	32	54	12	43	37	47	30	21	33	32
	37%	31%	20%	37%	39%	67%	47%	38%	37%	29%	37%	45%	32%	32%	49%	35%	34%

Good Morning Britain - Undecided Voters

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

Base: All respondents

	GENDER		AGE						SEG				PARENT			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	No	Mothers
Unweighted Total	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	248	96	151	53	54	46	42	27	26	76	70	53	49	88	159	52
	24%	21%	25%	39%	26%	24%	22%	18%	15%	26%	22%	23%	24%	32%	21%	28%
Conservatives	248	103	145	29	44	49	43	36	47	77	79	61	31	66	181	49
	24%	23%	24%	21%	21%	26%	23%	24%	26%	26%	25%	26%	15%	24%	23%	27%
Liberal Democrats	131	81	50	6	28	19	25	19	34	48	44	22	19	27	103	14
	13%	18%	8%	4%	13%	10%	13%	13%	19%	16%	14%	9%	9%	10%	13%	7%
UKIP	54	25	29	11	10	8	8	8	9	10	11	14	19	13	41	8
	5%	6%	5%	8%	5%	4%	4%	6%	5%	3%	4%	6%	9%	5%	5%	4%
Don't know	368	145	223	37	74	66	71	57	62	84	111	81	92	78	289	63
	35%	32%	37%	27%	35%	35%	37%	39%	35%	29%	35%	35%	44%	29%	37%	34%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	248	16	151	13	29	11	23	11	46	10	25	24	40	18	6	22	23
	24%	6%	62%	14%	16%	10%	22%	14%	31%	23%	22%	28%	28%	19%	14%	23%	25%
Conservatives	248	163	8	16	35	13	30	24	28	7	26	10	43	24	9	27	20
	24%	59%	3%	17%	19%	11%	28%	29%	19%	17%	22%	12%	29%	26%	22%	28%	21%
Liberal Democrats	131	24	24	42	11	12	15	6	12	9	16	10	23	15	3	12	10
	13%	9%	10%	44%	6%	10%	14%	7%	8%	22%	14%	12%	16%	16%	7%	13%	10%
UKIP	54	6	5	-	36	-	7	7	6	2	8	1	1	9	2	5	7
	5%	2%	2%	-	20%	-	6%	8%	4%	5%	7%	1%	1%	10%	5%	5%	7%
Don't know	368	67	56	25	70	80	31	36	55	14	40	39	40	28	22	29	34
	35%	24%	23%	26%	39%	69%	29%	43%	38%	32%	35%	46%	27%	30%	53%	31%	36%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	328	153	175	50	63	52	65	44	54	101	99	68	60	94	233	56
	31%	34%	29%	37%	30%	27%	34%	30%	30%	34%	31%	30%	29%	35%	30%	30%
Conservatives	186	79	106	26	31	38	26	30	35	58	51	47	30	47	137	37
	18%	18%	18%	19%	15%	20%	14%	21%	20%	20%	16%	21%	14%	17%	18%	20%
Liberal Democrats	103	50	53	15	19	20	19	12	18	30	42	17	13	27	76	17
	10%	11%	9%	11%	9%	11%	10%	8%	10%	10%	13%	7%	6%	10%	10%	9%
UKIP	49	21	27	2	10	7	12	5	12	10	15	9	14	12	36	7
	5%	5%	5%	1%	5%	4%	6%	4%	7%	4%	5%	4%	7%	4%	5%	4%
Don't know	384	148	236	43	87	72	67	56	59	95	108	89	92	92	290	69
	37%	33%	39%	32%	41%	38%	35%	38%	33%	32%	34%	39%	44%	34%	38%	37%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	328	37	180	22	30	16	30	19	54	14	43	31	46	24	10	26	32
	31%	13%	74%	23%	17%	14%	29%	22%	37%	33%	37%	36%	31%	25%	23%	28%	34%
Conservatives	186	127	5	7	29	9	19	18	20	9	22	8	35	24	1	15	14
	18%	46%	2%	8%	16%	8%	18%	21%	14%	21%	19%	10%	24%	25%	3%	16%	15%
Liberal Democrats	103	23	14	35	9	3	7	6	18	3	8	11	12	13	6	10	8
	10%	8%	6%	37%	5%	3%	7%	7%	12%	8%	7%	14%	8%	13%	15%	11%	9%
UKIP	49	4	1	-	37	-	6	5	4	2	6	2	1	5	5	7	7
	5%	1%	1%	-	21%	-	6%	6%	3%	4%	5%	2%	1%	5%	12%	7%	8%
Don't know	384	84	42	31	76	87	43	37	51	14	36	32	53	30	19	36	33
	37%	30%	17%	33%	42%	76%	41%	44%	35%	33%	31%	39%	36%	31%	46%	38%	34%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	165	69	97	39	40	27	20	20	18	49	47	38	31	54	111	35
	16%	15%	16%	29%	19%	14%	11%	14%	10%	17%	15%	16%	15%	20%	14%	19%
Conservatives	313	151	163	28	51	61	58	46	69	102	89	70	52	84	230	56
	30%	33%	27%	21%	24%	32%	31%	31%	39%	35%	28%	30%	25%	31%	30%	30%
Liberal Democrats	44	19	25	5	11	9	9	4	7	12	20	6	6	9	33	8
	4%	4%	4%	3%	5%	5%	5%	3%	4%	4%	6%	3%	3%	3%	4%	4%
UKIP	100	45	55	11	15	19	14	19	22	22	24	28	26	25	75	12
	10%	10%	9%	8%	7%	10%	7%	13%	12%	8%	7%	12%	12%	9%	10%	6%
Don't know	426	168	258	52	93	72	88	58	63	107	135	88	95	100	324	75
	41%	37%	43%	38%	45%	38%	47%	39%	35%	37%	43%	38%	46%	37%	42%	40%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	165	12	111	6	17	5	16	5	27	7	27	20	22	11	3	10	18
	16%	4%	45%	6%	9%	4%	16%	6%	18%	16%	23%	24%	15%	11%	6%	11%	19%
Conservatives	313	178	33	28	33	15	26	30	37	16	30	22	55	29	10	32	28
	30%	65%	13%	29%	19%	13%	25%	36%	26%	37%	26%	26%	37%	31%	23%	33%	30%
Liberal Democrats	44	6	8	15	3	3	6	4	8	2	3	1	8	8	1	3	1
	4%	2%	3%	16%	1%	3%	6%	5%	5%	4%	2%	2%	5%	9%	1%	3%	1%
UKIP	100	15	9	3	59	2	9	10	8	5	9	4	12	12	9	9	14
	10%	5%	4%	3%	33%	2%	9%	13%	5%	12%	8%	4%	8%	13%	21%	9%	15%
Don't know	426	64	82	45	68	90	47	35	67	13	47	37	51	35	21	41	33
	41%	23%	34%	47%	38%	78%	45%	41%	46%	30%	41%	44%	35%	37%	49%	43%	35%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	336	153	184	53	61	60	72	43	48	94	99	76	68	102	233	66
	32%	34%	31%	39%	29%	32%	38%	29%	27%	32%	31%	33%	32%	38%	30%	36%
Conservatives	215	95	120	25	36	40	35	37	43	68	65	54	29	53	162	36
	21%	21%	20%	18%	17%	21%	19%	25%	24%	23%	21%	23%	14%	19%	21%	19%
Liberal Democrats	109	62	47	11	23	16	19	14	27	42	40	7	20	22	87	11
	10%	14%	8%	8%	11%	8%	10%	10%	15%	14%	13%	3%	10%	8%	11%	6%
UKIP	94	42	52	15	20	13	14	12	21	25	23	26	21	26	67	15
	9%	9%	9%	11%	9%	7%	8%	8%	12%	9%	7%	11%	10%	10%	9%	8%
Don't know	294	100	195	33	70	61	49	41	41	65	89	69	72	69	223	58
	28%	22%	33%	25%	33%	32%	26%	28%	23%	22%	28%	30%	34%	25%	29%	31%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	336	35	179	21	30	23	23	20	53	17	45	35	49	28	8	29	30
	32%	13%	73%	22%	17%	20%	21%	24%	36%	40%	39%	41%	33%	30%	20%	30%	32%
Conservatives	215	150	12	7	23	7	22	19	15	8	22	10	40	22	9	24	24
	21%	55%	5%	7%	13%	6%	21%	23%	10%	20%	19%	12%	27%	24%	21%	25%	25%
Liberal Democrats	109	16	15	41	12	8	14	8	19	4	8	9	18	8	2	11	10
	10%	6%	6%	43%	7%	7%	13%	10%	13%	9%	7%	10%	12%	8%	5%	12%	10%
UKIP	94	17	6	-	66	-	10	9	13	6	11	3	7	11	7	7	11
	9%	6%	2%	-	37%	-	10%	10%	9%	14%	9%	3%	5%	11%	16%	8%	12%
Don't know	294	57	32	26	50	78	36	28	47	7	29	28	34	26	16	24	20
	28%	21%	13%	27%	28%	68%	34%	33%	32%	17%	25%	34%	23%	27%	39%	25%	21%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	281	119	163	48	56	58	46	38	36	82	88	58	54	91	188	62
	27%	26%	27%	35%	27%	30%	24%	26%	20%	28%	28%	25%	26%	33%	24%	33%
Conservatives	183	77	106	25	40	31	22	27	39	59	50	51	23	41	143	28
	17%	17%	18%	18%	19%	17%	12%	18%	22%	20%	16%	22%	11%	15%	18%	15%
Liberal Democrats	153	84	70	11	22	27	30	25	38	55	44	26	29	31	121	17
	15%	19%	12%	8%	11%	14%	16%	17%	22%	19%	14%	11%	14%	11%	16%	9%
UKIP	25	11	14	4	3	6	3	3	5	4	5	6	9	9	16	5
	2%	2%	2%	3%	1%	3%	2%	2%	3%	1%	2%	3%	4%	3%	2%	2%
Don't know	406	161	246	49	89	67	87	54	60	93	128	90	95	101	305	74
	39%	36%	41%	36%	43%	35%	46%	37%	34%	32%	41%	39%	45%	37%	39%	40%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	281	36	144	13	38	10	29	15	49	12	40	27	42	18	9	19	23
	27%	13%	59%	14%	21%	9%	28%	17%	33%	28%	34%	32%	29%	19%	21%	20%	24%
Conservatives	183	126	7	8	26	8	19	19	20	6	21	5	36	17	6	18	16
	17%	46%	3%	8%	15%	7%	18%	22%	13%	15%	18%	6%	25%	18%	15%	19%	17%
Liberal Democrats	153	40	23	42	18	11	18	8	18	8	10	11	29	16	6	16	14
	15%	14%	10%	44%	10%	10%	17%	10%	12%	18%	9%	13%	20%	17%	13%	17%	14%
UKIP	25	2	2	1	17	-	2	3	2	1	4	3	1	3	3	2	-
	2%	1%	1%	1%	10%	-	2%	4%	1%	3%	3%	4%	*	3%	7%	2%	-
Don't know	406	72	67	32	81	86	37	39	58	15	41	38	39	41	18	39	42
	39%	26%	28%	33%	45%	75%	35%	47%	39%	35%	35%	45%	26%	43%	43%	41%	45%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	290	138	152	51	52	55	55	37	40	84	87	65	55	91	197	48
	28%	31%	26%	38%	25%	29%	29%	25%	22%	29%	28%	28%	26%	33%	26%	26%
Conservatives	168	76	92	23	27	35	20	24	38	59	41	46	22	42	126	32
	16%	17%	15%	17%	13%	19%	11%	17%	22%	20%	13%	20%	10%	15%	16%	17%
Liberal Democrats	108	52	56	13	20	15	22	18	21	36	39	14	19	21	87	14
	10%	12%	9%	10%	9%	8%	11%	12%	12%	12%	12%	6%	9%	8%	11%	7%
UKIP	60	26	34	5	12	13	10	8	12	11	14	13	21	15	44	8
	6%	6%	6%	4%	6%	7%	5%	6%	7%	4%	4%	6%	10%	6%	6%	4%
Don't know	423	159	264	44	99	71	83	59	67	104	134	93	93	103	318	85
	40%	35%	44%	32%	47%	37%	44%	41%	38%	35%	43%	40%	44%	38%	41%	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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	290	22	156	17	37	16	26	15	45	14	35	31	43	27	7	25	22
	28%	8%	64%	18%	20%	14%	25%	18%	30%	34%	30%	37%	30%	28%	18%	26%	23%
Conservatives	168	128	1	2	24	4	15	15	17	7	19	6	35	18	4	16	16
	16%	47%	*	3%	13%	4%	14%	18%	12%	16%	16%	8%	24%	19%	11%	17%	17%
Liberal Democrats	108	22	22	35	7	6	10	9	14	5	13	6	19	11	3	9	10
	10%	8%	9%	37%	4%	5%	9%	11%	9%	11%	11%	7%	13%	11%	7%	9%	11%
UKIP	60	1	6	-	43	1	8	9	4	1	6	2	2	7	6	8	5
	6%	*	3%	-	24%	1%	8%	11%	3%	3%	5%	3%	1%	7%	14%	8%	6%
Don't know	423	102	58	41	71	88	45	35	67	15	43	39	47	33	21	37	41
	40%	37%	24%	43%	39%	76%	43%	42%	46%	37%	37%	46%	32%	34%	51%	39%	43%

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	1049	1049	1049	1049	1049	1049
Weighted Total	1049 100%	1049 100%	1049 100%	1049 100%	1049 100%	1049 100%
David Cameron	189 18%	214 20%	299 28%	137 13%	175 17%	106 10%
Ed Miliband	115 11%	233 22%	175 17%	226 22%	98 9%	140 13%
Nick Clegg	101 10%	63 6%	87 8%	71 7%	161 15%	45 4%
Nigel Farage	154 15%	244 23%	105 10%	322 31%	31 3%	390 37%
Natalie Bennett	102 10%	47 4%	47 4%	118 11%	188 18%	50 5%
Don't know	389 37%	248 24%	337 32%	176 17%	395 38%	318 30%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	189	76	113	27	43	33	32	24	28	65	52	47	25	53	136	39
	18%	17%	19%	20%	21%	18%	17%	16%	16%	22%	16%	20%	12%	19%	18%	21%
Ed Miliband	115	46	69	26	25	16	18	19	11	38	30	24	23	35	80	21
	11%	10%	12%	19%	12%	8%	9%	13%	6%	13%	9%	10%	11%	13%	10%	11%
Nick Clegg	101	57	44	12	14	17	19	15	23	33	33	13	22	23	78	12
	10%	13%	7%	8%	7%	9%	10%	10%	13%	11%	11%	6%	10%	8%	10%	7%
Nigel Farage	154	82	71	7	18	34	30	25	39	44	38	42	30	27	125	12
	15%	18%	12%	5%	9%	18%	16%	17%	22%	15%	12%	18%	14%	10%	16%	7%
Natalie Bennett	102	47	55	17	18	21	20	13	11	33	33	21	15	30	71	17
	10%	10%	9%	13%	9%	11%	11%	9%	6%	11%	11%	9%	7%	11%	9%	9%
Don't know	389	143	246	47	90	67	69	51	64	82	129	84	94	105	282	85
	37%	32%	41%	35%	43%	35%	37%	35%	36%	28%	41%	36%	45%	39%	36%	46%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	189	124	13	11	19	10	22	14	25	5	16	14	35	18	7	19	14
	18%	45%	5%	12%	11%	8%	21%	17%	17%	13%	13%	16%	24%	19%	16%	20%	15%
Ed Miliband	115	7	81	5	10	4	9	5	19	5	22	7	14	10	3	9	12
	11%	3%	33%	5%	5%	3%	9%	6%	13%	13%	19%	8%	10%	11%	6%	10%	13%
Nick Clegg	101	15	22	35	7	9	13	4	16	6	12	7	14	10	3	8	8
	10%	6%	9%	37%	4%	8%	12%	5%	11%	14%	11%	8%	9%	11%	7%	9%	8%
Nigel Farage	154	35	15	3	83	10	19	18	16	7	15	3	15	18	6	18	19
	15%	13%	6%	3%	46%	8%	18%	21%	11%	17%	13%	3%	11%	19%	15%	19%	20%
Natalie Bennett	102	17	30	6	6	2	3	7	14	3	14	11	16	10	4	9	11
	10%	6%	12%	7%	3%	2%	3%	8%	10%	6%	12%	13%	11%	11%	9%	10%	11%
Don't know	389	77	83	35	56	81	39	36	57	16	37	43	52	28	20	31	31
	37%	28%	34%	36%	31%	70%	37%	43%	39%	37%	32%	51%	35%	29%	46%	33%	33%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	214	105	108	19	32	43	42	39	39	55	45	49	64	55	158	34
	20%	23%	18%	14%	15%	23%	22%	27%	22%	19%	14%	21%	31%	20%	20%	18%
Ed Miliband	233	112	121	21	37	35	40	35	64	77	75	45	36	45	188	31
	22%	25%	20%	16%	18%	19%	21%	24%	36%	26%	24%	19%	17%	17%	24%	17%
Nick Clegg	63	31	32	9	8	15	12	9	10	18	17	12	16	16	47	8
	6%	7%	5%	7%	4%	8%	7%	6%	6%	6%	5%	5%	8%	6%	6%	4%
Nigel Farage	244	97	147	44	56	52	39	30	23	78	85	53	29	80	163	55
	23%	21%	25%	32%	27%	27%	20%	21%	13%	26%	27%	23%	14%	29%	21%	30%
Natalie Bennett	47	26	20	5	4	10	13	9	7	16	9	15	7	11	35	3
	4%	6%	3%	4%	2%	5%	7%	6%	4%	5%	3%	6%	3%	4%	4%	2%
Don't know	248	79	170	38	72	34	44	25	35	51	83	57	58	65	183	54
	24%	17%	28%	28%	35%	18%	23%	17%	20%	17%	26%	25%	27%	24%	24%	29%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	214	10	86	18	50	24	22	18	27	10	27	15	27	15	9	23	20
	20%	4%	35%	18%	28%	21%	21%	21%	18%	25%	24%	18%	19%	16%	21%	24%	21%
Ed Miliband	233	121	14	23	48	7	27	22	20	10	26	12	41	26	6	20	24
	22%	44%	6%	24%	26%	6%	26%	26%	13%	24%	23%	14%	28%	27%	14%	21%	25%
Nick Clegg	63	16	14	1	23	5	1	3	15	5	10	3	3	6	4	5	8
	6%	6%	6%	1%	13%	4%	1%	4%	10%	12%	8%	4%	2%	6%	9%	5%	9%
Nigel Farage	244	65	71	34	7	18	21	13	33	8	26	24	41	22	13	24	21
	23%	24%	29%	35%	4%	15%	20%	15%	22%	19%	23%	28%	28%	23%	30%	25%	23%
Natalie Bennett	47	14	11	1	14	-	3	5	5	1	6	4	10	4	1	7	1
	4%	5%	5%	1%	8%	-	3%	6%	3%	3%	5%	5%	7%	4%	2%	7%	1%
Don't know	248	49	47	20	39	62	30	24	48	7	20	26	25	22	10	17	20
	24%	18%	19%	20%	21%	53%	28%	28%	33%	17%	17%	31%	17%	24%	23%	18%	21%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	299	131	168	38	50	46	52	46	66	107	87	66	39	71	227	52
	28%	29%	28%	28%	24%	24%	27%	31%	37%	36%	28%	28%	19%	26%	29%	28%
Ed Miliband	175	81	94	28	30	33	29	29	25	57	46	34	39	50	124	25
	17%	18%	16%	21%	15%	18%	15%	20%	14%	20%	15%	15%	18%	18%	16%	13%
Nick Clegg	87	44	43	10	15	15	13	13	22	28	38	6	15	19	68	13
	8%	10%	7%	7%	7%	8%	7%	9%	12%	10%	12%	2%	7%	7%	9%	7%
Nigel Farage	105	52	52	14	11	25	18	21	15	20	19	42	24	24	80	15
	10%	12%	9%	11%	5%	13%	10%	14%	8%	7%	6%	18%	11%	9%	10%	8%
Natalie Bennett	47	17	29	4	19	8	9	5	2	13	15	9	10	16	30	8
	4%	4%	5%	3%	9%	4%	5%	3%	1%	4%	5%	4%	5%	6%	4%	4%
Don't know	337	125	211	41	85	61	68	33	49	69	109	75	83	91	243	74
	32%	28%	35%	30%	40%	32%	36%	22%	27%	23%	35%	33%	40%	33%	31%	40%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	299	208	12	20	27	11	36	27	34	9	27	18	47	33	10	30	28
	28%	76%	5%	21%	15%	9%	34%	32%	23%	22%	23%	21%	32%	34%	24%	32%	30%
Ed Miliband	175	3	129	10	11	5	10	8	26	10	27	20	21	18	6	15	14
	17%	1%	53%	10%	6%	4%	10%	10%	17%	23%	24%	24%	14%	19%	15%	16%	15%
Nick Clegg	87	9	19	40	2	7	13	6	11	6	13	5	14	7	1	4	8
	8%	3%	8%	42%	1%	6%	12%	7%	7%	13%	11%	6%	10%	7%	3%	5%	8%
Nigel Farage	105	18	2	-	77	3	11	7	11	4	17	5	13	10	5	10	12
	10%	7%	1%	-	42%	3%	10%	9%	7%	10%	14%	6%	9%	11%	13%	10%	13%
Natalie Bennett	47	3	11	-	6	1	2	4	8	2	6	2	8	5	3	6	1
	4%	1%	4%	-	4%	1%	2%	5%	5%	4%	5%	2%	5%	6%	8%	6%	1%
Don't know	337	34	70	26	58	88	33	32	57	12	26	35	44	22	16	30	32
	32%	12%	29%	27%	32%	77%	32%	38%	39%	28%	23%	41%	30%	23%	38%	31%	34%

Good Morning Britain - Undecided Voters

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

Base: All respondents

	GENDER		AGE						SEG				PARENT			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	No	Mothers
Unweighted Total	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	137	67	70	9	20	26	32	30	20	29	22	39	47	40	96	25
	13%	15%	12%	6%	10%	14%	17%	20%	11%	10%	7%	17%	22%	15%	12%	13%
Ed Miliband	226	104	122	21	35	39	33	38	61	76	73	39	38	43	183	32
	22%	23%	20%	15%	16%	21%	17%	26%	34%	26%	23%	17%	18%	16%	24%	17%
Nick Clegg	71	37	34	15	16	7	13	9	12	15	20	18	19	19	52	8
	7%	8%	6%	11%	7%	4%	7%	6%	7%	5%	6%	8%	9%	7%	7%	4%
Nigel Farage	322	125	197	52	66	66	53	38	47	110	107	59	46	88	232	61
	31%	28%	33%	38%	31%	35%	28%	26%	26%	37%	34%	25%	22%	32%	30%	33%
Natalie Bennett	118	60	58	14	11	23	29	20	21	33	36	34	15	29	89	15
	11%	13%	10%	10%	5%	12%	16%	13%	12%	11%	11%	15%	7%	11%	11%	8%
Don't know	176	58	118	26	63	29	29	12	18	32	56	43	45	52	122	45
	17%	13%	20%	19%	30%	15%	15%	8%	10%	11%	18%	18%	22%	19%	16%	24%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	137	1	63	9	35	9	18	11	17	2	18	11	15	12	7	10	15
	13%	*	26%	9%	19%	8%	17%	13%	12%	5%	16%	13%	10%	12%	16%	11%	16%
Ed Miliband	226	120	4	17	54	9	28	20	22	11	24	8	40	31	5	21	16
	22%	44%	2%	18%	30%	8%	27%	24%	15%	25%	21%	9%	27%	33%	12%	22%	17%
Nick Clegg	71	14	21	2	28	2	1	7	11	5	10	2	10	8	4	6	7
	7%	5%	9%	2%	16%	2%	1%	8%	8%	13%	9%	2%	7%	9%	9%	7%	8%
Nigel Farage	322	81	100	52	2	29	28	17	50	14	30	36	54	24	17	27	23
	31%	29%	41%	54%	1%	25%	27%	21%	34%	34%	26%	43%	37%	25%	41%	29%	25%
Natalie Bennett	118	37	20	7	37	6	12	8	12	6	15	10	14	3	2	17	18
	11%	13%	8%	7%	21%	5%	12%	10%	8%	13%	13%	12%	10%	4%	6%	18%	19%
Don't know	176	22	36	9	23	60	18	21	34	4	18	17	14	16	7	13	15
	17%	8%	15%	10%	13%	52%	17%	25%	23%	9%	15%	20%	9%	17%	17%	14%	16%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	175	70	106	22	31	32	27	26	37	59	60	39	17	41	134	30
	17%	15%	18%	16%	15%	17%	14%	18%	21%	20%	19%	17%	8%	15%	17%	16%
Ed Miliband	98	34	64	23	26	18	16	10	4	30	23	29	16	32	65	21
	9%	7%	11%	17%	13%	10%	9%	7%	2%	10%	7%	13%	7%	12%	8%	12%
Nick Clegg	161	80	81	14	27	23	33	29	34	53	47	28	34	29	133	16
	15%	18%	14%	10%	13%	12%	18%	20%	19%	18%	15%	12%	16%	11%	17%	9%
Nigel Farage	31	13	17	2	7	6	4	5	8	9	4	8	10	6	25	3
	3%	3%	3%	1%	3%	3%	2%	3%	4%	3%	1%	3%	5%	2%	3%	2%
Natalie Bennett	188	103	86	29	28	36	41	26	28	44	61	41	41	57	131	28
	18%	23%	14%	21%	13%	19%	22%	18%	16%	15%	19%	18%	20%	21%	17%	15%
Don't know	395	152	244	46	90	72	68	51	67	97	120	86	92	107	284	87
	38%	34%	41%	34%	43%	38%	36%	35%	38%	33%	38%	37%	44%	39%	37%	47%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	175	97	11	17	29	5	22	12	17	11	18	9	35	18	9	16	8
	17%	35%	4%	18%	16%	5%	21%	14%	12%	26%	16%	11%	24%	19%	21%	17%	9%
Ed Miliband	98	7	66	2	12	1	5	6	18	4	16	7	14	4	2	9	13
	9%	3%	27%	2%	6%	1%	5%	7%	12%	9%	14%	8%	10%	5%	5%	10%	13%
Nick Clegg	161	60	25	28	27	7	18	18	18	7	18	10	24	18	4	14	13
	15%	22%	10%	29%	15%	6%	17%	21%	12%	16%	16%	12%	17%	19%	9%	15%	14%
Nigel Farage	31	7	5	-	13	-	4	4	2	1	3	3	5	5	-	3	3
	3%	2%	2%	-	7%	-	4%	5%	1%	1%	2%	3%	3%	5%	-	3%	3%
Natalie Bennett	188	35	54	19	27	8	17	8	29	5	20	24	26	18	6	19	16
	18%	13%	22%	19%	15%	7%	16%	10%	20%	12%	18%	28%	18%	19%	14%	20%	17%
Don't know	395	69	83	30	73	93	39	37	63	15	41	32	42	31	21	33	42
	38%	25%	34%	31%	40%	81%	37%	44%	43%	36%	35%	38%	28%	33%	50%	35%	44%

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	106	57	49	14	12	25	23	22	10	26	24	33	23	30	75	15
	10%	13%	8%	10%	6%	13%	12%	15%	5%	9%	8%	14%	11%	11%	10%	8%
Ed Miliband	140	78	62	15	21	28	22	23	31	40	42	25	33	34	105	22
	13%	17%	10%	11%	10%	15%	12%	16%	18%	14%	13%	11%	16%	12%	14%	12%
Nick Clegg	45	19	27	11	13	10	6	4	2	13	9	9	14	17	28	10
	4%	4%	4%	8%	6%	5%	3%	3%	1%	4%	3%	4%	7%	6%	4%	6%
Nigel Farage	390	158	231	58	87	64	73	45	64	125	129	75	60	104	284	72
	37%	35%	39%	42%	41%	34%	38%	30%	36%	43%	41%	33%	29%	38%	37%	39%
Natalie Bennett	50	24	26	10	3	9	9	9	11	16	8	16	9	8	42	3
	5%	5%	4%	7%	1%	5%	5%	6%	6%	6%	3%	7%	4%	3%	5%	1%
Don't know	318	116	202	29	74	53	57	45	60	73	103	72	70	78	239	65
	30%	26%	34%	22%	35%	28%	30%	30%	34%	25%	33%	31%	33%	29%	31%	35%

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	106	7	41	8	27	7	10	9	15	2	16	5	10	6	4	16	13
	10%	3%	17%	8%	15%	6%	9%	11%	10%	4%	13%	6%	7%	6%	11%	17%	14%
Ed Miliband	140	68	9	7	39	3	11	14	11	7	13	8	30	16	3	16	10
	13%	25%	4%	7%	21%	2%	11%	17%	8%	18%	11%	10%	20%	17%	7%	17%	11%
Nick Clegg	45	9	13	1	16	3	5	4	9	1	3	2	5	3	2	4	5
	4%	3%	5%	1%	9%	3%	5%	5%	6%	3%	3%	2%	4%	3%	6%	4%	6%
Nigel Farage	390	111	109	60	19	26	44	22	53	20	43	38	62	32	18	29	28
	37%	40%	45%	63%	10%	23%	42%	26%	36%	48%	38%	46%	42%	34%	44%	31%	30%
Natalie Bennett	50	21	6	3	16	1	4	5	9	-	5	2	8	9	-	4	3
	5%	8%	3%	3%	9%	1%	4%	7%	6%	-	5%	2%	5%	10%	-	5%	3%
Don't know	318	58	65	18	65	76	31	29	49	11	35	29	31	29	14	25	34
	30%	21%	27%	18%	36%	66%	29%	35%	34%	26%	30%	34%	21%	31%	33%	27%	36%

Good Morning Britain - Undecided Voters

Q7_SUM. After the General Election, it is possible that no single party will win a majority of MPs. In this situation, which of the following would you most and least like to see form the new Government? - SUMMARY TABLE

Base: All respondents

	Most like to see	Least like to see
Unweighted Total	1049	1049
Weighted Total	1049	1049
	100%	100%
Labour supported by the SNP	136	397
	13%	38%
Labour supported by the Liberal Democrats	233	54
	22%	5%
Conservatives supported by UKIP	244	326
	23%	31%
Conservatives supported by the Liberal Democrats	235	99
	22%	9%
Don't know	201	172
	19%	16%

Good Morning Britain - Undecided Voters

Q7_1. After the General Election, it is possible that no single party will win a majority of MPs. In this situation, which of the following would you most and least like to see form the new Government? - Most like to see

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour supported by the SNP	136	63	73	17	23	35	26	19	16	35	41	30	30	39	97	19
	13%	14%	12%	13%	11%	19%	14%	13%	9%	12%	13%	13%	14%	14%	13%	10%
Labour supported by the Liberal Democrats	233	105	128	38	45	45	46	32	27	66	76	37	53	66	165	43
	22%	23%	21%	28%	21%	24%	25%	22%	15%	23%	24%	16%	25%	24%	21%	23%
Conservatives supported by UKIP	244	99	145	26	40	44	40	41	52	65	64	70	45	52	190	38
	23%	22%	24%	19%	19%	23%	21%	28%	29%	22%	20%	30%	21%	19%	25%	21%
Conservatives supported by the Liberal Democrats	235	114	121	28	51	30	34	35	59	88	76	41	30	60	175	41
	22%	25%	20%	20%	24%	16%	18%	24%	33%	30%	24%	18%	14%	22%	23%	22%
Don't know	201	70	131	28	51	35	42	20	25	39	59	53	51	55	145	45
	19%	16%	22%	20%	24%	19%	22%	14%	14%	13%	19%	23%	24%	20%	19%	24%

Good Morning Britain - Undecided Voters

Q7_1. After the General Election, it is possible that no single party will win a majority of MPs. In this situation, which of the following would you most and least like to see form the new Government? - Most like to see

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour supported by the SNP	136	3	63	3	15	8	6	7	22	5	18	34	12	8	8	6	11
	13%	1%	26%	4%	9%	7%	6%	8%	15%	11%	16%	40%	8%	9%	19%	6%	12%
Labour supported by the Liberal Democrats	233	6	128	39	19	16	26	13	41	9	32	9	37	19	5	21	22
	22%	2%	53%	41%	11%	14%	25%	15%	28%	21%	28%	10%	25%	20%	12%	23%	23%
Conservatives supported by UKIP	244	110	9	2	103	8	30	19	21	11	27	6	32	35	6	27	29
	23%	40%	4%	2%	57%	7%	29%	23%	14%	26%	24%	7%	22%	38%	15%	29%	30%
Conservatives supported by the Liberal Democrats	235	141	4	42	8	16	29	18	30	7	23	14	45	21	9	23	17
	22%	51%	2%	44%	4%	14%	27%	21%	20%	17%	20%	17%	31%	22%	21%	24%	18%
Don't know	201	16	40	9	35	68	14	27	33	10	15	21	22	11	14	17	16
	19%	6%	16%	9%	19%	59%	14%	32%	23%	25%	13%	25%	15%	12%	33%	18%	17%

Good Morning Britain - Undecided Voters

Q7_2. After the General Election, it is possible that no single party will win a majority of MPs. In this situation, which of the following would you most and least like to see form the new Government? - Least like to see

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour supported by the SNP	397	201	197	23	62	67	73	67	105	126	111	92	69	87	309	53
	38%	45%	33%	17%	30%	36%	38%	46%	59%	43%	35%	40%	33%	32%	40%	29%
Labour supported by the Liberal Democrats	54	17	37	16	15	8	7	3	5	18	18	8	10	15	39	11
	5%	4%	6%	12%	7%	4%	3%	2%	3%	6%	6%	3%	5%	6%	5%	6%
Conservatives supported by UKIP	326	135	192	56	72	62	62	39	36	105	112	56	53	97	228	63
	31%	30%	32%	41%	34%	33%	33%	27%	20%	36%	36%	24%	25%	36%	29%	34%
Conservatives supported by the Liberal Democrats	99	46	53	11	13	22	20	20	13	15	24	26	34	28	71	18
	9%	10%	9%	8%	6%	12%	11%	14%	7%	5%	8%	11%	16%	10%	9%	10%
Don't know	172	52	120	31	49	29	28	17	19	30	50	49	44	45	127	41
	16%	12%	20%	23%	23%	15%	15%	12%	11%	10%	16%	21%	21%	16%	16%	22%

Good Morning Britain - Undecided Voters

Q7_2. After the General Election, it is possible that no single party will win a majority of MPs. In this situation, which of the following would you most and least like to see form the new Government? - Least like to see

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour supported by the SNP	397	190	26	38	101	19	53	36	40	18	38	18	60	41	15	44	35
	38%	69%	11%	40%	56%	17%	51%	42%	27%	42%	33%	21%	41%	43%	37%	46%	38%
Labour supported by the Liberal Democrats	54	16	11	3	13	3	1	4	14	1	7	1	7	4	3	4	8
	5%	6%	4%	4%	7%	3%	1%	5%	10%	3%	6%	1%	5%	4%	6%	5%	8%
Conservatives supported by UKIP	326	42	140	48	7	25	33	9	55	13	40	38	52	29	9	27	21
	31%	15%	58%	50%	4%	21%	31%	11%	38%	30%	34%	45%	35%	31%	22%	29%	23%
Conservatives supported by the Liberal Democrats	99	7	36	1	33	10	6	9	10	4	16	5	12	10	3	10	14
	9%	2%	15%	2%	18%	9%	5%	10%	7%	11%	14%	5%	8%	10%	7%	11%	15%
Don't know	172	21	31	5	27	58	12	26	27	6	15	23	16	10	12	9	16
	16%	8%	13%	5%	15%	50%	12%	31%	19%	14%	13%	27%	11%	11%	28%	10%	17%

Good Morning Britain - Undecided Voters

Q8a From each of the following pairs, which do you think should be the greater priority for the new government after the General Election?

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cutting taxes for people like me	284	128	157	55	64	62	53	23	28	69	87	76	53	74	211	47
	27%	28%	26%	40%	30%	33%	28%	16%	16%	23%	28%	33%	25%	27%	27%	25%
Investing in public services, such as schools, hospitals and waste collection	765	324	441	82	146	127	136	124	150	225	228	155	156	198	562	139
	73%	72%	74%	60%	70%	67%	72%	84%	84%	77%	72%	67%	75%	73%	73%	75%

Good Morning Britain - Undecided Voters

Q8a From each of the following pairs, which do you think should be the greater priority for the new government after the General Election?

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cutting taxes for people like me	284	76	75	21	62	25	24	28	46	9	35	20	31	28	13	31	21
	27%	28%	31%	22%	34%	21%	23%	33%	31%	21%	30%	24%	21%	29%	30%	32%	23%
Investing in public services, such as schools, hospitals and waste collection	765	199	169	75	119	91	81	56	101	33	81	64	116	67	29	64	73
	73%	72%	69%	78%	66%	79%	77%	67%	69%	79%	70%	76%	79%	71%	70%	68%	77%

Good Morning Britain - Undecided Voters

Q8b From each of the following pairs, which do you think should be the greater priority for the new government after the General Election?

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	1049	479	570	78	181	182	217	195	196	335	319	178	217	254	791	163
Weighted Total	1049	451	598	136	210	189	189	147	178	294	315	231	210	272	773	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
People like me paying more tax	427	184	244	43	70	68	83	73	90	123	118	102	84	117	309	80
	41%	41%	41%	32%	33%	36%	44%	50%	51%	42%	37%	44%	40%	43%	40%	43%
Cutting spending on public services, such as policing, social care and waste collection	622	268	354	93	140	121	106	73	88	171	197	129	126	155	464	106
	59%	59%	59%	68%	67%	64%	56%	50%	49%	58%	63%	56%	60%	57%	60%	57%

Good Morning Britain - Undecided Voters

Q8b From each of the following pairs, which do you think should be the greater priority for the new government after the General Election?

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	1049	272	237	119	176	111	97	85	122	61	105	77	142	99	46	98	117
Weighted Total	1049	275	244	95	181	115	105	84	147	42	115	84	147	94	42	94	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
People like me paying more tax	427	93	112	43	65	49	46	34	50	23	52	39	58	34	17	40	35
	41%	34%	46%	45%	36%	42%	44%	40%	34%	55%	45%	47%	40%	36%	39%	42%	37%
Cutting spending on public services, such as policing, social care and waste collection	622	182	131	52	116	66	59	50	97	19	64	45	89	60	25	55	59
	59%	66%	54%	55%	64%	58%	56%	60%	66%	45%	55%	53%	60%	64%	61%	58%	63%