

# YouGov / Sunday Times Survey Results

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1967</b>	559	553	132	223	583	469	395	954	1013	234	498	673	563	1121	846
Unweighted Sample	1967	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excludes Don't knows and Would not votes and taking into account likelihood to vote]

Con	<b>34</b>	100	0	0	0	76	7	15	34	33	26	32	32	39	38	28
Lab	<b>33</b>	0	100	0	0	6	78	33	32	35	27	39	36	29	30	38
Lib Dem	<b>8</b>	0	0	100	0	3	2	27	7	9	6	8	8	8	10	5
UKIP	<b>13</b>	0	0	0	100	15	6	11	16	11	12	8	14	17	11	17
Other	<b>12</b>	0	0	0	0	1	7	14	11	13	29	13	10	7	12	12

## Other Parties Voting Intention

Green	<b>5</b>	0	0	0	0	0	3	9	5	6	18	7	3	2	5	6
SNP/ PCY	<b>5</b>	0	0	0	0	0	4	3	5	5	9	5	4	4	6	4
BNP	<b>0</b>	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	0	1	1	1	3	1	2	1	1	2

The general election will be held on May 7. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	<b>4</b>	0	0	0	1	1	0	2	4	4	7	4	4	2	4	4
1	<b>1</b>	0	0	1	0	0	0	0	0	1	2	1	1	0	0	1
2	<b>1</b>	0	0	0	0	0	0	1	1	1	0	1	1	0	1	1
3	<b>1</b>	0	1	1	1	0	1	1	2	1	3	1	2	0	1	2
4	<b>1</b>	0	0	0	2	0	0	1	1	1	3	1	1	0	1	1
5	<b>2</b>	1	1	2	0	1	2	1	2	2	1	4	2	1	2	3
6	<b>1</b>	1	1	1	1	1	1	1	1	1	3	2	1	0	1	2
7	<b>3</b>	2	2	2	1	2	2	2	2	3	5	4	2	1	2	3
8	<b>4</b>	4	2	3	2	3	2	5	4	4	3	6	3	3	4	4
9	<b>9</b>	9	7	16	7	9	7	12	9	8	3	11	9	8	9	8
10 - Absolutely certain to vote	<b>75</b>	81	85	74	85	81	85	75	75	74	69	66	75	84	76	72

## YouGov / Sunday Times Survey Results

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
Unweighted Sample	1967	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excludes Don't knows and Would not votes and taking into account likelihood to vote]

Con	34	36	40	38	30	11	36	34	30	30
Lab	33	38	27	33	42	29	34	34	25	25
Lib Dem	8	7	11	5	6	7	8	7	15	15
UKIP	13	11	15	17	15	1	15	13	13	13
Other	12	8	7	7	8	52	7	11	18	18

### Other Parties Voting Intention

Green	5	6	5	5	6	3	6	5	9	9
SNP/ PCY	5	0	0	2	0	46	0	5	5	5
BNP	0	0	0	1	0	1	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0
Other	1	2	2	0	1	2	1	1	4	4

The general election will be held on May 7. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	4	4	4	6	4	2	4	3	0	1
1	1	1	1	0	0	1	1	0	0	0
2	1	1	1	0	1	0	1	0	1	3
3	1	0	1	1	2	2	1	0	6	5
4	1	2	1	1	1	0	1	0	2	3
5	2	3	2	3	2	0	2	0	7	10
6	1	2	1	2	1	1	1	1	7	5
7	3	3	3	2	3	0	3	2	7	6
8	4	3	3	6	3	5	4	3	9	9
9	9	5	11	12	6	5	9	8	10	12
10 - Absolutely certain to vote	75	77	74	67	77	85	74	83	51	45

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1967</b>	559	553	132	223	583	469	395	954	1013	234	498	673	563	1121	846
<b>Unweighted Sample</b>	<b>1967</b>	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**

[Excluding Don't knows and Would not votes]

Con	<b>34</b>	100	0	0	0	76	7	15	34	33	24	32	33	39	38	28
Lab	<b>33</b>	0	100	0	0	6	77	33	32	34	26	38	35	29	30	38
Lib Dem	<b>8</b>	0	0	100	0	3	2	27	7	9	7	8	8	8	10	6
UKIP	<b>13</b>	0	0	0	100	14	6	11	16	11	13	8	14	17	11	17
Other	<b>12</b>	0	0	0	0	1	7	14	11	13	30	13	10	7	12	12

**Other Parties Voting Intention**

Green	<b>6</b>	0	0	0	0	1	3	9	4	7	18	7	3	2	5	6
SNP/ PCY	<b>5</b>	0	0	0	0	0	4	3	5	5	9	5	4	4	6	4
BNP	<b>0</b>	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	0	1	1	1	3	1	2	0	1	2

**Non Voters**

Would Not Vote	<b>4</b>	0	0	0	0	1	1	2	4	5	7	5	5	2	4	5
Don't know	<b>11</b>	0	0	0	0	5	8	16	8	14	15	12	13	6	11	11

**Do you approve or disapprove of the Government's record to date?**

	April 30 - May 1	May 1-2															
Approve	38	<b>39</b>	90	8	44	31	80	11	31	43	34	28	39	36	45	43	32
Disapprove	51	<b>48</b>	5	84	37	54	14	79	56	48	48	50	44	52	47	44	54
Don't know	12	<b>13</b>	5	8	18	15	6	10	13	9	17	22	17	12	8	13	13

**Have you decided definitely how you will vote in the election, or will you wait until nearer the time before deciding how to vote?**

[This question was asked to all respondents except those who don't know who they will vote for; n= 1432]

I have definitely decided how to vote	88	<b>88</b>	92	93	82	91	93	94	87	90	87	73	86	90	95	89	88
I shall wait until nearer the time	8	<b>8</b>	7	6	13	8	6	5	9	7	8	13	11	7	4	7	8
Not sure	3	<b>4</b>	1	1	4	2	1	1	4	3	5	13	3	3	2	4	4

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
Unweighted Sample	1967	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**

[Excluding Don't knows and Would not votes]

Con	34	35	40	38	30	11	36	34	30	30
Lab	33	37	27	33	41	29	34	34	27	27
Lib Dem	8	7	11	5	7	7	8	7	13	13
UKIP	13	11	15	17	15	1	15	13	13	13
Other	12	9	7	7	8	51	8	11	17	17

**Other Parties Voting Intention**

Green	6	7	5	5	7	3	6	5	9	9
SNP/ PCY	5	0	0	2	0	45	0	5	5	5
BNP	0	0	0	1	0	1	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0
Other	1	2	2	0	1	2	1	1	3	3

**Non Voters**

Would Not Vote	4	5	3	7	4	2	5	3	2	1
Don't know	11	13	11	14	10	3	12	0	0	61

**Do you approve or disapprove of the Government's record to date?**

	April 30 - May 1	May 1-2									
Approve	38	39	37	43	39	36	28	40	42	40	29
Disapprove	51	48	47	44	45	51	64	47	49	47	46
Don't know	12	13	16	13	16	12	8	14	9	14	25

**Have you decided definitely how you will vote in the election, or will you wait until nearer the time before deciding how to vote?**

[This question was asked to all respondents except those who don't know who they will vote for; n= 1432]

I have definitely decided how to vote	88	88	84	89	87	91	88	88	100	0	0
I shall wait until nearer the time	8	8	12	7	8	6	10	7	0	100	100
Not sure	3	4	5	4	6	3	2	4	0	0	0

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1967</b>	559	553	132	223	583	469	395	954	1013	234	498	673	563	1121	846
Unweighted Sample	1967	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 30 - May 1	May 1-2	Westminster VI		2010 Vote			Gender		Age				Social Grade			
<b>Have you decided definitely how you will vote in the election, or will you wait until nearer the time before deciding how to vote?</b>																	
Answered initial voting Q, won't change mind	80	79	92	93	82	91	89	86	73	83	75	62	76	78	89	79	78
Answered initial voting Q, but might change mind	8	7	7	6	13	8	5	5	8	7	7	11	10	6	3	7	7
Said don't know to initial voting question	10	11	0	0	0	0	5	8	16	8	14	15	12	13	6	11	11
Not sure	3	3	1	1	4	2	1	1	3	3	4	11	3	3	2	3	4

	April 24-25	May 1-2	Westminster VI		2010 Vote			Gender		Age				Social Grade			
<b>Do you think that David Cameron is doing well or badly as Prime Minister?</b>																	
Very well	9	12	36	2	8	7	31	3	6	14	11	6	14	11	15	14	10
Fairly well	37	35	60	15	50	42	56	16	36	36	34	32	35	33	39	38	31
<b>TOTAL WELL</b>	<b>46</b>	<b>47</b>	<b>96</b>	<b>17</b>	<b>58</b>	<b>49</b>	<b>87</b>	<b>19</b>	<b>42</b>	<b>50</b>	<b>45</b>	<b>38</b>	<b>49</b>	<b>44</b>	<b>54</b>	<b>52</b>	<b>41</b>
Fairly badly	26	25	3	42	26	29	8	39	33	23	27	28	25	25	24	25	25
Very badly	21	20	0	39	7	18	4	37	20	22	19	18	18	23	20	16	25
<b>TOTAL BADLY</b>	<b>47</b>	<b>45</b>	<b>3</b>	<b>81</b>	<b>33</b>	<b>47</b>	<b>12</b>	<b>76</b>	<b>53</b>	<b>45</b>	<b>46</b>	<b>46</b>	<b>43</b>	<b>48</b>	<b>44</b>	<b>41</b>	<b>50</b>
Don't know	6	7	1	3	8	5	1	5	6	5	9	16	8	8	3	7	8

	April 24-25	May 1-2	Westminster VI		2010 Vote			Gender		Age				Social Grade			
<b>Do you think Ed Miliband is doing well or badly as leader of the Labour party?</b>																	
Very well	7	8	1	24	2	1	2	21	6	9	7	5	8	9	8	7	9
Fairly well	30	27	13	52	29	12	14	43	34	24	29	28	31	25	23	28	25
<b>TOTAL WELL</b>	<b>37</b>	<b>35</b>	<b>14</b>	<b>76</b>	<b>31</b>	<b>13</b>	<b>16</b>	<b>64</b>	<b>40</b>	<b>33</b>	<b>36</b>	<b>33</b>	<b>39</b>	<b>34</b>	<b>31</b>	<b>35</b>	<b>34</b>
Fairly badly	31	32	43	17	37	31	39	21	33	33	31	32	30	31	33	33	29
Very badly	23	24	39	2	24	49	42	8	20	28	21	16	20	25	31	24	25
<b>TOTAL BADLY</b>	<b>54</b>	<b>56</b>	<b>82</b>	<b>19</b>	<b>61</b>	<b>80</b>	<b>81</b>	<b>29</b>	<b>53</b>	<b>61</b>	<b>52</b>	<b>48</b>	<b>50</b>	<b>56</b>	<b>64</b>	<b>57</b>	<b>54</b>
Don't know	10	10	4	5	9	7	3	7	7	7	13	18	10	10	5	8	12

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Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
<b>Unweighted Sample</b>	<b>1967</b>	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

**Have you decided definitely how you will vote in the election, or will you wait until nearer the time before deciding how to vote?**

	April 30 - May 1	May 1-2	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided	Shall wait	Shall wait / Don't know how they will vote
Answered initial voting Q, won't change mind	80	79	73	80	75	82	85	78	100	0	0
Answered initial voting Q, but might change mind	8	7	10	6	6	5	9	7	0	100	39
Said don't know to initial voting question	10	11	13	11	14	10	3	12	0	0	61
Not sure	3	3	4	3	5	3	2	4	0	0	0

**Do you think that David Cameron is doing well or badly as Prime Minister?**

	April 24-25	May 1-2	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided	Shall wait	Shall wait / Don't know how they will vote
Very well	9	12	13	15	13	11	6	13	15	7	4
Fairly well	37	35	32	39	35	33	27	36	36	43	34
<b>TOTAL WELL</b>	<b>46</b>	<b>47</b>	<b>45</b>	<b>54</b>	<b>48</b>	<b>44</b>	<b>33</b>	<b>49</b>	<b>51</b>	<b>50</b>	<b>38</b>
Fairly badly	26	25	27	23	23	25	32	24	24	33	30
Very badly	21	20	21	16	20	22	32	19	22	12	13
<b>TOTAL BADLY</b>	<b>47</b>	<b>45</b>	<b>48</b>	<b>39</b>	<b>43</b>	<b>47</b>	<b>64</b>	<b>43</b>	<b>46</b>	<b>45</b>	<b>43</b>
Don't know	6	7	8	7	8	8	2	8	3	5	19

**Do you think Ed Miliband is doing well or badly as leader of the Labour party?**

	April 24-25	May 1-2	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided	Shall wait	Shall wait / Don't know how they will vote
Very well	7	8	7	7	6	12	7	8	10	1	2
Fairly well	30	27	25	28	27	24	28	26	28	26	21
<b>TOTAL WELL</b>	<b>37</b>	<b>35</b>	<b>32</b>	<b>35</b>	<b>33</b>	<b>36</b>	<b>35</b>	<b>34</b>	<b>38</b>	<b>27</b>	<b>23</b>
Fairly badly	31	32	28	32	30	34	33	32	30	44	39
Very badly	23	24	23	25	27	20	29	24	26	21	17
<b>TOTAL BADLY</b>	<b>54</b>	<b>56</b>	<b>51</b>	<b>57</b>	<b>57</b>	<b>54</b>	<b>62</b>	<b>56</b>	<b>56</b>	<b>65</b>	<b>56</b>
Don't know	10	10	16	8	11	10	3	10	6	9	21

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1967</b>	<b>559</b>	<b>553</b>	<b>132</b>	<b>223</b>	<b>583</b>	<b>469</b>	<b>395</b>	<b>954</b>	<b>1013</b>	<b>234</b>	<b>498</b>	<b>673</b>	<b>563</b>	<b>1121</b>	<b>846</b>
Unweighted Sample	1967	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 24-25	May 1-2														
<b>Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?</b>																
Very well	3	4	4	3	21	0	4	3	7	5	3	3	4	3	5	3
Fairly well	26	29	45	22	54	15	39	17	37	29	28	20	29	27	34	24
<b>TOTAL WELL</b>	<b>29</b>	<b>33</b>	<b>49</b>	<b>25</b>	<b>75</b>	<b>15</b>	<b>43</b>	<b>20</b>	<b>44</b>	<b>34</b>	<b>31</b>	<b>23</b>	<b>33</b>	<b>30</b>	<b>39</b>	<b>27</b>
Fairly badly	31	29	28	34	17	28	28	35	26	26	31	30	31	30	25	30
Very badly	30	28	18	34	5	50	24	37	24	32	25	29	24	30	30	24
<b>TOTAL BADLY</b>	<b>61</b>	<b>57</b>	<b>46</b>	<b>68</b>	<b>22</b>	<b>78</b>	<b>52</b>	<b>72</b>	<b>50</b>	<b>58</b>	<b>56</b>	<b>59</b>	<b>55</b>	<b>60</b>	<b>55</b>	<b>60</b>
Don't know	11	10	5	8	4	7	5	8	6	8	13	18	12	10	6	12

	April 24-25	May 1-2														
<b>Do you think that Nigel Farage is doing well or badly as leader of UKIP?</b>																
Very well	11	14	14	7	8	57	21	9	11	18	10	11	10	14	19	13
Fairly well	37	34	48	26	40	35	44	28	36	35	32	29	32	33	38	30
<b>TOTAL WELL</b>	<b>48</b>	<b>48</b>	<b>62</b>	<b>33</b>	<b>48</b>	<b>92</b>	<b>65</b>	<b>37</b>	<b>47</b>	<b>53</b>	<b>42</b>	<b>40</b>	<b>42</b>	<b>47</b>	<b>57</b>	<b>45</b>
Fairly badly	17	17	17	21	18	3	14	19	19	17	16	18	18	17	14	15
Very badly	24	23	14	36	23	1	13	33	23	20	27	25	27	22	20	23
<b>TOTAL BADLY</b>	<b>41</b>	<b>40</b>	<b>31</b>	<b>57</b>	<b>41</b>	<b>4</b>	<b>27</b>	<b>52</b>	<b>42</b>	<b>37</b>	<b>43</b>	<b>43</b>	<b>45</b>	<b>39</b>	<b>34</b>	<b>38</b>
Don't know	12	12	7	11	10	4	7	11	11	10	14	17	13	13	8	16

	April 24-25	May 1-2														
<b>Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?</b>																
Very well	4	5	10	3	12	2	9	3	6	7	4	7	6	5	4	6
Fairly well	35	35	68	13	59	28	60	12	39	37	34	29	36	32	40	27
<b>TOTAL WELL</b>	<b>39</b>	<b>40</b>	<b>78</b>	<b>16</b>	<b>71</b>	<b>30</b>	<b>69</b>	<b>15</b>	<b>45</b>	<b>44</b>	<b>38</b>	<b>36</b>	<b>42</b>	<b>37</b>	<b>44</b>	<b>33</b>
Fairly badly	31	29	16	40	19	34	21	37	30	28	30	31	29	27	30	29
Very badly	20	22	3	40	7	30	8	42	19	23	21	17	19	27	22	29
<b>TOTAL BADLY</b>	<b>51</b>	<b>51</b>	<b>19</b>	<b>80</b>	<b>26</b>	<b>64</b>	<b>29</b>	<b>79</b>	<b>49</b>	<b>51</b>	<b>51</b>	<b>48</b>	<b>48</b>	<b>54</b>	<b>52</b>	<b>58</b>
Don't know	9	9	3	4	4	6	3	6	6	5	12	16	10	9	4	10

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
<b>Unweighted Sample</b>	<b>1967</b>	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

	April 24-25	May 1-2	Region						Decided How to Vote?		Shall wait / Don't know how they will vote
<b>Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?</b>											
Very well	3	4	6	5	2	3	1	4	4	5	3
Fairly well	26	29	24	33	30	27	23	29	29	41	30
<b>TOTAL WELL</b>	<b>29</b>	<b>33</b>	<b>30</b>	<b>38</b>	<b>32</b>	<b>30</b>	<b>24</b>	<b>33</b>	<b>33</b>	<b>46</b>	<b>33</b>
Fairly badly	31	29	29	29	29	28	32	29	30	25	27
Very badly	30	28	28	25	26	32	39	27	31	22	20
<b>TOTAL BADLY</b>	<b>61</b>	<b>57</b>	<b>57</b>	<b>54</b>	<b>55</b>	<b>60</b>	<b>71</b>	<b>56</b>	<b>61</b>	<b>47</b>	<b>47</b>
Don't know	11	10	13	9	13	10	5	11	6	7	20

	April 24-25	May 1-2	Region						Decided How to Vote?		Shall wait / Don't know how they will vote
<b>Do you think that Nigel Farage is doing well or badly as leader of UKIP?</b>											
Very well	11	14	12	17	18	12	5	15	16	13	9
Fairly well	37	34	32	37	32	35	25	35	35	40	30
<b>TOTAL WELL</b>	<b>48</b>	<b>48</b>	<b>44</b>	<b>54</b>	<b>50</b>	<b>47</b>	<b>30</b>	<b>50</b>	<b>51</b>	<b>53</b>	<b>39</b>
Fairly badly	17	17	16	16	16	17	21	16	17	16	16
Very badly	24	23	26	19	21	23	43	21	24	20	21
<b>TOTAL BADLY</b>	<b>41</b>	<b>40</b>	<b>42</b>	<b>35</b>	<b>37</b>	<b>40</b>	<b>64</b>	<b>37</b>	<b>41</b>	<b>36</b>	<b>37</b>
Don't know	12	12	14	11	14	13	6	13	8	12	24

	April 24-25	May 1-2	Region						Decided How to Vote?		Shall wait / Don't know how they will vote
<b>Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?</b>											
Very well	4	5	8	6	5	3	6	5	6	6	3
Fairly well	35	35	30	40	37	32	28	36	37	45	34
<b>TOTAL WELL</b>	<b>39</b>	<b>40</b>	<b>38</b>	<b>46</b>	<b>42</b>	<b>35</b>	<b>34</b>	<b>41</b>	<b>43</b>	<b>51</b>	<b>37</b>
Fairly badly	31	29	25	30	27	30	32	29	30	25	26
Very badly	20	22	25	17	22	24	32	21	24	14	16
<b>TOTAL BADLY</b>	<b>51</b>	<b>51</b>	<b>50</b>	<b>47</b>	<b>49</b>	<b>54</b>	<b>64</b>	<b>50</b>	<b>54</b>	<b>39</b>	<b>42</b>
Don't know	9	9	11	7	9	11	2	9	4	10	21



Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1967</b>	<b>559</b>	<b>553</b>	<b>132</b>	<b>223</b>	<b>583</b>	<b>469</b>	<b>395</b>	<b>954</b>	<b>1013</b>	<b>234</b>	<b>498</b>	<b>673</b>	<b>563</b>	<b>1121</b>	<b>846</b>
Unweighted Sample	1967	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 24-25	May 1-2	Westminster VI		2010 Vote			Gender		Age				Social Grade			
			Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>Do you think this coalition government is good or bad for people like you?</b>																	
Very good	4	5	9	3	13	3	7	3	7	6	4	7	5	5	5	6	4
Fairly good	23	23	49	7	40	16	40	7	29	26	21	20	24	23	25	28	17
<b>TOTAL GOOD</b>	<b>27</b>	<b>28</b>	<b>58</b>	<b>10</b>	<b>53</b>	<b>19</b>	<b>47</b>	<b>10</b>	<b>36</b>	<b>32</b>	<b>25</b>	<b>27</b>	<b>29</b>	<b>28</b>	<b>30</b>	<b>34</b>	<b>21</b>
Fairly bad	23	22	14	33	15	28	20	30	20	22	22	22	23	21	23	22	22
Very bad	19	20	4	35	5	28	9	38	16	22	19	18	18	23	20	15	27
<b>TOTAL BAD</b>	<b>42</b>	<b>42</b>	<b>18</b>	<b>68</b>	<b>20</b>	<b>56</b>	<b>29</b>	<b>68</b>	<b>36</b>	<b>44</b>	<b>41</b>	<b>40</b>	<b>41</b>	<b>44</b>	<b>43</b>	<b>37</b>	<b>49</b>
Doesn't make much difference either way	24	22	22	18	25	21	21	18	25	20	25	19	20	23	24	23	21
Don't know	7	7	3	4	2	3	3	4	4	4	9	14	10	6	2	5	9
<b>Do you think the coalition government is managing the economy well or badly?</b>																	
Very well	12	13	32	2	12	9	27	3	8	16	10	11	13	11	15	14	11
Fairly well	37	37	63	20	58	37	60	18	41	38	36	27	37	35	43	42	30
<b>TOTAL WELL</b>	<b>49</b>	<b>50</b>	<b>95</b>	<b>22</b>	<b>70</b>	<b>46</b>	<b>87</b>	<b>21</b>	<b>49</b>	<b>54</b>	<b>46</b>	<b>38</b>	<b>50</b>	<b>46</b>	<b>58</b>	<b>56</b>	<b>41</b>
Fairly badly	26	25	3	45	19	32	9	44	30	23	27	24	24	27	24	23	28
Very badly	14	16	1	27	3	14	2	27	14	17	14	17	16	17	14	12	20
<b>TOTAL BADLY</b>	<b>40</b>	<b>41</b>	<b>4</b>	<b>72</b>	<b>22</b>	<b>46</b>	<b>11</b>	<b>71</b>	<b>44</b>	<b>40</b>	<b>41</b>	<b>41</b>	<b>40</b>	<b>44</b>	<b>38</b>	<b>35</b>	<b>48</b>
Don't know	11	10	2	7	9	7	2	8	8	6	13	22	10	11	4	9	11
<b>In your opinion how good or bad is the state of Britain's economy at the moment?</b>																	
Very good	3	3	9	1	1	2	7	1	2	4	3	1	4	3	4	4	3
Quite good	28	28	61	10	32	24	56	11	22	32	25	25	29	26	32	31	24
<b>TOTAL GOOD</b>	<b>31</b>	<b>31</b>	<b>70</b>	<b>11</b>	<b>33</b>	<b>26</b>	<b>63</b>	<b>12</b>	<b>24</b>	<b>36</b>	<b>28</b>	<b>26</b>	<b>33</b>	<b>29</b>	<b>36</b>	<b>35</b>	<b>27</b>
Neither good nor bad	31	30	24	34	48	31	24	34	34	29	31	30	30	28	32	31	28
Quite bad	24	23	4	37	14	28	9	35	30	20	25	21	21	25	23	22	24
Very bad	9	9	0	15	2	12	2	15	9	11	8	10	10	11	7	7	13
<b>TOTAL BAD</b>	<b>33</b>	<b>32</b>	<b>4</b>	<b>52</b>	<b>16</b>	<b>40</b>	<b>11</b>	<b>50</b>	<b>39</b>	<b>31</b>	<b>33</b>	<b>31</b>	<b>31</b>	<b>36</b>	<b>30</b>	<b>29</b>	<b>37</b>
Don't know	6	6	2	3	2	4	2	4	4	4	8	13	6	7	2	5	8

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
Unweighted Sample	1967	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

	April 24-25	May 1-2	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
			Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided	Shall wait	
<b>Do you think this coalition government is good or bad for people like you?</b>												
Very good	4	5	8	5	4	4	7	5	5	10	5	
Fairly good	23	23	17	27	26	21	21	24	25	28	20	
<b>TOTAL GOOD</b>	<b>27</b>	<b>28</b>	<b>25</b>	<b>32</b>	<b>30</b>	<b>25</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>38</b>	<b>25</b>	
Fairly bad	23	22	25	26	19	19	20	22	23	19	19	
Very bad	19	20	17	14	21	28	28	20	22	18	15	
<b>TOTAL BAD</b>	<b>42</b>	<b>42</b>	<b>42</b>	<b>40</b>	<b>40</b>	<b>47</b>	<b>48</b>	<b>42</b>	<b>45</b>	<b>37</b>	<b>34</b>	
Doesn't make much difference either way	24	22	26	21	23	21	21	22	22	17	24	
Don't know	7	7	8	7	7	7	3	7	3	8	17	
<b>Do you think the coalition government is managing the economy well or badly?</b>												
Very well	12	13	12	16	11	11	7	13	14	9	6	
Fairly well	37	37	35	40	40	33	29	37	38	42	33	
<b>TOTAL WELL</b>	<b>49</b>	<b>50</b>	<b>47</b>	<b>56</b>	<b>51</b>	<b>44</b>	<b>36</b>	<b>50</b>	<b>52</b>	<b>51</b>	<b>39</b>	
Fairly badly	26	25	25	23	22	28	32	24	25	27	26	
Very badly	14	16	16	12	16	17	25	15	16	12	13	
<b>TOTAL BADLY</b>	<b>40</b>	<b>41</b>	<b>41</b>	<b>35</b>	<b>38</b>	<b>45</b>	<b>57</b>	<b>39</b>	<b>41</b>	<b>39</b>	<b>39</b>	
Don't know	11	10	12	9	10	11	7	10	6	9	21	
<b>In your opinion how good or bad is the state of Britain's economy at the moment?</b>												
Very good	3	3	2	4	4	3	3	3	4	3	1	
Quite good	28	28	28	33	31	22	24	29	31	30	22	
<b>TOTAL GOOD</b>	<b>31</b>	<b>31</b>	<b>30</b>	<b>37</b>	<b>35</b>	<b>25</b>	<b>27</b>	<b>32</b>	<b>35</b>	<b>33</b>	<b>23</b>	
Neither good nor bad	31	30	28	30	25	34	32	30	30	34	30	
Quite bad	24	23	23	20	22	25	29	22	23	20	25	
Very bad	9	9	11	7	10	11	13	9	10	9	8	
<b>TOTAL BAD</b>	<b>33</b>	<b>32</b>	<b>34</b>	<b>27</b>	<b>32</b>	<b>36</b>	<b>42</b>	<b>31</b>	<b>33</b>	<b>29</b>	<b>33</b>	
Don't know	6	6	8	6	8	6	1	7	3	4	14	

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1967</b>	559	553	132	223	583	469	395	954	1013	234	498	673	563	1121	846
Unweighted Sample	1967	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How do you think the financial situation of your household will change over the next 12 months?	April 24-25	May 1-2	Westminster VI				2010 Vote			Gender		Age				Social Grade	
			Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Get a lot better	2	3	4	4	2	2	4	3	2	4	2	3	6	2	1	4	2
Get a little better	17	17	32	9	23	10	25	9	17	19	15	24	20	15	13	19	15
<b>TOTAL BETTER</b>	<b>19</b>	<b>20</b>	<b>36</b>	<b>13</b>	<b>25</b>	<b>12</b>	<b>29</b>	<b>12</b>	<b>19</b>	<b>23</b>	<b>17</b>	<b>27</b>	<b>26</b>	<b>17</b>	<b>14</b>	<b>23</b>	<b>17</b>
Stay about the same	45	42	48	41	41	40	48	41	40	41	43	35	40	39	50	46	37
Get a little worse	19	19	7	23	25	23	11	26	26	18	21	13	16	21	23	17	23
Get a lot worse	6	8	1	12	4	13	4	11	7	9	7	5	7	12	5	6	10
<b>TOTAL WORSE</b>	<b>25</b>	<b>27</b>	<b>8</b>	<b>35</b>	<b>29</b>	<b>36</b>	<b>15</b>	<b>37</b>	<b>33</b>	<b>27</b>	<b>28</b>	<b>18</b>	<b>23</b>	<b>33</b>	<b>28</b>	<b>23</b>	<b>33</b>
Don't know	11	11	7	11	4	11	8	10	8	8	13	19	11	10	7	8	14

In a previous questions you said you didn't know how you would vote, or might change your mind before you vote.  
When do you think you will make your mind about how you will vote or whether you vote at all?  
*[Asked to those who said they didn't know how they'd vote or might change their mind, n=331]*

In the next few days	19	27	23	31	16	17	27	17	15	22	19	20	22	12	25	11
In the day or two before the election	32	42	43	30	48	36	27	42	30	34	32	33	31	34	32	33
On election day itself	31	25	28	36	29	45	34	28	36	27	19	26	35	44	28	34
Not sure	18	6	7	3	7	2	12	14	18	17	30	21	12	11	15	21

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
<b>Unweighted Sample</b>	<b>1967</b>	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

How do you think the financial situation of your household will change over the next 12 months?	April 24-25		May 1-2								
	Get a lot better	2	3	6	4	2	1	5	3	3	4
Get a little better	17	17	22	17	16	15	19	17	18	25	15
<b>TOTAL BETTER</b>	<b>19</b>	<b>20</b>	<b>28</b>	<b>21</b>	<b>18</b>	<b>16</b>	<b>24</b>	<b>20</b>	<b>21</b>	<b>29</b>	<b>17</b>
Stay about the same	45	42	32	48	39	41	45	42	44	36	38
Get a little worse	19	19	16	18	21	22	17	20	18	18	24
Get a lot worse	6	8	8	5	10	8	12	8	9	5	5
<b>TOTAL WORSE</b>	<b>25</b>	<b>27</b>	<b>24</b>	<b>23</b>	<b>31</b>	<b>30</b>	<b>29</b>	<b>28</b>	<b>27</b>	<b>23</b>	<b>29</b>
Don't know	11	11	17	8	12	12	3	11	8	11	16

In a previous questions you said you didn't know how you would vote, or might change your mind before you vote. When do you think you will make your mind about how you will vote or whether you vote at all?

[Asked to those who said they didn't know how they'd vote or might change their mind, n=331]

In the next few days	19	15	19	15	23	37	18	0	24	19
In the day or two before the election	32	34	33	40	21	33	32	0	40	32
On election day itself	31	32	31	30	32	26	31	0	27	31
Not sure	18	19	18	14	24	4	18	0	9	18

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade	
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>1967</b>	559	553	132	223	583	469	395	954	1013	234	498	673	563	1121	846
Unweighted Sample	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of the following parties might you consider voting for in the election, or might you not vote at all? Please tick all the parties you might consider voting for at next week's election.**

*[Asked to those who said they didn't know how they'd vote or might change their mind, n=331]*

Conservative	<b>34</b>	97	9	26	29	72	21	30	38	31	34	32	36	33	40	26
Labour	<b>42</b>	24	94	20	21	28	67	43	45	41	54	37	43	37	42	42
Liberal Democrat	<b>34</b>	64	23	89	0	47	27	51	37	32	22	41	35	33	42	25
UK Independence Party (UKIP)	<b>22</b>	25	1	26	64	45	22	17	22	22	11	9	32	36	16	28
Scottish National Party (SNP)/Plaid Cymru	<b>5</b>	4	4	9	2	0	7	2	3	6	7	4	5	3	5	4
Green	<b>21</b>	8	28	23	8	15	16	33	18	23	20	27	18	20	24	19
Another party	<b>8</b>	7	5	0	10	11	6	14	10	7	4	7	12	5	10	5
May not vote at all	<b>7</b>	4	3	0	19	5	1	5	11	4	5	10	5	7	8	6
Don't know	<b>21</b>	3	5	7	15	5	21	19	17	25	22	23	21	17	17	27

**Which of the following best reflects your view?**

The current government have done a good job and made the right decisions, and they deserve to be re-elected	<b>13</b>	36	1	10	7	30	2	6	15	11	8	10	14	16	14	11
The current government haven't got everything right and have made some mistakes, but I think it would be best for the country if they stayed rather than risk a change of government	<b>30</b>	61	6	39	38	56	10	28	32	29	26	30	27	37	34	26
The current government haven't got everything right and have made some mistakes, and I think a change of government would be better for the country	<b>22</b>	1	39	34	23	6	34	32	20	23	26	24	20	20	22	21
The current government have done a bad job and made the wrong decisions, the country needs a change of government now	<b>24</b>	0	47	10	22	4	44	26	24	24	22	21	29	23	21	28
Not sure	<b>11</b>	1	7	7	11	4	10	8	9	13	18	14	11	4	9	13

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
Unweighted Sample	1967	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

Which of the following parties might you consider voting for in the election, or might you not vote at all? Please tick all the parties you might consider voting for at next week's election.

[Asked to those who said they didn't know how they'd vote or might change their mind, n=331]

Conservative	34	26	41	39	30	17	35	0	41	34
Labour	42	42	36	42	50	50	42	0	46	42
Liberal Democrat	34	33	39	34	32	23	35	0	44	34
UK Independence Party (UKIP)	22	8	24	27	26	12	22	0	19	22
Scottish National Party (SNP)/Plaid Cymru	5	0	3	3	2	42	2	0	7	5
Green	21	18	27	20	21	10	22	0	25	21
Another party	8	7	11	8	6	0	9	0	9	8
May not vote at all	7	8	9	1	8	13	7	0	6	7
Don't know	21	29	16	26	22	11	22	0	6	21

Which of the following best reflects your view?

The current government have done a good job and made the right decisions, and they deserve to be re-elected	13	12	15	16	10	8	13	15	6	3
The current government haven't got everything right and have made some mistakes, but I think it would be best for the country if they stayed rather than risk a change of government	30	26	36	29	31	19	32	31	37	31
The current government haven't got everything right and have made some mistakes, and I think a change of government would be better for the country	22	26	22	19	19	28	21	21	29	25
The current government have done a bad job and made the wrong decisions, the country needs a change of government now	24	22	18	22	30	41	23	27	17	15
Not sure	11	14	10	13	11	4	11	6	11	26

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1967</b>	559	553	132	223	583	469	395	954	1013	234	498	673	563	1121	846
<b>Unweighted Sample</b>	<b>1967</b>	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these would make the best Prime Minister?			April 17-18					May 1-2									
	Total	%	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1
David Cameron	36	38	96	7	29	20	81	12	28	41	36	29	40	35	45	44	31
Ed Miliband	27	24	0	69	9	3	3	57	27	25	24	28	27	25	20	22	27
Nick Clegg	8	6	1	5	39	3	2	3	14	6	7	8	8	5	6	8	5
Nigel Farage	6	8	1	2	3	58	10	5	6	11	6	8	5	10	10	7	10
Don't know	24	23	2	17	20	15	4	23	25	17	27	26	21	26	18	20	26

Which of the party leaders do you think has had the best election campaign?	Total	%	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
David Cameron	16	45	3	9	10	37	4	12	17	16	8	18	15	20	17	15		
Ed Miliband	15	3	42	9	3	5	38	11	17	14	15	18	15	13	13	18		
Nick Clegg	2	2	2	14	1	1	1	4	3	2	3	3	2	2	2	3		
Nigel Farage	10	6	4	2	54	12	6	7	12	7	9	6	10	13	9	11		
Nicola Sturgeon	30	26	30	43	13	25	30	38	32	28	34	24	30	32	35	22		
Natalie Bennett	2	0	0	3	1	0	1	2	1	2	5	2	1	0	2	2		
Don't know	25	18	19	21	18	20	19	25	20	30	27	29	26	20	22	29		

Which of the party leaders do you think has come across as most eager to win?	Total	%	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
David Cameron	20	35	12	22	20	31	14	20	21	20	14	18	20	26	20	21		
Ed Miliband	28	23	47	29	19	21	42	29	31	26	30	33	29	23	29	28		
Nick Clegg	1	0	1	7	3	1	1	1	2	1	2	2	1	1	1	1		
Nigel Farage	8	6	6	3	24	9	6	8	10	6	7	8	9	8	8	7		
Nicola Sturgeon	20	19	17	20	18	20	18	21	19	20	18	12	19	28	21	17		
Natalie Bennett	1	0	0	1	1	0	0	1	1	1	2	0	1	0	1	1		
Don't know	22	16	17	19	15	17	19	20	17	26	27	27	23	14	20	25		

Which of the party leaders do you think has been most passionate in their campaigning?	Total	%	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
David Cameron	15	39	3	12	9	34	5	9	16	13	7	15	14	18	14	15		
Ed Miliband	18	5	48	14	3	5	41	18	20	17	18	21	20	14	17	20		
Nick Clegg	2	1	1	14	1	2	1	3	3	2	2	1	3	2	3	2		
Nigel Farage	13	11	6	10	53	18	7	14	17	8	14	10	12	15	13	12		
Nicola Sturgeon	26	23	24	31	16	23	26	30	25	27	19	21	25	34	29	21		
Natalie Bennett	2	1	1	3	0	1	2	2	2	3	9	1	2	1	2	2		
Don't know	24	19	17	17	17	18	18	23	19	30	32	30	24	16	22	27		

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
<b>Unweighted Sample</b>	<b>1967</b>	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

Which of these would make the best Prime Minister?			Region						Decided How to Vote?		Shall wait / Don't know how they will vote
	April 17-18	May 1-2	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided	Shall wait	
David Cameron	36	<b>38</b>	37	44	38	36	26	39	41	38	29
Ed Miliband	27	<b>24</b>	28	22	22	28	26	24	28	21	13
Nick Clegg	8	<b>6</b>	5	7	5	6	7	6	6	12	9
Nigel Farage	6	<b>8</b>	9	8	10	8	4	9	10	8	4
Don't know	24	<b>23</b>	21	19	25	21	38	21	16	22	45

Which of the party leaders do you think has had the best election campaign?			Region						Decided How to Vote?		Shall wait / Don't know how they will vote
	April 17-18	May 1-2	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided	Shall wait	
David Cameron	16	<b>16</b>	16	18	17	16	7	17	19	11	6
Ed Miliband	15	<b>15</b>	17	13	13	21	10	16	17	11	10
Nick Clegg	2	<b>2</b>	3	2	2	2	3	2	2	4	3
Nigel Farage	10	<b>10</b>	8	10	14	9	3	10	11	6	4
Nicola Sturgeon	30	<b>30</b>	26	28	23	26	66	26	30	40	31
Natalie Bennett	2	<b>2</b>	2	2	2	2	1	2	1	1	2
Don't know	25	<b>25</b>	28	26	29	24	10	27	19	26	44

Which of the party leaders do you think has come across as most eager to win?			Region						Decided How to Vote?		Shall wait / Don't know how they will vote
	April 17-18	May 1-2	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided	Shall wait	
David Cameron	20	<b>20</b>	16	22	19	21	20	20	22	17	14
Ed Miliband	28	<b>28</b>	36	27	29	30	17	29	30	27	22
Nick Clegg	1	<b>1</b>	3	1	0	1	1	1	1	3	1
Nigel Farage	8	<b>8</b>	5	9	10	8	2	9	8	8	7
Nicola Sturgeon	20	<b>20</b>	15	20	15	17	43	17	20	19	18
Natalie Bennett	1	<b>1</b>	0	0	2	0	1	1	1	0	1
Don't know	22	<b>22</b>	26	20	24	23	17	23	17	25	38

Which of the party leaders do you think has been most passionate in their campaigning?			Region						Decided How to Vote?		Shall wait / Don't know how they will vote
	April 17-18	May 1-2	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided	Shall wait	
David Cameron	15	<b>15</b>	15	16	14	15	9	15	17	10	7
Ed Miliband	18	<b>18</b>	22	16	15	22	19	18	20	19	14
Nick Clegg	2	<b>2</b>	2	2	2	3	0	2	2	6	3
Nigel Farage	13	<b>13</b>	12	14	16	10	3	14	14	11	8
Nicola Sturgeon	26	<b>26</b>	19	26	21	22	57	23	27	28	25
Natalie Bennett	2	<b>2</b>	1	2	1	3	3	2	2	2	1
Don't know	24	<b>24</b>	29	23	29	24	10	26	18	25	42



Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
<b>Weighted Sample</b> 1967	559	553	132	223	583	469	395	954	1013	234	498	673	563	1121	846	
Unweighted Sample	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Finally, which two or three of these words or phrases best describe your view of the current general election campaign?

Uninspiring	40	40	39	46	41	44	38	48	43	37	29	33	43	48	41	40
Dull	30	29	30	32	33	32	29	34	32	29	23	25	37	31	28	33
Negative	24	18	24	27	28	20	24	32	29	19	21	19	26	26	25	22
Relevant to people like me	22	26	25	27	17	22	25	21	22	21	23	22	21	21	24	19
Positive	15	22	17	8	16	18	16	9	15	16	18	16	15	14	16	15
Irrelevant to people like me	13	7	12	8	17	11	11	13	13	12	10	11	11	16	10	15
Exciting	12	13	13	13	10	10	12	9	15	9	25	15	10	6	14	9
Inspiring	6	6	8	3	7	5	7	4	7	5	8	6	5	4	6	5
Don't know	12	9	9	11	7	9	10	9	8	15	26	16	10	4	11	13

People have different ideas about which party has the best claim to form a government if there is a hung Parliament.

Which of the following best reflects your view?

If one party has more seats but another got more votes, the party with the most VOTES has a better claim to form a government	43	42	40	59	55	43	37	54	41	46	43	44	41	45	46	40
If one party has more seats but another got more votes, the party with the most SEATS has a better claim to form a government	29	39	32	27	21	37	33	25	36	22	27	24	28	35	32	25
Not sure	28	19	28	14	24	19	30	21	22	33	30	31	30	20	22	35

And which of the following best reflects your view?

The single party that has the most seats in Parliament has the best claim to form a government, even if other parties working together have more seats	47	70	44	36	47	68	44	38	50	44	38	44	45	55	49	44
The group of parties working together that has the most seats in Parliament has the best claim to form a government, even if it does not include the single largest party	26	12	30	49	23	14	28	39	30	21	35	25	23	25	30	20
Not sure	28	18	26	15	30	18	28	22	19	35	28	30	31	20	21	36

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
<b>Unweighted Sample</b>	<b>1967</b>	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

Finally, which two or three of these words or phrases best describe your view of the current general election campaign?

Uninspiring	<b>40</b>	34	44	42	38	40	40	41	38	40
Dull	<b>30</b>	29	33	33	27	26	31	30	30	32
Negative	<b>24</b>	25	24	22	23	31	23	23	28	25
Relevant to people like me	<b>22</b>	22	21	17	24	28	21	24	17	11
Positive	<b>15</b>	14	14	16	17	15	16	18	14	8
Irrelevant to people like me	<b>13</b>	11	11	13	15	13	12	12	11	13
Exciting	<b>12</b>	15	10	12	11	19	11	13	10	7
Inspiring	<b>6</b>	4	4	7	6	8	5	7	3	2
Don't know	<b>12</b>	14	10	12	13	7	12	9	15	23

People have different ideas about which party has the best claim to form a government if there is a hung Parliament.

Which of the following best reflects your view?

If one party has more seats but another got more votes, the party with the most VOTES has a better claim to form a government	<b>43</b>	36	47	44	42	44	43	45	44	39
If one party has more seats but another got more votes, the party with the most SEATS has a better claim to form a government	<b>29</b>	33	26	29	28	36	28	32	30	19
Not sure	<b>28</b>	30	27	27	30	20	28	23	26	42

And which of the following best reflects your view?

The single party that has the most seats in Parliament has the best claim to form a government, even if other parties working together have more seats	<b>47</b>	47	48	50	47	33	48	51	44	35
The group of parties working together that has the most seats in Parliament has the best claim to form a government, even if it does not include the single largest party	<b>26</b>	22	26	24	20	50	23	27	29	22
Not sure	<b>28</b>	31	26	26	33	17	29	23	27	43

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
<b>1967</b>	559	553	132	223	583	469	395	954	1013	234	498	673	563	1121	846	
Unweighted Sample	1967	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

**If there is a hung Parliament after the next election, which of the following would you most like to see?**

A coalition or deal between the Conservatives and the Liberal Democrats	<b>22</b>	56	2	41	1	43	5	23	23	20	16	22	20	25	26	16
A coalition or deal between the Conservatives and UKIP	<b>17</b>	27	1	3	66	35	5	8	19	15	15	10	17	24	16	19
A coalition or deal between Labour and the Liberal Democrats	<b>18</b>	0	42	32	6	4	34	27	19	17	15	22	18	16	19	17
A coalition or deal between Labour and the SNP	<b>13</b>	1	24	4	2	2	23	13	13	13	22	10	14	9	13	12
A "grand coalition" between Labour and the Conservatives	<b>5</b>	5	5	5	3	5	5	6	6	5	5	5	6	5	6	4
None of these	<b>15</b>	8	20	6	15	7	21	13	13	16	9	17	14	17	12	19
Don't know	<b>11</b>	4	6	10	7	5	7	10	7	14	18	14	11	4	9	13

**Imagine the Conservatives have the most seats after the election, but do not have an overall majority. Do you think David Cameron should...**

Attempt to form a minority Conservative government without any other parties, and try to negotiate laws on a case-by-case basis	<b>24</b>	29	22	17	23	28	22	25	26	23	24	25	22	26	27	21
Attempt to form a coalition government with another party or strike a deal with another party to give the government a majority	<b>44</b>	58	35	63	50	57	34	47	47	40	44	41	42	48	47	39
Not sure	<b>32</b>	13	43	19	27	15	44	28	27	37	32	34	36	25	26	40

**And imagine Labour have the most seats after the election, but do not have an overall majority. Do you think Ed Miliband should...**

Attempt to form a minority Labour government without any other parties, and try to negotiate laws on a case-by-case basis	<b>31</b>	36	39	24	31	35	39	30	36	26	24	27	31	38	31	31
Attempt to form a coalition government with another party or strike a deal with another party to give the government a majority	<b>36</b>	27	44	54	26	27	40	47	37	36	43	38	35	33	41	30
Not sure	<b>33</b>	37	17	22	43	38	20	23	27	38	34	34	34	29	28	39

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
<b>Unweighted Sample</b>	<b>1967</b>	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

**If there is a hung Parliament after the next election, which of the following would you most like to see?**

A coalition or deal between the Conservatives and the Liberal Democrats	<b>22</b>	24	25	21	19	15	22	23	26	17
A coalition or deal between the Conservatives and UKIP	<b>17</b>	14	22	20	15	3	18	20	9	6
A coalition or deal between Labour and the Liberal Democrats	<b>18</b>	22	20	16	17	14	18	19	18	16
A coalition or deal between Labour and the SNP	<b>13</b>	7	8	10	13	42	10	14	11	8
A "grand coalition" between Labour and the Conservatives	<b>5</b>	5	4	7	6	2	6	4	8	11
None of these	<b>15</b>	15	12	15	17	19	14	14	14	15
Don't know	<b>11</b>	13	9	11	12	5	11	6	13	27

**Imagine the Conservatives have the most seats after the election, but do not have an overall majority. Do you think David Cameron should...**

Attempt to form a minority Conservative government without any other parties, and try to negotiate laws on a case-by-case basis	<b>24</b>	20	27	23	22	28	24	26	17	18
Attempt to form a coalition government with another party or strike a deal with another party to give the government a majority	<b>44</b>	47	46	43	42	39	44	46	50	39
Not sure	<b>32</b>	32	27	34	36	33	32	28	32	43

**And imagine Labour have the most seats after the election, but do not have an overall majority. Do you think Ed Miliband should...**

Attempt to form a minority Labour government without any other parties, and try to negotiate laws on a case-by-case basis	<b>31</b>	30	31	30	32	37	31	34	24	22
Attempt to form a coalition government with another party or strike a deal with another party to give the government a majority	<b>36</b>	38	36	32	37	41	36	37	42	36
Not sure	<b>33</b>	32	32	38	32	23	34	29	34	43

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade	
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
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1967	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Weighted Sample**  
Unweighted Sample

Imagine the Conservatives had the most seats in a hung Parliament and tried to form a minority government without support from other parties.

Do you think Labour and the SNP should vote against the minority government and try to bring it down, or give them the chance to try and govern?

- They should vote to bring down a Conservative government that doesn't have a majority
- They should give a Conservative minority government the chance to try to govern alone
- Not sure

<b>32</b>	9	59	30	24	13	56	37	34	31	37	34	33	27	33	31
<b>40</b>	72	16	53	49	69	18	40	43	37	31	34	37	53	43	35
<b>28</b>	19	25	17	27	19	26	23	23	33	33	32	30	20	24	33

Imagine Labour had the most seats in a hung Parliament and tried to form a minority government without support from other parties.

Do you think the Conservatives and other parties should vote against the minority government and try to bring it down, or give them the chance to try and govern?

- They should vote to bring down a Labour government that doesn't have a majority
- They should give a Labour minority government the chance to try to govern alone
- Not sure

<b>30</b>	52	12	36	45	54	15	22	32	29	29	28	28	35	32	27
<b>39</b>	26	64	41	25	26	59	48	45	35	36	36	40	44	41	38
<b>30</b>	21	24	23	30	20	26	30	23	37	35	36	32	21	27	34

If there is no obvious winner in the general election, which of the following would you prefer?

- I would prefer the political parties to form some sort of coalition or agreement that would provide a stable government
- I would prefer a second general election in a few months time
- Neither
- Not sure

<b>47</b>	53	41	73	34	50	42	57	46	47	44	43	47	50	52	39
<b>33</b>	36	40	18	48	38	40	26	37	30	27	33	32	37	30	37
<b>6</b>	4	6	3	6	4	5	6	6	5	4	5	5	7	5	6
<b>15</b>	7	13	6	13	8	13	11	11	18	25	19	16	5	12	18

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
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<b>Unweighted Sample</b>	<b>1967</b>	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

Imagine the Conservatives had the most seats in a hung Parliament and tried to form a minority government without support from other parties.

Do you think Labour and the SNP should vote against the minority government and try to bring it down, or give them the chance to try and govern?

- They should vote to bring down a Conservative government that doesn't have a majority
- They should give a Conservative minority government the chance to try to govern alone
- Not sure

<b>32</b>	36	27	29	34	48	31	34	37	27
<b>40</b>	38	48	37	37	30	41	43	32	30
<b>28</b>	27	26	34	29	22	29	23	31	44

Imagine Labour had the most seats in a hung Parliament and tried to form a minority government without support from other parties.

Do you think the Conservatives and other parties should vote against the minority government and try to bring it down, or give them the chance to try and govern?

- They should vote to bring down a Labour government that doesn't have a majority
- They should give a Labour minority government the chance to try to govern alone
- Not sure

<b>30</b>	33	34	26	29	25	31	33	30	19
<b>39</b>	36	38	39	41	48	39	42	36	33
<b>30</b>	31	28	35	30	26	31	25	34	48

If there is no obvious winner in the general election, which of the following would you prefer?

- I would prefer the political parties to form some sort of coalition or agreement that would provide a stable government
- I would prefer a second general election in a few months time
- Neither
- Not sure

<b>47</b>	42	49	44	44	57	45	48	48	44
<b>33</b>	32	33	34	36	22	34	36	27	24
<b>6</b>	8	5	7	4	8	5	6	5	4
<b>15</b>	18	13	15	16	13	15	10	20	28

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade	
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>1967</b>	559	553	132	223	583	469	395	954	1013	234	498	673	563	1121	846
Unweighted Sample	572	535	150	231	610	451	432	965	1002	167	444	632	724	1208	759
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about the Queen's role in a hung Parliament where the parties are unable to agree on who will form a government, which of the following best reflects your view?**

- The Queen should play an active role and intervene to make sure a new government is formed
- The Queen should keep her distance and not take any risk of getting involved in party politics
- Neither
- Don't know

<b>22</b>	26	21	15	26	24	21	18	21	22	21	25	23	18	20	25
<b>61</b>	63	66	77	58	65	64	69	65	58	55	55	60	72	67	55
<b>5</b>	3	6	4	6	4	8	5	6	5	6	5	6	5	5	6
<b>11</b>	7	7	4	11	7	7	8	8	14	19	15	11	5	9	14

**On Thursday night there was a Question Time special with David Cameron, Ed Miliband and Nick Clegg each taking questions from a studio audience.**

**Did you watch the programme or see clips or other coverage of it?**

- Yes, I watched all the programme
- Yes, I watched some of the programme or saw clips or reports of it on other media
- No, I did not see any of the programme

<b>20</b>	22	24	21	18	21	27	16	24	16	22	19	20	20	21	19
<b>24</b>	25	26	28	24	29	23	25	24	24	21	22	23	28	27	20
<b>56</b>	52	50	51	58	51	50	58	51	61	58	59	57	52	52	61

**Which leader do you think came across the best on Question Time?**

*[Only asked to those who watched all or some of the Question Time special, n=890]*

David Cameron	<b>42</b>	88	8	22	50	79	14	30	44	40	35	41	41	47	45	37
Ed Miliband	<b>26</b>	0	67	9	10	5	58	26	28	25	19	29	27	25	21	34
Nick Clegg	<b>13</b>	6	10	53	12	7	9	26	11	16	17	17	11	12	15	11
Not sure	<b>18</b>	6	15	15	28	9	18	19	18	19	29	14	20	16	18	18

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
Unweighted Sample	1967	235	689	414	477	152	1815	1578	128	331
	%	%	%	%	%	%	%	%	%	%

**Thinking about the Queen's role in a hung Parliament where the parties are unable to agree on who will form a government, which of the following best reflects your view?**

The Queen should play an active role and intervene to make sure a new government is formed	<b>22</b>	20	21	23	23	22	22	23	22	20
The Queen should keep her distance and not take any risk of getting involved in party politics	<b>61</b>	63	63	57	60	67	61	65	61	51
Neither	<b>5</b>	5	6	6	5	5	6	5	3	6
Don't know	<b>11</b>	12	9	15	12	6	12	7	15	23

**On Thursday night there was a Question Time special with David Cameron, Ed Miliband and Nick Clegg each taking questions from a studio audience.**

**Did you watch the programme or see clips or other coverage of it?**

Yes, I watched all the programme	<b>20</b>	18	18	21	22	23	20	22	18	12
Yes, I watched some of the programme or saw clips or reports of it on other media	<b>24</b>	28	26	19	22	28	24	25	26	20
No, I did not see any of the programme	<b>56</b>	54	56	61	56	49	57	53	55	67

**Which leader do you think came across the best on Question Time?**

*[Only asked to those who watched all or some of the Question Time special, n=890]*

David Cameron	<b>42</b>	42	48	46	37	29	44	44	33	34
Ed Miliband	<b>26</b>	23	19	25	36	31	26	28	29	21
Nick Clegg	<b>13</b>	18	16	9	9	15	13	12	23	18
Not sure	<b>18</b>	16	17	20	18	25	18	17	15	27



Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade	
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>1967</b>	559	553	132	223	583	469	395	954	1013	234	498	673	563	1121	846
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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**The Conservatives have promised to pass a law stopping any increase in VAT, National Insurance or Income tax for the next five years if they win the election**

**If the Conservatives form a government after the next election, do you think these taxes...**

Would stay at their current levels, as they have promised	<b>34</b>	74	10	34	31	65	12	28	38	30	32	38	29	37	30
Would end up rising anyway, breaking their promise	<b>47</b>	9	76	50	51	18	75	55	46	47	41	42	49	44	50
Would end up being reduced	<b>2</b>	4	2	2	1	3	1	2	3	2	3	2	2	2	2
Don't know	<b>17</b>	13	11	13	17	14	12	15	14	21	24	18	19	12	18

**And does the promise to pass a law stopping any increase in these taxes make you...**

More likely to believe what the Conservatives say about taxes	<b>14</b>	36	3	11	10	30	5	8	16	13	8	17	13	15	13
Less likely to believe what the Conservatives say about taxes	<b>10</b>	2	18	14	8	5	18	12	12	9	14	11	9	10	10
No difference - I believed what they said they would do on taxes anyway	<b>20</b>	42	7	19	19	38	7	15	23	17	18	20	18	23	17
No difference - I didn't believe what they said on taxes before and I still don't	<b>41</b>	9	62	43	47	15	60	51	38	44	34	35	44	45	38
Don't know	<b>15</b>	10	9	13	16	11	9	14	11	17	26	17	16	6	15

**And does the promise to pass a law stopping any increase in these taxes make you...**

More positive about the Conservatives	<b>16</b>	37	3	15	18	31	6	12	18	15	18	18	16	15	14
More negative about the Conservatives	<b>10</b>	2	17	17	8	5	15	15	13	7	10	11	9	10	10
No difference - I had a positive opinion about the Conservatives anyway	<b>22</b>	53	4	20	23	47	7	14	24	20	16	19	19	30	18
No difference - I had a negative opinion about the Conservatives anyway	<b>38</b>	1	67	34	35	8	63	47	35	40	34	34	41	39	43
Don't know	<b>14</b>	7	9	14	15	9	9	12	10	18	23	17	15	7	16

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Eng/ Wales	Definitely decided		Shall wait
<b>Weighted Sample</b>	<b>1967</b>	252	639	421	484	171	1796	1550	134	348
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	%	%	%	%	%	%	%	%	%	%

The Conservatives have promised to pass a law stopping any increase in VAT, National Insurance or Income tax for the next five years if they win the election

If the Conservatives form a government after the next election, do you think these taxes...

Would stay at their current levels, as they have promised	<b>34</b>	32	38	35	30	27	35	37	40	26
Would end up rising anyway, breaking their promise	<b>47</b>	43	45	44	50	56	46	48	41	44
Would end up being reduced	<b>2</b>	2	3	2	2	2	2	2	4	3
Don't know	<b>17</b>	23	15	18	18	16	17	13	16	27

And does the promise to pass a law stopping any increase in these taxes make you...

More likely to believe what the Conservatives say about taxes	<b>14</b>	16	14	16	14	10	15	16	15	9
Less likely to believe what the Conservatives say about taxes	<b>10</b>	11	10	8	11	16	10	10	15	12
No difference - I believed what they said they would do on taxes anyway	<b>20</b>	19	24	20	17	15	20	21	24	15
No difference - I didn't believe what they said on taxes before and I still don't	<b>41</b>	37	41	39	42	49	40	42	33	39
Don't know	<b>15</b>	17	11	18	16	11	15	11	13	24

And does the promise to pass a law stopping any increase in these taxes make you...

More positive about the Conservatives	<b>16</b>	18	16	19	15	14	17	17	19	13
More negative about the Conservatives	<b>10</b>	9	10	10	10	10	10	10	13	10
No difference - I had a positive opinion about the Conservatives anyway	<b>22</b>	23	28	19	20	11	23	24	23	15
No difference - I had a negative opinion about the Conservatives anyway	<b>38</b>	34	35	35	40	54	36	39	28	32
Don't know	<b>14</b>	17	11	17	16	11	14	9	17	29

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**This week Ed Miliband was interviewed by Russell Brand on his Youtube channel. Has his decision to take part in the interview made you think better of Ed Miliband, think worse of him, or made no difference?**

Has made me think better of him	<b>17</b>	6	32	22	9	7	27	22	19	15	24	23	14	11	18	15
Has made me think worse of him	<b>17</b>	33	6	18	23	32	8	13	19	15	12	11	17	25	20	14
No difference - I had a positive opinion of Ed Miliband and still do	<b>14</b>	2	38	11	4	3	34	15	13	15	9	12	16	16	13	16
No difference - I had a negative opinion of Ed Miliband and still do	<b>33</b>	53	6	35	50	51	14	30	34	31	22	29	33	39	33	32
Don't know	<b>19</b>	7	18	14	15	7	18	19	15	23	33	24	20	9	17	23

**Some critics have said that the Conservative campaign has produced a host of unfunded, gimmicky policies that no-one really believes they will introduce if they win. Do you think this criticism is fair or unfair?**

Fair	<b>47</b>	15	77	52	46	23	71	61	51	44	46	45	47	51	47	48
Unfair	<b>24</b>	60	7	17	22	54	9	11	26	23	22	23	22	30	26	22
Not sure	<b>28</b>	25	16	31	32	24	20	29	23	33	32	32	31	20	27	30

**Some critics have said that the Labour election campaign has offered vague economic policies and cannot be trusted to run the economy effectively. Do you think this criticism is fair or unfair?**

Fair	<b>51</b>	81	20	60	65	80	26	46	56	46	44	47	48	61	53	47
Unfair	<b>23</b>	5	56	21	10	7	50	28	24	22	20	21	24	25	22	24
Not sure	<b>26</b>	14	24	19	24	13	25	26	20	32	36	32	28	14	24	28

Sample Size: 1967 GB Adults  
Fieldwork: 1st - 2nd May 2015

	Region						Decided How to Vote?		Shall wait / Don't know how they will vote	
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	%	%	%	%	%	%	%	%	%	%

**This week Ed Miliband was interviewed by Russell Brand on his Youtube channel. Has his decision to take part in the interview made you think better of Ed Miliband, think worse of him, or made no difference?**

Has made me think better of him	17	16	18	17	17	12	17	17	21	16
Has made me think worse of him	17	13	22	17	15	13	18	18	20	15
No difference - I had a positive opinion of Ed Miliband and still do	14	19	11	13	17	12	14	16	9	6
No difference - I had a negative opinion of Ed Miliband and still do	33	32	34	32	29	41	32	34	31	28
Don't know	19	20	16	20	21	23	19	14	19	35

**Some critics have said that the Conservative campaign has produced a host of unfunded, gimmicky policies that no-one really believes they will introduce if they win. Do you think this criticism is fair or unfair?**

Fair	47	47	48	47	44	60	46	49	47	42
Unfair	24	27	27	21	25	18	25	28	21	12
Not sure	28	27	25	32	32	22	29	23	32	46

**Some critics have said that the Labour election campaign has offered vague economic policies and cannot be trusted to run the economy effectively. Do you think this criticism is fair or unfair?**

Fair	51	50	58	50	41	56	50	53	58	44
Unfair	23	21	20	21	29	27	23	27	15	11
Not sure	26	28	22	29	30	17	27	20	27	45

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and Voting Intention in Jan/Feb 2015.

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	79	118
Male 25 to 39	216	248
Male 40 to 59	316	332
Male 60 +	354	256
Female 18 to 24	88	116
Female 25 to 39	228	250
Female 40 to 59	316	340
Female 60 +	370	307
<b>Region</b>		
North England	477	484
Midlands	315	323
East	195	189
London	235	252
South England	494	450
Wales	99	98
Scotland	152	171
<b>Social Grade</b>		
AB	643	551
C1	565	570
C2	338	413
DE	421	433
<b>Newspaper Type</b>		
Express / Mail	293	279
Sun / Star	253	395
Mirror / Record	131	173
Guardian / Independent	169	87
FT / Times / Telegraph	175	157
Other Paper	244	226
No Paper	702	649
<b>Voting Intention in Jan/Feb 2015</b>		
Conservative	533	515
Labour	497	527
Liberal Democrat	118	112
UKIP	255	232
SNP/Plaid Cymru	72	69
Other	135	128
None/ DK	357	384

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to [yougov.co.uk/publicopinion/methodology](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)