

YouGov / Sunday Times Survey Results

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention					Decided how you will vote?		2010 Vote			Gender		Age			
	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																
Con	32	100	0	0	0	34	26	77	3	11	33	31	26	36	30	34
Lab	36	0	100	0	0	38	31	5	84	28	35	36	42	31	38	34
Lib Dem	8	0	0	100	0	6	13	2	1	33	6	9	10	5	8	9
UKIP	13	0	0	0	100	12	15	15	6	11	15	12	10	9	14	17
Other	11	0	0	0	0	10	15	2	5	17	11	11	13	19	10	6
Other Parties Voting Intention																
SNP/ PCY	5	0	0	0	0	5	4	1	2	4	5	4	2	6	7	3
Green	6	0	0	0	0	5	10	1	3	13	6	6	9	12	3	3
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	1	0	1	1	0	0	0
Non Voters																
Would Not Vote	6	0	0	0	0	3	10	1	2	2	5	7	10	11	4	3
Don't know	13	0	0	0	0	0	0	8	10	17	8	18	19	16	10	11

	Mar 25-26	Mar 27-28															
Do you approve or disapprove of the Government's record to date?																	
Approve	37	35	86	10	42	23	41	30	72	12	25	39	30	32	32	34	39
Disapprove	49	51	6	85	32	65	51	55	18	78	57	52	50	43	46	56	53
Don't know	14	15	7	5	27	12	8	16	10	10	17	9	20	26	21	11	8

The next general election is due to be held in May 2015. Have you decided definitely how you will vote then, or will you wait until nearer the time before deciding how to vote?

[All those who indicate they will vote n=1555]

I have definitely decided how to vote	75	83	83	64	72	100	0	83	85	67	77	73	63	64	79	85
I shall wait until nearer the time	20	16	17	31	22	0	100	14	14	29	20	20	29	27	17	14
Not sure	5	2	1	5	6	0	0	2	1	4	3	7	8	9	4	2

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Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade			Region						Watched debates?			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No	
Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079	
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066	
	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention													
Con	32	35	28	37	34	36	31	15	34	28	28	36	
Lab	36	34	39	39	28	34	46	33	36	47	40	30	
Lib Dem	8	9	6	7	14	6	5	1	8	4	9	9	
UKIP	13	10	18	5	17	18	12	5	14	12	13	14	
Other	11	12	9	12	7	7	6	46	7	8	10	12	
Other Parties Voting Intention													
SNP/ PCY	5	5	5	0	0	2	0	45	1	4	5	5	
Green	6	7	4	11	7	4	5	1	6	5	5	6	
BNP	0	0	0	0	0	0	0	0	0	0	0	0	
Respect	0	0	0	0	0	0	0	0	0	0	0	0	
Other	0	0	0	1	0	0	1	0	0	0	0	1	
Non Voters													
Would Not Vote	6	5	8	4	7	6	6	7	6	1	4	9	
Don't know	13	13	14	17	11	14	15	8	14	7	10	16	
Do you approve or disapprove of the Government's record to date?													
		<i>Mar 25-26</i>	<i>Mar 27-28</i>										
Approve	37	35	38	29	36	37	36	32	25	35	40	34	33
Disapprove	49	51	48	55	45	47	52	54	64	50	56	58	47
Don't know	14	15	14	16	19	16	12	14	11	15	4	8	20
The next general election is due to be held in May 2015. Have you decided definitely how you will vote then, or will you wait until nearer the time before deciding how to vote?													
<i>[All those who indicate they will vote n=1555]</i>													
I have definitely decided how to vote	75	76	74	69	74	74	78	83	74	80	78	73	
I shall wait until nearer the time	20	20	19	26	19	21	19	14	20	18	20	21	
Not sure	5	4	6	5	7	5	3	3	5	2	3	7	

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention					Decided how you will vote?		2010 Vote			Gender		Age			
	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Mar 19-20	Mar 27-28															
Very well	8	10	32	2	1	3	13	3	24	1	5	12	7	6	9	9	13
Fairly well	37	36	64	14	57	37	34	48	58	17	33	37	36	37	40	35	35
TOTAL WELL	45	46	96	16	58	40	47	51	82	18	38	49	43	43	49	44	48
Fairly badly	29	27	2	46	25	34	26	29	11	39	39	24	30	27	21	31	28
Very badly	21	21	1	35	15	22	24	14	4	36	19	23	19	13	21	22	22
TOTAL BADLY	50	48	3	81	40	56	50	43	15	75	58	47	49	40	42	53	50
Don't know	6	6	1	3	1	4	3	5	3	6	4	4	9	17	9	3	3

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

Very well	4	5	0	17	1	0	7	2	0	12	5	7	4	9	5	5	5
Fairly well	22	25	8	55	24	10	28	22	8	53	25	24	25	25	23	25	27
TOTAL WELL	26	30	8	72	25	10	35	24	8	65	30	31	29	34	28	30	32
Fairly badly	35	33	43	21	39	32	31	41	39	24	39	34	33	29	31	37	33
Very badly	30	26	44	3	25	50	28	24	45	3	21	28	24	14	28	25	31
TOTAL BADLY	65	59	87	24	64	82	59	65	84	27	60	62	57	43	59	62	64
Don't know	9	10	5	4	11	8	6	11	7	8	10	6	14	23	14	8	5

Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?

Very well	1	2	1	1	16	0	2	1	1	0	5	2	1	4	0	2	2
Fairly well	20	22	33	16	60	12	22	26	27	15	36	22	22	19	23	22	22
TOTAL WELL	21	24	34	17	76	12	24	27	28	15	41	24	23	23	23	24	24
Fairly badly	34	29	36	30	15	23	29	28	32	28	27	27	31	27	27	30	30
Very badly	34	35	22	45	4	55	38	33	29	46	25	41	29	22	33	36	39
TOTAL BADLY	68	64	58	75	19	78	67	61	61	74	52	68	60	49	60	66	69
Don't know	11	13	7	9	5	10	8	12	10	11	6	8	18	28	17	10	7

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	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 19-20	Mar 27-28												
Do you think that David Cameron is doing well or badly as Prime Minister?														
Very well	8	10	10	8	11	9	10	10	7	10	14	10	8	
Fairly well	37	36	39	34	32	44	36	31	30	37	32	35	38	
TOTAL WELL	45	46	49	42	43	53	46	41	37	47	46	45	46	
Fairly badly	29	27	28	25	29	26	26	29	22	27	28	29	26	
Very badly	21	21	17	26	16	15	23	23	36	19	25	25	18	
TOTAL BADLY	50	48	45	51	45	41	49	52	58	46	53	54	44	
Don't know	6	6	6	7	12	5	5	7	5	6	1	2	10	
Do you think Ed Miliband is doing well or badly as leader of the Labour party?														
Very well	4	5	5	6	8	4	6	6	2	6	12	7	2	
Fairly well	22	25	23	27	15	24	26	31	21	25	37	26	21	
TOTAL WELL	26	30	28	33	23	28	32	37	23	31	49	33	23	
Fairly badly	35	33	35	32	36	35	30	31	40	33	26	36	35	
Very badly	30	26	27	24	26	26	27	23	30	26	20	28	27	
TOTAL BADLY	65	59	62	56	62	61	57	54	70	59	46	64	62	
Don't know	9	10	9	12	14	11	11	9	7	11	5	4	15	
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?														
Very well	1	2	2	1	2	3	1	1	0	2	2	2	1	
Fairly well	20	22	22	21	21	25	21	20	14	22	25	20	21	
TOTAL WELL	21	24	24	22	23	28	22	21	14	24	27	22	22	
Fairly badly	34	29	30	28	27	30	29	28	28	29	28	29	29	
Very badly	34	35	33	36	38	29	34	36	46	33	39	42	30	
TOTAL BADLY	68	64	63	64	65	59	63	64	74	62	67	71	59	
Don't know	11	13	13	14	12	12	15	14	12	13	6	6	18	

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Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 19-20	Mar 27-28															
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																	
Very well	3	4	8	2	8	0	4	3	6	1	5	5	2	3	4	4	3
Fairly well	34	33	65	13	63	23	34	37	55	14	38	34	32	24	32	33	36
TOTAL WELL	37	37	73	15	71	23	38	40	61	15	43	39	34	27	36	37	39
Fairly badly	30	32	19	41	18	42	31	33	24	41	32	31	32	34	29	29	35
Very badly	24	22	3	41	2	29	25	17	8	38	18	24	20	14	19	26	22
TOTAL BADLY	54	54	22	82	20	71	56	50	32	79	50	55	52	48	48	55	57
Don't know	8	10	5	3	9	6	5	9	7	7	7	7	14	25	15	7	4
Do you think this coalition government is good or bad for people like you?																	
Very good	3	3	6	1	10	1	4	1	5	1	6	4	2	1	3	3	4
Fairly good	22	20	42	8	47	10	22	24	31	8	25	24	16	18	21	20	19
TOTAL GOOD	25	23	48	9	57	11	26	25	36	9	31	28	18	19	24	23	23
Fairly bad	25	26	20	34	15	35	25	31	22	34	24	23	29	26	22	28	27
Very bad	23	23	4	43	5	28	28	16	10	39	20	26	20	17	19	25	26
TOTAL BAD	48	49	24	77	20	63	53	47	32	73	44	49	49	43	41	53	53
Doesn't make much difference either way	22	22	25	12	21	24	19	24	28	15	22	20	24	22	26	20	21
Don't know	6	6	2	1	3	2	2	4	4	3	4	3	9	16	10	3	2
Do you think the coalition government is managing the economy well or badly?																	
Very well	9	10	33	2	5	5	14	4	25	2	5	13	8	9	10	9	13
Fairly well	37	36	59	18	67	38	36	45	54	18	40	37	36	34	31	37	40
TOTAL WELL	46	46	92	20	72	43	50	49	79	20	45	50	44	43	41	46	53
Fairly badly	29	27	5	46	16	35	26	32	11	44	33	25	29	26	25	28	28
Very badly	16	17	0	30	6	16	19	11	4	29	14	19	15	11	19	19	14
TOTAL BADLY	45	44	5	76	22	51	45	43	15	73	47	44	44	37	44	47	42
Don't know	10	10	3	4	6	6	5	8	6	7	8	6	13	19	15	7	5

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Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 19-20	Mar 27-28											
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?													
Very well	3	4	4	3	7	4	2	4	1	4	7	4	2
Fairly well	34	33	35	28	37	35	34	29	26	33	33	35	32
TOTAL WELL	37	37	39	31	44	39	36	33	27	37	40	39	34
Fairly badly	30	32	32	31	26	35	28	31	37	31	33	33	31
Very badly	24	22	19	26	16	17	24	26	31	21	23	24	21
TOTAL BADLY	54	54	51	57	42	52	52	57	68	52	56	57	52
Don't know	8	10	9	12	14	9	11	11	5	11	5	3	15
Do you think this coalition government is good or bad for people like you?													
Very good	3	3	3	3	7	3	3	2	1	3	4	3	3
Fairly good	22	20	23	15	18	22	20	19	17	20	20	21	19
TOTAL GOOD	25	23	26	18	25	25	23	21	18	23	24	24	22
Fairly bad	25	26	26	27	31	25	24	28	24	26	31	26	25
Very bad	23	23	20	27	17	19	25	26	31	22	29	25	20
TOTAL BAD	48	49	46	54	48	44	49	54	55	48	60	51	45
Doesn't make much difference either way	22	22	22	22	22	25	21	20	23	22	13	23	25
Don't know	6	6	6	6	6	7	8	6	2	7	3	2	9
Do you think the coalition government is managing the economy well or badly?													
Very well	9	10	11	9	15	9	10	11	8	10	16	9	9
Fairly well	37	36	39	32	32	41	38	33	30	37	31	36	38
TOTAL WELL	46	46	50	41	47	50	48	44	38	47	47	45	47
Fairly badly	29	27	27	28	24	27	26	29	29	27	31	31	25
Very badly	16	17	14	20	15	12	18	20	26	16	18	18	16
TOTAL BADLY	45	44	41	48	39	39	44	49	55	43	49	49	41
Don't know	10	10	9	11	15	11	8	8	7	10	3	6	13

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	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your opinion how good or bad is the state of Britain's economy at the moment?

	Mar 19-20	Mar 27-28															
Very good	3	3	10	1	1	1	4	1	7	1	0	4	3	4	3	3	4
Quite good	28	27	59	11	43	23	31	25	49	12	26	31	23	23	25	25	32
TOTAL GOOD	31	30	69	12	44	24	35	26	56	13	26	35	26	27	28	28	36
Neither good nor bad	29	30	21	33	35	35	28	36	28	33	36	28	33	31	30	31	29
Quite bad	25	26	7	40	12	27	25	24	10	40	27	24	27	19	23	29	26
Very bad	10	9	1	12	3	12	9	10	2	10	8	10	8	8	12	9	7
TOTAL BAD	35	35	8	52	15	39	34	34	12	50	35	34	35	27	35	38	33
Don't know	5	5	1	2	6	2	2	3	3	3	4	3	7	15	7	2	2

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	1	3	5	3	1	1	4	2	4	1	2	5	1	4	5	3	1
Get a little better	20	17	30	10	21	11	18	18	25	10	17	20	14	20	22	15	12
TOTAL BETTER	21	20	35	13	22	12	22	20	29	11	19	25	15	24	27	18	13
Stay about the same	43	44	50	45	45	45	47	39	49	48	45	42	46	35	39	44	53
Get a little worse	20	22	9	27	22	29	20	27	13	27	24	20	24	17	19	24	23
Get a lot worse	9	8	2	10	9	9	8	9	4	9	9	7	8	9	6	10	7
TOTAL WORSE	29	30	11	37	31	38	28	36	17	36	33	27	32	26	25	34	30
Don't know	7	6	4	5	2	4	4	5	4	6	4	6	6	15	9	4	3

Is the party you intend to vote for your first choice of party, or are you voting for a party that isn't your first choice in order to stop a party you like even less?

The party I intend to vote for is my first choice	70	88	84	69	75	87	57	79	80	63	75	65	62	64	72	77
The party I intend to vote for is not my first choice, but stands a better chance of beating a party I like even less	11	10	13	14	16	9	25	12	8	18	12	11	9	10	14	11
Not sure	19	2	3	17	10	4	18	9	11	19	13	24	29	26	14	13

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	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 19-20	Mar 27-28											
In your opinion how good or bad is the state of Britain's economy at the moment?													
Very good	3	3	3	3	4	3	4	4	2	4	5	2	3
Quite good	28	27	30	22	32	28	29	23	22	28	28	27	27
TOTAL GOOD	31	30	33	25	36	31	33	27	24	32	33	29	30
Neither good nor bad	29	30	30	31	30	34	30	27	27	31	29	33	30
Quite bad	25	26	24	28	21	24	24	29	32	25	29	28	24
Very bad	10	9	8	11	6	6	10	11	16	8	9	9	9
TOTAL BAD	35	35	32	39	27	30	34	40	48	33	38	37	33
Don't know	5	5	5	5	6	5	4	5	2	5	1	1	8
How do you think the financial situation of your household will change over the next 12 months?													
Get a lot better	1	3	4	2	5	2	2	4	3	3	4	3	2
Get a little better	20	17	20	13	20	17	18	14	15	17	23	12	16
TOTAL BETTER	21	20	24	15	25	19	20	18	18	20	27	15	18
Stay about the same	43	44	46	42	38	48	46	41	45	44	45	48	43
Get a little worse	20	22	18	27	20	23	18	23	25	22	18	25	22
Get a lot worse	9	8	7	9	7	6	8	10	10	8	6	10	8
TOTAL WORSE	29	30	25	36	27	29	26	33	35	30	24	35	30
Don't know	7	6	5	7	9	5	8	7	3	7	4	2	8
Is the party you intend to vote for your first choice of party, or are you voting for a party that isn't your first choice in order to stop a party you like even less?													
The party I intend to vote for is my first choice	70	70	69	65	65	71	72	69	73	70	81	74	65
The party I intend to vote for is not my first choice, but stands a better chance of beating a party I like even less	11	13	9	12	12	12	10	12	13	11	11	13	11
Not sure	19	17	21	24	24	18	19	19	14	19	8	12	24

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	Voting intention				Decided how you will vote?		2010 Vote			Gender		Age				
	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the previous question you said you were voting for a party that is not your first choice in order to stop a party you like even less. Which party are you voting to try and stop?

[All those not voting for their first choice party n=227]

Labour	37	81	13	4	49	38	29	65	27	25	37	37	6	47	38	40
Conservative	40	4	68	51	38	40	48	14	56	52	40	40	61	31	37	44
Liberal Democrat	3	0	2	7	5	6	1	0	5	3	4	2	7	0	4	3
UKIP	7	5	4	10	4	5	7	8	3	12	4	9	22	11	2	6
Green	1	0	1	0	0	1	0	0	1	0	2	0	0	0	2	1
Scottish National Party	6	11	9	7	2	8	5	10	7	2	7	6	4	7	9	3
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	3	0	0	0	2	0	0	0	2	0
Don't know	4	0	4	21	2	2	9	3	0	5	4	5	0	3	7	2

Which of these would make the best Prime Minister?

	Nov 20-21 2014	Mar 27-28 2015															
David Cameron	34	35	94	6	27	17	38	35	76	9	22	38	32	25	36	34	39
Ed Miliband	19	23	0	70	8	0	30	16	2	59	21	25	21	25	21	22	26
Nick Clegg	5	6	1	3	47	2	5	9	1	1	19	6	6	11	5	5	5
Nigel Farage	9	8	3	2	0	53	9	7	9	5	5	9	7	5	6	10	8
Don't know	33	28	2	19	19	28	17	34	11	26	34	22	34	34	32	29	22

Which party leader do you think is the most honest and trustworthy?

David Cameron	22	69	4	6	4	26	17	55	3	9	24	20	16	22	21	24
Ed Miliband	25	1	71	7	2	31	19	3	62	22	27	23	26	19	26	27
Nick Clegg	9	6	5	57	2	8	13	5	4	27	10	9	13	10	9	8
Nigel Farage	10	5	3	0	61	11	12	14	5	7	13	8	7	7	12	12
Don't know	34	19	18	29	31	23	40	23	26	35	27	41	38	41	33	28

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade		Region						Watched debates?			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No
Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%

In the previous question you said you were voting for a party that is not your first choice in order to stop a party you like even less. Which party are you voting to try and stop?

[All those not voting for their first choice party n=227]

Labour	37	39	35	37	34	44	47	15	40	39	35	38
Conservative	40	41	39	50	48	39	36	15	43	45	51	34
Liberal Democrat	3	2	5	0	6	2	1	7	3	6	0	3
UKIP	7	9	3	0	6	11	8	8	7	2	6	9
Green	1	1	1	3	2	0	0	0	1	0	0	2
Scottish National Party	6	6	7	0	1	3	0	55	1	8	6	6
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	2	0	0	0	0	4	0	1	0	0	2
Don't know	4	2	9	10	4	2	5	0	4	0	2	6

Which of these would make the best Prime Minister?

	Nov 20-21 2014	Mar 27-28 2015											
David Cameron	34	35	38	31	37	37	36	33	25	36	32	34	36
Ed Miliband	19	23	22	25	21	19	24	29	24	23	40	30	15
Nick Clegg	5	6	7	5	6	9	4	4	5	6	6	6	6
Nigel Farage	9	8	7	10	4	10	10	7	7	8	6	10	8
Don't know	33	28	26	30	31	26	26	27	39	27	16	20	35

Which party leader do you think is the most honest and trustworthy?

David Cameron	22	24	18	27	24	21	18	17	22	20	22	22
Ed Miliband	25	24	25	25	20	24	30	25	25	42	30	17
Nick Clegg	9	11	7	12	11	8	9	4	10	10	10	9
Nigel Farage	10	9	12	6	12	11	10	6	10	13	12	8
Don't know	34	31	38	31	32	36	33	48	33	15	26	43

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention				Decided how you will vote?		2010 Vote			Gender		Age				
	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which party leader do you think is most in touch with ordinary people's concerns?

David Cameron	13	43	2	2	1	17	8	33	1	4	14	11	12	13	11	14
Ed Miliband	26	3	73	9	1	32	19	5	63	24	28	25	31	22	25	30
Nick Clegg	8	6	4	43	1	7	14	5	4	21	8	9	14	8	8	6
Nigel Farage	23	26	10	8	85	24	25	35	12	18	27	20	11	17	27	29
Don't know	30	20	12	38	13	20	34	22	19	34	24	35	32	40	28	21

Which party leader do you think is the most genuine and authentic?

David Cameron	18	59	2	7	3	22	15	45	3	6	20	17	14	17	17	22
Ed Miliband	24	1	71	7	1	30	18	3	61	24	26	23	28	21	24	27
Nick Clegg	9	5	4	59	4	8	12	5	5	24	9	9	11	7	9	9
Nigel Farage	16	14	3	5	72	16	17	24	6	13	19	13	7	13	17	19
Don't know	33	21	19	22	21	23	38	23	25	33	27	39	40	42	33	23

**On Thursday night David Cameron and Ed Miliband were both interviewed by Jeremy Paxman and took questions from an audience on Sky and Channel 4
Did you watch the programme or see clips or other coverage of it?**

Yes, I watched all the programme	19	19	29	12	21	22	19	15	31	18	25	14	28	18	17	20
Yes, I watched some of the programme or saw clips or reports of it on other media	21	19	24	25	22	22	21	21	23	25	22	19	14	17	23	23
No, I did not see any of the programme	60	61	46	63	57	56	60	64	46	57	53	66	59	65	59	57

Which leader do you think came across the best in the interviews and question and answer sessions?

[All those who watched some of the debate n=732]

David Cameron	34	78	5	23	47	34	36	72	11	21	35	32	33	34	33	34
Ed Miliband	49	8	85	54	32	53	46	10	77	59	52	45	54	49	48	49
Not sure	17	14	10	22	21	14	18	18	12	21	13	22	12	17	19	18

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade		Region						Watched debates?			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No
Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%

Which party leader do you think is most in touch with ordinary people's concerns?

David Cameron	13	15	10	17	14	13	11	7	13	14	12	12
Ed Miliband	26	26	27	28	20	28	32	27	26	40	30	21
Nick Clegg	8	9	7	9	10	6	8	7	8	8	8	8
Nigel Farage	23	21	27	17	28	26	22	12	24	24	28	21
Don't know	30	30	29	29	28	27	27	48	28	14	22	37

Which party leader do you think is the most genuine and authentic?

David Cameron	18	20	16	21	19	18	17	12	19	17	17	19
Ed Miliband	24	25	24	23	20	26	29	24	24	42	30	17
Nick Clegg	9	10	7	10	12	7	7	5	9	11	11	8
Nigel Farage	16	14	17	12	18	17	15	9	16	16	17	15
Don't know	33	31	36	33	30	32	32	50	31	14	25	42

**On Thursday night David Cameron and Ed Miliband were both interviewed by Jeremy Paxman and took questions from an audience on Sky and Channel 4
Did you watch the programme or see clips or other coverage of it?**

Yes, I watched all the programme	19	21	18	24	16	22	19	20	19	100	0	0
Yes, I watched some of the programme or saw clips or reports of it on other media	21	23	17	16	20	21	23	23	20	0	100	0
No, I did not see any of the programme	60	57	65	60	64	57	59	57	60	0	0	100

Which leader do you think came across the best in the interviews and question and answer sessions?

[All those who watched some of the debate n=732]

David Cameron	34	36	28	27	39	33	31	31	34	36	32	0
Ed Miliband	49	46	54	49	44	50	56	43	50	56	43	0
Not sure	17	17	17	24	16	16	12	26	16	8	26	0

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention				Decided how you will vote?		2010 Vote			Gender		Age				
	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which leader do you think gave the most honest and clear answers in the interviews and question and answer sessions?

[All those who watched some of the debate n=732]

David Cameron	28	76	5	14	33	31	24	67	5	14	28	28	25	30	28	28
Ed Miliband	49	6	84	38	33	51	50	8	80	59	53	45	56	45	49	50
Not sure	23	18	12	48	34	19	26	26	15	27	20	27	18	25	23	22

Which of the following best reflects your view?

Coalition government is better than single party government, as it is more inclusive and makes parties compromise and work together

Single party government is better than coalition, as it provides strong government that can get things done without having to do deals with other parties

Neither

Don't know

	May 21-22 2013	Mar 27-28 2015	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Coalition government is better than single party government, as it is more inclusive and makes parties compromise and work together	18	22	18	14	63	19	21	30	17	14	42	23	20	14	23	24	21
Single party government is better than coalition, as it provides strong government that can get things done without having to do deals with other parties	56	57	74	73	18	62	65	46	70	67	39	61	52	57	47	56	66
Neither	16	12	3	7	16	14	9	15	5	10	12	10	14	14	15	12	8
Don't know	10	10	5	6	4	6	5	9	7	8	7	6	14	15	16	8	5

If there is a hung Parliament after the next election with no one party having a majority of the seats, which of the following would you rather see?

A coalition government, where more than one party do a formal deal to work together and both have ministers in the government

A minority government, where one party governs alone without a majority, and does deals with other parties on a case by case basis to get their laws through

Not sure

A coalition government, where more than one party do a formal deal to work together and both have ministers in the government	40	54	32	79	29	41	48	46	30	56	42	39	46	42	42	35
A minority government, where one party governs alone without a majority, and does deals with other parties on a case by case basis to get their laws through	33	26	47	10	44	37	27	31	47	28	39	27	23	28	33	41
Not sure	27	20	21	11	27	21	25	23	22	16	19	34	31	30	25	25

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade		Region						Watched debates?			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No
Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%

Which leader do you think gave the most honest and clear answers in the interviews and question and answer sessions?

[All those who watched some of the debate n=732]

David Cameron	28	30	24	25	38	27	23	19	29	28	28	0
Ed Miliband	49	46	55	53	42	51	54	49	49	56	43	0
Not sure	23	24	21	22	20	22	23	32	22	16	29	0

Which of the following best reflects your view?

	May 21-22 2013	Mar 27-28 2015											
Coalition government is better than single party government, as it is more inclusive and makes parties compromise and work together	18	22	24	19	22	22	22	17	30	21	22	25	20
Single party government is better than coalition, as it provides strong government that can get things done without having to do deals with other parties	56	57	56	57	53	55	59	62	45	58	66	62	52
Neither	16	12	12	12	12	13	8	13	16	11	10	8	14
Don't know	10	10	9	12	13	10	12	7	9	10	3	5	14

If there is a hung Parliament after the next election with no one party having a majority of the seats, which of the following would you rather see?

A coalition government, where more than one party do a formal deal to work together and both have ministers in the government	40	45	34	44	42	37	41	35	41	49	43	37
A minority government, where one party governs alone without a majority, and does deals with other parties on a case by case basis to get their laws through	33	32	34	28	33	33	32	42	32	37	40	29
Not sure	27	23	32	27	25	30	27	24	27	14	17	35

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention				Decided how you will vote?		2010 Vote			Gender		Age				
	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	24	67	1	39	13	29	19	52	3	24	26	21	15	22	26	27
A coalition or deal between the Conservatives and the SNP	1	3	1	0	0	1	1	2	0	1	1	1	1	2	1	1
A coalition or deal between Labour and the Liberal Democrats	19	1	42	49	5	20	25	3	31	33	19	19	27	20	16	18
A coalition or deal between Labour and the SNP	12	0	27	0	3	15	6	0	26	10	15	9	7	9	16	12
A coalition or deal between Labour and the Conservatives	5	6	3	3	2	3	8	6	6	4	5	5	7	4	4	4
None of these	24	16	19	1	68	24	25	27	23	16	26	23	17	23	24	30
Don't know	15	8	8	8	9	7	16	10	11	11	8	22	26	21	12	9

	June 5-6 2014	Mar 27-28 2015															
Who would you trust more to run the economy?																	
David Cameron and George Osborne	36	42	96	7	45	48	45	42	85	10	35	47	37	30	40	42	49
Ed Miliband and Ed Balls	25	29	0	78	17	12	36	22	3	69	32	31	27	34	24	30	30
Don't know	39	29	4	15	38	40	19	35	12	21	33	22	35	36	36	28	21

	Dec 3-4 2014	Mar 27-28 2015															
Which government do you think would be better for...																	
Tackling the government's deficit?																	
A Labour government led by Ed Miliband	14	19	1	54	7	6	25	9	1	49	19	20	17	17	16	21	20
A Conservative government led by David Cameron	41	45	91	16	53	51	47	52	82	20	40	51	40	36	44	45	51
Neither	32	21	3	18	26	32	19	22	8	20	28	18	23	14	21	21	22
Don't know	13	15	5	13	14	11	9	17	8	12	14	11	20	33	19	13	7
Improving the standards of living for people like you?																	
A Labour government led by Ed Miliband	28	34	3	82	19	16	38	34	7	73	35	36	31	40	29	35	33
A Conservative government led by David Cameron	24	26	74	2	25	25	32	23	60	5	18	29	24	20	24	25	33
Neither	34	26	13	10	39	50	22	29	21	14	34	24	27	14	26	28	27
Don't know	13	14	10	7	17	8	9	14	11	8	12	10	18	26	21	11	8
Helping people get on to the housing ladder?																	
A Labour government led by Ed Miliband	26	29	5	70	24	16	33	30	7	62	32	32	27	38	23	30	30
A Conservative government led by David Cameron	25	29	71	5	28	28	33	25	61	8	18	31	26	22	31	26	33
Neither	35	25	14	13	35	43	23	30	18	17	35	25	25	12	23	31	25
Don't know	14	17	10	11	13	12	11	15	14	13	15	12	22	28	23	14	12

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade		Region						Watched debates?			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No
Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%

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	24	27	20	25	26	25	21	16	24	23	24	24
A coalition or deal between the Conservatives and the SNP	1	1	1	2	1	1	1	2	1	1	1	1
A coalition or deal between Labour and the Liberal Democrats	19	20	18	22	19	19	20	12	20	29	22	15
A coalition or deal between Labour and the SNP	12	12	12	13	7	9	13	33	10	19	15	9
A coalition or deal between Labour and the Conservatives	5	5	4	5	5	5	5	3	5	4	5	5
None of these	24	22	28	16	27	24	27	20	25	19	25	26
Don't know	15	13	18	16	15	17	13	15	15	4	8	21

	June 5-6 2014	Mar 27-28 2015											
Who would you trust more to run the economy?													
David Cameron and George Osborne	36	42	45	38	41	48	43	38	32	43	38	42	43
Ed Miliband and Ed Balls	25	29	27	31	25	24	29	37	29	29	43	38	22
Don't know	39	29	28	31	34	28	28	25	40	28	19	20	35

	Dec 3-4 2014	Mar 27-28 2015											
Which government do you think would be better for...													
Tackling the government's deficit?													
A Labour government led by Ed Miliband	14	19	17	21	16	16	18	24	17	19	32	21	14
A Conservative government led by David Cameron	41	45	49	40	46	49	46	42	37	46	46	46	45
Neither	32	21	20	22	21	18	18	23	32	20	16	25	21
Don't know	13	15	14	17	17	16	18	11	14	15	7	8	21
Improving the standards of living for people like you?													
A Labour government led by Ed Miliband	28	34	32	36	30	27	34	44	36	33	52	38	26
A Conservative government led by David Cameron	24	26	31	20	29	31	27	22	14	28	28	26	26
Neither	34	26	24	28	24	28	24	21	35	25	15	28	28
Don't know	13	14	14	15	17	15	14	12	14	14	4	8	20
Helping people get on to the housing ladder?													
A Labour government led by Ed Miliband	26	29	30	28	28	25	25	40	26	30	44	33	23
A Conservative government led by David Cameron	25	29	31	26	28	32	34	25	16	30	31	28	28
Neither	35	25	23	28	25	26	21	22	41	23	18	26	27
Don't know	14	17	16	18	18	18	20	14	17	17	7	13	22

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention					Decided how you will vote?		2010 Vote			Gender		Age			
	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reducing crime levels?																
A Labour government led by Ed Miliband	19	1	53	9	8	24	16	2	50	19	22	16	23	16	20	20
A Conservative government led by David Cameron	28	70	8	21	29	32	30	57	8	19	31	25	24	29	28	29
Neither	32	16	25	50	51	30	35	26	26	40	31	33	19	28	36	37
Don't know	21	13	14	20	12	14	18	14	16	21	15	26	35	27	17	14
Managing immigration effectively?																
A Labour government led by Ed Miliband	18	1	49	14	5	22	15	1	43	20	19	18	24	17	19	16
A Conservative government led by David Cameron	21	56	5	22	13	24	21	42	7	15	23	19	20	26	19	19
Neither	45	35	34	51	77	44	50	46	38	51	48	43	27	36	50	56
Don't know	15	9	12	13	5	10	14	11	12	15	11	20	29	22	12	9
Improving the National Health Service?																
A Labour government led by Ed Miliband	42	12	89	35	21	45	46	13	82	47	47	37	45	40	44	39
A Conservative government led by David Cameron	18	54	2	10	18	23	12	47	4	8	20	17	13	16	18	24
Neither	25	20	4	38	52	23	27	26	9	33	22	28	15	24	27	27
Don't know	15	14	5	17	9	9	15	15	5	13	10	19	27	20	11	9
Making sure young people have the education and skills to get good jobs?																
A Labour government led by Ed Miliband	34	5	82	19	18	39	34	8	73	37	37	31	40	29	35	34
A Conservative government led by David Cameron	27	71	3	22	32	31	23	62	5	14	29	25	19	22	28	32
Neither	22	12	7	43	38	19	26	16	13	32	21	23	14	24	24	22
Don't know	18	13	9	17	12	11	18	14	9	16	13	22	27	25	13	12
Keeping down the taxes paid by people like you?																
A Labour government led by Ed Miliband	29	4	67	24	14	32	31	6	60	31	29	29	39	24	31	27
A Conservative government led by David Cameron	32	76	8	35	32	37	31	65	11	26	38	26	19	31	32	37
Neither	24	12	15	26	42	22	23	19	19	31	23	26	14	24	27	27
Don't know	15	8	9	15	11	9	15	11	10	12	11	19	28	21	11	9
Managing Britain's system of welfare benefits effectively?																
A Labour government led by Ed Miliband	32	4	76	24	16	37	31	5	69	37	33	31	34	25	35	33
A Conservative government led by David Cameron	32	81	4	32	37	37	29	71	7	22	37	26	25	32	30	36
Neither	23	9	12	35	38	20	25	14	16	28	20	25	14	22	25	24
Don't know	14	6	7	9	9	6	15	10	8	12	9	18	26	21	10	7
Defending Britain's interests in Europe?																
A Labour government led by Ed Miliband	23	1	58	20	9	28	17	2	53	26	25	21	23	19	24	25
A Conservative government led by David Cameron	32	75	12	32	19	35	36	61	13	26	36	29	26	33	32	34
Neither	29	15	18	40	64	28	31	27	22	33	29	29	19	27	31	33
Don't know	16	8	12	9	7	9	16	10	12	14	10	21	32	22	13	8

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade			Region						Watched debates?		
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No
Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%
Reducing crime levels?												
A Labour government led by Ed Miliband	19	18	21	20	14	20	26	16	20	34	20	14
A Conservative government led by David Cameron	28	30	25	30	31	32	24	19	29	34	27	26
Neither	32	32	32	33	31	29	32	41	31	24	37	33
Don't know	21	20	22	16	24	19	19	24	20	8	16	27
Managing immigration effectively?												
A Labour government led by Ed Miliband	18	16	21	20	15	19	22	15	19	34	19	13
A Conservative government led by David Cameron	21	23	18	23	26	18	19	12	22	23	19	21
Neither	45	47	43	41	44	46	46	53	45	39	50	45
Don't know	15	14	17	15	15	18	13	20	15	4	11	21
Improving the National Health Service?												
A Labour government led by Ed Miliband	42	42	42	43	35	42	49	44	42	57	48	35
A Conservative government led by David Cameron	18	19	17	18	24	18	15	9	19	22	20	17
Neither	25	25	25	27	25	24	22	33	24	18	23	28
Don't know	15	14	16	12	16	16	13	14	15	3	8	21
Making sure young people have the education and skills to get good jobs?												
A Labour government led by Ed Miliband	34	34	34	32	28	36	40	37	34	50	42	26
A Conservative government led by David Cameron	27	28	25	26	32	26	24	15	28	28	28	26
Neither	22	23	21	23	21	20	21	32	21	17	20	24
Don't know	18	16	20	20	19	18	15	16	18	5	11	24
Keeping down the taxes paid by people like you?												
A Labour government led by Ed Miliband	29	27	32	23	22	28	40	34	28	40	32	24
A Conservative government led by David Cameron	32	35	27	39	36	30	27	21	33	37	30	31
Neither	24	24	25	19	26	25	22	32	24	19	28	25
Don't know	15	14	16	19	16	17	10	13	15	5	11	20
Managing Britain's system of welfare benefits effectively?												
A Labour government led by Ed Miliband	32	31	34	31	27	30	40	33	32	48	37	25
A Conservative government led by David Cameron	32	36	26	29	36	34	29	21	33	36	32	30
Neither	23	22	24	25	22	19	21	34	22	14	23	25
Don't know	14	12	16	14	15	16	10	12	14	2	8	19
Defending Britain's interests in Europe?												
A Labour government led by Ed Miliband	23	23	24	24	21	22	26	23	23	35	26	18
A Conservative government led by David Cameron	32	35	28	34	34	35	29	23	33	38	35	29
Neither	29	28	31	26	28	26	30	38	28	23	30	30
Don't know	16	14	18	16	17	17	14	17	16	4	10	22

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention				Decided how you will vote?		2010 Vote			Gender		Age				
	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which three or four of these should be the top priorities of the new government after the coming general election?

Improving the National Health Service	64	48	76	76	59	65	63	50	79	72	58	69	56	55	68	70
Managing immigration effectively	49	60	37	34	85	49	47	68	42	40	44	54	22	35	58	63
Managing Britain's system of welfare benefits effectively	45	53	45	47	43	48	41	51	43	48	42	47	33	38	46	54
Making sure young people have the education and skills to get good jobs	40	29	50	57	26	41	39	27	48	48	37	42	46	30	41	44
Tackling the government's deficit	35	57	24	41	33	37	37	50	24	33	43	27	31	31	35	40
Improving the standards of living for people like you	31	19	42	21	28	31	38	21	39	32	35	27	35	40	33	19
Defending Britain's interests in Europe	24	34	15	21	40	25	21	35	16	20	27	20	23	13	24	32
Keeping down the taxes paid by people like you	22	26	17	22	17	20	23	23	19	21	23	20	23	32	19	14
Helping people get on to the housing ladder	15	12	16	24	8	14	19	11	16	20	15	15	26	19	11	10
Reducing crime levels	14	17	10	16	21	14	15	18	12	11	14	15	11	15	14	15
None of these	1	0	1	0	1	1	1	0	0	0	1	1	1	2	0	0
Don't know	4	2	3	1	1	2	3	2	4	4	4	5	13	7	3	1

If there is a Conservative led government with David Cameron as Prime Minister after the election, do you think taxes in general would go up, go down, or stay about the same?

Go up	33	8	56	21	38	35	33	12	54	39	36	30	30	31	32	38
Go down	8	14	6	15	6	10	7	11	5	8	9	7	11	8	8	7
Stay about the same	45	73	29	55	46	47	47	68	29	42	47	43	32	42	49	48
Don't know	14	5	9	9	10	8	13	8	12	11	8	20	27	19	11	7

Thinking more specifically, if there is a Labour led government with Ed Miliband as Prime Minister after the election, do you think the following taxes would go up, go down, or stay about the same?

Income tax

Go up	44	72	23	47	60	48	40	69	26	37	49	39	23	38	46	54
Go down	8	5	12	4	6	7	12	4	12	8	7	8	15	10	6	4
Stay about the same	33	17	53	36	23	35	32	17	49	42	36	31	26	31	36	34
Don't know	16	6	12	13	11	10	17	9	12	14	9	23	36	21	12	8

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade		Region						Watched debates?			
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No	
Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%

Which three or four of these should be the top priorities of the new government after the coming general election?

Improving the National Health Service	64	62	67	61	62	65	67	65	64	66	67	63
Managing immigration effectively	49	43	57	39	54	52	52	33	51	44	48	51
Managing Britain's system of welfare benefits effectively	45	46	44	41	44	47	47	44	45	48	43	44
Making sure young people have the education and skills to get good jobs	40	41	37	32	42	42	36	48	39	44	44	37
Tackling the government's deficit	35	37	32	35	38	35	30	37	35	37	41	32
Improving the standards of living for people like you	31	27	36	31	25	34	33	38	30	40	35	26
Defending Britain's interests in Europe	24	25	22	19	27	24	23	18	24	27	22	23
Keeping down the taxes paid by people like you	22	22	21	25	20	19	21	28	21	16	17	25
Helping people get on to the housing ladder	15	17	12	23	16	12	13	9	15	16	14	14
Reducing crime levels	14	14	14	12	14	19	13	8	15	8	17	15
None of these	1	1	1	2	1	0	1	2	1	0	0	2
Don't know	4	4	5	6	4	4	5	4	5	2	3	6

If there is a Conservative led government with David Cameron as Prime Minister after the election, do you think taxes in general would go up, go down, or stay about the same?

Go up	33	30	37	19	30	34	39	42	32	40	37	30
Go down	8	9	7	14	8	6	8	4	8	11	10	6
Stay about the same	45	48	40	48	47	47	41	41	45	43	46	45
Don't know	14	13	15	18	14	13	13	12	14	6	7	19

Thinking more specifically, if there is a Labour led government with Ed Miliband as Prime Minister after the election, do you think the following taxes would go up, go down, or stay about the same?

Income tax

Go up	44	47	40	47	46	44	40	39	44	47	48	41
Go down	8	8	7	10	6	7	9	6	8	10	6	7
Stay about the same	33	31	35	28	31	33	35	40	32	33	39	31
Don't know	16	14	18	15	17	16	15	15	16	9	8	21

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention					Decided how you will vote?		2010 Vote			Gender		Age			
	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
VAT																
Go up	23	37	8	25	41	26	17	35	10	21	21	25	8	25	26	25
Go down	7	4	15	5	5	8	10	4	13	7	7	7	11	10	6	6
Stay about the same	54	53	66	58	41	57	59	50	65	60	64	45	49	46	56	60
Don't know	15	6	11	11	13	10	14	10	11	13	8	22	31	19	12	8
Tax on petrol and diesel																
Go up	44	67	27	46	64	47	44	65	23	45	50	37	31	42	46	48
Go down	6	3	8	7	6	6	5	2	10	6	4	8	11	7	4	5
Stay about the same	33	23	51	32	19	36	33	21	54	34	37	30	23	31	36	35
Don't know	17	7	14	15	11	12	18	11	13	16	9	24	34	19	13	12
National insurance																
Go up	40	66	16	50	60	43	39	63	19	43	45	35	19	40	43	45
Go down	4	2	6	0	1	4	3	1	6	2	3	4	9	5	2	2
Stay about the same	38	23	63	36	27	41	39	23	62	40	42	35	37	32	40	43
Don't know	18	9	14	14	12	13	19	12	14	16	11	25	35	23	15	10
Thinking more specifically, if there is a Conservative led government with David Cameron as Prime Minister after the election, do you think the following taxes would go up, go down, or stay about the same?																
Income tax																
Go up	27	8	43	14	33	28	25	12	39	28	26	28	23	29	25	28
Go down	16	25	13	23	13	18	12	22	13	16	20	11	14	15	15	18
Stay about the same	43	62	34	46	42	45	49	57	39	43	47	39	28	37	49	47
Don't know	15	5	10	17	12	9	14	9	9	12	7	22	35	19	11	7
VAT																
Go up	32	9	57	21	31	34	30	12	55	32	34	30	24	30	37	31
Go down	3	3	3	3	1	3	2	3	3	2	2	3	2	6	2	0
Stay about the same	51	83	30	63	54	53	56	76	32	55	57	45	40	45	51	61
Don't know	15	5	10	12	14	10	13	9	10	11	7	22	34	20	11	7
Tax on petrol and diesel																
Go up	36	13	54	32	41	36	39	20	50	42	38	34	26	35	40	37
Go down	6	10	4	3	6	7	4	9	6	4	6	7	7	9	5	5
Stay about the same	41	70	29	46	40	46	43	61	31	39	47	36	32	37	44	47
Don't know	16	6	13	19	13	12	14	10	12	15	9	23	35	19	12	11

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade			Region						Watched debates?		
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No
	1799	1025	768	230	585	385	443	157	1642	350	370	1079
	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%
VAT												
Go up	23	22	26	23	24	27	21	20	24	20	19	26
Go down	7	6	9	12	6	7	9	5	8	10	9	6
Stay about the same	54	58	49	51	53	54	55	60	53	65	62	48
Don't know	15	14	16	14	18	12	15	16	15	5	9	21
Tax on petrol and diesel												
Go up	44	47	39	46	46	43	43	36	44	45	48	42
Go down	6	5	7	7	4	8	7	4	6	5	6	6
Stay about the same	33	31	36	32	31	33	35	41	33	39	34	31
Don't know	17	17	17	14	19	16	15	19	17	11	12	21
National insurance												
Go up	40	42	38	42	44	40	36	33	41	40	42	39
Go down	4	4	3	7	0	5	5	3	4	7	2	3
Stay about the same	38	37	41	32	37	39	41	45	38	44	44	35
Don't know	18	18	18	19	19	16	18	19	18	9	13	23
Thinking more specifically, if there is a Conservative led government with David Cameron as Prime Minister after the election, do you think the following taxes would go up, go down, or stay about the same?												
Income tax												
Go up	27	23	32	20	24	28	33	28	27	31	26	26
Go down	16	18	12	26	15	14	14	12	16	19	18	14
Stay about the same	43	45	40	39	45	44	40	46	43	45	50	40
Don't know	15	14	15	15	17	13	14	13	15	6	7	20
VAT												
Go up	32	27	38	32	27	33	37	32	32	42	36	27
Go down	3	2	3	7	2	2	2	1	3	2	1	3
Stay about the same	51	56	44	46	55	51	47	53	51	50	55	50
Don't know	15	14	16	15	16	14	14	14	15	5	8	20
Tax on petrol and diesel												
Go up	36	33	39	30	34	37	39	41	35	42	41	32
Go down	6	7	6	13	5	5	6	6	6	5	5	7
Stay about the same	41	44	38	40	42	44	41	36	42	45	44	39
Don't know	16	16	17	17	18	14	15	17	16	8	10	21

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention				Decided how you will vote?		2010 Vote			Gender		Age				
	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

National insurance

Go up	32	12	48	31	38	34	31	15	47	41	33	32	22	31	37	33
Go down	4	9	4	1	2	5	4	7	4	2	4	4	4	7	3	4
Stay about the same	45	70	34	51	45	48	48	65	35	42	51	40	37	40	46	51
Don't know	18	9	14	17	15	13	18	12	14	15	12	24	37	22	14	12

This week David Cameron announced that if he wins the general election and serves another term as Prime Minister he would NOT stand for a third term in 2020. Do you think David Cameron was right or wrong to rule out standing for a third term as Prime Minister?

Right to rule it out	50	62	44	58	54	54	48	59	43	52	52	48	45	49	47	57
Wrong to rule it out	21	17	30	17	20	21	26	18	29	22	23	20	21	15	24	21
Don't know	29	21	26	25	27	25	26	23	28	26	26	32	34	36	29	21

Does David Cameron ruling out standing for a third term make you think more positively about him, more negatively about him or does it make no difference?

Makes me think more positively about him	17	34	8	29	13	19	21	27	7	19	21	14	18	17	19	16
Makes me think more negatively about him	10	4	17	12	10	10	12	5	14	13	10	9	12	9	11	8
Makes no difference - I had a positive view of him anyway	21	54	4	18	18	24	16	48	6	12	21	22	13	21	20	27
Makes no difference - I had a negative view of him anyway	39	2	64	33	47	41	38	12	64	44	38	40	35	33	41	43
Don't know	13	6	6	9	11	7	13	8	9	11	10	16	23	19	10	6

Who do you think is a better party leader - David Cameron or Nicola Sturgeon?

David Cameron	42	88	20	43	48	46	43	80	18	38	47	38	32	41	41	48
Nicola Sturgeon	21	3	39	13	10	24	17	5	36	23	26	16	13	20	24	22
Not sure	37	9	41	44	42	30	40	15	46	39	27	46	55	39	35	29

Who do you think is a better party leader - Ed Miliband or Nicola Sturgeon?

Ed Miliband	29	18	61	24	16	33	28	16	57	29	30	28	27	24	30	33
Nicola Sturgeon	26	34	14	23	30	27	29	35	16	26	33	20	18	29	26	27
Not sure	45	48	26	53	54	39	44	49	27	45	37	52	55	47	44	40

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade		Region						Watched debates?			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No
Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%

National insurance

Go up	32	29	37	31	29	32	36	37	32	36	34	31
Go down	4	5	4	9	3	5	3	2	4	7	1	5
Stay about the same	45	49	40	40	48	47	43	43	45	49	52	41
Don't know	18	18	19	20	20	15	18	17	18	8	12	24

This week David Cameron announced that if he wins the general election and serves another term as Prime Minister he would NOT stand for a third term in 2020. Do you think David Cameron was right or wrong to rule out standing for a third term as Prime Minister?

Right to rule it out	50	52	47	42	52	47	51	58	49	51	56	48
Wrong to rule it out	21	20	22	18	23	25	19	13	22	29	21	18
Don't know	29	28	31	39	25	28	30	29	29	20	23	34

Does David Cameron ruling out standing for a third term make you think more positively about him, more negatively about him or does it make no difference?

Makes me think more positively about him	17	20	14	17	20	14	17	16	18	17	23	16
Makes me think more negatively about him	10	9	10	11	9	12	9	5	10	15	10	8
Makes no difference - I had a positive view of him anyway	21	22	20	20	24	23	19	11	22	18	18	23
Makes no difference - I had a negative view of him anyway	39	37	42	35	35	36	42	57	37	46	44	35
Don't know	13	12	14	16	11	15	13	10	13	5	6	18

Who do you think is a better party leader - David Cameron or Nicola Sturgeon?

David Cameron	42	46	37	39	48	44	38	34	43	45	48	39
Nicola Sturgeon	21	21	21	20	12	22	21	52	18	30	31	15
Not sure	37	33	43	41	40	34	41	15	39	25	22	46

Who do you think is a better party leader - Ed Miliband or Nicola Sturgeon?

Ed Miliband	29	28	31	23	26	31	34	32	29	44	38	21
Nicola Sturgeon	26	29	22	27	20	26	24	53	24	31	32	23
Not sure	45	43	47	49	53	43	43	16	48	25	31	56

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention				Decided how you will vote?		2010 Vote			Gender		Age				
	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who do you think is a better party leader - Nick Clegg or Nicola Sturgeon?

Nick Clegg	26	40	20	63	14	26	29	33	17	39	26	25	22	24	27	27
Nicola Sturgeon	33	25	47	11	35	38	30	26	46	29	41	25	26	29	35	37
Not sure	41	35	33	26	51	36	41	41	37	32	33	50	53	48	38	35

As you may be aware, Top Gear presenter Jeremy Clarkson has had his contract with the BBC terminated after an argument where he reportedly hit his producer

Do you think the BBC were right or wrong not to renew Jeremy Clarkson's contract as Top Gear presenter?

Right to terminate his contract	69	65	77	79	54	71	66	67	80	74	67	70	53	65	70	78
Wrong to terminate his contract	22	28	16	14	36	23	23	27	13	18	26	18	27	25	21	17
Don't know	9	7	7	6	10	7	11	6	7	7	7	12	20	10	8	5

Do you think Jeremy Clarkson should or should not be prosecuted over the allegation that he hit his producer?

Should be prosecuted	43	34	52	51	32	45	39	36	53	47	40	46	31	42	44	49
Should not be prosecuted	36	48	29	28	53	38	40	47	27	30	43	30	39	40	36	32
Don't know	20	18	19	22	15	18	20	17	20	22	17	24	30	18	20	19

The rights to the Top Gear brand are currently owned by the BBC. Thinking about the future of Top Gear, Jeremy Clarkson and the other presenters...

Do you think the BBC should continue with Top Gear with a different presenter, or should they cancel the programme?

Should continue with a different presenter	48	45	56	62	35	50	49	44	59	51	46	50	33	45	51	55
Should cancel the programme	38	43	31	22	54	39	38	44	28	33	42	34	47	42	36	32
Don't know	14	12	12	16	11	12	13	12	13	16	11	16	20	13	13	13

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade		Region						Watched debates?			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No
Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%

Who do you think is a better party leader - Nick Clegg or Nicola Sturgeon?

Nick Clegg	26	27	24	28	28	24	23	22	26	31	30	23
Nicola Sturgeon	33	34	32	26	27	36	33	58	31	44	42	26
Not sure	41	39	45	45	45	40	43	20	43	25	28	51

As you may be aware, Top Gear presenter Jeremy Clarkson has had his contract with the BBC terminated after an argument where he reportedly hit his producer

Do you think the BBC were right or wrong not to renew Jeremy Clarkson's contract as Top Gear presenter?

Right to terminate his contract	69	73	63	71	70	66	67	75	68	76	73	65
Wrong to terminate his contract	22	19	26	17	23	22	23	20	22	18	20	23
Don't know	9	8	11	13	7	12	9	5	10	5	6	12

Do you think Jeremy Clarkson should or should not be prosecuted over the allegation that he hit his producer?

Should be prosecuted	43	46	40	47	42	40	46	46	43	49	45	41
Should not be prosecuted	36	35	38	32	36	37	37	36	36	36	37	36
Don't know	20	20	21	21	22	23	17	18	21	15	18	23

The rights to the Top Gear brand are currently owned by the BBC. Thinking about the future of Top Gear, Jeremy Clarkson and the other presenters...

Do you think the BBC should continue with Top Gear with a different presenter, or should they cancel the programme?

Should continue with a different presenter	48	50	46	46	48	49	48	50	48	53	53	45
Should cancel the programme	38	37	38	38	41	34	38	36	38	35	36	40
Don't know	14	13	16	16	11	16	14	14	14	12	12	15

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Voting intention				Decided how you will vote?		2010 Vote			Gender		Age				
	Total	Con	Lab	Lib Dem	UKIP	Definitely	Nearer the time	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
Weighted sample	1799	467	517	112	193	1174	309	520	428	340	873	926	214	455	615	515
Unweighted Sample	1799	445	476	84	250	1192	290	537	386	343	832	967	184	332	638	645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If Top Gear does continue, which of the following do you think would make the best replacement for Jeremy Clarkson?

Chris Evans	15	17	15	17	19	16	17	17	18	15	15	16	6	15	19	16
Eddie Irvine	7	7	8	10	6	8	5	8	9	8	8	6	4	8	6	10
Steve Coogan	7	4	10	7	7	7	9	4	7	9	9	6	16	10	7	3
Jodie Kidd	5	5	7	7	1	6	4	4	6	8	6	5	5	4	7	5
Dermot O'Leary	5	4	6	12	4	4	9	3	4	6	3	7	7	5	5	4
Johnny Vaughan	4	5	5	1	2	4	5	5	4	2	4	3	1	4	6	2
None of these	31	37	25	29	43	32	29	37	23	31	33	29	37	31	28	32
Don't know	25	21	25	16	18	22	23	22	29	22	22	28	25	22	24	29

Do you think Jeremy Clarkson, Richard Hammond and James May should try to make a similar programme to Top Gear (but with a different name) on a different television channel?

Should make a similar programme on a different channel	40	52	27	28	57	39	42	51	26	34	46	34	50	48	38	29
Should not try to make a similar programme elsewhere	39	31	48	49	29	40	38	32	49	44	36	42	30	34	39	48
Don't know	21	17	25	23	14	21	20	17	25	22	18	24	20	19	23	22

Next Thursday the 2nd April, there will be an televised election debate between David Cameron, Ed Miliband, Nick Clegg, Nigel Farage, Nicola Sturgeon, Leanne Wood and Natalie Bennett. It is being shown on ITV. How likely, if at all, are you to watch this

Very likely	23	24	30	20	27	27	23	22	31	22	29	18	28	20	22	26
Fairly likely	28	34	28	36	26	30	26	33	28	31	28	28	24	32	28	27
TOTAL LIKELY	51	58	58	56	53	57	49	55	59	53	57	46	52	52	50	53
Fairly unlikely	14	15	16	9	11	14	18	15	14	14	14	14	8	12	16	14
Very unlikely	24	20	16	28	28	22	22	23	14	27	22	27	19	24	25	27
TOTAL UNLIKELY	38	35	32	37	39	36	40	38	28	41	36	41	27	36	41	41
Not sure	10	7	10	7	8	8	11	7	13	6	8	12	21	12	9	6

Sample Size: 1799 GB Adults
Fieldwork: 27th - 28th March 2015

	Social Grade		Region						Watched debates?			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales	Yes	Some/ clips	No
Weighted sample	1799	1025	768	230	585	385	443	157	1642	350	370	1079
Unweighted Sample	1799	1147	646	200	618	378	444	159	1640	331	401	1066
	%	%	%	%	%	%	%	%	%	%	%	%

If Top Gear does continue, which of the following do you think would make the best replacement for Jeremy Clarkson?

Chris Evans	15	14	17	13	17	13	16	16	15	18	15	15
Eddie Irvine	7	8	7	8	8	6	7	7	7	7	8	7
Steve Coogan	7	8	6	8	7	7	9	5	8	8	9	6
Jodie Kidd	5	6	5	8	4	5	5	6	5	6	6	5
Dermot O'Leary	5	4	6	4	6	6	3	6	5	5	6	5
Johnny Vaughan	4	4	3	6	3	3	4	4	4	2	6	4
None of these	31	30	32	22	32	35	35	22	32	29	29	32
Don't know	25	25	24	32	23	25	21	35	24	24	21	26

Do you think Jeremy Clarkson, Richard Hammond and James May should try to make a similar programme to Top Gear (but with a different name) on a different television channel?

Should make a similar programme on a different channel	40	38	41	35	40	45	38	37	40	40	38	40
Should not try to make a similar programme elsewhere	39	42	36	39	40	36	42	37	39	43	44	36
Don't know	21	20	23	25	20	20	20	26	21	17	18	24

Next Thursday the 2nd April, there will be an televised election debate between David Cameron, Ed Miliband, Nick Clegg, Nigel Farage, Nicola Sturgeon, Leanne Wood and Natalie Bennett. It is being shown on ITV. How likely, if at all, are you to watch this

Very likely	23	25	21	23	23	22	24	26	23	73	23	7
Fairly likely	28	29	27	25	26	33	26	35	27	17	42	27
TOTAL LIKELY	51	54	48	48	49	55	50	61	50	90	65	34
Fairly unlikely	14	15	13	17	13	12	16	12	14	3	17	16
Very unlikely	24	23	27	21	27	24	25	19	25	2	12	36
TOTAL UNLIKELY	38	38	40	38	40	36	41	31	39	5	29	52
Not sure	10	9	13	14	10	10	9	8	10	5	6	14

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 political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	77	108
Male 25 to 39	133	227
Male 40 to 59	276	304
Male 60 +	346	234
Female 18 to 24	107	106
Female 25 to 39	199	228
Female 40 to 59	362	311
Female 60 +	299	281
Region		
North England	444	443
Midlands	265	295
East	190	173
London	200	230
South England	428	412
Wales	113	90
Scotland	159	157
Social Grade		
AB	675	504
C1	472	522
C2	272	378
DE	380	396
Newspaper Type		
Express / Mail	325	255
Sun / Star	187	362
Mirror / Record	97	158
Guardian / Independent	184	79
FT / Times / Telegraph	172	144
Other Paper	226	207
No Paper	608	594
Political Party Identification		
Labour	488	568
Conservative	463	500
Liberal Democrat	107	171
SNP/Plaid Cymru	44	34
Others	187	88
None/ DK	510	437

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

Or visit our website: yougov.co.uk