

YouGov/ The Economist Survey Results

Sample Size: 2810 GB Adults
Fieldwork: 17th - 18th July 2011

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2810	X	X	X	868	746	609	1366	1444	340	717	961	792	1602	1208	360	913	601	691	244
	780	858	203	844	695	630	1342	1468	262	761	980	807	1798	1012	421	898	591	640	260
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you trust the following to tell the truth?

Family doctors

A great deal	35	37	40	34	35	37	35	38	31	41	31	33	37	35	34	30	35	34	35	40
A fair amount	50	50	49	54	51	50	52	47	52	40	48	52	53	51	48	55	49	48	52	45
TOTAL TRUST	85	87	89	88	86	87	87	85	83	81	79	85	90	86	82	85	84	82	87	85
Not much	8	8	7	8	8	8	7	7	9	9	9	8	8	8	9	9	9	9	7	8
Not at all	3	2	2	1	2	2	2	3	2	2	5	2	2	2	3	2	2	3	3	3
TOTAL NOT TRUST	11	10	9	9	10	10	9	10	11	11	14	10	10	10	12	11	11	12	10	11
Don't know	5	3	3	2	4	3	4	4	5	8	8	4	1	3	6	3	5	5	4	5

School teachers

A great deal	19	15	27	19	14	25	22	19	19	23	23	16	18	20	19	18	18	18	23	18
A fair amount	57	60	58	54	59	58	58	56	58	55	51	61	59	59	55	62	57	57	57	57
TOTAL TRUST	76	75	85	73	73	83	80	75	77	78	74	77	77	79	74	80	75	75	80	75
Not much	14	19	9	20	19	10	13	16	12	11	13	15	15	13	15	14	15	15	11	16
Not at all	4	3	2	2	4	2	2	4	3	3	5	3	4	3	4	2	3	4	4	4
TOTAL NOT TRUST	18	22	11	22	23	12	15	20	15	14	18	18	19	16	19	16	18	19	15	20
Don't know	6	4	4	6	5	4	5	4	7	9	8	5	4	4	8	4	7	6	5	5

Local police officers on the beat in my area

A great deal	14	16	14	16	17	11	15	15	13	22	14	12	14	15	14	10	15	15	15	14
A fair amount	54	58	58	56	56	60	55	53	56	44	50	57	60	58	50	55	56	51	55	56
TOTAL TRUST	68	74	72	72	73	71	70	68	69	66	64	69	74	73	64	65	71	66	70	70
Not much	18	17	17	19	17	17	19	18	18	18	17	20	17	17	19	23	16	18	18	17
Not at all	7	4	7	6	4	7	6	8	5	5	9	6	6	5	8	7	6	8	5	7
TOTAL NOT TRUST	25	21	24	25	21	24	25	26	23	23	26	26	23	22	27	30	22	26	23	24
Don't know	7	5	4	3	6	5	5	5	8	12	9	6	3	5	9	6	7	8	7	6

People who run national charities (e.g. Help the Aged, NSPCC)

A great deal	13	12	17	17	11	16	15	13	13	20	13	12	12	14	12	13	13	14	14	11
A fair amount	54	57	55	56	54	54	60	53	54	51	49	58	54	57	50	53	54	52	56	54
TOTAL TRUST	67	69	72	73	65	70	75	66	67	71	62	70	66	71	62	66	67	66	70	65
Not much	20	22	17	19	23	20	16	21	20	15	20	20	23	18	23	22	20	21	18	23
Not at all	6	5	6	4	6	5	4	7	5	3	8	4	7	5	6	7	6	6	6	6
TOTAL NOT TRUST	26	27	23	23	29	25	20	28	25	18	28	24	30	23	29	29	26	27	24	29
Don't know	7	4	4	4	6	5	5	6	8	11	10	6	3	5	9	5	8	8	6	7

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2810	X	X	X	868	746	609	1366	1444	340	717	961	792	1602	1208	360	913	601	691	244
2810	780	858	203	844	695	630	1342	1468	262	761	980	807	1798	1012	421	898	591	640	260

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Judges																				
A great deal	19	21	18	24	21	16	22	21	16	33	21	13	17	22	15	18	18	19	17	25
A fair amount	47	53	49	50	50	47	48	45	48	42	43	49	49	50	43	49	49	45	46	43
TOTAL TRUST	66	74	67	74	71	63	70	66	64	75	64	62	66	72	58	67	67	64	63	68
Not much	21	17	23	18	19	24	18	21	22	11	20	25	22	18	25	21	20	23	22	20
Not at all	7	4	6	5	6	7	8	8	6	2	8	7	9	6	9	5	8	6	9	7
TOTAL NOT TRUST	28	21	29	23	25	31	26	29	28	13	28	32	31	24	34	26	28	29	31	27
Don't know	6	4	4	3	4	5	4	4	8	12	8	5	3	4	9	6	6	7	6	5
BBC News journalists																				
A great deal	11	10	14	18	8	12	15	15	7	18	13	9	8	12	9	12	10	10	11	13
A fair amount	47	48	49	52	47	49	52	47	47	44	43	47	50	50	42	49	47	44	49	44
TOTAL TRUST	58	58	63	70	55	61	67	62	54	62	56	56	58	62	51	61	57	54	60	57
Not much	26	28	24	23	27	24	25	24	28	21	23	30	27	25	28	26	26	27	24	28
Not at all	11	11	9	5	12	10	5	11	11	6	13	10	13	9	13	9	11	11	12	10
TOTAL NOT TRUST	37	39	33	28	39	34	30	35	39	27	36	40	40	34	41	35	37	38	36	38
Don't know	6	4	3	3	5	4	4	4	7	11	8	5	2	5	7	4	6	8	5	5
Senior police officers																				
A great deal	7	7	8	11	7	6	7	7	7	14	7	5	6	7	7	4	7	8	8	7
A fair amount	42	52	40	40	48	39	44	40	43	44	41	41	42	44	39	44	42	40	40	44
TOTAL TRUST	49	59	48	51	55	45	51	47	50	58	48	46	48	51	46	48	49	48	48	51
Not much	31	28	32	35	29	33	32	33	29	26	27	34	33	32	30	32	30	33	31	28
Not at all	14	10	15	8	11	16	11	16	12	5	14	14	17	12	15	14	13	13	15	14
TOTAL NOT TRUST	45	38	47	43	40	49	43	49	41	31	41	48	50	44	45	46	43	46	46	42
Don't know	7	3	5	6	5	6	6	4	9	10	10	6	3	5	9	5	8	7	6	7
ITV News journalists																				
A great deal	4	4	4	5	4	3	6	4	3	6	3	4	4	4	4	4	3	6	4	3
A fair amount	43	44	46	48	43	48	45	45	41	38	38	47	44	44	41	43	42	39	47	46
TOTAL TRUST	47	48	50	53	47	51	51	49	44	44	41	51	48	48	45	47	45	45	51	49
Not much	33	38	31	32	37	30	33	33	33	33	33	32	35	34	32	33	36	35	30	29
Not at all	13	8	14	12	10	13	10	12	13	8	16	11	13	11	15	13	11	13	14	13
TOTAL NOT TRUST	46	46	45	44	47	43	43	45	46	41	49	43	48	45	47	46	47	48	44	42
Don't know	7	6	4	4	6	5	6	5	9	14	10	6	4	7	8	7	8	8	6	8
Plumbers/ electricians in my area																				
A great deal	3	3	3	3	3	3	3	3	3	5	2	3	4	3	4	2	3	3	4	5
A fair amount	44	49	44	47	48	43	47	44	45	39	35	47	52	44	44	35	47	47	44	44
TOTAL TRUST	47	52	47	50	51	46	50	47	48	44	37	50	56	47	48	37	50	50	48	49
Not much	35	36	37	36	35	37	34	36	34	33	39	35	32	37	33	41	34	33	37	31
Not at all	8	7	8	7	8	8	7	9	7	8	11	7	7	9	7	12	8	6	7	10
TOTAL NOT TRUST	43	43	45	43	43	45	41	45	41	41	50	42	39	46	40	53	42	39	44	41
Don't know	9	5	8	6	6	9	9	8	10	15	13	8	5	7	12	9	9	11	8	10

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2810	X	X	X	868	746	609	1366	1444	340	717	961	792	1602	1208	360	913	601	691	244
2810	780	858	203	844	695	630	1342	1468	262	761	980	807	1798	1012	421	898	591	640	260
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People who run major pressure groups (e.g. Greenpeace, Amnesty)

A great deal	6	2	11	6	3	10	8	5	7	7	7	6	6	7	6	6	6	8	7
A fair amount	37	34	42	50	32	41	45	35	39	36	35	39	37	38	36	44	36	36	34
TOTAL TRUST	43	36	53	56	35	51	53	40	46	43	42	45	43	45	42	50	42	42	46
Not much	34	39	30	33	38	30	34	36	31	36	32	34	34	35	33	32	37	34	32
Not at all	14	19	10	7	20	11	7	17	11	8	14	13	18	14	14	12	13	13	18
TOTAL NOT TRUST	48	58	40	40	58	41	41	53	42	44	46	47	52	49	47	44	50	47	46
Don't know	9	6	7	4	7	8	6	6	11	13	12	8	5	7	12	6	9	11	9

Independent Financial Advisors

A great deal	4	4	5	6	5	5	4	4	4	7	6	3	3	6	2	4	4	4	3
A fair amount	37	44	35	40	41	33	40	36	37	34	38	38	35	39	34	36	38	35	34
TOTAL TRUST	41	48	40	46	46	38	44	40	41	41	44	41	38	45	36	40	42	39	37
Not much	34	34	34	35	34	35	34	35	33	30	31	35	37	34	34	33	33	34	36
Not at all	16	12	17	12	13	19	13	17	14	6	14	17	20	15	17	17	15	16	17
TOTAL NOT TRUST	50	46	51	47	47	54	47	52	47	36	45	52	57	49	51	50	48	50	53
Don't know	10	6	8	7	7	8	8	8	11	23	11	7	5	7	12	9	10	11	9

My local MP

A great deal	4	4	6	8	5	6	5	6	3	7	3	3	7	5	4	4	4	5	3
A fair amount	32	43	31	35	40	32	30	31	33	30	29	31	37	34	29	34	31	30	39
TOTAL TRUST	36	47	37	43	45	38	35	37	36	37	32	34	44	39	33	38	35	35	42
Not much	37	35	36	37	35	35	44	36	37	34	36	42	33	37	37	35	37	40	35
Not at all	18	11	21	13	14	19	15	20	15	12	20	17	18	16	20	17	19	17	13
TOTAL NOT TRUST	55	46	57	50	49	54	59	56	52	46	56	59	51	53	57	52	56	57	48
Don't know	9	6	6	6	7	7	7	6	12	17	12	7	6	7	11	10	10	9	8

Journalists on "upmarket" newspapers (e.g. Times, Telegraph, Guardian)

A great deal	3	3	2	3	2	2	4	3	2	8	2	2	2	3	2	4	2	3	2
A fair amount	32	35	35	36	34	32	36	34	30	39	30	30	32	36	26	35	32	30	38
TOTAL TRUST	35	38	37	39	36	34	40	37	32	47	32	32	34	39	28	39	34	33	40
Not much	38	42	35	40	41	36	39	37	39	31	36	41	40	39	38	40	39	40	36
Not at all	20	15	23	15	16	24	17	21	20	10	21	21	22	17	25	15	20	19	19
TOTAL NOT TRUST	58	57	58	55	57	60	56	58	59	41	57	62	62	56	63	55	59	59	55
Don't know	7	5	5	6	7	5	5	6	8	11	10	6	4	5	9	6	8	8	5

Managers of NHS hospitals

A great deal	2	2	3	5	2	3	2	3	2	3	3	1	2	2	2	1	2	2	3
A fair amount	30	31	34	34	28	31	32	29	30	43	28	27	28	31	27	25	31	31	29
TOTAL TRUST	32	33	37	39	30	34	34	32	32	46	31	28	30	33	29	26	33	33	32
Not much	43	45	41	42	46	42	43	43	42	34	40	45	46	43	42	46	42	39	44
Not at all	18	17	16	13	19	16	15	19	16	6	17	20	21	17	19	20	17	18	17
TOTAL NOT TRUST	61	62	57	55	65	58	58	62	58	40	57	65	67	60	61	66	59	57	61
Don't know	8	4	6	6	5	7	7	6	10	14	11	6	4	7	9	8	8	9	7

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2810	X	X	X	868	746	609	1366	1444	340	717	961	792	1602	1208	360	913	601	691	244
2810	780	858	203	844	695	630	1342	1468	262	761	980	807	1798	1012	421	898	591	640	260

Trade Union leaders

A great deal	3	1	7	1	0	7	1	3	3	5	4	2	2	2	4	2	3	3	4	3
A fair amount	25	12	43	28	12	40	31	23	27	29	26	27	21	26	25	25	23	24	30	26
TOTAL TRUST	28	13	50	29	12	47	32	26	30	34	30	29	23	28	29	27	26	27	34	29
Not much	37	33	35	43	34	37	42	37	36	35	34	39	37	35	39	38	37	35	35	43
Not at all	26	48	10	20	47	10	18	31	22	13	24	25	36	30	21	29	28	28	23	21
TOTAL NOT TRUST	63	81	45	63	81	47	60	68	58	48	58	64	73	65	60	67	65	63	58	64
Don't know	9	6	5	7	7	6	7	5	12	18	12	7	4	7	11	6	10	10	8	7

Senior officials in my local council

A great deal	2	1	3	1	1	2	2	2	1	2	2	1	2	1	2	1	1	2	2	1
A fair amount	23	27	26	30	26	27	22	24	23	32	21	20	27	25	22	23	24	23	23	25
TOTAL TRUST	25	28	29	31	27	29	24	26	24	34	23	21	29	26	24	24	25	25	25	26
Not much	46	49	46	47	45	46	52	45	46	38	42	51	46	47	44	51	48	43	44	41
Not at all	21	18	20	16	21	19	17	23	18	11	23	22	22	20	22	18	19	23	22	25
TOTAL NOT TRUST	67	67	66	63	66	65	69	68	64	49	65	73	68	67	66	69	67	66	66	66
Don't know	9	5	5	6	6	7	7	6	11	17	12	7	4	7	10	8	8	9	9	8

Leading Labour politicians

A great deal	2	0	5	0	0	5	1	3	1	3	2	2	2	2	3	2	1	3	3	0
A fair amount	23	11	46	21	11	44	21	25	20	27	20	25	20	22	23	21	19	22	26	27
TOTAL TRUST	25	11	51	21	11	49	22	28	21	30	22	27	22	24	26	23	20	25	29	27
Not much	40	44	34	52	40	36	51	38	43	34	42	41	40	41	38	43	40	40	39	42
Not at all	28	41	10	21	44	11	23	29	27	23	25	27	35	29	27	28	32	28	25	25
TOTAL NOT TRUST	68	85	44	73	84	47	74	67	70	57	67	68	75	70	65	71	72	68	64	67
Don't know	7	4	4	6	5	4	5	5	9	12	11	5	3	5	9	6	7	7	7	5

People who run large companies

A great deal	1	1	1	0	1	1	1	1	1	1	0	0	2	1	1	0	2	0	1	0
A fair amount	23	33	20	20	32	20	20	24	22	17	22	22	28	24	21	25	23	23	22	22
TOTAL TRUST	24	34	21	20	33	21	21	25	23	18	22	22	30	25	22	25	25	23	23	22
Not much	48	47	50	53	46	48	53	47	49	56	45	49	46	49	46	51	48	47	46	52
Not at all	20	13	24	21	14	24	20	23	17	14	21	22	19	19	22	18	18	22	22	19
TOTAL NOT TRUST	68	60	74	74	60	72	73	70	66	70	66	71	65	68	68	69	66	69	68	71
Don't know	8	6	6	6	6	7	7	5	11	13	12	7	5	7	10	5	9	9	9	7

Leading Conservative politicians

A great deal	1	3	1	1	2	1	1	2	1	2	1	1	1	1	1	1	1	2	1	2
A fair amount	21	54	6	19	47	5	15	20	22	18	17	21	27	24	18	24	26	21	16	16
TOTAL TRUST	22	57	7	20	49	6	16	22	23	20	18	22	28	25	19	25	27	23	17	18
Not much	36	33	32	50	34	33	43	36	36	40	37	35	34	38	33	36	35	37	35	40
Not at all	34	6	57	25	12	56	35	37	31	24	33	38	34	31	39	32	31	31	41	36
TOTAL NOT TRUST	70	39	89	75	46	89	78	73	67	64	70	73	68	69	72	68	66	68	76	76
Don't know	8	4	4	5	5	5	6	5	10	16	12	5	3	6	10	6	7	10	7	7

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2810	780	858	203	844	695	630	1342	1468	262	761	980	807	1798	1012	421	898	591	640	260

Senior civil servants in Whitehall

A great deal	2	2	2	5	2	2	2	2	1	1	2	2	2	2	1	1	2	1	2	1
A fair amount	20	26	22	28	24	19	24	24	18	25	20	18	22	25	15	28	22	17	18	20
TOTAL TRUST	22	28	24	33	26	21	26	26	19	26	22	20	24	27	16	29	24	18	20	21
Not much	43	45	43	44	42	46	45	42	45	37	41	47	44	44	42	40	45	42	42	45
Not at all	24	21	24	14	24	24	20	25	22	8	21	27	29	21	27	20	21	26	27	24
TOTAL NOT TRUST	67	66	67	58	66	70	65	67	67	45	62	74	73	65	69	60	66	68	69	69
Don't know	11	6	9	9	8	9	9	7	14	29	15	7	4	8	14	10	10	13	11	10

Leading Liberal Democrat politicians

A great deal	1	1	1	6	1	1	2	2	1	0	1	1	1	1	1	1	1	2	1	
A fair amount	17	27	9	55	24	8	27	18	16	15	16	17	20	21	13	19	20	16	15	17
TOTAL TRUST	18	28	10	61	25	9	29	20	17	15	17	18	21	22	14	20	21	17	17	18
Not much	41	48	40	27	45	40	41	40	42	45	40	41	41	43	39	42	41	43	40	38
Not at all	32	18	46	6	23	46	24	35	30	22	31	35	34	29	36	30	30	29	36	37
TOTAL NOT TRUST	73	66	86	33	68	86	65	75	72	67	71	76	75	72	75	72	71	72	76	75
Don't know	8	6	5	5	7	6	6	5	11	17	12	7	4	7	11	8	8	10	8	7

Journalists on "mid-market" newspapers (e.g. Mail, Express)

A great deal	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	1	1	0
A fair amount	16	21	14	13	21	14	14	17	16	12	14	16	20	16	16	13	16	16	19	12
TOTAL TRUST	16	21	14	14	21	14	14	17	17	12	14	16	21	16	16	13	16	17	20	12
Not much	46	49	46	46	48	45	49	44	47	51	41	47	46	46	45	50	45	46	40	55
Not at all	31	25	35	35	24	35	33	33	29	26	35	30	30	32	30	32	31	29	33	28
TOTAL NOT TRUST	77	74	81	81	72	80	82	77	76	77	76	77	76	78	75	82	76	75	73	83
Don't know	7	5	5	4	6	6	4	6	8	11	10	6	3	5	9	5	7	8	7	5

Senior officials in the European Union

A great deal	1	0	2	3	1	1	2	1	1	3	2	0	1	1	1	2	1	1	1	1
A fair amount	14	11	17	27	9	15	19	13	14	26	16	11	11	15	12	13	13	14	14	15
TOTAL TRUST	15	11	19	30	10	16	21	14	15	29	18	11	12	16	13	15	14	15	15	16
Not much	37	36	42	42	33	40	42	35	38	34	38	40	32	37	36	40	35	35	38	38
Not at all	38	46	30	20	50	34	26	44	32	19	31	40	50	39	37	36	40	38	36	35
TOTAL NOT TRUST	75	82	72	62	83	74	68	79	70	53	69	80	82	76	73	76	75	73	74	73
Don't know	11	6	9	8	7	10	11	7	14	19	14	9	6	8	14	8	11	12	10	11

Sample Size: 2810 GB Adults
Fieldwork: 17th - 18th July 2011

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2810	X	X	X	868	746	609	1366	1444	340	717	961	792	1602	1208	360	913	601	691	244
2810	780	858	203	844	695	630	1342	1468	262	761	980	807	1798	1012	421	898	591	640	260
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Estate agents

A great deal	1	1	0	2	0	1	1	1	1	1	1	0	0	1	0	1	1	1	0	0
A fair amount	11	14	10	13	13	9	12	11	11	12	10	10	13	12	10	11	12	12	9	12
TOTAL TRUST	12	15	10	15	13	10	13	12	12	13	11	10	13	13	10	12	13	13	9	12
Not much	48	49	48	53	49	48	51	47	50	55	41	50	50	49	48	43	48	48	52	48
Not at all	34	34	37	28	33	36	32	37	31	20	40	33	34	34	33	41	33	32	32	33
TOTAL NOT TRUST	82	83	85	81	82	84	83	84	81	75	81	83	84	83	81	84	81	80	84	81
Don't know	6	4	5	4	4	5	4	5	8	13	8	6	3	5	9	4	6	7	7	7

Journalists on red-top tabloid newspapers (e.g. Sun, Mirror)

A great deal	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1	0	0	0
A fair amount	6	8	6	5	8	5	4	7	5	6	5	6	6	5	6	8	6	6	6	1
TOTAL TRUST	6	8	6	5	8	6	4	7	6	6	5	6	7	5	6	8	7	6	6	1
Not much	35	37	35	31	38	36	34	34	35	36	33	34	36	36	33	42	33	37	34	28
Not at all	53	50	54	59	48	53	57	54	52	48	52	54	54	53	52	44	55	51	52	65
TOTAL NOT TRUST	88	87	89	90	86	89	91	88	87	84	85	88	90	89	85	86	88	88	86	93
Don't know	6	5	4	5	6	4	5	5	7	10	9	6	3	5	8	5	7	6	7	6