

YouGov Survey Results

Sample Size: 1559 GB Adults
Fieldwork: 15th - 16th October 2015

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1559	530	437	109	187	756	803	186	394	533	446	889	670	200	507	334	384	136
Unweighted Sample	1559	471	443	123	215	784	775	74	273	691	521	992	567	196	516	348	358	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Family doctors

A great deal	37	39	39	40	37	40	35	42	32	35	43	39	35	27	43	33	41	34
A fair amount	50	50	50	52	52	48	51	40	49	51	52	48	51	51	46	53	48	56
TOTAL GREAT DEAL / FAIR AMOUNT	87	89	89	92	89	88	86	82	81	86	95	87	86	78	89	86	89	90
Not much	7	7	6	5	7	7	7	5	10	8	4	7	6	11	6	8	5	7
Not at all	2	2	2	1	3	2	2	1	3	2	1	1	2	4	1	2	1	1
TOTAL NOT MUCH / AT ALL	9	9	8	6	10	9	9	6	13	10	5	8	8	15	7	10	6	8
Don't know	4	3	3	2	1	3	6	12	6	3	1	4	5	6	4	5	5	1

School teachers

A great deal	22	21	25	27	19	22	23	41	20	19	21	24	19	21	25	18	24	19
A fair amount	57	58	59	57	54	56	57	43	54	58	62	56	58	56	55	58	54	66
TOTAL GREAT DEAL / FAIR AMOUNT	79	79	84	84	73	78	80	84	74	77	83	80	77	77	80	76	78	85
Not much	13	15	10	9	17	15	11	6	16	13	13	14	11	14	12	14	13	10
Not at all	3	2	2	3	7	3	2	1	3	4	2	2	5	3	4	2	3	1
TOTAL NOT MUCH / AT ALL	16	17	12	12	24	18	13	7	19	17	15	16	16	17	16	16	16	11
Don't know	5	4	4	5	3	3	7	9	6	6	2	4	7	6	4	7	6	3

Judges

A great deal	21	24	22	24	17	23	19	32	20	17	20	24	16	20	24	20	19	16
A fair amount	49	49	47	60	45	49	50	44	50	50	50	49	49	44	49	47	50	61
TOTAL GREAT DEAL / FAIR AMOUNT	70	73	69	84	62	72	69	76	70	67	70	73	65	64	73	67	69	77
Not much	19	19	21	7	24	20	17	11	19	19	21	17	21	22	16	22	19	13
Not at all	5	4	4	4	9	5	4	0	4	7	5	3	6	5	6	5	4	3
TOTAL NOT MUCH / AT ALL	24	23	25	11	33	25	21	11	23	26	26	20	27	27	22	27	23	16
Don't know	7	4	6	6	5	4	9	12	7	7	4	6	8	9	5	6	9	6

Local police officers on the beat in my area

A great deal	19	22	20	28	14	18	19	19	19	18	19	23	14	16	19	16	25	11
A fair amount	54	57	50	59	55	55	53	59	47	54	57	54	54	55	56	57	46	56
TOTAL GREAT DEAL / FAIR AMOUNT	73	79	70	87	69	73	72	78	66	72	76	77	68	71	75	73	71	67
Not much	16	13	20	6	19	17	16	8	20	16	17	15	18	13	15	18	16	22
Not at all	4	3	3	2	9	5	3	1	5	5	3	3	6	8	3	3	4	6
TOTAL NOT MUCH / AT ALL	20	16	23	8	28	22	19	9	25	21	20	18	24	21	18	21	20	28
Don't know	7	5	7	5	3	5	9	12	9	7	4	6	8	9	6	5	9	6

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Unweighted Sample	1559	471	443	123	215	784	775	74	273	691	521	992	567	196	516	348	358	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Senior police officers																		
A great deal	10	11	11	16	8	9	10	10	13	9	7	11	8	11	10	9	12	5
A fair amount	44	51	43	48	37	41	47	57	38	42	49	47	41	34	50	41	46	43
TOTAL GREAT DEAL / FAIR AMOUNT	54	62	54	64	45	50	57	67	51	51	56	58	49	45	60	50	58	48
Not much	31	27	32	28	34	35	26	21	32	32	31	28	34	38	26	36	27	34
Not at all	9	6	9	5	17	11	7	2	11	11	9	9	10	12	9	8	8	14
TOTAL NOT MUCH / AT ALL	40	33	41	33	51	46	33	23	43	43	40	37	44	50	35	44	35	48
Don't know	6	4	5	4	4	3	9	11	6	7	3	5	7	5	6	6	7	5
Journalists on "upmarket" newspapers (e.g. Times, Telegraph, Guardian)																		
A great deal	2	2	3	4	1	2	2	3	1	2	2	3	1	4	1	2	2	2
A fair amount	34	39	30	56	29	38	30	39	31	31	37	39	26	38	37	28	35	28
TOTAL GREAT DEAL / FAIR AMOUNT	36	41	33	60	30	40	32	42	32	33	39	42	27	42	38	30	37	30
Not much	39	40	41	31	35	37	40	32	40	39	40	36	42	35	39	42	36	44
Not at all	19	14	20	4	31	20	18	13	20	20	17	16	22	18	17	21	18	22
TOTAL NOT MUCH / AT ALL	58	54	61	35	66	57	58	45	60	59	57	52	64	53	56	63	54	66
Don't know	7	4	7	5	5	3	11	13	7	8	4	6	8	6	6	7	9	5
My local MP																		
A great deal	5	6	5	9	3	5	4	1	4	4	9	5	5	4	6	3	6	5
A fair amount	31	40	31	33	20	33	29	29	24	30	39	35	25	35	28	26	37	30
TOTAL GREAT DEAL / FAIR AMOUNT	36	46	36	42	23	38	33	30	28	34	48	40	30	39	34	29	43	35
Not much	33	34	28	33	35	33	33	28	39	35	28	33	33	33	34	39	27	30
Not at all	20	11	28	18	32	23	18	20	22	21	18	17	24	19	23	19	17	23
TOTAL NOT MUCH / AT ALL	53	45	56	51	67	56	51	48	61	56	46	50	57	52	57	58	44	53
Don't know	11	10	9	7	10	6	15	22	12	10	6	9	13	9	9	12	12	13
Trade Union leaders																		
A great deal	3	0	7	3	1	3	3	1	3	3	3	2	4	4	3	2	3	0
A fair amount	24	8	41	30	26	22	27	33	21	24	23	22	27	31	22	23	25	26
TOTAL GREAT DEAL / FAIR AMOUNT	27	8	48	33	27	25	30	34	24	27	26	24	31	35	25	25	28	26
Not much	35	36	34	45	33	37	33	21	37	38	36	37	33	31	34	39	35	34
Not at all	27	46	9	17	32	33	21	11	26	27	34	30	23	27	32	25	20	31
TOTAL NOT MUCH / AT ALL	62	82	43	62	65	70	54	32	63	65	70	67	56	58	66	64	55	65
Don't know	11	10	9	6	9	6	16	34	13	8	3	9	13	7	10	11	16	8

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

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

A great deal	1	1	0	1	1	1	1	0	0	1	1	1	1	1	0	1	1	0
A fair amount	15	24	8	14	21	16	14	10	11	13	23	15	15	17	15	13	17	12
TOTAL GREAT DEAL / FAIR AMOUNT	16	25	8	15	22	17	15	10	11	14	24	16	16	18	15	14	18	12
Not much	41	49	36	43	44	41	41	36	39	41	45	41	41	43	42	43	37	39
Not at all	37	22	48	36	30	40	33	43	42	37	28	38	34	34	37	36	35	46
TOTAL NOT MUCH / AT ALL	78	71	84	79	74	81	74	79	81	78	73	79	75	77	79	79	72	85
Don't know	7	5	7	5	5	3	10	11	7	8	3	5	9	5	6	7	10	4

Leading Liberal Democrat politicians

A great deal	1	1	1	8	1	2	1	0	1	2	2	1	1	2	2	1	1	0
A fair amount	19	18	21	47	10	22	16	21	17	19	20	23	15	24	20	18	18	15
TOTAL GREAT DEAL / FAIR AMOUNT	20	19	22	55	11	24	17	21	18	21	22	24	16	26	22	19	19	15
Not much	38	45	38	31	28	37	38	31	40	35	40	37	38	33	37	41	37	39
Not at all	33	28	33	6	54	34	32	26	32	36	34	31	35	31	31	34	34	40
TOTAL NOT MUCH / AT ALL	71	73	71	37	82	71	70	57	72	71	74	68	73	64	68	75	71	79
Don't know	9	7	8	9	7	5	13	22	10	8	4	8	11	10	10	7	10	6

Leading Conservative politicians

A great deal	2	3	1	1	1	2	1	0	1	2	3	2	1	3	1	1	3	0
A fair amount	20	44	8	21	9	23	18	16	18	18	27	25	14	21	25	18	17	15
TOTAL GREAT DEAL / FAIR AMOUNT	22	47	9	22	10	25	19	16	19	20	30	27	15	24	26	19	20	15
Not much	32	38	22	44	39	33	31	29	33	33	31	33	30	27	33	35	32	30
Not at all	40	12	63	28	45	39	41	45	39	42	37	35	47	42	36	40	41	50
TOTAL NOT MUCH / AT ALL	72	50	85	72	84	72	72	74	72	75	68	68	77	69	69	75	73	80
Don't know	6	4	6	6	6	3	9	10	9	6	2	5	8	7	6	6	7	5

Leading Labour politicians

A great deal	3	0	9	2	0	4	2	7	3	3	2	3	3	3	4	3	3	2
A fair amount	20	7	44	26	8	21	20	29	17	21	19	21	20	22	19	21	24	13
TOTAL GREAT DEAL / FAIR AMOUNT	23	7	53	28	8	25	22	36	20	24	21	24	23	25	23	24	27	15
Not much	37	43	29	47	33	39	35	33	42	36	35	39	35	32	38	39	34	43
Not at all	32	44	12	18	53	32	32	14	30	33	40	32	33	36	33	30	29	37
TOTAL NOT MUCH / AT ALL	69	87	41	65	86	71	67	47	72	69	75	71	68	68	71	69	63	80
Don't know	7	6	6	6	5	4	11	18	8	7	3	6	10	6	6	8	11	5

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

Estate agents

A great deal	1	0	2	2	1	1	1	0	1	1	0	0	1	0	0	1	2	0
A fair amount	13	13	8	20	19	11	14	14	12	14	11	12	13	6	11	12	17	17
TOTAL GREAT DEAL / FAIR AMOUNT	14	13	10	22	20	12	15	14	13	15	11	12	14	6	11	13	19	17
Not much	47	50	49	48	38	47	48	47	46	44	52	48	46	45	48	47	46	49
Not at all	33	31	36	26	38	37	30	25	33	36	33	33	33	44	34	34	27	27
TOTAL NOT MUCH / AT ALL	80	81	85	74	76	84	78	72	79	80	85	81	79	89	82	81	73	76
Don't know	6	5	6	3	3	5	8	15	7	5	3	6	7	4	6	6	7	7

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

A great deal	1	1	2	1	1	1	1	0	1	1	1	0	2	1	0	1	2	0
A fair amount	7	8	5	10	13	9	5	2	5	7	11	7	7	8	6	9	7	5
TOTAL GREAT DEAL / FAIR AMOUNT	8	9	7	11	14	10	6	2	6	8	12	7	9	9	6	10	9	5
Not much	36	43	31	36	37	36	37	28	37	34	42	35	38	39	36	37	37	33
Not at all	49	43	57	48	43	51	47	59	49	50	43	53	44	47	52	47	46	56
TOTAL NOT MUCH / AT ALL	85	86	88	84	80	87	84	87	86	84	85	88	82	86	88	84	83	89
Don't know	6	5	6	5	6	3	10	11	8	7	2	5	9	6	6	7	8	6

People who run large companies

A great deal	1	2	1	1	0	1	1	0	1	1	1	1	1	0	1	0	2	0
A fair amount	22	34	13	31	15	22	21	17	18	22	26	23	19	26	22	18	21	20
TOTAL GREAT DEAL / FAIR AMOUNT	23	36	14	32	15	23	22	17	19	23	27	24	20	26	23	18	23	20
Not much	46	45	50	43	50	46	47	43	44	47	49	47	45	41	50	52	41	44
Not at all	22	14	29	17	25	25	19	21	27	21	20	20	25	26	19	22	23	26
TOTAL NOT MUCH / AT ALL	68	59	79	60	75	71	66	64	71	68	69	67	70	67	69	74	64	70
Don't know	9	6	7	8	9	6	12	18	10	9	4	8	10	6	8	7	13	9

People who run large charities

A great deal	5	4	7	9	4	5	5	12	6	3	3	7	3	2	5	5	8	2
A fair amount	37	34	45	48	27	36	37	43	41	36	31	42	30	42	36	37	35	39
TOTAL GREAT DEAL / FAIR AMOUNT	42	38	52	57	31	41	42	55	47	39	34	49	33	44	41	42	43	41
Not much	35	39	32	28	35	38	32	28	32	35	41	32	39	35	35	37	34	33
Not at all	15	19	8	9	29	16	15	6	13	15	22	13	19	14	16	15	15	16
TOTAL NOT MUCH / AT ALL	50	58	40	37	64	54	47	34	45	50	63	45	58	49	51	52	49	49
Don't know	8	5	8	6	5	4	11	12	8	10	3	7	9	6	8	7	9	10