

YouGov Survey Results

Sample Size: 1854 GB Adults
Fieldwork: 18th - 19th August 2010

	Voting intention			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1854	X	X	X	902	952	437	263	638	516	1045	789	237	605	400	452	160
Unweighted Sample	1854	580	538	205	856	998	349	321	715	469	1222	612	295	573	348	438	200
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Family doctors

A great deal	33	32	38	35	34	31	25	29	36	38	33	33	26	33	32	34	37
A fair amount	52	56	49	52	50	54	50	56	51	53	54	49	59	53	50	48	53
TOTAL TRUST	85	88	87	87	84	85	75	85	87	91	87	82	85	86	82	82	90
Not much	9	7	10	8	9	9	7	11	9	8	9	8	9	8	9	10	5
Not at all	2	1	2	3	2	2	4	1	2	2	1	3	2	2	3	1	1
TOTAL NOT MUCH/ NO TRUST	11	8	12	11	11	11	11	12	11	10	10	11	11	10	12	11	6
Don't know	5	3	2	3	5	5	14	3	3	1	3	8	4	3	6	7	4

School teachers

A great deal	17	14	24	17	18	16	18	22	18	15	18	17	13	17	20	18	20
A fair amount	59	62	58	62	57	60	53	55	61	62	60	57	60	60	58	55	64
TOTAL TRUST	76	76	82	79	75	76	71	77	79	77	78	74	73	77	78	73	84
Not much	14	17	11	13	16	12	10	13	14	18	16	12	15	14	12	17	11
Not at all	3	3	2	4	3	3	4	4	3	2	2	5	2	3	5	3	1
TOTAL NOT MUCH/ NO TRUST	17	20	13	17	19	15	14	17	17	20	18	17	17	17	17	20	12
Don't know	7	5	4	5	5	8	15	7	4	4	5	10	9	6	7	8	4

Judges

A great deal	18	21	21	22	20	16	19	21	18	15	21	14	15	20	18	16	22
A fair amount	45	48	44	47	44	45	41	49	45	46	50	38	47	47	40	43	51
TOTAL TRUST	63	69	65	69	64	61	60	70	63	61	71	52	62	67	58	59	73
Not much	22	22	23	18	21	24	16	21	24	28	20	26	24	21	27	21	18
Not at all	8	6	8	8	9	7	8	4	8	10	6	11	8	7	8	10	3
TOTAL NOT MUCH/ NO TRUST	30	28	31	26	30	31	24	25	32	38	26	37	32	28	35	31	21
Don't know	7	3	4	5	6	8	17	5	5	2	4	11	6	5	8	9	6

Local police officers on the beat in my area

A great deal	15	14	18	17	14	16	12	17	17	14	16	14	13	17	14	14	16
A fair amount	51	58	54	49	50	53	40	57	53	56	53	50	52	53	53	45	56
TOTAL TRUST	66	72	72	66	64	69	52	74	70	70	69	64	65	70	67	59	72
Not much	19	17	18	23	22	17	23	15	18	20	20	18	20	19	19	20	17
Not at all	6	6	6	5	7	5	9	4	6	5	6	6	5	5	6	9	3
TOTAL NOT MUCH/ NO TRUST	25	23	24	28	29	22	32	19	24	25	26	24	25	24	25	29	20
Don't know	8	5	5	6	7	10	17	7	6	4	6	11	10	6	8	11	8

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Unweighted Sample	1854	580	538	205	856	998	349	321	715	469	1222	612	295	573	348	438	200
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

A great deal	11	10	14	13	10	12	11	15	10	10	11	11	8	12	11	11	17
A fair amount	56	55	61	66	57	54	48	59	59	57	58	52	57	57	53	56	57
TOTAL TRUST	67	65	75	79	67	66	59	74	69	67	69	63	65	69	64	67	74
Not much	21	25	16	13	20	21	17	19	20	25	21	20	22	21	22	19	17
Not at all	6	5	6	4	7	5	8	2	6	6	5	8	5	6	7	7	2
TOTAL NOT MUCH/ NO TRUST	27	30	22	17	27	26	25	21	26	31	26	28	27	27	29	26	19
Don't know	7	5	3	4	6	7	17	5	5	2	5	10	8	5	7	8	7

BBC News journalists

A great deal	12	12	15	13	13	10	13	16	12	8	13	9	12	11	11	10	17
A fair amount	48	47	52	56	48	48	43	51	49	48	50	44	48	49	52	42	49
TOTAL TRUST	60	59	67	69	61	58	56	67	61	56	63	53	60	60	63	52	66
Not much	24	26	21	21	24	24	18	21	25	30	23	25	25	24	20	28	23
Not at all	10	11	8	7	11	10	9	8	11	12	9	12	9	11	10	12	7
TOTAL NOT MUCH/ NO TRUST	34	37	29	28	35	34	27	29	36	42	32	37	34	35	30	40	30
Don't know	6	4	4	4	5	8	17	4	4	1	4	10	5	5	8	8	4

ITV News journalists

A great deal	5	5	7	3	5	5	5	5	7	5	6	4	7	4	7	4	9
A fair amount	44	47	45	52	44	43	37	52	47	41	45	41	42	42	44	45	48
TOTAL TRUST	49	52	52	55	49	48	42	57	54	46	51	45	49	46	51	49	57
Not much	32	33	33	28	32	32	27	29	31	40	33	32	31	36	29	32	31
Not at all	11	9	11	11	12	10	14	9	10	11	10	12	11	12	11	11	7
TOTAL NOT MUCH/ NO TRUST	43	42	44	39	44	42	41	38	41	51	43	44	42	48	40	43	38
Don't know	8	6	5	6	6	9	18	5	6	3	5	11	9	7	9	8	5

Senior police officers

A great deal	10	10	13	9	9	11	10	10	11	10	10	10	8	11	12	10	9
A fair amount	44	49	49	45	42	46	39	47	48	43	46	42	47	47	42	39	52
TOTAL TRUST	54	59	62	54	51	57	49	57	59	53	56	52	55	58	54	49	61
Not much	29	29	25	32	31	27	24	30	27	35	30	28	29	28	28	33	28
Not at all	10	8	9	9	12	8	12	6	10	9	9	10	11	10	9	11	7
TOTAL NOT MUCH/ NO TRUST	39	37	34	41	43	35	36	36	37	44	39	38	40	38	37	44	35
Don't know	7	5	4	5	6	8	16	6	4	3	5	10	6	5	9	8	5

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

A great deal	3	4	4	5	3	4	5	6	1	4	4	3	6	3	4	3	3
A fair amount	38	45	40	41	40	36	38	40	40	33	42	33	39	41	37	31	44
TOTAL TRUST	41	49	44	46	43	40	43	46	41	37	46	36	45	44	41	34	47
Not much	36	35	35	32	35	37	28	35	37	43	38	34	36	37	36	36	35
Not at all	15	12	18	16	16	14	12	14	17	17	12	20	10	15	15	21	11
TOTAL NOT MUCH/ NO TRUST	51	47	53	48	51	51	40	49	54	60	50	54	46	52	51	57	46
Don't know	7	5	4	6	6	9	18	5	5	3	5	11	8	5	8	10	7

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

Independent Financial Advisors

A great deal	5	6	5	5	4	5	7	7	4	3	5	4	4	5	4	5	8
A fair amount	36	40	40	39	35	38	36	46	39	28	39	33	39	38	33	33	44
TOTAL TRUST	41	46	45	44	39	43	43	53	43	31	44	37	43	43	37	38	52
Not much	35	35	34	37	37	32	27	31	35	42	36	32	32	35	35	36	31
Not at all	15	14	16	13	17	14	9	9	17	21	13	18	17	14	18	15	8
TOTAL NOT MUCH/ NO TRUST	50	49	50	50	54	46	36	40	52	63	49	50	49	49	53	51	39
Don't know	9	5	6	6	8	11	21	7	4	6	6	13	8	8	10	11	9

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

A great deal	6	3	11	9	5	8	6	5	7	7	5	8	6	5	8	7	6
A fair amount	33	25	42	41	32	35	28	37	35	34	36	30	38	33	30	30	45
TOTAL TRUST	39	28	53	50	37	43	34	42	42	41	41	38	44	38	38	37	51
Not much	36	43	31	34	36	35	30	37	37	38	36	35	33	39	40	32	30
Not at all	15	23	11	12	21	11	17	14	14	17	16	15	12	17	13	19	12
TOTAL NOT MUCH/ NO TRUST	51	66	42	46	57	46	47	51	51	55	52	50	45	56	53	51	42
Don't know	9	7	5	5	6	12	20	7	6	3	6	12	11	6	10	12	7

Plumbers/ electricians in my area

A great deal	4	3	5	4	3	4	4	2	2	5	3	5	2	3	4	4	4
A fair amount	39	47	36	39	36	41	27	38	46	41	42	34	33	45	33	39	38
TOTAL TRUST	43	50	41	43	39	45	31	40	48	46	45	39	35	48	37	43	42
Not much	39	36	43	39	41	36	40	41	36	40	40	38	40	36	42	38	43
Not at all	8	7	9	7	10	6	9	9	8	7	8	8	13	7	9	6	6
TOTAL NOT MUCH/ NO TRUST	47	43	52	46	51	42	49	50	44	47	48	46	53	43	51	44	49
Don't know	11	8	7	11	9	12	20	9	8	7	8	16	11	9	12	13	10

My local MP

A great deal	5	6	5	3	5	5	4	4	5	6	5	4	6	5	4	4	7
A fair amount	31	38	34	36	31	31	31	30	29	35	34	28	33	32	33	25	39
TOTAL TRUST	36	44	39	39	36	36	35	34	34	41	39	32	39	37	37	29	46
Not much	36	34	39	33	34	38	29	42	38	36	36	36	33	36	33	41	32
Not at all	18	13	15	18	21	15	16	13	20	18	16	19	18	18	18	17	13
TOTAL NOT MUCH/ NO TRUST	54	47	54	51	55	53	45	55	58	54	52	55	51	54	51	58	45
Don't know	11	8	6	9	9	12	21	11	8	6	9	13	10	9	12	13	9

Trade Union leaders

A great deal	4	1	8	1	4	3	4	2	5	3	3	4	3	2	5	4	5
A fair amount	22	10	39	26	20	25	25	22	24	17	22	23	17	20	23	26	29
TOTAL TRUST	26	11	47	27	24	28	29	24	29	20	25	27	20	22	28	30	34
Not much	36	38	34	40	37	36	31	39	36	39	38	34	47	38	32	34	32
Not at all	28	46	13	23	34	23	19	28	27	37	30	26	23	32	31	24	25
TOTAL NOT MUCH/ NO TRUST	64	84	47	63	71	59	50	67	63	76	68	60	70	70	63	58	57
Don't know	10	5	6	9	6	12	21	8	7	4	8	12	10	8	10	12	8

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Unweighted Sample	1854	580	538	205	856	998	349	321	715	469	1222	612	295	573	348	438	200
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

A great deal	1	1	2	0	1	1	2	1	0	2	1	1	2	0	2	1	1
A fair amount	20	28	19	21	19	21	20	16	22	20	20	21	22	20	20	18	25
TOTAL TRUST	21	29	21	21	20	22	22	17	22	22	21	22	24	20	22	19	26
Not much	45	47	45	36	43	47	37	49	44	52	47	43	45	46	47	44	43
Not at all	26	20	31	37	30	23	25	27	29	23	27	24	24	29	23	28	23
TOTAL NOT MUCH/ NO TRUST	71	67	76	73	73	70	62	76	73	75	74	67	69	75	70	72	66
Don't know	7	5	4	6	6	8	16	7	5	3	5	10	7	5	8	9	8

Leading Liberal Democrat politicians

A great deal	2	1	1	5	2	1	3	1	1	2	1	2	2	1	1	2	2
A fair amount	25	36	14	57	25	26	22	27	26	27	28	22	25	29	23	22	28
TOTAL TRUST	27	37	15	62	27	27	25	28	27	29	29	24	27	30	24	24	30
Not much	40	41	42	25	39	40	33	46	40	43	42	36	40	40	39	40	40
Not at all	24	15	38	7	28	22	23	19	28	25	21	28	23	23	24	28	24
TOTAL NOT MUCH/ NO TRUST	64	56	80	32	67	62	56	65	68	68	63	64	63	63	64	67	64
Don't know	9	6	5	6	6	11	20	7	6	3	7	12	9	7	11	10	6

Senior officials in my local council

A great deal	1	1	3	0	2	1	3	1	1	2	1	2	2	1	3	1	1
A fair amount	22	22	28	24	21	23	24	23	22	19	24	19	28	24	18	19	27
TOTAL TRUST	23	23	31	24	23	24	27	24	23	21	25	21	30	25	21	20	28
Not much	43	47	41	43	42	44	32	42	45	50	45	40	35	44	45	43	44
Not at all	25	24	23	24	29	20	20	25	27	26	23	27	26	24	25	27	18
TOTAL NOT MUCH/ NO TRUST	68	71	64	67	71	64	52	67	72	76	68	67	61	68	70	70	62
Don't know	9	6	5	9	6	11	20	10	5	3	6	12	9	7	10	9	10

Managers of NHS hospitals

A great deal	2	1	5	0	2	2	3	1	2	3	1	3	1	1	2	4	1
A fair amount	27	26	31	30	26	27	28	26	30	21	28	25	30	27	24	25	33
TOTAL TRUST	29	27	36	30	28	29	31	27	32	24	29	28	31	28	26	29	34
Not much	44	47	45	45	44	45	33	48	46	50	45	43	41	47	46	41	45
Not at all	19	22	15	18	22	16	17	15	17	24	19	18	21	19	19	19	12
TOTAL NOT MUCH/ NO TRUST	63	69	60	63	66	61	50	63	63	74	64	61	62	66	65	60	57
Don't know	8	5	5	7	7	10	19	9	5	3	7	10	7	6	10	11	9

People who run large companies

A great deal	2	2	3	2	3	1	5	1	1	1	1	3	1	1	3	3	3
A fair amount	26	37	22	22	26	26	21	29	27	28	28	23	24	28	29	20	30
TOTAL TRUST	28	39	25	24	29	27	26	30	28	29	29	26	25	29	32	23	33
Not much	46	44	47	49	44	48	38	50	47	49	48	43	49	47	42	46	45
Not at all	17	10	21	18	21	14	18	13	18	17	17	18	17	17	17	19	13
TOTAL NOT MUCH/ NO TRUST	63	54	68	67	65	62	56	63	65	66	65	61	66	64	59	65	58
Don't know	9	6	7	8	6	12	18	8	6	5	6	13	8	6	9	13	10

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

Leading Conservative politicians

A great deal	3	8	1	1	3	3	4	3	3	3	3	3	4	3	3	3	3
A fair amount	26	55	6	29	25	27	21	28	25	30	29	21	27	29	27	20	23
TOTAL TRUST	29	63	7	30	28	30	25	31	28	33	32	24	31	32	30	23	26
Not much	33	29	30	40	33	33	29	37	30	38	35	30	32	36	29	34	28
Not at all	31	5	58	23	33	28	26	26	39	27	27	35	30	25	32	34	36
TOTAL NOT MUCH/ NO TRUST	64	34	88	63	66	61	55	63	69	65	62	65	62	61	61	68	64
Don't know	8	4	4	7	6	9	20	7	4	2	5	11	7	6	9	9	9

Leading Labour politicians

A great deal	3	1	9	0	3	3	4	1	3	3	2	4	3	2	3	4	3
A fair amount	20	7	47	18	22	19	20	18	23	18	20	21	23	14	22	22	32
TOTAL TRUST	23	8	56	18	25	22	24	19	26	21	22	25	26	16	25	26	35
Not much	35	34	31	43	32	38	29	41	37	35	37	32	29	41	34	32	35
Not at all	35	54	9	32	37	32	30	32	33	42	35	33	38	38	32	34	24
TOTAL NOT MUCH/ NO TRUST	70	88	40	75	69	70	59	73	70	77	72	65	67	79	66	66	59
Don't know	7	3	4	7	5	8	17	7	4	2	5	9	7	4	9	9	6

Senior civil servants in Whitehall

A great deal	2	1	4	2	3	1	4	1	1	2	2	2	3	2	1	3	2
A fair amount	17	21	19	19	18	17	16	17	19	17	21	13	25	17	17	13	17
TOTAL TRUST	19	22	23	21	21	18	20	18	20	19	23	15	28	19	18	16	19
Not much	46	50	48	41	46	46	39	48	47	49	47	44	45	46	49	42	48
Not at all	23	20	21	26	26	21	13	21	28	28	21	26	19	25	22	26	20
TOTAL NOT MUCH/ NO TRUST	69	70	69	67	72	67	52	69	75	77	68	70	64	71	71	68	68
Don't know	11	8	8	12	8	15	28	12	6	4	9	15	9	10	11	15	13

Senior officials in the European Union

A great deal	2	2	3	1	1	2	5	1	1	0	2	3	1	2	2	2	4
A fair amount	14	11	21	20	14	13	19	16	13	9	15	11	17	12	15	13	15
TOTAL TRUST	16	13	24	21	15	15	24	17	14	9	17	14	18	14	17	15	19
Not much	37	37	38	41	35	38	29	39	40	38	39	33	36	38	37	32	43
Not at all	36	44	28	25	42	30	24	32	37	48	34	38	35	38	35	39	25
TOTAL NOT MUCH/ NO TRUST	73	81	66	66	77	68	53	71	77	86	73	71	71	76	72	71	68
Don't know	12	7	9	13	7	16	24	12	9	5	10	15	10	10	12	15	12

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

Estate agents

A great deal	1	1	1	0	1	1	2	1	0	1	1	1	0	0	1	2	1
A fair amount	13	13	11	18	11	14	15	10	13	11	11	15	10	12	16	11	18
TOTAL TRUST	14	14	12	18	12	15	17	11	13	12	12	16	10	12	17	13	19
Not much	43	47	45	36	41	44	38	44	44	46	45	40	43	41	39	48	47
Not at all	36	35	38	39	41	32	28	42	39	38	38	34	39	42	35	32	28
TOTAL NOT MUCH/ NO TRUST	79	82	83	75	82	76	66	86	83	84	83	74	82	83	74	80	75
Don't know	7	4	4	6	5	9	17	4	4	4	5	10	8	5	10	8	6

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

A great deal	1	0	1	0	1	1	2	1	0	1	1	1	2	0	1	1	1
A fair amount	9	11	12	9	8	10	11	9	10	8	8	12	10	8	12	10	9
TOTAL TRUST	10	11	13	9	9	11	13	10	10	9	9	13	12	8	13	11	10
Not much	39	42	39	30	39	39	34	42	41	41	40	38	42	41	41	35	38
Not at all	44	43	44	56	46	42	39	45	45	47	47	40	40	48	39	46	45
TOTAL NOT MUCH/ NO TRUST	83	85	83	86	85	81	73	87	86	88	87	78	82	89	80	81	83
Don't know	6	4	4	4	5	7	15	4	4	2	4	9	6	3	7	9	8