

YouGov Survey Results

Sample Size: 1824 GB Adults
Fieldwork: 30th - 31st October 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	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
Weighted Sample	1824	X	X	X	X	465	421	886	938	221	465	624	514	1040	784	233	593	390	449	159
Unweighted Sample	1824	443	573	116	582	444	437	887	937	82	461	730	551	1193	631	261	647	377	371	168
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 9-10	Oct 30-31																			
How much do you trust the following to tell the truth?																					
Family doctors																					
A great deal	33	33	33	38	33	33	38	35	33	32	36	31	32	34	36	29	24	29	36	39	32
A fair amount	52	49	50	51	46	50	48	51	49	49	41	46	51	53	48	50	55	52	45	45	50
TOTAL GREAT DEAL / FAIR AMOUNT	85	82	83	89	79	83	86	86	82	81	77	77	83	87	84	79	79	81	81	84	82
Not much	8	11	13	7	15	12	9	10	10	12	12	11	10	11	12	10	15	13	12	8	5
Not at all	3	3	1	1	4	2	2	2	3	2	6	4	1	2	2	4	1	2	1	4	7
TOTAL NOT MUCH / NOT AT ALL	10	14	14	8	19	14	11	12	13	14	18	15	11	13	14	14	16	15	13	12	12
Don't know	4	5	2	3	1	3	3	2	5	4	6	7	5	0	3	7	4	4	6	4	6
School teachers																					
A great deal	18	18	20	22	20	17	21	21	18	18	27	21	17	15	20	17	18	19	19	18	16
A fair amount	57	56	51	62	57	55	61	59	53	59	50	51	59	60	59	53	52	55	54	62	56
TOTAL GREAT DEAL / FAIR AMOUNT	75	74	71	84	77	72	82	80	71	77	77	72	76	75	79	70	70	74	73	80	72
Not much	15	15	21	11	15	19	12	13	16	15	12	14	14	20	14	17	20	17	16	12	10
Not at all	4	4	3	1	5	4	2	3	5	2	3	5	3	3	4	3	5	3	3	2	6
TOTAL NOT MUCH / NOT AT ALL	19	19	24	12	20	23	14	16	21	17	15	19	17	23	18	20	25	20	19	14	16
Don't know	6	6	4	4	2	4	4	4	8	5	8	9	7	3	4	10	4	5	7	6	12
Judges																					
A great deal	19	21	23	24	33	22	20	26	24	18	28	26	17	17	25	15	23	17	24	20	23
A fair amount	48	45	49	47	41	48	49	44	42	49	39	40	49	49	47	44	45	46	43	46	48
TOTAL GREAT DEAL / FAIR AMOUNT	67	66	72	71	74	70	69	70	66	67	67	66	66	66	72	59	68	63	67	66	71
Not much	19	20	19	19	17	17	21	19	19	21	18	17	20	24	19	21	16	24	20	21	9
Not at all	7	7	6	5	5	9	6	6	8	6	5	7	7	8	4	10	11	6	5	8	7
TOTAL NOT MUCH / NOT AT ALL	26	27	25	24	22	26	27	25	27	27	23	24	27	32	23	31	27	30	25	29	16
Don't know	7	7	3	5	3	3	5	5	7	6	11	10	7	2	4	10	5	7	8	5	14
Local police officers on the beat in my area																					
A great deal	16	15	18	16	18	18	15	19	15	16	10	19	15	14	16	14	18	14	16	18	10
A fair amount	54	53	57	53	57	58	54	54	51	55	51	45	55	59	55	51	54	56	51	51	51
TOTAL GREAT DEAL / FAIR AMOUNT	70	68	75	69	75	76	69	73	66	71	61	64	70	73	71	65	72	70	67	69	61
Not much	17	17	13	20	16	16	20	15	19	15	14	18	17	18	17	17	16	17	21	16	15
Not at all	5	6	6	5	4	4	5	5	7	6	14	7	5	5	6	7	7	6	6	6	11
TOTAL NOT MUCH / NOT AT ALL	22	23	19	25	20	20	25	20	26	21	28	25	22	23	23	24	23	23	27	22	26
Don't know	8	8	5	5	4	5	6	7	8	8	10	10	9	4	5	12	5	8	7	9	13

Sample Size: 1824 GB Adults
Fieldwork: 30th - 31st October 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	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
Weighted Sample	1824	X	X	X	X	465	421	886	938	221	465	624	514	1040	784	233	593	390	449	159
Unweighted Sample	1824	443	573	116	582	444	437	887	937	82	461	730	551	1193	631	261	647	377	371	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 9-10	Oct 30-31																			
People who run national charities (e.g. Help the Aged, NSPCC)																					
A great deal	15	15	15	18	17	15	18	18	13	17	19	14	14	14	16	13	14	15	9	19	16
A fair amount	55	51	58	52	56	55	54	51	48	55	46	49	52	56	54	48	49	52	56	48	49
TOTAL GREAT DEAL / FAIR AMOUNT	70	66	73	70	73	70	72	69	61	72	65	63	66	70	70	61	63	67	65	67	65
Not much	18	21	19	23	18	21	20	22	25	18	18	21	22	22	21	22	25	21	22	21	17
Not at all	6	6	5	4	7	4	5	5	7	5	5	7	5	7	5	7	7	7	5	5	6
TOTAL NOT MUCH / NOT AT ALL	24	27	24	27	25	25	25	27	32	23	23	28	27	29	26	29	32	28	27	26	23
Don't know	7	7	3	4	1	4	4	4	8	6	12	10	7	1	4	10	4	6	8	6	12
BBC News journalists																					
A great deal	12	10	10	12	15	8	10	14	12	7	15	11	8	7	12	6	12	8	10	11	9
A fair amount	48	47	49	54	51	45	53	53	46	48	54	42	47	49	49	45	45	45	52	48	43
TOTAL GREAT DEAL / FAIR AMOUNT	60	57	59	66	66	53	63	67	58	55	69	53	55	56	61	51	57	53	62	59	52
Not much	24	25	25	26	21	28	26	21	23	27	14	23	27	31	26	25	24	27	23	26	22
Not at all	10	12	13	6	10	15	8	8	12	11	6	13	12	12	10	13	14	13	8	11	14
TOTAL NOT MUCH / NOT AT ALL	34	37	38	32	31	43	34	29	35	38	20	36	39	43	36	38	38	40	31	37	36
Don't know	7	6	3	3	2	4	3	4	6	6	10	10	6	1	3	10	5	7	7	4	12
ITV News journalists																					
A great deal	6	5	9	4	4	7	3	4	6	3	7	3	5	5	5	5	6	5	5	5	3
A fair amount	46	46	50	52	46	46	53	49	47	45	46	43	48	48	48	43	46	45	46	50	41
TOTAL GREAT DEAL / FAIR AMOUNT	52	51	59	56	50	53	56	53	53	48	53	46	53	53	53	48	52	50	51	55	44
Not much	31	31	31	31	31	32	28	31	27	34	28	27	31	35	32	30	32	31	32	28	32
Not at all	10	11	5	9	16	8	10	11	11	10	6	17	8	10	10	11	9	12	9	11	11
TOTAL NOT MUCH / NOT AT ALL	40	42	36	40	47	40	38	42	38	44	34	44	39	45	42	41	41	43	41	39	43
Don't know	8	8	5	4	2	6	5	4	7	8	12	10	8	3	5	11	7	7	8	6	14
Senior police officers																					
A great deal	8	8	10	8	9	9	7	9	8	9	16	9	7	6	10	7	10	10	6	8	5
A fair amount	47	44	52	43	54	47	43	48	41	46	46	43	43	44	45	42	46	42	46	43	41
TOTAL GREAT DEAL / FAIR AMOUNT	55	52	62	51	63	56	50	57	49	55	62	52	50	50	55	49	56	52	52	51	46
Not much	28	29	27	33	28	31	33	30	29	30	18	23	32	36	31	28	27	32	31	28	26
Not at all	11	12	6	11	6	9	12	8	15	9	8	15	12	11	11	14	11	10	10	16	16
TOTAL NOT MUCH / NOT AT ALL	39	41	33	44	34	40	45	38	44	39	26	38	44	47	42	42	38	42	41	44	42
Don't know	7	7	4	5	4	4	4	5	7	6	12	10	7	2	4	10	6	7	7	5	11
Journalists on "upmarket" newspapers (e.g. Times, Telegraph, Guardian)																					
A great deal	3	4	4	4	4	4	3	5	3	4	8	4	2	4	5	2	7	3	3	4	3
A fair amount	38	39	48	40	50	44	38	42	41	37	47	41	33	39	44	32	44	38	42	33	40
TOTAL GREAT DEAL / FAIR AMOUNT	41	43	52	44	54	48	41	47	44	41	55	45	35	43	49	34	51	41	45	37	43
Not much	35	35	34	37	35	35	39	35	33	38	26	30	40	39	35	36	34	36	33	39	33
Not at all	16	16	9	14	10	13	15	14	17	15	11	17	17	15	13	20	10	17	15	18	17
TOTAL NOT MUCH / NOT AT ALL	51	51	43	51	45	48	54	49	50	53	37	47	57	54	48	56	44	53	48	57	50
Don't know	7	7	5	4	1	5	5	5	6	7	7	8	8	3	4	10	5	7	7	7	6

Sample Size: 1824 GB Adults
Fieldwork: 30th - 31st October 2012

	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	
Weighted Sample	1824	X	X	X	X	465	421	886	938	221	465	624	514	1040	784	233	593	390	449	159	
Unweighted Sample	1824	443	573	116	582	444	437	887	937	82	461	730	551	1193	631	261	647	377	371	168	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		Jan 9-10	Oct 30-31																		
People who run large companies																					
A great deal	1	1	2	1	3	2	0	3	1	1	2	1	2	1	1	1	3	1	0	2	2
A fair amount	23	23	38	19	22	33	18	20	26	21	33	19	23	24	26	19	29	21	24	25	17
TOTAL GREAT DEAL / FAIR AMOUNT	24	24	40	20	25	35	18	23	27	22	35	20	25	25	27	20	32	22	24	27	19
Not much	45	46	43	49	53	44	52	45	42	50	35	47	44	52	48	44	41	50	48	45	40
Not at all	23	22	13	26	20	15	24	26	23	20	19	24	23	19	20	24	21	21	21	22	25
TOTAL NOT MUCH / NOT AT ALL	68	68	56	75	73	59	76	71	65	70	54	71	67	71	68	68	62	71	69	67	65
Don't know	8	8	5	5	2	6	5	6	7	9	11	10	9	4	5	11	7	7	7	7	16
Leading Conservative politicians																					
A great deal	2	2	5	1	1	4	1	1	2	2	2	1	2	2	2	2	3	2	1	1	3
A fair amount	23	19	48	9	17	36	11	10	20	18	25	16	17	19	21	15	25	18	22	17	9
TOTAL GREAT DEAL / FAIR AMOUNT	25	21	53	10	18	40	12	11	22	20	27	17	19	21	23	17	28	20	23	18	12
Not much	35	35	34	30	53	37	30	40	32	37	24	37	33	39	37	31	32	38	35	32	33
Not at all	34	38	8	56	26	18	55	43	40	36	39	36	40	38	35	43	36	36	35	44	44
TOTAL NOT MUCH / NOT AT ALL	68	73	42	86	79	55	85	83	72	73	63	73	73	77	72	74	68	74	70	76	77
Don't know	7	7	5	3	3	5	3	6	6	8	10	10	7	2	5	9	4	7	8	6	11
Leading Labour politicians																					
A great deal	2	2	0	6	1	1	6	1	3	2	4	2	2	2	2	2	3	1	2	4	0
A fair amount	21	22	12	42	27	10	43	24	22	23	25	19	23	23	23	22	28	19	22	23	24
TOTAL GREAT DEAL / FAIR AMOUNT	23	24	12	48	28	11	49	25	25	25	29	21	25	25	25	24	31	20	24	27	24
Not much	40	37	40	38	47	36	35	44	35	40	33	41	39	34	39	34	31	40	41	34	36
Not at all	31	31	44	11	23	48	12	27	34	28	25	28	29	39	31	32	34	34	27	32	27
TOTAL NOT MUCH / NOT AT ALL	71	68	84	49	70	84	47	71	69	68	58	69	68	73	70	66	65	74	68	66	63
Don't know	7	7	4	4	3	5	4	4	7	7	13	11	7	2	5	10	5	6	8	7	13
Senior civil servants in Whitehall																					
A great deal	2	2	3	2	6	1	1	3	2	2	4	1	2	1	2	1	3	2	2	2	0
A fair amount	21	20	27	20	26	23	20	20	20	19	24	21	18	18	24	13	25	19	20	19	14
TOTAL GREAT DEAL / FAIR AMOUNT	23	22	30	22	32	24	21	23	22	21	28	22	20	19	26	14	28	21	22	21	14
Not much	41	43	43	46	48	42	45	46	42	44	39	38	44	48	43	43	42	43	44	42	44
Not at all	25	26	21	24	14	27	25	22	28	24	13	25	28	29	23	30	22	27	24	29	21
TOTAL NOT MUCH / NOT AT ALL	66	69	64	70	62	69	70	68	70	68	52	63	72	77	66	73	64	70	68	71	65
Don't know	11	10	6	7	6	6	8	8	9	11	20	15	8	4	8	13	8	9	9	9	21
Estate agents																					
A great deal	1	1	0	1	3	0	0	2	1	1	1	0	1	0	0	1	3	0	0	0	0
A fair amount	12	13	15	14	16	14	12	15	11	14	20	10	10	16	15	10	13	13	13	14	9
TOTAL GREAT DEAL / FAIR AMOUNT	13	14	15	15	19	14	12	17	12	15	21	10	11	16	15	11	16	13	13	14	9
Not much	47	42	46	39	50	43	42	44	41	43	35	41	43	45	42	42	36	42	45	44	40
Not at all	33	37	35	41	28	39	40	35	39	35	31	40	39	35	38	36	42	38	34	36	36
TOTAL NOT MUCH / NOT AT ALL	80	79	81	80	78	82	82	79	80	78	66	81	82	80	80	78	78	80	79	80	76
Don't know	7	7	4	6	3	4	7	5	8	7	13	8	7	4	5	11	7	6	7	7	15

Sample Size: 1824 GB Adults
Fieldwork: 30th - 31st October 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	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
Weighted Sample	1824	X	X	X	X	465	421	886	938	221	465	624	514	1040	784	233	593	390	449	159
Unweighted Sample	1824	443	573	116	582	444	437	887	937	82	461	730	551	1193	631	261	647	377	371	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 9-10	Oct 30-31	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
Journalists on red-top tabloid newspapers (e.g. Sun, Mirror)																					
A great deal	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0
A fair amount	10	10	11	9	10	10	9	8	11	8	14	9	8	10	9	11	14	9	12	7	3
TOTAL GREAT DEAL / FAIR AMOUNT	10	10	11	9	11	10	9	8	11	8	14	9	8	10	9	12	15	9	12	7	3
Not much	37	37	39	40	38	39	42	34	36	38	29	34	38	42	38	35	38	35	40	39	30
Not at all	46	47	44	47	50	46	44	53	47	47	45	48	47	47	49	44	43	49	41	49	55
TOTAL NOT MUCH / NOT AT ALL	83	84	83	87	88	85	86	87	83	85	74	82	85	89	87	79	81	84	81	88	85
Don't know	7	6	5	3	1	4	4	4	6	6	11	8	6	2	4	9	4	6	7	4	12
Independent Financial Advisors																					
A great deal	4	4	5	4	2	6	2	6	3	5	7	5	4	3	5	3	7	3	5	4	1
A fair amount	36	38	44	38	50	41	36	43	39	37	39	46	35	34	42	33	36	40	36	38	41
TOTAL GREAT DEAL / FAIR AMOUNT	41	42	49	42	52	47	38	49	42	42	46	51	39	37	47	36	43	43	41	42	42
Not much	34	33	34	34	34	33	38	30	31	36	31	24	37	39	32	35	33	36	34	32	29
Not at all	15	15	11	15	12	14	16	16	17	13	6	14	15	20	14	17	16	14	15	16	15
TOTAL NOT MUCH / NOT AT ALL	49	48	45	49	46	47	54	46	48	49	37	38	52	59	46	52	49	50	49	48	44
Don't know	10	9	6	8	2	5	8	6	9	9	17	11	9	4	7	12	7	8	10	10	13
People who run major pressure groups (e.g. Greenpeace, Amnesty)																					
A great deal	5	5	2	6	9	2	8	7	4	6	8	4	4	4	5	5	8	5	2	6	3
A fair amount	37	38	32	48	44	30	45	45	33	43	39	39	37	39	39	37	37	36	41	38	40
TOTAL GREAT DEAL / FAIR AMOUNT	42	43	34	54	53	32	53	52	37	49	47	43	41	43	44	42	45	41	43	44	43
Not much	33	33	38	32	38	39	32	33	35	32	24	30	36	37	35	32	33	35	34	32	31
Not at all	15	15	21	9	7	23	10	10	20	10	16	16	13	15	15	15	15	15	13	16	13
TOTAL NOT MUCH / NOT AT ALL	48	48	59	41	45	62	42	43	55	42	40	46	49	52	50	47	48	50	47	48	44
Don't know	10	9	7	5	2	7	6	5	9	9	13	11	10	4	7	12	7	9	9	8	14