

# YouGov Survey Results

Sample Size: 1865 GB Adults  
Fieldwork: 14th - 15th August 2013

|                          | Voting intention |     |         |      |     | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |   |
|--------------------------|------------------|-----|---------|------|-----|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---|
|                          | Con              | Lab | Lib Dem | UKIP |     | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b>   | <b>1865</b>      | 492 | 561     | 133  | 165 | 556       | 469 | 366     | 905    | 960    | 222   | 472   | 638   | 533 | 1063         | 802  | 239    | 606           | 399              | 459   | 162      |   |
| <b>Unweighted Sample</b> | <b>1865</b>      | 474 | 592     | 118  | 177 | 553       | 492 | 382     | 838    | 1027   | 183   | 448   | 715   | 519 | 1274         | 591  | 296    | 620           | 335              | 443   | 171      |   |
|                          | %                | %   | %       | %    | %   | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

|   |                                       | Mar<br>27-28 | Aug<br>14-15 |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---|---------------------------------------|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>How much do you trust the following to tell the truth?</b> |                                       |              |              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| <b>Family doctors</b>   |                                       |              |              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|   | A great deal                          | 33           | <b>34</b>    | 34        | 39        | 42        | 27        | 33        | 37        | 38        | 38        | 30        | 28        | 32        | 35        | 37        | 32        | 36        | 27        | 35        | 32        | 36        | 37        |
|   | A fair amount                         | 50           | <b>47</b>    | 49        | 47        | 45        | 55        | 51        | 43        | 48        | 44        | 50        | 46        | 42        | 48        | 51        | 47        | 47        | 51        | 45        | 52        | 45        | 44        |
|   | <b>TOTAL GREAT DEAL / FAIR AMOUNT</b> | <b>83</b>    | <b>81</b>    | <b>83</b> | <b>86</b> | <b>87</b> | <b>82</b> | <b>84</b> | <b>80</b> | <b>86</b> | <b>82</b> | <b>80</b> | <b>74</b> | <b>74</b> | <b>83</b> | <b>88</b> | <b>79</b> | <b>83</b> | <b>78</b> | <b>80</b> | <b>84</b> | <b>81</b> | <b>81</b> |
|   | Not much                              | 9            | <b>12</b>    | 12        | 10        | 6         | 13        | 10        | 13        | 10        | 12        | 12        | 15        | 13        | 12        | 9         | 13        | 10        | 12        | 13        | 11        | 11        | 10        |
|   | Not at all                            | 3            | <b>2</b>     | 2         | 2         | 3         | 3         | 2         | 3         | 1         | 3         | 2         | 3         | 4         | 2         | 1         | 3         | 2         | 4         | 3         | 1         | 3         | 3         |
|   | <b>TOTAL NOT MUCH / NOT AT ALL</b>    | <b>12</b>    | <b>14</b>    | <b>14</b> | <b>12</b> | <b>9</b>  | <b>16</b> | <b>12</b> | <b>16</b> | <b>11</b> | <b>15</b> | <b>14</b> | <b>18</b> | <b>17</b> | <b>14</b> | <b>10</b> | <b>16</b> | <b>12</b> | <b>16</b> | <b>16</b> | <b>12</b> | <b>14</b> | <b>13</b> |
|   | Don't know                            | 4            | <b>5</b>     | 4         | 2         | 5         | 2         | 3         | 4         | 3         | 5         | 5         | 8         | 9         | 3         | 2         | 5         | 5         | 6         | 4         | 4         | 5         | 6         |
| <b>School teachers</b>  |                                       |              |              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|   | A great deal                          | 18           | <b>18</b>    | 12        | 23        | 22        | 13        | 13        | 24        | 17        | 17        | 18        | 18        | 19        | 20        | 13        | 17        | 18        | 16        | 17        | 17        | 17        | 23        |
|   | A fair amount                         | 56           | <b>54</b>    | 56        | 57        | 56        | 51        | 54        | 52        | 64        | 54        | 55        | 53        | 51        | 53        | 59        | 55        | 54        | 51        | 57        | 55        | 54        | 51        |
|   | <b>TOTAL GREAT DEAL / FAIR AMOUNT</b> | <b>74</b>    | <b>72</b>    | <b>68</b> | <b>80</b> | <b>78</b> | <b>64</b> | <b>67</b> | <b>76</b> | <b>81</b> | <b>71</b> | <b>73</b> | <b>71</b> | <b>70</b> | <b>73</b> | <b>72</b> | <b>72</b> | <b>72</b> | <b>67</b> | <b>74</b> | <b>72</b> | <b>71</b> | <b>74</b> |
|   | Not much                              | 16           | <b>17</b>    | 23        | 12        | 14        | 24        | 23        | 15        | 11        | 19        | 16        | 17        | 15        | 18        | 19        | 18        | 16        | 19        | 17        | 18        | 18        | 13        |
|   | Not at all                            | 4            | <b>4</b>     | 4         | 4         | 2         | 6         | 4         | 4         | 3         | 5         | 3         | 4         | 5         | 3         | 5         | 4         | 5         | 6         | 3         | 4         | 4         | 4         |
|   | <b>TOTAL NOT MUCH / NOT AT ALL</b>    | <b>20</b>    | <b>21</b>    | <b>27</b> | <b>16</b> | <b>16</b> | <b>30</b> | <b>27</b> | <b>19</b> | <b>14</b> | <b>24</b> | <b>19</b> | <b>21</b> | <b>20</b> | <b>21</b> | <b>24</b> | <b>22</b> | <b>21</b> | <b>25</b> | <b>20</b> | <b>22</b> | <b>22</b> | <b>17</b> |
|   | Don't know                            | 5            | <b>6</b>     | 5         | 3         | 5         | 6         | 5         | 5         | 4         | 5         | 8         | 8         | 9         | 6         | 5         | 6         | 7         | 8         | 5         | 5         | 8         | 8         |
| <b>Judges</b>   |                                       |              |              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|   | A great deal                          | 19           | <b>20</b>    | 24        | 21        | 38        | 9         | 21        | 18        | 26        | 23        | 18        | 25        | 23        | 20        | 17        | 21        | 20        | 19        | 24        | 15        | 20        | 19        |
|   | A fair amount                         | 47           | <b>44</b>    | 47        | 47        | 40        | 41        | 45        | 46        | 46        | 43        | 45        | 41        | 42        | 45        | 47        | 47        | 41        | 43        | 42        | 49        | 42        | 43        |
|   | <b>TOTAL GREAT DEAL / FAIR AMOUNT</b> | <b>66</b>    | <b>64</b>    | <b>71</b> | <b>68</b> | <b>78</b> | <b>50</b> | <b>66</b> | <b>64</b> | <b>72</b> | <b>66</b> | <b>63</b> | <b>66</b> | <b>65</b> | <b>65</b> | <b>64</b> | <b>68</b> | <b>61</b> | <b>62</b> | <b>66</b> | <b>64</b> | <b>62</b> | <b>62</b> |
|   | Not much                              | 20           | <b>21</b>    | 20        | 18        | 13        | 28        | 21        | 20        | 18        | 20        | 21        | 16        | 16        | 22        | 24        | 19        | 22        | 20        | 20        | 22        | 21        | 19        |
|   | Not at all                            | 8            | <b>8</b>     | 4         | 9         | 2         | 19        | 7         | 8         | 6         | 8         | 8         | 5         | 8         | 7         | 9         | 6         | 10        | 8         | 7         | 7         | 9         | 8         |
|   | <b>TOTAL NOT MUCH / NOT AT ALL</b>    | <b>28</b>    | <b>29</b>    | <b>24</b> | <b>27</b> | <b>15</b> | <b>47</b> | <b>28</b> | <b>28</b> | <b>24</b> | <b>28</b> | <b>29</b> | <b>21</b> | <b>24</b> | <b>29</b> | <b>33</b> | <b>25</b> | <b>32</b> | <b>28</b> | <b>27</b> | <b>29</b> | <b>30</b> | <b>27</b> |
|   | Don't know                            | 6            | <b>7</b>     | 6         | 5         | 7         | 3         | 6         | 8         | 4         | 6         | 8         | 13        | 11        | 6         | 3         | 7         | 8         | 10        | 6         | 6         | 7         | 12        |
| <b>Local police officers on the beat in my area</b>           |                                       |              |              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|   | A great deal                          | 14           | <b>16</b>    | 18        | 16        | 26        | 12        | 19        | 13        | 19        | 17        | 15        | 10        | 17        | 18        | 15        | 15        | 17        | 13        | 17        | 16        | 14        | 20        |
|   | A fair amount                         | 53           | <b>55</b>    | 55        | 57        | 59        | 53        | 55        | 56        | 59        | 53        | 56        | 53        | 49        | 57        | 58        | 53        | 56        | 52        | 56        | 53        | 57        | 54        |
|   | <b>TOTAL GREAT DEAL / FAIR AMOUNT</b> | <b>67</b>    | <b>71</b>    | <b>73</b> | <b>73</b> | <b>85</b> | <b>65</b> | <b>74</b> | <b>69</b> | <b>78</b> | <b>70</b> | <b>71</b> | <b>63</b> | <b>66</b> | <b>75</b> | <b>73</b> | <b>68</b> | <b>73</b> | <b>65</b> | <b>73</b> | <b>69</b> | <b>71</b> | <b>74</b> |
|   | Not much                              | 19           | <b>17</b>    | 17        | 16        | 8         | 21        | 15        | 17        | 13        | 16        | 17        | 21        | 18        | 14        | 16        | 19        | 13        | 19        | 16        | 21        | 14        | 12        |
|   | Not at all                            | 7            | <b>6</b>     | 4         | 6         | 3         | 8         | 4         | 7         | 4         | 7         | 4         | 7         | 6         | 5         | 6         | 5         | 6         | 6         | 5         | 4         | 7         | 7         |
|   | <b>TOTAL NOT MUCH / NOT AT ALL</b>    | <b>26</b>    | <b>23</b>    | <b>21</b> | <b>22</b> | <b>11</b> | <b>29</b> | <b>19</b> | <b>24</b> | <b>17</b> | <b>23</b> | <b>21</b> | <b>28</b> | <b>24</b> | <b>19</b> | <b>22</b> | <b>24</b> | <b>19</b> | <b>25</b> | <b>21</b> | <b>25</b> | <b>21</b> | <b>19</b> |
|   | Don't know                            | 7            | <b>7</b>     | 6         | 5         | 5         | 7         | 6         | 7         | 6         | 7         | 8         | 9         | 10        | 6         | 5         | 8         | 6         | 10        | 6         | 6         | 8         | 7         |

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|------------------------|------------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---|
|                        | Total            | Con | Lab | Lib Dem | UKIP | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b> | <b>1865</b>      | 492 | 561 | 133     | 165  | 556       | 469 | 366     | 905    | 960    | 222   | 472   | 638   | 533 | 1063         | 802  | 239    | 606           | 399              | 459   | 162      |   |
| Unweighted Sample      | 1865             | 474 | 592 | 118     | 177  | 553       | 492 | 382     | 838    | 1027   | 183   | 448   | 715   | 519 | 1274         | 591  | 296    | 620           | 335              | 443   | 171      |   |
|                        | %                | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

|   | Mar<br>27-28 | Aug<br>14-15 |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>BBC News journalists</b>   |              |              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| A great deal  | 12           | 15           | 13        | 19        | 21        | 11        | 10        | 18        | 18        | 18        | 11        | 17        | 17        | 15        | 11        | 15        | 14        | 18        | 13        | 14        | 15        | 14        |
| A fair amount   | 49           | 47           | 47        | 52        | 51        | 36        | 43        | 51        | 56        | 46        | 49        | 42        | 41        | 51        | 51        | 49        | 44        | 42        | 49        | 52        | 41        | 50        |
| <b>TOTAL GREAT DEAL / FAIR AMOUNT</b>   | <b>61</b>    | <b>62</b>    | <b>60</b> | <b>71</b> | <b>72</b> | <b>47</b> | <b>53</b> | <b>69</b> | <b>74</b> | <b>64</b> | <b>60</b> | <b>59</b> | <b>58</b> | <b>66</b> | <b>62</b> | <b>64</b> | <b>58</b> | <b>60</b> | <b>62</b> | <b>66</b> | <b>56</b> | <b>64</b> |
| Not much  | 23           | 23           | 27        | 17        | 19        | 36        | 30        | 18        | 18        | 23        | 23        | 21        | 23        | 23        | 24        | 21        | 26        | 22        | 24        | 22        | 25        | 18        |
| Not at all  | 10           | 9            | 10        | 6         | 4         | 15        | 12        | 7         | 4         | 9         | 9         | 11        | 9         | 7         | 11        | 9         | 9         | 10        | 9         | 6         | 11        | 10        |
| <b>TOTAL NOT MUCH / NOT AT ALL</b>  | <b>33</b>    | <b>32</b>    | <b>37</b> | <b>23</b> | <b>23</b> | <b>51</b> | <b>42</b> | <b>25</b> | <b>22</b> | <b>32</b> | <b>32</b> | <b>32</b> | <b>32</b> | <b>30</b> | <b>35</b> | <b>30</b> | <b>35</b> | <b>32</b> | <b>33</b> | <b>28</b> | <b>36</b> | <b>28</b> |
| Don't know  | 6            | 6            | 4         | 5         | 5         | 2         | 5         | 6         | 4         | 5         | 8         | 9         | 11        | 5         | 3         | 6         | 6         | 8         | 5         | 6         | 8         | 8         |
| <b>ITV News journalists</b>   |              |              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| A great deal  | 6            | 8            | 6         | 11        | 11        | 7         | 6         | 11        | 7         | 9         | 7         | 6         | 9         | 9         | 7         | 7         | 10        | 7         | 7         | 9         | 9         | 7         |
| A fair amount   | 48           | 45           | 49        | 46        | 42        | 48        | 49        | 45        | 49        | 44        | 46        | 33        | 36        | 51        | 50        | 46        | 44        | 48        | 44        | 44        | 44        | 48        |
| <b>TOTAL GREAT DEAL / FAIR AMOUNT</b>   | <b>54</b>    | <b>53</b>    | <b>55</b> | <b>57</b> | <b>53</b> | <b>55</b> | <b>55</b> | <b>56</b> | <b>56</b> | <b>53</b> | <b>53</b> | <b>39</b> | <b>45</b> | <b>60</b> | <b>57</b> | <b>53</b> | <b>54</b> | <b>55</b> | <b>51</b> | <b>53</b> | <b>53</b> | <b>55</b> |
| Not much  | 29           | 31           | 34        | 29        | 35        | 34        | 33        | 30        | 30        | 33        | 29        | 37        | 32        | 29        | 30        | 31        | 30        | 29        | 32        | 35        | 29        | 27        |
| Not at all  | 10           | 9            | 7         | 8         | 6         | 9         | 7         | 7         | 9         | 9         | 9         | 11        | 11        | 6         | 8         | 9         | 9         | 6         | 11        | 6         | 10        | 9         |
| <b>TOTAL NOT MUCH / NOT AT ALL</b>  | <b>39</b>    | <b>40</b>    | <b>41</b> | <b>37</b> | <b>41</b> | <b>43</b> | <b>40</b> | <b>37</b> | <b>39</b> | <b>42</b> | <b>38</b> | <b>48</b> | <b>43</b> | <b>35</b> | <b>38</b> | <b>40</b> | <b>39</b> | <b>35</b> | <b>43</b> | <b>41</b> | <b>39</b> | <b>36</b> |
| Don't know  | 7            | 8            | 4         | 7         | 6         | 3         | 6         | 8         | 5         | 5         | 10        | 13        | 11        | 6         | 4         | 8         | 7         | 11        | 6         | 6         | 8         | 10        |
| <b>Senior police officers</b>   |              |              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| A great deal  | 8            | 8            | 7         | 10        | 14        | 8         | 7         | 11        | 8         | 8         | 9         | 12        | 10        | 8         | 5         | 8         | 9         | 8         | 8         | 9         | 7         | 12        |
| A fair amount   | 43           | 42           | 51        | 40        | 50        | 31        | 48        | 39        | 41        | 40        | 44        | 41        | 39        | 45        | 41        | 41        | 43        | 37        | 47        | 37        | 43        | 42        |
| <b>TOTAL GREAT DEAL / FAIR AMOUNT</b>   | <b>51</b>    | <b>50</b>    | <b>58</b> | <b>50</b> | <b>64</b> | <b>39</b> | <b>55</b> | <b>50</b> | <b>49</b> | <b>48</b> | <b>53</b> | <b>53</b> | <b>49</b> | <b>53</b> | <b>46</b> | <b>49</b> | <b>52</b> | <b>45</b> | <b>55</b> | <b>46</b> | <b>50</b> | <b>54</b> |
| Not much  | 32           | 32           | 31        | 34        | 24        | 38        | 29        | 33        | 37        | 33        | 31        | 28        | 31        | 31        | 36        | 35        | 29        | 34        | 32        | 38        | 29        | 22        |
| Not at all  | 11           | 11           | 7         | 11        | 6         | 21        | 10        | 12        | 10        | 13        | 9         | 10        | 10        | 10        | 14        | 10        | 13        | 11        | 8         | 10        | 15        | 14        |
| <b>TOTAL NOT MUCH / NOT AT ALL</b>  | <b>43</b>    | <b>43</b>    | <b>38</b> | <b>45</b> | <b>30</b> | <b>59</b> | <b>39</b> | <b>45</b> | <b>47</b> | <b>46</b> | <b>40</b> | <b>38</b> | <b>41</b> | <b>41</b> | <b>50</b> | <b>45</b> | <b>42</b> | <b>45</b> | <b>40</b> | <b>48</b> | <b>44</b> | <b>36</b> |
| Don't know  | 6            | 7            | 4         | 5         | 6         | 2         | 6         | 5         | 5         | 6         | 8         | 9         | 10        | 6         | 4         | 7         | 7         | 9         | 5         | 6         | 7         | 11        |
| <b>Journalists on "upmarket" newspapers (e.g. Times, Telegraph, Guardian)</b> |              |              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| A great deal  | 5            | 5            | 6         | 4         | 10        | 1         | 5         | 4         | 5         | 5         | 4         | 6         | 6         | 4         | 3         | 6         | 3         | 6         | 6         | 4         | 3         | 3         |
| A fair amount   | 38           | 40           | 45        | 41        | 44        | 34        | 40        | 39        | 48        | 38        | 41        | 43        | 35        | 39        | 43        | 42        | 37        | 46        | 40        | 38        | 36        | 44        |
| <b>TOTAL GREAT DEAL / FAIR AMOUNT</b>   | <b>43</b>    | <b>45</b>    | <b>51</b> | <b>45</b> | <b>54</b> | <b>35</b> | <b>45</b> | <b>43</b> | <b>53</b> | <b>43</b> | <b>45</b> | <b>49</b> | <b>41</b> | <b>43</b> | <b>46</b> | <b>48</b> | <b>40</b> | <b>52</b> | <b>46</b> | <b>42</b> | <b>39</b> | <b>47</b> |
| Not much  | 36           | 35           | 36        | 36        | 35        | 42        | 38        | 35        | 34        | 38        | 33        | 27        | 34        | 39        | 36        | 34        | 36        | 29        | 33        | 42        | 37        | 32        |
| Not at all  | 16           | 13           | 9         | 14        | 8         | 15        | 11        | 14        | 8         | 14        | 13        | 13        | 16        | 12        | 13        | 11        | 16        | 12        | 15        | 11        | 14        | 13        |
| <b>TOTAL NOT MUCH / NOT AT ALL</b>  | <b>52</b>    | <b>48</b>    | <b>45</b> | <b>50</b> | <b>43</b> | <b>57</b> | <b>49</b> | <b>49</b> | <b>42</b> | <b>52</b> | <b>46</b> | <b>40</b> | <b>50</b> | <b>51</b> | <b>49</b> | <b>45</b> | <b>52</b> | <b>41</b> | <b>48</b> | <b>53</b> | <b>51</b> | <b>45</b> |
| Don't know  | 6            | 7            | 4         | 6         | 3         | 8         | 6         | 7         | 4         | 5         | 9         | 10        | 10        | 7         | 5         | 7         | 8         | 7         | 6         | 6         | 11        | 8         |



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|------------------------|------------------|-----|---------|------|-----|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---|
|                        | Con              | Lab | Lib Dem | UKIP |     | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b> | <b>1865</b>      | 492 | 561     | 133  | 165 | 556       | 469 | 366     | 905    | 960    | 222   | 472   | 638   | 533 | 1063         | 802  | 239    | 606           | 399              | 459   | 162      |   |
| Unweighted Sample      | 1865             | 474 | 592     | 118  | 177 | 553       | 492 | 382     | 838    | 1027   | 183   | 448   | 715   | 519 | 1274         | 591  | 296    | 620           | 335              | 443   | 171      |   |
|                        | %                | %   | %       | %    | %   | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

|   | Mar 27-28 | Aug 14-15 |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Estate agents</b>                          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| A great deal                                  | 1         | 1         | 1         | 1         | 4         | 0         | 1         | 1         | 2         | 2         | 1         | 2         | 3         | 1         | 0         | 1         | 2         | 1         | 3         | 1         | 1         | 0         |
| A fair amount                                 | 12        | 12        | 14        | 11        | 13        | 14        | 14        | 11        | 8         | 13        | 12        | 15        | 10        | 13        | 13        | 13        | 12        | 8         | 11        | 14        | 14        | 13        |
| <b>TOTAL GREAT DEAL / FAIR AMOUNT</b>         | <b>13</b> | <b>13</b> | <b>15</b> | <b>12</b> | <b>17</b> | <b>14</b> | <b>15</b> | <b>12</b> | <b>10</b> | <b>15</b> | <b>13</b> | <b>17</b> | <b>13</b> | <b>14</b> | <b>13</b> | <b>14</b> | <b>14</b> | <b>9</b>  | <b>14</b> | <b>15</b> | <b>15</b> | <b>13</b> |
| Not much                                      | 46        | 47        | 49        | 50        | 40        | 44        | 45        | 50        | 49        | 41        | 52        | 48        | 42        | 49        | 48        | 45        | 49        | 46        | 44        | 52        | 45        | 51        |
| Not at all                                    | 35        | 32        | 31        | 32        | 39        | 38        | 34        | 32        | 37        | 39        | 26        | 22        | 35        | 32        | 35        | 35        | 29        | 36        | 35        | 29        | 33        | 24        |
| <b>TOTAL NOT MUCH / NOT AT ALL</b>            | <b>81</b> | <b>79</b> | <b>80</b> | <b>82</b> | <b>79</b> | <b>82</b> | <b>79</b> | <b>82</b> | <b>86</b> | <b>80</b> | <b>78</b> | <b>70</b> | <b>77</b> | <b>81</b> | <b>83</b> | <b>80</b> | <b>78</b> | <b>82</b> | <b>79</b> | <b>81</b> | <b>78</b> | <b>75</b> |
| Don't know                                    | 6         | 7         | 5         | 6         | 4         | 4         | 5         | 6         | 4         | 6         | 9         | 13        | 11        | 5         | 4         | 7         | 8         | 8         | 7         | 5         | 8         | 11        |
|   | Dec 20-21 | Aug 14-15 |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| <b>Senior civil servants in Whitehall</b>     |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| A great deal                                  | 1         | 2         | 3         | 3         | 7         | 0         | 3         | 3         | 3         | 3         | 2         | 3         | 4         | 3         | 1         | 2         | 3         | 3         | 3         | 2         | 2         | 1         |
| A fair amount                                 | 20        | 19        | 25        | 22        | 25        | 6         | 21        | 20        | 19        | 20        | 18        | 24        | 19        | 18        | 17        | 23        | 14        | 23        | 21        | 15        | 16        | 23        |
| <b>TOTAL GREAT DEAL / FAIR AMOUNT</b>         | <b>21</b> | <b>21</b> | <b>28</b> | <b>25</b> | <b>32</b> | <b>6</b>  | <b>24</b> | <b>23</b> | <b>22</b> | <b>23</b> | <b>20</b> | <b>27</b> | <b>23</b> | <b>21</b> | <b>18</b> | <b>25</b> | <b>17</b> | <b>26</b> | <b>24</b> | <b>17</b> | <b>18</b> | <b>24</b> |
| Not much                                      | 46        | 45        | 50        | 45        | 40        | 43        | 48        | 44        | 45        | 45        | 45        | 35        | 39        | 48        | 50        | 44        | 46        | 41        | 44        | 51        | 44        | 40        |
| Not at all                                    | 25        | 22        | 16        | 21        | 19        | 42        | 21        | 23        | 21        | 24        | 20        | 14        | 18        | 23        | 28        | 20        | 24        | 22        | 20        | 20        | 26        | 20        |
| <b>TOTAL NOT MUCH / NOT AT ALL</b>            | <b>71</b> | <b>67</b> | <b>66</b> | <b>66</b> | <b>59</b> | <b>85</b> | <b>69</b> | <b>67</b> | <b>66</b> | <b>69</b> | <b>65</b> | <b>49</b> | <b>57</b> | <b>71</b> | <b>78</b> | <b>64</b> | <b>70</b> | <b>63</b> | <b>64</b> | <b>71</b> | <b>70</b> | <b>60</b> |
| Don't know                                    | 8         | 12        | 8         | 9         | 10        | 9         | 7         | 9         | 11        | 8         | 15        | 24        | 20        | 8         | 4         | 11        | 12        | 10        | 12        | 11        | 12        | 15        |
| <b>My local MP</b>                            |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| A great deal                                  | 5         | 5         | 6         | 7         | 9         | 1         | 5         | 6         | 5         | 6         | 4         | 4         | 6         | 5         | 5         | 4         | 6         | 5         | 6         | 5         | 5         | 5         |
| A fair amount                                 | 28        | 28        | 35        | 31        | 28        | 24        | 33        | 33        | 27        | 26        | 30        | 25        | 22        | 29        | 34        | 29        | 27        | 23        | 28        | 32        | 26        | 33        |
| <b>TOTAL GREAT DEAL / FAIR AMOUNT</b>         | <b>33</b> | <b>33</b> | <b>41</b> | <b>38</b> | <b>37</b> | <b>25</b> | <b>38</b> | <b>39</b> | <b>32</b> | <b>32</b> | <b>34</b> | <b>29</b> | <b>28</b> | <b>34</b> | <b>39</b> | <b>33</b> | <b>33</b> | <b>28</b> | <b>34</b> | <b>37</b> | <b>31</b> | <b>38</b> |
| Not much                                      | 40        | 40        | 41        | 36        | 40        | 45        | 40        | 38        | 42        | 40        | 40        | 45        | 42        | 39        | 38        | 42        | 37        | 46        | 39        | 41        | 40        | 37        |
| Not at all                                    | 18        | 16        | 12        | 17        | 7         | 26        | 14        | 15        | 15        | 20        | 13        | 14        | 16        | 17        | 17        | 14        | 19        | 14        | 17        | 13        | 21        | 13        |
| <b>TOTAL NOT MUCH / NOT AT ALL</b>            | <b>58</b> | <b>56</b> | <b>53</b> | <b>53</b> | <b>47</b> | <b>71</b> | <b>54</b> | <b>53</b> | <b>57</b> | <b>60</b> | <b>53</b> | <b>59</b> | <b>58</b> | <b>56</b> | <b>55</b> | <b>56</b> | <b>56</b> | <b>60</b> | <b>56</b> | <b>54</b> | <b>61</b> | <b>50</b> |
| Don't know                                    | 9         | 10        | 7         | 8         | 15        | 4         | 8         | 8         | 11        | 8         | 12        | 13        | 15        | 9         | 7         | 10        | 10        | 12        | 10        | 9         | 9         | 13        |
| <b>Senior officials in the European Union</b> |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
| A great deal                                  | 1         | 2         | 0         | 2         | 6         | 0         | 0         | 2         | 3         | 2         | 1         | 3         | 3         | 1         | 1         | 2         | 1         | 2         | 2         | 2         | 1         | 1         |
| A fair amount                                 | 14        | 17        | 13        | 24        | 28        | 2         | 12        | 22        | 20        | 15        | 19        | 29        | 23        | 16        | 8         | 18        | 16        | 16        | 16        | 19        | 16        | 20        |
| <b>TOTAL GREAT DEAL / FAIR AMOUNT</b>         | <b>15</b> | <b>19</b> | <b>13</b> | <b>26</b> | <b>34</b> | <b>2</b>  | <b>12</b> | <b>24</b> | <b>23</b> | <b>17</b> | <b>20</b> | <b>32</b> | <b>26</b> | <b>17</b> | <b>9</b>  | <b>20</b> | <b>17</b> | <b>18</b> | <b>18</b> | <b>21</b> | <b>17</b> | <b>21</b> |
| Not much                                      | 38        | 36        | 37        | 41        | 39        | 25        | 36        | 39        | 37        | 38        | 35        | 24        | 36        | 37        | 40        | 37        | 35        | 35        | 38        | 37        | 34        | 34        |
| Not at all                                    | 38        | 35        | 44        | 23        | 19        | 69        | 47        | 27        | 30        | 39        | 31        | 26        | 24        | 37        | 46        | 33        | 37        | 36        | 33        | 33        | 40        | 29        |
| <b>TOTAL NOT MUCH / NOT AT ALL</b>            | <b>76</b> | <b>71</b> | <b>81</b> | <b>64</b> | <b>58</b> | <b>94</b> | <b>83</b> | <b>66</b> | <b>67</b> | <b>77</b> | <b>66</b> | <b>50</b> | <b>60</b> | <b>74</b> | <b>86</b> | <b>70</b> | <b>72</b> | <b>71</b> | <b>71</b> | <b>70</b> | <b>74</b> | <b>63</b> |
| Don't know                                    | 9         | 11        | 6         | 9         | 8         | 4         | 6         | 11        | 9         | 7         | 14        | 18        | 15        | 10        | 5         | 11        | 10        | 11        | 12        | 9         | 9         | 17        |

Sample Size: 1865 GB Adults  
Fieldwork: 14th - 15th August 2013

|                        | Voting intention |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |
|------------------------|------------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|                        | Total            | Con | Lab | Lib Dem | UKIP | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b> | <b>1865</b>      | 492 | 561 | 133     | 165  | 556       | 469 | 366     | 905    | 960    | 222   | 472   | 638   | 533 | 1063         | 802  | 239    | 606           | 399              | 459   | 162      |
| Unweighted Sample      | 1865             | 474 | 592 | 118     | 177  | 553       | 492 | 382     | 838    | 1027   | 183   | 448   | 715   | 519 | 1274         | 591  | 296    | 620           | 335              | 443   | 171      |
|                        | %                | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

Aug  
14-15

**Junior soldiers in the British army**

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A great deal                          | 14        | 18        | 13        | 13        | 15        | 19        | 14        | 11        | 15        | 12        | 8         | 12        | 15        | 16        | 14        | 13        | 12        | 14        | 15        | 14        | 11        |
| A fair amount                         | 47        | 48        | 47        | 52        | 55        | 48        | 48        | 54        | 46        | 48        | 43        | 42        | 47        | 53        | 46        | 48        | 44        | 48        | 44        | 48        | 51        |
| <b>TOTAL GREAT DEAL / FAIR AMOUNT</b> | <b>61</b> | <b>66</b> | <b>60</b> | <b>65</b> | <b>70</b> | <b>67</b> | <b>62</b> | <b>65</b> | <b>61</b> | <b>60</b> | <b>51</b> | <b>54</b> | <b>62</b> | <b>69</b> | <b>60</b> | <b>61</b> | <b>56</b> | <b>62</b> | <b>59</b> | <b>62</b> | <b>62</b> |
| Not much                              | 21        | 22        | 23        | 19        | 15        | 17        | 21        | 20        | 23        | 19        | 27        | 23        | 21        | 16        | 20        | 22        | 22        | 21        | 26        | 19        | 14        |
| Not at all                            | 5         | 3         | 5         | 7         | 4         | 4         | 5         | 4         | 5         | 4         | 5         | 7         | 4         | 4         | 5         | 4         | 6         | 4         | 4         | 5         | 6         |
| <b>TOTAL NOT MUCH / NOT AT ALL</b>    | <b>26</b> | <b>25</b> | <b>28</b> | <b>26</b> | <b>19</b> | <b>21</b> | <b>26</b> | <b>24</b> | <b>28</b> | <b>23</b> | <b>32</b> | <b>30</b> | <b>25</b> | <b>20</b> | <b>25</b> | <b>26</b> | <b>28</b> | <b>25</b> | <b>30</b> | <b>24</b> | <b>20</b> |
| Don't know                            | 13        | 11        | 12        | 8         | 11        | 12        | 12        | 12        | 10        | 16        | 17        | 16        | 13        | 11        | 14        | 13        | 15        | 13        | 11        | 14        | 17        |

**Generals in the British army**

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A great deal                          | 13        | 17        | 10        | 19        | 11        | 17        | 12        | 13        | 15        | 11        | 10        | 14        | 14        | 11        | 12        | 14        | 12        | 16        | 10        | 13        | 8         |
| A fair amount                         | 45        | 52        | 45        | 41        | 55        | 50        | 43        | 47        | 45        | 45        | 47        | 39        | 45        | 50        | 45        | 45        | 41        | 47        | 47        | 43        | 46        |
| <b>TOTAL GREAT DEAL / FAIR AMOUNT</b> | <b>58</b> | <b>69</b> | <b>55</b> | <b>60</b> | <b>66</b> | <b>67</b> | <b>55</b> | <b>60</b> | <b>60</b> | <b>56</b> | <b>57</b> | <b>53</b> | <b>59</b> | <b>61</b> | <b>57</b> | <b>59</b> | <b>53</b> | <b>63</b> | <b>57</b> | <b>56</b> | <b>54</b> |
| Not much                              | 22        | 19        | 26        | 24        | 14        | 18        | 24        | 22        | 22        | 22        | 20        | 24        | 23        | 20        | 23        | 21        | 26        | 20        | 26        | 21        | 21        |
| Not at all                            | 7         | 2         | 8         | 6         | 7         | 4         | 9         | 6         | 7         | 6         | 5         | 7         | 6         | 8         | 6         | 8         | 7         | 5         | 7         | 9         | 8         |
| <b>TOTAL NOT MUCH / NOT AT ALL</b>    | <b>29</b> | <b>21</b> | <b>34</b> | <b>30</b> | <b>21</b> | <b>22</b> | <b>33</b> | <b>28</b> | <b>29</b> | <b>28</b> | <b>25</b> | <b>31</b> | <b>29</b> | <b>28</b> | <b>29</b> | <b>29</b> | <b>33</b> | <b>25</b> | <b>33</b> | <b>30</b> | <b>29</b> |
| Don't know                            | 13        | 10        | 11        | 9         | 13        | 10        | 12        | 13        | 11        | 16        | 18        | 16        | 12        | 10        | 14        | 12        | 15        | 12        | 10        | 14        | 17        |