

YouGov / Sunday Times Survey Results

Sample Size: 1918 GB Adults
Fieldwork: 27th - 28th March 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	
Weighted Sample	1918	X	X	X	X	575	468	411	932	986	232	489	656	541	1093	825	246	623	410	472	167	
Unweighted Sample	1918	412	630	140	221	563	466	447	934	984	176	472	766	504	1280	638	262	657	370	472	157	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 20-21 2012	Mar 27-28 2013																				
How much do you trust the following to tell the truth?																						
Family doctors																						
A great deal	32	33	42	33	35	35	37	34	38	34	32	31	29	32	40	35	31	32	33	33	37	26
A fair amount	52	50	49	51	49	54	52	53	50	48	52	39	47	57	50	52	48	49	50	54	46	57
TOTAL GREAT DEAL / FAIR AMOUNT	84	83	91	84	84	89	89	87	88	82	84	70	76	89	90	87	79	81	83	87	83	83
Not much	11	9	6	8	10	9	7	9	7	9	10	13	12	7	9	7	12	9	8	8	12	11
Not at all	2	3	1	4	4	1	1	2	2	4	2	8	5	2	1	3	3	6	4	2	3	1
TOTAL NOT MUCH / NOT AT ALL	13	12	7	12	14	10	8	11	9	13	12	21	17	9	10	10	15	15	12	10	15	12
Don't know	3	4	3	3	1	1	2	2	4	4	4	9	7	3	0	3	5	4	5	4	3	6
School teachers																						
A great deal	21	18	19	20	26	15	18	22	22	16	20	16	21	17	19	19	17	18	20	21	15	17
A fair amount	55	56	58	59	56	53	56	57	60	55	57	48	52	59	59	58	53	59	55	52	58	59
TOTAL GREAT DEAL / FAIR AMOUNT	76	74	77	79	82	68	74	79	82	71	77	64	73	76	78	77	70	77	75	73	73	76
Not much	16	16	16	13	12	26	19	14	11	17	15	17	13	15	19	13	19	13	15	15	20	15
Not at all	3	4	3	4	5	3	3	4	2	6	3	9	6	4	2	5	4	5	5	4	4	3
TOTAL NOT MUCH / NOT AT ALL	19	20	19	17	17	29	22	18	13	23	18	26	19	19	21	18	23	18	20	19	24	18
Don't know	5	5	4	4	2	3	3	3	5	6	5	10	8	5	2	5	6	5	6	7	3	7
Judges																						
A great deal	17	19	24	19	23	17	22	16	23	21	17	20	23	17	17	22	15	23	20	18	18	19
A fair amount	47	47	50	48	57	44	48	49	52	45	48	42	45	48	49	49	44	46	47	47	44	54
TOTAL GREAT DEAL / FAIR AMOUNT	64	66	74	67	80	61	70	65	75	66	65	62	68	65	66	71	59	69	67	65	62	73
Not much	24	20	16	18	11	28	21	23	12	19	22	14	16	22	25	17	25	21	18	21	23	16
Not at all	7	8	6	10	6	8	6	8	6	10	7	13	7	7	8	6	10	6	8	8	11	5
TOTAL NOT MUCH / NOT AT ALL	31	28	22	28	17	36	27	31	18	29	29	27	23	29	33	23	35	27	26	29	34	21
Don't know	5	6	4	4	3	2	3	4	6	6	6	11	9	5	1	5	6	5	7	6	4	6
Local police officers on the beat in my area																						
A great deal	15	14	16	14	17	11	16	15	14	12	16	15	15	14	13	15	12	13	15	13	13	14
A fair amount	52	53	61	55	54	57	58	54	57	51	55	41	49	56	58	56	49	58	51	56	52	47
TOTAL GREAT DEAL / FAIR AMOUNT	67	67	77	69	71	68	74	69	71	63	71	56	64	70	71	71	61	71	66	69	65	61
Not much	21	19	15	20	18	19	16	20	15	22	17	24	20	18	19	17	22	17	19	15	23	21
Not at all	5	7	3	7	5	7	4	7	7	9	5	9	8	5	6	5	9	6	6	10	6	4
TOTAL NOT MUCH / NOT AT ALL	26	26	18	27	23	26	20	27	22	31	22	33	28	23	25	22	31	23	25	25	29	25
Don't know	7	7	6	5	6	6	5	5	7	7	8	11	9	7	4	6	9	6	9	5	5	15

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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	
Weighted Sample	1918	X	X	X	X	575	468	411	932	986	232	489	656	541	1093	825	246	623	410	472	167	
Unweighted Sample	1918	412	630	140	221	563	466	447	934	984	176	472	766	504	1280	638	262	657	370	472	157	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 20-21 2012	Mar 27-28 2013																				
BBC News journalists																						
A great deal	9	12	15	12	20	7	11	10	17	14	10	23	15	10	7	15	8	9	13	13	11	11
A fair amount	42	49	50	53	59	48	49	53	56	48	50	35	41	55	54	50	48	56	46	49	49	49
TOTAL GREAT DEAL / FAIR AMOUNT	51	61	65	65	79	55	60	63	73	62	60	58	56	65	61	65	56	65	59	62	60	60
Not much	31	23	25	21	12	29	27	24	14	22	25	17	23	22	29	21	26	22	25	21	25	21
Not at all	13	10	7	9	7	14	10	9	7	12	9	15	12	9	8	9	12	7	10	12	11	9
TOTAL NOT MUCH / NOT AT ALL	44	33	32	30	19	43	37	33	21	34	34	32	35	31	37	30	38	29	35	33	36	30
Don't know	5	6	3	4	3	2	3	4	5	5	6	10	9	4	2	5	7	6	6	5	3	10
ITV News journalists																						
A great deal	4	6	7	6	12	6	7	5	7	7	6	6	7	7	5	8	4	5	6	8	6	6
A fair amount	43	48	52	52	50	55	52	51	55	49	48	40	39	51	57	48	48	52	46	51	49	46
TOTAL GREAT DEAL / FAIR AMOUNT	47	54	59	58	62	61	59	56	62	56	54	46	46	58	62	56	52	57	52	59	55	52
Not much	35	29	31	28	25	28	30	30	22	27	30	30	28	27	31	29	29	26	29	27	30	30
Not at all	13	10	5	9	7	10	6	10	9	11	9	14	13	9	5	9	12	8	11	9	11	8
TOTAL NOT MUCH / NOT AT ALL	48	39	36	37	32	38	36	40	31	38	39	44	41	36	36	38	41	34	40	36	41	38
Don't know	6	7	5	5	6	2	5	4	7	7	7	11	12	5	2	6	8	8	8	6	5	10
Senior police officers																						
A great deal	6	8	11	9	8	6	10	9	7	7	10	15	9	6	7	9	7	9	9	7	8	10
A fair amount	41	43	50	42	54	45	47	41	50	39	47	34	42	44	47	48	37	45	42	42	42	46
TOTAL GREAT DEAL / FAIR AMOUNT	47	51	61	51	62	51	57	50	57	46	57	49	51	50	54	57	44	54	51	49	50	56
Not much	35	32	28	31	28	37	32	33	29	35	29	26	30	34	34	28	37	31	31	33	33	29
Not at all	12	11	6	13	6	10	7	13	9	14	8	14	11	11	9	9	12	9	11	12	12	6
TOTAL NOT MUCH / NOT AT ALL	47	43	34	44	34	47	39	46	38	49	37	40	41	45	43	37	49	40	42	45	45	35
Don't know	6	6	4	4	3	2	4	4	6	6	6	11	9	5	3	6	7	5	7	6	5	9
Journalists on "upmarket" newspapers (e.g. Times, Telegraph, Guardian)																						
A great deal	3	5	6	5	6	6	6	3	6	5	5	11	7	3	3	6	3	6	5	5	5	4
A fair amount	37	38	46	34	47	46	44	33	44	35	40	33	32	41	41	43	30	44	39	38	34	32
TOTAL GREAT DEAL / FAIR AMOUNT	40	43	52	39	53	52	50	36	50	40	45	44	39	44	44	49	33	50	44	43	39	36
Not much	37	36	35	39	29	30	35	44	29	37	35	29	32	36	41	33	40	33	33	35	41	36
Not at all	17	16	9	17	15	17	10	18	16	17	15	17	19	15	14	13	20	10	17	16	16	20
TOTAL NOT MUCH / NOT AT ALL	54	52	44	56	44	47	45	62	45	54	50	46	51	51	55	46	60	43	50	51	57	56
Don't know	6	6	4	5	2	2	4	4	6	5	6	10	10	5	2	5	7	6	6	7	4	9

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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
Weighted Sample	1918	X	X	X	X	575	468	411	932	986	232	489	656	541	1093	825	246	623	410	472	167
Unweighted Sample	1918	412	630	140	221	563	466	447	934	984	176	472	766	504	1280	638	262	657	370	472	157
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Dec 20-21 2012	Mar 27-28 2013																			
Leading Labour politicians																					
A great deal	2	2	1	6	0	0	1	6	0	3	1	2	4	2	1	3	2	3	2	3	2
A fair amount	21	21	11	44	24	6	8	42	23	20	22	23	18	23	21	22	20	24	18	21	24
TOTAL GREAT DEAL / FAIR AMOUNT	23	23	12	50	24	6	9	48	23	23	25	22	25	22	25	22	27	20	24	27	19
Not much	43	41	48	34	53	30	39	38	49	38	44	36	40	40	44	39	44	40	41	40	47
Not at all	29	29	38	9	21	63	47	10	21	32	26	27	27	29	32	30	28	27	32	31	28
TOTAL NOT MUCH / NOT AT ALL	72	70	86	43	74	93	86	48	70	70	63	67	69	76	69	72	67	73	71	68	70
Don't know	5	6	3	6	2	1	4	4	6	6	7	12	11	6	1	6	7	7	7	6	5
Estate agents																					
A great deal	1	1	1	2	2	0	1	1	0	1	1	0	3	1	0	2	0	3	1	0	1
A fair amount	12	12	11	14	13	14	13	14	13	10	14	14	13	12	11	12	12	8	12	14	14
TOTAL GREAT DEAL / FAIR AMOUNT	13	13	12	16	15	14	14	15	13	11	15	14	16	13	11	14	12	11	13	14	15
Not much	46	46	55	42	46	46	53	45	44	42	49	39	38	44	58	45	47	44	43	45	49
Not at all	36	35	29	38	38	36	29	36	38	41	30	36	39	37	30	37	32	39	38	36	31
TOTAL NOT MUCH / NOT AT ALL	82	81	84	80	84	82	82	81	82	83	79	75	77	81	88	82	79	83	81	81	80
Don't know	5	6	4	4	2	4	4	4	5	6	5	11	8	6	1	4	8	5	6	6	5
Journalists on red-top tabloid newspapers (e.g. Sun, Mirror)																					
A great deal	1	2	3	2	2	1	4	1	0	2	2	0	4	1	2	2	2	3	2	2	0
A fair amount	9	13	12	14	12	22	14	14	10	12	13	17	10	11	16	10	16	17	12	10	14
TOTAL GREAT DEAL / FAIR AMOUNT	10	15	15	16	14	23	18	15	10	14	15	17	14	12	18	12	18	20	14	12	16
Not much	39	36	44	37	26	36	41	37	33	32	39	29	30	38	41	34	38	33	36	36	39
Not at all	46	44	37	43	56	38	38	45	52	48	40	44	46	46	40	49	37	40	44	46	52
TOTAL NOT MUCH / NOT AT ALL	85	80	81	80	82	74	79	82	85	80	79	73	76	84	81	83	75	73	80	82	81
Don't know	5	6	4	4	3	3	4	3	5	6	5	10	10	4	1	5	6	7	6	6	4
	Nov 11-12 2012	Mar 27-28 2013																			
People who run large companies																					
A great deal	2	1	1	2	1	1	2	1	1	2	1	1	3	1	1	2	1	3	1	1	3
A fair amount	21	21	28	20	25	23	28	18	22	21	21	19	21	19	23	23	18	18	20	18	25
TOTAL GREAT DEAL / FAIR AMOUNT	23	22	29	22	26	24	30	19	23	23	22	20	24	20	24	25	19	21	21	19	26
Not much	46	48	54	45	50	46	51	47	50	44	51	41	43	50	52	49	47	44	50	48	49
Not at all	21	23	10	27	20	27	13	30	20	26	19	26	22	23	21	20	26	27	22	25	20
TOTAL NOT MUCH / NOT AT ALL	67	71	64	72	70	73	64	77	70	70	70	67	65	73	73	69	73	71	72	73	69
Don't know	10	7	6	6	5	2	6	4	7	7	8	13	11	7	3	7	9	8	7	8	5

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

Oct
30-31
2012

Mar
27-28
2013

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

A great deal	5	6	3	8	7	6	4	8	10	6	6	3	9	5	5	7	5	9	6	6	5	5
A fair amount	38	38	32	50	43	29	31	47	41	35	42	30	35	45	37	39	38	38	37	44	38	31
TOTAL GREAT DEAL / FAIR AMOUNT	43	44	35	58	50	35	35	55	51	41	48	33	44	50	42	46	43	47	43	50	43	36
Not much	33	34	46	27	32	41	43	29	32	35	34	36	30	31	42	34	35	35	36	27	37	40
Not at all	15	13	15	8	16	19	17	9	10	19	8	18	14	12	11	14	12	10	14	15	12	11
TOTAL NOT MUCH / NOT AT ALL	48	47	61	35	48	60	60	38	42	54	42	54	44	43	53	48	47	45	50	42	49	51
Don't know	9	8	5	7	2	4	6	8	7	6	10	13	11	6	5	7	10	8	7	8	7	13

Priests, vicars and other clergymen

A great deal	14	16	16	9	14	17	14	12	13	14	10	14	13	16	15	12	19	13	12	14	9
A fair amount	40	43	40	51	48	42	41	48	39	42	40	35	40	44	41	39	37	41	43	38	41
TOTAL GREAT DEAL / FAIR AMOUNT	54	59	56	60	62	59	55	60	52	56	50	49	53	60	56	51	56	54	55	52	50
Not much	26	28	23	21	23	29	24	19	26	25	21	22	27	29	24	27	24	26	24	28	23
Not at all	14	9	16	16	13	8	18	14	16	13	19	18	14	9	14	15	14	13	14	14	20
TOTAL NOT MUCH / NOT AT ALL	40	37	39	37	36	37	42	33	42	38	40	40	41	38	38	42	38	39	38	42	43
Don't know	6	4	4	3	2	4	4	6	6	6	10	10	6	1	6	7	6	7	6	6	7