

YouGov Survey Results

Sample Size: 1632 GB Adults
Fieldwork: 28th - 29th April 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	1632	x	x	x	x	512	381	336	793	839	197	416	558	460	930	702	209	530	349	401	142	
Unweighted Sample	1632	409	497	121	200	542	397	345	749	883	86	398	670	478	1080	552	284	523	342	343	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you trust the following to tell the truth? (Please select ONE answer per row)

Big global business

A great deal	1	2	3	1	0	1	1	0	2	1	6	2	1	0	1	2	3	1	0	3	1
A fair amount	14	16	12	21	6	14	11	12	15	12	31	15	13	6	15	12	18	14	11	16	6
TOTAL GREAT DEAL / FAIR AMOUNT	15	18	15	22	6	15	12	12	17	13	37	17	14	6	16	14	21	15	11	19	7
Not very much	46	54	45	38	47	52	48	44	43	49	29	42	46	58	43	51	38	48	45	43	62
Not at all	33	23	35	34	45	29	35	40	36	29	29	30	35	33	37	27	35	32	36	31	29
TOTAL NOT VERY MUCH / NOT AT ALL	79	77	80	72	92	81	83	84	79	78	58	72	81	91	80	78	73	80	81	74	91
Don't know	6	5	5	6	2	4	5	4	4	8	6	11	6	3	4	9	6	6	8	6	2

People that run the local shops

A great deal	13	15	14	23	11	14	12	15	13	14	14	11	14	15	14	13	12	18	8	12	15
A fair amount	64	61	66	58	69	64	67	70	64	64	60	59	65	68	64	63	63	63	66	62	69
TOTAL GREAT DEAL / FAIR AMOUNT	77	76	80	81	80	78	79	85	77	78	74	70	79	83	78	76	75	81	74	74	84
Not very much	14	16	12	12	13	14	14	10	16	12	13	17	12	13	14	13	15	12	12	17	13
Not at all	3	3	4	4	2	3	3	3	4	3	8	4	3	2	3	4	3	2	7	3	2
TOTAL NOT VERY MUCH / NOT AT ALL	17	19	16	16	15	17	17	13	20	15	21	21	15	15	17	17	18	14	19	20	15
Don't know	6	5	4	4	4	4	4	3	4	7	6	9	5	3	5	7	7	5	7	7	1

People who run large UK companies

A great deal	1	1	3	1	1	1	1	0	2	1	6	1	1	0	1	2	2	1	0	3	0
A fair amount	23	29	20	35	15	24	21	22	23	23	31	27	22	16	23	22	20	25	19	26	17
TOTAL GREAT DEAL / FAIR AMOUNT	24	30	23	36	16	25	22	22	25	24	37	28	23	16	24	24	22	26	19	29	17
Not very much	50	50	52	38	54	50	51	54	47	52	42	41	50	61	48	51	54	52	45	44	61
Not at all	21	15	21	20	30	20	23	20	24	17	16	19	23	21	24	17	18	17	28	21	20
TOTAL NOT VERY MUCH / NOT AT ALL	71	65	73	58	84	70	74	74	71	69	58	60	73	82	72	68	72	69	73	65	81
Don't know	6	5	4	6	1	5	5	4	4	8	5	12	5	2	4	8	6	5	9	5	2

Fieldwork: 28th - 29th April 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	1632	x	x	x	x	512	381	336	793	839	197	416	558	460	930	702	209	530	349	401	142	
Unweighted Sample	1632	409	497	121	200	542	397	345	749	883	86	398	670	478	1080	552	284	523	342	343	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your opinion, how much do each of the following make claims they cannot deliver?
(Please select ONE answer per row)

Big global business

A great deal	21	13	24	26	26	17	23	23	21	20	22	18	21	22	22	19	17	22	22	18	28
A fair amount	44	49	42	42	40	47	43	45	45	43	40	45	43	46	45	42	43	44	43	47	40
TOTAL GREAT DEAL / FAIR AMOUNT	65	62	66	68	66	64	66	68	66	63	62	63	64	68	67	61	60	66	65	65	68
Not very much	18	23	17	18	17	20	15	20	20	15	17	15	20	17	18	16	20	17	14	19	20
Not at all	3	2	3	2	5	2	3	2	3	2	2	1	4	2	2	3	1	2	4	3	3
TOTAL NOT VERY MUCH / NOT AT ALL	21	25	20	20	22	22	18	22	23	17	19	16	24	19	20	19	21	19	18	22	23
Don't know	15	13	14	11	12	14	15	11	11	19	18	20	12	13	12	19	18	15	17	14	9

People that run the local shops

A great deal	4	5	6	1	4	5	2	2	6	3	9	4	3	3	3	6	6	2	5	5	3
A fair amount	22	22	24	26	25	19	26	23	24	21	27	25	16	25	22	24	26	23	19	24	19
TOTAL GREAT DEAL / FAIR AMOUNT	26	27	30	27	29	24	28	25	30	24	36	29	19	28	25	30	32	25	24	29	22
Not very much	47	48	45	50	49	50	46	53	49	46	37	44	54	47	51	43	45	48	45	46	55
Not at all	12	15	12	10	12	14	13	11	10	13	6	7	15	16	13	10	6	12	15	11	14
TOTAL NOT VERY MUCH / NOT AT ALL	59	63	57	60	61	64	59	64	59	59	43	51	69	63	64	53	51	60	60	57	69
Don't know	14	11	13	13	9	12	13	10	11	17	20	20	12	10	12	17	17	14	16	14	8

People who run large UK companies

A great deal	15	9	17	20	18	13	18	14	16	14	16	13	15	17	15	15	15	14	19	13	16
A fair amount	46	49	45	48	47	46	45	52	48	45	47	46	44	49	47	45	46	48	43	47	50
TOTAL GREAT DEAL / FAIR AMOUNT	61	58	62	68	65	59	63	66	64	59	63	59	59	66	62	60	61	62	62	60	66
Not very much	21	28	20	20	19	25	19	22	22	20	16	19	23	22	23	18	20	22	18	23	22
Not at all	3	2	5	1	6	2	5	2	3	3	1	2	5	3	3	4	1	2	5	3	4
TOTAL NOT VERY MUCH / NOT AT ALL	24	30	25	21	25	27	24	24	25	23	17	21	28	25	26	22	21	24	23	26	26
Don't know	14	12	13	12	9	14	13	9	11	18	20	20	12	10	12	18	18	15	15	13	8

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	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
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Unweighted Sample	1632	409	497	121	200	542	397	345	749	883	86	398	670	478	1080	552	284	523	342	343	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And, in your opinion, how much do each of the following over promise and under deliver?
(Please select ONE answer per row)

Big global business

A great deal	27	20	30	33	33	25	31	30	28	25	22	23	29	30	30	23	23	27	27	29	26
A fair amount	40	46	36	38	44	46	36	39	41	39	36	39	38	45	40	40	43	41	37	36	49
TOTAL GREAT DEAL / FAIR AMOUNT	67	66	66	71	77	71	67	69	69	64	58	62	67	75	70	63	66	68	64	65	75
Not very much	15	18	14	19	9	14	14	17	17	14	21	15	17	11	16	14	14	16	14	16	17
Not at all	2	1	2	0	3	1	1	2	2	1	1	2	3	1	1	2	2	1	3	2	1
TOTAL NOT VERY MUCH / NOT AT ALL	17	19	16	19	12	15	15	19	19	15	22	17	20	12	17	16	16	17	17	18	18
Don't know	16	14	18	11	11	15	18	11	11	21	21	21	14	13	13	20	18	15	19	18	6

People that run the local shops

A great deal	3	4	5	2	4	4	2	1	5	2	10	3	3	2	2	5	6	2	4	4	1
A fair amount	16	15	16	29	20	15	15	19	17	16	25	17	14	16	17	16	22	18	12	16	12
TOTAL GREAT DEAL / FAIR AMOUNT	19	19	21	31	24	19	17	20	22	18	35	20	17	18	19	21	28	20	16	20	13
Not very much	53	55	53	48	52	55	53	56	54	52	40	50	56	58	56	49	46	54	54	50	66
Not at all	12	13	11	9	14	13	13	13	11	12	3	8	15	14	11	12	7	13	12	11	12
TOTAL NOT VERY MUCH / NOT AT ALL	65	68	64	57	66	68	66	69	65	64	43	58	71	72	67	61	53	67	66	61	78
Don't know	16	13	16	12	11	13	16	10	13	18	22	22	13	10	13	18	19	13	18	18	9

People who run large UK companies

A great deal	18	12	21	22	24	16	20	20	20	16	18	15	18	20	19	16	18	18	21	16	17
A fair amount	46	49	45	46	49	50	47	48	47	46	41	44	46	50	46	46	46	48	41	48	50
TOTAL GREAT DEAL / FAIR AMOUNT	64	61	66	68	73	66	67	68	67	62	59	59	64	70	65	62	64	66	62	64	67
Not very much	19	23	16	21	15	20	17	20	20	18	18	18	20	18	20	17	16	19	17	19	24
Not at all	2	2	2	1	3	1	2	2	2	2	1	1	4	1	1	3	2	1	4	2	0
TOTAL NOT VERY MUCH / NOT AT ALL	21	25	18	22	18	21	19	22	22	20	19	19	24	19	21	20	18	20	21	21	24
Don't know	15	14	15	11	9	14	15	9	11	19	21	22	12	10	13	18	18	14	17	16	8