

YouGov Survey Results

Sample Size: 1943 GB Adults
Fieldwork: 7th - 8th August 2014

	Westminster VI				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	1943	X	X	X	X	550	469	405	942	1001	231	492	665	556	1108	835	249	631	416	478	169	
Unweighted Sample	1943	477	614	105	222	535	510	395	961	982	167	403	801	572	1250	693	255	629	394	424	241	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you trust the information on the encyclopaedia website Wikipedia to be accurate?

A great deal	7	6	7	8	5	6	8	5	8	6	10	7	7	5	6	8	8	6	8	5	9
A fair amount	60	60	61	72	57	56	58	68	62	58	62	65	60	55	63	56	69	62	53	60	56
Not very much	28	30	26	19	33	33	27	23	25	30	25	21	29	34	27	29	17	28	30	30	29
Not at all	6	4	6	1	4	5	6	4	4	7	3	7	5	7	4	7	6	4	8	5	6

How much do you trust information in the Encyclopaedia Britannica to be accurate?

A great deal	38	48	37	37	37	43	35	39	43	34	35	37	38	40	42	33	39	39	35	38	41
A fair amount	49	42	52	54	52	47	54	52	46	52	43	48	51	50	48	50	46	51	48	50	47
Not very much	9	8	8	6	9	9	7	6	8	9	14	9	8	7	7	11	9	7	11	10	6
Not at all	4	2	4	3	1	1	4	3	3	5	9	6	3	3	3	6	6	3	7	3	6

How much do you trust the authors of Wikipedia entries to tell the truth?

A great deal	6	5	6	11	4	4	9	5	7	6	12	7	5	5	5	8	9	6	7	4	9
A fair amount	58	58	60	70	56	57	55	67	62	54	57	59	62	53	62	53	63	60	53	59	55
Not very much	30	33	29	18	35	35	32	26	26	35	27	26	28	38	29	32	23	28	35	32	30
Not at all	5	4	4	1	5	4	5	2	5	6	4	8	5	4	4	7	5	6	5	5	6

Have you ever used Wikipedia research something for work, school or university?

Yes, I have done this	52	49	52	65	43	46	50	57	53	50	84	59	49	34	56	46	62	52	48	50	47
No, I haven't done this	45	48	44	31	56	52	48	39	43	47	9	37	49	63	41	51	35	45	48	47	49
Prefer not to say	3	2	4	4	1	2	3	4	4	3	6	4	2	2	3	4	3	3	4	3	5

Have you ever directly copied text from Wikipedia to use in professional or academic work?

Yes, and I cited Wikipedia as my source	7	6	9	7	3	5	9	5	8	7	15	10	5	4	9	5	8	8	6	6	7
Yes, but I didn't cite Wikipedia as my source	5	4	7	3	3	3	7	3	6	5	11	8	5	0	6	4	9	4	3	7	4
No, I haven't done this	86	89	81	89	94	91	82	90	85	87	72	79	89	94	84	88	82	87	86	86	86
Prefer not to say	2	1	3	1	1	1	3	2	2	2	3	3	2	1	1	3	2	1	5	1	3