

YouGov Survey Results

Sample Size: 1906 GB Adults
Fieldwork: 18th - 19th November 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	1906	X	X	X	X	566	433	380	924	982	227	482	652	545	1086	820	244	619	408	469	166	
Unweighted Sample	1906	483	519	99	225	543	480	401	921	985	160	377	811	558	1273	633	238	584	365	458	261	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 17-18 2013	Nov 18-19 2014																				
How much do you trust the following to tell the truth?																						
Family doctors																						
A great deal	32	31	33	34	34	26	32	35	32	33	29	24	30	32	33	32	29	29	32	28	32	33
A fair amount	51	52	56	50	54	54	52	50	56	52	51	51	46	55	53	53	50	49	53	55	49	49
TOTAL TRUST	83	83	89	84	88	80	84	85	88	85	80	75	76	87	86	85	79	78	85	83	81	82
Not much	11	11	7	10	10	15	11	9	8	9	12	10	13	10	10	10	12	11	9	12	12	11
Not at all	2	3	2	3	1	4	3	3	2	2	3	2	4	2	2	2	3	3	2	3	3	3
TOTAL DO NOT TRUST	13	14	9	13	11	19	14	12	10	11	15	12	17	12	12	12	15	14	11	15	15	14
Don't know	4	4	2	3	0	1	2	3	3	4	5	13	7	1	2	3	6	8	5	2	5	4
School teachers																						
A great deal	18	17	16	23	20	13	13	22	21	18	17	22	21	16	15	20	14	18	17	16	19	18
A fair amount	55	56	58	57	59	54	57	55	63	57	55	49	53	60	58	56	56	54	57	59	53	58
TOTAL TRUST	73	73	74	80	79	67	70	77	84	75	72	71	74	76	73	76	70	72	74	75	72	76
Not much	17	16	18	13	8	21	19	14	10	15	16	14	12	17	18	15	17	15	14	18	15	17
Not at all	4	4	4	3	5	5	6	3	3	4	4	2	5	4	5	4	4	3	4	4	6	2
TOTAL DO NOT TRUST	21	20	22	16	13	26	25	17	13	19	20	16	17	21	23	19	21	18	18	22	21	19
Don't know	6	7	4	4	7	6	5	5	3	6	8	14	9	4	5	5	9	10	7	4	7	6
Judges																						
A great deal	20	17	23	16	31	8	17	17	20	20	15	23	22	16	14	21	13	17	19	17	17	16
A fair amount	49	47	51	49	49	42	47	44	55	47	47	43	43	51	48	49	45	48	46	49	45	50
TOTAL TRUST	69	64	74	65	80	50	64	61	75	67	62	66	65	67	62	70	58	65	65	66	62	66
Not much	19	21	20	23	9	27	26	23	15	20	22	16	17	21	26	19	24	18	21	20	24	19
Not at all	6	8	3	7	4	18	6	10	5	8	8	3	8	8	8	6	9	8	6	9	7	10
TOTAL DO NOT TRUST	25	29	23	30	13	45	32	33	20	28	30	19	25	29	34	25	33	26	27	29	31	29
Don't know	6	7	3	5	8	5	4	5	4	6	8	14	10	4	5	6	8	10	8	5	7	5
Local police officers on the beat in my area																						
A great deal	14	12	16	12	21	7	12	13	14	13	12	12	13	14	10	14	10	14	15	8	13	10
A fair amount	52	52	61	54	54	45	57	50	55	48	55	48	50	53	54	53	51	46	52	58	50	52
TOTAL TRUST	66	64	77	66	75	52	69	63	69	61	67	60	63	67	64	67	61	60	67	66	63	62
Not much	19	21	15	23	15	26	20	24	20	23	19	18	21	21	23	20	23	21	21	19	24	21
Not at all	7	8	4	7	6	16	7	7	6	10	6	7	8	8	7	7	8	7	7	9	8	9
TOTAL DO NOT TRUST	26	29	19	30	21	42	27	31	26	33	25	25	29	29	30	27	31	28	28	28	32	30
Don't know	8	7	4	5	3	6	5	6	4	7	7	15	8	5	5	6	8	12	6	7	6	9

Fieldwork: 18th - 19th November 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	1906	X	X	X	X	566	433	380	924	982	227	482	652	545	1086	820	244	619	408	469	166
Unweighted Sample	1906	483	519	99	225	543	480	401	921	985	160	377	811	558	1273	633	238	584	365	458	261
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
BBC News journalists																					
A great deal	12	13	15	19	7	8	15	15	15	9	14	14	12	8	12	11	8	13	13	12	9
A fair amount	46	53	49	51	42	50	47	52	44	48	37	42	48	52	50	41	49	47	47	45	40
TOTAL TRUST	58	66	64	70	49	58	62	67	59	57	51	56	60	60	62	52	57	60	60	57	49
Not much	24	22	22	22	28	25	21	22	23	26	29	20	24	26	23	27	25	22	27	24	28
Not at all	13	10	12	8	21	14	12	9	14	11	7	16	13	12	11	15	10	13	11	12	18
TOTAL DO NOT TRUST	37	32	34	30	49	39	33	31	37	37	36	36	37	38	34	42	35	35	38	36	46
Don't know	5	2	3	0	2	4	4	3	4	6	13	8	3	2	4	7	8	5	3	6	5
ITV News journalists																					
A great deal	6	7	6	5	8	5	8	6	6	5	2	6	7	5	5	6	6	7	5	5	3
A fair amount	43	49	47	50	37	43	45	48	44	42	34	38	45	48	47	38	40	41	47	43	41
TOTAL TRUST	49	56	53	55	45	48	53	54	50	47	36	44	52	53	52	44	46	48	52	48	44
Not much	31	30	29	31	36	33	27	30	30	33	38	28	32	31	30	33	32	32	34	27	36
Not at all	13	11	13	9	16	14	13	11	14	11	9	15	12	13	12	14	12	12	9	16	14
TOTAL DO NOT TRUST	44	41	42	40	52	47	40	41	44	44	47	43	44	44	42	47	44	44	43	43	50
Don't know	7	3	4	6	4	4	6	5	6	9	17	12	4	3	6	9	11	8	4	9	6
		Oct 17-18 2013				Nov 18-19 2014															
Senior police officers																					
A great deal	8	6	7	7	11	5	5	8	6	7	9	8	7	3	7	6	8	7	6	7	3
A fair amount	40	38	50	36	45	30	44	35	40	35	41	39	37	41	35	40	36	38	41	36	35
TOTAL TRUST	48	44	57	43	56	35	49	40	48	41	48	45	48	38	47	42	46	48	42	45	38
Not much	33	32	28	36	32	31	29	35	35	34	31	25	28	33	38	31	34	29	32	37	30
Not at all	13	17	12	18	12	28	17	19	15	21	13	14	17	15	20	17	17	14	16	17	18
TOTAL DO NOT TRUST	46	49	40	54	44	59	46	54	50	55	44	39	45	48	58	48	51	43	48	54	55
Don't know	6	6	3	4	1	6	4	6	3	5	8	13	10	4	3	5	8	11	5	4	7
Journalists on "upmarket" newspapers (e.g. Times, Telegraph, Guardian)																					
A great deal	4	5	7	5	8	2	3	5	5	6	3	6	7	4	2	5	4	8	5	4	2
A fair amount	32	35	41	39	45	28	38	36	43	34	35	34	32	35	39	39	29	36	35	36	34
TOTAL TRUST	36	40	48	44	53	30	41	41	48	40	38	40	39	39	44	33	44	40	40	38	36
Not much	41	37	35	35	32	45	36	37	36	38	35	40	34	36	38	36	37	33	36	39	37
Not at all	17	17	13	17	14	20	18	17	14	16	18	6	18	19	19	15	20	14	17	18	19
TOTAL DO NOT TRUST	58	54	48	52	46	65	54	54	50	54	53	46	52	55	57	51	57	47	53	57	58
Don't know	6	6	3	4	0	6	5	6	3	5	8	14	9	5	2	4	9	9	7	4	6
My local MP																					
A great deal	6	5	6	7	12	2	5	7	5	7	3	3	3	4	7	5	5	6	5	5	3
A fair amount	31	30	38	32	41	16	34	30	27	26	33	33	23	29	34	33	24	30	26	30	32
TOTAL TRUST	37	35	44	39	53	18	39	37	32	33	36	36	26	33	41	38	29	36	31	35	35
Not much	36	34	36	33	32	36	33	33	38	35	33	30	32	37	33	32	36	31	35	38	30
Not at all	16	22	13	22	12	38	20	23	22	25	20	15	24	23	22	21	23	20	24	21	23
TOTAL DO NOT TRUST	52	56	49	55	44	74	53	56	60	60	53	45	56	60	55	53	59	51	59	59	54
Don't know	10	10	6	7	2	7	7	7	8	8	11	18	17	6	4	9	11	13	10	6	10

Fieldwork: 18th - 19th November 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	
	1906	X	X	X	X	566	433	380	924	982	227	482	652	545	1086	820	244	619	408	469	166	
Weighted Sample	1906	X	X	X	X	566	433	380	924	982	227	482	652	545	1086	820	244	619	408	469	166	
Unweighted Sample	1906	483	519	99	225	543	480	401	921	985	160	377	811	558	1273	633	238	584	365	458	261	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Oct 17-18 2013	Nov 18-19 2014																				
Trade Union leaders																						
A great deal	3	4	1	9	2	1	2	9	2	4	3	2	4	3	4	3	4	6	3	3	4	1
A fair amount	23	25	10	46	38	11	7	42	31	24	26	31	28	26	18	25	24	24	24	22	29	26
TOTAL TRUST	26	29	11	55	40	12	9	51	33	28	29	33	32	29	22	28	28	30	27	25	33	27
Not much	37	35	35	29	37	41	33	32	43	34	36	31	28	39	38	33	38	29	36	35	36	40
Not at all	27	27	50	9	17	43	52	10	17	31	23	15	25	27	35	31	22	29	28	32	21	24
TOTAL DO NOT TRUST	64	62	85	38	54	84	85	42	60	65	59	46	53	66	73	64	60	58	64	67	57	64
Don't know	9	10	4	7	6	4	6	8	7	7	12	21	15	5	5	8	12	12	9	8	10	9
Journalists on "mid-market" newspapers (e.g. Mail, Express)																						
A great deal	2	1	1	1	2	2	2	1	1	1	1	1	2	1	2	1	2	2	2	1	1	2
A fair amount	17	16	22	13	18	23	21	13	12	15	16	10	13	16	21	15	17	17	16	15	16	14
TOTAL TRUST	19	17	23	14	20	25	23	14	13	16	17	11	14	18	22	17	18	19	18	16	17	16
Not much	45	43	49	40	41	41	49	40	43	42	44	44	42	41	45	44	41	41	43	46	41	44
Not at all	30	34	24	41	38	29	24	40	40	36	31	33	34	37	29	35	32	31	33	33	36	35
TOTAL DO NOT TRUST	75	77	73	81	79	70	73	80	83	78	75	77	76	78	74	79	73	72	76	79	77	79
Don't know	6	6	4	4	1	4	5	5	4	5	7	12	10	5	3	5	9	8	6	5	7	6
Leading Liberal Democrat politicians																						
A great deal	2	1	1	1	13	0	1	1	4	2	1	0	1	1	2	2	1	2	2	1	0	0
A fair amount	17	16	22	14	49	4	14	12	27	17	14	14	18	16	15	18	13	13	17	17	15	14
TOTAL TRUST	19	17	23	15	62	4	15	13	31	19	15	14	19	17	17	20	14	15	19	18	15	14
Not much	42	37	44	37	25	28	41	31	40	34	39	40	35	37	36	38	35	36	39	38	34	34
Not at all	32	38	30	42	10	61	40	49	24	42	35	29	34	41	43	37	40	38	35	37	42	44
TOTAL DO NOT TRUST	74	75	74	79	35	89	81	80	64	76	74	69	69	78	79	75	75	74	74	75	76	78
Don't know	7	8	4	5	2	6	5	7	5	5	11	17	12	5	4	6	10	11	7	7	9	8
Senior officials in my local council																						
A great deal	1	1	1	1	5	0	0	1	2	1	0	0	2	1	1	1	1	1	1	1	1	1
A fair amount	21	23	25	28	10	18	18	23	24	21	21	22	20	21	20	24	16	21	22	18	21	21
TOTAL TRUST	22	24	26	33	10	18	24	26	22	21	22	22	22	21	25	17	22	23	19	22	22	
Not much	43	47	47	47	38	43	43	45	46	42	44	47	39	42	45	42	45	44	44	44	42	41
Not at all	26	26	21	12	46	32	24	21	29	24	13	23	30	30	25	28	22	24	31	27	28	
TOTAL DO NOT TRUST	69	73	68	59	84	75	69	67	71	68	60	62	72	75	67	73	66	68	75	69	69	
Don't know	9	4	6	9	6	6	8	7	8	11	17	16	6	4	8	11	12	9	7	9	9	
Managers of NHS hospitals																						
A great deal	2	2	3	6	1	2	3	2	3	2	5	2	3	1	2	3	5	2	1	2	3	
A fair amount	26	25	31	30	16	22	27	27	26	27	37	28	26	20	28	24	24	27	24	28	25	
TOTAL TRUST	28	27	34	36	17	24	30	29	29	29	42	30	29	21	30	27	29	29	25	30	28	
Not much	44	51	39	46	43	50	38	49	44	43	35	39	45	50	44	44	45	43	46	44	39	
Not at all	21	17	22	11	37	23	24	17	21	20	10	19	22	24	20	21	17	20	23	19	25	
TOTAL DO NOT TRUST	65	68	61	57	80	73	62	66	65	63	45	58	67	74	64	65	62	63	69	63	64	
Don't know	7	4	5	6	3	4	7	5	6	8	13	12	4	4	6	9	10	7	6	7	8	

Fieldwork: 18th - 19th November 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	1906	X	X	X	X	566	433	380	924	982	227	482	652	545	1086	820	244	619	408	469	166	
Unweighted Sample	1906	483	519	99	225	543	480	401	921	985	160	377	811	558	1273	633	238	584	365	458	261	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
People who run large companies																						
A great deal	1	2	1	3	0	2	1	0	1	1	1	1	1	1	1	1	3	0	1	1	0	
A fair amount	20	31	15	25	20	29	15	19	20	20	16	16	22	22	23	16	21	21	21	19	13	
TOTAL TRUST	21	33	16	28	20	31	16	19	21	21	17	17	23	23	24	17	24	21	22	20	13	
Not much	45	49	44	47	42	46	42	49	42	48	46	42	45	47	45	44	41	45	47	44	45	
Not at all	26	14	33	24	32	17	34	27	31	22	22	28	27	26	24	30	26	25	25	28	33	
TOTAL DO NOT TRUST	71	63	77	71	74	63	76	76	73	70	68	70	72	73	69	74	67	70	72	72	78	
Don't know	8	4	7	2	7	6	8	5	6	10	15	14	5	4	7	10	10	8	6	8	9	
		Oct 17-18 2013																				
		Nov 18-19 2014																				
Leading Conservative politicians																						
A great deal	2	2	4	1	2	0	3	0	1	2	1	3	2	1	2	2	1	3	1	2	1	2
A fair amount	18	18	49	4	24	5	36	7	11	18	18	17	15	18	21	21	14	17	20	21	15	10
TOTAL TRUST	20	20	53	5	26	5	39	7	12	20	19	20	17	19	23	23	15	20	21	23	16	12
Not much	37	34	35	32	40	34	38	26	39	32	35	34	33	33	35	33	35	32	36	36	32	26
Not at all	36	40	8	60	30	57	18	61	47	43	37	30	40	43	40	38	42	37	35	36	45	55
TOTAL DO NOT TRUST	73	74	43	92	70	91	56	87	86	75	72	64	73	76	75	71	77	69	71	72	77	81
Don't know	6	7	4	3	4	4	5	5	2	5	9	16	11	4	3	5	9	10	7	5	7	7
Leading Labour politicians																						
A great deal	3	3	1	8	2	0	1	6	2	3	2	2	3	3	2	2	3	3	2	3	1	
A fair amount	20	18	7	45	26	3	5	39	22	19	17	18	14	21	17	19	17	16	13	18	26	17
TOTAL TRUST	23	21	8	53	28	3	6	45	24	22	19	20	17	24	19	21	20	19	16	20	29	18
Not much	42	36	40	34	46	26	35	36	42	32	39	39	35	35	37	37	35	40	39	36	32	31
Not at all	28	36	50	9	22	66	56	14	30	41	33	24	36	37	42	37	35	33	38	38	32	44
TOTAL DO NOT TRUST	70	72	90	43	68	92	91	50	72	73	72	63	71	72	79	74	70	73	77	74	64	75
Don't know	6	7	3	3	4	4	3	6	5	5	9	17	13	4	2	5	10	9	7	6	7	7
Senior civil servants in Whitehall																						
A great deal	2	3	1	5	0	2	1	1	2	1	3	2	1	1	2	1	3	2	1	1	1	
A fair amount	17	25	17	33	9	17	15	22	20	15	25	17	15	18	20	13	22	18	18	16	12	
TOTAL TRUST	19	28	18	38	9	19	16	23	22	16	28	19	16	19	22	14	25	20	19	17	13	
Not much	39	44	41	37	33	43	40	43	38	41	36	34	43	41	41	38	35	41	41	39	38	
Not at all	30	21	32	18	51	31	35	25	33	27	12	26	35	34	27	34	25	27	31	32	36	
TOTAL DO NOT TRUST	69	65	73	55	84	74	75	68	71	68	48	60	78	75	68	72	60	68	72	71	74	
Don't know	12	7	8	8	6	8	9	8	8	16	24	21	7	5	10	15	15	12	9	13	12	
Senior officials in the European Union																						
A great deal	2	2	2	4	0	1	2	2	3	1	4	2	1	0	2	2	2	2	2	1	2	
A fair amount	12	9	17	24	2	6	15	17	10	13	18	13	12	9	16	7	12	11	12	12	16	
TOTAL TRUST	14	11	19	28	2	7	17	19	13	14	22	15	13	9	18	9	14	13	14	13	18	
Not much	37	38	43	45	18	32	39	42	36	38	45	34	37	36	36	37	38	37	37	37	34	
Not at all	40	46	29	19	74	55	33	31	44	35	17	33	44	50	38	41	36	40	40	40	41	
TOTAL DO NOT TRUST	77	84	72	64	92	87	72	73	80	73	62	67	81	86	74	78	74	77	77	77	75	
Don't know	10	5	8	7	5	6	10	8	7	13	16	18	6	5	8	13	12	10	8	10	8	

Fieldwork: 18th - 19th November 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	1906	X	X	X	X	566	433	380	924	982	227	482	652	545	1086	820	244	619	408	469	166	
Unweighted Sample	1906	483	519	99	225	543	480	401	921	985	160	377	811	558	1273	633	238	584	365	458	261	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct
17-18
2013

Nov
18-19
2014

Estate agents

A great deal	1	0	0	0	1	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	1	
A fair amount	14	10	12	11	10	7	11	9	9	9	11	14	8	10	11	11	9	6	12	9	12	11
TOTAL TRUST	15	10	12	11	11	7	11	10	9	9	11	15	9	10	11	11	9	7	12	9	12	12
Not much	47	44	47	46	49	39	46	43	49	41	47	47	41	43	47	44	44	44	41	50	42	46
Not at all	32	38	37	37	37	47	38	41	40	43	33	25	40	41	38	39	37	38	40	38	38	34
TOTAL DO NOT TRUST	79	82	84	83	86	86	84	84	89	84	80	72	81	84	85	83	81	82	81	88	80	80
Don't know	7	7	4	5	3	7	5	6	2	6	8	13	10	5	5	5	9	10	7	4	8	8

Journalists on red-top tabloid newspapers (e.g. Sun, Mirror)

A great deal	2	1	1	1	2	2	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	0
A fair amount	10	9	12	9	12	12	12	10	8	9	10	4	10	9	10	8	10	12	9	9	8	7
TOTAL TRUST	12	10	13	10	14	14	13	11	8	10	11	4	11	10	11	9	11	13	10	10	9	7
Not much	39	33	38	33	32	35	35	32	30	33	32	31	30	33	36	32	34	28	33	37	31	32
Not at all	44	51	47	54	50	49	49	53	57	52	51	52	49	53	50	55	47	51	49	51	54	55
TOTAL DO NOT TRUST	83	84	85	87	82	84	84	85	87	85	83	83	79	86	86	87	81	79	82	88	85	87
Don't know	5	6	2	3	4	3	3	5	5	5	7	13	9	4	3	5	8	8	7	3	6	6