

YouGov Survey Results

Leaders' Honesty Ratings

Prepared for Mail on Sunday

Sample Size: 1315

Fieldwork: 8-9 October 2004

	%
How much do you trust Tony Blair, the Prime Minister, to tell the truth?	
	Tony Blair
Trust a great deal	9%
Trust a fair amount	27%
TOTAL TRUST	36%
Do not trust much	26%
Do not trust at all	35%
TOTAL NOT TRUST	61%
Don't know	4%

How much do you trust Michael Howard, the Conservative leader, to tell the truth?

Trust a great deal	7%
Trust a fair amount	25%
TOTAL TRUST	32%
Do not trust much	35%
Do not trust at all	25%
TOTAL NOT TRUST	60%
Don't know	8%

How much do you trust Charles Kennedy, the leader of the Liberal Democrats, to tell the truth?

Trust a great deal	6%
Trust a fair amount	33%
TOTAL TRUST	39%
Do not trust much	33%
Do not trust at all	17%
TOTAL NOT TRUST	50%
Don't know	11%

How much do you trust Gordon Brown, the Chancellor of the Exchequer, to tell the truth?

Trust a great deal	9%
Trust a fair amount	36%
TOTAL TRUST	45%
Do not trust much	28%
Do not trust at all	18%
TOTAL NOT TRUST	46%
Don't know	9%