

YouGov Survey Results

Sample Size: 1583 GB Adults
Fieldwork: 11th - 12th November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	1583	X	X	X	480	391	348	769	814	192	404	541	446	902	681	203	514	339	389	138
Unweighted Sample	1583	433	462	109	503	356	379	742	841	63	409	662	449	1074	509	306	505	303	354	115
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 30-31	Nov 11-12																			
How much do you trust the following to tell the truth?																					
Family doctors																					
A great deal	33	29	31	33	20	26	36	25	32	26	33	28	29	28	28	30	24	26	26	38	29
A fair amount	49	53	56	49	66	60	51	61	53	54	41	49	54	61	56	50	54	55	53	49	58
TOTAL GREAT DEAL / FAIR AMOUNT	82	82	87	82	86	86	87	86	85	80	74	77	83	89	84	80	78	81	79	87	87
Not much	11	9	9	10	8	9	8	6	8	10	8	9	11	8	8	10	15	10	6	7	9
Not at all	3	3	1	3	1	0	2	3	2	3	3	4	2	2	3	3	3	3	3	1	2
TOTAL NOT MUCH / NOT AT ALL	14	12	10	13	9	9	10	9	10	13	11	13	13	10	11	13	18	13	9	8	11
Don't know	5	6	3	5	5	4	3	4	5	7	16	10	4	1	5	7	4	5	12	5	2
School teachers																					
A great deal	18	15	12	19	18	9	24	15	18	13	26	17	14	11	18	12	18	12	10	23	13
A fair amount	56	55	60	57	64	61	56	66	52	58	42	52	59	59	56	55	56	55	57	52	63
TOTAL GREAT DEAL / FAIR AMOUNT	74	70	72	76	82	70	80	81	70	71	68	69	73	70	74	67	74	67	67	75	76
Not much	15	17	19	15	8	20	13	10	19	16	14	14	17	23	16	19	17	20	19	13	17
Not at all	4	4	4	2	4	4	3	3	6	3	0	7	4	4	4	5	3	6	2	5	2
TOTAL NOT MUCH / NOT AT ALL	19	21	23	17	12	24	16	13	25	19	14	21	21	27	20	24	20	26	21	18	19
Don't know	6	8	5	7	6	5	5	6	5	10	17	11	6	3	6	10	6	7	12	7	5
Judges																					
A great deal	21	15	18	15	25	17	10	19	16	14	20	18	13	12	19	10	17	12	17	16	13
A fair amount	45	47	53	46	52	47	53	53	45	48	50	44	47	47	49	44	48	51	41	43	52
TOTAL GREAT DEAL / FAIR AMOUNT	66	62	71	61	77	64	63	72	61	62	70	62	60	59	68	54	65	63	58	59	65
Not much	20	24	21	25	14	25	24	18	26	21	11	19	27	30	20	29	21	22	26	24	28
Not at all	7	7	4	8	4	5	10	5	8	7	1	8	8	9	6	9	8	8	5	10	4
TOTAL NOT MUCH / NOT AT ALL	27	31	25	33	18	30	34	23	34	28	12	27	35	39	26	38	29	30	31	34	32
Don't know	7	7	4	5	6	6	3	5	5	9	17	11	4	3	7	8	5	6	11	7	4
Local police officers on the beat in my area																					
A great deal	15	14	19	15	17	17	13	16	15	13	14	13	14	15	14	14	12	12	17	16	10
A fair amount	53	55	62	52	56	58	57	60	54	56	56	54	53	59	58	51	56	57	52	55	57
TOTAL GREAT DEAL / FAIR AMOUNT	68	69	81	67	73	75	70	76	69	69	70	67	67	74	72	65	68	69	69	71	67
Not much	17	16	11	18	11	15	17	13	16	16	13	16	19	15	15	18	18	17	11	15	26
Not at all	6	6	3	8	3	4	8	4	7	5	1	7	6	6	5	7	7	6	7	6	3
TOTAL NOT MUCH / NOT AT ALL	23	22	14	26	14	19	25	17	23	21	14	23	26	21	20	25	25	23	18	21	29
Don't know	8	8	5	7	13	7	4	7	8	9	16	10	7	5	8	9	7	8	12	8	4

Fieldwork: 11th - 12th November 2012

	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
		Con	Lab	Lib Dem	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	1583	X	X	X	480	391	348	769	814	192	404	541	446	902	681	203	514	339	389	138	
Unweighted Sample	1583	433	462	109	503	356	379	742	841	63	409	662	449	1074	509	306	505	303	354	115	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Oct 30-31	Nov 11-12																			
BBC News journalists																					
A great deal	10	6	3	10	10	3	8	10	8	4	9	6	6	4	8	3	9	6	6	4	8
A fair amount	47	38	39	41	55	37	39	48	42	35	41	41	39	34	41	35	42	43	33	36	39
TOTAL GREAT DEAL / FAIR AMOUNT	57	44	42	51	65	40	47	58	50	39	50	47	45	38	49	38	51	49	39	40	47
Not much	25	32	38	28	23	33	33	29	29	35	32	23	34	39	30	35	27	30	33	36	38
Not at all	12	15	16	13	6	21	16	7	15	16	3	19	14	20	14	18	18	15	15	16	11
TOTAL NOT MUCH / NOT AT ALL	37	47	54	41	29	54	49	36	44	51	35	42	48	59	44	53	45	45	48	52	49
Don't know	6	8	4	7	6	6	4	6	6	10	16	10	7	3	7	9	3	6	13	8	6
ITV News journalists																					
A great deal	5	2	2	4	4	2	4	2	3	2	1	3	3	2	3	1	2	2	1	4	1
A fair amount	46	39	44	41	52	42	37	45	37	40	41	38	40	37	44	32	46	41	33	36	43
TOTAL GREAT DEAL / FAIR AMOUNT	51	41	46	45	56	44	41	47	40	42	42	41	43	39	47	33	48	43	34	40	44
Not much	31	38	41	34	29	39	36	37	41	35	40	34	38	40	36	41	34	37	38	40	39
Not at all	11	12	7	14	7	10	18	8	12	12	3	14	11	15	10	15	11	14	11	12	8
TOTAL NOT MUCH / NOT AT ALL	42	50	48	48	36	49	54	45	53	47	43	48	49	55	46	56	45	51	49	52	47
Don't know	8	9	6	8	8	7	6	8	7	11	16	12	7	6	8	11	6	7	16	8	9
Senior police officers																					
A great deal	8	6	7	6	8	5	5	6	6	5	15	6	5	2	6	5	5	5	5	8	3
A fair amount	44	43	55	38	58	49	44	50	43	43	46	41	41	47	48	37	40	45	41	42	50
TOTAL GREAT DEAL / FAIR AMOUNT	52	49	62	44	66	54	49	56	49	48	61	47	46	49	54	42	45	50	46	50	53
Not much	29	31	27	36	22	29	33	30	32	31	22	23	35	39	29	34	35	32	30	28	38
Not at all	12	11	5	13	5	9	13	7	12	10	1	17	12	10	9	14	13	10	11	15	6
TOTAL NOT MUCH / NOT AT ALL	41	42	32	49	27	38	46	37	44	41	23	40	47	49	38	48	48	42	41	43	44
Don't know	7	9	6	6	7	8	5	6	6	11	17	13	8	2	7	10	8	8	13	8	3
Journalists on "upmarket" newspapers (e.g. Times, Telegraph, Guardian)																					
A great deal	4	3	3	7	4	3	5	5	5	2	10	3	3	2	4	3	3	2	4	5	2
A fair amount	39	35	41	36	38	39	31	42	36	35	34	40	36	31	42	27	41	39	28	33	38
TOTAL GREAT DEAL / FAIR AMOUNT	43	38	44	43	42	42	36	47	41	37	44	43	39	33	46	30	44	41	32	38	40
Not much	35	37	38	32	38	36	36	37	37	37	39	25	40	43	36	37	35	34	41	35	41
Not at all	16	17	13	21	11	16	25	11	18	16	3	22	15	22	12	24	15	19	15	20	12
TOTAL NOT MUCH / NOT AT ALL	51	54	51	53	49	52	61	48	55	53	42	47	55	65	48	61	50	53	56	55	53
Don't know	7	7	5	5	9	7	3	5	5	10	14	11	7	2	6	9	6	6	12	6	6
My local MP																					
A great deal	4	5	6	7	7	6	6	5	6	4	6	4	4	6	5	5	5	3	3	10	6
A fair amount	29	32	42	28	46	35	33	32	31	33	49	28	27	34	35	28	35	32	32	31	29
TOTAL GREAT DEAL / FAIR AMOUNT	33	37	48	35	53	41	39	37	37	37	55	32	31	40	40	33	40	35	35	41	35
Not much	37	36	32	41	30	33	39	37	35	36	25	34	39	37	36	35	35	38	33	32	45
Not at all	20	17	13	17	10	17	18	14	21	14	2	19	20	18	16	19	18	19	15	18	12
TOTAL NOT MUCH / NOT AT ALL	57	53	45	58	40	50	57	51	56	50	27	53	59	55	52	54	53	57	48	50	57
Don't know	10	10	7	7	8	8	4	12	7	14	17	15	10	4	8	13	7	9	17	9	8

Fieldwork: 11th - 12th November 2012

	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
		Con	Lab	Lib Dem	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	1583	X	X	X	480	391	348	769	814	192	404	541	446	902	681	203	514	339	389	138	
Unweighted Sample	1583	433	462	109	503	356	379	742	841	63	409	662	449	1074	509	306	505	303	354	115	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Oct 30-31	Nov 11-12																			
Trade Union leaders																					
A great deal	3	3	0	7	0	1	7	3	3	3	1	3	2	4	3	2	3	2	2	5	3
A fair amount	23	25	9	38	34	11	36	27	24	25	40	27	21	20	24	25	29	22	21	27	30
TOTAL GREAT DEAL / FAIR AMOUNT	26	28	9	45	34	12	43	30	27	28	41	30	23	24	27	27	32	24	23	32	33
Not much	38	36	39	37	40	33	39	44	36	37	31	30	37	43	37	35	34	35	36	35	48
Not at all	26	26	45	8	16	47	12	17	30	22	8	26	30	27	26	25	26	32	23	23	13
TOTAL NOT MUCH / NOT AT ALL	64	62	84	45	56	80	51	61	66	59	39	56	67	70	63	60	60	67	59	58	61
Don't know	9	11	7	9	10	8	6	9	7	14	21	14	9	5	9	13	9	9	17	10	7
Journalists on "mid-market" newspapers (e.g. Mail, Express)																					
A great deal	1	1	0	3	1	1	3	1	2	0	0	1	1	1	1	1	0	0	1	3	1
A fair amount	18	17	29	12	12	25	18	10	18	17	24	19	16	14	18	16	15	17	17	22	12
TOTAL GREAT DEAL / FAIR AMOUNT	19	18	29	15	13	26	21	11	20	17	24	20	17	15	19	17	15	17	18	25	13
Not much	45	45	47	43	46	46	39	49	43	47	42	34	50	50	47	42	45	48	45	38	54
Not at all	30	29	20	35	34	23	35	36	32	25	18	35	27	30	27	31	34	29	24	29	27
TOTAL NOT MUCH / NOT AT ALL	75	74	67	78	80	69	74	85	75	72	60	69	77	80	74	73	79	77	69	67	81
Don't know	7	8	5	7	8	6	4	5	6	10	16	11	6	5	6	10	6	7	13	8	6
Leading Liberal Democrat politicians																					
A great deal	1	1	0	1	9	0	1	1	1	1	3	2	1	1	2	1	3	1	0	1	1
A fair amount	15	15	20	10	41	19	10	25	15	16	25	17	13	13	16	15	15	16	14	16	14
TOTAL GREAT DEAL / FAIR AMOUNT	16	16	20	11	50	19	11	26	16	17	28	19	14	14	18	16	18	17	14	17	15
Not much	40	41	47	43	29	44	36	44	37	45	35	36	43	45	44	37	43	41	43	35	50
Not at all	36	34	25	41	12	29	50	23	41	27	21	33	35	39	31	37	31	35	30	39	28
TOTAL NOT MUCH / NOT AT ALL	76	75	72	84	41	73	86	67	78	72	56	69	78	84	75	74	74	76	73	74	78
Don't know	7	9	7	5	9	7	3	6	6	12	16	13	9	3	7	11	8	8	13	8	8
People who run large companies																					
A great deal	1	2	2	3	4	1	4	0	3	1	3	1	2	2	1	3	3	2	0	3	0
A fair amount	23	21	33	16	22	28	17	21	22	20	36	20	21	17	25	16	22	19	25	20	24
TOTAL GREAT DEAL / FAIR AMOUNT	24	23	35	19	26	29	21	21	25	21	39	21	23	19	26	19	25	21	25	23	24
Not much	46	46	49	48	43	51	48	47	45	47	38	42	48	52	46	47	43	49	43	46	48
Not at all	22	21	10	26	21	13	26	25	24	17	7	24	22	23	20	22	22	22	16	22	21
TOTAL NOT MUCH / NOT AT ALL	68	67	59	74	64	64	74	72	69	64	45	66	70	75	66	69	65	71	59	68	69
Don't know	8	10	5	7	10	7	5	6	6	14	16	14	8	6	8	12	10	7	16	8	6
Leading Conservative politicians																					
A great deal	2	1	2	2	1	2	3	0	2	1	1	1	2	1	2	1	0	1	2	2	2
A fair amount	19	18	43	4	19	36	6	16	18	18	28	17	16	16	18	17	18	20	17	18	10
TOTAL GREAT DEAL / FAIR AMOUNT	21	19	45	6	20	38	9	16	20	19	29	18	18	17	20	18	18	21	19	20	12
Not much	35	38	42	33	52	38	35	41	36	39	40	35	36	41	41	33	41	38	38	31	48
Not at all	38	35	7	55	19	17	54	37	39	31	14	34	38	40	32	38	35	33	31	40	34
TOTAL NOT MUCH / NOT AT ALL	73	73	49	88	71	55	89	78	75	70	54	69	74	81	73	71	76	71	69	71	82
Don't know	7	9	6	5	8	7	3	6	6	11	18	12	7	3	7	11	6	8	13	8	7

Fieldwork: 11th - 12th November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	1583	X	X	X	480	391	348	769	814	192	404	541	446	902	681	203	514	339	389	138
Unweighted Sample	1583	433	462	109	503	356	379	742	841	63	409	662	449	1074	509	306	505	303	354	115
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 30-31	Nov 11-12																			
Leading Labour politicians																					
A great deal	2	2	0	6	0	0	4	3	3	1	0	3	1	3	3	1	1	0	2	4	1
A fair amount	22	21	10	42	13	10	39	23	20	22	26	19	19	22	20	22	19	20	20	22	22
TOTAL GREAT DEAL / FAIR AMOUNT	24	23	10	48	13	10	43	26	23	23	26	22	20	25	23	23	20	20	22	23	
Not much	37	40	45	38	54	37	40	47	40	41	49	38	38	41	42	38	42	37	39	43	43
Not at all	31	29	40	9	27	48	13	22	33	26	9	30	33	33	29	29	31	37	25	23	27
TOTAL NOT MUCH / NOT AT ALL	68	69	85	47	81	85	53	69	73	67	58	68	71	74	71	67	73	74	64	66	70
Don't know	7	8	5	6	6	6	4	5	6	10	17	11	8	2	7	10	6	6	13	8	7
Senior civil servants in Whitehall																					
A great deal	2	2	1	2	8	1	1	3	3	1	5	3	0	1	2	1	4	1	1	2	1
A fair amount	20	19	25	17	32	21	18	21	19	19	27	24	16	15	23	13	20	19	20	16	24
TOTAL GREAT DEAL / FAIR AMOUNT	22	21	26	19	40	22	19	24	22	20	32	27	16	16	25	14	24	20	21	18	25
Not much	43	44	51	46	34	45	49	43	43	44	39	37	48	47	45	42	42	41	44	46	50
Not at all	26	26	17	28	13	25	28	24	29	23	8	23	27	33	21	32	25	30	22	27	15
TOTAL NOT MUCH / NOT AT ALL	69	70	68	74	47	70	77	67	72	67	47	60	75	80	66	74	67	71	66	73	65
Don't know	10	10	6	7	12	8	4	9	6	14	21	14	9	4	9	12	9	8	14	9	10
Estate agents																					
A great deal	1	1	0	2	5	0	3	0	1	2	3	1	1	1	2	1	3	0	1	2	1
A fair amount	13	11	12	9	10	12	7	12	10	11	18	9	10	11	12	10	8	10	12	10	17
TOTAL GREAT DEAL / FAIR AMOUNT	14	12	12	11	15	12	10	12	11	13	21	10	11	12	14	11	11	10	13	12	18
Not much	42	46	49	49	45	47	51	44	46	47	50	42	45	50	46	47	39	45	45	49	57
Not at all	37	34	32	34	33	35	36	37	38	30	13	37	38	35	34	34	45	36	30	33	21
TOTAL NOT MUCH / NOT AT ALL	79	80	81	83	78	82	87	81	84	77	63	79	83	85	80	81	84	81	75	82	78
Don't know	7	8	6	6	6	5	3	7	6	10	17	10	7	3	7	9	5	8	11	7	4
Journalists on red-top tabloid newspapers (e.g. Sun, Mirror)																					
A great deal	0	1	1	2	0	1	3	0	1	1	0	1	2	1	1	1	2	0	0	3	0
A fair amount	10	9	9	12	3	11	9	4	10	8	14	10	7	9	8	11	8	11	10	8	5
TOTAL GREAT DEAL / FAIR AMOUNT	10	10	10	14	3	12	12	4	11	9	14	11	9	10	9	12	10	11	10	11	5
Not much	37	36	40	35	36	37	37	34	36	37	42	29	39	37	39	33	34	34	38	39	39
Not at all	47	46	45	46	55	45	48	56	47	45	28	49	46	51	46	46	51	50	39	44	49
TOTAL NOT MUCH / NOT AT ALL	84	82	85	81	91	82	85	90	83	82	70	78	85	88	85	79	85	84	77	83	88
Don't know	6	7	5	5	7	6	3	6	6	9	16	11	6	2	6	9	5	5	13	6	7
	Jan 9-10	Nov 11-12																			
Senior officials in my local council																					
A great deal	1	2	2	4	2	0	4	3	3	2	1	3	2	3	2	3	1	2	1	5	2
A fair amount	25	23	30	22	32	27	23	23	23	23	34	25	18	22	27	18	24	23	24	22	21
TOTAL GREAT DEAL / FAIR AMOUNT	26	25	32	26	34	27	27	26	26	25	35	28	20	25	29	21	25	25	25	27	23
Not much	43	44	44	43	49	43	45	47	45	43	37	35	49	48	44	44	43	46	42	42	49
Not at all	21	21	16	24	7	22	24	17	23	19	8	23	23	22	19	24	24	21	19	22	20
TOTAL NOT MUCH / NOT AT ALL	64	65	60	67	56	65	69	64	68	62	45	58	72	70	63	68	67	67	61	64	69
Don't know	10	10	7	7							20	12	8	5	9	11	9	8	14	9	9

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	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	1583	X	X	X	480	391	348	769	814	192	404	541	446	902	681	203	514	339	389	138	
Unweighted Sample	1583	433	462	109	503	356	379	742	841	63	409	662	449	1074	509	306	505	303	354	115	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Jan 9-10	Nov 11-12																			
Managers of NHS hospitals																					
A great deal	3	4	2	5	3	1	5	4	4	4	12	4	4	1	4	4	3	2	5	6	3
A fair amount	29	26	26	24	41	26	22	30	24	27	34	29	22	23	29	21	28	29	24	19	31
TOTAL GREAT DEAL / FAIR AMOUNT	32	30	28	29	44	27	27	34	28	31	46	33	26	24	33	25	31	31	29	25	34
Not much	43	45	54	47	39	49	49	44	46	43	36	36	48	53	43	47	43	44	43	48	45
Not at all	16	17	12	16	11	16	19	15	18	15	1	18	18	20	15	19	20	17	14	17	13
TOTAL NOT MUCH / NOT AT ALL	59	62	66	63	50	65	68	59	64	58	37	54	66	73	58	66	63	61	57	65	58
Don't know	9	9	6	7	6	8	5	6	7	11	17	13	8	4	9	9	6	7	13	10	9
Senior officials in the European Union																					
A great deal	1	1	0	3	2	0	3	2	2	1	3	2	1	0	2	1	1	1	1	2	2
A fair amount	15	12	10	14	21	9	13	18	11	13	23	18	9	6	14	9	16	11	12	9	18
TOTAL GREAT DEAL / FAIR AMOUNT	16	13	10	17	23	9	16	20	13	14	26	20	10	6	16	10	17	12	13	11	20
Not much	37	38	39	43	50	35	37	44	34	41	41	33	40	38	39	36	39	37	34	39	45
Not at all	37	37	44	31	15	47	40	24	45	30	13	32	41	48	36	39	34	40	37	39	25
TOTAL NOT MUCH / NOT AT ALL	74	75	83	74	65	82	77	68	79	71	54	65	81	86	75	75	73	77	71	78	70
Don't know	10	12	7	9	12	8	7	11	8	16	20	15	10	8	10	15	11	11	15	10	11

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	23	98
Male 25 to 39	174	203
Male 40 to 59	339	268
Male 60 +	206	201
Female 18 to 24	40	93
Female 25 to 39	235	201
Female 40 to 59	323	274
Female 60 +	243	245
Region		
North England	354	389
Midlands	227	260
East England	145	152
London	306	203
South England	360	363
Wales	76	79
Scotland	115	138
Social Grade		
AB	602	443
C1	472	459
C2	205	332
DE	304	348
Newspaper Type		
Express / Mail	342	253
Sun / Star	101	372
Mirror / Record	62	158
Guardian / Independent	90	71
FT / Times / Telegraph	110	150
Other Paper	225	182
No Paper	653	396
Political Party Identification		
Labour	442	514
Conservative	470	451
Liberal Democrat	181	190
SNP/Plaid Cymru	26	27
Others	81	21
None/ DK	383	380

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