

## YouGov /PLMR Survey Results

Sample Size: 1885 GB Adults  
Fieldwork: 16th - 17th October 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	
<b>Weighted Sample</b>	<b>1885</b>	X	X	X	X	552	463	409	914	971	224	477	645	539	1074	811	241	613	403	464	164
Unweighted Sample	1885	456	618	97	185	564	483	404	898	987	162	477	713	533	1243	642	273	590	404	488	130
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, would you trust the following to manage the country's economic recovery? (Please tick one option on each row)

### A Conservative government led by David Cameron

Trust a great deal	12	42	1	2	8	32	3	2	16	9	9	10	12	17	13	11	19	12	12	11	7
Trust a fair amount	23	49	6	28	23	43	10	21	21	25	25	23	18	27	26	19	19	28	24	18	19
<b>TOTAL TRUST A GREAT DEAL/ FAIR AMOUNT</b>	<b>35</b>	<b>91</b>	<b>7</b>	<b>30</b>	<b>31</b>	<b>75</b>	<b>13</b>	<b>23</b>	<b>37</b>	<b>34</b>	<b>34</b>	<b>33</b>	<b>30</b>	<b>44</b>	<b>39</b>	<b>30</b>	<b>38</b>	<b>40</b>	<b>36</b>	<b>29</b>	<b>26</b>
Not trust a lot	21	7	18	43	31	15	19	28	22	20	28	22	19	19	22	19	21	24	18	19	21
Not trust at all	37	1	69	24	37	8	63	44	37	37	29	34	45	35	33	42	32	29	40	46	45
<b>TOTAL NOT TRUST A LOT/AT ALL</b>	<b>58</b>	<b>8</b>	<b>87</b>	<b>67</b>	<b>68</b>	<b>23</b>	<b>82</b>	<b>72</b>	<b>59</b>	<b>57</b>	<b>57</b>	<b>56</b>	<b>64</b>	<b>54</b>	<b>55</b>	<b>61</b>	<b>53</b>	<b>53</b>	<b>58</b>	<b>65</b>	<b>66</b>
Don't know	7	2	6	4	1	3	6	6	5	9	10	12	6	2	6	9	9	7	5	7	9

### A Labour government by Ed Miliband

Trust a great deal	8	1	24	0	1	1	24	5	9	8	10	9	8	7	7	10	11	6	5	11	12
Trust a fair amount	22	3	52	13	9	5	41	24	22	21	26	22	23	18	20	24	22	15	24	29	19
<b>TOTAL TRUST A GREAT DEAL/ FAIR AMOUNT</b>	<b>30</b>	<b>4</b>	<b>76</b>	<b>13</b>	<b>10</b>	<b>6</b>	<b>65</b>	<b>29</b>	<b>31</b>	<b>29</b>	<b>36</b>	<b>31</b>	<b>31</b>	<b>25</b>	<b>27</b>	<b>34</b>	<b>33</b>	<b>21</b>	<b>29</b>	<b>40</b>	<b>31</b>
Not trust a lot	23	20	15	37	23	20	18	29	23	22	31	26	20	20	24	21	21	25	23	20	21
Not trust at all	39	73	2	45	65	71	10	34	40	39	23	30	42	52	43	35	36	45	42	32	37
<b>TOTAL NOT TRUST A LOT/AT ALL</b>	<b>62</b>	<b>93</b>	<b>17</b>	<b>82</b>	<b>88</b>	<b>91</b>	<b>28</b>	<b>63</b>	<b>63</b>	<b>61</b>	<b>54</b>	<b>56</b>	<b>62</b>	<b>72</b>	<b>67</b>	<b>56</b>	<b>57</b>	<b>70</b>	<b>65</b>	<b>52</b>	<b>58</b>
Don't know	8	2	7	6	1	3	7	8	5	10	10	13	7	4	6	10	9	8	6	8	11

### A Conservative government led by Boris Johnson

Trust a great deal	7	19	2	3	10	15	3	3	9	5	9	7	6	7	7	6	11	7	6	6	6
Trust a fair amount	20	41	6	24	25	40	6	16	22	19	17	21	18	24	23	17	27	23	21	14	18
<b>TOTAL TRUST A GREAT DEAL/ FAIR AMOUNT</b>	<b>27</b>	<b>60</b>	<b>8</b>	<b>27</b>	<b>35</b>	<b>55</b>	<b>9</b>	<b>19</b>	<b>31</b>	<b>24</b>	<b>26</b>	<b>28</b>	<b>24</b>	<b>31</b>	<b>30</b>	<b>23</b>	<b>38</b>	<b>30</b>	<b>27</b>	<b>20</b>	<b>24</b>
Not trust a lot	26	26	23	30	31	25	23	27	25	27	41	26	23	24	28	24	19	29	26	27	22
Not trust at all	36	7	60	35	29	11	59	44	36	35	22	33	42	36	33	39	30	31	38	40	42
<b>TOTAL NOT TRUST A LOT/AT ALL</b>	<b>62</b>	<b>33</b>	<b>83</b>	<b>65</b>	<b>60</b>	<b>36</b>	<b>82</b>	<b>71</b>	<b>61</b>	<b>62</b>	<b>63</b>	<b>59</b>	<b>65</b>	<b>60</b>	<b>61</b>	<b>63</b>	<b>49</b>	<b>60</b>	<b>64</b>	<b>67</b>	<b>64</b>
Don't know	11	8	10	7	6	10	9	9	8	13	11	13	10	10	9	13	13	10	8	12	12

Fieldwork: 16th - 17th October 2013

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<b>Weighted Sample</b>	<b>1885</b>	X	X	X	X	552	463	409	914	971	224	477	645	539	1074	811	241	613	403	464	164
Unweighted Sample	1885	456	618	97	185	564	483	404	898	987	162	477	713	533	1243	642	273	590	404	488	130
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**A Labour government led by Ed Balls**

Trust a great deal	6	2	15	2	1	2	15	4	6	6	5	9	5	4	5	6	5	4	8	7	6
Trust a fair amount	17	3	40	9	8	2	32	21	18	16	20	15	19	15	16	18	18	15	15	23	13
<b>TOTAL TRUST A GREAT DEAL/ FAIR AMOUNT</b>	<b>23</b>	<b>5</b>	<b>55</b>	<b>11</b>	<b>9</b>	<b>4</b>	<b>47</b>	<b>25</b>	<b>24</b>	<b>22</b>	<b>25</b>	<b>24</b>	<b>24</b>	<b>19</b>	<b>21</b>	<b>24</b>	<b>23</b>	<b>19</b>	<b>23</b>	<b>30</b>	<b>19</b>
Not trust a lot	23	15	24	30	24	16	29	26	25	21	37	26	19	19	23	23	17	24	22	22	30
Not trust at all	44	77	8	50	66	76	13	38	45	43	24	36	46	57	46	41	46	48	48	35	39
<b>TOTAL NOT TRUST A LOT/AT ALL</b>	<b>67</b>	<b>92</b>	<b>32</b>	<b>80</b>	<b>90</b>	<b>92</b>	<b>42</b>	<b>64</b>	<b>70</b>	<b>64</b>	<b>61</b>	<b>62</b>	<b>65</b>	<b>76</b>	<b>69</b>	<b>64</b>	<b>63</b>	<b>72</b>	<b>70</b>	<b>57</b>	<b>69</b>
Don't know	11	4	12	8	1	4	10	12	7	14	14	14	11	6	9	13	13	9	8	13	12

**A Conservative-Liberal Democrat coalition led by David Cameron and Nick Clegg**

Trust a great deal	4	11	0	3	0	9	2	2	6	2	4	5	4	3	5	3	3	4	4	5	2
Trust a fair amount	25	57	8	52	17	47	10	27	27	24	25	27	24	25	28	21	26	29	27	20	19
<b>TOTAL TRUST A GREAT DEAL/ FAIR AMOUNT</b>	<b>29</b>	<b>68</b>	<b>8</b>	<b>55</b>	<b>17</b>	<b>56</b>	<b>12</b>	<b>29</b>	<b>33</b>	<b>26</b>	<b>29</b>	<b>32</b>	<b>28</b>	<b>28</b>	<b>33</b>	<b>24</b>	<b>29</b>	<b>33</b>	<b>31</b>	<b>25</b>	<b>21</b>
Not trust a lot	27	22	23	35	37	26	22	30	26	27	32	24	22	32	30	22	30	29	23	23	29
Not trust at all	37	5	64	5	46	13	60	36	36	37	27	33	44	34	31	44	30	30	41	44	41
<b>TOTAL NOT TRUST A LOT/AT ALL</b>	<b>64</b>	<b>27</b>	<b>87</b>	<b>40</b>	<b>83</b>	<b>39</b>	<b>82</b>	<b>66</b>	<b>62</b>	<b>64</b>	<b>59</b>	<b>57</b>	<b>66</b>	<b>66</b>	<b>61</b>	<b>66</b>	<b>60</b>	<b>59</b>	<b>64</b>	<b>67</b>	<b>70</b>
Don't know	8	5	6	5	1	5	7	5	5	10	12	11	6	5	6	10	11	8	5	7	8

**A Labour-Liberal Democrat coalition led by Ed Miliband and Nick Clegg**

Trust a great deal	3	2	5	3	0	1	6	3	3	3	6	5	1	0	2	4	5	0	3	3	7
Trust a fair amount	16	4	32	37	6	4	26	23	18	14	18	20	15	12	16	16	15	14	16	17	17
<b>TOTAL TRUST A GREAT DEAL/ FAIR AMOUNT</b>	<b>19</b>	<b>6</b>	<b>37</b>	<b>40</b>	<b>6</b>	<b>5</b>	<b>32</b>	<b>26</b>	<b>21</b>	<b>17</b>	<b>24</b>	<b>25</b>	<b>16</b>	<b>12</b>	<b>18</b>	<b>20</b>	<b>20</b>	<b>14</b>	<b>19</b>	<b>20</b>	<b>24</b>
Not trust a lot	31	26	37	33	22	23	37	36	32	30	36	32	29	30	32	30	29	33	30	31	27
Not trust at all	41	64	17	19	71	67	23	30	41	41	27	31	46	50	43	39	40	42	46	38	38
<b>TOTAL NOT TRUST A LOT/AT ALL</b>	<b>72</b>	<b>90</b>	<b>54</b>	<b>52</b>	<b>93</b>	<b>90</b>	<b>60</b>	<b>66</b>	<b>73</b>	<b>71</b>	<b>63</b>	<b>63</b>	<b>75</b>	<b>80</b>	<b>75</b>	<b>69</b>	<b>69</b>	<b>75</b>	<b>76</b>	<b>69</b>	<b>65</b>
Don't know	10	4	9	8	1	5	8	8	7	12	13	12	9	7	8	12	11	11	5	11	11

**A Conservative-Liberal Democrat coalition led by David Cameron and Vince Cable**

Trust a great deal	3	6	1	5	0	6	1	2	4	2	3	3	3	2	3	2	2	3	2	4	2
Trust a fair amount	20	45	7	42	20	37	9	20	22	19	23	22	19	20	24	16	23	24	22	15	18
<b>TOTAL TRUST A GREAT DEAL/ FAIR AMOUNT</b>	<b>23</b>	<b>51</b>	<b>8</b>	<b>47</b>	<b>20</b>	<b>43</b>	<b>10</b>	<b>22</b>	<b>26</b>	<b>21</b>	<b>26</b>	<b>25</b>	<b>22</b>	<b>22</b>	<b>27</b>	<b>18</b>	<b>25</b>	<b>27</b>	<b>24</b>	<b>19</b>	<b>20</b>
Not trust a lot	31	33	27	39	34	35	27	36	33	30	38	31	26	36	36	26	31	32	34	28	35
Not trust at all	36	9	59	7	45	16	56	30	34	37	22	30	44	37	30	43	33	31	36	42	36
<b>TOTAL NOT TRUST A LOT/AT ALL</b>	<b>67</b>	<b>42</b>	<b>86</b>	<b>46</b>	<b>79</b>	<b>51</b>	<b>83</b>	<b>66</b>	<b>67</b>	<b>67</b>	<b>60</b>	<b>61</b>	<b>70</b>	<b>73</b>	<b>66</b>	<b>69</b>	<b>64</b>	<b>63</b>	<b>70</b>	<b>70</b>	<b>71</b>
Don't know	10	6	6	8	1	7	7	11	7	13	14	14	9	6	8	12	12	10	7	11	9

Fieldwork: 16th - 17th October 2013

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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	
<b>1885</b>	X	X	X	X	552	463	409	914	971	224	477	645	539	1074	811	241	613	403	464	164	
Unweighted Sample	1885	456	618	97	185	564	483	404	898	987	162	477	713	533	1243	642	273	590	404	488	130
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**A Labour-Liberal Democrat coalition led by Ed Miliband and Vince Cable**

Trust a great deal	4	1	8	7	0	1	7	6	4	3	5	6	3	3	3	4	5	3	5	4	3
Trust a fair amount	19	3	44	34	8	5	36	26	20	19	25	21	19	16	18	21	23	18	17	22	21
<b>TOTAL TRUST A GREAT DEAL/ FAIR AMOUNT</b>	<b>23</b>	<b>4</b>	<b>52</b>	<b>41</b>	<b>8</b>	<b>6</b>	<b>43</b>	<b>32</b>	<b>24</b>	<b>22</b>	<b>30</b>	<b>27</b>	<b>22</b>	<b>19</b>	<b>21</b>	<b>25</b>	<b>28</b>	<b>21</b>	<b>22</b>	<b>26</b>	<b>24</b>
Not trust a lot	27	28	25	27	21	22	30	32	29	24	31	29	26	23	29	24	23	29	27	25	28
Not trust at all	39	64	12	26	70	67	19	26	39	40	23	30	42	52	41	38	37	40	44	37	38
<b>TOTAL NOT TRUST A LOT/AT ALL</b>	<b>66</b>	<b>92</b>	<b>37</b>	<b>53</b>	<b>91</b>	<b>89</b>	<b>49</b>	<b>58</b>	<b>68</b>	<b>64</b>	<b>54</b>	<b>59</b>	<b>68</b>	<b>75</b>	<b>70</b>	<b>62</b>	<b>60</b>	<b>69</b>	<b>71</b>	<b>62</b>	<b>66</b>
Don't know	11	4	11	6	1	6	10	11	8	13	16	14	10	6	9	13	13	11	8	12	10

**How much, if anything, do you think the following understand about how the economy affects you and your family? (Please tick one option per row)**

**The Conservative-Liberal Democrat coalition government**

A great deal	5	10	6	2	1	7	8	3	7	4	7	6	5	4	6	5	10	4	5	6	4
A fair amount	25	52	11	41	18	41	14	21	29	21	28	27	22	24	28	20	28	28	25	22	16
<b>TOTAL A GREAT DEAL/FAIR AMOUNT</b>	<b>30</b>	<b>62</b>	<b>17</b>	<b>43</b>	<b>19</b>	<b>48</b>	<b>22</b>	<b>24</b>	<b>36</b>	<b>25</b>	<b>35</b>	<b>33</b>	<b>27</b>	<b>28</b>	<b>34</b>	<b>25</b>	<b>38</b>	<b>32</b>	<b>30</b>	<b>28</b>	<b>20</b>
Not a lot	34	28	34	39	39	31	32	39	32	35	38	33	31	36	34	34	29	34	35	34	36
Nothing at all	30	6	45	15	41	16	42	32	28	32	17	24	36	33	27	34	24	28	30	33	37
<b>TOTAL NOT A LOT/AT ALL</b>	<b>64</b>	<b>34</b>	<b>79</b>	<b>54</b>	<b>80</b>	<b>47</b>	<b>74</b>	<b>71</b>	<b>60</b>	<b>67</b>	<b>55</b>	<b>57</b>	<b>67</b>	<b>69</b>	<b>61</b>	<b>68</b>	<b>53</b>	<b>62</b>	<b>65</b>	<b>67</b>	<b>73</b>
Don't know	6	3	5	3	0	4	4	4	3	9	10	10	5	3	5	8	9	7	5	5	7

**The Labour Party opposition**

A great deal	6	2	16	2	0	2	15	4	6	6	6	6	7	4	6	7	11	4	5	7	7
A fair amount	25	15	43	31	16	13	40	29	25	24	26	23	26	24	25	25	24	21	26	29	25
<b>TOTAL A GREAT DEAL/FAIR AMOUNT</b>	<b>31</b>	<b>17</b>	<b>59</b>	<b>33</b>	<b>16</b>	<b>15</b>	<b>55</b>	<b>33</b>	<b>31</b>	<b>30</b>	<b>32</b>	<b>29</b>	<b>33</b>	<b>28</b>	<b>31</b>	<b>32</b>	<b>35</b>	<b>25</b>	<b>31</b>	<b>36</b>	<b>32</b>
Not a lot	41	49	32	45	45	48	32	45	45	38	42	42	38	43	43	39	36	44	41	41	38
Nothing at all	21	29	4	16	38	32	7	16	20	21	13	17	22	26	20	21	18	23	22	16	24
<b>TOTAL NOT A LOT/AT ALL</b>	<b>62</b>	<b>78</b>	<b>36</b>	<b>61</b>	<b>83</b>	<b>80</b>	<b>39</b>	<b>61</b>	<b>65</b>	<b>59</b>	<b>55</b>	<b>59</b>	<b>60</b>	<b>69</b>	<b>63</b>	<b>60</b>	<b>54</b>	<b>67</b>	<b>63</b>	<b>57</b>	<b>62</b>
Don't know	8	4	6	6	1	5	5	7	4	11	13	11	7	3	7	9	12	8	6	7	6

**My local MP**

A great deal	7	10	9	5	3	9	10	5	7	7	9	6	5	8	8	5	9	5	6	6	12
A fair amount	27	37	28	31	25	31	29	26	28	26	26	27	26	29	28	26	27	23	29	32	26
<b>TOTAL A GREAT DEAL/FAIR AMOUNT</b>	<b>34</b>	<b>47</b>	<b>37</b>	<b>36</b>	<b>28</b>	<b>40</b>	<b>39</b>	<b>31</b>	<b>35</b>	<b>33</b>	<b>35</b>	<b>33</b>	<b>31</b>	<b>37</b>	<b>36</b>	<b>31</b>	<b>36</b>	<b>28</b>	<b>35</b>	<b>38</b>	<b>38</b>
Not a lot	39	35	40	43	44	35	39	44	40	39	39	39	40	40	39	40	32	42	40	41	35
Nothing at all	17	11	15	15	25	17	15	16	18	16	11	15	19	18	15	18	19	19	16	12	19
<b>TOTAL NOT A LOT/AT ALL</b>	<b>56</b>	<b>46</b>	<b>55</b>	<b>58</b>	<b>69</b>	<b>52</b>	<b>54</b>	<b>60</b>	<b>58</b>	<b>55</b>	<b>50</b>	<b>54</b>	<b>59</b>	<b>58</b>	<b>54</b>	<b>58</b>	<b>51</b>	<b>61</b>	<b>56</b>	<b>53</b>	<b>54</b>
Don't know	10	8	8	6	3	9	7	10	7	13	16	14	10	5	9	11	12	12	8	9	8

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Unweighted Sample	1885	456	618	97	185	564	483	404	898	987	162	477	713	533	1243	642	273	590	404	488	130
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>My local council</b>																					
A great deal	5	6	7	3	2	6	8	3	5	4	6	6	4	5	6	4	10	3	5	5	5
A fair amount	30	39	33	37	21	33	34	27	30	29	33	28	29	31	32	27	29	29	28	32	30
<b>TOTAL A GREAT DEAL/FAIR AMOUNT</b>	<b>35</b>	<b>45</b>	<b>40</b>	<b>40</b>	<b>23</b>	<b>39</b>	<b>42</b>	<b>30</b>	<b>35</b>	<b>33</b>	<b>39</b>	<b>34</b>	<b>33</b>	<b>36</b>	<b>38</b>	<b>31</b>	<b>39</b>	<b>32</b>	<b>33</b>	<b>37</b>	<b>35</b>
Not a lot	41	41	41	41	48	39	38	47	42	41	42	38	39	47	40	43	35	41	44	44	41
Nothing at all	15	9	11	13	28	15	13	15	15	15	6	16	19	14	14	16	16	16	16	12	14
<b>TOTAL NOT A LOT/AT ALL</b>	<b>56</b>	<b>50</b>	<b>52</b>	<b>54</b>	<b>76</b>	<b>54</b>	<b>51</b>	<b>62</b>	<b>57</b>	<b>56</b>	<b>48</b>	<b>54</b>	<b>58</b>	<b>61</b>	<b>54</b>	<b>59</b>	<b>51</b>	<b>57</b>	<b>60</b>	<b>56</b>	<b>55</b>
Don't know	9	6	8	6	1	7	7	8	7	11	14	12	9	4	8	10	10	11	8	6	10
<b>My local councillor</b>																					
A great deal	6	8	6	7	5	8	7	3	6	6	12	5	4	6	7	5	8	5	6	4	11
A fair amount	28	36	30	32	26	33	34	26	29	28	21	26	28	34	30	26	24	30	26	32	25
<b>TOTAL A GREAT DEAL/FAIR AMOUNT</b>	<b>34</b>	<b>44</b>	<b>36</b>	<b>39</b>	<b>31</b>	<b>41</b>	<b>41</b>	<b>29</b>	<b>35</b>	<b>34</b>	<b>33</b>	<b>31</b>	<b>32</b>	<b>40</b>	<b>37</b>	<b>31</b>	<b>32</b>	<b>35</b>	<b>32</b>	<b>36</b>	<b>36</b>
Not a lot	39	36	43	41	39	35	38	44	40	38	39	40	39	38	38	41	37	36	40	44	38
Nothing at all	15	10	11	13	25	15	12	14	16	14	8	14	19	14	14	16	17	17	16	11	15
<b>TOTAL NOT A LOT/AT ALL</b>	<b>54</b>	<b>46</b>	<b>54</b>	<b>54</b>	<b>64</b>	<b>50</b>	<b>50</b>	<b>58</b>	<b>56</b>	<b>52</b>	<b>47</b>	<b>54</b>	<b>58</b>	<b>52</b>	<b>52</b>	<b>57</b>	<b>54</b>	<b>53</b>	<b>56</b>	<b>55</b>	<b>53</b>
Don't know	12	10	11	8	5	9	9	14	10	14	20	16	10	8	12	12	14	13	12	10	12