

YouGov / Labour Party Survey Results

Sample Size: 1895 GB Adults
Fieldwork: 26th - 27th September 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	
1895	X	X	X	X	581	471	409	919	976	226	479	648	542	1080	815	243	616	406	466	165	
1895	437	639	120	205	562	500	407	904	991	162	455	759	519	1244	651	252	615	402	452	174	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you trust each of the following to treat their customers fairly?

The major banks

Trust a great deal	2	3	3	0	1	2	3	1	3	1	3	4	1	1	2	2	2	1	4	2	2
Trust a fair amount	25	38	21	35	16	31	20	24	24	26	24	24	25	25	24	25	25	27	23	22	
TOTAL TRUST	27	41	24	35	17	33	23	25	27	27	29	28	25	26	27	26	27	26	31	25	24
Do not trust much	41	40	39	43	46	44	38	44	41	42	37	38	40	49	42	41	43	42	38	45	36
Do not trust at all	27	17	33	20	38	21	34	29	29	25	22	25	32	25	26	28	25	26	26	27	35
TOTAL DO NOT TRUST	68	57	72	63	84	65	72	73	70	67	59	63	72	74	68	69	68	68	64	72	71
Don't know	5	2	3	1	0	3	4	3	3	6	11	8	3	1	5	5	5	5	4	5	

The major energy companies

Trust a great deal	1	0	1	0	1	0	1	0	1	0	1	1	0	0	1	1	1	0	1	0	0
Trust a fair amount	11	18	8	13	6	14	10	9	15	9	18	14	8	11	11	12	10	13	14	8	13
TOTAL TRUST	12	18	9	13	7	14	11	9	16	9	19	15	8	11	12	13	11	13	15	8	13
Do not trust much	42	49	38	49	38	49	35	42	38	45	41	39	40	46	43	39	47	41	38	45	35
Do not trust at all	42	30	51	37	55	33	52	47	44	41	29	40	48	43	40	45	37	41	43	44	49
TOTAL DO NOT TRUST	84	79	89	86	93	82	87	89	82	86	70	79	88	89	83	84	84	82	81	89	84
Don't know	4	2	2	1	0	3	3	2	3	6	11	6	3	1	5	4	5	5	5	3	3

Major supermarkets

Trust a great deal	4	6	3	4	4	4	5	2	5	3	2	7	3	2	4	4	2	4	3	3	7
Trust a fair amount	44	49	49	36	48	46	48	41	44	44	51	41	42	46	42	46	49	40	44	46	42
TOTAL TRUST	48	55	52	40	52	50	53	43	49	47	53	48	45	48	46	50	51	44	47	49	49
Do not trust much	35	33	33	48	31	36	31	39	35	35	27	32	36	38	37	32	35	35	35	34	35
Do not trust at all	13	9	13	11	17	11	13	15	14	13	9	13	16	12	13	14	9	15	12	14	14
TOTAL DO NOT TRUST	48	42	46	59	48	47	44	54	49	48	36	45	52	50	50	46	44	50	47	48	49
Don't know	4	2	2	1	0	3	3	2	3	6	10	6	3	1	4	4	4	5	5	2	3

Bus and railway companies

Trust a great deal	2	1	3	1	2	1	3	1	2	1	3	4	1	0	2	2	1	2	2	1	4
Trust a fair amount	27	36	27	32	26	31	27	25	27	28	24	25	29	28	26	30	30	25	26	30	26
TOTAL TRUST	29	37	30	33	28	32	30	26	29	29	27	29	30	28	28	32	31	27	28	31	30
Do not trust much	45	43	46	50	42	46	43	47	45	45	45	42	43	50	48	41	41	44	47	46	49
Do not trust at all	19	16	20	17	25	16	21	23	21	18	14	22	21	17	19	20	22	22	17	18	16
TOTAL DO NOT TRUST	64	59	66	67	67	62	64	70	66	63	59	64	64	67	67	61	63	66	64	64	65
Don't know	6	4	4	1	5	5	5	5	5	8	13	7	5	4	6	7	7	7	7	5	5

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1895	X	X	X	X	581	471	409	919	976	226	479	648	542	1080	815	243	616	406	466	165	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Corner shops' and other small, independent retailers

Trust a great deal	14	19	14	10	16	17	13	13	16	13	19	14	15	12	14	15	8	16	15	16	14
Trust a fair amount	57	59	60	62	59	59	58	61	55	58	42	52	59	64	57	56	59	54	55	59	64
TOTAL TRUST	71	78	74	72	75	76	71	74	71	71	61	66	74	76	71	71	67	70	70	75	78
Do not trust much	18	17	17	20	17	16	18	18	19	17	23	19	17	16	19	16	21	19	19	16	13
Do not trust at all	5	3	6	5	7	4	7	3	5	5	2	6	5	5	4	7	4	4	6	7	5
TOTAL DO NOT TRUST	23	20	23	25	24	20	25	21	24	22	25	25	22	21	23	23	25	23	25	23	18
Don't know	6	3	4	3	1	4	4	5	5	7	14	8	4	3	6	5	8	7	6	3	4

Major retailers

Trust a great deal	2	4	2	1	1	3	2	2	3	2	4	4	2	1	2	3	3	2	2	3	6
Trust a fair amount	42	52	42	50	46	48	42	41	41	42	41	40	40	45	41	43	42	40	43	44	34
TOTAL TRUST	44	56	44	51	47	51	44	43	44	44	45	44	42	46	43	46	45	42	45	47	40
Do not trust much	39	34	41	40	40	39	38	41	39	38	31	37	40	43	42	35	38	40	37	39	42
Do not trust at all	11	7	11	7	11	7	13	11	11	10	11	10	13	9	9	13	9	11	12	11	9
TOTAL DO NOT TRUST	50	41	52	47	51	46	51	52	50	48	42	47	53	52	51	48	47	51	49	50	51
Don't know	6	3	4	2	3	4	5	5	5	7	14	10	5	2	6	7	9	7	7	3	8

Do you think the present Government should or should not impose a 20 month price freeze on gas and electricity prices?

Should - the energy companies can easily afford it	58	26	84	47	57	32	82	66	54	62	59	62	62	50	55	64	60	55	54	63	67
Should not - it could end up cutting investment, and risk leading to power cuts	28	65	8	36	32	57	10	22	33	24	20	23	26	40	33	22	28	32	29	24	24
Don't know	13	9	8	17	11	11	8	13	12	14	21	15	12	10	12	15	12	12	17	13	9

The energy companies have said that a 20 month price freeze could lead to a loss of investment and is unaffordable. Do you believe them?

Yes, they are right to be concerned about investment and power shortages	24	55	10	23	27	48	11	16	31	18	21	24	21	30	28	19	23	28	27	19	22
No, they are defending their own interests and their warnings are scare stories	63	35	84	62	65	42	82	74	60	66	51	64	68	62	60	67	65	58	59	70	70
Don't know	13	10	6	15	7	11	7	11	9	15	27	13	11	8	12	13	12	14	14	10	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Whose interests do you think the Prime Minister is more likely to defend?

The energy companies	47	18	68	49	54	26	66	61	47	47	35	43	55	47	46	48	50	40	46	52	57
Domestic consumers of gas and electricity	20	41	13	19	13	33	13	12	21	18	29	23	15	19	20	19	18	24	18	18	15
Neither	18	23	11	18	24	24	14	14	18	17	12	17	17	22	18	17	18	19	20	17	13
Don't know	15	18	8	14	9	18	7	13	13	18	24	18	13	12	15	15	15	17	16	13	16

Do you agree or disagree that in certain circumstances, governments may be right to introduce price controls on private companies if they believe the market is not working properly for consumers?

Agree	64	54	77	72	63	54	76	73	65	64	56	62	68	65	65	64	64	63	63	67	68
Disagree	16	34	7	14	16	29	9	9	21	11	15	14	15	18	19	11	18	17	16	14	13
Don't know	20	13	16	14	21	17	14	18	14	25	29	23	17	16	16	25	18	21	21	20	19