

ITV Cuts Index Survey

ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 1

Q.1 Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2013	913	1100	176	352	423	375	330	357	691	485	331	506	288	814
Weighted base	2013	987	1026	242	322	382	342	302	423	543	584	423	463	302	825
<u>Chancellor of the Exchequer, George Osborne</u>															
Yes	417 21%	266 27%B	151 15%	44 18%	69 21%e	59 15%	57 17%	50 16%	138 33%CDEFG25%jL	136 25%jL	116 20%l	94 22%L	71 15%	65 21%	166 20%
No	1158 58%	583 59%	575 56%	128 53%	161 50%	245 64%CDH	202 59%D	198 66%CDH	223 53%	297 55%	345 59%	239 57%	277 60%	174 58%	484 59%
Don't know	438 22%	138 14%	300 29%A	69 29%eGH	92 29%EGH	78 20%h	84 24%gH	54 18%	61 15%	111 20%	122 21%	90 21%	116 25%i	63 21%	176 21%
<u>Prime Minister, David Cameron</u>															
Yes	673 33%	371 38%B	302 29%	68 28%	101 31%	123 32%	111 33%	79 26%	189 45%CDEFG38%L	204 38%L	190 32%L	166 39%jL	114 25%	89 30%	292 35%
No	1035 51%	510 52%	525 51%	115 47%	156 49%	205 54%H	179 52%h	190 63%CDEFH45%	190 48%	263 48%	299 51%	199 47%	274 59%iJK	174 58%n	417 51%
Don't know	305 15%	106 11%	199 19%A	59 24%EFGH	64 20%eGH	54 14%	52 15%h	33 11%	43 10%	77 14%	95 16%	58 14%	75 16%	38 13%	116 14%
<u>Deputy Prime Minister, Nick Clegg</u>															
Yes	316 16%	173 18%b	143 14%	39 16%g	75 23%cEFGH	61 16%G	40 12%	30 10%	71 17%fG	86 16%L	84 14%	95 23%jL	50 11%	39 13%	147 18%
No	1289 64%	686 70%B	603 59%	133 55%	164 51%	249 65%CD	220 64%cD	226 75%CDEF	298 71%CD	342 63%	385 66%k	249 59%	313 68%K	201 67%	510 62%
Don't know	408 20%	128 13%	280 27%A	70 29%EGH	84 26%EGH	73 19%H	82 24%GH	46 15%	54 13%	115 21%	115 20%	79 19%	100 21%	62 20%	168 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

ITV Cuts Index Survey
ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 1

Q.1 Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Weighted base	2013	987	1026	242	322	382	342	302	423	543	584	423	463	302	825
Leader of the Opposition, Ed Miliband															
Yes	458 23%	263 27%B	194 19%	44 18%	107 33%CEFH	91 24%H	65 19%	81 27%CFH	68 16%	118 22%	136 23%	98 23%	106 23%	89 30%n	197 24%
No	1129 56%	579 59%B	550 54%	123 51%d	131 41%	211 55%D	191 56%D	179 59%D	293 69%CEFG62%jKL	337 56%	328 56%	228 54%	237 51%	144 48%	462 56%M
Don't know	427 21%	145 15%	282 27%A	74 31%EGH	83 26%GH	81 21%GH	86 25%GH	41 14%	61 14%	89 16%	120 21%	97 23%l	120 26%j	69 23%	167 20%
Shadow Chancellor, Ed Balls															
Yes	386 19%	232 24%B	154 15%	32 13%	82 25%CeFH	74 19%	59 17%	75 25%CFH	64 15%	116 21%	106 18%	81 19%	83 18%	81 27%N	163 20%
No	1157 57%	603 61%B	554 54%	124 51%	145 45%	219 57%D	203 59%D	175 58%D	292 69%CEFG61%L	333 58%	339 58%	238 56%	248 54%	155 51%	459 56%
Don't know	469 23%	151 15%	318 31%A	85 35%EFGH	95 30%eGH	90 23%gH	81 24%gH	52 17%	67 16%	95 17%	139 24%l	104 25%l	132 29%l	66 22%	204 25%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

ITV Cuts Index Survey

ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 1
Q.1 Do you, or would you, trust each of the following politicians to see the country through the current economic situation?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humber (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East of London (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	2013	1742	170	93	251	170	185	155	101	178	229	297	184	1102	715	387	911	182	96	106	302	225
Weighted base	2013	1732	175	91*	237	178	186	156	107*	189	253	258	184	1127	886	242	886	157	99*	117*	320	192
Chancellor of the Exchequer, George Osborne																						
Yes	417 21%	368 21%D	33 19%	13 15%	30 13%	31 18%	36 19%	42 27%CD k	16 15%	53 28%ab EFHK	73 29%Ab EFHK	49 19% d	40 22%D	231 20%QU	177 20%QU	53 22%QU	187 21%QU	17 11%	17 17%	25 21%Qu	103 32%OMNP QRsU	25 13%
No	1158 58%	991 57%ij	106 61%ij	62 68%a L	156 66%AGJ L	111 62%JL	112 60%ij	82 52%	60 56%	93 49%	128 50%	151 59%i	96 52%	658 58%t	522 59%T	135 56%	500 56%	88 56%	61 62%	77 66%opT	165 52%	108 56%
Don't know	438 22%	372 21%	35 20%	16 17%	50 21%	35 20%	38 20%	32 21%	31 29% c	43 23%	52 21%	58 23%	48 26%	239 21% st	186 21% s	53 22% st	199 22% ST	53 34%OMNP rST	21 21%	15 13%	52 16%	58 30%OMNPST
Prime Minister, David Cameron																						
Yes	673 33%	597 35% CDEh	49 28%	18 20%	49 21%	46 26%	64 35% CD	58 37% CDeh	27 25%	90 48% ABCD EFgH	99 39% BCDE H	101 39% BCDE H	72 39% BCDE H	381 34% Qr	304 34% Qr	77 32% Q	292 33% Qr	30 19%	23 24%	39 33% Q	146 45% OMNP QRsU	54 28% q
No	1035 51%	878 51% l	97 56% jkl	61 67% AFGI JKL	158 67% ABFG hJKL	103 58% IJKL	93 50% l	78 50% l	60 56% lk	71 38%	115 45%	116 45%	84 46%	591 52% T	461 52% T	131 54% T	444 50% T	87 56% T	55 56% T	65 55% T	138 43%	98 51% t
Don't know	305 15%	256 15%	29 17%	12 13%	29 12%	29 16%	29 16%	20 13%	20 19%	28 15%	39 16%	41 16%	27 15%	155 14%	121 14%	34 14%	150 17% mnT	40 25% OMNP ST	20 20% T	13 11%	37 12%	40 21% OMNsT
Deputy Prime Minister, Nick Clegg																						
Yes	316 16%	285 16% BE	15 9%	14 15% e	31 13% e	13 7%	31 16% bE	29 19% BE	16 15% e	40 21% BdE	55 22% aBDE	43 17% BE	30 16% bE	186 17% q	151 17% q	36 15%	130 15%	17 11%	11 11%	18 16%	60 19% Qu	24 12%
No	1289 64%	1116 64% hJ	115 66% J	59 65%	166 70% HIJ	133 75% AFHI JKI	120 65% j	105 67% hJ	58 55%	109 58%	137 54%	168 65% J	118 64% j	711 63%	561 63%	150 62%	578 65% U	94 60%	71 72% qU	87 74% OMnQ U	217 68% U	109 57%
Don't know	408 20%	331 19%	44 25% adG	18 20%	39 17%	32 18%	35 19%	22 14%	32 30% ADEf GKI	39 21%	61 24% dG	48 19%	36 20%	230 20% ST	174 20% ST	55 23% ST	178 20% ST	46 29% MNPr ST	17 18%	12 10%	43 14%	59 31% oMNP RST

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - o/m/n/p/q/r/s/t/u
 * small base

Prepared by ComRes



ITV Cuts Index Survey

ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 1
Q.1 Do you, or would you, trust each of the following politicians to see the country through the current economic situation?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East of London (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Weighted base	2013	1732	175	91*	237	178	186	156	107*	189	253	258	184	1127	886	242	886	157	99*	117*	320	192
Leader of the Opposition, Ed Miliband																						
Yes	458 23%	395 23%GIKL	38 22%	30 33%AbEIKL	74 31%AbEIKL	36 20%	47 25%GIKL	22 14%	24 23%	29 15%	85 34%ABEHIKL	41 16%	29 16%	286 25%PTU	229 26%PTU	57 24%T	172 19%t	35 22%T	18 18%	38 32%PqRTU	45 14%	36 19%
No	1129 56%	985 57%DhJ	94 54%	43 47%	112 47%	110 62%CDHJ	103 55%j	98 62%CDHJ	50 47%	123 65%abCDfHJ	115 46%	168 65%ABCDfHJ	114 62%CDHJ	605 54%Q	479 54%Q	127 52%q	523 59%OMnQU	69 44%	60 61%Qu	64 55%	238 74%OMNPQRSU	93 48%
Don't know	427 21%	352 20%	43 24%	17 19%	51 21%	32 18%	36 19%	36 23%	32 30%AEfjK	37 19%	52 21%	49 19%	40 22%	236 21%ST	178 20%T	58 24%ST	191 22%ST	54 34%OMNP RST	21 21%T	15 13%	37 12%	63 33%OMNP rST
Shadow Chancellor, Ed Balls																						
Yes	386 19%	340 20%ll	25 14%	22 24%bL	58 25%BglL	33 18%i	38 20%l	25 16%	21 20%i	22 11%	76 30%ABEfgIKL	42 16%	25 13%	244 22%PQRtU	198 22%PQRtU	46 19%q	143 16%	20 13%	12 12%	25 22%q	54 17%	31 16%
No	1157 57%	1009 58%dJ	95 54%	50 55%	121 51%	104 59%	109 59%j	95 61%dj	53 49%	129 68%ABCD efHJ	125 49%	167 65%abDHJ	110 60%j	614 54%	485 55%	130 54%	543 61%OMnQU	84 53%	62 63%u	69 59%	229 71%OMNP QSU	99 52%
Don't know	469 23%	382 22%	54 31%AfLJK	19 21%	58 24%	41 23%	39 21%	37 24%	33 31%aijK	38 20%	53 21%	49 19%	49 27%k	269 24%T	203 23%T	66 27%T	200 23%T	53 34%MNPS T	25 25%T	23 20%t	38 12%	61 32%MNPST

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - o/m/n/p/q/r/s/t/u
 * small base

ITV Cuts Index Survey

ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 2
Q.2 Do you agree or disagree with each of the following statements?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2013	913	1100	176	352	423	375	330	357	691	485	331	506	288	814
Weighted base	2013	987	1026	242	322	382	342	302	423	543	584	423	463	302	825
<u>The way the Government is going about cutting public spending is fair</u>															
Agree	624 31%	380 38%B	245 24%	68 28%	100 31%	100 26%	88 26%	76 25%	194 46% CDEFG36%L	196 36% L	186 32% L	150 35% L	93 20%	77 25%	276 33% M
Disagree	1128 56%	521 53%	607 59%A	132 55%	171 53%	228 60%H	203 59%H	196 65% CDH	197 47%	292 54%	307 53%	226 54%	302 65% IJK	189 63% N	451 55%
Don't know	261 13%	86 9%	175 17%A	42 17% GH	51 16% GH	55 14% H	52 15% gH	30 10%	31 7%	56 10%	91 16% k	47 11%	68 15% l	36 12%	98 12%
<u>The Government is cutting public spending too much and too quickly</u>															
Agree	1200 60%	565 57%	635 62% a	155 64% H	215 67% H	235 61% H	212 62% H	196 65% H	186 44%	281 52%	352 60% l	267 63% l	300 65% l	202 67% n	493 60%
Disagree	573 28%	339 34% B	235 23%	48 20%	68 21%	97 25%	86 25%	78 26%	195 46% CDEFG38% JKL	205 38% JKL	161 28% l	107 25%	100 22%	75 25%	229 28%
Don't know	240 12%	83 8%	156 15% A	38 16% gh	39 12%	50 13%	44 13%	28 9%	41 10%	57 11%	70 12%	49 12%	63 14%	25 8%	104 13% m
<u>Things in this country are generally heading in the right direction</u>															
Agree	566 28%	329 33% B	237 23%	58 24%	106 33% cEFG	90 24%	76 22%	67 22%	169 40% CDEFG33% L	179 33% L	164 28% L	129 31% L	94 20%	87 29%	235 28%
Disagree	1130 56%	523 53%	607 59%A	132 55% H	169 53% H	234 61% DH	212 62% DH	200 66% CDH	184 43%	277 51%	327 56%	234 55%	292 63% IJK	169 56%	469 57%
Don't know	316 16%	135 14%	182 18% A	51 21% dG	47 14%	58 15%	55 16%	35 12%	70 17% g	87 16%	93 16%	59 14%	77 17%	46 15%	122 15%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

ITV Cuts Index Survey
ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 2
Q.2 Do you agree or disagree with each of the following statements?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Weighted base	2013	987	1026	242	322	382	342	302	423	543	584	423	463	302	825
The UK is on course for another wave of recession															
Agree	1265 63%	589 60%	676 66%A	131 54%	207 64%cH	270 71%CdH	227 66%CH	205 68%CH	226 54%	323 59%	367 63%	277 66%i	298 64%	197 65%	540 65%
Disagree	313 16%	193 20%B	120 12%	49 20%FG	51 16%f	58 15%	37 11%	37 12%	80 19%FG	101 19%KI	92 16%	55 13%	65 14%	49 16%	124 15%
Don't know	435 22%	205 21%	230 22%	62 26%E	64 20%e	54 14%	78 23%E	61 20%e	117 28%DEG	120 22%	125 21%	90 21%	100 22%	57 19%	162 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

ITV Cuts Index Survey

ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 2
Q.2 Do you agree or disagree with each of the following statements?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East-ern (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	2013	1742	170	93	251	170	185	155	101	178	229	297	184	1102	715	387	911	182	96	106	302	225
Weighted base	2013	1732	175	91*	237	178	186	156	107*	189	253	258	184	1127	886	242	886	157	99*	117*	320	192
The way the Government is going about cutting public spending is fair																						
Agree	624 31%	541 31% ^D	56 32% ^D	25 28%	46 19%	49 28% ^d	67 36% ^D	53 34% ^D	27 26%	70 37% ^{Deh}	92 36% ^{Deh}	78 30% ^D	61 33% ^D	353 31% ^{QU}	284 32% ^{QU}	68 28% ^{QU}	272 31% ^{QU}	26 17%	25 25%	31 27% ^{qu}	158 49% ^{OMNP}	32 17%
Disagree	1128 56%	970 56%	95 54%	57 63% ^{ai}	164 69% ^{ABEF}	104 59% ^{GIJKL}	99 53%	86 55%	63 59%	94 50%	131 52%	138 54%	97 53%	641 57% ^T	501 57% ^T	140 58% ^T	487 55% ^T	93 59% ^T	60 61% ^T	79 67% ^{mnPT}	138 43%	117 61% ^T
Don't know	261 13%	221 13%	24 14%	8 9%	27 11%	25 14%	20 11%	18 11%	16 15%	25 13%	30 12%	42 16%	26 14%	134 12% ^t	100 11%	34 14% ST	127 14% ST	38 24% ^{OMNP}	14 14% st	7 6%	25 8%	42 22% ^{OMNPST}
The Government is cutting public spending too much and too quickly																						
Agree	1200 60%	1022 59% ^l	107 61% ^l	66 72% ^{AFGI}	173 73% ^{ABEF}	111 62% ^l	107 57% ^l	88 56% ^l	71 67% ^{ll}	82 44%	152 60% ^l	145 56% ^l	99 54% ⁱ	694 62% ^{pT}	542 61% ^T	153 63% ^{pT}	506 57% ^T	102 65% ^{pT}	65 66% ^T	72 62% ^T	137 43%	130 68% ^{PT}
Disagree	573 28%	499 29% ^D	48 28% ^D	19 21%	39 16%	44 25% ^d	54 29% ^D	51 33% ^{cD}	26 24%	81 43% ^{ABCD}	71 28% ^D	76 29% ^D	65 35% ^{CD}	304 27% ^{Qu}	246 28% ^{QU}	58 24% ^Q	269 30% ^{OQU}	25 16%	23 23%	29 25% ^q	154 48% ^{OMNP}	39 20%
Don't know	240 12%	210 12%	20 11%	6 7%	24 10%	23 13%	26 14%	18 11%	10 9%	26 14%	30 12%	37 14% ^c	20 11%	129 11%	98 11%	31 13%	111 13%	31 20% ^{oMNP}	11 11%	16 13%	30 9%	23 12%
Things in this country are generally heading in the right direction																						
Agree	566 28%	500 29% ^{De}	41 23% ^d	23 26% ^D	37 16%	39 22%	56 30% ^D	44 28% ^D	26 24% ^d	73 39% ^{ABcD}	93 37% ^{ABcD}	70 27% ^D	65 35% ^{BDEh}	322 29% ^{QU}	254 29% ^{QU}	68 28% ^{QU}	244 28% ^{QU}	22 14%	27 27% ^Q	28 24% ^q	133 42% ^{OMNP}	35 18%
Disagree	1130 56%	956 55% ^{iJ}	110 63% ^{aJk}	57 63% ^{JL}	168 71% ^{AEFG}	107 60% ^{JL}	105 56% ^j	85 54%	64 60% ^{lJ}	88 47%	119 47%	138 53%	89 49%	638 57% ^T	502 57% ^T	136 56% ^T	493 56% ^T	94 60% ^T	64 65% ^T	73 63% ^T	141 44%	120 63% ^{pT}

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - o/m/n/p/q/r/s/t/u
 * small base

ITV Cuts Index Survey
ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 2

Q.2 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East-ern (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Weighted base	2013	1732	175	91*	237	178	186	156	107*	189	253	258	184	1127	886	242	886	157	99*	117*	320	192
Don't know	316	276	24	11	32	32	26	28	16	27	41	50	30	167	129	38	149	42	8	16	46	37
	16%	16%	14%	12%	14%	18%	14%	18%	15%	14%	16%	19%	16%	15%r	15%	16%r	17%R	27%OMNPR8% ST	14%	14%	19%R	

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - o/m/n/p/q/r/s/t/u
 * small base

ITV Cuts Index Survey

ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 2

Q.2 Do you agree or disagree with each of the following statements?

Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East-ern (i)	London (l)	South East (k)	South West (l)	NET: Work-ing (m)	Work-ing full time (n)	Work-ing part time (o)	NET: Not work-ing (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Weighted base	2013	1732	175	91*	237	178	186	156	107*	189	253	258	184	1127	886	242	886	157	99*	117*	320	192
The UK is on course for another wave of recession																						
Agree	1265 63%	1090 63% l	104 60%	66 73% ab IJL	186 79% ABEF GHIJKL	112 63%	109 59%	91 58%	71 67% l	106 56%	154 61%	165 64% l	100 55%	737 65% PT	588 66% PT	149 61% T	528 60% T	94 60%	59 60%	76 65% T	168 52%	131 68% PqT
Disagree	313 16%	275 16% De	22 13%	9 10%	17 7%	18 10%	39 21% b k	29 19% c DE	15 14% d	36 19% c DE	55 22% a Ek	37 14% D	35 19% c DE	172 15% u	133 15%	39 16% u	140 16% u	18 12%	24 24% MN U	18 15% PQ	61 19% q U	20 11%
Don't know	435 22%	366 21% D	49 28% a DJ	16 18%	33 14%	48 27% DJ	38 20%	36 23% D	20 19%	46 24% D	44 17%	57 22% D	48 26% D J	218 19%	164 19%	54 22%	217 25% M Nr	45 29% M NR	16 16%	24 20%	92 29% o M NR	40 21% u

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - o/m/n/p/q/r/s/t/u

* small base

ITV Cuts Index Survey
ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 3
Q.3 Would you generally trust the following people to tell the truth, or not?
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2013	913	1100	176	352	423	375	330	357	691	485	331	506	288	814
Weighted base	2013	987	1026	242	322	382	342	302	423	543	584	423	463	302	825
Bankers															
Tell the truth	202 10%	96 10%	106 10%	42 17% EFGH	60 19% EFGH	35 9% h	26 8%	17 6%	22 5%	45 8%	50 9%	67 16% JL	40 9%	38 12%	98 12%
Not tell the truth	1566 78%	796 81% B	770 75%	155 64%	215 67%	300 78% CD	283 83% CD	257 85% CDE	356 84% CDe	447 82% KL	461 79%	313 74%	345 74%	238 79%	634 77%
Don't know	244 12%	95 10%	150 15% A	45 18% FGH	47 15% G	48 13%	34 10%	27 9%	44 10%	51 9%	73 12%	43 10%	78 17% IJK	27 9%	94 11%
Doctors															
Tell the truth	1721 85%	844 85%	877 85%	201 83%	256 80%	318 83%	300 88% D	265 88% D	381 90% CDE	468 86%	494 85%	367 87%	392 85%	257 85%	697 84%
Not tell the truth	146 7%	78 8%	68 7%	17 7%	39 12% cFGH	32 8% f	17 5%	16 5%	26 6%	40 7%	46 8%	28 7%	32 7%	27 9%	66 8%
Don't know	146 7%	65 7%	81 8%	24 10% H	26 8% H	32 8% H	25 7% h	22 7% h	16 4%	36 7%	44 7%	28 7%	39 8%	18 6%	63 8%
Teachers															
Tell the truth	1526 76%	746 76%	780 76%	178 74%	259 80% H	293 76% H	270 79% H	234 77% H	293 69%	417 77% I	432 74%	344 81% JL	333 72%	251 83% n	635 77%
Not tell the truth	234 12%	120 12%	114 11%	32 13% f	34 11%	42 11%	26 8%	32 11%	69 16% DEFg	62 11% k	76 13% k	37 9%	58 13%	18 6%	96 12% M
Don't know	254 13%	121 12%	133 13%	32 13%	29 9%	48 13%	47 14% d	37 12%	60 14% d	64 12%	76 13%	42 10%	72 16% iK	32 11%	94 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

ITV Cuts Index Survey
ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 3
Q.3 Would you generally trust the following people to tell the truth, or not?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Weighted base	2013	987	1026	242	322	382	342	302	423	543	584	423	463	302	825
Judges															
Tell the truth	1470	745	725	172	222	268	252	228	327	412	436	304	317	224	603
	73%	76%B	71%	71%	69%	70%	74%	76%d	77%DE	76%L	75%i	72%	69%	74%	73%
Not tell the truth	293	152	141	42	55	64	41	36	55	79	79	63	73	46	131
	15%	15%	14%	17%	17%fg	17%fg	12%	12%	13%	14%	14%	15%	16%	15%	16%
Don't know	250	89	161	28	45	51	49	38	40	53	69	55	73	32	91
	12%	9%	16%A	12%	14%	13%	14%h	13%	9%	10%	12%	13%	16%j	11%	11%
Scientists															
Tell the truth	1445	721	723	187	231	275	252	203	296	403	409	318	315	217	602
	72%	73%	70%	78%G	72%	72%	74%	67%	70%	74%L	70%	75%L	68%	72%	73%
Not tell the truth	241	130	111	19	46	45	35	43	53	65	72	43	61	38	105
	12%	13%	11%	8%	14%c	12%	10%	14%c	13%	12%	12%	10%	13%	12%	13%
Don't know	327	135	192	35	45	62	55	56	74	76	102	63	86	47	118
	16%	14%	19%A	15%	14%	16%	16%	19%	17%	14%	18%	15%	19%i	16%	14%
The Police															
Tell the truth	1179	559	620	159	189	232	194	182	222	315	318	267	279	184	485
	59%	57%	60%	66%FH	59%	61%H	57%	60%h	53%	58%	55%	63%J	60%	61%	59%
Not tell the truth	517	286	230	55	91	93	91	70	118	144	167	90	116	71	235
	26%	29%B	22%	23%	28%	24%	27%	23%	28%	27%k	29%K	21%	25%	24%	29%
Don't know	317	141	176	28	42	58	57	50	83	84	98	66	68	47	104
	16%	14%	17%	11%	13%	15%	17%	16%	20%CD	16%	17%	16%	15%	16%	13%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/ef/g/h - i/j/k/l - m/n

ITV Cuts Index Survey
ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 3
Q.3 Would you generally trust the following people to tell the truth, or not?
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Weighted base	2013	987	1026	242	322	382	342	302	423	543	584	423	463	302	825
Business Leaders															
Tell the truth	392 19%	218 22%B	174 17%	56 23%g	80 25%EFG	69 18%	58 17%	47 15%	83 20%	100 18%	111 19%	108 26%JL	73 16%	58 19%	183 22%
Not tell the truth	1193 59%	596 60%	596 58%	116 48%	175 54%	236 62%Cd	214 63%CD	189 63%Cd	262 62%Cd	342 63%K	352 60%	228 54%	271 59%	186 62%	482 58%
Don't know	429 21%	173 17%	256 25%A	69 29%defH	67 21%	78 20%	70 20%	66 22%	78 18%	101 19%	121 21%	87 21%	119 26%l	58 19%	160 19%
Government Ministers															
Tell the truth	240 12%	138 14%B	102 10%	41 17%EFG	62 19%EFGh	28 7%	33 10%	22 7%	55 13%EG	58 11%l	78 13%L	70 17%IL	34 7%	35 11%	114 14%
Not tell the truth	1474 73%	730 74%	744 73%	149 62%	206 64%	296 77%CD	261 76%CD	242 80%CD	320 76%CD	409 75%	419 72%	298 70%	347 75%	225 74%	590 71%
Don't know	299 15%	119 12%	180 18%A	52 21%fGH	54 17%H	59 15%	49 14%	38 13%	47 11%	77 14%	86 15%	55 13%	82 18%k	43 14%	122 15%
Politicians generally															
Tell the truth	198 10%	115 12%B	84 8%	20 8%	52 16%CEFGh	32 8%	30 9%	20 7%	45 11%	50 9%	47 8%	70 16%JL	32 7%	28 9%	97 12%
Not tell the truth	1548 77%	767 78%	780 76%	180 74%	227 70%	302 79%D	267 78%D	237 79%D	335 79%D	426 78%K	450 77%	302 72%	369 80%K	234 77%	622 75%
Don't know	267 13%	105 11%	163 16%A	42 17%H	44 14%	49 13%	46 13%	44 15%h	42 10%	67 12%	87 15%	51 12%	63 14%	40 13%	106 13%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/ef/g/h - i/j/k/l - m/n

ITV Cuts Index Survey
ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 3
Q.3 Would you generally trust the following people to tell the truth, or not?
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Weighted base	2013	987	1026	242	322	382	342	302	423	543	584	423	463	302	825
Journalists															
Tell the truth	263 13%	141 14%	121 12%	39 16%FG	76 24% ^c EFGH	57 15%FG	25 7%	16 5%	49 12% ^f G	59 11%	69 12%	83 20% ^j L	52 11%	41 14%	124 15%
Not tell the truth	1491 74%	726 74%	765 75%	174 72%	210 65%	275 72% ^d	271 79% ^c DE	249 82% ^c DEH	312 74% ^D	415 76% ^k	438 75%	297 70%	341 74%	225 75%	611 74%
Don't know	259 13%	119 12%	141 14%	29 12%	36 11%	51 13%	46 13%	37 12%	61 14%	70 13%	77 13%	43 10%	70 15% ^k	36 12%	91 11%
Pollsters															
Tell the truth	534 27%	324 33% ^B	211 21%	52 22%	100 31% ^{CF} G	107 28% ^f	75 22%	70 23%	130 31% ^{CF} g	165 30% ^j L	148 25%	109 26%	111 24%	81 27%	209 25%
Not tell the truth	833 41%	416 42%	417 41%	101 42%	115 36%	166 43% ^d	150 44% ^d	132 44% ^d	170 40%	226 42%	252 43%	178 42%	178 38%	143 47%	343 42%
Don't know	646 32%	247 25%	398 39% ^A	89 37% ^e	107 33%	109 29%	118 34%	99 33%	123 29%	152 28%	184 31%	135 32%	174 38% ^{lj}	78 26%	274 33% ^M
Professional sportsmen and sportswomen															
Tell the truth	903 45%	391 40%	512 50% ^A	100 42%	173 54% ^{CG} H	185 48% ^H	164 48% ^H	130 43% ^h	151 36%	239 44%	242 41%	217 51% ^{jl}	205 44%	137 45%	396 48%
Not tell the truth	572 28%	353 36% ^B	219 21%	73 30%	78 24%	104 27%	89 26%	79 26%	150 35% ^{DE} FG	175 32% ^{KL}	182 31% ^L	107 25%	108 23%	94 31%	233 28%
Don't know	539 27%	243 25%	295 29% ^a	68 28%	72 22%	94 25%	89 26%	94 31% ^{De}	122 29% ^d	130 24%	160 27%	99 24%	150 32% ^{IK}	72 24%	196 24%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

ITV Cuts Index Survey

ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 3
Q.3 Would you generally trust the following people to tell the truth, or not?
Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humber (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East of London (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	2013	1742	170	93	251	170	185	155	101	178	229	297	184	1102	715	387	911	182	96	106	302	225
Weighted base	2013	1732	175	91*	237	178	186	156	107*	189	253	258	184	1127	886	242	886	157	99*	117*	320	192
Bankers																						
Tell the truth	202 10%	175 10%	16 9%	6 7%	25 10%	12 7%	12 6%	15 10%	11 10%	15 8%	46 18% ABCDEFGHI	24 9%	21 11%	135 12% PT	108 12% PT	27 11% pT	67 8%	14 9%	10 10%	8 7%	17 5%	18 10% t
Not tell the truth	1566 78%	1348 78% J	135 77%	70 77%	189 80% J	137 77%	156 84% aJ	125 80% j	83 77%	148 78% j	177 70%	201 78% j	146 80% j	871 77% Q	682 77% Q	189 78% Q	695 78% Q	108 68%	76 77%	99 85% QU	271 85% oMNP QU	140 73% t
Don't know	244 12%	208 12%	24 13%	15 17% l	23 10%	29 16% dl	18 10%	17 11%	13 12%	26 14%	30 12%	33 13%	16 9%	121 11%	96 11%	25 10%	124 14% Mn	36 23% OMNP rST	12 13%	10 9%	32 10%	33 17% OMNsT
Doctors																						
Tell the truth	1721 85%	1474 85%	158 90% dJ	78 86%	198 84%	154 86%	161 86%	134 86%	88 83%	153 81%	206 81%	229 89% iJ	162 88% j	953 85%	747 84%	207 86%	767 87% Q	125 80%	79 80%	103 88%	295 92% OMNP QRU	165 86% t
Not tell the truth	146 7%	131 8% k	8 4%	6 7%	20 8% k	11 6%	16 8%	10 7%	8 8%	17 9% k	28 11% BK	11 4%	12 6%	93 8% op	81 9% OPT	12 5%	53 6%	9 5%	12 12% OPqsT u	5 4%	17 5%	11 5%
Don't know	146 7%	127 7%	9 5%	7 7%	19 8%	13 8%	10 5%	12 8%	10 10%	18 10%	19 8%	18 7%	10 6%	81 7% T	59 7% T	22 9% T	65 7% T	24 15% oMNPT u	8 8% T	9 8% T	8 3%	16 8% T
Teachers																						
Tell the truth	1526 76%	1307 75%	133 76%	75 82% fi	182 77%	132 74%	131 70%	119 76%	86 80% i	132 70%	198 78% i	200 77%	138 75%	887 79% Pqst U	696 79% Pqst u	191 79% Pqsu	639 72%	113 72%	73 74%	82 70%	234 73%	138 72% t
Not tell the truth	234 12%	210 12% C	14 8%	4 5%	32 13% C	24 13% C	36 19% ABCG HJK	15 10%	9 9%	26 14% C	23 9%	27 11%	22 12% c	114 10%	89 10%	25 10%	119 13% Mn	19 12%	15 15%	26 23% OMNP QTU	37 12% t	21 11% t

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - o/m/n/p/q/r/s/t/u
 * small base

ITV Cuts Index Survey
ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 3

Q.3 Would you generally trust the following people to tell the truth, or not?**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	Eastern (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Weighted base	2013	1732	175	91*	237	178	186	156	107*	189	253	258	184	1127	886	242	886	157	99*	117*	320	192
Don't know	254	215	27	12	22	22	19	22	11	30	33	31	23	126	100	26	127	25	11	9	49	33
	13%	12%	15%	14%	9%	12%	10%	14%	11%	16% ^d	13%	12%	13%	11%	11%	11%	14% ^{ms}	16% ^{ms}	11%	8%	15% ^{ms}	17% ^{oMNS}

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - o/m/n/p/q/r/s/t/u

* small base

ITV Cuts Index Survey

ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 3
Q.3 Would you generally trust the following people to tell the truth, or not?
 Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	Eastern (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Weighted base	2013	1732	175	91*	237	178	186	156	107*	189	253	258	184	1127	886	242	886	157	99*	117*	320	192
Judges																						
Tell the truth	1470 73%	1256 73%	127 73%	65 71%	183 77%gJ	125 71%	139 75%	106 68%	86 81%GiJ	132 70%	171 68%	200 77%gJ	135 74%	827 73%	653 74%	174 72%	642 73%	109 69%	67 68%	79 67%	255 79%OMnP QRSU	133 69%
Not tell the truth	293 15%	262 15%	19 11%	14 15%	32 13%	29 16%	28 15%	28 18%	13 12%	30 16%	46 18%bk	30 12%	25 14%	177 16%Qt	143 16%Qt	34 14%	116 13%	14 9%	20 20%pQTu	23 20%pQTu	36 11%	22 11%
Don't know	250 12%	214 12%	29 16%dh	13 14%	22 9%	23 13%	19 10%	22 14%	8 7%	27 15%	36 14%	28 11%	23 13%	123 11%	89 10%	33 14%nt	127 14%MNT	35 22%OMNP rsT	12 12%	15 13%	29 9%	37 19%MNT
Scientists																						
Tell the truth	1445 72%	1233 71%F	126 72%	69 76%F	176 75%F	126 71%	117 63%	105 67%	85 80%aFg	133 70%	187 74%F	192 74%F	129 70%	820 73%	644 73%	176 73%	625 71%	113 72%	67 68%	77 66%	234 73%	134 70%
Not tell the truth	241 12%	216 12%	14 8%	10 11%	26 11%	20 11%	43 23%ABCD EGHIJKL	19 12%	11 11%	23 12%	30 12%	25 10%	21 11%	143 13%	111 13%	32 13%q	98 11%	12 8%	15 15%q	20 17%Qu	34 11%	17 9%
Don't know	327 16%	282 16%	35 20%H	12 13%	34 15%	32 18%h	27 14%	32 21%H	10 9%	33 17%	37 15%	41 16%	34 18%h	165 15%	131 15%	34 14%	162 18%oMn	32 20%om	17 17%	20 17%	52 16%	41 21%OMN
The Police																						
Tell the truth	1179 59%	1020 59%	96 55%	55 61%	145 61%	108 61%	100 54%	93 59%	64 60%	112 59%	142 56%	161 62%	104 57%	669 59%	536 61%t	133 55%	510 58%	88 56%	64 64%	68 58%	174 54%	116 61%
Not tell the truth	517 26%	446 26%	46 26%	22 24%	61 26%	46 26%	60 32%aGik	32 20%	25 23%	42 23%	71 28%	62 24%	49 27%	307 27%U	241 27%U	66 27%U	210 24%	36 23%	27 27%	32 27%	79 25%	35 18%
Don't know	317 16%	265 15%	33 19%	14 15%	30 13%	24 14%	26 14%	32 20%d	18 17%	34 18%	40 16%	35 14%	30 17%	151 13%	108 12%	43 18%mNR	165 19%MNR	33 21%MNR	8 8%	17 15%	67 21%MNR	40 21%MNR

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - o/m/n/p/q/r/s/t/u
 * small base

ITV Cuts Index Survey

ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 3
Q.3 Would you generally trust the following people to tell the truth, or not?
 Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humber (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East of London (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Weighted base	2013	1732	175	91*	237	178	186	156	107*	189	253	258	184	1127	886	242	886	157	99*	117*	320	192
Business Leaders																						
Tell the truth	392 19%	339 20%	39 22%	13 14%	50 21%	31 18%	31 17%	28 18%	14 13%	40 21%	68 27% gHkL	48 19%	29 16%	241 21% PU	195 22% PU	46 19%	150 17%	26 17%	15 15%	18 15%	66 20% u	27 14%
Not tell the truth	1193 59%	1030 59%	92 53%	56 62%	144 61%	109 61%	117 63% b	90 58%	71 66% bj	104 55%	137 54%	162 63% bj	110 60%	668 59%	520 59%	148 61% q	525 59%	82 52%	64 65% q	76 65% q	192 60%	111 58%
Don't know	429 21%	363 21%	44 25%	22 24%	43 18%	37 21%	38 21%	38 24%	22 21%	44 23%	48 19%	48 19%	44 24%	219 19%	171 19%	48 20%	210 24% Mn	49 31% rsT	21 OMNp	24 21% 20%	62 19%	54 28% OMNT
Government Ministers																						
Tell the truth	240 12%	203 12% cf	29 16% CeFhL	5 5%	27 11%	15 9%	13 7%	23 15% CFL	9 8%	23 12%	49 19% FHikL	34 13% cfl	13 7%	148 13% pQ	120 13% pQ	29 12% q	92 10%	11 7%	11 12%	10 8%	42 13% Q	18 9%
Not tell the truth	1474 73%	1273 73% J	120 68%	76 84% aBdG Jk	175 74% j	137 77% J	147 75% bj	111 71%	82 77% j	132 70%	168 66%	189 73%	137 75%	814 72%	645 73%	170 70%	660 75%	111 71%	75 76%	96 82% u	240 Omnq 75%	138 72%
Don't know	299 15%	256 15%	27 15%	10 11%	34 15%	25 14%	27 14%	22 14%	16 15%	34 18%	36 14%	35 14%	33 18%	165 15%	122 14%	43 18% nsT	134 15%	36 23% ST	13 MNPr	11 13%	38 12%	37 19% nST
Politicians generally																						
Tell the truth	198 10%	178 10% l	12 7%	8 9%	24 10%	13 7%	13 7%	16 10%	8 8%	25 13% bFl	41 16% ABdE FhKL	27 10%	11 6%	125 11% pQr	101 11% pQr	24 10% Q	73 8% q	6 4%	5 5%	8 7%	35 11% Q	19 10% Q
Not tell the truth	1548 77%	1338 77% j	128 73%	76 83% j	184 78%	141 80%	155 83% bjk	119 76%	82 77%	140 74%	181 72%	194 75%	149 81% j	856 76%	674 76%	182 75%	691 78%	117 74%	81 82% u	101 86% QU	253 OMNp 79%	140 73%
Don't know	267 13%	216 12%	35 20% ACdFi	7 8%	29 12%	23 13%	19 10%	21 13%	17 16%	23 12%	31 12%	38 15%	24 13%	146 13%	111 12%	35 15% st	121 14%	34 22% rsT	12 oMNP	9 8%	32 10%	34 18% nST

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - o/m/n/p/q/r/s/t/u
 * small base

ITV Cuts Index Survey

ONLINE Fieldwork : 29th June-1st July 2012

Absolutes/col percents

Table 3
Q.3 Would you generally trust the following people to tell the truth, or not?
 Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humber (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East of London (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Weighted base	2013	1732	175	91*	237	178	186	156	107*	189	253	258	184	1127	886	242	886	157	99*	117*	320	192
Journalists																						
Tell the truth	263 13%	236 14% ^{eIL}	15 9%	19 20% ^{aBdE} hIKL	28 12%	14 8%	24 13%	22 14% ^l	11 10%	16 8%	74 29% ^{ABDE} FGHIKL	26 10%	13 7%	165 15% ^P	136 15% ^{Pt}	28 12%	98 11%	20 13%	8 8%	13 11%	35 11%	22 11%
Not tell the truth	1491 74%	1280 74% ^J	128 73% ^J	62 69% ^j	178 75% ^J	135 76% ^J	141 76% ^J	115 73% ^J	83 78% ^J	151 80% ^{cJ}	144 57%	205 79% ^{acJ}	148 81% ^{aCJ}	836 74% ^Q	653 74% ^Q	183 76% ^Q	655 74% ^Q	102 65%	77 78% ^Q	93 79% ^Q	240 75% ^Q	142 74% ^q
Don't know	259 13%	216 12%	31 18% ^{ak}	10 11%	30 13%	28 16%	21 12%	20 13%	13 12%	21 11%	36 14%	27 10%	22 12%	127 11%	97 11%	30 12%	133 15% ^{MN}	35 22% ^{OMNP} STu	13 14%	11 10%	45 14%	28 14%
Pollsters																						
Tell the truth	534 27%	457 26%	41 24%	28 31%	57 24%	44 25%	49 26%	36 23%	36 34% ^k	50 26%	86 34% ^{AbDe} GKI	61 24%	46 25%	290 26% ^o	240 27% ^O	50 21%	244 28% ^O	34 21%	24 24%	27 23%	116 36% ^{OMNP} QrSU	43 22%
Not tell the truth	833 41%	722 42%	74 42%	42 47%	99 42%	72 40%	81 43%	63 40%	37 35%	75 40%	93 37%	117 45% ^j	80 44%	486 43%	386 44%	100 41%	347 39%	60 38%	40 41%	52 45%	120 38%	74 38%
Don't know	646 32%	553 32% ^c	59 34% ^c	20 22%	80 34% ^c	62 35% ^c	56 30%	57 37% ^C	33 31%	64 34% ^c	74 29%	80 31%	58 31%	351 31%	260 29%	92 38% ^{MNT}	294 33% ^T	63 40% ^{MNT}	34 35%	37 32%	84 26%	75 39% ^{MNT}
Professional sportsmen and sportswomen																						
Tell the truth	903 45%	780 45%	71 40%	47 52%	107 45%	77 44%	76 41%	64 41%	51 48%	85 45%	129 51% ^{bfg}	116 45%	79 43%	533 47% ^{PT}	422 48% ^{PT}	110 46% ^T	370 42% ^t	70 45% ^t	52 53% ^{pT}	49 42%	115 36%	84 44%
Not tell the truth	572 28%	494 29%	54 31%	18 20%	65 28%	46 26%	66 35% ^{aCeH} j	48 31%	24 23%	53 28%	64 25%	81 31% ^c	51 28%	327 29% ^{Qu}	261 29% ^{Qu}	66 27% ^Q	245 28% ^Q	29 18%	23 24%	30 26%	120 37% ^{OMNP} QRsU	42 22%
Don't know	539 27%	457 26%	50 29%	26 28%	65 27%	54 30%	44 24%	44 28%	31 29%	50 26%	60 24%	62 24%	53 29%	268 24%	203 23%	65 27%	271 31% ^{MN}	58 37% ^{OMNR}	23 23%	38 32% ^{mn}	86 27%	66 34% ^{oMNRt}

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - o/m/n/p/q/r/s/t/u
 * small base