

Information Sheet

Dear respondent,

please find some important information about this survey below.

General Information

The aim of this research is to study the attitudes of UK citizens across a wide variety of issues, especially on their support for different platforms of political parties. We appreciate your interest in participating in this survey. You have been invited to participate as you are a national of the UK and at least 18 years old. Please read through this information before agreeing to participate (if you wish to) by ticking the 'yes' box below. You may ask any questions before deciding to take part by contacting the researchers (details below). The Principal Researcher is Prof. Tarik Abou-Chadi, who is Professor of Comparative European Politics at the Department of Politics and International Relations at the University of Oxford.

In this survey, you will be asked to answer some questions, mostly regarding your opinions on different political issues that are relevant in the UK today. This should take about 15 minutes. No background knowledge is required. This data is needed to better understand political developments in the United Kingdom today. The data will be used only for academic purposes and only by researchers at the University of Oxford. The analyses produced with the data will be published in peer-reviewed journals, but the respondents will not be identifiable by any means.

Do I have to take part?

No. Please note that participation is voluntary. If you do decide to take part, you may withdraw at any point for any reason before submitting your answers by closing the browser. However, we are only able to reimburse participants who complete all research activities.

How will my data be used?

We will not collect any data that could directly identify you. Your IP address, contact details, name and last name, and any other information that could lead to you will not be stored. We will take all reasonable measures to ensure that data remains confidential. The

responses you provide will be stored in a password-protected electronic file on University of Oxford secure servers and may be used in academic publications and conference presentations. Research data will be stored for at least 3 years after publication or public release of the work of the research. The data that we collect from you may be transferred to, stored and/or processed at a destination outside the UK and the European Economic Area. By submitting your personal data, you agree to this transfer, storing or processing.

Who will have access to my data?

The University of Oxford is the data controller with respect to your personal data and, as such, will determine how your personal data is used in the research. The University will process your personal data for the purpose of the research outlined above. Research is a task that we perform in the public interest. Further information about your rights with respect to your personal data is available from

<https://compliance.admin.ox.ac.uk/individual-rights>. We would like to use the data in future studies, and to share data with other researchers (e.g. in online databases). The results will also be written up for an MPhil degree.

Who has reviewed this research?

This research has been reviewed by, and received ethics clearance through the DPIR Departmental Research Ethics Committee, a subcommittee of the University of Oxford Central University Research Ethics Committee (application ID: 1020297).

Who do I contact if I have a concern or I wish to complain?

If you have a concern about any aspect of this research, please speak to Tom Pruchnow (tom.pruchnow@politics.ox.ac.uk) or his supervisor Prof. Tarik Abou-Chadi (tarik.abou-chadi@politics.ox.ac.uk) and we will do our best to answer your query. We will acknowledge your concern within 10 working days and give you an indication of how it will be dealt with. If you remain unhappy or wish to make a formal complaint, please contact the Chair of the Departmental Research Ethics Committee at the University of Oxford who will seek to resolve the matter as soon as possible.

Chair of the Departmental Research Ethics Committee at research@politics.ox.ac.uk

Address: University of Oxford

Department of Politics and International Relations

Manor Road Building

Manor Road

Oxford OX1 3UQ

Please note that you may only participate in this survey if you are 18 years of age or over

- ☐ I certify that I'm 18 years of age or over
- ☐ I am not 18 years of age or over

If you have read the information above and agree to participate with the understanding that the data (including any personal data) you submit will be processed accordingly, **please tick the relevant box below to start.**

- ☐ Yes, I agree to take part
- ☐ No, I do not agree to take part

Consent

Please, select "Yes" for ALL statements that apply. You can only take part in the survey if ALL of these apply.

Yes

No

I understand that this study aims to investigate the attitudes of UK citizens across a wide variety of issues, especially on their support for different platforms of political parties.

☐☐

I confirm that I have read and understood the information sheet for the above research. I have had the opportunity to consider the information, ask questions, and have had these answered satisfactorily

☐☐

I understand that my participation is voluntary and that I am free to withdraw at any point until the data has been anonymized, without giving any reason.

☐☐

I understand who will have access to the data provided, how the data will be stored and what will happen to the data at the end of the project

☐☐

I understand that I will not be identifiable from any publication

☐☐

I understand how to raise a concern or make a complaint

☐☐

I agree to take part

☐☐

Survey Quotas

We would like to ask you a few questions to assess whether you are eligible for this survey.

Please note that checks will be carried out throughout the survey to ensure that answers have not been filled in by automated bots.

Are you a citizen of the United Kingdom?

- ☐ Yes, I am
- ☐ No, I am not

Please, indicate your gender

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

What is the highest level of formal education that you have completed?

- ☐ No formal qualifications
- ☐ Youth training certificate/skillseekers
- ☐ Recognised trade apprenticeship completed
- ☐ Clerical and commercial or equivalent
- ☐ City & Guilds certificate
- ☐ City & Guilds certificate - advanced
- ☐ ONC
- ☐ CSE grades 2-5
- ☐ CSE grade 1, GCE O level, GCSE, School Certificate
- ☐ Scottish Ordinary/ Lower Certificate
- ☐ GCE A level or Higher Certificate
- ☐ Scottish Higher Certificate
- ☐ Nursing qualification (e.g. SEN, SRN, SCM, RGN)
- ☐ Teaching qualification (not degree)
- ☐ University diploma
- ☐ University or CNAA first degree (e.g. BA, B.Sc, B.Ed)
- ☐ University or CNAA higher degree (e.g. M.Sc, Ph.D)
- ☐ Other technical, professional or higher qualification

What is your year of birth?

Year of birth

**Political Background**

In this section we would like to ask you some questions about your political attitudes and opinions.

On a scale from 1 (Not interested at all) to 4 (Very interested), how interested are you in politics?

- ☐ Not interested at all
- ☐ A little interested
- ☐ Somewhat interested
- ☐ Very interested

Please select option "3" here.

- ☐ 1
- ☐ 2
- ☐ 3

When it comes to politics, people often talk about "left" and "right". On a scale from 0 (Left) to 10 (Right), where would you position yourself?

	0	1	2	3	4	5	6	7	8	9	10	
Left	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Right

If a general election was called tomorrow, which party would you vote for, if any?

- ☐ Conservative
- ☐ Labour
- ☐ Liberal Democrat
- ☐ Scottish National Party
- ☐ Plaid Cymru
- ☐ Green Party
- ☐ UK Independence Party

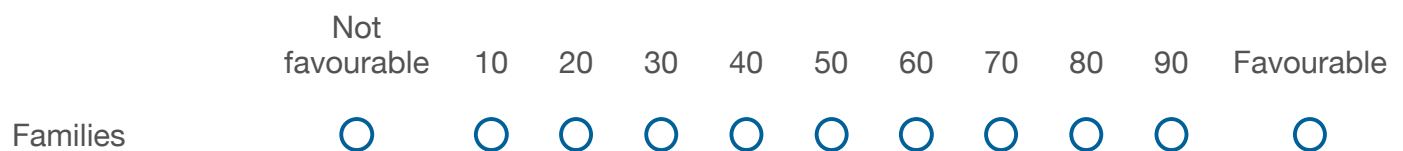
- ☐ Reform UK
- ☐ Another party (Please, indicate below)
- ☐ I would not vote
- ☐ Do not know

How did you vote in the 2016 referendum on whether to Leave or Remain in the EU, if you were able to vote?

- ☐ Leave
- ☐ Remain
- ☐ I was too young to vote
- ☐ I did not vote
- ☐ Do not know

Group evaluation

Political scientists sometimes employ a "feeling thermometer" to measure respondents' feeling towards social groups. Ratings between 50 degrees and 100 degrees mean that you feel favourable and warm toward the group. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable towards the group and that you don't care too much for that group. You would rate the group at the 50 degree mark if you don't feel particularly warm or cold toward the group. Please tell us your feelings for the following groups accordingly.



Not favourable	10	20	30	40	50	60	70	80	90	Favourable
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Managers of
large
corporations



Not favourable 10 20 30 40 50 60 70 80 90 Favourable

Immigrants



Not favourable 10 20 30 40 50 60 70 80 90 Favourable

The working
class



Not favourable 10 20 30 40 50 60 70 80 90 Favourable

Please select
option "50"



Not favourable 10 20 30 40 50 60 70 80 90 Favourable

People from
urban areas



Not favourable 10 20 30 40 50 60 70 80 90 Favourable

People from
rural areas



Socio-demographic

Now we would like to ask you some questions about yourself.

Which of the following best describes the area where you live?

- ☐ A big city
- ☐ Suburbs or outskirts of big city
- ☐ Town or small city
- ☐ Country village
- ☐ Farm or home in countryside

Were you born in the UK?

- ☐ Yes
- ☐ No

Was your father born in the UK?

- ☐ Yes
- ☐ No

Was your mother born in the UK?

- ☐ Yes
- ☐ No

What best describes your ethnic origin?

- ☐ White
- ☐ Black/African/Caribbean
- ☐ Asian (Indian, Pakistani, Bangladeshi, Chinese, any other Asian background)
- ☐ Mixed two or more ethnic groups
- ☐ Other (Arab or any others)
- ☐ Prefer not to say

What best describes your employment situation at the present moment?

- ☐ Employed
- ☐ Unemployed
- ☐ Retired
- ☐ Still in education or training

What is your household's net weekly income?

- ☐ £ 0- 232
- ☐ £ 233-324
- ☐ £ 324-412
- ☐ £ 412-504
- ☐ £ 504-612
- ☐ £ 612-728
- ☐ £ 728-874
- ☐ £ 874-1,063
- ☐ £ 1,063-1,395
- ☐ Over £ 1,395

Which of the following categories best describes your occupation?

Occupation



Describe your occupation as precisely as possible

What best describes your socio-economic status?

- ☐ Lower Class
- ☐ Working Class
- ☐ Lower Middle Class
- ☐ Middle Class
- ☐ Upper Middle Class
- ☐ Upper Class

Introduction Conjoint

In the next section you will see descriptions of two political parties.

After reading these descriptions carefully, please choose your preferred party.

Please also indicate your general evaluation of each party, where you would locate each party's policy position on a left-right scale and how much you think each party cares about people like you.

T1

	Party A	Party B
The party's policy platform emphasises pledges to...		
In the past this party has been primarily seen as...		
The party's campaign emphasises the need to...		
Among the party's current MPs...		

Which party do you prefer?

- ☐ Party A

☐ Party B

And how would you evaluate each of these parties on a 0 (very poorly) to 10 (very highly) scale?

	Very poorly	1	2	3	4	5	6	7	8	9	Very highly
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And which number from 0 to 10, where '0' means "left" and '10' means "right" best describes these parties?

	Left	1	2	3	4	5	6	7	8	9	Right
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And how much do you believe each of these parties cares about people like you?

	Not at all	1	2	3	4	5	6	7	8	9	Very much
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

T2

	Party A	Party B
The party's policy platform emphasises pledges to...		
In the past this party has been primarily seen as...		
The party's campaign emphasises the need to...		
Among the party's current MPs...		

Which party do you prefer?

- ☐ Party A
- ☐ Party B

And how would you evaluate each of these parties on a 0 (very poorly) to 10 (very highly) scale?

	Very poorly	1	2	3	4	5	6	7	8	9	Very highly
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And which number from 0 to 10, where '0' means "left" and '10' means "right" best describes these parties?

	Left	1	2	3	4	5	6	7	8	9	Right
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And how much do you believe each of these parties cares about people like you?

	Not at all	1	2	3	4	5	6	7	8	9	Very much
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

T3

Party A Party B

The party's policy platform emphasises pledges to...

In the past this party has been primarily seen as...

The party's campaign emphasises the need to...

Among the party's current MPs...

Which party do you prefer?

☐ **Party A**

☐ **Party B**

And how would you evaluate each of these parties on a 0 (very poorly) to 10 (very highly) scale?

	Very poorly	1	2	3	4	5	6	7	8	9	Very highly
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And which number from 0 to 10, where '0' means "left" and '10' means "right" best describes these parties?

	Left	1	2	3	4	5	6	7	8	9	Right
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And how much do you believe each of these parties cares about people like you?

	Not at all	1	2	3	4	5	6	7	8	9	Very much
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Party B

☐☐☐☐☐☐☐☐☐☐☐

T4

Party A

Party B

The party's policy platform emphasises pledges to...

In the past this party has been primarily seen as...

The party's campaign emphasises the need to...

Among the party's current MPs...

Which party do you prefer?

☐ Party A

☐ Party B

And how would you evaluate each of these parties on a 0 (very poorly) to 10 (very highly) scale?

	Very poorly	1	2	3	4	5	6	7	8	9	Very highly
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And which number from 0 to 10, where '0' means "left" and '10' means "right" best describes these parties?

	Left	1	2	3	4	5	6	7	8	9	Right
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And how much do you believe each of these parties cares about people like you?

	Not at all	1	2	3	4	5	6	7	8	9	Very much
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

T5

Party A Party B

The party's policy platform emphasises pledges to...

In the past this party has been primarily seen as...

The party's campaign emphasises the need to...

Among the party's current MPs...

Which party do you prefer?

- ☐ Party A
- ☐ Party B

And how would you evaluate each of these parties on a 0 (very poorly) to 10 (very highly) scale?

	Very poorly	1	2	3	4	5	6	7	8	9	Very highly
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And which number from 0 to 10, where '0' means "left" and '10' means "right" best describes these parties?

	Left	1	2	3	4	5	6	7	8	9	Right
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And how much do you believe each of these parties cares about people like you?

	Not at all	1	2	3	4	5	6	7	8	9	Very much
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

T6

	Party A	Party B
The party's policy platform emphasises pledges to...		
In the past this party has been primarily seen as...		
The party's campaign emphasises the need to...		
Among the party's current MPs...		

Which party do you prefer?

☐ Party A

☐ Party B

And how would you evaluate each of these parties on a 0 (very poorly) to 10 (very highly) scale?

	Very poorly	1	2	3	4	5	6	7	8	9	Very highly
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Party B

☐☐☐☐☐☐☐☐☐☐☐☐

And which number from 0 to 10, where '0' means "left" and '10' means "right" best describes these parties?

	Left	1	2	3	4	5	6	7	8	9	Right
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And how much do you believe each of these parties cares about people like you?

	Not at all	1	2	3	4	5	6	7	8	9	Very much
Party A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feedback

Please tell us how you decided on these evaluations? What was the most important consideration for your reasoning?

Debrief

Thank you for your time and for participating in this survey.

The data, which will only be used for academic purposes, will be anonymized (no names or last names, IP addresses, home addresses will be collected) and stored very safely at the University of Oxford. The goal of this project is to publish these results in an academic journal. The journal article, if published, will not report any data that could potentially be linked to you. All data will be anonymized: you will not be identifiable from any data used in

reports, academic presentations, and academic or institutional repositories.

If you have a concern about any aspect of this study, please speak to Prof. Tarik Abou-Chadi (tarik.abou-chadi@politics.ox.ac.uk) or Tom Pruchnow (tom.pruchnow@politics.ox.ac.uk), and we will do our best to answer your query. We will acknowledge your concern within 10 working days and give you an indication of how it will be dealt with. If you remain unhappy or wish to make a formal complaint, please contact the Chair of the Departmental Research Ethics Committee at the University of Oxford who will seek to resolve the matter as soon as possible.

Chair of the Departmental Research Ethics Committee at research@politics.ox.ac.uk

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