

“Route past” indicates yellow mark in Ray’s version of baseline survey: demographic questions that should not be included in next wave

PAGE 5

p5q1.Value = DB.ReadRemoteSingleCode("YouGov_Demog:p1q45")

Routepage = 10

**Country from Panel [UPDATEABLE] [HIDDEN]
[TEXTLINE]**

PAGE 10

if CInt(p5q1.ValueText) = 1 OR CInt(p5q1.ValueText) = 2 OR CInt(p5q1.ValueText) = 3 OR
CInt(p5q1.ValueText) = 4 OR CInt(p5q1.ValueText) = 5 OR CInt(p5q1.ValueText) = 6 OR
CInt(p5q1.ValueText) = 7 OR CInt(p5q1.ValueText) = 8 OR CInt(p5q1.ValueText) = 9 then

p10q1.Value = 1

elseif CInt(p5q1.ValueText) = 11 then

p10q1.Value = 2

elseif CInt(p5q1.ValueText) = 10 then

p10q1.Value = 3

else

Routepage = endsurvey

end if

This question will be hidden [UPDATEABLE] [HIDDEN]

England

Scotland

Wales

[ADHOC]

On the next few screens we would like to get your opinion of parties and their leaders.

Please rate each party or party leader using the scale on the screen. Ratings between 5 and 10 mean that you feel favourable toward the party or leader. Ratings between 0 and 5 mean that you don't feel favourable toward them.

You would rate the party or leader at the 5 mark if you don't feel particularly favourable or unfavourable toward them. Simply drag the arrow to your desired ranking. We are going to show you a number of scales, one after the other.

Please click next to continue

[END ADHOC]

[PAGEBLOCK: RANDOM]

PAGE 110

The left and right label text variables are optional; the rest are required. If you don't want any left and/or right text then just put nothing between the quotes.

To show a Don't know option, keep the "showdk" variable as "yes", otherwise change it to "no".

dim leftLabel as String = "Unfavourable"

dim rightLabel as String = "Favourable"

dim minVal as String = "0"

dim maxVal as String = "10"

```

dim interval as String = "1"
dim showdk as String = "yes"
Dim thisPage as PageObj = Research.GetPageObj(Research.CurrentPage)
thisPage.Questions(2).ValueText =
"left="+leftLabel+"&right="+rightLabel+"&minVal="+minVal+"&maxVal="+maxVal+"&interval="+int
erval+"&showdk="+showdk
p110t2.Text = p110t2.Text.Replace("{variables}", thisPage.Questions(2).ValueText)
p110t2.Text = p110t2.Text.Replace("{pageNumber}", CStr(Research.CurrentPage))

```

[Adhoc]

On the scale below, please indicate how you feel about...

Nick Clegg

[End Adhoc]

[ADHOC]

```

<object id="sliderSwf" classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab"
height="128" width="680"><param name="src"
value="http://media.yougov.com/static/surveys/flex/sliderGeneric/sliderGeneral.swf"/><par
am name="allowscriptaccess" value="always" /> <param name="FlashVars"
value="{variables}" <embed name="sliderSwf"
src="http://media.yougov.com/static/surveys/flex/sliderGeneric/sliderGeneral.swf"
pluginspage="http://www.adobe.com/go/getflashplayer" allowscriptaccess="always"
height="128" width="680" FlashVars="{variables}" /></object>
<script type="text/javascript">function storeVal(val) {
document.getElementById("ctl03_p{pageNumber}q1").value=val;} </script>
<style>#ctl03_p{pageNumber}q1 { display: none; } .divQuestion { position: relative;
}</style>

```

[END ADHOC]

<div style="display:none">Value From Slider: </div> [UPDATEABLE]

[TEXTLINE]

Variables [HIDDEN] [UPDATEABLE]

[TEXTLINE]

PAGE 120

The left and right label text variables are optional; the rest are required. If you don't want any left and/or right text then just put nothing between the quotes.

To show a Don't know option, keep the "showdk" variable as "yes", otherwise change it to "no".

```

dim leftLabel as String = "Unfavourable"
dim rightLabel as String = "Favourable"
dim minVal as String = "0"
dim maxVal as String = "10"
dim interval as String = "1"
dim showdk as String = "yes"
Dim thisPage as PageObj = Research.GetPageObj(Research.CurrentPage)
thisPage.Questions(2).ValueText =
"left="+leftLabel+"&right="+rightLabel+"&minVal="+minVal+"&maxVal="+maxVal+"&interval="+int
erval+"&showdk="+showdk
p120t2.Text = p120t2.Text.Replace("{variables}", thisPage.Questions(2).ValueText)
p120t2.Text = p120t2.Text.Replace("{pageNumber}", CStr(Research.CurrentPage))

```

[Adhoc]

On the scale below, please indicate how you feel about...

Gordon Brown

[END ADHOC]

[ADHOC]

```
<object id="sliderSwf" classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab"
height="128" width="680"><param name="src"
value="http://media.yougov.com/static/surveys/flex/sliderGeneric/sliderGeneral.swf"/><par
am name="allowscriptaccess" value="always" /> <param name="FlashVars"
value="{variables}" <embed name="sliderSwf"
src="http://media.yougov.com/static/surveys/flex/sliderGeneric/sliderGeneral.swf"
pluginspage="http://www.adobe.com/go/getflashplayer" allowscriptaccess="always"
height="128" width="680" FlashVars="{variables}" /></object>
<script type="text/javascript">function storeVal(val) {
document.getElementById("ctl03_p{pageNumber}q1").value=val;} </script>
<style>#ctl03_p{pageNumber}q1 { display: none; } .divQuestion { position: relative;
}</style>
```

[END ADHOC]

<div style="display:none">Value From Slider: </div> [UPDATEABLE]

[TEXTLINE]

Variables [HIDDEN] [UPDATEABLE]

[TEXTLINE]

PAGE 130

The left and right label text variables are optional; the rest are required. If you don't want any left and/or right text then just put nothing between the quotes.

To show a Don't know option, keep the "showdk" variable as "yes", otherwise change it to "no".

```
dim leftLabel as String = "Unfavourable"
dim rightLabel as String = "Favourable"
dim minVal as String = "0"
dim maxVal as String = "10"
dim interval as String = "1"
dim showdk as String = "yes"
Dim thisPage as PageObj = Research.GetPageObj(Research.CurrentPage)
thisPage.Questions(2).ValueText =
"left="+leftLabel+"&right="+rightLabel+"&minVal="+minVal+"&maxVal="+maxVal+"&interval="+int
erval+"&showdk="+showdk
p130t2.Text = p130t2.Text.Replace("{variables}", thisPage.Questions(2).ValueText)
p130t2.Text = p130t2.Text.Replace("{pageNumber}", CStr(Research.CurrentPage))
```

[Adhoc]

On the scale below, please indicate how you feel about...

David Cameron

[END ADHOC]

[ADHOC]

```
<object id="sliderSwf" classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab"
```

```

height="128" width="680"><param name="src"
value="http://media.yougov.com/static/surveys/flex/sliderGeneric/sliderGeneral.swf"/><par
am name="allowscriptaccess" value="always" /> <param name="FlashVars"
value="{variables}" <embed name="sliderSwf"
src="http://media.yougov.com/static/surveys/flex/sliderGeneric/sliderGeneral.swf"
pluginspage="http://www.adobe.com/go/getflashplayer" allowscriptaccess="always"
height="128" width="680" FlashVars="{variables}" /></object>
<script type="text/javascript">function storeVal(val) {
document.getElementById("ctl03_p{pageNumber}q1").value=val;} </script>
<style>#ctl03_p{pageNumber}q1 { display: none; } .divQuestion { position: relative;
}</style>
[END ADHOC]

```

```

<div style="display:none">Value From Slider: </div> [UPDATEABLE]
[TEXTLINE]

```

```

Variables [HIDDEN] [UPDATEABLE]
[TEXTLINE]

```

PAGE 140

The left and right label text variables are optional; the rest are required. If you don't want any left and/or right text then just put nothing between the quotes.
To show a Don't know option, keep the "showdk" variable as "yes", otherwise change it to "no".

```

dim leftLabel as String = "Unfavourable"
dim rightLabel as String = "Favourable"
dim minVal as String = "0"
dim maxVal as String = "10"
dim interval as String = "1"
dim showdk as String = "yes"
Dim thisPage as PageObj = Research.GetPageObj(Research.CurrentPage)
thisPage.Questions(2).ValueText =
"left="+leftLabel+"&right="+rightLabel+"&minVal="+minVal+"&maxVal="+maxVal+"&interval="+int
erval+"&showdk="+showdk
p140t2.Text = p140t2.Text.Replace("{variables}", thisPage.Questions(2).ValueText)
p140t2.Text = p140t2.Text.Replace("{pageNumber}", CStr(Research.CurrentPage))

```

```

if not p10q1.HasValue(2) then
RoutePage = nextPage
end if

```

[Adhoc]

On the scale below, please indicate how you feel about...

Alex Salmond
[END ADHOC]

[ADHOC]

```

<object id="sliderSwf" classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab"
height="128" width="680"><param name="src"
value="http://media.yougov.com/static/surveys/flex/sliderGeneric/sliderGeneral.swf"/><par
am name="allowscriptaccess" value="always" /> <param name="FlashVars"
value="{variables}" <embed name="sliderSwf"
src="http://media.yougov.com/static/surveys/flex/sliderGeneric/sliderGeneral.swf"

```

```

pluginspage="http://www.adobe.com/go/getflashplayer" allowscriptaccess="always"
height="128" width="680" FlashVars="{variables}" /></object>
<script type="text/javascript">function storeVal(val) {
document.getElementById("ctl03_p{pageNumber}q1").value=val;} </script>
<style>#ctl03_p{pageNumber}q1 { display: none; } .divQuestion { position: relative;
}</style>
[END ADHOC]

```

```

<div style="display:none">Value From Slider: </div> [UPDATEABLE]
[TEXTLINE]

```

```

Variables [HIDDEN] [UPDATEABLE]
[TEXTLINE]

```

PAGE 150

The left and right label text variables are optional; the rest are required. If you don't want any left and/or right text then just put nothing between the quotes.
To show a Don't know option, keep the "showdk" variable as "yes", otherwise change it to "no".

```

dim leftLabel as String = "Unfavourable"
dim rightLabel as String = "Favourable"
dim minVal as String = "0"
dim maxVal as String = "10"
dim interval as String = "1"
dim showdk as String = "yes"
Dim thisPage as PageObj = Research.GetPageObj(Research.CurrentPage)
thisPage.Questions(2).ValueText =
"left="+leftLabel+"&right="+rightLabel+"&minVal="+minVal+"&maxVal="+maxVal+"&interval="+int
erval+"&showdk="+showdk
p150t2.Text = p150t2.Text.Replace("{variables}", thisPage.Questions(2).ValueText)
p150t2.Text = p150t2.Text.Replace("{pageNumber}", CStr(Research.CurrentPage))

if not p10q1.HasValue(3) then
RoutePage = nextpage
end if

```

[Adhoc]

On the scale below, please indicate how you feel about...

Ieuan Wyn Jones

[END ADHOC]

[ADHOC]

```

<object id="sliderSwf" classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab"
height="128" width="680"><param name="src"
value="http://media.yougov.com/static/surveys/flex/sliderGeneric/sliderGeneral.swf"/><par
am name="allowsriptaccess" value="always" /> <param name="FlashVars"
value="{variables}" <embed name="sliderSwf"
src="http://media.yougov.com/static/surveys/flex/sliderGeneric/sliderGeneral.swf"
pluginspage="http://www.adobe.com/go/getflashplayer" allowscriptaccess="always"
height="128" width="680" FlashVars="{variables}" /></object>
<script type="text/javascript">function storeVal(val) {
document.getElementById("ctl03_p{pageNumber}q1").value=val;} </script>
<style>#ctl03_p{pageNumber}q1 { display: none; } .divQuestion { position: relative;
}</style>

```

[END ADHOC]

<div style="display:none">Value From Slider: </div> [UPDATEABLE]
[TEXTLINE]

Variables [HIDDEN] [UPDATEABLE]
[TEXTLINE]

[END BLOCK]

[PAGEBLOCK: RANDOM]

PAGE 160

[Adhoc]

On the scale below, please indicate how you feel about...

[End Adhoc]

[ADHOC]

The Labour Party

[END ADHOC]

[Adhoc]

```
<object id='mySwf' classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'
codebase='http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab'
height='80' width='680'><param name='src'
value='http://media.yougov.com/static/surveys/flex/parties/parties.swf'><param
name='flashVars' value='/'> <param name='allowscriptaccess' value='always' /> <embed
name='mySwf' src='http://media.yougov.com/static/surveys/flex/parties/parties.swf'
pluginspage='http://www.adobe.com/go/getflashplayer' allowscriptaccess='always'
height='80' width='680' flashVars='/'></object>
```

[End Adhoc]

[Adhoc]

```
<script type="text/javascript">function sliderSlide(val) {
document.getElementById('ctl03_p160q1').value=val;} $('#divQA_p160q1').hide();</script>
```

[End Adhoc]

Value From Slider (would normally be hidden): [OPTIONAL]

[TEXTLINE]

Don't Know [MULTICODE][OPTIONAL]

if p160q2.Values.Count > 0 then

p160q1.ValueText = ""

end if

Don't know

[SCRIPT]

if p160q2.Values.Count = 0 AND p160q1.ValueText = "" then

p160q1.ValueText = "5"

End if

[END SCRIPT]

PAGE 170

[Adhoc]

On the scale below, please indicate how you feel about...

[End Adhoc]

[ADHOC]

The Liberal Democrat Party

[END ADHOC]

[Adhoc]

```
<object id='mySwf' classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'
codebase='http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab'
height='80' width='680'><param name='src'
value='http://media.yougov.com/static/surveys/flex/parties/parties.swf'><param
name='flashVars' value=''/> <param name='allowscriptaccess' value='always' /> <embed
name='mySwf' src='http://media.yougov.com/static/surveys/flex/parties/parties.swf'
pluginspage='http://www.adobe.com/go/getflashplayer' allowscriptaccess='always'
height='80' width='680' flashVars=''/></object>
```

[End Adhoc]

[Adhoc]

```
<script type="text/javascript">function sliderSlide(val) {
document.getElementById('ctl03_p170q1').value=val;} $('#divQA_p170q1').hide();</script>
```

[End Adhoc]

Value From Slider (would normally be hidden): [OPTIONAL]

[TEXTLINE]

Don't Know [MULTICODE][OPTIONAL]

if p170q2.Values.Count > 0 then

p170q1.ValueText = ""

end if

Don't know

[SCRIPT]

if p170q2.Values.Count = 0 AND p170q1.ValueText = "" then

p170q1.ValueText = "5"

End if

[END SCRIPT]

PAGE 180

[Adhoc]

On the scale below, please indicate how you feel about...

[End Adhoc]

[ADHOC]

The Conservative Party

[END ADHOC]

[Adhoc]

```
<object id='mySwf' classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'
codebase='http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab'
height='80' width='680'><param name='src'
value='http://media.yougov.com/static/surveys/flex/parties/parties.swf'><param
name='flashVars' value=''/> <param name='allowscriptaccess' value='always' /> <embed
```

name='mySwf' src='http://media.yougov.com/static/surveys/flex/parties/parties.swf'
pluginspage='http://www.adobe.com/go/getflashplayer' allowscriptaccess='always'
height='80' width='680' flashVars='/'></object>

[End Adhoc]

[Adhoc]

<script type="text/javascript">function sliderSlide(val) {
document.getElementById('ctl03_p180q1').value=val;} \$('#divQA_p180q1').hide();</script>

[End Adhoc]

Value From Slider (would normally be hidden): [OPTIONAL]

[TEXTLINE]

Don't Know [MULTICODE][OPTIONAL]

if p180q2.Values.Count > 0 then

p180q1.ValueText = ""

end if

Don't know

[SCRIPT]

if p180q2.Values.Count = 0 AND p180q1.ValueText = "" then

p180q1.ValueText = "5"

End if

[END SCRIPT]

PAGE 190

if not p10q1.HasValue(2) then

RoutePage = nextPage

end if

[Adhoc]

On the scale below, please indicate how you feel about...

[End Adhoc]

[ADHOC]

The Scottish National Party

[END ADHOC]

[Adhoc]

<object id='mySwf' classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'
codebase='http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab'
height='80' width='680'><param name='src'
value='http://media.yougov.com/static/surveys/flex/parties/parties.swf'><param
name='flashVars' value='/'> <param name='allowscriptaccess' value='always' /> <embed
name='mySwf' src='http://media.yougov.com/static/surveys/flex/parties/parties.swf'
pluginspage='http://www.adobe.com/go/getflashplayer' allowscriptaccess='always'
height='80' width='680' flashVars='/'></object>

[End Adhoc]

[Adhoc]

<script type="text/javascript">function sliderSlide(val) {
document.getElementById('ctl03_p190q1').value=val;} \$('#divQA_p190q1').hide();</script>

[End Adhoc]

Value From Slider (would normally be hidden): [OPTIONAL]
[TEXTLINE]

Don't Know [MULTICODE][OPTIONAL]

if p190q2.Values.Count > 0 then

p190q1.ValueText = ""

end if

Don't know

[SCRIPT]

if p190q2.Values.Count = 0 AND p190q1.ValueText = "" then

p190q1.ValueText = "5"

End if

[END SCRIPT]

PAGE 200

if not p10q1.HasValue(3) then

RoutePage = nextPage

end if

[Adhoc]

On the scale below, please indicate how you feel about...

[End Adhoc]

[ADHOC]

Plaid Cymru

[END ADHOC]

[Adhoc]

<object id='mySwf' classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'

codebase='http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab'

height='80' width='680'><param name='src'

value='http://media.yougov.com/static/surveys/flex/parties/parties.swf'/><param

name='flashVars' value='"/><param name='allowscriptaccess' value='always' /><embed

name='mySwf' src='http://media.yougov.com/static/surveys/flex/parties/parties.swf'

pluginspage='http://www.adobe.com/go/getflashplayer' allowscriptaccess='always'

height='80' width='680' flashVars='"/></object>

[End Adhoc]

[Adhoc]

<script type="text/javascript">function sliderSlide(val) {

document.getElementById('ctl03_p200q1').value=val;} \$('#divQA_p200q1').hide();</script>

[End Adhoc]

Value From Slider (would normally be hidden): [OPTIONAL]

[TEXTLINE]

Don't Know [MULTICODE][OPTIONAL]

if p200q2.Values.Count > 0 then

p200q1.ValueText = ""

end if

Don't know

[SCRIPT]

```
if p200q2.Values.Count = 0 AND p200q1.ValueText = "" then
p200q1.ValueText = "5"
End if
[END SCRIPT]
```

[END BLOCK]

PAGE 310

Left-Right Placement

[ADHOC]

In politics, people sometimes talk about parties and politicians as being on the left or right. Using the 0 to 10 scale on this screen, where the end marked 0 means left and the end marked 10 means right, where would you place yourself on this scale?

[END ADHOC]

[Adhoc]

```
<object id='mySwf' classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'
codebase='http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab'
height='80' width='680'><param name='src'
value='http://media.yougov.com/static/surveys/flex/leftright/leftright.swf'><param
name='flashVars' value='/'> <param name='allowscriptaccess' value='always' /> <embed
name='mySwf' src='http://media.yougov.com/static/surveys/flex/leftright/leftright.swf'
pluginspage='http://www.adobe.com/go/getflashplayer' allowscriptaccess='always'
height='80' width='680' flashVars='/'></object>
```

[End Adhoc]

[Adhoc]

```
<script type="text/javascript">function sliderSlide(val) {
document.getElementById('ctl03_p310q1').value=val;} $('#divQA_p310q1').hide();</script>
```

[End Adhoc]

Value From Slider (would normally be hidden): [OPTIONAL]

[TEXTLINE]

Don't Know [MULTICODE][OPTIONAL]

```
if p310q2.Values.Count > 0 then
p310q1.ValueText = ""
end if
Don't know
```

[SCRIPT]

```
if p310q2.Values.Count = 0 AND p310q1.ValueText = "" then
p310q1.ValueText = "5"
End if
```

[END SCRIPT]

[PAGEBLOCK: RANDOM]

PAGE 320

[Adhoc]

And where would you place <u>the Labour Party</u> on this scale?

[End Adhoc]

[Adhoc]

```
<object id='mySwf' classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'
codebase='http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab'
height='80' width='680'><param name='src'
value='http://media.yougov.com/static/surveys/flex/leftright/leftright.swf'><param
name='flashVars' value=''> <param name='allowscriptaccess' value='always' /> <embed
name='mySwf' src='http://media.yougov.com/static/surveys/flex/leftright/leftright.swf'
pluginspage='http://www.adobe.com/go/getflashplayer' allowscriptaccess='always'
height='80' width='680' flashVars=''></object>
```

[End Adhoc]

[Adhoc]

```
<script type="text/javascript">function sliderSlide(val) {
document.getElementById('ctl03_p320q1').value=val;} $('#divQA_p320q1').hide();</script>
```

[End Adhoc]

Value From Slider (would normally be hidden): [OPTIONAL]

[TEXTLINE]

Don't Know [MULTICODE][OPTIONAL]

if p320q2.Values.Count > 0 then

p320q1.ValueText = ""

end if

Don't know

[SCRIPT]

if p320q2.Values.Count = 0 AND p320q1.ValueText = "" then

p320q1.ValueText = "5"

End if

[END SCRIPT]

PAGE 330

[Adhoc]

And where would you place <u>the Liberal Democrat Party</u> on this scale?

[End Adhoc]

[Adhoc]

```
<object id='mySwf' classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'
codebase='http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab'
height='80' width='680'><param name='src'
value='http://media.yougov.com/static/surveys/flex/leftright/leftright.swf'><param
name='flashVars' value=''> <param name='allowscriptaccess' value='always' /> <embed
name='mySwf' src='http://media.yougov.com/static/surveys/flex/leftright/leftright.swf'
pluginspage='http://www.adobe.com/go/getflashplayer' allowscriptaccess='always'
height='80' width='680' flashVars=''></object>
```

[End Adhoc]

[Adhoc]

```
<script type="text/javascript">function sliderSlide(val) {
document.getElementById('ctl03_p330q1').value=val;} $('#divQA_p330q1').hide();</script>
[End Adhoc]
```

Value From Slider (would normally be hidden): [OPTIONAL]
[TEXTLINE]

```
<span style="display: none">Don't Know</span> [MULTICODE][OPTIONAL]
if p330q2.Values.Count > 0 then
p330q1.ValueText = ""
end if
Don't know
```

```
[SCRIPT]
if p330q2.Values.Count = 0 AND p330q1.ValueText = "" then
p330q1.ValueText = "5"
End if
[END SCRIPT]
```

PAGE 340

[Adhoc]
And where would you place <u>the Conservative Party</u> on this scale?
[End Adhoc]

[Adhoc]
<object id='mySwf' classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'
codebase='http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab'
height='80' width='680'><param name='src'
value='http://media.yougov.com/static/surveys/flex/leftright/leftright.swf'/><param
name='flashVars' value=''/> <param name='allowscriptaccess' value='always' /> <embed
name='mySwf' src='http://media.yougov.com/static/surveys/flex/leftright/leftright.swf'
pluginspage='http://www.adobe.com/go/getflashplayer' allowscriptaccess='always'
height='80' width='680' flashVars=''/></object>
[End Adhoc]

[Adhoc]
<script type="text/javascript">function sliderSlide(val) {
document.getElementById('ctl03_p340q1').value=val;} \$('#divQA_p340q1').hide();</script>
[End Adhoc]

Value From Slider (would normally be hidden): [OPTIONAL]
[TEXTLINE]

```
<span style="display: none">Don't Know</span> [MULTICODE][OPTIONAL]
if p340q2.Values.Count > 0 then
p340q1.ValueText = ""
end if
Don't know
```

```
[SCRIPT]
if p340q2.Values.Count = 0 AND p340q1.ValueText = "" then
p340q1.ValueText = "5"
```

End if
[END SCRIPT]

[END BLOCK]

PAGE 400

Competence

[Adhoc]

Now, some questions about party leaders using a scale that runs from 0 to 10, where 0 means a very incompetent leader and 10 means a very competent leader...

[End Adhoc]

How would you describe Gordon Brown?

0 – A very incompetent leader

1

2

3

4

5

6

7

8

9

10 – A very competent leader

Don't know

PAGE 410

Using that same scale that runs from 0 to 10, where 0 means a very incompetent leader and 10 means a very competent leader, how would you describe David Cameron?

0 – A very incompetent leader

1

2

3

4

5

6

7

8

9

10 – A very competent leader

Don't know

PAGE 420

And how would you describe Nick Clegg?

0 – A very incompetent leader

1

2

3

4

5

6

7

8

9

10 – A very competent leader

Don't know

PAGE 430

if p10q1.HasValue(2) then

RoutePage = 430

else

RoutePage = 440

end if

How would you describe Alex Salmond ?

0 – A very incompetent leader

1

2

3

4

5

6

7

8

9

10 – A very competent leader

Don't know

PAGE 440

if p10q1.HasValue(3) then

RoutePage = 440

else

RoutePage = 500

end if

How would you describe Ieuan Wyn Jones?

0 – A very incompetent leader

1

2

3

4

5

6

7

8

9

10 – A very competent leader

Don't know

PAGE 500

Important Issue

Now, we'd like to ask you a few questions about the issues and problems facing Britain today. As far as you're concerned, what is the SINGLE MOST important issue facing the country at the present time? [If you are not sure, please type 'NS' in the box below.]

[TEXTLINE]

PAGE 510

[Adhoc]

Thinking back to the General Election in May 2005, and the level of crime in the country back then...

[End Adhoc]

Do you think the level of crime in Britain has increased or decreased since May 2005?

Increased a lot
Increased a little
Stayed the same
Decreased a little
Decreased a lot
Don't know

How well do you think the present government has handled crime in Britain?

Very well
Fairly well
Neither well nor badly
Fairly badly
Very badly
Don't know

PAGE 520

National Health Service

[Adhoc]

Thinking back to the General Election in May 2005, and the standard of the health service back then...

[End Adhoc]

Do you think the standard of the health service has increased or decreased since May 2005?

Increased a lot
Increased a little
Stayed the same
Decreased a little
Decreased a lot
Don't know

How well do you think the present government has handled the National Health Service?

Very well
Fairly well
Neither well nor badly
Fairly badly
Very badly
Don't know

PAGE 530

Terrorism

How well do you think the present government has handled the risk of terrorism in Britain?

Very well
Fairly well

Neither well nor badly
Fairly badly
Very badly
Don't know

PAGE 550

Asylum Seekers

How well do you think the present government has handled the number of asylum-seekers coming to Britain?

Very well
Fairly well
Neither well nor badly
Fairly badly
Very badly
Don't know

PAGE 560

Tax Levels

[Adhoc]

Thinking now about Income Tax...

[End Adhoc]

Do you feel you are asked to pay MORE THAN YOU SHOULD in income taxes, about the RIGHT AMOUNT, or LESS THAN YOU SHOULD?

More than I should
About the right amount
Less than I should
Don't know
Not applicable – I don't pay income taxes

PAGE 570

What about rich people? Do you feel rich people are asked to pay MORE THAN THEY SHOULD in income taxes, about the RIGHT AMOUNT, or LESS THAN THEY SHOULD?

More than they should
Right amount
Less than they should
Don't know

PAGE 580

What about poor people? Do you feel poor people are asked to pay MORE THAN THEY SHOULD in income taxes, about the RIGHT AMOUNT, or LESS THAN THEY SHOULD?

More than they should
Right amount
Less than they should
Don't know

PAGE 600

Using the 0 to 10 scale below, where 0 means that government should <i>cut taxes a lot and spend much less on health and social services</i>, and 10 means that government should <i>raise taxes a lot and spend much more on health and social services</i>, where would you place yourself on this scale?

0 - Government should cut taxes a lot and spend much less on health and social services

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10 - Government should increase taxes a lot and spend much more on health and social services
Don't know

PAGE 650

Thinking back to the last general election in 2005, would you say that since then taxes have increased or decreased since then?

- Increased a lot
- Increased a little
- Stayed the same
- Decreased a little
- Decreased a lot
- Don't know

PAGE 660

Retrospective Sociotropic

Would you say that OVER THE PAST YEAR the nation's economy has...

- Got much better
- Got better
- Stayed about the same
- Got worse
- Got much worse
- Don't know

PAGE 670

Prospective Sociotropic

What about the next 12 months? Do you expect the economy, in the country as a whole, to...

- Get much better
- Get better
- Stay about the same
- Get worse
- Get much worse
- Don't know

PAGE 680

Retrospective Pocketbook

We are interested in how people are getting along financially these days. Would you say that you (and your family living here) are MUCH BETTER OFF, BETTER OFF, WORSE OFF, or MUCH WORSE OFF, than you were a year ago?

- Much better off
- Better off
- About the same
- Worse off
- Much worse off
- Don't know

PAGE 690

Prospective Pocketbook

Now looking ahead, do you think that a year from now you (and your family living here) will be MUCH BETTER OFF, BETTER OFF, WORSE OFF, MUCH WORSE OFF, or JUST ABOUT THE SAME as now?

Much better off
Better off
About the same
Worse off
Much worse off
Don't know

Additional questions number 3, inserted after 690

PAGE 6901

Would you say that OVER THE PAST YEAR, the level of unemployment in the country has... [Alias: NUF3 Would you say that OVER THE PAST YEAR, the level of unemployment in the country has...]

Become much better
Become a little better
Stayed the same
Become a little worse
Become much worse
Don't know

PAGE 6902

Now thinking about the future and the number of people out of work, in your opinion, the COMING 12 MONTHS will bring... [Alias: NUF4 Now thinking about the future and the number of people out of work, in your opinion, the COMING 12 MONTHS will bring...]

Much more unemployment
A little more unemployment
No change to unemployment
A little less unemployment
Much less unemployment
Don't know

PAGE 6903

Would you say that OVER THE PAST YEAR, inflation has... [Alias: NUF5 Would you say that OVER THE PAST YEAR, inflation has...]

Become much better
Become a little better
Stayed the same
Become a little worse
Become much worse
Don't know

PAGE 6904

Now thinking about the future and the level of inflation, in your opinion, the COMING 12 MONTHS will bring... [Alias: NUF6 Now thinking about the future and the level of inflation, in your opinion, the COMING 12 MONTHS will bring...]

Much higher inflation
Slightly higher inflation
About the same inflation
Slightly lower inflation

Much lower inflation
Don't know

PAGE 6905

And what about housing prices in the country as a whole? During the NEXT 12 MONTHS, in your opinion, housing prices in general will... [Alias: NUF7 And what about housing prices in the country as a whole? During the NEXT 12 MONTHS, in your opinion, housing prices in general will...]

Be much higher
Be slightly higher
Stay about the same
Be slightly lower
Be much lower
Don't know

PAGE 6906

Now think about the neighbourhood in which you live. In your opinion, during the NEXT 12 MONTHS housing prices in your neighbourhood will... [Alias: NUF8 Now think about the neighbourhood in which you live. In your opinion, during the NEXT 12 MONTHS housing prices in your neighbourhood will...]

Be much higher
Be slightly higher
Stay about the same
Be slightly lower
Be much lower
Don't know

PAGE 6907

About the big things people buy for their homes--such as furniture, kitchen appliances, televisions, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items? [Alias: NUF9 About the big things people buy for their homes--such as furniture, kitchen appliances, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?]

Good time to buy
Bad time to buy
Neither good nor bad time to buy
Don't know

PAGE 6908

Generally, would you say that energy prices in this country are... [Alias: NUF10 Generally, would you say that energy prices in this country are...]

Rising a lot
Rising somewhat
Staying about the same
Falling somewhat
Falling a lot
Don't know

PAGE 770

Party Identification

Generally speaking, do you think of yourself as Labour, Conservative, Liberal Democrat or what?

Labour

[routepage=800](#)

Conservative	route=800
Liberal Democrat	route=800
Scottish National Party (SNP)	route=800
Plaid Cymru	route=800
Green Party	route=800
United Kingdom Independence Party (UKIP)	route=800
British National Party (BNP)	route=800
Other	
No - none	route=780
Don't know	route=780

PAGE 775

BASE: All those who answered 'other'

You said you generally think of yourself as a little closer to an 'other' party. Please say here which party this is.

[TextLine]

PAGE 780

If p770q1.hasvalue(9) then

Route=800

End if

BASE: All those who failed to name a party (no and don't know)

Do you generally think of yourself as a little closer to one of the parties than the others? If yes, please indicate which party.

Labour	route=800
Conservative	route=800
Liberal Democrat	route=800
Scottish National Party (SNP)	route=800
Plaid Cymru	route=800
Green Party	route=800
United Kingdom Independence Party (UKIP)	route=800
British National Party (BNP)	route=800
Other	
No - None	route=805
Don't know	route=805

PAGE 790

BASE: All those who answered 'other'

You said you generally think of yourself as a little closer to an 'other' party. Please say here which party this is.

[TextLine]

PAGE 800

Would you call yourself a very strong party supporter, fairly strong or not very strong?

Very strong party supporter
 Fairly strong party supporter
 Not very strong party supporter
 Don't know

PAGE 805

BASE: All

Likely turnout

[Adhoc]

Please think of a scale that runs from 0 to 10, where 0 means very unlikely and 10 means very likely.

[End Adhoc]

If there were a General Election tomorrow, how likely is it that you would vote?

0 – Very unlikely

1

2

3

4

5

6

7

8

9

10 – Very likely

Don't know

PAGE 806

Have you decided which party you would vote for if a general election were held tomorrow, or haven't you decided yet?

Yes, decided [route=807](#)

No, not decided yet [route=814](#)

Would not vote [route=814](#)

Don't know [route=814](#)

PAGE 807

Vote Preference

Which party would you vote for?

Labour [route=815](#)

Conservatives [route=815](#)

The Liberal Democrats [route=815](#)

Scottish National Party [route=815](#)

Plaid Cymru [route=815](#)

Green Party [route=815](#)

United Kingdom Independence Party (UKIP) [route=815](#)

British National Party (BNP) [route=815](#)

Other party [route=815](#)

You say you would vote for another party. Please write in below which party you would vote for. [OPTIONAL]

[if p807q1.HasValue\(9\) AND p807q2.ValueText = "" then](#)

[p807q1.AddError\("Please provide an answer for 'Other'"\)](#)

[p807q1.Value = 9](#)

[end if](#)

[if \(NOT p807q1.HasValue\(9\)\) AND p807q2.ValueText <> "" then](#)

[p807q2.Values.Clear\(\)](#)

[end if](#)

[\[TEXTLINE\]](#)

[\[ADHOC\]](#)

[<script type="text/javascript"> \\$\('#divQA_p807'\).hide\(\);](#)

[document.getElementById\("form1"\).onclick=function \(\) {if](#)

[\(document.getElementById\("ctl03_p807q1a9"\).checked\) {\\$\('#divQA_p807q2'\).fadeIn\(\);} else](#)

[{\\$\('#divQA_p807q2'\).hide\(\);}; </script>](#)

[\[END ADHOC\]](#)

[\[JAVASCRIPT\]](#)

```
$('#divQA_p807q2').hide(); document.getElementById("form1").onclick=function () {if  
(document.getElementById("ctl03_p807q1a9").checked) {$('#divQA_p807q2').fadeIn()} else  
{$('#divQA_p807q2').hide()}};  
[END JAVASCRIPT]
```

PAGE 814

BASE: Those who said don't know / WNV / other party at page 811

Which party would you be most inclined to vote for?

Labour
Conservatives
The Liberal Democrats
Scottish National Party
Plaid Cymru
Green Party
United Kingdom Independence Party (UKIP)
British National Party (BNP)
Other party
Don't know

You say you would be most inclined to vote for another party. Please write in below which party you would vote for. [OPTIONAL]

```
if p814q1.HasValue(9) AND p814q2.ValueText = "" then  
p814q1.addError("Please provide an answer for 'Other'")  
p814q1.Value = 9  
end if  
if (NOT p814q1.HasValue(9)) AND p814q2.ValueText <> "" then  
p814q2.Values.Clear()  
end if
```

[TEXTLINE]

[ADHOC]

```
<script type="text/javascript"> $('#divQA_p814).hide();  
document.getElementById("form1").onclick=function () {if  
(document.getElementById("ctl03_p814q1a9").checked) {$('#divQA_p814q2').fadeIn()} else  
{$('#divQA_p814q2').hide()}}; </script>  
[END ADHOC]
```

[JAVASCRIPT]

```
$('#divQA_p814q2').hide(); document.getElementById("form1").onclick=function () {if  
(document.getElementById("ctl03_p814q1a9").checked) {$('#divQA_p814q2').fadeIn()} else  
{$('#divQA_p814q2').hide()}};  
[END JAVASCRIPT]
```

PAGE 815

Tactical voting

Which party do you think is most likely to win the election in your local constituency?

Labour
Conservatives
Liberal Democrats
Scottish National Party
Plaid Cymru
Green Party
United Kingdom Independence Party (UKIP)
British National Party (BNP)

Other
Don't know

You said that an 'other' party is most likely to win the election in your local constituency. Please say here which party or parties this is. [OPTIONAL]

```
if p815q1.HasValue(9) AND p815q2.ValueText = "" then
p815q1.addError("Please provide an answer for 'Other'")
p815q1.Value = 9
end if
if (NOT p815q1.HasValue(9)) AND p815q2.ValueText <> "" then
p815q2.Values.Clear()
end if
[TEXTLINE]
```

[ADHOC]

```
<script type="text/javascript"> $('#divQA_p815q2').hide();
document.getElementById("form1").onclick=function () {if
(document.getElementById("ctl03_p815q1a9").checked) {$('#divQA_p815q2').fadeIn()} else
{$('#divQA_p815q2').hide()}}; </script>
```

[END ADHOC]

[JAVASCRIPT]

```
$('#divQA_p815q2').hide(); document.getElementById("form1").onclick=function () {if
(document.getElementById("ctl03_p815q1a9").checked) {$('#divQA_p815q2').fadeIn()} else
{$('#divQA_p815q2').hide()}};
```

[END JAVASCRIPT]

PAGE 760

And which party do you think is most likely to win the general election?

Labour
Conservatives
Liberal Democrats
Scottish National Party
Plaid Cymru
Green Party
United Kingdom Independence Party (UKIP)
British National Party (BNP)
Other
Don't know

PAGE 820

Democracy

On the whole, are you very satisfied, fairly satisfied, a little dissatisfied, or very dissatisfied with the way that democracy works in this country?

Very satisfied
Fairly satisfied
A little dissatisfied
Very dissatisfied
Don't know

PAGE 830

Political Interest

How interested are you in politics?

Very much
Somewhat

Not that much
Not at all interested
Don't know

PAGE 831

Personal angst

What is the most important problem facing <u> you and your family</u> today?

[TEXTline]

PAGE 832

Open Ended Economic Problem

And what do you think is the most important <u> economic</u> problem facing <u> the country</u> today?

[Textline]

PAGE 850

Globalization

[ADHOC]

Some people think that ALL of the current economic conditions in Britain are caused by the global economy. Others believe that the global economy does NOT affect current economic conditions in Britain.

[END ADHOC]

On a scale of 0 to 10, where 0 means the global economy does NOT affect current economic conditions in Britain and 10 means that ALL of the current economic conditions in Britain are caused by the global economy, where would you place your own view?

0 – The global economy does NOT affect current economic conditions in Britain

1

2

3

4

5

6

7

8

9

10 – ALL of the current economic conditions in Britain are caused by the global economy

Don't know

PAGE 870

Global Trade

[ADHOC]

What do you think about the growing trade and business ties between Britain and other countries?

[END ADHOC]

Do you think it is a very good thing, somewhat good, somewhat bad or a very bad thing for Britain?

Very good thing

Somewhat good

Somewhat bad

Very bad thing

Don't know

PAGE 890

Inequality angst

[ADHOC]

Some people think of British society as divided into two groups, the “haves” and the “have-nots,” while others think it’s incorrect to think of the UK that way.

[END ADHOC]

Do you, yourself, think of the UK as divided into haves and have-nots, or don’t you think of the UK that way?

Yes, it’s divided into haves and have-nots

No, I don’t think of it that way

Don’t know

If you had to choose, which of these groups are you in, the haves or the have-nots?

[OPTIONAL]

Haves

Have-nots

Neither

Don’t know

Additional questions

PAGE 8901

When you hear the term NATIONAL ECONOMY, what immediately comes to your mind?

[Alias: NUF11o When you hear the term NATIONAL ECONOMY, what immediately comes to your mind?]

[TEXTAREA]

PAGE 8902

When you hear the term GLOBAL ECONOMY, what immediately comes to your mind?

[Alias: NUF12o When you hear the term GLOBAL ECONOMY, what immediately comes to your mind?]

[TEXTAREA]

PAGE 8903

When you hear the term FREE TRADE, what immediately comes to your mind? [Alias:

NUF13o When you hear the term FREE TRADE, what immediately comes to your mind?]

[TEXTAREA]

PAGE 8904

IN THE LAST MONTH, have you noticed a discussion of unemployment in the media or on the Internet? [Alias: NUF14 IN THE LAST MONTH, have you noticed a discussion of unemployment in the media or on the Internet?]

Yes

No [route page=8907](#)

Don’t know [route page=8907](#)

PAGE 8905

Overall would you say, the discussion of unemployment you noticed in the media or on the Internet suggested unemployment has become... [Alias: NUF15: Overall would you say the discussion of unemployment you noticed in the media or on the Internet suggested unemployment has become...]

Much better

Better

The same
Worse
Much worse
Don't know

PAGE 8906

Did the discussion of unemployment mention any of the following political figures? Please tick all that apply. [Alias: NUF16:Did the discussion of unemployment mention any of the following political figures? Please tick all that apply.] [MULTICODE]

[Answerblock: Random]

The Prime Minister, Gordon Brown
The Labour Government
Alistair Darling, The Chancellor of the Exchequer
The Treasury
The Bank of England
Conservative Party
David Cameron
Labour Party
Mervyn King, Governor of Bank of England
The Liberal Democrat Party
George Osborne, the Shadow Chancellor

[End Block]

None of the above **[clearothers]**

PAGE 8907

IN THE LAST MONTH, have you noticed a discussion of economic growth or decline in the media or on the Internet? [Alias: NUF19 IN THE LAST MONTH, have you noticed a discussion of economic growth in the media or on the Internet?]

Yes

No [route=8910](#)

Don't know [route=8910](#)

PAGE 8908

Overall would you say the discussion of economic growth or decline you noticed in the media or on the Internet suggested the economy has... [Alias: NUF20 Overall would you say the discussion of economic growth or decline you noticed in the media or on the Internet suggested the economy has...]

Declined a lot
Declined a little
Stayed the same
Grown a little
Grown a lot
Don't know

PAGE 8909

Did the discussion of economic growth mention any of the following political figures? Please tick all that apply. [Alias: NUF21 Did the discussion of economic growth mention any of the following political figures? Please tick all that apply.] [MULTICODE]

[Answerblock: Random]

The Prime Minister, Gordon Brown
The Labour Government
Alistair Darling, The Chancellor of the Exchequer
The Treasury
The Bank of England
Conservative Party
David Cameron

Labour Party
Mervyn King, Governor of Bank of England
The Liberal Democrat Party
George Osborne, the Shadow Chancellor

[End Block]

None of the above [\[clearothers\]](#)

PAGE 8910

IN THE LAST MONTH, have you noticed a discussion of inflation in the media or on the Internet? [Alias: NUF24 IN THE LAST MONTH, have you noticed a discussion of inflation in the media or on the Internet?]

Yes

No [route=8913](#)

Don't know [route=8913](#)

PAGE 8911

Overall would you say the discussion of inflation you noticed in the media or on the Internet suggested inflation has... [Alias: NUF25 Overall would you say the discussion of inflation you noticed in the media or on the Internet suggested inflation has...]

Declined a lot

Declined a little

Stayed the same

Increased a little

Increased a lot

Don't know

PAGE 8912

Did the discussion of inflation mention any of the following political figures? Please tick all that apply. [Alias: NUF26 Did the discussion of inflation mention any of the following political figures? Please tick all that apply.] [MULTICODE]

[Answerblock: Random]

The Prime Minister, Gordon Brown

The Labour Government

Alistair Darling, The Chancellor of the Exchequer

The Treasury

The Bank of England

Conservative Party

David Cameron

Labour Party

Mervyn King, Governor of Bank of England

The Liberal Democrat Party

George Osborne, the Shadow Chancellor

[End Block]

None of the above [\[clearothers\]](#)

PAGE 8913

Over the past year would you say that the economic policies of the current Labour government made the nation's economy... [Alias: NUF29 Over the past year would you say that the economic policies of the current Labour government made the nation's economy...]

Much better

A little better

Haven't made much difference either way

A little worse

Much worse

Don't know

PAGE 8914

Over the past year would you say that the economic policies of the Prime Minister have made the nation's economy... [Alias: NUF30 Over the past year would you say that the economic policies of the Prime Minister have made the nation's economy...]

Much better
A little better
Haven't made much difference either way
A little worse
Much worse
Don't know

PAGE 8920

Route page=8990

Route over

[AdHoc]

Thinking now about the European economies as a whole...

[End AdHoc]

Would you say that OVER THE PAST YEAR the European economies as a whole have...

Got much better
Got a little better
Stayed about the same
Got a little worse
Got much worse
Don't know

What about the next 12 months? Do you expect the European economies as a whole, to...

Get much better
Get a little better
Stay about the same
Get a little worse
Get much worse
Don't know

PAGE 8930

How would you compare the economic recession in Britain to the economic recession in other countries? Would you say that the economic situation in Britain is...

Much better than other countries
A little better
About the same
A little worse
Much worse than other countries
Don't know

PAGE 8940

Over the last year would you say that the economy in the UK has experienced...

Very stable growth
Somewhat stable growth
Stayed about the same
Somewhat unstable growth
Very unstable growth
Don't know

PAGE 8950

Over the last year would you say that the European economies have experienced,...

- Very stable growth
- Somewhat stable growth
- Stayed about the same
- Somewhat unstable growth
- Very unstable growth
- Don't know

PAGE 8960

To what extent is growth in the economy in the UK dependent on growth in the other European economies? Would you say...

- Very dependent
- Somewhat dependent
- Not very dependent
- Not at all dependent
- Don't know

PAGE 8970

Again thinking about European economies as a whole, would you say that UNEMPLOYMENT levels in Britain are...

- Much higher than those in Europe
- A little higher
- About the same
- A little lower
- Much lower than those in Europe
- Don't know

PAGE 8980

Again thinking about European economies as a whole, would you say that INFLATION levels in Britain are...

- Much higher than those in Europe
- A little higher
- About the same
- A little lower
- Much lower than those in Europe
- Don't know

PAGE 8990

Personal Finance Items

How concerned are you about being able to pay your housing costs (e.g. mortgage or rent payments)?

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned
- Don't know

PAGE 9000

How much have you been affected personally by the downturn in the economy?

- Very affected
- Somewhat affected
- Not very affected
- Not at all affected

Don't know

PAGE 9010

What's your impression about the property market in your area? Over the past year, have house prices in your area...?

Gone up a lot
Gone up a little
Stayed about the same
Gone down a little
Gone down a lot
Don't know

PAGE 9020

Thinking about the money you owe on credit cards and loans (NOT including your mortgage), would you say you...

Owe a lot more than you can afford
Owe a little more
Owe about what you can afford
Owe a little less
Owe much less than you can afford
Not applicable – I don't have any credit cards or loans
Don't know
Prefer not to answer

PAGE 9030

Which, if any, of the following changes have you made to your spending? [MULTICODE]

Delayed or cancelled plans to buy a new home or make major home improvements
Delayed or cancelled plans to buy a new car
Delayed or cancelled plans to make a major purchase for your household, such as a computer or appliance
Cut back on planned spending for going on holiday
Adjusted your plans for retirement
Changed the way your money is saved or invested
Eaten out at restaurants less often
None of these **[clearothers]**

PAGE 9040

As you think about your OWN financial situation which, if any, of the following economic issues worries you MOST right now?

[ANSWERBLOCK: RANDOM]

Problems in the financial markets
Declining house prices
Rising prices generally
The job situation

[END BLOCK]

Other
None / not worried about any
Don't know

PAGE 9050

Government Policies to Stimulate the Economy

The national debt is the total amount of money the government owes individuals, banks and other countries. How concerned are you that increasing the national debt will create hardships for future generations of British citizens?

Very concerned
Somewhat concerned
Not very concerned
Not at all concerned
Don't know

PAGE 9060

As you may know, the Labour government plans to spend billions of pounds to stimulate the economy. Do you support or oppose this plan?

Strongly support
Tend to support
Tend to oppose
Strongly oppose
Don't know

PAGE 9070

How confident are you that this economic stimulus plan will make the current economic downturn less severe than it would be otherwise?

Very confident
Somewhat confident
Not very confident
Not at all confident
Don't know

PAGE 9080

Which of the following concerns you more?

That the Labour government will spend too MUCH money trying to boost the economy and as a result will drive up the budget deficit
That the Labour government will spend too LITTLE money trying to boost the economy and as a result the recession will last longer
Neither of these
Don't know

PAGE 9090

On the whole, do you think providing government money to people who are having trouble paying their mortgages is...?

Necessary to help improve the housing market
Unnecessary as the housing market would probably improve anyway
Don't know

PAGE 9095

Standard question?

Do you support or oppose Britain adopting the Euro as its currency?

Strongly support adopting the Euro
Tend to support
Neither support nor oppose
Tend to oppose
Strongly oppose adopting the Euro
Don't know

PAGE 9100

Bank Attitude Battery

[Adhoc]

Do you agree or disagree with the following statement?

[End Adhoc]

"Banks and financial institutions need to pay some employees large bonuses in order to hire and retain people with the necessary expertise."

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

PAGE 9105

Would you describe yourself as angry or not angry about the role...banks and other financial institutions have played in the economic situation?

How would you describe your feeling about the role banks and other financial institutions have played in the economic situation?

Very angry

Somewhat angry

Not very angry

Not at all angry

Don't know

PAGE 9110

How do you feel about your ability to get a loan from a bank or other financial institution, if you need one?

Very worried

Somewhat worried

Not very worried

Not at all worried

Don't know

PAGE 9120

How confident are you that any money you have in the bank is safe?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don't know

PAGE 9130

Do you think the leaders of financial institutions are more greedy today than in the past, or about the same as they have always been?

Do you think leaders of financial institutions (such as bank managers) are...?

More greedy today than they used to be

About the same as they've always been

Less greedy than they used to be

Don't know

PAGE 891

Immigration

[ADHOC]

Now thinking about immigration...

[END ADHOC]

[ADHOC]

On the scale below, please indicate how strongly you agree or disagree with the following statement.

[END ADHOC]

Immigration contributes to the competitiveness of the British economy

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

PAGE 892

Xenophobia

[ADHOC]

On the scale below, please indicate how strongly you agree or disagree with the following statement.

[END ADHOC]

Our people are not perfect, but our culture is superior to others.

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

PAGE 893

Immigration

[ADHOC]

On the scale below, please indicate how strongly you agree or disagree with the following statement.

[END ADHOC]

We should restrict and control entry of people into our country more than we do now

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

PAGE 900

Route
page=960

[ADHOC]

Now thinking about minority ethnic groups...

[END ADHOC]

[Adhoc]

On the scale below, please indicate how strongly you agree or disagree with the following statement.

[End Adhoc]

Enduring discrimination has created conditions that make it difficult for members of minority ethnic groups to work their way out of the lower class.

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

PAGE 901

[Adhoc]

On the scale below, please indicate how strongly you agree or disagree with the following statement.

[End Adhoc]

Over the past few years, minority ethnic groups in Britain have got less than they deserve.

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

PAGE 902

[Adhoc]

On the scale below, please indicate how strongly you agree or disagree with the following statement.

[End Adhoc]

It's really a matter of some people not trying hard enough; if members of minority ethnic groups would only try harder they could be just as well off as white people in Britain.

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

PAGE 915

[Adhoc]

We are interested in the kinds of things people do for recreation.

Tell us a little bit about yourself.

[End Adhoc]

Route past

In the last 10 years, have you... [Please tick all that apply] [MULTICODE]

[answerblock: random]

Played cricket on an organised team

Been to a live football game

Travelled outside of Europe

Visited Asia, Africa, or South America

Gone to a Vegetarian restaurant

Had Japanese food

Attended a pub quiz

Visited a museum / gallery

[end block]

None of the above [CLEAROTHERS]

Don't know [CLEAROTHERS]

PAGE 920

[Adhoc]

And what about the kinds of people you tend to see, talk to, or interact with on a typical day?

Do you often see or interact with ...

[End Adhoc]

[Grid]

College students

People who are not U.K. citizens

People you know to be gay or lesbian

Someone who is of African-Caribbean origin

Someone who is of Asian origin

Yes, I do

No, I don't

Don't know

[End Grid]

Route past

PAGE 930

[Adhoc]

Here are a number of personality traits that may apply to you.

Please rate the extent to which you agree that the pair of traits apply to you, even if one applies more strongly than the other.

[End Adhoc]

[Grid]

Extraverted, enthusiastic.

Critical, quarrelsome.

Dependable, self-disciplined.

Anxious, easily upset.

Open to new experiences, complex.

Reserved, quiet.

Sympathetic, warm.

Disorganized, careless.

Calm, emotionally stable.

Conventional, uncreative.

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

[End Grid]

Route past

PAGE 940

[Adhoc]

Please tell us how much the following statements describe you personally.

[End Adhoc]

[Grid]

In uncertain times, I usually expect the best

It's easy for me to relax

If something can go wrong for me, it will

I'm always optimistic about my future

I enjoy my friends a lot

It's important for me to keep busy

I hardly ever expect things to go my way

I don't get upset too easily

I rarely count on good things happening to me

Overall, I expect more good things to happen to me than bad

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

[End Grid]

PAGE 960

Income

[Adhoc]

A household is defined as either one or more persons (not necessarily related) who live together AND who manage food and household expenses as one unit.

[End Adhoc]

[Adhoc]

Gross HOUSEHOLD income is a household's total income received from all sources, including wages, salaries, or rents and before tax deductions.

[End Adhoc]

What is your gross household income?

Under £5,000 per year

£5,000 to £9,999 per year

£10,000 to £14,999 per year

£15,000 to £19,999 per year

£20,000 to £24,999 per year

£25,000 to £29,999 per year

£30,000 to £34,999 per year

£35,000 to £39,999 per year

£40,000 to £44,999 per year

£45,000 to £49,999 per year

£50,000 to £59,999 per year

£60,000 to £69,999 per year

£70,000 to £99,999 per year

£100,000 to £149,999 per year

£150,000 and over

Don't know

Prefer not to answer

Route past

PAGE 980

Routepage=1010

Union

Are you now a member of a trade union or staff association? [Please tick all that apply]
[MULTICODE]

Yes, trade union

Yes, staff association

No **[CLEAROTHERS]**

Don't know **[CLEAROTHERS]**

Route past

PAGE 1005

Religiosity

Would you say that your religion provides some guidance in your day-to-day living, quite a bit of guidance, or a great deal of guidance in your day-to-day life?

Some guidance

Quite a bit of guidance

A great deal of guidance

Don't know

NA – I don't belong to a religion

PAGE 1010

Employment status

Which of these is the main source of income for you (and your husband/wife/ partner) at present?

Earnings from employment (own or spouse / partner's)

Occupational pension(s) - from previous employer(s)

Private pension(s)

State retirement or widow's pension(s)

Jobseeker's Allowance/ Unemployment benefit

Pension Credit/ Minimum Income Guarantee/ Income Support for pensioners

Invalidity, sickness or disabled pension or benefit(s)

Other state benefit or tax credit (Please specify)

Interest from savings or investments

Student grant, bursary or loans

Dependent on parents/other relatives

Other main source (Please specify)

Don't know

You said that you have an 'other' state benefit or tax credit as your main source of income. Please say here which state benefit or tax credit this is. [OPTIONAL]

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end if

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p1010q2.Values.Clear()

end if

[TEXTLINE]

You said that you have an 'other' main source of income. Please say here which source of income this is. [OPTIONAL]

```
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end if
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end if
[TEXTLINE]
```

[ADHOC]

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[END ADHOC]

[JAVASCRIPT]

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(document.getElementById("ctl03_p1010q1a12").checked) {$('#divQA_p1010q3').fadeIn()}
else {$('#divQA_p1010q3').hide()};};
[END JAVASCRIPT]
```

PAGE 1020

Routepage=1030

Occupation

From the list below, please indicate which best describes the sort of work you do. (If you are not working now, please indicate what you did in your last job).

Professional or higher technical work

Work that requires at least degree-level qualifications (e.g. doctor, accountant, schoolteacher, university lecturer, social worker, systems analyst)

Manager or senior administrator (e.g., company director, finance manager, personnel manager,

Senior sales manager, senior local government officer)

Clerical (e.g., clerk, secretary)

Sales or services (e.g., commercial traveller, shop assistant, nursery nurse, care assistant, paramedic)

Small business owner (e.g. shop owner, small builder, restaurant owner)

Foreman or supervisor of other workers (e.g. building site foreman, supervisor of cleaning workers)

Skilled manual work (e.g. plumber, electrician, fitter, train driver, cook, hairdresser)

Semi-skilled or unskilled manual work (e.g., machine operator, assembler, postman, waitress, cleaner, labourer, driver, bar-worker, call-centre worker)

Other (Please specify)

Never worked

You said that you do an 'other' sort of work. Please say here which sort of work this is.

[OPTIONAL]

```
if p1020q1.HasValue(10) AND p1020q2.ValueText = "" then
```

```
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end if
[TEXTLINE]
```

[ADHOC]

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[JAVASCRIPT]

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else {$('#divQA_p1020q2').hide()}};
[END JAVASCRIPT]
```

PAGE 1030

Contact

Have any of the local political parties contacted you during the last year or so, for example, by sending you a newsletter or calling at your home?

Yes

No

Don't know

During the last 3 or 4 years, did you or someone you know well seek personal assistance from your local member of parliament?

Yes

No

Don't know

PAGE 1040

```
if p1030q1.HasValue(1) then
routePage = 1040
else
routePage = 1050
end if
```

[ADHOC]

You said (a) local political party/ parties contacted you during the last year or so.

[END ADHOC]

Which party or parties is that? [Please tick all that apply] [MULTICODE]

Labour

Conservatives

Liberal Democrats

Scottish National Party

Plaid Cymru

Green Party

United Kingdom Independence Party (UKIP)

British National Party (BNP)

Other

Don't know [CLEAROTHERS]

PAGE 1050

Immediate campaign question

Thinking about the <u>major political parties and their campaigns</u>, which, if any, of the following things happened to you YESTERDAY? [Please tick all that apply]

[MULTICODE]

[ANSWER BLOCK: RANDOM]

Saw a Party Political Broadcast on TV
Received a piece of campaign mail (Post or e-mail)
Received a pamphlet on my door
Wore a badge or sticker for a candidate
Discussed a candidate with someone
Received a visit from a campaign worker
Heard Party Political Broadcast on the radio
Went to hear a candidate speak
Got a phone call from a campaign
Visited a Political Party web site
Visited a candidate web site
Watched video of candidate on Internet

[END BLOCK]

None of these [CLEAROTHERS] RoutePage=1070

PAGE 1060

p1060q1.DisplayIf(p1050q1.HasValue(1))
p1060q2.DisplayIf(p1050q1.HasValue(2))
p1060q3.DisplayIf(p1050q1.HasValue(3))
p1060q4.DisplayIf(p1050q1.HasValue(4))
p1060q5.DisplayIf(p1050q1.HasValue(5))
p1060q6.DisplayIf(p1050q1.HasValue(6))
p1060q7.DisplayIf(p1050q1.HasValue(7))
p1060q8.DisplayIf(p1050q1.HasValue(8))
p1060q9.DisplayIf(p1050q1.HasValue(9))
p1060q10.DisplayIf(p1050q1.HasValue(10))
p1060q11.DisplayIf(p1050q1.HasValue(11))
p1060q12.DisplayIf(p1050q1.HasValue(12))

[ADHOC]

We're interested in which campaigns you experienced YESTERDAY. Please tell us whose campaign you interacted with in each of the following ways. [Please tick all that apply on each horizontal row]

[END ADHOC]

[GRID:MULTICODE]

Saw a Party Political Broadcast on TV
Received a piece of campaign mail (Post or e-mail)
Received a pamphlet on my door
Wore a badge or sticker for a candidate
Discussed a candidate with someone
Received a visit from a campaign worker
Heard Party Political Broadcast on the radio
Went to hear a candidate speak
Got a phone call from a campaign
Visited a Political Party web site
Visited a candidate web site
Watched video of candidate on Internet
Brown
Cameron
Clegg

Other

Don't know [CLEAROTHERS]
[END GRID]

PAGE 1070

Internet

We are interested in the kinds of things people do when they use the Internet. Have you done any of the following on the internet IN THE LAST SEVEN DAYS? [Please tick all that apply] [MULTICODE]

[answerblock: random]

Look up movie times

View adult entertainment

Plan holidays

Find restaurants

Get directions

Chat

Read about politics

Keep in touch with friends

Pay bills

Read the news

Look at sports highlights

Shopping

[end block]

None of these [CLEAROTHERS]

PAGE 1080

[Adhoc]

IN THE LAST SEVEN DAYS, how many days have you used the Internet to....

[End Adhoc]

[Grid]

Visit news websites

Visit political blogs

Post comments on a news website or political blog

Exchange political emails with friends and family

0 days

1 day

2 days

3 days

4 days

5 days

6 days

Every day

Don't know

[End Grid]

PAGE 1090

Television

Which, if any, of the following have you watched on television in the LAST SEVEN DAYS?

[Please tick all that apply] [MULTICODE]

[answerblock: random]

Andrew Marr

Argumental

BBC News

BBC Parliament

Bremner, Bird and Fortune

Channel 4 News

Channel 5 News
CNN
Daily Politics
Dispatches
Fox News
GMTV
Have I Got News For You
ITN News
Mock the Week
More4 News
Newsnight
Panorama
Question Time
Sky News
The Politics Show
This Week with Andrew Neil
Tonight with Trevor Mc Donald
Unreported World

[end block]

None of the above [CLEAROTHERS]

Don't know [CLEAROTHERS]

PAGE 1110

Do you use a multichannel TV service such as Sky, Freeview or Cable?

Yes

No

Don't know

PAGE 1120

If not p1110q1.HasValue(1) then

P1120q6.ishidden=true

End if

[Adhoc]

We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Click on the channels if you watched them. [Please tick all that apply on each horizontal row]

[End Adhoc]

[GRID: RANDOM]

BBC1 [MULTICODE]

BBC2 [MULTICODE]

ITV [MULTICODE]

Channel 4 [MULTICODE]

Five [MULTICODE]

24 hour news service [MULTICODE]

4:00 PM

5:00 PM

6:00 PM

7:00 PM

8:00 PM

9:00 PM

10:00 PM

11:00 PM

I did not watch this channel at any of these times [CLEAROTHERS]

Don't know [CLEAROTHERS]

[END GRID]

PAGE 1130

Attention

Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't interested. Would you say you follow what's going on in government and public affairs...

- Most of the time
- Some of the time
- Only now and then
- Hardly at all
- Don't Know

PAGE 1135

Newspapers

How many days in the past seven days have you read a daily newspaper? [This <u>in</u>cludes free daily papers such as Metro, but <u>ex</u>cludes online newspapers]

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- Don't know

PAGE 1140

Which daily morning newspaper do you read most often?

- The Express
- The (Scottish) Daily Mail
- The (Scottish) Mirror/Daily Record
- The Daily Star (of Scotland)
- The Sun
- The Daily Telegraph
- The Financial Times
- The Guardian
- The Independent
- The Times
- The Scotsman
- The (Glasgow) Herald
- The (Aberdeen) Press and Journal
- Other Scottish/Welsh/regional or local daily morning newspaper (Please specify)
- Other (Please specify)
- I never read a daily morning newspaper
- Don't know

You said that you read an 'other Scottish/Welsh/regional or local' daily morning newspaper. Please say here which newspaper this is. [OPTIONAL]

```
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end if
```

[TEXTLINE]

You said that you read an 'other' daily morning newspaper. Please say here which newspaper this is. [OPTIONAL]

```
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end if
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[TEXTLINE]

[ADHOC]

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[END ADHOC]

[JAVASCRIPT]

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(document.getElementById("ctl03_p1140q1a15").checked) {$('#divQA_p1140q3').fadeIn()}
else {$('#divQA_p1140q3').hide()};};
```

[END JAVASCRIPT]

PAGE 1190

Financial Situations

Do you personally, or jointly with a spouse, have any money invested in the stock market right now -- either in an individual stock or in a mutual fund?

Yes

No

Don't know

PAGE 1200

Home ownership

Which of the following best describes your home ownership status?

Own outright

Own with a mortgage

Rent from a private landlord

Rent from a Local Authority / Housing Association

Other

Don't know

PAGE 1220

Thinking over the last 12 months, do you think the value of your home has...

Increased a lot

Increased a little

Stayed about the same

Decreased a little
Decreased a lot
Don't know

PAGE 1240

[ADHOC]

What job or office do the following people now hold? If you don't know, simply skip to the next question.

[END ADHOC]

Mervyn King [OPTIONAL]

[TEXTLINE]

Nick Clegg [OPTIONAL]

[TEXTLINE]

Alistair Darling [OPTIONAL]

[TEXTLINE]

Angela Merkel [OPTIONAL]

[TEXTLINE]

PAGE 1250

What items are regulated by the government agency called OFCOM? [Please tick all that apply] [MULTICODE]

Credit Cards

Campaign Contributions

Television

Universities

Don't know **[CLEAROTHERS]**

PAGE 1260

We hear a lot of talk these days about how much we pay in taxes. One recommendation is for something called a progressive tax. As far as you've heard right now, which of the following best describes a progressive tax policy?

The amount you owe increases by a small amount every year you stay in the same job

The amount you owe increases as you earn more income

The amount you owe increase the older you get until you retire

The amount you owe depends on whether your employer provides you with private health insurance

I haven't heard enough to say right now

Don't know

PAGE 1270

We hear a lot of talk these days about the government debt. Over the past decade would you say the size of the government debt has...?

Increased

Decreased

Stayed about the same.

Don't know

PAGE 1310

[ADHOC]

On the scale below, please indicate whether you strongly agree, tend to agree, tend to disagree or strongly disagree with the following statement:

[END ADHOC]

Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs.

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

PAGE 1320

Do you approve or disapprove of the steps the Labour Government have taken to try to deal with the current situation involving the stock market and major financial institutions?

Strongly approve

Somewhat approve

Somewhat disapprove

Strongly disapprove

Don't know

PAGE 1330

What do you think is mainly responsible for the problems in the investment banking industry: bad management by those who run investment banks, or a lack of close supervision by the government?

Bad management

Lack of supervision

Both

Don't know

PAGE 1340

Do you approve or disapprove of the government providing money to financial institutions to avoid a financial crisis?

Strongly approve

Somewhat approve

Somewhat disapprove

Strongly disapprove

Don't know

PAGE 1350

Do you approve or disapprove of government partial ownership of the banks to avoid a financial crisis?

Strongly approve

Somewhat approve

Somewhat disapprove

Strongly disapprove

Don't know

PAGE 1360

[ADHOC]

How much do you think each of the following has contributed to the current problems with financial institutions and markets?

[END ADHOC]

[GRID]

Banks making risky loans

People taking on more debt than they can afford

Weak government regulation of financial institutions

Growing financial ties between the UK and other countries

Contributed a lot

Contributed to some extent

Not contributed much

Not contributed at all

Don't know

[END GRID]

PAGE 20010

if CInt(p5q1.ValueText) = 1 OR CInt(p5q1.ValueText) = 2 OR CInt(p5q1.ValueText) = 3 OR
CInt(p5q1.ValueText) = 4 OR CInt(p5q1.ValueText) = 5 OR CInt(p5q1.ValueText) = 6 OR
CInt(p5q1.ValueText) = 8 OR CInt(p5q1.ValueText) = 9 then

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elseif CInt(p5q1.ValueText) = 11 then

p20010q1.Value = 2

elseif CInt(p5q1.ValueText) = 7 OR CInt(p5q1.ValueText) = 10 then

p20010q1.Value = 3

else

RoutePage = endsurvey

end if

routePage = nextPage

This question will be hidden [UPDATEABLE] [HIDDEN]

England

Scotland

Wales and London

PAGE 20012

[Adhoc]

Now we're going to ask you some questions about your views of others.

[End Adhoc]

replicated question

Thinking for a moment about whether people with whom you have contact can be trusted, please use the 1-5 scale to indicate your view, where 1 means they definitely can be trusted and 5 means they definitely cannot be trusted.

1 Most people can be trusted

2

3

4

5 Most people cannot be trusted

Don't know

replicated question

Would you say that most of the time people you come into contact with try to be helpful or that they are mostly looking out for themselves?

1 Looking out for themselves

2

3

4

5 Try to be helpful

Don't know

replicated question

Do you think that most people you come into contact with would try to take advantage of you if they got the chance, or would they try to be fair?

1 Try to take advantage

2

3

4

5 Try to be fair

Don't know

PAGE 20020

[Adhoc]

For each of the following actions, please say whether you think it can always be justified, never be justified, or something in between. Please use the 0-10 scale, where 10 means it can always be justified and 0 means it can never be justified.

[End Adhoc]

[GRID: RANDOM]

Avoiding a fare on public transport

Telling a lie if it is in your interest

Claiming government benefits to which you are not entitled

10 Can always be justified

9

8

7

6

5

4

3

2

1

0 Can never be justified

Don't know

[END GRID]

PAGE 20030

[Adhoc]

For each of the following groups, please say whether you think they are completely honest and trustworthy, or not at all honest and trustworthy. Please use the 0-10 scale where 10 means completely honest and trustworthy and 0 means not at all honest and trustworthy.

[End Adhoc]

[GRID: Random]

Government ministers

MPs in general

Journalists

Judges

Local councillors

Your local MP

10 Completely honest and trustworthy

9

8
7
6
5
4
3
2
1

0 Not at all honest and trustworthy

Don't know

[END GRID]

PAGE 20040

replicated question

[Adhoc]

Next we'd like to ask you a number of questions about your view of politics and politicians...

[End Adhoc]

Some people say it makes a difference which party is in government. Others say that it does not make a difference which party is in government. Using the following scale - where 1 means it makes a difference which party is in government and 5 means that it does not make a difference which party is in government - where would you place yourself?

1 It makes a difference which party is in government

2

3

4

5 It does not make a difference which party is in government

Don't know

PAGE 20050

routing: region Scotland, Wales/London, Rest of UK (England)

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p20050q2.IsHidden = True

p20050q3.IsHidden = True

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End If

If p20010q1.HasValue(2) Then

p20050q2.IsHidden = False

End If

If p20010q1.HasValue(3) Then

p20050q3.IsHidden = False

End If

England

Some people say that elected politicians (such as MPs and local councillors) should only be held to the same standards of honesty and integrity as the average person. Others say that elected politicians should be held to much higher standards of honesty and integrity than the average person. Using the following scale - where 1 means that politicians should be held to the same standards and 5 means that politicians should be held to much higher standards - where would you place your view?

1 Elected politicians should be held to the same standards as the average person

2

3

4

5 Elected politicians should be held to much higher standards as the average person
Don't know

Scotland

Some people say that elected politicians (such as MPs, MSPs and local councillors) should only be held to the same standards of honesty and integrity as the average person. Others say that elected politicians should be held to much higher standards of honesty and integrity than the average person. Using the following scale - where 1 means that politicians should be held to the same standards and 5 means that politicians should be held to much higher standards - where would you place your view?

1 Elected politicians should be held to the same standards as the average person

2

3

4

5 Elected politicians should be held to much higher standards as the average person
Don't know

London and Wales

Some people say that elected politicians (such as MPs, Assembly Members and local councillors) should only be held to the same standards of honesty and integrity as the average person. Others say that elected politicians should be held to much higher standards of honesty and integrity than the average person. Using the following scale - where 1 means that politicians should be held to the same standards and 5 means that politicians should be held to much higher standards - where would you place your view?

1 Elected politicians should be held to the same standards as the average person

2

3

4

5 Elected politicians should be held to much higher standards than the average person
Don't know

amended

Overall, how would you rate the standards of honesty and integrity of elected politicians in Britain today?

Very high

Somewhat high

Neither high nor low

Somewhat low

Very low

Don't know

PAGE 20060

amended

Do you think that the standards of honesty and integrity of elected politicians in Britain have been improving in recent years, have been declining, or have they stayed about the same?

Improving

Declining

Stayed about the same

Don't know

amended

Which of the following statements comes closest to your view?

The people going into politics these days are personally less honest and trustworthy than they used to be.
The way politics is conducted these days makes politicians less honest and trustworthy than they used to be.
The people going into politics these days are personally less honest and trustworthy than they used to be AND the way politics is conducted these days makes them less honest and trustworthy than they used to be.
The people going into politics these days are NOT less honest and trustworthy than they used to be and the way politics is conducted does NOT make them less honest and trustworthy either.
Don't know

PAGE 20070

amended

Which group do you think is generally more honest and trustworthy: Members of Parliament or local councillors, or are they both about the same?

Members of Parliament
Local councillors
They are about the same
Don't know

PAGE 20075

Would it be an idea to have four-point scale so as to reduce fence-sitters?

[Adhoc]

Some people say that it is more important to have elected politicians who are honest, even if they are not always successful and hard-working. Others say that it is more important to have politicians who are successful and hard-working, even if they are not always honest.

[End Adhoc]

Using the scale below - where 1 means it is more important to have honest politicians and 4 means it is more important to have successful and hard-working politicians – where would you place yourself?

1 It is more important for elected politicians to be honest, even if it means they are not always successful and hardworking
2
3
4 It is more important for elected politicians to be successful and hard-working, even if it means they are not always honest
Don't know

PAGE 20080

Have you or has anyone you know ever had first-hand knowledge or experience of wrongdoing by a Member of Parliament?

Yes
No
Don't know

Please briefly describe what happened. [OPTIONAL]

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[TEXTAREA]

[ADHOC]

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[END ADHOC]

[JAVASCRIPT]

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[END JAVASCRIPT]

PAGE 20085

new page

Have you or has anyone you know ever had first-hand knowledge or experience of wrongdoing by a local councillor?

Yes

No

Don't know

Please briefly describe what happened. [OPTIONAL]

```
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end if
```

[TEXTAREA]

[ADHOC]

```
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else $('#divQA_p20085q2').hide();}; </script>
```

[END ADHOC]

[JAVASCRIPT]

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(document.getElementById("ctl03_p20085q1a1").checked) $('#divQA_p20085q2').fadeIn()
else $('#divQA_p20085q2').hide();};
```

[END JAVASCRIPT]

PAGE 20090

[Adhoc]

In your opinion, how much of a problem is the following behaviour by elected politicians in Britain today? Please use the 0-10 scale, where 10 means it is a very big problem and 0 means it is not a problem at all.

[End Adhoc]

[GRID: random]

Not giving straight answers to questions

Accepting bribes

Misusing official expenses and allowances

Making promises they know they can't keep

10 A very big problem

9

8

7

6

5

4

3

2

1

0 Not a problem at all

Don't know

[END GRID]

PAGE 20100

[Adhoc]

From what you know, which of the following has been reported in the British newspapers or on television in recent years?

[End Adhoc]

amended

[GRID: random]

MPs misusing their parliamentary allowances when employing members of their family.

Members of the House of Lords being prepared to accept money in return for attempting to change laws.

MPs accepting money in return for asking questions in Parliament.

MPs writing cheques when there isn't enough money to cover them in their parliamentary bank account.

Party activists applying for postal votes using false names.

Has been reported

Hasn't been reported

Don't know

[END GRID]

PAGE 20110

amended

[Adhoc]

How strongly do you agree or disagree with the following statement...?

[End Adhoc]

The scandals involving elected politicians that are reported in the newspapers and on television are only the tip of the iceberg in terms of the misconduct that actually goes on

Strongly agree

Tend to agree

Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know

PAGE 20120

replicated question the 1-7 response scale is as in the original

[Adhoc]

Nearly finished...

We're now going to address the question of corruption in politics. Below is a list of hypothetical situations involving elected politicians. Please indicate on a scale of 1 to 7 whether you feel that the actions in each situation are corrupt (1) or not corrupt (7).

[End Adhoc]

[GRID: Random]

An MP is retained by a major company to arrange meetings and dinners in the House of Commons at which its executives can meet Parliamentarians.

An MP hires a spouse or other family member to serve as his or her secretary.

At Christmas, an MP accepts a crate of wine from an influential constituent.

An MP is issued a first-class airline ticket as part of a parliamentary delegation. He or she exchanges the ticket for an economy fare and pockets the difference.

A Cabinet Minister promises an appointed position in exchange for campaign contributions.

1 Corrupt

2

3

4

5

6

7 Not corrupt

Don't know

[END GRID]

PAGE 20130

replicated question

This is a continuation of the previous battery, but I'm not sure how many can fit on a page, or how to format this battery over two pages.

[Adhoc]

And finally...

Below are some more hypothetical situations involving elected politicians. Again, please indicate on a scale of 1 to 7 whether you feel that the actions in each situation are corrupt (1) or not corrupt (7).

[End Adhoc]

[GRID: Random]

An MP uses his/ her position to get a friend or relative admitted to Oxford or Cambridge, or some other prestigious institution.

A Cabinet Minister uses his or her influence to obtain a contract for a firm in his/ her constituency.

A major company makes a substantial donation to the government party. Later, the chair of the company is given an honour.

A local councillor, while chair of the planning committee, authorises a planning permission for property owned by him or her.

1 Corrupt

2

3

4

5

6

7 Not corrupt

Don't know

[End Grid]

Ends