

**“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="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]

[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]

<span style="display: none">Don't Know</span> [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]

<span style="display: none">Don't Know</span> [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]

<span style="display: none">Don't Know</span> [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]

<span style="display: none">Don't Know</span> [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]

<span style="display: none">Don't Know</span> [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]

<span style="display: none">Don't Know</span> [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]

<span style="display: none">Don't Know</span> [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 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

[route page=800](#)

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

#### 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.<br><br>

[\[TextLine\]](#)

#### 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	<a href="#">route=800</a>
Conservative	<a href="#">route=800</a>
Liberal Democrat	<a href="#">route=800</a>
Scottish National Party (SNP)	<a href="#">route=800</a>
Plaid Cymru	<a href="#">route=800</a>
Green Party	<a href="#">route=800</a>
United Kingdom Independence Party (UKIP)	<a href="#">route=800</a>
British National Party (BNP)	<a href="#">route=800</a>
Other	
No - None	<a href="#">route=805</a>
Don't know	<a href="#">route=805</a>

#### 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.<br><br>

[\[TextLine\]](#)

#### 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 [routepage=8910](#)

Don't know [routepage=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]**

if p1010q1.HasValue(8) AND p1010q2.ValueText = "" then

p1010q1.addError("Please provide an answer for 'Other'")

p1010q1.Value = 8

end if

if (NOT p1010q1.HasValue(8)) AND p1010q2.ValueText <> "" then

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]**

```
if p1010q1.HasValue(12) AND p1010q3.ValueText = "" then
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end if
if (NOT p1010q1.HasValue(12)) AND p1010q3.ValueText <> "" then
p1010q3.Values.Clear()
end if
[TEXTLINE]
```

**[ADHOC]**

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else {$('#divQA_p1010q2').hide()};if
(document.getElementById("ctl03_p1010q1a12").checked) {$('#divQA_p1010q3').fadeIn()}
else {$('#divQA_p1010q3').hide()};}; </script>
[END ADHOC]
```

**[JAVASCRIPT]**

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document.getElementById("form1").onclick=function () {if
(document.getElementById("ctl03_p1010q1a8").checked) {$('#divQA_p1010q2').fadeIn()}
else {$('#divQA_p1010q2').hide()}; if
(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
```

```
p1020q1.addError("Please provide an answer for 'Other'")
p1020q1.Value = 10
end if
if (NOT p1020q1.HasValue(10)) AND p1020q2.ValueText <> "" then
p1020q2.Values.Clear()
end if
[TEXTLINE]
```

[ADHOC]

```
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else {$('#divQA_p1020q2').hide()}}; </script>
[END ADHOC]
```

[JAVASCRIPT]

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(document.getElementById("ctl03_p1020q1a10").checked) {$('#divQA_p1020q2').fadeIn()}
else {$('#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
if (NOT p1140q1.HasValue(14)) AND p1140q2.ValueText <> "" then
p1140q2.Values.Clear()
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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end if
```

#### [TEXTLINE]

#### [ADHOC]

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else {$('#divQA_p1140q2').hide()};if
(document.getElementById("ctl03_p1140q1a15").checked) {$('#divQA_p1140q3').fadeIn()}
else {$('#divQA_p1140q3').hide()};}; </script>
```

#### [END ADHOC]

#### [JAVASCRIPT]

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else {$('#divQA_p1140q2').hide()}; if
(document.getElementById("ctl03_p1140q1a15").checked) {$('#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]

Oxford

PAGE 20010

[ADHOC]

Thinking back over the last month, please give the names of those with whom you discussed politics. Please list only their last name or initials.

[END ADHOC]

<span style="visibility: hidden">Name1</span>[OPTIONAL]

[TEXTLINE]

<span style="visibility: hidden"> Name2</span>[OPTIONAL]

[TEXTLINE]

<span style="visibility: hidden"> Name3</span>[OPTIONAL]

[TEXTLINE]

<span style="visibility: hidden"> Name4</span>[OPTIONAL]

[TEXTLINE]

<span style="visibility: hidden"> Name5</span>[OPTIONAL]

[TEXTLINE]

Number [UPDATEABLE] [HIDDEN] [ALIAS: OXF1] [OPTIONAL]

[TEXTLINE]

TryF [UPDATEABLE] [HIDDEN] [OPTIONAL]

[TEXTLINE]

[SCRIPT]

```
dim Numberp as Integer = 0
```

```
for index = 1 to 5
```

```
    if p20010.Questions(index).ValueText<>"" then
```

```
        Numberp = Numberp + 1
```

```
    end if
```

```
next index
```

```
if (Numberp = 0 AND p20010q7.ValueText="") then
```

```
    p20010q7.ValueText="empty"
```

```
    p20010q5.adderror("Please give the names of those with whom you discussed politics")
```

```

elseif Numberp = 0 AND p20010.Questions(7).ValueText="empty" then
    Routepage = 20030
else
    Routepage = 20020
end if
if ((Numberp>0 and Numberp <5) AND NOT p20010.Questions(7).ValueText="less than five")
then
    p20010q5.adderror("Can you think of anyone else? These might be people from your
    family, our family, from work, from the neighbourhood, from some other organizations you
    belong to, or they might be someone else. You might have talked with them about the
    upcoming national election, local politicians or election, or issues that government deals
    with, such as the economy, the environment, immigration, or health care. ")
    p20010q7.ValueText="less than five"
end if

if p20010.Questions(1).ValueText="" and (p20010.Questions(2).ValueText<>"" OR
p20010.Questions(3).ValueText<>"" OR p20010.Questions(4).ValueText<>"" OR
p20010.Questions(5).ValueText<>") then
    p20010q5.adderror("Please start with the first box!")
end if

p20010q6.ValueText=CStr(Numberp)
[END SCRIPT]

```

#### **PAGE 20020**

```

P20020q2.DisplayIf(CInt(p20010q6.ValueText)>1)
P20020q3.DisplayIf(CInt(p20010q6.ValueText)>2)
P20020q4.DisplayIf(CInt(p20010q6.ValueText)>3)
P20020q5.DisplayIf(CInt(p20010q6.ValueText)>4)

```

#### **[ADHOC]**

```

<style>.divGridRowQuestion { width: 100px; } .divGridHeaderAnswer { width: 58px;
}</style>

```

**[END ADHOC]**

#### **[ADHOC]**

**Please tick all that apply about each person with whom you discussed politics.**

**[END ADHOC]**

#### **[GRID]**

**[=p20010q1] [MULTICODE]**

**[=p20010q2] [MULTICODE]**

**[=p20010q3] [MULTICODE]**

**[=p20010q4] [MULTICODE]**

**[=p20010q5] [MULTICODE]**

Is not born in the UK

Is of a different race or ethnicity than me

Holds a bachelors degree

Is a woman

Is my spouse / partner

Is another family member

Considers someone else on this list a close friend

Recently lost a job



None of these [CLEAROTHERS]  
[END GRID]

PAGE 20030

[ADHOC]

Please indicate whether you agree or disagree with the following statements.

[END ADHOC]

[GRID: RANDOM]

I try to hide any negative thoughts about immigrants in order to avoid negative reactions from others [Alias: OXFX7 I try to hide any negative thoughts about immigrants in order to avoid negative reactions from others]

If I acted prejudiced towards immigrants, I would be concerned that others would be angry with me [Alias: OXFX8 If I acted prejudiced towards immigrants, I would be concerned that others would be angry with me]

I attempt to appear non-prejudiced toward immigrants in order to avoid disapproval from others [Alias: OXFX9 I attempt to appear non-prejudiced toward immigrants in order to avoid disapproval from others]

It is important not to be perceived as prejudiced in today's society [Alias: OXFX10 It is important not to be perceived as prejudiced in today's society]

It is important to me other that people think I am unprejudiced [Alias: OXFX11 It is important to me other that people think I am unprejudiced]

When talking to an immigrant, it is important to me that he thinks I'm not prejudiced [Alias: OXFX12 When talking to an immigrant, it is important to me that he thinks I'm not prejudiced]

Strongly Agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

[END GRID]

PAGE 20035

[ADHOC]

And please indicate whether you agree or disagree with the following statements.

[END ADHOC]

[GRID: RANDOM]

I attempt to act in non-prejudiced ways toward immigrants because it is personally important to me [Alias: OXFX13 I attempt to act in non-prejudiced ways toward immigrants because it is personally important to me]

According to my personal values, using stereotypes about immigrants is OK [Alias: OXFX14 According to my personal values, using stereotypes about immigrants is OK]

I aim to be non-prejudiced towards immigrants due to my own convictions [Alias: OXFX15 I aim to be non-prejudiced towards immigrants due to my own convictions]

I get angry with myself when I have a prejudiced thought [Alias: OXFX16 I get angry with myself when I have a prejudiced thought]

I don't want to appear racist, not even to myself [Alias: OXFX17 I don't want to appear racist, not even to myself]

I feel guilty when I have negative thought about immigrants [Alias: OXFX18 I feel guilty when I have negative thought about immigrants]

Strongly Agree

Tend to agree

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

[END GRID]

PAGE 20037

[Adhoc]

Still thinking about the questions you just answered, I'd like you to tell me which people or groups of people were on your mind when you were thinking about "immigrants". [Please list up to three.]

[End Adhoc]

<span style="visibility: hidden">Group1</span>

[TEXTLINE]

<span style="visibility: hidden">Group2</span>[OPTIONAL]

[TEXTLINE]

<span style="visibility: hidden">Group3</span>[OPTIONAL]

[TEXTLINE]

PAGE 20040

[ADHOC]

Which, if any, of the following statements would you say are true of your personality?

[END ADHOC]

[GRID: RANDOM]

I guess I put on a show to impress or entertain others [ALIAS: OXF18 I guess I put on a show to impress or entertain others]

I would probably make a good actor [ALIAS: OXF19 I would probably make a good actor]

In a group of people, I am rarely the center of attention [ALIAS: OXF20 In a group of people, I am rarely the center of attention]

I have considered being an entertainer [ALIAS: OXF21 I have considered being an entertainer]

At a party I let others keep the jokes and stories going [ALIAS: OXF22 At a party I let others keep the jokes and stories going]

Definitely true of my personality

Mostly true

Mostly NOT true

Definitely NOT true of my personality

Don't know

[END GRID]

PAGE 20050

[ADHOC]

Please indicate the extent to which you believe the following statements describe people in general.

[END ADHOC]

[GRID: RANDOM]

Someone's personality is very basic to them and it can't be changed very much [ALIAS: OXF23 Someone's personality is very basic to them and it can't be changed very much.]

People can start to do some things differently, but the important parts of who they are

can't really be changed [ALIAS: OXFX24 People can do things differently, but the important parts of who they are can't really be changed]  
Everyone is a certain kind of person, and there is not much that can be done to really change that [ALIAS: OXF25 Everyone is a certain kind of person, and there is not much that can be done to really change that]

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

[END GRID]

PAGE 20060

[ADHOC]

And please indicate the extent to which you believe the following statements describe the WORLD.

[END ADHOC]

[GRID: RANDOM]

Although people can change some things about the world, it is unlikely that we can alter its basic character [ALIAS: OXF26 Although people can change some things about the world, it is unlikely that we can alter its basic character]

Our world has its basic order, and you really can't do much to change that [ALIAS:

OXFX27 Our world has its basic order, and you really can't do much to change that]

Some societal trends may dominate for while, but the fundamental nature of our world is something that cannot be changed much [ALIAS: OXFX28 Some societal trends may dominate for while, but the fundamental nature of our world is something that cannot be changed much]

Strongly agree

Tend to Agree

Neither agree nor disagree

Tend to Disagree

Strongly disagree

Don't know

[END GRID]

Page 20070

[ADHOC]

Nearly finished...

People often disagree about which qualities are more important to encourage in children. For each pair of qualities, please indicate which of the two qualities is more important in children.

[END ADHOC]

[GRID: RANDOM]

Children should obey their parents v. Children should be responsible for their own actions [Alias: OXF29 that a child obeys his parents v. that he is responsible for his own actions]

Children should have good manners v. Children should have good sense and sound judgment [Alias: OXF30 that he has good manners v. that he has good sense and sound judgment]

**Children should be neat and clean v. Children should be interested in how and why things happen [Alias: OXF31 that he is neat and clean v. that he is interested in how and why things happen]**

**Children should respect their elders v. Children should think for themselves [Alias: OXF32 that he has respect for his elders v. that he thinks for himself]**

**Children should follow the rules v. Children should follow their own conscience [Alias: OXF33 that he follows the rules v. that he follows his own conscience]**

Definitely first

Probably first

Neither

Probably second

Definitely second

Don't know

**[END GRID]**

**PAGE 20080**

**These are three single choice questions that form a single index. Can be given as dynamic grid or as three single choice questions on the same page.**

**[ADHOC]**

**Some people have opinions about almost everything; other people have opinions about just some things; and still other people have very few opinions.**

**[END ADHOC]**

**With this in mind, where would you place yourself on the following scale?**

10 I have opinions about almost everything

9

8

7

6

5

4

3

2

1 I have opinions about very few things

Don't know

**Can be given as five categories or three categories with branching**

**PAGE 20083**

**Compared to the average person, do you think you have more opinions about whether things are good or bad, about the same number of opinions, or fewer opinions?**

A lot more opinions

Somewhat more opinions

About the same number of opinions

Somewhat fewer opinions

A lot fewer opinions

Don't know

**PAGE 20086**

**[ADHOC]**

**And finally...**

**[END ADHOC]**

**Some people say that it is important to have definite opinions about lots of things, while other people think that it is better to remain neutral on most issues. What about you?**

Better to have a definite opinion

Better to remain neutral

Don't know