

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 50 and 100 mean that you feel favourable toward the party or leader. Ratings between 0 and 50 mean that you don't feel favourable toward them.

You would rate the party or leader at the 50 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]

PAGE 110

[Adhoc]

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

[End Adhoc]

[Adhoc]

Nick Clegg

[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/leaders/leaders.swf' /><param  
name='flashVars' value='' /> <param name='allowscriptaccess' value='always' /> <embed  
name='mySwf' src='http://media.yougov.com/static/surveys/flex/leaders/leaders.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_p110q1').value=val;} $('#divQA_p110q1').hide(); </script>  
[End Adhoc]
```

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

```
<span style="display: none">Don't Know</span> [MULTICODE][OPTIONAL]  
if p110q2.Values.Count > 0 then  
p110q1.ValueText = ""  
end if  
Don't know
```

[SCRIPT]

```
if p110q2.Values.Count = 0 AND p110q1.ValueText = "" then  
p110q1.ValueText = "50"  
End if  
if p110q2.HasValue(1) then  
p110q1.Values.Clear()  
End if  
[END SCRIPT]
```

PAGE 120

[Adhoc]

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

[End Adhoc]

[ADHOC]

Gordon Brown

[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/leaders/leaders.swf'><param  
name='flashVars' value=''> <param name='allowscriptaccess' value='always' /> <embed  
name='mySwf' src='http://media.yougov.com/static/surveys/flex/leaders/leaders.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_p120q1').value=val;} $('#divQA_p120q1').hide();</script>  
[End Adhoc]
```

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

Don't Know [MULTICODE][OPTIONAL]
if p120q2.Values.Count > 0 then
p120q1.ValueText = ""
end if
Don't know

[SCRIPT]
if p120q2.Values.Count = 0 AND p120q1.ValueText = "" then
p120q1.ValueText = "50"
End if
if p120q2.HasValue(1) then
p120q1.Values.Clear()
End if
[END SCRIPT]

PAGE 130

[Adhoc]
On the scale below, please indicate how you feel about...
[End Adhoc]
[ADHOC]
David Cameron
[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/leaders/leaders.swf'><param
name='flashVars' value='"/><param name='allowscriptaccess' value='always' /> <embed
name='mySwf' src='http://media.yougov.com/static/surveys/flex/leaders/leaders.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_p130q1').value=val;} \$('#divQA_p130q1').hide();</script>
[End Adhoc]

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

Don't Know [MULTICODE][OPTIONAL]
if p130q2.Values.Count > 0 then
p130q1.ValueText = ""
end if
Don't know

[SCRIPT]
if p130q2.Values.Count = 0 AND p130q1.ValueText = "" then
p130q1.ValueText = "50"
End if

```
if p130q2.HasValue(1) then
p130q1.Values.Clear()
End if
[END SCRIPT]
```

PAGE 140

```
if p10q1.HasValue(2) then
RoutePage = 140
else
RoutePage = 150
end if
```

[Adhoc]

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

[End Adhoc]

[ADHOC]

Alex Salmond

[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/leaders/leaders.swf'><param
name='flashVars' value='/'> <param name='allowscriptaccess' value='always' /> <embed
name='mySwf' src='http://media.yougov.com/static/surveys/flex/leaders/leaders.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_p140q1').value=val;} $('#divQA_p140q1').hide();</script>
```

[End Adhoc]

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

[TEXTLINE]

Don't Know [MULTICODE][OPTIONAL]

```
if p140q2.Values.Count > 0 then
p140q1.ValueText = ""
end if
Don't know
```

[SCRIPT]

```
if p140q2.Values.Count = 0 AND p140q1.ValueText = "" then
p140q1.ValueText = "50"
End if
if p140q2.HasValue(1) then
p140q1.Values.Clear()
End if
```

[END SCRIPT]

PAGE 150

```
if p10q1.HasValue(3) then
Routepage = 150
else
Routepage = 160
end if
```

[Adhoc]

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

[End Adhoc]

[ADHOC]

Ieuan Wyn Jones

[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/leaders/leaders.swf'><param
name='flashVars' value=''> <param name='allowscriptaccess' value='always' /> <embed
name='mySwf' src='http://media.yougov.com/static/surveys/flex/leaders/leaders.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_p150q1').value=val;} $('#divQA_p150q1').hide();</script>
```

[End Adhoc]

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

[TEXTLINE]

Don't Know [MULTICODE][OPTIONAL]

```
if p150q2.Values.Count > 0 then
p150q1.ValueText = ""
end if
Don't know
```

[SCRIPT]

```
if p150q2.Values.Count = 0 AND p150q1.ValueText = "" then
p150q1.ValueText = "50"
End if
if p150q2.HasValue(1) then
p150q1.Values.Clear()
End if
```

[END SCRIPT]

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] [UPDATEABLE]
[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
if p160q2.HasValue(1) then
p160q1.Values.Clear()
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] [UPDATEABLE]
[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  
if p170q2.HasValue(1) then  
p170q1.Values.Clear()  
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] [UPDATEABLE]
[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
if p180q2.HasValue(1) then
p180q1.Values.Clear()
End if
[END SCRIPT]

PAGE 190
if p10q1.HasValue(2) then
RoutePage = 190
else
RoutePage = 200
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'
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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] [UPDATEABLE]
[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
if p190q2.HasValue(1) then
p190q1.Values.Clear()
End if
```

[END SCRIPT]

PAGE 200

```
if p10q1.HasValue(3) then
RoutePage = 200
else
RoutePage = 320
end if
```

[Adhoc]

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

[End Adhoc]

[ADHOC]

The Plaid Cymru 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_p200q1').value=val;} $('#divQA_p200q1').hide();</script>
```

[End Adhoc]

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

[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
if p200q2.HasValue(1) then
p200q1.Values.Clear()
End if
[END SCRIPT]

```

PAGE 320

[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 card, where the end marked 0 means left and the end marked 10 means right, 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] [UPDATEABLE]
[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
if p320q2.HasValue(1) then
p320q1.Values.Clear()
End if

```

[END SCRIPT]

PAGE 330

[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 card, where the end marked 0 means left and the end marked 10 means right, where would you place <u>the Lib Dem 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] [UPDATEABLE]

[TEXTLINE]

Don't Know [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

if p330q2.HasValue(1) then

p330q1.Values.Clear()

End if

[END SCRIPT]

PAGE 340

[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 card, where the end marked 0 means left and the end marked 10 means right, 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] [UPDATEABLE]

[TEXTLINE]

Don't Know [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

if p340q2.HasValue(1) then

p340q1.Values.Clear()

End if

[END SCRIPT]

PAGE 400

Competence

Now, some questions about the 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, 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

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 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

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 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
```

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 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?

[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 fallen since May 2005?

Increased a lot

Increased a little

Stayed the same

Fallen a little

Fallen 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 fallen since May 2005?

Increased a lot

Increased a little

Stayed the same

Fallen a little

Fallen 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

Education

Tax Levels

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 you should

About the right amount

Less than you should

Don't know

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 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

PAGE 770

Party Identification

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

Labour	route page=800
Conservative	route page=800
Liberal Democrat	route page=800
Scottish National Party (SNP)	route page=800
Plaid Cymru	route page=800
Green Party	route page=800
United Kingdom Independence Party (UKIP)	route page=800
British National Party (BNP)	route page=800
Other	
No - none	route page=780
Don't know	route page=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 page=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 page=800
Conservative	route page=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=810
Don't know	route=810

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=815](#)

Don't know [route=815](#)

PAGE 807

Vote Preference

Which party would you vote for?

Labour	route page=815
Conservatives	route page=815
The Liberal Democrats	route page=815
Scottish National Party	route page=815
Plaid Cymru	route page=815
Green Party	route page=815
United Kingdom Independence Party (UKIP)	route page=815
British National Party (BNP)	route page=815
Other party	route page=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 840

Immigration

[ADHOC]

Tell me whether you strongly agree, agree, neither agree nor disagree, disagree, strongly disagree:

[END ADHOC]

Immigrants take jobs away from people who were born in Britain.

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

PAGE 841

Immigration

[ADHOC]

Tell me whether you strongly agree, agree, neither agree nor disagree, disagree, strongly disagree:

[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 860

Xenophobia

[ADHOC]

Tell me whether you strongly agree, tend to agree, tend to disagree or strongly disagree:

[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 880

Personal angst

What is the most important problem facing you and your family today?

[TEXTAREA]

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

No

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

PAGE 900

[Adhoc]

Tell me whether you strongly agree, tend to agree, tend to disagree or strongly disagree:

[End Adhoc]

Generations of discrimination have 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]

Tell me whether you strongly agree, tend to agree, tend to disagree or strongly disagree:

[End Adhoc]

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

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

PAGE 902

[Adhoc]

Please tell us how strongly you agree or disagree with the following statements.

[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 whites 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]

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

Afro-Caribbeans

Anyone who is of Asian ethnicity

Yes, I do

No, I don't

Don't know

[End Grid]

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]

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

PAGE 980

Union

Are you now a member of a trade union or staff association? [MULTICODE]

Yes, trade union
Yes, staff association
No [CLEAROTHERS]
Don't know [CLEAROTHERS]

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
p1010q1.addError("Please provide an answer for 'Other'")
p1010q1.Value = 12
end if
if (NOT p1010q1.HasValue(12)) AND p1010q3.ValueText <> "" then
p1010q3.Values.Clear()
end if
[TEXTLINE]
```

[ADHOC]

```
<script type="text/javascript"> $('#divQA_p1010q2').hide();$('#divQA_p1010q3').hide();
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()}}; </script>
```

[END ADHOC]

[JAVASCRIPT]

```
$('#divQA_p1010q2').hide();$('#divQA_p1010q3').hide();
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

Occupation

From this card please tell me which best describes the sort of work you do. (If you are not working now, please tell me 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]

```
<script type="text/javascript"> $('#divQA_p1020q2').hide();
document.getElementById("form1").onclick=function () {if
(document.getElementById("ctl03_p1020q1a10").checked) {$('#divQA_p1020q2').fadeIn()}
else {$('#divQA_p1020q2').hide()}}; </script>
```

[END ADHOC]

[JAVASCRIPT]

```
$('#divQA_p1020q2').hide(); document.getElementById("form1").onclick=function () {if  
(document.getElementById("ctl03_p1020q1a10").checked) {$('#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) OR p1030q2.HasValue(1) then

route page = 1040

else

route page = 1050

end if

Which party or parties is that? [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>, did any of the following things happen to you YESTERDAY? [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.

[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. [Please tick all that apply] [MULTICODE]

Look up movie times [book seats?]

View adult entertainment

Plan vacations

Find restaurants

Get directions

Chat

Read about politics

Keep in touch with friends

Pay bills

Read the news

Look at sports highlights

Shopping
None of these [\[CLEAROTHERS\]](#)

PAGE 1080

[\[Adhoc\]](#)

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

[\[End Adhoc\]](#)

[\[Grid\]](#)

Visit news websites (like BBC.com,)

Visit political blogs (like....)

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

And what kinds of things have you watched on television in the LAST SEVEN DAYS?

[\[Please tick all that apply\]](#) [\[MULTICODE\]](#)

Andrew Marr

Argumental

BBC News

BBC Parliament

Bremner, Bird and Fortune

Channel 4 News

Channel 5 News

CNN

Daily Politics

Dispatches

Fox News

Have I got news for you

ITN News

Mock the week

More4 News

Newsnight

Panorama

Question Time

Sky News

The Daily Show with Jon Stewart

The Politics Show

Tonight show with Jay Leno

Tonight with Trevor Mc Donald

Unreported world

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 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.

[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 week have you read a daily newspaper?

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)

In 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]

```
if p1140q1.HasValue(14) AND p1140q2.ValueText = "" then
```

```
p1140q1.addError("Please provide an answer for 'Other'")
```

```
p1140q1.Value = 14
```

```
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]

```
if p1140q1.HasValue(15) AND p1140q3.ValueText = "" then
```

```
p1140q1.addError("Please provide an answer for 'Other'")
```

```
p1140q1.Value = 15
```

```
end if
```

```
if (NOT p1140q1.HasValue(15)) AND p1140q3.ValueText <> "" then
```

```
p1140q3.Values.Clear()
```

```
end if
```

[TEXTLINE]

[ADHOC]

```
<script type="text/javascript"> $('#divQA_p1140q2').hide();$('#divQA_p1140q3').hide();
document.getElementById("form1").onclick=function () {if
(document.getElementById("ctl03_p1140q1a14").checked) {$('#divQA_p1140q2').fadeIn()}
else {$('#divQA_p1140q2').hide()};if
(document.getElementById("ctl03_p1140q1a15").checked) {$('#divQA_p1140q3').fadeIn()}
else {$('#divQA_p1140q3').hide()};}; </script>
```

[END ADHOC]

[JAVASCRIPT]

```
$('#divQA_p1140q2').hide();$('#divQA_p1140q3').hide();
document.getElementById("form1").onclick=function () {if
(document.getElementById("ctl03_p1140q1a14").checked) {$('#divQA_p1140q2').fadeIn()}
else {$('#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 1230

Open Ended Economic Problem

What do you think is the most important economic problem facing the country today?

[Textline]

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]

Credit Cards

Campaign Contributions

Television

Universities

Don't know

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]

Please tell me whether you completely agree, mostly agree, mostly disagree or completely 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