

British Election Study 2008
(YouGov Version, Match 2008)

PAGE 1

BASE: All

In which of the following do you live?

East Anglia
East Midlands
Greater London
North
North West
Scotland
South East
South West
Wales
West Midlands
Yorkshire & Humberside

PAGE 2

BASE: All

**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 don't know, or are not sure, please indicate this in the box below.**

[TextArea]

PAGE 3

BASE: All

Which party is best able to handle this issue?

There are no important issues	route page=5
None/No Party	route page=5
Labour	route page=5
Conservatives	route page=5
Liberal Democrat	route page=5
Scottish National Party (SNP)	route page=5
Plaid Cymru	route page=5
Green Party	route page=5
United Kingdom Independence Party (UKIP)	route page=5
British National Party (BNP)	route page=5
Other	
Don't know	route page=5

PAGE 4

BASE: All those who said 'other'

**You said you thought an 'other' party is best able to handle this issue.

Please say below which party this is:**

[TextLine]

[Page Block: Random]

PAGE 5

BASE: All

How well do you think the present government has handled <u>crime in Britain</u>?

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

PAGE 6**BASE: All****How well do you think the present government has handled <u>the economy in general</u>?**

Very well

Fairly well

Neither well nor badly

Fairly badly

Very badly

Don't know

PAGE 7**BASE: All****How well do you think the present government has handled the <u>National Health Service</u>?**

Very well

Fairly well

Neither well nor badly

Fairly badly

Very badly

Don't know

PAGE 8**BASE: All****How well do you think the present government has handled <u>the risk of terrorism in Britain</u>?**

Very well

Fairly well

Neither well nor badly

Fairly badly

Very badly

Don't know

PAGE 9**BASE: All****How well do you think the present government has handled <u>the issue of immigration</u>?**

Very well

Fairly well

Neither well nor badly

Fairly badly

Very badly

Don't know

[End Block]**[Page Block: Random]****PAGE 10****BASE: All****How well do you think a <i>Conservative</i> government would handle <u>crime in Britain</u>?**

Very well

Fairly well

Neither well nor badly

Fairly badly

Very badly

Don't know

PAGE 11**BASE: All****How well do you think a <i>Conservative</i> government would handle <u>the economy in general</u>?**

Very well

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

PAGE 12

BASE: All

How well do you think a *Conservative* government would handle the National Health Service?

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

PAGE 13

BASE: All

How well do you think a *Conservative* government would handle the risk of terrorism in Britain?

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

PAGE 14

How well do you think a *Conservative* government would handle the issue of immigration?

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

[End Block]

PAGE 15

BASE: All

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

Labour	route=19
Conservative	route=19
Liberal Democrat	route=19
Scottish National Party (SNP)	route=19
Plaid Cymru	route=19
Green Party	route=19
United Kingdom Independence Party (UKIP)	route=19
British National Party (BNP)	route=19
Other	
No - none	route=17
Don't know	route=17

PAGE 16

BASE: All those who said 'other' at P15

You said you generally think of yourself as an 'other' party. Please say here what this is:

[TextLine]

PAGE 17

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

If p15q1.HasValue (9,10,11) Then

RoutePage=17

Else

RoutePage=19

End If

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 routepage=19

Conservative routepage=19

Liberal Democrat routepage=19

Scottish National Party (SNP) routepage=19

Plaid Cymru routepage=19

Green Party routepage=19

United Kingdom Independence Party (UKIP) routepage=19

British National Party (BNP) routepage=19

Other

No - None routepage=20

Don't know routepage=20

PAGE 18

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 19

BASE: All those who named a party or said 'other' on page 15/page 17

'SYNTAX: VAR1=[GETOPTION P15Q1];

'If [P15Q1=9] THEN VAR1="supporter of this party";

'If [P15Q1=10] OR [P15Q1=11] THEN VAR1=[GETOPTION P17Q1];

'If ([P15Q1=10] OR [P15Q1=11]) AND [P17Q1=9] THEN VAR1="supporter of this party";

If p15q1.HasValue(1,2,3,4,5,6,7,8) then

p64q1.ValueText = p15q1.Answers(p15q1.Value).Text

End if

If p15q1.HasValue(9) then

p64q1.ValueText = "a supporter of this party"

End if

If p15q1.HasValue(10,11) AND p17q1.HasValue(1,2,3,4,5,6,7,8) then

p64q1.ValueText = p17q1.Answers(p17q1.Value).Text

End if

If p15q1.HasValue(10,11) and p17q1.HasValue(9) then

p64q1.ValueText = "a supporter of this party"

End if

Would you call yourself very strongly, fairly strongly, or not very strongly [=p64q1]?

Very strongly

Fairly strongly

Not very strongly

Don't know

[Page Block: Random]

PAGE 20

BASE: All

[Adhoc]

Please say how far you agree or disagree with the following statement:

[End Adhoc]

'I would be seriously neglecting my duty as a citizen if I didn't vote.'

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

PAGE 21

BASE: All

[Adhoc]

Please say how far you agree or disagree with the following statement:

[End Adhoc]

'Being active in politics is a good way to get benefits for me and my family.'

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

PAGE 22

BASE: All

[Adhoc]

Please say how far you agree or disagree with the following statement:

[End Adhoc]

'It takes too much time and effort to be active in politics and public affairs.'

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

PAGE 23

BASE: All

[Adhoc]

Please say how far you agree or disagree with the following statement:

[End Adhoc]

'People are so busy that they do not have time to vote.'

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

PAGE 24

BASE: All

[Adhoc]

Please say how far you agree or disagree with the following statement:

[End Adhoc]

'It is every citizen's duty to vote in an election.'

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

[End Block]

[Page Block: Random]

PAGE 25

BASE: All

On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about the <u>Labour Party</u>?

0 - Strongly dislike

1

2

3

4

5

6

7

8

9

10 - Strongly like

Don't know

PAGE 26

BASE: All

On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about the <u>Conservative Party</u>?

0 - Strongly dislike

1

2

3

4

5

6

7

8

9

10 - Strongly like

Don't know

PAGE 27

BASE: All

On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about the <u>Liberal Democrats</u>?

0 - Strongly dislike

1

2

3

4

5

6

7

8

9

10 - Strongly like

Don't know

[End Block]

PAGE 28

BASE: All who live in Scotland

If p1q1.Value=6 Then

RoutePage=28

Else

RoutePage=29

End If

On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about the <u>Scottish National Party</u>?

0 - Strongly dislike

1

2

3

4

5

6

7

8

9

10 - Strongly like

Don't know

PAGE 29

BASE: All who live in Wales

If p1q1.Value=9 Then

RoutePage=29

Else

RoutePage=30

End If

On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about <u>Plaid Cymru</u>?

0 - Strongly dislike

1

2

3

4

5

6

7

8

9

10 - Strongly like

Don't know

[Page Block: Random]

PAGE 30

BASE: All

[Adhoc]

Thinking about economic conditions.

[End Adhoc]

How does the <i>financial situation of your household</i> now compare with what it was <i>12 months ago</i>? Has it:

Got a lot worse

Got a little worse

Stayed the same

Got a little better

Got a lot better

Don't know

PAGE 31

BASE: All

[Adhoc]

Thinking about economic conditions.

[End Adhoc]

How do you think the *general economic situation in this country* has changed over the *last 12 months*? Has it:

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

PAGE 32

BASE: All

[Adhoc]

Thinking about economic conditions.

[End Adhoc]

How do you think the *financial situation of your household* will change over the *next 12 months*? Will it:

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

PAGE 33

BASE: All

[Adhoc]

Thinking about economic conditions.

[End Adhoc]

How do you think the *general economic situation in this country* will develop over the *next 12 months*? Will it:

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

[End Block]

PAGE 34

BASE: All

[Adhoc]

Now, another issue.

[End Adhoc]

Using the 0 to 10 scale below, where the end marked 0 means that government should *cut taxes a lot and spend much less on health and social services*, and the end marked 10 means that government should *raise taxes a lot and spend much more on health and social services*, 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 Block: Random]

PAGE 35

BASE: All

Where would you place the Labour Party 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 36

BASE: All

Where would you place the Conservative Party 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 37

BASE: All

Where would you place the Liberal Democrats 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

[End Block]

PAGE 38

BASE: All

Please think of a scale that runs from 0 to 10, where 0 means very unlikely and 10 means very likely, how likely is it that you will vote in the next general election?

0 - Very unlikely

1

2

3

4

5
6
7
8
9
10 - Very likely
Don't know

PAGE 39

BASE: All

If there were a General Election tomorrow, which party would you vote for?

Conservative	route=43
Labour	route=43
Liberal Democrat	route=43
None - won't vote / never vote	route=43
Other party	
Don't know	route=41

PAGE 40

BASE: All those who answered 'other party' at p39

You say you would vote for another party. Which, if any, of the following would you vote for?

Scottish National Party (SNP)	route=43
Plaid Cymru	route=43
Green Party	route=43
UK Independence Party (UKIP)	route=43
British National Party (BNP)	route=43
Other party	
Don't know	route=41

If you answered 'Other party' above please write in here which party, otherwise leave blank:
[Optional]
[TextLine]

PAGE 41

BASE: All those who answered 'don't know' on page 39 or page 40

If p40q1.Value=6 then [route=43](#)

Which party would you be most inclined to vote for?

Conservative	route=43
Labour	route=43
Liberal Democrat	route=43
None - won't vote / never vote	route=43
Other party	
Don't know	route=43

PAGE 42

BASE: All those who answered 'other party'

You say you would be most inclined to vote for one of the other parties. Which, if any, of the following would you be most inclined to vote for?

Scottish National Party (SNP)
Plaid Cymru
Green Party
UK Independence Party (UKIP)
British National Party (BNP)
Other party
Don't know

If you answered 'Other party' above please write in here which party, otherwise leave blank:
[Optional]
[TextLine]

PAGE 43**BASE: All**

On a scale from 0 to 10, where 0 means pay no attention and 10 means pay a great deal of attention, how much attention do *you* generally pay to politics?

0 - Pay no attention

1

2

3

4

5

6

7

8

9

10 - Pay a great deal of attention

Don't know

PAGE 44**BASE: All**

On a scale from 0 to 10, where 0 means no influence and 10 means a great deal of influence, how much influence do *you* have on politics and public affairs?

0 - No influence

1

2

3

4

5

6

7

8

9

10 - Great deal of influence

Don't know

PAGE 45**BASE: All**

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

[Adhoc]

Next, some questions about the party leaders.

[End Adhoc]**[Page Block: Random]****PAGE 46****BASE: All**

Using a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about Gordon Brown?

0 - Strongly dislike

1

2

3

4

5

6
7
8
9
10 - Strongly like
Don't know

PAGE 47

BASE: All

Using a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about <u>David Cameron</u>?

0 - Strongly dislike
1
2
3
4
5
6
7
8
9
10 - Strongly like
Don't know

PAGE 48

BASE: All

Using a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about <u>Nick Clegg</u>?

0 - Strongly dislike
1
2
3
4
5
6
7
8
9
10 - Strongly like
Don't know

[End Block]

PAGE 49

BASE: All those who live in Scotland

If p1q1.Value=6 Then

RoutePage=49

Else

RoutePage=50

End If

Now, using a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about <u>Alex Salmond</u>?

0 - Strongly dislike
1
2
3
4
5
6
7

8
9
10 - Strongly like
Don't know

PAGE 50

BASE: All those who live in Wales

If p1q1.Value=9 Then

RoutePage=50

Else

RoutePage=51

End If

Now, using a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about <u>Elfyn Llwyd</u>?

0 - Strongly dislike

1

2

3

4

5

6

7

8

9

10 - Strongly like

Don't know

PAGE 51

BASE: All

p51q2.valuetext=Fn.GenerateStringArrayOfRandomNumbers(1,9)

dim arr1() as integer = Fn.ConvertStringToIntArray(p51q2.ValueText)

p51q3.value= arr1(0)

Who would make the best Prime Minister?

Gordon Brown

David Cameron

Nick Clegg

Don't know

Random String [Hidden]

[TEXTLINE]

First Element of Array [Hidden]

[TEXTLINE]

PAGE 52

BASE: SAMPLE 1

if Not p51q3.ValueText = "1" then

RoutePage = 53

End If

Earlier in this survey we asked for your views about taxes and public spending. The graph below indicates the point that we think best summarises *your* position. Did we locate you in the right place?

Yes routepage=61

No – Please point and click your mouse to indicate the place on the graph that you think best summarises your position routepage=61

Don't know routepage=61

PAGE 53

BASE: SAMPLE 2

if Not p51q3.ValueText = "2" then
RoutePage = 54
End If

Earlier in this survey we asked for your views about taxes and public spending. The graph below indicates the point that we think best summarises *your* position. The graph also shows the position of the average voter as measured in a recent survey. Did we locate you in the right place?

Yes routepage=61

No – Please point and click your mouse to indicate the place on the graph that you think best summarises your position routepage=61

Don't know routepage=61

PAGE 54

BASE: SAMPLE 3

if Not p51q3.ValueText = "3" then
RoutePage = 55
End If

Earlier in this survey we asked for your views about taxes and public spending. The graph below indicates the point that we think best summarises *your* position. The graph also shows the position of the Labour Party. Did we locate you in the right place?

Yes routepage=61

No – Please point and click your mouse to indicate the place on the graph that you think best summarises your position routepage=61

Don't know routepage=61

PAGE 55

BASE: SAMPLE 4

if Not p51q3.ValueText = "4" then
RoutePage = 56
End If

Earlier in this survey we asked for your views about taxes and public spending. The graph below indicates the point that we think best summarises *your* position. The graph also shows the position of the Conservative Party. Did we locate you in the right place?

Yes routepage=61

No – Please point and click your mouse to indicate the place on the graph that you think best summarises your position routepage=61

Don't know routepage=61

PAGE 56

BASE: SAMPLE 5

if Not p51q3.ValueText = "5" then
RoutePage = 57
End If

Earlier in this survey we asked for your views about taxes and public spending. The graph below indicates the point that we think best summarises *your* position. The graph also shows the position of the Liberal Democratic Party. Did we locate you in the right place?

Yes routepage=61

No – Please point and click your mouse to indicate the place on the graph that you think best summarises your position routepage=61

Don't know routepage=61

PAGE 57

BASE: SAMPLE 6

if Not p51q3.ValueText = "6" then
RoutePage = 58
End If

Earlier in this survey we asked for your views about taxes and public spending. The graph below indicates the point that we think best summarises *your* position. The graph also shows the position of the Conservative and Labour parties. Did we locate you in the right place?

Yes routepage=61

No – Please point and click your mouse to indicate the place on the graph that you think best summarises your position [routepage=61](#)
 Don't know [routepage=61](#)

PAGE 58

BASE: SAMPLE 7

if Not p51q3.ValueText = "7" then
 RoutePage = 59
 End If

Earlier in this survey we asked for your views about taxes and public spending. The graph below indicates the point that we think best summarises *your* position. The graph also shows the position of the Labour and Liberal Democratic parties. Did we locate you in the right place?

Yes [routepage=61](#)

No – Please point and click your mouse to indicate the place on the graph that you think best summarises your position [routepage=61](#)
 Don't know [routepage=61](#)

PAGE 59

BASE: SAMPLE 8

if Not p51q3.ValueText = "8" then
 RoutePage = 60
 End If

Earlier in this survey we asked for your views about taxes and public spending. The graph below indicates the point that we think best summarises *your* position. The graph also shows the position of the Conservative and Liberal Democratic parties. Did we locate you in the right place?

Yes [routepage=61](#)

No – Please point and click your mouse to indicate the place on the graph that you think best summarises your position [routepage=61](#)
 Don't know [routepage=61](#)

PAGE 60

BASE: SAMPLE 9

if Not p51q3.ValueText = "9" then
 RoutePage = 61
 End If

Earlier in this survey we asked for your views about taxes and public spending. The graph below indicates the point that we think best summarises *your* position. The graph also shows the position of the Conservative, Labour and Liberal Democratic parties. Did we locate you in the right place?

Yes [routepage=61](#)

No – Please point and click your mouse to indicate the place on the graph that you think best summarises your position [routepage=61](#)
 Don't know [routepage=61](#)

PAGE 61

BASE: All

Finally, a few questions about yourself and your background.

What is your year of birth? [SELECT]

1900 or earlier [routepage=63](#)
 1901 [routepage=63](#)
 1902 [routepage=63](#)
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 1986 routepage=63
 1987 routepage=63
 1988 routepage=63

Prefer not to say

PAGE 62

BASE: All who abstained

In that case, could you say which age band you would fall into?

16 to 17
 18 to 24
 25 to 39
 40 to 54
 55 or over

PAGE 63

BASE: All

Finally, what is your gender?

Male routepage = endsurvey

Female routepage = endsurvey

PAGE 64

VAR1 [Hidden]

[TEXTLINE]

END