British Election Study 2015 Face-to-face survey

The British Election Study 2015 is managed via a consortium of the University of Manchester, The University of Oxford, and The University of Nottingham. The Scientific Leadership Team is comprised of Professors Ed Fieldhouse, Jane Green, Hermann Schmitt, Geoff Evans and Cees van der Eijk. The team is supported by researchers Dr Jon Mellon and Dr Chris Prosser, and also by BES 2015 consultant Professor John Curtice (University of Strathclyde). The BES 2015 is working in close collaboration with colleagues within the Universities of Manchester, Oxford and Nottingham, and is partnering with a wide variety of affiliated datasets and projects (and proposed projects) to link BES voter data to other data on election candidates and campaigns.

The face-to-face survey

The face-to-face survey is an address-based random probability sample of eligible voters living in 600 wards in 300 Parliamentary Constituencies in England, Scotland, and Wales. 2,987 people completed the face-to-face survey. The fieldwork for the survey was conducted by GfK between May 8th 2015 and September 13th 2015 and achieved an overall response rate of 55.9%. The face-to-face dataset also includes a self-completion Comparative Study of Electoral Systems (CSES) module that was answered by 1,567 respondents. Full details of the methodology and fieldwork are available in the technical report that accompanies the data release. Full details of the questionnaire can be found in the codebook which also accompanies the data release.

Weights

To ensure that the BES face-to-face survey is representative of the population (18+ adults in Great Britain who are eligible to vote) the data were weighted. Two weights were applied: design weights to correct for unequal selection probabilities and post-stratification weights which account for differing levels of response from various groups in the population. For the main survey we include two versions of the combined selection and post-stratification weights – the weights as originally calculated and the weights capped at the 2nd and 98th percentiles, to reduce the effects of any extreme weights. We recommend using these capped post-stratification weights.

The data file contains 4 weight variables, as follows:

- wt_sel_wt – selection weights (including capping)
- wt_combined_main - combined main study weight (capped selection plus uncapped demographic weights)
- wt_combined_main_capped - combined main study weight (capped selection plus capped demographic weights)
- wt_combined_CSES - combined CSES weight (capped selection weight plus demographic weighting)
Contextual data

The British Election Study Internet 2015 face-to-face survey can easily be linked with Constituency level contextual data, for instance by using the 2015 BES Constituency Results file (http://www.britishelectionstudy.com/data-object/2015-bes-constituency-results-with-census-and-candidate-data/). The results file can easily be merged with the survey data by matching observations on the ‘pano’ (Press Association Constituency ID) or the ONS geographic code ‘Constit_Code’ variables.

The data can also be linked to English and Welsh Lower Layer Super Output Area (LSOA) and Scottish Data Zone data using the Isoa11 variable. Please note that Scottish Data Zones have, on average, significantly smaller populations than LSOAs.
Appendix 1 – BES 2015 MAIN QUESTIONNAIRE

British Election Study 2015

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A Most important problem

ASK ALL

A 1 First, I'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? [PostQ2.1]

PROBE IF NECESSARY: what in particular about?

WRITE IN - OPEN ENDED

Don’t know
Refused

IF NOT DK, REFUSAL AT A 1

A 2 Which party is best able to handle this issue? [PostQ2.2]

1 None/No party
2 Labour
3 Conservatives
4 Liberal Democrats
5 Scottish National Party (SNP)
6 Plaid Cymru
7 Green Party
8 United Kingdom Independence Party (UKIP)
9 British National Party (BNP)
10 Other (WRITE IN)
   - 1 (Don’t know)
   - 2 Refused

ASK ALL

A 3 How interested would you say you are in politics? Would you say you are...

READ OUT

1 Very interested
2 Fairly interested
3 Not very interested
4 Not at all interested
   - 1 (Don’t know)
M2 I'd like to read you a few statements about public life. Using an answer from this card, please tell me how strongly you agree or disagree with each of them.

CAPI RANDOMISE ORDER OF STATEMENTS

- Politicians don't care what people like me think
- It is often difficult for me to understand what is going on in government and politics
- People like me have no say in what government does.
- The main political parties in Britain don't offer voters real choices in elections because their policies are pretty much all the same
- Parties and politicians in the UK are more concerned with fighting each other than with furthering the public interest.
- Politicians look out for the people they represent, rather than their own interests
- Politicians ignore the issues I really care about

SHOW CARD A

5 Strongly agree
4 Agree
3 Neither agree nor disagree
2 Disagree
1 Strongly disagree
- 1 (Don't know)
B  Respondent’s Electoral behaviour

ASK ALL

B 1  Talking with people about the general election on May 7th, we have found that a lot of people didn't manage to vote. How about you, did you manage to vote in the general election? [PostQ12.1]

Single coded

1 Yes, voted
2 No, did not vote
   - 1 (Don’t know)
   - 2 Refused

IF ‘YES’ AT B1

B 2  Which party did you vote for in the general election? [PostQ12.2]

DO NOT PROMPT

1 Labour
2 Conservatives
3 Liberal Democrats
4 Scottish National Party (SNP)
   5 Plaid Cymru
   6 Green Party
   7 United Kingdom Independence Party (UKIP)
   8 British National Party (BNP)
   9 Other (WRITE IN)
   - 1 (Don’t know)
   - 2 Refused

IF ‘NO’ AT B 1

B 4  If you had voted, which party would you probably have voted for?

DO NOT PROMPT

1 Would not vote for a party/refused/spoil ballot
2 Labour
3 Conservatives
4 Liberal Democrats
5 Scottish National Party (SNP)
   6 Plaid Cymru
   7 Green Party
8 United Kingdom Independence Party (UKIP)
9 British National Party (BNP)
10 Other (WRITE IN)
- 1 (Don't know)
- 2 Refused

IF 'YES' AT B 1

B 5 There are different ways in which people can cast their votes in general elections - in person, by post or by proxy, that is, getting someone else to vote on their behalf. How did you cast your vote in the general election on May 7th?

1 In person
2 By post
3 By proxy (someone else voted on my behalf)
  - 1 (Don't know)
  - 2 Refused

IF 'YES' AT B 1

B 6 People give different reasons for why they vote for one party rather than another. Which of the following best describes your reasons? [PostQ52.2]
SHOW CARD 1

1 The party had the best policies
2 The party had the best leader
3 I really preferred another party but it stood no chance of winning in my constituency
4 (I voted tactically (VOLUNTEERED))
5 Other (WRITE IN)
  - 1 (Don't know)

ASK ALL

B 7 Did you care which party won the recent general election?
INTERVIEWER IF YES PROBE TO PRE-CODES. IF 'NO' CODE AS 'DIDN'T CARE VERY MUCH'
INTERVIEWER NOTE If respondent says their answer is between the two answers ask which one comes closest. If they insist neither do then code as Don't Know

1 Cared a good deal
2 Didn't care very much
  - 1 (Don't know)
B 8 Thinking back to the day of the elections on May 7th, did any of these people ask you to go to vote together? READ OUT SELECT ALL THAT APPLY

1 Partner/Spouse
2 Other Family Member
3 Friend
4 Work Colleague or Neighbour
5 Someone else
No, none (do not read out)
- 1 (Don’t know)

IF LIVE IN SCOTLAND ONLY

B 9 Thinking back to the referendum on Scottish independence held in September 2014, did you vote yes for independence or did you vote no, or did you not vote?
INTERVIEWER: DO NOT PROMPT

1 Did not vote
2 I voted “Yes” (Scotland should become an independent country)
3 I voted “No” (Scotland should NOT become an independent country)
4 Not eligible/too young to vote
   - 1 (Don’t know)
   - 2 Refused

ASK ONLY IF THERE WAS A LOCAL ELECTION IN THE AREA

B 10 Thinking now about the local elections that were held on May 7th this year, a lot of people didn’t manage to vote in the local election. How about you - did you manage to vote in the local election? [PostQ52.1]

DO NOT PROMPT
1 Yes, voted
2 No, did not manage to vote
3 (There wasn’t a local election in this area)
   - 1 (Don’t know)

1 This is based on sample information
Refused

IF ‘YES’ AT B 10

B 11 Which party did you vote for in the local election on 7th of May? [PostQ52.2]

DO NOT PROMPT

1 Labour
2 Conservatives
3 Liberal Democrats
4 Scottish National Party (SNP)
5 Plaid Cymru
6 Green Party
7 United Kingdom Independence Party (UKIP)
8 British National Party (BNP)
9 Independent candidate
10 Other (WRITE IN)
- 1 (Don’t know)
- 2 Refused

B 12 Some people say that all political parties look after certain groups and are not so concerned about others. How closely do you think the Conservative Party looks after the interests of...

SHOW CARD 2
- black people and Asians
- trade unions
- middle class people
- big business
- working class people
- people who are unemployed or on benefits

1 Very closely
2 Fairly closely
3 Not very closely
4 Not at all closely
- 1 (Don’t know)

B 13 How closely do you think the Labour Party looks after the interests of
- black people and Asians
- trade unions
- middle class people
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- big business
- working class people
- people who are unemployed or on benefits

SHOWCARD 2

1 Very closely
2 Fairly closely
3 Not very closely
4 Not at all closely
- 1 (Don't know)

B 14 And which, if any, of these groups do you think the Liberal Democrats looks after the interests of? Choose all that apply

SHOW CARD 3

1 black people and Asians
2 middle class people
3 working class people
4 people who are unemployed or on benefits
0 None of these
- 1 (Don't know)

B 15 And which, if any, of these groups do you think UKIP looks after the interests of? Choose all that apply

SHOW CARD 3

1 black people and Asians
2 middle class people
3 working class people
4 people who are unemployed or on benefits
0 None of these
- 1 (Don't know)

B 16 And which, if any, of these groups do you think the Green Party looks after the interests of? Choose all that apply

SHOW CARD 3

1 black people and Asians
2 middle class people
3 working class people
4 people who are unemployed or on benefits
0 None of these
- 1 (Don't know)
SCOTLAND ONLY

B 17 And which of these groups do you think the **Scottish National Party** looks after the interests of? Choose all that apply

SHOW CARD 3

- 1 black people and Asians
- 2 middle class people
- 3 working class people
- 4 people who are unemployed or on benefits
- 0 None of these
- 1 (Don’t know)

WALES ONLY

B 18 And which of these groups do you think **Plaid Cymru** looks after the interests of? Choose all that apply

SHOW CARD 3

- 1 black people and Asians
- 2 middle class people
- 3 working class people
- 4 people who are unemployed or on benefits
- 0 None of these
- 1 (Don’t know)

C **Attitudes toward voting**

ASK ALL

C 1 [IF ANSWERED B9 OR B10: Thinking again about the Westminster parliament election] How interested were you in the general election that was held on May 7th this year...

READ OUT ...

- 1 ... very interested,
- 2 somewhat interested,
- 3 not very interested,
- 4 or, not at all interested?
C 2 How much do you agree or disagree with the following statements? Please choose an answer from this card
READ OUT STATEMENTS
SHOW CARD A

- Going to vote is a lot of effort
- I feel a sense of satisfaction when I vote
- Most people around here usually vote in general elections.
- It is every citizen’s duty to vote in an election
- Most of my friends and family think that voting is a waste of time.

1 Strongly disagree
2 Disagree
3 Neither agree nor disagree
4 Agree
5 Strongly agree
- 1 (Don’t know)

D Party ID
ASK ALL
D 1 Generally speaking, do you think of yourself as Labour, Conservative, Liberal Democrat, (Scottish National/Plaid Cymru) [in Scotland/Wales] or what? [PostQ9.1]

DO NOT PROMPT

1 None/No
2 Labour
3 Conservative
4 Liberal Democrat
5 Scottish National Party (SNP)
6 Plaid Cymru
7 Green Party
8 United Kingdom Independence Party (UKIP)
9 British National Party (BNP)
10 Other (WRITE IN)
- 1 (Don’t know)
- 2 Refused
IF ‘NONE/NO’, DK OR REFUSAL AT D1

D 2 Do you generally think of yourself as a little closer to one of the parties than the others? [PostQ9.2]

1 Yes
0 No
- 1 (Don’t know)
- 2 Refused

IF ‘YES’ AT D 2

D 3 Which party is that? [PostQ9.3]

DO NOT PROMPT

1 None/No
2 Labour
3 Conservatives
4 Liberal Democrats
5 Scottish National Party (SNP)
6 Plaid Cymru
7 Green Party
8 United Kingdom Independence Party (UKIP)
9 British National Party (BNP)
10 Other (WRITE IN)
- 1 (Don’t know)
- 2 Refused

IF PARTY GIVEN AT D 1 OR AT D 3

D 4 Would you call yourself very strong [party], fairly strong or not very strong? [PostQ9.4]

1 Very strong
2 Fairly strong
3 Not very strong
- 1 (Don’t know)

E Left-right

F1 How much do you agree or disagree with the following statements? Please choose an answer from this card
READ OUT STATEMENTS
SHOW CARD A

CAPI RANDOMISE ORDER OF STATEMENTS

- Ordinary working people get their fair share of the nation's wealth
- There is one law for the rich and one for the poor
- Young people today don't have enough respect for traditional British values
- Censorship of films and magazines is necessary to uphold moral standards
- There is no need for strong trade unions to protect employees' working conditions and wages
- Private enterprise is the best way to solve Britain's economic problems
- Major public services and industries ought to be in state ownership
- It is the government's responsibility to provide a job for everyone who wants one
- People should be allowed to organise public meetings to protest against the government
- People in Britain should be more tolerant of those who lead unconventional lives

1 Strongly disagree
2 Disagree
3 Neither agree nor disagree
4 Agree
5 Strongly agree
- 1 (Don’t know)

ASK ALL

E 1 In politics people sometimes talk of left and right. Where would you place yourself on the following scale?
SHOW CARD 4

0 Left
1
2
3
4
5
6
G Tax-spend (self and parties)

ASK ALL

G 1 Now, another issue. Please look at the 0 to 10 scale on this card, 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? [first iteration] where do you think the policies of….. fit on this scale [2nd iteration onwards]

SHOW CARD 5

CAPI – RANDOMISE ORDER OF OPTIONS B – H. OPTION A SHOULD ALWAYS COME FIRST

a) yourself
b) The Conservative party
c) the Labour Party
d) the Liberal Democrats
e) UKIP
f) The Green party
g) (ONLY IN SCOTLAND) The SNP
h) (ONLY IN WALES) Plaid Cymru

0 Government should cut taxes a lot and spend much less on health and social services
1
2
3
10 Government should increase taxes a lot and spend much more on health and social services 
- 1 (Don’t know)

H Environment vs. Economy (0-10)

H 1 Thinking now about the environment, some believe that protecting the environment should have priority even if that reduces economic growth. Others believe that economic growth should have priority even if that hinders protecting the environment. What is your opinion? Please choose an answer from this card
SHOW CARD 6

0 Economic growth should have priority
1
2
3
4
5
6
7
8
9

10 Protecting the environment should have priority 
- 1 (Don’t know)
I Leader likes-dislikes

I 1 Now let's think about party leaders for a moment [First iteration only]. Using a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about .....?

CAPI RANDOMISE ORDER OF INSERTS

A) Ed Miliband
B) David Cameron
C) Nick Clegg
D) Natalie Bennett
E) Nigel Farage
F) (ONLY IN SCOTLAND) Nicola Sturgeon
G) (ONLY IN WALES) Leanne Wood

SHOW CARD 7

0 Strongly dislike
1
2
3
4
5
6
7
8
9
10 Strongly like
-1 (Don't know)
96 (Haven't heard of )

J Immigration running into accountability

J 5 Moving now to another topic … Do you think that too many immigrants have been let into this country, or not?
1 Yes, too many
2 No, not too many
-1 (Don't know)

ASK ALL EXCEPT THOSE WHO SAID DON'T KNOW AT J5

J6 How strongly do you feel about this? Do you feel…
READ OUT

3 Very strongly
2 Fairly strongly
1 Not very strongly
-1 (Don't know)
ASK ALL

J 1 Do you think immigration is good or bad for Britain’s economy? Please choose an answer from this card
SHOW CARD 8

1 Bad for economy
   2
   3
   4
   5
   6
7 Good for economy
   - 1 (Don’t know)

J 8 Choosing an answer from this card, would you say that since the last general election in 2010 the National Health Service has got better, worse or has it stayed the same?
SHOW CARD B

1 Got a lot worse
   2 Got a little worse
   3 Stayed the same
   4 Got a little better
   5 Got a lot better
   - 1 (Don’t know)

J 10 Now, using one of the answers on this card, what is your view about putting more money into the health service?
SHOW CARD 9

1 Very important that it should be done
   2 Fairly important that it should be done
   3 It doesn’t matter either way
   4 Fairly important that it should not be done
   5 Very important that it should not be done
   - 1 (Don’t know)

J 11 And do you think that the cost of living has got better, worse or stayed the same since the last general election in 2010?
SHOWCARD B

1 Got a lot worse
   2 Got a little worse
   3 Stayed the same
   4 Got a little better
   5 Got a lot better
   - 1 (Don’t know)
J 12 Do you think that the quality of education in schools has got better, worse or stayed the same since the last general election in 2010?
SHOWCARD B

1 Got a lot worse
2 Got a little worse
3 Stayed the same
4 Got a little better
5 Got a lot better
- 1 (Don't know)

J 15 In your opinion, who is responsible for the size of Britain's national debt? Pick as many as apply from this card
SHOW CARD 10

1 Conservatives in last UK Government
2 Liberal Democrats in last UK government
3 The previous UK Labour government
4 British banks
5 Global financial institutions
6 Trade unions
7 The European Union
8 Other
0 None of these
- 1 (Don't know)

K Media usage, political engagement and canvassing

K 1 How much attention do you generally pay to politics?
SHOW CARD 11

0 Pay no attention
1
2
3
4
5
6
7
8
9
10 Pay a great deal of attention
- 1 (Don't know)
K 2  Do you regularly read about politics or current affairs in one or more newspapers (either online or in print)? [PostQxx]

   1 Yes
   2 No
   - 1 (Don't know)

IF 'YES' TO K 2

K 3  In which newspaper do you read about politics or current affairs in most often? INCLUDE SUNDAY VERSION OR DAILY VERSION WHERE APPLICABLE. CODE ONE ONLY. DO NOT PROMPT

   1 Express
   2 Financial Times
   3 Glasgow Herald
   4 Guardian/Observer
   5 Independent/The i
   6 London Evening Standard
   7 Mail
   8 Metro
   9 Mirror/Record
   10 Scotsman
   11 Star
   12 Sun
   13 Telegraph
   14 Times
   15 Western Mail
   16 Any other national paper
   17 Any other regional paper
   18 Other (specify]

K 4  On a typical day, how much time do you spend watching television news or programmes about politics and current affairs?

SHOW CARD 12

   1 None, No time at all
   2 Less than 1/2 hour
   3 1/2 hour to 1 hour
   4 1 to 2 hours
   5 More than 2 hours
   - 1 (Don't know)
K 5  On an average day, how much time do you spend using the internet for news about politics and current affairs?
SHOW SHOWCARD 12 AGAIN

1 None, No time at all
2 Less than 1/2 hour
3 1/2 hour to 1 hour
4 1 to 2 hours
5 More than 2 hours
- 1 (Don’t know)

K 6  Do you use Twitter?

1 Yes
2 No
- 1 (Don’t know)

K 8  Do you use Facebook?

1 Yes
2 No
- 1 (Don’t know)

K 11  Thinking again of the recent general election, did a canvasser from any party call at your home to talk to you during the election campaign?

1 Yes
2 No
- 1 (Don’t know)

IF ‘yes’ to K 13
K 12  Which party or parties did they represent? (say all that apply)
DO NOT PROMPT

1 Labour
2 Conservatives
3 Liberal Democrats
4 Scottish National Party (SNP)
5 Plaid Cymru
6 Green Party
7 United Kingdom Independence Party (UKIP)
8 British National Party (BNP)
ASK ALL

K 13 Did any of the political parties contact you during the recent election campaign in any other ways, shown on this card?

SHOW CARD C

- 1 (Don’t know)

IF 'YES' AT K 13

K 14 In what way was that and by which party? CAPI SHOW AS GRID WITH TYPES OF CONTACT ACROSS TOP AND PARTIES DOWN SIDE. ALLOW MULTI CODING

SHOW CARD C

- 1 (Don’t know)

1 Telephone call
2 Leaflets/ other material to home
3 Email or text message
4 Contact in the street
5 Twitter, Facebook or other social media

1 Labour
2 Conservative
3 Liberal Democrat
4 Scottish National Party SCOTLAND ONLY
5 Plaid Cymru WALES ONLY
6 Green Party
7 United Kingdom Independence Party (UKIP)

L Economy

L 1 Now a few questions about economic conditions. How does the financial situation of your household now compare with what it was 12 months ago? [PostQ21]

SHOW CARD D

1 a lot worse
2 a little worse
3 the same
4 a little better
5 a lot better
L 2  How do you think the **financial situation of your household** will change over the next 12 months? [PostQ23]
SHOW CARD D

1  a lot worse
2  a little worse
3  the same
4  a little better
5  a lot better
- 1 (Don’t know)

L 3  How do you think the general economic situation in this country will develop over the next 12 months? [PostQ24]
SHOWCARD D

1  a lot worse
2  a little worse
3  the same
4  a little better
5  a lot better
- 1 (Don’t know)

L 4  How do you think the general economic situation in this country has changed over the last 12 months?
SHOWCARD D

1  a lot worse
2  a little worse
3  the same
4  a little better
5  a lot better
- 1 (Don’t know)

L 5  And, who do you think that is the result of? Pick as many as apply from this card.
SHOW CARD 13

1  Conservatives in last UK Government
2  Liberal Democrats in last UK government
3  The last Labour UK government
4  The Scottish government [Scotland only]
5  The Welsh government [Wales only]
L 7  How necessary do you think it is for the UK Government to eliminate the deficit over the next 3 years, that is, get rid of the gap between what the government spends and what it raises in taxes?

SHOW CARD 14

1  It is completely necessary
2  It is important but not absolutely necessary
3  It is not necessary but it would be desirable
4  It is completely unnecessary
   - 1 (Don’t know)

L 9  Some people feel that government should make much greater efforts to make people’s incomes more equal. Other people feel that government should be much less concerned about how equal people’s incomes are. Where would you place yourself on this scale?

SHOW CARD 15

0  Make much greater efforts to make people’s incomes more equal
   1
   2
   3
   4
   5
   6
   7
   8
   9

10  Be much less concerned about how equal people’s incomes are
    - 1 (Don’t know)
M  Political efficacy

M 1  On the whole, are you satisfied or dissatisfied with the way that democracy works in this country? Please answer from this card INTERVIEWER NOTE – IF SOMEONE ASKS WHAT WE MEAN BY “THIS COUNTRY” SAY IT IS THE UK, AND NOT ENGLAND/SCOTLAND ETC

SHOW CARD 16

1 Very satisfied
2 Fairly satisfied
3 A little dissatisfied
4 Very dissatisfied
-1 Don’t know

N  Politicians and Trust

N 1  Now I would like to ask you about the Member of Parliament who represented this constituency before the election. Do you happen to remember which party he/she belongs to? IF YES - which party is that? DO NOT READ OUT

1 No party
2 Labour
3 Conservatives
4 Liberal Democrats
5 Scottish National Party (SNP)
6 Plaid Cymru
7 Green Party
8 United Kingdom Independence Party (UKIP)
9 British National Party (BNP)
10 Other (WRITE IN)
   - 1 (Don’t know)

N 2  Would you say that he/she is upper class, middle class, or working class?

1 Upper class
2 Middle class
3 Working class
- 1 (Don’t know)

ASK ALL
I’d now like you to answer some questions yourself on the laptop. The laptop is very easy to use and I can demonstrate to you how it can be used.

N4a Are you happy to answer the questions yourself, on the laptop?

Yes - read on screen and enter answers by themselves
No- prefer interviewer to read questions from screen

INTERVIEWER: HAND RESPONDENT THE CAPI MACHINE AND DEMONSTRATE USE BY GOING THROUGH THE FIRST QUESTION WITH THEM. PLEASE NOTE THAT THE DATA FROM THIS QUESTION WILL BE USED

N 3 How much do you trust British politicians generally?

0 No trust
1
2
3
4
5
6
7
8
9
10 A great deal of trust
- 1 (Don’t know)

O DELETED
Europe 0-10, self and parties

P 1 Overall, do you approve or disapprove of Britain's membership in the European Union?

1 Strongly approve
2 Approve
3 Neither approve nor disapprove
4 Disapprove
5 Strongly disapprove
- 1 (Don’t know)

P 2 If there was a referendum on Britain's membership of the European Union, how do you think you would vote? Would you vote to leave the EU or to stay in?

1 Leave the EU
2 Stay in the EU
3 I would not vote
- 1 (Don’t know)

P 3 Which of these comes closest to ... views. Britain Should:

CAPI – RANDOMISE ORDER OF OPTIONS B – H. OPTION A SHOULD ALWAYS COME FIRST

- 1 Your own
- 2 The Conservative Party’s
- 3 The Labour Party’s
- 4 the Liberal Democrats’
- 5 UKIP’s
- 6 The Green party’s
- 7 (ONLY IN SCOTLAND) The SNP’s
- 8 (ONLY IN WALES) Plaid Cymru’s

0 Do all it can to unite fully with the European Union

1
2
3
4
5
6
7
8
10 Do all it can to protect its independence from the European Union - 1 (Don’t know)

P 4 Thinking now about how active you are in politics and community affairs, during the last 12 months, have you done any of the following? Please code all that apply
   1 Contacted a politician, government or local government official?
   2 Signed a petition on the Internet?
   3 Signed a petition not on the internet?
   4 Done any work on behalf of a political party or action group?
   5 Given any money to a political party, organization or cause
   6 Taken part in a public demonstration?
   7 Bought - or refused to buy – any products for political or ethical reasons?
   8 Gone on strike or taken industrial action?
   9 None of these
   10 (Don’t know)

P 5 During the recent election campaign, have you done any of the following? Please code all that apply
   1 Done any work on behalf of a political party or action group
   2 Given any money to a political party, organization or cause
   3 Displayed an election poster
   4 Listened to or watched a party election broadcast
   5 Watched any of the leader debates shown on TV before the election
   6 Read a campaign leaflet/letter, text message or email from a political party
   7 Tried to persuade somebody which party they should vote for
   8 None of these
   9 Don’t know
Q 1 On the whole, how would you describe the following parties nowadays? […… ] a party that…

CAPI RANDOMISE PARTIES

1. keeps its promises
2. or, breaks its promises
3. neither or both
   - 1 (Don’t know)

- 1 Is the Labour Party
- 2 Is the Conservative Party
- 3 Are the Liberal Democrats
- 4 [ASK IN SCOTLAND ONLY] Is the Scottish National Party
- 5 [ASK IN WALES ONLY] Is Plaid Cymru

Q 2 On the whole, how would you describe the following parties nowadays? Is […… ] a party that is…

CAPI RANDOMISE PARTIES

- 1 The Conservative Party
- 2 The Labour Party

1 Capable of being a strong government
2 Not capable of being a strong government
   3 Neither or both
   - 1 (Don’t know)

Q 3 And would you describe ….. as…

CAPI RANDOMISE PARTIES

1 United
2 or, divided?
3 Neither or both
   - 1 (Don’t know)

- 1 The Conservative Party
- 2 The Labour Party
- 3 The Liberal Democrats

Thank you for answering these questions. Please give the laptop back to the interviewer.
Q 11 Now, considering everything the Conservative and Labour Parties stand for, would you say that READ OUT...

1 There is a great difference between them
   2 Some difference
   3 or, not much difference?
   - 1 (Don't know)

Q 12 Generally speaking do you regard the Liberal Democrats as closer to the Conservative Party or closer to the Labour Party?

1 Closer to the Conservatives
   2 Closer to Labour
   3 No difference/Equal
   - 1 (Don't know)

Q 16 Which do you think would generally be better for Britain nowadays READ OUT...

1 to have a government formed by one political party on its own,
2 or, to have a government formed by two or more political parties together - in coalition
- 1 (Don't know)
Things that gone too far/not far enough

Now moving on to another topic... how do you feel about the attempts to ensure equality for women? Please use the showcard

SHOW CARD 17

1 Gone much too far
2 Gone a little too far
3 Is about right
4 Not gone quite far enough
5 Not gone nearly far enough
- 1 (Don’t know)

And how do you feel about attempts to give equal opportunities to black people and Asians in Britain?

SHOWCARD 17

1 Gone much too far
2 Gone a little too far
3 Is about right
4 Not gone quite far enough
5 Not gone nearly far enough
- 1 (Don’t know)

Do you think the difference in incomes between rich people and poor people in the UK today is larger, smaller, or about the same as it was 20 years ago? PROMPT TO PRECODES

1 Much larger
2 Somewhat larger
3 About the same
4 Somewhat smaller
5 Much smaller
- 1 (Don’t know)
S Like scales

How likely is it that you would ever vote for each of the following parties?
SHOW CARD 18

CAPI RANDOMISE
- 1 Conservatives
- 2 Labour
- 3 Liberal Democrats
- 4 UKIP
- 5 Greens
- 6 SNP (Scotland only)
- 7 Plaid Cymru (Wales only)

0 very unlikely
1
2
3
4
5
6
7
8
9
10 very likely

T Civil Liberties vs. terrorism

T 1 Do you think the government should or should not do each of the following things or doesn't it matter either way…

CAPI RANDOMISE
- 1 Spend less on defence?
- 2 Spend less on foreign aid?
SHOW CARD 19

1 Definitely should
2 Probably should
3 Doesn't matter either way
4 Probably should not
5 Definitely should not
- 1 (Don't know)
T 2 Some people feel that, in order to fight terrorism, we have to accept limits on privacy and civil liberties, others feel that privacy and civil liberties are to be protected at all cost. Where would you place yourself on this scale?

SHOW CARD 20

0 Fight terrorism
1
2
3
4
5
6
7
8
9
10 Protect civil liberties
- 1 (Don’t know)

U Political participation

U 1 During the last week, on roughly how many days did you talk about politics with other people?

0 No days
1 One day
2 Two days
3 Three days
4 Four days
5 Five days
6 Six days
7 Seven days
- 1 (Don’t know)

U 3 Are you, or have you ever been, a member of any Political party?

1 Yes I am a member of a party
2 I am not a member now but used to be
0 No, I have never been a member
- 1 (Don’t know)
Thinking back to the previous general election held on 6th May 2010, do you remember which party you voted for then - or perhaps you didn’t vote? [PostQ46.1]

IF 'YES': Which party was that?

INTERVIEWER: DO NOT PROMPT

1 Did not vote
2 Labour
3 Conservative
4 Liberal Democrat
5 Scottish National Party
6 Plaid Cymru
7 Green Party
8 United Kingdom Independence Party (UKIP)
9 British National Party (BNP)
10 Other (WRITE IN)
11 Not eligible/too young to vote
   - 1 (Don’t know)
   - 2 Refused

V  Constitutional Matters

Some people say that we should change the voting system to allow smaller political parties to get a fairer share of MPs. Others say that we should keep the voting system as it is to produce effective government. Which view comes closer to your own? READ OUT

1 that we should change the voting system,
2 or, keep it as it is?
   - 1 (Don't know)

IN ENGLAND ONLY] Which, if any, of the following best describes how you see yourself?

SHOW CARD 21

1. English not British
2. More English than British
3. Equally English and British
4. More British than English
5. British not English

32 of 49
6. None of these
7. Other [WRITE IN] __________________________
   - 1 (Don’t know)

V 5  [IN SCOTLAND ONLY] Which, if any, of the following best describes how you see yourself?
SHOW CARD 22

1. Scottish not British
2. More Scottish than British
3. Equally Scottish and British
4. More British than Scottish
5. British not Scottish
6. None of these
7. Other [WRITE IN] __________________________
   - 1 (Don’t know)

V 6  [IN WALES ONLY] Which, if any, of the following best describes how you see yourself?
SHOW CARD 23

1. Welsh not British
2. More Welsh than British
3. Equally Welsh and British
4. More British than Welsh
5. British not Welsh
6. None of these
7. Other [WRITE IN] __________________________
   - 1 (Don’t know)

W  Class

W 1  Do you ever think of yourself as belonging to any particular class?
   IF YES: Which class is that?
   1 Yes, middle class
   2 Yes, working class
   3 Yes, other (WRITE IN VERBATIM)
   4 No
   -1 Don’t know
IF NOT CODE 1 OR 2 AT W1 ASK W2

W 2 Most people say they belong either to the middle class or to the working class. If you had to make a choice, would you call yourself middle class or working class?

1 Middle class
2 Working class
3 DO NOT READ OUT Upper class
- 1 (Don't know)

ASK ALL

W 3 When you were growing up would you say your family was middle class or working class?

1 Middle class
2 Working class
3 DO NOT READ OUT Upper class
- 1 (Don't know)

W 8 Thinking back to when you were growing up. Do you know what party your mother usually voted for if she voted?

DO NOT PROMPT

IF QUERIED, FATHER AND MOTHER APPLIES TO THE PERSON WHO FILLED THAT ROLE WHEN THE RESPONDENT WAS GROWING UP.

1 Labour
2 Conservatives
3 Liberal Democrats/Liberals/SDP/Alliance
4 Scottish National Party (SNP)
5 Plaid Cymru
6 Green Party
7 United Kingdom Independence Party (UKIP)
8 British National Party (BNP)
9 Other (WRITE IN)
10 Had no usual party
11 Did not vote
- 1 (Don't know)
12 (No mother)
W 9 And what about your father? What party did your father vote for if he voted?
DO NOT PROMPT

1 Labour
2 Conservatives
3 Liberal Democrats/Liberals/SDP/Alliance
4 Scottish National Party (SNP)
5 Plaid Cymru
6 Green Party
7 United Kingdom Independence Party (UKIP)
8 British National Party (BNP)
9 Other (WRITE IN)
10 Had no usual party
11 Did not vote
- 1 (Don’t know)
12 (No father)

INTERVIEWER RECORD WHETHER RESPONDENT MADE QUERY ABOUT DEFINITION FATHER/MOTHER

W 11 Thinking now of trade unions and big business in this country. First, do you think that trade unions ... READ OUT ...

1 ...have too much power
2 or not?
- 1 (Don’t know)

W 12 Do you think that big business in this country has too much power, or not?

1 ...has too much power
2 or, not?
- 1 (Don’t know)

W 13 How middle class or working class are the main political parties? Firstly RANDOMISE ORDER
1. Conservative Party?
2. Labour Party?
SHOW CARD 24

1 Very middle class
2 Fairly middle class
3 Slightly middle class
4 Neither middle class nor working class
5 Slightly working class
W 15 How much do you agree or disagree with the following statements?

CAPI RANDOMISE

- 1 If welfare benefits weren't so generous, people would learn to stand on their own two feet
- 2 The welfare state encourages people to stop helping each other
- 3 Many people who get social security don't really deserve any help
- 4 Around here, most unemployed people could find a job if they really wanted one

SHOWCARD A

1 Strongly agree
2 Agree
3 Neither agree nor disagree
4 Disagree
5 Strongly disagree
-1 Don't know

X Political knowledge

X 1 Please tell me if you think that the following statements are true or false. If you don't know, just say so and we will skip to the next one.

CAPI RANDOMISE ORDER OF STATEMENTS

- 1 Polling stations close at 10.00pm on election day.
- 2 No-one may stand for parliament unless they pay a deposit?
- 3 Only taxpayers are allowed to vote in a general election.
- 4 The Liberal Democrats favour a system of proportional representation for Westminster elections.
- 5 MPs from different parties are on parliamentary committees?
6 The number of members of parliament is about 100?

Y Demographics
Now some questions about you and your household which will enable us to understand the answers you have given.

Y 1 Which of the letters on this card represents the total income of your household from all sources before tax - including benefits, savings and so on?
SHOW CARD 25

1. H
2. B
3. J
4. F
5. N
6. A
7. G
8. O
9. D
10. L
11. M
12. I
13. C
14. E
15. K
-1 Don't know
-2 Refused

NOTE: THE CODES ON THE SHOWCARD ARE LAIRED OUT AS FOLLOWS:

<table>
<thead>
<tr>
<th>Annual</th>
<th>Weekly</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>H. Under £2,600</td>
<td>Under £50</td>
<td>Under £217</td>
</tr>
<tr>
<td>B. £2,600 - £5,199</td>
<td>£50 - £99</td>
<td>£217 - £434</td>
</tr>
<tr>
<td>J. £5,200 - £10,399</td>
<td>£100 - £199</td>
<td>£435 - £866</td>
</tr>
<tr>
<td>F. £10,400 - £15,599</td>
<td>£200 - £299</td>
<td>£867 - £1,299</td>
</tr>
<tr>
<td>N. £15,600 - £20,799</td>
<td>£300 - £399</td>
<td>£1,300 - £1,732</td>
</tr>
<tr>
<td>A. £20,800 - £25,999</td>
<td>£400 - £499</td>
<td>£1,733 - £2,166</td>
</tr>
<tr>
<td>G. £26,000 - £31,199</td>
<td>£500 - £599</td>
<td>£2,167 - £2,599</td>
</tr>
<tr>
<td>O. £31,200 - £36,399</td>
<td>£600 - £699</td>
<td>£2,600 - £3,032</td>
</tr>
<tr>
<td>D. £36,400 - £39,999</td>
<td>£700 - £769</td>
<td>£3,033 - £3,333</td>
</tr>
<tr>
<td>L. £40,000 - £44,999</td>
<td>£770 - £865</td>
<td>£3,334 - £3,749</td>
</tr>
</tbody>
</table>
Which of these is the main source of income for you (and your spouse or partner) at present?

SHOW CARD 26

1 Earnings from employment (own or spouse / partner's)
2 Occupational pension(s) - from previous employer(s)
3 Private pension(s)
4 State retirement or widow's pension(s)
5 Jobseeker's Allowance/ Unemployment benefit
6 Pension Credit/ Minimum Income Guarantee/ Income Support for pensioners
7 Invalidity, sickness or disabled pension or benefit(s)
8 Other state benefit or tax credit (WRITE IN)
9 Interest from savings or investments
10 Student grant, bursary or loans
11 Dependent on parents/other relatives
12 Other main source (WRITE IN)
Which of these best describes where you live?  

SHOW CARD 27

1 Own home outright  
2 Own home on mortgage  
3 Rented from local authority  
4 Rented from private landlord  
5 It belongs to a Housing Association  
- 1 (Don’t know)

Do you have day-to-day caring responsibilities for any of the following in your family? (Please choose all that apply)  
IF NECESSARY – this means any type of looking after or caring that you might do  
SHOW CARD 28

1 Pre-school aged children  
2 School aged children  
3 Sick, disabled or elderly adults  
4 None of the above  
5 (Don’t know)

Did you ever go to a private fee-paying school in Britain?  
IF YES: At primary level, secondary level, or both?

1 Yes - primary level  
2 Yes - secondary level  
3 Yes - both  
4 No – neither

Do you regard yourself as belonging to any particular religion?  

IF YES: Which? DO NOT PROMPT

1 No religion  
2 Christian - no denomination  
3 Roman Catholic  
4 Church of England/ Anglican/Episcopal  
5 Presbyterian/Church of Scotland  
6 Methodist  
7 Baptist  
8 United Reform Church (URC)/Congregational  
9 Free Presbyterian  
10 Brethren
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11 Other Protestant (WRITE IN)
12 Other Christian (WRITE IN)
13 Jewish
14 Hindu
15 Islam/Muslim
16 Sikh
17 Buddhist
18 Other non-Christian (WRITE IN)
-2 Refusal

IF DID NOT SAY ‘NO RELIGION’ OR REFUSED AT Y 6

Y 7 Apart from such special occasions as weddings, funerals and baptisms and so on, how often nowadays do you attend services or meetings connected with your religion?

PROBE AS NECESSARY

1 Once a week or more
2 Less often but at least once in two weeks
3 Less often but at least once a month
4 Less often but at least twice a year
5 Less often but at least once a year
6 Less often
7 Varies too much to say
8 Never or practically never

ASK ALL

Y 8 Are you a member of a trade union or staff association?

PROBE AS NECESSARY. CODE FIRST TO APPLY

1 Yes: trade union
2 Yes: staff association
3 No
INTERVIEWER TO OBSERVE AND RECORD: GENDER OF RESPONDENT

1 Male
2 Female

Place can you tell me your age at your last birthday

ENTER AGE
Refused

Please choose one option that best describes your ethnic group or background

SHOW CARD 29

White
1. English/Welsh/Scottish/Northern Irish/British
2. Irish
3. Gypsy or Irish Traveller
4. Any other White background, please describe

Mixed/Multiple ethnic groups
5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other Mixed/Multiple ethnic background, please describe

Asian/Asian British
9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background, please describe

Black/African/Caribbean/Black British
14. African
15. Caribbean
16. Any other Black/African/Caribbean background, please describe

Other ethnic group
17. Arab
18. Any other ethnic group, please describe
Y12A Do you have any educational or work-related qualifications?
   1 Yes
   2 No

IF ‘YES’ AT Y12A ASK Y13A ELSE GO TO Y17

Y13A What is the highest qualification you have? Please take your answer from this card and just give me the number next to it.
SHOW CARD 30
INTERVIEWER: If qualification is not in list, probe for equivalent if possible.

1. Postgraduate degree
2. First degree
3. Univ/poly diploma
4. Teaching qualification
5. Nursing qualification
6. HNC/HND, City&Guilds level 4, NVQ/SVQ 4/5
7. A level or equivalent
8. Scottish Higher or equivalent
9. ONC/OND, City&Guilds level 3, NVQ/SVQ 3
10. GCSE A*-C, CSE grade 1, O level grade A-C
11. Scottish Standard grades, Ordinary bands
12. GCSE D-G, CSE grades 2-5, O level D-E
13. City&Guilds level 2, NVQ/SVQ 2 and equiv
14. City&Guilds level 1, NVQ/SVQ 1 and equiv
15. Clerical and commercial qualifications
16. Recognised trade apprenticeship
17. Youth training certificate, skill seekers
18. Other technical, professional or higher qualification (WRITE IN)

Y17 Which of these categories best describes what YOU mainly personally do at the moment?
SHOW CARD 31
CODE MAIN ACTIVITY ONLY

1. Working full time - employee (30+ hours)
2. Working full time - self-employed (30+ hours)
3. Working part time - employee (8-29 hours)
4. Working part time - self-employed (8-29 hours)
5. Unemployed and actively seeking work
6. On a government sponsored training scheme
7. A full time student or pupil
8. Looking after the family or home
9. Not working because temporarily sick or injured
10. Not working because long-term sick or disabled
11. Retired from paid work
12. None of these

CODE 5 AT Y17
Y17a Have you been unemployed for less than 1 year or longer than that?
   1. Less than 1 year
   2. 1 or more years

CODES 5-12 AT Y17
Y 18 Have you ever had a paid job at all, apart from any casual or holiday work?
   1 Yes
   2 No

IF YES AT Y 18
I would like to now ask you some questions about your last job...

Y18A Were you an employee or self employed?
   1 Employee
   2 Self employed

CODES 1-4 AT Y17 OR YES AT Y 18

Y 19 What [does/did\(^2\)] the firm/organisation you worked for mainly make or do (at the place where you work/worked)?
NOTE: YOU NEED A FULL DESCRIPTION. PROBE FOR ‘MANUFACTURING’, ‘PROCESSING’, ‘DISTRIBUTING’, ETC AND MAIN GOODS PRODUCED, MATERIALS USED, WHOLESALE OR RETAIL ETC.

OPEN ENDED

Y 20 What [is/was] your (main) job?
OPEN ENDED

\(^2\) For Y18 – Y24 use present tense for codes 1-4 at Y17 and past tense for code 1 at Y18

43 of 49 30044
IF MORE THAN ONE JOB, MAIN JOB IS THE JOB WITH THE MOST HOURS. IF EQUAL HOURS THEN MAIN JOB IS JOB THAT IS HIGHEST PAID

Y 21 What [do/did] you mainly do in your job?

OPEN
NOTE: CHECK FOR ANY SPECIAL QUALIFICATIONS, TRAINING, ETC NEEDED TO DO THE JOB.

IF EMPLOYEE AT Y17 or Y18A

Y 22 In your job, [do/ did] you have any formal responsibility for supervising the work of other employees?

Note: Do not include supervisors of children, e.g. teachers, nannies, childminders; supervisors of animals; or people who supervise security or buildings only, e.g. caretakers, security guards.

1 Yes
2 No

Y 23 How many people work[ed] for your employer at the place where you work[ed]? [Is/Were] there...

IF NECESSARY: this is the total number of employees at the your workplace, not just the number employed within your particular section or department. This might consist of a single building, part of a building or, at the largest, a self-contained group of buildings.

1. 1 to 24
2. 25 to 499, or
3. 500 or more employees?

IF SELF EMPLOYED AT Y17 OR Y18A

Y 24 [Are/Were] you working on your own or [do/did] you have employees?

1 On own/with partner(s) but no employees
2 With employees
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IF WITH EMPLOYEES AT Y 24

Y 25 How many people [do/did] you employ at the place where you worked? [Are/Were] there...

1. 1 to 9
2. 10 to 24
3. 25 to 499 or
4. 500 or more employees?

Y 26 Can I just check, are you ...

READ OUT

IF RESPONDENT SAYS THEY ARE IN A CIVIL PARTNERSHIP CODE AS MARRIED

1 Married
2 Living with partner
3 Single
4 Widowed
5 Separated
6 Divorced

IF CODES 1 OR 2 AT Y 26

Y 27 Please look at this card and give me the number beside the one which best describes what your spouse or partner does, or what they did last time they was working

SHOW CARD 32

1 Modern professional occupations
2 Clerical and intermediate occupations
3 Senior managers or administrators
4 Technical and craft occupations
5 Semi-routine manual and service occupations
6 Routine manual and service occupations
7 Middle or junior managers
8 Traditional professional occupations
-1 Don’t know
9 Never worked
Thinking back to when you were 16, I would like to ask you about the member of your household who was the Chief Income Earner. That is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. Who was that person?

IF DON'T KNOW - please code the first on the list to live within the household at 16

1 Father
2 Mother
3 Sister
4 Brother
5 Respondent
6 Someone else [write in]
-1 Don't know

ASK Y37 TO ALL EXCEPT THOSE WHO CODED 'RESPONDENT' AT YP36.

Please look at this card and give me the number beside the one which best describes what your {answer at Y36} was doing at that time?

SHOWCARD 32

1 Modern professional occupations
2 Clerical and intermediate occupations
3 Senior managers or administrators
4 Technical and craft occupations
5 Semi-routine manual and service occupations
6 Routine manual and service occupations
7 Middle or junior managers
8 Traditional professional occupations
-1 Don't know
9 Never worked

Finally, as far as you know, is your name on the electoral register, that is, the official list of people entitled to vote, either at this address or somewhere else? INTERVIEWER NOTE ‘if respondent says 2 addresses please select code 1 ‘at this address’

1 Yes, at this address
2 Yes, at another address
3 No, I am not registered
-1 (Don't know)
IF REGISTERED AT ANOTHER ADDRESS CODE 2 AT Y
45

Y 46 Where is the other address where your name is on the
electoral register? Please enter the postcode.
ENTER POST CODE
Don’t know
Refused

Y46A_NEW We would like to link the answers you have given in
this survey to other information about the proportion of
people round here who voted. To do this we would like your
permission to match your name and address to information
held on the electoral register. This matching will only be done
with information that is already publicly available, and will
NOT include any information about who you voted for.
Would you be willing for us to add administrative data from
the electoral register to the answers you have given us
today?
IF NECESSARY ADD No information about how you voted is
stored anywhere – your ballot papers are destroyed after the
election
IF RESPONDENT NEEDS MORE INFORMATION Please
look at this card which explains more about the process

1 Yes
2 No

That is the end of the interview. We are grateful for your help
with this very important project. Please accept this
£5/£10/£15 \(^3\) worth of gift vouchers as a thank you for taking
part.

Y 47 We are also conducting a short self-completion survey, and
we would be very grateful for your help with this. All
participants will receive another £5 voucher. Are you happy
to take part? It will take around 10 minutes to complete
IF YES: The survey can be completed online. Are you able to
provide me with your email address please?

\(^3\) Show £15 if respondent is aged 18-24 else show £10 if in London or £5 out of
London (based on sample)
IF NO OR IF SAYS DOES NOT WANT TO DO IT ONLINE: you can complete through a paper questionnaire and send it back to us if you cannot do it online.

IF NECESSARY: Only the person who took part in this survey should complete the self-completion questionnaire.

1 Yes- via the online survey
2 Yes – via paper questionnaire
3 No- do not want to take part

IF YES ONLINE AT Y47: Please tell me your email address or type it directly into the laptop for me

ENTER EMAIL ADDRESS

Thank you - we will send you an email in the next few days that contains a link to the survey - the email will be from a GfK email address and the email heading will be Britain in 2015 follow up survey. Please check your spam or junk if you cannot find it in your inbox.

IF YES VIA PAPER QUESTIONNAIRE AT Y47 INTERVIEWER: Please write the serial number below on the paper questionnaire [CAPI – PLEASE DISPLAY THE SERIAL NUMBER HERE]

NEW SCREEN
Then please type in the serial number found on the front page of questionnaire here:

NEW SCREEN:
Now please the hand the questionnaire and the freepost envelope to the respondent.

IF YES AT Y47: Thank you for agreeing to take part in the self completion survey – please accept this £5 voucher as a thank you in advance for taking part

INTERVIEWER PLEASE ENSURE THAT THE RESPONDENT SIGNS THE CONTACT SHEET TO SAY THAT THEY HAVE RECEIVED THE INCENTIVE FOR THE MAIN SURVEY [CAPI – IF THAT APPLIES: AND THE SELF COMPLETION SURVEY]
That should be [CAPI INSERT AMOUNT] worth of gift vouchers in total

Y 48 INTERVIEWER CODE (DO NOT READ OUT)
Who else was present during interview?

INTERVIEWER: Code all that apply.

1. No-one else present (should not be multi-coded)
2. Respondent's partner/husband/wife
3. Respondent's son/daughter
4. Other adult living in household
5. Other young person living in household
6. Other adult/young person not living in household
Appendix 2A LETTERED SHOWCARDS

SHOW CARD A

1 Strongly disagree
2 Disagree
3 Neither agree nor disagree
4 Agree
5 Strongly agree
SHOW CARD B

1 Got a lot worse
2 Got a little worse
3 Stayed the same
4 Got a little better
5 Got a lot better
SHOW CARD C

1. Telephone call
2. Leaflets/ other material to home
3. Email or text message
4. Contact in the street
5. Twitter, Facebook or other social media
SHOW CARD D

1. A lot worse
2. A little worse
3. The same
4. A little better
5. A lot better
SHOW CARD 1

1. The party had the best policies

2. The party had the best leader

3. I really preferred another party but it stood no chance of winning in my constituency

Some other reason (PLEASE STATE)
SHOW CARD 2

1. Very closely

2. Fairly closely

3. Not very closely

4. Not at all closely
SHOW CARD 3

1. Black people and Asians

2. Middle class people

3. Working class people

4. People who are unemployed or on benefits
<table>
<thead>
<tr>
<th>Left</th>
<th>Right</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>1</td>
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SHOW CARD 4
SHOW CARD 5

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

Government should increase taxes a lot and spend much more on health and social services
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SHOW CARD 7

Strongly dislike

0 1 2 3 4 5 6 7 8 9 10

Strongly like
SHOW CARD 8

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<th>Bad for economy</th>
<th>Good for economy</th>
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<tr>
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</tbody>
</table>
SHOW CARD 9

Very important that it should be done

Fairly important that it should be done

It doesn’t matter either way

Fairly important that it should not be done

Very important that it should not be done
SHOW CARD 10

1. Conservatives in the last UK Government
2. Liberal Democrats in the last UK government
3. The previous UK Labour government
4. British banks
5. Global financial institutions
6. Trade unions
7. The European Union
8. Other
SHOW CARD 11

Pay no attention

0 1 2 3 4 5 6 7 8 9 10

Pay a great deal of attention
SHOW CARD 12

None, no time at all

Less than half an hour

Half an hour to 1 hour

1 to 2 hours

More than 2 hours
SHOW CARD 13

1. Conservatives in the last UK Government

2. Liberal Democrats in the last UK government

3. The last Labour UK government
SHOW CARD 14

It is completely necessary

It is important but not absolutely necessary

It is not necessary but it would be desirable

It is completely unnecessary
SHOW CARD 15

<table>
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<tr>
<th>Make much greater efforts to make people’s incomes more equal</th>
<th>Be much less concerned about how equal people’s incomes are</th>
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<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
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SHOW CARD 16

1. Very satisfied

2. Fairly satisfied

3. A little dissatisfied

4. Very dissatisfied
SHOW CARD 17

Gone much too far

Gone a little too far

Is about right

Not gone quite far enough

Not gone nearly far enough
SHOW CARD 18

Very unlikely		Very likely

0	1	2	3	4	5	6	7	8	9	10
SHOW CARD 19

Definitely should

Probably should

Doesn't matter either way

Probably should not

Definitely should not
<table>
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<th>Fight terrorism</th>
<th>Protect civil liberties</th>
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</tbody>
</table>
SHOW CARD 21

1. English not British

2. More English than British

3. Equally English and British

4. More British than English

5. British not English

Other [PLEASE STATE]
SHOW CARD 24

1. Very middle class
2. Fairly middle class
3. Slightly middle class
4. Neither middle class nor working class
5. Slightly working class
6. Fairly working class
7. Very working class
# SHOW CARD 25

<table>
<thead>
<tr>
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<th>Annual</th>
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SHOW CARD 26

1. Earnings from employment (own or spouse / partner's)
2. Occupational pension(s) - from previous employer(s)
3. Private pension(s)
4. State retirement or widow's pension(s)
5. Jobseeker's Allowance/ Unemployment benefit
6. Pension Credit/ Minimum Income Guarantee/ Income Support for pensioners
7. Invalidity, sickness or disabled pension or benefit(s)
8. Other state benefit or tax credit (PLEASE STATE)
9. Interest from savings or investments
10. Student grant, bursary or loans
11. Dependent on parents/other relatives
12. Other main source (PLEASE STATE)
SHOW CARD 27

1. Own home outright

2. Own home on mortgage

3. Rented from local authority

4. Rented from private landlord

5. It belongs to a Housing Association
SHOW CARD 28

1. Pre-school aged children

2. School aged children

3. Sick, disabled or elderly adults
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<thead>
<tr>
<th>White</th>
<th>Asian/Asian British</th>
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<tbody>
<tr>
<td>1. English/Welsh/Scottish/Northern Irish/British</td>
<td>9. Indian</td>
</tr>
<tr>
<td>2. Irish</td>
<td>10. Pakistani</td>
</tr>
<tr>
<td>3. Gypsy or Irish Traveller</td>
<td>11. Bangladeshi</td>
</tr>
<tr>
<td>4. Any other White background, please describe</td>
<td>12. Chinese</td>
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<tr>
<td></td>
<td>13. Any other Asian background, please describe</td>
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<table>
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<th>Mixed/Multiple ethnic groups</th>
<th>Black/ African/Caribbean/Black British</th>
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<tr>
<td>7. White and Asian</td>
<td>16. Any other Black/African/Caribbean background, please describe</td>
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<td>8. Any other Mixed/Multiple ethnic background, please describe</td>
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<table>
<thead>
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<th>Other ethnic group</th>
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<td>17. Arab</td>
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<td>18. Any other ethnic group, please describe</td>
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SHOW CARD 30

1. Postgraduate degree
2. First degree
3. University/polytechnic diploma
4. Teaching qualification
5. Nursing qualification
6. HNC/HND, City & Guilds level 4, NVQ/SVQ 4/5
7. A level or equivalent
8. Scottish Higher or equivalent
9. ONC/OND, City & Guilds level 3, NVQ/SVQ 3
10. GCSE A*-C, CSE grade 1, O level grade A-C
11. Scottish Standard grades, Ordinary bands
12. GCSE D-G, CSE grades 2-5, O level D-E
13. City & Guilds level 2, NVQ/SVQ 2 and equivalent
14. City & Guilds level 1, NVQ/SVQ 1 and equivalent
15. Clerical and commercial qualifications
16. Recognised trade apprenticeship
17. Youth training certificate, skill seekers
18. Other technical, professional or higher qualification (Please Specify)
SHOW CARD 31

1. Working full time - employee (30+ hours)
2. Working full time - self-employed (30+ hours)
3. Working part time - employee (8-29 hours)
4. Working part time - self-employed (8-29 hours)
5. Unemployed and actively seeking work
6. On a government sponsored training scheme
7. A full time student or pupil
8. Looking after the family or home
9. Not working because temporarily sick or injured
10. Not working because long-term sick or disabled
11. Retired from paid work
SHOW CARD 32

1 Modern professional occupations such as: teacher – nurse – physiotherapist –
social worker – welfare officer – artist – musician – police officer (sergeant or above) –
software designer

2 Clerical and intermediate occupations such as: secretary – personal assistant –
clerical worker – office clerk – call centre agent – nursing auxiliary – nursery nurse

3 Senior managers or administrators (usually responsible for planning, organising
and co-ordinating work, and for finance) such as: finance manager – chief executive

4 Technical and craft occupations such as: motor mechanic – fitter – inspector –
plumber – printer – tool maker – electrician – gardener – train driver

5 Semi-routine manual and service occupations such as: postal worker – machine
operative – security guard – caretaker – farm worker – catering assistant – receptionist
– sales assistant

6 Routine manual and service occupations such as: HGV driver – van driver –
– bar staff

7 Middle or junior managers such as: office manager – retail manager – bank
manager – restaurant manager – warehouse manager – publican

8 Traditional professional occupations such as: accountant – solicitor – medical
practitioner – scientist – civil/mechanical engineer
SHOW CARD 1

1. The party had the best policies

2. The party had the best leader

3. I really preferred another party but it stood no chance of winning in my constituency

Some other reason (PLEASE STATE)
SHOW CARD 2

1. Very closely

2. Fairly closely

3. Not very closely

4. Not at all closely
SHOW CARD 3

1. Black people and Asians

2. Middle class people

3. Working class people

4. People who are unemployed or on benefits
<table>
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Government should cut taxes a lot and spend much less on health and social services.

Government should increase taxes a lot and spend much more on health and social services.
Economic growth should have priority

Protecting the environment should have priority
SHOW CARD 7

Strongly dislike

0 1 2 3 4 5 6 7 8 9 10

Strongly like
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SHOW CARD 9

Very important that it should be done

Fairly important that it should be done

It doesn’t matter either way

Fairly important that it should not be done

Very important that it should not be done
SHOW CARD 10

1. Conservatives in the last UK Government
2. Liberal Democrats in the last UK government
3. The previous UK Labour government
4. British banks
5. Global financial institutions
6. Trade unions
7. The European Union

Other
SHOW CARD 11

Pay no attention

0 1 2 3 4 5 6 7 8 9 10

Pay a great deal of attention
None, no time at all

Less than half an hour

Half an hour to 1 hour

1 to 2 hours

More than 2 hours
SHOW CARD 13

1. Conservatives in the last UK Government
2. Liberal Democrats in the last UK government
3. The last Labour UK government
4. The Scottish government
SHOW CARD 14

It is completely necessary

It is important but not absolutely necessary

It is not necessary but it would be desirable

It is completely unnecessary
SHOW CARD 15

Make much greater efforts to make people’s incomes more equal

Be much less concerned about how equal people’s incomes are

0 1 2 3 4 5 6 7 8 9 10
SHOW CARD 16

1. Very satisfied

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3. A little dissatisfied

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SHOW CARD 17

Gone much too far

Gone a little too far

Is about right

Not gone quite far enough

Not gone nearly far enough
SHOW CARD 18

Very unlikely  Very likely

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SHOW CARD 19

Definitely should

Probably should

Doesn't matter either way

Probably should not

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SHOW CARD 22

1. Scottish not British

2. More Scottish than British

3. Equally Scottish and British

4. More British than Scottish

5. British not Scottish

Other [PLEASE STATE]
SHOW CARD 24

1. Very middle class

2. Fairly middle class

3. Slightly middle class

4. Neither middle class nor working class

5. Slightly working class

6. Fairly working class

7. Very working class
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SHOW CARD 27

1. Own home outright

2. Own home on mortgage

3. Rented from local authority

4. Rented from private landlord

5. It belongs to a Housing Association
SHOW CARD 28

1. Pre-school aged children

2. School aged children

3. Sick, disabled or elderly adults
SHOW CARD 29

**White**
1. English/Welsh/Scottish/Northern Irish/British
2. Irish
3. Gypsy or Irish Traveller
4. Any other White background, please describe

**Mixed/Multiple ethnic groups**
5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other Mixed/Multiple ethnic background, please describe

**Asian/Asian British**
9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background, please describe

**Black/ African/Caribbean/Black British**
14. African
15. Caribbean
16. Any other Black/African/Caribbean background, please describe

**Other ethnic group**
17. Arab
18. Any other ethnic group, please describe
SHOW CARD 30

1. Postgraduate degree
2. First degree
3. University/polytechnic diploma
4. Teaching qualification
5. Nursing qualification
6. HNC/HND, City & Guilds level 4, NVQ/SVQ 4/5
7. A level or equivalent
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8. Looking after the family or home
9. Not working because temporarily sick or injured
10. Not working because long-term sick or disabled
11. Retired from paid work
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8 Traditional professional occupations such as: accountant – solicitor – medical practitioner – scientist – civil/mechanical engineer
SHOW CARD 1

1. The party had the best policies

2. The party had the best leader

3. I really preferred another party but it stood no chance of winning in my constituency

Some other reason (PLEASE STATE)
SHOW CARD 2

1. Very closely

2. Fairly closely

3. Not very closely

4. Not at all closely
SHOW CARD 3

1. Black people and Asians

2. Middle class people

3. Working class people

4. People who are unemployed or on benefits
**SHOW CARD 4**

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</table>
SHOW CARD 5

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

Government should increase taxes a lot and spend much more on health and social services.

0 1 2 3 4 5 6 7 8 9 10
Economic growth should have priority

Protecting the environment should have priority
SHOW CARD 7

Strongly dislike

0  1  2  3  4  5  6  7  8  9  10

Strongly like
SHOW CARD 9

Very important that it should be done
Fairly important that it should be done
It doesn’t matter either way
Fairly important that it should not be done
Very important that it should not be done
SHOW CARD 10

1. Conservatives in the last UK Government
2. Liberal Democrats in the last UK government
3. The previous UK Labour government
4. British banks
5. Global financial institutions
6. Trade unions
7. The European Union

Other
SHOW CARD 11

<table>
<thead>
<tr>
<th>Pay no attention</th>
<th>Pay a great deal of attention</th>
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<tbody>
<tr>
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</tbody>
</table>
SHOW CARD 12

None, no time at all

Less than half an hour

Half an hour to 1 hour

1 to 2 hours

More than 2 hours
SHOW CARD 13

1. Conservatives in the last UK Government
2. Liberal Democrats in the last UK government
3. The last Labour UK government
5. The Welsh government
SHOW CARD 14

It is completely necessary

It is important but not absolutely necessary

It is not necessary but it would be desirable

It is completely unnecessary
SHOW CARD 15

Make much greater efforts to make people's incomes more equal

Be much less concerned about how equal people's incomes are

0 1 2 3 4 5 6 7 8 9 10
SHOW CARD 16

1. Very satisfied

2. Fairly satisfied

3. A little dissatisfied

4. Very dissatisfied
SHOW CARD 17

Gone much too far

Gone a little too far

Is about right

Not gone quite far enough

Not gone nearly far enough
SHOW CARD 18

<table>
<thead>
<tr>
<th>Very unlikely</th>
<th>Very likely</th>
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<tr>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
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</table>
SHOW CARD 19

Definitely should

Probably should

Doesn't matter either way

Probably should not

Definitely should not
SHOW CARD 20

Fight terrorism

Protect civil liberties

0 1 2 3 4 5 6 7 8 9 10
SHOW CARD 23

1. Welsh not British

2. More Welsh than British

3. Equally Welsh and British

4. More British than Welsh

5. British not Welsh

Other [PLEASE STATE]
SHOW CARD 24

1. Very middle class

2. Fairly middle class

3. Slightly middle class

4. Neither middle class nor working class

5. Slightly working class

6. Fairly working class

7. Very working class
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<th>Monthly</th>
<th>Weekly</th>
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<tr>
<td>H.</td>
<td>Under £2,600</td>
<td>Under £217</td>
<td>Under £50</td>
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<tr>
<td>B.</td>
<td>£2,600 - £5,199</td>
<td>£217 - £434</td>
<td>£50 - £99</td>
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<tr>
<td>J.</td>
<td>£5,200 - £10,399</td>
<td>£435 - £866</td>
<td>£100 - £199</td>
</tr>
<tr>
<td>F.</td>
<td>£10,400 - £15,599</td>
<td>£867 - £1,299</td>
<td>£200 - £299</td>
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<td>N.</td>
<td>£15,600 - £20,799</td>
<td>£1,300 - £1,732</td>
<td>£300 - £399</td>
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<tr>
<td>A.</td>
<td>£20,800 - £25,999</td>
<td>£1,733 - £2,166</td>
<td>£400 - £499</td>
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<td>G.</td>
<td>£26,000 - £31,199</td>
<td>£2,167 - £2,599</td>
<td>£500 - £599</td>
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<tr>
<td>O.</td>
<td>£31,200 - £36,399</td>
<td>£2,600 - £3,032</td>
<td>£600 - £699</td>
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<td>D.</td>
<td>£36,400 - £39,999</td>
<td>£3,033 - £3,333</td>
<td>£700 - £769</td>
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<td>£40,000 - £44,999</td>
<td>£3,334 - £3,749</td>
<td>£770 - £865</td>
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<td>M.</td>
<td>£45,000 - £49,999</td>
<td>£3,750 - £4,166</td>
<td>£866 - £961</td>
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<td>I.</td>
<td>£50,000 - £59,999</td>
<td>£4,167 - £4,999</td>
<td>£962 - £1,153</td>
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<td>C.</td>
<td>£60,000 - £74,999</td>
<td>£5,000 - £6,249</td>
<td>£1,154 - £1,442</td>
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<td>E.</td>
<td>£75,000 - £99,999</td>
<td>£6,250 - £8,333</td>
<td>£1,443 - £1,923</td>
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<tr>
<td>K.</td>
<td>£100,000 or more</td>
<td>£8,333 or more</td>
<td>£1,924 or more</td>
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</table>
SHOW CARD 26

1. Earnings from employment (own or spouse / partner's)
2. Occupational pension(s) - from previous employer(s)
3. Private pension(s)
4. State retirement or widow's pension(s)
5. Jobseeker's Allowance/ Unemployment benefit
6. Pension Credit/ Minimum Income Guarantee/ Income Support for pensioners
7. Invalidity, sickness or disabled pension or benefit(s)
8. Other state benefit or tax credit (PLEASE STATE)
9. Interest from savings or investments
10. Student grant, bursary or loans
11. Dependent on parents/other relatives
12. Other main source (PLEASE STATE)
SHOW CARD 27

1. Own home outright

2. Own home on mortgage

3. Rented from local authority

4. Rented from private landlord

5. It belongs to a Housing Association
SHOW CARD 28

1. Pre-school aged children

2. School aged children

3. Sick, disabled or elderly adults
### SHOW CARD 29

#### White
1. English/Welsh/Scottish/Northern Irish/British  
2. Irish  
3. Gypsy or Irish Traveller  
4. Any other White background, please describe

#### Asian/Asian British
9. Indian  
10. Pakistani  
11. Bangladeshi  
12. Chinese  
13. Any other Asian background, please describe

#### Mixed/Multiple ethnic groups
5. White and Black Caribbean  
6. White and Black African  
7. White and Asian  
8. Any other Mixed/Multiple ethnic background, please describe

#### Black/ African/Caribbean/Black British
14. African  
15. Caribbean  
16. Any other Black/African/Caribbean background, please describe

#### Other ethnic group
17. Arab  
18. Any other ethnic group, please describe
SHOW CARD 30

1. Postgraduate degree
2. First degree
3. University/polytechnic diploma
4. Teaching qualification
5. Nursing qualification
6. HNC/HND, City & Guilds level 4, NVQ/SVQ 4/5
7. A level or equivalent
8. Scottish Higher or equivalent
9. ONC/OND, City & Guilds level 3, NVQ/SVQ 3
10. GCSE A*-C, CSE grade 1, O level grade A-C
11. Scottish Standard grades, Ordinary bands
12. GCSE D-G, CSE grades 2-5, O level D-E
13. City & Guilds level 2, NVQ/SVQ 2 and equivalent
14. City & Guilds level 1, NVQ/SVQ 1 and equivalent
15. Clerical and commercial qualifications
16. Recognised trade apprenticeship
17. Youth training certificate, skill seekers
18. Other technical, professional or higher qualification (Please Specify)
SHOW CARD 31

1. Working full time - employee (30+ hours)
2. Working full time - self-employed (30+ hours)
3. Working part time - employee (8-29 hours)
4. Working part time - self-employed (8-29 hours)
5. Unemployed and actively seeking work
6. On a government sponsored training scheme
7. A full time student or pupil
8. Looking after the family or home
9. Not working because temporarily sick or injured
10. Not working because long-term sick or disabled
11. Retired from paid work
SHOW CARD 32

1 Modern professional occupations such as: teacher – nurse – physiotherapist – social worker – welfare officer – artist – musician – police officer (sergeant or above) – software designer
2 Clerical and intermediate occupations such as: secretary – personal assistant – clerical worker – office clerk – call centre agent – nursing auxiliary – nursery nurse
3 Senior managers or administrators (usually responsible for planning, organising and co-ordinating work, and for finance) such as: finance manager – chief executive
4 Technical and craft occupations such as: motor mechanic – fitter – inspector – plumber – printer – tool maker – electrician – gardener – train driver
5 Semi-routine manual and service occupations such as: postal worker – machine operative – security guard – caretaker – farm worker – catering assistant – receptionist – sales assistant
6 Routine manual and service occupations such as: HGV driver – van driver – cleaner – porter – packer – sewing machinist – messenger – labourer – waiter/waitress – bar staff
7 Middle or junior managers such as: office manager – retail manager – bank manager – restaurant manager – warehouse manager – publican
8 Traditional professional occupations such as: accountant – solicitor – medical practitioner – scientist – civil/mechanical engineer
INTERVIEWER PLEASE DO THE FOLLOWING BEFORE HANDING THIS TO RESPONDENT

Enter serial number shown on CAPI:

Then type in this number into CAPI when prompted:

Only the person who took part in the initial interview should complete this questionnaire:

Please read the following before completing this questionnaire:

- Most of the questions inside this booklet can be answered simply by placing a cross (x) in the boxes.
- Please cross one box per question unless otherwise instructed.
- If you have made a mistake in your answer, please completely fill the box to show the mistake (■) and then cross the correct answer.
- If you have any queries please contact GfK NOP on 0800 05645360 (9:30 – 17:30 and 24-hr answer phone) or britain2015@gfk.com

Returning the questionnaire:

Please complete the questionnaire as soon as you possibly can and return it in the prepaid address envelope provided by the interviewer or to:

GfK NOP Ltd, Freepost RSZE-ARZR-SGAB
Q 1  In politics people sometimes talk of left and right, where would you place the following parties on this scale?

*PLEASE CROSS ONE BOX ONLY ON EACH ROW*

<table>
<thead>
<tr>
<th></th>
<th>Left</th>
<th>0</th>
<th>1</th>
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<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservatives</td>
<td>☐</td>
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<td>Liberal Democrats</td>
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</table>

Q 2  Some people feel that government should make much greater efforts to make people’s incomes more equal. Other people feel that government should be much less concerned about how equal people’s incomes are. On a scale where 0 means the government should make much greater efforts to make people’s incomes more equal, and 10 means that government should be much less concerned about how equal people’s incomes are, where would you place the policies of the following parties on this scale?

*PLEASE CROSS ONE BOX ONLY ON EACH ROW*

<table>
<thead>
<tr>
<th>Government should</th>
<th>Government should</th>
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</thead>
<tbody>
<tr>
<td>make much greater</td>
<td>be much less</td>
</tr>
<tr>
<td>efforts to</td>
<td>concerned</td>
</tr>
<tr>
<td>make people's</td>
<td>about how</td>
</tr>
<tr>
<td>income more</td>
<td>equal people's</td>
</tr>
<tr>
<td>equal</td>
<td>incomes are</td>
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<tr>
<td></td>
<td>Don't know</td>
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</tbody>
</table>

<table>
<thead>
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<th></th>
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<th>10</th>
<th>Don't know</th>
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<tr>
<td>Conservatives</td>
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<td>Green Party</td>
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</tbody>
</table>

Q 3  On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do feel about:

*PLEASE CROSS ONE BOX ONLY ON EACH ROW*

<table>
<thead>
<tr>
<th>Strongly Dislike</th>
<th>Strongly Like</th>
<th>Don't know</th>
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<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Conservatives</td>
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<td>Labour</td>
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<tr>
<td>Green Party</td>
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</tbody>
</table>
Q4  In your view, how often do the following things occur in UK elections?

PLEASE CROSS ONE BOX ONLY ON EACH ROW

<table>
<thead>
<tr>
<th>Event</th>
<th>Very often</th>
<th>Fairly often</th>
<th>Not often</th>
<th>Not at all often</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Votes are counted fairly</td>
<td></td>
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<tr>
<td>Journalists provide fair coverage of elections</td>
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<tr>
<td>Elections officials are fair</td>
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<tr>
<td>Rich people buy elections</td>
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<tr>
<td>Voters are offered a genuine choice at the ballot box</td>
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</table>

Q5. Some say European unification should be pushed further. Others say it has already gone too far. What is your opinion where 0 means that unification has already gone too far and 10 means that it should be pushed further

<table>
<thead>
<tr>
<th>European unification has already gone too far</th>
<th>European unification should be pushed further</th>
<th>Don’t know</th>
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<tbody>
<tr>
<td>0</td>
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</tbody>
</table>

Q6  And still thinking about European unification, where would you place the following parties on the same scale? PLEASE CROSS ONE BOX ONLY ON EACH ROW

<table>
<thead>
<tr>
<th>European unification has already gone too far</th>
<th>European unification should be pushed further</th>
<th>Don’t know</th>
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</thead>
<tbody>
<tr>
<td>0</td>
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<tr>
<td>1</td>
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</tbody>
</table>

For the next questions, please say whether there should be more or less public expenditure in each of the following areas. Remember if you say “more” it could require a tax increase, and if you say “less” it could require a reduction in those services.

Q7A. Thinking about public expenditure on HEALTH, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

<table>
<thead>
<tr>
<th>Expenditure</th>
<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Much more than now</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat more than now</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The same as now</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat less than now</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Much less than now</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q7B. Thinking about public expenditure on EDUCATION, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now
- Somewhat more than now
- The same as now
- Somewhat less than now
- Much less than now
- Don’t know

Q7C. Thinking about public expenditure on UNEMPLOYMENT BENEFITS, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now
- Somewhat more than now
- The same as now
- Somewhat less than now
- Much less than now
- Don’t know

Q7D. Thinking about public expenditure on DEFENCE, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now
- Somewhat more than now
- The same as now
- Somewhat less than now
- Much less than now
- Don’t know

Q7E. Thinking about public expenditure on OLD-AGE PENSIONS, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now
- Somewhat more than now
- The same as now
- Somewhat less than now
- Much less than now
- Don’t know
Q7F. Thinking about public expenditure on BUSINESS AND INDUSTRY, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

Much more than now ................................................................. □
Somewhat more than now ............................................................. □
The same as now ................................................................. □
Somewhat less than now ............................................................. □
Much less than now ................................................................. □
Don’t know ............................................................................... □

Q7G. Thinking about public expenditure on POLICE AND LAW ENFORCEMENT, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

Much more than now ................................................................. □
Somewhat more than now ............................................................. □
The same as now ................................................................. □
Somewhat less than now ............................................................. □
Much less than now ................................................................. □
Don’t know ............................................................................... □

Q7H. Thinking about public expenditure on WELFARE BENEFITS, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

Much more than now ................................................................. □
Somewhat more than now ............................................................. □
The same as now ................................................................. □
Somewhat less than now ............................................................. □
Much less than now ................................................................. □
Don’t know ............................................................................... □

Q8. Over the next ten years or so, how likely or unlikely is it that you will improve your standard of living?

Very likely ................................................................. □
Somewhat likely ................................................................. □
Somewhat unlikely ................................................................. □
Very unlikely ................................................................. □
Don’t know ............................................................................... □

Q9. Please say to what extent you agree or disagree with the following statement: The government should take measures to reduce differences in income levels.

Strongly agree ................................................................. □
Somewhat agree ................................................................. □
Neither agree nor disagree ........................................................ □
Somewhat disagree ................................................................. □
Strongly disagree ................................................................. □
Don’t know ............................................................................... □
Q10. Some people say that it doesn't make any difference who is in power. Others say that it makes a big difference who is in power. Using the scale below, (where ONE means that it doesn't make any difference who is in power and FIVE means that it makes a big difference who is in power), where would you place yourself?

<table>
<thead>
<tr>
<th>It doesn't make any difference who is in power</th>
<th>It makes a big difference who is in power</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>□</td>
</tr>
<tr>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

Q11. Some people say that no matter who people vote for, it won't make any difference to what happens. Others say that who people vote for can make a big difference to what happens. Using the scale below, (where ONE means that voting won't make any difference to what happens and FIVE means that voting can make a big difference), where would you place yourself?

<table>
<thead>
<tr>
<th>Who people vote for won’t make any difference</th>
<th>Who people vote for can make a big difference</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>4</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

Q12. On the whole, are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the way democracy works in England?

- Very satisfied ................................................................. □
- Fairly satisfied ................................................................. □
- Not very satisfied ............................................................... □
- Not at all satisfied ............................................................. □
- Don’t know ............................................................................. □

Q13. Do you usually think of yourself as close to any particular party?

- Yes .................................................................................. □ Go to Q15
- No .................................................................................. □ Go to Q14
- Don’t know ........................................................................ □ Go to Q14

Q14. Do you feel yourself a little closer to one of the political parties than the others?

- Yes .................................................................................. □ Go to Q15
- No .................................................................................. □ Go to Q17
- Don’t know ........................................................................ □ Go to Q17
Q15. Which party do you feel closest to?

Conservatives .................................................................
Labour .................................................................
Liberal Democrats ...........................................................
UKIP .................................................................
The Green Party ..............................................................
SNP .................................................................
Plaid Cymru ..............................................................
Don’t know ....................................................................

Q16. Do you feel very close to this party, somewhat close, or not very close?

Very close .............................................................................
Somewhat close ....................................................................
Not very close ...........................................................................
Don’t know ..............................................................................

Q17. During the campaign, did a party or candidate contact you in person or by any other means?

Yes ........................................................................................
No ........................................................................................
Don’t know ............................................................................................

Q17A. Did they contact you in any of the following ways?

PLEASE ANSWER YES OR NO TO EACH ONE

In person, face-to-face .................................................................
By mail ........................................................................................
By telephone ........................................................................
By text message or SMS ...............................................................
By email ................................................................................
Through a social network site or other Web-based method .........

Q18. During the campaign, did a friend, family member, neighbour, work colleague or other acquaintance try to persuade you to vote for a particular party or candidate?

Yes ........................................................................................
No ........................................................................................
Don’t know ............................................................................................

Q18A. Did they try to persuade you in any of the following ways?

PLEASE ANSWER YES OR NO TO EACH ONE

In person, face-to-face .................................................................
By mail ........................................................................................
By telephone ........................................................................
By text message or SMS ...............................................................
By email ................................................................................
Through a social network site or other Web-based method .........
Q19. Prior to or during the campaign, did you use the Internet or your mobile phone to sign up for information or alerts from a party or candidate?

Yes.................................................................................................................. □
No................................................................................................................... □
Don’t know................................................................................................. □

Q20A. Which of these people was the Chancellor of the Exchequer before the recent election?

George Osborne............................................................................................ □
Vince Cable ................................................................................................... □
Theresa May .................................................................................................. □
Philip Hammond ............................................................................................ □
Don’t know...................................................................................................... □

Q20B. As far as you know, what was the unemployment rate in Britain in April 2015?

4% .................................................................................................................. □
6% .................................................................................................................. □
8% .................................................................................................................. □
10% ................................................................................................................. □
Don’t know...................................................................................................... □

Q20C. As far as you know, which party came in second in seats in the general election of 2015?

Conservatives............................................................................................... □
Labour .......................................................................................................... □
Liberal Democrats ....................................................................................... □
UKIP .............................................................................................................. □
Don’t know...................................................................................................... □

Q20D. As far as you know, who is the current Secretary-General of the United Nations?

Kofi Annan................................................................................................. □
Kurt Waldheim ......................................................................................... □
Ban Ki-Moon ............................................................................................ □
Boutros Boutros-Ghali ............................................................................... □
Don’t know...................................................................................................... □

Q21. The next question is about your household's income.

How likely or unlikely do you think it is that your household's income could be severely reduced IN THE NEXT TWELVE MONTHS?

Very likely ................................................................................................. □
Somewhat likely ...................................................................................... □
Some unlikely .......................................................................................... □
Very unlikely ............................................................................................ □
Don’t know................................................................................................... □
Q22B. Do you or a member of your household own a business, a piece of property, a farm, or livestock?

Yes .................................................................................................................. ☐
No .................................................................................................................. ☐
Don’t know ..................................................................................................... ☐

Q22C. Do you or a member of your household own stocks or bonds?

Yes .................................................................................................................. ☐
No .................................................................................................................. ☐
Don’t know ..................................................................................................... ☐

Q22D. Do you or a member of your household have any savings?

Yes .................................................................................................................. ☐
No .................................................................................................................. ☐
Don’t know ..................................................................................................... ☐

Q23A. If you lost your job, how easy or difficult would it be to find another job IN THE NEXT TWELVE MONTHS?

Very easy ........................................................................................................ ☐
Somewhat easy .............................................................................................. ☐
Somewhat difficult .......................................................................................... ☐
Very difficult ..................................................................................................... ☐
Don’t know ..................................................................................................... ☐
Not applicable – do not have a job ................................................................. ☐

Q23B. If your spouse/partner lost their job, how easy or difficult would it be for them to find another job IN THE NEXT TWELVE MONTHS?

Very easy ........................................................................................................ ☐
Somewhat easy .............................................................................................. ☐
Somewhat difficult .......................................................................................... ☐
Very difficult ..................................................................................................... ☐
Don’t know ..................................................................................................... ☐
Not applicable – spouse/partner does not have a job .................................... ☐
Not applicable – do not have a spouse/partner .............................................. ☐
Q24  What date did you complete this questionnaire?

<table>
<thead>
<tr>
<th>D</th>
<th>D</th>
<th>M</th>
<th>M</th>
<th>Y</th>
<th>Y</th>
<th>Y</th>
<th>Y</th>
</tr>
</thead>
</table>

ENTER DATE

And lastly just a few details about yourself...

Q25  Are you ....

Male ...........................................................................................................  □
Female ...........................................................................................................  □

Q26  And what was your age last birthday?

Enter years

Thank you for taking part in the survey. We would be grateful if you check whether you have answered all relevant questions. Please return this questionnaire in the pre-paid envelope provided or send to GfK NOP Ltd, Freepost RSZE-ARZR-SGAB as soon as possible.
Britain in 2015 study

INTERVIEWER PLEASE DO THE FOLLOWING BEFORE HANDING THIS TO RESPONDENT

Enter serial number shown on CAPI: [Blank]

Then type in this number into CAPI when prompted: [Blank]

Only the person who took part in the initial interview should complete this questionnaire:

Please read the following before completing this questionnaire:

- Most of the questions inside this booklet can be answered simply by placing a cross (X) in the boxes.
- Please cross one box per question unless otherwise instructed.
- If you have made a mistake in your answer, please completely fill the box to show the mistake (■) and then cross the correct answer.
- If you have any queries please contact GfK NOP on 0800 05645360 (9:30 – 17:30 and 24-hr answer phone) or britain2015@gfk.com

Returning the questionnaire:

Please complete the questionnaire as soon as you possibly can and return it in the prepaid address envelope provided by the interviewer or to:

GfK NOP Ltd, Freepost RSZE-ARZR-SGAB
Q1
In politics people sometimes talk of left and right, where would you place the following parties on this scale?

**PLEASE CROSS ONE BOX ONLY ON EACH ROW**

<table>
<thead>
<tr>
<th>Left</th>
<th>Right</th>
<th>Don't know</th>
</tr>
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<tbody>
<tr>
<td>Conservatives</td>
<td></td>
<td></td>
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<tr>
<td>Labour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liberal Democrats</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UKIP</td>
<td></td>
<td></td>
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<tr>
<td>SNP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Party</td>
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</tr>
</tbody>
</table>

Q2
Some people feel that government should make much greater efforts to make people's incomes more equal. Other people feel that government should be much less concerned about how equal people's incomes are.

On a scale where 0 means the government should make much greater efforts to make people’s incomes more equal, and 10 means that government should be much less concerned about how equal people's incomes are, where would you place the policies of the following parties on this scale?

**PLEASE CROSS ONE BOX ONLY ON EACH ROW**

<table>
<thead>
<tr>
<th>Government should make much greater efforts to make people’s income more equal</th>
<th>Government should be much less concerned about how equal people's incomes are</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservatives</td>
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<tr>
<td>Labour</td>
<td></td>
<td></td>
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<tr>
<td>Liberal Democrats</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UKIP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SNP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Party</td>
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</tr>
</tbody>
</table>

Q3
On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about:

**PLEASE CROSS ONE BOX ONLY ON EACH ROW**

<table>
<thead>
<tr>
<th>Strongly Dislike</th>
<th>Strongly Like</th>
<th>Don't know</th>
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<td>Liberal Democrats</td>
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<tr>
<td>UKIP</td>
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<tr>
<td>SNP</td>
<td></td>
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</tr>
<tr>
<td>Green Party</td>
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</tbody>
</table>
Q4 In your view, how often do the following things occur in UK elections?

*PLEASE CROSS ONE BOX ONLY ON EACH ROW*

<table>
<thead>
<tr>
<th>Votes are counted fairly</th>
<th>Fairly often</th>
<th>Not often</th>
<th>Not at all often</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalists provide fair coverage of elections</td>
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<td></td>
</tr>
<tr>
<td>Elections officials are fair</td>
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<tr>
<td>Rich people buy elections</td>
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<tr>
<td>Voters are offered a genuine choice at the ballot box</td>
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</tbody>
</table>

Q5 Some say European unification should be pushed further. Others say it has already gone too far. What is your opinion where 0 means that unification has already gone too far and 10 means that it should be pushed further.

<table>
<thead>
<tr>
<th>European unification has already gone too far</th>
<th>European unification should be pushed further</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
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</tr>
</tbody>
</table>

Q6 And still thinking about European unification, where would you place the following parties on the same scale? *PLEASE CROSS ONE BOX ONLY ON EACH ROW*

<table>
<thead>
<tr>
<th>European unification has already gone too far</th>
<th>European unification should be pushed further</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservatives</td>
<td>Labour</td>
<td>Liberal Democrats</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For the next questions, please say whether there should be more or less public expenditure in each of the following areas. Remember if you say "more" it could require a tax increase, and if you say "less" it could require a reduction in those services.

Q7A Thinking about public expenditure on HEALTH, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

<table>
<thead>
<tr>
<th>Much more than now</th>
<th>Somewhat more than now</th>
<th>The same as now</th>
<th>Somewhat less than now</th>
<th>Much less than now</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

BES Scotland V2.00 2015
Q7B. Thinking about public expenditure on EDUCATION, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

Much more than now................................................................. ☐
Somewhat more than now .................................................. ☐
The same as now ..................................................................... ☐
Somewhat less than now ...................................................... ☐
Much less than now............................................................... ☐
Don’t know .............................................................................. ☐

Q7C. Thinking about public expenditure on UNEMPLOYMENT BENEFITS, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

Much more than now................................................................. ☐
Somewhat more than now .................................................. ☐
The same as now ..................................................................... ☐
Somewhat less than now ...................................................... ☐
Much less than now............................................................... ☐
Don’t know .............................................................................. ☐

Q7D. Thinking about public expenditure on DEFENCE, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

Much more than now................................................................. ☐
Somewhat more than now .................................................. ☐
The same as now ..................................................................... ☐
Somewhat less than now ...................................................... ☐
Much less than now............................................................... ☐
Don’t know .............................................................................. ☐

Q7E. Thinking about public expenditure on OLD-AGE PENSIONS, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

Much more than now................................................................. ☐
Somewhat more than now .................................................. ☐
The same as now ..................................................................... ☐
Somewhat less than now ...................................................... ☐
Much less than now............................................................... ☐
Don’t know .............................................................................. ☐
Q7F. Thinking about public expenditure on BUSINESS AND INDUSTRY, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

Much more than now .................................................................
Somewhat more than now ......................................................
The same as now ........................................................................
Somewhat less than now ..........................................................
Much less than now .................................................................
Don’t know ..............................................................................

Q7G. Thinking about public expenditure on POLICE AND LAW ENFORCEMENT, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

Much more than now .................................................................
Somewhat more than now ......................................................
The same as now ........................................................................
Somewhat less than now ..........................................................
Much less than now .................................................................
Don’t know ..............................................................................

Q7H. Thinking about public expenditure on WELFARE BENEFITS, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

Much more than now .................................................................
Somewhat more than now ......................................................
The same as now ........................................................................
Somewhat less than now ..........................................................
Much less than now .................................................................
Don’t know ..............................................................................

Q8. Over the next ten years or so, how likely or unlikely is it that you will improve your standard of living?

Very likely ..............................................................................
Somewhat likely ....................................................................
Somewhat unlikely ................................................................
Very unlikely .........................................................................
Don’t know ..............................................................................

Q9. Please say to what extent you agree or disagree with the following statement: The government should take measures to reduce differences in income levels.

Strongly agree ........................................................................
Somewhat agree ....................................................................
Neither agree nor disagree ....................................................
Somewhat disagree ................................................................
Strongly disagree ..................................................................
Don’t know ..............................................................................
Q10. Some people say that it doesn't make any difference who is in power. Others say that it makes a big difference who is in power. Using the scale below, (where ONE means that it doesn't make any difference who is in power and FIVE means that it makes a big difference who is in power), where would you place yourself?

<table>
<thead>
<tr>
<th>It doesn't make any difference who is in power</th>
<th>It makes a big difference who is in power</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>Don't</td>
</tr>
</tbody>
</table>

Q11. Some people say that no matter who people vote for, it won't make any difference to what happens. Others say that who people vote for can make a big difference to what happens. Using the scale below, (where ONE means that voting won't make any difference to what happens and FIVE means that voting can make a big difference), where would you place yourself?

<table>
<thead>
<tr>
<th>Who people vote for won't make any difference</th>
<th>Who people vote for can make a big difference</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>Don't</td>
</tr>
</tbody>
</table>

Q12. On the whole, are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the way democracy works in Scotland?

Very satisfied ...........................................................................................................................................  
Fairly satisfied ..........................................................................................................................................  
Not very satisfied ......................................................................................................................................  
Not at all satisfied .................................................................................................................................  
Don't know ...............................................................................................................................................  

Q13. Do you usually think of yourself as close to any particular party?

Yes......................................................................................................................................................... Go to Q15  
No ....................................................................................................................................................... Go to Q14  
Don’t know ........................................................................................................................................... Go to Q14

Q14. Do you feel yourself a little closer to one of the political parties than the others?

Yes......................................................................................................................................................... Go to Q15  
No ....................................................................................................................................................... Go to Q17  
Don’t know ........................................................................................................................................... Go to Q17
Q15. Which party do you feel closest to?

Conservatives .................................................................................................................
Labour ...............................................................................................................................
Liberal Democrats ...........................................................................................................
UKIP ...................................................................................................................................
The Green Party ...............................................................................................................
SNP ....................................................................................................................................
Plaid Cymru .....................................................................................................................
Don’t know ....................................................................................................................... 

Q16. Do you feel very close to this party, somewhat close, or not very close?

Very close ...........................................................................................................................
Somewhat close ..............................................................................................................
Not very close ...................................................................................................................
Don’t know ....................................................................................................................... 

Q17. During the campaign, did a party or candidate contact you in person or by any other means?

Yes ....................................................................................................................................
No .....................................................................................................................................
Don’t know ....................................................................................................................... 

Q17A. Did they contact you in any of the following ways?

PLEASE ANSWER YES OR NO TO EACH ONE

In person, face-to-face ....................................................................................................
By mail .............................................................................................................................
By telephone ...................................................................................................................
By text message or SMS ............................................................................................... 
By email ..........................................................................................................................
Through a social network site or other Web-based method ...........................................

Q18. During the campaign, did a friend, family member, neighbour, work colleague or other acquaintance try to persuade you to vote for a particular party or candidate?

Yes ....................................................................................................................................
No .....................................................................................................................................
Don’t know ....................................................................................................................... 

Q18A. Did they try to persuade you in any of the following ways?

PLEASE ANSWER YES OR NO TO EACH ONE

In person, face-to-face .................................................................................................
By mail .............................................................................................................................
By telephone ...................................................................................................................
By text message or SMS ............................................................................................... 
By email ..........................................................................................................................
Through a social network site or other Web-based method ............................................
Q19. Prior to or during the campaign, did you use the Internet or your mobile phone to sign up for information or alerts from a party or candidate?

Yes .................................................................................................................. □
No ................................................................................................................... □
Don’t know..................................................................................................... □

Q20A. Which of these people was the Chancellor of the Exchequer before the recent election?

George Osborne ............................................................................................. □
Vince Cable .................................................................................................... □
Theresa May .................................................................................................. □
Philip Hammond ............................................................................................ □
Don’t know ...................................................................................................... □

Q20B. As far as you know, what was the unemployment rate in Britain in April 2015?

4% .................................................................................................................. □
6% .................................................................................................................. □
8% .................................................................................................................. □
10% ................................................................................................................ □
Don’t know ...................................................................................................... □

Q20C. As far as you know, which party came in second in seats in the general election of 2015?

Conservatives ................................................................................................. □
Labour ............................................................................................................ □
Liberal Democrats .......................................................................................... □
UKIP ............................................................................................................... □
Don’t know ...................................................................................................... □

Q20D. As far as you know, who is the current Secretary-General of the United Nations?

Kofi Annan ...................................................................................................... □
Kurt Waldheim ............................................................................................... □
Ban Ki-Moon .................................................................................................. □
Boutros Boutros-Ghali ................................................................................... □
Don’t know ...................................................................................................... □

Q21. The next question is about your household's income.

How likely or unlikely do you think it is that your household's income could be severely reduced IN THE NEXT TWELVE MONTHS?

Very likely ...................................................................................................... □
Somewhat likely ........................................................................................... □
Some unlikely ............................................................................................... □
Very unlikely ............................................................................................... □
Don’t know ................................................................................................... □
Q22B. Do you or a member of your household own a business, a piece of property, a farm, or livestock?

Yes.................................................................................................................. ☐
No................................................................................................................... ☐
Don’t know.................................................................................................... ☐

Q22C. Do you or a member of your household own stocks or bonds?

Yes.................................................................................................................. ☐
No................................................................................................................... ☐
Don’t know.................................................................................................... ☐

Q22D. Do you or a member of your household have any savings?

Yes.................................................................................................................. ☐
No................................................................................................................... ☐
Don’t know.................................................................................................... ☐

Q23A. If you lost your job, how easy or difficult would it be to find another job IN THE NEXT TWELVE MONTHS?

Very easy........................................................................................................ ☐
Somewhat easy............................................................................................. ☐
Somewhat difficult .......................................................................................... ☐
Very difficult ................................................................................................... ☐
Don’t know.................................................................................................... ☐
Not applicable – do not have a job................................................................. ☐

Q23B. If your spouse/partner lost their job, how easy or difficult would it be for them to find another job IN THE NEXT TWELVE MONTHS?

Very easy........................................................................................................ ☐
Somewhat easy............................................................................................. ☐
Somewhat difficult .......................................................................................... ☐
Very difficult ................................................................................................... ☐
Don’t know.................................................................................................... ☐
Not applicable – spouse/partner does not have a job.................................... ☐
Not applicable – do not have a spouse/partner.............................................. ☐
Q24  What date did you complete this questionnaire?

ENTER DATE

And lastly just a few details about yourself...

Q25  Are you ....

Male .................................................................................................................
Female ..............................................................................................................

Q26  And what was your age last birthday?

Enter years

Thank you for taking part in the survey. We would be grateful if you check whether you have answered all relevant questions. Please return this questionnaire in the pre-paid envelope provided or send to GfK NOP Ltd, Freepost RSZE-ARZR-SGAB as soon as possible
INTERVIEWER PLEASE DO THE FOLLOWING
BEFORE HANDING THIS TO RESPONDENT

Enter serial number shown on CAPI: 

Then type in this number into CAPI
when prompted:

Only the person who took part in the initial interview should complete this questionnaire:

Please read the following before completing this questionnaire:

• Most of the questions inside this booklet can be answered simply by placing a cross (X) in the boxes.

• Please cross one box per question unless otherwise instructed

• If you have made a mistake in your answer, please completely fill the box to show the mistake (■) and then cross the correct answer.

• If you have any queries please contact GfK NOP on 0800 05645360 (9:30 – 17:30 and 24-hr answer phone) or britain2015@gfk.com

Returning the questionnaire:

Please complete the questionnaire as soon as you possibly can and return it in the prepaid address envelope provided by the interviewer or to:

GfK NOP Ltd, Freepost RSZE-ARZR-SGAB
Q 1  In politics people sometimes talk of left and right, where would you place the following parties on this scale?
PLEASE CROSS ONE BOX ONLY ON EACH ROW

<table>
<thead>
<tr>
<th></th>
<th>Left</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Right</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservatives</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Labour</td>
<td></td>
</tr>
<tr>
<td>Labour</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Liberal Democrats</td>
<td></td>
</tr>
<tr>
<td>Liberal Democrats</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>UKIP</td>
<td></td>
</tr>
<tr>
<td>UKIP</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Plaid Cymru</td>
<td></td>
</tr>
<tr>
<td>Plaid Cymru</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td>Green Party</td>
<td></td>
</tr>
<tr>
<td>Green Party</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

Q 2  Some people feel that government should make much greater efforts to make people’s incomes more equal. Other people feel that government should be much less concerned about how equal people’s incomes are. On a scale where 0 means the government should make much greater efforts to make people’s incomes more equal, and 10 means that government should be much less concerned about how equal people’s incomes are, where would you place the policies of the following parties on this scale?
PLEASE CROSS ONE BOX ONLY ON EACH ROW

<table>
<thead>
<tr>
<th>Government should make much greater efforts to make people’s income more equal</th>
<th>Government should be much less concerned about how equal people’s incomes are</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservatives</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>Labour</td>
</tr>
<tr>
<td>Labour</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>Liberal Democrats</td>
</tr>
<tr>
<td>Liberal Democrats</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>UKIP</td>
</tr>
<tr>
<td>UKIP</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>Plaid Cymru</td>
</tr>
<tr>
<td>Plaid Cymru</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>Green Party</td>
</tr>
<tr>
<td>Green Party</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td></td>
</tr>
</tbody>
</table>

Q3  On a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do feel about:
PLEASE CROSS ONE BOX ONLY ON EACH ROW

<table>
<thead>
<tr>
<th>Strongly Dislike</th>
<th>Strongly Like</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservatives</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>Labour</td>
</tr>
<tr>
<td>Labour</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>Liberal Democrats</td>
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<tr>
<td>Liberal Democrats</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>UKIP</td>
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<tr>
<td>UKIP</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>Plaid Cymru</td>
</tr>
<tr>
<td>Plaid Cymru</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>Green Party</td>
</tr>
<tr>
<td>Green Party</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td></td>
</tr>
</tbody>
</table>
Q4  In your view, how often do the following things occur in UK elections?

PLEASE CROSS ONE BOX ONLY ON EACH ROW

<table>
<thead>
<tr>
<th></th>
<th>Very often</th>
<th>Fairly often</th>
<th>Not often</th>
<th>Not at all often</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Votes are counted fairly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journalists provide fair coverage of elections</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elections officials are fair</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rich people buy elections</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Voters are offered a genuine choice at the ballot box</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q5. Some say European unification should be pushed further. Others say it has already gone too far. What is your opinion where 0 means that unification has already gone too far and 10 means that it should be pushed further

<table>
<thead>
<tr>
<th>European unification has already gone too far</th>
<th>European unification should be pushed further</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

Q6  And still thinking about European unification, where would you place the following parties on the same scale? PLEASE CROSS ONE BOX ONLY ON EACH ROW

<table>
<thead>
<tr>
<th>European unification has already gone too far</th>
<th>European unification should be pushed further</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservatives</td>
<td>Labour</td>
<td>Liberal Democrats</td>
</tr>
<tr>
<td>UKIP</td>
<td>Plaid Cymru</td>
<td>Green Party</td>
</tr>
</tbody>
</table>

For the next questions, please say whether there should be more or less public expenditure in each of the following areas. Remember if you say "more" it could require a tax increase, and if you say "less" it could require a reduction in those services.

Q7A. Thinking about public expenditure on HEALTH, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more than now</td>
<td>Somewhat more than now</td>
<td>The same as now</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Q7B. Thinking about public expenditure on EDUCATION, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now
- Somewhat more than now
- The same as now
- Somewhat less than now
- Much less than now
- Don’t know

Q7C. Thinking about public expenditure on UNEMPLOYMENT BENEFITS, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now
- Somewhat more than now
- The same as now
- Somewhat less than now
- Much less than now
- Don’t know

Q7D. Thinking about public expenditure on DEFENCE, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now
- Somewhat more than now
- The same as now
- Somewhat less than now
- Much less than now
- Don’t know

Q7E. Thinking about public expenditure on OLD-AGE PENSIONS, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now
- Somewhat more than now
- The same as now
- Somewhat less than now
- Much less than now
- Don’t know
Q7F. **Thinking about public expenditure on BUSINESS AND INDUSTRY**, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now .................................................................
- Somewhat more than now .....................................................
- The same as now .................................................................
- Somewhat less than now .....................................................
- Much less than now .............................................................
- Don’t know ...........................................................................  

Q7G. **Thinking about public expenditure on POLICE AND LAW ENFORCEMENT**, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now .................................................................
- Somewhat more than now .....................................................
- The same as now .................................................................
- Somewhat less than now .....................................................
- Much less than now .............................................................
- Don’t know ...........................................................................  

Q7H. **Thinking about public expenditure on WELFARE BENEFITS**, should there be much more than now, somewhat more than now, the same as now, somewhat less than now, or much less than now?

- Much more than now .................................................................
- Somewhat more than now .....................................................
- The same as now .................................................................
- Somewhat less than now .....................................................
- Much less than now .............................................................
- Don’t know ...........................................................................  

Q8. **Over the next ten years or so, how likely or unlikely is it that you will improve your standard of living?**

- Very likely ..............................................................................
- Somewhat likely ....................................................................
- Somewhat unlikely ............................................................
- Very unlikely ..........................................................................  
- Don’t know ...........................................................................  

Q9. **Please say to what extent you agree or disagree with the following statement:**
   *The government should take measures to reduce differences in income levels.*

- Strongly agree .................................................................
- Somewhat agree ..............................................................
- Neither agree nor disagree ................................................
- Somewhat disagree ...........................................................
- Strongly disagree .............................................................
- Don’t know ...........................................................................
Q10. Some people say that it doesn't make any difference who is in power. Others say that it makes a big difference who is in power. Using the scale below, (where ONE means that it doesn't make any difference who is in power and FIVE means that it makes a big difference who is in power), where would you place yourself?

It doesn't make any difference who is in power

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q11. Some people say that no matter who people vote for, it won’t make any difference to what happens. Others say that who people vote for can make a big difference to what happens. Using the scale below, (where ONE means that voting won’t make any difference to what happens and FIVE means that voting can make a big difference), where would you place yourself?

Who people vote for won’t make any difference

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
</tr>
</tbody>
</table>

Q12. On the whole, are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the way democracy works in Wales?

Very satisfied ........................................................................................................... ☐
Fairly satisfied ........................................................................................................... ☐
Not very satisfied ........................................................................................................ ☐
Not at all satisfied ...................................................................................................... ☐
Don’t know ................................................................................................................ ☐

Q13. Do you usually think of yourself as close to any particular party?

Yes........................................................................................................................... ☐ Go to Q15
No........................................................................................................................... ☐ Go to Q14
Don’t know.............................................................................................................. ☐ Go to Q14

Q14. Do you feel yourself a little closer to one of the political parties than the others?

Yes........................................................................................................................... ☐ Go to Q15
No........................................................................................................................... ☐ Go to Q17
Don’t know.............................................................................................................. ☐ Go to Q17
Q15. Which party do you feel closest to?

Conservatives .....................................................................................................
Labour ................................................................................................................
Liberal Democrats ...........................................................................................
UKIP ...................................................................................................................
The Green Party ............................................................................................... 
SNP ...................................................................................................................
Plaid Cymru ......................................................................................................
Don’t know ......................................................................................................

Q16. Do you feel very close to this party, somewhat close, or not very close?

Very close ........................................................................................................
Somewhat close .............................................................................................
Not very close .................................................................................................
Don’t know ......................................................................................................

Q17. During the campaign, did a party or candidate contact you in person or by any other means?

Yes ..................................................................................................................
No ....................................................................................................................
Don’t know ......................................................................................................

Q17A. Did they contact you in any of the following ways?

In person, face-to-face ..................................................................................
By mail...........................................................................................................
By telephone ............................................................................................... 
By text message or SMS ............................................................................
By email ........................................................................................................
Through a social network site or other Web-based method .................

Q18. During the campaign, did a friend, family member, neighbour, work colleague or other acquaintance try to persuade you to vote for a particular party or candidate?

Yes ..................................................................................................................
No ....................................................................................................................
Don’t know ......................................................................................................

Q18A. Did they try to persuade you in any of the following ways?

In person, face-to-face ..................................................................................
By mail...........................................................................................................
By telephone ............................................................................................... 
By text message or SMS ............................................................................
By email ........................................................................................................
Through a social network site or other Web-based method .................
Q19. Prior to or during the campaign, did you use the Internet or your mobile phone to sign up for information or alerts from a party or candidate?

Yes..................................................................................................................
No..................................................................................................................
Don’t know.....................................................................................................

Q20A. Which of these people was the Chancellor of the Exchequer before the recent election?

George Osborne.............................................................................................
Vince Cable .....................................................................................................
Theresa May ...................................................................................................
Philip Hammond ............................................................................................
Don’t know.....................................................................................................

Q20B. As far as you know, what was the unemployment rate in Britain in April 2015?

4% ..................................................................................................................
6% ..................................................................................................................
8% ..................................................................................................................
10% ............................................................................................................... 
Don’t know.....................................................................................................

Q20C. As far as you know, which party came in second in seats in the general election of 2015?

Conservatives................................................................................................
Labour ............................................................................................................
Liberal Democrats ....................................................................................... 
UKIP ..............................................................................................................
Don’t know...................................................................................................

Q20D. As far as you know, who is the current Secretary-General of the United Nations?

Kofi Annan ....................................................................................................
Kurt Waldheim ................................................................................................
Ban Ki-Moon ............................................................................................... 
Boutros Boutros-Ghali ..................................................................................
Don’t know....................................................................................................

Q21. The next question is about your household’s income.

How likely or unlikely do you think it is that your household’s income could be severely reduced IN THE NEXT TWELVE MONTHS?

Very likely .....................................................................................................
Somewhat likely ...........................................................................................
Some unlikely ................................................................................................
Very unlikely .................................................................................................
Don’t know...................................................................................................
Q22B. Do you or a member of your household own a business, a piece of property, a farm, or livestock?

Yes.................................................................................................................. □
No................................................................................................................... □
Don’t know....................................................................................................... □

Q22C. Do you or a member of your household own stocks or bonds?

Yes.................................................................................................................. □
No................................................................................................................... □
Don’t know....................................................................................................... □

Q22D. Do you or a member of your household have any savings?

Yes.................................................................................................................. □
No................................................................................................................... □
Don’t know....................................................................................................... □

Q23A. If you lost your job, how easy or difficult would it be to find another job IN THE NEXT TWELVE MONTHS?

Very easy........................................................................................................... □
Somewhat easy ................................................................................................ □
Somewhat difficult ......................................................................................... □
Very difficult ................................................................................................... □
Don’t know....................................................................................................... □
Not applicable – do not have a job ................................................................ □

Q23B. If your spouse/partner lost their job, how easy or difficult would it be for them to find another job IN THE NEXT TWELVE MONTHS?

Very easy........................................................................................................... □
Somewhat easy ................................................................................................ □
Somewhat difficult ......................................................................................... □
Very difficult ................................................................................................... □
Don’t know....................................................................................................... □
Not applicable – spouse/partner does not have a job .................................... □
Not applicable – do not have a spouse/partner ............................................. □
Q24  What date did you complete this questionnaire?

ENTER DATE

And lastly just a few details about yourself…

Q25  Are you ....

Male ............................................................................................................................................................
Female ......................................................................................................................................................

Q26  And what was your age last birthday?

Enter years

Thank you for taking part in the survey. We would be grateful if you check whether you have answered all relevant questions. Please return this questionnaire in the pre-paid envelope provided or send to GfK NOP Ltd, Freepost RSZE-ARZR-SGAB as soon as possible.
A Derived variables

gor CODED VARIABLE (INTERVIEWER CODED)
   Government office region
   1 North East
   2 North West
   3 Yorkshire and the Humber
   4 East Midlands
   5 West Midlands
   6 East of England
   7 London
   8 South East
   9 South West
   10 Wales
   11 Scotland

LocalElections CODED VARIABLE (INTERVIEWER CODED)
   Binary indicator of whether there were local elections in the area
   0 No
   1 Yes

Stratum INTEGER VARIABLE (INTERVIEWER CODED)
   Numeric identifier of sampling strata
   Range [1-57]

StratumLabel STRING VARIABLE (INTERVIEWER CODED)
   Label of sampling strata

IMDquintile INTEGER VARIABLE (INTERVIEWER CODED)
   IMD quintile 1 = most deprived through to 5 = least deprived.
   Range [1-5]

Constit_Code STRING VARIABLE (INTERVIEWER CODED)
   ONS Parliamentary Constituency identifier

Constit_Name STRING VARIABLE (INTERVIEWER CODED)
   ONS Parliamentary Constituency Name

LA_UA_Code STRING VARIABLE (INTERVIEWER CODED)
   ONS Local authority identifier
LA_UA_Name STRING VARIABLE  
ONS Local Authority Name

Int_length NUMERIC VARIABLE  
Length of interview in minutes

No_of_calls_1st_is_final INTEGER VARIABLE  
Number of calls made in first issue

No_of_re_is_calls_final INTEGER VARIABLE  
Number of calls made after interview reissue

dwel_type CODED VARIABLE  
Type of dwelling
1 Bungalow
2 Centre terraced house
3 Conversion flat/ maisonette
4 Detached house
5 Other type of dwelling
6 Purpose built flat
7 Semi-detached / end terraced house

Floor_of_dwelling INTEGER VARIABLE  
Number of calls made after interview reissue

InterviewerNo_1st_issue INTEGER VARIABLE  
1st issue interviewer identifier

InterviewerNo_re_issue INTEGER VARIABLE  
Reissue interviewer identifier

Re_issue CODED VARIABLE (INTERVIEWER CODED)  
Binary indicator of whether the interview was reissued
0 No
1 Yes

Higher_incentive_offered CODED VARIABLE (INTERVIEWER CODED)  
Binary indicator of whether a higher incentive was offered to the interviewee
0 No
1 Yes
pano INTEGER VARIABLE
Press Association Parliamentary Constituency Identifier

 Isoa11 STRING VARIABLE
2011 Census lower layer super output area

a1_mii CODED VARIABLE (INTERVIEWER CODED)
Auto-coded responses from A1 (most important issue). Note that assignments with less than 0.5 probability are not included in the dataset

0 No problem
1 unemployment
2 nhs
3 immigration
4 economy general
5 international probs
6 politics-neg
7 housing
8 poverty, living stds
9 services-spending
10 social inequalities
11 environment
12 education
13 welfare fraud
14 europe
15 election outcome
16 terrorism
17 crime
18 scot const
19 aging population
20 consumer debt
21 national security
22 civil liberties
23 class difference
24 taxation
25 pol values-left
26 racial tension
27 pensions
28 youth
29 inflation
30 petrol prices
31 flooding
32 electoral reform
33 iraq war
34 constitutional
35 energy
36 morals
37 transport
38 war in afghanistan
39 turnout, apathy
40 banks
98 miscellaneous
9999 Don't know

a1_probability NUMERIC VARIABLE
Likelihood of correct label in auto-coded responses from A1 (most important issue). Note that assignments with less than 0.5 probability are not included in the dataset

Seg CODED VARIABLE
Socio-Economic Group based on Standard Occupational Classifications 2010 (SOC2010)
https://www.iser.essex.ac.uk/archives/nssec/derivations-of-social-class

-1 Never worked
11 Employers in industry, commerce, etc large establishments
12 Managers in central and local government, industry, commerce, etc large establishments
21 Employers in industry, commerce, etc small establishments
22 Managers in industry, commerce, etc small establishments
30 Professional workers - self-employed
40 Professional workers -employees
51 Intermediate non-manual workers -ancillary workers and artists
52 Intermediate non-manual workers -foremen and supervisors non-manual
60 Junior non-manual workers
70 Personal service workers
80 Foremen and supervisors -manual
90 Skilled manual workers
100 Semi-skilled manual workers
110 Unskilled manual workers
120 Own account workers other than professional
130 Farmers - employers and managers
140 Farmers - own account
150 Agricultural workers
160 Members of armed forces

Sc CODED VARIABLE


10 Professional, etc occupations
20 Managerial and Technical occupations
31 Skilled occupations- Non-manual
32 Skilled occupations- manual
40 Partly skilled occupations
50 Unskilled occupations
60 Armed forces

ns_sec CODED VARIABLE

National Statistics Socio-economic classification operational categories based on Standard Occupational Classifications 2010 (SOC2010)

10 Employers in large establishments
20 Higher managerial and administrative occupations
31 L3.1 Traditional employees
32 L3.2 New employees
33 L3.3 Traditional self-employed
34 L3.4 New self-employed
41 L4.1 Traditional employees
42 L4.2 New employees
43 L4.3 Traditional self-employed
44 L4.4 New self-employed
50 Lower managerial and administrative occupations
60 Higher supervisory occupations
71 L7.1 Intermediate clerical and administrative occupations
72 L7.2 Intermediate sales and service occupations
73 L7.3 Intermediate technical and auxiliary occupations
74 L7.4 Intermediate engineering occupations
80 Employers in small organisations
81 L8.1 Employers in small establishments in industry, commerce, services etc.
82 L8.2 Employers in small establishments in agriculture
90 Own account workers
91 L9.1 Own account workers (non-professional)
92 L9.2 Own account workers (agriculture)
100 Lower supervisory occupations
111 L11.1 Lower technical craft occupations
112 L11.2 Lower technical process operative occupations
121 L12.1 Semi-routine sales occupations
122 L12.2 Semi-routine service occupations
123 L12.3 Semi-routine technical occupations
124 L12.4 Semi-routine operative occupations
125 L12.5 Semi-routine agricultural occupations
126 L12.6 Semi-routine clerical occupations
127 L12.7 Semi-routine childcare occupations
131 L13.1 Routine sales and service occupations
132 L13.2 Routine production occupations
133 L13.3 Routine technical occupations
134 L13.4 Routine operative occupations
135 L13.5 Routine agricultural occupations
141 L14.1 Never worked
142 L14.2 Long-term unemployed
150 Full-time students
160 Occupations not stated or inadequately described
170 Not classifiable for other reasons

ns_sec_analytic CODED VARIABLE

National Statistics Socio-economic classification analytic classes based on Standard Occupational Classifications 2010 (SOC2010)

-1 Never worked

11 Employers in large organisations and higher managerial
12 Higher professional occupations
20 Lower professional and managerial and higher supervisory
30 Intermediate occupations
40 Employers in small organisations and own account workers
50 Lower supervisory and technical occupations
60 Semi-routine occupations
70 Routine occupations
The 2015 BES included ‘vote validation’ exercise – checking the marked electoral registers to see whether our respondents voted in the 2015 General Election. The data were collected and linked to the BES face-to-face survey as part of a partnership between the BES and the Electoral Commission. The name and address information of face-to-face respondents who had given their permission for their information to be linked with the electoral registers was matched against the marked electoral registers by our team of BES Research Assistants.


1 Voted: The respondents appeared on the electoral register and was marked as having voted.

2 Not voted: The respondent appeared on the electoral register and was eligible to vote but was not marked as having voted.

3 Ineligible: The respondent appeared on the electoral register but was marked ineligible to vote in the general election.