

## 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 8<sup>th</sup> 2015 and September 13<sup>th</sup> 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

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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 B1

- 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<sup>1</sup>

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)

---

<sup>1</sup> This is based on sample information



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

- 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

CAPI RANDOMISE ORDER OF STATEMENTS

- 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

7

8

9

10 Right

- 1 (Don't know)

- 2 Refused

**F DELETED****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 [2<sup>nd</sup> 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

4  
5  
6  
7  
8  
9

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 Milliband
- 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)

9 Other (WRITE IN)  
- 1 (Don't know)

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

## 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

- 1 (Don't know)

- 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]

6 None of these  
7 (Don't know)

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**

**P 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

9

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 Party images: keeping promises/able to govern/united**

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)

**R Things that gone too far/not far enough**

R 3 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)

R 4 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)

R 5 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)

U 5 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

V 1 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)

V 4 [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

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

6 Fairly working class  
 7 Very working class  
 - 1 (Don't know)

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.

1 True  
 2 False  
 -1 Don't Know

#### 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 LAID OUT AS FOLLOWS:**

Annual	Weekly	Monthly
H. Under £2,600	Under £50	Under £217
B. £2,600 - £5,199	£50 - £99	£217 - £434
J. £5,200 - £10,399	£100 - £199	£435 - £866
F. £10,400 - £15,599	£200 - £299	£867 - £1,299
N. £15,600 - £20,799	£300 - £399	£1,300 - £1,732
A. £20,800 - £25,999	£400 - £499	£1,733 - £2,166
G. £26,000 - £31,199	£500 - £599	£2,167 - £2,599
O. £31,200 - £36,399	£600 - £699	£2,600 - £3,032
D. £36,400 - £39,999	£700 - £769	£3,033 - £3,333
L. £40,000 - £44,999	£770 - £865	£3,334 - £3,749

M. £45,000 - £49,999	£866 - £961	£3,750 - £4,166
I. 50,000 - £59,999	£962 - £1,153	£4,167 - £4,999
C. £60,000 - £74,999	£1,154 - £1,442	£5,000 - £6,249
E. £75,000 - £99,999	£1,443 - £1,923	£6,250 - £8,333
K. £100,000 or more	£1,924 or more	£8,333 or more

Y 2 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)



Y 3 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)

Y 4 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)

Y 5 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

Y 6 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

- 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

Y 9 INTERVIEWER TO OBSERVE AND RECORD: GENDER  
OF RESPONDENT

1 Male  
2 Female

Y 10 Place can you me tell your age at your last birthday

ENTER AGE  
Refused

Y 11 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<sup>2</sup>] 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

\_\_\_\_\_

<sup>2</sup> For Y18 – Y24 use present tense for codes 1-4 at Y17 and past tense for code 1 at Y18

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

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

Y 36 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.

Y 37 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

Y 45 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<sup>3</sup> 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?

---

<sup>3</sup> 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 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

## Appendix 2B ENGLISH NUMBERED SHOWCARDS

### 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**

Left

Right

0 1 2 3 4 5 6 7 8 9 10

## 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

## SHOW CARD 6

Economic  
growth should  
have priority

Protecting the  
environment  
should have  
priority

0 1 2 3 4 5 6 7 8 9 10

# SHOW CARD 7

Strongly  
dislike

Strongly like

0 1 2 3 4 5 6 7 8 9 10

## SHOW CARD 8

Bad for  
economy

Good for  
economy

1

2

3

4

5

6

7

## **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

Pay a great  
deal of  
attention

0 1 2 3 4 5 6 7 8 9 10

## **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

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

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

## SHOW CARD 20

Fight  
terrorism

Protect civil  
liberties

0 1 2 3 4 5 6 7 8 9 10

## **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

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

## **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

### **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
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

## **APPENDIX 2c SCOTTISH NUMBERED SHOWCARDS**

### **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**

Left

Right

0 1 2 3 4 5 6 7 8 9 10

## 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

## SHOW CARD 6

Economic  
growth should  
have priority

Protecting the  
environment  
should have  
priority

0 1 2 3 4 5 6 7 8 9 10

# SHOW CARD 7

Strongly  
dislike

Strongly like

0 1 2 3 4 5 6 7 8 9 10

# SHOW CARD 8

Bad for  
economy

Good for  
economy

1

2

3

4

5

6

7

## **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

Pay a great  
deal of  
attention

0 1 2 3 4 5 6 7 8 9 10



## **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
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

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



## SHOW CARD 20

Fight  
terrorism

Protect civil  
liberties

0 1 2 3 4 5 6 7 8 9 10

## **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

**SHOW CARD 25**

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

## **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

### **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
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

## Appendix 2d WELSH NUMBERED SHOWCARDS

### 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**

Left

Right

0 1 2 3 4 5 6 7 8 9 10

## 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



## SHOW CARD 6

Economic  
growth should  
have priority

Protecting the  
environment  
should have  
priority

0 1 2 3 4 5 6 7 8 9 10

# SHOW CARD 7

Strongly  
dislike

Strongly like

0 1 2 3 4 5 6 7 8 9 10

# SHOW CARD 8

Bad for  
economy

Good for  
economy

1

2

3

4

5

6

7

## **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

Pay a great  
deal of  
attention

0 1 2 3 4 5 6 7 8 9 10

## **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
4. The Welsh 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

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

# 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

## SHOW CARD 25

	<b>Annual</b>	<b>Monthly</b>	<b>Weekly</b>
H.	Under £2,600	Under £217	Under £50
B.	£2,600 - £5,199	£217 - £434	£50 - £99
J.	£5,200 - £10,399	£435 - £866	£100 - £199
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E.	£75,000 - £99,999	£6,250 - £8,333	£1,443 - £1,923
K.	£100,000 or more	£8,333 or more	£1,924 or more

## **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

### **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
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

# **Britain in 2015 study**



**INTERVIEWER PLEASE DO THE FOLLOWING  
BEFORE HANDING THIS TO RESPONDENT**

Enter serial number shown on CAPI:

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Then type in this number into CAPI  
when prompted:

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**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 (  ) 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](mailto: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**

	<i>Left</i>										<i>Right</i>	Don't know
	0	1	2	3	4	5	6	7	8	9	10	
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

	Government should make much greater efforts to make people's income more equal										Government should be much less concerned about how equal people's incomes are										Don't know			
	0	1	2	3	4	5	6	7	8	9	10													
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

	Strongly Dislike										Strongly Like										Don't know			
	0	1	2	3	4	5	6	7	8	9	10													
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q4 In your view, how often do the following things occur in UK elections?**

*PLEASE CROSS ONE BOX ONLY ON EACH ROW*

	Very often	Fairly often	Not often	Not at all often	Don't know
Votes are counted fairly.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Journalists provide fair coverage of elections.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elections officials are fair.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rich people buy elections .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voters are offered a genuine choice at the ballot box .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

European unification has already gone too far											European unification should be pushed further	Don't know
0	1	2	3	4	5	6	7	8	9	10		Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

											European unification should be pushed further	Don't know
	0	1	2	3	4	5	6	7	8	9	10	
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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?**

Much more than now.....	<input type="checkbox"/>
Somewhat more than now .....	<input type="checkbox"/>
The same as now .....	<input type="checkbox"/>
Somewhat less than now .....	<input type="checkbox"/>
Much less than now.....	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>

**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?

<i>It doesn't make any difference who is in power</i>					<i>It makes a big difference who is in power</i>	<i>Don't know</i>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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?

<i>Who people vote for won't make any difference</i>					<i>Who people vote for can make a big difference</i>	<i>Don't Know</i>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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 .....	<input type="checkbox"/>
Fairly satisfied .....	<input type="checkbox"/>
Not very satisfied .....	<input type="checkbox"/>
Not at all satisfied .....	<input type="checkbox"/>
Don't know .....	<input type="checkbox"/>

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

Yes.....	<input type="checkbox"/>	<b>Go to Q15</b>
No .....	<input type="checkbox"/>	<b>Go to Q14</b>
Don't know.....	<input type="checkbox"/>	<b>Go to Q14</b>

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

Yes.....	<input type="checkbox"/>	<b>Go to Q15</b>
No .....	<input type="checkbox"/>	<b>Go to Q17</b>
Don't know.....	<input type="checkbox"/>	<b>Go to Q17</b>

**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.....  **Go to Q17A**
- No .....  **Go to Q18**
- Don't know.....  **Go to Q18**

**Q17A. Did they contact you in any of the following ways?  
PLEASE ANSWER YES OR NO TO EACH ONE**

	Yes	No	Don't know
In person, face-to-face .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By mail.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By telephone .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By text message or SMS.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By email.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a social network site or other Web-based method.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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.....  **Go to Q18A**
- No .....  **Go to Q19**
- Don't know.....  **Go to Q19**

**Q18A. Did they try to persuade you in any of the following ways?  
PLEASE ANSWER YES OR NO TO EACH ONE**

	Yes	No	Don't know
In person, face-to-face .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By mail.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By telephone .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By text message or SMS.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By email.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a social network site or other Web-based method.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**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?

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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 

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**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:

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Then type in this number into CAPI  
when prompted:

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**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 (  ) 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](mailto: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**

	<i>Left</i>										<i>Right</i>	Don't know	
	0	1	2	3	4	5	6	7	8	9	10		
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SNP.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

	<b>Government should make much greater efforts to make people's income more equal</b>										<b>Government should be much less concerned about how equal people's incomes are</b>										Don't know			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10		
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SNP.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

	<b>Strongly Dislike</b>										<b>Strongly Like</b>										Don't know			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10		
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SNP.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q4 In your view, how often do the following things occur in UK elections?**

*PLEASE CROSS ONE BOX ONLY ON EACH ROW*

	Very often	Fairly often	Not often	Not at all often	Don't know
Votes are counted fairly.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Journalists provide fair coverage of elections.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elections officials are fair.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rich people buy elections .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voters are offered a genuine choice at the ballot box .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

European unification has already gone too far											European unification should be pushed further	Don't know
0	1	2	3	4	5	6	7	8	9	10		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

											European unification should be pushed further	Don't know	
European unification has already gone too far	0	1	2	3	4	5	6	7	8	9	10		
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SNP .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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?**

Much more than now.....	<input type="checkbox"/>
Somewhat more than now .....	<input type="checkbox"/>
The same as now .....	<input type="checkbox"/>
Somewhat less than now .....	<input type="checkbox"/>
Much less than now.....	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>

**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*

**1**

**2**

**3**

**4**

*It makes a big difference who is in power*

**5**

*Don't know*

**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*

**1**

**2**

**3**

**4**

*Who people vote for can make a big difference*

**5**

*Don't Know*

**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.....  **Go to Q17A**
- No.....  **Go to Q18**
- Don't know.....  **Go to Q18**

**Q17A. Did they contact you in any of the following ways?  
PLEASE ANSWER YES OR NO TO EACH ONE**

	Yes	No	Don't know
In person, face-to-face.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By mail.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By telephone.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By text message or SMS.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By email.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a social network site or other Web-based method.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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.....  **Go to Q18A**
- No.....  **Go to Q19**
- Don't know.....  **Go to Q19**

**Q18A. Did they try to persuade you in any of the following ways?  
PLEASE ANSWER YES OR NO TO EACH ONE**

	Yes	No	Don't know
In person, face-to-face.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By mail.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By telephone.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By text message or SMS.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By email.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a social network site or other Web-based method.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

# Britain in 2015 study



**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 (  ) 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](mailto: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**

	<i>Left</i>										<i>Right</i>	Don't know	
	0	1	2	3	4	5	6	7	8	9	10		
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plaid Cymru.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

	<b>Government should make much greater efforts to make people's income more equal</b>										<b>Government should be much less concerned about how equal people's incomes are</b>										Don't know			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10		
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plaid Cymru.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

	<b>Strongly Dislike</b>										<b>Strongly Like</b>										Don't know			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10		
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plaid Cymru.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q4 In your view, how often do the following things occur in UK elections?**

*PLEASE CROSS ONE BOX ONLY ON EACH ROW*

	Very often	Fairly often	Not often	Not at all often	Don't know
Votes are counted fairly.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Journalists provide fair coverage of elections.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elections officials are fair.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rich people buy elections .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voters are offered a genuine choice at the ballot box .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

European unification has already gone too far											European unification should be pushed further	Don't know
0	1	2	3	4	5	6	7	8	9	10		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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**

											European unification should be pushed further	Don't know
	0	1	2	3	4	5	6	7	8	9	10	
Conservatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal Democrats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKIP .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plaid Cymru.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Party .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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?**

Much more than now.....	<input type="checkbox"/>
Somewhat more than now .....	<input type="checkbox"/>
The same as now .....	<input type="checkbox"/>
Somewhat less than now .....	<input type="checkbox"/>
Much less than now.....	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>



**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?

<i>It doesn't make any difference who is in power</i>					<i>It makes a big difference who is in power</i>	<i>Don't know</i>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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?

<i>Who people vote for won't make any difference</i>					<i>Who people vote for can make a big difference</i>	<i>Don't Know</i>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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 .....	<input type="checkbox"/>
Fairly satisfied .....	<input type="checkbox"/>
Not very satisfied .....	<input type="checkbox"/>
Not at all satisfied .....	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>

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

Yes.....	<input type="checkbox"/>	<b>Go to Q15</b>
No.....	<input type="checkbox"/>	<b>Go to Q14</b>
Don't know.....	<input type="checkbox"/>	<b>Go to Q14</b>

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

Yes.....	<input type="checkbox"/>	<b>Go to Q15</b>
No.....	<input type="checkbox"/>	<b>Go to Q17</b>
Don't know.....	<input type="checkbox"/>	<b>Go to Q17</b>

**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.....  **Go to Q17A**
- No .....  **Go to Q18**
- Don't know.....  **Go to Q18**

**Q17A. Did they contact you in any of the following ways?  
PLEASE ANSWER YES OR NO TO EACH ONE**

	Yes	No	Don't know
In person, face-to-face .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By mail.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By telephone .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By text message or SMS.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By email.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a social network site or other Web-based method.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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.....  **Go to Q18A**
- No .....  **Go to Q19**
- Don't know.....  **Go to Q19**

**Q18A. Did they try to persuade you in any of the following ways?  
PLEASE ANSWER YES OR NO TO EACH ONE**

	Yes	No	Don't know
In person, face-to-face .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By mail.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By telephone .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By text message or SMS.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By email.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a social network site or other Web-based method.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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*

lsoa11 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

*Social Class based on Standard Occupational Classifications 2010*  
 (SOC2010) <https://www.iser.essex.ac.uk/archives/nssec/derivations-of-social-class>

- 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

## validatedTurnout CODED VARIABLE

*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.*

*For more information on the vote validation process see <http://www.britishelectionstudy.com/bes-resources/bes-vote-validation-variable-added-to-face-to-face-post-election-survey/>*

- 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.