

**AV BALLOT REFERENDUM POST SURVEY**  
**REVISED VERSION: APRIL 27, 2011**

**PAGE 1**

**BASE: ALL**

**In which of the following do you live?**

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

**PAGE 2**

**BASE: ALL**

**On May 5th this year there was a national referendum on a proposed change in the British electoral system from the 'First Past the Post' system to the 'Alternative Vote' system. Would you say you were:**

Very interested in the referendum  
Somewhat interested in the referendum  
Not very interested in the referendum  
Not at all interested in the referendum  
Don't know

**PAGE 3**

**BASE: ALL**

**Did any political parties or other groups contact you about how to vote in the May 5th referendum on changing Britain's electoral system?**

Yes  
No  
Don't know

**PAGE 4**

**BASE: 'Yes' at PAGE 3**

**Please indicate all the political parties and other groups that contacted you [please tick all that apply]:**

The 'No' Campaign - 'No to AV'  
The 'Yes' Campaign - 'Yes to Fairer Votes'  
Conservative Party  
Labour Party  
Liberal Democrat Party  
United Kingdom Independence Party (UKIP)  
British National Party (BNP)  
Scottish National Party  
Plaid Cymru  
Family Members  
Friends  
Neighbours  
Co-workers

Fellow Students  
Other [Please specify]

**PAGE 5**

**BASE: 'Other' AT PAGE 4**

**You said another group or individual contacted you, who was that?**

**TEXT AREA**

**PAGE 6**

**BASE: ALL**

**Talking with people, we have found that a lot of people didn't manage to vote in the May 5th referendum on changing Britain's electoral system. How about you - did you manage to vote in the May 5th referendum?**

Yes, voted

No, did not vote

Don't know

**PAGE 7**

**BASE: 'Yes' at PAGE 6**

**How did you vote in the May 5th referendum Did you vote 'yes' to adopt the Alternative Vote system or did you vote 'No' to keep the First Past the Post system?**

Voted 'yes', to adopt the alternative vote system

Voted 'no', to keep the first past the post system

Don't know

**PAGE 8**

**BASE: 'Yes' at PAGE 6**

**When did you make up your mind how to vote in the referendum?**

A long time ago, last year

Earlier this year, before April 1<sup>st</sup>

During the first two weeks of April

During the last two weeks of April

Just before the referendum, in the first week of May

On the day of the referendum, May 5<sup>th</sup>

Don't know

**PAGE 9**

**BASE: 'No' or 'Don't know' at PAGE 6**

**If you had voted in the May 5th referendum, how would you have voted? Would you have voted 'yes' to adopt the Alternative Vote system or would you have voted 'No' to keep the First Past the Post system?**

Voted 'yes', to adopt the alternative vote system

Voted 'no', to keep the first past the post system

Don't know

**Now a few questions about the party leaders**

**RANDOMISE 10 TO PAGE 12**

**PAGE 10**

**BASE: ALL**

**How well does the word 'competent' describe David Cameron?**

Very well

Quite well

Not very well

Not well at all  
Don't know

**PAGE 11**  
**BASE: ALL**

**How well does the word 'competent' describe Nick Clegg?**

Very well  
Quite well  
Not very well  
Not well at all  
Don't know

**PAGE 12**  
**BASE: ALL**

**How well does the word 'competent' describe Ed Miliband?**

Very well  
Quite well  
Not very well  
Not well at all  
Don't know

**RANDOMISE PAGE 13 TO PAGE 15**

**PAGE 13**  
**BASE: ALL**

**How well does the word 'trustworthy' describe David Cameron?**

Very well  
Quite well  
Not very well  
Not well at all  
Don't know

**PAGE 14**  
**BASE: ALL**

**How well does the word 'trustworthy' describe Nick Clegg?**

Very well  
Quite well  
Not very well  
Not well at all  
Don't know

**PAGE 15**  
**BASE: ALL**

**How well does the word 'trustworthy' describe Ed Miliband?**

Very well  
Quite well  
Not very well  
Not well at all  
Don't know

Now, thinking about political issues:

**PAGE 16**  
**BASE: ALL**

**How well do you think the present government is handling the current financial crisis?**

Very well  
 Fairly well  
 Neither well nor badly  
 Fairly badly  
 Very badly

**PAGE 17**

**BASE: ALL**

**How well do you think a Labour government would handle the current financial crisis?**

Very well  
 Fairly well  
 Neither well nor badly  
 Fairly badly  
 Very badly

**Please indicate how far you agree or disagree with each of the following statements.**

**RANDOMISE PAGE 18 TO PAGE 21**

**PAGE 18**

**BASE: ALL**

**The Government's cuts in public expenditure are essential for the long-term health of the UK economy.**

Strongly agree  
 Agree  
 Neither agree nor disagree  
 Disagree  
 Strongly disagree  
 Don't know

**PAGE 19**

**BASE: ALL**

**The Government's public expenditure cuts are primarily the result of Labour's failure to manage the economy properly when it was in power.**

Strongly agree  
 Agree  
 Neither agree nor disagree  
 Disagree  
 Strongly disagree  
 Don't know

**PAGE 20**

**BASE: ALL**

**The cuts in public expenditure that the Government proposes are likely to cause serious financial difficulties for me and my family.**

Strongly agree  
 Agree  
 Neither agree nor disagree  
 Disagree  
 Strongly disagree  
 Don't know

**PAGE 21**

**BASE: ALL**

**Excessive public sector spending is the main cause of Britain's debt.**

Strongly agree  
 Agree  
 Neither agree nor disagree  
 Disagree  
 Strongly disagree  
 Don't know

#### PAGE 22

##### BASE: ALL

**Which of the following statements comes closest to your view about the overall impact of the proposed public expenditure cuts?**

The public expenditure cuts will strengthen Britain's economic growth and international competitiveness

The public expenditure cuts will damage Britain's economy by pushing it further into recession

Don't know

#### PAGE 23

##### BASE: ALL

**Do you think that tax increases are needed to help reduce the deficit?**

Big tax increases are needed

Small tax increases are needed

No tax increases are needed

Don't know

#### PAGE 24

##### BASE: ALL

**The Coalition Government is withdrawing all financial support to universities for teaching their students, with the exception of science subjects. University managers think this will require them to raise students tuition fees from £3,250 up to as much as £9,000. Do you approve or disapprove of this policy?**

Strongly approve

Approve

Neither approve nor disapprove

Disapprove

Strongly disapprove

Don't know

#### PAGE 25

##### BASE: ALL

**Now, another issue. Using the 0 to 10 scale below, where the end marked 0 means that government should cut taxes a lot and spend much less on health and social services, and the end marked 10 means that government should raise taxes a lot and spend much more on health and social services, where would you place *yourself* on this scale?**

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

1

2

3

4

5

6

7

8

9

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

Don't know

## **RANDOMISE PAGE 26 TO PAGE 28**

### **PAGE 26**

#### **BASE: ALL**

Using the 0 to 10 scale below, where the end marked 0 means that government should cut taxes a lot and spend much less on health and social services, and the end marked 10 means that government should raise taxes a lot and spend much more on health and social services, where would you place the *Conservative Party* on this scale?

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

1

2

3

4

5

6

7

8

9

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

Don't know

### **PAGE 27**

#### **BASE: ALL**

Using the 0 to 10 scale below, where the end marked 0 means that government should cut taxes a lot and spend much less on health and social services, and the end marked 10 means that government should raise taxes a lot and spend much more on health and social services, where would you place the *Labour Party* on this scale?

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

1

2

3

4

5

6

7

8

9

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

Don't know

### **PAGE 28**

#### **BASE: ALL**

Using the 0 to 10 scale below, where the end marked 0 means that government should cut taxes a lot and spend much less on health and social services, and the end marked 10 means that government should raise taxes a lot and spend much more on health and social services, where would you place the *Liberal Democrats* on this scale?

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

1

2

3

4

5  
6  
7  
8  
9

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

Don't know

### PAGE 29

#### BASE: Scotland Only

Using the 0 to 10 scale below, where the end marked 0 means that government should cut taxes a lot and spend much less on health and social services, and the end marked 10 means that government should raise taxes a lot and spend much more on health and social services, where would you place the *Scottish National Party (SNP)* on this scale?

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

1  
2  
3  
4  
5  
6  
7  
8  
9

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

Don't know

### PAGE 30

#### BASE: Wales Only

Using the 0 to 10 scale below, where the end marked 0 means that government should cut taxes a lot and spend much less on health and social services, and the end marked 10 means that government should raise taxes a lot and spend much more on health and social services, where would you place *Plaid Cymru* on this scale?

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

1  
2  
3  
4  
5  
6  
7  
8  
9

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

Don't know

### PAGE 31

#### BASE: ALL

**Which of the following statements comes closest to your view?**

The government should do less to provide publicly funded services and do more to encourage people to provide services for themselves.

Good public services can only be provided by the government.

Don't know

**PAGE 32**

**BASE: ALL**

**Some people think that reducing crime is more important than protecting the rights of people accused of committing crimes. Other people think that protecting the rights of accused people, regardless of whether they have been convicted of committing a crime, is more important than reducing crime. On the 0-10 scale below, where would you place *your own view*?**

0 - Reducing crime more important

1

2

3

4

5

6

7

8

9

10 - Rights of accused more important

**RANDOMISE PAGE 33 TO PAGE 35**

**PAGE 33**

**BASE: ALL**

**Some people think that reducing crime is more important than protecting the rights of people accused of committing crimes. Other people think that protecting the rights of accused people, regardless of whether they have been convicted of a committing a crime, is more important than reducing crime. On the 0-10 scale below, where would you place the *Conservative Party*?**

0 - Reducing crime more important

1

2

3

4

5

6

7

8

9

10 - Rights of accused more important

**PAGE 34**

**BASE: ALL**

**Some people think that reducing crime is more important than protecting the rights of people accused of committing crimes. Other people think that protecting the rights of accused people, regardless of whether they have been convicted of committing a crime, is more important than reducing crime. On the 0-10 scale below, where would you place the *Labour Party*?**

0 - Reducing crime more important

1

2

3

4

5

6  
7  
8  
9

10 - Rights of accused more important

### **PAGE 35**

#### **BASE: ALL**

**Some people think that reducing crime is more important than protecting the rights of people accused of committing crimes. Other people think that protecting the rights of accused people, regardless of whether they have been convicted of committing a crime, is more important than reducing crime. On the 0-10 scale below, where would you place the *Liberal Democrats*?**

0 - Reducing crime more important

1  
2  
3  
4  
5  
6  
7  
8  
9

10 - Rights of accused more important

### **PAGE 36**

#### **BASE: Scotland Only**

**Some people think that reducing crime is more important than protecting the rights of people accused of committing crimes. Other people think that protecting the rights of accused people, regardless of whether they have been convicted of committing a crime, is more important than reducing crime. On the 0-10 scale below, where would you place the *Scottish National Party (SNP)*?**

0 - Reducing crime more important

1  
2  
3  
4  
5  
6  
7  
8  
9

10 - Rights of accused more important

### **PAGE 37**

#### **BASE: Wales Only**

**Some people think that reducing crime is more important than protecting the rights of people accused of committing crimes. Other people think that protecting the rights of accused people, regardless of whether they have been convicted of committing a crime, is more important than reducing crime. On the 0-10 scale below, where would you place *Plaid Cymru*?**

0 - Reducing crime more important

1  
2  
3

4  
5  
6  
7  
8  
9

10 - Rights of accused more important

**Please indicate how far you agree or disagree with each of the following statements.**

**RANDOMISE PAGE 38 TO PAGE 41**

**PAGE 38**

**BASE: ALL**

**The dream of being to enjoy the good things in life just won't happen for most people in Britain.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 39**

**BASE: ALL**

**In the future, many people in Britain will never be able to find good jobs.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 40**

**BASE: ALL**

**My opportunities to succeed in life are better than those that my parents had.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 41**

**BASE: ALL**

**My children's opportunities to succeed in life will not be as good as the ones that I have had.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 42**

**BASE: ALL**

**People talk nowadays about the 'Big Society.' Which of the following statements, if any, do you associate with this idea? [please tick all that apply]**

- The Big Society means government devolving power to local communities
- Empowering people to provide services for themselves and each other
- Government interfering less in ordinary people's lives
- Bringing people in local communities together
- Government cutting spending so that many people will have only limited access to services
- Expecting people with no resources to stand on their own two feet
- Government giving more power and money to local activists and busybodies
- Providing excuses for cuts in public spending and public services
- Other

**PAGE 43**

**BASE: 'Other' at PAGE 42**

**You said 'other' above - what other idea(s) do you associate with the 'Big Society'.**

**TEXT AREA**

**PAGE 44**

**BASE: ALL**

**Please tell me whether you strongly approve, approve, disapprove, or strongly disapprove of Britain's involvement in the war against the Taliban in Afghanistan.**

- Strongly approve
- Approve
- Disapprove
- Strongly disapprove
- Don't know

**Now a few questions about Britain's involvement in Libya.**

**RANDOMISE PAGE 45 TO PAGE 49**

**PAGE 45**

**BASE: ALL**

**There is a strong moral case for Britain participating in military action in Libya.**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know

**PAGE 46**

**BASE: ALL**

**With Britain in economic difficulties, we simply cannot afford to be engaging in military action in Libya.**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know

**PAGE 47**

**BASE: ALL**

**If air strikes are unsuccessful, Britain should send ground troops into Libya.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 48**

**BASE: ALL**

**Britain will benefit in the long run from participating in military action in Libya.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 49**

**BASE: ALL**

**Involvement in military action in Libya threatens to seriously damage British interests around the world.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 50**

**BASE: ALL**

**Overall, do you approve or disapprove of Britain's involvement in military action in Libya?**

Strongly approve

Approve

Neither approve nor disapprove

Disapprove

Strongly disapprove

Don't know

**PAGE 51**

**BASE: ALL**

**Please think for a moment about voting in local elections. We have found that a lot of people didn't manage to vote in the local election that was held in some parts of the country on May 5th this year. How about you - did you manage to vote in the local election, or wasn't there one in your area?**

Yes, voted

No, did not vote

There wasn't a local election in my area

Don't know

**PAGE 52**

**BASE: 'Yes' at PAGE 51**

**Which party did you vote for in the local election on the 5th of May?**

Labour  
 Conservatives  
 Liberal Democrats  
 Scottish National Party (SNP)  
 Plaid Cymru  
 Green Party  
 United Kingdom Independence Party (UKIP)  
 British National Party (BNP)  
 Independent candidate  
 Other (WRITE IN)

**PAGE 53****BASE: 'Other' at PAGE 52**

You said that you voted for an 'other' party in the local election on May 5th.

Which party was that?

**TEXT AREA****PAGE 54****BASE: Scotland Only**

Now, thinking about the election for the Scottish Parliament on May 5th this year, there were two ballots on a single piece of paper. One ballot was for an individual Member of the Scottish Parliament - or MSP - for your constituency. Thinking of your vote for an individual MSP for your constituency, which party's candidate did you vote for - or perhaps you didn't vote in that election?

Yes, voted  
 No, did not vote  
 Don't know

**PAGE 55****BASE: 'Yes' at PAGE 54**

Which party did you vote for?

Labour  
 Conservative  
 Liberal Democrat  
 Scottish National Party  
 Scottish Socialist Party  
 Green Party  
 United Kingdom Independence Party (UKIP)  
 British National Party (BNP)  
 Other (WRITE IN)

**PAGE 56****BASE: 'Other' at PAGE 55**

You said that you voted for an 'other' party in the election for the Scottish Parliament on May 5th this year. Which party was that?

**TEXT AREA****PAGE 57****BASE: ALL SCOTLAND ONLY**

Still talking about the Scottish Parliament election on May 5th this year, there was also a ballot for a *party list* for your region. Thinking about this party list ballot for your region, which party did you vote for - or perhaps you didn't vote?

Yes, voted  
No, did not vote  
Don't know

**PAGE 58****BASE: 'Yes' at PAGE 57****Which party did you vote for?**

Labour  
Conservative  
Liberal Democrat  
Scottish National Party  
Scottish Socialist Party  
Green Party  
United Kingdom Independence Party (UKIP)  
British National Party (BNP)  
Other (WRITE IN)

**PAGE 59****BASE: 'Other' at PAGE 58**

You said that you voted for an 'other' party on the party list ballot for the election for the Scottish Parliament on May 5th this year. Which party was that?

**TEXT AREA****PAGE 60****BASE: Wales Only**

Thinking back to the election for the Welsh National Assembly on May 5th this year, there were two ballot papers. One ballot was for an individual Member of the Welsh National Assembly - or AM - for your constituency. Thinking of your vote for an individual AM for your constituency, which party's candidate did you vote for - or perhaps you didn't vote in that election?

Yes, voted  
No, did not vote  
Don't know

**PAGE 61****BASE: 'Yes' at PAGE 60****Which party did you vote for?**

Labour  
Conservative  
Liberal Democrat  
Plaid Cymru  
Green Party  
United Kingdom Independence Party (UKIP)  
British National Party (BNP)  
Other (WRITE IN)

**PAGE 62****BASE: 'Other' at PAGE 61**

You said that you voted for an 'other' party's candidate in the election for the Welsh Assembly on May 5th this year. Which party's candidate was?

**TEXT AREA****PAGE 63****BASE: All Wales Only**

**Now thinking of your vote for the Welsh National Assembly for a *party list* for your region, which party did you vote for - or perhaps you didn't vote?**

Yes, voted

No, did not vote

Don't know

**PAGE 64**

**BASE: 'Yes' at PAGE 63**

**Which party did you vote for?**

Labour

Conservative

Liberal Democrat

Plaid Cymru

Green Party

United Kingdom Independence Party (UKIP)

British National Party (BNP)

Other (WRITE IN)

**PAGE 65**

**BASE: 'Other' at PAGE 64**

**You said that you voted for an 'other' party's list in the election for the Welsh Assembly on May 5th this year. Which party's list did you vote for?**

**TEXT AREA**

**Now a few remaining questions. There's been a lot of talk recently about changes to the UK political system. Please indicate how far you agree or disagree with each of the following statements.**

**RANDOMISE PAGE 66 TO PAGE 76**

**PAGE 66**

**BASE: ALL**

**Members of the House of Lords should be chosen by the people in periodic general elections.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 67**

**BASE: ALL**

**To save money and improve efficiency, the number of Members in the House of Commons should be reduced from 650 to 600 MPs.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 68**

**BASE: ALL**

**The UK electoral system should be changed to proportional representation so that the percentage of seats that a party gets in Parliament is the same as the percentage of the votes that it receives in a general election.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 69****BASE: ALL**

**Local governments should have more decision-making authority compared to the central government in London.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 70****BASE: ALL**

**The authority of the European Court of Human Rights over legal matters in the UK should be reduced.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 71****BASE: ALL**

**The monarchy should be abolished so that the UK can be a republic.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 72****BASE: ALL**

**The Church of England should keep its status as the official established church in England.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 73**

**BASE: ALL**

**The European Union's authority to demand tax money from the UK should be abolished.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 74****BASE: ALL**

**The UK should have more national referendums to decide important political issues.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 75****BASE: ALL**

**Britain does not need a formal written constitution that specifies the authority of government and the rights of citizens.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 76****BASE: ALL**

**Members of Parliament who vote against their own party's election manifesto should be required to resign and seek re-election.**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 77****BASE: ALL**

**Which of the following statements comes closest to your view?**

Scotland should become independent, separate from the UK

Scotland should remain part of the UK, with its own elected Parliament that has some taxation powers

Scotland should be part of the UK, without its own elected Parliament

Don't know

**PAGE 78****BASE: ALL**

**Which of the following statements comes closest to your view?**

Wales should become independent, separate from the UK

Wales should remain part of the UK, with its own elected Assembly that has some taxation

powers

Wales should be part of the UK, without its own elected Assembly

Don't know

## PAGE 79

### BASE: ALL

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

Strongly approve

Approve

Neither approve nor disapprove

Disapprove

Strongly disapprove

Don't know

## PAGE 80

### BASE: ALL

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

Conservative [route=84-96](#)

Labour [route=84-96](#)

The Liberal Democrats [route=84-96](#)

None – won't vote / never vote [route=82](#)

Other party [route=81](#)

Don't know [route=82](#)

## PAGE 81

### BASE: Those who said 'Other party' at PAGE 80

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

Scottish National Party [route=84-96](#)

Plaid Cymru [route=84-96](#)

Green Party [route=84-96](#)

United Kingdom Independence Party (UKIP) [route=84-96](#)

British National Party (BNP) [route=84-96](#)

Other party [route=84-96](#)

## PAGE 82

### BASE: Those who said 'None' or 'Don't know' at PAGE 80

**Which party would you be most inclined to vote for?**

Conservative [route=84-96](#)

Labour [route=84-96](#)

The Liberal Democrats [route=84-96](#)

None – won't vote / never vote [route=84-96](#)

Other party [route=83](#)

Don't know [route=84-96](#)

## PAGE 83

### BASE: ALL THOSE WHO SAY 'OTHER PARTY' AT PAGE 82

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

Scottish National Party

Plaid Cymru

Green Party

United Kingdom Independence Party (UKIP)

British National Party (BNP)

Other party

Don't know

**EXPERIMENT: RANDOMLY CHOSEN CONTROL GROUP AND 12 RANDOM ASSIGNMENT TREATMENT GROUPS. ALL RESPONDENTS ASKED ONLY 1 QUESTION IN PAGES 84-96**

**PAGE 84**

**BASE: RANDOMLY CHOSEN CONTROL GROUP**

Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. How would you vote?

- 1 - Yes, maintain the proposed cuts.
- 2 - No, reduce the level of cuts.
- 3 - I don't know.
- 4 - I wouldn't vote.

**PAGE 85**

**BASE: RANDOMLY CHOSEN EXPERIMENTAL GROUP 1**

Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. David Cameron says the proposed cuts are absolutely necessary. How would you vote?

- 1 - Yes, maintain the proposed cuts.
- 2 - No, reduce the level of cuts.
- 3 - I don't know.
- 4 - I wouldn't vote.

**PAGE 86**

**BASE: RANDOMLY CHOSEN EXPERIMENTAL GROUP 2**

Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. David Cameron says the proposed cuts are very fair. How would you vote?

- 1 - Yes, maintain the proposed cuts.
- 2 - No, reduce the level of cuts.
- 3 - I don't know.
- 4 - I wouldn't vote.

**PAGE 87**

**BASE: RANDOMLY CHOSEN EXPERIMENTAL GROUP 3**

Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. Ed Miliband says the proposed cuts are totally unnecessary. How would you vote?

- 1 - Yes, maintain the proposed cuts.
- 2 - No, reduce the level of cuts.
- 3 - I don't know.
- 4 - I wouldn't vote.

**PAGE 88****BASE: RANDOMLY EXPERIMENTAL GROUP 4**

Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. Ed Miliband says the proposed cuts are very unfair. How would you vote?

- 1 - Yes, maintain the proposed cuts.
- 2 - No, reduce the level of cuts.
- 3 - I don't know.
- 4 - I wouldn't vote.

**PAGE 89****EXPERIMENTAL GROUP 5**

Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. Nick Clegg says the proposed cuts are absolutely necessary. How would you vote?

- 1 - Yes, maintain the proposed cuts.
- 2 - No, reduce the level of cuts.

**PAGE 90****EXPERIMENTAL GROUP 6**

Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. Nick Clegg says the proposed cuts are very fair. How would you vote?

- 1 - Yes, maintain the proposed cuts.
- 2 - No, reduce the level of cuts.
- 3 - I don't know.
- 4 - I wouldn't vote.

**PAGE 91****BASE: EXPERIMENTAL GROUP 7**

Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. David Cameron says the proposed cuts are absolutely necessary but some Conservative MPs disagree. How would you vote?

- 1 - Yes, maintain the proposed cuts.
- 2 - No, reduce the level of cuts.
- 3 - I don't know.
- 4 - I wouldn't vote.

**PAGE 92****BASE: EXPERIMENTAL GROUP 8**

Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should

**be reduced. David Cameron says the proposed cuts are very fair, but some Conservative MPs disagree. How would you vote?**

- 1 - Yes, maintain the proposed cuts.
- 2 – No, reduce the level of cuts.
- 3 – I don't know.
- 4 – I wouldn't vote.

#### **PAGE 93**

##### **BASE: EXPERIMENTAL GROUP 9**

**Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. Ed Miliband says the proposed cuts are totally unnecessary, but some Labour MPs disagree. How would you vote?**

- 1 - Yes, maintain the proposed cuts.
- 2 – No, reduce the level of cuts.
- 3 – I don't know.
- 4 – I wouldn't vote.

#### **PAGE 94**

##### **BASE: EXPERIMENTAL GROUP 10**

**Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. Ed Miliband says the proposed cuts are very unfair, but some Labour MPs disagree. How would you vote?**

- 1 - Yes, maintain the proposed cuts.
- 2 – No, reduce the level of cuts.
- 3 – I don't know.
- 4 – I wouldn't vote.

#### **PAGE 95**

##### **BASE: EXPERIMENTAL GROUP 11**

**Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. Nick Clegg says the proposed cuts are absolutely necessary, but some Liberal Democrat MPs disagree. How would you vote?**

- 1 - Yes, maintain the proposed cuts.
- 2 – No, reduce the level of cuts.
- 3 – I don't know.
- 4 – I wouldn't vote.

#### **PAGE 96**

##### **BASE: EXPERIMENTAL GROUP 12**

**Imagine that the UK were to hold a referendum on whether to maintain the government's current cuts in public spending. Some people believe that the government should maintain its proposed levels of cuts, while others say the cuts are too large and should be reduced. Nick Clegg says the proposed cuts are very fair, but some Liberal Democrat MPs disagree. How would you vote?**

- 1 - Yes, maintain the proposed cuts.
- 2 – No, reduce the level of cuts.
- 3 – I don't know.
- 4 – I wouldn't vote.

**Finally, thinking again about the recent May 2nd referendum on changing the electoral system, please indicate if you agree or disagree with the following statements:**

**RANDOMIZE PAGE 97 TO PAGE 100**

**PAGE 97**

**BASE: ALL**

**The cost of holding general elections would increase significantly if Britain adopted the Alternative Vote electoral system.**

Agree strongly

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 98**

**BASE: ALL**

**The Alternative Vote electoral system would give undue power to extremist parties.**

Agree strongly

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 99**

**BASE: ALL**

**The Liberal Democrats were right to threaten legal action against people who made misleading statements about the Alternative Vote electoral system.**

Agree strongly

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**PAGE 100**

**BASE: ALL**

**There was a great deal of 'mud-slinging' in the campaign to change the electoral system.**

Agree strongly

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

**RANDOMISE PAGE 101 AND PAGE 102****PAGE 101****BASE: ALL**

Overall, thinking about the referendum on May 5th, which of the following words describe the 'Yes' campaign? Please tick as many words as you wish.

**NOTE: RANDOMISE ORDER OF WORDS**

Strong  
Weak  
Informative  
Not informative  
Positive  
Negative  
Interesting  
Boring

**END OF RANDOMISATION**

None of the above  
Don't know

**PAGE 102****BASE: ALL**

Overall, thinking about the referendum on May 5th, which of the following words describe the 'No' campaign? Please tick as many words as you wish.

**NOTE: RANDOMIZE ORDER OF WORDS**

Strong  
Weak  
Informative  
Not informative  
Positive  
Negative  
Interesting  
Boring

**END OF RANDOMISATION**

None of the above  
Don't know

**PAGE 103****BASE: ALL**

**Overall, thinking about the referendum on May 5th, which side to you think ran the best campaign?**

The Yes Side  
The No Side  
Neither of them  
Don't know

**PAGE 104****BASE: ALL**

**What is your year of birth?**

1920 or earlier  
1921  
1922  
1923  
1924  
1925  
1926

1927  
1928  
1929  
1930  
1931  
1932  
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1991  
1992  
1993  
Abstain

**PAGE 105**

**BASE: 'Abstain' at PAGE 104**

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

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

**PAGE 106**

**BASE: ALL**

**What is your gender?**

Male  
Female

**PAGE 107**

**BASE: All**

**At what age did you complete, or will you complete, your full-time education?**

14 or under  
15  
16  
17 to 18  
19 to 20  
21 to 22  
23 to 24  
25 or older