

UK Post-Election Frequency Questionnaire

May 7-9, 2010
1000 Voters

Q.3 As you may know, there was a general election yesterday/on Thursday. Many people weren't able to vote. How about you? Were you able to vote or for some reason were you unable to vote?

	Total
Voted	100
Did not vote	-
(Can't remember/don't know)	-
(Refused).....	-
(Have not voted yet)	-
(ref:VOTE10)	

Q.4 Generally speaking, before yesterday's/Thursday's election did you think that things in this country were going in the right direction, or did you feel things were going in the wrong direction?

	Total
Right direction	28
Wrong direction	65
(Don't know/refused)	7
Right Dir - Wrong Dir	-37
(ref:DIRECT)	

Q.5 Now, I'd like to rate your feelings toward some people and organisations, with one hundred meaning a VERY WARM, FAVOURABLE feeling; zero meaning a VERY COLD, UNFAVOURABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favourable your feelings are toward that person or organisation. If you have no opinion or never heard of that person or organisation, please say so.

	Mean	% Warm	% Cool	% ID
5 The Conservatives	48.8	44	42	99
6 The Labour Party	44.1	38	47	100
7 The Liberal Democrats.....	49.0	38	37	98
8 Tony Blair.....	36.2	25	60	99
9 Gordon Brown.....	39.3	33	55	100
10 The NHS	69.6	74	12	98
11 David Cameron	49.4	44	41	99
12 Nick Clegg.....	49.6	40	33	96
[50 Respondents]				
13 (WALES ONLY) Plaid Cymru.....	43.7	24	30	89
[86 Respondents]				
14 (SCOTLAND ONLY) Scottish Nationalist Party	50.8	40	41	100
[864 Respondents]				
15 (ENGLAND ONLY) British National Party.....	11.8	4	85	94
[86 Respondents]				
16 (SCOTLAND ONLY) Alex Salmond	48.3	37	47	94
(ref:THERM2)				

Q.17 And in the general election yesterday/Thursday, which party did you vote for -- the Conservatives, Labour, Liberal Democrats?

	Total
Labour	28
Conservative	32
Liberal Democrat	22
UK Independence Party	3
Green Party	1
Scottish Nationalist Party	2
Plaid Cymru	0
British National Party, or BNP	2
(Other)	1
(Did not vote)	-
(Undecided)	0
(Refused)	8
(ref:PMVOTE)	

Allocated Vote

	Total
Labour	30
Conservative	37
Liberal Dem	24
Green	1
Plaid Cymru	1
UKIP	3
Scottish National	2
BNP	2
Other	1
(Did not vote)	-
(Undecided/Ref)	0
(ref:PMVOTE)	

[721 Respondents]

Q.19 (SKIP IF LABOUR IN PMVOTE OR PMVOTE2) Think back in time for a minute. Did you, at any point in this campaign, think about voting for the Labour Party?

	Total
Yes, very seriously	11
Yes, somewhat seriously	8
Yes, only a little seriously	6
Did not consider	75
(Don't know/Refused)	1
Total Yes	24
(ref:LABCHNC)	

[775 Respondents]

Q.20 (SKIP IF LIBERAL DEMOCRAT IN PMVOTE OR PMVOTE2) Think back in time for a minute. Did you, at any point in this campaign, think about voting for the Liberal Democrats?

	Total
Yes, very seriously	12
Yes, somewhat seriously.....	18
Yes, only a little seriously	13
Did not consider	56
(Don't know/Refused).....	1
Total Yes	43
(ref:LIBDCHNC)	

[677 Respondents]

Q.21 (SKIP IF CONSERVATIVE IN PMVOTE OR PMVOTE2) Think back in time for a minute. Did you, at any point in this campaign, think about voting for the Conservative Party?

	Total
Yes, very seriously	9
Yes, somewhat seriously.....	12
Yes, only a little seriously	6
Did not consider	72
(Don't know/Refused).....	1
Total Yes	27
(ref:CONSCHNC)	

Q.22 When did you finally decide to vote for (INSERT PARTY CHOSEN IN PMVOTE OR PMVOTE2): on Election Day, in the last couple of days, right after the last debate in the last week, after the first debate, shortly after the elections were called or did you know who you would vote for even before elections were officially called?

	Total
On Election Day	15
Last couple of days	14
Right after the last debate in the last week	8
After the first debate.....	6
Shortly after elections were called.....	6
Knew even before elections had been called.....	50
(Don't know/refused)	0
(ref:DECTIME)	

Q.23 In the end, why did you vote the way you did?

[Awaiting Open End Coding]

(ref:WHYVTOE)

[279 Respondents]

Q.24 (ASK LABOUR VOTERS IN PMVOTE OR PMVOTE2) Now I am going to read you a list of reasons some people may say were the deciding factors in voting the way they did. After I read this list please tell me which three describe the most important reasons you voted the way you did for the Labour Party.

	Total
Labour's achievements	20
Brown's qualities	20
The economy and need to ensure recovery	40
Not impressed with Nick Clegg	7
Not impressed with David Cameron	33
Conservatives' planned cuts in spending	18
Conservatives for the rich, not working people	33
Support for NHS and schools	58
Support for US alliance and Afghanistan	9
Will make right choices to reduce debt	15
Usually vote Labour	26
(Other)	3
(None of these)	0
(All)	0
(Don't know/Refused)	1

(ref:WHYVTLAB)

[225 Respondents]

Q.25 (ASK LIBERAL DEMOCRATIC VOTERS IN PMVOTE OR PMVOTE2) Now I am going to read you a list of reasons some people may say were the deciding factors in voting the way they did. After I read this list please tell me which three describe the most important reasons you voted the way you did for the Liberal Democrats.

	Total
Time for a change	42
Clegg's qualities	17
Ideas of a fairer Britain	26
For all parties working together	14
Political expenses and corruption	17
Not impressed with Gordon Brown	33
Not impressed with David Cameron	33
Against Trident and military spending	16
Opposition to Iraq war	23
For electoral reform	37
Usually vote Liberal Democrat	18
(Other)	3
(None of these)	1
(All)	-
(Don't know/Refused)	-

(ref:WHYVTLIB)

[323 Respondents]

Q.26 (ASK CONSERVATIVE VOTERS IN PMVOTE OR PMVOTE2) Now I am going to read you a list of reasons some people may say were the deciding factors in voting the way they did. After I read this list please tell me which three describe the most important reasons you voted the way you did for the Conservative Party.

	Total
The Conservative Party has changed	8
Cameron's qualities	26
Time for a change	48
The economy.....	40
The national debt.....	36
Labour's planned tax increases.....	20
Pro-family policies	19
Done with Gordon Brown	35
Idea of small government and big society	10
Political expenses and corruption.....	16
Usually vote Conservative.....	28
(Other)	3
(None of these).....	-
(All)	0
(Don't know/Refused).....	0
(ref:WHYVTCLS)	

Q.27 As you probably know there were three debates between Gordon Brown, David Cameron and Nick Clegg over the month prior to Election Day. Many people were not able to watch these debates. How about you? Were you able to see any of the debates?

	Total
One.....	17
Two.....	19
Three	27
None.....	37
(Don't know/Refused).....	0
(ref:DEBATES)	

[629 Respondents]

Q.28 (DO NOT ASK IF NONE OR DK/REFUSED IN DEBATES) How much did the debates impact your decision of which party to vote for in yesterday/Thursday's general election? Did the debates impact your vote a great deal, a fair amount, some but not a lot or did the debates have no impact on your decision of which party to support?

	Total
A great deal	11
A fair amount	17
Some but not a lot	29
No impact at all.....	43
(Don't know/Refused).....	-
Great deal/Fair	28
Some/No	72
(ref:DEBIMPC)	

Q.29 And whether or not you watched the debates, do you think that they were a positive or negative addition to the process?

	Total
Very positive.....	33
Somewhat positive	36
Somewhat negative.....	13
Very negative	9
(Neither positive or negative)	4
(Both).....	0
(Don't know/Refused).....	6
Total Positive	69
Total Negative.....	22
Positive - Negative	47
(ref:DEBADD)	

Q.30 Now, I'd like to rate your feelings toward some people and organisations, with one hundred meaning a VERY WARM, FAVOURABLE feeling; zero meaning a VERY COLD, UNFAVOURABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favourable your feelings are toward that person or organisation. If you have no opinion or never heard of that person or organisation, please say so.

	Mean	% Warm	% Cool	% ID
30 Harriet Harman	32.3	13	53	80
31 Ed Miliband	39.9	15	36	69
32 Alan Johnson	42.7	15	28	56
33 Ed Balls.....	35.6	14	43	71
34 Jon Cruddas.....	36.7	4	13	24
35 David Miliband	41.9	21	37	76
36 The state of the economy	31.7	16	70	98
37 Immigration to Britain	37.5	23	53	97
38 The European Union.....	41.4	29	48	96
[495 Respondents]				
39 (SPLIT A) Israel	38.7	13	40	79
[505 Respondents]				
40 (SPLIT B) Palestinians.....	45.5	23	28	79
(ref:THERM3)				

Q.41 Now, let me ask you something a little different, but again about values. After I read each one, please tell me which party you associate more with the term: Labour, Conservatives, or the Liberal Democrats?

	Lab our	Con serva tive	Lib Dem	All	None	DK/ Ref	Lab - Cons	Lab - LD
41 Shares your values	31	35	22	0	9	3	-4	8
42 On your side.....	32	32	20	1	13	3	0	12
43 For the right kind of change	25	38	28	0	7	1	-14	-4
44 Trustworthy	23	24	23	2	26	2	-1	1
[495 Respondents]								
45 (SPLIT A) For the average person.....	43	25	22	0	7	2	19	21
46 For middle Britain.....	26	42	19	1	7	5	-16	7
[505 Respondents]								
47 (SPLIT B) For the middle class	24	52	17	2	3	3	-28	7
48 For big corporate interests	18	66	5	2	4	5	-48	13
49 Improving your own standard of living.....	32	38	17	1	10	2	-6	15
50 Keeping taxes at the right level for you	33	32	21	1	10	3	1	12
51 Trust to manage the economy	35	38	12	1	12	2	-3	24
52 Right approach to immigration	22	37	23	1	13	3	-15	-1
53 British.....	25	44	9	12	8	3	-20	16
54 Has a vision for Britain to be successful	29	40	16	6	7	2	-11	13
55 Will act boldly if needed	30	42	12	3	10	3	-12	18
(ref:PARTASOC)								

[495 Respondents]

Q.56 (SPLIT A) As you know, the election has produced a hung parliament, with no party having a majority of the MPs. The Conservatives got the most votes and has the largest bloc of MPs. Labour finished second and has the next largest number of MPs. The Liberal Democrats finished just behind Labour in the vote. Do you think Gordon Brown should resign as leader of the Labour Party or not?

	Total
Strongly, should resign.....	49
Not so strongly, should resign	12
Not so strongly, should not resign	15
Strongly, should not resign.....	20
(Don't know/Refused).....	4
Total Resign.....	61
Total Not resign	35
Resign - Not resign	26
(ref:HUNGPM1)	

[505 Respondents]

Q.57 (SPLIT B) As you know, the election has produced a hung parliament, with no party having a majority of the MPs. The Conservatives got the most votes and has the largest bloc of MPs. Labour finished second and has the next largest number of MPs. The Liberal Democrats finished just behind Labour in the vote. Do you think Gordon Brown, the head of the current government, should have the right to start trying to form a government or not?

	Total
Strongly, should have the right.....	31
Not so strongly, should have the right	11
Not so strongly, should not.....	10
Strongly, should not.....	45
(Don't know/Refused).....	3
Total Have right	42
Total Not have right.....	55
Have right - Not.....	-12
(ref:HUNGPM4)	

[495 Respondents]

Q.58 (SPLIT A) With a hung parliament, what would you like to see happen?

	Total
The Conservatives as the largest party form the government	20
A coalition of conservatives and Liberal Democrats.....	26
A coalition of Labour and Liberal Democrats	28
The three main parties forming a unity government.....	22
(None of these).....	1
(Don't know/Refused).....	3
(ref:HUNGPM2)	

[505 Respondents]

Q.59 (SPLIT B) With a hung parliament, what would you like to see happen?

	Total
The Conservatives as the largest party form the government	18
A coalition of Conservatives and Liberal Democrats.....	28
A coalition of Labour under a new leader and Liberal Democrats	29
The three main parties forming a unity government.....	21
(None of these).....	3
(Don't know/Refused).....	2
(ref:HUNGPM3)	

[495 Respondents]

Q.60 (SPLIT A) Some people have proposed changing the way people get to vote for parliament. Which would you like to see?

	Total
Keep the current system of first-past-the-post in each constituency	34
Change to a system of proportional representation	35
Change to system where you vote your 1st, 2nd and 3rd choice - and the winner must get 50 percent in each constituency.....	28
(Don't know/refused)	4
(ref:ELECRFM)	

[505 Respondents]

Q.61 (SPLIT B) Would you favor or oppose having all parliamentary elections financed out of public funds, with strictly enforced limits on how much each candidate could spend, or not?

	Total
Strongly favor	56
Not so strongly favor	16
Not so strongly oppose.....	8
Strongly oppose	15
(Don't know/Refused).....	5
Total Favor	72
Total Oppose	23
Favor - Oppose	49
(ref:PTYFIN)	

Q.62 Now I'm going to read you some pairs of statements about what should happen in Britain. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

	1st Stmt Much	1st Smwt	2nd Stmt Smwt	2nd Stmt Much	Both	Nei- ther	DK/ Ref	Total 1st Stmt	Total 2nd Stmt	1st - 2nd
62 I'm more worried that we will go too far in cutting social spending and public services. OR I'm more worried that we won't go far enough to cut spending and reduce the debt.	36	21	20	20	0	1	1	57	40	18

63 I'm more worried that we will do too little to regulate the financial community and allow for another era of speculative booms and busts. OR I'm more worried that we will go too far in regulating the financial community, which will harm the British economy.	33	25	20	17	1	1	3	58	38	20
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[495 Respondents]

64 (SPLIT A) Britain needs to be more involved in the EU. OR Britain needs to be less involved in the EU.	18	14	25	39	0	1	3	32	64	-32
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[505 Respondents]

65 (SPLIT B) Britain needs to be in Europe. OR Britain needs to be out of Europe.	29	20	12	32	1	1	5	49	45	4
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	1st Stmt Much	1st Stmt Smwt	2nd Stmt Smwt	2nd Stmt Much	Both	Neither	DK/Ref	Total 1st Stmt	Total 2nd Stmt	1st - 2nd
66 David Cameron changed the Conservative Party. OR The Conservative Party has not changed very much.....	22	23	21	29	-	1	3	46	50	-4

[495 Respondents]

67 (SPLIT A) The Labour Party should work to be the leading party again. OR The Labour Party should work to lead in coalition with the Liberal Democrats.....	19	15	27	21	0	15	3	34	48	-14
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68 Labour needs a long time in the wilderness to get its act together. OR Labour has good policies and new leaders.....	33	19	23	19	0	3	2	52	43	10
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[495 Respondents]

69 (SPLIT A) This is the time to get back to old Labour. OR This is the time for New Labour.....	14	17	25	21	-	17	5	31	46	-15
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[505 Respondents]

70 (SPLIT B) Labour needs to be closer to the unions. OR Labour needs to be more independent of the unions.....	15	17	25	35	0	3	3	33	60	-28
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	1st Stmt Much	1st Stmt Smwt	2nd Stmt Smwt	2nd Stmt Much	Both	Neither	DK/Ref	Total 1st Stmt	Total 2nd Stmt	1st - 2nd
[495 Respondents]										
71 (SPLIT A) This is a time for government to get more involved.										
OR										
This is a time to depend more on markets.	38	33	14	8	0	1	5	71	22	50

[495 Respondents]										
72 (SPLIT A) To reduce the debt, we will need to make major cuts in spending and public services.										
OR										
To reduce the debt, we must raise taxes broadly and do less cutting of spending and services.	19	26	28	18	3	3	3	45	46	-1

73 It is time to cut taxes.										
OR										
It is not the time to cut taxes.	19	11	25	41	0	2	1	30	66	-36

[505 Respondents]										
74 (SPLIT B) We must start cutting the national debt right away.										
OR										
We must wait to cut the debt until the economic recovery is underway.	33	16	19	29	-	0	2	49	48	1

75 Britain will need new immigration, which can strengthen Britain.										
OR										
Immigration undermines Britain.	22	29	15	27	1	3	3	51	42	9

76 Britain should be more independent of the United States.										
OR										
Britain should be a strong ally of the United States.	34	20	18	24	1	1	1	54	43	12

	1st Stmt Much	1st Stmt Smwt	2nd Stmt Smwt	2nd Stmt Much	Both	Neither	DK/Ref	Total 1st Stmt	Total 2nd Stmt	1st - 2nd
77 We need policies to create greater opportunity. OR We need policies to bring less inequality and more fairness.	29	19	18	30	2	0	1	48	48	0

78 To get future economic growth, the British government will need to encourage investment in new industries and sectors. OR To get future economic growth, Britain will have to create an environment with less regulation and more freedom of enterprise.	40	25	12	18	2	0	2	65	30	35
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[505 Respondents]

79 (SPLIT B) If government gets the right policies, Britain can do well. OR If society is strong, Britain can do well.	34	22	15	24	2	0	1	57	39	18
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[505 Respondents]

80 (SPLIT B) Labour and Liberal Democrats should each advance their own center-left approach and against the Conservatives. OR Labour and Liberal Democrats should work together as a center-left force and against the Conservatives. (ref:STPAIR)	17	27	20	20	0	11	4	45	40	5
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[495 Respondents]

Q.81 (SPLIT A) Let me describe an initiative that a new Conservative Party government would offer in the Queen's speech if it got that opportunity. Please tell me whether you support or oppose this initiative.

It is time for the government to be absolutely honest and bold about what we must do as a country to address the debt, avoid becoming another Greece and making it possible to make future investments for growth. We can no longer pretend tinkering will do or that the challenge is not grave. In a year's time, the VAT will be raised from 17.5 to 20 percent, except on children's items. Tolls will be added on some motorways. And public sector spending will be cut by 10 percent in all departments. We recognise that this will be painful for many people, but it is the right course for our nation's future and children and we call on all parties to support it.

	Total
Strongly favor	19
Somewhat favor	37
Somewhat oppose.....	14
Strongly oppose	26
(Don't know/refused)	5
Total favor	55
Total oppose	40
Favor - Oppose	16
(ref:LABFUTRE)	

[505 Respondents]

Q.82 (SPLIT B) Let me describe an initiative that a Labour-Liberal Democratic coalition would offer in the Queen's speech if they got that opportunity. Please tell me whether you support or oppose this initiative.

It is time to be honest about the biggest challenge facing Britain - the growing inequality in British society. Both during periods of economic growth and periods of deep recession, hardworking families have lost income, poverty entrenched, and young people struggling for jobs - even as the wealthiest get wealthier and CEOs take outlandish bonuses. Britain will be more successful if it is a fairer Britain. Today's initiative makes permanent the 50p rate and the 50 percent tax on CEO bonuses, while abolishing taxes up to 30,000 pounds in income. Most important are investments and support for new growth industries and skills that can provide British job growth in the future.

	Total
Strongly favor	40
Somewhat favor	40
Somewhat oppose.....	8
Strongly oppose	6
(Don't know/refused)	6
Total favor	80
Total oppose	14
Favor - Oppose	66
(ref:CONFUTRE)	

Q.86 Now, let me ask you some questions for statistical purposes. Which daily newspaper do you read most often?

	Total
Daily Mirror/Record	10
Daily Mail.....	15
Daily Express	4
The Daily Telegraph.....	5
The Financial Times	1
The Guardian	6
The Independent	3
The Scotsman	1
The Star.....	2
The Sun.....	18
The Times	7
Any regional newspaper.....	8
(Don't know/refused)	2
(Don't read newspapers)	18
(ref:NEWSPAPER)	

Q.89 What age did you finish your full time education?

	Total
13-14	5
15	12
16	21
17-18	22
19 or more	34
Still at school/full time student	4
(Don't know/refused)	1
(ref:EDUC2)	

Q.90 In what year were you born?

	Total
18 - 24	9
25 - 29	6
30 - 34	9
35 - 39	9
40 - 44	11
45 - 49	8
50 - 54	9
55 - 59	7
60 - 64	9
Over 64.....	21
(No answer).....	2
(ref:AGE)	

Q.91 Many people think of themselves as being Conservative, Labour, Liberal Democrat, or British Nationalist (IN SCOTLAND/WALES: or Scottish Nationalist/Plaid Cymru), even if they don't always support that party. How about you? Generally speaking, do you think of yourself as Conservative, Labour, or Liberal Democrat, (IN SCOTLAND/WALES: or Scottish Nationalist/Plaid Cymru), or don't you think of yourself as any of these?

	Total
Strong Labour.....	25
Weak Labour	6
Strong Conservative.....	23
Weak Conservative	9
Strong Liberal Democrat	11
Weak Liberal Democrat.....	5
Scottish Nationalist.....	3
Plaid Cymru.....	1
BNP.....	2
UKIP.....	0
Green	1
Other	3
(Don't know/none)	12
Labour	31
Conservative.....	32
Liberal Democrat.....	16
(ref:PTYID10)	

Q.95 Did you vote in the general election in 2005? (IF YES) Which party did you vote for?

	Total
Labour	33
Conservative	22
Liberal Democrat	12
Nationalist/PC.....	1
Other	4
Can't remember/refused.....	8
Did not vote	19
(ref:VOTE2005)	

Q.96 Do you have any children under the age of 18 living at home?

	Total
Yes	29
No.....	71
(Don't know/refused)	0
(ref:KIDS)	

Q.97 Occupation of chief income earner

	Total
A.....	9
B.....	21
C1.....	30
C2.....	19
D.....	6
E.....	13
Not Answered.....	1
(ref:EARNER2)	

Q.98 Is there a car or van available for private use by you or another member of your household?

	Total
Yes - One	48
Yes - Two	27
Yes - Three or more	6
No.....	18
Not answered	1
(ref:AUTOS)	

Q.99 Would you say you live in:

	Total
In a large city	13
In the suburbs of a large city	17
In a smaller city or town.....	41
In a village or rural area.....	28
Don't know/Refused	1
(ref:AREA)	

Q.100 Region

	Total
Scotland	9
North.....	4
North West	11
Yorks & Humberside	8
East Midlands.....	8
West Midlands.....	9
Wales	5
East Anglia	10
Gt. London.....	12
South East.....	15
South West.....	9
Scotland	9
North.....	23
Midlands.....	27
Greater London	12
Southeast.....	15
Southwest and Wales	15
(ref:REGION)	

Q.2 Gender

	Total
Male.....	48
Female	52
(ref:GENDER)	