SCRIPTING – PLEASE NOTE ANY REGION SPECIFIC FILTERING/ROUTING WILL BE CONTROLLED VIA VARIABLES IN THE SAMPLE FILE

INTERVIEW DATE

SCRIPTING – RECORD FOLLOWING VARIABLES – DO NOT SHOW TO PARTICIPANTS

RECORD FOR ALL

A4a.

Date questionnaire administered - month

SINGLE CODE

1. January
2. February
3. March
4. April
5. May
6. June
7. July
8. August
9. September
10. October
11. November
12. December

RECORD FOR ALL

A4b.

Date questionnaire administered - day

NUMERIC – ALLOW RANGE 1-31

RECORD FOR ALL

A4c.

Date questionnaire administered - year

SINGLE CODE

1. 2024

WEIGHTS

SCRIPTING – RECORD FOLLOWING VARIABLES – DO NOT SHOW TO PARTICIPANTS

RECORD FOR ALL

A5.

ORIGINAL WEIGHTS TO BE INPUT WHEN MERGING WITH MAINSTAGE DATA

WEIGHTS TO BE RECORDED:

1. Original weight: Sample
2. Original weight: Demographic
3. Original weight: Political

LANGUAGE

SCRIPTING – RECORD FOLLOWING VARIABLES – DO NOT SHOW TO PARTICIPANTS

RECORD FOR ALL

A6.

Language of questionnaire administration

SINGLE CODE

1. English

INTRODUCTION

NEW SCREEN

Thank you for agreeing to take part in this survey.

For the best experience, complete this survey on a desktop computer, laptop or tablet. You can also complete this survey on a smartphone. If at any point you wish to stop the survey and start again later you will be able to do this. **[INFO BUTTON:** To stop the survey, simply close your internet browser. When you wish to resume, you can log back in with the same link and pick up where you left off.]

Please enter the password from your invitation letter to start the survey. {PROGRAMMER: SHOW THIS IN LARGER BOLD TEXT SO THE MOST OBVIOUS INFORMATION ON THIS PAGE IS THIS]

{show two boxes with hyphen between. Each box should take 3 letters or numbers}

Make the boxes larger and with a 3D effect and colour round them and so they are central on the page

Underneath the box the blue button should say: START SURVEY

NEW SCREEN

Before we begin, I'd we would like to inform you that Ipsos is a member of the Market Research Society. All information that you give us will be treated in the strictest confidence and your identity will not be passed on to a third party or connected to your answers in any way.

Taking part is voluntary and you can change your mind at any time. This survey takes approximately 10 minutes to complete, depending on your answers.

If you would like to read our Privacy Policy you can access it at **[INSERT LINK]**.

This explains the purposes for processing your personal data as well as your rights under data protection regulations to access your personal data, withdraw consent, object to processing of your personal data and other required information.

MEDIA USAGE

NEW SCREEN – SHOW TO ALL

In the next questions, we would like to know what kind of media you used to follow news about parties and candidates during the recent election campaign.

We begin with the traditional media of television, radio and newspapers, regardless of whether you use these media in the traditional ways or online.

ASK ALL

Q02.

During the recent election campaign, in a typical week, how many days did you:

SINGLE CODE PER STATEMENT

SHOW SEPARATE STATEMENT PER SCREEN

STATEMENTS

a. Watch the news on a public television broadcaster such as the BBC or Channel 4?

b. Watch the news on a private television broadcaster such as ITV or Sky?

c. Listen to the news on the radio?

d. Read newspapers, regardless of whether you read them in print or online?

e. Visit online news sites?

f. Use social media such as Facebook, X (formerly Twitter) or WhatsApp to follow news about parties and candidates?

ANSWER CODES

0. None / zero days

1. One day

2. Two days

3. Three days

4. Four days

5. Five days

6. Six days

7. Seven days

98. Don’t know

ASK ALL IF CODE 7 AT Q02f (Social media)

Q02g.

And how often during a typical day did you use social media such as Facebook, X (formerly Twitter) or WhatsApp to follow news about parties and candidates?

SINGLE CODE

1. Only about once per day
2. Several times per day
3. At least ten times per day
8. Don’t know

INTERNAL EFFICACY / TRUST AND SUPPORT FOR DEMOCRACY

ASK ALL

Q03/Q04.

To what extent do you agree or disagree with the following statements?

SINGLE CODE PER STATEMENT

SHOW SEPARATE STATEMENT PER SCREEN

STATEMENTS

Q03. **You feel you understand the most important political issues of this country.**

Q04a. Democracy is always and under all circumstances preferable to any other kind of government.

Q04.b. **The courts should be able to stop the government acting beyond its authority.**

Q04.c. **Having a strong leader in government is good for Britain even if the leader bends the rules to get things done.**

Q04.d. **Policies to increase the representation of women in politics have gone too far.**

ANSWER CODES

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don’t know

COUNTRY BETTER RUN

ASK ALL

Q05.

To what extent do you agree or disagree with the following statements?

Instead of elected politicians, the country would be run better if important political decisions were left up to:

SINGLE CODE PER STATEMENT

SHOW SEPARATE STATEMENT PER SCREEN

STATEMENTS

a. **Successful business leaders.**

b. **Independent experts.**

c. **Citizens in referendums.**

ANSWER CODES

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don’t know

HOW DEMOCRATIC IS YOUR COUNTRY

ASK ALL

Q06.

On a scale of 0 to 10, where 0 means the United Kingdom is not at all democratic, and 10 means the United Kingdom is completely democratic, what position would you choose?

SINGLE CODE

0. 0 – Not at all democratic
1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 – Completely democratic

98. Don’t know

TRUST IN

NEW SCREEN

We would now like to ask you some questions about how much trust you have in certain institutions and groups.

ASK ALL

Q07.

How much do you trust each of the following?

SINGLE CODE PER STATEMENT

SHOW SEPARATE STATEMENT PER SCREEN

STATEMENTS

a. **Parliament?**

b. **The government?**

c. **The judiciary?**

d. **Scientists?**

e. **The political parties?**

f. **Traditional news media, such as newspapers, television or radio?**

g. **Social media, such as Facebook, X (formerly Twitter), or WhatsApp?**

ANSWER CODES

1. Trust a lot
2. Trust somewhat
3. Do not trust very much
4. Do not trust at all

8. Don’t know

GOVERNMENT PERFORMANCE

ASK ALL

Q08a.

Now thinking about the performance of the previous government in Westminster, how good or bad a job do you think the government did over the past five years?

SINGLE CODE

1. Very good job
2. Good job
3. Bad job
4. Very bad job
8. Don't know

ASK ALL

Q08b.

And how good or bad a job do you think the previous government in Westminster did in handling the consequences of the coronavirus pandemic?

SINGLE CODE

1. Very good job
2. Good job
3. Bad job
4. Very bad job
8. Don't know

CURRENT LOWER HOUSE ELECTION

ASK ALL (ASK ONLY IN ONLINE FOLLOW UP; DO NOT ASK IN PUSH TO WEB)

Q10a.

Talking with people about the general election on 4th July 2024, 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?

SINGLE CODE

1. Yes, voted
2. No, did not vote
8. Don't know
7. Prefer not to say

DUMMY VARIABLE

Q10LHa.

SINGLE CODE

1. Respondent cast a ballot **[IF 1 AT Q10a]**
5. Respondent did not cast a ballot **[IF 2 AT Q10a]**
6. Respondent not registered on electoral register
7. Refused **[IF 7 AT Q10a]**
8. Don't know **[IF 8 AT Q10a]**
9. Missing

SATISFACTION ABOUT VOTE

ASK OF VOTERS (IF 1 AT Q10LHa)

Q11a.

Are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with your decision to vote for the party or candidate you voted for in the general election on 4th July 2024?

SINGLE CODE –

1. Very satisfied
2. Fairly satisfied
3. Not very satisfied
4. Not at all satisfied
8. Don't know

ASK OF NON VOTERS (IF 5 AT Q10LHa)

Q11c.

Are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with your decision not to vote in the general election on 4th July 2024?

SINGLE CODE –

1. Very satisfied
2. Fairly satisfied
3. Not very satisfied
4. Not at all satisfied
8. Don't know

ASK ALL

Q12.

Are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the variety of choice in the general election on 4th July 2024?

SINGLE CODE –

1. Very satisfied
2. Fairly satisfied
3. Not very satisfied
4. Not at all satisfied

8. Don’t know

FAIRNESS OF ELECTION

ASK ALL

Q13.

In some countries, people believe that the elections are conducted fairly. In other countries, people believe that elections are conducted unfairly.

Thinking of the General Election that just occurred, where would you place it on a scale of one to five where ONE (1) means that the election was conducted fairly and FIVE (5) means that the election was conducted unfairly?

SINGLE CODE –

1. 1 - Election was conducted fairly
2. 2
3. 3
4. 4
5. 5 – Election was conducted unfairly

8. Don’t know

EXTERNAL EFFICACY

ASK ALL

Q15.

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 this scale, where ONE (1) means that voting won't make any difference to what happens and FIVE (5) means that voting can make a big difference, where would you place yourself?

SINGLE CODE –

1. 1 – Who people vote for won’t make any difference
2. 2
3. 3
4. 4
5. 5 – Who people vote for can make a big difference

8. Don’t know

LEFT-RIGHT

ASK ALL

Q18.

In politics people sometimes talk of left and right.

FOR STATEMENT A (CONSERVATIVES): Where would you place the Conservatives on a scale from 0 to 10 where 0 means the left and 10 means the right?

FOR STATEMENT B (LABOUR): Using the same scale, where would you place Labour?

FOR STATEMENS C-H: Where would you place **[PARTY]**?

SINGLE CODE PER STATEMENT

SHOW SEPARATE STATEMENT PER SCREEN

STATEMENTS

a. **the Conservatives**

b. **Labour**

c. **the Liberal Democrats**

d. **the Scottish National Party (SNP)** **[SHOW IN SCOTLAND ONLY]**

e. **Plaid Cymru** **[SHOW IN WALES ONLY]**

g. **the Green Party**

h. **Reform UK**

ANSWER CODES

0. 0 – Left
1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 – Right

98. Don’t know

CLOSE TO POLITICAL PARTY

ASK ALL

Q23a.

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

SINGLE CODE

1. Yes
5. No
8. Don't know

ASK IF 5, 7 OR 8 AT Q23a

Q23b.

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

SINGLE CODE

1. Yes
5. No
8. Don't know

ASK IF FEEL CLOSE TO POLITICAL PARTY (1 AT Q23a or 1 AT Q23b)

IF QUESTION NOT ASKED CODE TO 99. MISSING

Q23c.

Which party do you feel closest to?

SINGLE CODE

1. Labour
2. Conservatives
3. Liberal Democrats
4. Scottish National Party (SNP) **[SHOW IN SCOTLAND ONLY]**
5. Plaid Cymru **[SHOW IN WALES ONLY]**
6. Green Party

8. Reform UK

9. Other. Please specify…

98. Don't know

99. Missing **[DO NOT SHOW ON SCREEN]**

ASK IF MENTION PARTY (1-9 AT Q23C)

IF QUESTION NOT ASKED CODE TO 99. MISSING

Q23d.

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

SINGLE CODE

1. Very close

2. Somewhat close

3. Not very close

8. Don't know

99. Missing **[DO NOT SHOW ON SCREEN]**

PERCENTAGE OF WOMEN IN PARLIAMENT

ASK ALL

Q24.

The percentage of women in parliament before the most recent election was 35 percent.

Thinking about this percentage, would you say that it is too high, too low, or about right?

SINGLE CODE

1. Too high

2. Too low

3. About right

8. Don't know

BETTER SUITED TO LEAD

ASK ALL

Q25a.

Who is better suited to lead the country **during a public health crisis**: always male political leaders, usually male political leaders, usually female political leaders, always female political leaders, or both equally?

SINGLE CODE –

1. Always male political leaders
2. Usually male political leaders
3. Usually female political leaders
4. Always female political leaders
5. Both equally
8. Don't know

ASK ALL

Q25b.

Who is better suited to lead the country **during an economic crisis**: always male political leaders, usually male political leaders, usually female political leaders, always female political leaders, or both equally?

SINGLE CODE –

1. Always male political leaders
2. Usually male political leaders
3. Usually female political leaders
4. Always female political leaders
5. Both equally
8. Don't know

TREATMENT OF GROUPS

ASK ALL

Q26a.

How fairly or not do you think all groups in society are treated in Britain?

SINGLE CODE –

1. Very fairly
2. Quite fairly
3. Not very fairly
4. Not at all fairly
8. Don't know

POLITICAL SYSTEM AND HEALTHCARE

ASK ALL

Q26b.

How well do you think that our political system guarantees adequate healthcare for all citizens?

SINGLE CODE –

1. Very well
2. Quite well
3. Not very well
4. Not well at all
8. Don't know

CORONAVIRUS

ASK ALL

Q27a.

Thinking back to the coronavirus pandemic, how did the pandemic affect how united society was?

SINGLE CODE -

1. Very positively
2. Fairly positively
3. Not at all
4. Fairly negatively
5. Very negatively
8. Don’t know

ASK ALL

Q27b.

How did the coronavirus pandemic affect the functioning of democracy here in Britain?

SINGLE CODE

1. Very positively
2. Fairly positively
3. Not at all
4. Fairly negatively
5. Very negatively
8. Don’t know

ASK ALL

Q27c.

How did the coronavirus pandemic affect your personal economic situation?

SINGLE CODE

1. Very positively
2. Fairly positively
3. Not at all
4. Fairly negatively
5. Very negatively
8. Don’t know

ASK ALL

Q27d.

To the best of your knowledge, have you or anyone living with you been infected with the coronavirus?

SINGLE CODE

1. Yes
5. No
8. Don’t know
7. Prefer not to say

CULTURAL POLARISATION

ASK ALL

Q30.

How much do you agree or disagree with the following statements?

SINGLE CODE PER STATEMENT

SHOW SEPARATE STATEMENT PER SCREEN

STATEMENTS

a. Statues of prominent historical figures should not be taken down, even if they profited from the slave trade

b. School and university curriculums should include fewer white male authors and more female and non-white authors

c. Transgender women (someone who was biologically male at birth, but now identifies as a woman) should be allowed to compete in female-sex sport

d. BBC children's TV shows should portray more families with same-sex parents

ANSWER CODES

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
8. Don’t know

DEMOGRAPHICS

ASK ALL (ASK ONLY IN ONLINE FOLLOW UP; DO NOT ASK IN PUSH TO WEB)

D01.

What was your age at your last birthday?

NUMERIC

1. **NUMERIC – ALLOW RANGE [0-115]**

997. Prefer not to say

ASK IF D01<18

D01_CHECK.

Just to check: you say that your age at your last birthday was **[INSERT RESPONSE AT D01]**.

Is this correct?

SINGLE CODE

1. Yes

2. No **– IF SELECTED GO BACK TO D01.**

997. Prefer not to say

ASK ALL (ASK ONLY IN ONLINE FOLLOW UP; DO NOT ASK IN PUSH TO WEB)

D02.

Which of the following describes how you think of yourself?

SINGLE CODE

1. Male

2. Female

3. In another way

7. Prefer not to say

ASK ALL

D14.

Which country were you born in?

SINGLE CODE; SCOTLAND – SHOW SCOTLAND FIRST IN LIST. WALES – SHOW WALES FIRST IN LIST

1. England
2. Scotland
3. Wales
4. Northern Ireland
5. Other. Please specify…
7. Prefer not to say

ASK ALL

D15.

Were either or both of your parents born outside of the United Kingdom?

SINGLE CODE

1. Yes
5. No
8. Don't know
7. Prefer not to say

ASK ALL

D16.

What language do you usually speak at home (if more than one language is spoken at home, please state the language spoken most of the time)?

SINGLE CODE

1. English
2. Welsh **[SHOW IN WALES ONLY]**
3. Other. Please specify…
7. Prefer not to say

ASK ALL

D20.

What is the total number of people living in your household including yourself, any children and any other adults? Please exclude any paid employees who live in the household as part of their job, or lodgers who pay you rent.

NUMERIC. ALLOW RANGE 1 to 90.

[ ]

97. Prefer not to say

Thank and close