## Advertising Association MPs April-May Study

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## PARLIAMENTARY PANEL SURVEY - MPs - April/May 2013

Q1: To what extent do you agree or disagree with each of the following statements?

## The advertising industry is a significant contributor to the UK economy <br> Base: All Respondents

Unweighted Total Weighted Total

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|r} \hline 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{\|c} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| 159 | 59 | 82 | 11 | 7 | 125 | 14 | 20 | 21 | 25 | 31 | 48 | 24 | 56 | 79 | 49 | 51 | 33 | 26 | 8 | 6 | 16 | 26 | 19 | 24 | 60 | 124 | 35 |
| 159 | 75 | 63 | 14 | 7 | 130 | 10 | 19 | 18 | 34 | 40 | 39 | 23 | 53 | 83 | 47 | 53 | 31 | 28 | 8 | 5 | 15 | 26 | 18 | 23 | 63 | 126 | 33 |
| 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| 31 | 20 | 7 | 3 | 2 | 27 | 2 | 2 | 5 | 9 | 8 | 6 | 2 | 12 | 17 | 8 | 10 | 6 | 7 | . | . | 6 | 4 | 4 | 6 | 12 | 26 | 6 |
| 20\% | 26\% | 11\% | 20\% | 25\% | 21\% | 21\% | 11\% | 26\% | 26\% | 19\% | 16\% | 10\% | 23\% | 21\% | 18\% | 19\% | 20\% | 25\% | - | - | 37\% | 17\% | 22\% | 25\% | 18\% | 20\% | 17\% |
| $103$ | $\begin{aligned} & 47 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 9 \\ 67 \% \end{gathered}$ | $\begin{gathered} 5 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 8 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 9 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 58 \% \\ & \end{aligned}$ | $\begin{aligned} & 22 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 6 \\ 73 \% \end{gathered}$ | 4 $81 \%$ | $\begin{gathered} 9 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 58 \% \end{aligned}$ |
| 12 | 5 |  | 1 |  | 12 |  |  |  |  | 3 |  | 2 |  |  |  |  |  |  |  |  | 63\% | 4 | 1 | ( 1 |  |  |  |
| 8\% | 7\% |  | 5\% | - | - ${ }^{12}$ | - | - | 8\% | 3\% | 7\% | 18\% | 9\% | 10\% | 6\% | 2\% | 14\% | 9\% | 3\% | 27\% | - | - | 15\% | 4\% | 4\% | 8\% | 6\% | 13\% |
| 1 | . | 1 | . | . | 1 | - | - | 1 | - | - | 1 | - | 1 | 1 | - | . | . | 1 | - | - | - | 1 | - | - | 1 | 1 | - |
| 1\% | - | 2\% | - | - | 1\% | - | - | 4\% | - | - | 1\% | - | 1\% | 1\% | - | - | - | 4\% | - | - | - | 3\% | - | - | 1\% | 1\% | - |
| 9 | 3 | 5 | 1 | - | 7 | - | 2 | 1 | 2 | 2 | 2 | - | 4 | 5 | 2 | 5 | 1 | 2 | - | - | - | 2 | - | 3 | 3 | 6 | 3 |
| 6\% | 4\% | 7\% | 9\% | - | 5\% | - | 10\% | 7\% | 5\% | 6\% | 5\% | - | 7\% | 6\% | 4\% | 9\% | 3\% | 6\% | - | - | - | 8\% | - | 15\% | 5\% | 5\% | 9\% |
| 2 | - | 2 | - | - | 2 | - | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | 1 | - | - | 1 | - | - | - | 1 | - | 1 | 1 |
| 1\% | - | 3\% | - | - | 1\% | - | - | 4\% | - | 3\% | - | 4\% | - | 1\% | 1\% | - | 3\% | - | - | 19\% | - | - | - | 3\% | - | 1\% | 3\% |
| 135 | 67 | 49 | 12 | 7 | 108 | 10 | 17 | 14 | 31 | 34 | 29 | 20 | 43 | 72 | 43 | 41 | 26 | 24 | 6 | 4 | 15 | 19 | 18 | 18 | 54 | 110 | 25 |
| 85\% | 89\% | 77\% | 87\% | 100\% | 83\% | 100\% | 90\% | 77\% | 92\% | 84\% | 76\% | 87\% | 81\% | 87\% | 93\% | 77\% | 85\% | 86\% | 73\% | 81\% | 100\% | 74\% | 96\% | 79\% | 86\% | 87\% | 75\% |
| 13 | 5 | 8 | 1 | - | 13 | - | - | 2 | 1 | 3 | 7 | 2 | 6 | 5 | , | 8 | 3 | 2 | 2 | - | . | 4 | 1 | 1 | 5 |  | 4 |
| 8\% | 7\% | 12\% | 5\% | - | 10\% | - | - | 12\% | 3\% | 7\% | 19\% | 9\% | 11\% | 6\% | 2\% | 14\% | 9\% | 7\% | 27\% | - | - | 17\% | 4\% | 4\% | 8\% | 7\% | 13\% |

Q1: To what extent do you agree or disagree with each of the following statements?

## The advertising industry is a major employer within the UK <br> Base: All Respondents

|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{array}{r} \text { Eng } \\ \text {-land } \end{array}$ | Wales | $\begin{aligned} & \hline \begin{array}{l} \text { Scot } \\ \text { land } \\ \text { \& NI } \end{array} \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \end{aligned}$ | South | Mids | North | $\begin{gathered} \text { Pre- } \\ 1950 \\ \hline \end{gathered}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\left.\begin{array}{r} 20.0- \\ 29.9 \% \end{array} \right\rvert\,$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \\ \hline \end{array}$ | $\begin{array}{r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{\|c} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| Unweighted Total | 159 | 59 | 82 | 11 | 7 | 125 | 14 | 20 | 21 | 25 | 31 | 48 | 24 | 56 | 79 | 49 | 51 | 33 | 26 | 8 | 6 | 16 | 26 | 19 | 24 | 60 | 124 | 35 |
| Weighted Total | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{gathered} 14 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 10 \\ 100 \% \end{gathered}$ | $\begin{gathered} 19 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 34 \\ 100 \% \end{gathered}$ | $\begin{gathered} 40 \\ 100 \% \end{gathered}$ | $\begin{gathered} 39 \\ \text { 100\% } \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 47 \\ 100 \% \end{gathered}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{gathered} 31 \\ 100 \% \end{gathered}$ | $\begin{gathered} 28 \\ 100 \% \end{gathered}$ | $\begin{gathered} 8 \\ 100 \% \end{gathered}$ | $\begin{gathered} 5 \\ 100 \% \end{gathered}$ | $\begin{gathered} 15 \\ 100 \% \end{gathered}$ | $\begin{gathered} 26 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 33 \\ 100 \% \end{gathered}$ |
| Strongly agree | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 8 \\ 12 \% \end{gathered}$ | $\begin{gathered} 3 \\ 20 \% \end{gathered}$ | $\begin{gathered} 2 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 1 \\ 15 \% \end{gathered}$ | $\begin{gathered} 3 \\ 16 \% \end{gathered}$ | $\begin{gathered} 2 \\ 14 \% \end{gathered}$ | $\begin{gathered} 9 \\ 26 \% \end{gathered}$ | $\begin{gathered} 5 \\ 14 \% \end{gathered}$ | $\begin{gathered} 8 \\ 20 \% \end{gathered}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 8 \\ 18 \% \end{gathered}$ | $\begin{gathered} 8 \\ 16 \% \end{gathered}$ | $\begin{gathered} 4 \\ 14 \% \end{gathered}$ | $\begin{gathered} 8 \\ 28 \% \end{gathered}$ | - |  | $\begin{gathered} 6 \\ 38 \% \end{gathered}$ | $\begin{gathered} 5 \\ 20 \% \end{gathered}$ | $\begin{gathered} 3 \\ 16 \% \end{gathered}$ | $\begin{gathered} 6 \\ 25 \% \end{gathered}$ | $\begin{gathered} 9 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 6 \\ 17 \% \end{gathered}$ |
| Tend to agree | $\begin{aligned} & 85 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 2 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 7 \\ 72 \% \end{gathered}$ | $\begin{gathered} 5 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 7 \\ 91 \% \end{gathered}$ | $\begin{gathered} 3 \\ 52 \% \end{gathered}$ | $\begin{gathered} 7 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 45 \% \end{aligned}$ |
| Tend to disagree | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 9 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 1 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 1 \\ 13 \% \end{gathered}$ | $\begin{gathered} 3 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 9 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 9 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | $\begin{gathered} 6 \\ 19 \% \end{gathered}$ | $\begin{gathered} 4 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 1 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 7 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | 1 6 | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 9 \\ 27 \% \end{gathered}$ |
| Strongly disagree | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |  |  | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - |
| Don't know | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 8 \\ 13 \% \end{gathered}$ |  | $\begin{gathered} 2 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 8 \% \end{aligned}$ |  | $\begin{gathered} 7 \\ 35 \% \end{gathered}$ | $\begin{gathered} 2 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{gathered} 5 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 5 \\ 15 \% \end{gathered}$ | $\begin{gathered} 3 \\ 10 \% \end{gathered}$ | - | $\begin{gathered} 1 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | 2\% | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ |
| Not stated | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | - | - | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | - | $\begin{gathered} 1 \\ 19 \% \end{gathered}$ | - | - | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | 1 3 \% | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |
| AGREE | $\begin{gathered} 114 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 91 \% \end{aligned}$ | $\begin{gathered} 4 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 8 \\ 87 \% \end{gathered}$ | $\begin{gathered} 9 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 7 \\ 91 \% \end{gathered}$ | $\begin{gathered} 3 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 63 \% \end{aligned}$ |
| DISAGREE | $\begin{aligned} & 25 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 9 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 1 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 1 \\ 13 \% \end{gathered}$ | $\begin{gathered} 4 \\ 20 \% \end{gathered}$ | $\begin{gathered} 2 \\ 12 \% \end{gathered}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | $\begin{gathered} 6 \\ 19 \% \end{gathered}$ | $\begin{gathered} 6 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 1 \\ 12 \% \end{gathered}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{gathered} 8 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | 1 6 | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 9 \\ 27 \% \end{gathered}$ |

Q1: To what extent do you agree or disagree with each of the following statements?

## The advertising industry promotes innovation and the development of new products and services Base: All Respondents

|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \hline \begin{array}{l} \text { Scot } \\ \text { land } \\ \text { \& NI } \end{array} \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \end{aligned}$ | South | Mids | North | $\begin{gathered} \text { Pre- } \\ 1950 \\ \hline \end{gathered}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array} 30$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \\ \hline \end{array}$ | $\begin{array}{r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{gathered} 2005- \\ 2009 \\ \hline \end{gathered}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \mathrm{male} \end{array}$ |
| Unweighted Total | 159 | 59 | 82 | 11 | 7 | 125 | 14 | 20 | 21 | 25 | 31 | 48 | 24 | 56 | 79 | 49 | 51 | 33 | 26 | 8 | 6 | 16 | 26 | 19 | 24 | 60 | 124 | 35 |
| Weighted Total | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{gathered} 14 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 10 \\ 100 \% \end{gathered}$ | $\begin{gathered} 19 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 34 \\ 100 \% \end{gathered}$ | $\begin{gathered} 40 \\ 100 \% \end{gathered}$ | $\begin{gathered} 39 \\ \text { 100\% } \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 47 \\ 100 \% \end{gathered}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{gathered} 31 \\ 100 \% \end{gathered}$ | $\begin{gathered} 28 \\ 100 \% \end{gathered}$ | $\begin{gathered} 8 \\ 100 \% \end{gathered}$ | $\begin{gathered} 5 \\ 100 \% \end{gathered}$ | $\begin{gathered} 15 \\ 100 \% \end{gathered}$ | $\begin{gathered} 26 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 33 \\ 100 \% \end{gathered}$ |
| Strongly agree | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ |  |  | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 1 \\ 15 \% \end{gathered}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{gathered} 3 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 12 \% \end{gathered}$ | $\begin{gathered} 5 \\ 17 \% \end{gathered}$ | $\begin{gathered} 3 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ |  | $\begin{gathered} 2 \\ 13 \% \end{gathered}$ | $\begin{gathered} 4 \\ 17 \% \end{gathered}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{gathered} 6 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ |
| Tend to agree | $\begin{aligned} & 101 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 9 \\ 66 \% \end{gathered}$ | $\begin{gathered} 6 \\ 87 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 6 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & \text { 23 } \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 5 \\ 64 \% \end{gathered}$ | $\begin{gathered} 4 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 64 \% \end{aligned}$ |
| Tend to disagree | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 9 \\ 14 \% \end{gathered}$ | $\begin{gathered} 4 \\ 25 \% \end{gathered}$ | $\begin{gathered} 1 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 1 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{gathered} 9 \\ 23 \% \end{gathered}$ | $\begin{gathered} 6 \\ 25 \% \end{gathered}$ | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 8 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 1 \\ 18 \% \end{gathered}$ |  | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 7 \\ 27 \% \end{gathered}$ | $\begin{gathered} 3 \\ 15 \% \end{gathered}$ | $\begin{gathered} 3 \\ 11 \% \end{gathered}$ | $\begin{gathered} 9 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 5 \\ 15 \% \end{gathered}$ |
| Strongly disagree | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | - | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |  |  | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | $\begin{gathered} 1 \\ 12 \% \end{gathered}$ | - | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | - | $\begin{aligned} & 11 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 4 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{gathered} 6 \\ 12 \% \end{gathered}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ |  | - | $\begin{gathered} 3 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 7 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ |
| Not stated | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | - | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | - | $\begin{gathered} 1 \\ 19 \% \end{gathered}$ | - | - | - | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |
| AGREE | $\begin{aligned} & 119 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 9 \\ 66 \% \end{gathered}$ | $\begin{gathered} 6 \\ 87 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 7 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 88 \% \end{aligned}$ | $\begin{gathered} 6 \\ 73 \% \end{gathered}$ | $\begin{gathered} 4 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 94 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 70 \% \end{aligned}$ |
| DISAGREE | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 4 \\ 25 \% \end{gathered}$ | $\begin{gathered} 1 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 2 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 2 \\ 14 \% \end{gathered}$ | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 7 \\ 28 \% \end{gathered}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 8 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 3 \\ 10 \% \end{gathered}$ | $\begin{gathered} 1 \\ 18 \% \end{gathered}$ | $\begin{gathered} 1 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 8 \\ 33 \% \end{gathered}$ | $\begin{gathered} 3 \\ 15 \% \end{gathered}$ | $\begin{gathered} 3 \\ 11 \% \end{gathered}$ | $\begin{gathered} 9 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 6 \\ 18 \% \end{gathered}$ |

## PARLIAMENTARY PANEL SURVEY - MPs - April/May 2013

Q1: To what extent do you agree or disagree with each of the following statements?

## Advertising helps keep the prices of products and services at a minimum Base: All Respondents

|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \\ \hline \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \text { \& NI } \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|c} 1950- \\ 1959 \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{gathered} 1987- \\ 1991 \end{gathered}$ | $\begin{array}{r} 1992- \\ 1996 \end{array}$ | $\begin{aligned} & 1997- \\ & 2000 \end{aligned}$ | $\begin{array}{r} 2001- \\ 2004 \end{array}$ | $\begin{gathered} 2005- \\ 2009 \end{gathered}$ | $2010+$ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \mathrm{male} \end{array}$ |
| Unweighted Total | 159 | 59 | 82 | 11 | 7 | 125 | 14 | 20 | 21 | 25 | 31 | 48 | 24 | 56 | 79 | 49 | 51 | 33 | 26 | 8 | 6 | 16 | 26 | 19 | 24 | 60 | 124 | 35 |
| Weighted Total | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{gathered} 14 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 10 \\ 100 \% \end{gathered}$ | $\begin{gathered} 19 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 34 \\ 100 \% \end{gathered}$ | $\begin{gathered} 40 \\ 100 \% \end{gathered}$ | $\begin{gathered} 39 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 47 \\ 100 \% \end{gathered}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{gathered} 31 \\ 100 \% \end{gathered}$ | $\begin{gathered} 28 \\ 100 \% \end{gathered}$ | $\begin{gathered} 8 \\ 100 \% \end{gathered}$ | $\begin{gathered} 5 \\ 100 \% \end{gathered}$ | $\begin{gathered} 15 \\ 100 \% \end{gathered}$ | $\begin{gathered} 26 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 33 \\ 100 \% \end{gathered}$ |
| Strongly agree | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | 4 $3 \%$ | - | - | - | 2 $5 \%$ | 1 $4 \%$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1 $2 \%$ | 1 $3 \%$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - | 2 $4 \%$ | 1 $5 \%$ | - | - | 1 $10 \%$ |  | - | - | 1 6 | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | 4 $3 \%$ | - |
| Tend to agree | $\begin{aligned} & 35 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{gathered} 1 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 2 \\ 22 \% \end{gathered}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 7 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 6 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 2 \\ 29 \% \end{gathered}$ | $\begin{gathered} 3 \\ 19 \% \end{gathered}$ | $\begin{gathered} 5 \\ 18 \% \end{gathered}$ | $\begin{gathered} 6 \\ 34 \% \end{gathered}$ | $\begin{gathered} 7 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 5 \\ 15 \% \end{gathered}$ |
| Tend to disagree | $\begin{aligned} & 84 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 9 \\ 66 \% \end{gathered}$ | $\begin{gathered} 4 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 5 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 6 \\ 73 \% \end{gathered}$ | $\begin{gathered} 2 \\ 30 \% \end{gathered}$ | $\begin{gathered} 8 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 63 \% \end{aligned}$ |
| Strongly disagree | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 7 \\ 11 \% \end{gathered}$ | $\begin{gathered} 2 \\ 14 \% \end{gathered}$ | $\begin{gathered} 1 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 1 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 5 \\ 14 \% \end{gathered}$ | $\begin{gathered} 3 \\ 12 \% \end{gathered}$ | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 1 \\ 18 \% \end{gathered}$ | $\begin{gathered} 1 \\ 12 \% \end{gathered}$ | $\begin{gathered} 2 \\ 15 \% \end{gathered}$ | $\begin{gathered} 3 \\ 11 \% \end{gathered}$ | 2\% | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 1 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 1 \\ 15 \% \end{gathered}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{gathered} 5 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{gathered} 8 \\ 19 \% \end{gathered}$ | - | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | - | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{gathered} 4 \\ 16 \% \end{gathered}$ | - | $\begin{gathered} 4 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 4 \\ 13 \% \end{gathered}$ |
| Not stated | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | - | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | - | $\begin{gathered} 1 \\ 19 \% \end{gathered}$ | - | - | - | 1 $3 \%$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |
| AGREE | $\begin{aligned} & 39 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 6 \\ 10 \% \end{gathered}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{gathered} 1 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 2 \\ 22 \% \end{gathered}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 6 \\ 15 \% \end{gathered}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 7 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 8 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 2 \\ 39 \% \end{gathered}$ | $\begin{gathered} 3 \\ 19 \% \end{gathered}$ | $\begin{gathered} 5 \\ 18 \% \end{gathered}$ | $\begin{gathered} 6 \\ 34 \% \end{gathered}$ | $\begin{gathered} 9 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 5 \\ 15 \% \end{gathered}$ |
| DISAGREE | $\begin{aligned} & 96 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 5 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 6 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 80 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 11 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 17 \\ & 42 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 26 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 85 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 34 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 57 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 33 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 63 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 17 \\ & 59 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 7 \\ 91 \% \end{gathered}$ | $\begin{gathered} 2 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 69 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 17 \\ & 66 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 66 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 11 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 58 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 23 \\ & 69 \% \\ & \hline \end{aligned}$ |

PARLIAMENTARY PANEL SURVEY - MPs - April/May 2013
Q1: To what extent do you agree or disagree with each of the following statements?



[^0]:    METHODOLOGY NOTE
    ComRes interviewed 159 MPs online and by self-completion survey between the $18^{\text {th }}$ April and $17^{\text {th }}$ May 2013 . Data were weighted to be representative by party and region. ComRes is a member of the British Polling Council and abides by its rules.

    All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.
    To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk
    To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

