

# Advertising Association MPs April-May Study

## **METHODOLOGY NOTE**

ComRes interviewed 159 MPs online and by self-completion survey between the 18<sup>th</sup> April and 17<sup>th</sup> 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](mailto:andrew.hawkins@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## 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**

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH				MARGINALITY				LENGTH OF SERVICE							GENDER	
	Total	Con	Lab	Lib Dems	Other	Eng-land	Wales	Scot land & NI	Lon-don	South	Mids	North	Pre-1950	1950-1959	1960+	0.1-9.9%	10.0-19.9%	20.0-29.9%	30%+	1986 or before	1987-1991	1992-1996	1997-2000	2001-2004	2005-2009	2010+	Male	Fe-male	
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	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%	
Strongly agree	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%	
Tend to agree	103	47	42	9	5	81	8	15	9	22	26	23	18	31	55	35	31	20	17	6	4	9	15	14	13	43	84	19	
	65%	63%	66%	67%	75%	62%	79%	80%	51%	66%	65%	60%	77%	59%	66%	75%	58%	65%	62%	73%	81%	63%	58%	75%	54%	68%	67%	58%	
Tend to disagree	12	5	7	1	-	12	-	-	1	1	3	7	2	6	5	1	8	3	1	2	-	-	4	1	1	5	8	4	
	8%	7%	10%	5%	-	9%	-	-	8%	3%	7%	18%	9%	10%	6%	2%	14%	9%	3%	27%	-	-	15%	4%	4%	8%	6%	13%	
Strongly disagree	1	-	1	-	-	1	-	-	1	-	-	1	-	1	1	-	-	-	1	-	-	-	1	-	-	1	1	-	
	1%	-	2%	-	-	1%	-	-	4%	-	-	1%	-	1%	1%	-	-	-	4%	-	-	-	3%	-	-	1%	1%	-	
Don't know	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%	
Not stated	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%	
AGREE	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%	
DISAGREE	13	5	8	1	-	13	-	-	2	1	3	7	2	6	5	1	8	3	2	2	-	-	4	1	1	5	9	4	
	8%	7%	12%	5%	-	10%	-	-	12%	3%	7%	19%	9%	11%	6%	2%	14%	9%	7%	27%	-	-	17%	4%	4%	8%	7%	13%	

## 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 major employer within the UK**

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH				MARGINALITY				LENGTH OF SERVICE							GENDER	
	Total	Con	Lab	Lib Dems	Other	Eng-land	Wales	Scot land & NI	Lon-don	South	Mids	North	Pre-1950	1950-1959	1960+	0.1-9.9%	10.0-19.9%	20.0-29.9%	30%+	1986 or before	1987-1991	1992-1996	1997-2000	2001-2004	2005-2009	2010+	Male	Fe-male	
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	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%	
Strongly agree	29	16	8	3	2	24	1	3	2	9	5	8	2	13	14	8	8	4	8	-	-	6	5	3	6	9	23	6	
	18%	22%	12%	20%	32%	19%	15%	16%	14%	26%	14%	20%	10%	25%	17%	18%	16%	14%	28%	-	-	38%	20%	16%	25%	15%	18%	17%	
Tend to agree	85	44	30	10	2	73	7	5	10	18	25	20	18	24	44	27	33	15	11	7	3	7	12	11	14	32	70	15	
	54%	58%	48%	71%	22%	56%	72%	29%	58%	54%	62%	51%	76%	45%	53%	57%	62%	47%	39%	91%	52%	45%	46%	61%	58%	51%	56%	45%	
Tend to disagree	23	9	12	1	1	19	1	3	1	6	3	9	1	9	13	6	7	6	4	1	1	1	7	1	1	12	14	9	
	15%	12%	19%	9%	16%	15%	13%	15%	8%	16%	7%	24%	6%	16%	16%	13%	13%	19%	15%	9%	12%	5%	27%	7%	6%	18%	11%	27%	
Strongly disagree	2	-	2	-	-	1	-	1	1	-	-	1	-	1	1	-	-	-	2	-	-	1	1	-	-	1	2	-	
	1%	-	3%	-	-	1%	-	5%	4%	-	-	1%	-	3%	1%	-	-	-	8%	-	-	6%	3%	-	-	1%	2%	-	
Don't know	16	6	8	-	2	10	-	7	2	1	5	2	1	6	9	5	4	5	3	-	1	1	1	2	2	10	14	2	
	10%	8%	13%	-	29%	8%	-	35%	12%	3%	12%	4%	4%	11%	11%	11%	7%	15%	10%	-	17%	7%	3%	11%	8%	15%	11%	7%	
Not stated	3	-	3	-	-	3	-	-	1	-	2	-	1	-	2	1	1	1	-	-	1	-	-	1	1	-	2	1	
	2%	-	4%	-	-	2%	-	-	4%	-	5%	-	4%	-	2%	1%	2%	3%	-	-	19%	-	-	6%	3%	-	1%	3%	
AGREE	114	60	38	13	4	97	8	9	13	27	30	27	20	37	58	35	42	19	19	7	3	12	17	14	19	41	93	21	
	72%	80%	61%	91%	55%	75%	87%	45%	72%	80%	76%	70%	86%	70%	70%	74%	78%	62%	67%	91%	52%	83%	66%	77%	83%	66%	74%	63%	
DISAGREE	25	9	14	1	1	20	1	4	2	6	3	10	1	10	14	6	7	6	6	1	1	2	8	1	1	12	16	9	
	16%	12%	22%	9%	16%	16%	13%	20%	12%	16%	7%	25%	6%	19%	17%	13%	13%	19%	23%	9%	12%	11%	30%	7%	6%	19%	13%	27%	

## 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 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	Lib Dems	Other	Eng-land	Wales	Scot land & NI	Lon-don	South	Mids	North	Pre-1950	1950-1959	1960+	0.1-9.9%	10.0-19.9%	20.0-29.9%	30%+	1986 or before	1987-1991	1992-1996	1997-2000	2001-2004	2005-2009	2010+	Male	Fe-male	
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	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%	
Strongly agree	18	12	6	-	-	14	1	2	1	6	1	6	3	5	10	3	6	5	3	1	-	2	4	2	2	6	16	2	
	11%	16%	9%	-	-	11%	15%	10%	6%	17%	4%	16%	12%	9%	12%	6%	12%	17%	11%	9%	-	13%	17%	11%	10%	10%	13%	5%	
Tend to agree	101	47	39	9	6	80	6	15	10	23	28	19	12	36	53	29	30	21	21	5	4	12	10	12	17	41	80	21	
	64%	63%	62%	66%	87%	62%	57%	81%	55%	67%	71%	50%	52%	68%	64%	62%	56%	67%	77%	64%	69%	81%	40%	65%	72%	65%	63%	64%	
Tend to disagree	23	10	9	4	1	21	1	1	2	4	6	9	6	7	10	8	11	2	1	1	-	1	7	3	3	9	18	5	
	14%	13%	14%	25%	13%	16%	15%	5%	10%	11%	16%	23%	25%	13%	13%	17%	21%	8%	5%	18%	-	6%	27%	15%	11%	14%	14%	15%	
Strongly disagree	3	-	3	-	-	2	1	-	1	-	-	1	1	1	1	1	1	-	1	-	1	-	2	-	-	1	2	1	
	2%	-	4%	-	-	2%	7%	-	4%	-	-	4%	3%	3%	1%	1%	2%	-	4%	-	12%	-	6%	-	-	1%	1%	2%	
Don't know	13	7	5	1	-	11	1	1	4	2	3	3	1	4	8	6	5	1	1	1	-	-	3	2	1	7	10	3	
	8%	9%	8%	9%	-	9%	7%	5%	21%	5%	7%	8%	3%	8%	10%	12%	10%	4%	3%	9%	-	-	10%	9%	4%	11%	8%	9%	
Not stated	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%	
AGREE	119	59	45	9	6	95	7	17	11	29	30	25	15	41	63	32	36	26	25	6	4	14	15	14	19	47	95	23	
	75%	78%	71%	66%	87%	73%	72%	90%	61%	84%	75%	65%	64%	77%	76%	69%	67%	84%	88%	73%	69%	94%	57%	76%	83%	74%	76%	70%	
DISAGREE	26	10	12	4	1	23	2	1	2	4	6	10	7	8	11	8	12	2	3	1	1	1	8	3	3	9	20	6	
	16%	13%	19%	25%	13%	17%	22%	5%	14%	11%	16%	26%	28%	15%	13%	18%	23%	8%	10%	18%	12%	6%	33%	15%	11%	14%	16%	18%	

## 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	Lib Dems	Other	Eng-land	Wales	Scot land & NI	Lon-don	South	Mids	North	Pre-1950	1950-1959	1960+	0.1-9.9%	10.0-19.9%	20.0-29.9%	30%+	1986 or before	1987-1991	1992-1996	1997-2000	2001-2004	2005-2009	2010+	Male	Fe-male	
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	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%	
Strongly agree	4	3	1	-	-	4	-	-	-	2	1	1	1	1	2	-	2	1	-	-	1	-	-	-	1	2	4	-	
	2%	4%	1%	-	-	3%	-	-	-	5%	4%	1%	2%	3%	2%	-	4%	5%	-	-	10%	-	-	-	6%	3%	3%	-	
Tend to agree	35	27	6	2	1	31	2	2	1	10	15	5	2	11	23	7	11	6	11	1	2	3	5	6	7	12	30	5	
	22%	36%	9%	11%	16%	24%	22%	11%	6%	31%	37%	13%	8%	20%	28%	16%	21%	21%	38%	9%	29%	19%	18%	34%	30%	19%	24%	15%	
Tend to disagree	84	33	38	9	4	65	5	14	10	20	15	20	17	27	39	21	29	19	15	6	2	8	14	11	10	34	63	21	
	53%	44%	60%	66%	57%	50%	50%	75%	53%	59%	38%	52%	73%	52%	47%	46%	54%	61%	53%	73%	30%	55%	55%	58%	42%	53%	50%	63%	
Strongly disagree	12	2	7	2	1	10	1	1	2	1	1	5	3	7	3	5	4	1	2	1	1	2	3	2	1	3	10	2	
	8%	3%	11%	14%	13%	8%	13%	5%	10%	4%	4%	14%	12%	13%	3%	12%	8%	2%	7%	18%	12%	15%	11%	9%	3%	4%	8%	6%	
Don't know	23	10	11	1	1	19	1	2	5	1	6	8	-	7	16	12	7	2	1	-	-	2	4	-	4	13	18	4	
	14%	13%	17%	9%	13%	15%	15%	10%	27%	2%	16%	19%	-	13%	19%	26%	14%	8%	3%	-	-	11%	16%	-	16%	21%	15%	13%	
Not stated	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%	
AGREE	39	30	6	2	1	35	2	2	1	12	16	6	2	12	25	7	13	8	11	1	2	3	5	6	9	14	34	5	
	24%	40%	10%	11%	16%	27%	22%	11%	6%	35%	40%	15%	10%	23%	30%	16%	25%	25%	38%	9%	39%	19%	18%	34%	36%	22%	27%	15%	
DISAGREE	96	36	44	11	5	75	6	15	11	21	17	26	20	34	42	27	33	19	17	7	2	10	17	12	11	36	73	23	
	60%	47%	70%	80%	71%	57%	63%	80%	63%	62%	42%	66%	85%	65%	51%	57%	62%	63%	59%	91%	42%	69%	66%	66%	45%	58%	58%	69%	

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

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

### Summary table

Base: All Respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	Not stated	AGREE	DISAGREE
The advertising industry is a significant contributor to the UK economy	159 100%	31 20%	103 65%	12 8%	1 1%	9 6%	2 1%	135 85%	13 8%
The advertising industry is a major employer within the UK	159 100%	29 18%	85 54%	23 15%	2 1%	16 10%	3 2%	114 72%	25 16%
The advertising industry promotes innovation and the development of new products and services	159 100%	18 11%	101 64%	23 14%	3 2%	13 8%	2 1%	119 75%	26 16%
Advertising helps keep the prices of products and services at a minimum	159 100%	4 2%	35 22%	84 53%	12 8%	23 14%	2 1%	39 24%	96 60%