

Advertising Association December MPs Study

METHODOLOGY NOTE

ComRes interviewed 151 MPs online and by self-completion survey in November and December 2012. 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

PARLIAMENTARY PANEL SURVEY - MPs - November/December 2012

Q4: 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	151	57	77	9	8	113	18	20	15	25	26	47	19	54	78	54	42	35	20	7	6	10	23	20	22	63	119	32	
Weighted Total	151	71	60	13	7	124	9	18	17	32	38	37	19	51	81	50	45	36	21	9	6	8	22	19	25	63	119	32	
	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%	
Agree strongly	25	14	7	2	1	21	*	3	-	9	8	5	1	7	16	5	13	4	3	1	2	*	3	2	6	10	21	4	
	16%	20%	12%	14%	16%	17%	5%	16%	-	28%	21%	12%	6%	14%	20%	10%	29%	10%	15%	12%	27%	7%	15%	10%	26%	16%	17%	13%	
Agree	93	47	33	10	4	78	7	8	13	20	20	25	13	32	49	32	25	23	13	8	2	4	14	14	17	35	77	16	
	62%	65%	55%	75%	57%	63%	73%	45%	77%	63%	52%	68%	65%	62%	60%	65%	55%	64%	63%	88%	28%	47%	62%	75%	67%	56%	65%	51%	
Disagree	12	3	8	1	-	10	1	1	1	3	3	3	3	3	6	5	3	4	*	-	-	2	4	1	1	5	9	3	
	8%	4%	13%	10%	-	8%	11%	5%	9%	9%	7%	9%	16%	7%	7%	10%	6%	12%	2%	-	-	20%	19%	3%	3%	9%	7%	11%	
Disagree strongly	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	
	1%	-	1%	-	-	-	-	5%	-	-	-	-	-	2%	-	-	-	-	4%	-	-	11%	-	-	-	-	1%	-	
Don't know	19	7	10	-	2	13	*	5	2	-	8	3	2	8	9	6	4	5	3	-	2	1	1	2	1	12	11	8	
	13%	9%	17%	-	27%	11%	5%	29%	14%	-	20%	8%	10%	16%	11%	13%	10%	13%	15%	-	36%	14%	4%	11%	4%	19%	9%	26%	
Not stated	1	1	*	-	-	1	*	-	-	-	-	1	*	-	1	1	-	-	-	-	*	-	-	-	-	1	1	-	
	1%	1%	1%	-	-	1%	5%	-	-	-	-	2%	3%	-	1%	3%	-	-	-	-	9%	-	-	-	-	1%	1%	-	
AGREE	118	61	40	12	5	99	7	11	13	29	27	29	14	39	65	37	38	27	16	9	3	4	17	16	23	45	97	20	
	78%	85%	67%	90%	73%	80%	78%	61%	77%	91%	72%	80%	71%	76%	81%	75%	84%	75%	78%	100%	55%	54%	77%	86%	93%	71%	82%	63%	
DISAGREE	13	3	9	1	-	10	1	2	1	3	3	3	3	4	6	5	3	4	1	-	-	2	4	1	1	5	10	3	
	9%	4%	15%	10%	-	8%	11%	10%	9%	9%	7%	9%	16%	8%	7%	10%	6%	12%	7%	-	-	32%	19%	3%	3%	9%	8%	11%	

PARLIAMENTARY PANEL SURVEY - MPs - November/December 2012

Q4: 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	151	57	77	9	8	113	18	20	15	25	26	47	19	54	78	54	42	35	20	7	6	10	23	20	22	63	119	32	
Weighted Total	151	71	60	13	7	124	9	18	17	32	38	37	19	51	81	50	45	36	21	9	6	8	22	19	25	63	119	32	
	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%	
Agree strongly	14	6	5	2	1	12	*	2	-	3	5	4	1	4	9	5	5	4	1	1	-	*	1	2	5	6	10	4	
	10%	8%	9%	14%	16%	10%	5%	11%	-	9%	14%	10%	3%	8%	12%	10%	11%	10%	4%	7%	-	7%	4%	10%	20%	9%	9%	13%	
Agree	84	44	30	6	3	69	7	8	12	21	16	20	12	30	42	27	22	24	11	5	3	5	13	12	12	33	68	15	
	56%	62%	51%	46%	52%	56%	73%	43%	72%	66%	42%	54%	64%	58%	52%	54%	49%	66%	55%	59%	55%	65%	62%	61%	49%	53%	58%	48%	
Disagree	24	8	12	4	-	21	1	2	2	5	6	7	4	8	12	8	10	2	4	3	-	1	6	2	4	8	20	3	
	16%	11%	19%	30%	-	17%	11%	10%	14%	15%	16%	20%	20%	15%	15%	17%	22%	5%	17%	34%	-	9%	29%	8%	16%	13%	17%	11%	
Disagree strongly	2	2	1	-	-	2	-	1	-	2	-	-	-	1	2	-	2	-	1	-	-	1	-	-	2	-	2	-	
	2%	2%	1%	-	-	1%	-	5%	-	5%	-	-	-	2%	2%	-	3%	-	4%	-	-	11%	-	-	6%	-	2%	-	
Don't know	24	10	11	1	2	18	*	6	2	2	10	4	2	8	14	7	6	7	4	-	2	1	1	4	2	14	15	9	
	16%	14%	18%	10%	32%	15%	5%	31%	14%	5%	27%	12%	10%	16%	18%	15%	14%	19%	20%	-	36%	8%	5%	21%	10%	23%	13%	29%	
Not stated	2	2	*	-	-	2	*	-	-	-	-	2	*	-	2	2	-	-	-	-	*	-	-	-	-	2	2	-	
	1%	2%	1%	-	-	1%	5%	-	-	-	-	5%	3%	-	2%	4%	-	-	-	-	9%	-	-	-	-	3%	2%	-	
AGREE	98	50	36	8	4	81	7	10	12	24	21	23	13	34	51	32	27	27	12	6	3	5	14	14	17	39	79	19	
	65%	70%	60%	60%	68%	66%	78%	54%	72%	76%	56%	63%	68%	67%	63%	64%	61%	76%	59%	66%	55%	71%	66%	71%	69%	62%	66%	60%	
DISAGREE	26	10	12	4	-	22	1	3	2	6	6	7	4	9	14	8	11	2	4	3	-	2	6	2	5	8	23	3	
	17%	14%	21%	30%	-	18%	11%	15%	14%	20%	16%	20%	20%	17%	17%	17%	25%	5%	21%	34%	-	20%	29%	8%	22%	13%	19%	11%	

PARLIAMENTARY PANEL SURVEY - MPs - November/December 2012

Q4: To what extent do you agree or disagree with each of the following statements?

The advertising industry funds a substantial amount of the media (e.g. newspapers, magazines, TV, radio, cinema, the internet)

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	151	57	77	9	8	113	18	20	15	25	26	47	19	54	78	54	42	35	20	7	6	10	23	20	22	63	119	32	
Weighted Total	151	71	60	13	7	124	9	18	17	32	38	37	19	51	81	50	45	36	21	9	6	8	22	19	25	63	119	32	
	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%	
Agree strongly	37	16	14	6	1	29	2	5	5	9	8	8	4	13	20	13	10	9	4	3	2	2	6	5	8	10	30	7	
	24%	23%	23%	44%	16%	24%	22%	30%	28%	27%	21%	21%	23%	24%	25%	26%	23%	25%	20%	38%	27%	27%	30%	28%	32%	16%	25%	21%	
Agree	104	49	43	7	4	87	6	11	11	23	26	27	14	36	54	33	32	25	14	6	4	6	15	14	16	44	83	21	
	69%	69%	72%	56%	68%	71%	67%	59%	64%	73%	68%	75%	75%	71%	66%	67%	72%	70%	66%	62%	64%	73%	70%	72%	65%	70%	70%	65%	
Disagree	1	-	1	-	-	-	*	1	-	-	-	-	-	1	*	-	-	1	*	-	-	-	-	-	-	1	1	-	
	1%	-	2%	-	-	-	5%	5%	-	-	-	-	-	2%	1%	-	-	2%	2%	-	-	-	-	-	-	2%	1%	-	
Disagree strongly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	8	5	1	-	1	7	-	1	1	-	4	1	-	1	6	2	2	1	2	-	-	-	-	-	1	7	3	4	
	5%	7%	2%	-	16%	5%	-	6%	9%	-	12%	2%	-	3%	8%	4%	5%	3%	11%	-	-	-	-	-	3%	11%	3%	14%	
Not stated	1	1	*	-	-	1	*	-	-	-	-	1	*	-	1	1	-	-	-	-	*	-	-	-	-	1	1	-	
	1%	1%	1%	-	-	1%	5%	-	-	-	-	2%	3%	-	1%	3%	-	-	-	-	9%	-	-	-	-	1%	1%	-	
AGREE	141	65	57	13	5	116	8	16	16	32	33	35	19	49	73	46	43	34	18	9	5	8	22	19	24	54	113	28	
	93%	92%	94%	100%	84%	94%	89%	89%	91%	100%	88%	96%	97%	95%	91%	93%	95%	95%	86%	100%	91%	100%	100%	100%	97%	86%	95%	86%	
DISAGREE	1	-	1	-	-	-	*	1	-	-	-	-	-	1	*	-	-	1	*	-	-	-	-	-	-	1	1	-	
	1%	-	2%	-	-	-	5%	5%	-	-	-	-	-	2%	1%	-	-	2%	2%	-	-	-	-	-	-	2%	1%	-	

PARLIAMENTARY PANEL SURVEY - MPs - November/December 2012

Q4: 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	151	57	77	9	8	113	18	20	15	25	26	47	19	54	78	54	42	35	20	7	6	10	23	20	22	63	119	32
Weighted Total	151	71	60	13	7	124	9	18	17	32	38	37	19	51	81	50	45	36	21	9	6	8	22	19	25	63	119	32
	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%
Agree strongly	15	10	4	-	1	12	1	2	-	5	2	5	2	1	11	5	6	2	1	2	-	*	1	1	2	8	12	3
	10%	14%	6%	-	16%	9%	12%	11%	-	14%	6%	13%	11%	3%	14%	11%	14%	7%	4%	24%	-	7%	4%	6%	7%	13%	10%	9%
Agree	69	28	28	12	1	58	3	8	4	16	16	22	8	27	33	26	16	18	10	4	2	4	12	5	10	31	58	11
	46%	39%	47%	90%	23%	47%	33%	45%	25%	49%	43%	59%	43%	54%	41%	52%	36%	49%	47%	40%	39%	51%	56%	28%	42%	50%	49%	33%
Disagree	30	12	14	1	2	23	3	3	6	7	4	6	5	14	11	7	12	6	5	3	-	2	5	8	4	7	26	3
	20%	17%	24%	10%	29%	19%	32%	18%	36%	22%	11%	16%	24%	28%	13%	14%	27%	16%	22%	36%	-	30%	21%	43%	17%	11%	22%	11%
Disagree strongly	4	3	1	-	-	4	-	-	2	2	-	-	-	1	3	4	-	-	-	-	-	-	1	-	-	3	1	2
	3%	4%	2%	-	-	3%	-	-	14%	5%	-	-	-	2%	4%	8%	-	-	-	-	-	-	4%	-	-	5%	1%	8%
Don't know	29	16	11	-	2	23	2	5	3	4	13	3	3	5	22	6	10	7	5	-	2	1	3	4	6	13	20	10
	19%	22%	19%	-	32%	19%	17%	26%	19%	11%	34%	9%	15%	9%	27%	13%	23%	19%	27%	-	36%	12%	14%	23%	25%	20%	17%	30%
Not stated	5	3	1	-	-	4	*	-	1	-	2	1	1	2	1	1	-	3	-	-	1	-	-	-	2	1	1	3
	3%	4%	2%	-	-	3%	5%	-	5%	-	6%	2%	7%	4%	1%	3%	-	9%	-	-	26%	-	-	-	9%	1%	1%	10%
AGREE	84	37	32	12	3	70	4	10	4	20	19	26	10	29	45	31	22	20	11	6	2	4	13	6	12	40	70	14
	55%	52%	53%	90%	39%	56%	45%	56%	25%	63%	49%	72%	54%	56%	55%	62%	50%	56%	51%	64%	39%	58%	60%	34%	48%	63%	59%	42%
DISAGREE	33	15	15	1	2	27	3	3	9	9	4	6	5	15	13	11	12	6	5	3	-	2	6	8	4	10	28	6
	22%	21%	26%	10%	29%	22%	32%	18%	50%	26%	11%	16%	24%	30%	17%	22%	27%	16%	22%	36%	-	30%	26%	43%	17%	15%	23%	18%

PARLIAMENTARY PANEL SURVEY - MPs - November/December 2012

Q4: 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	151	57	77	9	8	113	18	20	15	25	26	47	19	54	78	54	42	35	20	7	6	10	23	20	22	63	119	32	
Weighted Total	151	71	60	13	7	124	9	18	17	32	38	37	19	51	81	50	45	36	21	9	6	8	22	19	25	63	119	32	
	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%	
Agree strongly	4	2	1	-	1	2	*	2	-	-	-	2	-	*	4	*	2	1	1	-	-	*	1	1	1	1	4	-	
	3%	2%	2%	-	16%	1%	5%	11%	-	-	-	5%	-	1%	5%	1%	4%	2%	4%	-	-	7%	4%	5%	4%	1%	3%	-	
Agree	30	18	8	3	-	27	1	2	3	7	11	6	4	12	14	12	8	6	3	2	3	1	2	3	5	14	21	8	
	20%	25%	14%	24%	-	22%	13%	10%	19%	20%	30%	16%	20%	23%	18%	25%	19%	17%	14%	19%	47%	12%	9%	15%	22%	23%	18%	26%	
Disagree	74	33	30	6	4	56	7	11	5	16	18	16	9	25	40	20	24	19	10	5	1	2	13	9	13	31	61	13	
	49%	46%	51%	44%	68%	45%	77%	59%	31%	51%	49%	44%	46%	50%	49%	41%	54%	52%	51%	56%	12%	30%	61%	49%	51%	48%	52%	39%	
Disagree strongly	17	8	8	1	-	15	-	2	4	4	2	5	1	8	8	9	4	2	3	1	-	2	3	4	1	6	15	2	
	11%	11%	14%	10%	-	12%	-	10%	25%	12%	6%	13%	7%	15%	10%	17%	8%	5%	15%	8%	-	29%	16%	18%	4%	10%	12%	8%	
Don't know	24	10	10	3	1	22	-	2	3	5	6	8	4	6	14	7	6	8	3	2	1	2	2	2	5	10	16	8	
	16%	14%	17%	21%	16%	18%	-	11%	19%	17%	15%	21%	20%	11%	18%	14%	14%	21%	16%	17%	16%	23%	11%	13%	19%	16%	13%	25%	
Not stated	2	1	1	-	-	2	*	-	1	-	-	1	1	-	1	1	-	1	-	-	1	-	-	-	-	1	1	1	
	1%	1%	2%	-	-	1%	5%	-	5%	-	-	2%	7%	-	1%	3%	-	3%	-	-	26%	-	-	-	-	1%	1%	3%	
AGREE	34	20	10	3	1	29	2	4	3	7	11	8	4	12	18	13	10	7	4	2	3	1	3	4	7	15	26	8	
	22%	28%	16%	24%	16%	23%	18%	21%	19%	20%	30%	20%	20%	24%	22%	26%	23%	20%	18%	19%	47%	19%	13%	20%	26%	24%	21%	26%	
DISAGREE	91	41	39	7	4	71	7	12	9	20	21	21	10	33	48	29	28	20	14	6	1	4	17	13	14	37	76	15	
	60%	57%	64%	54%	68%	58%	77%	69%	56%	63%	55%	57%	53%	65%	59%	58%	63%	57%	66%	64%	12%	59%	77%	67%	54%	59%	64%	46%	

PARLIAMENTARY PANEL SURVEY - MPs - November/December 2012

Q4: To what extent do you agree or disagree with each of the following statements?

Advertising funds a substantial proportion of cultural events (e.g. London 2012, Premier League Football)

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	151	57	77	9	8	113	18	20	15	25	26	47	19	54	78	54	42	35	20	7	6	10	23	20	22	63	119	32	
Weighted Total	151	71	60	13	7	124	9	18	17	32	38	37	19	51	81	50	45	36	21	9	6	8	22	19	25	63	119	32	
	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%	
Agree strongly	21	10	6	3	1	15	1	5	1	3	6	5	1	7	12	7	7	5	2	-	-	1	2	4	4	9	17	3	
	14%	14%	10%	24%	16%	12%	11%	25%	9%	8%	15%	15%	5%	14%	15%	14%	15%	13%	12%	-	-	18%	8%	22%	17%	14%	15%	10%	
Agree	105	48	47	9	1	90	7	7	13	23	27	27	13	34	57	38	27	26	13	4	4	5	18	12	18	44	81	24	
	69%	67%	78%	66%	23%	73%	79%	40%	77%	72%	70%	74%	67%	67%	71%	77%	61%	73%	62%	46%	75%	69%	81%	64%	70%	70%	68%	74%	
Disagree	11	6	5	-	-	10	-	1	1	4	3	2	3	6	2	1	6	2	2	3	-	1	1	1	1	3	9	1	
	7%	8%	8%	-	-	8%	-	5%	5%	11%	9%	5%	14%	12%	2%	2%	13%	7%	8%	38%	-	13%	6%	3%	4%	5%	8%	4%	
Disagree strongly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	14	7	2	1	4	8	*	5	1	3	2	1	2	3	8	2	5	3	4	2	1	-	1	2	2	6	10	4	
	9%	9%	3%	10%	61%	6%	5%	30%	9%	9%	6%	3%	12%	6%	10%	4%	11%	8%	18%	17%	16%	-	5%	11%	9%	10%	8%	12%	
Not stated	1	1	*	-	-	1	*	-	-	-	-	1	*	-	1	1	-	-	-	-	-	*	-	-	-	1	1	-	
	1%	1%	1%	-	-	1%	5%	-	-	-	-	2%	3%	-	1%	3%	-	-	-	-	9%	-	-	-	-	1%	1%	-	
AGREE	125	58	53	12	3	105	8	12	15	26	32	33	14	42	70	45	34	31	15	4	4	7	19	17	22	53	98	27	
	83%	81%	88%	90%	39%	85%	90%	65%	86%	80%	85%	89%	71%	81%	87%	91%	76%	85%	73%	46%	75%	87%	89%	86%	87%	84%	83%	84%	
DISAGREE	11	6	5	-	-	10	-	1	1	4	3	2	3	6	2	1	6	2	2	3	-	1	1	1	1	3	9	1	
	7%	8%	8%	-	-	8%	-	5%	5%	11%	9%	5%	14%	12%	2%	2%	13%	7%	8%	38%	-	13%	6%	3%	4%	5%	8%	4%	

PARLIAMENTARY PANEL SURVEY - MPs - November/December 2012

Q4: To what extent do you agree or disagree with each of the following statements?

Advertising helps increase retail sales in the UK

Base: All Respondents

	PARTY					COUNTRY			REGION				DATE OF BIRTH				MARGINALITY				LENGTH OF SERVICE							GENDER	
	Total	Con	Lab	Lib Dem	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	151	57	77	9	8	113	18	20	15	25	26	47	19	54	78	54	42	35	20	7	6	10	23	20	22	63	119	32	
Weighted Total	151	71	60	13	7	124	9	18	17	32	38	37	19	51	81	50	45	36	21	9	6	8	22	19	25	63	119	32	
	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%	
Agree strongly	18	13	4	-	1	14	2	2	3	5	3	4	1	8	9	6	7	2	3	1	2	*	2	1	2	9	16	1	
	12%	18%	6%	-	16%	11%	23%	11%	17%	14%	7%	10%	3%	16%	11%	11%	15%	6%	15%	7%	27%	7%	11%	5%	9%	15%	14%	4%	
Agree	102	48	41	9	4	83	6	13	10	20	26	28	14	30	59	35	25	28	14	7	2	5	12	13	19	43	80	22	
	68%	68%	68%	70%	57%	67%	60%	74%	58%	62%	67%	76%	72%	58%	73%	70%	57%	78%	68%	81%	27%	71%	57%	70%	76%	69%	67%	69%	
Disagree	11	2	8	1	1	10	1	1	-	2	5	2	3	5	3	4	5	2	*	1	1	1	4	2	-	2	8	3	
	8%	2%	13%	10%	11%	8%	12%	4%	-	7%	14%	5%	17%	10%	4%	8%	11%	5%	2%	12%	20%	8%	19%	13%	-	3%	7%	10%	
Disagree strongly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	16	8	6	1	1	14	-	2	3	5	5	1	-	7	9	4	6	3	3	-	-	1	3	3	4	6	12	5	
	11%	11%	10%	10%	16%	12%	-	11%	19%	17%	12%	3%	-	14%	12%	8%	13%	9%	15%	-	-	14%	13%	13%	14%	10%	10%	14%	
Not stated	4	1	1	1	-	3	*	-	1	-	-	2	1	1	1	1	1	1	-	-	1	-	-	-	-	2	3	1	
	2%	1%	2%	10%	-	2%	5%	-	5%	-	-	6%	7%	3%	1%	3%	3%	3%	-	-	26%	-	-	-	-	3%	2%	3%	
AGREE	120	61	45	9	5	97	8	15	13	25	28	31	14	38	68	40	32	30	17	8	3	6	15	14	21	53	96	23	
	79%	86%	75%	70%	73%	78%	83%	85%	75%	76%	74%	85%	75%	74%	84%	81%	72%	84%	82%	88%	55%	77%	68%	74%	86%	84%	81%	73%	
DISAGREE	11	2	8	1	1	10	1	1	-	2	5	2	3	5	3	4	5	2	*	1	1	1	4	2	-	2	8	3	
	8%	2%	13%	10%	11%	8%	12%	4%	-	7%	14%	5%	17%	10%	4%	8%	11%	5%	2%	12%	20%	8%	19%	13%	-	3%	7%	10%	

PARLIAMENTARY PANEL SURVEY - MPs - November/December 2012

Q4: To what extent do you agree or disagree with each of the following statements?

Advertising is vital to the success of government campaigns on issues of public concern (e.g. anti-smoking, drink driving adverts)

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	151	57	77	9	8	113	18	20	15	25	26	47	19	54	78	54	42	35	20	7	6	10	23	20	22	63	119	32	
Weighted Total	151	71	60	13	7	124	9	18	17	32	38	37	19	51	81	50	45	36	21	9	6	8	22	19	25	63	119	32	
	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%	
Agree strongly	20	4	12	2	2	14	2	4	3	1	5	4	4	6	9	10	7	1	2	1	1	2	2	2	4	8	16	4	
	13%	5%	20%	14%	27%	11%	17%	25%	19%	3%	14%	11%	22%	12%	12%	20%	16%	2%	8%	7%	16%	27%	9%	10%	17%	12%	13%	12%	
Agree	86	36	39	7	3	69	5	12	8	16	18	26	11	34	41	24	25	25	12	6	3	6	13	10	15	34	66	20	
	57%	51%	65%	51%	50%	56%	50%	65%	50%	51%	48%	72%	56%	67%	50%	48%	55%	69%	57%	64%	55%	73%	58%	51%	59%	54%	56%	61%	
Disagree	29	17	7	5	*	26	2	1	2	9	10	5	3	8	18	12	6	7	5	3	-	-	6	5	5	11	25	4	
	19%	24%	12%	34%	7%	21%	22%	5%	14%	28%	26%	14%	14%	17%	23%	24%	12%	19%	24%	29%	-	-	28%	25%	18%	18%	21%	12%	
Disagree strongly	6	5	1	-	-	5	1	-	1	3	1	-	1	3	2	1	3	1	-	-	1	-	1	2	-	2	5	1	
	4%	6%	2%	-	-	4%	6%	-	9%	8%	3%	-	6%	5%	3%	3%	7%	3%	-	-	20%	-	5%	8%	-	3%	4%	3%	
Don't know	10	9	-	-	1	9	-	1	1	4	4	-	-	-	10	1	4	2	2	-	-	-	-	1	2	7	6	4	
	6%	12%	-	-	16%	7%	-	6%	9%	11%	9%	-	-	-	12%	3%	9%	6%	11%	-	-	-	-	5%	6%	11%	5%	12%	
Not stated	1	1	*	-	-	1	*	-	-	-	-	1	*	-	1	1	-	-	-	-	*	-	-	-	-	1	1	-	
	1%	1%	1%	-	-	1%	5%	-	-	-	-	2%	3%	-	1%	3%	-	-	-	-	9%	-	-	-	-	1%	1%	-	
AGREE	105	40	51	9	5	83	6	16	12	17	23	31	15	40	50	34	32	26	13	6	4	8	15	12	19	42	82	24	
	70%	56%	85%	66%	77%	67%	67%	89%	69%	54%	62%	83%	78%	79%	62%	68%	72%	72%	65%	71%	71%	100%	67%	62%	76%	66%	69%	73%	
DISAGREE	35	22	8	5	*	31	3	1	4	11	11	5	4	11	20	13	9	8	5	3	1	-	7	6	5	13	30	5	
	23%	30%	14%	34%	7%	25%	28%	5%	23%	35%	29%	14%	19%	21%	25%	27%	19%	22%	24%	29%	20%	-	33%	33%	18%	21%	25%	15%	

PARLIAMENTARY PANEL SURVEY - MPs - November/December 2012

Q4: To what extent do you agree or disagree with each of the following statements?

Summary table

Base: All Respondents

	Total	Agree strongly	Agree	Disagree	Disagree strongly	Don't know	Not stated	AGREE	DISAGREE
The advertising industry is a significant contributor to the UK economy	151 100%	25 16%	93 62%	12 8%	1 1%	19 13%	1 1%	118 78%	13 9%
The advertising industry is a major employer within the UK	151 100%	14 10%	84 56%	24 16%	2 2%	24 16%	2 1%	98 65%	26 17%
The advertising industry funds a substantial amount of the media (e.g. newspapers, magazines, TV, radio, cinema, the internet)	151 100%	37 24%	104 69%	1 1%	- -	8 5%	1 1%	141 93%	1 1%
The advertising industry promotes innovation and the development of new products and services	151 100%	15 10%	69 46%	30 20%	4 3%	29 19%	5 3%	84 55%	33 22%
Advertising helps keep the prices of products and services at a minimum	151 100%	4 3%	30 20%	74 49%	17 11%	24 16%	2 1%	34 22%	91 60%
Advertising funds a substantial proportion of cultural events (e.g. London 2012, Premier League Football)	151 100%	21 14%	105 69%	11 7%	- -	14 9%	1 1%	125 83%	11 7%
Advertising helps increase retail sales in the UK	151 100%	18 12%	102 68%	11 8%	- -	16 11%	4 2%	120 79%	11 8%

PARLIAMENTARY PANEL SURVEY - MPs - November/December 2012

Q4: To what extent do you agree or disagree with each of the following statements?

Summary table

Base: All Respondents

Advertising is vital to the success of government campaigns on issues of public concern (e.g. anti-smoking, drink driving adverts)

Total	Agree strongly	Agree	Disagree	Disagree strongly	Don't know	Not stated	AGREE	DISAGREE
151	20	86	29	6	10	1	105	35
100%	13%	57%	19%	4%	6%	1%	70%	23%