

YouGov/ Speed Communications Survey Results

Sample Size: 2170

Fieldwork: 1st - 6th April 2010

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following statements do you agree with? (Please tick all that apply)

	2170	985	1185	192	337	344	393	904	1265	905	497	339	198	291	481	107	206	51
Unweighted Base	2170	985	1185	192	337	344	393	904	1265	905	497	339	198	291	481	107	206	51
All UK Adults	2170	1044	1126	260	366	365	406	773	1194	976	519	347	202	269	482	106	184	61
I voted in the last General Election	76%	79%	74%	34%	70%	78%	85%	89%	83%	69%	76%	78%	74%	77%	79%	75%	76%	59%
I am planning to vote in the next General Election	74%	76%	71%	67%	65%	75%	76%	78%	79%	67%	74%	74%	71%	75%	75%	69%	74%	62%
I would be more likely to vote for an MP who had contacted me directly and personally	22%	26%	18%	25%	22%	17%	21%	24%	26%	17%	20%	21%	24%	28%	22%	12%	20%	32%
I know who my local Member of Parliament is	46%	52%	40%	34%	30%	42%	48%	58%	53%	37%	43%	44%	44%	47%	49%	44%	47%	51%
Since the last General Election my local MP has communicated well what he/ she is doing	13%	15%	12%	10%	10%	11%	12%	18%	16%	10%	10%	15%	12%	18%	15%	8%	14%	15%
I would email my local MP about an issue if I knew their email address	25%	27%	23%	17%	22%	25%	26%	28%	30%	19%	21%	21%	26%	30%	27%	24%	26%	33%
MPs in general should be more active in using the internet (e.g. web sites, blogs, Twitter, Facebook, e-mails, etc) for communicating with the general public	21%	24%	18%	19%	24%	20%	16%	22%	23%	18%	18%	19%	15%	26%	21%	27%	26%	21%
None of these	8%	6%	9%	18%	11%	7%	6%	4%	5%	10%	8%	8%	11%	6%	6%	8%	7%	10%

In which, if any, of the following ways would you like your local MP to communicate with you? (Please tick all that apply)

	2170	985	1185	192	337	344	393	904	1265	905	497	339	198	291	481	107	206	51
Unweighted Base	2170	985	1185	192	337	344	393	904	1265	905	497	339	198	291	481	107	206	51
All UK Adults	2170	1044	1126	260	366	365	406	773	1194	976	519	347	202	269	482	106	184	61
By email	47%	53%	40%	41%	42%	45%	45%	53%	52%	41%	45%	41%	54%	56%	46%	40%	46%	45%
Via Facebook	11%	11%	10%	16%	16%	12%	11%	5%	11%	10%	12%	10%	10%	9%	9%	14%	14%	11%
Via Twitter	3%	4%	3%	8%	5%	5%	2%	1%	3%	4%	4%	1%	3%	2%	4%	7%	4%	10%
Via YouTube	4%	6%	3%	9%	7%	4%	4%	2%	4%	5%	4%	5%	4%	7%	3%	1%	4%	11%
By post	42%	42%	42%	42%	44%	38%	42%	44%	44%	40%	44%	46%	38%	45%	41%	35%	38%	47%
Face-to-face MP surgeries	37%	37%	36%	27%	31%	36%	40%	41%	40%	33%	36%	37%	32%	41%	34%	34%	44%	31%
In Local Media (e.g. local newspapers, radio etc.)	42%	43%	41%	44%	44%	41%	40%	41%	45%	37%	44%	41%	42%	41%	41%	39%	40%	44%
By phone	7%	8%	6%	6%	7%	6%	6%	9%	8%	7%	6%	8%	9%	7%	6%	4%	9%	10%
Public meetings	35%	38%	33%	30%	33%	36%	34%	39%	39%	31%	35%	33%	35%	37%	32%	39%	41%	49%
By text	3%	4%	2%	3%	4%	3%	2%	2%	3%	3%	3%	3%	2%	2%	2%	2%	5%	3%
Other	2%	3%	1%	3%	2%	2%	1%	2%	2%	2%	3%	1%	2%	4%	2%	2%	1%	-
Don't know	4%	3%	5%	7%	5%	6%	5%	2%	3%	5%	5%	3%	6%	3%	6%	3%	3%	-
Not applicable - I would not like to hear from my local MP	11%	9%	12%	14%	10%	12%	10%	10%	9%	13%	9%	15%	10%	7%	11%	15%	11%	16%

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Sample Size: 2170

Fieldwork: 1st - 6th April 2010

Total	Working Status						Marital Status					
Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which, if any, of the following statements do you agree with? (Please tick all that apply)

	Unweighted Base	2170	1079	325	99	414	57	196	1164	246	217	60	462	21
	All UK Adults	2170	1127	303	120	356	65	199	1100	256	205	57	531	21
I voted in the last General Election		76%	77%	81%	25%	92%	67%	73%	86%	68%	78%	78%	60%	66%
I am planning to vote in the next General Election		74%	73%	77%	73%	78%	62%	68%	77%	70%	70%	67%	71%	77%
I would be more likely to vote for an MP who had contacted me directly and personally		22%	22%	21%	20%	25%	28%	18%	22%	20%	24%	22%	21%	34%
I know who my local Member of Parliament is		46%	43%	51%	25%	60%	24%	48%	53%	35%	43%	46%	36%	43%
Since the last General Election my local MP has communicated well what he/ she is doing		13%	11%	14%	11%	23%	9%	10%	16%	9%	12%	17%	11%	10%
I would email my local MP about an issue if I knew their email address		25%	24%	27%	22%	25%	19%	27%	27%	18%	27%	28%	21%	49%
MPs in general should be more active in using the internet (e.g. web sites, blogs, Twitter, Facebook, e-mails, etc) for communicating with the general public		21%	21%	17%	20%	22%	20%	19%	20%	17%	17%	26%	23%	35%
None of these		8%	8%	4%	14%	2%	10%	14%	5%	12%	8%	7%	11%	12%

In which, if any, of the following ways would you like your local MP to communicate with you? (Please tick all that apply)

	Unweighted Base	2170	1079	325	99	414	57	196	1164	246	217	60	462	21
	All UK Adults	2170	1127	303	120	356	65	199	1100	256	205	57	531	21
By email		47%	46%	48%	39%	55%	41%	41%	50%	43%	50%	41%	42%	39%
Via Facebook		11%	12%	8%	15%	4%	12%	14%	8%	12%	8%	9%	16%	11%
Via Twitter		3%	4%	3%	5%	1%	10%	4%	2%	2%	3%	1%	6%	9%
Via YouTube		4%	5%	3%	9%	2%	7%	3%	3%	3%	2%	9%	9%	5%
By post		42%	42%	38%	40%	45%	32%	47%	43%	37%	37%	38%	44%	42%
Face-to-face MP surgeries		37%	36%	38%	29%	42%	39%	34%	39%	33%	37%	26%	34%	30%
In Local Media (e.g. local newspapers, radio etc.)		42%	42%	42%	46%	40%	40%	39%	43%	40%	36%	32%	44%	34%
By phone		7%	6%	7%	6%	11%	8%	7%	8%	5%	10%	8%	6%	5%
Public meetings		35%	35%	36%	33%	37%	44%	34%	38%	32%	29%	28%	35%	36%
By text		3%	3%	3%	1%	1%	4%	3%	2%	3%	2%	1%	4%	6%
Other		2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	-	2%	-
Don't know		4%	4%	8%	10%	2%	5%	1%	3%	7%	5%	6%	6%	-
Not applicable - I would not like to hear from my local MP		11%	10%	10%	15%	10%	11%	15%	10%	13%	13%	9%	11%	29%

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Fieldwork: 1st - 6th April 2010

Total	Children in Household				
Base	0	1	2	3+	Refused

Which, if any, of the following statements do you agree with? (Please tick all that apply)

	Unweighted Base	2170	1482	327	213	90	58
	All UK Adults	2170	1435	356	226	97	56
I voted in the last General Election		76%	80%	64%	76%	68%	70%
I am planning to vote in the next General Election		74%	75%	67%	72%	72%	81%
I would be more likely to vote for an MP who had contacted me directly and personally		22%	22%	24%	18%	18%	22%
I know who my local Member of Parliament is		46%	49%	37%	38%	42%	49%
Since the last General Election my local MP has communicated well what he/ she is doing		13%	14%	12%	13%	14%	14%
I would email my local MP about an issue if I knew their email address		25%	25%	21%	28%	32%	35%
MPs in general should be more active in using the internet (e.g. web sites, blogs, Twitter, Facebook, e-mails, etc) for communicating with the general public		21%	21%	19%	17%	25%	22%
None of these		8%	6%	12%	7%	14%	9%

In which, if any, of the following ways would you like your local MP to communicate with you? (Please tick all that apply)

	Unweighted Base	2170	1482	327	213	90	58
	All UK Adults	2170	1435	356	226	97	56
By email		47%	48%	42%	47%	42%	41%
Via Facebook		11%	10%	12%	10%	12%	3%
Via Twitter		3%	3%	4%	4%	3%	4%
Via YouTube		4%	4%	5%	3%	10%	-
By post		42%	44%	39%	39%	32%	43%
Face-to-face MP surgeries		37%	38%	34%	34%	31%	32%
In Local Media (e.g. local newspapers, radio etc.)		42%	44%	35%	43%	35%	34%
By phone		7%	7%	7%	6%	9%	5%
Public meetings		35%	37%	30%	34%	30%	33%
By text		3%	2%	3%	4%	1%	5%
Other		2%	2%	3%	1%	1%	3%
Don't know		4%	3%	8%	3%	10%	2%
Not applicable - I would not like to hear from my local MP		11%	10%	11%	12%	12%	12%

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Fieldwork: 1st - 6th April 2010

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Which, if any, of the following statements do you agree with? (Please tick all that apply)

	Unweighted Base	2170	99	215	183	168	171	198	291	288	193	107	206	51
	All UK Adults	2170	108	218	192	168	179	202	269	288	193	106	184	61
I voted in the last General Election		76%	77%	77%	74%	76%	81%	74%	77%	78%	79%	75%	76%	59%
I am planning to vote in the next General Election		74%	72%	80%	69%	70%	77%	71%	75%	75%	75%	69%	74%	62%
I would be more likely to vote for an MP who had contacted me directly and personally		22%	23%	23%	15%	23%	20%	24%	28%	25%	18%	12%	20%	32%
I know who my local Member of Parliament is		46%	45%	46%	39%	41%	47%	44%	47%	48%	52%	44%	47%	51%
Since the last General Election my local MP has communicated well what he/ she is doing		13%	9%	11%	9%	17%	14%	12%	18%	12%	19%	8%	14%	15%
I would email my local MP about an issue if I knew their email address		25%	21%	24%	18%	22%	20%	26%	30%	30%	23%	24%	26%	33%
MPs in general should be more active in using the internet (e.g. web sites, blogs, Twitter, Facebook, e-mails, etc) for communicating with the general public		21%	21%	21%	12%	21%	17%	15%	26%	22%	18%	27%	26%	21%
None of these		8%	9%	6%	9%	9%	6%	11%	6%	7%	5%	8%	7%	10%

In which, if any, of the following ways would you like your local MP to communicate with you? (Please tick all that apply)

	Unweighted Base	2170	99	215	183	168	171	198	291	288	193	107	206	51
	All UK Adults	2170	108	218	192	168	179	202	269	288	193	106	184	61
By email		47%	47%	50%	39%	41%	41%	54%	56%	48%	43%	40%	46%	45%
Via Facebook		11%	18%	8%	11%	10%	10%	10%	9%	9%	8%	14%	14%	11%
Via Twitter		3%	8%	2%	3%	2%	1%	3%	2%	3%	4%	7%	4%	10%
Via YouTube		4%	7%	3%	4%	4%	6%	4%	7%	3%	2%	1%	4%	11%
By post		42%	50%	44%	40%	48%	44%	38%	45%	42%	39%	35%	38%	47%
Face-to-face MP surgeries		37%	39%	37%	34%	38%	37%	32%	41%	35%	33%	34%	44%	31%
In Local Media (e.g. local newspapers, radio etc.)		42%	51%	49%	35%	37%	45%	42%	41%	42%	39%	39%	40%	44%
By phone		7%	13%	6%	3%	6%	10%	9%	7%	5%	7%	4%	9%	10%
Public meetings		35%	39%	38%	29%	33%	33%	35%	37%	34%	30%	39%	41%	49%
By text		3%	2%	4%	2%	2%	4%	2%	2%	2%	2%	2%	5%	3%
Other		2%	3%	3%	2%	2%	0%	2%	4%	2%	2%	2%	1%	-
Don't know		4%	4%	3%	7%	3%	2%	6%	3%	5%	8%	3%	3%	-
Not applicable - I would not like to hear from my local MP		11%	8%	9%	10%	17%	13%	10%	7%	9%	13%	15%	11%	16%

YouGov/ Speed Communications Survey Results

Sample Size: 2170

Fieldwork: 1st - 6th April 2010

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Would each of the following make you more or less likely to vote if there was an option to do so in the next general election? (Please tick one option on each row)

Voting online using an official portal

	Unweighted Base	2170	985	1185	192	337	344	393	904	1265	905	497	339	198	291	481	107	206	51
	All UK Adults	2170	1044	1126	260	366	365	406	773	1194	976	519	347	202	269	482	106	184	61
Much more likely to vote		27%	28%	26%	29%	36%	31%	28%	19%	25%	29%	31%	22%	25%	25%	29%	24%	26%	27%
More likely to vote		16%	17%	16%	25%	20%	20%	15%	11%	15%	18%	17%	16%	15%	18%	14%	19%	16%	26%
No difference		46%	48%	45%	33%	32%	44%	50%	56%	50%	42%	43%	51%	50%	44%	47%	45%	47%	40%
Less likely to vote		2%	1%	2%	3%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	5%	1%
Much less likely to vote		3%	3%	3%	3%	2%	1%	2%	5%	4%	2%	3%	2%	3%	5%	3%	3%	4%	-
Don't know		2%	1%	3%	2%	3%	1%	2%	2%	2%	3%	2%	4%	2%	2%	3%	2%	1%	-
Not applicable – I would not vote in the next general election regardless		4%	2%	5%	4%	5%	2%	3%	4%	3%	5%	4%	5%	4%	4%	3%	5%	1%	6%

Voting by text

	Unweighted Base	2170	985	1185	192	337	344	393	904	1265	905	497	339	198	291	481	107	206	51
	All UK Adults	2170	1044	1126	260	366	365	406	773	1194	976	519	347	202	269	482	106	184	61
Much more likely to vote		14%	15%	13%	17%	26%	16%	15%	7%	13%	15%	16%	11%	14%	13%	14%	15%	15%	16%
More likely to vote		12%	11%	13%	19%	14%	16%	12%	6%	11%	12%	14%	9%	10%	14%	10%	14%	11%	18%
No difference		52%	56%	49%	47%	44%	54%	53%	57%	54%	50%	52%	57%	59%	51%	52%	36%	52%	43%
Less likely to vote		6%	4%	7%	5%	3%	6%	6%	7%	6%	6%	5%	6%	3%	3%	6%	13%	6%	11%
Much less likely to vote		10%	10%	9%	6%	6%	4%	10%	16%	11%	8%	8%	8%	8%	11%	11%	15%	13%	1%
Don't know		3%	2%	4%	3%	3%	2%	3%	4%	2%	4%	3%	5%	2%	3%	3%	2%	3%	5%
Not applicable – I would not vote in the next general election regardless		4%	2%	5%	4%	5%	2%	3%	4%	3%	5%	4%	5%	4%	4%	3%	5%	1%	6%

YouGov/ Speed Communications Survey Results

Sample Size: 2170

Fieldwork: 1st - 6th April 2010

Total	Working Status						Marital Status					
Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Would each of the following make you more or less likely to vote if there was an option to do so in the next general election? (Please tick one option on each row)

Voting online using an official portal

Unweighted Base	2170	1079	325	99	414	57	196	1164	246	217	60	462	21
All UK Adults	2170	1127	303	120	356	65	199	1100	256	205	57	531	21
Much more likely to vote	27%	30%	25%	27%	18%	16%	29%	23%	36%	28%	28%	29%	23%
More likely to vote	16%	17%	16%	26%	11%	27%	13%	14%	18%	20%	5%	21%	29%
No difference	46%	44%	49%	33%	57%	44%	43%	53%	34%	42%	54%	40%	27%
Less likely to vote	2%	1%	1%	3%	3%	3%	2%	2%	2%	1%	-	2%	-
Much less likely to vote	3%	3%	2%	3%	5%	3%	3%	3%	2%	3%	4%	4%	7%
Don't know	2%	2%	3%	2%	1%	-	4%	2%	3%	1%	2%	2%	8%
Not applicable – I would not vote in the next general election regardless	4%	3%	4%	6%	4%	6%	6%	3%	6%	5%	7%	3%	6%

Voting by text

Unweighted Base	2170	1079	325	99	414	57	196	1164	246	217	60	462	21
All UK Adults	2170	1127	303	120	356	65	199	1100	256	205	57	531	21
Much more likely to vote	14%	17%	12%	12%	5%	9%	18%	11%	25%	13%	8%	16%	15%
More likely to vote	12%	13%	11%	16%	5%	20%	13%	9%	14%	15%	12%	15%	24%
No difference	52%	52%	53%	50%	55%	55%	46%	56%	42%	49%	51%	52%	40%
Less likely to vote	6%	4%	8%	6%	8%	5%	6%	7%	3%	6%	4%	4%	-
Much less likely to vote	10%	8%	9%	6%	19%	3%	8%	11%	7%	10%	13%	8%	7%
Don't know	3%	2%	4%	4%	4%	2%	4%	3%	3%	3%	5%	3%	8%
Not applicable – I would not vote in the next general election regardless	4%	3%	4%	6%	4%	6%	6%	3%	6%	5%	7%	3%	6%

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Fieldwork: 1st - 6th April 2010

Total	Children in Household				
Base	0	1	2	3+	Refused

Would each of the following make you more or less likely to vote if there was an option to do so in the next general election? (Please tick one option on each row)

Voting online using an official portal

	Unweighted Base	2170	1482	327	213	90	58
	All UK Adults	2170	1435	356	226	97	56
Much more likely to vote	27%	25%	31%	34%	25%	22%	
More likely to vote	16%	15%	22%	18%	13%	21%	
No difference	46%	49%	39%	41%	49%	45%	
Less likely to vote	2%	2%	2%	1%	-	-	
Much less likely to vote	3%	4%	2%	1%	2%	6%	
Don't know	2%	2%	2%	0%	7%	3%	
Not applicable – I would not vote in the next general election regardless	4%	4%	2%	4%	5%	2%	

Voting by text

	Unweighted Base	2170	1482	327	213	90	58
	All UK Adults	2170	1435	356	226	97	56
Much more likely to vote	14%	12%	18%	19%	17%	9%	
More likely to vote	12%	10%	17%	14%	11%	12%	
No difference	52%	54%	47%	50%	49%	61%	
Less likely to vote	6%	6%	4%	6%	7%	4%	
Much less likely to vote	10%	11%	7%	5%	5%	9%	
Don't know	3%	3%	4%	1%	6%	3%	
Not applicable – I would not vote in the next general election regardless	4%	4%	2%	4%	5%	2%	

YouGov/ Speed Communications Survey Results

Sample Size: 2170

Fieldwork: 1st - 6th April 2010

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Would each of the following make you more or less likely to vote if there was an option to do so in the next general election? (Please tick one option on each row)

Voting online using an official portal

	2170	99	215	183	168	171	198	291	288	193	107	206	51
Unweighted Base	2170	99	215	183	168	171	198	291	288	193	107	206	51
All UK Adults	2170	108	218	192	168	179	202	269	288	193	106	184	61
Much more likely to vote	27%	32%	32%	28%	23%	20%	25%	25%	29%	29%	24%	26%	27%
More likely to vote	16%	22%	16%	15%	16%	16%	15%	18%	16%	12%	19%	16%	26%
No difference	46%	35%	47%	44%	48%	53%	50%	44%	46%	48%	45%	47%	40%
Less likely to vote	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	5%	1%
Much less likely to vote	3%	6%	2%	3%	2%	3%	3%	5%	3%	2%	3%	4%	-
Don't know	2%	1%	1%	3%	4%	3%	2%	2%	1%	4%	2%	1%	-
Not applicable – I would not vote in the next general election regardless	4%	2%	2%	6%	5%	4%	4%	4%	4%	3%	5%	1%	6%

Voting by text

	2170	99	215	183	168	171	198	291	288	193	107	206	51
Unweighted Base	2170	99	215	183	168	171	198	291	288	193	107	206	51
All UK Adults	2170	108	218	192	168	179	202	269	288	193	106	184	61
Much more likely to vote	14%	17%	17%	13%	11%	11%	14%	13%	14%	14%	15%	15%	16%
More likely to vote	12%	23%	11%	12%	10%	9%	10%	14%	11%	8%	14%	11%	18%
No difference	52%	45%	53%	55%	58%	56%	59%	51%	52%	52%	36%	52%	43%
Less likely to vote	6%	3%	5%	5%	5%	7%	3%	3%	6%	7%	13%	6%	11%
Much less likely to vote	10%	9%	9%	6%	7%	8%	8%	11%	11%	12%	15%	13%	1%
Don't know	3%	1%	2%	4%	4%	5%	2%	3%	2%	5%	2%	3%	5%
Not applicable – I would not vote in the next general election regardless	4%	2%	2%	6%	5%	4%	4%	4%	4%	3%	5%	1%	6%