

# Questionnaire

## P\_Gibson\_London\_Pre

### P\_GIBSON\_LONDON\_PRE



Version 15

Mon May 28 10:31:06 2012

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# Module: RG\_therm

Page: RG\_therm1

**RG\_therm1-  
required**

SINGLE CHOICE

Using a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about Boris Johnson?

required

yes

1 ☐ 0

2 ☐ 1

3 ☐ 2

4 ☐ 3

5 ☐ 4

6 ☐ 5

7 ☐ 6

8 ☐ 7

9 ☐ 8

10 ☐ 9

11 ☐ 10

12 ☐ Don't know

98 *Skipped*

99 *Not Asked*

Page: RG\_therm2

---

**RG\_therm2-**  
**required**

SINGLE CHOICE

Using a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about Ken Livingstone?

---

required

yes

- 1 ☐ 0
- 2 ☐ 1
- 3 ☐ 2
- 4 ☐ 3
- 5 ☐ 4
- 6 ☐ 5
- 7 ☐ 6
- 8 ☐ 7
- 9 ☐ 8
- 10 ☐ 9
- 11 ☐ 10
- 12 ☐ Don't know
- 98 *Skipped*
- 99 *Not Asked*

end module: RG\_therm

Module: \_1

---

Page: RG1

---

**RG1-**  
**required**

SINGLE CHOICE

Are you a...?

---

required

yes

- 1 ☐ British citizen
- 2 ☐ Republic of Ireland citizen
- 3 ☐ EU citizen
- 4 ☐ Commonwealth citizen
- 5 ☐ Citizen of another country
- 6 ☐ Don't know
- 8 *Skipped*
- 9 *Not Asked*

## Page: RG2

RG2-

**required**

SINGLE CHOICE

In general, how interested would you say you are in politics?

required

yes

- 1 ☐ Very interested
- 2 ☐ Somewhat interested
- 3 ☐ Not very interested
- 4 ☐ Not at all interested
- 5 ☐ Don't know
- 8 *Skipped*
- 9 *Not Asked*

## Page: RG3

RG3-

**required**

MULTIPLE CHOICE

Have you ever done any of the following activities? (Please tick all that apply)

required

yes

order

Randomize

- 1 ☐ Voted in a national or local election
- 2 ☐ Donated money to a political candidate or party or worked on an election campaign
- 3 ☐ Worked actively with a group of people to address a public issue or solve a problem
- 4 ☐ Contacted a politician or government official
- 5 ☐ Discussed politics with friends or family
- 6 ☐ Joined a boycott, that is, refused to buy a particular product or shop at a particular store
- 7 ☐ None of the above
- 8 ☐ Don't know

*Not randomized, exclude other punches**Not randomized*

Page: RG4

**RG4-****required**

MULTIPLE CHOICE

And on the internet, have you ever done any of the following activities? (Please tick all that apply)

required

yes

order

Randomize

- 1 ☐ Watched a video on YouTube about an upcoming election
- 2 ☐ Discussed politics online
- 3 ☐ Joined or started a political group on a social network site (e.g. Facebook)
- 4 ☐ Visited a political candidate or party's website
- 5 ☐ Signed up for parties or candidates' news alerts, updates from Facebook or twitter
- 6 ☐ Visited a site encouraging you to get involved in politics and community affairs  
E.g. Mysociety.org, Unlock Democracy or They Work for You
- 7 ☐ Donated money to a political candidate or party
- 8 ☐ Shared with others, or embedded on your own site any content relating to politics
- 9 ☐ Signed an online petition
- 10 ☐ None of the above
- 11 ☐ Don't know

*Not randomized, exclude other punches*  
*Not randomized*

Page: RG5

---

**RG5-****required**

SINGLE CHOICE

Where would you say you have received the majority of your news about the London Mayoral election from?

---

required

yes

order

Randomize

- 1 ☐ Newspapers
- 2 ☐ TV
- 3 ☐ Radio
- 4 ☐ Internet
- 5 ☐ Other (OPEN TEXTBOX [RG7o])
- 6 ☐ Don't know
- 8 *Skipped*
- 9 *Not Asked*

*Not randomized**Not randomized***RG7o-****required**

OPEN TEXTBOX

required

yes

prompt

please specify

Page: RG6

---

**RG6-****required**

SINGLE CHOICE

And how much attention would you say you have paid to news about the upcoming London Mayoral election in recent weeks?

---

required

yes

- 1 ☐ A great deal
- 2 ☐ A fair amount
- 3 ☐ Not very much
- 4 ☐ None at all
- 5 ☐ Don't know
- 8 *Skipped*
- 9 *Not Asked*



## Page: RG7

**RG7-****required**

DYNAMIC GRID

Here is selection of statements relating to participating in politics. Each statement has a 5 part scale: strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree. Please tick the box that most closely represents your feelings for each statement.

required

yes

roworder

Randomize

ROWS

RG7\_g1

Voting is a good way of expressing your views

RG7\_g2

Sometimes politics and government seem so complicated that a person like me can't really understand what's going on

RG7\_g3

I don't think government officials care much about what people like me think

RG7\_g4

You can generally trust the people who are in elected positions to do what is right

COLUMNS

- <sup>1</sup> ☐ Strongly agree
- <sup>2</sup> ☐ Somewhat agree
- <sup>3</sup> ☐ Neither agree nor disagree
- <sup>4</sup> ☐ Somewhat disagree
- <sup>5</sup> ☐ Strongly disagree
- <sup>6</sup> ☐ Don't know
- <sup>8</sup> *Skipped*
- <sup>9</sup> *Not Asked*

*Not randomized*

## Page: RG8

**RG8-****required**

SINGLE CHOICE

Have any of the candidates or political parties contacted you in any way in relation to the London Mayoral election? For example, by sending you a leaflet or calling at your home.

required

yes

- <sup>1</sup> ☐ Yes
- <sup>2</sup> ☐ No
- <sup>3</sup> ☐ Don't know
- <sup>8</sup> *Skipped*
- <sup>9</sup> *Not Asked*

Page: RG9new

**RG9new-  
required**

MULTIPLE CHOICE

Have you visited any of the following websites in relation to this year's London Mayoral election?  
(Please tick all that apply)

required

yes

order

Randomize

- <sup>1</sup> ☐ Candidate or party websites
- <sup>2</sup> ☐ Candidate or party Twitter or Facebook pages
- <sup>3</sup> ☐ Any content about the election on YouTube
- <sup>4</sup> ☐ News sites e.g. BBC news, Guardian online, Mail online etc.
- <sup>5</sup> ☐ Official information site e.g. londonelects, aboutmyvote etc.
- <sup>6</sup> ☐ An online quiz or advice site to help you decide who to vote for
- <sup>7</sup> ☐ Sites about the election aimed at young people
- <sup>8</sup> ☐ Any blogs about the election
- <sup>9</sup> ☐ I have not visited any of the above in relation to this year's election
- <sup>10</sup> ☐ Don't know

*Not randomized, exclude other punches**Not randomized*

Page: RG10

**RG10- Show if**

**RG9new.has\_any([1,2,3,4,5,6,7,8])/required**

MULTIPLE CHOICE

Which of the following best describes why you visited websites in relation to this year's London Mayoral election? (Please tick all that apply)

required

yes

order

Randomize

- 1 ☐ To find out more about the candidates as people
- 2 ☐ To find out more about the candidates' policies
- 3 ☐ To get more information on how to vote e.g. how to register or where to find my nearest polling station
- 4 ☐ To read news about the election
- 5 ☐ To find out why I should vote in the election
- 6 ☐ To find out who I should vote for
- 7 ☐ To see other people's views on the election and candidates
- 8 ☐ To discuss the election with other people
- 9 ☐ To get involved in campaigning for the election
- 10 ☐ To encourage other people to vote in the election
- 11 ☐ Other (OPEN TEXTBOX [RG10o])
- 12 ☐ Don't know

*Not randomized*

*Not randomized*

**RG10o-  
required**

OPEN TEXTBOX

required

yes

prompt

please specify

Page: Gibbo\_random

Page: Gibbo\_optout if randGibbo in  
[3,4,5,6,7,8]

**\*\*The sites you will be asked to visit are randomly selected from a list.\*\***

**\*\*This part of the survey is being conducted by social researchers at The University of Manchester.\*\***

**\*\*If you wish to take part you will be taken to the next page, but if you do not wish to take part the survey will move on.\*\***

**\*\*Once you click on the links on the next page the websites will then open in a new window. Please DO NOT CLOSE this window.\*\***

**\*\*Please use the sites as you would normally. We are just looking for your general impressions. You do not need to memorize anything and there will be no test afterwards.\*\***

**\*\*After 8 minutes, the survey will continue on to the next question. You will NOT be able to continue before the 8 minutes are up.\*\***

## RG11- required

SINGLE CHOICE

Are happy to continue and visit the websites for an ADDITIONAL 8 minutes or would you prefer not to visit the sites? PLEASE NOTE THIS IS OPTIONAL.

required                      yes

- 1    ☐ I wish to proceed to the links to the external websites
- 2    ☐ I do not wish to visit the external websites
- 8    *Skipped*
- 9    *Not Asked*

end module: \_1

## Module: sitevisit if RG11 == 1

### Page: randGibbo2 if randGibbo in [3,4]

**\*\*Please read the following instructions and then click on the link below.\*\***

**\*\*Please DO NOT CLOSE this window.\*\***

**\*\*Once you click on the link the website will then open in a new window. Please use the site as you would normally.\*\***

**\*\*After 8 minutes, the survey will continue on to the next question automatically.\*\***

**\*\*You will NOT be able to continue before the 8 minutes are up.\*\***

<a href="http://www.bitetheballot.co.uk" target="\_blank">Please click here to visit the external site</a>

### Page: randGibbo3 if randGibbo in [5,6]

**\*\*Please read the following instructions and then click on the link below.\*\***

**\*\*Please DO NOT CLOSE this window.\*\***

**\*\*Once you click on the link the website will then open in a new window. Please use the site as you would normally.\*\***

**\*\*After 8 minutes, the survey will continue on to the next question automatically.\*\***

**\*\*You will NOT be able to continue before the 8 minutes are up.\*\***

[Please click here to visit the external site](http://www.votematch.org.uk)

## Page: randGibbo4 if randGibbo == 7

---

**\*\*Please read the following instructions and then click on the links below.\*\***

**\*\*Please DO NOT CLOSE this window\*\***

**\*\*Once you click on the links the websites will then open in a new window. Please visit BOTH sites and use the sites as you would normally.\*\***

**\*\*After 8 minutes, the survey will continue on to the next question automatically.\*\***

**\*\*You will NOT be able to continue before the 8 minutes are up.\*\***

[Please click here to visit the first external site](http://www.backboris2012.com)

[Please click here to visit the second external site](http://www.kenlivingstone.com)

## Page: randGibbo5 if randGibbo == 8

---

**\*\*Please read the following instructions and then click on the links below.\*\***

**\*\*Please DO NOT CLOSE this window\*\***

**\*\*Once you click on the links the websites will then open in a new window. Please visit BOTH sites and use the sites as you would normally.\*\***

**\*\*After 8 minutes, the survey will continue on to the next question automatically.\*\***

**\*\*You will NOT be able to continue before the 8 minutes are up.\*\***

[Please click here to visit the first external site](http://www.kenlivingstone.com)

[Please click here to visit the second external site](http://www.backboris2012.com)

end module: sitevisit if RG11 == 1

## Module: siteqs if RG11 == 1

---

## Page: RG\_Xtra1

**RG\_Xtra1-**  
**Show if**  
**randGibbo in**  
**[7,8]/required**

SINGLE CHOICE

Which of the two sites did you spend the most time visiting?

required

yes

order

Randomize

- 1 ☐ Ken Livingstone's site
- 2 ☐ Boris Johnson's site
- 3 ☐ Neither - I spent the same amount of time on both sites
- 4 ☐ Don't know
- 8 *Skipped*
- 9 *Not Asked*

*Not randomized**Not randomized*

## Page: RG\_Xtra2

**RG\_Xtra2-**  
**Show if**  
**RG\_Xtra1 in**  
**[3,4]/required**

SINGLE CHOICE

If you had to choose one, which of the two sites did you enjoy visiting the most?

required

yes

order

Randomize

- 1 ☐ Ken Livingstone's site
- 2 ☐ Boris Johnson's site
- 8 *Skipped*
- 9 *Not Asked*

## Page: twosites1 if RG\_Xtra1 in [1,2]

\*\* Please answer the following questions about the site you spent the MOST time visiting \*\*

## Page: twosites2 if RG\_Xtra2 in [1,2]

\*\* Please answer the following questions about the site you MOST enjoyed visiting \*\*

Page: RG12

---

**RG12-**  
**required**

SINGLE CHOICE

Before today, had you heard of or visited this site?

required yes

- <sup>1</sup> ☐ Yes  
<sup>2</sup> ☐ No  
<sup>3</sup> ☐ Don't know  
<sup>8</sup> *Skipped*  
<sup>9</sup> *Not Asked*

Page: RG13

---

**RG13-**  
**required**

SINGLE CHOICE

On a scale of 0 to 10 where 0 is very poor and 10 is very good, how would you rate the site in terms of being 'user friendly'?

required yes

- <sup>1</sup> ☐ 0  
<sup>2</sup> ☐ 1  
<sup>3</sup> ☐ 2  
<sup>4</sup> ☐ 3  
<sup>5</sup> ☐ 4  
<sup>6</sup> ☐ 5  
<sup>7</sup> ☐ 6  
<sup>8</sup> ☐ 7  
<sup>9</sup> ☐ 8  
<sup>10</sup> ☐ 9  
<sup>11</sup> ☐ 10  
<sup>12</sup> ☐ Don't know  
<sup>98</sup> *Skipped*  
<sup>99</sup> *Not Asked*

## Page: RG14

**RG14-**  
**required**

SINGLE CHOICE

On a scale of 0 to 10 where 0 is not at all useful and 10 is very useful, how useful did you think the content was in helping you understand the key issues in the election?

required

yes

- 1 ☐ 0  
2 ☐ 1  
3 ☐ 2  
4 ☐ 3  
5 ☐ 4  
6 ☐ 5  
7 ☐ 6  
8 ☐ 7  
9 ☐ 8  
10 ☐ 9  
11 ☐ 10  
12 ☐ Don't know  
98 *Skipped*  
99 *Not Asked*

## Page: RG15

**RG15-**  
**required**

SINGLE CHOICE

On a scale of 0 to 10 where 0 is not at all useful and 10 is very useful, how useful did you think the content was in helping you decide how you will vote?

required

yes

- 1 ☐ 0  
2 ☐ 1  
3 ☐ 2  
4 ☐ 3  
5 ☐ 4  
6 ☐ 5  
7 ☐ 6  
8 ☐ 7  
9 ☐ 8  
10 ☐ 9  
11 ☐ 10  
12 ☐ Don't know  
98 *Skipped*  
99 *Not Asked*



## Page: RG16

**RG16-**  
**required**

SINGLE CHOICE

On a scale of 0 to 10 where 0 is not at all likely and 10 is very likely, how likely are you to visit this site again?

required

yes

- <sup>1</sup> ☐ 0  
<sup>2</sup> ☐ 1  
<sup>3</sup> ☐ 2  
<sup>4</sup> ☐ 3  
<sup>5</sup> ☐ 4  
<sup>6</sup> ☐ 5  
<sup>7</sup> ☐ 6  
<sup>8</sup> ☐ 7  
<sup>9</sup> ☐ 8  
<sup>10</sup> ☐ 9  
<sup>11</sup> ☐ 10  
<sup>12</sup> ☐ Don't know  
<sup>98</sup> *Skipped*  
<sup>99</sup> *Not Asked*

## Page: RG17

**RG17-**  
**required**

SINGLE CHOICE

On a scale of 0 to 10 where 0 is not at all likely and 10 is very likely, how likely are you to recommend others to visit the site?

required

yes

- <sup>1</sup> ☐ 0  
<sup>2</sup> ☐ 1  
<sup>3</sup> ☐ 2  
<sup>4</sup> ☐ 3  
<sup>5</sup> ☐ 4  
<sup>6</sup> ☐ 5  
<sup>7</sup> ☐ 6  
<sup>8</sup> ☐ 7  
<sup>9</sup> ☐ 8  
<sup>10</sup> ☐ 9  
<sup>11</sup> ☐ 10  
<sup>12</sup> ☐ Don't know  
<sup>98</sup> *Skipped*  
<sup>99</sup> *Not Asked*

## Page: RG18

---

**RG18-  
required**

OPEN TEXTBOX

In your own words, please say what you liked most about the site?

---

dk	1
required	yes
cols	60
rows	6

## Page: RG19

---

**RG19-  
required**

MULTIPLE CHOICE

Which of the following effects, if any, do you think visiting this website has had on you? (Please tick all that apply)

---

required	yes
order	Randomize

- <sup>1</sup> ☐ It has helped me decide whether to vote or not
- <sup>2</sup> ☐ It has helped me decide who to vote for
- <sup>3</sup> ☐ It has made me more interested in the election
- <sup>4</sup> ☐ None of the above
- <sup>5</sup> ☐ Don't know

*Not randomized, exclude other punches*  
*Not randomized*

end module: siteqs if RG11 == 1

## Module: admin

---

### Page: upJump

---

↶ Goto survey registration\_UK\_update (resume at page None)

### Page: QC if panman.is\_panelist

---

Please take a moment to rate the questionnaire you just took. This information will be used to improve our surveys.

**qualityControl\_overall-  
required**

SCALE

Please rate this questionnaire overall ? On a scale of 1 to 9 where 1 means the questionnaire was 'Poor' and 9 means the questionnaire was 'Excellent',

start 1  
end 9  
required yes

STEMS

qualityControl\_overall\_scale

SCALE

- 1 ☐ Poor  
2 ☐  
3 ☐  
4 ☐  
5 ☐  
6 ☐  
7 ☐  
8 ☐  
9 ☐ Excellent  
998 *Skipped*  
999 *Not Asked*

**comments**

OPEN TEXTBOX

Do you have any comments on your experience of taking this survey (optional)? In the case that you would like a response to your comment please contact us at [supportuk@yougov.com](mailto:supportuk@yougov.com)

cols 70  
rows 6

end module: admin