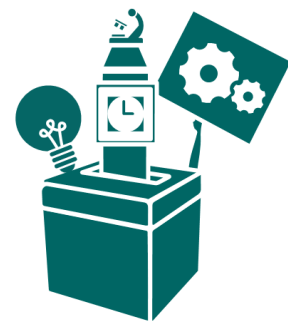


Methodology

This 16th Audit report is based on a public opinion survey conducted by Ipsos MORI with a representative quota sample of 1,198 adults aged 18+ across Great Britain. The research was carried out face-to-face in people's homes as part of Ipsos MORI's omnibus survey between 30 November and 12 December 2018.

- Booster samples were included to make comparisons between England, Scotland and Wales, and between the white and BME populations, more statistically reliable. A total of 180 BME, 189 Scottish and 86 Welsh interviews were held.
- All results are subject to sampling tolerances. This means that not all differences are statistically significant. The people in the survey are only samples of the 'total' population of Great Britain, so we cannot be certain that the figures obtained are exactly those we would have if everybody in Britain had been interviewed (the 'true' values). However, the variation between the sample results and the true values can be predicted from the knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which this prediction can be made is usually 95% - that is, the chances are 95 in 100 that the 'true' value will fall within a specified range. The Audit sample size has a margin of up to +/- 3.6% at the 95% confidence level. (This allows for the 'design effect': because the data is weighted, the effective sample size is smaller than the real sample size.) So if 50% of people give a particular response we can be sure (19 times out of 20) that the actual figure would be between 46.4% and 53.6%.
- Where percentages do not add up to exactly 100% this may be due to computer rounding or because multiple answers were permitted for a question. Some graphs and tables may also not add up to 100% if 'don't knows' or refused responses have not been included. Data have been analysed by rounding weighted counts of responses to the nearest whole number before calculating percentages. As a result there may in some cases be a difference of one percentage point between findings reported here and those in previous Audit studies.



Weighting

As in previous Audit waves, the data has been weighted to match the population profile by Ipsos MORI. These weights are regularly updated to incorporate the most recent national data. We used similar weights to those used last year in APE 15, but with updated figures where available.

As the Audit is a tracking study, targets are updated to reflect population change where necessary but the changes in the weighting scheme are kept to a minimum to allow for longitudinal comparability. However, elements of the sample design (the inclusion of boosters) and other factors sometimes necessitate adding extra controls to prevent biases arising in the figures.

Weight	Source
(1) Age by sex	Office of National Statistics Mid-Year Estimates 2015
(2) Work status by sex	Labour Force Survey Quarterly Supplement, Dec 2016- February 2017
(3) Social grade	National Readership Survey January 2016-December 2016
(4) Region	Office of National Statistics Mid-Year Estimates 2015
(5) Car in household	Census 2011
(6) Ethnic group	Census 2011
(7) Tenure	National Readership Survey January 2016-December 2016
(8) Education attainment	Census 2011

Topline findings

- An asterisk (*) indicates a finding of less than 0.5% but greater than zero.
- A dash (-) indicates that nobody chose a response.
- N/A indicates that the question was asked but the particular response option was not included that year.

Q1		How likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?															
		APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
10		51	52	55	55	53	53	54	58	48	41	49	49	59	59	62	61
9		6	6	7	6	4	5	6	4	4	4	6	4	4	4	5	6
8		8	8	7	7	7	8	7	7	5	7	7	6	7	6	6	4
7		5	5	7	6	5	6	4	4	4	4	5	5	5	4	3	4
6		3	3	2	3	3	2	3	3	3	5	4	5	4	2	3	2
5		7	7	6	5	8	7	7	6	8	9	8	8	5	7	8	5
4		2	2	1	1	1	2	2	1	2	2	2	2	1	1	1	1
3		2	3	2	2	2	2	2	2	2	5	2	3	2	2	2	2
2		2	2	1	2	2	1	2	1	3	3	3	2	1	1	1	1
1		11	11	10	11	10	11	12	10	16	20	11	12	10	11	8	12
Refused		0	0	0	1	*	*	*	*	2	1	0	1	0	0	0	-
Don't know		2	1	1	0	3	2	2	2	3	*	2	3	2	1	2	2



Q2	In the last 12 months have you done any of the following to influence decisions, laws or policies?						
	APE 10 %	APE 11 %	APE 12 %	APE 13 %	APE 14 %	APE 15 %	APE 16 %
Donated money or paid a membership fee to a charity or campaigning organisation	20	20	13	24	19	23	17
Voted in an election	27	18	27	47	57	65	34
Created or signed a paper petition	8	16	9	8	11	10	8
Created or signed an e-petition	9	14	14	18	23	24	22
Contacted a local councillor or MP/MSP/Welsh Assembly Member	8	12	12	12	11	12	12
Boycotted certain products for political, ethical or environmental reasons	6	10	9	11	10	10	11
Taken an active part in a campaign	2	7	4	6	5	5	5
Contributed to a discussion or campaign online or on social media	3	6	7	10	9	10	10
Taken part in a public consultation	4	6	5	7	6	6	5
Contacted the media	2	3	3	4	3	4	3
Attended political meetings	2	3	3	5	3	3	3
Donated money or paid a membership fee to a political party	1	2	3	5	5	5	5
Taken part in a demonstration, picket, or march	1	2	3	4	3	4	4
None of these	50	52	55	39	31	25	39
Don't know	0	*	1	1	*	*	*

Which of the following would you be prepared to do if you felt strongly enough about an issue?

	APE 10 %	APE 11 %	APE 12 %	APE 13 %	APE 14 %	APE 15 %	APE 16 %
Contact a local councillor or MP/MSP/Welsh Assembly Member	41	51	33	52	42	43	37
Vote in an election	42	46	35	55	61	70	58
Create or sign a paper petition	34	43	29	35	34	37	29
Create or sign an e-petition	25	31	23	34	36	38	34
Boycott certain products for political, ethical or environmental reasons	14	25	15	24	25	27	23
Contact the media	16	22	17	20	17	19	15
Take an active part in a campaign	14	22	15	21	19	18	18
Donate money or pay a membership fee to a charity or campaigning organisation	17	21	14	22	22	26	20
Take part in a public consultation	14	21	16	22	22	25	22
Take part in a demonstration, picket, or march	10	16	14	16	17	19	18
Attend political meetings	10	15	15	15	17	17	17
Contribute to a discussion or campaign online or on social media	8	14	14	19	19	21	16
Donate money or pay a membership fee to a political party	5	7	8	10	11	11	11
None of these	22	20	29	19	18	12	22
Don't know	N/A	1	3	1	1	1	*

Q4 How interested would you say you are in politics?

		Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Very /fairly interested	Not very/not at all	Net interested
APE 1	%	11	39	32	18	*	50	50	0
APE 2	%	13	40	28	19	*	53	47	+6
APE 3	%	13	43	30	14	*	56	43	+13
APE 4	%	13	41	27	19	*	54	46	+8
APE 5	%	13	38	28	19	1	51	47	+4
APE 6	%	12	40	30	17	*	52	47	+5
APE 7	%	14	39	29	18	1	53	47	+6
APE 8	%	16	42	26	17	*	58	43	+15
APE 9	%	8	34	33	24	1	42	57	-15
APE 10	%	10	32	32	26	*	42	58	-16
APE 11	%	11	39	31	20	*	50	51	-1
APE 12	%	12	36	33	18	1	49	51	-2
APE 13	%	18	39	25	18	*	57	43	+14
APE 14	%	17	36	27	19	0	53	47	+7
APE 15	%	16	41	25	18	0	57	43	+14
APE 16	%	18	35	21	26	-	53	47	+6



Q5 How much, if anything, do you feel you know about...

		A great deal	A fair amount	Not very much	Nothing at all	Don't know	A great deal/fair amount	Not very much/not at all
...Politics?								
APE 1	%	3	39	45	12	1	42	57
APE 2	%	4	41	44	10	*	45	54
APE 3	%	4	35	51	9	*	39	60
APE 4	%	6	43	40	11	*	49	51
APE 5	%	4	40	43	12	*	44	55
APE 6	%	5	43	42	9	1	48	51
APE 7	%	6	45	40	9	*	51	49
APE 8	%	7	46	36	11	*	53	47
APE 9	%	4	40	41	15	1	44	56
APE 10	%	4	38	42	16	*	42	58
APE 11	%	6	44	38	12	*	50	50
APE 12	%	5	42	39	14	1	47	53
APE 13	%	8	47	32	12	*	55	44
APE 14	%	8	41	38	13	*	49	50
APE 15	%	9	43	37	11	*	52	48
APE 16	%	9	42	32	18	-	51	49
...The UK Parliament?								
APE 1*	%	3	30	50	17	1	33	67
APE 4*	%	4	34	46	14	1	38	60
APE 7*	%	4	33	47	15	1	37	62
APE 8	%	5	39	43	13	*	44	56
APE 9	%	4	36	43	16	1	40	59
APE 10	%	4	33	45	17	*	37	62
APE 11	%	5	43	39	13	*	48	52
APE 12	%	6	41	39	13	1	47	52
APE 13	%	8	44	34	13	*	52	47
APE 14	%	7	38	41	14	*	45	55
APE 15	%	7	43	38	13	*	49	51
APE 16	%	8	38	34	20	-	46	54



Core indicator: knowledge of politics



Core indicator: knowledge of Parliament

*Asked as 'The Westminster Parliament'; comparisons with later waves should therefore be seen as indicative.

Q6

Which of these statements best describes your opinion on the present system of governing Britain?

	APE 1 %	APE 2 %	APE 3 %	APE 4 %	APE 5 %	APE 6 %	APE 7 %	APE 8 %	APE 9 %	APE 10 %	APE 11 %	APE 12 %	APE 13 %	APE 14 %	APE 15 %	APE 16 %
Works extremely well and could not be improved	2	2	1	2	2	2	1	1	2	2	3	1	2	3	2	2
Could be improved in small ways but mainly works well	34	32	33	31	30	31	27	30	22	25	30	25	31	29	27	23
Could be improved quite a lot	42	45	41	40	38	40	42	39	41	41	41	41	40	41	38	35
Needs a great deal of improvement	18	18	21	21	24	24	27	25	26	27	23	27	23	24	29	37
Don't know	4	3	4	6	6	3	4	5	10	6	3	6	4	3	4	3
<i>Could not be improved / improved in small ways</i>	36	34	34	33	32	33	28	31	24	27	33	26	33	31	29	25
<i>Could be improved quite a lot / a great deal</i>	60	63	61	61	62	64	69	64	67	68	64	68	63	65	67	72



Q7

To what extent do you agree or disagree with the following statement: When people like me get involved in politics, they really can change the way that the UK is run.

		Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
APE 1	%	6	31	20	30	10	4	37	40
APE 2	%	7	30	20	31	10	2	37	41
APE 3	%	6	27	20	31	13	3	33	44
APE 4	%	5	28	24	31	8	4	33	39
APE 5	%	4	27	23	29	13	3	31	42
APE 6	%	3	28	22	32	13	2	31	45
APE 7	%	5	32	19	30	11	4	37	41
APE 8	%	4	26	23	31	13	3	30	44
APE 9	%	7	25	28	22	14	5	32	36
APE 10	%	7	25	29	24	13	2	32	37
APE 11	%	5	26	27	27	15	2	31	42
APE 12	%	4	27	29	23	12	5	32	35
APE 13	%	6	29	24	27	12	2	35	39
APE 14	%	5	27	28	27	11	1	32	38
APE 15	%	6	28	29	24	12	1	34	36
APE 16	%	7	24	25	23	18	1	32	42



Q8

To what extent do you agree or disagree that: Important questions should be determined by referendums more often than today?

	APE 9	APE 13	APE 14	APE 15	APE 16
	%	%	%	%	%
Strongly agree	33	33	25	20	23
Partly agree	39	42	36	38	33
Partly disagree	7	11	20	20	17
Strongly disagree	3	6	14	16	22
Not sure what a referendum is (spontaneous response)	7	2	1	1	2
Don't know	10	6	4	5	4
Agree	72	76	61	58	55
Disagree	11	17	35	36	39

Q9

Would you call yourself a very strong, fairly strong, not very strong, or not a supporter at all of any political party?

	Very strong	Fairly strong	Not very strong	Not a supporter	Don't know	Refused	Strong supporter	Weak supporter
APE 4 %	6	30	38	24	1	*	36	62
APE 11 %	7	23	36	33	*	*	30	69
APE 12 %	8	22	35	32	2	1	30	67
APE 13 %	8	33	33	25	1	0	41	58
APE 14 %	7	24	37	31	*	0	31	68
APE 15 %	8	30	34	28	1	0	37	62
APE 16 %	9	25	32	33	1	-	34	65

Q10 How much influence, if any, do you feel you have over decision making in...

			A great deal	Some	Not very much	None at all	Don't know	A great deal/some	Not very much/not at all
...your local area?	APE 6	%	1	24	41	32	2	25	73
	APE 9	%	2	22	39	32	5	24	72
	APE 10	%	2	24	40	33	2	25	73
	APE 11	%	2	24	44	29	1	26	73
	APE 12	%	1	19	44	33	4	20	76
	APE 13	%	2	23	39	34	2	25	73
	APE 14	%	1	22	40	37	1	23	76
	APE 15	%	1	26	39	33	1	27	72
	APE 16	%	2	23	33	42	1	25	74
...the country as a whole?	APE 6	%	*	14	44	41	1	14	85
	APE 9	%	*	12	40	43	5	13	82
	APE 10	%	1	15	43	40	2	16	82
	APE 11	%	1	13	46	40	1	14	85
	APE 12	%	1	16	38	41	4	17	79
	APE 13	%	1	12	42	43	1	13	86
	APE 14	%	1	15	41	42	*	16	83
	APE 15	%	1	16	42	40	1	16	82
	APE 16	%	1	14	36	47	1	16	83

Q11		To what extent, if at all, would you <u>like</u> to be involved in decision making in...						
		Very involved	Fairly involved	Not very involved	Not at all involved	Don't know	Very/fairly involved	Not very involved/ not involved at all
...your local area?	APE 6 %	5	43	32	18	2	48	50
	APE 8 %	5	38	38	17	2	43	55
	APE 9 %	5	33	33	25	4	38	58
	APE 10 %	8	39	29	22	1	48	51
	APE 11 %	6	37	35	21	1	42	57
	APE 12 %	7	31	36	22	4	38	58
	APE 13 %	11	35	29	23	1	46	53
	APE 14 %	9	37	30	24	*	46	53
	APE 15 %	7	41	30	22	1	48	51
	APE 16 %	9	32	26	32	1	41	58
...the country as a whole?	APE 6 %	5	38	33	22	2	43	55
	APE 8 %	8	34	38	19	2	41	57
	APE 9 %	6	27	34	30	3	33	63
	APE 10 %	7	35	32	25	2	42	57
	APE 11 %	6	32	37	25	1	37	62
	APE 12 %	8	28	34	26	4	37	60
	APE 13 %	9	32	30	27	1	42	57
	APE 14 %	8	33	33	25	*	41	58
	APE 15 %	7	33	33	26	1	40	59
	APE 16 %	8	29	28	35	1	37	62

Q12 In the last 12 months have you done any of the following?

	APE	APE
	15	16
	%	%
Visited the website or social media account of a politician or political party	19	16
Visited other politically related websites or social media accounts	12	13
Watched politically related video content online (e.g., Facebook Live, YouTube)	29	28
Contacted a politician or political party on social media	5	8
Followed a politician or political party on social media	12	13
Contributed to a political discussion on social media	10	11
Shared something politically related on social media, such as news story, article or your own political statement	17	15
Created or signed an e-petition	28	28
Actively taken part in a group on social media that shares an interest in an issue or cause	N/A	10
Changed your profile picture on a social media account to show your support for a political or social issue	N/A	5
Used hashtags related to a political or social issue	N/A	6
Encouraged others on social media to act on a political or social issue outside of social media itself e.g. in person/telephone campaigning, protest etc.	N/A	8
None of these	48	53
Don't know	*	*

Q13

Now, thinking about the people you talk with, whether in person, over the phone or on social media, how often, if at all, do you discuss government and politics with others?

	APE 16 %
Nearly every day	10
A few times a week	22
A few times a month	19
Less often	19
Never	30
Don't know	*
Refused	-

Q14

Which of the following best describes your opinion of the system of government and the people in decision-making positions in Britain these days?

	APE 16 %
The system and the people work well	7
The system of government is good but the people making decisions are not up to the job	29
The people in power are good but the system prevents them from making the right decisions	15
Neither the system nor the people making the decisions are good enough	38
Other	6
Don't know	4

Q15

How much confidence, if any, do you have in each of the following to act in the best interests of the public?

		Complete confidence	A fair amount of confidence	Not very much confidence	No confidence at all	Don't know	Refused	Complete/ fair amount of confidence	Not very much/no confidence
The military/ armed forces	%	32	42	15	10	1	-	74	25
Banks	%	6	30	34	29	1	-	36	63
Judges/ courts	%	14	48	23	13	1	-	62	37
Big business	%	3	23	40	32	2	-	26	72
Newspapers	%	3	25	39	31	1	-	29	70
Television broadcasters e.g. the BBC, ITV, etc	%	6	40	33	19	1	-	47	52
The Government	%	4	29	35	31	1	-	33	66
Political parties	%	3	26	44	26	1	-	29	70
Members of the House of Commons (MPs)	%	4	30	38	28	1	-	34	66
Members of the House of Lords (Peers)	%	4	29	34	31	2	-	33	65
Civil servants	%	7	42	33	16	2	-	49	49
Trade unions	%	7	36	35	20	2	-	43	54
Social media companies	%	3	17	34	44	2	-	20	78
Local government (councils)	%	6	38	35	20	1	-	44	55
Scottish Government	%	17	32	19	31	-	-	50	50
<i>Base: 189 Scottish 18+</i>									
Welsh Assembly	%	2	26	35	28	8	-	28	64
<i>Base: 86 Welsh 18+</i>									

Q16a-d I am going to show you pairs of statements, even if neither is exactly right, please tell me where the **FIRST** statement or the **SECOND** statement comes closer to your own views.

		APE 16 %
Q16a	I prefer politicians who make compromises with people they disagree with	48
	I prefer politicians who stick to their positions	45
	Neither	3
	Don't know	4
Q16b	There are clear solutions to most big issues facing the country today	29
	Most big issues facing the country today don't have clear solutions	66
	Neither	2
	Don't know	3
Q16c	Many of the country's problems could be dealt with more effectively if the government didn't have to worry so much about votes in Parliament	42
	It would be risky to give the government more power to deal directly with many of the country's problems	50
	Neither	3
	Don't know	5
Q16d	We should consider electing parties or leaders with radical ideas for change who haven't been in power before	43
	At a time like the present, we should stick with political parties and leaders who have been in power before	47
	Neither	5
	Don't know	4

Q17		To what extent, if at all, do you agree or disagree with the following statements....								
		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Refused	Agree	Disagree
Britain is in decline	%	24	32	23	14	7	*	-	56	21
Britain's system of government is rigged to advantage the rich and powerful	%	32	31	21	11	6	*	-	63	16
The main parties and politicians don't care about people like me	%	20	30	29	16	5	*	-	50	21
Politicians should be able to say what's on their minds regardless of what anyone else thinks about their views	%	30	37	20	8	5	*	-	66	13
Britain needs a strong leader willing to break the rules	%	27	27	23	15	7	*	-	54	23
The main political parties are so divided within themselves that they cannot serve the best interests of the country	%	41	35	16	5	3	*	-	75	8

Q18

How much confidence, if any, do you have in each of the following when handling the issue of Britain's exit from the European Union?

		Complete confidence	A fair amount of confidence	Not very much confidence	No confidence at all	Don't know	Refused	Complete/ fair amount of confidence	Not very much/no confidence
The Government	%	3	23	37	36	1	-	26	73
Political parties	%	1	18	47	32	1	-	20	79
Members of the House of Commons (MPs)	%	2	23	44	30	1	-	25	73
Members of the House of Lords (Peers)	%	2	26	40	30	2	-	28	70
Judges/ courts	%	10	39	30	18	3	-	49	49
Civil servants	%	5	35	38	20	2	-	40	58
Scottish Government <i>Base: 189 Scottish 18+</i>	%	13	28	30	28	1	-	41	58
Welsh Assembly <i>Base: 86 Welsh 18+</i>	%	1	23	36	30	9	-	24	67

Q19

And when thinking about how each of the following has handled Britain's exit from the European Union, has this given you more or less confidence in them to act in the public's best interest more generally?

		Given me much more confidence	Given me a little more confidence	Makes no difference	Given me a little less confidence	Given me a lot less confidence	Don't know	Refused	Much more/ little more confidence	A lot less/ little less confidence
The Government	%	2	10	27	26	34	1	-	13	60
Political parties	%	1	8	29	29	32	1	-	9	60
Members of the House of Commons (MPs)	%	1	10	30	26	31	1	-	11	57
Members of the House of Lords (Peers)	%	1	13	35	23	27	2	-	14	50
Judges/ courts	%	3	15	45	19	16	2	-	18	35
Civil servants	%	1	14	43	22	18	2	-	15	41
Scottish Government <i>Base: 189 Scottish 18+</i>	%	11	12	33	19	25	1	-	22	44
Welsh Assembly <i>Base: 86 Welsh 18+</i>	%	-	11	48	19	19	3	-	11	38