

12_1. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

		Gender		Age						Sex/Age				
	Total U.K.	Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/ 18-34	Male/ 35+	Female/ 18-34	Female/ 35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
American products are more expensive														
Strongly agree	78 8%	45 9%	33 6%	15 14% E	14 7%	11 4%	22 10% E	15 7%	29 10%	48 7%	21 14% KLM	24 7%	8 6%	25 7%
Moderately agree	214 21%	95 20%	119 23%	24 22%	33 18%	56 19%	48 23%	53 26%	57 19%	157 22%	20 13%	75 23% J	37 26% J	81 22% J
Moderately disagree	417 42%	202 41%	215 42%	44 40%	88 48% G	137 47% G	85 40%	64 31%	132 45%	286 40%	65 43%	137 41%	66 47%	149 40%
Strongly disagree	180 18%	97 20%	82 16%	21 19%	40 22% G	60 21% G	35 16%	24 12%	61 21%	119 17%	36 23% M	61 18%	25 18%	57 15%
(DK/NS)	112 11%	47 10%	64 13%	6 5%	9 5%	26 9%	23 11% D	48 24% CDEF	15 5%	97 14% H	11 7%	37 11% L	4 3%	60 16% JL
Summary														
Total Agree	292 29%	140 29%	152 30%	40 36% E	47 25%	67 23%	70 33% E	67 33% E	87 29%	205 29%	41 27%	99 30%	46 32%	106 28%
Total Disagree	597 60%	300 62%	297 58%	65 59% G	128 70% FG	197 68% FG	120 56% G	88 43%	193 66% I	404 57%	101 66% M	198 59%	91 65%	206 55%

12_1. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents Weighted	1001	61	170	244	185	220	390	260	269	529
	1001	58*	160	254	181	226	396	255	269	524
American products are more expensive										
Strongly agree	78	6	12	16	14	19	35	19	17	36
	8%	10%	8%	6%	8%	8%	9%	7%	6%	7%
Moderately agree	214	4	28	48	46	61	108	49	53	101
	21%	7%	18%	19%	26%	27%	27%	19%	20%	19%
Moderately disagree	417	26	71	116	79	70	142	118	123	240
	42%	45%	44%	46%	43%	31%	36%	46%	45%	46%
Strongly disagree	180	15	39	50	28	26	51	52	56	108
	18%	26%	24%	19%	16%	12%	13%	21%	21%	21%
(DK/NS)	112	7	10	24	13	49	60	17	21	38
	11%	12%	6%	10%	7%	22%	15%	7%	8%	7%
Summary										
Total Agree	292	10	40	64	61	80	143	68	70	138
	29%	17%	25%	25%	34%	36%	36%	27%	26%	26%
Total Disagree	597	41	110	166	107	97	193	170	178	348
	60%	71%	69%	65%	59%	43%	49%	67%	66%	66%

12_1. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

		Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
	Total U.K.	Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Governing party	Opposition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
American products are more expensive																
Strongly agree	78 8%	45 8% D	15 11% D	8 13% D	9 4%	13 9%	24 10%	11 6%	19 6%	16 5%	61 9% I	34 8%	24 6%	20 11% L	52 8%	26 7%
Moderately agree	214 21%	132 23%	26 20%	10 17%	46 19%	40 26% H	60 24% H	46 25% H	46 15%	61 19%	150 23%	91 22%	87 22%	36 20%	118 18%	97 27% N
Moderately disagree	417 42%	230 41%	53 41%	30 49%	105 42%	64 42%	98 40%	82 44%	146 46%	138 42%	274 42%	174 42%	179 44%	64 36%	285 45% O	132 36%
Strongly disagree	180 18%	81 15%	29 22% A	8 13% A	62 25% A	18 11%	33 13%	34 18%	78 25% EF	68 21%	103 16%	78 18% M	82 20% M	20 11%	130 20% O	50 14%
(DK/NS)	112 11%	74 13% B	8 6%	5 8%	25 10%	18 12%	33 13% G	13 7%	26 8%	43 13%	66 10%	41 10%	31 8%	40 22% KL	55 9%	56 16% N
Summary																
Total Agree	292 29%	177 32% D	42 31%	18 30%	55 22%	53 35% H	84 34% H	57 30% H	66 21%	77 24%	211 32% I	126 30%	111 27%	55 31%	169 26%	122 34% N
Total Disagree	597 60%	311 55%	82 62%	38 62%	167 67% A	82 53%	131 53%	116 63%	223 71% EF	206 63%	378 58%	252 60% M	261 65% M	84 47%	416 65% O	182 50%

12_2. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

Proportions/means: Columns tested (5% risk level) 745 6/25/75 5/11/ 3/25/75														
	Total U.K.	Gender		Age						Sex/Age				
		Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/ 18-34	Male/ 35+	Female/ 18-34	Female/ 35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
American products are better quality														
Strongly agree	95 10%	54 11%	42 8%	15 14%	21 12%	23 8%	19 9%	17 8%	37 13%	59 8%	23 15% M	31 9%	14 10%	27 7%
Moderately agree	255 25%	117 24%	137 27%	32 29%	37 20%	75 26%	61 29%	50 25%	69 23%	186 27%	27 17%	91 27% J	42 30% J	95 26%
Moderately disagree	430 43%	211 43%	219 42%	43 39%	89 48%	127 44%	86 40%	84 42%	132 45%	298 42%	69 45%	142 43%	63 44%	156 42%
Strongly disagree	138 14%	78 16%	60 12%	14 13%	30 16%	40 13%	27 13%	27 13%	44 15%	94 13%	27 18%	50 15%	16 12%	44 12%
(DK/NS)	83 8%	28 6%	56 11% A	6 5%	7 4%	25 9%	20 9% D	25 12% D	13 4%	70 10% H	7 5%	20 6%	6 4%	50 13% JKL
Summary														
Total Agree	350 35%	171 35%	179 35%	47 43%	58 31%	98 34%	80 37%	67 33%	105 36%	245 35%	49 32%	122 37%	56 40%	123 33%
Total Disagree	567 57%	289 59%	279 54%	57 52%	119 65% CF	167 58%	113 53%	111 55%	176 60%	391 55%	97 63%	192 57%	79 56%	200 54%

12_2. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents Weighted	1001	61	170	244	185	220	390	260	269	529
	1001	58*	160	254	181	226	396	255	269	524
American products are better quality										
Strongly agree	95	8	11	25	21	20	37	24	21	45
	10%	14%	7%	10%	12%	9%	9%	10%	8%	9%
Moderately agree	255	14	30	57	55	54	113	59	65	124
	25%	24%	19%	22%	30% B	24%	29%	23%	24%	24%
Moderately disagree	430	25	86	111	77	90	154	129	117	246
	43%	43%	53% E	44%	43%	40%	39%	51%	44%	47%
Strongly disagree	138	10	25	35	17	33	54	26	44	69
	14%	17%	16%	14%	9%	15%	14%	10%	16% F	13%
(DK/NS)	83	1	9	26	11	28	37	16	22	39
	8%	2%	5%	10% A	6%	12% ABD	9%	6%	8%	7%
Summary										
Total Agree	350	22	41	82	76	75	151	84	86	170
	35%	38%	25%	32%	42% BC	33%	38%	33%	32%	32%
Total Disagree	567	35	111	146	94	123	208	155	161	315
	57%	60%	69% CDE	58%	52%	55%	53%	61%	60%	60%

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

		Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
	Total U.K.	Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Governing party	Opposition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
American products are better quality																
Strongly agree	95 10%	53 9%	16 12%	5 9%	21 8%	17 11%	24 10%	12 7%	32 10%	25 8%	68 10%	34 8%	46 11%	15 9%	62 10%	34 10%
Moderately agree	255 25%	166 30%	34 26%	13 22%	41 17%	44 29%	63 25%	64 34%	61 20%	85 26%	161 25%	101 25%	124 31%	29 16%	149 23%	105 29%
Moderately disagree	430 43%	225 40%	54 41%	31 51%	120 49%	53 34%	98 40%	78 42%	158 50%	142 44%	281 43%	189 45%	160 40%	81 45%	296 46%	134 37%
Strongly disagree	138 14%	68 12%	20 15%	8 13%	42 17%	22 14%	43 17%	19 10%	41 13%	43 13%	94 14%	59 14%	46 11%	32 18%	84 13%	54 15%
(DK/NS)	83 8%	50 9%	8 6%	3 5%	22 9%	18 12%	20 8%	13 7%	23 7%	30 9%	52 8%	34 8%	28 7%	21 12%	50 8%	33 9%
Summary																
Total Agree	350 35%	220 39%	50 38%	19 31%	62 25%	61 40%	88 35%	77 41%	93 29%	110 34%	229 35%	136 33%	170 42%	44 25%	211 33%	139 39%
Total Disagree	567 57%	292 52%	74 56%	38 64%	163 66%	74 49%	141 57%	96 52%	199 63%	185 57%	374 57%	248 59%	206 51%	113 63%	380 59%	188 52%

12_3. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

Proportions/means: Columns Tested (5% risk level) *AD *CDEFH *G *IJKLM														
	Total U.K.	Gender		Age						Sex/Age				
		Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/ 18-34	Male/ 35+	Female/ 18-34	Female/ 35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
American products are not worth the money														
Strongly agree	56 6%	23 5%	33 7%	8 7%	9 5%	9 3%	19 9% E	11 5%	17 6%	39 5%	6 4%	17 5%	11 8%	22 6%
	172 17%	89 18%	84 16%	22 20%	24 13%	49 17%	42 19%	36 18%	46 15%	127 18%	27 18%	61 18%	18 13%	65 18%
Moderately agree	460 46%	218 45%	242 47%	52 47%	107 58% EFG	122 42%	91 43%	89 44%	159 54% I	302 43%	81 52% K	137 41%	78 55% KM	164 44%
	239 24%	127 26%	112 22%	27 24%	41 22%	88 30% FG	46 22%	37 18%	67 23%	172 24%	35 23%	92 28%	32 23%	80 21%
Strongly disagree	74 7%	31 6%	43 8%	2 2%	4 2%	22 8% CD	15 7% D	31 15% CDEF	6 2%	68 10% H	5 3%	27 8% L	1 1% JL	41 11%
Summary														
Total Agree	228 23%	111 23%	117 23%	30 27%	33 18%	58 20%	61 28% DE	47 23%	62 21%	166 23%	33 21%	78 23%	29 21%	87 23%
	699 70%	345 71%	354 69%	78 71%	148 80% FG	210 72% G	138 65%	126 62%	226 77% I	473 67%	116 76% M	229 69%	110 78% KM	244 66%

12_3. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents Weighted	1001	61	170	244	185	220	390	260	269	529
	1001	58*	160	254	181	226	396	255	269	524
American products are not worth the money										
Strongly agree	56	5	4	14	11	14	25	12	11	22
	6%	8%	2%	5%	6%	6%	6%	5%	4%	4%
Moderately agree	172	10	34	30	33	41	75	37	50	87
	17%	17%	21% C	12%	18%	18%	19%	15%	19%	17%
Moderately disagree	460	22	65	128	91	96	173	132	122	254
	46%	37%	41%	50%	50%	42%	44%	52%	45%	49%
Strongly disagree	239	18	47	67	41	42	81	57	75	132
	24%	32% E	29% E	27%	23%	19%	21%	22%	28%	25%
(DK/NS)	74	3	11	15	5	33	42	16	12	28
	7%	6%	7%	6%	3%	15% BCD	10%	6%	4%	5%
Summary										
Total Agree	228	14	38	44	44	54	100	49	60	110
	23%	25%	24%	17%	24%	24%	25%	19%	22%	21%
Total Disagree	699	40	112	195	132	138	254	189	197	386
	70%	69%	70%	77% E	73% E	61%	64%	74%	73%	74%

12_3. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

		Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
	Total U.K.	Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Governing party	Opposition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
American products are not worth the money																
Strongly agree	56 6%	34 6%	11 8%	3 5%	8 3%	11 7%	14 6%	5 3%	17 5%	13 4%	42 6%	20 5%	22 6%	13 7%	33 5%	23 6%
Moderately agree	172 17%	109 20%	25 19%	5 9%	33 13%	31 20%	60 24%	34 18%	37 12%	54 17%	114 18%	79 19%	61 15%	32 18%	90 14%	82 23%
Moderately disagree	460 46%	260 46%	58 44%	31 51%	112 46%	69 45%	105 42%	99 53%	141 45%	136 42%	315 48%	191 46%	186 46%	84 47%	307 48%	154 43%
Strongly disagree	239 24%	113 20%	36 27%	18 30%	72 29%	27 18%	47 19%	43 23%	100 32%	96 29%	138 21%	102 24%	110 27%	26 15%	168 26%	71 20%
(DK/NS)	74 7%	46 8%	2 2%	3 5%	22 9%	15 10%	22 9%	6 3%	20 6%	27 8%	46 7%	25 6%	25 6%	24 13%	43 7%	31 8%
Summary																
Total Agree	228 23%	143 25%	36 27%	8 14%	41 16%	42 27%	74 30%	38 21%	54 17%	68 21%	157 24%	100 24%	83 21%	45 25%	123 19%	105 29%
Total Disagree	699 70%	373 66%	94 71%	49 81%	184 74%	96 63%	151 61%	141 76%	241 77%	232 71%	453 69%	293 70%	296 73%	110 61%	474 74%	225 62%

12_4. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

Proportions/Means: Columns Tested (5% risk level) * N= 6,527 * N= 3,117 * N= 2,117														
	Total U.K.	Gender		Age						Sex/Age				
		Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/ 18-34	Male/ 35+	Female/ 18-34	Female/ 35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
You'd rather buy an American product-assuming the quality and price were the same														
Strongly agree	140 14%	68 14%	73 14%	26 24% EFG	30 16%	34 12%	26 12%	25 12%	56 19% I	84 12%	26 17%	42 12%	30 22% KM	42 12%
	263 26%	126 26%	137 27%	42 38% EFG	50 27%	67 23%	53 25%	51 25%	92 31% I	171 24%	47 30%	79 24%	45 32%	92 25%
Moderately agree	347 35%	171 35%	176 34%	27 24% C	62 34%	117 40% C	77 36% C	64 32%	89 30% C	258 36%	49 32%	122 37%	40 29%	135 36%
	209 21%	101 21%	109 21%	14 13% C	36 20%	60 21% C	53 25% C	45 22% C	50 17% C	159 23%	29 19%	72 22%	22 15%	87 23%
Moderately disagree	41 4%	22 4%	19 4%	1 1% CDEF	6 3%	12 4%	4 2%	18 9% CDEF	7 3%	34 5%	4 2%	19 5%	3 2%	16 4%
Summary														
Total Agree	404 40%	193 40%	210 41%	68 62% DEFG	80 43%	101 35%	79 37%	76 37%	148 50% I	256 36%	72 47% KM	121 36%	76 54% KM	135 36%
	556 56%	272 56%	284 55%	41 37% C	98 53% C	177 61% C	130 61% C	109 54% C	140 47% H	417 59%	78 51%	194 58% L	62 44%	222 60% L

12_4. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents Weighted	1001	61	170	244	185	220	390	260	269	529
	1001	58*	160	254	181	226	396	255	269	524
You'd rather buy an American product-assuming the quality and price were the same										
Strongly agree	140	15	15	35	30	25	57	43	23	66
	14%	26% BCE	10%	14%	17%	11%	14%	17% G	9%	13%
Moderately agree	263	12	38	60	65	52	104	76	71	146
	26%	21%	24%	23%	36% ABCE	23%	26%	30%	26%	28%
Moderately disagree	347	16	60	101	61	71	122	92	106	198
	35%	28%	37%	40%	34%	31%	31%	36%	39%	38%
Strongly disagree	209	12	39	51	24	59	89	40	62	103
	21%	21%	24% D	20%	13%	26% D	23%	16%	23% F	19%
(DK/NS)	41	2	8	8	0	19	24	4	7	11
	4%	4% D	5% D	3% D	-	9% CD	6%	1%	3%	2%
Summary										
Total Agree	404	27	53	94	95	77	162	118	94	212
	40%	47%	33%	37%	53% BCE	34%	41%	47% G	35%	41%
Total Disagree	556	28	99	152	85	130	211	132	168	300
	56%	49%	62% D	60% D	47%	57% D	53%	52%	63% F	57%

12_4. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

	Total U.K.	Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
		Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Gover- ning party	Oppos- ition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
You'd rather buy an American product-assuming the quality and price were the same																
Strongly agree	140	89	19	5	26	23	41	21	40	43	94	48	68	24	91	49
	14%	16%	15%	9%	11%	15%	16%	12%	13%	13%	15%	11%	17%	13%	14%	14%
Moderately agree	263	171	36	17	39	52	75	53	69	67	191	108	121	34	152	112
	26%	30%	27%	29%	15%	34%	30%	28%	22%	20%	29%	26%	30%	19%	24%	31%
Moderately disagree	347	170	40	20	116	44	81	75	113	116	225	151	128	67	239	108
	35%	30%	31%	33%	47%	29%	33%	40%	36%	36%	34%	36%	32%	38%	37%	30%
Strongly disagree	209	110	30	16	54	29	44	30	78	82	124	95	71	43	134	76
	21%	20%	22%	27%	22%	19%	18%	16%	25%	25%	19%	23%	17%	24%	21%	21%
(DK/NS)	41	21	7	1	12	5	7	7	14	18	21	16	15	11	25	16
	4%	4%	5%	2%	5%	3%	3%	4%	4%	6%	3%	4%	4%	6%	4%	4%
Summary																
Total Agree	404	260	55	23	65	75	116	74	110	110	285	156	190	58	243	161
	40%	46%	42%	38%	26%	49%	47%	40%	35%	34%	44%	37%	47%	32%	38%	45%
Total Disagree	556	280	70	36	170	73	125	105	192	198	349	246	199	111	372	184
	56%	50%	53%	61%	69%	48%	50%	56%	61%	61%	53%	59%	49%	62%	58%	51%

12_5. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

		Gender		Age						Sex/Age				
	Total U.K.	Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/ 18-34	Male/ 35+	Female/ 18-34	Female/ 35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
You would like to work for an American company														
Strongly agree	167 17%	86 18%	80 16%	22 20%	27 14%	48 17%	44 20% G	25 12%	49 16%	118 17%	30 20%	56 17%	19 13%	62 17%
	332 33%	158 32%	174 34%	41 38% G	70 38% G	110 38% G	65 31%	46 23%	111 38%	221 31%	51 33%	107 32%	60 42% KM	115 31%
Moderately agree														
Moderately disagree	237 24%	118 24%	119 23%	28 25%	42 23%	74 25%	40 19%	53 26%	70 24%	167 24%	41 27%	77 23%	29 21%	90 24%
Strongly disagree	220 22%	102 21%	118 23%	17 15%	40 22%	49 17%	56 26% CE	58 29% CE	57 19%	163 23%	26 17%	76 23%	30 22%	88 23%
(DK/NS)	45 4%	23 5%	22 4%	2 2%	6 3%	10 3%	8 4%	20 10% CDEF	8 3%	37 5%	5 3%	19 5%	3 2%	19 5%
Summary														
Total Agree	499 50%	244 50%	255 50%	64 58% G	96 52% G	158 54% G	109 51% G	72 35%	160 54%	339 48%	82 53%	162 49%	78 56%	177 47%
Total Disagree	457 46%	220 45%	237 46%	44 40%	82 45%	123 42%	96 45%	111 55% CF	126 43%	330 47%	67 44%	153 46%	59 42%	177 48%

12_5. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents Weighted	1001	61	170	244	185	220	390	260	269	529
	1001	58*	160	254	181	226	396	255	269	524
You would like to work for an American company										
Strongly agree	167 17%	14 24%	30 19%	40 16%	34 19%	29 13%	60 15%	34 13%	54 20% F	88 17%
Moderately agree	332 33%	18 32%	60 37% E	80 31%	77 42% CE	53 23%	120 30%	90 36%	106 39%	196 37%
Moderately disagree	237 24%	16 27%	43 27% D	71 28% D	31 17%	51 23%	84 22%	70 27%	57 21%	126 24%
Strongly disagree	220 22%	10 17%	24 15%	58 23%	31 17%	69 30% BD	104 26%	57 22%	42 16%	99 19%
(DK/NS)	45 4%	0 -	4 2%	5 2%	9 5%	24 11% ABCD	29 7%	4 2%	10 4%	14 3%
Summary										
Total Agree	499 50%	32 55% E	90 56% E	120 47% E	110 61% CE	82 36%	179 45%	124 49%	160 60% F	285 54%
Total Disagree	457 46%	26 45%	66 41%	129 51% D	62 34%	120 53% BD	188 47%	127 50% G	99 37%	226 43%

12_5. Generally, when you think about American products available in your country, do you agree or disagree, strongly or moderately, that...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

		Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
	Total U.K.	Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Governing party	Opposition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
You would like to work for an American company																
Strongly agree	167 17%	95 17%	29 22%	7 11%	36 15%	21 14%	48 19%	30 16%	55 18%	60 18%	102 16%	66 16%	78 19%	23 13%	111 17%	56 16%
Moderately agree	332 33%	184 33%	49 37%	24 40%	75 30%	54 35%	74 30%	76 41%	102 32%	85 26%	240 37%	158 38%	132 33%	43 24%	219 34%	113 31%
Moderately disagree	237 24%	127 22%	23 17%	14 23%	73 30%	34 22%	52 21%	39 21%	80 25%	88 27%	147 22%	90 22%	91 23%	56 31%	160 25%	77 21%
Strongly disagree	220 22%	128 23%	27 20%	16 26%	50 20%	39 26%	57 23%	35 19%	70 22%	71 22%	145 22%	90 21%	84 21%	46 25%	131 21%	89 25%
(DK/NS)	45 4%	27 5%	5 4%	0 -	13 5%	5 3%	17 7%	5 3%	9 3%	22 7%	22 3%	15 3%	18 4%	13 7%	19 3%	26 7%
Summary																
Total Agree	499 50%	280 50%	77 59%	31 51%	111 45%	75 49%	122 49%	106 57%	156 50%	145 45%	342 52%	223 53%	210 52%	65 36%	330 52%	169 47%
Total Disagree	457 46%	255 45%	50 38%	29 49%	123 50%	73 48%	109 44%	75 40%	149 47%	159 49%	292 44%	180 43%	176 43%	101 57%	291 45%	166 46%

13. In his inaugural address, U.S. President George W. Bush said that the United States would work to end tyranny and promote democracy in the world. Do you think it should or should not be the role of the United States to promote the establishment of democratic governments in other countries?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

		Gender		Age						Sex/Age				
	Total U.K.	Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/ 18-34	Male/ 35+	Female/ 18-34	Female/ 35+
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M
	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
Should	324 32%	175 36% B	150 29%	34 31%	58 32%	101 35%	63 29%	68 33%	93 32%	232 33%	48 31%	127 38% M	45 32%	105 28%
Should not	658 66%	309 63%	349 68%	75 68%	124 67%	179 62%	149 70%	131 65%	198 67%	460 65%	106 69%	203 61%	93 66%	256 69% K
(DK/NS)	19 2%	4 1%	15 3% A	1 1%	2 1%	10 3% F	1 1%	4 2%	3 1%	15 2%	0 -	4 1%	3 2%	12 3% J

13. In his inaugural address, U.S. President George W. Bush said that the United States would work to end tyranny and promote democracy in the world. Do you think it should or should not be the role of the United States to promote the establishment of democratic governments in other countries?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents	1001	61	170	244	185	220	390	260	269	529
Weighted	1001	58*	160	254	181	226	396	255	269	524
Should	324	19	51	79	66	73	130	84	82	166
	32%	32%	32%	31%	36%	33%	33%	33%	31%	32%
Should not	658	39	108	170	112	147	255	167	184	351
	66%	68%	67%	67%	62%	65%	64%	65%	68%	67%
(DK/NS)	19	0	2	4	3	5	11	4	3	8
	2%	-	1%	2%	2%	2%	3%	2%	1%	1%

13. In his inaugural address, U.S. President George W. Bush said that the United States would work to end tyranny and promote democracy in the world. Do you think it should or should not be the role of the United States to promote the establishment of democratic governments in other countries?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

	Total U.K.	Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
		Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Gover- ning party	Oppos- ition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
Should	324 32%	179 32%	41 31%	23 39%	81 33%	47 31%	74 30%	62 33%	113 36%	123 38% J	191 29%	141 34% M	145 36% M	38 21%	213 33%	111 31%
Should not	658 66%	371 66%	89 67%	37 61%	162 65%	101 66%	171 69%	119 64%	201 64%	200 61%	447 68% I	269 64%	252 63%	136 76% KL	422 66%	236 66%
(DK/NS)	19 2%	12 2%	2 2%	0 -	5 2%	5 3% H	4 1%	5 3% H	1 -	2 1%	17 3% I	7 2%	6 1%	5 3%	6 1%	13 3% N

6. If the election were held today, which one would you prefer to see win?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

	Total U.K.	Gender		Age						Sex/Age				
		Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/ 18-34	Male/ 35+	Female/ 18-34	Female/ 35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Non-U.S. respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
The governing party(ies)	418 42%	216 44%	202 39%	56 51% FG	77 42%	132 45% G	83 39%	70 35%	134 45%	284 40%	67 44%	149 45% M	66 47% M	135 36%
The opposition party(ies)	404 40%	193 40%	211 41%	36 33%	67 36%	109 38%	97 46% C	94 46% C	103 35%	301 43% H	56 36%	137 41%	48 34%	163 44%
None	143 14%	66 13%	77 15%	15 13%	35 19%	40 14%	28 13%	25 12%	50 17%	93 13%	28 19% K	37 11%	21 15%	56 15%
(DK/NS)	37 4%	13 3%	24 5%	3 3%	5 3%	10 3%	5 2%	14 7% F	8 3%	29 4%	2 1%	11 3%	6 4%	18 5%

6. If the election were held today, which one would you prefer to see win?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: Non-U.S. respondents	1001	61	170	244	185	220	390	260	269	529
Weighted	1001	58*	160	254	181	226	396	255	269	524
The governing party(ies)	418 42%	21 36%	73 45%	116 46%	74 41%	82 36%	156 39%	124 49%	115 43%	239 45%
The opposition party(ies)	404 40%	23 40%	62 39%	81 32%	79 44%	108 48%	173 44%	78 31%	115 43%	193 37%
None	143 14%	12 20%	23 14%	46 18%	23 13%	26 11%	49 12%	42 16%	35 13%	77 15%
(DK/NS)	37 4%	2 4%	2 2%	11 4%	4 2%	11 5%	18 5%	11 4%	4 1%	15 3%

6. If the election were held today, which one would you prefer to see win?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

	Total U.K.	Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
		Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Gover- ning party	Oppos- ition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Non-U.S. respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
The governing party(ies)	418 42%	229 41%	57 43%	22 37%	109 44%	67 44%	105 42%	85 46%	130 41%	126 38%	285 44%	418 100% LM	0 -	0 -	269 42%	149 41%
The opposition party(ies)	404 40%	238 42% D	54 41%	27 45%	85 34%	65 43%	96 39%	74 40%	128 41%	150 46% J	242 37%	0 -	404 100% KM	0 -	253 40%	150 42%
None	143 14%	75 13%	14 11%	10 17%	44 18%	18 11%	39 16%	20 11%	48 15%	42 13%	101 15%	0 -	0 -	143 80% KL	95 15%	47 13%
(DK/NS)	37 4%	20 4%	7 5%	0 1%	9 4%	3 2%	8 3%	7 3%	8 3%	9 3%	27 4%	0 -	0 -	37 20% KL	22 3%	14 4%

Age Group

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

	Total U.K.	Gender		Age							Sex/Age			
		Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/ 18-34	Male/ 35+	Female/ 18-34	Female/ 35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
18-34	294 30%	153 32%	141 28%	110 100% EFG	184 100% EFG	0 -	0 -	0 -	294 100% I	0 -	153 100% KM	0 -	141 100% KM	0 -
35-49	290 29%	131 27%	159 31%	0 -	0 -	290 100% CDEFG	0 -	0 -	0 -	290 41% H	0 -	131 39% JL	0 -	159 43% JL
50-64	213 21%	98 20%	115 22%	0 -	0 -	0 -	213 100% CDEG	0 -	0 -	213 30% H	0 -	98 30% JL	0 -	115 31% JL
65+	203 20%	104 21%	99 19%	0 -	0 -	0 -	0 -	203 100% CDEF	0 -	203 29% H	0 -	104 31% JL	0 -	99 26% JL
(DK/NS)	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
STATISTICS														
Mean	46.7	46.3	47.0	20.9	29.7 C	41.5 CD	56.6 CDE	72.6 CDEF	26.5	55.0 H	26.1	55.5 JL	26.9	54.6 JL
Standard Deviation	17.6	18.0	17.2	2.1	2.9	4.5	4.4	5.9	5.0	13.8	4.7	13.8	5.4	13.7
Standard Error	0.6	0.8	0.8	0.2	0.2	0.3	0.3	0.4	0.3	0.5	0.4	0.8	0.5	0.7
Median	44.4	43.9	45.0	20.4	29.3	40.5	56.3 DE	71.6 CDE	26.2	52.7	26.0	52.9	26.5	52.7

Age Group

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents		61	170	244	185	220	390	260	269	529
Weighted	1001	58*	160	254	181	226	396	255	269	524
18-34	294 30%	19 32% E	54 34% E	100 39% E	63 35% E	1 - E	78 20%	93 37%	98 36%	191 36%
35-49	290 29% E	25 43% E	66 41% E	100 39% E	62 34% E	1 1% E	52 13%	112 44%	96 36%	208 40%
50-64	213 21%	12 21%	33 20%	49 20%	47 26%	48 21%	86 22%	44 17%	64 24%	108 21%
65+	203 20%	2 4%	8 5%	6 2%	8 5%	176 78% ABCD	180 45%	6 2%	11 4%	17 3%
(DK/NS)	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
STATISTICS										
Mean	46.7	41.0	41.0	39.0	41.2	70.3 ABCD	56.3	39.0	40.7	39.9
Standard Deviation	17.6	12.0	12.7	12.4	14.1	7.6	19.3	12.3	13.4	12.9
Standard Error	0.6	1.5	1.0	0.8	1.0	0.5	1.0	0.8	0.8	0.6
Median	44.4	38.8 BCDE	38.4 C	37.7	41.0 C	68.9 C	62.4	37.8	38.7	38.2

Age Group

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

		Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
	Total U.K.	Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Governing party	Opposition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
18-34	294 30%	114 20%	57 43%	23 39%	100 40%	27 17%	71 29%	60 32%	106 34%	73 23%	211 32%	134 32%	103 26%	57 32%	224 35%	71 20%
35-49	290 29%	142 25%	44 33%	24 40%	81 33%	24 16%	52 21%	71 38%	130 41%	103 32%	185 28%	132 31%	109 27%	50 28%	227 35%	63 17%
50-64	213 21%	146 26%	15 12%	9 14%	44 18%	36 23%	62 25%	35 19%	61 19%	73 22%	136 21%	83 20%	97 24%	33 18%	122 19%	91 25%
65+	203 20%	160 29%	16 12%	4 7%	23 9%	67 44%	63 25%	20 11%	19 6%	77 23%	124 19%	70 17%	94 23%	39 22%	67 11%	136 38%
(DK/NS)	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
STATISTICS																
Mean	46.7	51.5 BCD	39.4	39.8	41.3	56.7 FGH	48.6 GH	42.8	41.2	49.1 J	45.6	44.9	48.6 K	46.3	42.1	54.8 N
Standard Deviation	17.6	17.7	17.1	15.8	14.4	19.3	18.3	15.4	13.4	17.2	17.6	17.4	17.6	17.8	15.3	18.5
Standard Error	0.6	0.7	1.5	2.0	0.9	1.6	1.2	1.1	0.7	1.0	0.7	0.8	0.9	1.4	0.6	1.0
Median	44.4	51.6	36.8 AD	38.2 ABD	37.4 A	62.5 FGH	49.1 H	39.5 H	39.2	48.1 J	42.3	41.4	48.2	42.7 KL	39.4	57.3 N

Age ended full-time education:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

	Total U.K.	Gender		Age							Sex/Age			
		Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/ 18-34	Male/ 35+	Female/ 18-34	Female/ 35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
Under 15	18 2%	7 1%	12 2%	2 2%	0 -	0 -	8 4%	8 4%	2 1%	16 2%	1 1%	6 2%	1 1%	11 3%
15-17	544 54%	258 53%	286 56%	44 40%	68 37%	142 49%	138 65%	152 75%	112 38%	432 61%	61 40%	197 59%	51 36%	235 63%
				D CDE		D CDEF								
18	132 13%	54 11%	78 15%	32 29%	25 13%	44 15%	15 7%	16 8%	57 19%	75 11%	28 18%	26 8%	29 21%	49 13%
19-20	60 6%	33 7%	27 5%	12 11%	11 6%	24 8%	9 4%	4 2%	23 8%	37 5%	15 9%	18 5%	9 6%	19 5%
				FG FG		G G								
21 and up	247 25%	136 28%	111 22%	20 18%	81 44%	81 28%	44 20%	23 11%	100 34%	147 21%	49 32%	87 26%	51 36%	59 16%
(DK/NS)	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Age ended full-time education:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents	1001	61	170	244	185	220	390	260	269	529
Weighted	1001	58*	160	254	181	226	396	255	269	524
Under 15	18 2%	0 1%	2 1%	4 2%	1 1%	8 3%	11 3%	4 1%	3 1%	7 2%
15-17	544 54%	24 42%	57 36%	108 43%	131 72% ABC	168 75% ABC	253 64%	119 47%	133 50%	253 48%
18	132 13%	7 11%	26 16% E	31 12%	22 12%	19 8%	49 12%	28 11%	46 17% F	74 14%
19-20	60 6%	6 10% E	12 7% E	20 8% E	11 6% E	4 2%	18 5%	18 7%	20 7%	37 7%
21 and up	247 25%	21 36% DE	64 40% DE	90 35% DE	16 9%	27 12%	65 16%	86 34% G	67 25%	152 29%
(DK/NS)	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Age ended full-time education:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

	Total U.K.	Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
		Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Gover- ning party	Oppos- ition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
Weighted	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
Under 15	18 2%	18 3% BD	0 -	0 -	0 -	5 3%	2 1%	2 1%	4 1%	8 2%	10 1%	14 3% L	2 -	2 1%	9 1%	9 2%
15-17	544 54%	544 97% BCD	0 -	0 -	0 -	128 84% FGH	149 60% H	99 53% H	113 36%	132 41%	401 61% I	215 52%	236 59% K	93 52%	276 43%	267 74% N
18	132 13%	0 -	132 100% ACD	0 -	0 -	10 6%	33 14% E	29 16% E	42 13% E	50 15%	77 12%	57 14%	54 13%	21 12%	99 16% O	33 9%
19-20	60 6%	0 -	0 -	60 100% ABD	0 -	6 4%	13 5%	11 6%	28 9% E	27 8%	33 5%	22 5%	27 7%	11 6%	47 7% O	13 4%
21 and up	247 25%	0 -	0 -	0 -	247 100% ABC	5 3%	50 20% E	45 24% E	127 41% EFG	109 34% J	134 21%	109 26%	85 21%	53 29% L	209 33% O	38 11%
(DK/NS)	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Own stocks, bonds or mutual funds

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

Proportions/means: Columns Tested (5% risk level): 745 6/25/17 745 6/17/17 745 6/17/17														
	Total U.K.	Gender		Age						Sex/Age				
		Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/18-34	Male/35+	Female/18-34	Female/35+
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M
	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
Yes	326 33%	190 39%	136 26%	26 24%	47 25%	103 35%	73 34%	77 38%	73 25%	253 36%	47 31%	143 43%	27 19%	109 29%
No	B 655 65%	291 60%	364 71%	77 70%	134 73%	185 64%	136 64%	124 61%	211 72%	444 63%	102 66%	190 57%	110 78%	254 68%
(DK/NS)	A 20 2%	6 1%	13 3%	6 6% EG	3 2%	2 1%	5 2%	3 1%	10 3%	10 1%	5 3% K	1 - K	4 3% K	9 3% K

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents	1001	61	170	244	185	220	390	260	269	529
Weighted	1001	58*	160	254	181	226	396	255	269	524
Yes	326 33%	19 34%	72 45%	81 32%	44 25%	82 36%	114 29%	66 26%	107 40%	174 33%
No	655 65%	38 65%	86 54%	166 65%	133 73%	140 62%	276 70%	178 70%	159 59%	337 64%
(DK/NS)	20 2%	1 1%	2 1%	8 3%	4 2%	4 2%	6 1%	11 4%	2 1%	13 3%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

		Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
	Total U.K.	Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Gover- ning party	Oppos- ition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
Yes	326 33%	140 25%	50 38%	27 45%	109 44%	27 17%	66 27%	60 32%	146 47%	326 100%	0 -	126 30%	150 37%	50 28%	241 38%	85 24%
No	655 65%	411 73%	77 58%	33 55%	134 54%	126 83%	179 72%	124 67%	164 52%	0 -	655 100%	285 68%	242 60%	128 71%	388 60%	268 74%
(DK/NS)	20 2%	11 2%	5 4%	0 -	4 2%	0 -	3 1%	2 1%	4 1%	0 -	0 -	7 2%	12 3%	1 1%	12 2%	8 2%

Internet access:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

		Gender		Age						Sex/Age				
	Total U.K.	Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/18-34	Male/35+	Female/18-34	Female/35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
Yes	640 64%	327 67%	313 61%	82 74% FG	142 77% FG	227 78% FG	122 57% G	67 33%	224 76% I	417 59%	123 80% KM	204 61%	100 71% KM	213 57%
No	361 36%	160 33%	200 39%	28 26%	42 23%	63 22%	91 43% CDE	136 67% CDEF	71 24%	290 41% H	30 20%	130 39% JL	41 29%	160 43% JL

Internet access:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G
* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents	1001	61	170	244	185	220	390	260	269	529
Weighted	1001	58*	160	254	181	226	396	255	269	524
Yes	640 64%	50 86% DE	139 87% CDE	195 77% DE	104 58% E	74 33%	176 44%	194 76%	200 74%	394 75%
No	361 36%	8 14%	21 13%	59 23% B	76 42% ABC	152 67% ABCD	220 56%	61 24%	69 26%	130 25%

Internet access:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

	Total U.K.	Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
		Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Gover- ning party	Oppos- ition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
Yes	640 64%	285 51%	99 75%	47 78%	209 85%	40 26%	141 57%	131 70%	280 89%	241 74%	388 59%	269 64%	253 63%	118 66%	640 100%	0 -
No	361 36%	276 49%	33 25%	13 22%	38 15%	113 74%	108 43%	55 30%	35 11%	85 26%	268 41%	149 36%	150 37%	61 34%	0 -	361 100%
		BCD	D			FGH	GH	H			I					N

Income categories:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

	Total U.K.	Gender		Age						Sex/Age				
		Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/ 18-34	Male/ 35+	Female/ 18-34	Female/ 35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
Low	153 15%	51 10%	102 20%	15 13%	12 6%	24 8%	36 17%	67 33%	27 9%	127 18%	11 7%	40 12%	16 11%	87 23%
Lower middle			A				DE	CDEF		H				JKL
	248 25%	122 25%	126 25%	29 27%	42 23%	52 18%	62 29%	63 31%	71 24%	177 25%	31 20%	90 27%	40 28%	87 23%
Higher middle							E	E						
	186 19%	102 21%	85 16%	22 20%	38 21%	71 25%	35 16%	20 10%	60 21%	126 18%	33 22%	69 21%	28 20%	57 15%
Top							G	G						
	315 31%	181 37%	133 26%	29 27%	76 41%	130 45%	61 28%	19 9%	106 36%	209 29%	64 42%	117 35%	41 29%	92 25%
(DK/NS)			B				G	G			LM	M		
	99 10%	32 7%	67 13%	14 13%	16 9%	13 4%	20 10%	35 17%	31 10%	68 10%	14 9%	18 5%	17 12%	50 14%
			A	E			E	DEF					K	K

Income categories:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents	1001	61	170	244	185	220	390	260	269	529
Weighted	1001	58*	160	254	181	226	396	255	269	524
Low	153 15%	4 7%	4 2%	14 6%	26 15%	78 34%	125 32%	13 5%	16 6%	29 5%
Lower middle	248 25%	15 27%	22 14%	55 21%	51 28%	69 31%	118 30%	58 23%	57 21%	115 22%
Higher middle	186 19%	11 19%	26 17%	65 26%	45 25%	23 10%	42 10%	62 24%	67 25%	129 25%
Top	315 31%	25 43%	103 64%	94 37%	45 25%	20 9%	52 13%	104 41%	114 42%	218 42%
(DK/NS)	99 10%	2 4%	5 3%	26 10%	13 7%	36 16%	59 15%	17 7%	15 6%	32 6%

Income categories:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

	Total U.K.	Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
		Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Gover- ning party	Oppos- ition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
Low	153 15%	133 24% BCD	10 7% D	6 9% D	5 2%	153 100% FGH	0 -	0 -	0 -	27 8%	126 19% I	67 16%	65 16%	21 12%	40 6%	113 31% N
	248 25%	152 27%	33 25%	13 22%	50 20%	0 -	248 100% EGH	0 -	0 -	66 20%	179 27% I	105 25%	96 24%	48 27%	141 22%	108 30% N
Higher middle	186 19%	101 18%	29 22%	11 18%	45 18%	0 -	0 -	186 100% EFH	0 -	60 19%	124 19%	85 21%	74 18%	27 15%	131 20%	55 15%
Top	315 31%	117 21%	42 32% A	28 47% A	127 52% AB	0 -	0 -	0 -	315 100% EFG	146 45% J	164 25%	130 31%	128 32%	57 31%	280 44% O	35 10%
(DK/NS)	99 10%	59 10%	18 14%	2 4%	19 8%	0 -	0 -	0 -	0 -	27 8%	62 10%	30 7%	41 10%	27 15% K	49 8%	49 14% N

Gender

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I - J/K/L/M

		Gender		Age						Sex/Age				
	Total U.K.	Male	Female	18-24	25-34	35-49	50-64	65+	Total 18-34	Total 35+	Male/18-34	Male/35+	Female/18-34	Female/35+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1001	478	523	107	166	302	236	190	273	728	140	338	133	390
	1001	487	514	110	184	290	213	203	294	707	153	334	141	373
Male	487 49%	487 100% B	0 -	60 55%	93 51%	131 45%	98 46%	104 51%	153 52%	334 47%	153 100% LM	334 100% LM	0 -	0 -
Female	514 51%	0 -	514 100% A	50 45%	91 49%	159 55%	115 54%	99 49%	141 48%	373 53%	0 -	0 -	141 100% JK	373 100% JK

Gender

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G

* small base

	Total U.K.	Respondent's Profession						Sector (Respondent)		
		Self-employed	Managerial	Clerical	Manual	Retired	All not working	Public	Private	Total salaried
		A	B	C	D	E		F	G	
Base: All respondents	1001	61	170	244	185	220	390	260	269	529
Weighted	1001	58*	160	254	181	226	396	255	269	524
Male	487 49%	38 66% CE	105 66% CE	97 38%	114 63% CE	106 47%	158 40%	103 41%	166 61% F	269 51%
Female	514 51%	19 34%	55 34%	157 62% ABD	67 37%	120 53% ABD	238 60%	151 59% G	104 39%	255 49%

Gender

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M - N/O

* small base

	Total U.K.	Age Ended Full-time Education				Household Income				Invest		Preference in Next Election			Internet User	
		Under 18	18	19-20	21+	Low	Lower middle	Higher middle	Top	Yes	No	Gover- ning party	Oppos- ition party	Other	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1001	560	133	60	248	151	243	182	328	325	656	445	383	173	640	361
Weighted	1001	562	132	60*	247	153	248	186	315	326	655	418	404	179	640	361
Male	487 49%	265 47%	54 41%	33 55%	136 55%	51 33%	122 49%	102 55%	181 58%	190 58%	291 44%	216 52%	193 48%	79 44%	327 51%	160 44%
Female	514 51%	297 53%	78 59%	27 45%	111 45%	102 67%	126 51%	85 45%	133 42%	136 42%	364 56%	202 48%	211 52%	101 56%	313 49%	200 56%