

POPULUS PARLIAMENT PANEL - SUMMER 2011

Populus interviewed 126 MPs online or by self-complete postal questionnaire between 27th June & 19th July 2011.

Data has been weighted by political party to be representative of the UK Parliament. Populus is a member of the British Polling Council and abides by its rules. For more information, see www.populus.co.uk.

Respondent profile - Unweighted

Party	Total	126	100%
	Conservative	51	40%
	Labour	60	48%
	Liberal Democrats	10	8%
	Other	5	4%
First year elected	Pre - May 2010	84	67%
	Post - May 2010	42	33%

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Respondent profile - Weighted

Party	Total	126	100%
	Conservative	59	47%
	Labour	50	39%
	Liberal Democrats	11	9%
	Other	6	5%
First year elected	Pre - May 2010	81	65%
	Post - May 2010	45	35%

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Which three or four of these sectors do you think face the most difficult communication challenges in the next five years?
(Tick up to four boxes)

	Party					First year elected	
	Total	Conservative	Labour	Liberal Democrats	Other	Pre - May 2010	Post - May 2010
Accountancy firms	9 7%	2 4%	6 12%	0 0%	1 20%	7 9%	2 5%
IT/Technology companies	10 8%	2 4%	6 12%	2 20%	0 0%	6 7%	5 11%
Law firms	29 23%	16 28%	11 22%	2 20%	0 0%	19 23%	11 24%
Auto companies	12 10%	8 14%	2 3%	1 10%	1 20%	9 11%	3 8%
Social media companies	27 22%	12 20%	12 25%	3 30%	0 0%	19 24%	8 18%
Mining and natural resources companies	47 37%	21 36%	20 40%	2 20%	4 60%	27 33%	20 45%
Airlines	51 41%	27 46%	17 35%	3 30%	4 60%	34 42%	17 39%
Sports organisations	7 6%	2 4%	2 3%	1 10%	2 40%	4 5%	4 8%
Construction companies	11 9%	5 8%	4 8%	1 10%	1 20%	8 9%	3 8%
Private equity companies	74 59%	31 54%	35 70%	4 40%	4 60%	50 62%	24 54%
Healthcare companies	51 41%	27 46%	19 38%	6 50%	0 0%	27 33%	24 56%
Charities	25 20%	13 22%	9 18%	1 10%	2 40%	14 17%	11 26%

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Which three or four of these sectors do you think face the most difficult communication challenges in the next five years?
(Tick up to four boxes)

	Party					First year elected	
	Total	Conservative	Labour	Liberal Democrats	Other	Pre - May 2010	Post - May 2010
Outsourcing companies	32 25%	13 22%	17 33%	1 10%	1 20%	25 31%	6 14%
Higher education institutions	46 37%	22 38%	16 32%	7 60%	1 20%	29 36%	17 38%

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How well do companies in each of the following sectors generally perform when it comes to engaging effectively with opinion formers about the issues that matter in their sector?

		Party					First year elected	
		Total	Conservative	Labour	Liberal Democrats	Other	Pre - May 2010	Post - May 2010
Accountancy firms	Very well	2 2%	2 4%	0 0%	0 0%	0 0%	2 3%	0 0%
	Quite well	30 24%	16 28%	7 15%	4 40%	2 40%	22 27%	9 21%
	Quite poorly	42 33%	19 32%	14 28%	6 50%	4 60%	21 26%	20 47%
	Very poorly	28 22%	12 20%	15 30%	1 10%	0 0%	21 26%	6 14%
	I don't know	23 18%	9 16%	13 27%	0 0%	0 0%	15 18%	8 18%
IT/Technology companies	Very well	3 2%	0 0%	2 3%	1 10%	0 0%	3 3%	0 0%
	Quite well	57 46%	28 49%	17 33%	7 60%	6 100%	41 50%	16 39%
	Quite poorly	38 31%	17 31%	17 35%	3 30%	0 0%	22 27%	16 39%
	Very poorly	13 11%	6 10%	7 15%	0 0%	0 0%	10 12%	3 7%
	I don't know	12 10%	6 10%	7 13%	0 0%	0 0%	6 8%	6 15%
Law firms	Very well	2 2%	1 2%	1 2%	0 0%	0 0%	2 2%	0 0%
	Quite well	48	20	17	7	5	32	16

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		Party					First year elected	
		Total	Conservative	Labour	Liberal Democrats	Other	Pre - May 2010	Post - May 2010
Law firms	Quite well	39%	34%	34%	60%	80%	40%	36%
	Quite poorly	38	17	16	4	0	22	15
		31%	30%	33%	40%	0%	28%	35%
	Very poorly	23	12	10	0	1	16	6
		18%	20%	21%	0%	20%	21%	14%
I don't know		13	8	5	0	0	7	6
		11%	14%	10%	0%	0%	9%	14%
Auto companies	Very well	9	6	3	0	0	2	7
		7%	10%	7%	0%	0%	3%	15%
	Quite well	43	20	17	6	1	29	14
		35%	34%	34%	50%	20%	36%	32%
	Quite poorly	44	20	15	4	5	30	14
		35%	34%	31%	40%	80%	37%	32%
Very poorly		17	8	9	0	0	12	5
		14%	14%	19%	0%	0%	15%	12%
I don't know		11	5	5	1	0	7	4
		9%	8%	10%	10%	0%	8%	9%
Social media companies	Very well	6	2	2	0	1	6	0
		5%	4%	5%	0%	20%	7%	0%
	Quite well	48	22	19	6	1	30	18

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		Party					First year elected	
		Total	Conservative	Labour	Liberal Democrats	Other	Pre - May 2010	Post - May 2010
Social media companies	Quite well	38%	38%	38%	50%	20%	37%	41%
	Quite poorly	35	13	14	6	2	20	15
		28%	22%	28%	50%	40%	24%	34%
	Very poorly	25	15	9	0	1	20	5
		20%	26%	18%	0%	20%	25%	13%
I don't know	11	6	5	0	0	6	5	
	9%	10%	10%	0%	0%	7%	12%	
Mining and natural resources companies	Very well	4	3	1	0	0	2	2
		3%	6%	2%	0%	0%	2%	5%
	Quite well	30	17	7	3	2	20	10
		24%	31%	13%	30%	40%	24%	24%
	Quite poorly	39	14	18	4	2	29	10
32%		24%	37%	40%	40%	35%	24%	
Very poorly	34	15	15	3	1	24	11	
	28%	27%	30%	30%	20%	29%	25%	
I don't know	16	7	9	0	0	7	9	
	13%	12%	18%	0%	0%	9%	22%	
Airlines	Very well	11	6	4	1	0	7	4
		9%	10%	8%	10%	0%	8%	10%
	Quite well	62	35	19	6	2	43	19

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		Total	Conservative	Labour	Liberal Democrats	Other	Pre - May 2010	Post - May 2010
Airlines	Quite well	50%	61%	38%	50%	40%	53%	44%
	Quite poorly	36	8	20	4	4	23	13
		29%	14%	40%	40%	60%	28%	31%
	Very poorly	10	6	4	0	0	7	3
		8%	10%	8%	0%	0%	8%	7%
I don't know		5	2	2	0	0	2	3
		4%	4%	5%	0%	0%	2%	7%
Sports organisations	Very well	20	14	5	0	1	14	6
		16%	24%	10%	0%	25%	18%	14%
	Quite well	69	29	31	7	2	43	25
		56%	50%	62%	60%	50%	53%	60%
	Quite poorly	21	9	7	4	1	16	6
	17%	16%	13%	40%	25%	19%	14%	
Very poorly	8	3	5	0	0	5	3	
	7%	6%	10%	0%	0%	7%	7%	
I don't know		5	2	2	0	0	3	2
		4%	4%	5%	0%	0%	3%	5%
Construction companies	Very well	2	2	0	0	0	2	0
		2%	4%	0%	0%	0%	3%	0%
	Quite well	41	17	16	3	5	30	11

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Construction companies	Quite well	33%	30%	32%	30%	80%	37%	26%
	Quite poorly	50	22	20	7	1	28	21
		40%	38%	40%	60%	20%	35%	49%
	Very poorly	19	9	9	1	0	15	4
		16%	16%	18%	10%	0%	19%	10%
I don't know	12	7	5	0	0	6	6	
	10%	12%	10%	0%	0%	7%	14%	
Private equity companies	Very well	2	1	1	0	0	1	1
		2%	2%	2%	0%	0%	1%	3%
	Quite well	14	7	2	2	2	11	3
		11%	12%	5%	20%	40%	13%	8%
	Quite poorly	39	17	14	7	1	26	13
32%		30%	28%	60%	20%	32%	31%	
Very poorly	50	24	21	2	2	36	13	
	40%	42%	42%	20%	40%	45%	31%	
I don't know	20	8	12	0	0	7	12	
	16%	14%	23%	0%	0%	9%	28%	
Healthcare companies	Very well	6	3	2	1	0	4	2
		5%	6%	3%	10%	0%	5%	5%
	Quite well	48	29	11	4	4	30	18

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Healthcare companies	Quite well	38%	50%	22%	40%	60%	37%	41%
	Quite poorly	47	19	23	4	1	31	16
		38%	32%	47%	40%	20%	38%	38%
	Very poorly	18	6	11	1	0	13	5
		14%	10%	22%	10%	0%	15%	12%
I don't know	6	1	3	0	1	4	2	
	5%	2%	7%	0%	20%	4%	5%	
Charities	Very well	47	20	21	6	1	31	16
		38%	34%	42%	50%	20%	39%	36%
	Quite well	63	31	22	6	4	38	25
		50%	54%	45%	50%	60%	47%	57%
	Quite poorly	8	2	4	0	1	8	0
6%		4%	8%	0%	20%	9%	0%	
Very poorly	4	2	2	0	0	3	1	
	3%	4%	3%	0%	0%	3%	3%	
I don't know	3	2	1	0	0	1	2	
	3%	4%	2%	0%	0%	1%	5%	
Outsourcing companies	Very well	1	1	0	0	0	0	1
		1%	2%	0%	0%	0%	0%	3%
	Quite well	18	9	1	4	4	11	7

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		Total	Conservative	Labour	Liberal Democrats	Other	Pre - May 2010	Post - May 2010
Outsourcing companies	Quite well	15%	17%	2%	40%	60%	14%	16%
	Quite poorly	38	16	16	4	1	24	13
		31%	29%	32%	40%	20%	30%	32%
	Very poorly	38	19	17	2	0	27	11
		31%	33%	35%	20%	0%	34%	26%
I don't know		27	10	16	0	1	17	10
		22%	19%	32%	0%	20%	22%	24%
Higher education institutions	Very well	10	5	4	1	0	6	3
		8%	8%	8%	11%	0%	8%	8%
	Quite well	60	23	26	7	4	37	23
		49%	40%	54%	67%	60%	47%	52%
	Quite poorly	37	21	12	2	2	24	13
	30%	36%	24%	22%	40%	30%	30%	
Very poorly	15	9	6	0	0	12	3	
	12%	16%	12%	0%	0%	15%	8%	
I don't know		1	0	1	0	0	0	1
		1%	0%	2%	0%	0%	0%	2%