

**British Values Survey**  
**ONLINE Fieldwork : 11th-12th February 2015**

Absolutes/col percents

Table 1  
**Q1. Which of the following would you say are the most important British values?**  
**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng-land & Wales	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2017	928	1089	168	300	424	370	332	423	751	546	274	446	1855	536	509	514	296	162
Weighted base	2017	988	1029	242	323	383	343	302	423	544	585	423	464	1842	513	532	506	291	175
Freedom of speech	918 46%	468 47%	450 44%	73 30%	112 35%	155 41%	168 49%	157 52%	253 60%	257 47%	254 43%	191 45%	216 47%	848 46%	222 43%	227 43%	259 51%	141 48%	70 40%
Respect for the rule of law	657 33%	335 34%	323 31%	47 19%	65 20%	98 26%	120 35%	128 42%	199 47%	171 31%	171 29%	160 38%	154 33%	603 33%	154 30%	202 38%	152 30%	94 32%	54 31%
Fairness	443 22%	222 23%	220 21%	52 21%	60 19%	90 23%	81 24%	85 28%	75 18%	128 24%	121 21%	99 23%	95 20%	410 22%	101 20%	118 22%	120 24%	71 25%	32 19%
Tolerance of others	526 26%	248 25%	279 27%	40 16%	93 29%	90 24%	93 27%	83 28%	127 30%	166 30%	163 28%	83 20%	115 25%	483 26%	125 24%	152 29%	128 25%	77 27%	44 25%
A sense of humour	592 29%	313 32%	279 27%	57 24%	87 27%	120 31%	123 36%	80 26%	125 29%	154 28%	166 28%	139 33%	133 29%	546 30%	141 27%	152 28%	149 29%	104 36%	46 27%
Equality	465 23%	218 22%	247 24%	82 34%	96 30%	99 26%	63 18%	64 21%	62 15%	110 20%	123 21%	116 27%	115 25%	410 22%	131 25%	104 19%	115 23%	61 21%	55 31%
Politeness	537 27%	231 23%	305 30%	54 22%	96 30%	132 34%	104 30%	70 23%	79 19%	126 23%	148 25%	141 33%	122 26%	491 27%	133 26%	152 29%	139 27%	67 23%	46 26%
Political freedom	400 20%	217 22%	183 18%	28 12%	41 13%	62 16%	78 23%	73 24%	117 28%	132 24%	118 20%	74 17%	77 17%	365 20%	92 18%	96 18%	103 20%	74 25%	35 20%
Responsibility	273 14%	127 13%	146 14%	48 20%	46 14%	41 11%	42 12%	40 13%	57 13%	73 13%	81 14%	52 12%	67 14%	252 14%	73 14%	75 14%	67 13%	38 13%	20 12%
Religious freedom	270 13%	138 14%	132 13%	25 10%	34 10%	38 10%	44 13%	44 14%	85 20%	83 15%	79 14%	41 10%	67 14%	241 13%	75 15%	55 10%	74 15%	36 12%	29 17%
Aspiration	74 4%	44 4%	30 3%	18 8%	20 6%	14 4%	8 2%	6 2%	7 2%	30 6%	13 2%	12 3%	18 4%	70 4%	16 3%	16 3%	25 5%	14 5%	4 2%
Multiculturalism	196 10%	89 9%	106 10%	34 14%	44 14%	50 13%	31 9%	19 6%	17 4%	70 13%	69 12%	23 5%	34 7%	172 9%	71 14%	46 9%	36 7%	19 6%	24 14%
Curiosity	55 3%	26 3%	29 3%	15 6%	13 4%	11 3%	6 2%	6 2%	3 1%	12 2%	18 3%	12 3%	13 3%	50 3%	14 3%	18 3%	16 3%	3 1%	5 3%
Don't know	127 6%	51 5%	76 7%	30 12%	30 9%	37 10%	10 3%	4 1%	15 4%	17 3%	51 9%	22 5%	36 8%	114 6%	38 8%	40 8%	22 4%	14 5%	12 7%

**British Values Survey**  
**ONLINE Fieldwork : 11th-12th February 2015**

Absolutes/col percents

Table 1  
**Q1. Which of the following would you say are the most important British values?**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2017	534	539	120	306	102	77	8	9	9	291	619	476	357
Weighted base	2017	511	544	118	323	93	83	9	8	7	292	596	477	347
Freedom of speech	918 46%	243 48%	233 43%	52 44%	171 53%	48 52%	35 42%	6 73%	2 29%	6 92%	110 38%	292 49%	216 45%	165 48%
Respect for the rule of law	657 33%	202 39%	158 29%	34 29%	141 44%	18 19%	25 30%	1 10%	2 19%	1 9%	82 28%	247 41%	146 31%	104 30%
Fairness	443 22%	121 24%	129 24%	22 18%	79 24%	20 22%	14 17%	2 21%	2 26%	1 19%	50 17%	140 24%	108 23%	77 22%
Tolerance of others	526 26%	143 28%	138 25%	33 28%	60 19%	38 41%	20 24%	1 10%	-	2 35%	82 28%	148 25%	120 25%	117 34%
A sense of humour	592 29%	147 29%	155 28%	36 31%	110 34%	23 24%	32 39%	3 37%	2 25%	1 15%	74 25%	169 28%	140 29%	105 30%
Equality	465 23%	102 20%	154 28%	29 25%	39 12%	30 32%	31 37%	-	1 14%	1 20%	70 24%	107 18%	136 29%	75 22%
Politeness	537 27%	133 26%	128 24%	32 27%	116 36%	18 19%	21 26%	1 14%	4 47%	-	68 23%	167 28%	106 22%	95 27%
Political freedom	400 20%	120 24%	104 19%	15 12%	77 24%	22 24%	17 21%	6 66%	-	3 50%	36 12%	139 23%	92 19%	63 18%
Responsibility	273 14%	64 13%	71 13%	21 18%	56 17%	11 12%	5 6%	1 7%	4 47%	1 8%	33 11%	75 13%	65 14%	43 12%
Religious freedom	270 13%	88 17%	63 12%	16 14%	43 13%	9 10%	7 9%	2 28%	-	1 13%	40 14%	97 16%	56 12%	44 13%
Aspiration	74 4%	20 4%	23 4%	9 8%	11 3%	1 1%	-	2 25%	-	-	5 2%	28 5%	20 4%	11 3%
Multiculturalism	196 10%	39 8%	62 11%	12 10%	8 2%	26 28%	11 13%	1 10%	-	1 10%	37 13%	37 6%	42 9%	37 11%
Curiosity	55 3%	8 2%	23 4%	4 3%	3 1%	4 5%	3 4%	-	1 15%	-	7 2%	13 2%	19 4%	7 2%
Don't know	127 6%	15 3%	33 6%	6 5%	7 2%	1 2%	5 6%	-	-	-	49 17%	21 4%	27 6%	16 5%

## British Values Survey

### ONLINE Fieldwork : 11th-12th February 2015

Absolutes/col percents

Table 10

**Q2. Election manifestos are produced by political parties at election time to outline the policies they commit to introducing if elected. Which three of the following policies would you most like to see political parties include as manifesto promises to introduce after the next General Election?**

**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2017	928	1089	168	300	424	370	332	423	751	546	274	446	1855	536	509	514	296	162
Weighted base	2017	988	1029	242	323	383	343	302	423	544	585	423	464	1842	513	532	506	291	175
Protecting the NHS	1207	532	675	122	193	255	205	176	256	316	350	239	301	1089	296	301	314	178	118
	60%	54%	66%	50%	60%	67%	60%	58%	60%	58%	60%	57%	65%	59%	58%	57%	62%	61%	67%
A cap on immigration into Britain from the European Union	920	405	515	54	118	172	181	172	223	200	236	235	249	860	225	262	245	128	60
	46%	41%	50%	22%	36%	45%	53%	57%	53%	37%	40%	56%	54%	47%	44%	49%	48%	44%	34%
A referendum on Britain's EU membership	529	301	228	22	39	76	94	116	181	129	148	118	134	502	139	146	143	74	27
	26%	31%	22%	9%	12%	20%	27%	38%	43%	24%	25%	28%	29%	27%	27%	28%	28%	25%	15%
Boosting the number of apprenticeships and vocational training to young people	502	193	309	68	59	83	96	90	105	161	152	91	98	451	133	132	112	74	51
	25%	20%	30%	28%	18%	22%	28%	30%	25%	30%	26%	22%	21%	24%	26%	25%	22%	25%	29%
Longer jail sentences for criminals	338	156	182	39	61	73	66	46	53	72	88	89	88	307	83	79	98	47	31
	17%	16%	18%	16%	19%	19%	19%	15%	13%	13%	15%	21%	19%	17%	16%	15%	19%	16%	18%
Tax cuts	319	145	174	75	75	75	48	23	24	76	82	100	60	299	93	91	71	44	20
	16%	15%	17%	31%	23%	19%	14%	8%	6%	14%	14%	24%	13%	16%	18%	17%	14%	15%	11%
Increasing tax paid on expensive houses (eg. Mansion tax or higher council tax band)	315	173	142	44	62	60	48	40	62	101	88	53	73	290	79	90	77	44	25
	16%	17%	14%	18%	19%	16%	14%	13%	15%	19%	15%	13%	16%	16%	15%	17%	15%	15%	14%
Scrapping the Human Rights Act	305	189	116	13	27	48	47	57	113	88	78	60	79	290	83	80	80	46	15
	15%	19%	11%	5%	8%	12%	14%	19%	27%	16%	13%	14%	17%	16%	16%	15%	16%	16%	9%
Ending austerity	274	167	107	14	47	59	65	42	47	89	70	53	62	236	60	63	71	42	38
	14%	17%	10%	6%	15%	15%	19%	14%	11%	16%	12%	13%	13%	13%	12%	12%	14%	14%	22%
Reducing the number of MPs	243	148	95	25	34	41	36	43	65	77	78	35	53	210	55	57	56	42	33
	12%	15%	9%	10%	10%	11%	10%	14%	15%	14%	13%	8%	11%	11%	11%	11%	11%	14%	19%

## British Values Survey

### ONLINE Fieldwork : 11th-12th February 2015

Absolutes/col percents

Table 10

**Q.2 Election manifestos are produced by political parties at election time to outline the policies they commit to introducing if elected. Which three of the following policies would you most like to see political parties include as manifesto promises to introduce after the next General Election?**

**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Weighted base	2017	988	1029	242	323	383	343	302	423	544	585	423	464	1842	513	532	506	291	175
Further constitutional reform, such as English Votes for English law and more power from Scotland, Wales and Northern Ireland	209 10%	119 12%	89 9%	24 10%	32 10%	28 7%	27 8%	39 13%	58 14%	71 13%	65 11%	28 7%	45 10%	155 8%	28 5%	54 10%	40 8%	34 12%	53 30%
Introduction of further restrictions such as, restricting alcohol sponsorship of sports teams, taxing fast food and plain packaging tobacco products	104 5%	50 5%	54 5%	21 9%	32 10%	19 5%	10 3%	9 3%	13 3%	36 7%	36 6%	8 2%	24 5%	96 5%	34 7%	21 4%	25 5%	16 6%	8 5%
Increasing money spent on defence such as renewing Trident	93 5%	58 6%	35 3%	14 6%	15 5%	17 5%	18 5%	9 3%	21 5%	27 5%	29 5%	18 4%	20 4%	87 5%	29 6%	25 5%	17 3%	16 5%	7 4%
Protecting international aid	92 5%	45 5%	48 5%	18 8%	27 8%	14 4%	11 3%	7 2%	14 3%	31 6%	42 7%	9 2%	11 2%	85 5%	27 5%	23 4%	23 5%	12 4%	7 4%
Cutting the amount of money spent by government on public services (eg. NHS, benefits, transport)	84 4%	53 5%	31 3%	27 11%	14 4%	16 4%	10 3%	9 3%	8 2%	35 6%	28 5%	14 3%	7 1%	79 4%	28 5%	25 5%	17 3%	9 3%	5 3%
Legalisation of all drugs	80 4%	56 6%	24 2%	17 7%	25 8%	15 4%	10 3%	9 3%	4 1%	19 3%	29 5%	16 4%	16 4%	74 4%	27 5%	19 4%	20 4%	7 2%	6 3%

## British Values Survey

### ONLINE Fieldwork : 11th-12th February 2015

Absolutes/col percents

Table 10

**Q.2 Election manifestos are produced by political parties at election time to outline the policies they commit to introducing if elected. Which three of the following policies would you most like to see political parties include as manifesto promises to introduce after the next General Election?**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2017	534	539	120	306	102	77	8	9	9	291	619	476	357
Weighted base	2017	511	544	118	323	93	83	9	8	7	292	596	477	347
Protecting the NHS	1207 60%	265 52%	387 71%	81 69%	129 40%	73 78%	51 61%	8 93%	4 43%	4 51%	199 68%	281 47%	323 68%	235 68%
A cap on immigration into Britain from the European Union	920 46%	263 51%	193 35%	30 25%	240 74%	18 19%	25 30%	4 48%	5 57%	4 53%	139 47%	330 55%	176 37%	134 39%
A referendum on Britain's EU membership	529 26%	186 36%	71 13%	13 11%	183 57%	17 18%	8 9%	1 17%	4 52%	3 38%	47 16%	248 42%	74 16%	74 21%
Boosting the number of apprenticeships and vocational training to young people	502 25%	140 27%	154 28%	42 36%	38 12%	32 34%	19 23%	2 22%	2 29%	1 13%	70 24%	127 21%	123 26%	102 29%
Longer jail sentences for criminals	338 17%	89 17%	83 15%	7 6%	56 17%	7 8%	13 16%	3 37%	2 26%	1 9%	59 20%	96 16%	69 14%	37 11%
Tax cuts	319 16%	66 13%	85 16%	20 17%	50 15%	12 13%	9 11%	- -	* 5%	- -	66 23%	74 12%	81 17%	39 11%
Increasing tax paid on expensive houses (eg. Mansion tax or higher council tax band)	315 16%	29 6%	147 27%	27 23%	23 7%	28 30%	16 20%	1 10%	2 29%	- -	40 14%	40 7%	100 21%	82 24%
Scrapping the Human Rights Act	305 15%	124 24%	32 6%	8 7%	106 33%	5 5%	4 4%	- -	* 5%	1 19%	27 9%	181 30%	40 8%	32 9%
Ending austerity	274 14%	28 6%	118 22%	22 19%	15 5%	26 28%	29 35%	2 25%	1 12%	2 30%	24 8%	38 6%	96 20%	58 17%
Reducing the number of MPs	243 12%	54 11%	56 10%	11 9%	33 10%	15 16%	22 27%	1 10%	1 14%	1 10%	37 13%	70 12%	58 12%	36 10%
Further constitutional reform, such as English Votes for English law and more power from Scotland, Wales and Northern Ireland	209 10%	69 14%	33 6%	10 8%	24 7%	12 13%	33 39%	- -	- -	2 23%	23 8%	71 12%	43 9%	36 10%

## British Values Survey

### ONLINE Fieldwork : 11th-12th February 2015

Absolutes/col percents

Table 10

**Q.2 Election manifestos are produced by political parties at election time to outline the policies they commit to introducing if elected. Which three of the following policies would you most like to see political parties include as manifesto promises to introduce after the next General Election?**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democr- at
Weighted base	2017	511	544	118	323	93	83	9	8	7	292	596	477	347
Introduction of further restrictions such as, restricting alcohol sponsorship of sports teams, taxing fast food and plain packaging tobacco products	104	22	27	18	1	5	2	1	-	1	22	26	23	23
		5%	4%	5%	*	5%	3%	7%	-	7%	7%	4%	5%	7%
Increasing money spent on defence such as renewing Trident	93	38	20	6	13	4	3	-	-	1	5	40	21	9
		5%	7%	4%	5%	4%	4%	-	-	10%	2%	7%	4%	3%
Protecting international aid	92	16	38	14	3	7	2	-	-	1	8	17	25	30
		5%	3%	7%	12%	1%	7%	2%	-	12%	3%	3%	5%	9%
Cutting the amount of money spent by government on public services (eg. NHS, benefits, transport)	84	32	19	5	10	1	-	1	-	-	18	29	16	14
		4%	6%	4%	4%	3%	1%	-	7%	-	6%	5%	3%	4%
Legalisation of all drugs	80	18	15	7	12	10	3	-	-	1	10	21	16	16
		4%	3%	3%	6%	4%	11%	3%	-	10%	3%	4%	3%	5%