

Public Sector and Outsourcing Issues Poll

06/05/2014

Prepared on behalf of We Own It



Methodology

Fieldwork Dates

2nd to 3rd May 2014

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ in Great Britain

Sample Size

1,005

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by age, sex, region, household income, education and past vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the results of the 2010 General Election.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,005 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

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Table 3
Q3. There is a current debate over which public services should continue to be run by the government and which should be given to private companies to run on the government's behalf ("outsourced"). For each of the following services, do you think it is appropriate for the government to outsource them to be run by private (for profit) companies?

Prisons
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Appropriate	284	155	128	83	114	30	56	98	64	31	14	80	58	18	54	78	53	65	70	96	12	12	31	104	57	67	52	63	106	62
	28.2%	31.8%	24.8%	28.9%	32.1%	20.1%	26.6%	36.9%	29.9%	18.3%	20.2%	45.3%	27.4%	35.5%	25.0%	26.7%	26.0%	32.9%	29.6%	26.1%	12.5%	21.3%	36.0%	28.2%	35.8%	28.8%	33.3%	25.7%	27.6%	28.5%
Not appropriate	559	277	282	131	200	98	131	141	114	122	52	80	123	26	141	186	132	93	130	203	60	21	43	223	74	134	77	148	216	117
	55.6%	56.8%	54.5%	45.3%	56.3%	64.8%	62.1%	53.1%	53.3%	72.0%	74.7%	45.0%	57.7%	50.0%	65.7%	63.9%	64.8%	46.8%	55.3%	55.4%	60.4%	39.3%	50.3%	60.4%	46.0%	57.6%	49.0%	60.3%	56.3%	53.8%
Don't know	162	56	107	75	41	23	24	27	36	17	4	17	32	7	20	27	19	40	35	68	27	21	12	42	29	31	28	35	62	38
	16.2%	11.4%	20.7%	25.8%	11.6%	15.1%	11.3%	10.0%	16.8%	9.7%	5.1%	9.8%	15.0%	14.5%	9.4%	9.4%	9.1%	20.3%	15.1%	18.6%	27.1%	39.3%	13.7%	11.4%	18.2%	13.5%	17.7%	14.1%	16.1%	17.6%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 4
Q3. There is a current debate over which public services should continue to be run by the government and which should be given to private companies to run on the government's behalf ("outsourced"). For each of the following services, do you think it is appropriate for the government to outsource them to be run by private (for profit) companies?
Electronic tagging of prisoners
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Appropriate	388	176	212	112	148	50	78	122	79	61	24	100	85	34	71	102	81	74	104	130	18	19	36	152	70	92	71	89	148	81
	38.6%	36.0%	41.1%	38.8%	41.7%	33.5%	36.9%	45.6%	36.8%	35.9%	33.7%	56.7%	39.8%	65.6%	33.1%	35.0%	40.0%	37.1%	44.1%	35.3%	18.6%	34.7%	41.8%	41.2%	43.6%	39.5%	45.1%	36.1%	38.5%	37.2%
Not appropriate	435	238	198	99	160	71	105	110	100	94	37	48	96	14	127	162	96	83	94	161	63	16	34	163	56	100	56	117	159	104
	43.3%	48.7%	38.3%	34.4%	45.2%	47.0%	49.9%	41.4%	46.9%	55.0%	53.0%	27.1%	45.0%	27.3%	59.2%	55.6%	47.3%	41.9%	40.0%	43.9%	63.1%	29.8%	39.9%	44.2%	35.0%	43.2%	35.8%	47.5%	41.4%	47.6%
Don't know	181	75	107	77	47	29	28	35	35	15	9	29	32	4	17	27	26	42	37	77	18	19	16	54	34	40	30	41	77	33
	18.0%	15.3%	20.6%	26.7%	13.2%	19.5%	13.2%	13.0%	16.3%	9.1%	13.3%	16.2%	15.1%	7.2%	7.7%	9.4%	12.6%	21.0%	15.9%	20.8%	18.3%	35.5%	18.3%	14.6%	21.4%	17.3%	19.1%	16.5%	20.2%	15.2%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 5
Q3. There is a current debate over which public services should continue to be run by the government and which should be given to private companies to run on the government's behalf ("outsourced"). For each of the following services, do you think it is appropriate for the government to outsource them to be run by private (for profit) companies?
Accommodation for asylum seekers
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Appropriate	369	193	176	103	141	49	75	125	84	64	22	91	79	24	83	112	86	67	102	113	32	14	38	142	55	86	69	81	145	73
	36.7%	39.5%	34.1%	35.7%	39.8%	32.8%	35.6%	47.0%	39.2%	37.9%	30.9%	51.3%	37.2%	46.3%	38.7%	38.5%	42.4%	34.0%	43.4%	30.8%	32.0%	25.8%	43.9%	38.4%	34.5%	37.2%	44.1%	32.8%	37.9%	33.6%
Not appropriate	447	226	221	100	168	74	105	105	90	89	42	64	102	20	106	141	90	84	95	178	50	19	32	170	68	105	60	119	168	101
	44.5%	46.4%	42.7%	34.6%	47.3%	49.1%	50.0%	39.6%	41.9%	52.6%	60.1%	35.9%	47.9%	38.8%	49.1%	48.4%	44.2%	42.2%	40.3%	48.3%	50.6%	34.8%	37.1%	46.1%	42.4%	45.3%	38.1%	48.3%	43.6%	46.2%
Don't know	189	69	120	86	46	27	30	36	41	16	6	23	32	8	26	38	27	47	38	77	17	21	16	57	37	41	28	46	71	44
	18.8%	14.1%	23.3%	29.7%	12.9%	18.1%	14.4%	13.4%	19.0%	9.5%	8.9%	12.8%	14.9%	15.0%	12.1%	13.1%	13.3%	23.9%	16.3%	20.9%	17.4%	39.3%	18.9%	15.5%	23.1%	17.5%	17.8%	18.8%	18.5%	20.2%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Table 6
Q3. There is a current debate over which public services should continue to be run by the government and which should be given to private companies to run on the government's behalf ("outsourced"). For each of the following services, do you think it is appropriate for the government to outsource them to be run by private (for profit) companies?
GP services
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219	
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218	
Appropriate	239	115	123	72	104	30	33	81	47	34	13	68	54	17	33	49	53	44	63	79	16	6	25	90	53	49	44	60	71	64	
	23.8%	23.6%	23.9%	25.0%	29.3%	19.6%	15.7%	30.4%	21.9%	19.7%	18.4%	38.3%	25.5%	32.8%	15.2%	17.0%	26.1%	22.3%	26.6%	21.5%	16.2%	10.5%	29.5%	24.3%	33.0%	21.0%	27.9%	24.4%	18.5%	29.4%	
Not appropriate	623	317	306	150	216	97	160	160	138	125	52	84	134	29	170	222	136	117	135	234	67	29	49	237	79	158	92	151	256	123	
	62.0%	64.9%	59.2%	51.9%	60.7%	64.6%	76.2%	60.1%	64.5%	73.3%	73.9%	47.7%	63.2%	56.0%	79.0%	76.2%	67.1%	58.8%	57.4%	63.8%	67.7%	52.9%	57.6%	64.3%	49.3%	68.0%	58.9%	61.6%	66.6%	56.6%	
Don't know	143	56	87	67	35	24	17	25	29	12	5	25	24	6	12	20	14	37	38	54	16	20	11	42	29	26	21	35	57	31	
	14.2%	11.4%	16.9%	23.1%	10.0%	15.8%	8.1%	9.5%	13.6%	6.9%	7.8%	14.0%	11.3%	11.2%	5.7%	6.8%	6.9%	18.8%	16.0%	14.7%	16.1%	36.6%	12.8%	11.4%	17.8%	11.1%	13.2%	14.1%	14.9%	14.0%	
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 7
Q3. There is a current debate over which public services should continue to be run by the government and which should be given to private companies to run on the government's behalf ("outsourced"). For each of the following services, do you think it is appropriate for the government to outsource them to be run by private (for profit) companies?
Emergency services e.g ambulances
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Appropriate	207	94	114	67	81	32	28	68	45	25	10	58	46	11	33	50	33	39	54	81	14	5	19	81	48	40	41	52	75	39
	20.6%	19.2%	22.0%	23.1%	22.9%	21.0%	13.1%	25.6%	20.8%	14.4%	14.3%	33.0%	21.6%	22.2%	15.6%	17.2%	16.2%	19.6%	23.0%	22.2%	14.3%	9.1%	22.8%	22.0%	29.8%	17.1%	26.1%	21.2%	19.5%	18.0%
Not appropriate	656	336	320	151	239	99	167	178	138	134	54	96	139	34	171	223	151	125	147	232	71	31	56	240	84	169	95	160	255	146
	65.3%	68.8%	61.9%	52.3%	67.3%	66.0%	79.1%	66.7%	64.5%	78.7%	77.6%	54.1%	65.3%	66.6%	79.6%	76.8%	74.5%	62.8%	62.4%	63.1%	71.4%	56.5%	65.1%	65.2%	52.4%	72.9%	60.4%	64.9%	66.4%	67.2%
Don't know	142	59	83	71	35	20	16	21	31	12	6	23	28	6	10	17	19	35	34	54	14	19	10	47	29	23	21	34	54	32
	14.1%	12.0%	16.1%	24.6%	9.8%	13.0%	7.8%	7.7%	14.7%	6.9%	8.1%	12.8%	13.0%	11.1%	4.8%	6.0%	9.3%	17.6%	14.5%	14.7%	14.4%	34.4%	12.1%	12.8%	17.8%	9.9%	13.5%	13.9%	14.1%	14.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Table 8
Q3. There is a current debate over which public services should continue to be run by the government and which should be given to private companies to run on the government's behalf ("outsourced"). For each of the following services, do you think it is appropriate for the government to outsource them to be run by private (for profit) companies?
Non-emergency police services
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Appropriate	342	183	158	96	125	55	65	113	68	56	24	89	73	27	70	98	77	65	91	108	24	11	30	148	55	73	63	68	139	72
	34.0%	37.6%	30.6%	33.3%	35.1%	36.8%	31.0%	42.5%	32.0%	33.0%	35.0%	50.3%	34.1%	51.9%	32.7%	33.9%	38.2%	32.8%	38.6%	29.4%	24.1%	20.1%	35.4%	40.2%	34.1%	31.5%	40.0%	27.6%	36.2%	33.0%
Not appropriate	489	231	258	121	189	68	111	116	117	99	39	62	117	21	116	152	105	93	101	189	58	25	41	166	67	127	68	131	177	113
	48.6%	47.4%	49.8%	42.0%	53.2%	44.8%	52.7%	43.5%	54.8%	58.2%	55.9%	34.9%	54.8%	41.2%	54.0%	52.2%	51.6%	47.0%	43.0%	51.3%	58.8%	45.7%	48.0%	45.1%	41.9%	54.7%	43.3%	53.2%	46.1%	51.8%
Don't know	175	73	101	71	41	28	34	37	28	15	6	26	24	4	29	40	21	40	43	71	17	19	14	54	39	32	26	47	68	33
	17.4%	15.0%	19.6%	24.7%	11.6%	18.4%	16.3%	14.0%	13.2%	8.8%	9.0%	14.8%	11.1%	6.9%	13.3%	13.9%	10.2%	20.2%	18.3%	19.2%	17.1%	34.2%	16.6%	14.7%	24.1%	13.8%	16.7%	19.2%	17.7%	15.2%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 9
Q3. There is a current debate over which public services should continue to be run by the government and which should be given to private companies to run on the government's behalf ("outsourced"). For each of the following services, do you think it is appropriate for the government to outsource them to be run by private (for profit) companies?
Equipment and support services for the armed forces
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Appropriate	321	162	159	98	113	46	64	99	62	54	23	89	70	22	62	84	63	63	80	115	15	20	31	134	56	66	58	71	111	81
	32.0%	33.3%	30.8%	33.8%	32.0%	30.7%	30.4%	37.1%	28.9%	31.9%	32.5%	50.4%	32.7%	42.9%	28.7%	28.8%	31.2%	31.8%	34.2%	31.2%	14.9%	36.5%	36.1%	36.4%	35.2%	28.2%	37.2%	29.0%	28.9%	37.0%
Not appropriate	527	268	259	108	202	86	130	140	122	97	42	70	115	24	140	182	120	97	117	192	65	15	40	193	72	136	71	137	211	107
	52.4%	54.9%	50.1%	37.5%	56.9%	57.2%	61.9%	52.6%	56.8%	57.0%	59.8%	39.5%	54.2%	47.5%	65.0%	62.5%	59.0%	48.8%	49.8%	52.3%	65.7%	27.0%	47.1%	52.4%	45.1%	58.7%	45.5%	55.6%	55.0%	49.2%
Don't know	157	58	99	83	39	18	16	28	31	19	5	18	28	5	14	25	20	38	38	61	19	20	14	41	32	30	27	38	62	30
	15.6%	11.8%	19.2%	28.7%	11.1%	12.1%	7.7%	10.3%	14.3%	11.1%	7.7%	10.1%	13.1%	9.6%	6.3%	8.7%	9.8%	19.4%	16.0%	16.5%	19.4%	36.4%	16.8%	11.2%	19.7%	13.1%	17.4%	15.3%	16.1%	13.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 10
Q3. There is a current debate over which public services should continue to be run by the government and which should be given to private companies to run on the government's behalf ("outsourced"). For each of the following services, do you think it is appropriate for the government to outsource them to be run by private (for profit) companies?
Immigration detention centres
Base : All Respondents

	Total		Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
			Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005		473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005		488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Appropriate	332		180	152	97	132	40	64	105	70	61	18	88	68	25	67	94	75	71	77	109	16	7	39	130	68	71	59	79	123	72
	33.1%		36.9%	29.4%	33.5%	37.1%	26.6%	30.2%	39.5%	32.9%	36.0%	26.0%	49.5%	32.1%	46.4%	31.3%	32.3%	37.1%	35.7%	32.8%	29.6%	15.8%	12.6%	45.7%	35.3%	42.6%	30.7%	37.3%	32.0%	31.9%	33.2%
Not appropriate	496		243	254	112	183	85	116	129	108	87	45	69	114	19	128	166	102	86	119	188	66	26	30	187	60	123	69	124	195	108
	49.4%		49.7%	49.0%	38.9%	51.4%	56.7%	55.0%	48.6%	50.4%	51.3%	64.3%	39.1%	53.8%	37.2%	59.7%	57.1%	50.3%	43.3%	50.5%	51.3%	66.7%	48.9%	35.4%	50.7%	37.1%	52.9%	44.1%	50.4%	50.7%	49.7%
Don't know	177		65	111	80	41	25	31	32	36	21	7	20	30	7	19	31	26	42	39	70	17	21	16	52	33	38	29	43	67	37
	17.6%		13.4%	21.5%	27.6%	11.4%	16.7%	14.8%	11.9%	16.6%	12.6%	9.7%	11.4%	14.1%	14.4%	9.1%	10.6%	12.6%	20.9%	16.7%	19.1%	17.5%	38.5%	18.9%	14.0%	20.3%	16.3%	18.6%	17.6%	17.4%	17.2%
SIGMA	1005		488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 11
Q3. There is a current debate over which public services should continue to be run by the government and which should be given to private companies to run on the government's behalf ("outsourced"). For each of the following services, do you think it is appropriate for the government to outsource them to be run by private (for profit) companies?
Court services
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Appropriate	246	127	119	70	99	37	40	86	62	25	17	65	56	10	48	70	35	55	78	78	18	12	19	86	50	59	42	52	83	69
	24.5%	25.9%	23.1%	24.4%	27.8%	24.6%	19.0%	32.2%	29.0%	14.9%	24.7%	36.7%	26.4%	19.3%	22.4%	23.9%	17.0%	27.8%	33.0%	21.4%	17.9%	21.5%	22.5%	23.5%	31.4%	25.5%	26.4%	21.3%	21.7%	31.7%
Not appropriate	585	299	285	142	209	90	144	154	121	123	45	89	126	32	153	199	144	106	117	217	60	21	49	227	79	145	89	146	240	110
	58.2%	61.3%	55.2%	49.0%	59.0%	59.9%	68.2%	58.0%	56.6%	72.6%	63.9%	50.5%	59.4%	63.0%	71.1%	68.3%	71.0%	53.4%	49.7%	59.0%	60.8%	39.2%	57.2%	61.6%	49.0%	62.6%	56.6%	59.3%	62.6%	50.4%
Don't know	174	62	112	77	47	23	27	26	31	21	8	23	30	9	14	23	24	37	41	72	21	21	17	55	31	28	27	48	61	39
	17.3%	12.7%	21.7%	26.6%	13.2%	15.5%	12.8%	9.8%	14.4%	12.6%	11.4%	12.7%	14.2%	17.8%	6.5%	7.8%	12.0%	18.8%	17.2%	19.6%	21.2%	39.3%	20.4%	15.0%	19.6%	11.9%	17.0%	19.4%	15.8%	17.9%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
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Table 12
Q4. For each of the following services, how comfortable would you be using that service if you knew it was provided by a private company such as G4S, Serco, Atos or Capita?
GP services
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Very comfortable	68	28	40	29	27	5	7	16	21	14	4	21	17	6	6	11	24	9	11	24	4	5	6	21	19	14	14	11	28	14
	6.8%	5.8%	7.6%	10.1%	7.7%	3.2%	3.2%	6.2%	9.7%	8.0%	5.4%	11.6%	7.9%	10.8%	2.9%	3.9%	11.7%	4.7%	4.8%	6.4%	3.6%	8.9%	6.8%	5.6%	12.0%	6.0%	9.2%	4.5%	7.3%	6.6%
Somewhat comfortable	151	74	77	67	60	5	20	45	29	16	6	38	32	10	29	37	31	36	43	40	9	4	21	50	34	33	37	33	45	35
	15.0%	15.1%	14.9%	23.1%	16.8%	3.0%	9.5%	16.8%	13.5%	9.6%	8.6%	21.5%	15.0%	19.1%	13.7%	12.9%	15.4%	18.3%	18.5%	10.8%	8.8%	7.2%	24.5%	13.5%	21.2%	14.1%	23.6%	13.6%	11.8%	16.2%
Somewhat uncomfortable	215	104	111	41	77	40	57	72	48	28	7	51	48	15	48	59	40	39	52	84	18	16	12	91	20	58	25	67	86	38
	21.4%	21.3%	21.5%	14.1%	21.8%	26.5%	27.0%	26.9%	22.5%	16.5%	10.1%	29.0%	22.7%	28.6%	22.4%	20.2%	19.5%	19.5%	22.0%	22.9%	17.8%	29.6%	14.1%	24.7%	12.5%	24.8%	15.6%	27.2%	22.3%	17.3%
Very uncomfortable	441	241	200	89	158	74	119	118	86	105	49	52	90	18	120	166	91	79	102	168	50	23	37	166	62	99	61	107	172	101
	43.9%	49.4%	38.6%	30.8%	44.6%	49.2%	56.7%	44.2%	40.2%	61.9%	70.5%	29.2%	42.5%	35.0%	55.8%	57.0%	44.9%	39.8%	43.5%	45.8%	50.2%	42.3%	43.2%	45.1%	38.8%	42.7%	38.7%	43.6%	44.8%	46.1%
Don't know	131	41	90	64	32	27	7	16	30	7	4	15	25	3	11	17	17	35	27	52	19	7	10	41	25	29	20	27	53	30
	13.0%	8.4%	17.3%	22.0%	9.1%	18.1%	3.5%	5.9%	14.2%	4.0%	5.4%	8.7%	11.9%	6.5%	5.2%	5.9%	8.5%	17.7%	11.3%	14.0%	19.6%	12.1%	11.4%	11.2%	15.6%	12.4%	12.9%	11.2%	13.8%	13.7%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 13
Q4. For each of the following services, how comfortable would you be using that service if you knew it was provided by a private company such as G4S, Serco, Atos or Capita?
Emergency services e.g ambulances
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village/Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Very comfortable	62	20	42	27	24	6	6	16	23	9	4	19	21	1	7	13	22	5	14	22	4	4	7	11	21	14	14	9	33	7
	6.2%	4.0%	8.2%	9.3%	6.7%	3.8%	2.6%	6.0%	10.9%	5.2%	5.6%	10.8%	10.1%	2.3%	3.2%	4.4%	10.8%	2.4%	5.8%	5.9%	3.6%	6.8%	8.7%	3.0%	13.3%	6.1%	8.8%	3.6%	8.5%	3.0%
Somewhat comfortable	144	69	75	55	54	14	20	50	20	20	3	47	25	12	22	30	40	33	30	41	5	3	16	63	24	33	27	41	45	30
	14.3%	14.2%	14.4%	19.0%	15.3%	9.5%	9.7%	18.9%	9.2%	11.6%	4.3%	26.4%	11.8%	24.2%	10.3%	10.2%	19.5%	16.6%	12.9%	11.1%	5.1%	5.1%	18.7%	17.1%	14.7%	14.4%	17.4%	16.6%	11.8%	14.0%
Somewhat uncomfortable	234	121	113	69	87	25	53	69	51	36	10	41	58	14	55	65	42	40	59	91	19	17	18	88	32	58	39	55	87	52
	23.2%	24.7%	21.8%	23.8%	24.4%	16.9%	25.0%	26.0%	24.1%	21.3%	14.1%	22.9%	27.4%	27.2%	25.7%	22.5%	20.7%	20.3%	25.0%	24.8%	19.3%	32.2%	20.7%	23.8%	19.8%	24.8%	25.0%	22.3%	22.7%	24.0%
Very uncomfortable	433	238	195	73	160	78	123	116	88	98	50	55	81	20	120	165	85	84	103	160	51	24	36	165	58	98	58	114	162	98
	43.1%	48.8%	37.7%	25.2%	45.0%	51.8%	58.2%	43.6%	41.4%	57.7%	72.1%	30.9%	38.0%	39.0%	56.0%	56.8%	42.0%	42.5%	43.9%	43.6%	51.0%	43.8%	42.0%	44.8%	36.1%	42.2%	36.9%	46.5%	42.2%	45.2%
Don't know	133	41	92	66	30	27	9	15	31	7	3	16	27	4	11	18	14	36	29	53	21	7	8	42	26	29	19	27	57	30
	13.2%	8.3%	17.8%	22.8%	8.6%	18.0%	4.5%	5.5%	14.5%	4.3%	3.9%	9.0%	12.7%	7.3%	4.9%	6.1%	7.0%	18.2%	12.3%	14.5%	21.1%	12.1%	9.9%	11.3%	16.1%	12.5%	11.9%	11.0%	14.8%	13.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 14
Q4. For each of the following services, how comfortable would you be using that service if you knew it was provided by a private company such as G4S, Serco, Atos or Capita?
Non-emergency police services
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Very comfortable	95	49	47	41	39	7	8	27	28	11	6	30	23	4	14	23	35	23	15	23	7	3	7	40	21	16	20	12	43	21
	9.5%	10.0%	9.0%	14.4%	11.0%	4.3%	3.9%	10.1%	13.1%	6.2%	8.1%	17.0%	10.6%	8.7%	6.6%	8.0%	17.2%	11.6%	6.2%	6.2%	6.8%	5.9%	8.4%	10.9%	13.2%	6.9%	12.4%	5.0%	11.2%	9.5%
Somewhat comfortable	259	113	145	85	92	38	45	93	44	37	14	69	54	24	47	60	54	53	82	69	16	11	27	96	41	64	47	74	90	48
	25.7%	23.2%	28.1%	29.3%	25.8%	25.0%	21.2%	34.8%	20.4%	22.0%	20.4%	38.7%	25.4%	46.4%	22.1%	20.5%	26.5%	26.7%	35.0%	18.9%	15.8%	20.9%	31.4%	26.2%	25.3%	27.5%	29.7%	30.2%	23.4%	21.9%
Somewhat uncomfortable	221	110	110	41	88	29	62	65	55	30	15	39	45	10	48	64	47	35	49	88	18	19	16	75	38	55	31	54	89	47
	22.0%	22.6%	21.4%	14.3%	24.9%	19.6%	29.3%	24.3%	25.9%	17.4%	21.5%	22.1%	21.1%	19.2%	22.2%	22.2%	23.2%	17.7%	21.0%	24.0%	18.2%	35.7%	18.5%	20.5%	23.4%	23.6%	19.6%	22.0%	23.2%	21.5%
Very uncomfortable	271	161	110	55	99	45	71	59	50	83	32	22	57	10	86	116	50	47	62	112	33	13	25	101	36	62	39	77	90	65
	27.0%	33.0%	21.2%	19.1%	28.0%	30.2%	33.6%	22.3%	23.3%	49.1%	45.7%	12.6%	26.6%	19.4%	39.9%	40.0%	24.8%	23.7%	26.1%	30.5%	33.4%	24.8%	29.6%	27.3%	22.5%	26.7%	24.7%	31.4%	23.3%	30.0%
Don't know	159	54	105	66	36	31	25	23	37	9	3	17	35	3	20	27	17	40	27	75	26	7	10	56	25	36	21	28	73	37
	15.9%	11.2%	20.3%	22.9%	10.2%	20.9%	12.0%	8.6%	17.2%	5.3%	4.3%	9.6%	16.3%	6.3%	9.2%	9.3%	8.3%	20.3%	11.6%	20.4%	25.9%	12.8%	12.1%	15.1%	15.7%	15.3%	13.5%	11.4%	18.9%	17.1%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 15
Q4. For each of the following services, how comfortable would you be using that service if you knew it was provided by a private company such as G4S, Serco, Atos or Capita?
Security for public events
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Very comfortable	136	62	75	63	47	13	14	33	29	28	9	29	38	11	25	37	41	30	23	42	5	8	10	52	30	30	29	28	57	22
	13.6%	12.6%	14.5%	21.8%	13.3%	8.6%	6.4%	12.4%	13.6%	16.2%	12.7%	16.3%	18.0%	21.7%	11.6%	12.7%	20.4%	15.2%	9.7%	11.5%	5.0%	14.5%	11.7%	14.2%	19.0%	12.9%	18.5%	11.5%	14.7%	10.3%
Somewhat comfortable	300	138	162	93	102	42	63	108	47	45	16	73	53	20	61	75	70	65	70	96	27	7	31	117	42	75	45	77	112	68
	29.9%	28.3%	31.4%	32.2%	28.8%	28.1%	29.9%	40.6%	22.2%	26.5%	23.3%	41.5%	25.0%	39.3%	28.4%	25.7%	34.7%	32.7%	29.5%	26.1%	27.4%	13.0%	36.1%	31.8%	26.1%	32.5%	28.4%	31.2%	29.1%	31.0%
Somewhat uncomfortable	211	107	103	33	83	28	67	59	58	31	12	36	47	8	50	71	37	27	59	86	24	19	14	71	31	52	34	56	67	53
	21.0%	22.0%	20.0%	11.5%	23.3%	18.6%	31.7%	22.0%	27.3%	18.2%	16.8%	20.1%	22.1%	14.9%	23.3%	24.5%	18.4%	13.8%	25.1%	23.4%	24.3%	34.3%	15.8%	19.2%	19.1%	22.6%	21.6%	22.9%	17.4%	24.5%
Very uncomfortable	204	136	68	36	83	30	54	42	43	51	30	16	48	9	63	85	38	38	50	78	22	14	17	79	28	44	27	50	84	44
	20.3%	27.8%	13.2%	12.6%	23.5%	19.9%	25.9%	15.9%	20.2%	30.3%	42.6%	9.0%	22.7%	16.7%	29.1%	29.1%	18.8%	19.3%	21.2%	21.1%	22.6%	26.1%	19.6%	21.5%	17.3%	18.9%	17.0%	20.2%	21.8%	20.2%
Don't know	153	45	108	63	40	37	13	24	36	15	3	23	26	4	16	23	16	38	34	66	21	7	14	49	30	30	23	35	65	31
	15.3%	9.3%	20.9%	21.9%	11.2%	24.8%	6.1%	9.1%	16.6%	8.8%	4.7%	13.1%	12.2%	7.3%	7.6%	8.0%	7.7%	19.1%	14.5%	17.9%	20.7%	12.1%	16.8%	13.3%	18.5%	13.1%	14.4%	14.2%	17.0%	14.1%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 16
Q4. For each of the following services, how comfortable would you be using that service if you knew it was provided by a private company such as G4S, Serco, Atos or Capita?
Court services
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Very comfortable	63	25	38	28	25	3	7	20	13	7	5	12	17	6	16	23	20	15	11	16	4	7	8	20	9	15	17	10	24	11
	6.2%	5.1%	7.3%	9.8%	6.9%	2.1%	3.2%	7.6%	6.3%	3.9%	7.0%	7.0%	8.0%	10.8%	7.5%	7.7%	10.0%	7.5%	4.8%	4.5%	4.1%	13.5%	9.2%	5.3%	5.4%	6.6%	10.7%	4.2%	6.4%	5.1%
Somewhat comfortable	209	105	104	67	87	14	42	65	49	23	11	57	48	9	38	49	51	41	58	59	19	7	19	60	47	57	36	45	69	58
	20.8%	21.6%	20.1%	23.1%	24.4%	9.3%	20.0%	24.3%	23.0%	13.6%	15.5%	32.0%	22.6%	18.2%	17.8%	16.9%	25.3%	20.6%	24.6%	15.9%	19.1%	12.1%	22.5%	16.3%	29.2%	24.6%	23.2%	18.5%	18.0%	26.8%
Somewhat uncomfortable	259	132	127	68	87	36	68	79	60	42	14	48	61	20	51	67	61	51	50	97	14	18	22	109	39	56	40	66	110	44
	25.8%	27.0%	24.6%	23.5%	24.4%	24.1%	32.3%	29.6%	28.2%	24.7%	20.5%	27.3%	28.8%	39.6%	23.9%	23.1%	30.1%	25.6%	21.3%	26.4%	14.2%	32.9%	26.3%	29.5%	24.5%	24.0%	25.4%	26.7%	28.6%	20.0%
Very uncomfortable	308	176	132	64	118	53	74	73	57	86	34	33	57	13	94	130	55	53	75	125	34	15	25	125	37	71	40	85	118	66
	30.7%	36.1%	25.6%	22.1%	33.2%	34.9%	35.2%	27.6%	26.6%	50.6%	49.1%	18.9%	26.9%	24.7%	43.7%	44.7%	27.3%	26.9%	31.9%	33.9%	34.4%	28.0%	29.4%	33.9%	23.1%	30.5%	25.1%	34.6%	30.7%	30.2%
Don't know	166	50	116	62	39	45	19	29	34	12	5	26	29	3	15	22	15	39	41	71	28	7	11	55	29	33	24	39	63	39
	16.5%	10.2%	22.4%	21.6%	11.0%	29.6%	9.2%	10.9%	15.9%	7.2%	7.8%	14.8%	13.7%	6.6%	7.2%	7.6%	7.4%	19.4%	17.4%	19.3%	28.2%	13.6%	12.6%	15.0%	17.8%	14.3%	15.5%	16.0%	16.4%	17.9%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 17
Q5. For each of the following services, how comfortable would you be using that service if you knew it was provided by the public sector?
GP services
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Very comfortable	334	188	146	83	121	50	79	91	83	72	23	54	84	22	74	107	88	57	68	121	30	16	20	121	62	84	50	70	139	75
	33.2%	38.5%	28.2%	28.9%	34.1%	33.3%	37.7%	34.1%	38.6%	42.3%	32.6%	30.2%	39.7%	43.3%	34.2%	36.7%	43.4%	28.7%	28.7%	33.0%	30.0%	29.0%	23.6%	32.9%	38.7%	36.0%	31.7%	28.3%	36.2%	34.6%
Somewhat comfortable	321	148	173	101	133	32	55	87	69	47	24	67	58	18	65	89	73	68	74	106	27	7	41	128	48	72	59	81	107	74
	32.0%	30.3%	33.5%	35.0%	37.5%	21.0%	26.1%	32.6%	32.1%	27.7%	34.4%	38.0%	27.3%	35.2%	30.1%	30.7%	36.2%	34.0%	31.3%	28.9%	27.3%	12.5%	47.4%	34.6%	29.7%	30.9%	37.5%	32.8%	28.0%	34.1%
Somewhat uncomfortable	111	53	58	22	37	19	33	42	24	11	5	32	28	4	27	30	20	20	25	45	5	15	4	43	16	29	20	46	29	17
	11.1%	10.9%	11.2%	7.7%	10.5%	12.4%	15.7%	15.8%	11.4%	6.3%	7.5%	18.0%	13.1%	7.5%	12.4%	10.5%	9.9%	10.0%	10.6%	12.4%	4.5%	26.8%	4.9%	11.7%	10.2%	12.3%	12.9%	18.5%	7.5%	7.7%
Very uncomfortable	111	54	58	22	32	24	33	29	14	32	12	10	21	5	31	40	8	17	37	50	16	11	11	40	8	22	15	24	48	25
	11.1%	11.0%	11.1%	7.5%	9.1%	16.2%	15.7%	10.7%	6.5%	18.8%	17.3%	5.5%	9.8%	9.7%	14.5%	13.6%	3.9%	8.3%	15.9%	13.5%	16.0%	20.0%	13.4%	10.9%	4.8%	9.3%	9.5%	9.6%	12.4%	11.6%
Don't know	127	45	82	60	31	26	10	18	24	8	6	15	22	2	19	25	13	38	32	45	22	6	9	36	27	27	13	26	62	26
	12.7%	9.2%	15.9%	20.9%	8.7%	17.1%	4.8%	6.8%	11.3%	4.8%	8.2%	8.3%	10.1%	4.3%	8.7%	8.5%	6.6%	19.0%	13.5%	12.1%	22.2%	11.6%	10.8%	9.9%	16.6%	11.5%	8.4%	10.7%	16.0%	11.9%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 18
Q5. For each of the following services, how comfortable would you be using that service if you knew it was provided by the public sector?
Emergency services e.g. ambulances
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Very comfortable	347	190	158	97	124	47	79	94	83	71	23	56	88	22	80	111	93	64	68	122	30	15	26	132	65	79	56	72	138	81
	34.5%	38.8%	30.5%	33.5%	34.8%	31.5%	37.7%	35.4%	39.0%	42.1%	33.2%	31.8%	41.4%	43.3%	37.0%	38.0%	46.0%	32.4%	28.8%	33.2%	29.9%	27.0%	30.1%	35.8%	40.5%	34.0%	35.4%	29.2%	36.0%	37.4%
Somewhat comfortable	311	145	166	88	129	38	57	89	67	44	24	65	55	16	61	89	71	61	80	100	30	9	35	119	43	74	53	79	112	68
	31.0%	29.7%	32.2%	30.4%	36.3%	25.0%	27.2%	33.6%	31.3%	26.1%	34.0%	36.9%	25.7%	30.9%	28.5%	30.6%	34.9%	30.7%	33.9%	27.2%	30.5%	17.2%	41.4%	32.3%	27.0%	32.0%	33.5%	32.0%	29.2%	31.2%
Somewhat uncomfortable	111	47	64	28	34	24	26	38	28	15	7	32	27	5	20	25	17	18	23	52	11	14	3	41	14	29	16	38	36	20
	11.1%	9.7%	12.4%	9.7%	9.5%	15.6%	12.4%	14.3%	13.1%	8.7%	10.3%	18.3%	12.6%	10.7%	9.4%	8.6%	8.5%	9.0%	10.0%	14.1%	11.5%	25.2%	3.0%	11.2%	8.6%	12.4%	10.5%	15.6%	9.5%	9.3%
Very uncomfortable	109	61	48	15	37	19	38	31	12	29	10	11	20	6	36	42	10	19	32	48	6	11	11	41	12	24	19	28	39	23
	10.8%	12.5%	9.2%	5.1%	10.5%	12.7%	17.9%	11.6%	5.8%	17.3%	14.4%	6.0%	9.6%	10.9%	16.8%	14.5%	4.8%	9.7%	13.6%	13.0%	6.0%	19.9%	13.1%	11.1%	7.6%	10.5%	12.4%	11.4%	10.1%	10.3%
Don't know	126	45	81	62	32	23	10	14	23	10	6	12	23	2	18	24	12	36	32	46	22	6	11	36	26	26	13	29	58	26
	12.6%	9.2%	15.7%	21.3%	8.9%	15.1%	4.8%	5.1%	10.9%	5.8%	8.2%	7.0%	10.7%	4.3%	8.4%	8.2%	5.9%	18.2%	13.8%	12.5%	22.2%	10.8%	12.3%	9.7%	16.4%	11.1%	8.3%	11.8%	15.2%	11.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 19
Q5. For each of the following services, how comfortable would you be using that service if you knew it was provided by the public sector?
Non-emergency police services
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Very comfortable	278	151	126	80	104	41	52	72	66	58	20	44	67	17	62	90	77	54	57	89	22	12	19	109	52	63	45	59	110	64
	27.7%	31.0%	24.5%	27.8%	29.4%	27.2%	24.8%	27.1%	30.9%	34.2%	29.1%	25.1%	31.3%	33.0%	28.7%	30.9%	38.2%	27.3%	24.2%	24.3%	22.4%	21.9%	22.1%	29.6%	32.5%	27.0%	29.0%	24.0%	28.6%	29.3%
Somewhat comfortable	415	198	217	117	152	57	89	131	85	64	28	83	78	27	92	118	90	75	104	147	39	14	43	152	61	106	71	102	157	85
	41.3%	40.5%	42.0%	40.4%	42.9%	37.9%	42.4%	49.0%	39.8%	37.8%	40.2%	47.1%	36.9%	52.3%	42.7%	40.7%	44.2%	37.7%	44.1%	40.0%	38.8%	25.1%	50.0%	41.3%	38.0%	45.6%	45.0%	41.5%	40.9%	39.1%
Somewhat uncomfortable	92	44	48	17	34	14	27	33	25	8	7	24	25	2	22	29	12	18	15	47	5	12	3	34	15	24	16	33	28	16
	9.2%	9.1%	9.3%	5.9%	9.6%	9.3%	12.9%	12.6%	11.5%	4.8%	9.7%	13.6%	11.8%	4.8%	10.1%	10.0%	5.8%	9.0%	6.2%	12.8%	4.6%	22.8%	3.0%	9.2%	9.6%	10.2%	10.0%	13.3%	7.2%	7.5%
Very uncomfortable	75	42	33	11	27	16	21	10	10	30	8	6	17	3	22	29	9	14	24	28	7	7	10	29	5	14	11	20	24	20
	7.4%	8.6%	6.3%	3.7%	7.6%	10.5%	9.9%	3.9%	4.7%	17.8%	11.3%	3.1%	7.8%	5.7%	10.2%	9.8%	4.3%	7.3%	10.1%	7.5%	7.5%	13.0%	11.5%	7.9%	3.2%	5.8%	7.1%	8.1%	6.2%	9.1%
Don't know	145	53	92	64	37	23	21	20	28	9	7	20	26	2	18	25	15	37	36	56	26	9	11	44	27	26	14	32	66	33
	14.4%	10.8%	17.8%	22.2%	10.4%	15.0%	10.0%	7.4%	13.0%	5.3%	9.6%	11.1%	12.2%	4.3%	8.3%	8.6%	7.5%	18.7%	15.4%	15.3%	26.6%	17.2%	13.4%	12.0%	16.7%	11.3%	8.9%	13.1%	17.1%	15.0%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 20
Q5. For each of the following services, how comfortable would you be using that service if you knew it was provided by the public sector?
Security for public events
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Very comfortable	260	150	110	77	101	35	47	71	72	60	14	44	65	17	62	85	72	50	52	87	20	7	20	96	46	71	54	56	94	56
	25.9%	30.7%	21.3%	26.5%	28.5%	23.0%	22.5%	26.6%	33.6%	35.0%	19.4%	25.1%	30.5%	33.1%	28.9%	29.3%	35.4%	25.0%	22.1%	23.6%	20.1%	12.1%	23.4%	26.2%	28.4%	30.5%	34.5%	22.6%	24.6%	25.6%
Somewhat comfortable	417	198	219	117	167	47	86	124	75	70	31	88	80	27	87	115	83	90	102	142	38	16	43	149	65	105	60	107	156	95
	41.5%	40.6%	42.3%	40.5%	47.0%	31.4%	40.6%	46.7%	35.1%	41.4%	43.8%	49.4%	37.7%	53.3%	40.5%	39.7%	41.1%	45.3%	43.4%	38.5%	38.0%	28.9%	50.2%	40.3%	40.7%	45.3%	37.9%	43.4%	40.5%	43.5%
Somewhat uncomfortable	103	46	57	22	30	23	28	30	28	13	7	17	27	4	27	37	23	12	21	46	7	10	6	46	13	21	16	22	41	24
	10.3%	9.4%	11.1%	7.5%	8.4%	15.5%	13.5%	11.3%	13.0%	7.5%	10.0%	9.5%	12.9%	7.9%	12.6%	12.6%	11.2%	6.3%	8.9%	12.5%	6.6%	19.4%	7.1%	12.5%	7.9%	9.1%	10.2%	8.8%	10.7%	11.1%
Very uncomfortable	56	36	20	8	15	7	26	10	11	13	7	2	14	1	17	21	7	9	14	27	5	9	1	26	6	10	10	11	23	13
	5.6%	7.4%	3.9%	2.9%	4.3%	4.5%	12.3%	3.7%	5.3%	7.4%	10.2%	1.0%	6.5%	1.5%	7.8%	7.2%	3.3%	4.3%	5.8%	7.5%	4.7%	15.7%	0.7%	7.1%	3.5%	4.2%	6.1%	4.3%	5.9%	6.1%
Don't know	169	59	110	65	42	39	23	31	28	15	12	26	27	2	22	33	18	38	47	66	30	13	16	51	31	25	18	51	70	30
	16.8%	12.0%	21.4%	22.6%	11.9%	25.6%	11.0%	11.8%	13.1%	8.7%	16.6%	14.9%	12.5%	4.3%	10.2%	11.3%	9.0%	19.2%	19.9%	17.9%	30.5%	23.9%	18.5%	13.9%	19.4%	11.0%	11.3%	20.8%	18.3%	13.7%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 21
Q5. For each of the following services, how comfortable would you be using that service if you knew it was provided by the public sector?
Court services
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village/Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Very comfortable	321	180	141	93	116	48	65	92	78	67	22	54	78	19	77	109	93	58	60	110	25	19	21	118	64	73	64	66	129	63
	31.9%	36.9%	27.2%	32.0%	32.6%	31.7%	31.0%	34.4%	36.6%	39.2%	31.7%	30.6%	36.8%	37.2%	35.9%	37.6%	45.6%	29.3%	25.6%	30.0%	25.4%	34.3%	24.1%	32.0%	39.8%	31.6%	40.6%	26.8%	33.5%	28.7%
Somewhat comfortable	362	168	195	94	138	43	87	116	69	53	25	79	64	21	77	101	71	77	90	124	35	7	38	141	45	96	51	93	126	92
	36.1%	34.4%	37.6%	32.7%	38.9%	28.5%	41.3%	43.7%	32.4%	31.0%	36.0%	44.4%	29.9%	41.8%	36.0%	34.7%	35.1%	38.8%	38.3%	33.8%	34.9%	12.6%	44.7%	38.2%	28.2%	41.3%	32.4%	38.0%	32.8%	42.1%
Somewhat uncomfortable	95	45	50	29	30	14	22	27	25	15	6	19	29	4	25	32	16	12	31	36	5	12	4	42	13	20	14	31	30	19
	9.5%	9.3%	9.6%	9.9%	8.5%	9.4%	10.5%	10.0%	11.8%	9.1%	8.8%	11.0%	13.4%	7.3%	11.7%	11.0%	7.9%	6.0%	13.0%	9.7%	5.1%	21.3%	4.1%	11.3%	8.3%	8.6%	9.1%	12.8%	7.8%	8.9%
Very uncomfortable	72	43	29	8	30	12	21	14	9	22	8	7	16	5	17	22	8	14	16	33	5	7	10	25	9	15	10	21	29	12
	7.1%	8.8%	5.6%	2.9%	8.6%	8.1%	9.9%	5.3%	4.4%	13.1%	11.3%	4.1%	7.3%	9.4%	8.1%	7.7%	4.0%	7.0%	7.0%	9.1%	4.7%	13.8%	12.1%	6.7%	5.5%	6.6%	6.4%	8.5%	7.5%	5.5%
Don't know	155	52	103	65	41	34	15	17	32	13	8	18	27	2	18	26	15	38	38	64	30	10	13	43	29	28	18	34	70	32
	15.4%	10.6%	19.9%	22.5%	11.5%	22.3%	7.3%	6.5%	14.9%	7.6%	12.1%	9.9%	12.6%	4.3%	8.3%	8.9%	7.4%	19.0%	16.1%	17.4%	29.9%	18.0%	15.0%	11.8%	18.2%	11.9%	11.5%	13.9%	18.3%	14.7%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 22
Q6. Which of the following is closest to your opinion?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
The relationship between the government and private outsourcing companies is too close	371	219	152	77	143	50	101	71	94	92	39	44	95	22	104	144	87	65	83	136	31	22	29	154	55	78	45	98	148	80
	36.9%	44.8%	29.4%	26.8%	40.3%	32.9%	47.8%	26.6%	43.9%	54.2%	55.3%	24.9%	44.5%	43.2%	48.6%	49.7%	42.7%	32.9%	35.1%	37.1%	31.7%	41.2%	33.8%	41.9%	34.1%	33.6%	28.9%	39.8%	38.5%	36.5%
The relationship between the government and private outsourcing companies is about right	165	93	72	55	63	15	32	70	24	24	5	53	27	15	32	42	42	43	43	38	6	7	14	57	30	50	33	30	56	46
	16.4%	19.0%	14.0%	19.1%	17.8%	10.0%	15.0%	26.4%	11.4%	14.1%	7.0%	29.8%	12.6%	28.9%	14.7%	14.3%	20.6%	21.5%	18.1%	10.4%	6.2%	13.5%	16.4%	15.3%	18.9%	21.6%	21.0%	12.2%	14.7%	21.0%
The relationship between the government and private outsourcing companies should be closer	192	90	102	59	71	29	34	61	37	29	12	49	39	9	40	47	34	34	57	66	17	4	20	76	29	45	36	57	62	38
	19.1%	18.4%	19.8%	20.4%	19.9%	19.0%	16.0%	23.1%	17.3%	17.0%	16.6%	27.9%	18.5%	18.5%	18.4%	16.3%	16.9%	17.0%	24.4%	17.9%	17.4%	7.3%	23.6%	20.6%	17.9%	19.6%	22.9%	23.1%	16.1%	17.2%
Don't Know	277	87	190	97	78	57	44	64	58	25	15	31	52	5	39	57	40	57	53	127	44	21	22	82	47	59	43	61	118	55
	27.5%	17.8%	36.7%	33.7%	21.9%	38.1%	21.1%	23.9%	27.3%	14.7%	21.1%	17.4%	24.4%	9.4%	18.3%	19.7%	19.7%	28.7%	22.4%	34.6%	44.7%	38.0%	26.2%	22.2%	29.1%	25.2%	27.1%	24.8%	30.7%	25.3%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 23
Q7. Which of the following is closest to your opinion?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
There should be more competition between private companies for government contracts	373 37.1%	230 47.1%	143 27.7%	83 28.9%	130 36.7%	49 32.3%	111 52.6%	130 48.9%	73 34.4%	67 39.2%	29 41.0%	72 40.8%	78 36.8%	29 57.5%	92 42.9%	120 41.2%	79 38.8%	95 47.9%	84 35.7%	115 31.3%	36 35.8%	16 29.9%	24 27.8%	150 40.8%	52 32.4%	94 40.4%	46 29.3%	93 37.8%	146 37.9%	88 40.5%
There should be less competition between private companies for government contracts	205 20.4%	95 19.6%	110 21.2%	68 23.5%	67 18.8%	29 19.4%	41 19.5%	28 10.6%	50 23.6%	50 29.3%	17 24.4%	24 13.3%	65 30.4%	8 16.1%	43 20.1%	61 21.0%	45 22.1%	25 12.5%	46 19.5%	89 24.1%	28 28.3%	8 15.4%	23 26.5%	87 23.6%	26 16.0%	33 14.2%	30 19.4%	46 18.5%	88 22.9%	41 18.9%
The level of competition between private companies for government contracts is about right	146 14.5%	76 15.6%	70 13.5%	48 16.6%	60 16.8%	18 11.7%	21 9.8%	57 21.5%	30 13.9%	20 11.8%	7 10.4%	46 25.7%	23 10.8%	7 14.6%	33 15.4%	43 14.8%	44 21.8%	28 14.2%	33 14.2%	40 10.9%	7 7.2%	7 12.5%	10 11.9%	51 13.9%	31 19.6%	38 16.5%	27 17.3%	38 15.6%	39 10.1%	41 19.0%
Don't know	281 28.0%	87 17.8%	194 37.6%	90 31.0%	98 27.7%	55 36.6%	38 18.0%	51 19.0%	60 28.1%	34 19.7%	17 24.1%	36 20.1%	47 22.0%	6 11.8%	46 21.5%	67 22.9%	35 17.3%	50 25.4%	72 30.5%	124 33.7%	28 28.6%	23 42.2%	29 33.7%	80 21.7%	51 32.1%	67 28.9%	53 34.0%	69 28.1%	112 29.1%	47 21.6%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 24
Q8. Which of the following is closest to your opinion?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
There is currently adequate regulation of private companies running public services	156	71	85	55	68	19	14	64	38	16	9	61	33	7	32	45	37	23	52	44	10	6	11	62	35	32	34	37	57	27
	15.5%	14.5%	16.4%	19.1%	19.1%	12.6%	6.4%	24.1%	17.6%	9.6%	12.5%	34.3%	15.3%	13.7%	14.8%	15.6%	18.2%	11.4%	21.9%	12.1%	9.6%	11.6%	13.3%	16.7%	21.6%	13.8%	21.6%	15.2%	14.8%	12.6%
There is not currently adequate regulation of private companies running public services	592	317	275	136	200	98	159	127	123	46	85	125	29	152	198	131	120	124	216	63	33	49	208	81	152	91	140	212	149	
	58.9%	64.9%	53.1%	46.9%	56.3%	64.9%	75.4%	59.6%	59.2%	72.4%	66.2%	47.9%	58.9%	57.4%	70.8%	68.1%	64.6%	60.3%	52.8%	58.7%	63.6%	61.2%	56.9%	56.3%	50.8%	65.7%	57.9%	56.8%	55.1%	68.4%
Don't know	258	100	157	98	87	34	38	43	49	31	15	31	55	15	31	48	35	56	59	107	27	15	25	99	44	48	32	69	115	41
	25.7%	20.6%	30.5%	34.0%	24.6%	22.6%	18.2%	16.3%	23.1%	18.0%	21.3%	17.7%	25.8%	28.9%	14.3%	16.4%	17.2%	28.3%	25.3%	29.2%	26.8%	27.2%	29.7%	27.0%	27.6%	20.5%	20.5%	28.0%	30.0%	19.0%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

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Table 25
Q9. To what extent do you agree with the statement "private companies running public services represents good value for money for taxpayers"?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Strongly agree	32	21	12	17	8	1	6	16	4	2	4	15	4	*	6	11	8	4	9	11	1	1	1	12	10	6	6	2	19	6
	3.2%	4.2%	2.3%	5.9%	2.3%	0.7%	2.9%	6.0%	1.7%	1.1%	6.0%	8.4%	2.1%	1.0%	2.9%	3.6%	4.0%	1.9%	4.0%	3.0%	1.1%	1.8%	1.6%	3.2%	6.3%	2.7%	3.7%	0.6%	4.9%	2.8%
Somewhat agree	157	82	76	67	54	13	23	60	29	26	4	63	23	14	27	36	44	31	45	38	5	8	17	52	34	42	38	36	50	33
	15.7%	16.7%	14.6%	23.2%	15.3%	8.5%	11.1%	22.6%	13.7%	15.3%	5.1%	35.6%	10.9%	26.5%	12.6%	12.4%	21.7%	15.5%	19.0%	10.3%	5.4%	14.1%	19.4%	14.0%	20.9%	18.0%	24.3%	14.8%	12.9%	15.3%
Neither agree nor disagree	254	102	153	72	116	26	41	51	63	38	15	36	68	16	40	55	49	56	51	99	30	17	29	91	34	53	31	67	106	50
	25.3%	20.9%	29.5%	24.8%	32.8%	17.0%	19.3%	19.2%	29.4%	22.7%	22.2%	20.3%	32.0%	31.7%	18.5%	19.0%	24.1%	28.0%	21.6%	26.9%	30.0%	30.5%	34.3%	24.8%	21.0%	22.8%	19.8%	27.2%	27.7%	23.0%
Somewhat disagree	175	98	77	35	59	27	53	44	40	41	13	20	41	11	47	59	36	34	43	61	14	11	7	75	27	41	17	47	60	51
	17.4%	20.2%	14.8%	12.3%	16.6%	18.2%	25.4%	16.6%	18.8%	24.1%	19.2%	11.5%	19.5%	21.6%	22.0%	20.4%	17.9%	17.3%	18.2%	16.7%	14.1%	20.5%	8.0%	20.4%	16.7%	17.8%	11.1%	19.1%	15.7%	23.2%
Strongly disagree	229	136	93	41	77	42	69	49	46	50	27	9	50	7	79	105	51	40	47	91	28	10	22	89	29	49	39	55	83	53
	22.8%	27.9%	18.1%	14.2%	21.8%	28.2%	32.6%	18.3%	21.7%	29.5%	38.2%	5.1%	23.3%	12.9%	36.7%	36.1%	25.0%	20.1%	19.9%	24.8%	28.2%	19.1%	25.2%	24.2%	18.0%	21.0%	24.7%	22.3%	21.7%	24.1%
Don't know	156	49	107	57	40	41	18	46	32	12	6	34	26	3	16	25	15	34	41	67	21	8	10	49	27	41	26	39	66	25
	15.5%	10.1%	20.6%	19.6%	11.2%	27.5%	8.7%	17.3%	14.7%	7.3%	9.3%	19.0%	12.2%	6.3%	7.3%	8.5%	7.3%	17.2%	17.3%	18.1%	21.2%	14.0%	11.6%	13.4%	17.0%	17.7%	16.4%	15.9%	17.2%	11.6%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 26
Q10. To what extent do you agree with the statement "private companies running public services are held accountable for their actions when things go wrong"?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Strongly agree	155	79	76	43	56	18	38	40	25	19	17	28	28	9	26	39	31	22	34	68	13	16	20	58	21	26	22	39	58	37
	15.5%	16.2%	14.8%	15.0%	15.8%	12.0%	18.1%	14.9%	11.6%	11.0%	24.5%	16.1%	13.1%	18.5%	11.9%	13.4%	15.1%	11.1%	14.6%	18.6%	13.2%	29.6%	23.9%	15.7%	13.2%	11.1%	14.1%	15.7%	15.1%	16.8%
Somewhat agree	208	93	115	67	72	32	37	75	39	36	9	69	35	13	39	46	54	37	53	63	10	9	16	73	36	59	46	52	68	42
	20.7%	19.2%	22.2%	23.0%	20.3%	21.3%	17.7%	28.2%	18.2%	21.2%	13.2%	39.0%	16.4%	26.0%	18.2%	15.7%	26.5%	18.8%	22.5%	17.1%	10.2%	16.7%	19.3%	19.9%	22.7%	25.5%	29.4%	21.1%	17.7%	19.4%
Neither agree nor disagree	171	64	107	72	69	17	13	29	43	23	8	17	54	11	21	33	29	42	37	64	23	13	14	63	29	29	20	35	79	38
	17.1%	13.2%	20.7%	25.0%	19.4%	11.5%	6.1%	10.8%	20.3%	13.6%	11.6%	9.6%	25.5%	21.7%	9.6%	11.3%	14.3%	20.9%	15.6%	17.5%	23.4%	23.6%	16.2%	17.1%	18.2%	12.7%	12.6%	14.1%	20.5%	17.5%
Somewhat disagree	223	122	101	39	77	37	71	79	42	45	19	37	44	9	63	84	35	48	56	84	27	10	14	84	35	53	35	61	75	52
	22.2%	25.0%	19.5%	13.5%	21.6%	24.4%	33.6%	29.7%	19.5%	26.3%	26.8%	21.0%	20.9%	17.4%	29.4%	28.9%	17.1%	24.3%	23.9%	22.8%	26.9%	18.3%	16.6%	22.9%	21.6%	22.9%	22.3%	24.8%	19.5%	23.9%
Strongly disagree	163	99	65	33	56	35	40	35	43	42	11	14	31	6	61	77	45	32	36	50	19	4	10	69	21	41	19	39	70	36
	16.2%	20.2%	12.5%	11.4%	15.7%	23.0%	19.2%	13.3%	20.2%	24.8%	16.0%	7.9%	14.7%	12.4%	28.6%	26.6%	22.4%	16.0%	15.3%	13.7%	18.6%	6.9%	12.2%	18.6%	12.9%	17.7%	11.9%	15.9%	18.2%	16.4%
Don't know	84	31	53	35	26	12	11	8	22	5	6	11	20	2	5	12	9	17	19	38	8	3	10	21	18	24	15	21	35	13
	8.3%	6.3%	10.3%	12.2%	7.2%	7.8%	5.3%	3.1%	10.1%	3.2%	7.9%	6.4%	9.4%	4.0%	2.4%	4.1%	4.5%	8.8%	8.2%	10.3%	7.6%	5.0%	11.9%	5.8%	11.3%	10.2%	9.6%	8.4%	9.1%	6.1%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 27
Q11. Have you heard of outsourcing company Serco?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Yes	405	246	158	86	145	68	106	122	62	94	33	79	64	32	103	133	104	81	95	124	27	10	41	182	61	81	57	121	145	83
	40.3%	50.5%	30.6%	29.8%	40.9%	45.0%	50.2%	45.7%	28.9%	55.2%	46.7%	44.5%	30.0%	63.4%	48.0%	45.9%	51.3%	40.7%	40.5%	33.7%	26.9%	18.3%	47.8%	49.4%	37.9%	34.9%	36.1%	49.1%	37.6%	38.0%
No	600	242	359	203	210	83	105	145	152	76	37	98	149	19	112	157	99	118	140	244	73	44	45	186	100	151	100	125	240	135
	59.7%	49.5%	69.4%	70.2%	59.1%	55.0%	49.8%	54.3%	71.1%	44.8%	53.3%	55.5%	70.0%	36.6%	52.0%	54.1%	48.7%	59.3%	59.5%	66.3%	73.1%	81.7%	52.2%	50.6%	62.1%	65.1%	63.9%	50.9%	62.4%	62.0%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 28
Q12. Which of the following words would you use to describe outsourcing company Serco?
Base : Respondents heard of outsourcing company Serco

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban	Suburban	Town	Village
Unweighted Total	420	243	177	64	159	73	124	128	67	92	48	78	69	34	106	144	113	107	102	97	26	9	48	178	66	90	64	129	133	94
Weighted Total	405	246	158	86	145	68	106	122	62	94	33	79	64	32	103	133	104	81	95	124	27	10	41	182	61	81	57	121	145	83
Efficient	59	27	31	16	18	14	10	22	11	8	1	19	10	2	9	12	8	13	19	17	2	-	1	35	5	15	4	22	23	11
	14.5%	11.0%	19.8%	18.8%	12.6%	20.8%	9.4%	18.1%	18.6%	8.5%	2.2%	24.3%	16.0%	5.1%	9.2%	8.8%	8.0%	16.6%	20.4%	14.1%	8.0%	-	2.4%	19.1%	8.5%	19.0%	6.2%	18.1%	15.6%	12.7%
Wasteful	121	78	43	28	34	22	37	32	26	20	12	14	25	10	31	42	35	24	17	45	11	5	15	48	20	21	16	39	44	22
	29.9%	31.6%	27.4%	33.1%	23.4%	32.9%	34.5%	26.3%	41.7%	21.6%	37.2%	18.0%	39.2%	29.6%	30.4%	31.2%	33.2%	29.4%	17.8%	36.5%	39.7%	49.0%	36.1%	26.1%	32.4%	26.4%	28.9%	32.2%	30.2%	26.9%
Corrupt	74	54	21	24	30	6	15	18	5	18	11	10	12	3	19	29	22	15	21	17	6	3	11	24	14	15	9	21	32	12
	18.4%	21.8%	13.0%	28.2%	20.4%	8.2%	14.1%	14.9%	8.5%	19.5%	33.4%	12.3%	19.1%	8.4%	18.0%	21.7%	20.7%	18.0%	22.1%	13.9%	24.2%	26.7%	26.7%	13.4%	23.8%	19.0%	15.3%	17.5%	22.3%	14.7%
Honest	16	11	5	8	1	2	6	4	2	2	-	3	2	1	2	2	3	6	1	6	*	-	1	10	*	5	4	2	5	5
	4.1%	4.6%	3.2%	9.6%	0.5%	2.8%	5.2%	3.6%	3.4%	1.7%	-	4.0%	3.1%	3.4%	2.3%	1.8%	3.0%	7.1%	1.3%	5.1%	1.3%	-	1.7%	5.7%	0.7%	5.7%	7.9%	1.3%	3.6%	6.2%
Fair	34	23	11	14	10	4	5	11	9	3	2	9	8	2	6	7	7	10	1	15	-	-	1	20	5	7	2	10	11	10
	8.3%	9.3%	6.8%	16.7%	6.9%	6.6%	4.6%	9.3%	14.3%	3.0%	5.7%	11.4%	12.3%	6.4%	6.2%	5.5%	6.9%	12.3%	1.3%	12.2%	-	-	3.3%	11.1%	7.9%	9.0%	4.1%	8.5%	7.3%	12.5%
Greedy	144	104	40	25	52	25	42	40	20	48	11	19	21	15	52	59	46	24	37	37	8	6	16	69	22	23	13	49	54	27
	35.5%	42.1%	25.4%	29.0%	35.5%	37.0%	39.9%	33.1%	32.0%	50.7%	35.0%	24.2%	33.5%	47.5%	50.1%	44.6%	43.9%	29.9%	38.8%	30.0%	29.9%	61.6%	38.1%	37.8%	36.0%	28.6%	23.2%	41.0%	37.4%	32.7%
Innovative	18	5	13	4	7	3	4	5	5	1	-	4	4	*	2	2	7	3	5	3	*	-	1	10	-	7	5	3	8	2
	4.5%	2.1%	8.3%	4.1%	4.8%	5.0%	4.2%	4.1%	7.6%	1.1%	-	5.2%	7.0%	1.5%	1.7%	1.3%	6.6%	3.6%	5.6%	2.6%	1.3%	-	3.0%	5.5%	-	8.2%	8.8%	2.9%	5.4%	2.5%
Old-fashioned	8	4	4	4	3	*	*	4	-	1	-	2	2	-	1	1	2	-	1	3	-	-	2	5	1	-	1	4	1	2
	1.9%	1.5%	2.5%	4.1%	2.3%	0.6%	0.2%	3.0%	-	1.0%	-	2.4%	3.8%	-	1.4%	1.1%	1.7%	-	1.6%	2.8%	-	-	4.4%	2.7%	1.6%	-	1.0%	3.4%	0.9%	2.0%
Value for money	26	11	15	7	5	11	3	15	3	-	1	14	5	-	6	6	4	2	8	12	2	-	-	19	1	4	-	12	9	5
	6.5%	4.6%	9.4%	8.4%	3.1%	16.6%	3.1%	12.7%	5.0%	-	4.1%	18.2%	8.2%	-	6.1%	4.7%	3.8%	2.7%	8.4%	9.7%	8.5%	-	-	10.2%	2.0%	5.1%	-	10.2%	6.3%	5.8%
Expensive	148	88	60	28	48	21	52	49	24	28	12	28	22	12	34	41	48	18	31	49	11	*	13	66	23	31	21	43	49	36
	36.6%	35.7%	37.9%	32.6%	32.8%	31.1%	48.7%	40.2%	38.9%	30.2%	35.5%	35.4%	34.8%	38.3%	32.6%	31.1%	46.5%	22.5%	32.8%	40.0%	42.5%	4.9%	32.4%	36.3%	38.2%	38.4%	37.2%	35.6%	33.6%	43.0%
Public spirited	19	8	11	7	7	4	*	4	6	3	1	6	7	1	1	1	12	2	4	1	*	-	-	9	4	5	8	1	9	*
	4.6%	3.1%	7.0%	8.4%	5.0%	5.7%	0.3%	3.4%	9.6%	3.0%	2.8%	7.2%	10.8%	1.9%	0.9%	0.7%	11.1%	2.6%	4.5%	0.6%	1.3%	-	-	4.9%	6.8%	6.5%	13.8%	1.1%	6.4%	0.4%
Self-interested	184	121	63	25	71	26	61	74	22	45	15	44	29	17	45	54	57	35	50	41	14	7	23	78	32	29	19	55	67	43
	45.4%	49.1%	39.8%	29.4%	49.2%	38.1%	58.0%	61.1%	34.9%	47.5%	45.1%	56.2%	44.9%	53.1%	43.2%	40.7%	54.4%	43.0%	52.6%	33.5%	50.7%	68.5%	57.1%	42.8%	53.0%	36.2%	32.7%	45.3%	46.6%	52.2%
Heartless	56	43	13	13	25	2	15	14	12	10	11	11	12	4	10	22	14	10	15	16	11	-	3	18	15	8	5	13	17	21
	13.8%	17.5%	8.0%	15.4%	17.5%	3.0%	14.2%	11.2%	18.8%	10.6%	32.5%	13.4%	18.9%	12.1%	9.3%	16.3%	13.7%	12.3%	16.1%	13.2%	41.5%	-	7.0%	10.0%	25.4%	10.2%	8.9%	11.0%	11.6%	25.0%
Caring	13	4	9	8	3	-	2	2	3	2	-	1	3	1	5	6	3	3	*	7	-	-	*	8	3	3	9	2	3	-
	3.3%	1.8%	5.6%	9.6%	2.2%	-	1.7%	1.9%	4.7%	2.3%	-	1.4%	4.6%	1.9%	4.6%	4.7%	3.0%	3.1%	0.3%	6.0%	-	-	0.6%	4.1%	4.3%	3.6%	15.9%	1.3%	1.9%	-
Trustworthy	23	13	10	8	7	1	7	7	1	3	1	5	2	2	4	5	5	6	3	9	2	-	*	10	1	9	2	4	8	9
	5.7%	5.1%	6.5%	9.3%	4.7%	2.0%	6.4%	5.4%	1.9%	2.8%	3.2%	6.8%	3.1%	6.6%	3.4%	3.9%	4.7%	7.3%	3.3%	7.3%	7.1%	-	1.1%	5.5%	2.1%	11.6%	4.0%	3.3%	5.6%	10.5%
Untrustworthy	129	91	38	26	48	16	38	28	22	34	20	13	24	10	32	50	36	28	27	38	9	3	16	56	18	27	18	40	51	20
	31.8%	36.9%	24.0%	30.7%	33.2%	24.0%	36.0%	22.6%	35.5%	36.3%	60.3%	16.4%	37.2%	30.6%	31.0%	37.6%	34.1%	34.5%	28.1%	30.6%	33.9%	26.8%	39.9%	30.5%	30.2%	32.8%	31.3%	33.2%	35.4%	24.1%
Accountable	47	22	25	12	14	12	9	21	4	2	2	18	5	*	8	8	15	8	16	9	2	-	4	29	3	9	6	18	13	9
	11.6%	9.0%	15.6%	13.7%	9.7%	17.1%	9.0%	17.6%	6.9%	2.7%	6.3%	23.3%	7.2%	1.2%	7.8%	6.0%	14.1%	9.3%	16.5%	7.2%	8.5%	-	9.4%	16.0%	4.2%	11.3%	10.1%	15.1%	9.3%	11.4%
Unaccountable	139	103	35	21	42	20	56	42	18	34	21	16	22	8	46	62	38	31	27	43	12	6	9	56	23	30	17	45	49	27
	34.3%	41.9%	22.3%	23.8%	28.8%	29.4%	53.4%	34.1%	29.9%	36.1%	63.2%	20.9%	34.3%	25.4%	44.7%	46.7%	36.8%	37.9%	28.4%	34.5%	43.2%	60.2%	22.5%	31.0%	38.2%	36.6%	30.7%	37.4%	34.2%	32.3%
Reliable	47	19	28	10	14	12	12	17	7	3	1	15	7	2	7	9	8	2	15	22	3	-	7	25	2	9	5	25	12	5
	11.6%	7.9%	17.5%	11.3%	9.8%	17.0%	11.1%	14.2%	11.4%	3.0%	4.2%	18.9%	11.7%	6.6%	6.7%	6.4%	7.7%	2.9%	15.8%	17.6%	10.0%	-	18.1%	13.9%	4.0%	11.6%	8.4%	20.8%	8.2%	6.5%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 28
Q12. Which of the following words would you use to describe outsourcing company Serco?
Base : Respondents heard of outsourcing company Serco

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality					
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside		
Weighted Total	405	246	158	86	145	68	106	122	62	94	33	79	64	32	103	133	104	81	95	124	27	10	41	182	61	81	57	121	145	83	
Unreliable	155	99	56	21	53	31	50	42	19	50	17	20	23	14	47	59	42	39	40	34	9	3	15	77	24	24	17	44	63	32	
	38.3%	40.3%	35.2%	23.8%	36.7%	45.5%	47.7%	34.6%	31.0%	53.0%	51.3%	25.0%	35.3%	43.1%	45.1%	44.2%	39.9%	48.4%	41.8%	27.2%	35.0%	25.5%	35.9%	42.1%	40.3%	29.6%	29.6%	36.3%	43.4%	38.2%	
Incompetent	134	85	49	28	46	16	44	32	26	34	15	12	25	14	45	57	40	31	24	39	14	6	17	53	19	24	22	41	42	29	
	33.2%	34.7%	30.8%	32.8%	31.5%	23.4%	42.0%	26.0%	41.4%	35.8%	47.3%	15.6%	38.6%	42.2%	44.0%	42.4%	38.0%	38.1%	25.3%	31.4%	50.7%	56.9%	41.7%	28.9%	32.0%	29.2%	39.3%	34.1%	28.8%	35.1%	
Effective	62	29	33	20	20	15	7	21	10	3	1	21	10	1	11	12	9	12	19	23	1	-	8	37	5	12	13	25	14	9	
	15.4%	11.9%	20.8%	22.9%	13.6%	22.4%	7.1%	17.1%	16.4%	2.7%	2.3%	26.9%	15.0%	1.9%	10.8%	8.9%	8.5%	14.7%	19.8%	18.3%	3.3%	-	19.2%	20.1%	8.0%	14.8%	23.2%	21.0%	10.0%	11.3%	
Patriotic	3	2	1	1	1	*	1	2	1	-	-	2	-	-	1	1	1	1	1	1	1	-	1	1	1	1	1	1	1	1	1
	0.8%	0.9%	0.7%	1.3%	0.4%	0.4%	1.4%	2.0%	1.5%	-	-	2.5%	-	-	1.1%	1.0%	1.0%	0.7%	0.6%	0.9%	1.3%	-	1.9%	0.3%	0.9%	1.4%	0.9%	1.1%	0.4%	1.1%	
Unpatriotic	24	14	9	9	10	1	4	4	2	4	5	1	6	2	5	11	5	4	2	12	6	-	4	7	1	5	3	6	10	4	
	5.8%	5.8%	5.9%	10.7%	6.7%	0.9%	3.8%	3.1%	3.9%	4.7%	14.9%	1.7%	9.7%	6.2%	5.2%	8.1%	5.0%	5.1%	2.6%	9.5%	21.4%	-	9.8%	3.8%	2.2%	6.8%	5.8%	4.8%	7.3%	4.7%	
SIGMA	1683	1060	623	368	569	264	482	511	258	354	159	308	286	121	429	560	465	325	387	501	124	38	169	768	244	326	220	527	595	341	
	415.7%	430.1%	393.4%	427.6%	391.4%	390.3%	455.9%	419.4%	417.9%	378.0%	486.5%	391.7%	448.4%	373.0%	415.9%	419.5%	446.5%	401.9%	405.8%	404.5%	463.6%	380.0%	412.2%	421.7%	402.6%	401.8%	387.4%	436.6%	411.7%	411.9%	

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 29
Q13. Have you heard of outsourcing company G4S?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Yes	672	387	285	162	241	106	163	221	132	135	51	136	132	38	164	216	153	139	160	219	64	31	47	256	108	164	88	155	262	166
	66.9%	79.4%	55.1%	56.2%	67.8%	70.3%	77.5%	82.8%	61.5%	79.2%	72.6%	77.0%	61.9%	74.8%	76.1%	74.2%	75.2%	70.0%	68.1%	59.7%	64.3%	56.8%	54.9%	69.5%	67.4%	70.7%	56.2%	63.2%	68.3%	76.3%
No	333	101	232	127	114	45	47	46	82	35	19	41	81	13	51	75	50	60	75	148	35	23	39	112	52	68	69	91	122	52
	33.1%	20.6%	44.9%	43.8%	32.2%	29.7%	22.5%	17.2%	38.5%	20.8%	27.4%	23.0%	38.1%	25.2%	23.9%	25.8%	24.8%	30.0%	31.9%	40.3%	35.7%	43.2%	45.1%	30.5%	32.6%	29.3%	43.8%	36.8%	31.7%	23.7%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 30
Q14. Which of the following words would you use to describe outsourcing company G4S?
Base : Respondents heard of outsourcing company G4S

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban	Town	Village	
Unweighted Total	701	381	320	134	265	110	192	226	127	130	67	125	135	43	172	231	160	173	178	189	60	29	62	255	105	187	112	185	235	169
Weighted Total	672	387	285	162	241	106	163	221	132	135	51	136	132	38	164	216	153	139	160	219	64	31	47	256	108	164	88	155	262	166
Efficient	39	13	26	20	11	6	1	15	4	1	1	11	4	2	3	7	4	11	11	13	4	*	6	14	4	11	7	8	16	7
	5.8%	3.4%	9.0%	12.2%	4.7%	5.9%	0.9%	6.6%	2.7%	1.1%	2.1%	6.6%	3.1%	6.0%	1.8%	3.0%	2.9%	7.7%	6.9%	5.8%	5.5%	1.2%	12.9%	5.5%	3.4%	6.9%	8.0%	5.4%	6.2%	4.4%
Wasteful	243	156	87	39	88	44	72	80	43	53	28	39	46	12	72	92	67	51	52	72	28	7	14	100	25	67	30	55	102	56
	36.2%	40.4%	30.5%	24.1%	36.7%	41.4%	44.0%	36.3%	33.0%	39.2%	54.9%	28.4%	34.5%	30.4%	44.2%	42.4%	43.9%	36.4%	32.7%	33.0%	44.7%	22.0%	30.9%	39.0%	23.1%	41.0%	34.1%	35.6%	38.8%	33.6%
Corrupt	154	102	52	35	61	23	35	43	30	25	25	17	23	4	51	73	30	46	31	48	18	9	12	52	28	34	18	42	58	36
	22.9%	26.4%	18.2%	21.7%	25.2%	22.1%	21.4%	19.4%	22.6%	18.9%	49.9%	12.4%	17.8%	11.4%	31.2%	33.9%	19.5%	32.8%	19.1%	22.0%	28.4%	30.0%	26.3%	20.3%	26.1%	20.9%	20.9%	26.7%	22.0%	21.9%
Honest	14	7	8	10	4	-	0*	3	3	*	2	2	7	-	3	3	4	1	6	3	3	*	4	2	3	5	2	6	1	
	2.1%	1.7%	2.7%	6.1%	1.6%	-	0.2%	1.5%	2.2%	0.3%	3.0%	1.5%	5.5%	-	1.7%	1.3%	2.7%	0.9%	3.6%	1.4%	4.4%	1.0%	9.4%	0.9%	1.6%	1.7%	6.1%	1.2%	2.5%	0.4%
Fair	36	21	16	28	7	*	1	5	3	4	1	7	6	2	1	4	9	9	6	12	4	*	5	14	6	6	12	4	15	6
	5.4%	5.4%	5.5%	17.0%	3.1%	0.3%	0.7%	2.3%	2.5%	3.1%	2.8%	5.0%	4.9%	4.4%	0.5%	1.7%	5.8%	6.8%	4.0%	5.3%	6.3%	1.2%	10.3%	5.6%	6.0%	3.9%	13.3%	2.6%	5.6%	3.5%
Greedy	246	172	73	36	99	40	70	74	49	56	26	42	48	14	72	96	49	48	76	72	22	13	19	98	41	52	27	60	97	61
	36.6%	44.5%	25.8%	22.4%	41.3%	38.1%	42.9%	33.4%	36.9%	41.9%	51.5%	30.6%	36.4%	35.2%	44.3%	44.7%	32.0%	34.7%	47.7%	32.7%	34.3%	42.9%	40.0%	38.3%	37.5%	31.5%	31.1%	38.8%	37.1%	36.6%
Innovative	19	13	6	8	6	1	3	3	8	1	*	2	7	1	2	3	2	5	5	7	1	1	2	8	-	7	1	4	8	6
	2.8%	3.3%	2.1%	5.0%	2.5%	1.2%	2.0%	1.6%	6.0%	0.7%	0.9%	1.5%	5.7%	1.5%	1.0%	1.5%	1.3%	3.9%	2.9%	3.1%	0.9%	3.1%	5.3%	3.1%	-	4.1%	1.5%	2.3%	3.1%	3.5%
Old-fashioned	24	10	14	11	8	4	-	6	4	6	1	9	4	-	4	6	9	*	6	7	3	*	1	6	5	8	7	3	11	3
	3.5%	2.5%	4.9%	6.9%	3.4%	3.9%	-	2.8%	2.9%	4.6%	2.2%	6.5%	2.9%	-	2.4%	2.8%	5.8%	0.2%	3.8%	3.3%	3.9%	1.0%	2.6%	2.4%	4.9%	5.0%	7.5%	2.1%	4.1%	1.8%
Value for money	21	14	7	14	4	2	2	5	6	1	2	6	4	-	3	5	6	8	2	5	1	-	4	6	6	3	4	3	8	6
	3.1%	3.6%	2.4%	8.3%	1.5%	1.8%	1.0%	2.1%	4.3%	0.9%	4.4%	4.5%	3.0%	-	1.7%	2.4%	3.9%	5.5%	1.1%	2.5%	2.3%	-	9.5%	2.3%	5.4%	1.9%	5.1%	1.9%	3.0%	3.3%
Expensive	246	146	100	43	80	37	85	85	44	45	32	52	38	19	54	77	51	39	54	101	30	2	15	82	57	58	28	42	105	71
	36.5%	37.7%	34.9%	26.5%	33.4%	35.1%	52.0%	38.3%	33.7%	33.7%	62.7%	38.4%	29.1%	48.7%	32.8%	35.5%	33.6%	27.9%	33.9%	46.1%	46.8%	8.0%	31.9%	31.9%	53.1%	35.4%	31.5%	27.1%	40.1%	42.4%
Public spirited	13	4	9	7	3	3	*	1	2	3	*	-	4	*	1	2	2	1	8	2	7	-	1	1	1	2	5	2	3	3
	1.9%	1.0%	3.2%	4.0%	1.1%	3.0%	0.3%	0.6%	1.8%	2.4%	0.7%	0.3%	2.7%	1.3%	0.3%	0.9%	1.1%	0.7%	5.2%	0.8%	11.6%	-	2.5%	0.5%	1.2%	1.0%	5.3%	1.0%	1.3%	2.0%
Self-interested	277	173	104	37	105	48	88	113	46	52	23	62	44	9	91	113	50	56	77	94	25	10	18	109	42	71	29	70	114	64
	41.3%	44.7%	36.6%	22.6%	43.5%	45.6%	53.7%	51.3%	35.3%	38.5%	45.6%	45.6%	33.1%	24.6%	55.4%	52.6%	32.7%	40.2%	47.9%	42.9%	39.7%	33.3%	38.6%	42.4%	38.9%	43.2%	33.1%	45.0%	43.6%	38.4%
Heartless	84	62	22	27	28	14	14	28	13	16	11	25	16	5	15	27	15	25	25	19	7	3	5	32	24	12	12	19	27	27
	12.5%	15.9%	7.8%	16.4%	11.8%	13.7%	8.9%	12.8%	10.0%	11.6%	20.9%	18.1%	11.9%	13.1%	9.0%	12.3%	9.9%	17.8%	15.5%	8.8%	11.0%	11.2%	11.4%	12.5%	22.0%	7.3%	13.5%	12.0%	10.3%	16.0%
Caring	10	2	8	8	1	*	-	2	3	-	-	3	4	-	1	1	3	1	4	2	1	-	3	-	*	5	3	3	2	1
	1.5%	0.5%	2.8%	5.0%	0.6%	0.4%	-	0.8%	2.2%	-	-	2.3%	3.0%	-	0.3%	0.2%	2.2%	0.6%	2.5%	0.8%	1.8%	-	7.2%	-	0.4%	3.1%	3.8%	2.0%	0.8%	0.9%
Trustworthy	41	19	22	19	7	12	2	11	3	8	*	11	7	3	1	1	6	8	20	8	6	-	6	17	5	7	7	13	13	8
	6.0%	4.9%	7.6%	11.7%	3.1%	11.5%	1.2%	4.9%	2.1%	5.7%	0.7%	7.9%	5.4%	8.7%	0.4%	0.3%	3.6%	5.5%	12.2%	3.6%	8.9%	-	12.3%	6.6%	4.9%	4.2%	8.1%	8.1%	4.9%	4.7%
Untrustworthy	314	203	111	66	131	32	85	107	68	54	31	51	74	14	87	115	64	62	85	103	34	16	26	122	47	68	34	86	113	81
	46.7%	52.5%	38.9%	40.6%	54.4%	30.4%	52.2%	48.6%	51.8%	40.2%	61.8%	37.7%	56.1%	35.5%	53.2%	53.3%	42.0%	44.4%	53.3%	46.9%	52.8%	53.0%	55.2%	47.5%	43.4%	41.7%	38.8%	55.3%	43.0%	48.9%
Accountable	43	21	22	21	13	6	3	11	8	3	1	9	13	1	7	8	16	5	9	13	3	1	5	12	10	12	10	6	18	9
	6.3%	5.3%	7.7%	12.8%	5.2%	5.7%	1.9%	4.9%	6.2%	2.5%	2.8%	7.0%	10.2%	3.0%	4.3%	3.7%	10.3%	3.3%	5.8%	5.9%	4.2%	3.8%	10.8%	4.6%	8.9%	7.5%	11.1%	4.0%	6.8%	5.3%
Unaccountable	212	135	77	40	78	29	65	81	35	37	22	43	33	9	67	87	48	50	42	71	21	6	13	70	37	64	21	50	85	55
	31.5%	34.8%	26.9%	24.6%	32.2%	27.2%	40.1%	36.6%	26.6%	27.2%	43.7%	31.6%	25.0%	23.6%	41.0%	40.4%	31.6%	35.8%	25.9%	32.4%	32.3%	19.8%	26.9%	27.4%	34.5%	38.7%	24.2%	32.2%	32.4%	33.3%
Reliable	35	12	23	15	7	12	1	14	5	6	3	12	7	3	3	5	10	3	17	5	5	-	5	13	3	9	3	14	12	5
	5.2%	3.1%	7.9%	9.0%	2.9%	11.2%	0.7%	6.4%	3.6%	4.2%	5.9%	8.8%	5.5%	7.2%	1.6%	2.4%	6.3%	2.2%	10.4%	2.3%	7.7%	-	9.9%	5.0%	3.2%	5.4%	3.9%	8.7%	4.7%	3.1%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 30
Q14. Which of the following words would you use to describe outsourcing company G4S?
Base : Respondents heard of outsourcing company G4S

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Weighted Total	672	387	285	162	241	106	163	221	132	135	51	136	132	38	164	216	153	139	160	219	64	31	47	256	108	164	88	155	262	166
Unreliable	439	264	174	72	170	65	131	158	86	93	39	84	83	26	126	157	97	87	99	155	45	20	27	182	61	103	52	108	162	117
	65.3%	68.3%	61.2%	44.5%	70.8%	61.6%	80.2%	71.7%	65.1%	69.3%	76.0%	61.8%	63.2%	69.1%	77.1%	72.8%	63.5%	62.9%	61.5%	70.7%	69.8%	65.9%	57.4%	70.9%	56.2%	62.5%	58.7%	69.8%	61.8%	70.1%
Incompetent	412	255	157	58	151	73	130	146	77	98	34	81	76	25	124	149	87	84	107	134	33	22	24	169	63	100	39	97	162	115
	61.4%	65.9%	55.2%	35.9%	62.9%	69.2%	79.4%	66.3%	58.2%	72.6%	66.2%	59.1%	57.4%	65.8%	75.5%	69.0%	57.0%	60.8%	66.5%	61.3%	51.2%	70.7%	51.8%	66.1%	57.8%	60.8%	44.3%	62.4%	61.7%	69.0%
Effective	48	16	32	18	13	14	2	16	7	6	2	20	5	1	4	6	10	11	19	7	7	1	5	18	5	11	4	15	17	12
	7.1%	4.1%	11.1%	11.3%	5.4%	13.5%	1.3%	7.2%	5.5%	4.8%	3.4%	14.9%	4.1%	3.0%	2.2%	2.6%	6.8%	8.0%	11.6%	3.4%	10.9%	2.7%	11.0%	7.0%	5.1%	6.8%	4.3%	9.4%	6.4%	7.4%
Patriotic	6	4	2	4	2	*	-	2	1	-	-	1	2	-	2	2	1	2	2	1	-	-	3	1	1	1	3	1	2	*
	0.9%	0.9%	0.8%	2.3%	0.8%	0.2%	-	0.7%	0.5%	-	-	1.0%	1.6%	-	1.3%	1.1%	0.3%	1.5%	1.4%	0.4%	-	-	6.1%	0.3%	0.8%	0.9%	3.0%	0.6%	0.7%	0.2%
Unpatriotic	28	16	13	10	10	4	5	8	6	3	3	1	9	1	7	11	8	3	6	12	4	*	4	8	3	8	6	5	14	3
	4.2%	4.1%	4.4%	6.1%	4.1%	3.9%	2.8%	3.5%	4.4%	2.3%	6.3%	0.6%	7.1%	3.0%	4.1%	5.3%	5.0%	1.8%	3.7%	5.6%	6.6%	1.4%	9.5%	3.1%	2.8%	5.1%	6.9%	3.3%	5.5%	1.7%
SIGMA	3002	1840	1162	645	1088	473	796	1016	553	573	288	591	566	152	798	1050	647	615	768	967	310	114	230	1135	477	723	369	710	1171	753
	446.7%	475.0%	408.1%	397.0%	452.4%	446.8%	487.7%	460.6%	419.9%	425.6%	568.5%	433.6%	429.3%	395.3%	487.3%	486.3%	424.1%	442.3%	479.1%	440.9%	485.9%	372.1%	489.4%	442.8%	441.2%	440.7%	418.1%	457.3%	446.4%	452.4%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 31
Q15. Have you heard of outsourcing company Atos?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/ urban	Outer suburban / Suburban	Town	Village / Countrys ide	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Yes	281 28.0%	152 31.1%	130 25.1%	62 21.5%	111 31.3%	67 44.5%	41 19.4%	59 22.3%	75 34.9%	66 38.9%	33 46.8%	35 19.6%	70 32.8%	10 20.2%	65 30.3%	104 35.7%	59 29.1%	40 20.3%	59 25.3%	122 33.1%	44 44.1%	17 32.3%	21 24.8%	93 25.3%	39 24.4%	66 28.6%	37 23.3%	76 31.0%	113 29.4%	56 25.6%
No	724 72.0%	336 68.9%	387 74.9%	227 78.5%	244 68.7%	84 55.5%	170 80.6%	207 77.7%	139 65.1%	104 61.1%	37 53.2%	142 80.4%	143 67.2%	41 79.8%	150 69.7%	187 64.3%	144 70.9%	158 79.7%	176 74.7%	246 66.9%	55 55.9%	37 67.7%	64 75.2%	275 74.7%	121 75.6%	166 71.4%	121 76.7%	170 69.0%	271 70.6%	162 74.4%
SIGMA	1005 100.0%	488 100.0%	517 100.0%	289 100.0%	355 100.0%	151 100.0%	210 100.0%	266 100.0%	214 100.0%	170 100.0%	70 100.0%	177 100.0%	213 100.0%	51 100.0%	215 100.0%	291 100.0%	203 100.0%	199 100.0%	235 100.0%	367 100.0%	99 100.0%	54 100.0%	86 100.0%	369 100.0%	160 100.0%	232 100.0%	157 100.0%	246 100.0%	384 100.0%	218 100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 32
Q16. Which of the following words would you use to describe outsourcing company Atos?
Base : Respondents heard of outsourcing company Atos

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban	Town	Village	
Unweighted Total	278	147	131	47	121	59	51	65	66	57	38	36	65	14	59	96	64	61	64	88	33	17	31	89	42	66	43	81	86	68
Weighted Total	281	152	130	62	111	67	41	59	75	66	33	35	70	10	65	104	59	40	59	122	44	17	21	93	39	66	37	76	113	56
Efficient	9	6	3	1	4	3	1	4	3	1	-	6	1	1	1	2	3	1	4	1	*	1	2	1	2	3	2	1	3	3
	3.3%	4.3%	2.1%	1.5%	3.9%	4.7%	1.8%	6.6%	4.2%	2.1%	-	16.7%	1.2%	5.7%	1.1%	1.6%	4.9%	3.7%	6.8%	0.6%	0.9%	5.4%	9.3%	1.1%	3.9%	5.0%	6.4%	1.0%	3.0%	4.7%
Wasteful	92	52	40	17	38	18	19	14	32	25	6	7	39	3	16	22	14	15	18	44	15	12	4	26	15	21	11	22	33	27
	32.8%	34.4%	30.8%	28.0%	34.5%	26.6%	45.4%	23.3%	42.2%	37.9%	18.4%	21.3%	55.5%	27.1%	24.8%	21.1%	24.1%	36.7%	30.6%	36.2%	34.5%	68.3%	19.7%	27.6%	37.2%	31.1%	29.3%	28.6%	29.1%	48.2%
Corrupt	86	46	41	17	45	17	7	9	26	19	15	*	26	1	19	40	16	13	11	46	21	5	8	18	17	17	14	27	34	11
	30.7%	30.1%	31.4%	27.7%	40.0%	25.6%	18.2%	14.8%	34.6%	29.1%	46.1%	0.7%	37.3%	14.4%	28.8%	38.3%	26.9%	33.3%	18.0%	38.1%	48.0%	30.2%	39.0%	19.0%	43.6%	25.6%	37.6%	35.3%	30.5%	20.4%
Honest	3	3	-	2	1	-	0*	1	3	-	-	1	2	-	-	*	2	*	-	1	-	-	1	*	-	2	2	1	*	*
	1.1%	2.1%	-	2.8%	1.0%	-	0.9%	1.2%	3.4%	-	-	3.3%	2.5%	-	0.5%	0.3%	3.5%	0.9%	-	0.6%	-	-	5.3%	0.4%	-	2.6%	4.7%	1.0%	0.3%	0.6%
Fair	11	6	5	3	5	2	1	3	4	2	-	3	3	-	1	2	6	3	1	1	1	-	2	2	3	3	2	4	3	2
	3.8%	4.0%	3.6%	4.9%	4.7%	2.3%	2.3%	4.8%	5.3%	2.4%	-	8.0%	4.1%	-	1.1%	2.2%	10.1%	6.6%	2.3%	0.6%	2.7%	-	9.9%	2.1%	7.2%	4.1%	4.7%	5.1%	2.6%	4.0%
Greedy	128	77	52	24	49	36	19	22	24	38	18	9	30	3	40	58	20	17	34	56	26	3	12	48	15	24	14	35	53	27
	45.7%	50.7%	39.7%	39.1%	43.6%	54.3%	47.0%	36.8%	32.5%	58.1%	54.9%	24.6%	42.7%	29.0%	61.7%	55.9%	33.8%	42.2%	58.0%	46.1%	60.2%	19.8%	56.2%	51.4%	37.2%	36.5%	37.6%	46.5%	46.5%	48.1%
Innovative	6	2	4	-	3	1	1	4	-	1	-	3	-	2	*	*	2	-	-	4	-	-	-	1	1	3	-	1	3	2
	2.0%	1.2%	2.9%	-	2.7%	1.7%	3.6%	7.5%	-	1.7%	-	10.0%	-	16.9%	0.5%	0.3%	3.0%	-	-	3.1%	-	-	-	1.6%	2.9%	4.5%	-	1.5%	2.3%	3.2%
Old-fashioned	8	2	6	2	5	*	*	3	*	1	3	2	2	-	1	2	*	*	*	6	-	-	-	2	4	2	3	1	2	2
	2.8%	1.4%	4.4%	3.1%	4.6%	0.5%	0.9%	5.0%	0.5%	2.2%	8.2%	5.2%	3.2%	-	1.6%	2.0%	0.6%	0.9%	0.6%	4.8%	-	-	-	1.7%	9.9%	3.5%	8.3%	1.2%	2.0%	2.9%
Value for money	4	3	1	1	1	2	-	2	-	*	1	3	-	-	1	1	3	*	-	-	-	-	2	1	-	1	1	1	*	1
	1.3%	1.7%	0.8%	1.7%	0.7%	2.7%	-	3.6%	-	0.7%	3.2%	8.0%	-	-	1.3%	0.8%	5.5%	0.9%	-	-	-	-	7.7%	1.1%	-	1.4%	3.5%	1.2%	0.3%	1.9%
Expensive	91	44	47	18	34	18	21	17	23	21	17	9	23	7	23	33	19	12	16	44	19	1	5	26	12	27	9	23	36	22
	32.4%	29.3%	36.0%	28.4%	30.8%	27.3%	51.0%	28.2%	31.2%	31.9%	50.9%	25.9%	32.9%	65.8%	36.1%	31.5%	31.6%	30.5%	26.4%	36.5%	44.0%	5.4%	25.0%	27.8%	31.2%	41.3%	24.7%	30.8%	32.2%	39.8%
Public spirited	8	6	2	2	4	2	-	4	2	2	-	2	2	1	1	1	4	2	1	1	1	-	1	2	2	2	3	2	2	1
	2.8%	3.7%	1.8%	2.8%	3.4%	3.5%	-	6.2%	2.3%	2.6%	-	5.5%	3.3%	11.1%	1.3%	0.8%	7.2%	3.9%	1.5%	0.9%	1.8%	-	5.7%	2.3%	5.2%	2.6%	8.6%	2.0%	2.2%	1.4%
Self-interested	121	64	57	22	51	22	27	27	31	32	14	9	29	8	28	46	26	14	18	62	27	6	11	29	13	35	10	35	50	27
	43.1%	42.3%	43.9%	34.7%	45.5%	32.7%	66.0%	44.8%	41.8%	48.8%	41.8%	26.2%	41.1%	72.5%	43.4%	44.0%	43.5%	34.6%	30.6%	51.3%	61.9%	34.4%	54.0%	31.1%	32.3%	52.4%	26.4%	45.6%	44.0%	48.5%
Heartless	173	92	81	34	68	44	26	24	46	45	25	7	42	5	46	78	26	23	38	86	38	12	13	58	14	37	20	50	66	37
	61.5%	60.8%	62.3%	54.1%	61.5%	66.3%	64.6%	40.8%	60.9%	67.9%	75.4%	18.9%	60.0%	46.5%	71.4%	74.8%	44.1%	56.0%	64.4%	70.8%	87.5%	70.3%	62.1%	62.7%	35.3%	55.5%	54.5%	65.3%	58.7%	66.4%
Caring	9	7	2	7	1	1	-	5	2	2	1	6	2	1	-	-	3	*	5	1	-	-	*	2	5	2	2	1	5	1
	3.2%	4.6%	1.7%	11.4%	0.8%	1.7%	-	7.8%	2.3%	2.6%	3.2%	16.3%	3.3%	11.1%	-	-	4.7%	0.9%	8.1%	0.9%	-	-	1.7%	1.7%	13.9%	2.6%	6.2%	1.5%	4.1%	1.9%
Trustworthy	9	5	3	4	3	1	1	1	6	1	-	3	4	1	*	*	6	*	-	2	-	-	2	2	3	2	5	3	*	1
	3.0%	3.6%	2.4%	6.1%	2.4%	1.7%	2.3%	1.2%	8.1%	1.7%	-	7.6%	5.4%	11.1%	0.5%	0.3%	10.6%	0.9%	-	1.6%	-	-	8.2%	1.8%	8.6%	2.6%	12.6%	3.3%	0.3%	1.9%
Untrustworthy	175	97	78	34	80	42	19	25	40	49	21	8	46	4	51	78	35	22	36	81	25	12	15	65	19	39	20	54	68	33
	62.2%	63.9%	60.1%	55.2%	72.1%	62.3%	45.7%	41.5%	53.8%	74.8%	65.0%	22.9%	65.7%	42.6%	78.9%	74.9%	59.0%	55.5%	60.9%	67.0%	56.0%	67.9%	71.6%	69.9%	49.2%	58.5%	53.5%	71.5%	60.4%	58.6%
Accountable	9	7	1	3	5	-	1	3	3	1	*	4	2	1	1	2	4	2	1	1	-	2	3	1	1	2	2	3	2	2
	3.1%	4.7%	1.1%	4.3%	4.8%	-	1.5%	5.0%	3.4%	2.1%	1.1%	10.3%	2.5%	5.7%	1.1%	1.6%	7.2%	4.7%	2.2%	0.9%	-	11.8%	11.9%	0.8%	2.3%	3.5%	5.9%	3.8%	1.5%	3.4%
Unaccountable	143	78	65	34	50	37	21	20	34	38	22	6	35	4	43	65	24	18	33	67	35	6	8	50	18	25	11	34	67	31
	50.8%	51.7%	49.8%	55.4%	45.3%	55.0%	52.1%	34.2%	45.2%	56.8%	66.8%	16.4%	49.5%	42.4%	66.8%	62.4%	41.3%	45.3%	55.2%	54.7%	79.2%	37.0%	37.5%	53.9%	47.2%	37.8%	29.0%	44.8%	59.7%	55.3%
Reliable	13	8	5	7	3	2	1	6	3	1	1	6	2	2	1	3	3	1	5	4	*	-	2	3	7	1	2	3	6	2
	4.7%	5.2%	4.1%	10.8%	2.8%	3.0%	3.3%	9.9%	3.9%	1.7%	4.5%	16.8%	3.1%	16.9%	1.2%	2.4%	4.9%	3.7%	8.6%	3.0%	0.9%	-	10.1%	3.3%	16.7%	1.5%	4.8%	4.2%	5.7%	3.2%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 32
Q16. Which of the following words would you use to describe outsourcing company Atos?
Base : Respondents heard of outsourcing company Atos

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Weighted Total	281	152	130	62	111	67	41	59	75	66	33	35	70	10	65	104	59	40	59	122	44	17	21	93	39	66	37	76	113	56
Unreliable	153	89	65	31	67	30	26	24	45	35	21	9	44	5	41	66	27	26	21	79	30	10	11	45	18	40	21	49	50	34
	54.6%	58.7%	49.7%	50.0%	59.8%	44.2%	64.2%	40.6%	60.1%	53.2%	65.5%	26.2%	63.4%	49.8%	63.2%	64.0%	46.5%	64.6%	35.6%	64.8%	68.5%	57.5%	49.6%	47.8%	46.7%	60.3%	57.2%	64.6%	44.1%	60.5%
Incompetent	185	94	91	34	73	48	30	29	45	52	24	13	47	6	53	81	38	28	39	79	22	14	11	67	22	48	22	59	70	35
	65.8%	62.2%	70.1%	54.4%	65.8%	71.8%	73.3%	48.3%	60.3%	79.1%	73.8%	38.1%	66.9%	53.3%	81.6%	77.9%	63.9%	70.7%	66.3%	64.6%	50.1%	80.6%	53.4%	72.3%	57.5%	72.1%	61.0%	76.9%	61.5%	62.5%
Effective	10	6	5	2	2	7	-	4	3	2	*	5	2	1	1	1	4	*	4	2	*	-	2	1	1	5	3	3	3	1
	3.6%	3.7%	3.5%	2.8%	1.5%	10.0%	-	7.5%	3.9%	2.8%	1.3%	15.1%	3.1%	11.1%	1.9%	1.2%	6.7%	1.0%	6.4%	1.6%	0.9%	-	11.4%	0.7%	2.9%	8.2%	8.3%	4.3%	2.4%	2.0%
Patriotic	3	2	1	2	*	-	1	*	2	-	-	-	2	-	*	*	3	-	*	-	-	-	1	*	-	2	2	1	*	*
	1.1%	1.6%	0.5%	2.8%	0.3%	-	2.3%	0.6%	2.3%	-	-	-	2.5%	-	0.5%	0.3%	4.6%	-	0.6%	-	-	-	4.4%	0.4%	-	2.6%	4.7%	0.8%	0.3%	0.6%
Unpatriotic	33	18	15	6	15	5	7	1	19	4	1	-	19	1	7	8	1	1	4	27	9	-	3	9	1	10	3	7	15	7
	11.8%	11.7%	11.9%	9.2%	13.3%	8.1%	17.6%	2.4%	25.0%	6.5%	3.3%	-	27.4%	6.6%	11.0%	7.9%	2.1%	1.9%	7.1%	22.1%	21.6%	-	13.2%	10.0%	2.8%	15.7%	7.9%	9.9%	13.7%	13.1%
SIGMA	1482	815	667	305	607	339	231	251	394	374	191	120	403	56	378	588	290	201	291	695	271	85	120	459	193	353	182	419	573	308
	527.0%	537.7%	514.5%	491.2%	545.8%	506.0%	564.2%	422.5%	527.2%	566.6%	583.3%	344.1%	576.3%	539.9%	580.3%	566.7%	490.4%	499.4%	490.2%	571.2%	618.9%	488.6%	566.7%	492.5%	493.8%	531.6%	497.6%	550.6%	507.7%	553.1%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 33
Q17. Have you heard of outsourcing company Capita?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Yes	272	164	108	46	119	53	53	88	54	65	25	58	56	23	68	87	74	62	69	67	19	13	24	100	47	67	44	74	96	58
	27.0%	33.6%	20.9%	16.0%	33.5%	35.4%	25.4%	32.9%	25.0%	38.5%	35.3%	33.0%	26.1%	45.4%	31.6%	29.9%	36.7%	31.0%	29.5%	18.1%	19.3%	24.4%	27.7%	27.0%	29.5%	28.8%	28.3%	30.0%	24.9%	26.5%
No	733	324	409	243	236	97	157	179	160	104	45	119	157	28	147	204	128	137	166	301	80	41	62	269	113	165	113	172	289	160
	73.0%	66.4%	79.1%	84.0%	66.5%	64.6%	74.6%	67.1%	75.0%	61.5%	64.7%	67.0%	73.9%	54.6%	68.4%	70.1%	63.3%	69.0%	70.5%	81.9%	80.7%	75.6%	72.3%	73.0%	70.5%	71.2%	71.7%	70.0%	75.1%	73.5%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 34
Q18. Which of the following words would you use to describe outsourcing company Capita?
Base : Respondents heard of outsourcing company Capita

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban	Town	Village	
Unweighted Total	292	163	129	43	121	51	77	94	60	62	33	58	65	26	68	90	85	80	69	58	17	9	33	106	47	77	44	90	96	62
Weighted Total	272	164	108	46	119	53	53	88	54	65	25	58	56	23	68	87	74	62	69	67	19	13	24	100	47	67	44	74	96	58
Efficient	55	28	27	6	24	15	10	25	13	8	3	13	13	8	12	14	17	16	10	12	1	*	5	23	6	19	11	13	20	12
	20.3%	17.1%	25.2%	13.3%	20.2%	27.5%	19.4%	29.1%	24.9%	12.0%	11.2%	22.4%	22.9%	36.0%	18.3%	15.8%	22.8%	25.6%	14.8%	18.4%	5.0%	2.5%	21.1%	23.5%	13.3%	28.9%	24.8%	17.1%	20.4%	20.9%
Wasteful	38	24	14	5	15	5	14	13	7	9	5	7	8	1	8	12	11	11	7	10	2	*	1	12	6	15	5	11	12	10
	13.9%	14.7%	12.8%	9.8%	12.6%	8.6%	25.7%	15.4%	13.6%	13.1%	18.7%	11.8%	14.1%	4.8%	12.1%	13.5%	14.3%	17.7%	9.6%	14.5%	11.5%	2.3%	5.6%	11.6%	12.5%	23.0%	11.0%	15.1%	12.4%	17.1%
Corrupt	27	20	7	3	16	1	8	4	4	7	9	3	5	-	7	13	4	6	8	9	5	1	2	5	4	10	3	7	9	8
	9.9%	12.4%	6.2%	6.3%	13.1%	1.2%	14.7%	5.1%	7.7%	10.9%	37.2%	5.4%	8.8%	-	10.2%	15.4%	5.9%	9.9%	11.1%	13.2%	24.1%	8.0%	7.7%	5.5%	9.2%	14.4%	6.0%	9.4%	9.7%	13.9%
Honest	28	11	17	5	6	12	5	7	10	3	*	8	9	-	2	2	6	6	8	8	3	-	3	7	6	9	9	8	8	3
	10.4%	7.0%	15.6%	11.0%	5.3%	22.7%	9.0%	8.5%	18.9%	4.9%	0.8%	14.5%	15.9%	-	3.1%	2.7%	8.6%	9.5%	10.9%	12.7%	17.3%	-	13.2%	7.1%	12.5%	13.4%	21.1%	10.8%	7.9%	5.9%
Fair	44	18	26	7	17	11	10	16	11	4	3	11	8	3	8	10	11	11	8	14	4	6	3	16	6	10	9	10	20	5
	16.3%	10.9%	24.3%	14.3%	14.3%	19.8%	18.7%	17.8%	19.7%	6.4%	10.5%	18.6%	14.6%	11.0%	11.2%	11.3%	14.9%	18.1%	12.0%	20.5%	21.2%	41.9%	14.4%	15.7%	11.8%	14.9%	20.1%	13.6%	20.6%	9.5%
Greedy	70	55	15	5	35	15	15	18	9	27	11	16	7	7	21	30	13	12	31	15	7	3	7	26	17	10	6	16	23	26
	25.8%	33.8%	13.7%	10.4%	29.8%	27.6%	28.6%	20.2%	17.4%	41.1%	46.1%	26.6%	12.1%	29.7%	31.3%	34.1%	17.1%	18.8%	44.4%	22.7%	37.1%	24.4%	31.3%	25.7%	35.5%	14.5%	12.9%	21.4%	23.7%	44.9%
Innovative	27	15	12	13	8	5	2	13	5	2	1	10	5	1	8	9	5	8	8	7	*	1	2	9	6	8	9	8	7	3
	10.0%	9.1%	11.2%	27.2%	6.4%	10.1%	3.0%	14.8%	8.5%	2.3%	2.4%	16.9%	8.9%	4.8%	12.1%	10.1%	6.4%	12.3%	11.3%	10.3%	2.2%	8.5%	8.3%	9.4%	13.7%	11.5%	20.0%	11.2%	7.0%	5.6%
Old-fashioned	21	17	4	2	5	13	1	6	1	11	2	2	1	*	15	16	2	4	12	2	1	3	-	14	*	3	1	2	16	2
	7.6%	10.2%	3.6%	5.0%	4.1%	23.9%	1.4%	7.0%	1.1%	16.4%	7.2%	4.2%	1.8%	1.5%	22.1%	18.3%	3.3%	6.4%	18.0%	2.7%	4.4%	19.0%	-	13.8%	0.8%	4.9%	2.5%	2.2%	16.3%	4.2%
Value for money	18	11	7	-	8	5	5	10	2	3	-	6	*	*	4	4	4	6	5	3	3	-	3	3	5	3	4	5	6	4
	6.6%	6.5%	6.6%	-	6.5%	9.8%	9.1%	11.7%	4.5%	4.2%	-	10.9%	0.8%	1.9%	5.6%	4.6%	4.8%	9.3%	7.8%	4.7%	14.5%	-	14.0%	3.0%	11.5%	5.0%	8.5%	6.5%	5.9%	6.3%
Expensive	98	68	30	11	41	22	25	32	17	28	9	22	20	7	27	32	27	22	36	14	4	1	9	40	20	25	9	20	41	28
	36.2%	41.7%	27.9%	23.0%	34.4%	42.1%	45.9%	36.5%	32.1%	42.2%	36.0%	37.5%	36.8%	30.5%	39.2%	36.6%	36.0%	35.6%	51.5%	21.1%	18.5%	7.0%	36.4%	40.1%	42.8%	37.1%	21.3%	27.0%	42.4%	49.1%
Public spirited	30	5	25	12	6	9	3	2	8	9	1	1	11	3	5	5	7	4	4	16	3	-	1	10	5	12	15	5	6	3
	11.2%	3.2%	23.3%	25.7%	5.5%	16.2%	6.3%	2.5%	15.1%	14.0%	2.9%	2.4%	19.4%	13.3%	6.9%	6.2%	9.0%	6.9%	5.3%	23.6%	14.5%	-	5.3%	9.8%	10.4%	17.4%	34.2%	7.4%	6.7%	5.6%
Self-interested	95	75	20	11	42	17	24	28	16	32	11	17	14	8	31	39	27	19	33	16	7	3	10	39	19	15	11	21	39	24
	34.9%	45.5%	18.8%	24.9%	35.3%	32.0%	45.8%	32.0%	30.4%	48.4%	46.6%	28.9%	25.8%	36.0%	45.1%	45.3%	35.9%	30.1%	48.1%	24.6%	34.4%	24.4%	43.7%	39.4%	40.8%	22.7%	23.7%	28.4%	40.9%	42.0%
Heartless	31	23	8	*	20	4	6	13	5	4	6	9	7	1	5	10	3	5	12	10	5	3	1	6	12	5	2	5	8	16
	11.4%	14.3%	7.0%	1.0%	16.9%	8.0%	11.5%	15.3%	9.4%	6.8%	26.3%	15.2%	13.0%	2.5%	6.7%	11.9%	3.6%	8.7%	18.0%	15.7%	23.8%	19.5%	3.9%	5.9%	26.3%	7.0%	4.3%	6.3%	8.6%	28.0%
Caring	19	10	9	6	4	6	3	3	8	4	-	5	7	1	1	1	5	3	3	8	3	-	4	6	2	3	5	3	5	6
	6.9%	5.9%	8.4%	12.5%	3.0%	11.6%	6.1%	3.7%	14.4%	5.8%	-	8.0%	12.4%	2.7%	0.8%	0.6%	7.2%	4.9%	4.0%	11.5%	17.3%	-	17.4%	6.3%	5.2%	3.9%	10.8%	3.5%	5.2%	11.0%
Trustworthy	34	18	16	4	14	6	9	14	8	3	1	11	4	3	7	8	8	13	5	8	1	1	1	11	11	8	6	14	10	4
	12.3%	10.9%	14.6%	9.0%	11.9%	10.8%	17.8%	15.6%	15.1%	4.7%	5.9%	19.7%	8.0%	11.6%	9.8%	9.3%	10.4%	20.3%	7.2%	12.5%	2.8%	8.5%	5.6%	11.3%	22.7%	11.7%	14.3%	18.4%	10.4%	6.4%
Untrustworthy	66	52	15	5	38	7	16	19	10	20	12	14	16	5	14	24	15	13	21	17	10	4	7	15	15	15	6	20	15	25
	24.4%	31.5%	13.6%	11.2%	31.5%	13.5%	30.8%	22.1%	19.4%	30.3%	48.9%	23.9%	28.1%	23.2%	21.2%	28.1%	20.7%	20.3%	30.3%	26.2%	52.1%	27.5%	29.8%	14.9%	32.0%	23.0%	13.5%	27.7%	15.9%	42.7%
Accountable	49	17	31	6	23	13	7	20	9	4	*	15	10	4	8	8	9	11	10	18	1	3	4	17	10	15	7	20	15	6
	17.9%	10.6%	29.0%	13.4%	19.0%	24.0%	13.1%	23.2%	17.3%	5.5%	0.8%	25.4%	18.7%	15.1%	11.4%	9.0%	12.0%	18.6%	14.9%	27.0%	2.8%	20.4%	16.1%	16.6%	21.2%	22.5%	15.9%	26.7%	16.1%	11.2%
Unaccountable	68	53	14	10	23	15	19	14	10	26	12	7	13	3	28	37	19	11	22	16	10	1	4	26	7	19	7	18	29	13
	24.9%	32.5%	13.4%	22.1%	19.7%	28.0%	35.8%	16.3%	19.5%	39.8%	48.5%	12.4%	23.6%	12.6%	41.8%	42.3%	25.9%	17.9%	31.3%	23.6%	50.4%	5.7%	16.2%	26.5%	15.5%	27.8%	15.8%	25.0%	30.2%	23.0%
Reliable	56	29	27	14	23	10	9	28	7	8	1	18	11	2	10	12	17	15	14	9	4	1	7	17	13	13	8	22	16	9
	20.6%	17.8%	24.8%	29.3%	19.0%	19.3%	17.7%	31.4%	13.3%	11.6%	4.3%	30.2%	19.3%	10.6%	15.4%	13.5%	23.3%	25.1%	19.6%	14.2%	22.2%	8.5%	29.6%	17.2%	27.5%	19.9%	18.2%	30.5%	17.2%	15.4%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 34
Q18. Which of the following words would you use to describe outsourcing company Capita?
Base : Respondents heard of outsourcing company Capita

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Weighted Total	272	164	108	46	119	53	53	88	54	65	25	58	56	23	68	87	74	62	69	67	19	13	24	100	47	67	44	74	96	58
Unreliable	60	42	18	6	29	8	18	20	9	15	13	16	12	4	12	24	18	8	19	16	9	4	3	17	15	13	4	15	15	26
	22.2%	25.8%	16.8%	12.6%	24.3%	14.8%	33.2%	23.3%	17.0%	22.2%	54.5%	26.9%	21.6%	16.8%	17.5%	27.8%	24.0%	12.8%	26.8%	24.1%	46.1%	27.5%	13.0%	16.7%	30.9%	19.8%	10.0%	19.9%	15.6%	45.6%
Incompetent	60	47	14	4	33	7	16	22	10	16	11	16	14	4	11	21	14	10	21	16	8	3	5	17	15	13	5	15	17	23
	22.2%	28.4%	12.8%	9.5%	28.1%	13.1%	29.3%	25.2%	18.0%	24.0%	44.9%	27.2%	24.4%	18.5%	16.8%	23.9%	19.2%	15.9%	29.6%	23.7%	40.4%	25.2%	21.5%	16.7%	30.6%	19.1%	10.7%	20.9%	17.5%	40.4%
Effective	54	26	27	12	20	14	8	20	6	10	1	14	10	7	9	11	18	11	13	12	5	-	4	18	12	15	13	20	12	8
	19.8%	16.1%	25.4%	25.2%	16.5%	26.6%	15.9%	22.5%	11.5%	14.5%	4.7%	24.8%	17.9%	29.4%	13.6%	12.3%	23.8%	17.8%	18.8%	18.4%	26.5%	-	15.3%	18.2%	24.6%	23.0%	30.1%	27.2%	12.6%	14.6%
Patriotic	5	3	2	1	4	*	-	3	1	-	1	2	-	-	2	3	-	4	*	-	-	-	*	3	-	1	-	2	3	-
	1.7%	1.7%	1.8%	1.2%	3.3%	0.5%	-	3.7%	1.1%	-	3.7%	3.7%	-	-	3.4%	3.0%	-	7.3%	0.4%	-	-	-	1.0%	3.1%	-	2.1%	-	2.3%	3.2%	-
Unpatriotic	9	6	3	-	5	2	2	1	2	4	2	-	1	1	4	6	3	1	4	1	*	-	1	4	4	*	1	4	2	2
	3.2%	3.6%	2.6%	-	4.0%	3.0%	4.3%	0.9%	3.5%	5.5%	7.6%	-	2.4%	3.0%	5.2%	6.7%	3.7%	2.1%	5.5%	1.2%	1.1%	-	3.4%	3.6%	7.8%	0.6%	1.8%	5.6%	1.7%	3.8%
SIGMA	1062	674	388	146	458	221	237	354	189	253	116	244	206	73	259	350	263	229	313	258	94	37	89	360	217	260	156	283	352	270
	390.7%	411.2%	359.6%	317.8%	384.6%	414.9%	443.1%	403.7%	353.3%	386.7%	469.7%	417.4%	371.2%	315.5%	380.9%	402.3%	353.0%	372.0%	451.2%	387.1%	489.9%	280.7%	373.9%	361.1%	459.0%	388.0%	351.4%	384.1%	367.9%	467.1%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 35
Q19. Which of the following do you think private companies such as Serco, G4S, Capita and Atos currently consider to be important motivators when running public services?
Providing the best service to the public
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Is important to them	218	98	120	76	83	23	36	66	42	33	10	56	42	13	45	56	53	39	53	73	10	6	20	90	27	64	47	43	83	45
	21.7%	20.1%	23.1%	26.2%	23.3%	15.3%	17.2%	24.7%	19.7%	19.6%	13.7%	31.8%	19.7%	25.4%	20.8%	19.2%	26.3%	19.5%	22.5%	19.8%	10.3%	10.4%	23.8%	24.3%	17.1%	27.4%	29.9%	17.5%	21.7%	20.4%
Is not important to them	541	315	226	125	192	89	135	154	108	115	47	80	115	27	146	199	114	116	119	191	62	25	40	202	90	120	69	137	202	134
	53.8%	64.5%	43.7%	43.1%	54.1%	59.3%	64.3%	57.8%	50.7%	67.9%	67.6%	45.3%	54.2%	52.1%	67.7%	68.5%	56.2%	58.7%	50.5%	51.9%	62.3%	45.6%	47.0%	54.8%	56.3%	51.7%	43.8%	55.7%	52.5%	61.3%
Don't know	246	75	171	89	80	38	39	46	63	21	13	41	55	11	25	36	35	43	63	104	27	24	25	77	43	48	41	66	99	40
	24.5%	15.4%	33.1%	30.7%	22.6%	25.4%	18.6%	17.4%	29.6%	12.4%	18.7%	23.0%	26.1%	22.4%	11.5%	12.4%	17.5%	21.8%	26.9%	28.4%	27.3%	44.0%	29.3%	20.9%	26.6%	20.8%	26.3%	26.7%	25.9%	18.3%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll

Prepared on behalf of We Own It

6 May 2014

Table 36
Q19. Which of the following do you think private companies such as Serco, G4S, Capita and Atos currently consider to be important motivators when running public services?
Maximizing profit for their shareholders
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Is important to them	692	369	323	174	258	102	157	229	120	127	54	138	124	38	174	236	165	146	159	221	67	25	60	259	116	163	97	170	270	155
	68.8%	75.6%	62.5%	60.3%	72.7%	67.7%	74.7%	86.1%	56.3%	74.7%	76.9%	77.9%	58.1%	73.7%	80.7%	81.1%	81.5%	73.4%	67.4%	60.3%	67.7%	46.3%	69.8%	70.2%	72.1%	70.3%	61.5%	69.0%	70.3%	71.3%
Is not important to them	101	59	43	37	24	18	22	18	28	22	5	12	37	5	20	23	16	17	25	43	3	6	6	46	7	32	21	22	35	23
	10.1%	12.0%	8.2%	12.9%	6.8%	11.9%	10.3%	6.6%	13.1%	12.9%	6.7%	6.8%	17.4%	10.5%	9.4%	8.1%	7.9%	8.5%	10.7%	11.7%	3.3%	11.9%	6.6%	12.4%	4.3%	13.9%	13.6%	9.0%	9.1%	10.4%
Don't know	212	61	152	77	73	31	32	19	65	21	11	27	52	8	21	32	21	36	52	103	29	23	20	64	38	37	39	54	79	40
	21.1%	12.4%	29.3%	26.7%	20.5%	20.4%	15.0%	7.3%	30.5%	12.4%	16.4%	15.3%	24.5%	15.9%	9.9%	10.8%	10.6%	18.2%	22.0%	28.0%	29.1%	41.8%	23.6%	17.3%	23.6%	15.8%	24.9%	21.9%	20.6%	18.3%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll

Prepared on behalf of We Own It

6 May 2014

Table 37
Q19. Which of the following do you think private companies such as Serco, G4S, Capita and Atos currently consider to be important motivators when running public services?
Saving money for taxpayers
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Is important to them	137	63	73	51	49	17	20	40	33	22	7	43	27	3	28	38	25	29	38	44	8	5	14	52	21	36	31	19	57	30
	13.6%	12.9%	14.2%	17.7%	13.8%	11.1%	9.4%	14.9%	15.3%	13.1%	9.7%	24.1%	12.6%	5.9%	12.8%	13.2%	12.5%	14.7%	16.2%	12.0%	8.4%	9.2%	16.2%	14.2%	13.2%	15.5%	19.6%	7.8%	14.8%	13.8%
Is not important to them	632	353	279	151	221	104	156	190	113	128	52	105	134	35	165	215	148	129	139	214	65	24	45	242	101	151	85	157	240	149
	62.8%	72.2%	54.0%	52.2%	62.3%	69.1%	73.9%	71.2%	52.9%	75.5%	74.2%	59.3%	63.1%	68.2%	76.9%	73.8%	73.0%	65.2%	59.1%	58.3%	65.0%	45.2%	52.2%	65.5%	62.7%	64.9%	54.4%	63.9%	62.4%	68.5%
Don't know	237	72	164	87	85	30	35	37	68	19	11	29	52	13	22	38	29	40	58	109	26	25	27	75	39	45	41	70	88	39
	23.6%	14.8%	31.8%	30.0%	24.0%	19.9%	16.7%	13.9%	31.8%	11.4%	16.1%	16.6%	24.3%	25.9%	10.3%	13.0%	14.5%	20.1%	24.8%	29.7%	26.5%	45.5%	31.6%	20.3%	24.1%	19.6%	26.0%	28.4%	22.8%	17.7%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll

Prepared on behalf of We Own It

6 May 2014

Table 38
Q19. Which of the following do you think private companies such as Serco, G4S, Capita and Atos currently consider to be important motivators when running public services?
Preserving their corporate brand and reputation
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Is important to them	615	318	297	163	223	91	138	199	118	116	39	134	116	33	156	204	144	116	154	199	49	25	52	239	95	153	83	153	247	133
	61.2%	65.1%	57.4%	56.5%	62.7%	60.5%	65.5%	74.9%	55.3%	68.2%	56.5%	75.9%	54.4%	63.5%	72.4%	70.0%	71.2%	58.6%	65.5%	54.1%	49.5%	45.5%	60.3%	64.9%	59.3%	66.1%	52.6%	62.1%	64.2%	60.8%
Is not important to them	148	86	61	39	50	27	31	33	29	31	13	15	45	9	30	43	27	35	29	57	16	5	10	50	24	40	32	27	55	33
	14.7%	17.7%	11.9%	13.5%	14.1%	18.0%	14.8%	12.4%	13.8%	18.2%	18.3%	8.3%	21.0%	17.4%	14.1%	14.9%	13.3%	17.6%	12.2%	15.6%	16.4%	9.2%	11.1%	13.6%	14.8%	17.3%	20.6%	11.0%	14.4%	15.2%
Don't know	243	84	159	87	82	32	41	34	66	23	18	28	52	10	29	44	32	47	52	111	34	25	24	79	42	39	42	66	82	52
	24.1%	17.2%	30.7%	30.0%	23.1%	21.5%	19.7%	12.7%	31.0%	13.6%	25.2%	15.8%	24.6%	19.1%	13.5%	15.1%	15.6%	23.8%	22.3%	30.3%	34.0%	45.3%	28.6%	21.5%	26.0%	16.7%	26.8%	26.9%	21.4%	24.0%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 39
Q19. Which of the following do you think private companies such as Serco, G4S, Capita and Atos currently consider to be important motivators when running public services?
Welfare of employees
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Is important to them	224	102	122	87	83	27	26	70	41	34	13	54	44	12	37	59	49	44	52	79	20	9	23	77	35	58	51	49	83	41
	22.3%	21.0%	23.5%	30.1%	23.5%	18.0%	12.6%	26.3%	19.1%	19.8%	18.7%	30.6%	20.5%	24.1%	17.4%	20.3%	24.4%	22.0%	22.1%	21.4%	20.1%	17.0%	26.7%	20.8%	21.9%	25.2%	32.3%	20.0%	21.5%	18.9%
Is not important to them	458	263	195	102	170	77	110	133	90	98	40	84	106	23	121	158	101	97	117	142	47	19	32	178	76	104	50	114	173	121
	45.5%	53.9%	37.7%	35.1%	47.8%	51.0%	52.1%	50.0%	42.0%	57.8%	56.8%	47.2%	49.8%	44.0%	56.3%	54.3%	49.9%	48.6%	49.5%	38.8%	47.8%	35.4%	37.7%	48.3%	47.5%	44.9%	31.7%	46.3%	45.1%	55.4%
Don't know	324	123	201	101	102	47	74	63	83	38	17	39	63	16	57	74	52	58	67	146	32	26	30	114	49	70	56	83	128	56
	32.2%	25.2%	38.8%	34.8%	28.7%	31.0%	35.3%	23.6%	38.9%	22.4%	24.4%	22.1%	29.6%	31.9%	26.3%	25.4%	25.8%	29.4%	28.4%	39.8%	32.0%	47.6%	35.5%	30.9%	30.5%	30.0%	35.9%	33.7%	33.4%	25.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 40
Q20. Which of the following do you think should be important motivators for private companies such as Serco, G4S, Capita and Atos when running public services?
Providing the best service to the public
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Should be important to them	800	410	390	195	287	128	190	246	158	151	58	152	158	44	196	258	171	150	183	295	78	29	63	295	130	201	116	189	310	186
	79.6%	84.1%	75.4%	67.4%	80.8%	85.1%	90.4%	92.2%	73.7%	89.1%	83.2%	86.0%	74.2%	86.1%	91.0%	88.6%	84.1%	75.8%	77.6%	80.4%	78.4%	54.4%	73.6%	80.2%	81.2%	86.8%	73.6%	76.8%	80.7%	85.2%
Should not be important to them	48	26	21	22	13	5	7	6	11	6	5	4	15	1	6	12	16	13	7	11	1	1	3	28	1	11	16	10	12	9
	4.8%	5.4%	4.1%	7.7%	3.8%	3.2%	3.5%	2.2%	5.3%	3.3%	7.0%	2.0%	7.1%	2.0%	2.9%	4.0%	7.9%	6.6%	3.0%	3.1%	1.1%	2.7%	3.8%	7.5%	0.8%	4.6%	10.2%	4.1%	3.2%	4.3%
Don't know	157	51	106	72	55	18	13	15	45	13	7	21	40	6	13	21	16	35	46	60	20	23	19	46	29	20	25	47	62	23
	15.6%	10.5%	20.5%	25.0%	15.4%	11.7%	6.2%	5.6%	20.9%	7.6%	9.8%	12.0%	18.8%	11.9%	6.1%	7.4%	8.0%	17.6%	19.3%	16.4%	20.5%	42.9%	22.5%	12.4%	18.0%	8.6%	16.1%	19.1%	16.1%	10.5%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 41
Q20. Which of the following do you think should be important motivators for private companies such as Serco, G4S, Capita and Atos when running public services?
Maximizing profit for their shareholders
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Should be important to them	378	195	182	102	149	57	71	135	64	54	22	98	76	18	81	104	88	75	101	113	25	18	32	155	57	89	61	91	150	75
	37.6%	40.1%	35.3%	35.3%	41.9%	37.6%	33.5%	50.6%	29.9%	32.0%	32.1%	55.5%	35.9%	34.7%	37.7%	35.6%	43.2%	37.6%	43.1%	30.9%	25.3%	32.8%	37.4%	42.0%	35.2%	38.6%	39.1%	37.0%	39.1%	34.6%
Should not be important to them	389	213	176	89	127	66	106	96	86	87	38	48	84	25	107	149	85	78	73	153	42	13	28	135	65	104	57	96	144	91
	38.7%	43.6%	34.1%	30.8%	35.9%	43.9%	50.6%	36.2%	40.3%	51.2%	54.6%	27.3%	39.4%	48.8%	49.8%	51.1%	41.8%	39.3%	31.2%	41.6%	42.8%	23.2%	32.5%	36.6%	40.4%	44.7%	36.6%	39.2%	37.5%	41.9%
Don't know	238	80	158	98	79	28	33	35	64	29	9	30	53	8	27	39	31	46	60	101	32	24	26	79	39	39	38	59	90	51
	23.7%	16.4%	30.6%	33.9%	22.2%	18.5%	15.9%	13.2%	29.8%	16.8%	13.3%	17.2%	24.7%	16.5%	12.5%	13.3%	15.1%	23.1%	25.7%	27.5%	31.9%	44.1%	30.1%	21.4%	24.4%	16.7%	24.4%	23.8%	23.4%	23.4%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll

Prepared on behalf of We Own It

6 May 2014

Table 42
Q20. Which of the following do you think should be important motivators for private companies such as Serco, G4S, Capita and Atos when running public services?
Saving money for taxpayers
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Should be important to them	754	388	367	190	277	104	183	238	148	136	55	147	149	39	180	239	162	153	163	275	74	29	58	276	121	194	110	184	282	178
	75.0%	79.4%	70.9%	65.6%	78.0%	69.3%	86.9%	89.5%	69.3%	80.1%	78.4%	83.1%	70.0%	76.1%	83.5%	82.1%	79.6%	77.3%	69.3%	74.9%	75.0%	54.2%	68.3%	74.8%	75.3%	83.5%	70.2%	74.7%	73.4%	81.8%
Should not be important to them	74	48	27	26	15	22	12	10	10	20	8	6	16	5	20	28	20	11	26	17	6	1	6	46	3	12	12	16	30	16
	7.4%	9.7%	5.1%	8.9%	4.2%	14.3%	5.7%	3.9%	4.8%	12.0%	11.6%	3.6%	7.7%	10.2%	9.4%	9.5%	10.1%	5.5%	10.9%	4.7%	5.7%	1.3%	6.7%	12.4%	2.1%	5.3%	7.5%	6.7%	7.7%	7.5%
Don't know	177	53	124	73	63	25	16	18	55	13	7	24	47	7	15	24	21	34	47	75	19	24	21	47	36	26	35	46	73	23
	17.6%	10.8%	24.0%	25.4%	17.8%	16.3%	7.4%	6.6%	25.9%	7.9%	10.0%	13.3%	22.3%	13.7%	7.1%	8.3%	10.3%	17.2%	19.8%	20.4%	19.3%	44.5%	25.1%	12.8%	22.7%	11.3%	22.3%	18.6%	18.9%	10.7%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll

Prepared on behalf of We Own It

6 May 2014

Table 43
Q20. Which of the following do you think should be important motivators for private companies such as Serco, G4S, Capita and Atos when running public services?
Preserving their corporate brand and reputation
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Should be important to them	569	289	280	148	230	76	115	190	105	98	37	131	115	27	128	173	117	113	141	197	44	29	47	209	97	140	93	128	218	130
	56.6%	59.2%	54.2%	51.1%	64.9%	50.7%	54.5%	71.1%	49.2%	57.4%	53.6%	74.0%	54.1%	53.1%	59.7%	59.4%	57.8%	56.9%	59.7%	53.7%	44.7%	54.2%	54.5%	56.6%	60.4%	60.4%	59.0%	52.2%	56.7%	59.7%
Should not be important to them	223	129	95	56	62	46	59	45	48	51	24	24	47	14	64	85	61	44	49	70	23	1	14	95	29	59	31	59	82	52
	22.2%	26.3%	18.3%	19.5%	17.4%	30.6%	28.1%	17.0%	22.3%	30.0%	34.7%	13.7%	21.9%	26.6%	29.6%	29.1%	29.8%	22.0%	20.9%	19.1%	22.7%	1.8%	16.6%	25.7%	18.2%	25.6%	19.6%	23.9%	21.3%	23.8%
Don't know	213	71	142	85	63	28	37	32	61	21	8	22	51	10	23	34	25	42	45	100	32	24	25	65	34	32	34	59	85	36
	21.2%	14.5%	27.5%	29.5%	17.7%	18.7%	17.4%	11.9%	28.5%	12.6%	11.7%	12.3%	23.9%	20.3%	10.7%	11.5%	12.4%	21.1%	19.3%	27.3%	32.6%	44.0%	28.9%	17.7%	21.4%	14.0%	21.4%	23.9%	22.0%	16.4%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 44
Q20. Which of the following do you think should be important motivators for private companies such as Serco, G4S, Capita and Atos when running public services?
Welfare of employees
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Should be important to them	789	399	390	197	285	120	186	246	151	151	55	153	155	43	193	251	170	154	179	284	75	30	62	295	128	196	112	191	301	186
	78.5%	81.7%	75.4%	68.2%	80.3%	80.0%	88.3%	92.3%	70.4%	88.9%	78.4%	86.6%	72.7%	84.9%	89.7%	86.4%	83.8%	77.7%	76.3%	77.3%	75.3%	55.4%	72.8%	80.1%	79.6%	84.4%	71.2%	77.6%	78.2%	85.2%
Should not be important to them	52	37	15	23	16	7	7	5	14	5	8	2	18	1	8	16	16	8	12	16	5	1	3	26	4	13	14	10	19	9
	5.2%	7.7%	2.8%	7.9%	4.4%	4.3%	3.4%	2.0%	6.7%	3.1%	11.7%	1.0%	8.5%	2.0%	3.7%	5.7%	7.8%	4.1%	5.3%	4.3%	5.1%	1.9%	3.6%	7.2%	2.4%	5.4%	8.9%	3.9%	5.0%	4.2%
Don't know	164	52	113	69	54	24	17	15	49	14	7	22	40	7	14	23	17	36	43	68	19	23	20	47	29	24	31	45	65	23
	16.3%	10.6%	21.8%	23.9%	15.3%	15.7%	8.3%	5.6%	22.8%	8.0%	9.9%	12.4%	18.9%	13.1%	6.6%	7.9%	8.4%	18.3%	18.5%	18.4%	19.6%	42.7%	23.6%	12.7%	18.0%	10.1%	19.9%	18.5%	16.8%	10.6%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 45
Q21. Who do you think is primarily responsible when private companies running public services are found guilty of fraud and/or mismanagement of government contracts?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
The companies themselves	269	146	123	72	94	35	67	90	34	49	14	66	49	16	59	72	59	56	65	87	20	12	36	116	29	55	43	84	86	56
	26.7%	29.9%	23.8%	24.9%	26.6%	23.3%	31.9%	33.6%	15.9%	28.7%	20.4%	37.4%	22.8%	31.1%	27.3%	24.9%	29.2%	28.4%	27.8%	23.6%	19.8%	21.8%	41.9%	31.5%	18.1%	23.8%	27.3%	34.1%	22.3%	25.9%
The government	163	88	75	44	60	20	39	26	57	27	16	23	43	10	29	45	42	29	21	71	15	13	11	58	26	40	25	40	59	38
	16.2%	18.0%	14.5%	15.3%	16.9%	13.1%	18.5%	9.9%	26.6%	15.8%	22.9%	12.9%	20.3%	20.0%	13.6%	15.6%	20.6%	14.8%	8.9%	19.2%	14.6%	23.7%	13.2%	15.9%	16.0%	17.3%	15.9%	16.4%	15.4%	17.6%
The companies and the government are equally responsible	484	228	257	122	181	84	98	143	102	84	37	82	103	22	119	159	94	93	120	176	48	25	33	169	86	120	79	101	196	109
	48.2%	46.7%	49.7%	42.1%	51.0%	55.8%	46.4%	53.6%	47.6%	49.4%	53.1%	46.2%	48.4%	42.8%	55.3%	54.5%	46.5%	47.1%	51.1%	48.0%	48.7%	46.2%	38.0%	45.7%	53.4%	51.8%	50.2%	41.2%	50.9%	49.9%
Don't Know	89	27	62	51	19	12	7	8	21	10	3	6	18	3	8	14	7	19	29	34	17	5	6	25	20	16	10	20	44	14
	8.8%	5.4%	12.1%	17.7%	5.5%	7.8%	3.2%	3.0%	9.8%	6.0%	3.6%	3.5%	8.6%	6.0%	3.8%	4.9%	3.6%	9.7%	12.2%	9.2%	16.8%	8.4%	6.9%	6.9%	12.5%	7.1%	6.6%	8.3%	11.4%	6.6%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 46
Q22. How much do you or do you not trust the following organisations?
Private outsourcing companies
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Trust completely	25	8	17	17	8	-	*	5	6	9	-	13	4	5	1	2	14	2	4	4	2	-	2	7	9	5	7	1	12	5
	2.5%	1.5%	3.4%	5.7%	2.3%	-	0.2%	2.0%	2.7%	5.2%	-	7.6%	2.0%	9.3%	0.4%	0.6%	7.1%	0.9%	1.8%	1.2%	2.0%	-	2.0%	1.9%	5.5%	2.4%	4.6%	0.4%	3.0%	2.4%
Trust somewhat	184	83	101	58	73	31	22	69	35	22	9	57	36	9	25	38	47	40	48	48	10	7	20	77	23	46	35	45	71	32
	18.3%	16.9%	19.5%	20.2%	20.6%	20.4%	10.2%	26.1%	16.5%	13.0%	12.8%	32.1%	16.8%	17.9%	11.5%	13.0%	23.2%	20.1%	20.5%	13.2%	9.6%	12.8%	22.9%	21.0%	14.5%	20.0%	22.3%	18.4%	18.5%	14.9%
Somewhat distrust	369	172	197	103	128	47	91	108	72	60	20	60	85	24	81	102	62	78	90	137	38	27	34	125	58	85	68	104	117	80
	36.7%	35.3%	38.1%	35.6%	36.1%	31.3%	43.4%	40.6%	33.6%	35.3%	28.7%	34.1%	40.0%	47.6%	37.7%	34.9%	30.8%	39.4%	38.4%	37.4%	38.6%	50.4%	40.1%	34.0%	36.0%	36.5%	43.6%	42.3%	30.5%	36.5%
Completely distrust	274	171	104	46	105	54	69	56	67	65	36	25	60	8	87	122	59	55	55	106	36	14	19	103	42	57	28	67	113	67
	27.3%	34.9%	20.1%	16.0%	29.7%	35.9%	32.6%	21.1%	31.3%	38.0%	51.6%	14.3%	28.1%	15.4%	40.3%	41.9%	28.9%	27.6%	23.3%	28.9%	35.9%	26.5%	22.1%	27.9%	26.4%	24.8%	17.5%	27.4%	29.3%	30.6%
Don't know	153	55	98	65	40	19	29	27	34	14	5	21	28	5	22	28	20	24	38	71	14	6	11	56	28	38	19	28	72	34
	15.2%	11.3%	18.9%	22.5%	11.4%	12.4%	13.7%	10.2%	15.9%	8.4%	7.0%	11.9%	13.0%	9.8%	10.2%	9.6%	10.0%	12.0%	15.9%	19.4%	13.8%	10.3%	12.9%	15.2%	17.7%	16.4%	12.0%	11.5%	18.7%	15.5%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 47
Q22. How much do you or do you not trust the following organisations?
Central government
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Trust completely	45 4.5%	23 4.6%	23 4.4%	26 8.9%	9 2.6%	2 1.3%	9 4.1%	14 5.4%	10 4.8%	12 6.8%	2 3.4%	21 12.1%	12 5.4%	5 10.2%	3 1.6%	3 1.2%	19 9.4%	4 1.8%	10 4.3%	12 3.4%	4 3.7%	- -	4 4.5%	8 2.1%	12 7.6%	18 7.6%	10 6.1%	4 1.5%	20 5.3%	12 5.3%
Trust somewhat	314 31.3%	160 32.7%	155 29.9%	83 28.6%	119 33.5%	44 29.5%	68 32.4%	126 47.2%	56 26.0%	45 26.5%	14 20.4%	91 51.7%	54 25.4%	22 42.0%	63 29.5%	76 26.2%	80 39.4%	78 39.1%	59 25.3%	96 26.3%	14 14.0%	13 23.8%	28 32.8%	132 35.9%	44 27.5%	81 34.8%	58 37.2%	83 33.6%	100 26.1%	73 33.5%
Somewhat distrust	340 33.8%	168 34.5%	171 33.2%	97 33.7%	116 32.5%	47 31.5%	79 37.7%	85 31.8%	71 33.0%	62 36.7%	22 31.5%	48 27.0%	70 32.8%	19 36.5%	75 34.7%	106 36.4%	61 29.8%	59 29.5%	89 37.7%	132 35.9%	30 29.9%	26 48.6%	33 38.0%	123 33.3%	50 31.2%	79 33.8%	51 32.3%	90 36.6%	128 33.2%	72 32.8%
Completely distrust	218 21.7%	114 23.4%	104 20.2%	39 13.4%	86 24.2%	48 31.6%	46 21.9%	34 12.7%	54 25.2%	45 26.2%	26 37.4%	11 6.1%	60 28.0%	2 4.3%	65 30.3%	89 30.6%	38 18.7%	41 20.8%	51 21.9%	88 23.9%	37 37.2%	11 20.3%	17 19.8%	78 21.2%	33 20.3%	40 17.4%	25 16.0%	53 21.7%	90 23.5%	50 22.7%
Don't know	87 8.7%	24 4.8%	64 12.3%	45 15.4%	26 7.2%	9 6.1%	8 3.8%	8 3.0%	24 11.1%	6 3.7%	5 7.2%	6 3.1%	18 8.4%	4 7.1%	8 3.9%	17 5.7%	5 2.7%	17 8.8%	25 10.8%	39 10.6%	15 15.3%	4 7.3%	4 4.9%	28 7.5%	22 13.5%	15 6.3%	13 8.4%	16 6.7%	46 11.9%	12 5.6%
SIGMA	1005 100.0%	488 100.0%	517 100.0%	289 100.0%	355 100.0%	151 100.0%	210 100.0%	266 100.0%	214 100.0%	170 100.0%	70 100.0%	177 100.0%	213 100.0%	51 100.0%	215 100.0%	291 100.0%	203 100.0%	199 100.0%	235 100.0%	367 100.0%	99 100.0%	54 100.0%	86 100.0%	369 100.0%	160 100.0%	232 100.0%	157 100.0%	246 100.0%	384 100.0%	218 100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 48
Q22. How much do you or do you not trust the following organisations?
NHS
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Trust completely	283	153	130	54	107	53	69	66	95	58	7	37	91	12	71	87	50	38	66	128	21	24	13	112	37	76	43	77	109	54
	28.1%	31.3%	25.1%	18.6%	30.1%	35.3%	32.7%	24.8%	44.5%	34.1%	9.7%	21.2%	42.8%	24.3%	33.1%	30.1%	24.6%	19.4%	28.3%	34.8%	20.9%	44.5%	14.8%	30.5%	23.3%	32.5%	27.2%	31.3%	28.4%	24.7%
Trust somewhat	509	244	265	158	188	58	104	154	77	95	43	107	89	36	94	136	115	112	124	158	52	19	50	177	91	117	71	121	197	120
	50.6%	49.9%	51.3%	54.8%	52.8%	38.7%	49.6%	58.0%	36.0%	56.0%	61.2%	60.3%	41.8%	69.9%	43.5%	46.8%	56.7%	56.5%	52.6%	42.9%	52.4%	34.3%	58.3%	48.1%	56.7%	50.5%	44.9%	49.2%	51.3%	55.0%
Somewhat distrust	112	56	56	38	31	20	23	35	19	14	7	27	17	3	37	42	29	25	19	38	8	10	16	43	14	22	26	29	28	30
	11.1%	11.4%	10.9%	13.0%	8.8%	13.3%	11.0%	13.2%	9.1%	8.2%	10.6%	15.0%	8.0%	5.0%	17.4%	14.3%	14.5%	12.6%	8.0%	10.3%	7.6%	18.1%	18.2%	11.5%	8.7%	9.7%	16.3%	11.6%	7.3%	13.6%
Completely distrust	30	16	14	6	12	6	6	5	4	-	8	1	4	-	5	14	4	7	4	14	6	-	3	9	7	3	10	5	11	4
	2.9%	3.3%	2.6%	2.0%	3.3%	3.9%	2.9%	1.8%	1.8%	-	11.7%	0.8%	1.7%	-	2.2%	4.9%	2.1%	3.4%	1.8%	3.9%	6.3%	-	3.2%	2.4%	4.2%	1.2%	6.2%	2.1%	2.8%	1.8%
Don't know	72	20	52	34	17	13	8	6	19	3	5	5	12	-	8	11	4	16	22	30	13	2	5	28	11	14	9	14	39	11
	7.2%	4.1%	10.1%	11.6%	4.9%	8.8%	3.8%	2.2%	8.7%	1.7%	6.9%	2.8%	5.8%	0.8%	3.8%	3.9%	2.1%	8.1%	9.4%	8.1%	12.8%	3.1%	5.6%	7.5%	7.1%	6.1%	5.4%	5.7%	10.2%	4.9%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 49
Q22. How much do you or do you not trust the following organisations?
Police service
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Trust completely	168	97	71	58	45	18	48	51	42	31	8	45	33	5	42	49	30	38	28	71	14	3	6	69	33	43	25	30	65	48
	16.7%	19.8%	13.8%	20.1%	12.6%	11.7%	22.7%	19.3%	19.7%	18.0%	11.6%	25.5%	15.5%	9.9%	19.6%	16.9%	15.0%	19.1%	11.9%	19.5%	14.0%	4.9%	7.1%	18.8%	20.8%	18.3%	15.7%	12.1%	17.0%	22.1%
Trust somewhat	484	220	264	119	189	79	97	148	92	98	25	94	97	41	86	120	110	91	126	157	39	31	48	163	73	128	78	131	181	93
	48.2%	45.1%	51.1%	41.2%	53.4%	52.3%	46.1%	55.5%	43.1%	57.6%	36.4%	52.9%	45.4%	79.2%	39.9%	41.3%	54.1%	45.6%	53.7%	42.9%	39.7%	56.6%	55.6%	44.3%	45.8%	55.1%	49.9%	53.3%	47.2%	42.9%
Somewhat distrust	185	94	91	55	63	24	43	41	35	20	23	26	47	3	40	64	37	40	34	73	22	15	21	67	23	36	34	54	49	48
	18.4%	19.3%	17.5%	18.9%	17.7%	16.0%	20.5%	15.5%	16.2%	11.6%	32.7%	14.6%	22.3%	6.0%	18.7%	21.9%	18.5%	20.0%	14.3%	19.9%	22.1%	28.0%	25.1%	18.1%	14.4%	15.4%	21.9%	22.0%	12.7%	21.9%
Completely distrust	87	58	29	18	37	18	15	19	19	18	11	5	15	2	39	47	19	14	25	30	12	4	5	38	13	13	11	14	45	17
	8.7%	11.9%	5.6%	6.1%	10.4%	12.1%	6.9%	7.1%	9.0%	10.8%	15.5%	3.0%	7.1%	3.3%	18.3%	16.3%	9.4%	6.9%	10.5%	8.1%	11.7%	7.3%	6.1%	10.4%	8.2%	5.4%	7.3%	5.6%	11.6%	8.0%
Don't know	81	19	62	39	21	12	8	7	26	3	3	7	21	1	8	11	6	17	23	35	12	2	5	31	17	13	8	17	44	11
	8.0%	3.8%	12.0%	13.7%	5.9%	8.0%	3.8%	2.7%	12.0%	2.0%	3.8%	4.0%	9.7%	1.6%	3.5%	3.7%	3.0%	8.3%	9.6%	9.6%	12.5%	3.1%	6.1%	8.3%	10.8%	5.8%	5.3%	6.9%	11.5%	5.1%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 50
Q22. How much do you or do you not trust the following organisations?
The Armed Forces
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Trust completely	394	227	168	86	122	67	119	115	102	78	23	71	87	17	116	137	67	67	82	177	36	28	23	151	52	103	51	94	154	96
	39.2%	46.5%	32.4%	29.9%	34.3%	44.7%	56.5%	43.1%	47.8%	45.7%	32.7%	40.0%	40.7%	33.6%	53.8%	47.2%	33.1%	33.9%	35.0%	48.3%	36.6%	51.8%	26.5%	41.0%	32.5%	44.4%	32.8%	38.1%	40.0%	43.8%
Trust somewhat	395	182	213	106	160	60	69	117	62	75	27	80	74	28	72	99	98	85	102	111	31	17	45	138	61	100	72	107	134	82
	39.3%	37.3%	41.3%	36.8%	45.2%	39.6%	32.8%	43.7%	28.8%	43.9%	38.3%	45.2%	34.7%	55.4%	33.3%	34.2%	48.2%	42.9%	43.1%	30.2%	31.3%	32.1%	53.0%	37.6%	37.9%	43.2%	46.1%	43.4%	34.9%	37.7%
Somewhat distrust	78	27	51	34	30	8	5	16	12	11	10	14	18	3	11	24	19	20	15	23	8	5	8	26	21	10	17	17	25	18
	7.7%	5.5%	9.8%	11.8%	8.6%	5.2%	2.5%	5.8%	5.8%	6.8%	13.9%	7.8%	8.7%	5.2%	5.1%	8.2%	9.4%	10.2%	6.3%	6.2%	8.2%	8.5%	9.9%	7.1%	12.8%	4.3%	10.8%	7.1%	6.5%	8.5%
Completely distrust	44	24	20	14	18	5	7	2	12	3	8	1	15	1	9	18	13	8	7	16	7	2	2	23	4	3	6	12	15	11
	4.4%	4.9%	3.8%	4.8%	5.1%	3.0%	3.5%	0.8%	5.8%	2.0%	10.9%	0.7%	7.0%	2.2%	4.0%	6.1%	6.5%	3.8%	2.8%	4.5%	7.2%	3.8%	2.6%	6.2%	2.4%	1.5%	3.8%	4.7%	4.0%	5.1%
Don't know	94	28	65	48	24	11	10	17	25	3	3	11	19	2	8	13	6	18	30	40	17	2	7	30	23	15	10	16	56	11
	9.3%	5.8%	12.6%	16.8%	6.8%	7.5%	4.7%	6.6%	11.8%	1.6%	4.3%	6.2%	8.9%	3.6%	3.8%	4.4%	2.8%	9.2%	12.7%	10.9%	16.7%	3.7%	8.0%	8.2%	14.4%	6.6%	6.6%	6.6%	14.6%	5.0%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 51
Q22. How much do you or do you not trust the following organisations?
The judiciary
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Trust completely	130	77	53	37	45	9	39	40	38	23	6	31	37	9	27	34	41	39	15	36	10	11	4	49	25	31	17	36	42	35
	12.9%	15.8%	10.2%	12.8%	12.6%	6.0%	18.7%	15.1%	17.6%	13.5%	9.0%	17.7%	17.5%	17.3%	12.5%	11.6%	20.1%	19.6%	6.2%	9.7%	10.5%	19.8%	4.8%	13.2%	15.8%	13.2%	11.1%	14.5%	11.0%	16.0%
Trust somewhat	472	245	227	119	166	79	108	158	94	87	33	109	92	35	86	120	112	77	131	151	33	21	43	168	68	137	77	117	177	101
	47.0%	50.3%	43.9%	41.1%	46.8%	52.6%	51.4%	59.2%	44.0%	51.1%	47.6%	61.4%	43.2%	69.0%	39.8%	41.3%	55.4%	38.9%	55.7%	41.2%	32.9%	37.9%	50.2%	45.6%	42.7%	59.2%	49.2%	47.5%	46.1%	46.4%
Somewhat distrust	206	103	102	44	85	37	39	34	41	39	17	23	50	4	63	79	27	47	44	86	23	17	22	83	34	26	26	60	70	49
	20.5%	21.2%	19.8%	15.3%	24.0%	24.4%	18.6%	12.6%	19.1%	23.1%	24.8%	12.8%	23.6%	7.8%	29.1%	27.0%	13.5%	23.7%	18.5%	23.5%	22.9%	31.8%	25.2%	22.4%	21.4%	11.3%	16.7%	24.4%	18.2%	22.7%
Completely distrust	70	31	39	22	25	9	14	18	13	8	8	3	11	-	30	40	9	10	9	43	10	1	6	25	9	17	17	12	31	10
	7.0%	6.4%	7.6%	7.5%	7.2%	6.1%	6.7%	6.6%	6.2%	4.4%	11.9%	1.6%	5.2%	-	13.8%	13.7%	4.3%	5.0%	3.9%	11.7%	9.7%	1.4%	6.9%	6.8%	5.8%	7.5%	10.8%	5.0%	8.2%	4.5%
Don't know	127	30	96	67	34	16	10	17	28	13	5	11	22	3	10	19	14	25	37	51	24	5	11	44	23	20	19	21	64	23
	12.6%	6.2%	18.6%	23.3%	9.5%	10.9%	4.6%	6.5%	13.1%	7.8%	6.7%	6.4%	10.5%	5.8%	4.8%	6.4%	6.7%	12.7%	15.8%	13.9%	24.0%	9.1%	12.9%	11.9%	14.3%	8.8%	12.3%	8.6%	16.6%	10.4%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 52
Q22. How much do you or do you not trust the following organisations?
The civil service
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Trust completely	80	42	38	41	22	6	11	17	20	16	2	19	28	6	8	14	24	20	14	22	3	4	4	31	17	22	17	19	29	14
	8.0%	8.6%	7.4%	14.1%	6.2%	3.9%	5.4%	6.4%	9.5%	9.3%	2.9%	10.8%	13.4%	11.4%	3.6%	4.8%	12.0%	10.0%	5.9%	6.0%	2.9%	6.8%	4.7%	8.3%	10.4%	9.6%	11.0%	7.9%	7.6%	6.6%
Trust somewhat	429	214	215	108	170	58	93	130	92	84	17	89	90	30	81	110	103	81	95	150	38	19	44	148	64	115	63	109	162	95
	42.7%	43.9%	41.6%	37.3%	48.0%	38.7%	44.1%	48.8%	43.1%	49.2%	24.6%	50.2%	42.4%	59.2%	37.8%	38.0%	50.6%	40.8%	40.6%	40.9%	37.9%	34.7%	51.7%	40.2%	40.0%	49.4%	40.3%	44.4%	42.0%	43.8%
Somewhat distrust	274	132	143	68	92	39	76	77	52	43	30	44	64	11	79	101	52	48	68	105	25	23	21	108	38	58	48	77	88	61
	27.3%	26.9%	27.6%	23.4%	25.8%	25.9%	36.2%	28.8%	24.4%	25.2%	42.9%	24.9%	29.8%	22.3%	36.7%	34.7%	25.9%	24.0%	29.0%	28.6%	24.8%	42.5%	24.9%	29.4%	23.8%	25.2%	30.9%	31.2%	22.9%	28.1%
Completely distrust	98	66	32	9	39	30	19	22	22	17	15	10	11	1	38	47	13	25	21	39	11	6	6	38	16	19	11	19	40	28
	9.7%	13.5%	6.1%	3.0%	11.1%	19.8%	9.3%	8.3%	10.1%	10.1%	21.3%	5.7%	5.4%	2.8%	17.5%	16.0%	6.5%	12.3%	8.9%	10.6%	10.6%	11.2%	6.7%	10.3%	10.0%	8.2%	6.9%	7.9%	10.3%	12.7%
Don't know	123	34	89	64	31	17	11	21	28	10	6	15	19	2	9	19	10	25	37	51	24	3	10	44	25	18	17	21	66	19
	12.3%	7.0%	17.2%	22.1%	8.8%	11.6%	5.1%	7.8%	12.9%	6.1%	8.3%	8.4%	9.0%	4.4%	4.4%	6.5%	5.0%	12.8%	15.6%	13.9%	23.8%	4.9%	12.0%	11.9%	15.8%	7.6%	10.8%	8.6%	17.2%	8.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 53
Q22. How much do you or do you not trust the following organisations?
Local government
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Trust completely	58 5.8%	28 5.7%	30 5.8%	34 11.7%	12 3.4%	5 3.1%	8 3.6%	12 4.4%	19 8.8%	15 8.8%	3 3.9%	18 10.4%	22 10.1%	4 8.5%	8 3.9%	12 4.2%	22 10.8%	15 7.8%	5 2.2%	16 4.3%	3 3.1%	-	4 4.9%	22 6.0%	14 8.4%	15 6.6%	9 5.9%	9 3.5%	31 8.1%	9 4.2%
Trust somewhat	376 37.4%	186 38.1%	190 36.8%	104 35.9%	126 35.6%	58 38.8%	88 41.7%	116 43.4%	80 37.4%	64 37.4%	21 29.6%	84 47.6%	81 38.0%	25 48.9%	51 23.5%	80 27.4%	89 43.8%	76 38.0%	93 39.7%	119 32.3%	37 37.0%	15 27.2%	29 34.3%	143 38.8%	53 32.9%	98 42.2%	70 44.3%	98 39.7%	137 35.7%	72 33.1%
Somewhat distrust	307 30.5%	151 30.9%	156 30.1%	76 26.4%	116 32.6%	41 27.2%	74 35.0%	82 30.8%	61 28.3%	52 30.5%	22 31.1%	43 24.1%	63 29.8%	17 33.8%	90 41.6%	110 37.8%	62 30.4%	55 27.8%	57 24.3%	132 35.9%	20 20.1%	26 48.8%	33 39.1%	113 30.6%	36 22.5%	77 33.4%	50 31.6%	96 39.2%	89 23.1%	72 33.0%
Completely distrust	173 17.3%	100 20.4%	74 14.2%	31 10.7%	77 21.6%	33 22.2%	32 15.4%	49 18.3%	28 13.1%	34 20.0%	19 27.3%	24 13.7%	29 13.8%	2 4.6%	57 26.6%	72 24.9%	22 11.1%	37 18.4%	55 23.5%	59 16.1%	22 22.6%	10 19.2%	14 16.5%	61 16.5%	37 23.2%	26 11.3%	16 10.5%	28 11.5%	78 20.2%	51 23.4%
Don't know	90 9.0%	24 4.8%	67 12.9%	44 15.2%	24 6.9%	13 8.7%	9 4.3%	8 3.0%	26 12.3%	6 3.3%	6 8.1%	7 4.1%	18 8.4%	2 4.3%	9 4.4%	16 5.7%	8 4.0%	16 8.0%	24 10.4%	42 11.5%	17 17.3%	3 4.8%	4 5.2%	30 8.2%	21 13.1%	15 6.5%	12 7.7%	15 6.1%	50 12.9%	14 6.3%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 54
Q23. Which, if any, of the following events do you think should prevent a company from applying for future government contracts?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Under investigation for fraud	503	231	272	108	200	86	108	164	93	84	32	105	98	35	102	141	99	101	118	183	44	32	42	186	74	120	74	139	163	127
	50.0%	47.3%	52.6%	37.3%	56.4%	57.3%	51.5%	61.7%	43.5%	49.6%	45.7%	59.4%	46.3%	67.8%	47.3%	48.3%	48.7%	51.1%	50.3%	49.9%	44.2%	60.0%	48.5%	50.6%	46.3%	51.6%	46.9%	56.5%	42.4%	58.4%
Been convicted of fraud	603	285	319	150	221	102	131	189	106	104	36	122	112	40	127	168	140	127	131	205	51	31	55	231	89	141	93	154	205	152
	60.0%	58.3%	61.7%	51.8%	62.3%	67.7%	62.0%	71.0%	49.5%	61.4%	52.0%	68.9%	52.8%	79.0%	59.0%	57.9%	68.8%	63.7%	55.8%	55.8%	51.8%	57.4%	64.6%	62.8%	55.3%	60.6%	59.0%	62.7%	53.4%	69.6%
Evaded tax	566	275	291	139	215	89	123	176	97	103	35	111	112	38	116	156	132	128	116	189	49	34	53	216	86	126	83	137	201	145
	56.3%	56.4%	56.3%	48.0%	60.5%	59.1%	58.6%	65.9%	45.6%	60.4%	50.3%	62.6%	52.7%	73.7%	53.9%	53.6%	64.9%	64.4%	49.3%	51.5%	49.1%	63.2%	61.8%	58.6%	53.6%	54.1%	52.6%	55.9%	52.3%	66.6%
Failed to meet contract conditions on previous government jobs (e.g underprovision)	497	250	247	117	189	78	113	156	87	87	34	103	90	32	105	141	119	110	101	165	39	24	49	193	78	110	84	134	151	128
	49.4%	51.2%	47.7%	40.5%	53.2%	51.6%	53.7%	58.7%	40.6%	51.1%	48.5%	58.3%	42.4%	62.5%	48.6%	48.4%	58.8%	55.6%	43.0%	44.9%	39.6%	44.8%	57.6%	52.4%	48.8%	47.3%	53.2%	54.4%	39.3%	58.8%
Been found to have covered up incidences of gross misconduct within the practice of the organisation	575	279	297	133	219	98	125	185	101	103	37	120	105	39	117	159	134	125	125	189	51	31	56	217	88	130	90	145	193	147
	57.2%	57.1%	57.4%	46.0%	61.7%	65.4%	59.2%	69.5%	47.4%	60.4%	53.3%	67.6%	49.5%	75.5%	54.4%	54.7%	66.2%	63.1%	53.3%	51.5%	51.3%	56.9%	65.6%	59.0%	54.7%	55.9%	57.3%	59.1%	50.1%	67.6%
None of the above	18	12	7	7	6	-	5	4	2	3	3	2	2	3	4	4	5	6	1	7	-	3	1	10	2	2	3	4	10	1
	1.8%	2.4%	1.3%	2.3%	1.8%	-	2.4%	1.7%	0.7%	1.7%	4.0%	1.3%	0.7%	5.6%	1.7%	1.2%	2.4%	3.1%	0.3%	1.8%	-	5.7%	0.7%	2.8%	1.4%	0.9%	2.1%	1.6%	2.7%	0.2%
I don't think government services should ever be sub-contracted to private companies	212	117	95	43	67	36	66	38	61	46	25	17	52	5	67	85	33	28	49	101	30	5	11	77	31	58	25	49	96	42
	21.1%	23.9%	18.4%	14.9%	19.0%	23.7%	31.3%	14.2%	28.7%	27.2%	35.1%	9.3%	24.3%	9.5%	31.3%	29.3%	16.2%	14.3%	21.0%	27.6%	30.4%	9.5%	12.8%	20.9%	19.2%	24.8%	16.2%	19.8%	24.9%	19.3%
Don't know	89	30	59	58	22	8	1	10	17	9	2	14	18	*	4	13	12	18	35	24	15	3	8	19	26	17	14	18	44	12
	8.8%	6.1%	11.4%	20.1%	6.2%	5.2%	0.4%	3.6%	8.1%	5.2%	2.5%	7.6%	8.5%	0.8%	2.0%	4.3%	5.9%	8.8%	15.0%	6.5%	15.5%	4.8%	9.9%	5.1%	16.4%	7.4%	9.1%	7.1%	11.6%	5.7%
SIGMA	3063	1477	1585	754	1140	497	672	922	565	539	204	593	590	192	641	866	674	644	678	1063	280	164	275	1150	474	702	465	779	1063	755
	304.7%	302.7%	306.6%	260.9%	321.1%	330.0%	319.2%	346.2%	264.3%	317.0%	291.5%	335.2%	277.2%	374.4%	298.2%	297.8%	332.0%	324.1%	287.9%	289.5%	281.9%	302.4%	321.6%	312.1%	295.6%	302.5%	296.4%	317.2%	276.6%	346.3%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 55
Q24. Which of the following statements is closest to your opinion?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban	Town	Village	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
When private companies are found to have been mismanaging a public service or defrauding taxpayers, the service should be put back out to different private companies	309 30.8%	176 36.2%	133 25.7%	73 25.4%	123 34.5%	53 35.2%	60 28.6%	122 45.8%	43 20.3%	61 35.8%	14 20.7%	99 55.8%	43 20.0%	22 43.3%	69 32.1%	89 30.6%	79 39.2%	58 29.4%	89 38.0%	81 22.1%	19 19.6%	20 37.5%	26 30.4%	118 32.0%	52 32.1%	72 31.1%	45 28.6%	80 32.5%	94 24.3%	91 41.7%
When private companies are found to have been mismanaging a public service or defrauding taxpayers, the service should be re-nationalised and run by the government	526 52.4%	254 52.1%	272 52.7%	148 51.2%	168 47.2%	71 47.5%	139 66.2%	109 40.8%	137 64.2%	95 56.2%	48 68.9%	48 26.9%	138 64.8%	22 43.9%	128 59.5%	175 60.1%	99 48.7%	106 53.2%	94 40.2%	228 62.0%	62 62.9%	25 45.9%	40 46.8%	195 53.0%	70 43.3%	132 56.7%	93 59.4%	131 53.4%	202 52.4%	100 46.0%
Don't know	169 16.9%	57 11.8%	112 21.7%	68 23.4%	65 18.2%	26 17.3%	11 5.2%	36 13.4%	33 15.6%	14 8.0%	7 10.3%	31 17.3%	32 15.2%	7 12.7%	18 8.5%	27 9.3%	25 12.2%	35 17.4%	51 21.9%	59 16.0%	17 17.5%	9 16.6%	20 22.8%	55 15.0%	39 24.5%	28 12.2%	19 12.0%	35 14.1%	89 23.2%	27 12.3%
SIGMA	1005 100.0%	488 100.0%	517 100.0%	289 100.0%	355 100.0%	151 100.0%	210 100.0%	266 100.0%	214 100.0%	170 100.0%	70 100.0%	177 100.0%	213 100.0%	51 100.0%	215 100.0%	291 100.0%	203 100.0%	199 100.0%	235 100.0%	367 100.0%	99 100.0%	54 100.0%	86 100.0%	369 100.0%	160 100.0%	232 100.0%	157 100.0%	246 100.0%	384 100.0%	218 100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 56
Q25. Would you be more or less likely to vote for a party that promised to ...
Remove public contracts from companies who are found to have committed fraud
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
More likely	735	378	357	184	261	119	172	203	163	137	56	130	158	41	174	227	155	142	169	269	73	24	54	291	108	184	102	171	288	173
	73.1%	77.4%	69.1%	63.7%	73.4%	78.8%	81.5%	76.2%	76.1%	80.9%	80.3%	73.5%	74.3%	80.4%	81.0%	78.0%	76.2%	71.4%	71.6%	73.3%	73.4%	43.8%	62.7%	78.9%	67.1%	79.2%	65.1%	69.8%	75.0%	79.4%
Less likely	48	26	22	27	15	1	5	11	9	6	3	10	16	*	6	13	11	9	16	12	3	3	10	17	7	7	10	12	20	6
	4.8%	5.4%	4.2%	9.4%	4.3%	0.7%	2.2%	4.3%	4.4%	3.5%	4.7%	5.8%	7.7%	0.6%	2.7%	4.3%	5.3%	4.7%	7.0%	3.1%	2.8%	6.2%	12.1%	4.7%	4.5%	3.0%	6.3%	4.8%	5.3%	2.8%
No difference	222	84	138	78	79	31	34	52	42	26	11	37	38	10	35	52	38	48	50	87	24	27	22	61	46	41	45	63	76	39
	22.1%	17.2%	26.7%	26.9%	22.3%	20.6%	16.3%	19.6%	19.6%	15.6%	15.1%	20.6%	18.0%	19.0%	16.4%	17.7%	18.6%	23.9%	21.4%	23.6%	23.9%	50.0%	25.1%	16.4%	28.4%	17.8%	28.6%	25.5%	19.7%	17.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 57
Q25. Would you be more or less likely to vote for a party that promised to ...
Require companies who run public services to submit to Freedom of Information requests
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
More likely	631	333	298	143	222	111	155	183	132	127	49	105	122	37	161	211	129	124	148	230	69	23	45	259	78	154	83	145	255	148
	62.8%	68.2%	57.6%	49.3%	62.6%	73.5%	73.8%	68.5%	61.7%	74.7%	70.5%	59.2%	57.5%	72.3%	74.9%	72.5%	63.5%	62.3%	62.9%	62.5%	69.2%	43.1%	52.6%	70.4%	48.8%	66.5%	52.9%	59.0%	66.4%	67.9%
Less likely	73	33	39	42	22	1	7	8	23	7	7	9	32	1	10	17	20	14	18	20	3	4	7	30	11	16	24	14	30	4
	7.2%	6.8%	7.6%	14.6%	6.1%	1.0%	3.5%	3.0%	10.8%	4.1%	9.5%	5.3%	15.2%	2.9%	4.8%	6.0%	9.9%	6.9%	7.9%	5.5%	3.2%	7.9%	8.5%	8.2%	7.2%	6.9%	15.2%	5.8%	7.9%	1.9%
No difference	301	122	180	104	111	38	48	76	59	36	14	63	58	13	44	62	54	61	69	118	27	26	33	79	71	62	50	87	99	66
	30.0%	25.0%	34.7%	36.0%	31.3%	25.5%	22.7%	28.4%	27.5%	21.2%	19.9%	35.5%	27.3%	24.8%	20.4%	21.5%	26.6%	30.7%	29.3%	32.0%	27.6%	49.0%	38.9%	21.4%	44.0%	26.6%	31.9%	35.3%	25.7%	30.2%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 58
Q25. Would you be more or less likely to vote for a party that promised to ...
Consult the public over all new contracts with private companies to run public services
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
More likely	523	267	257	138	195	75	115	139	124	94	41	80	122	23	119	162	100	115	112	196	61	22	49	185	79	126	81	130	206	106
	52.1%	54.6%	49.6%	47.7%	55.0%	49.9%	54.6%	52.0%	58.2%	55.2%	59.1%	45.2%	57.5%	45.2%	55.4%	55.8%	49.4%	58.0%	47.6%	53.3%	61.6%	40.0%	56.9%	50.2%	49.4%	54.4%	51.6%	53.0%	53.5%	48.6%
Less likely	82	40	42	35	34	8	6	17	17	13	5	18	26	7	12	19	25	11	20	26	2	1	4	42	12	21	17	17	31	17
	8.2%	8.2%	8.1%	12.0%	9.5%	5.3%	2.8%	6.5%	7.8%	7.4%	6.9%	10.4%	12.3%	14.5%	5.4%	6.7%	12.2%	5.3%	8.3%	7.1%	1.5%	2.6%	4.9%	11.4%	7.2%	8.9%	10.6%	6.9%	8.1%	7.8%
No difference	400	181	218	116	126	68	90	111	73	64	24	78	64	21	84	109	78	73	104	145	37	31	33	142	70	85	59	98	147	95
	39.8%	37.2%	42.2%	40.3%	35.6%	44.8%	42.6%	41.5%	34.0%	37.4%	34.0%	44.3%	30.2%	40.3%	39.2%	37.5%	38.4%	36.7%	44.1%	39.6%	36.9%	57.4%	38.2%	38.4%	43.3%	36.7%	37.7%	40.0%	38.3%	43.5%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 59
Q25. Would you be more or less likely to vote for a party that promised to ...
Limit the number of contracts an individual company can obtain
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
More likely	571	295	275	132	203	97	139	169	126	111	46	95	123	29	138	184	116	108	134	212	62	25	44	212	82	146	71	139	229	132
	56.8%	60.5%	53.3%	45.6%	57.1%	64.6%	66.1%	63.3%	59.0%	65.5%	65.2%	53.9%	57.9%	57.6%	64.1%	63.1%	57.2%	54.2%	57.0%	57.7%	62.4%	45.4%	51.2%	57.5%	50.9%	62.7%	45.1%	56.6%	59.5%	60.6%
Less likely	67	41	26	32	29	1	5	13	22	5	4	21	22	3	4	10	22	10	16	19	2	*	6	31	14	13	21	10	23	12
	6.7%	8.4%	5.0%	11.2%	8.1%	0.9%	2.2%	4.8%	10.4%	2.8%	6.0%	11.9%	10.1%	6.2%	1.7%	3.3%	10.8%	5.1%	6.7%	5.3%	1.5%	0.8%	6.5%	8.5%	8.7%	5.8%	13.4%	4.2%	6.1%	5.6%
No difference	367	151	216	125	124	52	67	85	65	54	20	61	68	19	74	98	65	81	85	136	36	29	36	125	65	73	65	96	132	74
	36.5%	31.0%	41.7%	43.2%	34.9%	34.5%	31.6%	31.9%	30.5%	31.7%	28.8%	34.2%	32.0%	36.3%	34.2%	33.6%	32.0%	40.7%	36.2%	37.0%	36.1%	53.9%	42.3%	33.9%	40.3%	31.4%	41.5%	39.1%	34.4%	33.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 60
Q25. Would you be more or less likely to vote for a party that promised to ...
Consult with the public over which services should be outsourced to private companies
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
More likely	602	288	313	155	220	102	125	153	136	120	49	88	132	34	146	200	129	117	135	219	64	20	47	226	87	156	86	146	234	135
	59.9%	59.1%	60.6%	53.6%	62.0%	67.6%	59.2%	57.4%	63.5%	70.8%	69.8%	49.5%	61.8%	66.1%	67.7%	68.9%	63.7%	59.0%	57.6%	59.5%	64.3%	36.3%	55.5%	61.3%	53.9%	67.4%	55.0%	59.4%	61.0%	61.9%
Less likely	76	43	33	37	22	5	12	17	14	13	5	20	22	3	16	19	14	10	21	31	4	4	7	39	13	10	22	10	34	10
	7.6%	8.9%	6.4%	12.8%	6.2%	3.4%	5.7%	6.4%	6.7%	7.4%	7.3%	11.2%	10.2%	5.2%	7.4%	6.6%	7.1%	4.9%	9.0%	8.4%	3.7%	7.5%	8.5%	10.5%	7.9%	4.2%	13.9%	4.1%	8.8%	4.8%
No difference	327	156	171	97	113	44	74	96	64	37	16	69	60	15	54	71	59	72	79	118	32	30	31	104	61	66	49	90	116	73
	32.6%	32.0%	33.1%	33.6%	31.8%	29.0%	35.1%	36.2%	29.8%	21.8%	23.0%	39.2%	28.0%	28.7%	24.9%	24.5%	29.2%	36.1%	33.4%	32.0%	32.0%	56.2%	36.1%	28.2%	38.2%	28.4%	31.1%	36.6%	30.2%	33.3%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll

Prepared on behalf of We Own It

6 May 2014

Table 61

Q26. Serco is a British outsourcing company. Its operations include public and private transport and traffic control, aviation, military and nuclear weapons contracts, detention centres and prisons and schools. It is contracted by the UK Government to run some public services. Its revenue from UK public sector contracts was £1.8 billion in 2012. Last December, Serco agreed to repay £68.5 million to the government, after being found to have overcharged for providing electronic prisoner tags, including allegations of charging for tagging prisoners who were dead or in prison. Which of the following statements is closest to your opinion?

Base : All Respondents

	Total		Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
			Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005		473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005		488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
This is an acceptable settlement between the government and Serco	268		134	134	80	93	41	54	88	50	63	10	77	50	22	51	71	67	43	85	72	22	7	21	103	53	60	47	61	98	63
	26.7%		27.5%	25.9%	27.5%	26.3%	27.4%	25.6%	33.2%	23.2%	37.2%	14.7%	43.2%	23.6%	43.1%	23.8%	24.4%	33.2%	21.8%	36.3%	19.6%	22.2%	13.1%	24.4%	28.0%	33.3%	25.9%	29.7%	24.8%	25.5%	28.7%
This is not an acceptable settlement between the government and Serco	483		275	209	109	186	66	122	116	116	79	51	64	112	18	129	173	90	106	87	199	50	23	41	176	69	119	74	124	182	102
	48.1%		56.3%	40.4%	37.7%	52.5%	43.5%	58.0%	43.7%	54.1%	46.5%	72.4%	36.0%	52.5%	35.1%	60.0%	59.6%	44.6%	53.4%	37.1%	54.1%	50.6%	43.4%	48.4%	47.9%	42.9%	51.5%	47.4%	50.5%	47.4%	47.0%
Don't know	254		79	175	100	75	44	34	62	49	28	9	37	51	11	35	46	45	49	63	97	27	24	23	89	38	53	36	61	104	53
	25.2%		16.2%	33.8%	34.7%	21.2%	29.0%	16.4%	23.1%	22.7%	16.3%	12.8%	20.8%	23.9%	21.8%	16.3%	16.0%	22.2%	24.8%	26.6%	26.3%	27.2%	43.5%	27.2%	24.1%	23.8%	22.7%	22.9%	24.7%	27.1%	24.3%
SIGMA	1005		488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 62
Q27. In January, Serco was cleared to bid for public sector government contracts after it was barred last year from bidding for new contracts. It is currently under criminal investigation by the Serious Fraud Office regarding the issue of overcharging on its government contracts. Which of the following statements is closest to your opinion?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
It is right that Serco should be allowed to bid for government contracts again now	71 7.1%	28 5.8%	43 8.3%	39 13.5%	20 5.7%	9 5.7%	4 1.7%	15 5.6%	25 11.8%	14 8.2%	2 2.5%	18 10.1%	23 10.9%	7 13.3%	10 4.8%	16 5.4%	23 11.5%	12 6.1%	22 9.3%	14 3.8%	3 3.4%	1 2.5%	6 7.0%	35 9.6%	15 9.4%	9 4.0%	19 12.1%	19 7.6%	25 6.6%	8 3.8%
Serco should be allowed to bid for government contracts again, but not yet	163 16.2%	73 14.9%	90 17.5%	54 18.6%	58 16.4%	28 18.5%	23 11.1%	60 22.4%	27 12.9%	33 19.3%	6 9.2%	45 25.5%	25 11.6%	16 30.9%	32 14.8%	42 14.3%	54 26.7%	32 16.0%	33 14.0%	44 12.1%	8 7.9%	8 15.3%	10 11.4%	57 15.5%	31 19.2%	49 21.0%	29 18.2%	43 17.7%	64 16.6%	28 12.7%
Serco should never be allowed to bid for government contracts again	630 62.7%	349 71.5%	281 54.3%	124 42.9%	240 67.6%	100 66.6%	166 78.7%	171 64.2%	133 62.3%	113 66.2%	58 83.1%	96 54.1%	138 64.8%	27 53.2%	161 74.7%	215 74.0%	105 51.8%	127 64.2%	144 61.2%	252 68.7%	68 68.5%	30 55.8%	55 64.4%	235 63.8%	90 56.3%	147 63.6%	85 54.0%	153 62.3%	237 61.8%	154 70.9%
Don't know	141 14.0%	38 7.7%	103 19.9%	72 25.0%	36 10.3%	14 9.2%	18 8.6%	21 7.8%	28 13.1%	11 6.3%	4 5.1%	18 10.4%	27 12.7%	1 2.6%	12 5.7%	18 6.3%	20 10.1%	27 13.7%	36 15.4%	57 15.4%	20 20.1%	14 26.3%	15 17.2%	41 11.1%	24 15.1%	27 11.5%	25 15.7%	31 12.5%	58 15.0%	28 12.7%
SIGMA	1005 100.0%	488 100.0%	517 100.0%	289 100.0%	355 100.0%	151 100.0%	210 100.0%	266 100.0%	214 100.0%	170 100.0%	70 100.0%	177 100.0%	213 100.0%	51 100.0%	215 100.0%	291 100.0%	203 100.0%	199 100.0%	235 100.0%	367 100.0%	99 100.0%	54 100.0%	86 100.0%	369 100.0%	160 100.0%	232 100.0%	157 100.0%	246 100.0%	384 100.0%	218 100.0%

Survation.

Public Sector and Outsourcing Issues Poll
Prepared on behalf of We Own It

6 May 2014

Table 63
Q28. G4S is British security services company that provides security for people, buildings and cash. It is contracted by the UK Government to run some public services. Its revenue from UK public sector contracts was £0.7 billion in 2012-13. In March, G4S agreed to repay £109 million to the government, after being found to have overcharged for providing electronic prisoner tags, including allegations of charging for tagging prisoners who were dead or in prison, and overcharging for prisoner escort contracts. Which of the following statements is closest to your opinion?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
This is an acceptable settlement between the government and G4S	255 25.3%	126 25.9%	128 24.8%	81 28.1%	88 24.8%	42 28.1%	43 20.4%	81 30.6%	36 17.0%	60 35.5%	13 18.2%	69 38.8%	45 21.0%	20 39.3%	47 22.0%	66 22.7%	61 30.1%	49 24.5%	78 33.0%	67 18.3%	15 14.6%	12 23.0%	20 23.1%	107 29.1%	47 29.6%	52 22.4%	49 31.0%	60 24.3%	93 24.3%	53 24.2%
This is not an acceptable settlement between the government and G4S	524 52.1%	288 58.9%	236 45.6%	131 45.2%	185 52.2%	71 46.8%	137 65.2%	129 48.5%	128 59.9%	87 51.0%	50 71.1%	71 40.0%	122 57.3%	20 39.5%	138 64.0%	183 62.9%	108 53.3%	104 52.6%	98 41.8%	212 57.6%	64 64.8%	19 35.7%	44 51.3%	189 51.3%	70 43.9%	134 57.6%	73 46.5%	133 54.1%	193 50.3%	124 57.0%
Don't know	227 22.6%	74 15.2%	153 29.5%	77 26.7%	82 23.0%	38 25.0%	30 14.5%	56 20.9%	49 23.1%	23 13.5%	7 10.6%	37 21.2%	46 21.7%	11 21.2%	30 14.0%	42 14.4%	34 16.6%	45 22.9%	59 25.1%	89 24.1%	20 20.6%	22 41.4%	22 25.6%	73 19.7%	43 26.6%	47 20.0%	35 22.5%	53 21.5%	98 25.4%	41 18.8%
SIGMA	1005 100.0%	488 100.0%	517 100.0%	289 100.0%	355 100.0%	151 100.0%	210 100.0%	266 100.0%	214 100.0%	170 100.0%	70 100.0%	177 100.0%	213 100.0%	51 100.0%	215 100.0%	291 100.0%	203 100.0%	199 100.0%	235 100.0%	367 100.0%	99 100.0%	54 100.0%	86 100.0%	369 100.0%	160 100.0%	232 100.0%	157 100.0%	246 100.0%	384 100.0%	218 100.0%

Public Sector and Outsourcing Issues Poll

Prepared on behalf of We Own It

6 May 2014

Table 64
Q29. In April, G4S was cleared to bid for public sector government contracts after it was barred last year from bidding for new contracts. It is currently under criminal investigation by the Serious Fraud Office regarding the issue of overcharging on its government contracts. Which of the following statements is closest to your opinion?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
It is right that G4S should be allowed to bid for government contracts again now	78	36	42	33	28	14	4	23	18	16	4	22	22	11	6	13	24	11	26	16	5	1	7	36	18	9	16	22	26	14
	7.8%	7.3%	8.2%	11.3%	7.7%	9.3%	2.0%	8.7%	8.6%	9.6%	5.7%	12.2%	10.2%	21.2%	2.9%	4.6%	12.0%	5.8%	11.3%	4.4%	5.4%	2.6%	8.7%	9.8%	11.2%	4.0%	10.3%	9.1%	6.8%	6.3%
G4S should be allowed to bid for government contracts again, but not yet	185	84	101	63	64	27	31	64	46	28	8	46	43	13	35	45	54	34	43	54	14	7	12	77	17	57	33	45	75	33
	18.4%	17.2%	19.5%	21.9%	18.0%	17.8%	14.6%	23.9%	21.5%	16.3%	11.7%	26.1%	20.0%	24.5%	16.3%	15.5%	26.6%	17.1%	18.5%	14.6%	14.0%	12.7%	14.0%	20.9%	10.9%	24.6%	20.7%	18.1%	19.5%	15.2%
G4S should never be allowed to bid for government contracts again	597	326	270	127	219	92	158	161	121	114	54	84	124	26	156	208	103	125	137	230	64	32	54	204	99	140	82	149	222	143
	59.4%	66.9%	52.3%	44.1%	61.7%	61.0%	75.3%	60.5%	56.8%	66.9%	77.6%	47.6%	58.2%	51.7%	72.7%	71.5%	50.9%	62.9%	58.3%	62.7%	64.9%	58.6%	62.9%	55.5%	61.7%	60.2%	52.5%	60.6%	57.8%	65.7%
Don't know	145	42	103	66	45	18	17	18	28	12	4	25	25	1	17	24	21	28	28	67	16	14	12	51	26	26	26	30	61	28
	14.4%	8.6%	20.0%	22.7%	12.6%	12.0%	8.1%	6.9%	13.1%	7.2%	5.1%	14.2%	11.7%	2.6%	8.1%	8.3%	10.5%	14.3%	12.0%	18.3%	15.6%	26.1%	14.4%	13.8%	16.2%	11.3%	16.5%	12.2%	15.9%	12.9%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%