

Armed Forces and Society - Businesses : 11th January 2012 - 24th January 2012

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Table Q9A	Page 33	Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : People management skills Base: All respondents
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Table Q9C	Page 37	Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Communication skills Base: All respondents
Table Q9D	Page 39	Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Time management Base: All respondents
Table Q9E	Page 41	Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Positive attitude to work Base: All respondents
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Table Q9G	Page 45	Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Using their initiative Base: All respondents
Table Q9H	Page 47	Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Ability to make decisions independently Base: All respondents
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Table Q9K	Page 53	Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Directly relevant experience Base: All respondents
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Table SUMQ9	Page 57	Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? Base: All respondents
Table Q10A1	Page 58	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : People management skills Base: All respondents
Table Q10A2	Page 62	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Technical qualifications and ability Base: All respondents

Table Q10A3	Page 66	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Communication skills Base: All respondents
Table Q10A4	Page 70	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Time management Base: All respondents
Table Q10A5	Page 74	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Positive attitude to work Base: All respondents
Table Q10A6	Page 78	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to follow instructions Base: All respondents
Table Q10A7	Page 82	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Using their initiative Base: All respondents
Table Q10A8	Page 86	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to make decisions independently Base: All respondents
Table Q10A9	Page 90	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to work well under stress Base: All respondents
Table Q10A10	Page 94	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to come up with creative solutions to problems Base: All respondents
Table Q10A11	Page 98	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Directly relevant experience Base: All respondents
Table Q10A12	Page 102	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Other Base: All who answered 'other' at Q4
Table SUMQ10A	Page 105	Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? Base: All respondents
Table Q10B1	Page 107	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : People management skills Base: All respondents
Table Q10B2	Page 111	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Technical qualifications and ability Base: All respondents

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Table Q10B3	Page 115	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Communication skills Base: All respondents
Table Q10B4	Page 119	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Time management Base: All respondents
Table Q10B5	Page 123	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Positive attitude to work Base: All respondents
Table Q10B6	Page 127	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to follow instructions Base: All respondents
Table Q10B7	Page 131	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Using their initiative Base: All respondents
Table Q10B8	Page 135	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to make decisions independently Base: All respondents
Table Q10B9	Page 139	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to work well under stress Base: All respondents
Table Q10B10	Page 143	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to come up with creative solutions to problems Base: All respondents
Table Q10B11	Page 147	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Directly relevant experience Base: All respondents
Table Q10B12	Page 151	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Other Base: All who answered 'other' at Q4
Table SUMQ10B	Page 154	Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? Base: All respondents
Table Q11	Page 156	Q11 Thinking about people who are leaving after several years in the Armed Forces, which of the following best sums up what you think they would be like as individuals â€" even if neither completely describes your view: Base: All respondents
Table D1	Page 158	D1 Region Base: All respondents
Table D2	Page 162	D2 Just for quota purposes can I check your company's annual turnover? Base: All respondents
Table D3	Page 166	D3 How would you describe what your business does? That is what goods or services account for the majority of your turnover? Base: All respondents

Table S2

S2 And how many people does your company employ in the UK in total including your site if there are multiple sites?

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company					
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people	
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r	
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125	
Less than 5 people	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
5 - 9 people	85 17%	11 14%	23 12%	25 19%	25 27% ab	9 8%	3 6%	70 22% ef	10 19%	16 14%	1 7%	1 33%	55 14%	8 15%	85 100% opqr	0 0%	0 0%	0 0%	0 0%	0 0%
10 - 19 people	81 16%	20 25% bc	26 13%	17 13%	18 19%	11 10%	4 8%	64 20% e	19 35% i	24 21%	2 13%	1 33%	62 16%	11 21%	0 0%	81 100% npqr	0 0%	0 0%	0 0%	0 0%
20 - 49 people	124 24%	24 30% c	51 26%	24 18%	25 27%	22 20%	15 31%	84 26%	8 15%	33 28%	5 33%	0 0%	100 25%	10 19%	0 0%	0 0%	124 100% noqr	0 0%	0 0%	0 0%
50 - 99 people	93 18%	14 18%	38 19%	29 22%	11 12%	19 17%	10 21%	57 18%	6 11%	20 17%	2 13%	1 33%	74 19%	13 25%	0 0%	0 0%	0 0%	93 100% nopr	0 0%	
100 - 250 people	125 25%	11 14%	61 31% ad	39 29% ad	14 15%	48 44% g	16 33% g	49 15%	11 20%	24 21%	5 33%	0 0%	104 26%	11 21%	0 0%	0 0%	0 0%	0 0%	125 100% nopq	
More than 250 people	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
Don't know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table S2 (continuation)

S2 And how many people does your company employ in the UK in total including your site if there are multiple sites?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Less than 5 people	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
5 - 9 people	85 17%	2 14%	13 23% h	6 21%	5 16%	1 6%	0 0%	4 13%	11 9%	5 31%	3 12%	13 32% h	1 9%	2 10%	19 23% h
10 - 19 people	81 16%	2 14%	14 25%	4 14%	3 10%	2 12%	0 0%	4 13%	21 17%	0 0%	4 15%	8 20%	2 18%	3 14%	12 15%
20 - 49 people	124 24%	2 14%	12 21%	8 28%	7 23%	7 41%	3 30%	5 16%	32 26%	4 25%	6 23%	7 17%	3 27%	8 38%	20 25%
50 - 99 people	93 18%	3 21%	12 21%	6 21%	6 19%	3 18%	5 50%	9 29% k	19 16%	1 6%	7 27%	3 7%	1 9%	4 19%	13 16%
100 - 250 people	125 25%	5 36%	5 9%	5 17%	10 32% b	4 24%	2 20%	9 29% b	38 31% b	6 38%	6 23%	10 24% b	4 36%	4 19%	17 21%
More than 250 people	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Don't know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q1

Q1 Compared to your business's performance in 2011, what level of growth, if any, do you expect to see in 2012?

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
0% - Negative	164 32%	21 26%	61 31%	42 31%	40 43% ab	29 27%	16 33%	111 34%	20 37%	31 26%	3 20%	2 67%	131 33%	18 34%	34 40%	27 33%	42 34%	22 24%	39 31%
1% - 5%	193 38%	38 48% d	80 40% d	49 37%	26 28%	54 50% g	21 44%	106 33%	20 37%	46 39%	10 67%	0 0%	148 37%	22 42%	29 34%	27 33%	46 37%	37 40%	54 43%
6% - 10%	55 11%	10 13%	20 10%	18 13%	6 6%	5 5%	10 21% e	39 12% e	4 7%	18 15%	0 0%	0 0%	45 11%	3 6%	8 9%	9 11%	14 11%	12 13%	12 10%
11% and over	41 8%	7 9%	19 10%	7 5%	8 9%	9 8%	1 2%	28 9%	4 7%	13 11%	1 7%	1 33%	29 7%	8 15%	5 6%	12 15% r	11 9%	7 8%	6 5%
Don't know	54 11%	4 5%	19 10%	18 13%	12 13%	12 11% f	0 0%	39 12% f	5 9%	9 8%	1 7%	0 0%	41 10%	2 4%	8 9%	6 7%	11 9%	15 16%	14 11%
Refused	1 *%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 *%	1 2%	0 0%	0 0%	0 0%	1 *%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q1 (continuation)

Q1 Compared to your business's performance in 2011, what level of growth, if any, do you expect to see in 2012?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
0% - Negative	164 32%	4 29%	14 25%	7 24%	9 29%	2 12%	3 30%	11 35%	36 30%	5 31%	14 54%	21 51% bh	5 45%	1 5%	32 40%
1% - 5%	193 38%	9 64%	25 45% kn	14 48%	10 32%	6 35%	2 20%	15 48% kn	50 41% n	8 50%	6 23%	10 24%	3 27%	12 57%	21 26%
6% - 10%	55 11%	1 7%	5 9%	2 7%	2 6%	4 24%	2 20%	2 6%	17 14%	0 0%	1 4%	5 12%	1 9%	2 10%	11 14%
11% and over	41 8%	0 0%	6 11%	4 14%	3 10%	2 12%	1 10%	1 3%	9 7%	2 13%	2 8%	1 2%	2 18%	3 14%	4 5%
Don't know	54 11%	0 0%	6 11%	2 7%	7 23% h	3 18%	2 20%	2 6%	9 7%	1 6%	3 12%	4 10%	0 0%	3 14%	12 15%
Refused	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n



Table Q2

Q2 When recruiting, do you often, sometimes, rarely or never struggle to find candidates with the skills and qualities you need?

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Often	80 16%	80 100%	0 0%	0 0%	0 0%	16 15%	12 25%	51 16%	7 13%	24 21%	2 13%	1 33%	63 16%	10 19%	11 13%	20 25%	24 19%	14 15%	11 9%
		bcd														r	r		
Sometimes	199 39%	0 0%	199 100%	0 0%	0 0%	41 38%	23 48%	118 36%	26 48%	41 35%	7 47%	1 33%	161 41%	14 26%	23 27%	26 32%	51 41%	38 41%	61 49%
			acd										m				n		no
Rarely	134 26%	0 0%	0 0%	134 100%	0 0%	31 28%	9 19%	87 27%	8 15%	35 30%	2 13%	0 0%	108 27%	12 23%	25 29%	17 21%	24 19%	29 31%	39 31%
				abd						h								p	p
Never	93 18%	0 0%	0 0%	0 0%	93 100%	20 18%	4 8%	67 21%	13 24%	17 15%	4 27%	1 33%	62 16%	17 32%	25 29%	18 22%	25 20%	11 12%	14 11%
					abc			f					1	1	qr	r			
Don't know	2 *%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 *%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q2 (continuation)

Q2 When recruiting, do you often, sometimes, rarely or never struggle to find candidates with the skills and qualities you need?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Often	80 16%	2 14%	14 25%	4 14%	6 19%	3 18%	5 50%	2 6%	25 21%	2 13%	4 15%	1 2%	1 9%	4 19%	7 9%
Sometimes	199 39%	4 29%	21 38%	10 34%	10 32%	7 41%	3 30%	14 45%	52 43%	5 31%	10 38%	20 49%	3 27%	7 33%	31 38%
Rarely	134 26%	4 29%	13 23%	9 31%	11 35%	6 35%	2 20%	11 35%	22 18%	6 38%	8 31%	11 27%	2 18%	6 29%	23 28%
Never	93 18%	4 29%	8 14%	6 21%	4 13%	1 6%	0 0%	4 13%	21 17%	3 19%	4 15%	8 20%	5 45%	4 19%	20 25%
Don't know	2 *	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q3  
 Q3 I am going to read a list of types of job roles. Of these roles, which 2 roles are the most difficult to find the appropriately skilled people for?  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Specialist skilled / professional	252 50%	53 66% cd	111 56% d	63 47% d	24 26%	64 59% g	24 50%	150 46%	23 43%	63 54%	10 67%	0 0%	200 51%	24 45%	24 28%	38 47% n	52 42% n	53 57% np	85 68% nop
Managerial	142 28%	16 20%	64 32% a	39 29%	22 24%	34 31%	13 27%	84 26%	15 28%	27 23%	5 33%	2 67%	111 28%	16 30%	11 13%	17 21%	42 34% no	31 33% n	41 33% n
Skilled manual	128 25%	30 38% cd	57 29% c	23 17%	18 19%	29 27%	14 29%	79 24%	20 37%	44 38%	3 20%	2 67%	105 27%	11 21%	20 24%	21 26%	36 29%	22 24%	29 23%
Sales / customer service	75 15%	12 15%	36 18%	18 13%	9 10%	11 10%	10 21%	48 15%	8 15%	17 15%	2 13%	1 33%	59 15%	8 15%	12 14%	15 19%	23 19%	12 13%	13 10%
Administrative / clerical	36 7%	9 11% d	13 7% d	13 10% d	1 1%	3 3%	5 10% e	28 9% e	3 6%	11 9%	0 0%	0 0%	34 9%	2 4%	5 6%	4 5%	13 10% r	9 10%	5 4%
Unskilled manual	23 5%	7 9% c	8 4%	3 2%	5 5%	5 5%	1 2%	16 5%	3 6%	6 5%	1 7%	0 0%	17 4%	2 4%	5 6%	7 9% r	5 4%	4 4%	2 2%
Trainee / apprentice	18 4%	4 5%	9 5%	3 2%	2 2%	5 5%	1 2%	12 4%	3 6%	7 6%	0 0%	1 33%	16 4%	1 2%	5 6%	4 5%	4 3%	3 3%	2 2%
Not stated	76 15%	2 3%	7 4%	26 19% ab	40 43% abc	14 13%	6 13%	54 17%	7 13%	10 9%	3 20%	0 0%	47 12%	12 23% 1	25 29% opqr	13 16%	13 10%	12 13%	13 10%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q3 (continuation)

Q3 I am going to read a list of types of job roles. Of these roles, which 2 roles are the most difficult to find the appropriately skilled people for?  
 Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Specialist skilled / professional	252 50%	7 50%	35 63% hk	17 59%	18 58% k	10 59%	8 80%	15 48% k	55 45% k	9 56%	14 54%	9 22%	7 64%	6 29%	42 52% k
Managerial	142 28%	7 50%	18 32% k	10 34%	6 19%	8 47%	3 30%	8 26%	28 23%	7 44%	9 35%	5 12%	4 36%	5 24%	24 30% k
Skilled manual	128 25%	5 36%	6 11%	5 17%	3 10%	1 6%	3 30%	8 26%	51 42% bdn	3 19%	8 31%	14 34% bdn	3 27%	6 29%	10 12%
Sales / customer service	75 15%	0 0%	9 16%	7 24%	3 10%	2 12%	0 0%	2 6%	22 18% n	0 0%	3 12%	16 39% bdghn	1 9%	4 19%	6 7%
Administrative / clerical	36 7%	0 0%	4 7%	4 14%	2 6%	3 18%	2 20%	1 3%	8 7%	1 6%	2 8%	0 0%	1 9%	3 14%	5 6%
Unskilled manual	23 5%	2 14%	3 5%	0 0%	1 3%	0 0%	1 10%	4 13% n	6 5%	0 0%	1 4%	2 5%	0 0%	2 10%	1 1%
Trainee / apprentice	18 4%	1 7%	0 0%	2 7%	0 0%	1 6%	0 0%	1 3%	4 3%	0 0%	1 4%	2 5%	0 0%	2 10%	4 5%
Not stated	76 15%	1 7%	7 13%	2 7%	8 26% h	1 6%	0 0%	5 16%	14 12%	4 25%	3 12%	6 15%	1 9%	3 14%	20 25% h

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Conducted by Lord Ashcroft

Table Q4  
 Q4 Thinking about the particular skills or qualities you look for when recruiting staff, which of the FOLLOWING skills or qualities are hardest to find?  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Technical qualifications and ability	205 40%	48 60% bcd	90 45% cd	46 34% d	20 22%	51 47% g	24 50% g	114 35%	22 41%	55 47%	7 47%	1 33%	162 41%	21 40%	17 20%	30 37% n	56 45% n	40 43% n	62 50% n
Ability to come up with creative solutions to problems	144 28%	38 48% bcd	67 34% cd	30 22% d	8 9%	31 28%	19 40%	85 26%	12 22%	33 28%	4 27%	0 0%	111 28%	14 26%	18 21%	23 28%	33 27%	25 27%	45 36% n
Communication skills	130 26%	22 28%	62 31% cd	27 20%	18 19%	22 20%	10 21%	95 29%	19 35%	28 24%	6 40%	2 67%	106 27%	14 26%	29 34% r	21 26%	30 24%	23 25%	27 22%
Positive attitude to work	118 23%	25 31% cd	52 26%	24 18%	17 18%	31 28%	12 25%	70 22%	15 28%	28 24%	3 20%	1 33%	87 22%	16 30%	19 22%	16 20%	32 26%	22 24%	29 23%
People management skills	116 23%	11 14%	51 26% a	32 24%	22 24%	28 26%	10 21%	72 22%	17 31% i	18 15%	6 40%	1 33%	98 25%	9 17%	15 18%	12 15%	27 22%	27 29% o	35 28% o
Using initiative	107 21%	17 21%	41 21%	33 25%	16 17%	14 13%	14 29% e	76 23% e	9 17%	31 26%	3 20%	0 0%	88 22% m	5 9%	22 26% r	22 27% r	31 25% r	15 16%	17 14%
Directly relevant experience	92 18%	8 10%	32 16%	34 25% ab	18 19%	26 24%	5 10%	55 17%	6 11%	27 23%	4 27%	0 0%	73 18%	13 25%	14 16%	11 14%	17 14%	25 27% op	25 20%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q4 (continuation)

Q4 Thinking about the particular skills or qualities you look for when recruiting staff, which of the FOLLOWING skills or qualities are hardest to find?

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Ability to make decisions independently	89 18%	12 15%	34 17%	28 21%	15 16%	21 19%	9 19%	55 17%	9 17%	24 21%	0 0%	1 33%	70 18%	11 21%	13 15%	18 22%	23 19%	12 13%	23 18%
Time management	83 16%	9 11%	31 16%	30 22% a	13 14%	16 15%	11 23%	52 16%	6 11%	21 18%	1 7%	1 33%	64 16%	9 17%	18 21%	14 17%	18 15%	13 14%	20 16%
Ability to work well under stress	62 12%	7 9%	26 13%	16 12%	13 14%	12 11%	7 15%	39 12%	7 13%	14 12%	2 13%	1 33%	53 13%	5 9%	8 9%	9 11%	13 10%	11 12%	21 17%
Ability to follow instructions	42 8%	8 10% c	22 11% c	4 3%	8 9%	8 7%	5 10%	28 9%	8 15%	9 8%	0 0%	0 0%	34 9%	5 9%	4 5%	6 7%	13 10%	10 11%	9 7%
Other	14 3%	1 1%	9 5%	2 1%	2 2%	4 4%	2 4%	7 2%	5 9%	3 3%	0 0%	1 33%	9 2%	3 6%	4 5%	3 4%	1 1%	3 3%	3 2%
Not stated	48 9%	3 4%	6 3%	13 10% b	26 28% abc	9 8% f	0 0%	35 11% f	4 7%	8 7%	3 20%	0 0%	31 8%	6 11%	13 15% r	10 12% r	12 10%	8 9%	5 4%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q4 (continuation)

Q4 Thinking about the particular skills or qualities you look for when recruiting staff, which of the FOLLOWING skills or qualities are hardest to find?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Technical qualifications and ability	205 40%	3 21%	27 48%	14 48%	11 35%	8 47%	7 70%	8 26%	56 46%	8 50%	9 35%	13 32%	4 36%	8 38%	29 36%
Ability to come up with creative solutions to problems	144 28%	5 36%	20 36%	14 48%	10 32%	7 41%	4 40%	8 26%	36 30%	6 38%	2 8%	6 15%	2 18%	4 19%	19 23%
Communication skills	130 26%	3 21%	9 16%	5 17%	7 23%	3 18%	4 40%	8 26%	34 28%	1 6%	8 31%	11 27%	6 55%	6 29%	24 30%
Positive attitude to work	118 23%	3 21%	8 14%	5 17%	3 10%	3 18%	4 40%	8 26%	32 26%	3 19%	9 35%	15 37%	3 27%	6 29%	16 20%
People management skills	116 23%	3 21%	8 14%	7 24%	6 19%	5 29%	1 10%	8 26%	30 25%	3 19%	11 42%	9 22%	5 45%	3 14%	17 21%
Using initiative	107 21%	2 14%	11 20%	9 31%	5 16%	3 18%	3 30%	7 23%	27 22%	4 25%	4 15%	12 29%	1 9%	8 38%	11 14%
Directly relevant experience	92 18%	3 21%	8 14%	4 14%	9 29%	4 24%	4 40%	5 16%	22 18%	2 13%	5 19%	5 12%	3 27%	5 24%	13 16%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q4 (continuation)

Q4 Thinking about the particular skills or qualities you look for when recruiting staff, which of the FOLLOWING skills or qualities are hardest to find?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Ability to make decisions independently	89 18%	2 14%	7 13%	4 14%	5 16%	3 18%	0 0%	7 23%	24 20%	2 13%	5 19%	8 20%	1 9%	6 29%	15 19%
Time management	83 16%	4 29%	7 13%	3 10%	4 13%	3 18%	0 0%	4 13%	20 17%	1 6%	4 15%	10 24%	2 18%	2 10%	18 22%
Ability to work well under stress	62 12%	1 7%	7 13%	5 17%	4 13%	3 18%	0 0%	2 6%	11 9%	1 6%	7 27%	5 12%	1 9%	3 14%	12 15%
Ability to follow instructions	42 8%	2 14%	4 7%	1 3%	2 6%	1 6%	1 10%	5 16%	10 8%	0 0%	4 15%	4 10%	2 18%	1 5%	4 5%
Other	14 3%	0 0%	3 5%	0 0%	0 0%	0 0%	0 0%	1 3%	7 6%	0 0%	0 0%	2 5%	0 0%	0 0%	1 1%
Not stated	48 9%	2 14%	9 16%	3 10%	5 16%	0 0%	0 0%	3 10%	5 4%	1 6%	2 8%	3 7%	0 0%	2 10%	12 15%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n



Table Q4A  
 Q4a Technical qualifications and ability  
 Base: All who mentioned Technical qualifications and ability

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	*d	e	*f	g	*h	i	*j	*k	l	*m	*n	*o	p	q	r
Base	202	48	88	45	20	50	23	113	22	53	7	1	160	21	17	28	56	39	62
Engineering	66 33%	18 38%	33 38%	11 24%	4 20%	19 38%	12 52%	31 27%	9 41%	19 36%	1 14%	0 0%	56 35%	3 14%	4 24%	12 43%	12 21%	12 31%	26 42%
IT	42 21%	9 19%	16 18%	13 29%	4 20%	7 14%	7 30%	27 24%	5 23%	14 26%	3 43%	0 0%	33 21%	5 24%	5 29%	3 11%	15 27%	8 21%	11 18%
Catering related	15 7%	3 6%	6 7%	4 9%	2 10%	3 6%	0 0%	10 9%	1 5%	5 9%	0 0%	0 0%	12 8%	2 10%	1 6%	2 7%	3 5%	3 8%	6 10%
General business administration	10 5%	0 0%	5 6%	3 7%	2 10%	2 4%	0 0%	6 5%	0 0%	4 8%	1 14%	0 0%	7 4%	2 10%	1 6%	3 11%	2 4%	3 8%	1 2%
Accounting/ Finance/Insurance	7 3%	1 2%	4 5%	2 4%	0 0%	0 0%	1 4%	5 4%	1 5%	0 0%	1 14%	0 0%	5 3%	0 0%	1 6%	1 4%	4 7%	1 3%	0 0%
Social care/education	6 3%	1 2%	4 5%	0 0%	1 5%	1 2%	0 0%	5 4%	1 5%	0 0%	0 0%	0 0%	4 3%	0 0%	0 0%	0 0%	3 5%	2 5%	1 2%
Language	3 1%	2 4%	1 1%	0 0%	0 0%	0 0%	0 0%	3 3%	0 0%	1 2%	0 0%	0 0%	2 1%	1 5%	1 6%	2 7%	0 0%	0 0%	0 0%
Driving related	3 1%	1 2%	0 0%	1 2%	1 5%	1 2%	1 4%	1 1%	0 0%	1 2%	0 0%	0 0%	3 2%	0 0%	0 0%	0 0%	1 2%	1 3%	1 2%
Legal	1 *%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q4A (continuation)

Q4a Technical qualifications and ability

Base: All who mentioned Technical qualifications and ability

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	*d	e	*f	g	*h	i	*j	*k	l	*m	*n	*o	p	q	r
Base	202	48	88	45	20	50	23	113	22	53	7	1	160	21	17	28	56	39	62
Other	35	8	11	9	6	12	2	17	3	10	1	0	28	5	2	5	9	9	10
	17%	17%	13%	20%	30%	24%	9%	15%	14%	19%	14%	0%	18%	24%	12%	18%	16%	23%	16%
Don't know	23	5	11	6	1	6	2	13	2	3	1	1	18	3	2	1	6	4	10
	11%	10%	13%	13%	5%	12%	9%	12%	9%	6%	14%	100%	11%	14%	12%	4%	11%	10%	16%
Not stated	15	3	6	4	2	3	0	10	1	5	0	0	12	2	1	2	3	3	6
	7%	6%	7%	9%	10%	6%	0%	9%	5%	9%	0%	0%	8%	10%	6%	7%	5%	8%	10%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q4A (continuation)

Q4a Technical qualifications and ability

Base: All who mentioned Technical qualifications and ability

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	*b	*c	*d	*e	*f	*g	h	*i	*j	*k	*l	*m	*n
Base	202	3	25	14	11	7	7	8	56	8	9	13	4	8	29
Engineering	66 33%	3 100%	3 12%	2 14%	3 27%	0 0%	0 0%	2 25%	35 63%	3 38%	1 11%	4 31%	2 50%	1 13%	7 24%
IT	42 21%	0 0%	9 36%	9 64%	1 9%	0 0%	0 0%	0 0%	8 14%	1 13%	3 33%	2 15%	1 25%	3 38%	5 17%
Catering related	15 7%	0 0%	1 4%	0 0%	0 0%	0 0%	0 0%	4 50%	1 2%	0 0%	6 67%	0 0%	0 0%	1 13%	2 7%
General business administration	10 5%	0 0%	2 8%	0 0%	1 9%	1 14%	0 0%	0 0%	1 2%	1 13%	2 22%	0 0%	1 25%	0 0%	1 3%
Accounting/ Finance/Insurance	7 3%	0 0%	3 12%	0 0%	0 0%	3 43%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 3%
Social care/education	6 3%	0 0%	0 0%	0 0%	4 36%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 7%
Language	3 1%	0 0%	3 12%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Driving related	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	1 8%	0 0%	1 13%	0 0%
Legal	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 3%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q4A (continuation)

Q4a Technical qualifications and ability

Base: All who mentioned Technical qualifications and ability

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	*b	*c	*d	*e	*f	*g	h	*i	*j	*k	*l	*m	*n	
Base	202	3	25	14	11	7	7	8	56	8	9	13	4	8	29
Other	35	0	4	1	0	0	7	4	8	3	0	2	0	0	6
	17%	0%	16%	7%	0%	0%	100%	50%	14%	38%	0%	15%	0%	0%	21%
Don't know	23	0	2	2	2	3	0	0	3	0	0	4	0	2	5
	11%	0%	8%	14%	18%	43%	0%	0%	5%	0%	0%	31%	0%	25%	17%
Not stated	15	0	1	0	0	0	0	4	1	0	6	0	0	1	2
	7%	0%	4%	0%	0%	0%	0%	50%	2%	0%	67%	0%	0%	13%	7%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q5A

Q5A As far as you know, have you been involved in employing anyone who has served in the Armed Forces in the last 5 years?

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Yes	109 21%	16 20%	41 21%	31 23%	20 22%	109 100% fg	0 0%	0 0%	11 20%	26 22%	5 33%	0 0%	79 20%	18 34% 1	9 11%	11 14%	22 18%	19 20%	48 38% nopq
No	388 76%	63 79%	150 75%	102 76%	72 77%	0 0%	48 100% e	324 100% e	43 80%	90 77%	9 60%	3 100%	306 77%	35 66%	74 87% r	70 86% r	101 81% r	72 77% r	71 57%
Don't know	11 2%	1 1%	8 4%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	1 7%	0 0%	10 3%	0 0%	2 2%	0 0%	1 1%	2 2%	6 5% o
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q5A (continuation)

Q5A As far as you know, have you been involved in employing anyone who has served in the Armed Forces in the last 5 years?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Yes	109 21%	3 21%	13 23%	3 10%	8 26%	3 18%	3 30%	5 16%	35 29%	3 19%	4 15%	6 15%	3 27%	4 19%	14 17%
No	388 76%	11 79%	41 73%	26 90%	22 71%	14 82%	6 60%	26 84%	85 70%	12 75%	21 81%	34 83%	8 73%	17 81%	64 79%
Don't know	11 2%	0 0%	2 4%	0 0%	1 3%	0 0%	1 10%	0 0%	1 1%	1 6%	1 4%	1 2%	0 0%	0 0%	3 4%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q5B  
 Q5B Overall, how would you describe this person / these people's impact on the workplace?  
 Base: All who have been involved in employing someone who had served in the Armed Forces

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		*a	b	c	*d	e	*f	*g	*h	*i	*j	*k	l	*m	*n	*o	*p	*q	r
Base	109	16	41	31	20	109	0	0	11	26	5	0	79	18	9	11	22	19	48
Positive	65 60%	9 56%	22 54%	21 68%	13 65%	65 60%	0 0%	0 0%	10 91%	17 65%	0 0%	0 0%	53 67%	5 28%	6 67%	7 64%	13 59%	11 58%	28 58%
Negative	11 10%	1 6%	4 10%	2 6%	4 20%	11 10%	0 0%	0 0%	0 0%	2 8%	3 60%	0 0%	5 6%	6 33%	1 11%	1 9%	5 23%	1 5%	3 6%
Neutral	31 28%	6 38%	15 37%	7 23%	2 10%	31 28%	0 0%	0 0%	1 9%	6 23%	2 40%	0 0%	20 25%	7 39%	1 11%	3 27%	4 18%	7 37%	16 33%
Don't know	2 2%	0 0%	0 0%	1 3%	1 5%	2 2%	0 0%	0 0%	0 0%	1 4%	0 0%	0 0%	1 1%	0 0%	1 11%	0 0%	0 0%	0 0%	1 2%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q5B (continuation)

Q5B Overall, how would you describe this person / these people's impact on the workplace?

Base: All who have been involved in employing someone who had served in the Armed Forces

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	*b	*c	*d	*e	*f	*g	h	*i	*j	*k	*l	*m	*n
Base	109	3	13	3	8	3	3	5	35	3	4	6	3	4	14
Positive	65 60%	3 100%	10 77%	2 67%	4 50%	1 33%	2 67%	4 80%	18 51%	1 33%	3 75%	5 83%	2 67%	2 50%	8 57%
Negative	11 10%	0 0%	1 8%	0 0%	1 13%	1 33%	0 0%	0 0%	3 9%	1 33%	0 0%	0 0%	1 33%	1 25%	2 14%
Neutral	31 28%	0 0%	2 15%	1 33%	2 25%	1 33%	1 33%	1 20%	14 40%	1 33%	1 25%	0 0%	0 0%	1 25%	4 29%
Don't know	2 2%	0 0%	0 0%	0 0%	1 13%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 17%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n



Table Q6A

Q6A As far as you know, have you been involved in interviewing anyone who had served in the Armed Forces in the last 5 years?

Base: All who have NOT been involved in employing someone who had served in the Armed Forces

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	*e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	388	63	150	102	72	0	48	324	43	90	9	3	306	35	74	70	101	72	71
Yes	48 12%	12 19% d	23 15% d	9 9%	4 6%	0 0%	48 100% g	0 0%	6 14%	13 14%	2 22%	0 0%	38 12%	4 11%	3 4%	4 6%	15 15% n	10 14% n	16 23% no
No	324 84%	51 81%	118 79%	87 85%	67 93% ab	0 0%	0 0%	324 100% f	35 81%	75 83%	7 78%	2 67%	257 84%	31 89%	70 95% pqr	64 91% qr	84 83% r	57 79%	49 69%
Don't know	16 4%	0 0%	9 6% a	6 6%	1 1%	0 0%	0 0%	0 0%	2 5%	2 2%	0 0%	1 33%	11 4%	0 0%	1 1%	2 3%	2 2%	5 7%	6 8% np
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q6A (continuation)

Q6A As far as you know, have you been involved in interviewing anyone who had served in the Armed Forces in the last 5 years?

Base: All who have NOT been involved in employing someone who had served in the Armed Forces

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	*d	*e	*f	*g	h	*i	*j	k	*l	*m	n
Base	388	11	41	26	22	14	6	26	85	12	21	34	8	17	64
Yes	48 12%	2 18%	9 22%	2 8%	1 5%	1 7%	0 0%	4 15%	15 18%	0 0%	1 5%	4 12%	0 0%	3 18%	6 9%
No	324 84%	9 82%	29 71%	24 92%	20 91%	13 93%	6 100%	20 77%	68 80%	12 100%	17 81%	27 79%	8 100%	14 82%	56 88% b
Don't know	16 4%	0 0%	3 7%	0 0%	1 5%	0 0%	0 0%	2 8%	2 2%	0 0%	3 14%	3 9%	0 0%	0 0%	2 3%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q6B

Q6B Overall, how would you describe the impression this person / these people gave at interview?

Base: All who have been involved in interviewing someone who had served in the Armed Forces

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		*a	*b	*c	*d	*e	f	*g	*h	*i	*j	*k	l	*m	*n	*o	*p	*q	*r
Base	48	12	23	9	4	0	48	0	6	13	2	0	38	4	3	4	15	10	16
Positive	34 71%	9 75%	16 70%	8 89%	1 25%	0 0%	34 71%	0 0%	6 100%	9 69%	1 50%	0 0%	29 76%	2 50%	3 100%	4 100%	9 60%	9 90%	9 56%
Negative	3 6%	0 0%	2 9%	0 0%	1 25%	0 0%	3 6%	0 0%	0 0%	0 0%	1 50%	0 0%	0 0%	1 25%	0 0%	0 0%	1 7%	0 0%	2 13%
Neutral	6 13%	1 8%	3 13%	1 11%	1 25%	0 0%	6 13%	0 0%	0 0%	3 23%	0 0%	0 0%	4 11%	1 25%	0 0%	0 0%	1 7%	1 10%	4 25%
Don't know	5 10%	2 17%	2 9%	0 0%	1 25%	0 0%	5 10%	0 0%	0 0%	1 8%	0 0%	0 0%	5 13%	0 0%	0 0%	0 0%	4 27%	0 0%	1 6%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q6B (continuation)

Q6B Overall, how would you describe the impression this person / these people gave at interview?

Base: All who have been involved in interviewing someone who had served in the Armed Forces

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n
Base	48	2	9	2	1	1	0	4	15	0	1	4	0	3	6
Positive	34 71%	1 50%	8 89%	1 50%	1 100%	0 0%	0 0%	3 75%	11 73%	0 0%	1 100%	3 75%	0 0%	0 0%	5 83%
Negative	3 6%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%	0 0%	1 7%	0 0%	0 0%	1 25%	0 0%	0 0%	0 0%
Neutral	6 13%	1 50%	1 11%	0 0%	0 0%	0 0%	0 0%	1 25%	2 13%	0 0%	0 0%	0 0%	0 0%	1 33%	0 0%
Don't know	5 10%	0 0%	0 0%	0 0%	0 0%	1 100%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	0 0%	2 67%	1 17%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q7

Q7 Imagine you have received a very large number of applications for a job, and are deciding which applicants to invite for interview.

Other things being equal, if an applicant's CV showed they had spent several years in the Armed Forces, would this make you more inclined to progress their application, or less inclined?

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Much more inclined to progress their application	54 11%	7 9%	26 13% c	8 6%	13 14% c	11 10%	6 13%	35 11%	54 100% i	0 0%	0 0%	0 0%	48 12%	4 8%	10 12%	19 23% npqr	8 6%	6 6%	11 9%
Slightly more inclined to progress their application	117 23%	24 30%	41 21%	35 26%	17 18%	26 24%	13 27%	75 23%	0 0%	117 100% h	0 0%	0 0%	102 26%	8 15%	16 19%	24 30%	33 27%	20 22%	24 19%
Slightly less inclined to progress their application	15 3%	2 3%	7 4%	2 1%	4 4%	5 5%	2 4%	7 2%	0 0%	0 0%	15 100%	0 0%	7 2%	5 9% 1	1 1%	2 2%	5 4%	2 2%	5 4%
Much less inclined to progress their application	3 1%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	3 100%	0 0%	2 4% 1	1 1%	1 1%	0 0%	1 1%	0 0%
ALL MORE INCLINED	171 34%	31 39%	67 34%	43 32%	30 32%	37 34%	19 40%	110 34%	54 100%	117 100%	0 0%	0 0%	150 38% m	12 23%	26 31%	43 53% npqr	41 33%	26 28%	35 28%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q7 (continuation)

Q7 Imagine you have received a very large number of applications for a job, and are deciding which applicants to invite for interview.

Other things being equal, if an applicant's CV showed they had spent several years in the Armed Forces, would this make you more inclined to progress their application, or less inclined?

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
ALL LESS INCLINED	18	3	8	2	5	5	2	9	0	0	15	3	7	7	2	3	5	3	5
	4%	4%	4%	1%	5%	5%	4%	3%	0%	0%	100%	100%	2%	13%	2%	4%	4%	3%	4%
Don't know	42	6	15	18	3	12	2	26	0	0	0	0	31	6	3	2	8	16	13
	8%	8%	8%	13%	3%	11%	4%	8%	0%	0%	0%	0%	8%	11%	4%	2%	6%	17%	10%
				d														nop	o
Refused	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0
	*%	1%	0%	0%	0%	0%	0%	*%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%
														1					
NO DIFFERENCE	276	39	109	71	55	55	25	178	0	0	0	0	207	27	54	33	70	47	72
	54%	49%	55%	53%	59%	50%	52%	55%	0%	0%	0%	0%	52%	51%	64%	41%	56%	51%	58%
															o		o		o

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q7 (continuation)

Q7 Imagine you have received a very large number of applications for a job, and are deciding which applicants to invite for interview.

Other things being equal, if an applicant's CV showed they had spent several years in the Armed Forces, would this make you more inclined to progress their application, or less inclined?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Much more inclined to progress their application	54 11%	1 7%	4 7%	4 14%	1 3%	1 6%	2 20%	3 10%	16 13%	1 6%	3 12%	7 17%	0 0%	1 5%	9 11%
Slightly more inclined to progress their application	117 23%	2 14%	16 29%	4 14%	5 16%	2 12%	2 20%	7 23%	29 24%	6 38%	8 31%	11 27%	1 9%	6 29%	18 22%
Slightly less inclined to progress their application	15 3%	0 0%	4 7% n	1 3%	2 6% n	0 0%	0 0%	0 0%	3 2%	0 0%	1 4%	0 0%	2 18%	1 5%	0 0%
Much less inclined to progress their application	3 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%
ALL MORE INCLINED -----	171 34%	3 21%	20 36%	8 28%	6 19%	3 18%	4 40%	10 32%	45 37%	7 44%	11 42%	18 44% d	1 9%	7 33%	27 33%
ALL LESS INCLINED -----	18 4%	0 0%	5 9% n	1 3%	2 6% n	0 0%	0 0%	0 0%	4 3%	0 0%	1 4%	1 2%	2 18%	1 5%	0 0%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Conducted by Lord Ashcroft

Table Q7 (continuation)

Q7 Imagine you have received a very large number of applications for a job, and are deciding which applicants to invite for interview.

Other things being equal, if an applicant's CV showed they had spent several years in the Armed Forces, would this make you more inclined to progress their application, or less inclined?

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Don't know	42 8%	1 7%	5 9%	3 10%	2 6%	2 12%	2 20%	1 3%	10 8%	0 0%	1 4%	4 10%	1 9%	0 0%	10 12%
Refused	1 *%	0 0%	0 0%	1 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
NO DIFFERENCE	276 54%	10 71%	26 46%	16 55%	21 68%	12 71%	4 40%	20 65%	62 51%	9 56%	13 50%	18 44%	7 64%	13 62%	44 54%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n



Table Q8A  
 Q8a Why would time in the Forces make you more inclined to progress that candidate's application?  
 Base: All who would be MORE inclined to interview someone who had served in the Armed Forces

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	*f	g	h	i	*j	*k	l	*m	*n	o	p	*q	r
Base	171	31	67	43	30	37	19	110	54	117	0	0	150	12	26	43	41	26	35
Disciplined	97 57%	18 58%	38 57%	23 53%	18 60%	16 43%	14 74%	65 59%	29 54%	68 58%	0 0%	0 0%	86 57%	7 58%	15 58%	24 56%	23 56%	14 54%	21 60%
Obey instructions/ reliable/loyal	51 30%	6 19%	21 31%	15 35%	9 30%	10 27%	6 32%	32 29%	14 26%	37 32%	0 0%	0 0%	41 27%	6 50%	7 27%	13 30%	15 37%	9 35%	7 20%
Training/ experience/skills	23 13%	3 10%	11 16%	6 14%	3 10%	5 14%	4 21%	14 13%	5 9%	18 15%	0 0%	0 0%	23 15%	0 0%	2 8%	3 7%	8 20%	2 8%	8 23%
Good team player	20 12%	5 16%	9 13%	4 9%	2 7%	5 14%	1 5%	14 13%	9 17%	11 9%	0 0%	0 0%	20 13%	0 0%	5 19%	3 7%	7 17%	4 15%	1 3%
Work ethic	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Other	10 6%	1 3%	3 4%	2 5%	4 13%	3 8%	0 0%	6 5%	6 11%	4 3%	0 0%	0 0%	10 7%	0 0%	1 4%	3 7%	2 5%	1 4%	3 9%
Don't know	4 2%	1 3%	2 3%	1 2%	0 0%	2 5%	1 5%	1 1%	0 0%	4 3%	0 0%	0 0%	3 2%	0 0%	1 4%	1 2%	1 2%	0 0%	1 3%
Not stated	24 14%	4 13%	10 15%	6 14%	4 13%	7 19%	2 11%	14 13%	10 19%	14 12%	0 0%	0 0%	20 13%	2 17%	3 12%	6 14%	6 15%	5 19%	4 11%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q8A (continuation)

Q8a Why would time in the Forces make you more inclined to progress that candidate's application?

Base: All who would be MORE inclined to interview someone who had served in the Armed Forces

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	*b	*c	*d	*e	*f	*g	h	*i	*j	*k	*l	*m	*n
Base	171	3	20	8	6	3	4	10	45	7	11	18	1	7	27
Disciplined	97	2	10	2	3	1	0	6	31	3	5	11	1	4	17
	57%	67%	50%	25%	50%	33%	0%	60%	69%	43%	45%	61%	100%	57%	63%
Obey instructions/ reliable/loyal	51	0	7	3	0	3	0	1	17	2	3	8	0	3	4
	30%	0%	35%	38%	0%	100%	0%	10%	38%	29%	27%	44%	0%	43%	15%
Training/ experience/skills	23	0	3	0	0	0	1	2	7	1	1	3	1	1	3
	13%	0%	15%	0%	0%	0%	25%	20%	16%	14%	9%	17%	100%	14%	11%
Good team player	20	2	1	1	1	1	0	0	6	0	1	1	0	1	4
	12%	67%	5%	13%	17%	33%	0%	0%	13%	0%	9%	6%	0%	14%	15%
Work ethic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	10	0	2	2	0	0	0	0	3	1	0	0	0	0	2
	6%	0%	10%	25%	0%	0%	0%	0%	7%	14%	0%	0%	0%	0%	7%
Don't know	4	0	1	0	0	0	0	1	1	0	0	0	0	0	1
	2%	0%	5%	0%	0%	0%	0%	10%	2%	0%	0%	0%	0%	0%	4%
Not stated	24	1	1	2	2	0	3	2	2	2	4	1	0	1	3
	14%	33%	5%	25%	33%	0%	75%	20%	4%	29%	36%	6%	0%	14%	11%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q8B  
 Q8b Why would time in the Forces make you less inclined to progress that candidate's application?  
 Base: All who would be LESS inclined to interview someone who had served in the Armed Forces

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p	*q	*r
Base	18	3	8	2	5	5	2	9	0	0	15	3	7	7	2	3	5	3	5
Institutionalised/ unadaptable	10	2	3	1	4	4	2	4	0	0	9	1	3	5	1	2	3	2	2
	56%	67%	38%	50%	80%	80%	100%	44%	0%	0%	60%	33%	43%	71%	50%	67%	60%	67%	40%
Lack of experience	8	1	5	1	1	1	0	5	0	0	6	2	4	2	1	1	2	1	3
	44%	33%	63%	50%	20%	20%	0%	56%	0%	0%	40%	67%	57%	29%	50%	33%	40%	33%	60%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q8B (continuation)

Q8b Why would time in the Forces make you less inclined to progress that candidate's application?

Base: All who would be LESS inclined to interview someone who had served in the Armed Forces

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	
Base	18	0	5	1	2	0	0	0	4	0	1	1	2	1	0
Institutionalised/ unadaptable	10 56%	0 0%	2 40%	0 0%	2 100%	0 0%	0 0%	0 0%	2 50%	0 0%	0 0%	0 0%	2 100%	1 100%	0 0%
Lack of experience	8 44%	0 0%	3 60%	1 100%	0 0%	0 0%	0 0%	0 0%	2 50%	0 0%	1 100%	1 100%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q9A

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : People management skills

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	226 44%	39 49%	90 45%	59 44%	37 40%	45 41%	23 48%	147 45%	37 69%	60 51%	7 47%	1 33%	187 47%	17 32%	47 55%	43 53%	59 48%	33 35%	44 35%
Less likely	38 7%	6 8%	12 6%	11 8%	9 10%	15 14%	4 8%	18 6%	1 2%	7 6%	5 33%	2 67%	20 5%	12 23%	2 2%	8 10%	9 7%	9 10%	10 8%
No difference	212 42%	26 33%	88 44%	57 43%	40 43%	44 40%	18 38%	138 43%	16 30%	46 39%	3 20%	0 0%	170 43%	18 34%	31 36%	25 31%	47 38%	47 51%	62 50%
Don't know	30 6%	8 10%	9 5%	7 5%	6 6%	4 4%	3 6%	20 6%	0 0%	4 3%	0 0%	0 0%	16 4%	6 11%	5 6%	5 6%	8 6%	4 4%	8 6%
Refused	2 *%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 *%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9A (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : People management skills

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	226	8	21	15	15	6	5	18	53	7	10	24	3	4	36
	44%	57%	38%	52%	48%	35%	50%	58%	44%	44%	38%	59%	27%	19%	44%
Less likely	38	0	5	4	4	1	0	1	7	1	2	3	4	3	2
	7%	0%	9%	14%	13%	6%	0%	3%	6%	6%	8%	7%	36%	14%	2%
No difference	212	6	24	6	11	8	5	11	55	6	13	12	4	14	36
	42%	43%	43%	21%	35%	47%	50%	35%	45%	38%	50%	29%	36%	67%	44%
Don't know	30	0	6	4	1	2	0	1	4	2	1	2	0	0	7
	6%	0%	11%	14%	3%	12%	0%	3%	3%	13%	4%	5%	0%	0%	9%
Refused	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0
	*%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q9B

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Technical qualifications and ability  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	205 40%	27 34%	84 42%	54 40%	39 42%	45 41%	19 40%	134 41%	35 65%	54 46%	5 33%	2 67%	166 42%	25 47%	32 38%	36 44%	53 43%	34 37%	50 40%
Less likely	65 13%	18 23%	26 13%	11 8%	10 11%	12 11%	10 21%	39 12%	5 9%	12 10%	4 27%	1 33%	46 12%	10 19%	11 13%	11 14%	14 11%	12 13%	17 14%
No difference	205 40%	27 34%	78 39%	62 46%	38 41%	44 40%	17 35%	132 41%	13 24%	49 42%	6 40%	0 0%	165 42%	12 23%	33 39%	29 36%	50 40%	42 45%	51 41%
Don't know	30 6%	6 8%	11 6%	7 5%	5 5%	7 6%	2 4%	17 5%	1 2%	2 2%	0 0%	0 0%	16 4%	5 9%	9 11%	5 6%	6 5%	4 4%	6 5%
Refused	3 1%	2 3%	0 0%	0 0%	1 1%	1 1%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	2 1%	1 2%	0 0%	0 0%	1 1%	1 1%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9B (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Technical qualifications and ability  
 Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Pr aurant/ B Hotel	Rest aurant/ B Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	205	6	13	13	10	4	4	14	48	9	12	20	7	9	34
	40%	43%	23%	45%	32%	24%	40%	45%	40%	56%	46%	49%	64%	43%	42%
								b	b			b			b
Less likely	65	1	10	7	3	3	1	1	18	1	2	3	0	3	11
	13%	7%	18%	24%	10%	18%	10%	3%	15%	6%	8%	7%	0%	14%	14%
No difference	205	7	25	7	15	8	5	15	47	4	12	16	4	9	31
	40%	50%	45%	24%	48%	47%	50%	48%	39%	25%	46%	39%	36%	43%	38%
Don't know	30	0	8	1	3	2	0	1	6	2	0	2	0	0	5
	6%	0%	14%	3%	10%	12%	0%	3%	5%	13%	0%	5%	0%	0%	6%
			h												
Refused	3	0	0	1	0	0	0	0	2	0	0	0	0	0	0
	1%	0%	0%	3%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n



Table Q9C

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Communication skills

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	293 58%	51 64%	108 54%	85 63%	47 51%	62 57%	30 63%	191 59%	41 76%	81 69%	5 33%	1 33%	241 61% m	22 42%	56 66% q	52 64% q	70 56%	45 48%	70 56%
Less likely	26 5%	2 3%	12 6%	6 4%	6 6%	9 8% g	5 10% g	11 3%	1 2%	4 3%	6 40%	1 33%	14 4%	9 17% 1	4 5%	1 1%	8 6%	6 6%	7 6%
No difference	160 31%	19 24%	69 35%	40 30%	32 34%	34 31%	12 25%	101 31%	11 20%	31 26%	4 27%	1 33%	123 31%	16 30%	17 20%	23 28%	37 30%	39 42% n	44 35% n
Don't know	27 5%	7 9% c	10 5%	3 2%	7 8%	3 3%	1 2%	20 6%	1 2%	1 1%	0 0%	0 0%	15 4%	6 11% 1	8 9% r	5 6%	8 6%	3 3%	3 2%
Refused	2 *%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 *%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9C (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Communication skills

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	293	12	28	18	18	12	6	19	71	6	15	26	6	9	46
	58%	86%	50%	62%	58%	71%	60%	61%	59%	38%	58%	63%	55%	43%	57%
Less likely	26	0	5	2	1	0	0	0	6	0	0	2	3	3	4
	5%	0%	9%	7%	3%	0%	0%	0%	5%	0%	0%	5%	27%	14%	5%
No difference	160	2	19	6	10	4	4	10	39	8	11	12	2	9	22
	31%	14%	34%	21%	32%	24%	40%	32%	32%	50%	42%	29%	18%	43%	27%
Don't know	27	0	4	3	2	1	0	2	3	2	0	1	0	0	9
	5%	0%	7%	10%	6%	6%	0%	6%	2%	13%	0%	2%	0%	0%	11%
Refused	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0
	*%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q9D

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Time management  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	381 75%	64 80%	152 76%	103 77%	61 66%	77 71%	39 81%	246 76%	48 89%	96 82%	10 67%	2 67%	305 77%	37 70%	65 76%	70 86%	93 75%	67 72%	86 69%
Less likely	10 2%	0 0%	6 3%	2 1%	2 2%	4 4%	1 2%	5 2%	1 2%	2 2%	1 7%	0 0%	5 1%	3 6%	1 1%	1 1%	3 2%	3 3%	2 2%
No difference	97 19%	9 11%	37 19%	27 20%	24 26%	26 24%	8 17%	57 18%	3 6%	19 16%	4 27%	1 33%	75 19%	9 17%	14 16%	8 10%	22 18%	21 23%	32 26%
Don't know	18 4%	6 8%	4 2%	2 1%	5 5%	1 1%	0 0%	15 5%	2 4%	0 0%	0 0%	0 0%	8 2%	4 8%	5 6%	2 2%	5 4%	2 2%	4 3%
Refused	2 *%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 *%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9D (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Time management  
 Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	381 75%	10 71%	43 77%	22 76%	27 87%	12 71%	7 70%	28 90%	91 75%	10 63%	22 85%	34 83%	9 82%	12 57%	53 65%
Less likely	10 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	5 4%	0 0%	0 0%	0 0%	1 9%	1 5%	3 4%
No difference	97 19%	4 29%	10 18%	4 14%	3 10%	4 24%	2 20%	3 10%	20 17%	4 25%	4 15%	6 15%	1 9%	8 38%	22 27%
Don't know	18 4%	0 0%	3 5%	3 10%	1 3%	1 6%	1 10%	0 0%	3 2%	2 13%	0 0%	1 2%	0 0%	0 0%	3 4%
Refused	2 *	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q9E

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Positive attitude to work  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	285 56%	43 54%	117 59%	71 53%	54 58%	65 60%	32 67%	179 55%	48 89%	85 73%	6 40%	2 67%	228 58%	32 60%	51 60%	51 63%	73 59%	50 54%	60 48%
Less likely	11 2%	1 1%	4 2%	2 1%	4 4%	4 4%	1 2%	5 2%	0 0%	0 0%	3 20%	0 0%	5 1%	2 4%	1 1%	2 2%	2 2%	3 3%	3 2%
No difference	181 36%	25 31%	70 35%	54 40%	30 32%	34 31%	14 29%	119 37%	5 9%	30 26%	5 33%	1 33%	145 37%	12 23%	26 31%	26 32%	41 33%	34 37%	54 43%
Don't know	29 6%	10 13%	8 4%	7 5%	4 4%	5 5%	1 2%	20 6%	1 2%	2 2%	1 7%	0 0%	15 4%	7 13%	7 8%	2 2%	7 6%	6 6%	7 6%
Refused	2 *%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 *%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9E (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Positive attitude to work  
 Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	285	6	30	15	14	8	6	19	75	6	13	27	9	10	44
	56%	43%	54%	52%	45%	47%	60%	61%	62%	38%	50%	66%	82%	48%	54%
Less likely	11	0	0	0	0	0	0	0	3	0	3	2	1	2	0
	2%	0%	0%	0%	0%	0%	0%	0%	2%	0%	12%	5%	9%	10%	0%
No difference	181	7	21	10	14	8	3	12	37	8	9	11	1	9	31
	36%	50%	38%	34%	45%	47%	30%	39%	31%	50%	35%	27%	9%	43%	38%
Don't know	29	1	5	4	3	1	1	0	4	2	1	1	0	0	6
	6%	7%	9%	14%	10%	6%	10%	0%	3%	13%	4%	2%	0%	0%	7%
Refused	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0
	*%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q9F

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Ability to follow instructions

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	442 87%	73 91%	175 88%	117 87%	75 81%	92 84%	45 94%	284 88%	53 98%	115 98%	12 80%	3 100%	350 89%	44 83%	76 89%	78 96%	106 85%	80 86%	102 82%
Less likely	3 1%	0 0%	1 1%	2 1%	0 0%	2 2%	0 0%	1 *	0 0%	0 0%	0 0%	0 0%	2 1%	1 2%	1 1%	0 0%	2 2%	0 0%	0 0%
No difference	48 9%	3 4%	18 9%	13 10%	14 15%	13 12%	2 4%	29 9%	1 2%	2 2%	3 20%	0 0%	34 9%	5 9%	5 6%	2 2%	10 8%	12 13%	19 15%
Don't know	13 3%	3 4%	5 3%	2 1%	3 3%	1 1%	1 2%	9 3%	0 0%	0 0%	0 0%	0 0%	7 2%	3 6%	3 4%	1 1%	5 4%	1 1%	3 2%
Refused	2 *	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 *	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9F (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Ability to follow instructions

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	442	11	49	26	26	16	8	29	109	13	23	39	10	16	64
	87%	79%	88%	90%	84%	94%	80%	94%	90%	81%	88%	95%	91%	76%	79%
Less likely	3	0	0	0	0	0	0	0	0	0	0	1	0	1	1
	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	5%	1%
No difference	48	3	5	2	3	0	2	1	9	1	3	1	1	4	13
	9%	21%	9%	7%	10%	0%	20%	3%	7%	6%	12%	2%	9%	19%	16%
Don't know	13	0	2	1	2	1	0	1	1	2	0	0	0	0	3
	3%	0%	4%	3%	6%	6%	0%	3%	1%	13%	0%	0%	0%	0%	4%
Refused	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0
	*%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n



Table Q9G

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Using their initiative

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	248 49%	42 53%	102 51%	67 50%	37 40%	50 46%	21 44%	171 53%	36 67%	69 59%	5 33%	1 33%	205 52%	23 43%	46 54%	41 51%	66 53%	37 40%	58 46%
Less likely	71 14%	10 13%	26 13%	22 16%	12 13%	21 19%	5 10%	41 13%	2 4%	14 12%	7 47%	2 67%	46 12%	14 26% 1	12 14%	11 14%	18 15%	16 17%	14 11%
No difference	165 32%	22 28%	63 32%	41 31%	38 41%	35 32%	20 42%	99 31%	13 24%	34 29%	3 20%	0 0%	131 33%	11 21%	23 27%	27 33%	31 25%	38 41% P	46 37% P
Don't know	21 4%	5 6%	8 4%	4 3%	4 4%	2 2%	2 4%	11 3%	3 6% i	0 0%	0 0%	0 0%	10 3%	5 9% 1	4 5%	2 2%	7 6%	2 2%	6 5%
Refused	3 1%	1 1%	0 0%	0 0%	2 2% b	1 1%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	2 2%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9G (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Using their initiative

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	248	8	23	19	12	6	6	19	55	7	15	25	7	8	36
	49%	57%	41%	66%	39%	35%	60%	61%	45%	44%	58%	61%	64%	38%	44%
Less likely	71	2	8	3	6	4	0	4	15	2	5	7	2	3	10
	14%	14%	14%	10%	19%	24%	0%	13%	12%	13%	19%	17%	18%	14%	12%
No difference	165	4	22	5	11	5	4	8	46	5	5	8	2	10	29
	32%	29%	39%	17%	35%	29%	40%	26%	38%	31%	19%	20%	18%	48%	36%
Don't know	21	0	3	2	2	2	0	0	3	2	1	1	0	0	5
	4%	0%	5%	7%	6%	12%	0%	0%	2%	13%	4%	2%	0%	0%	6%
Refused	3	0	0	0	0	0	0	0	2	0	0	0	0	0	1
	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q9H

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Ability to make decisions independently  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	202 40%	33 41%	74 37%	54 40%	41 44%	36 33%	21 44%	136 42%	33 61%	51 44%	2 13%	0 0%	165 42%	16 30%	44 52%	34 42%	50 40%	33 35%	41 33%
Less likely	92 18%	14 18%	36 18%	27 20%	14 15%	21 19%	9 19%	59 18%	3 6%	20 17%	10 67%	3 100%	66 17%	17 32%	11 13%	19 23%	19 15%	20 22%	23 18%
No difference	188 37%	25 31%	80 40%	49 37%	33 35%	47 43%	16 33%	115 35%	16 30%	46 39%	3 20%	0 0%	149 38%	15 28%	25 29%	26 32%	47 38%	39 42%	51 41%
Don't know	24 5%	7 9%	9 5%	4 3%	4 4%	4 4%	2 4%	13 4%	2 4%	0 0%	0 0%	0 0%	13 3%	5 9%	5 6%	2 2%	7 6%	1 1%	9 7%
Refused	2 *%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 *%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9H (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Ability to make decisions independently  
 Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Pr aurant/ Café/B and B/ Hotel	Rest ailler	Ret ailer	Tran sport	Whol esale/ Distri bution
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	202	7	16	12	9	4	4	14	51	8	12	22	5	8	28
	40%	50%	29%	41%	29%	24%	40%	45%	42%	50%	46%	54%	45%	38%	35%
												bdn			
Less likely	92	3	11	6	7	6	2	3	20	2	6	7	4	4	11
	18%	21%	20%	21%	23%	35%	20%	10%	17%	13%	23%	17%	36%	19%	14%
No difference	188	4	24	9	12	6	4	14	45	4	8	10	2	9	36
	37%	29%	43%	31%	39%	35%	40%	45%	37%	25%	31%	24%	18%	43%	44%
															k
Don't know	24	0	5	2	3	1	0	0	3	2	0	2	0	0	6
	5%	0%	9%	7%	10%	6%	0%	0%	2%	13%	0%	5%	0%	0%	7%
Refused	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0
	*%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q9I

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Ability to work well under stress  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	384 76%	61 76%	148 74%	103 77%	71 76%	73 67%	42 88% e	250 77% e	51 94%	100 85%	8 53%	2 67%	309 78%	36 68%	70 82% r	69 85% qr	99 80% r	67 72%	79 63%
Less likely	8 2%	2 3%	3 2%	0 0%	3 3% c	4 4%	1 2%	3 1%	0 0%	1 1%	0 0%	1 33%	5 1%	3 6% 1	1 1%	2 2%	3 2%	1 1%	1 1%
No difference	101 20%	11 14%	44 22%	30 22%	15 16%	28 26% f	5 10%	62 19%	3 6%	15 13%	7 47%	0 0%	74 19%	10 19%	11 13%	10 12%	16 13%	23 25% nop	41 33% nop
Don't know	13 3%	5 6% c	4 2%	1 1%	3 3%	3 3%	0 0%	8 2%	0 0%	1 1%	0 0%	0 0%	5 1%	4 8% 1	3 4%	0 0%	5 4%	2 2%	3 2%
Refused	2 *%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 *%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9I (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Ability to work well under stress

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	384	10	40	22	24	13	8	27	90	9	23	36	8	10	63
	76%	71%	71%	76%	77%	76%	80%	87%	74%	56%	88%	88%	73%	48%	78%
Less likely	8	1	0	0	1	1	0	0	3	0	0	1	0	1	0
	2%	7%	0%	0%	3%	6%	0%	0%	2%	0%	0%	2%	0%	5%	0%
No difference	101	3	14	5	5	2	2	4	24	5	3	4	3	10	15
	20%	21%	25%	17%	16%	12%	20%	13%	20%	31%	12%	10%	27%	48%	19%
Don't know	13	0	2	2	1	1	0	0	2	2	0	0	0	0	3
	3%	0%	4%	7%	3%	6%	0%	0%	2%	13%	0%	0%	0%	0%	4%
Refused	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0
	*%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q9J  
 Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Ability to come up with creative solutions to problems  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	164 32%	24 30%	66 33%	39 29%	34 37%	33 30%	13 27%	110 34%	31 57%	41 35%	2 13%	0 0%	135 34%	10 19%	41 48%	30 37%	39 31%	29 31%	25 20%
Less likely	60 12%	8 10%	26 13%	13 10%	13 14%	16 15%	6 13%	35 11%	2 4%	14 12%	6 40%	2 67%	41 10%	13 25%	7 8%	8 10%	16 13%	17 18%	12 10%
No difference	252 50%	38 48%	98 49%	75 56%	40 43%	52 48%	28 58%	159 49%	17 31%	59 50%	6 40%	1 33%	199 50%	24 45%	31 36%	40 49%	61 49%	43 46%	77 62%
Don't know	29 6%	9 11%	8 4%	7 5%	5 5%	7 6%	1 2%	18 6%	4 7%	2 2%	1 7%	0 0%	17 4%	6 11%	6 7%	3 4%	6 5%	4 4%	10 8%
Refused	3 1%	1 1%	1 1%	0 0%	1 1%	1 1%	0 0%	2 1%	0 0%	1 1%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	2 2%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9J (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces

is more likely to display this attribute than applicants in general, or less likely? : Ability to come up with creative solutions to problems

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	164 32%	5 36%	18 32%	10 34%	10 32%	5 29%	3 30%	12 39%	32 26%	7 44%	12 46%	20 49%	3 27%	3 14%	23 28%
Less likely	60 12%	3 21%	5 9%	4 14%	4 13%	2 12%	1 10%	1 3%	19 16%	1 6%	3 12%	4 10%	4 36%	2 10%	6 7%
No difference	252 50%	5 36%	31 55%	12 41%	14 45%	8 47%	5 50%	17 55%	64 53%	6 38%	10 38%	15 37%	4 36%	16 76%	44 54%
Don't know	29 6%	1 7%	2 4%	3 10%	3 10%	2 12%	1 10%	0 0%	4 3%	2 13%	1 4%	2 5%	0 0%	0 0%	8 10%
Refused	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 3%	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n



Table Q9K

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Directly relevant experience

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
More likely	65 13%	9 11%	25 13%	14 10%	17 18%	16 15%	5 10%	44 14%	13 24%	20 17%	1 7%	1 33%	51 13%	9 17%	16 19%	12 15%	15 12%	14 15%	8 6%
Less likely	201 40%	38 48%	81 41%	50 37%	32 34%	45 41%	21 44%	126 39%	21 39%	49 42%	11 73%	2 67%	152 38%	26 49%	36 42%	34 42%	52 42%	36 39%	43 34%
No difference	196 39%	22 28%	79 40%	59 44%	36 39%	39 36%	18 38%	125 39%	16 30%	43 37%	3 20%	0 0%	164 42%	10 19%	25 29%	30 37%	43 35%	37 40%	61 49%
Don't know	43 8%	10 13%	14 7%	10 7%	7 8%	8 7%	4 8%	27 8%	4 7%	5 4%	0 0%	0 0%	26 7%	8 15%	8 9%	5 6%	12 10%	6 6%	12 10%
Refused	3 1%	1 1%	0 0%	1 1%	1 1%	1 1%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	2 2%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9K (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Directly relevant experience

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
More likely	65 13%	3 21%	2 4%	2 7%	4 13%	0 0%	2 20%	3 10%	14 12%	3 19%	8 31%	11 27%	3 27%	0 0%	9 11%
Less likely	201 40%	4 29%	25 45%	18 62%	12 39%	11 65%	4 40%	7 23%	54 45%	4 25%	7 27%	14 34%	3 27%	10 48%	26 32%
No difference	196 39%	6 43%	23 41%	4 14%	11 35%	4 24%	4 40%	20 65%	43 36%	6 38%	11 42%	13 32%	4 36%	11 52%	36 44%
Don't know	43 8%	1 7%	6 11%	5 17%	4 13%	2 12%	0 0%	1 3%	7 6%	3 19%	0 0%	3 7%	1 9%	0 0%	10 12%
Refused	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q9L

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Other  
 Base: All who answered 'other' at Q4

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p	*q	*r
Base	14	1	9	2	2	4	2	7	5	3	0	1	9	3	4	3	1	3	3
More likely	5 36%	0 0%	2 22%	2 100%	1 50%	2 50%	1 50%	2 29%	3 60%	1 33%	0 0%	0 0%	4 44%	1 33%	2 50%	1 33%	0 0%	1 33%	1 33%
Less likely	4 29%	0 0%	3 33%	0 0%	1 50%	1 25%	0 0%	2 29%	1 20%	1 33%	0 0%	1 100%	2 22%	1 33%	1 25%	1 33%	0 0%	0 0%	2 67%
No difference	4 29%	1 100%	3 33%	0 0%	0 0%	1 25%	0 0%	3 43%	1 20%	0 0%	0 0%	0 0%	2 22%	1 33%	1 25%	1 33%	1 100%	1 33%	0 0%
Don't know	1 7%	0 0%	1 11%	0 0%	0 0%	0 0%	1 50%	0 0%	0 0%	1 33%	0 0%	0 0%	1 11%	0 0%	0 0%	0 0%	0 0%	1 33%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q9L (continuation)

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely? : Other  
 Base: All who answered 'other' at Q4

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n
Base	14	0	3	0	0	0	0	1	7	0	0	2	0	0	1
More likely	5 36%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	1 100%	2 29%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%
Less likely	4 29%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%	2 29%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%
No difference	4 29%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 43%	0 0%	0 0%	0 0%	0 0%	0 0%	1 100%
Don't know	1 7%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table SUMQ9

Q9 Please can you say whether you think that a former member of the Armed Forces is more likely to display this attribute than applicants in general, or less likely?

Base: All respondents

	Q9 Statements											
	People management skills	Technical qualifications and ability	Communication skills	Time management	Positive attitude to work	Ability to follow instructions	Using their initiative	Ability to make decisions independently	Ability to work well under stress	Ability to come up with creative solutions to problems	Directly relevant experience	Other
	a	b	c	d	e	f	g	h	i	j	k	*1
Base	508	508	508	508	508	508	508	508	508	508	508	14
More likely	226 44% jk	205 40% jk	293 58% abghjk	381 75% abceghjk	285 56% abghjk	442 87% abcdeghijk	248 49% bhjk	202 40% jk	384 76% abceghjk	164 32% k	65 13%	5 36%
Less likely	38 7% defi	65 13% acdefi	26 5% defi	10 2%	11 2% f	3 1%	71 14% acdefi	92 18% abcdefij	8 2%	60 12% acdefi	201 40% abcdeghijk	4 29%
No difference	212 42% cdefgi	205 40% cdfgi	160 31% dfi	97 19% f	181 36% dfi	48 9%	165 32% dfi	188 37% dfi	101 20% f	252 50% abcdeghijk	196 39% cdfgi	4 29%
Don't know	30 6% fi	30 6% fi	27 5% fi	18 4%	29 6% fi	13 3%	21 4%	24 5%	13 3%	29 6% fi	43 8% cdfghi	1 7%
Refused	2 *%	3 1%	2 *%	2 *%	2 *%	2 *%	3 1%	2 *%	2 *%	3 1%	3 1%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l

Table Q10A1

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : People management skills

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	308 61%	46 58%	119 60%	85 63%	57 61%	61 56%	31 65%	200 62%	41 76%	74 63%	6 40%	2 67%	245 62%	29 55%	57 67%	59 73%	78 63%	47 51%	67 54%
Somewhat likely (3.0)	144 28%	25 31%	64 32%	34 25%	21 23%	35 32%	12 25%	89 27%	9 17%	35 30%	3 20%	1 33%	117 30%	15 28%	19 22%	15 19%	33 27%	37 40%	40 32%
Somewhat unlikely (2.0)	22 4%	4 5%	6 3%	6 4%	5 5%	3 3%	3 6%	15 5%	2 4%	6 5%	3 20%	0 0%	12 3%	6 11%	4 5%	3 4%	5 4%	6 6%	4 3%
Very unlikely (1.0)	3 1%	0 0%	0 0%	1 1%	2 2%	0 0%	0 0%	3 1%	0 0%	0 0%	1 7%	0 0%	2 1%	1 2%	0 0%	1 1%	0 0%	1 1%	1 1%
ALL LIKELY -----	452 89%	71 89%	183 92%	119 89%	78 84%	96 88%	43 90%	289 89%	50 93%	109 93%	9 60%	3 100%	362 92%	44 83%	76 89%	74 91%	111 90%	84 90%	107 86%
ALL NOT LIKELY -----	25 5%	4 5%	6 3%	7 5%	7 8%	3 3%	3 6%	18 6%	2 4%	6 5%	4 27%	0 0%	14 4%	7 13%	4 5%	4 5%	5 4%	7 8%	5 4%
Don't know	29 6%	4 5%	10 5%	7 5%	8 9%	9 8%	2 4%	16 5%	1 2%	2 2%	1 7%	0 0%	18 5%	2 4%	5 6%	3 4%	6 5%	2 2%	13 10%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A1 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : People management skills

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Refused	2	1	0	1	0	1	0	1	1	0	1	0	1	0	0	0	2	0	0
	***	1%	0%	1%	0%	1%	0%	***	2%	0%	7%	0%	***	0%	0%	0%	2%	0%	0%
Median	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4
Base for stats	477	75	189	126	85	99	46	307	52	115	13	3	376	51	80	78	116	91	112
Mean score	3.59	3.56	3.60	3.61	3.56	3.59	3.61	3.58	3.75	3.59	3.08	3.67	3.61	3.41	3.66	3.69	3.63	3.43	3.54
Standard deviation	.61	.60	.55	.62	.71	.55	.61	.63	.52	.59	1.04	.58	.58	.78	.57	.61	.57	.67	.61
Standard error	.03	.07	.04	.06	.08	.06	.09	.04	.07	.06	.29	.33	.03	.11	.06	.07	.05	.07	.06

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10A1 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : People management skills

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	308 61%	6 43%	31 55%	18 62%	21 68%	11 65%	4 40%	19 61%	77 64%	10 63%	18 69%	26 63%	6 55%	15 71%	46 57%
Somewhat likely (3.0)	144 28%	4 29%	16 29%	10 34%	6 19%	6 35%	5 50%	10 32%	33 27%	4 25%	7 27%	11 27%	3 27%	4 19%	23 28%
Somewhat unlikely (2.0)	22 4%	0 0%	3 5%	1 3%	2 6%	0 0%	1 10%	2 6%	3 2%	0 0%	1 4%	3 7%	1 9%	1 5%	4 5%
Very unlikely (1.0)	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	1 9%	0 0%	0 0%
ALL LIKELY -----	452 89%	10 71%	47 84%	28 97%	27 87%	17 100%	9 90%	29 94%	110 91%	14 88%	25 96%	37 90%	9 82%	19 90%	69 85%
ALL NOT LIKELY -----	25 5%	0 0%	3 5%	1 3%	2 6%	0 0%	1 10%	2 6%	5 4%	0 0%	1 4%	3 7%	2 18%	1 5%	4 5%
Don't know	29 6%	4 29%	6 11%	0 0%	2 6%	0 0%	0 0%	0 0%	6 5%	2 13%	0 0%	1 2%	0 0%	0 0%	7 9%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%
Median	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4
Base for stats	477	10	50	29	29	17	10	31	115	14	26	40	11	20	73
Mean score	3.59	3.60	3.56	3.59	3.66	3.65	3.30	3.55	3.61	3.71	3.65	3.58	3.27	3.70	3.58
Standard deviation	.61	.52	.61	.57	.61	.49	.67	.62	.63	.47	.56	.64	1.01	.57	.60

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Conducted by Lord Ashcroft



Table Q10A1 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : People management skills

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Standard error	.03	.16	.09	.11	.11	.12	.21	.11	.06	.13	.11	.10	.30	.13	.07

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10A2

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Technical qualifications and ability

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	173 34%	24 30%	63 32%	45 34%	40 43%	41 38%	14 29%	113 35%	24 44%	39 33%	6 40%	1 33%	142 36%	19 36%	32 38%	28 35%	45 36%	25 27%	43 34%
Somewhat likely (3.0)	175 34%	26 33%	78 39%	48 36%	23 25%	36 33%	20 42%	111 34%	18 33%	44 38%	4 27%	1 33%	142 36%	17 32%	32 38%	28 35%	37 30%	32 34%	46 37%
Somewhat unlikely (2.0)	71 14%	14 18%	30 15%	15 11%	12 13%	8 7%	6 13%	52 16%	6 11%	20 17%	3 20%	1 33%	52 13%	8 15%	9 11%	15 19%	16 13%	19 20%	12 10%
Very unlikely (1.0)	18 4%	2 3%	4 2%	8 6%	4 4%	4 4%	1 2%	10 3%	0 0%	6 5%	0 0%	0 0%	14 4%	2 4%	2 2%	0 0%	7 6%	2 2%	7 6%
ALL LIKELY -----	348 69%	50 63%	141 71%	93 69%	63 68%	77 71%	34 71%	224 69%	42 78%	83 71%	10 67%	2 67%	284 72%	36 68%	64 75%	56 69%	82 66%	57 61%	89 71%
ALL NOT LIKELY -----	89 18%	16 20%	34 17%	23 17%	16 17%	12 11%	7 15%	62 19%	6 11%	26 22%	3 20%	1 33%	66 17%	10 19%	11 13%	15 19%	23 19%	21 23%	19 15%
Don't know	69 14%	13 16%	24 12%	17 13%	14 15%	19 17%	7 15%	37 11%	5 9%	8 7%	1 7%	0 0%	44 11%	7 13%	10 12%	10 12%	17 14%	15 16%	17 14%
Refused	2 *%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 *%	1 2%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%
Median	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3
Base for stats	437	66	175	116	79	89	41	286	48	109	13	3	350	46	75	71	105	78	108

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A2 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Technical qualifications and ability

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Mean score	3.15	3.09	3.14	3.12	3.25	3.28	3.15	3.14	3.38	3.06	3.23	3.00	3.18	3.15	3.25	3.18	3.14	3.03	3.16
Standard deviation	.84	.84	.78	.89	.90	.81	.76	.84	.70	.87	.83	1.00	.83	.87	.77	.76	.91	.82	.87
Standard error	.04	.10	.06	.08	.10	.09	.12	.05	.10	.08	.23	.58	.04	.13	.09	.09	.09	.09	.08

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10A2 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Technical qualifications and ability

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	173 34%	5 36%	16 29%	11 38%	9 29%	6 35%	4 40%	11 35%	42 35%	6 38%	11 42%	11 27%	8 73%	8 38%	24 30%
Somewhat likely (3.0)	175 34%	3 21%	18 32%	9 31%	13 42%	3 18%	4 40%	15 48%	38 31%	3 19%	11 42%	19 46%	1 9%	8 38%	29 36%
Somewhat unlikely (2.0)	71 14%	2 14%	9 16%	6 21%	5 16%	3 18%	2 20%	2 6%	17 14%	2 13%	3 12%	3 7%	2 18%	2 10%	13 16%
Very unlikely (1.0)	18 4%	0 0%	3 5%	0 0%	0 0%	3 18%	0 0%	0 0%	5 4%	0 0%	0 0%	4 10%	0 0%	0 0%	3 4%
ALL LIKELY -----	348 69%	8 57%	34 61%	20 69%	22 71%	9 53%	8 80%	26 84%	80 66%	9 56%	22 85%	30 73%	9 82%	16 76%	53 65%
ALL NOT LIKELY -----	89 18%	2 14%	12 21%	6 21%	5 16%	6 35%	2 20%	2 6%	22 18%	2 13%	3 12%	7 17%	2 18%	2 10%	16 20%
Don't know	69 14%	4 29%	10 18%	3 10%	4 13%	2 12%	0 0%	3 10%	19 16%	5 31%	1 4%	4 10%	0 0%	2 10%	11 14%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%
Median	3	4	3	3	3	3	3	3	3	4	3	3	4	3	3
Base for stats	437	10	46	26	27	15	10	28	102	11	25	37	11	18	69

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10A2 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Technical qualifications and ability

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	3.15	3.30	3.02	3.19	3.15	2.80	3.20	3.32	3.15	3.36	3.32	3.00	3.55	3.33	3.07
Standard deviation	.84	.82	.91	.80	.72	1.21	.79	.61	.87	.81	.69	.91	.82	.69	.85
Standard error	.04	.26	.13	.16	.14	.31	.25	.12	.09	.24	.14	.15	.25	.16	.10

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10A3

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Communication skills

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	326 64%	55 69%	120 60%	85 63%	64 69%	66 61%	27 56%	213 66%	44 81%	78 67%	8 53%	2 67%	260 66%	31 58%	63 74%	62 77%	77 62%	56 60%	68 54%
Somewhat likely (3.0)	138 27%	17 21%	65 33%	37 28%	19 20%	31 28%	16 33%	86 27%	7 13%	35 30%	3 20%	1 33%	107 27%	16 30%	15 18%	15 19%	36 29%	30 32%	42 34%
Somewhat unlikely (2.0)	12 2%	0 0%	4 2%	6 4%	2 2%	4 4%	2 4%	6 2%	1 2%	2 2%	1 7%	0 0%	6 2%	4 8%	2 2%	1 1%	2 2%	3 3%	4 3%
Very unlikely (1.0)	2 *%	0 0%	1 1%	0 0%	1 1%	0 0%	1 2%	1 *%	0 0%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%
ALL LIKELY -----	464 91%	72 90%	185 93%	122 91%	83 89%	97 89%	43 90%	299 92%	51 94%	113 97%	11 73%	3 100%	367 93%	47 89%	78 92%	77 95%	113 91%	86 92%	110 88%
ALL NOT LIKELY -----	14 3%	0 0%	5 3%	6 4%	3 3%	4 4%	3 6%	7 2%	1 2%	2 2%	2 13%	0 0%	7 2%	4 8%	2 2%	1 1%	3 2%	3 3%	5 4%
Don't know	28 6%	7 9%	9 5%	5 4%	7 8%	7 6%	2 4%	17 5%	1 2%	2 2%	1 7%	0 0%	20 5%	2 4%	5 6%	3 4%	6 5%	4 4%	10 8%
Refused	2 *%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 *%	1 2%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	478	72	190	128	86	101	46	306	52	115	13	3	374	51	80	78	116	89	115

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A3 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Communication skills

Base: All respondents

	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company					
	Total	Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
.		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Mean score	3.65	3.76	3.60	3.62	3.70	3.61	3.50	3.67	3.83	3.66	3.38	3.67	3.67	3.53	3.76	3.78	3.63	3.60	3.54
Standard deviation	.55	.43	.56	.58	.58	.57	.69	.53	.43	.51	.96	.58	.52	.64	.48	.45	.57	.56	.61
Standard error	.03	.05	.04	.05	.06	.06	.10	.03	.06	.05	.27	.33	.03	.09	.05	.05	.05	.06	.06
Columns Tested:	a,b,c,d				e,f,g			h,i,j,k				l,m		n,o,p,q,r					

Table Q10A3 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Communication skills

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	326 64%	9 64%	37 66%	16 55%	21 68%	10 59%	8 80%	14 45%	87 72%	10 63%	18 69%	27 66%	8 73%	15 71%	45 56%
Somewhat likely (3.0)	138 27%	1 7%	14 25%	11 38%	7 23%	6 35%	2 20%	16 52%	25 21%	4 25%	8 31%	13 32%	3 27%	5 24%	22 27%
Somewhat unlikely (2.0)	12 2%	1 7%	2 4%	1 3%	1 3%	0 0%	0 0%	1 3%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	5 6%
Very unlikely (1.0)	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
ALL LIKELY -----	464 91%	10 71%	51 91%	27 93%	28 90%	16 94%	10 100%	30 97%	112 93%	14 88%	26 100%	40 98%	11 100%	20 95%	67 83%
ALL NOT LIKELY -----	14 3%	1 7%	2 4%	1 3%	1 3%	0 0%	0 0%	1 3%	3 2%	0 0%	0 0%	0 0%	0 0%	0 0%	5 6%
Don't know	28 6%	3 21%	3 5%	1 3%	2 6%	1 6%	0 0%	0 0%	6 5%	2 13%	0 0%	1 2%	0 0%	0 0%	8 10%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft



Table Q10A3 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Communication skills

Base: All respondents

	Type of business														
	Total	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Median	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4
Base for stats	478	11	53	28	29	16	10	31	115	14	26	40	11	20	72
Mean score	3.65	3.73	3.66	3.54	3.69	3.63	3.80	3.42	3.71	3.71	3.69	3.68	3.73	3.75	3.56
Standard deviation	.55	.65	.55	.58	.54	.50	.42	.56	.57	.47	.47	.47	.47	.44	.63
Standard error	.03	.19	.08	.11	.10	.13	.13	.10	.05	.13	.09	.08	.14	.10	.07

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10A4

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Time management

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	365 72%	59 74%	136 68%	96 72%	72 77%	74 68%	34 71%	236 73%	47 87%	86 74%	7 47%	3 100%	298 75%	33 62%	65 76%	67 83%	83 67%	67 72%	83 66%
Somewhat likely (3.0)	105 21%	12 15%	52 26%	30 22%	11 12%	24 22%	10 21%	67 21%	6 11%	30 26%	5 33%	0 0%	75 19%	15 28%	14 16%	12 15%	29 23%	19 20%	31 25%
Somewhat unlikely (2.0)	8 2%	0 0%	3 2%	2 1%	3 3%	2 2%	1 2%	5 2%	0 0%	0 0%	0 0%	0 0%	4 1%	2 4%	0 0%	0 0%	3 2%	3 3%	2 2%
Very unlikely (1.0)	3 1%	0 0%	1 1%	1 1%	1 1%	0 0%	1 2%	2 1%	0 0%	0 0%	1 7%	0 0%	2 1%	0 0%	0 0%	0 0%	2 2%	0 0%	1 1%
ALL LIKELY -----	470 93%	71 89%	188 94%	126 94%	83 89%	98 90%	44 92%	303 94%	53 98%	116 99%	12 80%	3 100%	373 94%	48 91%	79 93%	79 98%	112 90%	86 92%	114 91%
ALL NOT LIKELY -----	11 2%	0 0%	4 2%	3 2%	4 4%	2 2%	2 4%	7 2%	0 0%	0 0%	1 7%	0 0%	6 2%	2 4%	0 0%	0 0%	5 4%	3 3%	3 2%
Don't know	25 5%	8 10%	7 4%	4 3%	6 6%	8 7%	2 4%	13 4%	0 0%	1 1%	1 7%	0 0%	15 4%	3 6%	6 7%	2 2%	5 4%	4 4%	8 6%
Refused	2 *%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 *%	1 2%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	481	71	192	129	87	100	46	310	53	116	13	3	379	50	79	79	117	89	117
Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r																			

Conducted by Lord Ashcroft

Table Q10A4 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Time management

Base: All respondents

	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company					
	Total	Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
.		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Mean score	3.73	3.83	3.68	3.71	3.77	3.72	3.67	3.73	3.89	3.74	3.38	4.00	3.77	3.62	3.82	3.85	3.65	3.72	3.68
Standard deviation	.52	.38	.53	.53	.56	.49	.63	.52	.32	.44	.87	.00	.48	.57	.38	.36	.62	.52	.55
Standard error	.02	.04	.04	.05	.06	.05	.09	.03	.04	.04	.24	.00	.02	.08	.04	.04	.06	.06	.05

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10A4 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Time management

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	365 72%	9 64%	43 77% n	22 76%	24 77%	12 71%	7 70%	25 81% n	92 76% n	10 63%	19 73%	29 71%	8 73%	15 71%	49 60%
Somewhat likely (3.0)	105 21%	2 14%	10 18%	6 21%	6 19%	5 29%	2 20%	6 19%	20 17%	4 25%	7 27%	10 24%	2 18%	4 19%	20 25%
Somewhat unlikely (2.0)	8 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	1 2%	1 9%	0 0%	4 5%
Very unlikely (1.0)	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	470 93%	11 79%	53 95%	28 97%	30 97%	17 100%	9 90%	31 100% n	112 93%	14 88%	26 100%	39 95%	10 91%	19 90%	69 85%
ALL NOT LIKELY -----	11 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 3%	0 0%	0 0%	1 2%	1 9%	0 0%	5 6%
Don't know	25 5%	3 21%	3 5%	1 3%	1 3%	0 0%	1 10%	0 0%	5 4%	2 13%	0 0%	1 2%	0 0%	1 5%	6 7%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	481	11	53	28	30	17	9	31	116	14	26	40	11	19	74

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10A4 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Time management

Base: All respondents

Total	Type of business														Others
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution		
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	3.73	3.82	3.81	3.79	3.80	3.71	3.78	3.81	3.74	3.71	3.73	3.70	3.64	3.79	3.58
Standard deviation	.52	.40	.39	.42	.41	.47	.44	.40	.58	.47	.45	.52	.67	.42	.66
Standard error	.02	.12	.05	.08	.07	.11	.15	.07	.05	.13	.09	.08	.20	.10	.08

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10A5

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Positive attitude to work

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	296 58%	43 54%	114 57%	76 57%	62 67%	64 59%	27 56%	191 59%	44 81%	74 63%	5 33%	2 67%	242 61%	28 53%	61 72%	47 58%	73 59%	50 54%	65 52%
Somewhat likely (3.0)	143 28%	20 25%	62 31%	42 31%	19 20%	27 25%	15 31%	92 28%	6 11%	38 32%	5 33%	0 0%	110 28%	13 25%	13 15%	22 27%	35 28%	30 32%	43 34%
Somewhat unlikely (2.0)	15 3%	1 1%	7 4%	5 4%	2 2%	5 5%	0 0%	10 3%	1 2%	2 2%	1 7%	0 0%	8 2%	5 9%	0 0%	4 5%	4 3%	4 4%	3 2%
Very unlikely (1.0)	2 *%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%
ALL LIKELY -----	439 86%	63 79%	176 88%	118 88%	81 87%	91 83%	42 88%	283 87%	50 93%	112 96%	10 67%	2 67%	352 89%	41 77%	74 87%	69 85%	108 87%	80 86%	108 86%
ALL NOT LIKELY -----	17 3%	1 1%	7 4%	6 4%	3 3%	5 5%	0 0%	12 4%	1 2%	2 2%	1 7%	0 0%	10 3%	5 9%	0 0%	4 5%	5 4%	4 4%	4 3%
Don't know	50 10%	15 19%	16 8%	9 7%	9 10%	12 11%	6 13%	28 9%	2 4%	3 3%	3 20%	1 33%	32 8%	7 13%	11 13%	8 10%	9 7%	9 10%	13 10%
Refused	2 *%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 *%	1 2%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A5 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Positive attitude to work

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Median	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4
Base for stats	456	64	183	124	84	96	42	295	51	114	11	2	362	46	74	73	113	84	112
Mean score	3.61	3.66	3.58	3.56	3.69	3.61	3.64	3.60	3.84	3.63	3.36	4.00	3.64	3.50	3.82	3.59	3.59	3.55	3.54
Standard deviation	.58	.51	.57	.62	.58	.59	.48	.59	.42	.52	.67	.00	.56	.69	.38	.60	.61	.59	.60
Standard error	.03	.06	.04	.06	.06	.06	.07	.03	.06	.05	.20	.00	.03	.10	.04	.07	.06	.06	.06

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10A5 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Positive attitude to work

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	296 58%	7 50%	27 48%	18 62%	16 52%	8 47%	7 70%	17 55%	76 63%	9 56%	17 65%	27 66%	8 73%	14 67%	43 53%
Somewhat likely (3.0)	143 28%	4 29%	16 29%	10 34%	12 39%	5 29%	3 30%	11 35%	32 26%	5 31%	5 19%	11 27%	2 18%	3 14%	24 30%
Somewhat unlikely (2.0)	15 3%	0 0%	5 9% h	0 0%	0 0%	2 12%	0 0%	0 0%	2 2%	0 0%	1 4%	1 2%	0 0%	0 0%	4 5%
Very unlikely (1.0)	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	439 86%	11 79%	43 77%	28 97%	28 90%	13 76%	10 100%	28 90%	108 89% b	14 88%	22 85%	38 93% b	10 91%	17 81%	67 83%
ALL NOT LIKELY -----	17 3%	0 0%	5 9%	0 0%	0 0%	2 12%	0 0%	0 0%	3 2%	0 0%	1 4%	1 2%	0 0%	0 0%	5 6%
Don't know	50 10%	3 21%	8 14%	1 3%	3 10%	2 12%	0 0%	3 10%	10 8%	2 13%	3 12%	2 5%	1 9%	3 14%	8 10%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	456	11	48	28	28	15	10	28	111	14	23	39	10	17	72

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft



Table Q10A5 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Positive attitude to work

Base: All respondents

	Type of business														
	Total	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty dev eloper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	3.61	3.64	3.46	3.64	3.57	3.40	3.70	3.61	3.65	3.64	3.70	3.67	3.80	3.82	3.51
Standard deviation	.58	.50	.68	.49	.50	.74	.48	.50	.57	.50	.56	.53	.42	.39	.67
Standard error	.03	.15	.10	.09	.10	.19	.15	.09	.05	.13	.12	.08	.13	.10	.08

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10A6

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to follow instructions

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	340 67%	46 58%	135 68%	87 65%	70 75% a	66 61%	29 60%	226 70%	44 81% i	77 66%	7 47%	3 100%	278 70% m	28 53%	61 72%	58 72%	77 62%	64 69%	80 64%
Somewhat likely (3.0)	105 21%	18 23%	44 22%	29 22%	14 15%	27 25%	14 29%	59 18%	7 13%	32 27% h	3 20%	0 0%	79 20%	14 26%	14 16%	14 17%	28 23%	18 19%	31 25%
Somewhat unlikely (2.0)	29 6%	5 6%	10 5%	11 8%	3 3%	6 6%	3 6%	20 6%	1 2%	7 6%	1 7%	0 0%	18 5% 1	8 15% 1	2 2%	6 7%	10 8%	6 6%	5 4%
Very unlikely (1.0)	3 1%	1 1%	0 0%	1 1%	1 1%	1 1%	0 0%	2 1%	1 2%	0 0%	1 7%	0 0%	1 *% 2%	1 2%	1 1%	1 1%	1 1%	0 0%	0 0%
ALL LIKELY -----	445 88%	64 80%	179 90% a	116 87%	84 90%	93 85%	43 90%	285 88%	51 94%	109 93%	10 67%	3 100%	357 90% m	42 79%	75 88%	72 89%	105 85%	82 88%	111 89%
ALL NOT LIKELY -----	32 6%	6 8%	10 5%	12 9%	4 4%	7 6%	3 6%	22 7%	2 4%	7 6%	2 13%	0 0%	19 5%	9 17% 1	3 4%	7 9%	11 9%	6 6%	5 4%
Don't know	29 6%	9 11% c	10 5%	5 4%	5 5%	8 7%	2 4%	16 5%	0 0%	1 1%	2 13%	0 0%	18 5%	2 4%	7 8%	2 2%	6 5%	5 5%	9 7%
Refused	2 *%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 *%	1 2%	0 0%	1 7%	0 0%	1 *% 0%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A6 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to follow instructions

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	477	70	189	128	88	100	46	307	53	116	12	3	376	51	78	79	116	88	116
Mean score	3.64	3.56	3.66	3.58	3.74	3.58	3.57	3.66	3.77	3.60	3.33	4.00	3.69	3.35	3.73	3.63	3.56	3.66	3.65
Standard deviation	.63	.69	.58	.68	.58	.65	.62	.63	.58	.60	.98	.00	.57	.82	.57	.68	.69	.60	.56
Standard error	.03	.08	.04	.06	.06	.07	.09	.04	.08	.06	.28	.00	.03	.11	.06	.08	.06	.06	.05

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10A6 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to follow instructions

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	340 67%	11 79%	33 59%	21 72%	20 65%	11 65%	6 60%	21 68%	85 70%	11 69%	20 77%	27 66%	8 73%	14 67%	50 62%
Somewhat likely (3.0)	105 21%	1 7%	14 25%	6 21%	7 23%	2 12%	4 40%	9 29%	22 18%	3 19%	5 19%	11 27%	1 9%	3 14%	17 21%
Somewhat unlikely (2.0)	29 6%	0 0%	3 5%	1 3%	2 6%	3 18%	0 0%	1 3%	8 7%	0 0%	0 0%	2 5%	2 18%	2 10%	5 6%
Very unlikely (1.0)	3 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	445 88%	12 86%	47 84%	27 93%	27 87%	13 76%	10 100%	30 97%	107 88%	14 88%	25 96%	38 93%	9 82%	17 81%	67 83%
ALL NOT LIKELY -----	32 6%	0 0%	4 7%	1 3%	2 6%	3 18%	0 0%	1 3%	9 7%	0 0%	0 0%	2 5%	2 18%	2 10%	6 7%
Don't know	29 6%	2 14%	5 9%	1 3%	2 6%	1 6%	0 0%	0 0%	5 4%	2 13%	1 4%	1 2%	0 0%	1 5%	7 9%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	477	12	51	28	29	16	10	31	116	14	25	40	11	19	73
Mean score	3.64	3.92	3.55	3.71	3.62	3.50	3.60	3.65	3.65	3.79	3.80	3.63	3.55	3.63	3.59
Standard deviation	.63	.29	.70	.53	.62	.82	.52	.55	.65	.43	.41	.59	.82	.68	.68

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Conducted by Lord Ashcroft

Table Q10A6 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to follow instructions

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty dev eloper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Standard error	.03	.08	.10	.10	.12	.20	.16	.10	.06	.11	.08	.09	.25	.16	.08

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10A7

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Using their initiative

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	324 64%	49 61%	119 60%	87 65%	67 72% b	62 57%	31 65%	215 66%	44 81%	79 68%	5 33%	3 100%	259 66%	31 58%	69 81% pqr	60 74% pqr	74 60%	55 59%	66 53%
Somewhat likely (3.0)	125 25%	20 25%	56 28% d	34 25%	15 16%	29 27%	13 27%	74 23%	7 13%	34 29% h	4 27%	0 0%	100 25%	12 23%	8 9%	16 20%	32 26% n	26 28% n	43 34% no
Somewhat unlikely (2.0)	23 5%	3 4%	11 6%	6 4%	3 3%	7 6%	1 2%	15 5%	2 4%	3 3%	2 13%	0 0%	14 4%	5 9% 1	2 2%	3 4%	8 6%	6 6%	4 3%
Very unlikely (1.0)	2 *%	0 0%	1 1%	1 1%	0 0%	0 0%	1 2%	1 *%	0 0%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%
ALL LIKELY -----	449 88%	69 86%	175 88%	121 90%	82 88%	91 83%	44 92%	289 89%	51 94%	113 97%	9 60%	3 100%	359 91% m	43 81%	77 91%	76 94%	106 85%	81 87%	109 87%
ALL NOT LIKELY -----	25 5%	3 4%	12 6%	7 5%	3 3%	7 6%	2 4%	16 5%	2 4%	3 3%	3 20%	0 0%	15 4%	5 9%	2 2%	3 4%	10 8%	6 6%	4 3%
Don't know	32 6%	7 9%	12 6%	5 4%	8 9%	10 9%	2 4%	18 6%	0 0%	1 1%	2 13%	0 0%	20 5%	5 9%	6 7%	2 2%	6 5%	6 6%	12 10% o
Refused	2 *%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 *%	1 2%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%
Median	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A7 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Using their initiative

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
.		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Base for stats	474	72	187	128	85	98	46	305	53	116	12	3	374	48	79	79	116	87	113
Mean score	3.63	3.64	3.57	3.62	3.75	3.56	3.61	3.65	3.79	3.66	3.08	4.00	3.65	3.54	3.85	3.72	3.53	3.56	3.55
Standard deviation	.60	.56	.63	.62	.51	.63	.65	.59	.49	.53	1.00	.00	.57	.68	pqr	pr	.70	.62	.57
Standard error	.03	.07	.05	.05	.06	.06	.10	.03	.07	.05	.29	.00	.03	.10	.05	.06	.07	.07	.05

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10A7 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Using their initiative

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	324 64%	8 57%	35 63%	15 52%	21 68%	11 65%	7 70%	21 68%	82 68%	9 56%	18 69%	28 68%	8 73%	16 76%	43 53%
Somewhat likely (3.0)	125 25%	3 21%	14 25%	11 38%	8 26%	5 29%	2 20%	7 23%	26 21%	5 31%	7 27%	11 27%	2 18%	3 14%	21 26%
Somewhat unlikely (2.0)	23 5%	0 0%	3 5%	2 7%	1 3%	0 0%	0 0%	2 6%	5 4%	0 0%	1 4%	1 2%	0 0%	0 0%	8 10%
Very unlikely (1.0)	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	449 88%	11 79%	49 88%	26 90%	29 94%	16 94%	9 90%	28 90%	108 89%	14 88%	25 96%	39 95%	10 91%	19 90%	64 79%
ALL NOT LIKELY -----	25 5%	0 0%	3 5%	2 7%	1 3%	0 0%	0 0%	2 6%	6 5%	0 0%	1 4%	1 2%	0 0%	0 0%	9 11%
Don't know	32 6%	3 21%	4 7%	1 3%	1 3%	1 6%	1 10%	1 3%	7 6%	2 13%	0 0%	1 2%	1 9%	1 5%	7 9%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	474	11	52	28	30	16	9	30	114	14	26	40	10	19	73

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft



Table Q10A7 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED

FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Using their initiative

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	3.63	3.73	3.62	3.46	3.67	3.69	3.78	3.63	3.66	3.64	3.65	3.68	3.80	3.84	3.45
Standard deviation	.60	.47	.60	.64	.55	.48	.44	.61	.61	.50	.56	.53	.42	.37	.75
Standard error	.03	.14	.08	.12	.10	.12	.15	.11	.06	.13	.11	.08	.13	.09	.09

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10A8

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to make decisions independently

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	308 61%	47 59%	115 58%	81 60%	64 69%	59 54%	29 60%	202 62%	42 78%	74 63%	5 33%	2 67%	243 62%	28 53%	63 74%	58 72%	73 59%	46 49%	68 54%
Somehow likely (3.0)	138 27%	22 28%	61 31%	36 27%	19 20%	35 32%	14 29%	83 26%	7 13%	33 28% h	3 20%	1 33%	114 29%	14 26%	12 14%	14 17%	38 31% no	34 37% no	40 32% no
Somehow unlikely (2.0)	19 4%	1 1%	10 5%	7 5%	1 1%	4 4%	1 2%	13 4%	1 2%	6 5%	2 13%	0 0%	12 3%	2 4%	2 2%	2 2%	5 4%	7 8%	3 2%
Very unlikely (1.0)	4 1%	0 0%	2 1%	2 1%	0 0%	2 2%	1 2%	1 *	0 0%	0 0%	2 13%	0 0%	1 *	2 4% 1	0 0%	0 0%	2 2%	0 0%	2 2%
ALL LIKELY -----	446 88%	69 86%	176 88%	117 87%	83 89%	94 86%	43 90%	285 88%	49 91%	107 91%	8 53%	3 100%	357 90% m	42 79%	75 88%	72 89%	111 90%	80 86%	108 86%
ALL NOT LIKELY -----	23 5%	1 1%	12 6%	9 7% d	1 1%	6 6%	2 4%	14 4%	1 2%	6 5%	4 27%	0 0%	13 3%	4 8%	2 2%	2 2%	7 6%	7 8%	5 4%
Don't know	37 7%	9 11%	11 6%	7 5%	9 10%	8 7%	3 6%	24 7%	3 6%	4 3%	2 13%	0 0%	24 6%	7 13%	8 9%	7 9%	4 3%	6 6%	12 10% P
Refused	2 *	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 *	1 2%	0 0%	1 7%	0 0%	1 *	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A8 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to make decisions independently

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Median	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4
Base for stats	469	70	188	126	84	100	45	299	50	113	12	3	370	46	77	74	118	87	113
Mean score	3.60	3.66	3.54	3.56	3.75	3.51	3.58	3.63	3.82	3.60	2.92	3.67	3.62	3.48	3.79	3.76	3.54	3.45	3.54
Standard deviation	.61	.51	.65	.68	.46	.67	.66	.59	.44	.59	1.16	.58	.56	.78	pqr	pqr	.66	.64	.64
Standard error	.03	.06	.05	.06	.05	.07	.10	.03	.06	.06	.34	.33	.03	.12	.05	.06	.06	.07	.06

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10A8 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to make decisions independently

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	308 61%	8 57%	33 59%	20 69%	22 71%	8 47%	5 50%	19 61%	75 62%	8 50%	18 69%	29 71%	7 64%	14 67%	41 51%
Somewhat likely (3.0)	138 27%	4 29%	16 29%	7 24%	7 23%	7 41%	4 40%	10 32%	29 24%	4 25%	6 23%	10 24%	2 18%	6 29%	25 31%
Somewhat unlikely (2.0)	19 4%	0 0%	2 4%	1 3%	0 0%	0 0%	0 0%	1 3%	7 6%	1 6%	1 4%	1 2%	0 0%	0 0%	5 6%
Very unlikely (1.0)	4 1%	0 0%	0 0%	0 0%	1 3%	1 6%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	446 88%	12 86%	49 88%	27 93%	29 94%	15 88%	9 90%	29 94%	104 86%	12 75%	24 92%	39 95%	9 82%	20 95%	66 81%
ALL NOT LIKELY -----	23 5%	0 0%	2 4%	1 3%	1 3%	1 6%	0 0%	1 3%	8 7%	1 6%	1 4%	1 2%	0 0%	0 0%	6 7%
Don't know	37 7%	2 14%	5 9%	1 3%	1 3%	1 6%	1 10%	1 3%	9 7%	3 19%	1 4%	1 2%	2 18%	0 0%	8 10%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	469	12	51	28	30	16	9	30	112	13	25	40	9	20	72

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10A8 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to make decisions independently

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty dev eloper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	3.60	3.67	3.61	3.68	3.67	3.38	3.56	3.60	3.59	3.54	3.68	3.70	3.78	3.70	3.47
Standard deviation	.61	.49	.57	.55	.66	.81	.53	.56	.65	.66	.56	.52	.44	.47	.69
Standard error	.03	.14	.08	.10	.12	.20	.18	.10	.06	.18	.11	.08	.15	.11	.08

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10A9

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to work well under stress

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	371 73%	52 65%	144 72%	97 72%	76 82% a	74 68%	37 77%	240 74%	49 91% i	90 77%	7 47%	2 67%	297 75%	35 66%	68 80% r	64 79% r	94 76% r	66 71%	79 63%
Somewhat likely (3.0)	91 18%	18 23% d	38 19%	25 19%	10 11%	21 19%	6 13%	60 19%	3 6% h	22 19%	4 27%	1 33%	71 18%	11 21%	12 14%	12 15%	20 16%	20 22%	27 22%
Somewhat unlikely (2.0)	6 1%	0 0%	4 2%	2 1%	0 0%	3 3%	0 0%	3 1%	0 0%	2 2%	1 7%	0 0%	3 1%	2 4%	0 0%	0 0%	2 2%	1 1%	3 2%
Very unlikely (1.0)	1 *%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
ALL LIKELY -----	462 91%	70 88%	182 91%	122 91%	86 92%	95 87%	43 90%	300 93%	52 96%	112 96%	11 73%	3 100%	368 93%	46 87%	80 94% r	76 94% r	114 92%	86 92%	106 85%
ALL NOT LIKELY -----	7 1%	0 0%	4 2%	3 2%	0 0%	3 3%	0 0%	4 1%	0 0%	2 2%	1 7%	0 0%	4 1%	2 4%	0 0%	0 0%	3 2%	1 1%	3 2%
Don't know	37 7%	9 11%	13 7%	8 6%	7 8%	10 9%	5 10%	19 6%	1 2%	3 3%	2 13%	0 0%	22 6%	5 9%	5 6%	5 6%	5 4%	6 6%	16 13% P
Refused	2 *%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 *%	1 2%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	469	70	186	125	86	98	43	304	52	114	12	3	372	48	80	76	117	87	109

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A9 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to work well under stress

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Mean score	3.77	3.74	3.75	3.74	3.88	3.72	3.86	3.77	3.94	3.77	3.50	3.67	3.78	3.69	3.85	3.84	3.77	3.75	3.70
Standard deviation	.46	.44	.48	.52	.32	.51	.35	.46	.24	.46	.67	.58	.45	.55	.36	.37	.52	.46	.52
Standard error	.02	.05	.04	.05	.03	.05	.05	.03	.03	.04	.19	.33	.02	.08	.04	.04	.05	.05	.05

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10A9 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to work well under stress

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	371 73%	10 71%	41 73%	21 72%	24 77%	12 71%	7 70%	23 74%	90 74%	9 56%	19 73%	35 85%	8 73%	14 67%	56 69%
Somewhat likely (3.0)	91 18%	0 0%	9 16%	7 24%	6 19%	4 24%	2 20%	8 26%	19 16%	4 25%	6 23%	5 12%	2 18%	5 24%	14 17%
Somewhat unlikely (2.0)	6 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	1 6%	0 0%	0 0%	0 0%	0 0%	2 2%
Very unlikely (1.0)	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	462 91%	10 71%	50 89%	28 97%	30 97%	16 94%	9 90%	31 100%	109 90%	13 81%	25 96%	40 98%	10 91%	19 90%	70 86%
ALL NOT LIKELY -----	7 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	1 6%	0 0%	0 0%	0 0%	0 0%	3 4%
Don't know	37 7%	4 29%	5 9%	1 3%	1 3%	1 6%	1 10%	0 0%	10 8%	2 13%	1 4%	1 2%	1 9%	1 5%	7 9%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	469	10	51	28	30	16	9	31	111	14	25	40	10	19	73

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft



Table Q10A9 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to work well under stress

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	3.77	4.00	3.78	3.75	3.80	3.75	3.78	3.74	3.79	3.57	3.76	3.88	3.80	3.74	3.71
Standard deviation	.46	.00	.46	.44	.41	.45	.44	.44	.45	.65	.44	.33	.42	.45	.59
Standard error	.02	.00	.06	.08	.07	.11	.15	.08	.04	.17	.09	.05	.13	.10	.07

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10A10

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to come up with creative solutions to problems  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	224 44%	35 44%	80 40%	61 46%	47 51%	51 47%	16 33%	146 45%	34 63%	52 44%	4 27%	1 33%	182 46%	17 32%	43 51%	44 54%	59 48%	34 37%	44 35%
Somewhat likely (3.0)	182 36%	22 28%	85 43%	48 36%	27 29%	35 32%	20 42%	118 36%	12 22%	47 40%	3 20%	0 0%	150 38%	19 36%	26 31%	23 28%	39 31%	41 44%	53 42%
Somewhat unlikely (2.0)	40 8%	10 13%	14 7%	9 7%	7 8%	6 6%	3 6%	28 9%	1 2%	12 10%	3 20%	1 33%	24 6%	9 17%	8 9%	4 5%	12 10%	9 10%	7 6%
Very unlikely (1.0)	8 2%	1 1%	2 1%	3 2%	2 2%	2 2%	1 2%	5 2%	2 4%	0 0%	2 13%	0 0%	3 1%	3 6%	2 2%	0 0%	2 2%	1 1%	3 2%
ALL LIKELY -----	406 80%	57 71%	165 83%	109 81%	74 80%	86 79%	36 75%	264 81%	46 85%	99 85%	7 47%	1 33%	332 84%	36 68%	69 81%	67 83%	98 79%	75 81%	97 78%
ALL NOT LIKELY -----	48 9%	11 14%	16 8%	12 9%	9 10%	8 7%	4 8%	33 10%	3 6%	12 10%	5 33%	1 33%	27 7%	12 23%	10 12%	4 5%	14 11%	10 11%	10 8%
Don't know	52 10%	11 14%	18 9%	12 9%	10 11%	14 13%	8 17%	26 8%	4 7%	6 5%	2 13%	1 33%	35 9%	5 9%	6 7%	10 12%	10 8%	8 9%	18 14%
Refused	2 *%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 *%	1 2%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A10 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is

very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to come up with creative solutions to problems

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Median	3	4	3	4	4	4	3	3	4	3	3	3	4	3	4	4	4	3	3
Base for stats	454	68	181	121	83	94	40	297	49	111	12	2	359	48	79	71	112	85	107
Mean score	3.37	3.34	3.34	3.38	3.43	3.44	3.28	3.36	3.59	3.36	2.75	3.00	3.42	3.04	3.39	3.56	3.38	3.27	3.29
Standard deviation	.72	.78	.67	.73	.75	.71	.72	.72	.73	.67	1.14	1.41	.66	.90	.77	.60	.75	.70	.71
Standard error	.03	.10	.05	.07	.08	.07	.11	.04	.10	.06	.33	1.00	.03	.13	.09	.07	.07	.08	.07

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10A10 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is

very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to come up with creative solutions to problems

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	224 44%	7 50%	21 38%	12 41%	15 48%	7 41%	5 50%	12 39%	57 47%	7 44%	14 54%	25 61%	6 55%	8 38%	26 32%
Somewhat likely (3.0)	182 36%	4 29%	22 39%	14 48%	11 35%	5 29%	4 40%	15 48%	38 31%	5 31%	8 31%	11 27%	3 27%	10 48%	32 40%
Somewhat unlikely (2.0)	40 8%	0 0%	5 9%	1 3%	3 10%	3 18%	0 0%	3 10%	9 7%	1 6%	2 8%	3 7%	0 0%	1 5%	9 11%
Very unlikely (1.0)	8 2%	0 0%	0 0%	1 3%	1 3%	1 6%	0 0%	0 0%	3 2%	0 0%	0 0%	0 0%	1 9%	0 0%	1 1%
ALL LIKELY -----	406 80%	11 79%	43 77%	26 90%	26 84%	12 71%	9 90%	27 87%	95 79%	12 75%	22 85%	36 88%	9 82%	18 86%	58 72%
ALL NOT LIKELY -----	48 9%	0 0%	5 9%	2 7%	4 13%	4 24%	0 0%	3 10%	12 10%	1 6%	2 8%	3 7%	1 9%	1 5%	10 12%
Don't know	52 10%	3 21%	8 14%	1 3%	1 3%	1 6%	1 10%	1 3%	14 12%	3 19%	2 8%	2 5%	1 9%	1 5%	12 15%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%
Median	3	4	3	3	4	3	4	3	4	4	4	4	4	3	3
Base for stats	454	11	48	28	30	16	9	30	107	13	24	39	10	19	68

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10A10 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is

very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to come up with creative solutions to problems

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	3.37	3.64	3.33	3.32	3.33	3.13	3.56	3.30	3.39	3.46	3.50	3.56	3.40	3.37	3.22
Standard deviation	.72	.50	.66	.72	.80	.96	.53	.65	.76	.66	.66	.64	.97	.60	.73
Standard error	.03	.15	.10	.14	.15	.24	.18	.12	.07	.18	.13	.10	.31	.14	.09

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10A11

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Directly relevant experience

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	89 18%	11 14%	31 16%	26 19%	21 23%	23 21% f	3 6%	56 17%	12 22%	20 17%	1 7%	1 33%	73 18%	7 13%	18 21%	11 14%	20 16%	20 22%	20 16%
Somewhat likely (3.0)	142 28%	12 15%	62 31% a	42 31% a	26 28% a	27 25%	12 25%	95 29%	14 26%	33 28%	2 13%	0 0%	115 29%	11 21%	21 25%	27 33%	31 25%	24 26%	39 31%
Somewhat unlikely (2.0)	134 26%	28 35% d	57 29%	31 23%	18 19%	27 25%	20 42% eg	84 26%	14 26%	40 34%	4 27%	1 33%	107 27%	16 30%	26 31%	23 28%	32 26%	22 24%	31 25%
Very unlikely (1.0)	57 11%	10 13%	19 10%	15 11%	13 14%	11 10%	4 8%	39 12%	6 11%	11 9%	4 27%	1 33%	39 10%	11 21% 1	9 11%	9 11%	21 17% q	7 8%	11 9%
ALL LIKELY -----	231 45%	23 29%	93 47% a	68 51% a	47 51% a	50 46%	15 31%	151 47% f	26 48%	53 45%	3 20%	1 33%	188 48%	18 34%	39 46%	38 47%	51 41%	44 47%	59 47%
ALL NOT LIKELY -----	191 38%	38 48%	76 38%	46 34%	31 33%	38 35%	24 50%	123 38%	20 37%	51 44%	8 53%	2 67%	146 37%	27 51%	35 41%	32 40%	53 43%	29 31%	42 34%
Don't know	84 17%	18 23%	30 15%	19 14%	15 16%	20 18%	9 19%	49 15%	7 13%	13 11%	3 20%	0 0%	60 15%	8 15%	11 13%	11 14%	18 15%	20 22%	24 19%
Refused	2 *%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 *%	1 2%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%
Median	3	2	3	3	3	3	2	3	3	3	2	2	3	2	3	3	2	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A11 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Directly relevant experience

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Base for stats	422	61	169	114	78	88	39	274	46	104	11	3	334	45	74	70	104	73	101
Mean score	2.62	2.39	2.62	2.69	2.71	2.70	2.36	2.61	2.70	2.60	2.00	2.33	2.66	2.31	2.65	2.57	2.48	2.78	2.67
Standard deviation	.96	.97	.91	.97	1.05	1.00	.78	.97	1.01	.92	1.00	1.53	.95	1.02	.99	.91	1.02	.96	.92
Standard error	.05	.12	.07	.09	.12	.11	.12	.06	.15	.09	.30	.88	.05	.15	.11	.11	.10	.11	.09

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10A11 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Directly relevant experience

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	89 18%	3 21%	9 16%	3 10%	5 16%	2 12%	2 20%	4 13%	21 17%	3 19%	9 35%	6 15%	4 36%	4 19%	13 16%
Somewhat likely (3.0)	142 28%	3 21%	14 25%	5 17%	11 35%	3 18%	4 40%	14 45%	33 27%	5 31%	8 31%	15 37%	1 9%	5 24%	20 25%
Somewhat unlikely (2.0)	134 26%	2 14%	16 29%	15 52%	8 26%	4 24%	3 30%	9 29%	29 24%	4 25%	6 23%	8 20%	1 9%	6 29%	23 28%
Very unlikely (1.0)	57 11%	1 7%	7 13%	2 7%	3 10%	5 29%	1 10%	2 6%	14 12%	0 0%	1 4%	7 17%	2 18%	3 14%	9 11%
ALL LIKELY -----	231 45%	6 43%	23 41%	8 28%	16 52%	5 29%	6 60%	18 58%	54 45%	8 50%	17 65%	21 51%	5 45%	9 43%	33 41%
ALL NOT LIKELY -----	191 38%	3 21%	23 41%	17 59%	11 35%	9 53%	4 40%	11 35%	43 36%	4 25%	7 27%	15 37%	3 27%	9 43%	32 40%
Don't know	84 17%	5 36%	10 18%	4 14%	4 13%	3 18%	0 0%	2 6%	24 20%	4 25%	2 8%	5 12%	3 27%	2 10%	15 19%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 1%
Median	3	3	3	2	3	2	3	3	3	3	3	3	4	3	3
Base for stats	422	9	46	25	27	14	10	29	97	12	24	36	8	18	65

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft



Table Q10A11 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES

is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Directly relevant experience

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel opment/ real estate/ estate agents	Rest aurant/ Café/B ar Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	2.62	2.89	2.54	2.36	2.67	2.14	2.70	2.69	2.63	2.92	3.04	2.56	2.88	2.56	2.57
Standard deviation	.96	1.05	.98	.81	.92	1.10	.95	.81	.98	.79	.91	1.00	1.36	1.04	.97
Standard error	.05	.35	.14	.16	.18	.29	.30	.15	.10	.23	.19	.17	.48	.25	.12

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10A12

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Other  
 Base: All who answered 'other' at Q4

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p	*q	*r
Base	14	1	9	2	2	4	2	7	5	3	0	1	9	3	4	3	1	3	3
Very likely (4.0)	3 21%	0 0%	0 0%	2 100%	1 50%	2 50%	1 50%	0 0%	2 40%	0 0%	0 0%	0 0%	2 22%	1 33%	0 0%	1 33%	0 0%	1 33%	1 33%
Somewhat likely (3.0)	2 14%	0 0%	2 22%	0 0%	0 0%	0 0%	0 0%	2 29%	1 20%	1 33%	0 0%	0 0%	2 22%	0 0%	2 50%	0 0%	0 0%	0 0%	0 0%
Somewhat unlikely (2.0)	3 21%	0 0%	3 33%	0 0%	0 0%	1 25%	0 0%	1 14%	0 0%	0 0%	0 0%	1 100%	1 11%	1 33%	1 25%	1 33%	0 0%	1 33%	0 0%
Very unlikely (1.0)	4 29%	0 0%	3 33%	0 0%	1 50%	1 25%	0 0%	3 43%	1 20%	1 33%	0 0%	0 0%	3 33%	1 33%	1 25%	0 0%	1 100%	0 0%	2 67%
ALL LIKELY -----	5 36%	0 0%	2 22%	2 100%	1 50%	2 50%	1 50%	2 29%	3 60%	1 33%	0 0%	0 0%	4 44%	1 33%	2 50%	1 33%	0 0%	1 33%	1 33%
ALL NOT LIKELY -----	7 50%	0 0%	6 67%	0 0%	1 50%	2 50%	0 0%	4 57%	1 20%	1 33%	0 0%	1 100%	4 44%	2 67%	2 50%	1 33%	1 100%	1 33%	2 67%
Don't know	2 14%	1 100%	1 11%	0 0%	0 0%	0 0%	1 50%	1 14%	1 20%	1 33%	0 0%	0 0%	1 11%	0 0%	0 0%	1 33%	0 0%	1 33%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Median	2	-	2	4	3	3	4	2	4	2	-	2	3	2	3	3	1	3	1
Base for stats	12	0	8	2	2	4	1	6	4	2	0	1	8	3	4	2	1	2	3
Mean score	2.33	.00	1.88	4.00	2.50	2.75	4.00	1.83	3.00	2.00	.00	2.00	2.38	2.33	2.25	3.00	1.00	3.00	2.00
Standard deviation	1.23	.00	.83	.00	2.12	1.50	-	.98	1.41	1.41	.00	-	1.30	1.53	.96	1.41	-	1.41	1.73
Standard error	.36	.00	.30	.00	1.50	.75	-	.40	.71	1.00	.00	-	.46	.88	.48	1.00	-	1.00	1.00

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10A12 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE

ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Other

Base: All who answered 'other' at Q4

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n
Base	14	0	3	0	0	0	0	1	7	0	0	2	0	0	1
Very likely (4.0)	3 21%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Somewhat likely (3.0)	2 14%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 100%	0 0%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%
Somewhat unlikely (2.0)	3 21%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%	1 100%
Very unlikely (1.0)	4 29%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 43%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%
ALL LIKELY -----	5 36%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	1 100%	2 29%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%
ALL NOT LIKELY -----	7 50%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%	4 57%	0 0%	0 0%	1 50%	0 0%	0 0%	1 100%
Don't know	2 14%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Median	2	-	3	-	-	-	-	3	2	-	-	2	-	-	2
Base for stats	12	0	2	0	0	0	0	1	6	0	0	2	0	0	1
Mean score	2.33	.00	3.00	.00	.00	.00	.00	3.00	2.17	.00	.00	2.00	.00	.00	2.00
Standard deviation	1.23	.00	1.41	.00	.00	.00	.00	-	1.47	.00	.00	1.41	.00	.00	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Conducted by Lord Ashcroft

Table Q10A12 (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN THE

ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Other

Base: All who answered 'other' at Q4

Total	Type of business													
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
	*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n
Base	14	0	3	0	0	0	1	7	0	0	2	0	0	1
Standard error	.36	.00	1.00	.00	.00	.00	-	.60	.00	.00	1.00	.00	.00	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table SUMQ10A

Q10 Please can you say whether you think that A FORMER OFFICER IN THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic?

Base: All respondents

	Q10a Statements											
	People management skills	Technical qualifications and ability	Communication skills	Time management	Positive attitude to work	Ability to follow instructions	Using their initiative	Ability to make decisions independently	Ability to work well in under stress	Ability to come up with creative solutions to problems	Directly relevant experience	Other
	a	b	c	d	e	f	g	h	i	j	k	*1
Base	508	508	508	508	508	508	508	508	508	508	508	14
Very likely	308 61% bjk	173 34% k	326 64% bjk	365 72% abceghjk	296 58% bjk	340 67% abehjk	324 64% bjk	308 61% bjk	371 73% abceefghjk	224 44% bk	89 18%	3 21%
Somewhat likely	144 28% dfi	175 34% acdefghik	138 27% dfi	105 21%	143 28% dfi	105 21%	125 25% i	138 27% dfi	91 18%	182 36% acdefghik	142 28% dfi	2 14%
Somewhat unlikely	22 4% di	71 14% acdefghij	12 2%	8 2%	15 3% i	29 6% cdei	23 5% di	19 4% di	6 1%	40 8% acdeghi	134 26% abcdefghij	3 21%
Very unlikely	3 1%	18 4% acdefghij	2 *%	3 1%	2 *%	3 1%	2 *%	4 1%	1 *%	8 2% i	57 11% abcdefghij	4 29%
ALL LIKELY -----	452 89% bjk	348 69% k	464 91% bejk	470 93% befghjk	439 86% bjk	445 88% bjk	449 88% bjk	446 88% bjk	462 91% bejk	406 80% bk	231 45%	5 36%
ALL NOT LIKELY -----	25 5% di	89 18% acdefghij	14 3%	11 2%	17 3% i	32 6% cdei	25 5% di	23 5% di	7 1%	48 9% acdeghi	191 38% abcdefghij	7 50%
Don't know	29 6%	69 14% acdfghi	28 6%	25 5%	50 10% acdfg	29 6%	32 6%	37 7%	37 7%	52 10% acdfg	84 17% acdefghij	2 14%
Refused	2 *%	2 *%	2 *%	2 *%	2 *%	2 *%	2 *%	2 *%	2 *%	2 *%	2 *%	0 0%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Conducted by Lord Ashcroft

Table SUMQ10A (continuation)

Q10 Please can you say whether you think that A FORMER OFFICER IN

THE ARMED FORCES is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic?

Base: All respondents

	Q10a Statements											
	People management skills	Technical qualifications and ability	Communication skills	Time management	Positive attitude to work	Ability to follow instructions	Using their initiative	Ability to make decisions independently	Ability to work well in under stress	Ability to come up with creative solutions to problems	Directly relevant experience	Other
	a	b	c	d	e	f	g	h	i	j	k	*l
Base	508	508	508	508	508	508	508	508	508	508	508	14
Mean score	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	17%
Columns Tested:	a,b,c,d,e,f,g,h,i,j,k,l											

Table Q10B1  
 Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : People management skills  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	98 19%	15 19%	31 16%	28 21%	23 25%	20 18%	5 10%	68 21%	21 39%	25 21%	2 13%	0 0%	82 21%	8 15%	16 19%	16 20%	25 20%	16 17%	25 20%
Somewhat likely (3.0)	228 45%	29 36%	100 50%	61 46%	38 41%	48 44%	25 52%	144 44%	21 39%	64 55%	5 33%	0 0%	190 48%	15 28%	36 42%	36 44%	53 43%	47 51%	56 45%
Somewhat unlikely (2.0)	98 19%	20 25%	34 17%	27 20%	17 18%	20 18%	12 25%	61 19%	8 15%	19 16%	4 27%	2 67%	69 17%	19 36%	16 19%	18 22%	32 26%	12 13%	20 16%
Very unlikely (1.0)	26 5%	5 6%	14 7%	6 4%	1 1%	6 6%	1 2%	17 5%	1 2%	6 5%	2 13%	1 33%	17 4%	4 8%	3 4%	2 2%	5 4%	8 9%	8 6%
ALL LIKELY -----	326 64%	44 55%	131 66%	89 66%	61 66%	68 62%	30 63%	212 65%	42 78%	89 76%	7 47%	0 0%	272 69%	23 43%	52 61%	52 64%	78 63%	63 68%	81 65%
ALL NOT LIKELY -----	124 24%	25 31%	48 24%	33 25%	18 19%	26 24%	13 27%	78 24%	9 17%	25 21%	6 40%	3 100%	86 22%	23 43%	19 22%	20 25%	37 30%	20 22%	28 22%
Don't know	57 11%	10 13%	20 10%	12 9%	14 15%	15 14%	5 10%	33 10%	3 6%	3 3%	1 7%	0 0%	37 9%	7 13%	14 16%	9 11%	8 6%	10 11%	16 13%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B1 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : People management skills

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Refused	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0
	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	7%	0%	0%	0%	0%	0%	1%	0%	0%
Median	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3
Base for stats	450	69	179	122	79	94	43	290	51	114	13	3	358	46	71	72	115	83	109
Mean score	2.88	2.78	2.83	2.91	3.05	2.87	2.79	2.91	3.22	2.95	2.54	1.67	2.94	2.59	2.92	2.92	2.85	2.86	2.90
Standard deviation	.81	.87	.81	.80	.75	.82	.67	.82	.78	.77	.97	.58	.78	.88	.79	.76	.81	.84	.84
Standard error	.04	.11	.06	.07	.08	.08	.10	.05	.11	.07	.27	.33	.04	.13	.09	.09	.08	.09	.08

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r



Table Q10B1 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : People management skills

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	98 19%	3 21%	7 13%	5 17%	11 35%	2 12%	2 20%	4 13%	23 19%	3 19%	10 38%	5 12%	2 18%	3 14%	17 21%
					bgk										
Somewhat likely (3.0)	228 45%	6 43%	31 55%	10 34%	11 35%	8 47%	4 40%	17 55%	53 44%	7 44%	11 42%	24 59%	3 27%	10 48%	32 40%
												n			
Somewhat unlikely (2.0)	98 19%	3 21%	11 20%	10 34%	3 10%	3 18%	3 30%	8 26%	16 13%	2 13%	2 8%	9 22%	4 36%	6 29%	18 22%
Very unlikely (1.0)	26 5%	0 0%	1 2%	1 3%	4 13%	2 12%	0 0%	1 3%	10 8%	1 6%	1 4%	1 2%	0 0%	1 5%	3 4%
					b										
ALL LIKELY -----	326 64%	9 64%	38 68%	15 52%	22 71%	10 59%	6 60%	21 68%	76 63%	10 63%	21 81%	29 71%	5 45%	13 62%	49 60%
ALL NOT LIKELY -----	124 24%	3 21%	12 21%	11 38%	7 23%	5 29%	3 30%	9 29%	26 21%	3 19%	3 12%	10 24%	4 36%	7 33%	21 26%
Don't know	57 11%	2 14%	6 11%	3 10%	2 6%	2 12%	1 10%	1 3%	19 16%	3 19%	2 8%	2 5%	2 18%	0 0%	11 14%
Refused	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10B1 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : People management skills

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Base for stats	450	12	50	26	29	15	9	30	102	13	24	39	9	20	70
Mean score	2.88	3.00	2.88	2.73	3.00	2.67	2.89	2.80	2.87	2.92	3.25	2.85	2.78	2.75	2.90
Standard deviation	.81	.74	.66	.83	1.04	.90	.78	.71	.88	.86	.79	.67	.83	.79	.82
Standard error	.04	.21	.09	.16	.19	.23	.26	.13	.09	.24	.16	.11	.28	.18	.10

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10B2  
 Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER  
 (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Technical qualifications and ability  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	116 23%	15 19%	47 24%	31 23%	23 25%	23 21%	7 15%	81 25%	22 41%	30 26%	1 7%	1 33%	99 25%	7 13%	21 25%	19 23%	26 21%	19 20%	31 25%
Somehow likely (3.0)	217 43%	35 44%	86 43%	60 45%	36 39%	52 48%	23 48%	132 41%	19 35%	53 45%	8 53%	0 0%	183 46%	18 34%	35 41%	34 42%	54 44%	42 45%	52 42%
Somehow unlikely (2.0)	84 17%	15 19%	37 19%	21 16%	11 12%	13 12%	11 23%	53 16%	3 6%	24 21%	3 20%	1 33%	59 15%	12 23%	9 11%	12 15%	27 22%	19 20%	17 14%
Very unlikely (1.0)	28 6%	4 5%	9 5%	8 6%	7 8%	4 4%	2 4%	20 6%	5 9%	4 3%	0 0%	1 33%	16 4%	6 11%	6 7%	6 7%	7 6%	3 3%	6 5%
ALL LIKELY -----	333 66%	50 63%	133 67%	91 68%	59 63%	75 69%	30 63%	213 66%	41 76%	83 71%	9 60%	1 33%	282 71%	25 47%	56 66%	53 65%	80 65%	61 66%	83 66%
ALL NOT LIKELY -----	112 22%	19 24%	46 23%	29 22%	18 19%	17 16%	13 27%	73 23%	8 15%	28 24%	3 20%	2 67%	75 19%	18 34%	15 18%	18 22%	34 27%	22 24%	23 18%
Don't know	62 12%	10 13%	20 10%	14 10%	16 17%	17 16%	5 10%	37 11%	5 9%	6 5%	2 13%	0 0%	38 10%	10 19%	14 16%	10 12%	9 7%	10 11%	19 15%
Refused	1 *%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B2 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Technical qualifications and ability

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Median	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3
Base for stats	445	69	179	120	77	92	43	286	49	111	12	3	357	43	71	71	114	83	106
Mean score	2.95	2.88	2.96	2.95	2.97	3.02	2.81	2.96	3.18	2.98	2.83	2.33	3.02	2.60	3.00	2.93	2.87	2.93	3.02
Standard deviation	.84	.81	.82	.84	.90	.76	.76	.87	.95	.80	.58	1.53	.79	.93	.88	.88	.84	.78	.83
Standard error	.04	.10	.06	.08	.10	.08	.12	.05	.14	.08	.17	.88	.04	.14	.10	.10	.08	.09	.08

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10B2 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Technical qualifications and ability

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	116 23%	3 21%	10 18%	5 17%	7 23%	2 12%	4 40%	5 16%	29 24%	3 19%	10 38%	10 24%	2 18%	4 19%	21 26%
Somewhat likely (3.0)	217 43%	8 57%	28 50%	10 34%	17 55%	7 41%	3 30%	21 68%	44 36%	4 25%	9 35%	18 44%	4 36%	8 38%	35 43%
Somewhat unlikely (2.0)	84 17%	1 7%	10 18%	9 31%	4 13%	3 18%	3 30%	4 13%	20 17%	4 25%	4 15%	4 10%	2 18%	6 29%	10 12%
Very unlikely (1.0)	28 6%	1 7%	2 4%	1 3%	1 3%	4 24%	0 0%	0 0%	7 6%	0 0%	1 4%	5 12%	0 0%	1 5%	5 6%
ALL LIKELY -----	333 66%	11 79%	38 68%	15 52%	24 77%	9 53%	7 70%	26 84%	73 60%	7 44%	19 73%	28 68%	6 55%	12 57%	56 69%
ALL NOT LIKELY -----	112 22%	2 14%	12 21%	10 34%	5 16%	7 41%	3 30%	4 13%	27 22%	4 25%	5 19%	9 22%	2 18%	7 33%	15 19%
Don't know	62 12%	1 7%	6 11%	4 14%	2 6%	1 6%	0 0%	1 3%	21 17%	5 31%	2 8%	4 10%	3 27%	1 5%	10 12%
Refused	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10B2 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Technical qualifications and ability

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	445	13	50	25	29	16	10	30	100	11	24	37	8	19	71
Mean score	2.95	3.00	2.92	2.76	3.03	2.44	3.10	3.03	2.95	2.91	3.17	2.89	3.00	2.79	3.01
Standard deviation	.84	.82	.75	.83	.73	1.03	.88	.56	.88	.83	.87	.97	.76	.85	.85
Standard error	.04	.23	.11	.17	.14	.26	.28	.10	.09	.25	.18	.16	.27	.20	.10

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10B3  
 Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Communication skills  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	160 31%	26 33%	65 33%	41 31%	27 29%	27 25%	14 29%	110 34%	37 69%	31 26%	4 27%	0 0%	137 35%	12 23%	28 33%	30 37%	38 31%	25 27%	39 31%
Somewhat likely (3.0)	253 50%	36 45%	102 51%	71 53%	44 47%	58 53%	25 52%	158 49%	13 24%	74 63%	8 53%	0 0%	204 52%	24 45%	36 42%	37 46%	62 50%	52 56%	66 53%
Somewhat unlikely (2.0)	37 7%	7 9%	13 7%	12 9%	5 5%	9 8%	4 8%	24 7%	1 2%	6 5%	0 0%	0 0%	24 6%	6 11%	9 11%	5 6%	12 10%	5 5%	6 5%
Very unlikely (1.0)	7 1%	2 3%	2 1%	1 1%	2 2%	2 2%	0 0%	4 1%	0 0%	2 2%	0 0%	2 67%	3 1%	2 4%	2 2%	0 0%	2 2%	2 2%	1 1%
ALL LIKELY -----	413 81%	62 78%	167 84%	112 84%	71 76%	85 78%	39 81%	268 83%	50 93%	105 90%	12 80%	0 0%	341 86%	36 68%	64 75%	67 83%	100 81%	77 83%	105 84%
ALL NOT LIKELY -----	44 9%	9 11%	15 8%	13 10%	7 8%	11 10%	4 8%	28 9%	1 2%	8 7%	0 0%	2 67%	27 7%	8 15%	11 13%	5 6%	14 11%	7 8%	7 6%
Don't know	50 10%	8 10%	17 9%	9 7%	15 16%	13 12%	5 10%	27 8%	3 6%	4 3%	2 13%	1 33%	27 7%	9 17%	10 12%	9 11%	9 7%	9 10%	13 10%
Refused	1 *%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
Median	3	3	3	3	3	3	3	3	4	3	3	1	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B3 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Communication skills

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Base for stats	457	71	182	125	78	96	43	296	51	113	12	2	368	44	75	72	114	84	112
Mean score	3.24	3.21	3.26	3.22	3.23	3.15	3.23	3.26	3.71	3.19	3.33	1.00	3.29	3.05	3.20	3.35	3.19	3.19	3.28
Standard deviation	.66	.74	.64	.64	.68	.66	.61	.66	.50	.61	.49	.00	.62	.78	.75	.61	.69	.65	.60
Standard error	.03	.09	.05	.06	.08	.07	.09	.04	.07	.06	.14	.00	.03	.12	.09	.07	.06	.07	.06

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r



Table Q10B3 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Communication skills

Base: All respondents

		Type of business														
		Total	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
			*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base		508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely	(4.0)	160 31%	4 29%	14 25%	8 28%	12 39%	3 18%	7 70%	8 26%	41 34%	5 31%	12 46%	12 29%	5 45%	7 33%	21 26%
Somewhat likely	(3.0)	253 50%	7 50%	35 63% h	17 59%	15 48%	12 71%	2 20%	17 55%	52 43%	8 50%	12 46%	21 51%	3 27%	8 38%	43 53%
Somewhat unlikely	(2.0)	37 7%	1 7%	2 4%	2 7%	2 6%	1 6%	0 0%	5 16% b	9 7%	1 6%	0 0%	3 7%	2 18%	4 19%	5 6%
Very unlikely	(1.0)	7 1%	0 0%	0 0%	0 0%	1 3%	0 0%	0 0%	0 0%	2 2%	0 0%	1 4%	2 5%	0 0%	0 0%	1 1%
ALL LIKELY	-----	413 81%	11 79%	49 88%	25 86%	27 87%	15 88%	9 90%	25 81%	93 77%	13 81%	24 92%	33 80%	8 73%	15 71%	64 79%
ALL NOT LIKELY	-----	44 9%	1 7%	2 4%	2 7%	3 10%	1 6%	0 0%	5 16% b	11 9%	1 6%	1 4%	5 12%	2 18%	4 19%	6 7%
Don't know		50 10%	2 14%	5 9%	2 7%	1 3%	1 6%	1 10%	1 3%	17 14%	2 13%	1 4%	3 7%	1 9%	1 5%	11 14%
Refused		1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%
Median		3	3	3	3	3	3	4	3	3	3	3	3	4	3	3

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10B3 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Communication skills

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Base for stats	457	12	51	27	30	16	9	30	104	14	25	38	10	19	70
Mean score	3.24	3.25	3.24	3.22	3.27	3.13	3.78	3.10	3.27	3.29	3.40	3.13	3.30	3.16	3.20
Standard deviation	.66	.62	.51	.58	.74	.50	.44	.66	.70	.61	.71	.78	.82	.76	.63
Standard error	.03	.18	.07	.11	.14	.13	.15	.12	.07	.16	.14	.13	.26	.18	.08

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10B4  
 Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES  
 IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Time management  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	245 48%	36 45%	102 51%	60 45%	46 49%	42 39%	23 48%	162 50%	43 80%	51 44%	6 40%	2 67%	208 53%	17 32%	42 49%	44 54%	64 52%	40 43%	55 44%
Somewhat likely (3.0)	190 37%	32 40%	71 36%	54 40%	33 35%	48 44%	20 42%	116 36%	8 15%	55 47%	7 47%	0 0%	149 38%	21 40%	27 32%	27 33%	42 34%	40 43%	54 43%
Somewhat unlikely (2.0)	28 6%	5 6%	12 6%	8 6%	3 3%	7 6%	1 2%	20 6%	1 2%	8 7%	0 0%	1 33%	15 4%	7 13%	5 6%	4 5%	9 7%	6 6%	4 3%
Very unlikely (1.0)	2 *%	0 0%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%
ALL LIKELY -----	435 86%	68 85%	173 87%	114 85%	79 85%	90 83%	43 90%	278 86%	51 94%	106 91%	13 87%	2 67%	357 90%	38 72%	69 81%	71 88%	106 85%	80 86%	109 87%
ALL NOT LIKELY -----	30 6%	5 6%	13 7%	9 7%	3 3%	8 7%	1 2%	20 6%	1 2%	8 7%	0 0%	1 33%	16 4%	7 13%	5 6%	4 5%	10 8%	7 8%	4 3%
Don't know	42 8%	6 8%	13 7%	11 8%	11 12%	11 10%	4 8%	25 8%	2 4%	3 3%	1 7%	0 0%	22 6%	8 15%	11 13%	6 7%	7 6%	6 6%	12 10%
Refused	1 *%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B4 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES

IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Time management

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Median	4	3	4	3	4	3	4	4	4	3	3	4	4	3	4	4	4	3	3
Base for stats	465	73	186	123	82	98	44	298	52	114	13	3	373	45	74	75	116	87	113
Mean score	3.46	3.42	3.47	3.41	3.52	3.34	3.50	3.48	3.81	3.38	3.46	3.33	3.51	3.22	3.50	3.53	3.46	3.37	3.45
Standard deviation	.63	.62	.64	.65	.57	.66	.55	.62	.44	.62	.52	1.15	.59	.70	.62	.60	.68	.67	.57
Standard error	.03	.07	.05	.06	.06	.07	.08	.04	.06	.06	.14	.67	.03	.10	.07	.07	.06	.07	.05

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10B4 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES

IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Time management

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	245 48%	7 50%	29 52%	12 41%	16 52%	5 29%	7 70%	12 39%	64 53%	6 38%	14 54%	20 49%	7 64%	11 52%	34 42%
Somewhat likely (3.0)	190 37%	6 43%	19 34%	12 41%	14 45%	8 47%	1 10%	15 48%	38 31%	7 44%	9 35%	18 44%	2 18%	8 38%	32 40%
Somewhat unlikely (2.0)	28 6%	0 0%	2 4%	2 7%	0 0%	2 12%	1 10%	2 6%	8 7%	1 6%	1 4%	1 2%	1 9%	1 5%	6 7%
Very unlikely (1.0)	2 *	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 4%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	435 86%	13 93%	48 86%	24 83%	30 97%	13 76%	8 80%	27 87%	102 84%	13 81%	23 88%	38 93%	9 82%	19 90%	66 81%
ALL NOT LIKELY -----	30 6%	0 0%	2 4%	2 7%	0 0%	2 12%	1 10%	2 6%	8 7%	1 6%	2 8%	1 2%	1 9%	1 5%	7 9%
Don't know	42 8%	1 7%	6 11%	3 10%	1 3%	2 12%	1 10%	2 6%	11 9%	2 13%	1 4%	2 5%	1 9%	0 0%	8 10%
Refused	1 *	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%
Median	4	4	4	3	4	3	4	3	4	3	4	4	4	4	3
Base for stats	465	13	50	26	30	15	9	29	110	14	25	39	10	20	73
Columns Tested:		a, b, c, d, e, f, g, h, i, j, k, l, m, n													

Conducted by Lord Ashcroft

Table Q10B4 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES

IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Time management

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty dev eloper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	3.46	3.54	3.54	3.38	3.53	3.20	3.67	3.34	3.51	3.36	3.44	3.49	3.60	3.50	3.36
Standard deviation	.63	.52	.58	.64	.51	.68	.71	.61	.63	.63	.77	.56	.70	.61	.69
Standard error	.03	.14	.08	.12	.09	.17	.24	.11	.06	.17	.15	.09	.22	.14	.08

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10B5

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Positive attitude to work  
Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	192 38%	23 29%	76 38%	52 39%	41 44% a	35 32%	17 35%	128 40%	38 70% i	46 39%	3 20%	1 33%	161 41%	17 32%	31 36%	31 38%	55 44%	34 37%	41 33%
Somewhat likely (3.0)	232 46%	39 49%	96 48%	62 46%	35 38%	50 46%	25 52%	149 46%	11 20%	65 56% h	7 47%	0 0%	191 48%	19 36%	38 45%	38 47%	53 43%	41 44%	62 50%
Somewhat unlikely (2.0)	19 4%	6 8% d	7 4%	6 4% d	0 0%	5 5%	0 0%	12 4%	2 4%	2 2%	1 7%	1 33%	8 2%	6 11% 1	4 5%	2 2%	5 4%	4 4%	4 3%
Very unlikely (1.0)	4 1%	1 1%	1 1%	1 1%	1 1%	2 2%	0 0%	1 *	0 0%	1 1%	0 0%	0 0%	1 *%	1 2%	0 0%	0 0%	1 1%	2 2%	1 1%
ALL LIKELY -----	424 83%	62 78%	172 86%	114 85%	76 82%	85 78%	42 88%	277 85%	49 91%	111 95%	10 67%	1 33%	352 89% m	36 68%	69 81%	69 85%	108 87%	75 81%	103 82%
ALL NOT LIKELY -----	23 5%	7 9% d	8 4%	7 5%	1 1%	7 6%	0 0%	13 4%	2 4%	3 3%	1 7%	1 33%	9 2%	7 13% 1	4 5%	2 2%	6 5%	6 6%	5 4%
Don't know	59 12%	9 11%	19 10%	13 10%	16 17%	17 16%	6 13%	32 10%	3 6%	3 3%	3 20%	1 33%	33 8%	10 19% 1	12 14%	9 11%	9 7%	12 13%	17 14%
Refused	2 *%	2 3% b	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	1 7%	0 0%	1 *%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B5 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Positive attitude to work

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Median	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3
Base for stats	447	69	180	121	77	92	42	290	51	114	11	2	361	43	73	71	114	81	108
Mean score	3.37	3.22	3.37	3.36	3.51	3.28	3.40	3.39	3.71	3.37	3.18	3.00	3.42	3.21	3.37	3.41	3.42	3.32	3.32
Standard deviation	.61	.66	.59	.62	.58	.67	.50	.59	.54	.57	.60	1.41	.55	.77	.59	.55	.62	.69	.59
Standard error	.03	.08	.04	.06	.07	.07	.08	.03	.08	.05	.18	1.00	.03	.12	.07	.07	.06	.08	.06

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r



Table Q10B5 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Positive attitude to work

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	192 38%	6 43%	18 32%	8 28%	12 39%	8 47%	5 50%	10 32%	51 42%	6 38%	8 31%	14 34%	5 45%	10 48%	29 36%
Somewhat likely (3.0)	232 46%	7 50%	26 46%	14 48%	17 55%	5 29%	3 30%	18 58%	52 43%	5 31%	14 54%	21 51%	4 36%	7 33%	39 48%
Somewhat unlikely (2.0)	19 4%	0 0%	3 5%	3 10%	0 0%	2 12%	1 10%	0 0%	3 2%	2 13%	0 0%	1 2%	0 0%	1 5%	3 4%
Very unlikely (1.0)	4 1%	0 0%	0 0%	1 3%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 4%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	424 83%	13 93%	44 79%	22 76%	29 94%	13 76%	8 80%	28 90%	103 85%	11 69%	22 85%	35 85%	9 82%	17 81%	68 84%
ALL NOT LIKELY -----	23 5%	0 0%	3 5%	4 14%	0 0%	2 12%	1 10%	0 0%	4 3%	2 13%	1 4%	1 2%	0 0%	1 5%	4 5%
Don't know	59 12%	1 7%	9 16%	3 10%	2 6%	2 12%	1 10%	3 10%	14 12%	3 19%	3 12%	4 10%	2 18%	2 10%	9 11%
Refused	2 *	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	1 5%	0 0%
Median	3	3	3	3	3	4	4	3	3	3	3	3	4	4	3
Base for stats	447	13	47	26	29	15	9	28	107	13	23	36	9	18	72
Mean score	3.37	3.46	3.32	3.12	3.41	3.40	3.44	3.36	3.43	3.31	3.26	3.36	3.56	3.50	3.33
Standard deviation	.61	.52	.59	.77	.50	.74	.73	.49	.60	.75	.69	.54	.53	.62	.63

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Conducted by Lord Ashcroft

Table Q10B5 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Positive attitude to work

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel opment/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Standard error	.03	.14	.09	.15	.09	.19	.24	.09	.06	.21	.14	.09	.18	.15	.07

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10B6  
 Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER  
 (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to follow instructions  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	336 66%	55 69%	134 67%	83 62%	63 68%	54 50%	35 73% e	227 70% e	48 89% i	79 68%	8 53%	3 100%	270 68%	30 57%	57 67%	65 80% pqr	83 67%	59 63%	72 58%
Somewhat likely (3.0)	132 26%	18 23%	52 26%	40 30%	21 23%	41 38% g	11 23%	76 23%	5 9%	36 31% h	5 33%	0 0%	108 27%	15 28%	19 22%	13 16%	33 27%	26 28%	41 33% o
Somewhat unlikely (2.0)	7 1%	0 0%	2 1%	5 4%	0 0%	3 3%	0 0%	4 1%	0 0%	1 1%	0 0%	0 0%	2 1%	1 2%	1 1%	0 0%	2 2%	2 2%	2 2%
Very unlikely (1.0)	2 *%	0 0%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%
ALL LIKELY -----	468 92%	73 91%	186 93%	123 92%	84 90%	95 87%	46 96%	303 94% e	53 98%	115 98%	13 87%	3 100%	378 96% m	45 85%	76 89%	78 96%	116 94%	85 91%	113 90%
ALL NOT LIKELY -----	9 2%	0 0%	3 2%	6 4% d	0 0%	4 4%	0 0%	4 1%	0 0%	1 1%	0 0%	0 0%	3 1%	1 2%	1 1%	0 0%	3 2%	3 3%	2 2%
Don't know	30 6%	6 8%	10 5%	5 4%	9 10%	10 9%	2 4%	16 5%	1 2%	1 1%	1 7%	0 0%	14 4%	7 13% l	8 9%	3 4%	4 3%	5 5%	10 8%
Refused	1 *%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B6 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to follow instructions

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Base for stats	477	73	189	129	84	99	46	307	53	116	13	3	381	46	77	78	119	88	115
Mean score	3.68	3.75	3.69	3.59	3.75	3.49	3.76	3.73	3.91	3.67	3.62	4.00	3.70	3.63	3.73	3.83	3.66	3.63	3.61
Standard deviation	.52	.43	.52	.61	.44	.61	.43	.47	.30	.49	.51	.00	.49	.53	.48	.38	.56	.59	.52
Standard error	.02	.05	.04	.05	.05	.06	.06	.03	.04	.05	.14	.00	.02	.08	.05	.04	.05	.06	.05

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10B6 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to follow instructions

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	336 66%	9 64%	38 68%	18 62%	19 61%	10 59%	8 80%	19 61%	82 68%	8 50%	19 73%	28 68%	8 73%	16 76%	52 64%
Somewhat likely (3.0)	132 26%	4 29%	13 23%	8 28%	11 35%	6 35%	1 10%	12 39%	31 26%	5 31%	5 19%	12 29%	2 18%	4 19%	18 22%
Somewhat unlikely (2.0)	7 1%	0 0%	0 0%	1 3%	1 3%	1 6%	0 0%	0 0%	0 0%	1 6%	0 0%	0 0%	0 0%	0 0%	3 4%
Very unlikely (1.0)	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 4%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	468 92%	13 93%	51 91%	26 90%	30 97%	16 94%	9 90%	31 100%	113 93%	13 81%	24 92%	40 98%	10 91%	20 95%	70 86%
ALL NOT LIKELY -----	9 2%	0 0%	0 0%	1 3%	1 3%	1 6%	0 0%	0 0%	0 0%	1 6%	1 4%	0 0%	0 0%	0 0%	4 5%
Don't know	30 6%	1 7%	5 9%	2 7%	0 0%	0 0%	1 10%	0 0%	8 7%	2 13%	1 4%	1 2%	1 9%	0 0%	7 9%
Refused	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10B6 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to follow instructions

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Base for stats	477	13	51	27	31	17	9	31	113	14	25	40	10	20	74
Mean score	3.68	3.69	3.75	3.63	3.58	3.53	3.89	3.61	3.73	3.50	3.68	3.70	3.80	3.80	3.64
Standard deviation	.52	.48	.44	.56	.56	.62	.33	.50	.45	.65	.69	.46	.42	.41	.63
Standard error	.02	.13	.06	.11	.10	.15	.11	.09	.04	.17	.14	.07	.13	.09	.07

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10B7  
 Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Using their initiative  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	157 31%	22 28%	59 30%	44 33%	32 34%	29 27%	11 23%	105 32%	34 63%	31 26%	2 13%	0 0%	133 34%	10 19%	31 36%	29 36%	39 31%	27 29%	31 25%
Somewhat likely (3.0)	208 41%	34 43%	85 43%	54 40%	35 38%	42 39%	23 48%	137 42%	13 24%	60 51%	3 20%	1 33%	170 43%	18 34%	34 40%	35 43%	40 32%	39 42%	60 48%
Somewhat unlikely (2.0)	77 15%	13 16%	33 17%	21 16%	10 11%	20 18%	7 15%	48 15%	4 7%	18 15%	6 40%	0 0%	57 14%	13 25%	10 12%	7 9%	30 24%	16 17%	14 11%
Very unlikely (1.0)	8 2%	1 1%	1 1%	4 3%	2 2%	5 5%	0 0%	2 1%	0 0%	2 2%	1 7%	1 33%	2 1%	3 6%	1 1%	0 0%	2 2%	2 2%	3 2%
ALL LIKELY -----	365 72%	56 70%	144 72%	98 73%	67 72%	71 65%	34 71%	242 75%	47 87%	91 78%	5 33%	1 33%	303 77%	28 53%	65 76%	64 79%	79 64%	66 71%	91 73%
ALL NOT LIKELY -----	85 17%	14 18%	34 17%	25 19%	12 13%	25 23%	7 15%	50 15%	4 7%	20 17%	7 47%	1 33%	59 15%	16 30%	11 13%	7 9%	32 26%	18 19%	17 14%
Don't know	56 11%	9 11%	20 10%	11 8%	14 15%	12 11%	7 15%	31 10%	3 6%	5 4%	2 13%	1 33%	32 8%	9 17%	9 11%	10 12%	12 10%	9 10%	16 13%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10B7 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Using their initiative

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Refused	2	1	1	0	0	1	0	1	0	1	1	0	1	0	0	0	1	0	1
	%	1%	1%	0%	0%	1%	0%	%	0%	1%	7%	0%	%	0%	0%	0%	1%	0%	1%
Median	3	3	3	3	3	3	3	3	4	3	2	2	3	3	3	3	3	3	3
Base for stats	450	70	178	123	79	96	41	292	51	111	12	2	362	44	76	71	111	84	108
Mean score	3.14	3.10	3.13	3.12	3.23	2.99	3.10	3.18	3.59	3.08	2.50	2.00	3.20	2.80	3.25	3.31	3.05	3.08	3.10
Standard deviation	.76	.75	.72	.81	.77	.85	.66	.72	.64	.72	.90	1.41	.71	.88	.73	.65	.84	.78	.72
Standard error	.04	.09	.05	.07	.09	.09	.10	.04	.09	.07	.26	1.00	.04	.13	.08	.08	.08	.09	.07

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r



Table Q10B7 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Using their initiative  
 Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	157 31%	5 36%	17 30%	8 28%	11 35%	4 24%	5 50%	8 26%	36 30%	4 25%	12 46%	12 29%	4 36%	7 33%	22 27%
Somewhat likely (3.0)	208 41%	6 43%	23 41%	9 31%	13 42%	7 41%	3 30%	14 45%	52 43%	8 50%	7 27%	19 46%	3 27%	7 33%	37 46%
Somewhat unlikely (2.0)	77 15%	1 7%	8 14%	8 28%	6 19%	3 18%	1 10%	7 23%	17 14%	1 6%	5 19%	5 12%	1 9%	3 14%	11 14%
Very unlikely (1.0)	8 2%	0 0%	2 4%	0 0%	0 0%	1 6%	0 0%	0 0%	2 2%	1 6%	1 4%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	365 72%	11 79%	40 71%	17 59%	24 77%	11 65%	8 80%	22 71%	88 73%	12 75%	19 73%	31 76%	7 64%	14 67%	59 73%
ALL NOT LIKELY -----	85 17%	1 7%	10 18%	8 28%	6 19%	4 24%	1 10%	7 23%	19 16%	2 13%	6 23%	5 12%	1 9%	3 14%	12 15%
Don't know	56 11%	2 14%	6 11%	4 14%	1 3%	2 12%	1 10%	2 6%	14 12%	2 13%	1 4%	5 12%	3 27%	2 10%	10 12%
Refused	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 10%	0 0%
Median	3	3	3	3	3	3	4	3	3	3	3	3	4	3	3
Base for stats	450	12	50	25	30	15	9	29	107	14	25	36	8	17	71
Mean score	3.14	3.33	3.10	3.00	3.17	2.93	3.44	3.03	3.14	3.07	3.20	3.19	3.38	3.24	3.13
Standard deviation	.76	.65	.81	.82	.75	.88	.73	.73	.75	.83	.91	.67	.74	.75	.72

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Conducted by Lord Ashcroft

Table Q10B7 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Using their initiative

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel opment/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Standard error	.04	.19	.12	.16	.14	.23	.24	.14	.07	.22	.18	.11	.26	.18	.08

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10B8  
 Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER  
 (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to make decisions independently  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	108 21%	15 19%	39 20%	31 23%	22 24%	19 17%	6 13%	75 23%	27 50%	20 17%	1 7%	0 0%	90 23%	8 15%	22 26%	18 22%	28 23%	18 19%	22 18%
Somehow likely (3.0)	207 41%	32 40%	82 41%	54 40%	39 42%	42 39%	18 38%	137 42%	18 33%	56 48%	2 13%	1 33%	171 43%	14 26%	38 45%	34 42%	40 32%	37 40%	58 46%
Somehow unlikely (2.0)	114 22%	20 25%	50 25%	32 24%	12 13%	25 23%	16 33%	70 22%	4 7%	29 25%	6 40%	0 0%	87 22%	17 32%	16 19%	11 14%	39 31%	23 25%	25 20%
Very unlikely (1.0)	15 3%	1 1%	4 2%	5 4%	5 5%	6 6%	1 2%	7 2%	0 0%	3 3%	2 13%	1 33%	8 2%	3 6%	1 1%	2 2%	5 4%	4 4%	3 2%
ALL LIKELY -----	315 62%	47 59%	121 61%	85 63%	61 66%	61 56%	24 50%	212 65%	45 83%	76 65%	3 20%	1 33%	261 66%	22 42%	60 71%	52 64%	68 55%	55 59%	80 64%
ALL NOT LIKELY -----	129 25%	21 26%	54 27%	37 28%	17 18%	31 28%	17 35%	77 24%	4 7%	32 27%	8 53%	1 33%	95 24%	20 38%	17 20%	13 16%	44 35%	27 29%	28 22%
Don't know	61 12%	11 14%	23 12%	12 9%	14 15%	16 15%	7 15%	33 10%	5 9%	8 7%	2 13%	1 33%	38 10%	10 19%	8 9%	15 19%	11 9%	11 12%	16 13%
Refused	3 1%	1 1%	1 1%	0 0%	1 1%	1 1%	0 0%	2 1%	0 0%	1 1%	2 13%	0 0%	1 *	1 2%	0 0%	1 1%	1 1%	0 0%	1 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B8 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to make decisions independently

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Median	3	3	3	3	3	3	3	3	4	3	2	2	3	3	3	3	3	3	3
Base for stats	444	68	175	122	78	92	41	289	49	108	11	2	356	42	77	65	112	82	108
Mean score	2.92	2.90	2.89	2.91	3.00	2.80	2.71	2.97	3.47	2.86	2.18	2.00	2.96	2.64	3.05	3.05	2.81	2.84	2.92
Standard deviation	.79	.76	.77	.82	.84	.84	.75	.77	.65	.74	.87	1.41	.77	.88	.74	.76	.87	.82	.74
Standard error	.04	.09	.06	.07	.09	.09	.12	.05	.09	.07	.26	1.00	.04	.14	.08	.09	.08	.09	.07

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10B8 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to make decisions independently

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	108 21%	5 36%	9 16%	8 28%	9 29%	2 12%	5 50%	5 16%	26 21%	3 19%	6 23%	9 22%	1 9%	3 14%	16 20%
Somewhat likely (3.0)	207 41%	5 36%	25 45%	4 14%	15 48%	8 47%	2 20%	14 45%	49 40%	7 44%	11 42%	22 54%	3 27%	9 43%	32 40%
Somewhat unlikely (2.0)	114 22%	1 7%	11 20%	13 45%	6 19%	5 29%	2 20%	11 35% k	25 21%	2 13%	6 23%	5 12%	2 18%	5 24%	20 25%
Very unlikely (1.0)	15 3%	1 7%	2 4%	1 3%	0 0%	1 6%	0 0%	1 3%	4 3%	1 6%	1 4%	1 2%	1 9%	0 0%	1 1%
ALL LIKELY -----	315 62%	10 71%	34 61%	12 41%	24 77%	10 59%	7 70%	19 61%	75 62%	10 63%	17 65%	31 76%	4 36%	12 57%	48 59%
ALL NOT LIKELY -----	129 25%	2 14%	13 23%	14 48%	6 19%	6 35%	2 20%	12 39% k	29 24%	3 19%	7 27%	6 15%	3 27%	5 24%	21 26%
Don't know	61 12%	2 14%	9 16% g	3 10%	1 3%	1 6%	1 10%	0 0%	17 14% g	3 19%	2 8%	4 10%	3 27%	2 10%	12 15% g
Refused	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 9%	2 10%	0 0%
Median	3	3	3	2	3	3	4	3	3	3	3	3	3	3	3

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10B8 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to make decisions independently

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel opment/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Base for stats	444	12	47	26	30	16	9	31	104	13	24	37	7	17	69
Mean score	2.92	3.17	2.87	2.73	3.10	2.69	3.33	2.74	2.93	2.92	2.92	3.05	2.57	2.88	2.91
Standard deviation	.79	.94	.77	.96	.71	.79	.87	.77	.80	.86	.83	.70	.98	.70	.76
Standard error	.04	.27	.11	.19	.13	.20	.29	.14	.08	.24	.17	.12	.37	.17	.09

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Table Q10B9  
 Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER  
 (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to work well under stress  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	248 49%	39 49%	98 49%	65 49%	46 49%	39 36%	28 58% e	164 51% e	45 83% i	62 53%	5 33%	0 0%	203 51% m	19 36%	37 44%	48 59% nr	63 51%	46 49%	54 43%
Somewhat likely (3.0)	190 37%	30 38%	77 39%	50 37%	33 35%	51 47% f	11 23%	122 38% f	8 15%	45 38% h	6 40%	3 100%	154 39%	23 43%	33 39%	25 31%	48 39%	33 35%	51 41%
Somewhat unlikely (2.0)	14 3%	2 3%	3 2%	7 5%	2 2%	2 2%	2 4%	9 3%	0 0%	3 3%	1 7%	0 0%	9 2% 2%	2 4%	4 5%	1 1%	4 3%	2 2%	3 2%
Very unlikely (1.0)	3 1%	0 0%	1 1%	1 1%	1 1%	2 2% g	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 *% 0%	0 0%	0 0%	0 0%	1 1%	1 1%	1 1%
ALL LIKELY -----	438 86%	69 86%	175 88%	115 86%	79 85%	90 83%	39 81%	286 88%	53 98%	107 91%	11 73%	3 100%	357 90% m	42 79%	70 82%	73 90%	111 90%	79 85%	105 84%
ALL NOT LIKELY -----	17 3%	2 3%	4 2%	8 6%	3 3%	4 4%	2 4%	9 3%	0 0%	4 3%	1 7%	0 0%	10 3% 3%	2 4%	4 5%	1 1%	5 4%	3 3%	4 3%
Don't know	52 10%	8 10%	20 10%	11 8%	11 12%	15 14%	7 15%	28 9%	1 2%	6 5%	2 13%	0 0%	28 7% 1	9 17% 1	11 13%	7 9%	7 6%	11 12%	16 13%
Refused	1 *%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
Median	4	4	4	4	4	3	4	4	4	4	3	3	4	3	4	4	4	4	3

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B9 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to work well under stress

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Base for stats	455	71	179	123	82	94	41	295	53	111	12	3	367	44	74	74	116	82	109
Mean score	3.50	3.52	3.52	3.46	3.51	3.35	3.63	3.53	3.85	3.51	3.33	3.00	3.52	3.39	3.45	3.64	3.49	3.51	3.45
Standard deviation	.59	.56	.56	.64	.61	.63	.58	.56	.36	.60	.65	.00	.56	.58	.60	.51	.61	.61	.60
Standard error	.03	.07	.04	.06	.07	.07	.09	.03	.05	.06	.19	.00	.03	.09	.07	.06	.06	.07	.06

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r



Table Q10B9 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to work well under stress

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	248 49%	7 50%	30 54%	11 38%	14 45%	8 47%	8 80%	15 48%	59 49%	3 19%	16 62%	22 54%	5 45%	11 52%	38 47%
Somewhat likely (3.0)	190 37%	3 21%	18 32%	14 48%	16 52%	7 41%	1 10%	15 48%	42 35%	8 50%	7 27%	15 37%	4 36%	8 38%	31 38%
Somewhat unlikely (2.0)	14 3%	1 7%	1 2%	1 3%	0 0%	1 6%	0 0%	0 0%	5 4%	2 13%	1 4%	1 2%	0 0%	0 0%	1 1%
Very unlikely (1.0)	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 4%	0 0%	0 0%	0 0%	1 1%
ALL LIKELY -----	438 86%	10 71%	48 86%	25 86%	30 97%	15 88%	9 90%	30 97%	101 83%	11 69%	23 88%	37 90%	9 82%	19 90%	69 85%
ALL NOT LIKELY -----	17 3%	1 7%	1 2%	1 3%	0 0%	1 6%	0 0%	0 0%	6 5%	2 13%	2 8%	1 2%	0 0%	0 0%	2 2%
Don't know	52 10%	3 21%	7 13%	3 10%	1 3%	1 6%	1 10%	1 3%	14 12%	3 19%	1 4%	3 7%	2 18%	1 5%	10 12%
Refused	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%
Median	4	4	4	3	3	4	4	4	4	3	4	4	4	4	4
Base for stats	455	11	49	26	30	16	9	30	107	13	25	38	9	19	71
Mean score	3.50	3.55	3.59	3.38	3.47	3.44	3.89	3.50	3.49	3.08	3.52	3.55	3.56	3.58	3.49
Standard deviation	.59	.69	.54	.57	.51	.63	.33	.51	.63	.64	.77	.55	.53	.51	.61

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10B9 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER

(NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to work well under stress

Base: All respondents

Total	Type of business														
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel opment/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others	
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Standard error	.03	.21	.08	.11	.09	.16	.11	.09	.06	.18	.15	.09	.18	.12	.07

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10B10  
 Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to come up with creative solutions to problems  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	105 21%	10 13%	47 24% a	27 20%	21 23%	15 14%	6 13%	77 24% e	24 44% i	21 18%	1 7%	0 0%	90 23% m	4 8%	18 21%	21 26%	28 23%	18 19%	20 16%
Somewhat likely (3.0)	216 43%	32 40%	82 41%	59 44%	43 46%	45 41%	24 50%	137 42%	19 35%	57 49%	5 33%	0 0%	178 45%	17 32%	39 46%	31 38%	44 35%	40 43%	62 50% P
Somewhat unlikely (2.0)	93 18%	19 24% d	40 20% d	25 19%	9 10%	24 22%	9 19%	56 17%	4 7%	26 22% h	4 27%	1 33%	67 17%	15 28% 1	13 15%	14 17%	32 26% r	17 18%	17 14%
Very unlikely (1.0)	18 4%	4 5%	5 3%	4 3%	5 5%	4 4%	1 2%	12 4%	1 2% 2	2 2%	2 13%	2 67%	9 2% 1	7 13% 1	2 2%	2 2%	5 4%	5 5%	4 3%
ALL LIKELY -----	321 63%	42 53%	129 65%	86 64%	64 69% a	60 55%	30 63%	214 66% e	43 80%	78 67%	6 40%	0 0%	268 68% m	21 40%	57 67%	52 64%	72 58%	58 62%	82 66%
ALL NOT LIKELY -----	111 22%	23 29% d	45 23%	29 22%	14 15%	28 26%	10 21%	68 21%	5 9%	28 24% h	6 40%	3 100%	76 19%	22 42% 1	15 18%	16 20%	37 30% nr	22 24%	21 17%
Don't know	73 14%	13 16%	24 12%	19 14%	15 16%	19 17%	8 17%	41 13%	6 11%	10 9%	2 13%	0 0%	50 13%	9 17%	13 15%	12 15%	14 11%	13 14%	21 17%
Refused	3 1%	2 3%	1 1%	0 0%	0 0%	2 2%	0 0%	1 *%	0 0%	1 1%	1 7%	0 0%	1 *% 2	1 2%	0 0%	1 1%	1 1%	0 0%	1 0% 1

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B10 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to come up with creative solutions to problems

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Median	3	3	3	3	3	3	3	3	4	3	3	1	3	2	3	3	3	3	3
Base for stats	432	65	174	115	78	88	40	282	48	106	12	3	344	43	72	68	109	80	103
Mean score	2.94	2.74	2.98	2.95	3.03	2.81	2.88	2.99	3.38	2.92	2.42	1.33	3.01	2.42	3.01	3.04	2.87	2.89	2.95
Standard deviation	.79	.80	.79	.77	.81	.77	.69	.80	.73	.72	.90	.58	.75	.88	.74	.80	.85	.83	.72
Standard error	.04	.10	.06	.07	.09	.08	.11	.05	.11	.07	.26	.33	.04	.13	.09	.10	.08	.09	.07

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table Q10B10 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to come up with creative solutions to problems

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	105 21%	5 36%	9 16%	4 14%	7 23%	3 18%	3 30%	7 23%	24 20%	2 13%	9 35%	7 17%	2 18%	5 24%	17 21%
Somewhat likely (3.0)	216 43%	6 43%	24 43%	11 38%	15 48%	7 41%	4 40%	15 48%	52 43%	8 50%	10 38%	23 56%	3 27%	7 33%	30 37%
Somewhat unlikely (2.0)	93 18%	1 7%	13 23%	8 28%	4 13%	3 18%	2 20%	6 19%	20 17%	3 19%	4 15%	4 10%	1 9%	5 24%	19 23%
Very unlikely (1.0)	18 4%	0 0%	3 5%	2 7%	2 6%	1 6%	0 0%	0 0%	3 2%	1 6%	1 4%	2 5%	2 18%	0 0%	1 1%
ALL LIKELY -----	321 63%	11 79%	33 59%	15 52%	22 71%	10 59%	7 70%	22 71%	76 63%	10 63%	19 73%	30 73%	5 45%	12 57%	47 58%
ALL NOT LIKELY -----	111 22%	1 7%	16 29%	10 34%	6 19%	4 24%	2 20%	6 19%	23 19%	4 25%	5 19%	6 15%	3 27%	5 24%	20 25%
Don't know	73 14%	2 14%	7 13%	4 14%	3 10%	3 18%	1 10%	3 10%	21 17%	2 13%	2 8%	5 12%	3 27%	2 10%	14 17%
Refused	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	2 10%	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	432	12	49	25	28	14	9	28	99	14	24	36	8	17	67

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10B10 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-

OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Ability to come up with creative solutions to problems

Base: All respondents

	Type of business														
	Total	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty dev eloper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	2.94	3.33	2.80	2.68	2.96	2.86	3.11	3.04	2.98	2.79	3.13	2.97	2.63	3.00	2.94
Standard deviation	.79	.65	.82	.85	.84	.86	.78	.69	.76	.80	.85	.74	1.19	.79	.78
Standard error	.04	.19	.12	.17	.16	.23	.26	.13	.08	.21	.17	.12	.42	.19	.09

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10B11

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Directly relevant experience  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Very likely (4.0)	71 14%	7 9%	33 17%	15 11%	15 16%	12 11%	3 6%	49 15%	14 26%	18 15%	0 0%	0 0%	57 14% m	2 4%	12 14%	7 9%	21 17%	18 19%	13 10%
Somewhat likely (3.0)	163 32%	17 21%	65 33%	52 39% a	29 31%	41 38%	16 33%	98 30%	17 31%	39 33%	6 40%	0 0%	138 35%	12 23%	29 34% p	28 35% p	27 22%	26 28%	53 42% pq
Somewhat unlikely (2.0)	122 24%	26 33% d	51 26%	29 22%	16 17%	20 18%	15 31%	86 27%	8 15%	38 32% h	3 20%	0 0%	99 25%	14 26%	20 24%	19 23%	38 31% r	23 25%	22 18%
Very unlikely (1.0)	64 13%	12 15%	22 11%	13 10%	17 18%	15 14%	5 10%	39 12%	7 13%	9 8%	3 20%	3 100%	40 10%	14 26% l	13 15%	10 12%	23 19% r	9 10%	9 7%
ALL LIKELY -----	234 46%	24 30%	98 49% a	67 50% a	44 47% a	53 49%	19 40%	147 45%	31 57%	57 49%	6 40%	0 0%	195 49% m	14 26%	41 48%	35 43%	48 39%	44 47%	66 53% p
ALL NOT LIKELY -----	186 37%	38 48% c	73 37%	42 31%	33 35%	35 32%	20 42%	125 39%	15 28%	47 40%	6 40%	3 100%	139 35%	28 53% l	33 39% r	29 36%	61 49% qr	32 34%	31 25%
Don't know	86 17%	17 21%	27 14%	25 19%	16 17%	21 19%	9 19%	50 15%	7 13%	13 11%	2 13%	0 0%	60 15%	11 21%	11 13%	17 21% p	13 10%	17 18%	28 22% p

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B11 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Directly relevant experience

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Refused	2	1	1	0	0	0	0	2	1	0	1	0	1	0	0	0	2	0	0
	%	1%	1%	0%	0%	0%	0%	1%	2%	0%	7%	0%	%	0%	0%	0%	2%	0%	0%
Median	3	2	3	3	3	3	2	3	3	3	3	1	3	2	3	3	2	3	3
Base for stats	420	62	171	109	77	88	39	272	46	104	12	3	334	42	74	64	109	76	97
Mean score	2.57	2.31	2.64	2.63	2.55	2.57	2.44	2.58	2.83	2.63	2.25	1.00	2.63	2.05	2.54	2.50	2.42	2.70	2.72
Standard deviation	.94	.92	.94	.87	1.05	.93	.82	.95	1.04	.87	.87	.00	.90	.91	.97	.89	1.03	.97	.81
Standard error	.05	.12	.07	.08	.12	.10	.13	.06	.15	.09	.25	.00	.05	.14	.11	.11	.10	.11	.08

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r



Table Q10B11 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Directly relevant experience

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Very likely (4.0)	71 14%	3 21%	6 11%	3 10%	3 10%	3 18%	3 30%	5 16%	17 14%	1 6%	5 19%	5 12%	3 27%	4 19%	9 11%
Somewhat likely (3.0)	163 32%	4 29%	16 29%	3 10%	14 45%	2 12%	2 20%	14 45%	36 30%	6 38%	11 42%	18 44%	2 18%	7 33%	27 33%
Somewhat unlikely (2.0)	122 24%	1 7%	14 25%	15 52%	6 19%	3 18%	3 30%	10 32%	27 22%	4 25%	7 27%	7 17%	1 9%	5 24%	19 23%
Very unlikely (1.0)	64 13%	3 21%	11 20%	2 7%	4 13%	6 35%	1 10%	1 3%	14 12%	1 6%	1 4%	7 17%	3 27%	1 5%	9 11%
ALL LIKELY -----	234 46%	7 50%	22 39%	6 21%	17 55%	5 29%	5 50%	19 61%	53 44%	7 44%	16 62%	23 56%	5 45%	11 52%	36 44%
ALL NOT LIKELY -----	186 37%	4 29%	25 45%	17 59%	10 32%	9 53%	4 40%	11 35%	41 34%	5 31%	8 31%	14 34%	4 36%	6 29%	28 35%
Don't know	86 17%	3 21%	8 14%	6 21%	4 13%	3 18%	1 10%	1 3%	27 22%	4 25%	2 8%	4 10%	2 18%	3 14%	17 21%
Refused	2 *%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%
Median	3	3	2	2	3	2	3	3	3	3	3	3	3	3	3
Base for stats	420	11	47	23	27	14	9	30	94	12	24	37	9	17	64

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table Q10B11 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES IN

OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Directly relevant experience

Base: All respondents

	Type of business														
	Total	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading r vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty dev eloper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
	*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n	
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Mean score	2.57	2.64	2.36	2.30	2.59	2.14	2.78	2.77	2.60	2.58	2.83	2.57	2.56	2.82	2.56
Standard deviation	.94	1.21	.99	.82	.89	1.23	1.09	.77	.95	.79	.82	.96	1.33	.88	.91
Standard error	.05	.36	.14	.17	.17	.33	.36	.14	.10	.23	.17	.16	.44	.21	.11

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table Q10B12

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES

IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Other

Base: All who answered 'other' at Q4

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p	*q	*r
Base	14	1	9	2	2	4	2	7	5	3	0	1	9	3	4	3	1	3	3
Very likely (4.0)	3 21%	0 0%	1 11%	2 100%	0 0%	2 50%	0 0%	1 14%	2 40%	0 0%	0 0%	0 0%	3 33%	0 0%	1 25%	0 0%	0 0%	1 33%	1 33%
Somewhat likely (3.0)	3 21%	0 0%	2 22%	0 0%	1 50%	1 25%	1 50%	1 14%	1 20%	1 33%	0 0%	0 0%	1 11%	2 67%	1 25%	1 33%	0 0%	1 33%	0 0%
Somewhat unlikely (2.0)	3 21%	0 0%	3 33%	0 0%	0 0%	1 25%	1 50%	1 14%	0 0%	1 33%	0 0%	0 0%	3 33%	0 0%	1 25%	0 0%	0 0%	1 33%	1 33%
Very unlikely (1.0)	3 21%	0 0%	3 33%	0 0%	0 0%	0 0%	0 0%	2 29%	1 20%	0 0%	0 0%	1 100%	1 11%	1 33%	1 25%	1 33%	1 100%	0 0%	0 0%
ALL LIKELY -----	6 43%	0 0%	3 33%	2 100%	1 50%	3 75%	1 50%	2 29%	3 60%	1 33%	0 0%	0 0%	4 44%	2 67%	2 50%	1 33%	0 0%	2 67%	1 33%
ALL NOT LIKELY -----	6 43%	0 0%	6 67%	0 0%	0 0%	1 25%	1 50%	3 43%	1 20%	1 33%	0 0%	1 100%	4 44%	1 33%	2 50%	1 33%	1 100%	1 33%	1 33%
Don't know	2 14%	1 100%	0 0%	0 0%	1 50%	0 0%	0 0%	2 29%	1 20%	1 33%	0 0%	0 0%	1 11%	0 0%	0 0%	1 33%	0 0%	0 0%	1 33%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Median	3	-	2	4	3	4	3	2	4	3	-	1	3	3	3	2	1	3	3
Base for stats	12	0	9	2	1	4	2	5	4	2	0	1	8	3	4	2	1	3	2
Mean score	2.50	.00	2.11	4.00	3.00	3.25	2.50	2.20	3.00	2.50	.00	1.00	2.75	2.33	2.50	2.00	1.00	3.00	3.00
Standard deviation	1.17	.00	1.05	.00	-	.96	.71	1.30	1.41	.71	.00	-	1.16	1.15	1.29	1.41	-	1.00	1.41
Standard error	.34	.00	.35	.00	-	.48	.50	.58	.71	.50	.00	-	.41	.67	.65	1.00	-	.58	1.00

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table Q10B12 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES

IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Other

Base: All who answered 'other' at Q4

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n
Base	14	0	3	0	0	0	0	1	7	0	0	2	0	0	1
Very likely (4.0)	3 21%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%
Somewhat likely (3.0)	3 21%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 100%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Somewhat unlikely (2.0)	3 21%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%	1 100%
Very unlikely (1.0)	3 21%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%
ALL LIKELY -----	6 43%	0 0%	1 33%	0 0%	0 0%	0 0%	0 0%	1 100%	3 43%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%
ALL NOT LIKELY -----	6 43%	0 0%	2 67%	0 0%	0 0%	0 0%	0 0%	0 0%	2 29%	0 0%	0 0%	1 50%	0 0%	0 0%	1 100%
Don't know	2 14%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Median	3	-	2	-	-	-	-	3	3	-	-	3	-	-	2
Base for stats	12	0	3	0	0	0	0	1	5	0	0	2	0	0	1
Mean score	2.50	.00	2.33	.00	.00	.00	.00	3.00	2.60	.00	.00	2.50	.00	.00	2.00
Standard deviation	1.17	.00	1.53	.00	.00	.00	.00	-	1.14	.00	.00	2.12	.00	.00	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n

Conducted by Lord Ashcroft

Table Q10B12 (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES

IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic? : Other

Base: All who answered 'other' at Q4

Total	Type of business													
	Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial Tr ading ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
	*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n
Base	14	0	3	0	0	0	1	7	0	0	2	0	0	1
Standard error	.34	.00	.88	.00	.00	.00	-	.51	.00	.00	1.50	.00	.00	-

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table SUMQ10B

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES

IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic?

Base: All respondents

	Q10a Statements											
	People management skills	Technical qualifications and ability	Communication skills	Time management	Positive attitude to work	Ability to follow instructions	Using their initiative	Ability to make decisions independently	Ability to work well in under stress	Ability to come up with creative solutions to problems	Directly relevant experience	Other
	a	b	c	d	e	f	g	h	i	j	k	*1
Base	508	508	508	508	508	508	508	508	508	508	508	14
Very likely	98 19% k	116 23% k	160 31% abhjk	245 48% abceghjk	192 38% abcghjk	336 66% abcdeghijk	157 31% abhjk	108 21% k	248 49% abceghjk	105 21% k	71 14% k	3 21% k
Somewhat likely	228 45% dfik	217 43% fk	253 50% bdfghijk	190 37% f	232 46% dfik	132 26% f	208 41% fk	207 41% fk	190 37% f	216 43% fk	163 32% f	3 21% f
Somewhat unlikely	98 19% cdefi	84 17% cdefi	37 7% efi	28 6% fi	19 4% f	7 1% f	77 15% cdefi	114 22% bcdefgi	14 3% f	93 18% cdefi	122 24% bcdefgij	3 21% k
Very unlikely	26 5% cdefgi	28 6% cdefghi	7 1% k	2 *% k	4 1% k	2 *% k	8 2% k	15 3% defi	3 1% k	18 4% cdefgi	64 13% abcdeghij	3 21% k
ALL LIKELY -----	326 64% k	333 66% k	413 81% abghjk	435 86% abghjk	424 83% abghjk	468 92% abcdeghijk	365 72% abhjk	315 62% k	438 86% abceghjk	321 63% k	234 46% k	6 43% k
ALL NOT LIKELY -----	124 24% cdefgi	112 22% cdefgi	44 9% efi	30 6% f	23 5% f	9 2% f	85 17% cdefi	129 25% cdefgi	17 3% k	111 22% cdefgi	186 37% abcdeghij	6 43% k
Don't know	57 11% f	62 12% df	50 10% f	42 8% k	59 12% f	30 6% k	56 11% f	61 12% df	52 10% f	73 14% cdfi	86 17% abcdeghij	2 14% k
Refused	1 *% k	1 *% k	1 *% k	1 *% k	2 *% k	1 *% k	2 *% k	3 1% k	1 *% k	3 1% k	2 *% k	0 0% k

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Conducted by Lord Ashcroft

Table SUMQ10B (continuation)

Q10 Please can you say whether you think that A FORMER MEMBER OF THE ARMED FORCES

IN OTHER (NON-OFFICER) RANKS is very likely, somewhat likely, somewhat unlikely or very unlikely to possess the following characteristic?

Base: All respondents

	Q10a Statements											
	People management skills	Technical qualifications and ability	Communication skills	Time management	Positive attitude to work	Ability to follow instructions	Using their initiative	Ability to make decisions independently	Ability to work well in under stress	Ability to come up with creative solutions to problems	Directly relevant experience	Other
	a	b	c	d	e	f	g	h	i	j	k	*l
Base	508	508	508	508	508	508	508	508	508	508	508	14
Mean score	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	18%
Columns Tested:	a, b, c, d, e, f, g, h, i, j, k, l											

Conducted by Lord Ashcroft

Table Q11  
 Q11 Thinking about people who are leaving after several years in the Armed Forces,  
 which of the following best sums up what you think they would be like as individuals " even if neither completely describes your view:  
 Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Capable, experienced individuals with a lot to offer	395 78%	63 79%	161 81%	108 81%	62 67%	79 72%	38 79%	257 79%	48 89%	102 87%	7 47%	0 0%	395 100%	0 0%	55 65%	62 77%	100 81%	74 80%	104 83%
			d	d									m				n	n	n
Aggressive, institutionalised or likely to have problems	53 10%	10 13%	14 7%	12 9%	17 18% bc	18 17% g	4 8%	31 10%	4 7%	8 7%	5 33%	2 67%	0 0%	53 100% 1	8 9%	11 14%	10 8%	13 14%	11 9%
Don't know	56 11%	7 9%	22 11%	13 10%	13 14%	12 11%	6 13%	32 10%	2 4%	6 5%	3 20%	1 33%	0 0%	0 0%	20 24%	7 9%	14 11%	6 6%	9 7%
															opqr				
Refused	4 1%	0 0%	2 1%	1 1%	1 1%	0 0%	0 0%	4 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	2 2%	1 1%	0 0%	0 0%	1 1%
Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r																			



Table Q11 (continuation)

Q11 Thinking about people who are leaving after several years in the Armed Forces,

which of the following best sums up what you think they would be like as individuals " even if neither completely describes your view:

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel oper/ real estate/ estate agents	Rest aurant/ and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Capable, experienced individuals with a lot to offer	395 78%	10 71%	42 75%	23 79%	24 77%	12 71%	9 90%	28 90%	92 76%	14 88%	22 85%	31 76%	8 73%	15 71%	63 78%
Aggressive, institutionalised or likely to have problems	53 10%	1 7%	5 9%	3 10%	2 6%	3 18%	1 10%	2 6%	15 12%	1 6%	1 4%	4 10%	3 27%	3 14%	8 10%
Don't know	56 11%	2 14%	9 16%	3 10%	4 13%	2 12%	0 0%	1 3%	13 11%	1 6%	3 12%	6 15%	0 0%	3 14%	9 11%
Refused	4 1%	1 7%	0 0%	0 0%	1 3%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table D1  
D1 Region  
Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
East Midlands	42 8%	6 8%	15 8%	17 13% d	4 4%	16 15% g	5 10%	19 6%	6 11%	14 12%	1 7%	0 0%	31 8%	6 11%	4 5%	8 10%	11 9%	8 9%	11 9%
East Of England	51 10%	9 11%	20 10%	13 10%	9 10%	11 10%	6 13%	32 10%	2 4%	14 12%	3 20%	0 0%	39 10%	6 11%	7 8%	7 9%	13 10%	12 13%	12 10%
London	52 10%	9 11%	18 9%	14 10%	11 12%	5 5%	2 4%	40 12% e	8 15%	8 7%	0 0%	3 100%	41 10%	6 11%	7 8%	12 15%	10 8%	13 14%	10 8%
North East	26 5%	3 4%	11 6%	6 4%	6 6%	7 6%	5 10% g	12 4%	1 2%	10 9%	1 7%	0 0%	22 6%	1 2%	4 5%	1 1%	5 4%	6 6%	10 8% o
North West	49 10%	7 9%	20 10%	12 9%	10 11%	15 14%	5 10%	28 9%	5 9%	10 9%	0 0%	0 0%	41 10%	3 6%	5 6%	8 10%	18 15%	9 10%	9 7%
Scotland	44 9%	4 5%	22 11%	12 9%	6 6%	7 6%	7 15%	28 9%	3 6%	6 5%	3 20%	0 0%	36 9%	2 4%	5 6%	3 4%	11 9%	9 10%	16 13% o
South East	47 9%	10 13%	17 9%	12 9%	7 8%	8 7%	6 13%	29 9%	4 7%	7 6%	0 0%	0 0%	34 9%	5 9%	5 6%	7 9%	13 10%	9 10%	13 10%
South West	54 11%	12 15%	20 10%	15 11%	6 6%	17 16% g	6 13%	28 9%	6 11%	8 7%	4 27%	0 0%	41 10%	4 8%	12 14%	5 6%	10 8%	10 11%	17 14%
Wales	40 8%	5 6%	13 7%	9 7%	13 14% b	7 6%	2 4%	29 9%	6 11%	12 10%	1 7%	0 0%	31 8%	7 13%	12 14%	9 11%	8 6%	3 3%	8 6%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table D1 (continuation)  
D1 Region  
Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
West Midlands	51 10%	9 11%	21 11%	11 8%	10 11%	7 6%	2 4%	41 13%	4 7%	15 13%	0 0%	0 0%	40 10%	9 17%	8 9%	13 16%	17 14%	7 8%	6 5%
Yorks & Humberside	52 10%	6 8%	22 11%	13 10%	11 12%	9 8%	2 4%	38 12%	9 17%	13 11%	2 13%	0 0%	39 10%	4 8%	16 19%	8 10%	8 6%	7 8%	13 10%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table D1 (continuation)  
D1 Region  
Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
East Midlands	42 8%	1 7%	5 9%	3 10%	1 3%	0 0%	2 20%	1 3%	12 10%	2 13%	2 8%	3 7%	3 27%	2 10%	4 5%
East Of England	51 10%	1 7%	4 7%	1 3%	6 19%	3 18%	0 0%	3 10%	12 10%	1 6%	3 12%	4 10%	0 0%	4 19%	8 10%
London	52 10%	0 0%	11 20% ghn	5 17%	3 10%	5 29%	1 10%	1 3%	6 5%	2 13%	3 12%	7 17% h	1 9%	1 5%	6 7%
North East	26 5%	1 7%	7 13%	2 7%	1 3%	1 6%	0 0%	1 3%	6 5%	1 6%	1 4%	1 2%	1 9%	0 0%	3 4%
North West	49 10%	3 21%	5 9%	2 7%	2 6%	0 0%	0 0%	4 13% k	13 11% k	4 25%	2 8%	0 0%	0 0%	3 14%	11 14% k
Scotland	44 9%	4 29%	3 5%	4 14%	5 16% k	1 6%	1 10%	1 3%	11 9% k	0 0%	2 8%	0 0%	2 18%	2 10%	8 10% k
South East	47 9%	1 7%	3 5%	1 3%	2 6%	2 12%	3 30%	6 19% b	11 9%	1 6%	2 8%	3 7%	1 9%	1 5%	10 12%
South West	54 11%	1 7%	5 9%	3 10%	4 13%	3 18%	1 10%	4 13%	11 9%	2 13%	4 15%	7 17%	1 9%	1 5%	7 9%
Wales	40 8%	0 0%	4 7%	2 7%	1 3%	0 0%	1 10%	3 10%	11 9%	1 6%	4 15%	4 10%	1 9%	0 0%	8 10%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table D1 (continuation)  
D1 Region  
Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
West Midlands	51 10%	1 7%	2 4%	2 7%	1 3%	1 6%	0 0%	4 13%	13 11%	1 6%	2 8%	4 10%	0 0%	6 29%	13 16% b
Yorks & Humberside	52 10%	1 7%	7 13%	4 14%	5 16% n	1 6%	1 10%	3 10%	15 12% n	1 6%	1 4%	8 20% n	1 9%	1 5%	3 4%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Table D2  
D2 Just for quota purposes can I check your company's annual turnover?  
Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Under £1 million	125 25%	23 29%	45 23%	27 20%	29 31%	13 12%	5 10%	103 32% ef	20 37%	28 24%	3 20%	2 67%	95 24%	13 25%	58 68%	28 35%	23 19%	8 9%	8 6%
£1 million to £1.9 million	78 15%	13 16%	24 12%	27 20% b	14 15%	19 17%	6 13%	49 15%	9 17%	23 20%	0 0%	1 33%	64 16%	8 15%	8 9%	29 36% npqr	23 19% r	9 10%	9 7%
£2 million to £4.9 million	86 17%	17 21%	35 18%	17 13%	17 18%	19 17%	10 21%	53 16%	7 13%	22 19%	4 27%	0 0%	67 17%	10 19%	6 7%	14 17% n	35 28% nr	19 20% nr	12 10%
£5 million to £9.9 million	56 11%	10 13%	21 11%	14 10%	10 11%	16 15%	11 23% g	27 8%	6 11%	9 8%	2 13%	0 0%	41 10%	7 13%	4 5% o	0 0%	16 13% no	13 14% no	23 18% no
£10 million to £14.9 million	38 7%	4 5%	18 9%	9 7%	7 8%	7 6%	6 13%	24 7%	3 6%	8 7%	1 7%	0 0%	35 9%	1 2%	2 2%	0 0%	7 6% o	8 9% o	21 17% nop
£15 million to £25 million	17 3%	3 4%	10 5%	3 2%	1 1%	6 6% g	4 8% g	5 2%	1 2%	4 3%	1 7%	0 0%	11 3%	3 6%	0 0%	1 1%	2 2%	6 6% n	8 6% n
Over £25 million	23 5%	2 3%	14 7% d	6 4%	1 1%	10 9% g	4 8% g	6 2%	0 0%	9 8% h	2 13%	0 0%	17 4%	4 8%	0 0%	0 0%	1 1%	4 4%	18 14% nopq

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Conducted by Lord Ashcroft

Table D2 (continuation)

D2 Just for quota purposes can I check your company's annual turnover?

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Don't know	55 11%	6 8%	25 13%	18 13%	6 6%	12 11%	2 4%	38 12%	7 13%	8 7%	0 0%	0 0%	47 12%	4 8%	3 4%	7 9%	9 7%	15 16%	21 17%
Refused	30 6%	2 3%	7 4%	13 10%	8 9%	7 6%	0 0%	19 6%	1 2%	6 5%	2 13%	0 0%	18 5%	3 6%	4 5%	2 2%	8 6%	11 12%	5 4%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table D2 (continuation)

D2 Just for quota purposes can I check your company's annual turnover?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Under £1 million	125 25%	2 14%	17 30%	9 31%	8 26%	1 6%	2 20%	10 32%	23 19%	4 25%	9 35%	10 24%	2 18%	2 10%	25 31%
£1 million to £1.9 million	78 15%	2 14%	12 21%	4 14%	5 16%	2 12%	1 10%	8 26% n	17 14%	4 25%	3 12%	10 24% n	0 0%	2 10%	8 10%
£2 million to £4.9 million	86 17%	2 14%	7 13%	4 14%	9 29% k	6 35%	2 20%	3 10%	23 19%	1 6%	5 19%	4 10%	4 36%	4 19%	11 14%
£5 million to £9.9 million	56 11%	4 29%	3 5%	5 17%	3 10%	3 18%	2 20%	2 6%	13 11%	2 13%	3 12%	4 10%	1 9%	3 14%	7 9%
£10 million to £14.9 million	38 7%	0 0%	4 7%	3 10%	0 0%	0 0%	0 0%	1 3%	16 13% d	2 13%	0 0%	3 7%	1 9%	3 14%	5 6%
£15 million to £25 million	17 3%	1 7%	3 5%	1 3%	0 0%	0 0%	1 10%	0 0%	4 3%	1 6%	0 0%	2 5%	0 0%	0 0%	4 5%
Over £25 million	23 5%	2 14%	2 4%	0 0%	1 3%	0 0%	0 0%	1 3%	8 7%	0 0%	0 0%	2 5%	1 9%	3 14%	3 4%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft



Table D2 (continuation)

D2 Just for quota purposes can I check your company's annual turnover?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Don't know	55 11%	1 7%	5 9%	2 7%	4 13%	2 12%	1 10%	4 13%	12 10%	0 0%	3 12%	5 12%	1 9%	3 14%	12 15%
Refused	30 6%	0 0%	3 5%	1 3%	1 3%	3 18%	1 10%	2 6%	5 4%	2 13%	3 12%	1 2%	1 9%	1 5%	6 7%
Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n															

Table D3

D3 How would you describe what your business does? That is what goods or services account for the majority of your turnover?

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Manufacturing/ Engineering	121 24%	25 31% c	52 26% c	22 16%	21 23%	35 32% g	15 31%	68 21%	16 30%	29 25%	3 20%	1 33%	92 23%	15 28%	11 13%	21 26% n	32 26% n	19 20%	38 30% n
Business services	56 11%	14 18%	21 11%	13 10%	8 9%	13 12%	9 19% g	29 9%	4 7%	16 14%	4 27%	1 33%	42 11%	5 9%	13 15% r	14 17% r	12 10%	12 13% r	5 4%
Retailer	41 8%	1 1%	20 10% a	11 8% a	8 9% a	6 6%	4 8%	27 8%	7 13%	11 9%	0 0%	1 33%	31 8%	4 8%	13 15% pq	8 10%	7 6%	3 3%	10 8%
Education/Training	31 6%	6 8%	10 5%	11 8%	4 4%	8 7%	1 2%	20 6%	1 2%	5 4%	2 13%	0 0%	24 6%	2 4%	5 6%	3 4%	7 6%	6 6%	10 8%
Leisure/toursim	31 6%	2 3%	14 7%	11 8%	4 4%	5 5%	4 8%	20 6%	3 6%	7 6%	0 0%	0 0%	28 7%	2 4%	4 5%	4 5%	5 4%	9 10%	9 7%
Creative services eg. Media, graphic design, advertising	29 6%	4 5%	10 5%	9 7%	6 6%	3 3%	2 4%	24 7%	4 7%	4 3%	1 7%	0 0%	23 6%	3 6%	6 7%	4 5%	8 6%	6 6%	5 4%
Restaurant/Caf��/ B and B/ Hotel	26 5%	4 5%	10 5%	8 6%	4 4%	4 4%	1 2%	17 5%	3 6%	8 7%	1 7%	0 0%	22 6%	1 2%	3 4%	4 5%	6 5%	7 8%	6 5%
Wholesale/Distribution	21 4%	4 5%	7 4%	6 4%	4 4%	4 4%	3 6%	14 4%	1 2%	6 5%	1 7%	0 0%	15 4%	3 6%	2 2%	3 4%	8 6%	4 4%	4 3%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table D3 (continuation)

D3 How would you describe what your business does? That is what goods or services account for the majority of your turnover?

Base: All respondents

	Total	Struggle to find skilled candidates				Experience with AF candidates			Inclination to employ AF candidates				View of AF candidates		Size of company				
		Often	Some times	Rarely	Never	Empl oying	Inter viewing	No exp erience	Much more likely	Som ewhat more likely	Som ewhat less likely	Much less likely	Cap able, experi enced	Aggr essive, ins titutio nalis ed	5-9 people	10-19 people	20-49 people	50-99 people	100-250 people
		a	b	c	d	e	f	g	h	i	*j	*k	l	m	n	o	p	q	r
Base	508	80	199	134	93	109	48	324	54	117	15	3	395	53	85	81	124	93	125
Financial services/ personal finance	17 3%	3 4%	7 4%	6 4%	1 1%	3 3%	1 2%	13 4%	1 2%	2 2%	0 0%	0 0%	12 3%	3 6%	1 1%	2 2%	7 6%	3 3%	4 3%
Property developer/real estate/estate agents	16 3%	2 3%	5 3%	6 4%	3 3%	3 3%	0 0%	12 4%	1 2%	6 5%	0 0%	0 0%	14 4%	1 2%	5 6%	0 0%	4 3%	1 1%	6 5%
Property/construction	14 3%	2 3%	4 2%	4 3%	4 4%	3 3%	2 4%	9 3%	1 2%	2 2%	0 0%	0 0%	10 3%	1 2%	2 2%	2 2%	2 2%	3 3%	5 4%
Transport	11 2%	1 1%	3 2%	2 1%	5 5%	3 3%	0 0%	8 2%	0 0%	1 1%	2 13%	0 0%	8 2%	3 6%	1 1%	2 2%	3 2%	1 1%	4 3%
Health/beauty	10 2%	5 6%	3 2%	2 1%	0 0%	3 3%	0 0%	6 2%	2 4%	2 2%	0 0%	0 0%	9 2%	1 2%	0 0%	0 0%	3 2%	5 5%	2 2%
		bd																	no
Others	81 16%	7 9%	31 16%	23 17%	20 22%	14 13%	6 13%	56 17%	9 17%	18 15%	0 0%	0 0%	63 16%	8 15%	19 22%	12 15%	20 16%	13 14%	17 14%
Not stated	3 1%	0 0%	2 1%	0 0%	1 1%	2 2%	0 0%	1 *	1 2%	0 0%	1 7%	0 0%	2 1%	1 2%	0 0%	2 2%	0 0%	1 1%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k - l,m - n,o,p,q,r

Table D3 (continuation)

D3 How would you describe what your business does? That is what goods or services account for the majority of your turnover?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ toursim	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Manufacturing/ Engineering	121 24%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	121 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
									bdgkn						
Business services	56 11%	0 0%	56 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
			dghkn												
Retailer	41 8%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	41 100%	0 0%	0 0%	0 0%
												bdghn			
Education/Training	31 6%	0 0%	0 0%	0 0%	31 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
					bghkn										
Leisure/toursim	31 6%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	31 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
								bdhkn							
Creative services eg. Media, graphic design, advertising	29 6%	0 0%	0 0%	29 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Restaurant/Café/ B and B/ Hotel	26 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	26 100%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft

Table D3 (continuation)

D3 How would you describe what your business does? That is what goods or services account for the majority of your turnover?

Base: All respondents

	Total	Type of business													
		Pro perty/ constr uction	Bus iness ser vices	Cre ative ser vices	Educ ation/ Tr aining	Fi nancial ser vices/ pe rsonal finance	Health/ beauty	Le isure/ tourism	Manufac turing/ Engi neering	Pr operty devel eloper/ real estate/ estate agents	Rest aurant/ Café/B and B/ Hotel	Ret ailer	Tran sport	Whol esale/ Distri bution	Others
		*a	b	*c	d	*e	*f	g	h	*i	*j	k	*l	*m	n
Base	508	14	56	29	31	17	10	31	121	16	26	41	11	21	81
Wholesale/Distribution	21 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	21 100%	0 0%
Financial services/ personal finance	17 3%	0 0%	0 0%	0 0%	0 0%	17 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Property developer/real estate/estate agents	16 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	16 100%	0 0%	0 0%	0 0%	0 0%	0 0%
Property/construction	14 3%	14 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Transport	11 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	11 100%	0 0%	0 0%
Health/beauty	10 2%	0 0%	0 0%	0 0%	0 0%	0 0%	10 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Others	81 16%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	81 100%
Not stated	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n

Conducted by Lord Ashcroft