At Asda we welcome more than 18 million customers through our doors each week – and 80% of those are mums. So for us, understanding their needs and the pressures they are facing, is at the very heart of how we do business. That is why, in February 2012, we decided to launch Mumdex – a report that has, over the past two years, given us a huge amount of insight into the opinions and concerns of mums up and down the country.

Over these two years, we have talked to thousands of mums across the UK to get their views on how life is for them – from the pressures of juggling their household budget to the changing role they play as a mum in their home and society. And we’ve asked them how the economic and political landscape of recent times has affected them and their view of the world.

Not only have we listened to, and responded to their views as a business – we’ve also been able to amplify those views and make sure other decision-makers hear them too.

It makes me really proud to know that we have created this platform for the Asda Mum to be heard, and to see Mumdex becoming a respected and impartial barometer of how families in the UK are feeling.

Now, as the countdown to the 2015 election begins, we’ll be asking our Mumdex mums to tell us about their lives in the UK today, the biggest pressures facing them and their families, and what they feel Government should be doing to help.

FOREWORD BY ANDY CLARKE

We don’t claim to be political pollsters, and nor will we – Asda is simply in the position to be able to connect a large number of UK mums to those people who make decisions which affect their everyday lives.

Over the next few months we will report back on these findings with an impartial and unbiased view of their sentiments.

We hope these reports will give a mum’s eye view on the important political debate happening in our country, and give a real insight into the views, concerns and hopes of our Mumdex mums.

Andy Clarke, Asda’s President and CEO
INTRODUCTION

Welcome to the May Mumdex report. This is the first of a series of reports that we will publish in the run up to the general election. With a year to go until voters take to the polls to elect the next British Government, we’ve been talking to mums about their views on today’s political system, whether they plan to vote and what issues will affect their choice of political party.

Our last Mumdex report showed that after our mums’ optimism steadily rose throughout 2013, the first quarter of 2014 was marked by sharp pessimism as the post-Christmas bills dropped onto the doormat. But I’m delighted to see that pessimism was short-lived as this quarter’s results show our mums have regained the positivity they felt last year.

But, as we’ve talked to mums in recent months, the story we’re hearing is one of disappointment with the political system. While it’s encouraging that four in five mums say they intend to vote in May 2015, it is also saddening that many of these mums feel their vote has limited power – with only 2% saying they feel represented.

However, despite not feeling as though their views are being heard, they are crystal clear in their opinion of what they want from the political system. They want more honesty when MPs talk about what they want to achieve – and what is realistic. They’ve told us that they want to see MPs talking the talk and walking the walk of transparency, wherever possible. Our Mumdex mums are telling us that they want to feel that MPs really understand the challenges they face everyday – such as the cost of living, which is by far the biggest concern to our mums.

It’s also interesting to see Asda Mums not only want to hear about different issues from their political leaders – they also want to hear about them in different ways. Our Mumdex mums told us that they feel the traditional forms of communication – such as letter drops and MP surgeries - aren’t a convenient way for time-stretched mums to engage with the political system and they would like to see greater opportunities to engage online through email and social media.

And finally, in this report we have looked in detail at the massive contribution that mums make to our economy through voluntary work and care giving. For the first time, we put a number on the scale of this contribution: if the Chancellor was to account for the number of hours mums dedicate to voluntary work and unpaid care every week, it would account for £37.2bn on the UK’s balance sheet – that’s the same as the UK’s entire defence budget! And this is of course on top of wider contributions mums make in supporting their families, such as helping with deposit payments to get their children on the property ladder.

All in all, what this Mumdex report shows is that mums have a clear view on their asks of the political system and it is a real concern their views aren’t being heard. Whether it’s promoting flexible working, finding more affordable childcare solutions, or just finding the best way to communicate with them, it’s clear that there are huge opportunities for political leaders to better engage with women, and a clear need for them to do so.

Hayley Tatum,
Asda’s Senior Vice President for People
The Mumdex optimism score has risen to +2, the highest it has ever been.

- 65% of mums want limits imposed on energy/utilities prices
- 49% want the personal tax allowance raised
- 42% want an improvement in rights for working families (e.g. flexible working, increased paternity leave)

- 82% agree that it’s important to vote to get your voice heard
- 81% of mums intend to vote, although this is as low as 63% among mums under 30
- Policies addressing the cost of living would have most impact on voting intentions for 81% of mums

- 88% say that politicians aren’t good at engaging with mums or the issues that matter to them
- Two thirds think Parliament would do a better job with more women in power
- 68% agree online petitions are a good way to get your voice heard by politicians
- 65% have signed an online petition
- Half of mums under 30 are calling for more digital ways of voting

- 85% of Asda Mums agree that women’s contribution to the economy is not valued
- Mums do an average of 10.8 hours of unpaid work a week, saving the state £37.2bn a year
- A quarter of mums will help their kids with the deposit for their first home (or have already contributed to this)

- 71% agree most policies are centred around a male perspective
- 81% think politicians are not in touch with the modern UK
The Mumdex is an index of how optimistic or pessimistic Asda Mums feel about the UK and their lives. Every quarter we ask mums how they feel about the UK economy, community spirit, their household finances and quality of life. The average of these four measures forms the basis for the overall Mumdex figure, which we track over time.

Base: 3199 mums

The Mumdex May 2014: +2

- The directional arrows show the variance from our last report in February 2014.
- Positive scores denote overall optimism, negative scores denote overall pessimism, and a “0” denotes a neutral feeling.

**ECONOMY**
- How optimistic mums feel about the UK economy
  - Change from Q1 2013: +17
  - Change from Q2 2013: -1

**COMMUNITY**
- How optimistic mums feel about community spirit in their local area
  - Change from Q1 2013: -24

**HOUSEHOLD FINANCES**
- How optimistic mums feel about their household finances
  - Change from Q1 2013: +27

**QUALITY OF LIFE**
- How optimistic mums feel about their family’s quality of life
  - Change from Q1 2013: +14

**THE MUMDEX MAY 2014:**

Base: 3199 mums

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**HIDDEN FEMALE ECONOMY**

- Mums doing an average of 10.8hrs of unpaid work every week
  - 2.1 hours unpaid/voluntary work
  - 4.3 hours caring for relatives’ children
  - 3.5 hours caring for elderly/disabled relatives
  - 0.9 hours helping neighbours

- 85% say women’s contribution is not valued by politicians

- £37.2bn is mums’ unaccounted for contribution to the UK economy (at minimum wage)

1 This is calculated as 10.8 hours per week at national minimum wage of £6.31 x 52 weeks to get an annual salary of £3543.70, multiplied by 10.5 million mothers in the UK (Source: Labour Force Survey (LFS), Office for National Statistics, Nov 2012)
WHAT MUMS WANT

- 81% say policies addressing the cost of living would have the most impact on their choice of party.
- 73% say more honesty from politicians about what they can realistically achieve would encourage them to vote.
- 48% of mums under 30 are calling for more digital ways of voting.

POLITICAL ENGAGEMENT

ASDA MUMS, MAY 2015

- 81% intend to vote in the May 2015 General Election.
- 82% agree it’s important to vote to get your voice heard.
- 2% say they feel “represented” by the political system.

TOP 3 LEADERS/BUSINESS WOMEN

1. MARGARET THATCHER
2. KARREN BRADY
3. DEBORAH MEADEN
With one year to go to the general election, mums are asking the next government to focus on the cost of living (72%, and as high as 82% among 20-29 year-olds), as well as the NHS (63%, and as high as 70% for those 60+).

The specific actions mums want to see are:

65% impose limits on energy/utilities prices
49% raise personal tax allowance
42% improve rights for working families (e.g. flexible working, increased paternity leave)
41% increase tax credits/benefits for working families
41% reduce the rate of VAT from 20%

For mums under 30:

68% improve rights for working families (e.g. flexible working, increased paternity leave)
66% increase tax credits/benefits for working families
61% impose limits on energy/utilities prices
46% raise personal tax allowance
41% reduce the rate of VAT from 20%
After the doom and gloom of the January bills which marked our mums’ feelings in the last Mumdex report, it’s heartening to see this was just a short-term blip. We’re back on a positive track now, with mums’ optimism having broken through 2013’s peak to register the highest scores since the inception of our index over two years ago. In fact, looking at data from the past 12 months, we can see it was at about this time last year that optimism started to rise – from -13 in April 2013 to +2 now; it’s fantastic that this positive trend is still going strong.

Scores for three of our measures – the outlook for the UK economy, their family’s quality of life, and household finances – have all leapt up by an unprecedented margin and are responsible for the breakthrough from overall pessimism into overall optimism. In other words, our mums are actually optimistic about the UK’s fortunes for the first time in two years.

The final measure – the presence of community spirit – is the only one to experience a drop in optimism; while this is a very negligible decrease, it underlines that we still have more to do in strengthening bonds within our society.

When we spoke to mums back in January, they told the Chancellor what should be pushed to the top of his agenda – issues like income tax, energy bills, the NHS, fuel costs, and childcare. It’s clear that Mr Osborne listened and took note of mums’ needs, with his latest budget delivering measures that aimed to address each of these areas of concern. And while many of his actions have been welcomed, there is certainly still work to be done – with only 19% of mums expecting his measures to make a positive difference to their lives and bank balances. Specifically, mums were most pleased with his action on pensions, childcare costs, and income tax; but most dissatisfied with actions regarding the NHS and energy bills.

“We needed things that will make the ordinary person's life easier – like for example addressing fuel costs (heat and petrol), re-nationalisation of the Post Office and giving everyone a guaranteed basic/citizen's income, paid for by a ‘robin hood’ tax”
(Mum, Asda Mumdex survey)

“I would have liked to see green issues: policies for recycling, energy saving and preserving green areas.”
(Mum, Asda Mumdex survey)

“I wanted the utility and energy bills to be cut! They are too high!”
(Mum, Asda Mumdex survey)
As members of a democracy, mums can see the importance of engaging with the political process, and the power a vote can have in making their voices heard – but our mums do not feel that politicians understand them, or cater for their needs. There is a huge opportunity for politicians to show they know how important mums are, to empower them and give them a voice.

It’s clear that Asda Mums are highly engaged with UK politics, with 82% agreeing that it’s important to vote to get your voice heard, and 81% intending to vote in May 2015’s general election.

But how stable is this commitment? When we asked Asda Mums how they feel about UK politics, only 3% said “satisfied” and just 2% said “represented” – so the question is, how long can we expect these high engagement levels to last? With most mums feeling disappointed, frustrated, even angry about the UK political system, Westminster needs to take note, and act.

“All the political parties are the same and just seem to want to get one up on the other parties. I believe strongly that we should vote as we are lucky to live in a democracy but it’s frustrating that it really makes so little difference.”

(Mum, Asda Mumdex survey)

Feelings towards the political system vary greatly across the UK. Those in England are most likely to feel indifferent, while those in Wales and Scotland are most likely to feel frustrated and those in Northern Ireland feel disconnected.

With the referendum around the corner increasing political engagement in Scotland, this is the region most likely to intend to vote in the next general election (89%).

On the other side of the coin, Northern Irish mothers, who are most likely to feel alienated by the system (30%), are the least likely to intend to cast a ballot in 2015 (62% intend to vote).
Fewer than one in 10 Asda Mums haven’t yet decided whether they will vote in 2015. But mums under 30 are not quite as committed to voting, with one in five of them – more than twice as many as any other age group – saying they are undecided about voting in 2015. This highlights an important opportunity for politicians to better communicate with and address the needs of this group of mums – the group we identified in our last Mumdex report as most likely to be feeling the stress of rising living costs.

As we have often seen recently, priority number one for a candidate seeking votes is to address the cost of living – the issue 81% of mums said would encourage them to vote for a party. But, overall they want fairness, honesty, and a demonstration that society values their unsung efforts.

Mums want hard work to be rewarded; they want inequalities at the heart of our society to be addressed; and they are frustrated with a benefits system that they feel often over-serves the undeserving, while at the same time neglects many who are genuinely in need.

Other influences on voting intention show some interesting points of difference. Younger mums need action – directness – immediacy; for them, what’s important is the impact policies can have on the costs they are facing day-to-day. In comparison, older mums are more able to consider the importance of wider issues on a national scale.

Which of the following policies and areas of focus would encourage you to vote for a party/candidate?

- Dedication to fixing the UK economy
- Addressing the cost of living
- Reforms to the NHS/Healthcare system
- Withdrawal from the European Union
- Improving lives for mums and their families

Base: 3199 mums
Although mums’ engagement in the political system is clear through their intention to vote, it feels like this is not being repaid by their elected representatives. They tell us they’re feeling that MPs don’t understand them, and a lack of female politicians plays an important part in this. They feel the system is also out of touch with today’s technology, as our mums, especially the younger ones, are crying out for greater accessibility of political representatives via digital channels.

A massive 88% say politicians aren’t good at engaging with mums or the issues that matter to them. This is markedly better at constituency level, but still as many as half feel their local MP doesn’t understand how to communicate their policies in a way that mums can connect with.

“it’s hard to understand what’s going on with all their mumbo jumbo and talking over our heads. They are not listening to the public’s voice.”
(Mum, Asda Mumdex survey)

Is the answer then that we need more women in politics and positions of power? When asked which political or business women they admire, many Asda Mums cited Margaret Thatcher – a woman who was in control, who had vision, and was not afraid to make decisions (regardless of whether they agree with them). It’s a shame there are only two living British female MPs in our mums’ top 10 – Theresa May, the Home Secretary, and Harriet Harman, the Deputy Leader of the Opposition.

In a democracy, it’s essential that voters have the opportunity for direct contact with their representatives, so it’s unfortunate, although maybe not surprising, that two in five mums don’t know who their local MP is. (Though it is interesting to note this figure drops somewhat to a third of Scottish and Northern Irish mums.)

In this digital age, politicians need to keep engaging in more digital communications to encourage greater contact with their constituents. More mums have contacted their local MP digitally than via traditional methods – the difference in use of these channels may be small, but is likely to continue to rise. Politicians should find ways of letting mums take advantage of the wealth of communication channels now available to them, whether that’s email, Twitter, or online petitions – clearly they are already on this journey, and they would do well to keep pace with their constituents.

Female political and business leaders mums admire

- MARGARET THATCHER
- KARREN BRADY
- DEBORAH MEADEN
- THERESA MAY
- ANGELA MERKEL
- HARRIET HARMAN
- HILLARY CLINTON
- ANITA RODDICK
- ANN WIDDECOMBE
- MO MOWLAM
Our mums – especially the younger ones and those in rural communities – are calling for more ways to vote. Overall, a third of mums say that more ways to vote would make them more likely to take part in 2015 – but this leaps up to half of young mums saying they would take advantage of mobile voting, as one example, if it were made a reality. If we’re looking for ways to increase voter turnout, this might be one place to start.

Who wants digital voting?

- 48% of mums under 30 want digital voting
- 40% of Welsh mums want digital voting

88% say politicians are not good at engaging with mums

2/5 mums don’t know who their local MP is
It seems it is not just engagement on women’s issues the political system is seen to fall short on: women’s fundamental role in society is vastly underestimated in economic calculations. The way the UK Budget is currently set is missing, or just not recognising, a vital piece of the puzzle – the ‘female economy’ remains hidden, yet has a potential contribution of £37.2bn in unpaid work and care. Parents’ significant contributions to housing deposits for their children are also helping to boost the housing market.

A huge 85% of Asda Mums agree that women’s contribution to the economy is not valued. From doing voluntary work in charity shops and community groups, through to caring for elderly, disabled and other dependent relatives and neighbours, mums are making a huge contribution, which is being forgotten.

Our mums are doing an average of 10.8 hours of this unpaid work on a weekly basis. This is on top of the hours they work for an employer as well as their responsibilities in looking after their own children.

If the Chancellor had to include these 10.8 hours per week as paid-for work in his Budget calculations, the real value of our mums to the UK economy would be an enormous £37.2bn per year — the same as the UK’s defence budget. This figure simply cannot be ignored.

“I appreciate that local government has to reduce spending and that services will be cut, at the moment our communities seem to be ‘filling gaps in provision’ e.g. libraries, youth centres, additional needs groups. I am concerned that over time through reduced professional development of workers and volunteers these services will not exist.”

(Mum, Asda Mumdex survey)

1 This is calculated as 10.8 hours per week at national minimum wage of £6.31 x 52 weeks to get an annual salary of £3543.70, multiplied by 10.5 million mothers in the UK (Source: Labour Force Survey (LFS), Office for National Statistics, Nov 2012)
Mums are also helping the economy by boosting the housing market – as parents are supporting their children in getting a mortgage more than ever. Along with parents letting their grown-up children stay in the family home until much later in life, they are often also contributing to the deposit for their child’s first home.

Two in five mums with children aged 18 or over, have them living at home but not paying a full rent – one in four are paying nothing at all.

A quarter of Asda Mums say they have – or will do so in the future – contributed to or paid the full deposit for a house to get their children onto the property ladder.

We are also seeing some interesting regional differences emerging, with Scottish mums the most likely to be contributing to a deposit (22%), compared with 14% in Wales and Northern Ireland.

Thinking of your child(ren) aged over 18, which of the following apply to you/them?

- I HAVE A CHILD THAT STILL LIVES AT HOME AND DOESN’T PAY MONEY TO DO SO: 23%
- I HAVE A CHILD THAT STILL LIVES AT HOME AND PAYS A SMALL CONTRIBUTION TO HOUSEHOLD COSTS (LESS THAN THE AMOUNT OF A MONTHLY RENT / MORTGAGE PAYMENT): 20%
- I HAVE / WILL CONTRIBUTE(D) TO THE DEPOSIT ON MY CHILD(REN)’S FIRST HOME: 19%
- I HAVE PAID / WILL PAY FOR FULL AMOUNT OF THE DEPOSIT ON MY CHILD(REN)’S FIRST HOME: 7%

85% SAY WOMEN’S CONTRIBUTION IS NOT VALUED BY POLITICIANS

2/5 MUMS WITH KIDS OVER 18 HAVE THEM LIVING AT HOME, BUT NOT PAYING FULL RENT

Base: 3199 mums
OUR SOCIETY: MUMS ON ADAPTING SOCIETY TO MUMS’ REALITY

With a lack of women in politics, there is an opportunity to do more to highlight and address the specific needs of mums. Instead, from their point of view it seems the focus of government is currently on business, and the wealthy. As a consequence, mums are the ones having to adapt their lives to fit the policies put in place. Asda Mums are telling us the current system is unable to make enough of a difference to how things are. Parties’ policies are becoming increasingly irrelevant to them and frustrations are rising as leaders are felt to be out of touch with real life. This is being aggravated by a lack of trust – a theme we saw in our last Mumdex report.

The majority of Asda Mums, 71%, agree that most policies are centred around a male perspective – based on men’s needs and experiences of society. In stark contrast, three quarters agree that politicians don’t have sufficient policies that cater for the needs of mums: it’s clear they are left feeling unrepresented by society.

Currently, mums have to fit everything in their life around the needs of their employer, their children’s school days and term time – and face huge childcare costs as a consequence. With the cost of childcare one of the biggest barriers for mums to get back into work, over two thirds of our mums surveyed in March say that more free or affordable childcare places will be of most benefit to mums.

We also know that mums are now breadwinners as well as breadmakers: in order for working mums to be able to meet all of their commitments, further advances need to be made to adapt the world to the needs of mums, rather than the other way around. The biggest help would be more control over the hours they work, with 69% of mums saying flexible time would be one of the biggest benefits, while 47% say flexible working location would be of benefit.

What is the reason for this disconnect? With so many mums thinking that politicians are not in touch with the modern UK, it feels there is a shortfall of leaders and policies that fit the bill, and that the system is not working.

Currently, there are very low levels of trust in politicians, and what little confidence there is relates to wider issues of the UK as a whole, but does not extend to the things that matter to mums. While a third of mums agree that UK politicians look out for the UK’s best interests, only one in 10 agrees ‘they have my best interests at heart’.

Politicians are out of touch with the man on the street and have no real understanding of the effects their policies have.”

(Mum, Asda Mumdex survey)

“There is too much focus on scoring points and too many sound-bite speeches to get headlines. Politicians have lost sight of their roles, responsibilities and goals for the electorate”

(Mum, Asda Mumdex survey)

Politicians are seen to be too out of touch with the general public to understand the realities people are dealing with every day. The cost of living of course plays a big part in that, with 57% of mums saying their MP doesn’t understand the financial pressures people are facing.

But it is also issues specific to mums that MPs are failing on; with nearly half saying their MP doesn’t understand the challenges mums face. It’s the services mums encounter regularly – supermarkets, their GP, consumer groups – that mums think are doing a good job of acting in their best interests, not the political parties or MPs who often project the image of being too far removed from reality.

It seems the main concern about the system is trust, and a lack of transparency from politicians. We saw in our last Mumdex that 78% of mums don’t trust MPs, and it is well-understood that the still on-going expenses scandal had a substantial impact on the reputation of our parliamentarians.

But at a wider level, the short-termism that comes with elections and the single-minded focus of the three main parties to win the election, leave our mums feeling forgotten. Three quarters of Asda Mums say they would be more likely to vote in the 2015 elections if there was more honesty from politicians about what they can realistically achieve.

I DON'T BELIEVE MY LOCAL MP / MSP / MLA / AM CAN MAKE A DIFFERENCE IN MY COMMUNITY

NONE OF THE POLITICAL PARTIES HAVE ENOUGH POLICIES THAT ARE RELEVANT TO ME

49%

47%
“Listen to the Asda Mum....don’t presume or assume to know all about us....theory is one thing but practice is another”

“Look after the mums of today as they are bringing up the next generation”

“Not every woman wants to juggle a career with motherhood. Find a way to support those mums until their children reach school age, maybe by giving tax allowances to the husband for that time”

“The position of “mother” in the family is not treated with the consideration and respect it deserves. Mothers instill moral values and work ethics into young children - teaching the next generation to be law abiding and valuable citizens. This important role is continuously being undermined. Schools, libraries, sports facilities, transport, medical care are all so important to help us”

“By understanding that ‘ordinary’ mums do not exist! All mums are ‘extraordinary’. Most mums are selfless, on call 24/7 no matter the age of the child, they cook, clean, wash, iron, tidy; not to mention the nights when a child is sick, all without payment”

“That whatever happens in the family - whoever in the family is affected by loss of work, sick, stress, childcare, financial worries - it often all ends up on mothers’ shoulders to carry, whether they work or not”

“Remember that mums are bringing up the future of the country and introduce more flexible working plans to allow mums to go back to work to support their family rather than at the expense of their family”

“Lower childcare costs. I earn £9.01 an hour and the cheapest childcare that is not necessarily the best for my child is £8.75. After petrol costs, I work for nothing...”
KEY
- Regional Mumdex figure: average of mums’ net optimism/pessimism about the economy, their household finances, their family’s quality of life and the future of community spirit in the region
- Voting intention for May 2015: mums who say they intend to vote in the next UK general election in May 2015
- More ways of voting: mums calling for more ways of voting - digital, mobile, etc.
A BREAKDOWN OF REGIONAL DASHBOARD STATISTICS

MUMDEX
An average of mums’ net optimism/pessimism about the economy, their household finances, their family’s quality of life and the future of community spirit in the region.

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VOTING

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<td>More ways to vote would encourage turnout</td>
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POLITICAL ENGAGEMENT

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<th>ALL MUMS</th>
<th>SOUTH</th>
<th>MIDLANDS</th>
<th>NORTH</th>
<th>WALES</th>
<th>SCOTLAND</th>
<th>NI</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE</td>
<td>3199</td>
<td>1052</td>
<td>557</td>
<td>993</td>
<td>187</td>
<td>329</td>
<td>71</td>
</tr>
<tr>
<td>I have “signed” an online petition (e.g. using change.org, epetitions.direct.gov.uk)</td>
<td>65%</td>
<td>65%</td>
<td>68%</td>
<td>64%</td>
<td>66%</td>
<td>64%</td>
<td>68%</td>
</tr>
<tr>
<td>Online petitions are a good way to get your voice heard by politicians</td>
<td>68%</td>
<td>69%</td>
<td>71%</td>
<td>68%</td>
<td>67%</td>
<td>67%</td>
<td>56%</td>
</tr>
<tr>
<td>Parliament/Government would do better if there were more women MPs/ministers</td>
<td>65%</td>
<td>66%</td>
<td>63%</td>
<td>67%</td>
<td>64%</td>
<td>63%</td>
<td>68%</td>
</tr>
<tr>
<td>Politicians are good at engaging with mums and the issues that matter to them</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
<td>14%</td>
<td>8%</td>
</tr>
</tbody>
</table>

DISCLAIMER
This report was produced by the Asda Corporate Affairs and insight teams, working in conjunction with Vision Critical and freuds. For more information please contact Bee Rycroft on Bee.Rycroft@asda.co.uk or 0113 826 3448.

Leeds, May 2014

METHODOLOGY
The data in this report was collected via our Mumdex panel, a subsection of Asda’s Pulse of the Nation panel. It is made up of over 11,750 female Asda shoppers, all with kids, and across a broad spectrum of socioeconomic groups, regions and ages.

Unless otherwise stated, statistics are based on the responses of 3,199 Asda Mums who answered our Mumdex survey in April 2014. The report also contains findings from the Pulse online forum.