UK Data Archive Study Number 422 - British Election Study, 1969, June 1970, February 1974; Panel Survey

1 INTRODUCTION

1.1 Background

A survey about the British general election of February 1974 was conducted with a panel of respondents who had previously been interviewed twice, in 1969 and after the general election of 1970. The survey was sponsored by the British Election Study at the University of Essex, a team continuing SSRC grant aided research started by David Butler and Donald Stokes at Nuffield College, Oxford in 1963. Social and Community Planning Research was invited to conduct the fieldwork stage of the study all other stages were undertaken by the researchers in the British Election Study team. This report describes the technical side of the fieldwork for which SCPR was responsible, and comments on aspects of the questionnaire that were new to the field personnel who did the interviewing.

The first study by Butler and Stokes was designed to add to the small amount of information about British voting behaviour that existed, using the panel design that had been successfully tried out in the United States in studies of electoral behaviour. Butler and Stokes completed the first study in 1966 after three waves of interviewing, in 1963, after the 1964 general election, and after the 1966 General election. Their book *"Political Change in Britain: forces shaping electoral choice"* was published in 1969, in it the sample design and the methodology are discussed. Butler and Stokes then began a second study with a similar design. The first interviews with a sample of electors in 80 constituencies throughout Great Britain were completed in 1969. After the June 1970 general election a second wave of interviews was conducted with the same sample. In February 1974 the responsibility for the conduct and administration of a third wave of interviews with the panel was transferred to the University of Essex The University conducted a complementary survey of electors throughout Great Britain at the same time: these electors were to become a new panel to be re-interviewed at the time of the next general election.

In the following pages the survey will be described under these headings.

Section 2	Preliminary stages of the study
Section 3	The fieldwork stage
Section 4	Miscellaneous comments

These will be followed by detailed appendices.

2 PRELIMINARY STAGES OF THE STUDY

2 1 The sample

Originally 80 constituencies had been selected with probability proportionate to size of electorate from a list of 613 constituencies throughout Great Britain (excluding Northern Ireland and constituencies north of the Caledonian canal). The list was stratified by region and by whether the constituencies were in urban areas or in rural areas Electors names and addresses were drawn from the 1969-70 electoral registers of each of the selected constituencies.

The sample for this 1974 survey included the names and addresses of those who were interviewed in 1970, of whom about half had also been interviewed in 1969. It excluded those who had been interviewed in 1969 and who had moved out of the constituency between then and the 1970 wave of interviews. Addresses that appeared vague or incomplete were also included in the sample. Initially the intention was to follow up and interview only named respondents at their original address Over the three and a half years since the previous wave of interviews we expected about 35% of the sample to have moved away or died, and expected to contact only about 1200 people In fact we found 1,246 'in scope' individuals.

Subsequently we were asked to contact and interview respondents who had moved 'locally', to a political environment similar to the one in which they were living in 1970. In most cases the definition was interpreted so that the sample included people who had moved within the same town or within the same part of the county, say from one village to a neighbouring one. In some instances, however, we included local movers who had moved from one environment to another that was different from but very close to the first. We tried to contact and interview 204 local movers for whom we had complete addresses 30 of these movers were found to be out of scope.

The sample of individuals who were described as in scope, therefore was 1,414 including these local movers.

2.2 The questionnaire

Because the sample consisted of people who had been interviewed previously on the subject of politics and voting behaviour, and because the main intention of the study was to provide information about how opinions and behaviour in this area change over time, the subject matter of the questionnaire owed much to the questionnaires used on the earlier waves in 1969 and 1970. Its design was the responsibility of the researchers of the British Election Study at the University of Essex. It began with a short section of questions about newspaper readership, politics and the media; people were asked to evaluate the political bias of the morning daily paper(s) they read, and to say

how much interest they had in the recent general election campaign of February 1974 (questions 1 - 3b). The next section consisted of open ended questions probing respondents' likes and dislikes of the major political parties, including the Scottish Nationalist Party and Plaid Cymru in Scotland and Wales respectively (questions 4 - 9k). Respondents were asked to contrast the parties' standpoints and say how much difference there was between them. Next respondents were asked how concerned they were about the election results and its impact and about the extent to which "the facts" about issues had been provided (questions 10 - 12). Ten issues were covered in the following section, rising prices (questions 15a - e), strikes (16a - 17f) and the Miners' Strike in particular, (questions 16a and b) taxation, (questions 18a, b) the Common Market, (questions 20a - i) pensions and social security, (questions 21 and 22) immigration, (questions 23 - 27d) trade union power, (question 28), big business power (question 29), nationalisation (questions 30a - g), and control of wages and salaries (question 31). A few less important issues were also touched on.

On the major issues five aspects were examined, the respondent's own view of what should happen, his view of how the parties' stood on the issue, the importance of the issue in his voting decision, his assessment of how well he understood the issue, and the party he preferred on the issue. On some issues no disagreement on what should happen was expected, thus almost all people would accept the only policy for rising prices is to slow down or stop the rise. On such issues the last three aspects were examined.

The following section (questions 32 - 43) covered voting behaviour at the general election, preceded by two questions asking respondents to assess the effectiveness of the parties to "do what is right" when in power (32 - 33). This led into a section (questions 48 - 54) on general party support and on an overall assessment of the main political parties and party leaders. General questions were then asked about the respondent's circumstances and his expectations (questions 55 - 61) In the penultimate section (questions 63 - 70) questions were asked about personal characteristics, including trade union membership and social class identification..

The questionnaire was concluded with a number of questions on tenure, occupation of respondent, mobility, marital status, and income (77 - 93). A copy of the questionnaire as used in the survey is included in the appendix. The questionnaire was piloted in draft by members of the British Election study research team. In the main survey it was estimated that on average it took 45 - 50 minutes to complete. Aspects of the layout of the questionnaire, introduced by the University of Essex, were new to SCPR interviewers. These innovations all of which seemed acceptable and easily followed, were pointed out to the interviewers. In detail the new factors included

1. Most questions were precoded. But whereas on most questionnaires of this sort the code numbers are listed in a right hand margin, on this questionnaire the codes were listed in the left hand margin. This has the advantage that the answer is generally closer to the code, reducing recording error.

2. Comment spaces were provided on almost all questions, so that interviewers could jot down into the appropriate questions the various asides made by the respondent during the interview. On most questionnaires comments are written in wherever there is room.

3. In many surveys using prompt cards, the show cards are numbered or lettered consecutively from 1 or A. In this survey the show cards were given the same number as the questions at which they were to be used. Instructions were printed on the questionnaire to remind interviewers to use show card ____, and there were instructions to remind interviewers to take back the show card at the appropriate place. This system has subsequently been adopted on other SCPR surveys.

4. In most surveys certain questions are not asked of everyone. People who are not meant to be asked are instructed to skip to a later question by a skip instruction in the far right hand margin opposite the appropriate code of the earlier quesion

Example 1 Skip instructions SCPR layout

			Col / Code	Skip to
6a)	Many people do not manage to vote at general elections How likely do you think it is that you will manage to vote on February 28th?		(11)	
	SHOW CARD A	Definitely will not	1	Q.7a)
		Rather unlikely to	2	
		May not be able to	3	
		Hope to but not absolutely sure	4	
		Definitely will	5	
		(Don't know)	6	
	ASK ALL EXCEPT "DEFINITELY WILL NOT"			
	b) If you do vote, for which party do you think you will vote?			
	IF "UNDECIDED" OR "REFUSED"			
	c) Which party do you tend to support?		(b) (12)	(c) (13)	
		Conservative	1	1	Q 6d)
		Labour	2	2	Q.6d)
		Liberal	3	3	Q 6d)
		Other	4	4	Q 7a)
		Undecided	N	5	Q 7a)
		Refused to say	N	6	Q.7a)
	FOR ALL THOSE MENTIONING "CONSERVATIVE/LABOUR/LIBERAL AT b) OR c)			
	d) How strongly do you support the Conservative/Labour/Liberal party? Do you support it . READ OUT		(14)	
		Very strongly	1	
		Fairly strongly	2	
		Not very strongly	3	
		Not at all strongly	4	
		(Don't know)	5	

In this questionnaire, however, the rule was to follow the left hand margin through every question until a code was rung that had to the left of it an arrow, and to the right an instruction about which question to skip to In both systems these instructions were reinforced by a description above the question, saying who should be asked the question.

Example 2 Skip instructions. British Election Study layout

38	If a Liberal had stood, how likely is it that you would have voted for him-- very likely or not very likely?
→ 1	very likely
→ 2	not very likely ————→GO TO 40 ALWAYS
→ 8	DK
	COMMENTS
	LIBERAL VOTER ONLY (AT Q 35)
39A	If there had been no Liberal standing in this constituency, can you say for which party you would have voted--or wouldn't you have voted at all?
1	Conservative
2	Labour
4	Scottish Nationalist
5	Plaid Cymru
6	Wouldn't have voted
8	DK
	COMMENTS

2 3 Briefings

Interviewers on this survey were personally briefed in three day-long briefing sessions in Birmingham on March 6th, in York on March 8th and in London on March 13th. Because of the short time available to arrange the briefings, certain interviewers were unable to attend, these 13 were personally briefed at further briefing sessions arranged by the Centre for Sample Surveys Ltd., which was responsible for the briefing and fieldwork. Almost all the 64 interviewers working on the survey were members of the CSS panel of accredited interviewers

At the briefing sessions the survey was introduced and briefly described, the sample was discussed, and the organisation of the interviewing and of the questionnaire was examined. The major part of the briefing consisted of two trial interviews where interviewers were allotted sections to ask in turn, and points arising, difficulties, ambiguities etc. were discussed. In the appendix there is a copy of the project instructions that formed the basis of the briefing.

2 4 Letters to respondents

Every respondent was given a letter at the beginning of the interview on British Election Study note paper describing the study and its purpose, explaining the sampling in brief, confirming the survey's impartiality pointing out that answers would be treated in strict confidence, and asking for co-operation A copy appears in the appendix

At the second stage, a rather longer letter, also on British Election Study notepaper was sent to people who had refused to co-operate, or who had broken appointments to be interviewed This stressed the importance of gathering everyone's views for the sake of accuracy, and emphasised confidentiality. In a postscript a report of some of the findings was offered as an inducement to respondent's co-operation.

Two special cases of refusals emerged in the first stage. First a few respondents refused because they could not recall being interviewed in 1970. For them a second postscript was added as follows

P P S We understand that you have no recollection of being interviewed in 1970. It is possible that an error was made at Nuffield College in keeping records, but even if you were not interviewed, we would be grateful if you could spare the time to be interviewed now, as we really do want to represent everyone's views.

Second, at the time of the interviewing certain student activities at the University of Essex received a good deal of national publicity Some respondents refused to co-operate because of their unfavourable view of the University. Their special postscript read as follows

P P S We understand that you may have strong feelings about the recent events at the University. We too feel that it would be a pity if the activities of a group of students were allowed to interfere with the important academic work of the University, and hope you feel able to assist us in this project.

3. THE FIELDWORK STAGE

3.1 Timing

The interviewing began after the briefing sessions, so that some interviewers were able to start on March 6th In the first stage of interviewing it was assumed that local movers would not be followed and interviewed, though interviewers were asked to find out addresses of movers. This stage was completed on April 14th.

The second stage consisted of interviewing local movers and trying to interview certain of the non-contacts in the first stage, particularly refusals, and those who broke appointments or with whom no contact was made This stage began on April 11th and was concluded on May 19th 1974.

3.2 Response

1,816 addresses were allocated at the beginning of stage I. Since all movers were defined as out of scope at this stage, these 1,816 addresses produced 1,246 in scope individuals 928 of whom were interviewed successfully At stage II 454 addresses were issued, 204 local movers, and 250 non contacts at stage I. These produced 418 individuals who were in scope, 185 of whom were successfully interviewed. In detail, 174 in scope individuals were produced from the 204 local movers, and 127 of them were contacted and interviewed. Understandably almost all the 250 non-contact addresses produced in scope individuals (244 in total), 58 of whom consented to be interviewed

Overall, 1,113 individuals or 78.7% of those in scope were interviewed. In table I (on page 9) the full analysis of response is given. Productivity rates varied from region to region. Taking the number of individuals interviewed as a proportion of all addresses issued (whether in or out of scope), the proportion of productive interviews ranged between 46.7% in Greater London and 73.5% in Wales. The appendix (pp. xl-xlii) shows the response rates in each constituency in the sample, within regional groups.

3.3 Re-issues

A larger proportion of non-contacts than is usually re-issued in national surveys was re-issued at the second stage of this one. And the response rate among these re-issues was low. The 250 non-contact re-issues produced only 58 productive interviews, a conversion rate of 23%. In table 2 overleaf a detailed analysis of stage II, including local movers shows that these local movers were most likely to provide interviews, 62% of all "local movers" re-issues, including both out and in scope addresses were productive. The next most productive group was that of people with whom no contact was made at stage I, about half of whom were eventually interviewed. Only about one in six of those who had refused assented to an interview at the second stage, even though in most cases they were visited by a different interviewer from the one who had originally contacted them.

TABLE I

ANALYSIS OF RESPONSE - TOTALS

	STAGE I (before reissuing)		STAGE II Movers		STAGE II Non-movers after reissue		TOTAL	
I ADDRESSES								
No of addresses allocated	1816		204		250		1816	
No of addresses found to be out of scope	40		2		2		44	
- because vacant/derelict	22		1		2		25	
- because premises demolished	15		0		0		15	
- because business/industrial premises	3		1		0		4	
No of addresses assumed to be out of scope	4		17		0		21	
- because not traceable	4		17		0		21	
Total no. of out of scope addresses	44		19		2		65	
Total no of in scope addresses	1772		185		248		1751	
II INDIVIDUALS								
No of people at in scope addresses	1772		185		248		1751	
No of people found to be out of scope	501		7		4		308	
- because moved	428		4		3		231	
- because dead	73		3		1		77	
No of people assumed to out of scope	25		4		0		29	
- because not known at address	25		4		0		29	
Total no. of out of scope individuals	526		11		4		337	
Total no. of in scope individuals	1246	100	174	100	244	100	1414	100
No. of productive interviews	928	75	127	73	58	24	1113	78 7
Non-response								
- selected person personally refused	141	11	18	10	120	49	158	11 2
- selected person not contacted (never in)	37	3	7	4	4	2	12	0.8
- selected person broke appointment	34	3	3	2	17	7	24	1 7
- refusal by someone else in H/Hold	32	3	3	2	18	7	25	1.8
- selected person away/in hospital	22	2	4	2	12	5	17	1.2
- selected person ill (at home)	18	1	-	-	4	2	14	1.0
- selected person servile/incapac	18	1	2	1	2	1	22	1 6
- no contact with anyone at address	6	ø	8	5	9	4	17	1.2
- other reason for no interview (e.g no English, respondent known to interviewer)	10	1	2	1	0	0	12	0.8

TABLE II

STAGE II - REISSUES

Before reissue \ After reissue	ISSUED	PRO-DUCTIVE	UNPRODUCTIVE								DEADWOOD					% INTERVIEWED/ CONVERTED	
			Re-fused	No con-tact	Broke appt	Away	Ill	Senile/ Incap.	In hosp-ital	Other	No trace	Moved/ not known	Dead	Vacant	Bus-iness prem.	incl dead-wood	excl dead-wood
Moved	204	127	21	15	3	4	0	2	0	2	17	8	3	1	1	7. 62.3	7 73 0
Refused	149	24	121	0	2	0	0	2	0	0	0	0	0	0	0	16 1	16.1
No contact	42	20	6	13	1	0	0	0	0	0	0	2	0	0	0	47 6	50.00
Broke appointment	30	7	10	0	13	0	0	0	0	0	0	0	0	0	0	23.3	23 3
Away	16	4	0	0	1	9	0	0	0	0	0	0	0	2	0	25.0	28 6
Ill (at home)	8	1	1	0	0	0	4	0	0	0	0	1	1	0	0	12.5	16 7
In hospital	5	2	0	0	0	0	0	0	3	0	0	0	0	0	0	40.0	40 0
TOTAL NO.	454	185	159	28	20	13	4	4	3	2	17	11	4	3	1	40.8	44 3
TOTAL %	100	40.8	35 0	6.2	4.4	2 9	0 9	0.9	0 7	0.4	3.7	2 4	0.9	0 7	0 2		
TOTAL (Base=418) %	418= 100%	44 3	38.0	6.7	4.8	3.1	1 0	1 0	0 7	0 5							

3 4 Quality control

Members of the Centre for Sample Surveys interviewing panel are regularly accompanied on surveys on which they accept work. So the fact that two interviewers only were personally supervised on this project is of little consequence. This rate of personal supervision was, however, lower than is usual because of the short time available to set up such supervision. One batch of work was subject to personal recall check, and all interviewers' work was checked for completion in the office by the field controller

The second stage also afforded quality control checks, since in most cases areas were covered by different interviewers from those who had worked there in stage I.

3.5 Reports from interviewers

Most of the verbal reports received from interviewers showed that they had enjoyed interviewing on the survey. Their co-operation and hard work resulted in their achieving the target initially envisaged by the sponsor. An apparently hard core of resistence to the subject of the survey is shown by the small proportion of people who refused at stage I who co-operated at stage II.

4. MISCELLANEOUS COMMENTS

4 1 Analysis

On receipt of the questionnaires from the interviewers, staff in the Centre for Sample Surveys Ltd.checked in the questionnaires within constituency, providing weekly response breakdowns, from these daily counts. Subsequently the original British Election Study serial number was transferred onto the questionnaire and the questionnaire was carefully checked for completeness No further analysis of the answers was made. The research team from the British Election Study was responsible for the coding, editing, punching and computer analysis of the panel survey. Preliminary results are expected at the end of 1974.

4.2 Comment on "paid" respondents' response rate

In the 1970 survey, a number of respondents who had declined to co-operate initially were recontacted and promised payment of a guinea (£1.05) if they were interviewed. From the index cards of respondents in the 1974 sample it appeared that 338 individuals had been paid in 1970. We felt it interesting to discover whether this group was noticeably less willing to co-operate in 1974 than other people. Of the 338 individuals, 70 were excluded either because they had died or moved away, or because their address was untraceable. 200 of the remaining 268 agreed to be interviewed, a response rate of 74.6%, as compared with 78.7% for the sample as a whole. 33 of those who did not co-operate, positively refused and a small number of others seemed to make themselves unavailable. 12.3% of these in scope "paid" respondents refused to be interviewed Table 3 shows a complete analysis of response of this group. However, even if the rate of co-operation is considered significantly lower, we cannot say whether payment last time predisposed them to be less co-operative this time, or whether they were predisposed to be less co-operative, with or without payment.

TABLE III

ANALYSIS OF RESPONSE OF GROUP WHO WERE PAID IN 1970 WAVE OF INTERVIEWS

	STAGE I (before reissuing)		STAGE II		TOTAL		TOTAL SAMPLE	
I ADDRESSES								
No of addresses in group	338		94		338		1816	
No of addresses found to be out of scope	6		1		7		44	
- because vacant/derelict	1		1		2		25	
- because premises demolished	5		-		5		15	
- because business/industrial premises	-		-		-		4	
No of addresses assumed out of scope	1		4		5		21	
- because not traceable	1		4		5		21	
Total no of out of scope addresses	7		5		12		65	
Total no of in scope add	331		89		326		1751	
II INDIVIDUALS								
No of people at in scope addresses	331		89		326		1751	
No. of people found to be out of scope	94		1		57		308	
- because moved	83		-		45		231	
- because dead	11		1		12		77	
No. of people assumed out of scope	-		1		1		29	
- because not known at add.	-		1		1		29	
Total no of out of scope individuals.	94		2		58		337	
Total no. of in scope individuals	237	100	87	100	268	100	1414	100
No. of productive interviews	168	71	32	37	200	74.6	1113	78.7
NON-RESPONSE								
- selected person refused	42	18	27	31	33	12 3	158	11.2
- selected person not contac.	6	3	10	11	10	3.7	12	0.8
- selected person broke app.	7	3	1	1	1	0.4	24	1 7
- refused by someone else in household	-	-	-	-	-	-	25	1.8
- selected person away/in hosp	3	1	4	5	6	2.2	17	1 2
- selected person ill (at home)	7	3	2	2	6	2.2	14	1 0
- selected person senile/incap	-	-	-	-	1	0.4	22	1.6
- no contact with anyone at address	3	1	11	13	11	4.1	17	1.2
- other reasons for no interview	1	*	-	-	-	-	12	0.8

CENTRE FOR SAMPLE SURVEYS LTD. | SOCIAL & COMMUNITY PLANNING RESEARCH

16 Duncan Terrace, London N1 8BZ Tel 01-278 2061

P 325 THE BRITISH ELECTION STUDY March 1974

INTERVIEWERS' INSTRUCTIONS.

1. Purpose of the Survey

In 1969 David Butler, a well known Oxford political researcher, and Donald Stokes, an American political scientist, organised a panel survey of British electors to update the findings of an earlier panel survey they commissioned in 1963, and whose results appeared in a book "Political change in Britain". Most commentators accept that this book is one of the best surveys on British voting behaviour available This series of election studies is now continued at the University of Essex under the direction of Professor B Sarlvik, Mr. I Crewe, and Mr. J Alt SCPR and CSS have been asked to contact those who were originally interviewed on the 1969 survey, as well as those who were subsequently interviewed in July 1970, and re-interview as many of them as are still at the same address.

The results of this survey will contribute to a second book which with your help could be equally as successful and influential

A second survey of a fresh panel of electors is being done at the same time as our survey

2. Your Sample

1 The contact sheet

You will be given contact sheets listing the names and addresses of people who were interviewed in July 1970 (on the second wave of interviews) Those contact sheets will also have on them certain other details which are important for you to know

These include

1) whether the respondent is not in the same area of the constituency as most others These people have an asterisk after their address in the address box,

2) whether other information collected last time is likely to be useful to you - this contact information is listed in the right-hand column of the contact issue sheet But it does refer to July 1970 and may have changed since then

Also on the contact sheets are

1) the sample area number, or constituency number, which is a two-digit figure in the range 01 - 80.

2) the serial number of each respondent in that constituency, again a two-digit figure in the range 01 - 35

2 Whom you should interview

You will find all this information necessary in locating the address of the

respondent and contacting the named person We are only interested in interviewing the named person, who was interviewed in July 1970 and whose name is on the contact sheet Do not take any substitutes under any circumstances

Furthermore we are only being asked to interview those who are living at the same address as they were in July 1970, and which is on your Sample Issue Sheet It is very important that you make every effort to find out the new address of those who have moved, so that they can be contacted later on. New addresses must be recorded on the contact sheet and forwarded to the London office as quickly as possible.

3. Letter of introduction

You have a letter of introduction which you should hand to your respondent at the beginning of the interview This should help you in gaining co-operation. Remember these people have been interviewed before on the same subject and they may not be as eager as usual to be interviewed. But you should try and impress upon them how important this interview is to the success of the survey.

Always show your identity card before interviewing, whether you are asked to show it or not.

You will notice that the letter of introduction stresses that all the answers given by the respondent are completely confidential THIS PROMISE APPLIES TO YOU. You should never reveal the answers given to anyone not employed by Centre for Sample Surveys Limited.

4 Calling and recalling

Call at each address on your Sample Issue Sheet. If you meet the person you should be interviewing either interview at once, or make an appointment for a more convenient time Remember that the questionnaire takes about an hour to do

If you do not meet the correct person, or if you get no answer, call again AT LEAST THREE MORE TIMES. These calls should be at different times of the day, on different days of the week, or weekend At least one of these calls should be outside working hours after 6 p m. or at the weekend

You may find the contact information on the Sample Issue Sheet helpful in fixing which are the better times to call

If you discover someone is on holiday, try to find out when he/she is likely to be coming back and call after that date This does mean that you should try and contact all your sample as soon as possible after the briefing, so that you get to know where they live and when they are likely to be available, and thus achieve a very high contact rate indeed We rely on your expertise and experience to achieve this very high contact rate

5 Interviewing - General points

The general theme of the questionnaire is politics From where we are during the election) the result seems likely to be very interesting indeed. It may be that individuals in each household will be more independent with their vote, it may that members in the household disagree about politics. For all these reasons we ask you to try and get the named respondent into a separate room, if possible. If it is not possible and someone else is in the room, make it clear who it is you are interviewing, if the wrong person answers, repeat the question to the respondent and record his (or her) answer There should be no exceptions to this rule

Please always write on the questionnaire in black ink or black biro or black felt tip pen Blue is the second choice and red is reserved for use in the office Black tends to stand out more clearly than blue

Let us review the technical innovations of this questionnaire, which was designed by the University of Essex

1) Codes

The codes that should be rung to record the respondents' answers are in general in the left hand margin, beside the appropriate answer They are not on the right hand side of the page

2) The margin filters and skip instructions

The rule with this questionnaire is to follow the margin through every question unless you ring a code with an arrow to the left and to the right of it The arrow to the left of the code number reminds you to look to the right to find the skip instruction. Always continue to the next question unless instructed otherwise Most questions on the questionnaire are, however, asked of everyone You will find that with very few exceptions they are quite straightforward

3) Comment space

On almost every question you have been given space to write down any comments that the respondent may give, relevant or irrelevant Please use them whenever such a comment may illuminate a particular answer Use the comment line to record any answer which appears not to fit the codes provided, try nevertheless to make the code which you feel is closest to the response Remember that since these questionnaires are being coded and analysed by the sponsor you should write extra legibly

4) Question numbering

A parallel sample of electors are being interviewed at the same time as this, on a longer questionnaire, which incorporates a number of the same questions That is why you will find frequent notes like, for instance,

Questions 9A, B, C, D, E, F, G not on this questionnaire

Just be careful with the skip instructions

5) Show Cards

The show cards are given the same number as the question in which they are used This number is in the bottom right hand corner of the card

6) A very few respondents were paid last time for co-operating, but this will not be happening this time so it will not concern you.

Those are the unusual features of this questionnaire Now may I remind you about the common practices of which almost all of you will be aware

Though at most questions the response is recorded by putting a ring around the respondent's answer (which number is to the left of the answer), please write in any other answers or comments the respondent may give They will help do justice to the richness of the respondent's feelings, or throw light on his understanding of the question

At the open-ended questions (e.g 4,5,6,7,9H,9I)it is vital to write down what the respondent says to you as completely as possible When you shorten responses, do not replace key words the respondent has used - for instance, if the respondent says "inflation" write "inflation" and not"rising prices" Also make sure you record all the various points the respondent has touched on Probe very carefully, firstly by asking if he/she has anything else to say on the subject, and secondly by asking

him/her to explain more precisely what he means Answers like "It's the best party for the country" or "I just don't like it" are not good enough. The probe for the first type of answer should be "In what ways is it the best party for the country?", and for the second "what don't you like about it in particular?" Please probe very carefully indeed because these open-ended questions are really most important and can be terribly useful if well probed

All questions should be read out as written, they should not be rephrased either to start with, or as a repeat, unless the detailed instructions in this manual allow you to do so. Only if you follow this rule completely, can we be sure that all the respondents are answering exactly the same question

This is particularly important when you read out the possible answers (as in the scale questionnaires) and/or when you use a show card. If for instance at 3B the respondent says "a lot" then repeat the question and ask the respondent to choose one of the answers you read out in the question. "Teaching" the respondent the rules of the game from the beginning will save you and him a lot of time.

6 The questionnaire

Question Number	Comment
1	Please follow the instructions very carefully. First if the respondent does read a daily morning newspaper regularly, write down its name under A - and the name of any others he reads also regularly underneath Notice that we are not interested here in Sunday newspapers or Evening newspapers or weeklies But clearly daily morning newspapers include local, regional and national newspapers For each newspaper mentioned as the second part of the question "Would you say that takes sides for one of the parties? If YES which party is that?" If no party or the respondent does not know, write in clearly "No" or "DK" - please stick to these otherwise there may be confusion If the respondent does not read a newspaper regularly, circle NONE in the first line of capitals under the question, e g Do you read a morning daily newspaper Any other morning newspaper? IF NO NEWSPAPER, CIRCLE (NONE) AND GO TO 2 If there are any other comments, write them in on the questionnaire
2	If any emphasis is needed, emphasise "newspapers" and "politics", i e the words underlined. Code the answer by ringing the number to the left of the margin by the appropriate answer.
3A	Again place the emphasis on the underlined words, if you need to emphasise anything
3B	Of course we are here talking about the 1974 General Election campaign, culminating in the election on February 28th.
4	The first of the series of open-ended questions which, as you can see, give you plenty of room for the answers, and also which you can see are very important questions PROBE VERY FULLY AND CAREFULLY Vague and general answers like "I just like them" or

"They're the best party for the country" are quite insufficient. Probe, probe and probe again until there is nothing more that the respondent wishes to say on the question. Remember "Is there anything else?" is only one of the standard probes, others will no doubt be "In what way is it good/the best party?" or "Can you tell me more about why you think ....?
Do use the full range of probes WITHOUT, or course, PROMPTING.

5 - 7 The same comment about probing applies to the next three questions. Please do probe most carefully.

8. You may expect comments and questions at this question, because some people may think it means to refer just to the Conservative and Labour parties, some people may think it applies to the Conservative and Labour and Liberal parties, or some other combination. It is important that you do not interpret this question any further. If the respondent wishes to answer about all three record his answer as appropriate. There is a chance that he says one thing for one pair of parties and another thing for another pair. Do make sure you record which answer applies to which pair of parties And do please write in any comments.

9A - G These are excluded from this questionnaire.

9H, I Another pair of important open-ended questions that must be fully and most carefully probed We know rather less about people's attitudes to the Liberals, which only makes these questions even more vital. Probe fully using the full range of probes, until the respondent has nothing else to say.

9J, K To await briefing.

10. Code in the answer on the left of the margin and write in the comments.

11. Read this question out carefully, the word to emphasise to help clarify it is '"solve" the major problems'.... ... .
Record any comments or questions the respondent may ask.

12. Again, note the words that may need emphasis.

13 - 14 Excluded from this questionnaire

15, A, B Here you should use the first of the show cards which have on the bottom right hand corner the question number for which the card is to be used Hand the card to the respondent before you ask the question, and then read out the question in full, to include the answers which are on the card You use the same card for both questions and after 15B you should take back the card.

15C The respondent should no longer have the card here. Read out the question carefully since it is rather long Note that we ask the respondent how important it was to himself

15D If necessary emphasise the underlined words for clarity.

15E You should read out the response alternatives carefully

15F Excluded.

16A, B Use the second show card here, marked 16A, B in the bottom right hand corner. Give the respondent the card before asking the question After 16B retrieve the card

16C, 17A, B Excluded

17C You should encourage the respondent to anser the question as it a appears on the questionnaire, Notice that the question refers to "Strikes" not to the Miners' strike in particular

17D Notice the words to emphasise. Again one is talking about strikes in general, not the Miners' strike in particular

17E, F Again we are talking about strikes in general Please if necessary emphasise the underlined words.

18A Show card 18A before reading out the question Read out the five alternatives also Retrieve the show card after having coded up the answers and before asking 18B.

19A, B, C Excluded.

20B Another question which you should read out slowly and carefully. Show card 20B, C, D, E, F (which is just one card) for this and the following questions Remember to read aloud the four answers on the card which are also on the questionnaire

20C Use the same card. With this one, you record the statement number in the box on the left hand side of the margin. The statement number you record refers to the statement which the respondent was closer to before he changed his mind and agreed with the statement he mentioned at 20B So 20C statement number, if there is one, should be different from 20B code.

20D Same card. Similar routine, record the statement number in the box provided.

20E, F Same card Similar routine as 20D. After 20F retrieve the card.

20H One or two may mention some other party. If so record it, with any other comments.

20J - L Excluded

21. Stick carefully to the question as it is on the questionnaire.

22 The comparison is again between just the Conservative and Labour parties, press the respondent to answer the question

23 Here is the first skip or filter. Notice the → to the left of code 8 by don't know This reminds you look to the right, where you will find the 'skip to' instruction (to question 26) But this skip to instruction only applies to those who do not know at question 23, not to other answers there. If response was code 1 or 2, continue as usual to the next question (24)

Record comments in the space provided as exactly as possible.

25. "Around here" refers to the area about the address at which he lives.

26. Respondents may tentatively suggest figures. Those are what we would expect you to record.

27A - D Show card 27A, B, C, D for this question and the following questions until 27D Read out the alternatives at 27A. The statement number is the same as the code number to the left of the margin. After 27D retrieve the card.

30A - D The card to use here is 30A, B, C, D. Read out the alternatives in full at 30A, then remember to check the appropriate statement number when you write them in the boxes at 30B, C, and 30D. Retrieve the card after 30D's answers have been written in the appropriate box

30F There is a chance that one or two respondents will mention another party besides the three on the questionnaire. Record it and any comments.

32, 33 If the respondent does not answer in the terms on the questionnaire, re-read the question.

34. Your second skip to experience. This is the first question of a series (upto 43 inclusive) when you must be awfully careful with the skips. Those who did not vote or who refuse to say whether or not they voted should skip to 43. All others continue

35. Obviously this is only asked of those who said they voted (at 34). Here again be very careful about following the skip to instructions. These are in summary.

i)	Plaid Cymru (Welsh Nationalist) and Scottish Nationalists	Ask next question
ii)	Conservative, Labour and Other party supporters	Ask question 37
iii)	Liberal voters	Ask question 39A
iv)	Those who do not remember how they voted, or refused to say	Ask question 48

36. You pronounce Plaid Cymru "plied kumri" - plied as in plied with drink or pliers, kumri with a short 'u' as in a short 'look', and a short i as in rick or sick

Choose the appropriate words and ask only those who mentioned that they had voted Plaid Cymru or Scottish Nationalist at the election in question 35 Then ask the next question, 37.

37. Liberal voters at 35 are not asked this question. They should have skipped to 39A But Conservative, Labour, Scottish Nationalist, Plaid Cymru, and Other party voters should be asked this. Here again follow the skip instructions most carefully. Those who said that no Liberal candidate stood in the seat should be asked the next question 38. Those who say a Liberal was standing skip to 39B, the don't knows to 40.

38. This question is only asked of voters who say no Liberal stood in their constituency. After this they all go to 40. (Of course, this cannot include Liberal voters).

39A 39B This is only asked of Liberal voters at 35, who are joined at 39B by those living in constituencies where a Liberal did stand (as reported at 37)

40, 41 Is asked of all those who voted, and who did not refuse to say for which party they voted, at 35.

42. Watch the skip instructions here. If respondents are asked 42 then they should skip 43 and go to question 48.

43. Is only for non-voters at 35.

44 - 47 Excluded

48. Everyone should be asked this question. Notice that we are now not talking about voting at the election but talking in general about parties This is the first of another series of questions where it is important to follow the skip to instructions very carefully. Notice that the following questions (50 - 54) refer back to answers at this question and no earlier question. You may well find people who say at 35 that they voted Conservative or Labour or Liberal at the election and who consider themselves in general a supporter of no particular party. And of course there are many other possibilities. From 48 on, the answers to question 35 are not referred to. We only refer back to 48. So watch the filters.

49 If they say none or refuse to say at 48 ask them 49, and follow the skips

50A, B Are only asked if they think of themselves as Conservatives at 48 or think themselves as closer to the Conservatives than other parties at 49.

After 50B, skip to 54.

51A, B Are asked only if they think of themselves as Labour at 48 or think they are closer to Labour than to the other parties at 49

After 51B, skip to 54.

52A, B, C — Are asked only if they think of themselves as Liberal at 48 or think they are closer to the Liberals than to the other parties at 49.

After 52C skip to 54

53A, B — Are asked only if they think of themselves as supporters of one of the other parties at 48 or closer to one at 49. Then on to 54.

54. — Everyone is asked question 54. Here you are using a relatively simple scaling technique asking respondents to give marks out of 10 for at least seven separate items. The marks are written in the boxes left of the item and of the margin. Do please write in the marks clearly.

Marks correspond to the old fashioned marking system used at schools - 0 our of 10 for something awful, 10 out of 10 for something very good indeed. Except here one is marking parties and politicians using the system. If need be, explain it in those terms Remember to record one as 01, two as 02 etc. Don't know is DK, but remember to be very clear when filling in the boxes.

57B — Note the emphases.

58. — Again note the words you may need to stress

59, 60 — Excluded

62. — Excluded

63. — Slightly unusual recording technique here Be methodical. If the respondent is not a trade union member, write 'no' under NAME OF UNION on the first line. Then ask "Is anyone else in this household a member of a trade union? If YES who is that? Which union is that?" for every union member in the household. For each of them record their relation to the respondent under PERSON on the left of the grid. Please get as full details as possible about union membership

64, 65 — Excluded.

67. — Watch the skip to instructions here. If the respondent says either "middle (class)" or "working (class)" <u>but nothing else</u>, then skip to 69A. Otherwise write in precisely <u>what was said</u> and ask the following question 68.

68 - 70 — Are straightforward. Do write in any comments made by respondents on these questions.

71 - 76 — Excluded.

77. — Respondents may have their house/flat with their Job. If so, write that in and weshall deal with it in the office. Do ask if they pay anything on it, if they do. Otherwise follow the instructions carefully.

78. Write in the number of years in the appropriate space, and the number of months, if they can recall it. Do try and get an estimate of the number of years if the respondent is unable to say precisely how many he has been at that address

79. Previous residence should be described in enough detail to be clear

80. "Grew up in" includes the major part of the respondent's childhood - write in clearly particularly if it is somewhere unusual.

81B. More than one answer is possible here; record all those mentioned, writing in clearly.

82. Again be clear when you write in the birthdate.

83A - 85 Watch the skip instructions very carefully indeed here. If respondent has a paid job probe carefully for full details, and follow through to 84A which gathers more job details. If respondent says she is a housewife (and does not mention a paid job) skip to 85 Students go to 86, those who are retired, or temporarily unemployed for whatever reason go from 83A to the next question 83B Probe carefully for a very full job description, "engineer" is utterly useless, for instance

86 All respondents are asked question 86. Record whether they are male or female by ticking the appropriate box. If the respondent is divorced, widowed or separated circle the word that applies in the same way as in Question 1. Then follow the skips.

87A - F Married women only should be asked this sequence about their husband's job status. Again probe carefully for fullest details on the kind of job done, the industry in which he works, and his responsibilities. Follow the skips very carefully.

88A - B Is for married men only and asks about wife's job. Probe for the fullest details possible about the job at 88B.

89 - 91 All respondents should answer this. Again comments are likely to be made. Please write them down.

92A Use show card 92A here, and make sure you ask the appropriate question If respondent is single (including widowed, divorced, or separated) ask the first question. Otherwise ask the second, for married people. Write in the letter chosen only.

The income question is probably one of the most important classification questions on the questionnaire. It is important that we should be able to relate people's political beliefs to their income.

The question has been deliberately phrased very impersonally - never ask the respondent for income but for the letter on the card.

The question has been used in a number of social and political surveys, and very few refusals are encountered if you approach the respondent properly, confidently and above all with no hint at all that the possibility of a refusal has ever crossed your mind. Phrases such as "I hope you don't mind my asking" or "of course you don't have to say if you don't want to", or "I'm afraid I have to ask ." should NEVER, NEVER be used

Show the respondent the income card and explain that you want to know the code letter (A,B,C, etc) which is opposite the range into which the income comes. The card shows income groups which are suitable either for people who think in weekly amounts or monthly amounts. If a weekly wage earner gets different amounts each week ask him to try to give an average over the past year - BEFORE THE THREE DAY WEEK CAME IN. That is why we ask about <u>usual</u> income.

Remember to prompt for income from all sources:

- investments
- pensions
- rents
- welfare payments (e g. meternity benefits)

Some respondents may find it helpful if you got down the actual figures for them, and add it up at the end to get the correct group.

After the interview thank them kindly for their co-operation and ask them whether they would mind co-operating on a similar venture in the future If they positively refuse, record that on the questionnaire.

Remember to complete the green Contact Sheet as well. <u>We need one Contact Sheet completed for every named person on your Sample Issue Sheets.</u> If you obtain an interview, attach the Contact Sheet to the front of the completed questionnaire. If you are unable to obtain an interview for any reason, send back the Contact Sheet with your grey Daily Progress Sheet.

Remember that new addresses should where possible be recorded on the contact sheet, although you will not have carried out the interview when someone has moved.

Centre for Sample Surveys

limited by guarantee *registered in England (No 1038241)*

registered office
16 Duncan Terrace London N1 8BZ 01-278 2061

P 325 GENERAL ELECTION STUDY March, 1974

General Information and Administration

1. Survey Materials

Check that you have the following materials with you before you begin each day's work in the field:

Your Identity Card
Enough questionnaires for the day's work
Enough contact sheets for the day's work
Sample Issue Sheets
Introductory letters
Daily Progress Sheets
Several blue or black biros
Interviewers' Instructions
Income Card and 6 Show Cards

At home you need a supply of Weekly Return Sheets (for claiming pay and expenses) and a supply of pre-addressed envelopes for returning work.

2 Contact Sheet

We need a completed green Contact Sheet for every address listed on your Sample Issue Sheets If you have successfully carried out an interview, attach the Contact Sheet to the front of the completed questionnaire. If, for any reason, you have failed to achieve an interview, ring the appropriate code(s) on the Contact Sheet and send it back to the office with your Daily Progress Sheet.

We may decide to follow up those who have moved house since they were last interviewed. So when you come to an address from which the named person has moved, or an address where he is not known, try to find out the named person's new address. If the new occupants don't know it, try asking neighbours, etc If you do discover the new address, write it in Section D at the bottom of the Contact Sheet; but do not visit in an attempt to get an interview unless asked to by the Office.

3. Field Control

Your Field Controller at the London office is Sandra Chuter. You should contact her about all problems as to where or when you should work, about specific queries over your sampling point, and returned work.

You may have queries about how to carry out the interview which are not covered in the Interviewers' Instructions. If you do, you should contact Sandra If she is not available, the Field Manager, Daphne Steggals will help you with any problem you may have.

Executive Committee Colin Airey (Managing Director) Gerald Hoinville Roger Jowell David Walker

Please make every effort to finish the assignment(s) you have been given If, for any reason, you are unable to complete an assignment, do not send it back before you have telephoned the Office to explain the circumstances. If you give us advance warning of problems over timing, we may be able to allocate the work to another interviewer without delay.

4. Return of Work

Please send back work as soon as possible after each day you spend in the field. Don't hold back several days' work to post all at once. A steady flow of work each day will make our job of booking in much easier Post your work back by first class mail.

Each batch of work you post must be accompanied by a completed grey Daily Progress Sheet. The Daily Progress Sheet is a record of the final outcome of your calls at households - either completed interviews or a finally unproductive call (eg the fourth visit at which your respondent is not at home) One more point about the Daily Progress Sheet if you are working in more than one constituency, use a different Daily Progress Sheet for each area (even if you have only one household recorded on each sheet).

At the end of the survey assignment, all unused survey material must be returned to the office. It is particularly important that you return all your yellow Sample Issue Sheets. Final payment cannot be made until we have received your last Sample Issue Sheet(s) at the office.

5. Fees and Expenses

We are paying a standard fee of 25p for every address in your assignment at which you attempt an interview In order to claim this fee, you are expected to try to contact each household at least four times, at different times of day and on at least three separate days, in attempts to find the occupants at home. (Use your Sample Issue Sheets to keep records of when you call and of any appointments you make.)

In addition, we are paying a fee of £1 25p. for every successful interview you carry out This means that you may claim 25p + £1.25p = £1 50p for each interview If it turns out that your sampling point contains a very large number of unproductive addresses, let Daphne Steggals know. We shall be willing to consider claims for time spent on making a large number of unproductive calls

The fee payable to interviewers attending one of the briefings (on the 6th, 8th or 13th March) is £4.00.

Travelling time to and from the briefing and to and from the interviewing area may be claimed at 35p per hour Where economical, public transport should be used and the cost claimed for. Otherwise car mileage may be claimed for at the standard rate of 5p per mile. It is expected that no more than one journey per day to the interviewing area and back will be claimed for, unless permission has been obtained from the office.

Details of all journeys claimed for and other expenses incurred (supported by receipts) should be entered on the Weekly Return Sheet. Claims for payment of fees and expenses should be sent to Sandra Chuter to arrive in the office on Monday. Payment will generally be made within ten days following receipt of the claim, but claims arriving later than Monday may have to be held over until the following week

5 Field Checks

The usual field checks will be carried out on samples of interviewers' work

7 Interviewing Deadline

All work issued, either at the briefing or during fieldwork, must be completed in time to reach the office by Monday, 1st April. Please contact the office well in advance if you think that you may have problems in meeting this deadline

The British Election Study at the University of Essex

Project Directors
B Sarlvik
I Crewe
Senior Research Officer
J Alt

Department of Government
Wivenhoe Park
Colchester CO4 3SQ

Tel Colchester 44144 (STD Code 0206)
Telegraphic address University Colchester
Telex 98440 (UNILIB COLCHSTR)

We are conducting a major study of people's views about life in Britain today and their feelings about the recent election. We hope you will help us in our project, as we feel it is extremely important that people have the chance to express their views on these matters. We believe the study will be of great interest and importance, and its results will be made public as a book.

This research is entirely impartial -- it is being conducted by a university and has nothing to do with the Government or any political party. Your name and address will be kept strictly confidential. Every registered elector in Great Britain has had an exactly equal chance of being asked to give his or her views. It is extremely important that you and all the others selected agree to be interviewed in order to guarantee that the results are accurate and reliable.

Your assistance is particularly valuable since you were interviewed in 1970 in an earlier part of this study. The research, which was begun at the University of Oxford, is now continuing at the University of Essex.

Thank you very much for your help.

B. Sarlvik
Professor B. Sarlvik

I. Crewe
Mr. I. Crewe

J Alt
Mr. J. Alt

The British Election Study at the University of Essex

Project Directors
B Sarlvik
I Crewe
Senior Research Officer
J Alt

Department of Government
Wivenhoe Park
Colchester CO4 3SQ

Tel Colchester 44144 (STD Code 0206)
Telegraphic address University Colchester
Telex 98440 (UNILIB COLCHSTR)

April 1974

We are asking you to help us carry out a major piece of research. The British Election Study - an independent academic project located at the University of Essex through a Social Science Research Council grant - is continuing the work begun some years ago at Nuffield College, Oxford by David Butler and Donald Stokes. Our purpose is to present an accurate historical record of people's feelings about life in Britain and the recent election. As far as we know, this is the only major study of the election being carried out.

The assistance which has already been given by a large number of people all over Britain has been of very great help to our work. However, to be sure that the book really represents the views of all the British people about life in Britain after the election, it is very important that we should talk to everyone in our sample of people. Whether you voted or not, and indeed even if you do not feel particularly interested in politics, we would be especially grateful if you could spare about an hour of your time to help us with our research, as you were one of the people interviewed after the election in 1970.

We assure you that all your answers will be treated in the strictest confidence and will be used only for the purposes of academic research. It will never be possible to identify the individual giving a particular answer, as names are not written on questionnaires. If you wish to have further information about our study, please feel free to write to me.

Yours on behalf of the British Election Study,

James E. Alt

P.S. If you would like to see a report of some of the findings of the study in due course, please mention this to the interviewer when she calls.

SOCIAL & COMMUNITY PLANNING RESEARCH | CENTRE FOR SAMPLE SURVEYS LTD.

16 DUNCAN TERRACE LONDON N1 8BZ -30- Tel 01-278-2061

P 325 GENERAL ELECTION STUDY March 1974

CONTACT SHEET

(ONE CONTACT SHEET MUST BE FILLED IN FOR EACH ADDRESS IN THE SAMPLE)

Listed person _____ Respondent Serial No [| | X | |]

Listed address _____

_____

A. ADDRESS SUMMARY — Ring One Code Only

Traceable, residential and occupied	1	→ B Below
No trace of address	2	
Address vacant/derelict	3	
Premises demolished	4	
Business/industrial premises only	5	
Address an institution	6	

B. SELECTED PERSON SUMMARY — Ring One Code Only

Selected person living at address	1	→ C Below
Selected person dead	2	
Selected person not known at address (after enquiry among neighbours etc)	3	
Selected person known to have moved	4	→ D Below
No contact with anyone at address after 4+ calls	5	

C. PRODUCTIVITY (if code 1 at B) — Ring One Code Only

Interview obtained	1 (attach questionnaire)
No interview obtained because	
- selected person not contacted (eg never in)	2
- selected person personally refused interview	3
- selected person broke appointment and could not be recontacted	4
- selected person ill (at home) during survey period	5
- selected person away/in hospital during survey period	6
- selected person senile/incapacitated	7
- refusal, on behalf of selected person, by someone else in household	8
- other reason for no interview	9

(WRITE IN REASON) _____

D. MOVERS

New address not known (after enquiry among neighbours etc)	1
New address known	2

(WRITE IN NEW ADDRESS)

_____

Town _____ County _____

Name of Interviewer Date

P. 325

1 very well

2 fairly well

3 not very well

4 not at all well

15A,B

P.325

1 very well

2 fairly well

3 not very well

4 not at all well

16A,B

P.325

1 The Conservative Party is much better.

2 The Conservative Party is somewhat better.

3 There is no real difference between the parties.

4 The Labour Party is somewhat better.

5 The Labour Party is much better.

18A

P 325

1 It is all right for Britain to stay in the Common Market on the present terms.

2 Britain must stay in the Common Market, but should try hard to change the terms.

3 Britain must change the terms and should leave the Common Market unless they improve.

4 Britain should get out of the Common Market no matter what.

20B,C,D,E,F

Britain should.

1 Assist in sending immigrants home.

2 Stop further immigration but allow immigrants already here to stay.

3 Allow in immediate families of immigrants already here and a few skilled workers only.

4 Allow in new workers and their families.

5 Allow free entry.

27A,B,C

P 325

1 A lot more industries should be nationalised.

2 Only a few more industries should be nationalised.

3 No more industries should be nationalised, but industries that are now nationalised should stay nationalised.

4 Some of the industries that are now nationalised should become private companies.

30A,B,C,D

P.325

Income per week		Income per month
up to £9	A	up to £38
£10 - 13	B	£39 - 58
14 - 18	C	59 - 79
19 - 23	D	80 - 100
24 - 28	E	101 - 121
29 - 33	F	122 - 142
34 - 38	G	143 - 167
39 - 48	H	168 - 208
49 - 58	I	209 - 250
59 - 77	J	251 - 333
78 - 96	K	334 - 417
97 - 115	L	418 - 500
116 or more	M	501 or more

92A

xT

TABLE IV

ANALYSIS OF PRODUCTIVITY BY AREA:

REGION	CONSTITUENCY NO.	CONSTITUENCY NAME	ADDRESSES ALLOCATED (a)	ADDRESSES DEAD-WOOD (b)	ADDRESSES PRODUCTIVE (c)	RESPONSE RATE c / a - b
Scotland	01	Aberdeenshire West	21	4	14	82
	19	Central Ayrshire	19	3	12	75
	20	Clackmannanshire/ E. Stirling	22	5	16	94
	28	Edinburgh East	27	10	13	76
	29	Edinburgh South	22	5	10	59
	35	Glasgow Bridgeton	15	4	9	82
	59	Paisley	23	7	13	81
	63	Renfrewshire East	28	5	18	78
			177	43	105	78.4
Wales	16	Caernarvon	26	4	19	86
	17	Cardiff West	23	2	19	90
	18	Carmarthen	23	3	17	85
	61	Pontypool	26	2	17	71
			98	11	72	82.8
North and North East	23	Darlington	27	6	11	52
	27	Durham	32	6	23	88
	42	Hexham	29	3	23	88
	55	Newcastle N	18	5	11	85
	71	South Shields	21	6	12	80
			127	26	80	80.8
North West	09	Birkenhead	22	5	13	76
	10	Blackpool	21	3	18	100
	24	Darwen	27	2	19	76
	51	Liverpool Edgehill	23	5	15	83
	52	Manchester Wythenshaw	26	3	23	100
	53	Manchester Moss Side	21	12	9	100
	54	Middleton and Prestwich	21	4	13	76
	70	South Fylde	28	5	21	91
			189	39	131	87.3

TABLE IV (Cont)

REGION	CONSTITUENCY NO	CONSTITUENCY NAME	ADDRESSES ALLOCATED (a)	ADDRESSES DEAD-WOOD (b)	ADDRESSES PRODUCTIVE (c)	RESPONSE RATE c / a - b
Yorkshire	04	Barnsley	25	2	16	70
	11	Bradford South	23	4	16	84
	25	Dewsbury	24	7	12	71
	26	Don Valley	27	7	17	85
	38	Hemsworth	28	3	23	92
	46	Huddersfield West	21	5	11	69
	66	Sheffield Heeley	21	6	13	87
	67	Sheffield Hillsborough	19	4	10	67
	72	Thirsk and Malton	15	2	12	92
			203	40	130	79 8
West Midlands	67	Birmingham	22	8	11	79
	21	Coventry North	21	5	11	69
	22	Coventry South	23	5	14	78
	49	Leek	25	2	20	87
	58	Nuneaton	23	2	17	81
	73	Stoke	23	2	14	67
	78	Walsall South	21	10	7	64
			158	34	94	75.8
East Midlands and East Anglia	15	Bury St. Edmunds	25	2	15	65
	37	Harborough	25	4	18	86
	44	Holland with Boston	27	5	21	78
	48	Ilkeston	29	4	18	72
	56	Nottingham North	21	2	14	74
	57	Northampton	22	6	9	56
	64	Rushcliffe	25	3	18	82
	69	South Northants	25	10	13	87
			199	36	126	77.3

TABLE IV (Cont)

REGION	CONSTITUENCY		ADDRESSES			RESPONSE RATE
	NO	NAME	ALLOCATED (a)	DEADWOOD (b)	PRODUCTIVE (c)	c / a - b
South and South West	12	Bridgewater	23	6	15	88
	13	Bristol Central	23	7	14	88
	31	Falmouth and Cambourne	26	6	14	70
	45	Honiton	19	2	13	76
	60	Poole	21	4	14	82
	74	Torquay	23	10	10	77
			135	35	80	80.0
South East (excl Greater London)	03	Aylesbury	21	6	12	80
	06	Basingstoke	25	4	17	81
	30	Epsom	20	4	12	75
	32	Feltham	24	5	16	84
	33	Folkstone and Hythe	20	6	10	71
	36	Guildford	19	6	12	92
	39	Henley	17	5	9	75
	40	Hertford	28	4	18	75
	41	Heston and Isleworth	24	6	14	78
	43	Hitchen	20	2	15	83
	62	Portsmouth	21	5	12	75
	65	Sevenoaks	29	4	21	84
	68	Southampton	19	3	13	81
	80	Winchester	27	9	13	72
			314	69	194	79.2
Greater London	02	Acton	20	5	9	60
	05	Baron's Court	16	9	6	86
	08	Bermundsey	20	10	8	80
	14	Bromley	17	6	9	82
	34	Fulham	20	4	12	75
	47	Kingston-upon-Thames	21	10	7	64
	50	Lewisham West	18	3	12	80
	75	Tottenham	20	4	8	50
	76	Uxbridge	21	6	10	67
	77	Wembley	20	6	12	86
	79	Willesden West	23	12	8	73
			216	75	101	71 6

CENTRE FOR SAMPLE SURVEYS LTD. | SOCIAL & COMMUNITY PLANNING RESEARCH

P. 325 Serial no.

This is part of some research being conducted at the University of Essex
For this study we need the answers to some questions which we are asking
people all over the country

1 Do you read a morning daily newspaper regularly? IF YES Which one is that? PROBE Any other morning newspaper?

IF NO NEWSPAPER, CIRCLE NONE AND GO TO 2

WRITE NAMES OF NEWSPAPERS IN COLUMN A BELOW (NO SUNDAYS OR EVENINGS)

AFTER RECORDING ALL PAPERS, ASK

Would you say that the _____ (NAME OF EACH NEWSPAPER) takes sides for one of the parties? IF YES Which party is that?

RECORD ANSWER OF PARTY OR NO OR DK IN COLUMN B BELOW

	A. NAME OF PAPER	B. PARTY FOR OR NO/DK
1		
2		
3		
4		
5		

MAKE SURE YOU HAVE COMPLETED COLUMN B FOR EACH PAPER IN COLUMN A

COMMENTS:

2 How closely do you follow newspapers for news and comment about politics -- very closely, fairly closely, or just once in a while?

1 very closely
2 fairly closely
3 once in a while
8 DK

COMMENTS.

3A How closely do you usually follow programmes about politics on television -- very closely, fairly closely, or just once in a while?

1 very closely
2 fairly closely
3 once in a while
8 DK

COMMENTS:

3B Generally speaking, how much interest did you have in the recent election campaign a good deal, some, or not much?

1 a good deal
2 some
3 not much
8 DK

COMMENTS:

4 Now I would like to ask you what you think the good and bad points about the political parties are.
Is there anything in particular that you like about the Conservative party?
IF YES: What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES

5 Is there anything in particular that you don't like about the Conservative Party?
IF YES What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES.

6 Is there anything in particular that you like about the Labour Party?
IF YES. What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES·

7 Is there anything in particular that you don't like about the Labour Party?
IF YES What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES

8 Considering everything the parties stand for, would you say that there is a great deal of difference between them, some difference, or not much difference?

1 a great deal
2 some
3 not much
8 DK

COMMENTS·

Questions 9A, B, C, D, E, F, G not on this questionnaire

9H Now I would like to ask you about the good and bad points of the Liberal Party.

Is there anything in particular that you like about the Liberal Party?
IF YES What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES _____

9I Is there anything in particular that you don't like about the Liberal Party?
IF YES What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES: _____

9J

REPLIES:

9K

REPLIES:

Wales only

		X		

9J Is there anything in particular that you like about Plaid Cymru?
IF YES. What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES

9K Is there anything in particular that you don't like about Plaid Cymru?
IF YES. What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES

9L Generally speaking, do you regard Plaid Cymru as closer to the Conservative Party or closer to the Labour Party?

1 Closer to Conservative

2 Closer to Labour

8 [illegible]/No difference/Equal

[illegible]

10 Would you say that you cared a good deal which party won the election or that you didn't care very much which party won?

1 cared a good deal
2 didn't care very much
8 DK
COMMENTS

11 How much do you think the election will help to solve the major problems that the country is facing -- a great deal, a little, or not at all?

1 a great deal
2 a little
3 not at all
8 DK
COMMENTS

12 Do you think that the recent election campaign generally gave the people the facts about the problems facing the country?

1 yes
2 no
8 DK
COMMENTS

Questions 13, 14 not on this questionnaire

SHOW CARD 15 A, B

15A How well do you think the last Conservative Government handled the problem of rising prices -- very well, fairly well, not very well, or not at all well?

1 very well
2 fairly well
3 not very well
4 not at all well
8 DK
COMMENTS

SAME CARD

15B If the Labour Party had been in power at the time, how well do you think they would have handled the problem of rising prices -- very well, fairly well, not very well, or not at all well?

1 very well
2 fairly well
3 not very well
4 not at all well
8 DK
COMMENTS

RETRIEVE LAST CARD

15C Think about when you were deciding about voting How important to you when you were deciding about voting was the issue of rising prices -- the most important single thing, fairly important, or not very important?

1 the most important single thing
2 fairly important
3 not very important
8 DK
COMMENTS

15D Some people say that prices will go on rising fast no matter what any Government tries to do. Would you say you agree or disagree?

1 agree
2 disagree
8 DK
COMMENTS.

15E On some issues people feel that they understand the problems that are involved, while on others they tend to feel that they don't really understand what the problems are How well would you say you understand the problem of rising prices -- very well, fairly well, or not very well?

1 very well
2 fairly well
3 not very well
8 DK
COMMENTS

Question 15 F not on this questionnaire

SHOW CARD 16 A, B

16A How well do you think the last Conservative Government handled the events leading up to the Miners' Strike -- very well, fairly well, not very well, or not at all well?

1 very well
2 fairly well
3 not very well
4 not at all well
8 DK
COMMENTS

SAME CARD

16B If the Labour Party had been in power, how well do you think they would have handled the events that led up to the Miners' Strike -- very well, fairly well, not very well, or not at all well?

1 very well
2 fairly well
3 not very well
4 not at all well
8 DK
COMMENTS.

Questions 16C / 17 A, B not on this questionnaire

RETRIEVE LAST CARD

17C Which party do you think has the better approach to strikes, the Conservatives or Labour, or don't you think there is much difference between them on this?

1 Conservatives
2 Labour
3 not much difference
8 DK
COMMENTS

17D Some people say that there will always be a lot of strikes no matter what any Government tries to do. Would you say you agree or disagree?

1 agree
2 disagree
8 DK
COMMENTS

17E How serious a problem do you think strikes are -- very serious, fairly serious, or not very serious?

1 very serious
2 fairly serious
3 not very serious
8 DK
COMMENTS

17F When you hear of a strike, are your sympathies generally for or against the strikers?

1 for strikers
2 against strikers
3 depends
8 DK
COMMENTS·

18A Now we would like you to think about how well the Conservative and Labour Parties handle matters of taxation Which of these statements do you agree with?

SHOW CARD 18 A READ ALTERNATIVES 1 - 5 ALOUD

1 The Conservative Party is much better.
2 The Conservative Party is somewhat better.
3 There is no real difference between the parties
4 The Labour Party is somewhat better.
5 The Labour Party is much better
8 DK
COMMENTS

RETRIEVE LAST CARD

18B Think about when you were deciding about voting How important to you when you were deciding about voting was the matter of taxation -- the most important single thing, fairly important, or not very important?

1 the most important single thing
2 fairly important
3 not very important
8 DK
COMMENTS.

Questions 19 A, B, C not on this questionnaire

20A Are you generally glad or sorry that Britain is in the Common Market, or don't you have any view on this?

1 glad
2 sorry
8 DK
COMMENTS

20B It is sometimes said that Britain should try to change the terms of entry into the Common Market and if this is not successful, get out. Which of the following statements on this card comes closest to what you yourself feel should be done?

SHOW CARD 20 B, C, D, E, F READ ALTERNATIVES 1 - 4 ALOUD

1 It is all right for Britain to stay in the Common Market on the present terms
2 Britain must stay in the Common Market, but should try hard to change the terms
3 Britain must change the terms and should leave the Common Market unless they improve
4 Britain should get out of the Common Market no matter what
8 DK
COMMENTS:

SAME CARD

20C Have you changed your mind about this in the last year or two? That is, were you closer before to one of the other views on this card?

1 yes
2 no
8 DK

IF YES. Which view was that?

[ ] ←——— WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

SAME CARD

20D Could you say which statement you think comes closest to the view of the Conservative Party?

[ ] ←——— WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

SAME CARD

20E And could you say which statement you think comes closest to the view of the Labour Party?

[ ] ←——— WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

SAME CARD

20F Could you say which statement you think comes closest to the view of the Liberal Party?

[ ] ←——— WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

RETRIEVE LAST CARD

20G Think about when you were deciding about voting. How important to you when deciding about voting was the question of Britain and the Common Market -- the most important single thing, fairly important, or not very important?

1 the most important single thing
2 fairly important
3 not very important
8 DK
COMMENTS

20H And when it comes to Britain and the Common Market, do you prefer any of the parties? IF YES Which party?

1 Conservative
2 Labour
3 Liberal
8 DK/no difference/all the same
COMMENTS

20I On some issues people feel that they understand the problems that are involved, while on others they tend to feel that they don't really understand what the problems are How well would you say that you understand the question of Britain and the Common Market -- very well, fairly well, or not very well?

1 very well
2 fairly well
3 not very well
8 DK
COMMENTS

Questions 20 J - L not on this questionnaire

21 Do you feel that the Government should spend more on pensions and social services, or do you feel that spending for social services should stay about as it is now?

1 should spend more
2 about as it is now
3 should spend less
8 DK/no opinion
COMMENTS

22 Which party would be more likely to spend more on pensions and social services, the Conservatives or Labour, or wouldn't there be any difference between them on this?

1 Conservatives
2 Labour
3 no difference
8 DK
COMMENTS

23 Do you think that too many immigrants have been let into this country or not?

1 too many
2 not too many
→ 8 DK ——————→GO TO 26
COMMENTS

24 How strongly do you feel about this -- very strongly, fairly strongly, or not very strongly?

1 very strongly
2 fairly strongly
3 not very strongly
8 DK
COMMENTS.

25 Is it a problem around here?

1 yes
2 no
8 DK
COMMENTS

26 There are 50 million people altogether living in this country. Do you know how many of them are coloured? IF YES. How many?

WRITE NUMBER HERE _____

8 DK
COMMENTS

27A Which of these statements comes closest to what you yourself feel should be done about immigrants?

SHOW CARD 27 A, B, C READ ALTERNATIVES 1 - 5 ALOUD IF NECESSARY. CODE ONE ONLY.

Britain should.

1 Assist in sending immigrants home
2 Stop further immigration but allow immigrants already here to stay
3 Allow in immediate families of immigrants already here and a few skilled workers only
4 Allow in new workers and their families
5 Allow free entry
8 DK/no opinion
COMMENTS:

SAME CARD

27B Which of these statements do you think comes closest to the Labour Party's position?

[ ] ←——— WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS.

SAME CARD

27C Which of these statements comes closest to the Conservative Party's position?

[ ] ←——— WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

27D SAME CARD

Which of these statements comes closest to the Liberal Party's position?

[ ] ←——— WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

RETRIEVE LAST CARD

28 Now I would like to talk about trade unions and big business in this country. Do you think that the Trade Unions have too much power or not?

1 yes, too much power
2 no, not too much power
8 DK
COMMENTS·

29 Do you think that big business has too much power in this country or not?

1 too much
2 not too much
8 DK
COMMENTS

30A There has been a lot of talk recently about nationalisation, that is, the Government owning and running industries like steel and electricity Which of these statements comes closest to what you yourself feel should be done? If you haven't a view on this, just say so

SHOW CARD 30 A, B, C, D READ ALTERNATIVES 1 - 4 ALOUD

1 A lot more industries should be nationalised
2 Only a few more industries should be nationalised
3 No more industries should be nationalised, but industries that are now nationalised should stay nationalised.
4 Some of the industries that are now nationalised should become private companies
8 DK
COMMENTS

SAME CARD

30B Could you say which statement you think comes closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

SAME CARD

30C And could you say which statement you think comes closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

SAME CARD

30D Could you say which statement you think comes closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

RETRIEVE LAST CARD

30E Think about when you were deciding about voting How important to you when deciding about voting was the question of nationalisation -- the most important single thing, fairly important, or not very important?

1 the most important single thing
2 fairly important
3 not very important
8 DK
COMMENTS

30F And when it comes to nationalisation, do you prefer any of the parties?
IF YES Which party?

1 Conservative
2 Labour
3 Liberal
8 DK/no difference/all the same
COMMENTS

30G How well would you say you understand the issue of nationalisation -- very well, fairly well, or not very well?

1 very well
2 fairly well
3 not very well
8 DK
COMMENTS

31 Some people say there's got to be some control over wage and salary increases if the national economy is to be got right. Others are against any control of wages and salaries Which do you tend to agree with?

1 some control
2 against any control
8 DK
COMMENTS

32 Now, think about all the things a government has to do When the Conservative Party is in power, how far do you feel you can rely on the Government to do what is right -- usually, some of the time, or only rarely?

1 usually
2 some of the time
3 rarely
8 DK
COMMENTS

33 And when the Labour Party is in power, how much of the time do you feel you can rely on the Government to do what is right -- usually, some of the time, or only rarely?

1 usually
2 some of the time
3 rarely
8 DK
COMMENTS

34 Talking to people about the election, we have found that a lot of people were not able to vote this time because they were away or ill on election day or found that they didn't have the time to vote How about you? Did you vote in the recent election?

1 did vote
→2 did not vote → GO TO 43
→8 DK/refused → GO TO 43
COMMENTS

35 And which party did you vote for?

→1 Conservative → GO TO 37
→2 Labour → GO TO 37
→3 Liberal → GO TO 39A
4 Scottish Nationalist
5 Plaid Cymru
→6 Other (SPECIFY → GO TO 37
→8 DK/Refused → GO TO 48
COMMENTS

SCOTTISH NATIONALISTS/PLAID CYMRU ONLY INTERVIEWER TO CHOOSE RIGHT NAME.

36 If (SCOTLAND the Nationalists / WALES Plaid Cymru) had not had a candidate in this constituency, for which party would you have voted -- Conservatives, Labour, or Liberal, or wouldn't you have voted at all?

1 Conservative
2 Labour
3 Liberal
4 wouldn't have voted
8 DK
COMMENTS

37 Could you tell me if there was a Liberal standing in this constituency?

→1 yes → GO TO 39B
2 no
→8 DK → GO TO 40
COMMENTS

38 If a Liberal had stood, how likely is it that you would have voted for him--very likely or not very likely?

→1 very likely
→2 not very likely
→8 DK
→GO TO 40 ALWAYS
COMMENTS

LIBERAL VOTERS ONLY (AT Q 35)

39A If there had been no Liberal standing in this constituency, can you say for which party you would have voted--or wouldn't you have voted at all?

1 Conservative
2 Labour
4 Scottish Nationalist
5 Plaid Cymru
6 Wouldn't have voted
8 DK
COMMENTS.

IF RESPONDENT SAYS LIBERAL STOOD AT 37 OR VOTED LIBERAL AT 35

39B How close did you think the Liberals would come to winning this constituency -- fairly close, not very close, or not at all close?

1 fairly close
2 not very close
3 not at all close
8 DK
COMMENTS

ALL VOTERS

40 How long ago did you decide that you would definitely vote the way you did -- a long time ago, sometime this year, or during the campaign?

1 long time ago
2 sometime this year
3 during the campaign
8 DK
COMMENTS:

41 And how strongly did you prefer the party you voted for -- very strongly, fairly strongly, or not very strongly?

1 very strongly
2 fairly strongly
3 not very strongly
8 DK
COMMENTS.

42 Was there any time during the election campaign when you seriously thought you might vote for another party? IF YES Which party?

→1 no
→2 yes, Conservative
→3 yes, Labour
→4 yes, Liberal
→5 yes, other (SPECIFY)._____
→8 DK
→ GO TO 48 ALWAYS
COMMENTS.

ONLY IF DIDN'T VOTE AT 34

43 If you had voted, which party would you probably have voted for?

1 Conservative
2 Labour
3 Liberal
4 Scottish Nationalist
5 Plaid Cymru
6 Other (SPECIFY) _____
7 wouldn't have voted
8 DK
COMMENTS

Questions 44, 45, 46, 47 not in this questionnaire

ASK EVERYONE

48 Generally speaking, do you think of yourself as Conservative, Labour, Liberal (SCOTLAND: Nationalist / WALES. Plaid Cymru) or what?

→1 Conservative → GO TO 50 A
→2 Labour → GO TO 51 A
→3 Liberal → GO TO 52 A
→4 Scottish Nationalist
→5 Plaid Cymru
→6 Other (SPECIFY) _____ → GO TO 53 A
7 None
8 DK/Refused
COMMENTS.

49 Do you generally think of yourself as a little closer to one of the parties than the others? IF YES. Which party is that?

1 Conservative
→2 Labour → GO TO 51 A
→3 Liberal → GO TO 52 A
→4 Scottish Nationalist
→5 Plaid Cymru
→6 other (SPECIFY) _____ → GO TO 53 A
→7 None → GO TO 54
→8 DK/Refused
COMMENTS

CONSERVATIVES AT Q 48 OR 49 ONLY

50A Would you call yourself a very strong Conservative, fairly strong, or not very strong?

1 very strong
2 fairly strong
3 not very strong
8 DK

50B And would you say you are very strongly or not very strongly against the Labour Party?

→1 very strongly
→2 not very strongly
→8 DK
COMMENTS.

NOW GO TO QUESTION 54

LABOUR AT 48 OR 49 ONLY

51A Would you call yourself very strong Labour, fairly strong, or not very strong?

1 very strong
2 fairly strong
3 not very strong
8 DK

51B And would you say you are very strongly or not very strongly against the Conservative Party?

→1 very strongly
→2 not very strongly
→8 DK
COMMENTS

NOW GO TO QUESTION 54

LIBERALS AT Q 48 OR 49 ONLY

52A Would you call yourself a very strong Liberal, fairly strong, or not very strong?

1 very strong
2 fairly strong
3 not very strong
8 DK

52B Would you say you are very strongly or not very strongly against the Conservative Party?

1 very strongly
2 not very strongly
8 DK

52C And would you say you are very strongly or not very strongly against the Labour Party?

→1 very strongly
→2 not very strongly
→8 DK
COMMENTS

NOW GO TO QUESTION 54

NATIONALISTS AND MINOR PARTIES AT Q.48 OR 49 ONLY

53A Would you say you are very strongly or not very strongly against the Conservative Party?

1 very strongly
2 not very strongly
8 DK

53B And would you say you are very strongly or not very strongly against the Labour Party?

→1 very strongly
→2 not very strongly
→8 DK
COMMENTS

ALL RESPONDENTS

54 Let us say that you gave each of the parties a mark out of ten points -- a mark according to how much or how little you like it. You can give each party any mark from 0 out of 10 for least liked to 10 out of 10 for most liked

WRITE MARKS OUT OF 10 IN THE BOX IN THE MARGIN FOR EACH QUESTION
WRITE 'DK' IN THE BOX IF RESPONDENT SAYS DON'T KNOW

[ ] First of all, what mark out of ten would you give the Conservatives?

[ ] Now, what mark out of ten would you give Labour?

[ ] And, what mark out of ten would you give the Liberals?

[ ] IN SCOTLAND ONLY What mark out of ten would you give the Nationalists?

[ ] IN WALES ONLY· What mark out of ten would you give Plaid Cymru?

[ ] Now let's turn to how much you personally like some leading politicians
What mark out of ten would you give Mr Edward Heath?

[ ] And what mark out of ten would you give Mr. Harold Wilson?

[ ] What mark out of ten would you give Mr Jeremy Thorpe?

[ ] What mark out of ten would you give Mr. Enoch Powell?

COMMENTS.

55 Generally speaking, do you regard the Liberal Party as closer to the Conservative Party or closer to the Labour Party?

1 closer to Conservatives
2 closer to Labour
8 DK/no/no difference/equal
COMMENTS

56 We are also interested in how well off people are these days. Do you think that what the Government does makes any difference to how well off you are?

1 does
2 does not
8 DK
COMMENTS:

57A How about you? Compared with two or three years ago, are you and your family better off now, worse off now, or have you stayed about the same?

1 better off now
2 worse off now
3 about the same
8 DK
COMMENTS

57B Now looking ahead over the next year or two, do you think that you will be better off, worse off, or will you stay about the same?

1 better off
2 worse off
3 about the same
8 DK
COMMENTS

58 Has the last Conservative Government made you better off or worse off, or hasn't it made much difference?

1 better off
2 worse off
3 not much difference
8 DK
COMMENTS

Questions 59, 60 not in this questionnaire

61 And what do you think will be the state of Britain's economy in the next few years -- will it stay about the same, get better, or get worse?

1 same
2 get better
3 get worse
8 DK
COMMENTS

Question 62 not in this questionnaire

63 Do you belong to a trade union? IF YES Which trade union is that? PROBE TO GET FULL NAME OF UNION AND RECORD ON LINE BELOW. WRITE 'NO' IF RESPONDENT IS NOT A UNION MEMBER.

WHETHER OR NOT RESPONDENT IS A UNION MEMBER, ASK

Is anyone else in this household a member of a trade union? IF YES. Who is that? Which union is that?

RECORD ALL OTHERS IN HOUSEHOLD WHO ARE UNION MEMBERS ON LINES A, B, C FOR EACH PERSON WHO IS A UNION MEMBER, INDICATE RELATIONSHIP TO RESPONDENT (E.G., WIFE, SON) AND FULL NAME OF UNION

	PERSON	NAME OF UNION
	RESPONDENT	
A		
B		
C		

COMMENTS

Questions 64, 65 not on this questionnaire

66 Do you think the trade unions should have close ties to the Labour Party, or do you think the trade unions should stay out of politics?

1 close ties
2 should stay out
8 DK
COMMENTS

67 One often hears talk about social classes Do you ever think of yourself as belonging to any particular class of people? IF YES Which class is that?

→1 yes, middle-class
→2 yes, working-class
→ GO TO 69A

3 yes, other (SPECIFY WHENEVER ANYTHING OTHER THAN EXACTLY MIDDLE-CLASS OR WORKING-CLASS IS SAID) _____

5 no
8 DK
COMMENTS

68 Most people say that they belong either to the middle-class or to the working-class If you had to make a choice, would you call yourself middle-class or working-class?

1 middle-class
2 working-class
8 DK
COMMENTS

69A On the whole, do you think there is bound to be some conflict between different social classes, or do you think they can get along together without any conflict?

1 bound to be conflict
2 can get along
8 DK
COMMENTS

69B Do you think that the differences between social classes in this country have become greater, or less, or have remained about the same?

1 greater
2 less
3 about the same
8 DK
COMMENTS

70 When you were growing up, would you say your family was middle-class or working-class?

1 middle-class
2 working-class
8 DK
COMMENTS.

Questions 71,72,73,74,75,76 not in this questionnaire

77 Could you tell me whether this home is owned or rented?

MARK APPROPRIATE ANSWER AND FOLLOW THE ARROWS.

☐ wouldn't say

☐ owned → Do you own it outright or are you paying for it on a mortgage?
1 outright
2 mortgage
8 DK

☐ rented → Is it rented privately or from the council?
3 private
4 council/new town
8 DK

78 How long have you lived in this home?

ANSWER _____ YEARS _____ MONTHS

0 DK
COMMENTS

79 Where did you live before you came to this home?

INDICATE THE TOWN, OR VILLAGE AND COUNTY, OR COUNTRY IF NOT IN BRITAIN
IN CITIES COLLECT BOROUGH AND/OR POSTCODE
LAST RESIDENCE _____

80 In what part of Britain did you grow up -- or did you grow up in another country?

INDICATE COUNTY OR REGION IF IN BRITAIN, COUNTRY IF FOREIGN

GREW UP IN _____

81A Did you grow up in a city, or in a town, or in a village, or in the country?

1 city
2 town
3 village
4 country
5 can't say, more than one
8 DK
COMMENTS

81B Have you ever thought of emigrating from Britain to another country?

1 yes
2 no
8 DK

IF YES What country is that?

COUNTRY _____

82 Could you say in what year you were born?

YEAR _____

X DK

83A Do you at present have a paid job? IF YES. What exactly is it? IF NO FIND OUT WHICH CODE BELOW APPLIES

CIRCLE ONLY ONE CODE

→1 yes, job (SPECIFY. _____)→GO TO 84A
→2 no, housewife →GO TO 85
→3 no, student →GO TO 86
4 no, retired/pensioner
5 no, temporarily unemployed, but has had a paid job →CONTINUE WITH 83B
→6 others (e.g , never worked) who are not in paid jobs →GO TO 86

COMMENTS.

RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED ONLY

83B Could you say what you normally did when you were working?

USUAL OCCUPATION _____

COMMENTS:

THOSE WITH A JOB OR RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED AT 83A ONLY
REMEMBER TO CHOOSE APPROPRIATE WORD AT THIS QUESTION

84A Does/did this job involve you mostly in manual working or labouring, or do/did you spend most of your time at a desk or office?

1 manual working
2 desk or office
8 DK
COMMENTS.

84B Are/were you self-employed or do/did you work for someone else?

1 self
2 someone else
8 DK
COMMENTS.

84C Did you have any special training for your job?

1 yes
2 no
8 DK
COMMENTS

84D Are/were you in charge of any people where you work? IF YES Are/were you in charge of a small group of workers and assistants or do/did you have managerial responsibility over a large number of people?

→1 no
→2 yes, small group
→3 yes, managerial
→8 DK
→ GO TO 86 ALWAYS

COMMENTS

HOUSEWIVES ONLY FROM 83A

85 Have you ever worked regularly since you were married? WRITE 'NO' IF RESPONDENT HAS NOT WORKED. IF YES What exactly did you do?

ANSWER _____

ALL RESPONDENTS

86 NOTE SEX OF RESPONDENT IN BOX IN MARGIN

☐ male
☐ female

Could you tell me if you are currently married or single?

CIRCLE WORD IF RESPONDENT MENTIONS DIVORCED WIDOWED OR SEPARATED AND CODE AS SINGLE

→1 single → GO TO 89
→2 married man → GO TO 88
→3 married woman → CONTINUE WITH NEXT QUESTION (87A)
→8 DK/wouldn't say → GO TO 89

COMMENTS.

MARRIED WOMEN ONLY

87A Does your husband at present have a paid job? IF YES What exactly is it? IF NO: FIND OUT WHICH CODE BELOW APPLIES.

CIRCLE ONLY ONE CODE

→1 yes, job (SPECIFY: _____) → GO TO 87C
→2 no, student → GO TO 89
3 no, retired/pensioner
4 no, temporarily unemployed but has had a paid job
→ CONTINUE WITH 87B
→5 others (e.g., never worked) who are not in paid jobs → GO TO 89

COMMENTS.

ONLY IF HUSBAND RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED

87B Could you say what your husband normally did when he was working?

USUAL OCCUPATION: _____

THOSE WITH HUSBANDS IN JOBS OR HUSBAND RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED
REMEMBER TO CHOOSE APPROPRIATE WORK AT THIS QUESTION

87C Does/did this job involve him mostly in manual working or labouring, or does/did he spend most of his time at a desk or office?

1 manual working
2 desk or office
8 DK
COMMENTS

87D Is/was he self - employed or does/did he work for someone else?

1 self - employed
2 someone else
8 DK
COMMENTS

87E Did he have any special training for his job?

1 yes
2 no
8 DK
COMMENTS

87F Is/was he in charge of any people where he works? IF YES Is/was he in charge of a small group of workers and assistants or does/did he have managerial responsibility over a large number of people?

→1 no
→2 yes, small group
→3 yes, managerial
→8 DK
→ GO TO 89 ALWAYS
COMMENTS

MARRIED MEN ONLY FROM 86

88A Does your wife have a paid job at present? IF NO Has she ever worked regularly since you were married?

1 yes, presently working
2 yes, has worked
→3 no, not worked
→8 DK
→ GO TO 89
COMMENTS.

88B Could you say exactly what her job is/was?

WIFE'S JOB._____

ALL RESPONDENTS

89 Was anyone in your family put on the recent three - day work week?

1 yes
2 no
8 DK
COMMENTS

90 Have you been unemployed or had great difficulty in getting a job in the last year or so?

1 yes
2 no
8 DK
COMMENTS.

91 Has anyone else in your family been unemployed or had great difficulty getting a job in the last year or so?

1 yes
2 no
8 DK
COMMENTS

SHOW CARD 92A

92A ASK APPROPRIATE QUESTION, DEPENDING WHETHER RESPONDENT IS SINGLE OR MARRIED

IF RESPONDENT IS SINGLE, ASK. And could you tell me the letter which describes your usual income? It doesn't matter if you think of it in terms of weeks, or months, or before tax or after tax -- just the letter which is closest RECORD LETTER IN BOX IN MARGIN BELOW.

IF RESPONDENT IS MARRIED, ASK And could you tell me the letter which describes the income you and your husband/wife usually have? It doesn't matter if you think of it in terms of weeks, or months, or before tax, or after tax -- just the letter which is closest RECORD LETTER IN BOX IN MARGIN BELOW

[ ] ←——WRITE INCOME LETTER HERE

→8 DK/Refused——————→GO TO 93
COMMENTS

92B Could you say if you were thinking of your income before tax or after tax?

1 before
2 after
8 DK
COMMENTS.

93 Do you expect to move in the next year or two?

1 yes
2 no
8 DK

IF YES: Could you say where you think you might be moving to?

MOVE TO: _____

OFFICE USE ONLY [ ] [ ] [ ] [ ] [ ]

N O T E S

NOTE 1: This variable is a one-column ALPHA variable. Values and their meanings are:

0 NA
7 Refused
8 DK

Income Per Week	Code	Income Per Month
Up to £9	A	Up to £38
£10 - £13	B	£39 - £58
£14 - £18	C	£59 - £79
£19 - £23	D	£80 - £100
£24 - £28	E	£101 - £121
£29 - £33	F	£122 - £142
£34 - £38	G	£143 - £167
£39 - £48	H	£168 - £208
£49 - £58	I	£209 - £250
£59 - £77	J	£251 - £333
£78 - £96	K	£334 - £417
£97 - £115	L	£418 - £500
£116 or more	M	£501 or more

NOTE 2: Occupational unit groups are a three-digit variable. Occupational orders are a two-digit translation of the roman numeral section headers in the following list.

I. FARMERS, FORESTERS, FISHERMEN

001+ Fishermen
002= Farmers, farm managers, market gardeners
003 Agricultural workers n.e.c.
004 Agricultural machinery drivers
005 Gardeners and groundsmen
006 Foresters and woodmen

II. MINERS AND QUARRYMEN

007= Coal mine - workers underground
008 Coal mine - workers above ground
009 Workers below ground n.e.c.
010 Surface workers n.e.c. - mines and quarries

III. GAS, COKE AND CHEMICALS MAKERS

011 Furnacemen, coal gas and coke ovens
012 Chemical production process workers n.e.c.

IV. GLASS AND CERAMICS MAKERS

013 Ceramic formers
014 Glass formers, finishers and decorators
015 Furnacemen, kilnmen, glass and ceramic
016 Ceramics' decorators and finishers
017 Glass and ceramics production process workers n.e.c.

V. FURNACE, FORGE, FOUNDRY, ROLLING MILL WORKERS

018 Furnacemen - metal
019 Rolling, tube mill operators, metal drawers
020 Moulders and coremakers (foundry)
021 Smiths, forgemen
022 Metal making and treating workers n.e.c.
023 Fettlers, metal dressers

NOTE 2 (CONTINUED):

VI. ELECTRICAL AND ELECTRONIC WORKERS

024 Radio and radar mechanics
025 Installers and repairmen, telephone
026 Linesmen, cable jointers
027 Electricians
028 Electrical and electronic fitters
029 Assemblers (Electrical and electronic)
030 Electrical engineers (so described)

VII. ENGINEERING AND ALLIED TRADES WORKERS N.E.C.

031: Foremen (engineering and allied trades)
032: Trainee craftsmen (engineering and allied trades)
033 Sheet metal workers
034 Steel erectors; riggers
035 Metal plate workers; riveters
036 Gas, electric wlders, cutters, braziers
037* Turners
038+ Machine tool setters, setter - operators n.e.c.
039= Machine tool operators
040 Tool makers, tool room fitters
041* Motor mechanics, auto engineers
042* Maintenance fitters, maintenance engineers, millwrights
043+ Fitters n.e.c., machine erectors, etc.
044 Electro-platers, dip platers and related workers
045+ Plumbers, gas fitters, lead burners
046* Pipe fitters, heating engineers
047 Press workers and stampers
048 Metal workers n.e.c.
049 Watch and chronometer makers and repairers
050 Precision instrument makers and repairers
051 Goldsmiths, silversmiths, jewellery makers
052 Coach, carriage, wagon builders and repairers
053 Inspectors (metal and electrical goods)
054 Other metal making, working; jewellery and electrical production process workers

VIII. WOODWORKERS

055 Carpenters and joiners
056 Cabinet makers
057 Sawyers and wood working machinists
058 Pattern makers
059+ Woodworkers n.e.c.

NOTE 2 (CONTINUED):

IX. LEATHER WORKERS

060 Tanners; leather, fur dressers, fellmongers
061 Shoemakers and shoe repairers
062 Cutters, lasters, sewers, footwear and related workers
063 Leather products makers n.e.c.

X. TEXTILE WORKERS

064 Fibre preparers
065+ Spinners, doublers, twisters
066* Winders, reelers
067 Warpers, sizers, drawers-in
068 Weavers
069 Knitters
070 Bleachers and finishers of textiles
071 Dyers of textiles
072 Textile fabrics and related products makers and examiners n.e.c.
072.4** Rope, twine and net makers
073 Textile fabrics, etc. production process workers n.e.c.

XI. CLOTHING WORKERS

074 Tailors, dress, light clothing makers
075 Upholsterers and related workers
076 Hand and machine sewers and embroiderers, textile and light leather products.
077 Clothing and related products makers n.e.c.

XII. FOOD, DRINK AND TOBACCO WORKERS

078 Bakers and pastry cooks
079 Butchers and meat cutters
080 Brewers, wine makers and related workers
081 Food processors n.e.c.
082 Tobacco preparers and products makers

NOTE 2 (CONTINUED):

XIII. PAPER AND PRINTING WORKERS

083 Makers of paper and paperboard
084 Paper products makers
085 Compositors
086 Printing press operators
087 Printers (so described)
088 Printing workers n.e.c.

XIV. MAKERS OF OTHER PRODUCTS

089 Workers in rubber
090 Workers in plastics
091 Craftsmen n.e.c.
092 Other production process workers

XV. CONSTRUCTION WORKERS

093 Bricklayers, tile setters
094 Masons, stone cutters, slate workers
095 Plasterers, cement finishers, terrazzo workers
096 Builders (so described); clerks of works
097* Bricklayers', etc., labourers n.e.c.
098+ Construction workers n.e.c.

XVI. PAINTERS AND DECORATORS

099 Aerographers, paint sprayers
100 Painters, decorators n.e.c.
101* Coach painters (so described)

XVII. DRIVERS OF STATIONARY ENGINES, CRANES, ETC.

102 Boiler firemen
103 Crane and hoist operators; slingers
104 Operators of earth moving and other construction machinery n.e.c.
105 Stationary engine, materials handling plant operators n.e.c.; oilers and greasers

NOTE 2 (CONTINUED):

XVIII. LABOURERS N.E.C.

106 Railway lengthmen
+Labourers and unskilled workers n.e.c.
107 Chemical and allied trades
108 Engineering and allied trades
109 Foundries in engineering and allied trades
110 Textiles (*not textile goods*)
111 Coke ovens and gas works
112 Glass and ceramics
113 Building and contracting
114 Other

XIX. TRANSPORT AND COMMUNICATIONS WORKERS

115 Deck, engineering officers and pilots, ship
116 Deck and engine room ratings, barge and boatmen
117 Aircraft pilots, navigators and flight engineers
118 Drivers, motormen, second men, railway engine
119 Railway guards
120 Drivers of buses, coaches
121 Drivers of other road passenger vehicles
123 Inspectors, supervisors, transport
124 Shunters, pointsmen
125: Signalmen and crossing keepers, railways
126= Traffic controllers and dispatchers, transport
127 Telephone operators
128 Telegraph and radio operators
129 Postmen, mail sorters
130 Messengers
131 Bus conductors
132 Porters, ticket collectors, railway
133 Stevedores, dock labourers
134 Lorry drivers' mates, van guards
135 Workers in transport and communication occupations n.e.c.

XX. WAREHOUSEMEN, STOREKEEPERS, PACKERS, BOTTLERS

136 Warehousemen, storekeepers and assistants
137 Packers, labellers and related workers

NOTE 2 (CONTINUED):

XXI. CLERICAL WORKERS

138: Office managers n.e.c.
139+= Clerks, cashiers
140*= Office machine operators
141= Typists, shorthand writers, secretaries
142 Civil service executive officers

XXII. SALES WORKERS

143= Proprietors and managers, sales
144= Shop salesmen and assistants
145 Roundsmen (bread, milk, laundry, soft drinks)
146 Street vendors, hawkers
147 Garage proprietors
148 Commercial travellers, manufacturers' agents
149 Finance, insurance brokers, financial agents
150 Salesmen, services, valuers, auctioneers

XXIII. SERVICE, SPORT AND RECREATION WORKERS

151 Fire brigade officers and men
152 Police officers and men
153 Guards and related workers n.e.c.
154 Publicans, innkeepers
155 Barmen, barmaids
156: Proprietors and managers boarding houses and hotels
157= Housekeepers, stewards, matrons and housemothers
158: Domestic housekeepers
159: Restaurateurs
160: Waiters and waitresses
161= Canteen assistants, counter hands
162 Cooks
163 Kitchen hands
164 Maids, valets and related service workers n.e.c.
165 Caretakers, office keepers
166= Charwomen, office cleaners; window cleaners, chimney sweeps
167 Hairdressers, manicurists, beauticians
168 Launderers, dry cleaners and pressers
169 Athletes, sportsmen and related workers
170 Hospital or ward orderlies; ambulance men
171: Proprietors and managers, service, sport and recreations n.e.c.
172= Service, sport and recreation workers n.e.c.

NOTE 2 (CONTINUED):

XXIV. ADMINISTRATORS AND MANAGERS

173 Ministers of the Crown; M.Ps. (n.e.c.); senior government officials
174 Local authority senior officers
175 Managers in engineering and allied trades
176 Managers in building and contracting
177 Managers in mining and production n.e.c.
178 Personnel managers
179 Sales managers
180= Managers n.e.c.

XXV. PROFESSIONAL, TECHNICAL WORKERS, ARTISTS

181 Medical practitioners (qualified)
182 Dental practitioners
183 Nurses
184= Pharmacists
185 Radiographers (medical and industrial)
186: Ophthalmic and dispensing opticians
187: Chiropodists
188: Physiotherapists
189: Occupational therapists
190: Public health inspectors
191= Medical workers n.e.c.
192 University teachers
193: Primary and secondary school teachers
194= Teachers n.e.c.
195 Civil, structural, municipal engineers
196 Mechanical engineers
197+ Electrical engineers
198* Electronic engineers
199: Work study, progress engineers
200: Planning, production engineers
201: Engineers n.e.c.
202: Metallurgists
203= Technologists n.e.c.
204* Chemists
205+ Physical and biological scientists
206 Authors, journalists and related workers
207 Stage managers, actors, entertainers, musicians
208 Painters, sculptors and related creative artists
209: Accountants, professional
210= Company secretaries and registrars

NOTE 2 (CONTINUED):

XXV. PROFESSIONAL, TECHNICAL WORKERS, ARTISTS (CONTINUED)

211: Surveyors
212= Architects, town planners
213 Clergy, ministers, members of religious orders
214 Judges, barristers, advocates, solicitors
215= Social welfare and related workers
216: Officials of trade or professional associations
217 Professional workers n.e.c.
218 Draughtsmen
219 Laboratory assistants, technicians
220+= Technical and related workers n.e.c.

XXVI. ARMED FORCES (BRITISH AND FOREIGN)

221 Armed forces (U.K.)
222 Armed forces (Commonwealth and foreign)

XXVII. INADEQUATELY DESCRIBED OCCUPATIONS

223 Inadequately described occupations

NOTE: n.e.c. = not elsewhere classified.
* New occupation unit group in 1966.
+ Revised occupation unit group in 1966.
: New occupation unit group in 1970.
= Revised occupation unit group in 1970.

NOTE 3: Socio-economic group is a two digit code as follows:

1 Employers in industry, commerce, etc. in non-agricultural enterprises employing 25 or more persons (1.1)*

2 Managers in central and local government, industry, commerce, etc. in non-agricultural enterprises employing 25 or more persons (1.2)

3 Employers in industry, commerce, etc. in non-agricultural enterprises employing fewer than 25 persons (2.1)

4 Managers in industry, commerce, etc. in non-agricultural enterprises employing fewer than 25 persons (2.2)

5 Professional workers - self employed (3)

6 Professional workers - employees (4)

7 Intermediate non-manual workers - ancillary workers and artists (5.1)

8 Intermediate non-manual workers - foremen and supervisors non-manual (5.2)

9 Junior non-manual workers (6)

10 Personal service workers (7)

11 Foremen and supervisors - manual (8)

12 Skilled manual workers (9)

13 Semi-skilled manual workers (10)

14 Unskilled manual workers (11)

15 Own account workers (other than professional) (12)

16 Farmers - employers and managers (13)

17 Farmers - own account (14)

18 Agricultural workers (15)

19 Members of the armed forces (16)

20 Occupation inadequately described but probably 'middle-class'

21 Occupation inadequately described but probably 'working-class'

27 Unclassifiable

* Figures in parentheses indicate OPCS codes.

NOTE 4. Codes for variables 152-188

PARTY LIKES AND DISLIKES

PARTY PERSONNEL & LEADERSHIP

10 General judgement of party leaders *(people/individuals)*

11 Specific mentions of business/financial experience & connections of party Leaders *(middle-class connections)*

12 Specific mentions of working-class connections of party leaders

13 Party leader (named)

14 Other leading politicians in the party (named)

15 Local party or constituency candidate

16 References to parliamentary strategy, practices or situation *(called election too soon)*

17 (LIBS) Not enough of them

18 General references to campaign style or tactics; mudslinging *(parties don't get along)*

MANAGEMENT OF GOVERNMENT GOALS AND VALUES

20 General judgement of party in terms of management or goals and values: *capable, dependable, stable, fair, etc.* (LIBS incl.) *moderate, inexperienced, etc.*

21 Specific references to ideological 'symbols' - socialism, state control (bureaucracy), equality, capitalism, free enterprise, class conflict, left, right, centre, radical, tradition

22 Specific references to party's attitude to initiative, opportunity, incentive to work

23 References to influence of left/right/extreme groups

24 Position relative to other party/vote-splitting

25 Time for a change

26 General references to sectionalism/anti-sectionalism/divisiveness *(national unity/interest, country before party, good for all classes/ everyone)*

DOMESTIC POLICIES: ECONOMIC (EXCLUDING INCOMES POLICY)

30 General references to record/policies pertaining to economic growth, productivity, investment, standard of living *(refs to INDUSTRY, FIRMS; put country back on its feet)*

31 General references to financial policies *(amount of domestic spending, waste of money)*

32 Specific references to balance of payments, debt, running economy in red/black *(landing and borrowing - external; volume of trade)*

33 Prices, cost of living, inflation

34 Employment/unemployment

35 Taxation

36 Nationalisation (incl. North Sea Oil)

37 Subsidies

38 References to indirect taxation *(incl. VAT)*, budget, rates

DOMESTIC POLICIES: INDUSTRIAL RELATIONS & INCOMES POLICY

40 General references to record/policies pertaining to industrial relations, industrial disputes

41 Industrial Relations Act

42 References to incomes policy *(statutory/ voluntary wage policy, Stage 3)*

43 References to miners' strike, three-day week (events leading up to, handling of, ending of strike)

44 Profit-sharing, codetermination

45 References to wages (personal, general or specific) *(incl. wages will be better)*

-12-

PARTY LIKES AND DISLIKES (cont'd)

NOTE 4 (cont.)

DOMESTIC POLICIES: SOCIAL SERVICES

50 General references to record/policies pertaining to social services and/or benefits

51 Specific social services or benefits (incl. for strikers) not coded below

52 Pensions, old age policies

53 Housing, land prices, mortgages, building houses, clearing slums, council houses *(property speculators - do 73/77)*

54 RENTS: rent freeze, rent subsidies, Rent Act

55 Education

56 Immigration

OTHER DOMESTIC AND FOREIGN POLICIES

60 not used

61 Other domestic policies not coded elsewhere *(Concorde, defence, abortion, etc.)*

62 Foreign policy (excluding Common Market)

63 Constitutional or electoral reform

64 Regional devolution, all references to regional interests

65 Common Market policies

66 Northern Ireland

SOCIAL GROUP-RELATED RESPONSES

PARTY FAVOURABLE TO/SUPPORT:

71 Working class, wage earners, ordinary people, people with low incomes, poor *('the people')* **

72 Trade Unions *(incl. 'run by unions')*

73 Middle class, businessmen, big business, wealthy, rich, high income people

74 Other groups or categories not coded above

PARTY UNFAVOURABLE TO/KEEP IN CHECK:

75 Working class, wage earners, ordinary people, people with low incomes, poor

76 Trade Unions

77 Middle class, businessmen, big business, wealthy, rich, high income people **

78 Other groups or categories not coded above

***('Robin Hood' - do 71/77)*

PAST-RELATED RESPONSES: PERSONAL, LEADERS & EVENTS

80 Other past-related responses not coded below

81 Family/primary group/respondent always been for/against party

82 Past party leaders

83 Past political record or events

OTHER CODES

90 Very general: like/dislike their ideas or policies *('try hard')*

97 Unclassifiable

98 Don't know, nothing

00 Not asked

-73-

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
NOTE:	NA (Not applicable) consists very largely of those not interviewed in February 1974.			
1/1-4	1 V74001	SCPR Serial Number	This is a 4 digit numeric identifier. People not interviewed in February 1974 are given the value "0000"	
1/6	2 V74003 Qu.2	Attention to newspapers	1 Very closely 2 Fairly closely 3 Once in a while 4 Not at all 8 DK 0 NA	159 386 506 31 12 1113
1/7	3 V74004 Qu.3A	Attention to television	1 Very closely 2 Fairly closely 3 Once in a while 4 Not at all 8 DK 0 NA	214 423 404 26 29 1111
1/8	4 V74005 Qu.3B	Interest in campaign	1 A good deal 2 Some 3 Not much 8 DK 0 NA 4 None at all	589 308 191 2 1111 6
1/9	5 V74006 Qu.8	Difference between parties	1 A great deal 2 Some 3 Not much 8 DK 0 NA	395 328 351 - 1119
1/10	6 V74007 Qu.9L	SNP closer to which party	1 Closer to Conservative 2 Closer to Labour 8 DK or ambiguous 0 NA	25 73 71 2038

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/11	7 V74008 Qu.10	Cared which party won	1 Cared a good deal 2 Didn't care very much 8 DK 0 NA	25 73 71 2038
1/12	8 V74009 Qu.11	Election help solve problems	1 A great deal 2 A little 3 Not at all 8 DK 0 NA	244 406 383 63 1111
1/13	9 V74010 Qu.12	Election gave the facts	1 Yes 2 No 8 DK or ambiguous 0 NA	568 457 70 1112
1/14	10 V74011 Qu.15A	Conservatives handled prices	1 Very well 2 Fairly well 3 Not very well 4 Not at all well 8 DK 0 NA	52 287 389 359 9 1111
1/15	11 V74012 Qu.15B	Labour would handle prices	1 Very well 2 Fairly well 3 Not very well 4 Not at all well 8 DK 0 NA	72 510 316 142 56 1111
1/16	12 V74013 Qu.15C	Importance of rising prices	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	455 483 154 4 1111

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/17	13 V74014 Qu.15D	Prices go on rising fast	1 Agree 2 Disagree 8 DK 0 NA	774 284 38 1111
1/18	14 V74015 Qu.15E	Understand rising prices	1 Very well 2 Fairly well 3 Not very well 8 DK 0 NA	165 631 300 0 1111
1/19	15 V74016 Qu.16A	Conservative government handled miners strike	1 Very well 2 Fairly well 3 Not very well 4 Not at all well 8 DK 0 NA	173 192 339 380 11 1112
1/20	16 V74017 Qu.16B	Labour would handle miners strike	1 Very well 2 Fairly well 3 Not very well 4 Not at all well 8 DK 0 NA	229 483 212 125 46 1112
1/21	17 V74018 Qu.17C	Better approach to strikes	1 Conservative 2 Labour 3 No difference 8 DK 0 NA	250 474 328 43 1112

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/22	18 V74019 Qu.17D	Always a lot of strikes	1 Agree 2 Disagree 8 DK 0 NA	745 321 29 1112
1/23	19 V74020 Qu.17E	Strikes a problem	1 Very serious 2 Fairly serious 3 Not very serious 8 DK 0 NA	877 185 24 10 1111
1/24	20 V74021 Qu.17F	Sympathies with strikers	1 For strikers 2 Against strikers 3 Depends 8 DK 0 NA	150 412 518 16 1111
1/25	21 V74022 Qu.18A	Handling of taxation	1 Conservatives much better 2 Conservatives somewhat better 3 No real difference 4 Labour somewhat better 5 Labour much better 8 DK 0 NA	125 235 396 230 70 40 1111
1/26	22 V74023 Qu.18B	Importance of taxation	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	75 539 469 13 1111
1/27	23 V74024 Qu.20A	Common Market - glad or sorry	1 Glad 2 Sorry 8 DK 0 NA	282 604 210 1111

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/28	24 V74025 Qu.20B	Respondent's position on Common Market	1 Stay present terms 2 Try hard change 3 Change or leave 4 Get out 8 DK 0 NA	97 450 330 175 44 1111
1/29	25 V74026 Qu.20C	Respondent changed mind on EEC	1 Yes 2 No 8 DK or ambiguous 0 NA	217 842 36 1112
1/30	26 V74027 Qu.20C	Respondent's former position on EEC	1 Stay present terms 2 Try hard change 3 Change or leave 4 Get out 8 DK 0 NA	78 28 19 80 5 1997
1/31	27 V74028 Qu.20D	EEC - Conservative position	1 Stay present terms 2 Try hard change 3 Change or leave 4 Get out 8 DK 0 NA	772 232 25 16 51 1111
1/32	28 V74029 Qu.20E	EEC - Labour position	1 Stay present terms 2 Try hard change 3 Change or leave 4 Get out 8 DK 0 NA	18 306 520 180 72 1111

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/33	29 V74030 Qu.20F	EEC - Liberal position	1 Stay present terms 2 Try hard change 3 Change or leave 4 Get out 8 DK 0 NA	181 343 120 52 400 1111
1/34	30 V74031 Qu.20G	Importance of Common Market	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	57 530 497 11 1112
1/35	31 V74032 Qu.20H	Party preference on Common Market	1 Conservative 2 Labour 3 Liberal 4 Other 5 Conservative plus one 6 Labour plus one 8 DK 0 NA	276 459 49 2 5 0 304 1112
1/36	32 V74033 Qu.20I	Understanding of Common Market	1 Very well 2 Fairly well 3 Not very well 8 DK 0 NA	57 467 566 5 1112
1/37	33 V74034 Qu.21	Government spending on social services	1 Should spend more 2 About as now 3 Should spend less 8 DK 0 NA 4 Other answer	507 404 37 45 1111 103

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/38	34 V74035 Qu.22	Party spend more on pensions, social services	1 Conservative 2 Labour 3 No difference 8 DK 0 NA	98 670 301 26 1112
1/39	35 V74036 Qu.23	Too many immigrants	1 Too many 2 Not too many 8 DK or ambiguous 0 NA	901 145 50 1111
1/40	36 V74037 Qu.24	Strength feeling on immigrants	1 Very strong 2 Fairly strong 3 Not very strong 8 DK 0 NA	462 349 232 3 1161
1/41	37 V74038 Qu.25	Immigrants - local problem	1 Yes 2 No 8 DK or ambiguous 0 NA	112 938 6 1151
1/42-43	38 V74039 Qu.26	Number of immigrants	0 NA 99 DK	1111 645
1/44	39 V74040 Qu.27A	Respondent's position on immigrants	1 Send home 2 Stop further immigration 3 Plus few skilled 4 New workers 5 Free entry 8 DK 0 NA	209 580 228 38 16 25 1111

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/45	40 V74041 Qu.27B	Immigrants - Labour position	1 Send home 2 Stop further immigration 3 Plus few skilled 4 New workers 5 Free entry 8 DK 0 NA	37 238 208 161 105 257 1111
1/46	41 V74042 Qu.27C	Immigrants - Conservative position	1 Send home 2 Stop further immigration 3 Plus few skilled 4 New workers 5 Free entry 8 DK 0 NA	72 322 243 169 95 195 1111
1/47	42 V74043 Qu.27D	Immigrants - Liberal position	1 Send home 2 Stop further immigration 3 Plus few skilled 4 New workers 5 Free entry 8 DK 0 NA	36 173 146 64 56 621 1111
1/48	43 V74044 Qu.28	Trade Union power	1 Yes too much 2 No not too much 8 DK or ambiguous 0 NA	785 254 57 1111
1/49	44 V74045 Qu.29	Big business power	1 Yes too much 2 No not too much 8 DK or ambiguous 0 NA	695 301 100 1111

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/50	45 V74046 Qu.30A	Respondent's view on nationalisation	1 A lot more 2 A few more 3 No more 4 Some private companies 8 DK 0 NA	87 181 468 244 110 1117
1/51	46 V74047 Qu.30B	Nationalisation - Conservative position	1 A lot more 2 A few more 3 No more 4 Some private companies 8 DK 0 NA	50 49 441 449 106 1112
1/52	47 V74048 Qu.30C	Nationalisation - Labour position	1 A lot more 2 A few more 3 No more 4 Some private companies 8 DK 0 NA	756 187 53 5 94 1112
1/53	48 V74049 Qu.30D	Nationalisation - Liberal position	1 A lot more 2 A few more 3 No more 4 Some private companies 8 DK 0 NA	14 134 345 113 489 1112
1/54	49 V74050 Qu.30E	Importance of nationalisation	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	65 435 573 21 1113

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/55	50 V74051 Qu.30F	Party preference on nationalisation	1 Conservative 2 Labour 3 Liberal 4 Other 5 Conservative plus one 6 Labour plus one 8 DK 0 NA	443 250 56 0 1 0 344 1113
1/56	51 V74052 Qu.30G	Understanding nationalisation	1 Very well 2 Fairly well 3 Not very well 8 DK 0 NA	135 504 451 6 1111
1/57	52 V74053 Qu.31	Respondent's view on wage control	1 Some control 2 Against control 8 DK 0 NA	982 84 30 1111
1/58	53 V74054 Qu.32	Trust Conservatives	1 Usually 2 Some of the time 3 Rarely 8 DK 0 NA	284 581 213 18 1111
1/59	54 V74055 Qu.33	Trust Labour	1 Usually 2 Some of the time 3 Rarely 8 DK 0 NA	196 672 206 22 1111

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/60	55 V74056 Qu.34	Whether voted 1974	1 Yes voted 2 Did not vote 8 DK or refused 0 NA	1001 94 1 1111
1/61	56 V74057 Qu.35	Party voted for 1974	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Plaid Cymru 6 Other 8 DK or refused 0 NA	371 436 147 15 9 2 21 1206
1/62	57 V74058 Qu.36	Second choice of nationalists	1 Conservative 2 Labour 3 Liberal 4 Wouldn't have voted 5 Other 8 DK or refused 0 NA	3 6 8 4 0 2 2184
1/63	58 V74059 Qu.37	Did Liberal stand	1 Yes 2 No 8 DK or ambiguous 0 NA	659 141 33 1374
1/64	59 V74060 Qu.38	Vote Liberal if stood	1 Very likely 2 Not very likely 8 DK 0 NA	33 90 5 2079
1/65	60 V74061 Qu.39A	Second choice of Liberals	1 Conservative 2 Labour 3 Other 4 SNP 5 Plaid Cymru 6 Wouldn't have voted 8 DK or refused 0 NA	50 56 0 2 2 30 4 2063

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/66	61 V74062 Qu.39B	Liberals chance of winning	1 Fairly close 2 Not very close 3 Not at all close 8 DK 0 NA	246 191 338 22 1410
1/67	62 V74063 Qu.40	When decided about vote	1 Long time ago 2 Sometime this year 3 During campaign 8 DK 0 NA	641 137 198 3 1228
1/68	63 V74064 Qu.41	Strength preference for Party	1 Very strong 2 Fairly strong 3 Not very strong 8 DK 0 NA	547 327 105 0 1228
1/69	64 V74065 Qu.42	Considered vote other party	1 No 2 Yes Conservative 3 Yes Labour 4 Yes Liberal 5 Yes other 6 Yes SNP 7 Yes Plaid Cymru 8 DK 0 NA	750 42 45 120 8 11 0 4 1227
2/6	65 V74068 Qu.43	DNV probable vote	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Plaid Cymru 6 Other 7 Wouldn't have voted 8 DK or refused 0 NA	23 39 22 1 0 2 5 2 2113

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/7	66 V74069 Qu.48	Party thinks of self as	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Plaid Cymru 6 Other 7 None 8 DK or refused 0 NA	379 470 117 13 4 12 77 21 1114
2/8	67 V74070 Qu.49	Party thinks self closer to	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Plaid Cymru 6 Other 7 None 8 DK or refused 0 NA	23 25 9 1 0 0 37 3 2109
2/9	68 V74071 Qu.50A	Conservative strength of identification	1 Very strong 2 Fairly strong 3 Not very strong 8 DK 0 NA	111 214 76 0 1806
2/10	69 V74072 Qu.50B	Conservative against Labour	1 Very strongly 2 Not very strongly 8 DK 0 NA	221 178 1 1807
2/11	70 V74073 Qu.51A	Labour strength of identification	1 Very strong 2 Fairly strong 3 Not very strong 8 DK 0 NA	181 224 85 3 1714

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/12	71 V74074 Qu.51B	Labour against Conservatives	1 Very strongly 2 Not very strongly 8 DK 0 NA	250 230 7 1720
2/13	72 V74075 Qu.52A	Liberal strength of identification	1 Very strong 2 Fairly strong 3 Not very strong 8 DK 0 NA	19 63 42 1 2082
2/14	73 V74076 Qu.52B	Liberal against Conservatives	1 Very strongly 2 Not very strongly 8 DK 0 NA	31 94 0 2082
2/15	74 V74077 Qu.62B	Against Labour	1 Very strongly 2 Not very strongly 8 DK 0 NA	42 82 1 2082
2/16	75 V74078 Qu.53A	Others against Conservatives	1 Very strongly 2 Not very strongly 8 DK 0 NA	12 16 0 2179
2/17	76 V74079 Qu.53B	Others against Labour	1 Very strongly 2 Not very strongly 8 DK 0 NA	6 20 2 2179
2/18-19	77 V74080 Qu.54	Conservatives - mark out of ten	= Identical to response Also: 98 NA 99 DK	 0 6

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/20-21	78 V74081 Qu.54	Labour - mark out of ten	= Identical to response Also: 98 NA 99 DK	 0 5
2/22-23	79 V74082 Qu.54	Liberals - mark out of ten	= Identical to response Also: 98 NA 99 DK	 0 41
2/24-25	80 V74083 Qu.54	SNP - mark out of ten	= Identical to response Also: 98 NA 99 DK	 0 0
2/26-27	81 V74084 Qu.54	Plaid Cymru - mark out of ten	= Identical to response Also: 98 NA 99 DK	 0 4
2/28-29	82 V74085 Qu.54	Heath - mark out of ten	= Identical to response Also: 98 NA 99 DK	 0 2
2/30-31	83 V74086 Qu.54	Wilson - mark out of ten	= Identical to response Also· 98 NA 99 DK	 0 4
2/32-33	84 V74087 Qu.54	Thorpe - mark out of ten	= Identical to response Also: 98 NA 99 DK	 0 16

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/34-35	85 V74088 Qu.54	Powell - mark out of ten	= Identical to response Also: 98 NA 99 DK	 0 22
2/36	86 V74089 Qu.55	Liberal closer to which party	1 Closer to Conservatives 2 Closer to Labour 8 DK or ambiguous 0 NA	700 203 193 1111
2/37	87 V74090 Qu.56	Government effect on well-being	1 Does affect 2 Does not affect 8 DK 0 NA	796 255 45 1111
2/38	88 V74091 Qu.57	Better off than 2-3 years ago	1 Better off 2 Worse off 3 About same 8 DK 0 NA	345 268 478 5 1111
2/39	89 V74092 Qu.57B	Better off in next year or two	1 Better off 2 Worse off 3 About same 8 DK 0 NA	231 232 552 81 1111
2/40	90 V74093 Qu.58	Conservative Government affect well-being	1 Better off 2 Worse off 3 Not much difference 8 DK 0 NA	212 247 629 8 1111

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/41	91 V74094 Qu.61	Britain's economy prediction	1 Same 2 Get better 3 Get worse 8 DK 0 NA	258 423 277 137 1112
2/42	92 V74095 Qu.66	Unions ties to Labour Party	1 Close ties 2 Stay out of politics 8 Ambiguous 0 NA	192 847 57 1111
2/43	93 V74096 Qu.67	Spontaneous subjective class	1 Spontaneous middle class 2 Spontaneous working class 3 Coded middle 4 Coded working 5 Unclassifiable 8 DK 0 NA	148 365 18 11 533 21 1111
2/44	94 V74097 Qu.68	Forced subjective class	1 Middle class 2 Working class 8 DK 0 NA	151 391 41 1624
2/45	95 V74098 Qu.69A	Class conflict	1 Bound to conflict 2 Can get along 8 DK 0 NA	505 551 40 1111
2/46	96 V74099 Qu.69B	Class differences	1 Become greater 2 Become less 3 Stayed same 8 DK 0 NA	179 464 313 40 1111

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/47	97 V74100 Qu.70	Family class	1 Middle class 2 Working class 8 DK 0 NA	221 848 23 1115
2/48	98 V74101 Qu.77	Home ownership	1 Owned outright 2 Owned mortgaged 3 Rented private 4 Rented council 7 Wouldn't say 8 DK but owned 9 DK but rented 0 NA	273 313 153 327 2 16 12 1111
2/49-50	99 V74102 Qu.78	Length of residence	This gives in two columns the number of years of residence in respondent's current house 0 DK or NA	1112
2/51	100 V74103 Qu.81A	Type place grew up in	1 City 2 Town 3 Village 4 Country 5 More than one 8 DK 0 NA	314 401 271 92 16 2 1111
2/52	101 V74104 Qu.81B	Considered emigration	1 Yes 2 No 8 DK or ambiguous 0 NA	403 692 1 1111
2/53-56	102 V74105 Qu.82	Year of birth	This variable gives in four columns the year in which the respondent was born 0 NA 1000 Refused	1120 2

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/57	103 V74106 Qu.83A	Respondent's occupational status	1 Paid job 2 Housewife 3 Student 4 Retired 5 Temporarily unemployed 6 Others 0 NA	660 261 7 151 14 3 1111
2/58	104 V74107 Qu.84A	Respondent's job - manual/ non manual	1 Manual 2 Non-manual 8 DK or both 0 NA	493 257 71 1386
2/59	105 V74108 Qu.84B	Respondent - self employed or not	1 Self-employed 2 Not 8 DK 0 NA	82 739 3 1383
2/60	106 V74109 Qu.84C	Respondent training for job	1 Yes 2 No 8 DK or ambiguous 0 NA	390 430 4 1383
2/61	107 V74110 Qu.84D	Respondent's job responsibility	1 No 2 Small group 3 Managerial 8 DK 0 NA	564 200 58 2 1383
2/62	108 V74111 Qu.85	Sex	1 Male 2 Female	528 568

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/63	109 V74112 Qu.86	Marital status	1 Single 2 Married man 3 Married woman 8 DK or refused 0 NA	246 435 415 0 1111
2/64	110 V74113 Qu.87A	Husband - occupational status	1 Paid job 2 Student 3 Retired 4 Temporarily unemployed 5 Others 0 NA	336 1 72 6 0 1792
2/65	111 V74114 Qu.87C	Husband's job manual or non-manual	1 Manual 2 Non-manual 8 DK or both 0 NA	261 116 35 1795
2/66	112 V74115 Qu.87D	Husband - self-employed or not	1 Self-employed 2 Not 8 DK 0 NA	58 354 0 1795
2/67	113 V74116 Qu.87E	Husband training for job	1 Yes 2 No 8 DK or ambiguous 0 NA	212 192 7 1796
2/68	114 V74117 Qu.87F	Husband - job responsibility	1 No 2 Small group 3 Managerial 8 DK 0 NA	259 119 32 2 1795

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/69	115 V74118 Qu.88A	Wife's employment	1 Yes present job 2 Yes has worked 3 No not worked 8 DK or refused 0 NA	194 78 162 1 1772
2/70	116 V74119 Qu.89	Affected by three-day week	1 Yes 2 No 8 DK or ambiguous 0 NA	222 866 7 1112
2/71	117 V74120 Qu.90	Respondent been unemployed	1 Yes 2 No 8 DK or ambiguous 0 NA	48 1028 19 1112
2/72	118 V74121 Qu.91	Family unemployment	1 Yes 2 No 8 DK or ambiguous 0 NA	50 1043 3 1111
2/73	119 V74122 Qu.92A	Income	See Note 1.	
2/74	120 V74123 Qu.92B	Income before or after tax	1 Before 2 After 3 No tax paid 8 DK 0 NA	464 395 144 22 1182
2/75	121 V74124 Qu.93	Respondent intend to move	1 Yes 2 No 8 DK or ambiguous 0 NA	149 899 46 1113

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/5-6	122 V74125 Qu.1	First newspaper read	1 Express 2 Financial Times 3 Guardian 4 Daily Mail 5 Mirror or Record 6 Sun 7 Daily Telegraph 8 Times 9 Other national 10 Regional 0 None or NA	165 2 33 102 227 170 63 9 1 87 1348
3/7	123 V74126 Qu.1	Bias of first newspaper	1 Conservative 2 Labour 3 Liberal 4 Other 8 No or DK 0 NA	262 248 14 10 324 1349
3/8-9	124 V74127 Qu.1	Second newspaper read	1 Express 2 Financial Times 3 Guardian 4 Daily Mail 5 Mirror or Record 6 Sun 7 Daily Telegraph 8 Times 9 Other National 10 Regional 0 None or NA	24 2 7 12 62 40 12 8 3 14 2023
3/10	125 V74128 Qu.1	Bias of second newspaper	1 Conservative 2 Labour 3 Liberal 4 Other 8 No or DK 0 NA	44 69 3 4 64 2023

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/11-12	126 V74129 Qu.1	Third newspaper read	1 Express 2 Financial Times 3 Guardian 4 Daily Mail 5 Mirror or Record 6 Sun 7 Daily Telegraph 8 Times 9 Other National 10 Regional 0 None or NA	8 0 1 2 9 5 2 2 0 2 2176
3/13	127 V74130 Qu.1	Bias of Third newspaper	1 Conservaitve 2 Labour 3 Liberal 4 Other 8 No or DK 0 NA	13 12 3 0 3 2176
3/14-15	128 V74131 Qu.63	Respondent's trade union membership	0 Not in union 10 White collar TUC 20 White collar not TUC 30 Other mixed TUC 31 AEU 32 ETU 33 NUGMW 34 NUM 35 NUR 36 TGWU 37 USDAW 40 Mixed - manual not TUC 77 Unclassifiable 88 DK which union	1895 55 6 79 32 9 17 17 4 54 10 0 25 4

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/16-17	129 V74132 Qu.63	Husabnd's trade union membership	0 Not in union	2016
			10 White collar TUC	23
			20 White collar not TUC	4
			30 Other mixed TUC	46
			31 AEU	24
			32 ETU	3
			33 NUGMW	3
			34 NUM	15
			35 NUR	8
			36 TGWU	39
			37 USDAW	1
			40 Mixed - manual not TUC	0
			77 Unclassifiable	7
			88 DK which union	18
3/18-19	130 V74133 Qu.63	Wife's trade union membership	0 Not in union	2163
			10 White collar TUC	6
			20 White collar not TUC	1
			30 Other mixed TUC	14
			31 AEU	1
			32 ETU	0
			33 NUGMW	3
			34 NUM	0
			35 NUR	0
			36 TGWU	8
			37 USDAW	1
			40 Mixed - manual not TUC	0
			77 Unclassifiable	6
			88 DK which union	4

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/20-21	131 V74134 Qu.63	Other family trade union membership	0 Not in union	2078
			10 White collar TUC	20
			20 White collar not TUC	0
			30 Other mixed TUC	23
			31 AEU	17
			32 ETU	3
			33 NUGMW	5
			34 NUM	10
			35 NUR	1
			36 TGWU	14
			37 USDAW	1
			40 Mixed - manual not TUC	0
			77 Unclassifiable	21
			88 DK which union	14
3/25	132 V74135 Qu.79	Length of last move	1 Same village or town	742
			2 Same city or county	225
			3 Same region	54
			4 Elsewhere in Britain	64
			5 Abroad	10
			0 NA	1112
3/26-27	133 V74136 Qu.80	Region of origin	1 North	95
			2 Yorkshire Humberside	114
			3 East Midlands	99
			4 East Anglia	12
			5 South East	156
			6 Greater London	107
			7 South West	66
			8 Wales	75
			9 West Midlands	86
			10 North West	135
			12 Scotland	106
			13 Ireland	22
			21 White commonwealth	2
			22 New Commonwealth	13
			23 Other country	7
			0 NA	1112

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/29	134 V74137 Qu.83A	Respondent coded job status	1 Present job 2 Retired 3 Temporarily unemployed 4 Never worked 0 NA	660 150 130 156 1111
3/30-32	135 V74138 Qu.83A	Respondent's occupational unit group	See Note 2. 0 NA - See Classification of Occupations	1267
3/33-34	136 V74139 Qu.83A	Respondent's occupational order	See Note 2. 0 NA - See Classification of Occupations	1267
3/35	137 V74140 Qu.83A	Respondent's employment status	1 Self employed with employees 2 Self employed without employees 3 Managers 4 Foremen, supervisors 5 Other employees 8 Unclassifiable 0 NA	29 48 55 46 761 1 1267
3/36-37	138 V74141 Qu.83A	Respondent's socio-economic group	See Note 3. 0 NA - See Classification of Occupations	1267

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/38	139 V74142 Qu.83A	Respondent's social grade	1 A - Higher managerial 2 B - Lower managerial 3 C1A - Skilled non-manual 4 C1B - Lower non-manual 5 C2 - Skilled manual 6 D - Unskilled or semi-skilled manual 7 E - No occupation 8 Unclassifiable 0 NA	45 81 132 211 267 198 37 6 1230
3/40	140 V74143 Qu.87A	Husband coded job status	1 Present job 2 Retired 3 Temporarily unemployed 4 Never worked 0 NA	337 72 6 1 1791
3/41-43	141 V74144 Qu.87A	Husband's occupational unit group	See Note 2. 0 NA - See Classification of Occupations	1794
3/44-45	142 V74145 Qu.87A	Husband's occupational order	See Note 2. 0 NA - See Classification of Occupations	1794
3/46	143 V74146 Qu.87A	Husband's employment status	1 Self employed with employees 2 Self-employed without employees 3 Managers 4 Foremen, supervisors 5 Other employees 8 Unclassifiable 0 NA	10 38 39 36 290 0 1794

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/47-48	144 V74147 Qu.87A	Husband's socio-economic group	See Note 3. 0 NA - See Classification of of Occupations	1794
3/49	145 V74148 Qu.87A	Husband's social grade	1 A - Higher managerial 2 B - Lower managerial 3 C1A - Skilled non-manual 4 C1B - Lower non-manual 5 C2 - Skilled manual 6 D - Unskilled or semi-skilled manual 7 E - no occupation 8 Unclassifiable 0 NA	29 33 60 32 177 74 1 8 1793
3/52	146 V74149 Qu.88B	Wife coded job status	1 Present job 2 Past job 4 Never worked 0 NA	193 77 164 1773
3/53-55	147 V74150 Qu.88B	Wife's occupational unit group	See Note 2. 0 NA - See Classification of Occupations	1937
3/56-57	148 V74151 Qu.88B	Wife's occupational order	See Note 2. 0 NA - See Classification of Occupations	1937
3/58	149 V74152 Qu.88B	Wife's employment status	1 Self-employed with employees 2 Self-employed without employees 3 Managers 4 Foremen, supervisors 5 Other employees 8 Unclassifiable 9 NA	2 5 5 5 253 0 1937

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/59-60	150 V74153 Qu.88B	Wife's socio-economic group	See Note 3. 0 NA - See Classification of Occupations	1937
3/61	151 V74154 Qu.88B	Wife's social grade	1 A - Higher managerial 2 B - Lower managerial 3 C1A - Skilled non-manual 4 C1B - Lower non-manual 5 C2 - Skilled manual 6 D - Unskilled or semi-skilled manual 7 E - No occupation 8 Unclassifiable 0 NA	2 20 19 133 26 68 0 2 1937
4/5	152 V74155	Coder for Open-ended questions	See Note 4.	
4/6-7	153 V74156 Qu.4	Likes Conservatives 1	See Note 4.	
4/8-9	154 V74157 Qu.4	Likes Conservatives 2	See Note 4.	
4/10-11	155 V74158 Qu.4	Likes Conservatives 3	See Note 4.	
4/12-13	156 V74159 Qu.4	Likes Conservatives 4	See Note 4.	
4/14-15	157 V74160 Qu.4	Likes Conservatives 5	See Note 4.	
4/16-17	158 V74161 Qu.4	Likes Conservatives 6	See Note 4.	
4/18-19	159 V74162 Qu.4	Likes Conservatives 7	See Note 4.	

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/20-21	160 V74163 Qu.5	Dislikes Conservatives 1	See Note 4.	
4/22-23	161 V74164 Qu.5	Dislikes Conservatives 2	See Note 4.	
4/24-25	162 V74165 Qu.5	Dislikes Conservatives 3	See Note 4.	
4/26-27	163 V74166 Qu.5	Dislikes Conservatives 4	See Note 4.	
4/28-29	164 V74167 Qu.5	Dislikes Conservatives 5	See Note 4.	
4/30-31	165 V74168 Qu.5	Dislikes Conservatives 6	See Note 4.	
4/32-33	166 V74169 Qu.5	Dislikes Conservatives 7	See Note 4.	
4/34-35	167 V74170 Qu.6	Likes Labour 1	See Note 4.	
4/36-37	168 V74171 Qu.6	Likes Labour 2	See Note 4.	
4/38-39	169 V74172 Qu.6	Likes Labour 3	See Note 4.	
4/40-41	170 V74173 Qu.6	Likes Labour 4	See Note 4.	
4/42-43	171 V74174 Qu.6	Likes Labour 5	See Note 4.	

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/44-45	172 V74175 Qu.6	Likes Labour 6	See Note 4.	
4/46-47	173 V74176 Qu.6	Likes Labour 7	See Note 4.	
4/48-49	174 V74177 Qu.7	Dislikes Labour 1	See Note 4.	
4/50-51	175 V74178 Qu.7	Dislikes Labour 2	See Note 4.	
4/52-53	176 V74179 Qu.7	Dislikes Labour 3	See Note 4.	
4/54-55	177 V74180 Qu.7	Dislikes Labour 4	See Note 4.	
4/56-57	178 V74181 Qu.7	Dislikes Labour 5	See Note 4.	
4/58-59	179 V74182 Qu.7	Dislikes Labour 6	See Note 4.	
4/60-61	180 V74183 Qu.7	Dislikes Labour 7	See Note 4.	
4/62-63	181 V74184 Qu.9H	Likes Liberals 1	See Note 4.	
4/64-65	182 V74185 Qu.9H	Likes Liberals 2	See Note 4.	
4/66-67	183 V74186 Qu.9H	Likes Liberals 3	See Note 4.	

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/68-69	184 V74187 Qu.9H	Likes Liberals 4	See Note 4.	
4/70-71	185 V74188 Qu.9I	Dislikes Liberals 1	See Note 4.	
4/72-73	186 V74189 Qu.9I	Dislikes Liberals 2	See Note 4.	
4/74-75	187 V74190 Qu.9I	Dislikes Liberals 3	See Note 4.	
4/76-77	188 V74191 Qu.9I	Dislikes Liberals 4	See Note 4.	