UK Data Archive Study Number 666 - British Election Study, October 1974; Cross-Section Survey

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

16 DUNCAN TERRACE, LONDON N1 8BZ 01 - 278 - 2061

THE BRITISH ELECTION STUDY

Project Instructions

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Project Instructions

1 PURPOSE OF THE SURVEY

Not since 1910 has Britain been asked to vote at more than one general election in a year. It is an historic election that we are researching, and it is an historic election about which you are interviewing Earlier this year after the February 1974 election a panel of 2462 electors in 200 constituencies throughout Great Britain were interviewed as part of the British Election Study, under the direction of Professor B. Sarlvik, Ivor Crewe and Jim Alt of the University of Essex We have been asked to revisit all those who were interviewed then and reinterview them about the major issues of this recent election campaign. This series of interviews is historically important, and will gather the only major systematic collection of electors' opinions of these two elections anywhere in the world

The project is grant-aided by the Social Science Research Council, and the results will be written up in a book to be published by Cambridge University Press. Preliminary results have already been published in "New Society" and respondents in the panel will receive copies of a similar report shortly after their interview.

The election seems likely to be particularly interesting in Scotland, because the sample in Scotland is too small for much detailed analysis, another special sample has been drawn from the electoral registers in 35 constituencies throughout Scotland.

The panel of electors interviewed after the last election, and the special Scottish Sample will both be asked about a range of political and social issues, about their views of what the political parties say they will do about those issues, about their past voting behaviour, and about their political preferences. It is vital to interview all selected electors on this study, because it is very important indeed to collect a representative sample of views from the politically uninterested to those who actively participate in politics.

2 YOUR SAMPLE OF ELECTORS TO BE INTERVIEWED

1. Sample Issue Sheets

You may be given 3 differently coloured sample issue sheets (white, pink and blue) listing the names and addresses of specific individuals who are to be interviewed. In all constituencies in England and Wales, only two differently coloured sample issue sheets will be used. In 18 Scottish constituencies interviewers may have sample issue sheets of all three colours In the other 17 Scottish constituencies interviewers will have only one type of sample issue sheet (blue ones) The colours of the sample issue sheets tell you several important things·

1) which questionnaire (of three) each individual is to be asked In England and Wales only two questionnaires are ever used,
2) which part of the study each list of individuals belongs to,
3) whether the listed individuals have been interviewed after the previous election or not

White sample issue sheets tell you that people listed thereon are to be asked the series 'A' questionnaire which has a white face sheet, and that those people have been interviewed after the February 1974 election in England, Wales and Scotland Pink sample issue sheets tell you that people listed thereon are to be asked the series 'B' questionnaire, which has a pink face sheet The people listed on these pink sheets belong to the sample drawn for the February survey (namely in England, Wales and Scotland), a few of them were not contacted last time, but could be now (they do not include refusals, but only those who were away or ill or not available), a few were too young to vote at the last election and therefore could not be interviewed then. Most, however, are people who have been chosen to 'top up' the February sample The questionnaire they have is slightly longer than the series 'A' questionnaire because they need to be asked a few more personal details

Finally the blue sample issue sheets include the names of individuals in the special booster sample in Scotland The questionnaire they are asked has a blue face sheet and is asked only in Scotland.

The sample issue sheets also have on them certain other details which are important for you to know These include

1) 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 sheet But it does refer to March/April 1974 and may have changed since

2) The sample area code, or constituency number, which is a three digit figure consisting of two parts The first digit ranges from 1 to 12 (computers can accept 11 and 12 as single digits - often as X and Y but usually as + and &). This digit refers to the region of the country The next two digits in the area code refer to that constituency in that region and run from 01 - 38 The region code goes in the first box of the area code, even if it consists of two figures.

3) The serial number of each respondent in that constituency which is a two figure number listed in the left hand column of the sample issue sheet which may be in any of the ranges 01-17,20-23,30-54,60-84

2 Whom you should interview

You should interview the named person and him/her only. You will find all the relevant information about where to find him/her on the sample issue sheet But you may find that some people have moved to a different address. We are interviewing all movers, save only those who have moved out of Britain We do not wish you to take substitutes under any circumstances.

Because we are trying to interview everyone selected, it is very important that you make every effort to find out the new address of movers, so that they can be contacted and then interviewed If they have moved locally then you should try to follow and interview them yourself If they have moved further afield, contact either Daphne or Jo and send back the contact sheet as quickly as possible for reallocation

3. Calling and recalling

Call at each address on your sample issue sheet If you meet the person you should be interviewing, either interview him/her at once, or make an appointment for a more convenient time Remember that the questionnaire takes about 1 - 1½ hours 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, i.e. after 6 p m or at the weekend The format of the contact sheet helps you remember when you called before and what happened on each occasion

You may find the contact information on the sample issue sheet and on the contact 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 to 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

4 P.O. Respondents

105 people on the 'A' series sample issue sheets are marked P.O. on the sample issue sheet in the right hand margin Before you contact them you MUST contact your Field Supervisor for special instructions.

3 THE QUESTIONNAIRES, LETTERS AND SHOW CARDS

1. Letter of introduction

Three letters of introduction have been written, one for each sample in the study Series 'A' letter should be given to those on the white sample issue sheets. Series 'B' letter should be used only in England and Wales, for those on the pink sample issue sheets. Series 'C' letter with letter head

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is to be used only in Scotland and is to be given to both 'B' and 'C' samples in Scotland.

We believe the letter will help you to gain the respondents' cooperation, if you give it to them at the very beginning of the interview. Before you visit each person write in at the top of the appropriate letter "Dear Mr " or "Dear Mrs " or "Dear M/s . " in blue pen or biro Remember many of the people you have to interview have been interviewed before on the same subject, it is important for you to impress upon them how important this interview is for the success of the survey

Always show your identity card before interviewing whether you are asked for it or not

Finally you will notice that the letter of introduction stresses that all 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 the Centre for Sample Surveys Limited or SCPR.

2. The layout of the questionnaire

Some of you will have worked on the General Election study we did in March/April this year The questionnaire design and layout is similar to that one which, like this, was also composed by the British Election Study team at the University of Essex. It contains several innovations when compared to the usual SCPR questionnaires But many of the rules are the same.

1) Codes

The codes that should be circled to record the respondents' answers are in general in the left hand margin, beside the appropriate answer. They are, in general, on the left 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, and unless you meet a double line under the question 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

The arrow scheme is reinforced by the lines between questions. A double line means that you should never ask the next question, if you have asked the previous one For example, after question 35E, all who are asked the question then skip to question 43. A single line distinguishes one idea from another Generally there are single lines between each question A hatched line reminds you that there is some continuity between the upper and lower questions. In question 26 A - J, the same card is used throughout The idea is the same for the whole series Therefore the line is hatched.

Two other kinds of sign also appear in the margin, besides the codes and the question number *disp/77/SKIP/dup 5/punch '2'* at the bottom of page 10 is one example from series 'A' questionnaire. On page 7 of that questionnaire appears in the margin. Both of these are instructions to punch girls and do not concern you, the interviewers, at all

3) Comment space

On almost every question you have been given space to record any comments that the respondent may give, relevant or irrelevant Please use them whenever such a comment may illuminate a particular answer, but especially in the following three cases

i) a respondent may give an answer unlike any of the codes. Record that in the comments space, but then try to get the respondent to select an answer from the code list, as usual,

ii) a respondent may give a more extreme response than any of the coded alternatives For instance, at question 2 the respondent may say "Never" · Note the reply, and code the closest answer (3 - Once in a while),

iii) a respondent may be unable to choose between two alternatives despite your attempts to get him/her to choose one. In this case note his answer in the comment space, but do not ring a code.

The word "Comments" has occasionally been omitted for reasons of space. Do not let this deter you from recording comments.

4) Question numbering

Because there are three similar questionnaires being used in this study, one question asked in all has the same question number in all three For your convenience there are occasional notes telling you that the questionnaire does not include certain questions. Be careful with the skip instructions.

3. SHOW CARDS

You should have two batches of show cards, one numbered A - H in the bottom right hand corner. The card consists of scales to be used at Question 11 The second batch consists of 21 cards which are not numbered consecutively, but are given the same number as the question at which they are used (in the bottom right hand corner of the card).

Check to see that you have 21 cards, for the following questions.

14, 15, 16, 17, 19A, 19F, 20, 21, 22, 25, 26A, 26K, 26P, 27, 28, 42, 50, 51, 56, 67, 95.

1) 'A' series questionnaire interviewers on this will use two batches of cards, one batch including A - H (for question 11), and one batch from question 14 to 95 consisting of 21 cards You will need to remember to skip card 42 and 95 because those questions are not on series 'A' questionnaire, and if in England and Wales to exclude 26K and 26P from your pack.

2) 'B' series questionnaire. As for series 'A', interviewers will have two batches of cards, all of which will need to be shown, except 26K and 26P if you are interviewing in England or Wales.

3) 'C' series questionnaire interviewing on this questionnaire, you will

not need batch A - H at all You will use all but one of the cards, 26A.

4 General points on the questionnaire

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 6A, etc) 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 terrible useful if well probed

All questions should be read out as written, they should not be re-phrased 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 questions) 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

Certain words are underlined in the question text These should be emphasised where necessary, particularly if you have to repeat the question.

The underlining has been put in also to give you an immediate reminder about what the question is about, if you lose the train of thought in the questions

4. DETAILED NOTES ON THE QUESTIONS

Because the question appearing in any two or all three has the same number the notes only record which questionnaire each question appears in, incidentally. Separate notes have not been prepared for each version of the questionnaire.

Question Number	Questionnaire	COMMENT
Serial No, etc.	A, B, C	Remember to fill up all the details concerning date, month, start time, as well as the area code and respondent's serial number
1	B, C	Please follow the instructions very carefully First if the respondent does read a daily newspaper regularly, write down its name (and any other mentioned) in order of mention. Notice that we are not interested here in Sunday newspapers nor weeklies But clearly dailies do include local , regional and national newspapers. If the respondent does not read a newspaper regularly, circle NONE in the first line of capitals under the question, e.g. IF NO NEWSPAPER CIRCLE (NONE) AND GO TO ..
2	B. C	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.
3	B, C	Again, place emphasis on the underlined words, if you need to emphasise anything.
4	A, B, C	If any other answers than those listed are given, note them, but repeat the question and try to get the respondent to choose one of the listed answers.
5	A, B, C	If the respondent does not know what is meant by 'facts' in the question, do NOT explain
6A	A, B, C	This is the first of a series of open-ended questions, which as you see,has been given plenty of room for the answers. PROBE VERY FULLY AND CARFULLY Vague and general answers like "I just like them" or "They're the best party for the country" are insufficien Probe, probe, and probe again until there is nothing more that the respondent wishes to add Remember "Is there anything else?" is only one of the standard probes, others will be, no doubt, "In what ways is it good/the best party?" or "Why do you think.. ?" Do use the full range of probes which are relevant to the main question WITHOUT, of course, PROMPTING
6B, 7A, 7B	A, B, C	The same comment applies to these questions as applied to 6A. Please do probe most carefully

Question Number	Questionnaire	COMMENTS
8	A, B, C	Expect comments here. Some people may interpret it to refer just to the Conservative and Labour parties, some people may think it applies to all three or four parties, or some other combination 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 might say one thing for one pair of parties and another thing for another pair Do make sure you record which answer applies to which pair And do write in any comments.
9A	A, B, C	Note the words to emphasise here
9B	A, B, C	" in this constituency" refers to the constituency in which the respondent was registered to vote (and may have voted) If they have moved since registration and now live in a different constituency do make it clear that we mean the constituency in which they were registered
9C,D	A, B, C	The same comments about open-ended questions applies here as applied to 6A
9E	A, B, C	Stick to the question as phrased
10A-E	A, B, C	Asked only in Scotland, electors in England and Wales should skip to question 11
10A	A, B, C	Note the words to emphasise
10B	A, B, C	The same comment applies here as applied to 9B
10C, D	A, B, C	See comments about open-ended questions under 6A
11	A, B	Use SHOW CARDS A-H following the instructions and the question text carefully Note that the questionnaire contains a long explanation about how to choose an answer Do read question as it is. Having explained the first scale, ask the three questions, about the three political parties repeating the phrases at each end of the scale Then ask about scales B - H inclusive in the same order of the cards Any comments should be recorded in the appropriate area of the questionnaire.
11 (S)	C	Only on this questionnaire
12A	A, B, C	If respondents stray off the question, repeat it and record any bad things spontaneously mentioned under 12B. Probe fully and carefully and please write verbatim and legibly. The

		sponsors will be coding the questionnaires themselves
12B	A, B, C	Note the bad things here. Probe fully and carefully
13	B, C	Straightforward question, but do ensure the respondent answers by choosing one of the listed answers Otherwise repeat the question, and encourage them to pick one of the four choices.
14A, B	A, B, C	Use show card 14 at this question, and continue using it for 14B. Hand the card to the respondent before you ask the question, and then read out the question in full, to include the answers on the card. Remember to retrieve the card after 14B.
14C, D	A, B, C	Straightforward
15 A - C	A, B, C	Use show card 15 for each of the three parts A - C Read out the alternatives 1 - 4 aloud, as well as the question. When the respondent picks a number, check that he/she means that answer by reading out that numbered alternative
16A, B	A, B, C	Note the reminder to retrieve the card 15 before showing the respondent card 16 Then read out the question in full The recent Labour government refers to that in existence before the October 10th election
16C - E	A, B, C	Straighforward.
17A - F	A, B, C	You will be using card 17 for parts A, C and E of this question You must read out the question in full, including the card prompt, since that is rather long and complicated. Record your answer in the box in the left hand margin. Do make sure it is legibly and clearly written.
18		Not on any of these questionnaires
19A	A, B, C	Use card 19A here and ASK EVERYONE. This question is not for Scotland only Read out the four alternatives in full, emphasising the underlined phrases
19B - E	A, B, C	These questions are only to be asked in Scotland using card 19A.
19F - H	A, B, C	These questions are asked of everyone, using show card 19F at 19F only. Remember to retrieve the card before 19G.

20A - D	A, B, C	Here you should use show card 20 Remember to read out the four alternatives slowly, and carefully, because they are long and carefully phrased. The statement number at B - D is the same as the code number to the left of the margin at 20A Do check if the respondent only quotes the statement number, that it corresponds to his/her selected statement
20(S)	C	Only asked in Scotland using show card 20.
20E	A, B, C	Remember to retrieve card 20 before asking the question.
20F	A, B, C	Stick carefully to the question and do not prompt
20G	B, C	Straightforward
20 H - J	A, B	Straightforward
21 A - D	A, B, C	Here you use show card 21, remembering to read out all four alternatives as in question 21A
21(S)	C	Only asked in Scotland, using show card 21
21 E, F	A, B, C	Retrieve card 21 before asking these In 21F do not prompt here.
21 G	B, C	Straightforward
22 A - D	A, B, C	Show card 22 here and read out the four alternatives in 22A
22 (S)	C	*Only on this questionnaire*
22 E, F	A, B, C	Take back card 22 before asking these
23 A - C	A, B, C	Straightforward
24A	A, B, C	This should only be asked if respondent usually has a paid job or if respondent is a housewife and husband usually works When in doubt, ask the question, and note any comments If the respondent is not asked because either *he/she is not usually in a paid job or he/she* is not a housewife then notice the skip instructions, and follow them. This time you do not have any arrows to remind you
24B	A, B, C	Straightforward
25 A - B	A, B, C	Use show card 25 at this question and read out the question slowly and carefully It is long but the idea is simple. Do explain, as the question explains, using the card.

26 A - J	A, B	Use card 26A and ask everyone this question and the foloowing ones which all use card 26A Read out the 5 alternatives and do check regularly that the respondent's choice is what you think it is write the appropriate statement number selected in the box, for each statement
26 K - O	C	Use card 26K - which is not used in England and Wales. Read out the 4 alternatives clearly and slowly.
26 P - T	C	Use card 26P at this question
26 U, V	C	Take back card before asking 26U
27 A - M	A, B,C	Read out the options on card 27, which is used throughout this group of questions.
27 N	C	As 27 A - M, but this is only on this questionnaire You should read out the card at intervals during this group of questions to remind the respondent what he/she is meant to be doing
28 A-C	A, B, C	Show card 28 before asking the question We are trying to encourage respondents to give the single most important at A, because they have an opportunity at B of deciding which is the next most important. So code only one at A, and at B, and at C This is one of the questions where we may find other answers being given You should note them down but you must show them card 28 and ask them to say which of those is the single most important
29 A, B	A,B, C	Retrieve card 28 before asking 29
30	A, B, C	This is the first question which uses the arrowed filter system. As you can see it is easy to follow. If you ring code you continue to the next question as the arrow indicates If you ring code 2, you look to the right of the answers and see the instruction GO TO 38. By code 3 you have an instruction GO TO 39 OR GO TO 43 (series A questionnaires). Follow these instructions if you ring the appropriate code
31 - 33	A, B, C	It is slightly unusual to ask so many questions between the question about "whether you voted or not" and "how you voted" This is to encourage people to answer who might have been tempted to refuse, if asked it cold The questions are important and straightforward

34	A, B, C	Obviously this is only asked of those who said they voted at 30 Here you must be very careful about following the skip instructions These are in summary i) Liberal voters — Ask next question ii) Scottish National or Welsh Nationalist (Plaid Cymru) — Ask question 36A iii) Conservative and Labour supporters — Ask question 37A iv) Those who voted for another party, did not remember or refuse to say — Ask question 39
35 A - C	A, B, C	Asked only of Liberal voters Again "this constituency" in 35A and B means the constituency in which they are registered to vote but from whichthey may have moved since October 1973 Do remember this.
35D	A, B, C	Asked in Scotland only among Liberal voters
35E	A, B, C	Asked of all Liberal voters again Then you come to a double line which tells you that all those you have asked 35E and not asked 36A Skip instructions tell you to go from 35E to 39 ALWAYS
36 A - D	A, B, C	This group of questions is only asked of Scottish National or Welsh Nationalist voters (at Q 34) Again "this constituency"means the constituency in which they were registered to vote and from which they were originally selected. After 36D you come to the double line and skip to 39 as instructed
37 A - C	A, B, C	This is only asked of Conservative or Labour voters, and 37B is then only asked of such voters in Scotland After 37C, skip to 39.
38	A, B, C	This question is only asked of those who did not vote at question 30 Emphasise If .
39 - 41	B, C	Everyone should be asked these
42	B, C	Use show card 42 here and read out the alternatives aloud Retrieve the card before asking 43
43	A, B, C	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 instructions very carefully indeed Notice questions 44 - 48 refer back to answers at this question and no earlier question You may well find people who say at 34

		that they voted Conservative or Labour or Liberal or SNP at the election and who consider themselves in general a supporter of no particular party or a different one from that for which they voted From 43 on, the answers to 34 are not referred to We only refer to 43 So watch the filters Finally, here the emphasis is most important Do please stress generally . .
44	A, B, C	If they say none or refust to say at 43 ask them 44 and follow the skips
45 A, B	A, B, C	Are only asked if they think of themselves as Conservatives at 43 or think themselves as closer to the Conservatives than other parties at 44. After 45B skip to 49
46 A, B	A, B, C	Are asked only if they think of themselves as Labour at 43 or think they are closer to Labour than to the other parties at 44, After 46B, skip to 49
47 A, B, C	A, B, C	Are asked only if they think of themselves as Liber at 43 or think they are closer to Liberal than to the other parties at 44 After 47C, skip to 49
48 A, B	A, B, C	Are asked either of Nationlists and other parties' supporters at 43 or 43 or of people who support no party at either question.
49	A, B, C	Ask everyone this question.

cont/ .

50 A	A, B, C	In series A make sure that the card you show here is card 50, since you will have skipped card 42 as it is not in questionnaire A Show the card and read out instructions.
50 B	A, B, C	Retrieve the card before asking the question
51 A-C	A, B, C	Show card 51 and read out the alternatives. There may be other answers so write them in, if so.
52 A-B	A, B, C	Two boxes have been provided in the margin for your marks out of ten. If you are given marks lower than 10, remember to write in the leading 0 before the mark, i.e. 1 is written [0 1]. Marks correspond to the old-fashioned marking system used at schools 0 for something awful, 10 out of 10 for something very good indeed. Here one is marking the parties and various politicians. If need be explain it in these terms. Don't know is written [D K] Do remember to be very clear when filling in the boxes.
52 (S)	C	Only on this questionnaire.
53 A	A, B, C	Watch the filters. "Organisation" means any party or party-like organisation involved in politics.
53 B	A, B, C	Asked only of members of the Labour Party
54	A, B, C	Ask everyone.
55 A	A, B, C	Write in the name of the organisation(s) and if it is difficult to tell from the title include a brief description of it. If there are more than three, record those too.
55 B	A, B, C	What political action was taken (writing letter to MP, march or demonstration, public meeting, etc.) and what was the main purpose of it.
56	A, B, C	Show card 56.
57A	A, B, C	Remember to retrieve the card 5b before asking 57.

57 B	A, B, C	In the C series questionnaire there is a little more to the question than in A and B series questionnaires. Space is somewhat cramped, so do please be careful about recording the details.
58	A, B, C	Again C series questionnaires add a subsidiary question, about the Scottish Assembly. Do please code in all the details.
59 - 61	A, B, C	Straightforward.
62 A, B	A, B, C	We want an amount in £ and p NOT a percentage. If people offer a percentage, just ask "What is that in £ and pence?" It does not matter too much if the amount is not exact, provided an amount is given. Finally please DO NOT DO THE ARITHMETIC FOR RESPONDENTS IF THEY GIVE YOU PERCENTAGES. Just ask them to put it in £ and pence.
63A - 66B	A, B, C	Straightforward
67	A, B, C	Show card 67 and read out the alternatives, if you judge it helpful Then read out the items one at a time and record by ringing the appropriate code. Repeat the preamble "How do you feel about...?" at regular intervals, to remind the respondent how to answer.
68	B, C	Retrieve card before asking this question. This is a slightly unusual recording technique, but it is simple if you are 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 trade union does he/she belong to?" 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. Initials of the Union are not sufficient. Full name please.
69	B, C	Ask only if respondent is a union member.
70	B, C	Watch the skip instructions here. If respondent says either "middle"(class) or "working"(class) but nothing else then skip to 72 Otherwise write in precisely what was said and ask the following question 71

71 - 72	B, C	Straightforward
73 A, B, C	B, C	Watch the filters here
74	B, C	Ask everyone If father is unknown or died when very young, ask about the head of the household, describing her/his relationship to the respondent (e g "mother" or "stepfather" or "grandfather")
75 - 77	B, C	Straightforward
78	B, C	Respondents may have their flat or house with their job. If so, write that in and we shall deal with it in the oofice Do ask if they pay anything on it, if they do Otherwise follow instructions carefully In Scotland, treat renters from the Special Scottish Housing Assn as if renting from council/new town but please note it as well
79	B, C	Write in the number of years in the appropriate space, and the number of months if they recall it Do try and get an estimate of the number of years if the respondent is unable to say how precisely how many he has been <u>at that address</u>
80A	B, C	Previous residence should be described in enough detail to be clear
80B	B, C	"Grew up in" includes the major part of the respondent's childhood - write in clearly particularly if it is somewhere unusual
81 - 82	A, B, C	Note the skip instruction.
83	B, C	Straightforward
84 - 87D	A, B, C	Note the skip instructions Very straightforward Note at 87A whether the job is full or part time
88 - 92D	A, B, C	Again straightforward
93	A, B, C	Write in clearly in the boxes
94A - C	A, B, C	Straightforward
95	B, C	Use show card 95 and ask the appropriate question The question has been deliberately phrased very impersonally and the respondent is always asked for a letter, not a figure Remember to prompt for all sources of income - investments - rents - pensions - welfare payments

After the interview thank them kindly for their cooperation. Remember to complete the Contact Sheet at well

I. TITLE

Anyone using this data set should acknowledge Ivor Crewe, Bo Sarlvik, and James Alt, The British Election Study at the University of Essex, October Cross-Section Sample. The October cross-section sample described in thos codebook contains 323 variables and 2,365 cases.

II. SAMPLE DESIGN

In February 1974, 200 parliamentary constituencies were selected with probability proportionate to size of 1973 electorate, from a list of 618 constituencies throughout Great Britain (excluding Northern Ireland, and constituencies north of the Caledonian Canal). The sampling frame was constructed as follows:

1) All 618 constituencies were classified into 11 regional strata, using the Registrar General's Standard Region definitions, and treating Greater London as a separate region;

2) Within these strata, constituencies were divided into three groups, those in conurbations, those in urban areas, and those in rural areas, according to the proportion of that constituency's population that lived in each of these types of local authority areas. (In the appendix we include a fuller description of these local authority area definitions). Where some of the constituency is in an urban and some in a rural local authority area, constituency area type is determined by the area type in which the majority of the population lives.

   Because there are no conurbations in five of the regional strata (East Midlands, East Anglia, South East, South West and Wales), and because, by definition, all Greater London constituencies are in a conurbation, this classification gives 26 strata.

3) Finally, the constituencies in these 26 strata were arranged in descending order of the percentage of the Labour vote at the 1970 general election. In constituencies who boundaries were new or had been revised following the Boundary Commission's Reports, the area containing the greater proportion of the population was used to estimate the ordering parameter.

From this list of 618 constituencies, 200 constituencies were selected systematically within regional group, with probability proportionate to the size of the 1973 electorate. A sampling fraction was derived by totalling the electorates of all constituencies in the regional group and by dividing that accumulated electorate by the number of sampling points required for that regional group. A random number between 1 and the sampling fraction was chosen to give the first constituency. The sampling fraction was added to the random number, and the total indicated the second selected constituency. Subsequent constituencies were selected by adding the sampling fraction to this running total, until the correct number of constituencies was selected. A random number was selected for each regional group. In this way a sample was selected giving a number of constituencies in each stratum in proportion to the proportion of all electors lying in that stratum.

Within each of the 200 selected constituencies, one polling district was selected, with probability proportionate to size. Polling districts were listed in electoral register order, and a random number between 1 and the accumulated 1974 electorate for that constituency was taken to indicate the chosen polling district. This yeilded a set of 200 polling districts as sampling units.

For the February 1974 study, individual electors were drawn within each polling district, in each case using a random start point and sampling fraction necessary to generate 17 names. Where the sampling interval alighted on a 'Y-voter', the name was recorded and the individual was replaced if his/her birthday was after February 28 (the day of the general election). This gave a sample of 3400 electors, representative of the eligible electorate on February 28, 1974.

The October 1974 sample was an updated version of the February one. To update it, four further names were selected in each of the 200 polling districts, by using a random start point and deriving the appropriate sampling interval. The original 17 names were not replaced. Where a previously excluded Y-voter had come of age by October 10, his/her name was included and only three extra names selected in that sampling point. Any ineligible Y-voters encountered in the process of adding names were replaced by a supplementary name drawn completely at random. The updating process added 800 names to the February sample. Thirty-two of these were Y-voters, with birthdays between February 28 and October 10. In all 4,200 names were provided in 200 polling districts.

In the February 1974 survey contact had been attempted with 3,400 electors; 2,462 were successfully interviewed, and 938 for various reasons were not. In generating the effective sample for the October study, the reasons for the non-response of these 938 electors were studied, and individuals with whom it was felt no interview was possible were excluded from the sample. Reasons for exclusion included ascertained death, impossible to trace, refusal to be interviewed on at least two occasions, and so on. 789 individuals were thus excluded, leaving 149 names for issue in the October sample.

In summary, the issued sample in October was made up of four groups of individuals which were:

1) 2,462 electors who had been interviewed in March-May ('A' series);

2) 768 electors whose names had been freshly drawn for October ('B' series);

3) 32 electors whose names had been drawn in February when they were too young to vote, but who had come of age before October 10 ('B' series);

4) 149 electors whose names had been drawn in February, who had not been interviewed then, but who might be available in October ('B' series).

This gave an effective sample of 3,411 electors in 200 constituencies. Different questionnaires were used for the 'A' and 'B' series, which area described in section 3.

III. ANALYSIS OF RESPONSE

The interviewing began immediately after the briefing sessions, and some interviewers were able to start on October 15. Throughout it was assumed that movers would be followed and interviewed, where possible. The first stage was completed by December 20, 1974. Figures 1 and 2 show the levels of completion by week over the period, and indicate that over 94% of all interviews in England and Wales and 87% of the interviews in Scotland had been completed by the middle of December 1974, and most of these had been conducted in the first month after the election.

Because the response rate was rather low in certain areas, a second stage was mounted, at which some first stage non-contacts were to be followed up and interviewed, if possible. A shortened version of the 'A' series questionnaire was prepared for 'A' series respondents who had refused at the first stage but had intimated that they might co-operate if the questionnaire was shorter.

The second stage ran from November 26 till January 20, 1975. A brief third stage was mounted in January 1975 to boost the response rate among 'B' and 'C' series respondents using abbreviated 'B' and 'C' series questionnaires.

Most of the sample had been interviewed before or were to be visited again, and it was felt that the major quality control procedure should be postal checking rather than recalling on respondents, to avoid annoying panel members. 1228 check cards were sent out to sample members and 568 replies were received, none unfavourable. A few interviewers were nevertheless accompanied by CSS field supervisors on a number of their calls.

As a further quality check, all interviewers' firt batches of work were checked by field assistants in the head offices in London and in Darlington. Interviewers were informed of errors. Subsequently regular random edit checks were made on work by field assistants to ensure that high standards of completion were maintained.

4,801 addresses were allocated at the beginning of stage 1, 2,467 'A' series, 944 'B' series and 1,390 'C' series. 1,704 addresses in all were in Scottish constituencies and the remaining 3,097 were in England and Wales. After stage 1, which ended on December 20th, 65.4% of in scope addresses had provided interviews. The response rate varied by series so that 72% of 'A' series, 54% of 'B' series and 63% of 'C' series addresses had been productive.

At the completion of stages 2 and 3, 56 addresses were found to be out of scope. The overall response rate was 74.4%. In table 1 opposite, the full analysis of response is given, with a separate analysis for England and Wales and for Scotland, where response rates of 74.0% and 75.9% respectively were achieved. The table shows that the major reasons for non-response were overt and covert refusal. About three quarters of all non-respondents refused an interview, broke appointments, or had someone else in the household refuse the interview for them.

Tables 2 and 3 analyse the response within England and Wales and within Scotland by the questionnaire series. Both tables show that the 'B' series samples procuded lower response rates than either the 'A' or the 'C' series samples, 63% in England and Wales 'B' series and 69% in Scotland compared with 78% and 76% for the respective 'A' series and 76% for the Scottish 'C' series.

FINAL RESPONSE

ANALYSIS OF RESPONSE - SERIES

	ENGLAND WALES		SCOTLAND		TOTAL		TOTAL SAMPLE	
I ADDRESSES								
No. of addresses in group	3097		1704				4801	
No. of addresses found to be out of scope:	24		18				42	
- because vacant/derelict	19		12				31	
- because premises demolished	1		2				3	
- because business/industrial premises	4		4				8	
No. of addresses assumed to be out of scope:	7		7				14	
- because not traceable	7		7				14	
Total no. of out of scope addresses	31		25				56	
Total no. of in scope addresses	3066		1679				4745	
II INDIVIDUALS								
No. of people at in scope addresses	3066		1679				4745	
No. of people found to be out of scope	131		130				261	
- because moved	96		101				197	
- because dead	35		29				64	
No. of people assumed to be out of scope	13		7				20	
- because not known at address	13		7				20	
Total no. of out of scope individuals	144		137				282	
Total no. of in scope individuals	2922	100	1542	100			4464	100
No. of productive interviews	2164	74.0	1170	75.9			3334	74.7
NON-RESPONSE								
- selected person refused	475	16.3	177	11.5			652	14 6
- selected person not contacted	63	2 2	49	3 2			112	2.5
- selected person broke appointment	54	1.8	21	1.4			75	1.7
· refused by someone else in household	71	2.4	36	2.3			107	2 4
- selected person away/in hospital	27	0.9	35	2.3			62	1.4
- selected person ill (at home)	17	0.6	14	0.9			31	0.7
- selected person senile/ incapacitated	27	0 9	19	1.2			46	1.0
- no contact with anyone at address	13	0.4	12	0 8			25	0 6
- other reasons for no interview	11	0 4	9	0.6			20	.0 4

The lower response rate in the 'B' series sample seems to have been due to at least three points:

1) in practice, the 'B' series questionnaire took longer to complete than the pilot interviews suggested it would; on average it took about 85 - 90 minutes compared with the 80 minutes it was expected to take.

2) the 'B' series sample consisted of new addresses drawn for the first time in October, and old addresses that had not provided an interview in February but were expected to in October. These 'old' addresses provided for fewer interviews than the 'new' addresses as the table below shows:

Table 4 Response rates within the 'B' series sample

	New addresses	Old addresses
No. issued	801	143
Deadwood (demolished, etc.)	77	20
In scope addresses	724	123
% of productive interviews (as % of in scope addresses)	66 %	49 %

3) A higher proportion of 'old B series addresses were issued in London than in other areas of the country. Interviewing conditions in London are more difficult than elsewhere in Great Britain.

One recommendation that arises from this, is that if differences in interview length do emerge, and are significant - say greater than 10 or so minutes - then interviewer payments should be increased for the longer interviews to reflect their greater length. If the study team and CSS had been aware of the difference - which did not emerge from the pilot interviews - 'B' series interviews would have been paid at a higher rate than either 'A' or 'C' series interviews.

TABLE 2

RESPONSE IN ENGLAND AND WALES

ANALYSIS OF RESPONSE - SERIES 'A', 'B', AND TOTAL

	'A' ADDRESSES		'B' ADDRESSES		TOTAL		TOTAL SAMPLE	
I ADDRESSES								
No. of addresses in group	2233		864				3097	
No. of addresses found to be out of scope:	14		10				24	
- because vacant/derelict	11		8				19	
- because premises demolished			1				1	
- because business/industrial premises	3		1				4	
No. of addresses assumed to be out of scope:	3		4				7	
- because not traceable	3		4				7	
Total no. of out of scope addresses	17		14				31	
Total no. of in scope addresses	2216		850				3066	
II INDIVIDUALS								
No. of people at in scope addresses	2216		850				3066	
No. of people found to be out of scope	70		61				131	
- because moved	53		43				96	
- because dead	17		18				35	
No. of people assumed to be out of scope	5		8				13	
- because not known at address	5		8				13	
Total no. of out of scope individuals	75		68				144	
Total no. of in scope individuals	2141	100	781	100			2922	100
No. of productive interviews	1674	78.2	490	62.7			2164	74 0
NON-RESPONSE								
- selected person refused	304	14.2	171	21 9			475	16 3
- selected person not contacted	29	1.4	34	4.3			63	2 2
- selected person broke appointment	35	1 6	19	2.4			54	1 8
- refused by someone else in household	43	2 0	28	3.6			71	2 4
- selected person away/in hospital	15	0 7	12	1.5			27	0.9
- selected person ill (at home)	12	0.6	5	0 6			17	0 6
- selected person senile/ incapacitated	14	0.7	13	1 7			27	0.9
- no contact with anyone at address	8	0.4	5	0.6			13	0 4
- other reasons for no interview	7	0.3	4	0 5			11	0 4

TABLE 3

RESPONSE IN SCOTLAND

ANALYSIS OF RESPONSE - SERIES 'A', 'B', AND 'C' AND TOTAL

	'A' ADDRESSES		'B' ADDRESSES		'C' ADDRESSES		TOTAL SAMPLE	
I ADDRESSES								
No. of addresses in group	234		80		1390		1704	
No. of addresses found to be out of scope:	1		2		15		18	
- because vacant/derelict	1				11		12	
- because premises demolished					2		2	
- because business/industrial premises			2		2		4	
No. of addresses assumed to be out of scope:	1		1		5		7	
- because not traceable	1		1		5		7	
Total no. of out of scope addresses	2		3		20		25	
Total no. of in scope addresses	232		77		1370		1679	
II INDIVIDUALS								
No. of people at in scope addresses	232		77		1370		1679	
No. of people found to be out of scope	12		8		110		130	
- because moved	9		7		85		101	
- because dead	3		1		25		29	
No. of people assumed to be out of scope	2		1		4		7	
- because not known at address	2		1		4		7	
Total no. of out of scope individuals	14		9		114		137	
Total no. of in scope individuals	218	100	68	100	1256	100	1542	100
No. of productive interviews	165	76	47	69	958	76	1170	75.9
NON-RESPONSE								
- selected person refused	29	13	10	15	138	11	177	11.5
- selected person not contacted	10	5	5	7	34	3	49	3.2
- selected person broke appointment	3	1			18	1	21	1.4
- refused by someone else in household	6	3	2	3	28	2	36	2.3
- selected person away/in hospital	1				34	3	35	2.3
- selected person ill (at home)	2	1	1	1	11	1	14	0.9
- selected person senile/ incapacitated	1		1	1	17	1	19	1.2
- no contact with anyone at address					12	1	12	0.8
- other reasons for no interview	1		2	3	6		9	0.6

At the end of stage 1, the non-response contact sheets were inspected and reissued if it was felt that interviews might be achieved with the named individuals. Most reissues were refusals, and the straight refusals were most difficult to convert, 82 % of 'A' series refusals, 80 % of 'C' series refusals and 94 % of 'B' series refusals not co-operating at the second or third stage. The categories of non-response that produced most productive interviews were 'no contacts', and 'named person away or ill' (in hospital). Tables 5 - 7 inclusive detail the results of recalls at stage 2 by category of non-response at stage 1.

Variations of response rates were shown between different regions of the country, and within series. In 'A' series samples the range was between East Anglia with a response rate of 87 % and Greater London where 69 % of in scope addresses produced interviews. The variations in 'B' series new addresses response rates were greater, and East Anglia and Greater London again produced the highest and lowest of 87 % and 43 % respectively. Table 8 gives the regional response rates in total and within series.

RESULTS OF REISSUING AT STAGE II. (1) 'A' ADDRESSES

After reissue / Before reissue	ISSUED	PRODUCTIVE	UNPRODUCTIVE							DEADWOOD			% INTERVIEWED/ CONVERTED	
			Personal refusal	Broke appt.	Not contacted	Proxy refusal	Away/in hospital	No contact at address	Ill/ other	Moved/ not known	Vacant	No trace/ other	Incl. deadwood	Excl. deadwood
Named person personally refused interview	244	43	199	-	-	-	-	-	-	2	-	-	18%	18%
Named person broke appt.	62	14	18	29	-	-	-	-	-	1	-	-	23%	23%
Named person not contacted	61	21	6	1	27	2	-	-	-	2	1	1	34%	37%
Refusal on behalf of named person	37	8	6	2	-	16	-	-	4	1	-	-	22%	22%
Named person away/in hospital	16	3	2	-	-	-	7	-	2	2	-	-	19%	21%
No contact with anyone at address	13	4	2	1	-	-	1	4	1	-	-	-	31%	31%
Named person ill	8	1	3	-	-	-	-	-	4	-	-	-	13%	13%
Other reason for no interview	12	2	4	-	-	-	-	-	2	4	-	-	17%	25%
TOTAL NO.	453	96	240	33	27	18	8	4	13	12	1	1	21%	22%
TOTAL % (Base = 453)	100%	21%	53%	7%	6%	4%	2%	1%	3%	3%	*%	*%		
TOTAL (Base = 439)	439= 100%	22%	55%	8%	6%	4%	2%	1%	3%					

RESULTS OF REISSUING AT STAGE II. (2) 'B' ADDRESSES

After reissue / Before reissue	ISSUED	PROD-UCTIVE	UNPRODUCTIVE							DEADWOOD			% INTERVIEWED/ CONVERTED	
			Personal refusal	Broke appt.	Not contacted	Proxy refusal	Away in hospital	No contact at address	Ill/ other	Moved/ not known	Vacant	No trace/ other	Incl. deadwood	Excl. Deadwood
Named person personally refused interview	70	4	64	-	-	1	-	-	-	-	1	-	6%	6%
Named person broke appt.	16	1	4	11	-	-	-	-	-	-	-	-	6%	6%
Named person not contacted	50	8	6	-	33	-	2	-	-	-	-	-	16%	16%
Refusal on behalf of named person	10	-	2	-	-	8	-	-	-	-	-	-	0%	0%
Named person away/in hospital	14	6	2	1	-	-	4	-	1	-	-	-	43%	43%
No contact with anyone at address	10	1	6	-	1	-	-	1	-	-	1	-	10%	10%
Named person ill	3	2	1	-	-	-	-	-	-	-	-	-	67%	67%
Other reason for no interview	9	2	-	-	1	-	-	1	3	1	-	1	22%	29%
TOTAL NO.	182	24	85	12	35	9	6	2	4	1	2	2	13%	14%
TOTAL % (Base = 182)	100%	13%	47%	7%	19%	5%	3%	1%	2%	1%	1%	1%		
TOTAL (Base = 177)	177= 100%	14%	48%	7%	20%	5%	6%	1%	2%					

Σ sign - is to be put ... (12 in all).

IV. SAMPLING ERRORS

The British cross-section sample is a self-weighting, multi-stage stratified sample. It is well known that the sampling variances of ratio estimates from such a clustered sample may be (but need not be) larger than the sampling variances of similar ratio estimates from a simple random sample of equal size. The ratio of these sampling variances is known as the design effect, i.e.

$$\text{deff} = \frac{\text{var}(\bar{x}_c)}{\text{var}(\bar{x})}$$

where $\text{var}(\bar{x}_c)$ is the sampling variance of a ratio estimate $\bar{x}$ from a clustered sample of size n and

$\text{var}(\bar{x})$ is the sampling variance of a ratio estimate $\bar{x}$ from a simple random sample of size n.

Where $\bar{x}$ is a proportion between 0 and 1, 95% confidence limits for $\bar{x}$ may be calculated (if $\bar{x}$ is based on the full sample size) by taking:

$$\bar{x} \pm 2(\text{deff})^{\frac{1}{2}} \left[\frac{(\bar{x})(1-\bar{x})}{n}\right]^{\frac{1}{2}}$$

The ratio estimates for which we provide design effects will be simple proportions of the form:

$$r = \frac{\sum_{i=1}^{N} x_1}{N}$$

where x_1 is 1, if the respondent has characteristic X, and 0 otherwise, and N is sample size. (This form presumes an unweighted sample).

The variance of such a ratio estimate is calculated by taking:

$$\text{var}(r) = \frac{1-f}{\left(\sum_{h=1}^{L}\sum_{a=1}^{M_h} N_{ha}\right)^2}\left[\sum_{h=1}^{L}\frac{M_h}{M_h-1}\sum_{a=1}^{M_h}\left(x_{ha}-\frac{x_h}{M_h}\right)^2 + r^2\sum_{h=1}^{L}\frac{M_h}{M_h-1}\sum_{a=1}^{M_h}\left(N_{ha}-\frac{N_h}{M_h}\right)^2 - 2r\sum_{h=1}^{L}\frac{M_h}{M_h-1}\sum_{a=1}^{M_h}\left(x_{ha}-\frac{x_h}{M_h}\right)\left(N_{ha}-\frac{N_h}{M_h}\right)\right]$$

Where N_{ha} is the number of element in the a^{th} primary sampling unit within the h^{th} stratum

$$x_{ha} = \sum_{i=1}^{N_{ha}} x_{hai}$$

M_h is the number of primary sampling units in the h^{th} stratum

$$x_h = \sum_{a=1}^{M_h}\sum_{i=1}^{N_{ha}} x_{hai}$$

L is the total number of strata and f is the sampling fraction.

In calculating these effects, we cannot take account of effects attributable to use of electoral registers for systematically drawing names, or of the final ordering by percentage Labour vote (this would yield only one primary sampling unit per stratum). Hence these design effects reflect the effects attributable to selecting polling districts within a sampling frame stratified by region and by the trichotomy conurbation/urban/rural. This stratification yields in principle 33 strata, of which in practice seven are empty (the strata (East Midlands, conurbation), (East Anglia, conurbation), (South East, conurbation), (Greater London, urban), (Greater London, rural), (South West, conurbation) and (Wales, conurbation)) and a further three contain only one element (North West, rural), (Yorkshire & Humberside, rural), and (West Midlands, rural). For calculation, the latter three primary sampling units were merged with the primary sampling units of the urban stratum of each region. Hence the calculations are taken over 23 strata. Cases where data were not ascertained (or "don't knows" where appropriate) were excluded from the calculations. The data used in making these calculations are taken from the results of the February 1974 election study.

Characteristic	Count	Effective Sample Size	Proportion	Design Effect	Design* Factor
Voted Conservative	787	2,459	.320	2.0506	1.4
Voted Labour	841	2,459	.342	2.0097	1.4
In social grades A-B-C1a-C1b	1012	2,385	.424	1.9975	1.4
Male	1169	2,462	.475	0.9285	1.0
Council tenant	740	2,453	.302	3.9321	2.0
Age under 25	250	2,440	.103	1.1303	1.1
Age 45-59	636	2,440	.261	0.9209	1.0
Favours Britain's membership of Common Market	1180	2,201	.536	1.3671	1.2

* Design factor $= \left[\text{Design effect}\right]^{\frac{1}{2}}$

Users may find the nomogram included at p.8 helpful.

V. CODING

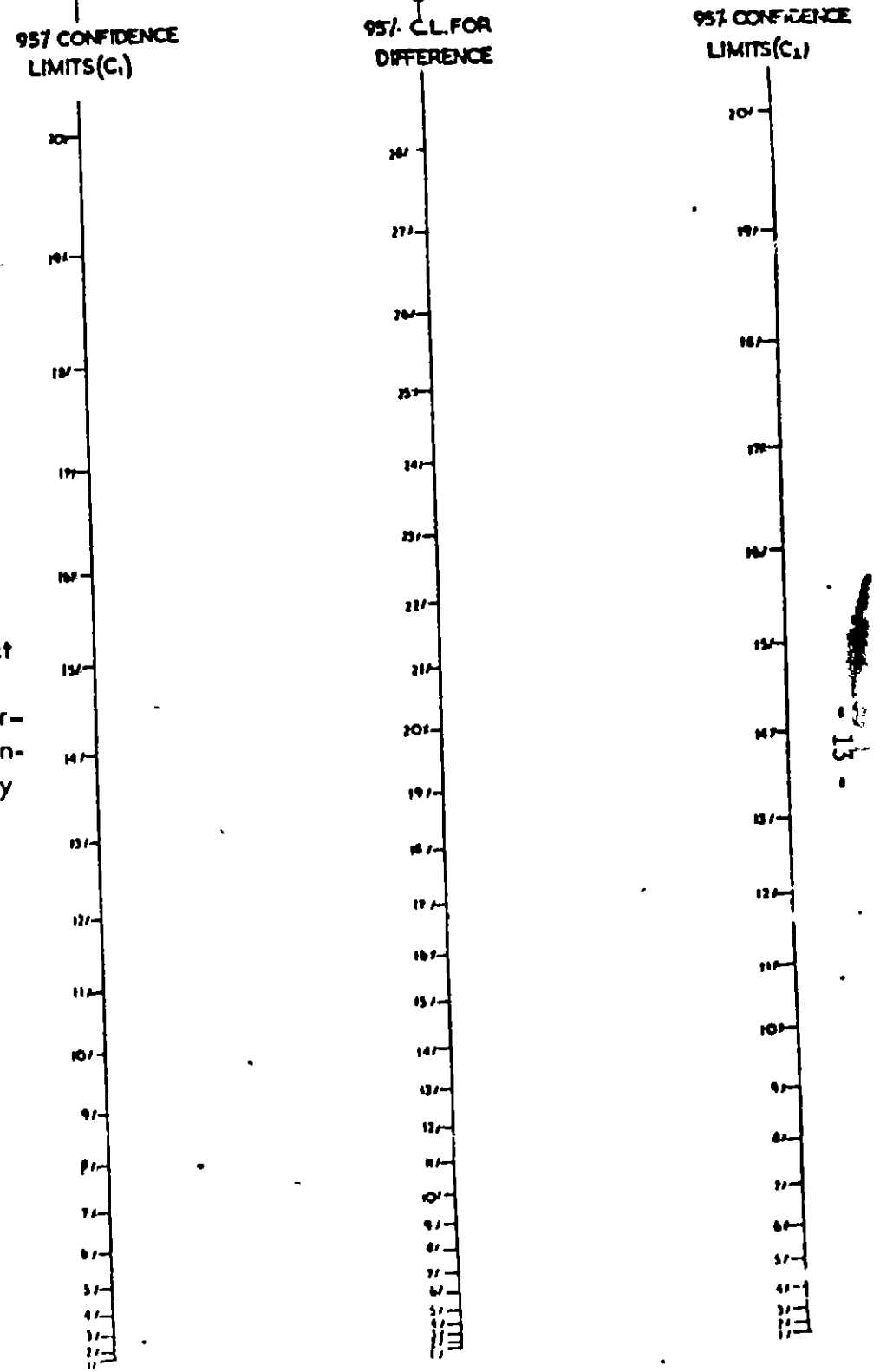
Open-ended questions

Coding frames used in the February study appear in notes 7, 8, 9, 10 and 14. They were established after trial coding of some 400 questionnaires. A supervisor and two coders were employed: each coder coded at least 200 questionnaires, and all coders coded a 10% sample in common to establish reliability. Ambiguous responses were coded after discussion with the supervisor.

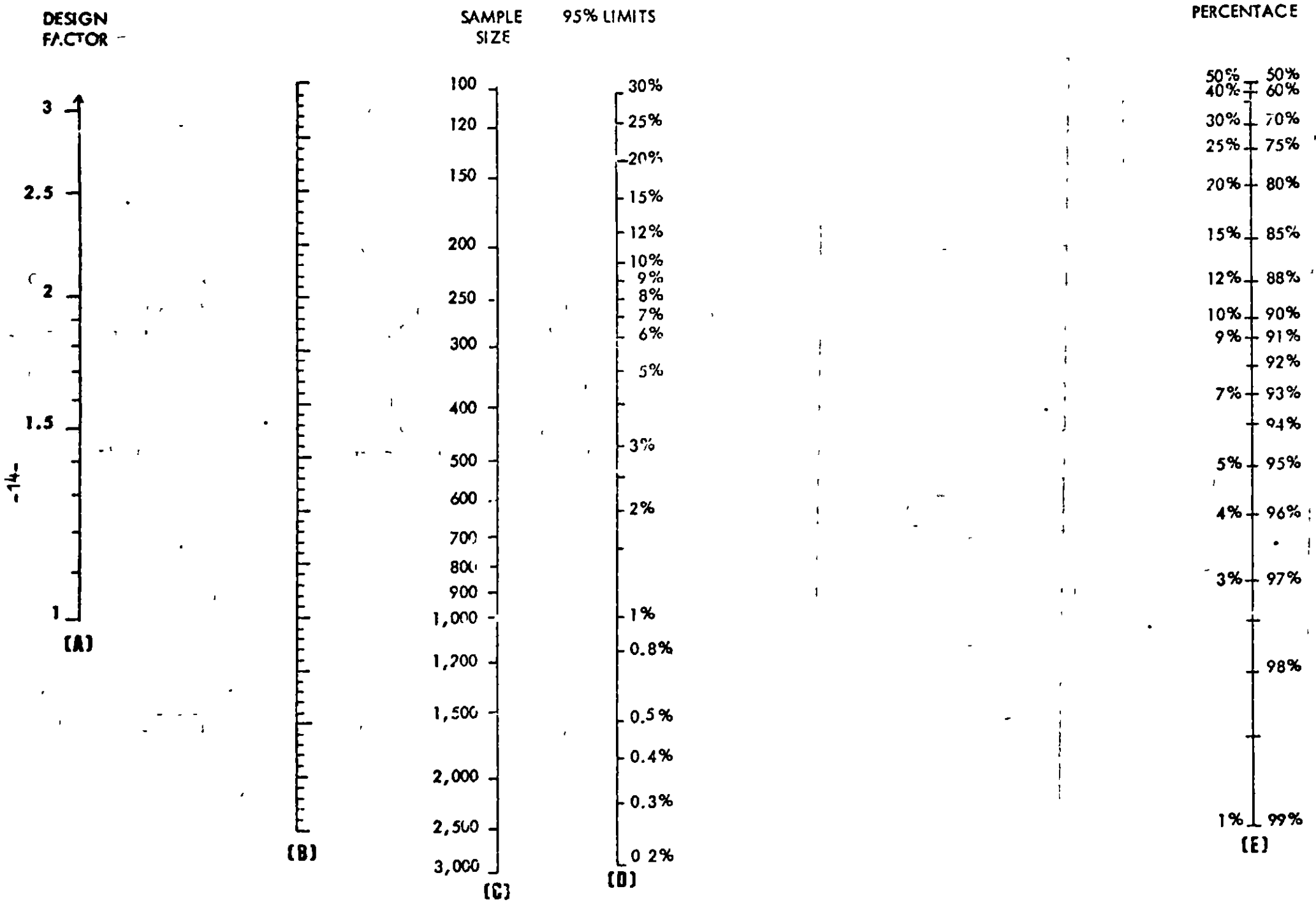
The coding frames were organised around 8 main subject headings with enough detailed codes to allow flexibility in regrouping responses for analysis. The idiosyncracies of individual responses were not allowed for -

CONFIDENCE LIMITS FOR THE DIFFERENCE BETWEEN TWO ESTIMATES

Calculate the confidence limits on the two estimates using the nomogram headed 'NOMOGRAM ENABLING 95% CONFIDENCE LIMITS TO BE PLACED ON ESTIMATES OF PERCENTAGES'. Lay your ruler on the diagram to intersect these values on scales C1 and C2 respectively. The 95% confidence limit for the difference between the estimates is read off at the point where the ruler intersects the centre scale. If the estimated difference exceeds this value the percentages are said to differ significantly at the 95% level. In this case it is unlikely that the difference estimated is as an artifact of the sampling errors.



NOMOGRAM ENABLING 95% CONFIDENCE LIMITS TO BE PLACED ON ESTIMATES OF PERCENTAGES



for example, if a respondent mentioned something about Northern Ireland as a good result of the election, code 66 was entered, but no attempt was made to find exactly what the good result was. When analysed, the data obtained from coding will therefore reflect primarily the amount of attention paid to different matters. Coding frames are given in appendix 4.

THE CLASSIFICATION OF OCCUPATIONS

Answers to open-ended questions on occupational groups need special attention. As well as the precoded replies to questions on occupation, four classifications have been employed in recording the occupational data on our respondents.

The first and most detailed of these, classification by Occupation Unit Group, is described in full by the Office of Population Censuses and Surveys in Classification of Occupations (1970).[1] The Unit Group classification consists of 222 categories, each of which groups occupations according to the 'kind of work done and the nature of the operation performed'. A further category is added for occupations inadequately described and therefore unclassifiable.

In principle, 'the nature of the factory, business, or service in which the person is employed has no bearing upon the classification of his occupation, except to the extent that it enables the nature of his duties to be more clearly defined'; in practice the proviso is important. Some occupations are easily categorised on simple job descriptions: for instance, a lorry driver is coded 122, 'drivers of roads goods vehicles'. Generally, however, more information is required: replies to a number of questions need to be considered. 'What exactly do you do in your job? In what industry do you work? Does your job carry any rank, title or grade?' and so on.

Some job designations cover a wide variety of occupations or job processes. The term 'engineer', for example, may apply to a fully qualified professional with managerial responsibilities or to a semi-skilled shop floor worker, the index of the Classification of Occupations lists over 500 different types of engineers, and detailed descriptions are required if an occupation is to be coded correctly. 'Machinist', 'collector' and 'technician' are similar terms.

The occupation questions for the October 1974 Election survey were framed with these problems in mind, after careful study of the OPCS Classification and after more than 2,000 questionnaires from the February survey had been coded. The interviewer's role in collecting this information is crucial, since it is not possible to devise questions for all situations. The importance of asking all the questions even when they seemed redundant was stressed at briefings and interviewers were encouraged to probe when they felt it necessary.

The second classification used is Employment Status, which groups respondents into five categories as follows:

(i) self employed - with employees

(ii) self employed - without employees

[1] Office of Population Censuses and Surveys Classification of Occupations (London HMSO) 1970.

(iii) managers

(iv) foremen/supervisors

(v) other employees

This classification is a simplified version of the OPCS Employment Status and OPCS guidelines and procedures have been observed in coding.

The modifications adopted involved collapsing some OPCS categories: in the 'self employed with employees' and managers categories we do not subdivide to large and small establishments. (In both cases, however, cross reference with the third classification, socio-economic group, would allow us to expand our categories to the full OPCS classification). The fifth category, 'other employees', collapses three OPCS categories (apprentices and trainees, family employees, and other employees).

A further modification concerns members of the Armed Forces. No provision is made in the OPCS classification for coding the employment status of members of the armed forces, but we distinguish three status levels: officers are coded as 'managers' (iii), non-commission officers as 'foremen' or 'supervisors' (iv), and other ranks as 'other employees' (v).

The Socio-Economic Group Classification corresponds to categories devised by OPCS. In all there are 19 categories, plus one for those whose occupation is inadequately described, we have subdivided this last category into three: probably middle-class, probably working-class, and unclassifiable. The full classification is given in Note 13.

As the category headings show, the socio-economic group classification brings together various characteristics of the respondent's occupation and his/her employment status. For coding, the Socio-Economic Group classification combines the preceding two classifications: once Unit Group and Employment status are established, the correct Socio-Economic Group is determined from the table in Appendix B1 in the Classification of Occupations.

Socio-Economic Groups 1-4 in our classification are partly defined by the number of people employed in the 'establishment' in which the respondent works. OPCS code from lists indicating establishment size prepared independently in economic censuses and supplied by the Department of Employment and do not ask the respondent to indicate the size of his establishment. Some discrepancy may therefore arise between codings as they would be assigned by OPCS and those assigned by us on the basis of the respondent's answers.

Our final classification, Social Grade, employs the categories devised by Butler and Stokes for the earlier studies of political change in this series; they are a modified version of the Market Research Society classification. The seven-fold classification, with the equivalent market research categories, is as follows:

(i) higher managerial or professional (A)

(ii) lower managerial or administrative (B)

(iii) skilled or supervisory non-manual (C1)

(iv) lower non-manual (C1)

(v) skilled manual (C11)

(vi) semi-skilled and unskilled manual (D)

(vii) residual (E)

Coding procedures for this variable, which again makes use of Occupation Unit Group, are in the ICPR codebook for the (1969-70) "Study of Political Change in Britain"[2].[3].

The same classifications have been applied to the occupations of husbands of married women respondents. Other occupational data recorded include the occupation of the respondent's father, from the February study, the previous occupation of women currently describing themselves as housewives, and past or present occupations of respondents' wives.

EDITING

Every questionnaire is edited before punching. Editing consists of:

(i) ascertaining that every ringed code is clearly distinguished, legible, and unambiguous;

(ii) marking every question for which no code has been ringed (whether through omission or because of filtering) to provide a clear spacing guide for the keypunchers;

(iii) ringing the closest precoded alternative by interpretation of recorded comments (wherever the interviewer had not circled a code);

(iv) eliminating multiple codings (or uncoded multiple answers) generally by provision of codes not pre-printed on the questionnaire;

(v) transferring simple numeric answers into provided marginal boxes;

(vi) providing the keypunchers with a clear and unambiguous document.

[2]Butler, D. and Stokes, D., Study of Political Change in Britain 1969-70, Codebook, Inter-University Consortium for Political Research, Ann Arbor, Michigan 1973.

[3]Kahan, M. J., Butler, D., and Stokes, D., "On the Analytical Division of Social Class", British Journal of Sociology, Vol. 17, 1966.

All questionnaires were separately punched and verified. Column guides for punching are printed on the questionnaires on approximately every other page. Any query was flagged by the keypunchers and subsequently amended. Our experience of this data preparation system with the February cross-section sample suggested that it produced good throughput with a low error rate: wild code and consistency checks on the closed-ended data indicated an error rate of 1.6 errors per thousand cards, after verification.

CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
1/1-3	1	Study Number	742		
1/4-7	2	Respondent Identification	See Note 1.		
1/8	3	Card Number	1 Card 1.		
1/9-10	4 OCT501	Date of Interview - Day	2 digit number - actual day of the month		
1/11-12	5 OCT502	Date of Interview - Month	2 digit number		
1/13-14	6 OCT237 Q. 1	First paper read	1	Daily Express	374
			2	Financial Times	7
			3	Guardian	60
			4	Daily Mail	178
			5	Daily Mirror	484
			6	Sun	354
			7	Daily Telegraph	167
			8	Times	25
			9	Other National	3
			10	English & Welsh Regional	86
			20	Dundee Courier	17
			21	Glasgow Herald	14
			22	Aberdeen Press & Journal	8
			23	Daily Record	71
			24	The Scotsman	8
			0	None	509
1/15-16	7 OCT239 Q. 1	Second paper read	1	Daily Express	70
			2	Financial Times	11
			3	Guardian	11
			4	Daily Mail	42
			5	Daily Mirror	124
			6	Sun	122
			7	Daily Telegraph	30
			8	Times	17
			9	Other National	4
			10	English & Welsh Regional	22
			20	Dundee Courier	2
			21	Glasgow Herald	5
			22	Aberdeen Press & Journal	2
			23	Daily record	14
			24	The Scotsman	3
			0	None	1886

CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
1/17-18	8 OCT241 Q. 1	Third paper read	1	Daily Express	2
			2	Financial Times	2
			3	Guardian	1
			4	Daily Mail	5
			5	Daily Mirror	11
			6	Sun	19
			7	Daily Telegraph	4
			8	Times	7
			9	Other National	0
			10	English & Welsh Regional	7
			20	Dundee Courier	1
			21	Glasgow Herald	3
			22	Aberdeen Press & Journal	0
			23	Daily Record	0
			24	The Scotsman	0
			0	None	2303
1/19	9 OCT004 Q. 2	Attention to newspapers	1	Very closely	296
			2	Fairly closely	732
			3	Once in a while	1159
			4	Not at all	93
			8	DK	62
			0	NA	23
1/20	10 OCT005 Q. 3	Attention to television	1	Very closely	404
			2	Fairly closely	837
			3	Once in a while	964
			4	Not at all	84
			8	DK	42
			0	NA	34
1/21	11 OCT021 Q. 4	Cared which Party won	1	A good deal	1616
			2	Not very much	731
			8	DK	15
			0	NA	3
1/22	12 OCT023 Q. 5	Election gave people facts	1	Yes	1081
			2	No	1113
			8	DK or ambiguous	166
			0	NA	5
1/23	13 OCT006 Q. 8	Difference between Parties	1	Great deal	921
			2	Some	709
			3	Not much	702
			8	DK	29
			0	NA	4

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/24	14 OCT400 Q. 9A	Expected more Liberal seats	1 Many more 2 About the same 3 Fewer 8 DK 0 NA	1005 794 475 88 3
1/25	15 OCT401 Q. 9B	Liberal campaign active	1 Very active 2 Fairly active 3 Not very active 4 No Liberal stood 8 DK 0 NA	289 477 1403 1 193 2
1/26	16 OCT151 Q. 9E	Liberals closer to Conservatives or Labour	1 Closer to Conservatives 2 Closer to Labour 8 DK or Same 0 NA	1399 394 542 30
1/27	17 OCT410 Q. 10A	Expected more SNP seats	1 Many more 2 About the same 3 Fewer 8 DK 0 NA	134 58 8 7 2158
1/28	18 OCT411 Q.10B	SNP Campaign active	1 Very active 2 Fairly active 3 Not very active 8 DK 0 NA	119 56 26 6 2158
1/29	19 OCT420 Q. 10E	SNP closer to Conservatives or Labour	1 Closer to Conservatives 2 Closer to Labour 8 DK 0 NA	33 64 109 2159
1/30	20 OCT007 Q. 11A	Conservatives keep/break promises	1 Very much keeps 2 Somewhat keeps 3 Neither 4 Somewhat breaks 5 Very much breaks 8 DK 0 NA	237 1071 162 550 264 30 51

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/31	21 OCT008 Q. 11A	Labour keep/break promises	1 Very much keeps 2 Somewhat keeps 3 Neither 4 Somewhat breaks 5 Very much breaks 8 DK 0 NA	339 1068 172 531 170 34 51
1/32	22 OCT421 Q. 11A	Liberals keep/break promises	1 Very much keeps 2 Somewhat keeps 3 Neither 4 Somewhat breaks 5 Very much breaks 8 DK 0 NA	81 382 628 122 32 1067 53
1/33	23 OCT009 Q. 11B	Conservatives divide or unite	1 Very much divides 2 Somewhat divides 3 Neither 4 Somewhat unites 5 Very much unites 8 DK 0 NA	555 881 228 418 154 76 53
1/34	24 OCT010 Q. 11B	Labour divide or unite	1 Very much divides 2 Somewhat divides 3 Neither 4 Somewhat unites 5 Very much unites 8 DK 0 NA	306 788 249 671 227 69 55
1/35	25 OCT422 Q. 11B	Liberals divide or unite	1 Very much divides 2 Somewhat divides 3 Neither 4 Somewhat unites 5 Very much unites 8 DK 0 NA	66 244 801 393 74 726 61
1/36	26 OCT011 Q. 11C	Conservatives bloody-minded	1 Very much bloody-minded 2 Somewhat bloody-minded 3 Neither 4 Somewhat reasonable 5 Very much reasonable 8 DK 0 NA	395 587 172 837 270 49 55

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/37	27 OCT012 Q. 11C	Labour bloody-minded	1 Very much bloody-minded 2 Somewhat bloody-minded 3 Neither 4 Somewhat reasonable 5 Very much reasonable 8 DK 0 NA	297 618 192 892 265 47 54
1/38	28 OCT423 Q. 11C	Liberals bloody-minded	1 Very much bloody-minded 2 Somewhat bloody-minded 3 Neither 4 Somewhat reasonable 5 Very much reasonable 8 DK 0 NA	33 161 613 716 140 644 58
1/39	29 OCT013 Q.11D	Conservatives good for classes	1 Very good for one 2 Somewhat good for one 3 Neither 4 Somewhat good for all 5 Very good for all 8 DK 0 NA	842 602 84 466 303 13 55
1/40	30 OCT014 Q. 11D	Labour good for classes	1 Very good for one 2 Somewhat good for one 3 Neither 4 Somewhat good for all 5 Very good for all 8 DK 0 NA	507 587 120 676 400 19 56
1/41	31 OCT424 Q. 11D	Liberals good for classes	1 Very good for one 2 Somewhat good for one 3 Neither 4 Somewhat good for all 5 Very good for all 8 DK 0 NA	43 234 534 712 219 559 64
1/42	32 OCT015 Q. 11E	Conservatives extreme/moderate	1 Very much extreme 2 Somewhat extreme 3 Neither 4 Somewhat moderate 5 Very much moderate 8 DK 0 NA	355 619 179 806 272 83 51

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/43	33 OCT016 Q. 11E	Labour extreme/moderate	1 Very much extreme 2 Somewhat extreme 3 Neither 4 Somewhat moderate 5 Very much moderate 8 DK 0 NA	402 737 153 726 222 74 51
1/44	34 OCT425 Q. 11E	Liberals extreme/moderate	1 Very much extreme 2 Somewhat extreme 3 Neither 4 Somewhat moderate 5 Very much moderate 8 DK 0 NA	45 178 562 784 168 569 59
1/45	35 OCT016A Q. 11F	Conservatives best for country	1 Very much for party 2 Somewhat for party 3 Neither 4 Somewhat for country 5 Very much for country 8 DK 0 NA	573 585 111 620 393 32 51
1/46	36 OCT016B Q. 11F	Labour best for country	1 Very much for party 2 Somewhat for party 3 Neither 4 Somewhat for country 5 Very much for country 8 DK 0 NA	456 598 104 756 365 35 51
1/47	37 OCT426 Q. 11F	Liberals best for country	1 Very much for party 2 Somewhat for party 3 Neither 4 Somewhat for country 5 Very much for country 8 DK 0 NA	97 274 470 660 192 619 53
1/48	38 OCT017 Q. 11G	Conservatives capable/not capable	1 Very much capable 2 Somewhat capable 3 Neither 4 Somewhat not capable 5 Very much not capable 8 DK 0 NA	557 1046 94 391 206 20 51

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/49	39 OCT018 Q. 11G	Labour capable/not capable	1 Very much capable 2 Somewhat capable 3 Neither 4 Somewhat not capable 5 Very much not capable 8 DK 0 NA	506 1176 102 358 147 24 52
1/50	40 OCT427 Q. 11G	Liberals capable/not capable	1 Very much capable 2 Somewhat capable 3 Neither 4 Somewhat not capable 5 Very much not capable 8 DK 0 NA	132 661 495 253 98 658 68
1/51	41 OCT019 Q. 11H	Conservatives stands firm/ gives way	1 Very much stand firm 2 Somewhat stands firm 3 Neither 4 Somewhat gives way 5 Very much gives way 8 DK 0 NA	1136 698 82 267 97 32 53
1/52	42 OCT020 Q. 11H	Labour stands firm/gives way	1 Very much stand firm 2 Somewhat stands firm 3 Neither 4 Somewhat gives way 5 Very much gives way 8 DK 0 NA	246 501 119 915 498 33 53
1/53	43 OCT428 Q. 11H	Liberals stands firm/gives way	1 Very much stand firm 2 Somewhat stands firm 3 Neither 4 Somewhat gives way 5 Very much gives way 8 DK 0 NA	126 451 610 229 34 838 77
1/54	44 OCT024 Q. 13	Interest in politics	1 A great deal 2 Some 3 Not much 4 None at all 8 DK 0 NA	450 1080 640 172 1 22

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/55	45 OCT025 Q. 14A	Labour handled rising prices	1 Very well 2 Fairly well 3 Not very well 4 Not at all well 8 DK 0 NA	175 930 848 335 24 53
1/56	46 OCT026 Q. 14B	Conservatives would have handled prices	1 Very well 2 Fairly well 3 Not very well 4 Not at all well 8 DK 0 NA	63 798 1036 360 56 52
1/57	47 OCT027 Q. 14C	Importance of prices	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	739 1223 312 36 55
1/58	48 OCT028 Q. 14D	Prices go on rising	1 Agree 2 Disagree 8 DK 0 NA	1708 541 61 55
1/59	49 OCT029 Q. 14E	Understanding of prices	1 Very well 2 Fairly well 3 Not very well 8 DK 0 NA	308 1346 672 10 29
1/60	50 OCT429 Q. 15A	Worst for tackling prices	1 More taxation 2 More unemployment 3 Wage controls 4 Cut public spending 8 DK 0 NA	771 1020 174 298 47 55
1/61	51 OCT430 Q. 15B	Second worst for tackling prices	1 More taxation 2 More unemployment 3 Wage controls 4 Cut public spending 8 DK 0 NA	633 782 283 535 75 57

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/62	52 OCT431 Q. 15C	Best for tackling prices	1 More taxation 2 More unemployment 3 Wage controls 4 Cut public spending 8 DK 0 NA	321 58 1455 395 81 55
1/63	53 OCT047 Q. 16A	Labour handled strikes	1 Very well 2 Fairly well 3 Not very well 4 Not at all well 8 DK 0 NA	346 913 655 360 32 59
1/64	54 OCT048 Q. 16B	Conservatives would have handled strikes	1 Very well 2 Fairly well 3 Not very well 4 Not at all well 8 DK 0 NA	134 620 992 521 40 58
1/65	55 OCT049 Q. 16C	Importance of strikes	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	300 1355 610 41 59
1/66	56 OCT050 Q. 16D	Always a lot of strikes	1 Agree 2 Disagree 8 DK 0 NA	1409 842 57 57
1/67	57 OCT050A Q. 16E	Strikes - last six months	1 Gone up 2 Gone down 3 Stayed same 8 DK 0 NA	1111 359 771 68 56
1/68	58 OCT432 Q. 17A	Parties handling of unemployment	1 Conservatives much better 2 Conservatives somewhat better 3 Same 4 Labour somewhat better 5 Labour much better 7 Unclassifiable 8 DK 0 NA	154 376 792 653 286 1 48 55

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/69	59 OCT433 Q. 17B	Importance of unemployment	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	292 1362 619 33 59
1/70	60 OCT434 Q. 17C	Parties handling of pensions	1 Conservatives much better 2 Conservatives somewhat better 3 Same 4 Labour somewhat better 5 Labour much better 7 Unclassifiable 8 DK 0 NA	147 255 993 570 295 1 48 56
1/71	61 OCT435 Q. 17D	Importance of pensions	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	273 1136 864 25 67
1/72	62 OCT436 Q. 17E	Parties handling of housing	1 Conservatives much better 2 Conservatives somewhat better 3 Same 4 Labour somewhat better 5 Labour much better 7 Unclassifiable 8 DK 0 NA	174 397 979 438 206 1 113 57
1/73	63 OCT437 Q. 17F	Importance of housing	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	204 1074 994 30 63
1/74	64 OCT438 Q. 19A	Respondent's view on North Sea Oil	1 Scotland get all 2 Scotland get largest share 3 Scotland get more 4 Equal shares 7 Unclassifiable 8 DK 0 NA	31 94 368 1742 2 47 81

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/75	65 OCT439 Q. 19B	Conservatives view on North Sea Oil	1 Scotland get all 2 Scotland get largest share 3 Scotland get more 4 Equal shares 7 Unclassifiable 8 DK 0 NA	0 7 29 129 6 26 2168
1/76	66 OCT440 Q. 19C	Labour view on North Sea Oil	1 Scotland get all 2 Scotland get largest share 3 Scotland get more 4 Equal shares 7 Unclassifiable 8 DK 0 NA	1 11 51 109 1 24 2168
1/77	67 OCT441 Q. 19D	Liberals view on North Sea Oil	1 Scotland get all 2 Scotland get largest share 3 Scotland get more 4 Equal shares 7 Unclassifiable 8 DK 0 NA	1 20 45 56 1 74 2168
1/78	68 OCT442 Q. 19E	SNP view on North Sea Oil	1 Scotland get all 2 Scotland get largest share 3 Scotland get more 4 Equal shares 7 Unclassifiable 8 DK 0 NA	152 29 4 4 1 7 2168
1/79	69 Series	Interview series	1 A-Panel 2 B-New	1830 535
2/1-3	1	Study Number	742	
2/4-7	2	Respondent Identification	See Note 1.	
2/8	3	Card Number	2 Card 2.	

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/9-10	70 OCT071	Standard region	1 North	155
			2 Yorkshire/Humberside	231
			3 East Midlands	167
			4 East Anglia	87
			5 South East	455
			6 Greater London	229
			7 South West	170
			8 Wales	132
			9 West Midlands	227
			10 North West	304
			12 Scotland	208
2/11	71 OCT443 Q. 19F	Running of North Sea Oil	1 Nationalised industry	617
			2 Specific government control	1035
			3 Private	570
			7 Unclassifiable	1
			8 DK	85
			0 NA	57
2/12	72 OCT444 Q. 19G	Importance of North Sea Oil	1 Most important thing	112
			2 Fairly important	889
			3 Not very important	1258
			8 DK	43
			0 NA	63
2/13	73 OCT445 Q. 19H	Party preference on North Sea Oil	1 Conservative	534
			2 Labour	552
			3 Liberal	55
			4 SNP	48
			5 Other	5
			6 Conservatives plus one	5
			7 Labour plus one	2
			8 DK	1105
			0 NA	59
2/14	74 OCT058 Q. 20A	EEC - Respondent's view	1 Stay present terms	232
			2 Stay but try change	999
			3 Change or leave	573
			4 Get out	354
			7 Unclassifiable	2
			8 DK	137
			0 NA	68
2/15	75 OCT060 Q. 20B	EEC - Conservatives position	1 Stay present terms	1444
			2 Stay but try change	567
			3 Change or leave	93
			4 Get out	36
			7 Unclassifiable	2
			8 DK	165
			0 NA	58

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/16	76 OCT061 Q. 20C	EEC - Labour position	1 Stay present terms 2 Stay but try change 3 Change or leave 4 Get out 7 Unclassifiable 8 DK 0 NA	84 727 1039 260 23 174 58
2/17	77 OCT062 Q. 20D	EEC - Liberal position	1 Stay present terms 2 Stay but try change 3 Change or leave 4 Get out 7 Unclassifiable 8 DK 0 NA	344 697 223 94 4 945 58
2/18	78 OCT063 Q. 20E	Importance of Common Market	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	216 1360 685 45 59
2/19	79 OCT064 Q. 20F	Party preference on Common Market	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Other 6 Conservatives plus one 7 Labour plus one 8 DK 0 NA	609 887 119 11 3 6 4 669 57
2/20	80 OCT065 Q. 20G	Understanding of Common Market	1 Very well 2 Fairly well 3 Not very well 8 DK 0 NA	97 1030 1186 23 29
2/21	81 OCT068 Q. 20H	Britain in EEC in a couple of years	1 Still be in 2 Will get out 8 DK 0 NA	1671 333 301 60

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/22	82 OCT069 Q. 20I	Staying in make Britain better off	1 Better off 2 Worse off 3 Stay same 8 DK 0 NA	680 618 806 201 60
2/23	83 OCT070 Q. 20J	Leaving make Britain better off	1 Better off 2 Worse off 3 Stay same 8 DK 0 NA	481 1060 528 234 62
2/24	84 OCT073 Q. 21A	Respondent's view on Nationalisation	1 A lot more 2 A few more 3 No more 4 Some private companies 7 Unclassifiable 8 DK 0 NA	203 477 967 462 3 178 75
2/25	85 OCT074 Q. 21B	Nationalisation - Conservatives position	1 A lot more 2 A few more 3 No more 4 Some private companies 7 Unclassifiable 8 DK 0 NA	78 106 1022 913 2 184 60
2/26	86 OCT075 Q. 21C	Nationalisation - Labour position	1 A lot more 2 A few more 3 No more 4 Some private companies 7 Unclassifiable 8 DK 0 NA	1658 392 82 21 6 145 61
2/27	87 OCT076 Q. 21D	Nationalisation - Liberal position	1 A lot more 2 A few more 3 No more 4 Some private companies 7 Unclassifiable 8 DK 0 NA	50 342 795 205 1 912 60

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/28	88 OCT077 Q. 21E	Importance of Nationalisation	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	290 1130 843 40 62
2/29	89 OCT078 Q. 21F	Party preference on Nationalisation	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Other 6 Conservatives plus one 7 Labour plus one 8 DK 0 NA	968 611 147 5 8 4 0 561 61
2/30	90 OCT079 Q. 21G	Understanding of Nationalisation	1 Very well 2 Fairly well 3 Not very well 8 DK 0 NA	301 1144 867 20 33
2/31	91 OCT080 Q. 22A	Respondent's view on social services	1 Cut back a lot 2 Cut back a bit 3 Stay as they are 4 More are needed 7 Unclassifiable 8 DK 0 NA	305 559 731 624 12 53 81
2/32	92 OCT081 Q. 22B	Social services - Conservative position	1 Cut back a lot 2 Cut back a bit 3 Stay as they are 4 More are needed 7 Unclassifiable 8 DK 0 NA	295 554 902 273 1 277 63
2/33	93 OCT082 Q. 22C	Social services - Labour position	1 Cut back a lot 2 Cut back a bit 3 Stay as they are 4 More are needed 7 Unclassifiable 8 DK 0 NA	47 89 456 1515 1 195 62

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/34	94 OCT083 Q. 22D	Social services - Liberal position	1 Cut back a lot 2 Cut back a bit 3 Stay as they are 4 More are needed 7 Unclassifiable 8 DK 0 NA	53 214 671 501 0 861 65
2/35	95 OCT084 Q. 22E	Importance of social services	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	167 1180 915 38 65
2/36	96 OCT085 Q. 22F	Party preference on social services	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Other 6 Conservatives plus one 7 Labour plus one 8 DK 0 NA	572 753 100 5 4 2 1 868 60
2/37	97 OCT102A Q. 23A	Voluntary wage agreements effective	1 Agree 2 Disagree 8 DK 0 NA	1576 623 108 58
2/38	98 OCT102 Q. 23B	Importance of wage controls	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	358 1441 466 40 60
2/39	99 OCT103 Q. 23C	Party preference on wage controls	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Other 6 Conservatives plus one 7 Labour plus one 8 DK 0 NA	749 768 121 4 0 1 1 662 59

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/40	100 OCT446 Q. 24A	Respondent's wage fair	1 Fair 2 Less than fair 3 More than fair 8 DK 0 NA	1005 429 308 47 576
2/41	101 OCT447 Q. 24B	Party preference for respondent's wage	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Other 6 Conservatives plus one 7 Labour plus one 8 DK 0 NA	209 388 39 8 1 0 2 1142 576
2/42	102 OCT448 Q. 25A	Wage related to higher paid	1 Closer 2 Further apart 3 Same 8 DK 0 NA	454 549 652 131 579
2/43	103 OCT449 Q. 25B	Wage related to lower paid	1 Closer 2 Further apart 3 Same 8 DK 0 NA	837 244 565 141 578
2/44	104 OCT450 Q. 26A	Gone too far - sex equality	1 Much too far 2 Little too far 3 About right 4 Not quite far enough 5 Not nearly far enough 7 Unclassifiable 8 DK 0 NA	146 288 1039 590 197 0 44 61
2/45	105 OCT451 Q. 26B	Gone too far - law breakers	1 Much too far 2 Little too far 3 About right 4 Not quite far enough 5 Not nearly far enough 7 Unclassifiable 8 DK 0 NA	852 466 189 332 394 12 61

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/46	106 OCT452 Q. 26C	Gone too far - pornography	1 Much too far 2 Little too far 3 About right 4 Not quite far enough 5 Not nearly far enough 7 Unclassifiable 8 DK 0 NA	875 572 677 74 52 5 50 60
2/47	107 OCT453 Q. 26D	Gone too far - respect	1 Much too far 2 Little too far 3 About right 4 Not quite far enough 5 Not nearly far enough 7 Unclassifiable 8 DK 0 NA	1114 732 215 120 63 9 52 60
2/48	108 OCT454 Q. 26E	Gone too far - race equality	1 Much too far 2 Little too far 3 About right 4 Not quite far enough 5 Not nearly far enough 7 Unclassifiable 8 DK 0 NA	248 344 973 489 142 5 104 60
2/49	109 OCT455 Q. 26F	Gone too far - police and demos	1 Much too far 2 Little too far 3 About right 4 Not quite far enough 5 Not nearly far enough 7 Unclassifiable 8 DK 0 NA	53 136 870 677 524 5 40 60
2/50	110 OCT456 Q. 26G	Gone too far - teaching methods	1 Much too far 2 Little too far 3 About right 4 Not quite far enough 5 Not nearly far enough 7 Unclassifiable 8 DK 0 NA	334 465 825 202 75 2 401 61

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/51	111 OCT457 Q. 26H	Gone too far - abortion	1 Much too far 2 Little too far 3 About right 4 Not quite far enough 5 Not nearly far enough 7 Unclassifiable 8 DK 0 NA	507 404 905 232 75 4 174 64
2/52	112 OCT458 Q. 26I	Gone too far - welfare benefits	1 Much too far 2 Little too far 3 About right 4 Not quite far enough 5 Not nearly far enough 7 Unclassifiable 8 DK 0 NA	271 480 951 382 125 18 75 63
2/53	113 OCT459 Q. 26J	Gone too far - Military cuts	1 Much too far 2 Little too far 3 About right 4 Not quite far enough 5 Not nearly far enough 7 Unclassifiable 8 DK 0 NA	455 543 766 236 101 1 201 62
2/54	114 OCT460 Q. 27A	Government should increase cash to health service	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	1096 846 137 143 47 0 37 59
2/55	115 OCT461 Q. 27B	Government should establish comprehensives	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	341 551 423 421 409 1 160 59

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/56	116 OCT462 Q. 27C	Government should repatriate immigrants	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	360 447 529 548 311 14 97 59
2/57	117 OCT463 Q. 27D	Government should control land	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	551 769 218 389 235 2 140 61
2/58	118 OCT464 Q. 27E	Government should increase foreign aid	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	214 684 277 597 463 4 67 59
2/59	119 OCT465 Q. 27F	Government should toughen on crime	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	1743 446 42 29 20 4 20 61

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/60	120 OCT466 Q. 27G	Government should control pollution	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	1573 648 51 4 18 0 13 63
2/61	121 OCT467 Q. 27H	Government should give workers more say	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	399 936 299 397 210 5 58 61
2/62	122 OCT468 Q. 27I	Government should curb Communists	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	1390 368 276 98 112 3 55 63
2/63	123 OCT469 Q. 27J	Government should spend on poverty	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	1155 783 143 100 47 9 61 67

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/64	124 OCT470 Q. 27K	Government should redistribute wealth	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	525 712 345 395 223 10 92 63
2/65	125 OCT471 Q. 27L	Government should decentralise power	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	363 786 566 248 169 2 165 66
2/66	126 OCT472 Q. 27M	Government should preserve countryside	1 Very important should 2 Fairly important should 3 Doesn't matter 4 Fairly important should not 5 Very important should not 7 Unclassifiable 8 DK 0 NA	991 975 231 59 15 3 25 66
2/67	127 OCT473 Q. 28A	Most important Government aim	1 Private enterprise 2 Individual liberty 3 Law and order 4 Protect weak 5 Greater equality 6 Living standards 8 DK 0 NA	126 277 551 228 399 663 32 89
2/68	128 OCT474 Q. 28B	Second important government aim	1 Private enterprise 2 Individual liberty 3 Law and order 4 Protect weak 5 Greater equality 6 Living standards 8 DK 0 NA	137 362 608 417 319 416 43 63

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/69	129 OCT475 Q. 28C	Least important Government aim	1 Private enterprise 2 Individual liberty 3 Law and order 4 Protect weak 5 Greater equality 6 Living standards 8 DK 0 NA	1082 189 25 92 504 246 164 63
2/70	130 OCT112 Q.29A	Trust Labour	1 Usually 2 Some of the time 3 Rarely 8 DK 0 NA	585 1287 409 26 58
2/71	131 OCT111 Q. 29B	Trust Conservatives	1 Usually 2 Some of the time 3 Rarely 8 DK 0 NA	527 1316 440 25 57
2/72	132 OCT114 Q. 30	Did respondent vote	1 Voted 2 Did not vote 8 DK 0 NA	2010 347 2 6
2/73	133 OCT120 Q. 31	When decided to vote	1 Long time ago 2 Some time this year 3 During campaign 8 DK 0 NA	1208 356 442 2 357
2/74	134 OCT121 Q. 32	Strength of preference	1 Very strong 2 Fairly strong 3 Not very strong 8 DK 0 NA	1064 736 203 5 357
2/75	135 OCT476 Q. 33	Party preference not voted for	1 Conservative 2 Labour 3 Liberal 4 SNP 5 PC 6 Other 7 No 8 DK 0 NA	30 20 179 14 7 9 1718 26 362

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/76	136 OCT115 Q. 34	Party voted for	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Plaid Cymru 6 Other 8 DK or refused 0 NA	704 830 352 56 6 7 55 355
3/1-3	1	Study Number	742	
3/4-7	2	Respondent Identification	See Note 1.	
3/8	3	Card Number	3 Card 3.	
3/9-11	137 OCT145	Constituency Code	See Note 2.	
3/12	138 OCT119 Q. 35A	Second choice of Liberals	1 Conservative 2 Labour 4 SNP 5 Plaid Cymru 6 Other 7 Wouldn't have voted 8 DK 0 NA	149 116 1 0 71 0 15 2013
3/13	139 OCT119A Q. 35B	If Liberals no chance locally	1 Conservative 2 Labour 4 SNP or PC 5 Other 6 Not very likely 7 Not at all likely 8 DK 0 NA	55 47 0 1 51 188 7 2016
3/14	140 OCT119B Q. 35C	If Liberals no chance nationally	1 Conservative 2 Labour 4 SNP or PC 5 Other 6 Not very likely 7 Not at all likely 8 DK 0 NA	52 31 1 1 77 181 8 2014

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/15	141 OCT119C Q. 35D	Liberals - if SNP likely to do better	1 Very likely 2 Not very likely 3 Not at all likely 8 DK 0 NA	0 1 8 0 2356
3/16	142 OCT119D Q. 35E	Liberals thought of other Party	1 No 2 Conservative 3 Labour 5 SNP or PC 6 Other 8 DK 0 NA	215 55 29 1 4 1 2060
3/17	143 OCT116 Q. 36A	Second choice of SNP or PC	1 Conservative 2 Labour 3 Liberal 6 Wouldn't have voted 8 DK 0 NA or inappropriate	20 18 15 7 1 2304
3/18	144 OCT116A Q. 36B	If Nationalists no chance locally	1 Conservative 2 Labour 3 Liberal 5 Other 6 Not very likely 7 Not at all likely 8 DK 0 NA	11 3 4 0 10 33 1 2303
3/19	145 OCT116B Q. 36C	If Nationalists no chance nationally	1 Conservative 2 Labour 3 Liberal 5 Other 6 Not very likely 7 Not at all likely 8 DK 0 NA	8 4 4 0 14 29 2 2304
3/20	146 OCT116C Q. 36D	Nationalists thought of other Party	1 No 2 Conservative 3 Labour 4 Liberal 6 Other 8 DK 0 NA	42 9 5 4 1 1 2303

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/21	147 OCT115A Q. 37A	Conservative/Labour - if Liberals likely to do better	1 Very likely 2 Not very likely 3 Not at all likely 8 DK 0 NA	308 327 883 13 834
3/22	148 OCT115B Q. 37B	Conservative/Labour - if SNP likely to do better	1 Very likely 2 Not very likely 3 Not at all likely 8 DK 0 NA	12 19 82 1 2251
3/23	149 OCT115C Q. 37C	Conservative/Labour - thought of other Party	1 No 2 Conservative 3 Labour 4 Liberal 5 SNP or PC 6 Other 8 DK 0 NA	1155 30 31 183 15 11 3 937
3/24	150 OCT124 Q. 38	Non-voters probable vote	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Plaid Cymru 6 Other 7 Wouldn't have voted 8 DK 0 NA	106 135 65 6 0 5 17 12 2019
3/25	151 OCT124A Q. 39	Vote in February 1974	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Plaid Cymru 6 Other 8 Can't remember 9 Did not vote 0 NA	751 808 384 35 6 4 76 293 8

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/26	152 OCT125 Q. 40	Vote in 1970	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Plaid Cymru 6 Other 8 Can't remember 9 Did not vote 0 NA	846 807 109 12 6 2 92 485 6
3/27	153 OCT127 Q. 41	Often talk about politics	1 Often 2 Sometimes 3 Rarely 8 DK 0 NA	596 792 963 6 8
3/28	154 OCT128 Q. 42	Act when talk turns to politics	1 Don't care to listen 2 Never join in 3 Sometimes give views 4 Usually join in 5 Start discussions 8 DK 0 NA	147 391 728 987 81 19 12
3/29	155 OCT129 Q. 43	Generally thinks of self as party	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Plaid Cymru 6 Other 7 None 8 DK or refused 0 NA	800 935 337 31 8 15 181 49 9
3/30	156 OCT130 Q. 44	Little closer to Party	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Plaid Cymru 6 Other 7 None 8 DK or refused 0 NA	40 41 23 3 1 2 89 33 2133
3/31	157 OCT131 Q. 45A	Strength of Conservative Party identification	1 Very strong 2 Fairly strong 3 Not very strong 8 DK 0 NA	221 433 183 1 1527

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/32	158 OCT132 Q. 45B	Conservatives identifiers against Labour	1 Very strong 2 Not very strong 8 DK 0 NA	471 361 5 1528
3/33	159 OCT133 Q. 46A	Strength of Labour Party identification	1 Very strong 2 Fairly strong 3 Not very strong 8 DK 0 NA	341 461 167 3 1393
3/34	160 OCT134 Q. 46B	Labour Party identifiers against Conservatives	1 Very strong 2 Not very strong 8 DK 0 NA	465 501 5 1394
3/35	161 OCT135 Q. 47A	Strength of Liberal Party identification	1 Very strong 2 Fairly strong 3 Not very strong 8 DK 0 NA	46 199 111 0 2009
3/36	162 OCT136 Q. 47B	Liberal Party identifiers against Conservatives	1 Very strong 2 Not very strong 8 DK 0 NA	75 282 3 2005
3/37	163 OCT137 Q. 47C	Liberal Party identifiers against Labour	1 Very strong 2 Not very strong 8 DK 0 NA	125 230 5 2005
3/38	164 OCT138 Q. 48A	Other Party identifiers against Conservatives	1 Very strong 2 Not very strong 8 DK 0 NA	23 134 15 2193

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/39	165 OCT139 Q. 48B	Other Party identifiers against Labour	1 Very strong 2 Not very strong 8 DK 0 NA	23 134 15 2193
3/40	166 OCT477 Q. 49	Party did badly locally	1 No 2 Conservative 3 Labour 4 Liberal 5 SNP 6 Other 8 DK 0 NA	1063 86 84 623 23 65 390 31
3/41	167 OCT478 Q. 50A	Best type of Government	1 One Party much better 2 One Party better 3 Coalition better 4 Coalition much better 7 Unclassifiable 8 DK 0 NA	1106 298 483 423 3 42 10
3/42	168 OCT479 Q. 50B	Importance of will to join coalition	1 Most important thing 2 Fairly important 3 Not very important 8 DK 0 NA	146 930 1201 70 18
3/43	169 OCT480 Q. 51A	Best Government October 1974	1 Conservative 2 Conservatives and Liberals 3 All Parties 4 Labour and Liberals 5 Labour 6 Other 8 DK 0 NA	461 258 552 200 672 172 36 14

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/44	170 OCT481 Q. 51B	Next best Government October 1974	1 Conservative 2 Conservatives and Liberals 3 All Parties 4 Labour and Liberals 5 Labour 6 Other 8 DK 0 NA	339 545 371 549 266 117 159 19
3/45	171 OCT482 Q. 51C	Government respondent expected October 1974	1 Conservative 2 Conservatives and Liberals 3 All Parties 4 Labour and Liberals 5 Labour 6 Other 8 DK 0 NA	318 227 57 100 1475 26 148 14
3/46-47	172 OCT140 Q. 52A	Conservative mark out of ten	98 NA 99 DK	15 14
3/48-49	173 OCT141 Q. 52A	Labour mark out of ten	98 NA 99 DK	15 15
3/50-51	174 OCT142 Q. 52A	Liberal mark out of ten	98 NA 99 DK	16 83
3/52-53	175 OCT143 Q. 52A	SNP mark out of ten	98 NA 99 DK	2158 5
3/54-55	176 OCT144 Q. 52A	PC mark out of ten	98 NA 99 DK	2236 7
3/56-57	177 OCT147 Q. 52B	Heath mark out of ten	98 NA 99 DK	14 13

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/58-59	178 OCT148 Q. 52B	Wilson mark out of ten	98 NA 99 DK	15 11
3/60-61	179 OCT149 Q. 52B	Thorpe mark out of ten	98 NA 99 DK	15 25
3/62-63	180 OCT150 Q. 52B	Powell mark out of ten	98 NA 99 DK	17 51
3/64-65	181 OCT150A Q. 52B	Benn mark out of ten	98 NA 99 DK	19 197
3/66	182 OCT483 Q. 53A	Party membership	1 No 2 Conservative 3 Labour 4 Liberal 5 SNP 6 Other 8 DK 0 NA	2150 105 70 15 4 6 2 13
3/67	183 OCT484 Q. 53B	Labour members - individual or Trade Union	1 Local 2 Trade Union 3 Both 8 DK 0 NA	20 40 9 0 2296
3/68	184 OCT485 Q. 54	Party activist	1 No 2 Conservative 3 Labour 4 Liberal 5 SNP 6 Other 8 DK 0 NA	2258 35 38 17 2 2 0 13

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/69	185 OCT486 Q. 55A	Political group membership	1 Yes 2 No 8 DK 0 NA	175 2175 2 13
3/70	186 OCT487 Q. 55B	Political group activity	1 Yes 2 No 8 DK 0 NA	126 2224 0 15
3/71	187 OCT488 Q. 56	M.Ps, councillors - pay attention	1 Great deal 2 Some 3 Not much 4 None 8 DK 0 NA	218 1263 664 88 120 12
3/72	188 OCT489 Q. 57A	Party which won constituency	1 Conservative 2 Labour 3 Liberal 4 SNP 5 Other 8 DK 0 NA	1042 1116 70 14 3 108 12
3/73	189 OCT490 Q. 59	Trade Union power	1 Too much 2 Not too much 3 DK 0 NA	1832 435 86 12
3/74	190 OCT491 Q. 60	Big business power	1 Too much 2 Not too much 8 DK 0 NA	1331 829 193 12

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/75	191 OCT174 Q. 61	Ties between Labour and Unions	1 Too close 2 About right 3 Not close enough 8 DK 0 NA	1386 727 156 85 11
4/1-3	1	Study Number	742	
4/4-7	2	Respondent Identification	See Note 1.	
4/8	3	Card Number	4 Card 4.	
4/9-11	192 OCT243 Q. 62A	Today's price of goods	See Note 3 888 DK 0 NA	
4/12-14	193 OCT244 Q. 62B	Price of goods in a year	See Note 3. 888 DK 0 NA	
4/15	194 OCT154A Q. 63A	Income and prices - past year	1 Fallen behind 2 Kept up 3 Up by more 8 DK 0 NA	1205 972 127 42 19
4/16	195 OCT154 Q. 63B	Income prediction	1 Fall behind 2 Keep up 3 Up by more 8 DK 0 NA	1236 835 89 189 16
4/17	196 OCT492 Q. 64	Unemployment prediction	1 Go up 2 Go down 3 Stay same 8 DK 0 NA	1535 141 579 96 14

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/18	197 OCT156A Q. 65A	Britain's economy last six months	1 Same 2 Better 3 Worse 8 DK 0 NA	552 179 1522 98 14
4/19	198 OCT156 Q. 65B	Britain's economy prediction	1 Stay same 2 Get better 3 Get worse 8 DK 0 NA	447 754 895 253 16
4/20	199 OCT493 Q. 66A	Britain's government compared to Europe	1 Relatively well 2 Relatively badly 3 About average 8 DK 0 NA	775 271 1218 89 12
4/21	200 OCT494 Q. 66B	Britain's industry compared to Europe	1 Relatively well 2 Relatively badly 3 About average 8 DK 0 NA	425 639 1136 152 13
4/22	201 OCT159 Q. 67	Feeling about afford to have	1 Very happy 2 Happy 3 Satisfied 4 Mixed feelings 5 Not satisfied 6 Unhappy 7 Very unhappy 8 DK 0 NA	167 552 827 386 292 76 38 7 20

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/23	202 OCT160 Q. 67	Feeling about politicians	1 Very happy 2 Happy 3 Satisfied 4 Mixed feelings 5 Not satisfied 6 Unhappy 7 Very unhappy 8 DK 0 NA	9 166 245 1246 421 141 76 41 20
4/24	203 OCT164 Q. 67	Feeling about chance of changing things	1 Very happy 2 Happy 3 Satisfied 4 Mixed feelings 5 Not satisfied 6 Unhappy 7 Very unhappy 8 DK 0 NA	22 139 213 635 604 382 196 153 21
4/25	204 OCT162 Q. 67	Feeling about life as a whole	1 Very happy 2 Happy 3 Satisfied 4 Mixed feelings 5 Not satisfied 6 Unhappy 7 Very unhappy 8 DK 0 NA	416 808 614 305 118 51 24 5 24
4/26	205 OCT165 Q. 67	Feeling about Parties	1 Very happy 2 Happy 3 Satisfied 4 Mixed feelings 5 Not satisfied 6 Unhappy 7 Very unhappy 8 DK 0 NA	24 194 302 1057 473 173 73 47 22

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/27	206 OCT166 Q. 67	Feeling about today's standards and values	1 Very happy 2 Happy 3 Satisfied 4 Mixed feelings 5 Not satisfied 6 Unhappy 7 Very unhappy 8 DK 0 NA	6 131 235 656 560 462 245 50 20
4/28	207 OCT163 Q. 67	Feeling about job	1 Very happy 2 Happy 3 Satisfied 4 Mixed feelings 5 Not satisfied 6 Unhappy 7 Very unhappy 8 DK 0 NA	337 534 449 164 71 33 21 733 23
4/29	208 OCT167 Q. 67	Feeling about local government	1 Very happy 2 Happy 3 Satisfied 4 Mixed feelings 5 Not satisfied 6 Unhappy 7 Very unhappy 8 DK 0 NA	23 240 528 659 457 134 98 202 24
4/30	209 OCT168 Q. 67	Feeling about getting ahead	1 Very happy 2 Happy 3 Satisfied 4 Mixed feelings 5 Not satisfied 6 Unhappy 7 Very unhappy 8 DK 0 NA	35 351 443 657 409 183 92 173 22

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/31	210 OCT169 Q. 67	Feeling about what Government is doing	1 Very happy 2 Happy 3 Satisfied 4 Mixed feelings 5 Not satisfied 6 Unhappy 7 Very unhappy 8 DK 0 NA	40 259 612 586 476 180 160 33 19
4/32	211 OCT171 Q.69	Read Trade Union journals	1 Yes 2 No 8 DK 0 NA	346 292 0 1727
4/33	212 OCT176 Q. 70	Class Identification	1 Middle class 2 Working class 3 Other 8 DK 0 NA 5 None	368 602 72 4 8 1311
4/34	213 OCT177 Q. 71	Forced class choice	1 Middle class 2 Working class 8 DK 0 NA	414 854 103 994
4/35	214 OCT179 Q. 72	Family class when growing up	1 Middle class 2 Working class 8 DK 0 NA	549 1741 60 15

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/36	215 OCT180 Q. 73A	Remember Father's vote	1 Yes 2 No 8 DK or ambiguous 0 NA	1820 327 202 16
4/37	216 OCT181 Q. 73B	Father's Party choice	1 Conservative 2 Labour 3 Liberal 4 Other 8 Refused 0 NA	647 923 207 24 13 551
4/38	217 OCT182 Q. 73C	Father strength of support	1 Very strong 2 Not very strong 8 DK 0 NA	1158 576 63 568
4/39-40	218 OCT183 Q. 75	School attended	0 Elementary 1 Secondary modern 2 Comprehensive 3 Technical 17 Convent, etc. non-selective 4 Grammar 5 Direct grant 6 Commercial private 27 Convent, etc. selective 10 Fee-paying 11 Special 12 Abroad 13 Other 98 NA	800 723 80 42 22 457 11 11 6 115 2 4 79 13
4/41-42	219 OCT184 Q. 76	Age left school	See Note 4. 99 DK 0 NA	

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/43	220 OCT185A Q. 77	Further Education and type	1 University 2 Polytechnic 3 Teacher training 4 Commercial/secretarial 5 Technical 6 Non-vocational 7 Other 8 None 9 DK 0 NA	110 241 44 141 223 48 65 1474 1 18
4/44	221 OCT187A Q. 78	Home owned or rented and mode	1 Owned outright 2 Mortgage 3 Rented privately 4 Rented council 7 Owned DK 8 Rented DK 9 DK 0 NA	532 716 386 697 14 2 2 16
4/45–46	222 OCT249 Q. 79	Length of residence	85 85 years plus 88 DK 0 NA	
4/47–48	223 OCT495 Q. 81A	Religion	1 Anglican 2 Church of Scotland 3 Other presbyterian 4 Methodist 5 Baptist 6 Congregational 7 Roman Catholic 8 Jewish 9 Other 10 None 11 DK 0 NA	976 106 21 105 43 28 212 6 57 795 5 11

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/49	224 OCT496 Q. 81B	Extent of religiosity - now	1 Very much so 2 To some extent 3 Not really 8 DK 0 NA	298 425 831 2 809
4/50	225 OCT497 Q. 82	Extent of religiosity - as a child	1 Very much so 2 To some extent 3 Not really 8 DK 0 NA	1170 786 395 1 13
4/51	226 OCT210 Q. 83A	Respondent been unemployed	1 Yes 2 No 8 DK or ambiguous 0 NA	120 2216 4 25
4/52	227 OCT211 Q. 83B	Anyone else unemployed	1 Yes 2 No 8 DK or ambiguous 0 NA	129 2210 10 16
4/53	228 OCT192 Q. 84	Respondent's job status	8 Refused 0 NA 1 In paid job 2 Unemployed 3 Retired 4 Student 5 Housewife 6 Never worked	0 10 1505 42 271 36 477 24
4/54	229 OCT194 Q. 85	Respondent self-employed	1 Self employed 2 Not self-employed 8 DK 0 NA	185 1595 2 583

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/55	230 OCT194A Q. 86	Respondent private or public sector	1 Private 2 Public 8 DK 0 NA	1070 534 5 756
4/56	231 OCT194B Q. 87D	Respondent size of establishment	1 No establishment 2 Less than 25 3 More than 25 8 DK 0 NA	94 480 1209 3 579
4/57	232 OCT199 Q. 88	Sex of respondent	1 Male 2 Female	1177 1188
4/58	233 OCT200 Q. 88	Marital status of respondent	1 Single 2 Married man 3 Married woman 8 Refused 0 NA	602 921 840 2 0
4/59	234 OCT201 Q. 89	Husband's job status	8 Refused 0 NA 1 In paid job 2 Unemployed 3 Retired 4 Student 5 Never worked	0 1536 707 11 110 1 0
4/60	235 OCT203 Q. 90	Husband self-employed	1 Self-employed 2 Not self-employed 8 DK 0 NA	113 707 2 1543

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/61	236 OCT203A Q. 91	Husband - private or public sector	1 Private 2 Public 8 DK 0 NA	453 260 5 1647
4/62	237 OCT203B Q. 92D	Husband - size of establishment	1 No establishment 2 Less than 25 3 More than 25 8 DK 0 NA	51 159 609 2 1544
4/63-66	238 OCT191 Q. 93	Year of birth	See Note 5. 0 NA 1000 Refused	
4/67	239 OCT498 Q. 94A	Respondent has children	1 Yes 2 No 8 Refused 0 NA	1705 641 1 18
4/68	240 OCT499 Q. 94B	Number of children	1 One 2 Two 3 Three 4 Four 5 Five 6 Six 7 Seven 8 Eight or more 0 NA or inapprpriate	473 636 312 153 60 42 16 7 666
4/69	241 OCT500 Q. 94C	Children under 18	1 Yes 2 No 8 Refused 0 NA	975 727 0 663

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/70	242 OCT212 Q. 95A	Family income	See Note 6.	
4/71	243 OCT213 Q. 95B	Income before or after tax	1 Before tax 2 After tax 3 No tax paid 8 DK 0 NA	953 805 193 50 364
4/72	244 OCT215 Q. 96	Residence type	1 Detached 2 Semi 3 Flat 4 Bedsit 5 Terraced 6 Caravan 7 Institution 8 Other 0 NA	478 954 383 77 411 5 14 17 26
4/73-75	245 OCT003	Length of interview	In minutes	
5/1-3	1	Study Number	742	
5/4-7	2	Respondent Identification	See Note 1.	
5/8	3	Card Number	5 Card 5.	
5/9-10	246 OCT245 Q. 68	Respondent's Trade Union	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	1720 122 21 153 79 14 39 27 7 95 12 0 64 12

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/11-12	247 OCT246 Q. 68	Husband's Trade Union	0 Not in Union	2051
			10 White collar TUC	35
			20 White collar not TUC	12
			30 Other mixed TUC	65
			31 AEU	43
			32 ETU	11
			33 NUGMW	10
			34 NUM	12
			35 NUR	5
			36 TGWU	53
			37 USDAW	3
			40 Mixed-Manual not TUC	0
			77 Unclassifiable	20
			88 DK which Union	45
5/13-14	248 OCT247 Q. 68	Wife's Trade Union	0 Not in Union	2270
			10 White collar TUC	30
			20 White collar not TUC	0
			30 Other Mixed TUC	22
			31 AEU	4
			32 ETU	0
			33 NUGMW	9
			34 NUM	1
			35 NUR	0
			36 TGWU	11
			37 USDAW	3
			40 Mixed-Manual not TUC	0
			77 Unclassifiable	8
			88 DK which Union	7
5/15-16	249 OCT248 Q. 68	Other family trade union	0 Not in Union	2150
			10 White collar TUC	35
			20 White collar not TUC	2
			30 Other mixed TUC	42
			31 AEU	30
			32 ETU	3
			33 NUGMW	3
			34 NUM	9
			35 NUR	6
			36 TGWU	32
			37 USDAW	3
			40 Mixed-Manual not TUC	0
			77 Unclassifiable	17
			88 DK which Union	33

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/17	250 OCT250 Q. 80A	Previous location	1 Same village or town 2 Same city or county 3 Same region 4 Elsewhere in Britain 5 Abroad 0 NA	1245 623 187 251 36 23
5/18-19	251 OCT251 Q. 80B	Area grew up in	1 North 2 Yorkshire - Humberside 3 East Midlands 4 East Anglia 5 South East 6 Greater London 7 South West 8 Wales 9 West Midlands 10 North West 12 Scotland 13 Ireland 21 White commonwealth 22 New Commonwealth 23 Other country 0 NA	189 227 137 75 347 257 152 140 191 278 233 41 10 32 26 30
5/20-22	252 OCT252 Q. 74	Father's occupational unit group	See Note 7. 0 NA - See Classification of Occupations	
5/23	253 OCT254 Q. 74	Father'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 or no occupation	57 220 153 125 1710 43 57

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/24-25	254 OCT255 Q. 74	Father's social-economic group	See Note 8. 0 NA or no occupation	
5/26	255 OCT256 Q. 74	Father'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	105 97 348 133 1007 567 10 51 47
5/27	256 OCT257 Q. 87	Respondent's coded job status	1 Present job 2 Permanent retired 3 Currently unemployed 4 Never worked 0 NA	1516 283 256 307 3
5/28-30	257 OCT258 Q. 87	Respondent's occupational unit group	See Note 7. 0 NA - See classification of occupations	
5/31	258 OCT260 Q. 87	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 or no occupation	75 94 177 125 1579 5 310

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/32-33	259 OCT261 Q. 87	Respondent's social-economic group	See Note 8 0 NA or no occupation	
5/34	260 OCT262 Q. 87	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	113 199 302 472 522 433 0 0 324
5/35	261 OCT263 Q. 92	Husband's coded job status	1 Present job 2 Permanent retired 3 Currently unemployed 4 Never worked 0 NA	722 110 12 1 1520
5/36-38	262 OCT264 Q. 92	Husband's occupational unit group	See Note 7. 0 NA - see Classification of Occupations	
5/39	263 OCT266 Q. 92	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 or no occupation	44 55 92 70 581 2 1521

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/40-41	264 OCT267 Q. 92	Husband's social economic group	See Note 8. 0 NA or no occupation	
5/42	265 OCT268 Q. 92	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	55 85 120 80 351 150 0 0 1524
5/43-44	266 OCT276 Q. 6A	Likes Conservatives 1	See Note 9.	
5/45-46	267 OCT277 Q. 6A	Likes Conservatives 2	See Note 9.	
5/47-48	268 OCT278 Q. 6A	Likes Conservatives 3	See Note 9.	
5/49-50	269 OCT279 Q. 6A	Likes Conservatives 4	See Note 9.	
5/51-52	270 OCT280 Q. 6A	Likes Conservatives 5	See Note 9.	
5/53-54	271 OCT281 Q. 6A	Likes Conservatives 6	See Note 9.	
5/55-56	272 OCT282 Q. 6A	Likes Conservatives 7	See Note 9.	

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/57-58	273 OCT283 Q. 6B	Dislikes Conservatives 1	See Note 9.	
5/59-60	274 OCT284 Q. 6B	Dislikes Conservatives 2	See Note 9.	
5/61-62	275 OCT285 Q. 6B	Dislikes Conservatives 3	See Note 9.	
5/63-64	276 OCT286 Q. 6B	Dislikes Conservatives 4	See Note 9.	
5/65-66	277 OCT287 Q. 6B	Dislikes Conservatives 5	See Note 9.	
5/67-68	278 OCT288 Q. 6B	Dislikes Conservatives 6	See Note 9.	
5/69-70	279 OCT289 Q. 6B	Dislikes Conservatives 7	See Note 9.	
6/1-3	1	Study Number	742	
6/4-7	2	Respondent Identification	See Note 1.	
6/8	3	Card Number	6 Card 6	
6/9-10	280 OCT290 Q. 7A	Likes Labour 1	See Note 9.	
6/11-12	281 OCT291 Q. 7A	Likes Labour 2	See Note 9.	
6/13-14	282 OCT292 Q. 7A	Likes Labour 3	See Note 9.	
6/15-16	283 OCT293 Q. 7A	Likes Labour 4	See Note 9.	

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
6/17-18	284 OCT294 Q. 7A	Likes Labour 5	See Note 9.	
6/19-20	285 OCT295 Q. 7A	Likes Labour 6	See Note 9.	
6/21-22	286 OCT296 Q. 7A	Likes Labour 7	See Note 9.	
6/23-24	287 OCT297 Q. 7B	Dislikes Labour 1	See Note 9.	
6/25-26	288 OCT298 Q. 7B	Dislikes Labour 2	See Note 9.	
6/27-28	289 OCT299 Q. 7B	Dislikes Labour 3	See Note 9.	
6/29-30	290 OCT300 Q. 7B	Dislikes Labour 4	See Note 9.	
6/31-32	291 OCT301 Q. 7B	Dislikes Labour 5	See Note 9.	
6/33-34	292 OCT302 Q. 7B	Dislikes Labour 6	See Note 9.	
6/35-36	293 OCT303 Q. 7B	Dislikes Labour 7.	See Note 9.	
6/37-38	294 OCT217 Q. 12A	Good result 1	See Note 10.	
6/39-40	295 OCT218 Q. 12A	Good result 2	See Note 10.	
6/41-42	296 OCT219 Q. 12A	Good result 3	See Note 10.	

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
6/43-44	297 OCT220 Q. 12A	Good result 4	See Note 10.	
6/45-46	298 OCT221 Q. 12B	Bad result 1	See Note 10.	
6/47-48	299 OCT222 Q. 12B	Bad result 2	See Note 10.	
6/49-50	300 OCT223 Q. 12B	Bad result 3	See Note 10.	
6/51-52	301 OCT224 Q. 12B	Bad result 4	See Note 10.	
6/53-54	302 OCT402 Q. 9C	Likes Liberals 1	See Note 9.	
6/55-56	303 OCT403 Q. 9C	Likes Liberals 2	See Note 9.	
6/57-58	304 OCT404 Q. 9C	Likes Liberals 3	See Note 9.	
6/59-60	305 OCT405 Q. 9C	Likes Liberals 4	See Note 9.	
6/61-62	306 OCT406 Q. 9D	Dislikes Liberals 1	See Note 9.	
6/63-64	307 OCT407 Q. 9D.	Dislikes Liberals 2	See Note 9.	
6/65-66	308 OCT408 Q. 9D.	Dislikes Liberals 3	See Note 9.	

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
6/67-68	309 OCT409 Q. 9D.	Dislikes Liberals 4	See Note 9.	
7/1-3	1	Study Number	742	
7/4-7	2	Respondent Identification	See Note 1.	
7/8	3	Card Number	7 Card 7	
7/9-10	310 OCT412 Q. 10C	Likes SNP 1	See Note 9.	
7/11-12	311 OCT413 Q. 10C	Likes SNP 2	See Note 9.	
7/13-14	312 OCT414 Q. 10C	Likes SNP 3	See Note 9.	
7/15-16	313 OCT415 Q. 10C	Likes SNP 4	See Note 9.	
7/17-18	314 OCT416 Q. 10D	Dislikes SNP 1	See Note 9.	
7/19-20	315 OCT417 Q. 10D	Dislikes SNP 2	See Note 9.	
7/21-22	316 OCT418 Q. 10D	Dislikes SNP 3	See Note 9.	
7/23-24	317 OCT419 Q. 10D	Dislikes SNP 4	See Note 9.	
7/25	318 OCT503 Q. 57B	Recalls Name of M.P.	1 Correct recall 2 No or incorrect recall 0 NA	1826 506 33

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
7/26	319 OCT504 Q. 58	Recalls Conservative candidate	1 Correct recall 2 No or incorrect recall 0 NA	1280 1053 32
7/27	320 OCT505 Q. 58	Recalls Labour candidate	1 Correct recall 2 No or incorrect recall 0 NA	1305 1030 30
7/28	321 OCT506 Q. 58	Recalls Liberal candidate	1 Correct recall 2 No or incorrect recall 0 NA	739 1596 30
7/29	322 OCT507 Q. 58	Recalls Nationalist candidate	1 Correct recall 2 No or incorrect recall 0 NA	102 2233 30
7/30	323 OCT508 Q. 58	Recalls other candidate	1 Correct recall 2 No or incorrect recall 0 NA	93 2242 30

N O T E S

NOTE 1. The respondent serial is a four digit number ranging from 1 to 2365, the number of cases in the data set.

NOTE 2. The constituency code is a three-digit variable with 200 values. IT MUST BE READ AS ALPHA. Values and meanings are:

Constituency No.	Name
	SCOTLAND
&01	Glasgow, Queens Park
&02	Rutherglen
&03	Hamilton
&04	Coatbridge & Airdrie
&05	Shettleston (Glasgow)
&06	Dunfermline
&07	Greenock & Port Glasgow
&08	Dundee West
&09	West Dunbartonshire
&10	Edinburgh South
&11	Dumfries
&12	East Fife
&13	Kinross & West Perthshire
&14	East Aberdeenshire
&15	Midlothian
&16	Central Fife
&17	Glasgow, Springburn
&18	Bute & North Ayrshire

NOTE 2. (continued)

Constituency No.	Name
	NORTHERN REGION
101	Gateshead East
102	Wallsend
103	Newcastle-upon-Tyne East
104	Darlington
105	Teesside, Thornaby
106	Hartlepool
107	Teesside Stockton
108	Houghton-le-Spring
109	Teesside, Middlesbrough
110	Sunderland South
111	Hexham
112	Berwick-upon-Tweed
	YORKSHIRE & HUMBERSIDE
201	Pudsey
202	Shipley
203	Dewsbury
204	Halifax
205	Batley & Morley
206	Leeds East
207	Bradford West
208	Dearne Valley
209	Sheffield, Brightside
210	Normanton
211	Barnsley
212	Kingston upon Hull East
213	York
214	Sheffield, Hallam
215	Rippon
216	Harrogate
217	Don Valley
218	Brighouse & Spenborough

Constituency No.	Name
	EAST MIDLANDS REGION
301	Mansfield
302	Nottingham North
303	Nottingham West
304	Northampton North
305	Kettering
306	Nottingham East
307	Carlton
308	Leicester South
309	Harborough
310	Rutland & Stamford
311	Rushcliffe
312	Wellingborough
313	North East Derbyshire
	EAST ANGLIA
401	Lowestoft
402	Isle of Ely
403	Sudbury & Woodbridge
404	S.W. Norfolk
405	N.W. Norfolk
406	North Norfolk
	SOUTH EAST
501	Eton & Slough
502	Hitchin
503	Basildon
504	Watford
505	Dartford
506	Brighton, Kemptown
507	Bedford
508	Eastleigh
509	Spelthorne
510	Hemel Hempstead

NOTE 2. (continued)

Constituency No.	Name
	SOUTH EAST (contd.)
511	Horsham & Crawley
512	Hertford & Stevenage
513	Havant & Waterloo
514	Harwich
515	Chertsey & Walton
516	Wycombe
517	Hove
518	Royal Tunbridge Wells
519	Reigate
520	Canterbury
521	Christchurch & Lymington
522	Bournemouth East
523	Worthing
524	Isle of Wight
525	Shoreham
526	Beaconsfield
527	Tonbridge & Malling
528	Reading South
529	Braintree
530	Basingstoke
531	Welwyn & Hatfield
532	Luton West
533	Epping Forest
534	Portsmouth North
535	Mid Sussex
536	New Forest
537	Maldon

Constituency No.	Name
	GREATER LONDON
601	Tower Hamlets, Stepney
602	Barking, Dagenham
603	Barking
604	Southwark, Peckham
605	Hackney North & Stoke Newington
606	Newham South
607	Harringey, Tottenham
608	Islington North
609	Greenwich
610	Waltham Forest, Walthamstow
611	Wandsworth, Tooting
612	Kensington & Chelsea Kensington
613	Ealing, Acton
614	Hounslow, Brentford & Isleworth
615	Bexley, Sidcup
616	Havering, Upminster
617	Hillingdon, Uxbridge
618	Merton, Wimbledon
619	Croydon N.E.
620	Lambeth, Streatham
621	Harrow Central
622	Sutton, Carshalton
623	Richmond upon Thames, Twickenham
624	Hillingdon, Ruislip, Northwood
625	Bromley, Ravensbourne
626	Bromley, Beckenham
627	Croydon South
628	Enfield North

NOTE 2. (continued)

Constituency No.	Name
	SOUTH WEST REGION
701	Poole
702	Bath
703	Exeter
704	Bristol S.E.
705	West Gloucestershire
706	Salisbury
707	South Gloucestershire
708	Devizes
709	Yeovil
710	Wells
711	Tiverton
712	Chippenham
713	Bodmin
714	North Devon
	WALES
801	Barry
802	Conway
803	East Flint
804	Cardiff West
805	Aberavon
806	Ebbw Vale
807	Monmouth
808	Brecon & Radnor
809	Denbigh
810	Rhondda
	WEST MIDLANDS REGION
901	Birmingham, Erdington
902	Birmingham, Hall Green
903	Birmingham, Small Heath
904	Birmingham, Handsworth
905	Halesowen & Stourbridge
906	Birmingham, Ladywood

Constituency No.	Name
	WEST MIDLANDS (cont.)
907	West Bromwich West
908	Coventry, North West
909	The Wrekin
910	Cannock
911	Lichfield & Tamworth
912	Stafford & Stone
913	Warwick & Leamington
914	Shrewsbury
915	Stratford-upon-Avon
916	Walsall South
917	Sutton Coldfield
918	Birmingham, Sparkbrook
919	Leek
	NORTH WEST REGION
001	Manchester, Openshaw
002	Manchester, Ardwick
003	Liverpool, Walton
004	Manchester, Gorton
005	Oldham East
006	Wirral
007	Bolton West
008	Stockport North
009	Liverpool, Garston
010	Middleton & Prestwich
011	Liverpool, Wavertree
012	North Fylde
013	Blackpool North
014	Macclesfield
015	Runcorn
016	City of Chester
017	Rochdale
018	Chorley

NOTE 2. (continued)

Constituency No.	Name
019	Preston South
020	Newton
021	Barrow-in-Furness
022	Ormskirk
023	St. Helens
024	South Fylde
025	Manchester, Central

NOTE 3. These variables are in three columns, and give the responses in terms of pence, up to a maximum of 800.

NOTE 4. This variable gives in 2 columns the age at which the respondent recalled leaving school. Any fractions of a year were truncated in editing.

NOTE 5. This variable gives in four columns the year in which the respondent was born.

NOTE 6. 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 to £13	B	£39 to £58
£14 to £18	C	£59 to £79
£19 to £23	D	£80 to £100
£24 to £28	E	£101 to £121
£29 to £33	F	£122 to £142
£34 to £38	G	£143 to £167
£39 to £48	H	£168 to £208
£49 to £58	I	£209 to £250
£59 to £77	J	£251 to £333
£78 to £96	K	£334 to £417
£97 to £115	L	£418 to £500
£116 or more	M	£501 or more

NOTE 7. 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

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 welders, 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

NOTE n e c = not elsewhere classified
§ Revised occupation unit group in 1966
† New occupation unit group in 1970
‖ Revised occupation unit group in 1970
‡ New occupation unit group in 1966

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

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

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

NOTE n e c. = not elsewhere classified.
* In Northern Ireland only
‡ New occupation unit group in 1966
§ Revised occupation unit group in 1966

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

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
122 Drivers of road goods 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

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

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

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

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

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

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
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 8. 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)

NOTE 8. (continued)

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

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* Figures in parentheses indicate OPCS codes

NOTE 9. Codes for variables 266-293, 302-317

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 *(lending 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)*

NOTE 9. (Contd.)

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 - dc 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' - dc 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

NOTE 10. Codes for variables 294-301

GOOD RESULTS OF ELECTION

SYSTEM PERFORMANCE, VALUES

10 General positive values: stability, peace, unity

11 General statements of ideological goals and values (equality, socialism, etc.)

12 Minority government beneficial (moderate, working togetner, etc.)

13 Change of government

14 Raised public interest, made people think

15 Another election

PARTY RELATED

20 Labour Party or leaders are in power, will do a good job

21 Conservative Party or leaders are out of power

22 Conservative Party or leaders will benefit, be helped, appreciated

23 Liberal Party or leaders better off, influence good

ECONOMIC (EXCLUDING INCOMES POLICY)

30 General economic improvement (growth, productivity), country on its feet

31 Sound financial policies

32 Balance of payments, debt improve, out of the red

33 Prices (food, etc.), cost of living, inflation controlled, down, stabalised, not go up so fast

34 Unemployment down, more jobs

35 Taxes

36 Nationalisation (including North Sea oil)

37 Subsidies

38 References to indirect taxation/budget / rates

INDUSTRIAL RELATIONS AND INCOMES POLICY

40 Good industrial relations government/union co-operation, fewer strikes

41 Industrial Relations Act out, revised

42 Incomes policy: voluntary wage policy, stage three out, wages increase

43 Benefits due to ending miners' strike (end of 5 day week, no power cuts

44 Profit sharing, co-determination

NOTE 10. (Contd)

GOOD RESULTS OF ELECTION

SOCIAL POLICIES AND SERVICES

50 Social services improve generally

51 Specific references to social services and benefits not mentioned below (free milk, health service, etc.)

52 Pensioners, old people helped, pensions up

53 Housing: House, land prices, mortgages down/ stabalise. Building houses, clearing slums, more council houses

54 Rent freeze , Rent Act out

55 Education

56 Immigration

OTHER POLICIES

60

61 Other domestic policies not coded elsewhere (crime, transport, etc.)

62 Foreign policy

63 Constitutional/electoral reform (proportional representation)

64 Good there will be more (or less) regional devolution of power: all references to regional interests

65 Common Market policies

66 Northern Ireland

GROUP RELATED

GOOD FOR/SUPPORT:

70 Working Class, low income, working people

71 All people, families, ordinary people

72 Trade Unions

73 Big business, businessmen, The City

74 Small business, shopkeepers

75 Communists

BAD FOR/KEEP IN CHECK:

80 Middle Class, Upper Class, high income, rich

81 Big business, businessmen The City

82 Small business, shopkeepers

83 Land speculators, property interests

GENERAL POSITIVE RESPONSES

90 Things will get better

97 unclassifiable

98 don't know, none

00 not ascertained

NOTE 10. (Contd)

BAD RESULTS OF ELECTION

SYSTEM PERFORMANCE, VALUES

10 General negative values: unrest, devisive

11 General statements of ideological goals and values (extremism, more socialism, class differences will not be preserved, no incentive to work)

12 Minority government weak, not secure, too much fighting, not united, bad image overseas, another election

13 change of government

14 Waste of time and money, too much talk about politics

15 Anotner election

PARTY RELATED

20 Labour Party or leaders are in power, will do a bad job, break their promises, give way

21 Minority government bad for Labour, can't carry out policies, not safe for Labour

22 Conservative Party or leaders are out

23 Liberal Party or leaders too strong, too much influence

ECONOMIC (EXCLUDING INCOMES POLICY)

30 Generally, economy will get worse (growth, productivity, standard of living)

31 Bad financial policies, spend too much, waste money

32 Balance of payments, debt increase, run economy in red foreign investment

33 Prices (food, coal, etc.), cost of living, inflation, etc. will go up

34 Unemployment up, fewer jobs

35 Taxes

36 Nationalisation (including North Sea oil)

37 Subsidies

38 References to indirect taxation/budget/rates

INDUSTRIAL RELATIONS AND INCOMES POLICY

40 Bad industrial relations, more strikes

41 Industrial Relations Act out, revised

42 Incomes policy: voluntary wage policy in, Stage Three out, statutory wage policy

43 Inflationary miners' settlement, other unions will demand wage increases. Generally, wages will increase, cause inflation.

44 Profit sharing, co-determination

NOTE 10. (Contd)

BAD RESULTS OF ELECTION

SOCIAL POLICIES AND SERVICES

50 Too many social services. Social benefits to wrong people (e.g. strikers)

51 Specific references to social services and benefits not mentioned below (health service, etc.)

52 pensions, old people

53 Housing: house, land prices, mortgages up. building houses, clearing slums, council houses

54 Rent freeze

55 Education (do away with public schools, etc.)

56 Immigration

OTHER POLICIES

60

61 Other domestic policies not coded elsewhere (crime, transport, etc.)

62 Foreign policy

63 Constitutional/electoral reform (proportional representation, Liberals not treated fairly)

64 Bad there will be more (or less) regional devolution of power: all references to regional interests

65 Common Market policies

66 Northern Ireland

GROUP RELATED

GOOD FOR/SUPPORT:

70 Working Class, poor, working people

71 not used

72 Trade Unions

73 Big business, businessmen, The City

74 Small business, shopkeepers, etc.

75 Communists, extremists

BAD FOR/KEEP IN CHECK:

80 Middle/Upper Class, high income people, rich

81 Big business, businessmen, The City

82 Small business, shopkeepers, etc.

83 not used

84 people not in trade unions

85 All people, families

86 people who want to get ahead, work hard

INCREASE AGRESSIVENESS OF:

87 Big business

GENERAL NEGATIVE RESPONSES

90 Things will generally get worse

97 unclassifiable

98 don't know

00 not ascertained