THE BRITISH ELECTION STUDY OF OCTOBER 1974

Methodological Report

James Spence

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1. INTRODUCTION

BACKGROUND

A survey on attitudes to the British general election of October 1974 was conducted with a panel of respondents who had previously been interviewed after the February 1974 election A special sample of Scottish voters was interviewed at the same time, though they had not previously been interviewed. The study was sponsored by the British Election Study at the University of Essex, which was funded by the Social Science Research Council, SSRC Grant HR 2793/1 Social and Community Planning Research was invited to conduct the fieldwork stage of the study, all other stages were undertaken by the researchers in the British Election Study team. This report describes the technical aspects of the survey, including the sample, coding and questionnaire design for which the British Election Study team were responsible, and the fieldwork for which SCPR and the Centre for Sample Surveys Ltd were responsible

This study is the seventh in the chain of SSRC funded research studies of British general elections begun by David Butler and Donald Stokes at Nuffield College, Oxford in 1963. The panel design of these studies has been similar to that used successfully since 1956 in the United States of America in studies of electoral behaviour.[1] Butler and Stokes completed the first study in 1966 after three waves of interviewing in 1963, after the 1964 general election, and after the 1966 general election Their book Political Change in Britain. forces shaping electoral choice was published in 1969[2], in it the sample design, the methodology and questionnaire are discussed. Butler and Stokes then began a second study with a similar design, interviewing a fresh panel in 1969 and after the general election of June 1970. The results of this second panel have been included in the second edition of Political Change in Britain[3] published in 1975

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[1] A. Campbell et al The American Voter (New York, Wiley) 1960

[2] Butler, D. and Stokes, D Political Change in Britain forces shaping electoral choice (London. Macmillan) 1969

[3] Butler, D and Stokes, D. Political Change in Britain (London Macmillan) 1975

In February 1974 the responsibility for the conduct and administration of these studies was transferred to the University of Essex After the February 1974 general election, the British Election Study team conducted both a reinterview survey with the Butler & Stokes panel of 1969/70[4], and a complementary survey of a fresh sample of electors throughout Great Britain[5] After the October 1974 election this sample was reinterviewed and at the same time a special sample of Scottish electors was selected and interviewed for the first time So far the results of the 1974 surveys have been discussed only in articles and conference papers[6]. A book will be published by Cambridge University Press in 1976

THIS REPORT

In the following pages the study following the October 1974 election is described under these headings.

Section 2 The sample design and sampling error

Section 3. The questionnaire

Section 4 The fieldwork stage, and analysis of response

Section 5 Coding and analysis

Section 6 General comments

These are followed by detailed appendices giving full lists of the sampling points, the questionnaire and introductory letters used, and the coding frames for open-ended questions.

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[4] The technical aspects of this survey are described in Spence, J. The British Election Study 1974 panel sample methodological report (London SCPR) 1974

[5] The technical aspects of this survey are described in British Market Research Bureau The British Election Survey 1974 technical document (BMRB/JAS/91103) (London BMRB) 1974

[6] Crewe, I., Sarlvik, B & Alt, J."The Why and How of the February Voting" New Society 12 September 1974, pp 669-672, Alt, J E , Sarlvik, B and Crewe, I "Issue Positions, Party Identification,& Party Preference" 1974 American Political Science Association annual meeting 1974, mimeo

2. SAMPLING DESIGN AND SAMPLING ERRORS

The study consisted of two surveys, the first among a panel of respondents in 200 constituencies throughout Great Britain, South of the Caledonian canal - the British cross-section sample. The second survey consisted of a special sample of Scottish electors - the Scottish booster sample

THE BRITISH CROSS-SECTION SAMPLE

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 whose 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 proportipnate 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 cnosen polling district. This yielded 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 are described in section 3 The actual number of electors issued at each point is given in appendix 3.

THE SCOTTISH BOOSTER SAMPLE

To avoid having to draw a sample of constituencies and polling districts in Scotland independent of the Scottish part of the British cross-section sample, a sample design was sought that would allow the latter to provide data for both the British cross-section sample and for a Scottish cross-section sample, even if the data had to be weighted. The design adopted was as follows

1) All 71 Scottish constituencies (including those north of the Caledonian canal) were divided into three main strata, according to area type 'Conurbation' constituencies included those 20 contiguous constituencies forming the Clyside conurbation 'Rural' constituencies were those 20 that lacked a substantial urban settlement. The remaining 31 constituencies were treated as 'urban'.

2) The 'conurbation' and 'rural' constituencies were then each divided into two strata according to the relative strength of the Labour vote at the February 1974 election. The urban constituencies were divided into three groups using the same criterion.

3) Within each of the seven strata, constituencies were listed in order of the proportion voting Liberal or Nationalist

at the previous election Electorates were accumulated within each stratum and a sampling interval calculated so as to provide five constituencies per stratum A start point was selected such that all Scottish constituencies already in the British cross-section sample were included in this booster sample Constituencies were then drawn with probability proportionate to size

The selected 34 constituencies consisted of 18 constituencies in the British cross-section sample and 17 new constituencies. In the original 18 constituencies, the ward containing the polling district sampled in February was used as a base, and a second polling district in that ward was chosen with probability proportionate to size. In the 17 added constituencies a ward was selected and then two polling districts within it were selected with probability proportionate to size A set of 70 secondary sampling units was derived, 18 of which lay in the British cross-section sample. 1,390 electors were chosen, by selecting five further names at random in the 18 polling districts belonging to the cross-section sample, and 25 names at random in the other 52 polling districts These electors were asked a 'C' series questionnaire described in section 3

In summary the effective overall sample in Scotland was 1,704 electors

1) 234 electors who had been interviewed in March-May ('A' series)

2) 72 electors whose names had been freshly drawn for October as part of the British cross-section sample ('B' series)

3) 1 elector whose name had been drawn in February, but who was too young to vote then, but who had come of age before October 10, 1974 ('B' series)

4) 7 electors whose names had been drawn in February, who had not been interviewed then, but who might have been available in October ('B' series)

5) 1,390 electors of the Scottish booster sample ('C' series)

A list of the sampling points within the seven strata, and the number of names issued at each is given in appendix 3.

Because the seven strata contained different numbers of electors, and because an equal number of constituencies was selected in each, the final sample design was a disproportionate stratified, clustered sample Weights needed to be applied to offset the effect of different sampling fractions in drawing primary sampling points in each of the seven master strata, and weights are also required to compensate for differing probabilities of selection between the two types of polling districts described The stratum weights used are

Stratum	Weight
Conurbation, group 1	0 972
Conurbation, group 2	0 908
Urban, group 1	1.051
Urban, group 2	1 259
Urban, group 3	1 141
Rural, group 1	0 837
Rural, group 2	0.831

SAMPLE ISSUE SHEETS

Colour coding was used in this study to reduce the risk of confusion about which sample or series each person belonged to The names, addresses and serial numbers of 'A' series electors were written on white sample issue sheets, 'B' series electors names and addresses and serial numbers were written on pink sample issue sheets, and 'C' series electors names, etc., were recorded on blue sample issue sheets. These sample issue sheets were then sent to interviewers working on the study Copies of these sample issue sheets appear in the appendix

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 design effect is primarily a correction for undue homogeneity of responses or characteristics within clusters the more homogeneous the cluster, the less efficient the sample is for estimation purposes. Since the design effect varies not just with the value of the ratio estimate, but also with the distribution of individual responses over clusters (i e similar proportions may have different design effects attached to them owing to different distributions of the characteristic measured), the calculation of all design effects would be tedious. In this section we therefore provide a selection of the sorts of design effects that attach to variables generated from the questionnaires.

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

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

where x_i 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

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

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

Where N_{ha} is the number of element in the ath primary sampling unit within the hth stratum

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

M_h is the number of primary sampling units in the hth 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), (Southwest, 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 = $\left[\text{Design effect}\right]^{\frac{1}{2}}$

3. THE QUESTIONNAIRE

THE PREPARATION

Three largely precoded questionnaires were used in the study, 'A', 'B' and 'C' series corresponding to the three groups of electors in the sample, the panel, the update, and the Scottish booster sample The front page of each series was on the same coloured paper as the appropriate sample issue sheets - white for 'A' series, pink for 'B' series and blue for 'C' series questionnaires Each person in the sample had to answer a specific series questionnaire according to whether he was 'A', 'B' or 'C' series sample

The design of these questionnaires were similar, being modelled on the design of the questionnaire used in the February 1974 study Many of the questions were the same in all three questionnaires and where they were they were given the same question number No piloting was needed, since most of the questions had been included and piloted before the earlier survey among some 24 respondents The pilot interviews were conducted by members of the British Election Study team

THE FORMAT AND LAYOUT

The questionnaires were typed by the British Election Study team in their own format, which differs from many social research questionnaires in key respects First, the code numbers equivalent to each answer, which are circled by the interviewer to record the respondent's answer, do not appear to the right of the answer on the right hand side of the page, but are printed in the left hand margin beside the answers Below the standard SCPR format is compared to the British Election Study format

1 British Election Study format

4	Would you say that you cared a good deal which party won the recent general election or that you didn't care very much which party won?
1	Cared a good deal
2	Didn't care very much
8	DK
	COMMENTS.

2. SCPR format

		Col / Code	Skip to
4	Would you say that you cared a good deal which party won the recent general election or that you didn't care very much which party won?	(20)	
	Cared a good deal	1	
	Didn't care very much	2	
	Don't know	8	

This example also shows another innovation in the British Election Study format, the inclusion of a specific COMMENTS space. Respondents often embellish their answers, add comments, or give detailed explanation of their views, even when answers are precoded Interviewers were asked to record respondents' comments when they felt that they added to the respondents' choice of precoded answer

The third departure from the usual SCPR house style was in the filter or skip instructions The standard SCPR style, similar to many other house syles, is to include an instruction in the right hand margin signalling a skip, and to reinforce this with a heading over the next appropriate question describing who is to be asked the question The British Election Study style signalled a skip with an arrow to the left of the code and an instruction to the right of the answer, reinforced with a filter heading over the next appropriate question

SCPR format for skip instructions

ASK ONLY IF 'NONE' OR DK/REFUSED AT Q43

		Col / Code	Skip to
44	Do you generally think of yourself as a little closer to one of the parties than the others? IF YES Which party is that?	( )	
	Conservative	1	NEXT
	Labour	2	Q.46A
	Liberal	3	Q.47A
	Scottish Nationalist	4	Q.48A
	Plaid Cymru	5	Q.48A
	Other write in _____	6	Q.48A
	None	7	Q 48A
	Refused/DK	8	Q 48A

British Election Study format

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

1	Conservative	
→ 2	Labour	→ GO TO 46A
→ 3	Liberal	→ GO TO 47A
→ 4	Scottish Nationalist	→ GO TO 48A
→ 5	Plaid Cymru	
→ 6	Other (SPECIFY) _____	
→ 7	None	
→ 8	DK/Refused	

COMMENTS

45A CONSERVATIVES AT Q 43 OR 44 ONLY

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

The filter or skip cues were reinforced by the variation in the horizontal lines between questions A double line concluded any question after which interviewers were to skip to a later question, not the next, whatever the answer. A hatched line on the other hand meant that an instruction given at the first question applied to all the subsequent ones, until a single solid line appeared. This was used in particular

when the same show card was shown to respondents at each of a series of questions (for instance, 26A-J inclusive)

Finally, column numbers were not, as on many precoded questionnaires, attributed to each question Instead simple italicisied instructions appeared in the left hand margin at the bottom of the page so that card-punch operatives could check that they had punched answers in the correct columns Two rules - one punch per column, and one column per question - simplified their punching task

SHOW CARDS

Like many questionnaires, the British Election ones required interviewers to show respondents cards at certain points in the interview The cards showed all the acceptable answers that could be given to the question. Since most questions did not have a wide range of possible answers, the cards were used only where it was felt that some respondents might forget some of the possible answers. The answers on the card were given the same code numbers as the answers on the questionnaires. No changes to the order of answers on the cards were made, and only one version of the cards was used One series of questions used a scaling technique similar to the semantic differential[1] (Q11) about the three political parties A special set of cards was used in the series wnere the scale was printed horizontally rather than vertically as happened with most other show cards An example of the two types is.

Semantic differential type

CARD A

1	2	3	4	5
Very much	Somewhat	Neither	Somewhat	Very much
KEEPS ITS PROMISES			BREAKS ITS PROMISES	

Other scalar card

1 Gone much too far
2 Gone a little too far
3 Is about right
4 Not gone quite far enough
5 Not gone nearly far enough

Copies of all the cards used appear in appendix 2.

[1] Osgood,C.E., Suci, G.J, & Tannenbaum,P H. The Measurement of Meaning (Urbana,Ill., University of Illinois Press) 1957

THE FEBRUARY AND OCTOBER QUESTIONNAIRES

The questionnaires used in both surveys included a number of questions that had been asked first in earlier Butler and Stokes surveys But the design was the responsibility of the researchers of the British Election Study at the University of Essex Three versions of the questionnaire were used Series 'A' respondents, who had been interviewed in the February study, were given the shortest version, lasting on average 65 minutes Series 'B' respondents, who had not been interviewed early in the year, but who had been chosen to supplement the British cross-section sample were asked to answer the longest questionnaire, lasting about 90 minutes The special Scottish booster sample respondents had a questionnaire very similar to the 'B' series questionnaire but including a small number of special questions on Scottish issues and excluding certain other issues questions

The 'B' series questionnaire began with a short section of questions about newspaper readership, politics and the media, respondents were also asked whether they believed the October election campaign had generally given people the facts about the British situation (questions 1-5) All these questions had been asked in the February questionnaire (and in the case of the media questions were not repeated in series 'A')

The next section, in all October versions, consisted of open-ended questions probing respondents' likes and dislikes among the major political parties, including the Scottish National Party in Scotland (questions 6-10e) The section had been enlarged since February to include the Liberal and Scottish National Parties (questions 9, 10) for the first time. The third section shared by 'A' and 'B' series only, and similar to a section in the February questionnaire, asked respondents to rate the three parties on eight semantic differential type scales In February the two major parties had been rated on seven of the eight scales Two open-ended questions on the expected outcomes of the election (questions 12a and b) followed the scales, appearing in all questionnaires in February and October

Respondents were then asked to answer one question on interest in politics (question 13) followed by a series of 12 questions on major issues (questions 14-25) Ten issues were covered in the section (twelve in 'C' series questionnaire including questions 26K-T), compared with eleven in February, some new issues were covered in the October version, and some aspects of coverage also differed The eight issues common to both studies were rising prices (questions 14A-15c), strikes (questions 16A-16E), pensions (questions 17C,D), British membership of the Common Market (questions 20A-20J), nationalisation (questions 21A-21G), social services and benefits (questions 22A-f), wage controls (questions 23A-C), and in Scotland 'C' series, devolution (question 26K-P) The issues covered only in October were unemployment (questions 17A,B), housing (questions 17E,F), North Sea oil (questions 19A-H), and, in Scotland 'C' series questionnaires, the Scottish Assembly (questions 26Q-T) The miners' strike, taxation, and Communist influence in the Trade Unions were examined in the Spring survey but not in October.

On most of the major issues five aspects were examined, the respondent's own view of what should happen, his view of how the parties' stood on the issue, the importance of the issue in his voting decision, his assessment of how well he understood the issue, and the party he preferred on the issue On some issues no disagreement on what should happen was expected, thus almost all people would accept the only policy for unemployment is to keep it as low as possible On such issues the last three aspects were examined.

This major issues section was followed by two series of questions that had no equivalents in the Spring survey The first (excluded from the 'C' series questionnaire) evaluated respondents' political liberalism/conservatism (questions 26A-J) by asking their reactions to specific changes that had been taking place in Britain, such as attempts to ensure equality for women, for coloured people, tighter police control of demonstrations, the reduction in Britain's military strength, etc The second series on a similar theme asked how much importance respondents felt should be attached to policies such as complete comprehensivisation, repatriation, and aid to developing countries (questions 27A-M). These two series of questions were followed by questions on the most important general aim of government, (questions 28A-C) and two questions on how much confidence can be placed in the likelihood of a party's doing in government what is 'right' (questions 29A,B) In place of the two series, the Spring questionnaire included a section on political perceptions of other countries, and one on interest groups in British government

The following section common to all questionnaires, both in Spring and in Autumn (questions 30-42), though with some alterations in the 'A' series, and some omissions in the February questionnaire, covered voting behaviour at the general election and political interest The October additions examined the phenomenon of strategic voting - voting not for the first choice, but for another in order to keep out the last choice party. This led onto a section (questions 43-48) on general party support concluding with one final question on strategic voting (question 49)

These questions on general party support have been asked on every British Election Study panel since the study began in 1963. Questions 50A to 51C probed respondents' attitudes to coalitions as an issue in their voting choice These had not been asked in February, whereas the following questions on the overall assessment of the main political parties and party leaders (questions 52A and B) had

A new section on political party membership, interest group involvement, and awareness of the winning party's and candidate's names (questions 53-58) appeared in the October questionnaire, and was followed by a general section on respondents' financial circumstances, their expectations (questions 59-66 and many not asked in February) A section on social indicators followed (question 67) in which respondents were asked how satisfied they were with their lives and jobs, with politicians in Britain today, and so on The same question had been asked in February

In the next-to-last section (questions 68-74) questions were asked about trade union membership, social class identification and the party

affiliation of respondent's father All these questions had been asked in February, as had most of the personal identification questions in the final section, such as educational background (questions 75-77), tenure (questions 78-80), occupation, mobility, marital status, and income (questions 83-93, 95A,B). One series of questions on religious affiliation (questions 81-82), and one on children in the household (questions 94A-C) were added Copies of the questionnaires used in the October survey are included in appendix 2.

LETTERS TO RESPONDENTS

Every respondent was shown a letter of introduction at the beginning of the interview 'A' and 'B' series respondents' letters were printed on British Election Study notepaper,, 'C' series letters on SCPR/British Election Study notepaper. Copies of the three letters used initially appear in the appendix

Towards the end of the fieldwork stage, when the response rates had stabilised, a second fieldwork stage was arranged (see section 4, p 17 below) and three letters ('A', 'B' and 'C' series) were printed for use at that stage. These stressed the importance of gathering everyone's views for the sake of accuracy, and emphasised confidentiality Copies of these letters are also included in appendix 2.

4. THE FIELDWORK STAGE

FIELDFORCE AND BRIEFINGS

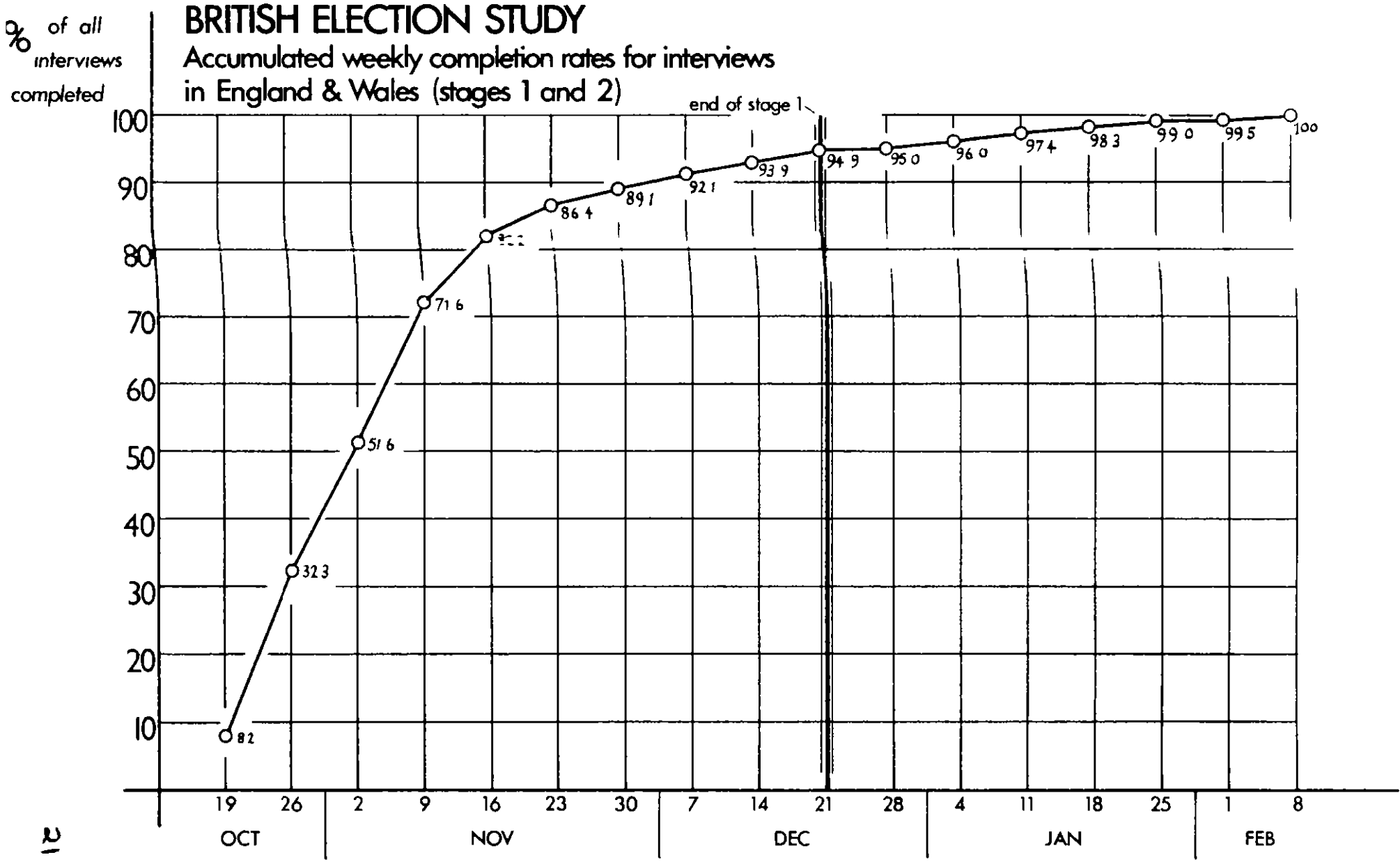
154 interviewers worked on the project and on average carried out 22 interviews each The workloads varied from person to person, so that 32 interviewers (21 % of the fieldforce) completed 1442 interviews (43 % of the interviews), while another 60 interviewers (39 %) completed 574 interviews (17 %)

Workload.	Interviewers	Interviews	Average number of interviews per interviewer
31 interviews or more	21 %	43 %	45
15 - 30 interviews	40 %	40 %	21
Up to 14 interviews	39 %	17 %	10
Total numbers	154	3,334	22

136 interviewers on this study were personally briefed in eight day-long briefing sessions, three in London, one in Birmingham, one in Manchester, one in Leeds, one in Edinburgh, and one in Glasgow All these briefings took place in the week after the general election on Thursday, October 10, 1974 The 18 interviewers (12 % of the fieldforce) who were unable to attend the main briefing sessions were personally briefed at sessions arranged by Centre for Sample Surveys Ltd., which was responsible for the briefing and fieldwork, and conducted 10 % of the interviews.

At the briefing sessions, which were chaired by SCPR researchers and members of the British Election Study, the survey was introduced and briefly described, the sample was discussed, and the organisation of the interviewing and of the questionnaires was examined. The major part of the interviewing consisted of a trial interview, where interviewers were allocated sections to ask, in turn Points arising from the answers and recording them, difficulties of question layout and so on were discussed. Project instructions on these points were prepared for each interviewer working on the study

FIGURE 1


BRITISH ELECTION STUDY
Accumulated weekly completion rates for interviews in England & Wales (stages 1 and 2)
% of all interviews completed
end of stage 1
100
90
80
70
60
50
40
30
20
10
8 2
32 3
51 6
71 6
86 4
89 1
92 1
93 9
94 9
95 0
96 0
97 4
98 3
99 0
99 5
100
19
26
2
9
16
23
30
7
14
21
28
4
11
18
25
1
8
OCT
NOV
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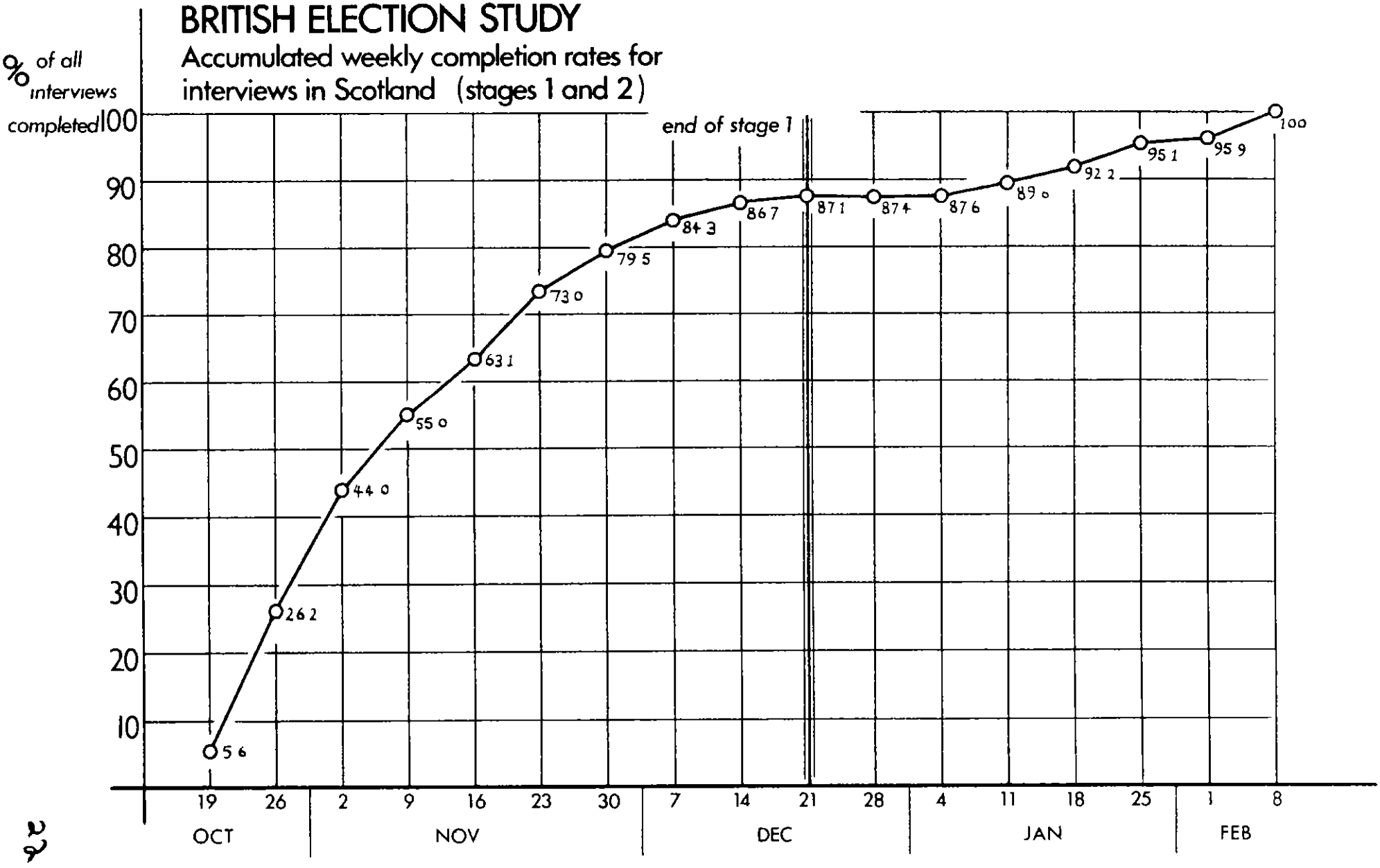
JAN
FEB

FIGURE 2


BRITISH ELECTION STUDY
Accumulated weekly completion rates for interviews in Scotland (stages 1 and 2)
% of all interviews completed
100
90
80
70
60
50
40
30
20
10
end of stage 1
5 6
26 2
44 0
55 0
63 1
73 0
79 5
84 3
86 7
87 1
87 4
87 6
89 0
92 2
95 1
95 9
100
19
26
2
9
16
23
30
7
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DEC
JAN
FEB

TIMING

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

QUALITY CONTROL

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' first 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

RESPONSE

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 7 % In table 1 opposite the full

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

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 produced 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 Scottisn 'C' series

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) tne '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 tne 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 for 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

RESPONSE AT STAGES 2 AND 3

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.

REGIONAL RESPONSE ANALYSIS

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

Before reissue \ After 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%					

RESULTS OF REISSUING AT STAGE II. (3) 'C' 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	115	22	89	-	-	-	-	-	-	1	1	2	19%	20%
Named person broke appt.	32	8	4	19	-	-	-	-	-	-	-	1	25%	26%
Named person not contacted	60	17	3	-	31	2	3	-	2	2	-	-	28%	29%
Refusal on beha behalf of named person	18	2	5	-	-	10	-	-	-	-	1	-	11%	12%
Named person away/in hospital	19	7	-	-	-	-	12	-	-	-	-	-	37%	37%
No contact with anyone at address	20	5	-	1	4	-	2	5	-	3	-	-	25%	29%
Named person ill	8	3	2	-	-	-	-	-	3	-	-	-	38%	38%
Other reason for no interview	30	11	-	1	6	-	1	-	10	1	-	-	37%	38%
TOTAL NO.	302	75	103	21	41	12	18	5	15	7	2	3	25%	26%
TOTAL % (Base = 302)	100%	25%	34%	7%	14%	4%	6%	2%	5%	2%	*%	1%		
TOTAL % (Base = 290)	290= 100%	26%	36%	7%	14%	4%	6%	2%	5%					

TABLE 8

PRODUCTIVE INTERVIEWS AND RESPONSE RATES

REGIONAL ANALYSIS BY SAMPLE TYPE

(bases = in scope addresses)

	'A' Sample		'B' Sample Old*		'B' Sample New		'C' Sample		TOTAL	
	No	%	No	%	No	%	No	%	No	%
1 Northern Region	124	(83)	3		29	(67)			156	(79)
2 Yorkshire and Humberside	188	(79)	4		40	(63)			232	(74)
3 East Midlands Region	134	(81)	3		31	(66)			168	(77)
4 East Anglia	62	(87)	4		20	(87)			86	(87)
5 South East	353	(79)	11		91	(64)			455	(75)
6 Greater London	174	(69)	17		40	(43)			231	(59)
7 South West Region	133	(77)	2		35	(66)			170	(73)
8 Wales	104	(83)	2		29	(74)			135	(80)
9 West Midlands Region	174	(82)	4		48	(72)			226	(79)
10 North West Region	228	(74)	5		72	(80)			305	(75)
11 Scotland	165	(76)	5		42	(68)	958	(76)	1170	(76)
TOTALS	1839	(78)	60	(48)	477	(66)	958	(76)	3334	(75)

* *The number of in scope addresses found in each region was small and therefore percentages have not been calculated*

5. CODING AND ANALYSIS

SCPR's and CSS's responsibility for the October study ended with the delivery of completed questionnaires to the British Election Study at the University of Essex When questionnaires were received from the interviewers, they were checked for correct serial numbers, dating, and signature and to see if they were complete The few incomplete questionnaires were vetted for suitability for inclusion in the analysis.

Two procedures are involved in the coding being carried out by the university, one for precoded questions and one for open-ended questions

Most of the survey data is in the form of answers to precoded questions. The interviewer records the information either by circling a marginal code number or, occasionally, by putting a statement number in a marginal box. All the data are key-punched directly from the questionnaires without intermediate coding

The procedures for coding open-ended questions in the October study are expected to be very similar to those employed in February. Coding frames used in the February study appear in the appendix, 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 - 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 description 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
(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.

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

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-commissioned 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 as follows

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

2 Managers in central and local government, industry, commerce, etc. in non-agricultural enterprises employing 25 or more persons (1 2)

3 Employers in industry, commerce, etc in non-agricultural enterprises employing fewer than 25 persons (2 1)

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

5 Professional workers - self employed (3)

6 Professional workers - employees (4)

7 Intermediate non-manual workers - ancillary workers and artists (5 1)

8 Intermediate non-manual workers - foremen and supervisors non-manual (5 2)

9 Junior non-manual workers (6)

10 Personal service workers (7)

11 Foremen and supervisors - manual (8)

---

*Figures in parentheses indicate OPCS codes

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

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 as 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

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[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.

ANALYSIS

The complete edited data set on card was then read to tape for analysis. The analysis variables are too many to enumerate here, no complex indices have yet been used. All the analysis variables were derived directly from the questionnaire

The data will be stored in the SSRC Survey Archive

6. GENERAL COMMENTS

PAID RESPONDENTS

In the first 1974 election survey 105 respondents were paid to co-operate Payment was decided upon only as a last move to boost the level of response Before the second survey it was decided to pay these respondents again, if they gave an interview The response rate among paid respondents was a little higher than the overall response rate - 80 % as compared with 75 % For the problems and costs involved, payment would only be worth considering if the response rate remained low, despite all other measures, such as extra incentives for interviewers, attempting interviews with non-co-operants.

In the third stage of interviewing in January 1975 some 20 respondents were paid to co-operate, after all other entreaties had failed

INTERVIEWERS' REACTIONS

In general interviewers' reactions towards the questionnaire were favourable Many of the interviewers had worked on the February 1974 reinterview survey of the 1969-70 panel and were familiar with the layout and the subject matter of the questionnaire, and the difficulty of interviewing on the survey Compared with the first 1974 survey the more complicated design, and the longer questionnaires of the second general election study did pose extra problems, but most interviewers enjoyed working on the project. Some of those sampled did not like talking about politics and their political beliefs, and this is shown by the high proportion of first stage non-respondents who, despite an abbreviated 'A' series questionnaire for instance, refused to co-operate at subsequent stages of the survey Because details of the refusal were noted on contact sheets, it may be possible to reach some qualitative judgement about the general political interest of some refusals

Response rate among paid respondents

	STAGE I (before re-issuing)		STAGE II		TOTAL		TOTAL SAMPLE	
I ADDRESSES								
No. of addresses in group	105		17				105	
No. of addresses found to be out of scope	1						1	
- because vacant/derelict								
- because premises demolished								
- because business/industrial premises/withdrawn	1						1	
No. of addresses assumed to be out of scope:								
- because not traceable								
Total no. of out of scope addresses	1						1	
Total no. of in scope addresses	104		17				104	
II INDIVIDUALS								
No. of people at in scope addresses	104		17				104	
No. of people found to be out of scope								
- because moved								
- because dead								
No of people assumed to be out of scope								
- because not known at address								
Total no. of out of scope individuals								
Total no. of in scope individuals	104	100	17	100			104	100
No. of productive interviews	79	76	4	24			83	80
NON-RESPONSE								
- selected person refused	13	13	10	59			15	14
- selected person not contacted	6	6	1	6			3	3
- selected person broke appointment								
- refused by someone else in household	4	4	1	6			1	1
- selected person away/in hospital	2	2	1	6			2	2
- selected person ill (at home)								
- selected person senile/ incapacitated								
- no contact with anyone at address								
- other reasons for no interview								

APPENDICES

APPENDIX 1 — SAMPLING POINTS

- BRITISH CROSS-SECTION SAMPLE
- SCOTTISH BOOSTER SAMPLE

APPENDIX 2 — FIELDWORK MATERIALS

- LETTERS
- QUESTIONNAIRES
- SHOWCARDS

APPENDIX 3 — RESPONSE RATES BY SAMPLING POINT

APPENDIX 4 — CODING FRAMES FOR OPEN-ENDED QUESTIONS

APPENDIX 1

S A M P L I N G P O I N T S

THE BRITISH CROSS-SECTION SAMPLE

101 GATESHEAD EAST

Parliamentary Polling District	CARR HILL (E/D) (3 PARTS)
Electoral Division or Ward	ENFIELD WARD
Local Govt Polling District	CARR HILL (E/D) (3 PARTS)
No of Electors	2412

102 WALLSEND

Parliamentary Polling District	LV
NORTH TYNESIDE METROPOLITAN DISTRICT	WARD NO 21
TYNE AND WEAR COUNTY COUNCIL ELECTORAL DIVISION	LONGBENTON NO 4
Postal Address	WIDEOPEN, NEWCASTLE-UPON-TYNE
No of Electors	674

103 NEWCASTLE-UPON-TYNE EAST

ST LAWRENCE WARD	
Polling District	EJ
No of Electors	2190

104 DARLINGTON

District of Darlington	WARD NO 3
County of Durham	
Electoral Division	DARLINGTON NO 2 (COCKERTON)
Polling District	CA
No of Electors	1435

105 TEESIDE, THORNABY

Teeside No 22 (Thornaby East)	
Polling District	JG
No of Electors	2471

106 HARTLEPOOL

Parl. Polling District	B
Ward	No 2 (ROSSMERE)
Parish	HARTLEPOOL
Electoral Division	HARTLEPOOL NO 7 (ROSSMERE)
Postal Address	HARTLEPOOL
No of Electors	1 - 4762

107 TEESIDE, STOCKTON

Teeside No 10 (Hartburn)	
Polling District	EG
No of Electors	2326

108 HOUGHTON-LE-SPRING

County of Tyne & Wear	
District of Sunderland	
Electoral District	H. No 1 (PART)
Ward	NO 22 (PART)
Polling District	AC - Houghton North
No of Electors	3626

/Contd..

109 TEESIDE, MIDDLESBOROUGH

Teeside No. 15	(NORTH ORMESBY)
Polling District	PB
No of Electors	1 - 1534

110 SUNDERLAND SOUTH

Polling District	ST CHAD'S R.
Ward	ST CHAD'S
No of Electors	1 - 6244

111 HEXHAM

Electoral Division (Tyne & Wear)	CASTLE WARD NO 2
Polling District	WOOLSINGTON (HCM)
Parish	WOOLSINGTON (WARD NO 4)
Postal Address	NEWBIGGIN HALL ESTATE NEWCASTLE-UPON-TYNE, NE5
No of Electors	7646

112 BERWICK-UPON-TWEED

Electoral Division	BERWICK-UPON-TWEED NO 2
Polling District	BERWICK NO 4 (BQ)
Ward	SETON
Postal Address	TWEEDMOUTH, BERWICK-UPON-TWEED
No of Electors	1088

201 PUDSEY

Polling District	FARSLEY (C)
Registration Unit	222
County Electoral Division	PUDSEY NO 1
Metropolitan District	WARD 24
No of Electors	5786

202 SHIPLEY

Polling District	BAILDON NORTH - A
Township of Baildon	NORTH WARD
County Electoral Division	BAILDON
Post Town	SHIPLEY
New County Electoral Division	BAILDON
No of Electors	1 - 3332

203 DEWSBURY

Township	OSSETT
Parliamentary and Local Government Polling District	OA (CENTRAL)
Electoral Division or Ward	WAKEFIELD NO 8
County Electoral Division	OSSETT
Issued	TOWN HALL, DEWSBURY
No of Electors	3732

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204 HALIFAX

Ward	OVENDEN
Polling Districts	HA
(i) Part of Halifax Division No 1 (North) for the County Council Elections	
(ii) Part of Halifax No 4 (Ovenden) Ward for the District County Council Elections	
No of Electors	1701

205 BATLEY & MORLEY

Polling District	BC
County Electoral Division	BATLEY NO 1
METROPOLITAN DISTRICT WARD	KIRKLEES NO 14 (BIRSTALL)
No of Electors	483

206 LEEDS EAST

Polling District G	
Ward	SEACROFT
REGISTRATION UNIT 7	
County Electoral Division	LEEDS NO 18 (SEACROFT)
Metropolitan District Ward	- ditto -
No of Electors	1 - 1542

207 BRADFORD WEST

Polling District	SC
Electoral Division	BRADFORD NO 1 (PART)
Ward	NO 13
No of Electors	1 - 1807

208 DEARNE VALLEY

Polling District	CONISBROUGH NORTH NO 1 (C)
Township Conisbrough	NORTHWARD (PART 1)
County Electoral Division	CONISBROUGH
Post Town	DONCASTER
New County Electoral Division	CONISBROUGH
New District Council Ward	DONCASTER NO 10
No of Electors	921

209 SHEFFIELD BRIGHTSIDE

Polling District	COLLEY NO 3 (AX)
ward	NETHER SHIRE
No of Electors	1 - 1408

210 NORMANTON

Polling District	ROTHWELL NO 1 (Q)
Townships	ROTHWELL AND LOFTHOUSE
Ward	ROTHWELL WEST (PART 1)
County Electoral Division	ROTHWELL
Post Town	ROTHWELL, LEEDS
New County Electoral Division	ROTHWELL
New District Council Ward	LEEDS NO 31 (ROTHWELL)
No of Electors	1 - 2695

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211 BARNSLEY

Electoral Division	BARNSLEY
Polling District	MONK BRETTON WARD (R)
County Electoral Division	BARNSLEY NO 5 (MONK BRETTON)
District Council Ward	NO 5
No of Electors	1 - 2227

212 KINGSTON UPON HULL EAST

HOLDERNESS Ward No 4	
Polling District	T
No of Electors	1469

213 YORK

Parliamentary Polling District	YORK SS
Ward	WALMGATE
No of Electors	1188

214 SHEFFIELD HALLAM

Polling District	BROOMSPRING (UE)
Ward	BROOMHILL
No of Electors	2211

215 RIPON

Polling District	RIPON W NO 2 (DA)
Township	RIPON WARD W (PART 2)
County Electoral Division	RIPON
Post Town	RIPON
New County Electoral Division	RIPON WEST
New District Council Ward	HARROGATE DISTRICT WARD NO 11
No of Electors	1273

216 HARROGATE

Polling District	HARROGATE BILTON NO 1 (A)
Township	BILTON WARD - Part 1
County Electoral Division	HARROGATE NO 2
Post Town	HARROGATE
New County Electoral Division	HARROGATE (BILTON)
New District Council Ward	HARROGATE NO 1
No of Electors	4819

217 DON VALLEY

Polling District	WADWORTH (BN)
Township	WADWORTH
County Electoral Division	TICKHILL & MALTBY
Post Town	DONCASTER
New County Electoral Division	DONCASTER RURAL NO 1
New District Council	WARD NO 12
No of Electors	735

/Contd...

218 BRIGHOUSE & SPENBOROUGH

Parliamentary and Local Govt Pol. Dis.	LIGHTCLIFFE SOUTH (AY)
Post Town	LIGHTCLIFFE, HALIFAX, YORKS (Except where otherwise indi
CALDERDALE METROPOLITAN DISTRICT	WARD NO 11
West Yorkshire County Elec Div.	BRIGHOUSE NO 1
No of Electors	1618

301 MANSFIELD

Polling District "C"	MANSFIELD SOUTH
Polling District No 2	
No of Electors	2042 - 2720

302 NOTTINGHAM NORTH

Mapperley Ward	POLLING DISTRICT B
No of Electors	1193

303 NOTTINGHAM WEST

Abbey Ward	POLLING DISTRICT C
No of Electors	5157

304 NORTHAMPTON NORTH

Electoral Area	ABINGTON
Polling District	EA
No of Electors	1 - 2939

305 KETTERING

Parliamentary Polling District	CORBY STUDFALL WARD NO 1 (HI
County Electoral Division	CORBY STUDFALL
Registration Unit	CORBY STUDFALL WARD NO 1 (P
Postal Address	CORBY, NORTHANTS
No of Electors	2396

306 NOTTINGHAM EAST

Bridge Ward	POLLING DISTRICT F
No of Electors	3547

307 CARLTON

CALVERTON POLLING DISTRICT "L"	
Parish	CALVERTON
BASFORD NO 6 ELECTORAL DIVISION	
No of Electors	4371

308 LEICESTER SOUTH

Ward	NO 4 OR SPINNEY HILL
Polling District	DC
No of Electors	1 - 2316

309 HARBOROUGH

Administrative Area	OADBY, LEICESTER
Ward	NO 1 ST PETER'S
Polling District	OADBY (F)
No of Electors	2525

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310 RUTLAND & STAMFORD

Registration Area of the County of Lincoln	
Parts of Kesteven	
Polling District	EXTON (1)
County Electoral Division	OAKHAM RURAL
District Council Ward	RUTLAND NO 9
Parish	EXTON
No of Electors	818

311 RUSHCLIFFE

Musters Polling District	"C"
Parish	WEST BRIDGFORD
Musters Ward	
Electoral Division	BRIDGFORD WEST
No of Electors	1 - 6304

312 WELLINGBOROUGH

Parliamentary Polling District	RUSHDEN EAST WARD NO 2 (NJ)
County Electoral Division	RUSHDEN EAST
Registration Unit	RUSHDEN EAST WARD NO 2 Pol. Dis.
Postal Address	RUSHDEN, NORTHANTS
No of Electors	2031

313 NORTH EAST DERBYSHIRE

Polling District	PILSLEY (PA1)
County Electoral Division	CHESTERFIELD RURAL NO 5
Registration Unit	PARISH OF PILSLEY (PART)
Post Town	PILSLEY, CHESTERFIELD, DERBYS.
No of Electors	1532

401 LOWESTOFT

Electoral Division	ST MARGARET'S WARD
Polling District	ST MARGARET'S (MM)
Ward	ST MARGARET'S
No of Electors	

402 ISLE OF ELY

County Electoral Division	WHITTLESEY URBAN
Polling District	WHITTLESEY NO 2 (DB1)
Registration Unit	WEST CENTRAL
Post Town	PETERBOROUGH
No of Electors	1 - 1883

403 SUDBURY & WOODBRIDGE

Polling District	WOODBRIDGE NO 1 (DR)
No of Electors	1 - 2364

404 SOUTH WEST NORFOLK

Parl. Polling District	MARHAM (RAF STATION) (B/B/D)
Parish	MARHAM
Electoral Division	FINCHAM
District Ward	WEST NORFOLK NO 16
No of electors	936

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405 NORTH WEST NORFOLK

Parliamentary Polling District	EMNETH (A/CC) Parish of Emneth
Electoral Division	UPWELL
District Ward	WEST NORFOLK
Postal Address	WISBECH, CAMBS.
No of Electors	1476

406 NORTH NORFOLK

Parliamentary Polling District	SALHOUSE (B/K/B) Parish of Sal
Electoral Division	ST FAITH'S AND AYLSHAM No 5
District Ward	BROADLAND NO 20
Postal Address (except as otherwise stated)	NORWICH, NORFOLK, NOR 53Z
No of Electors	736

501 ETON AND SLOUGH

Electoral Division (or Ward)	UPTON (NO 2)
Polling District	SLOUGH (ZA)
No of Electors	1086

502 HITCHIN

Electoral Division	(30) HITCHIN (WEST)
Polling District	HITCHIN B/C/B
Registration Unit	HITCHIN (PRIORY WARD) (PART)
Postal Address	HITCHIN, HERTS.
No of Electors	1 - 1885

503 BASILDON

Electoral Division	BASILDON NO 6 (PITSEA)
Polling District	CHALVEDON (AJ)
Registration Unit	BASILDON DISTRICT - PITSEA WAR (CHALVEDON)
No of Electors	1 - 4336

504 WATFORD

Polling District	C/B
Electoral Division	(17) WATFORD (GARSTON AND KNUT
Ward	KNUTSFORD
No of Electors	1 - 3341

505 DARTFORD

Electoral Division	SWANSCOMBE & STONE
Polling District	STONE EAST - HORNS CROSS SOUT
Ward/Parish	DARTFORD NO 3
No of Electors	1256

506 BRIGHTON/KEMP TOWN

Ward	HANOVER
Polling District	HANOVER (SW) CC
No of Electors	1143

507 BEDFORD

Administrative Area	BEDFORD
Ward	Parish of Riseley
Polling District	RISELEY (BO)
No of Electors	707

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508 EASTLEIGH

Registration Unit	PARISH OF HAMBLE
Polling District	HAMBLE (JJ)
Electoral Division	WINCHESTER RURAL NO 2 (HOUND)
No of Electors	2328

509 SPELTHORNE

Administrative Area	ASHFORD, MIDDX.
Ward	ASHFORD WEST
Polling District	STAINES (ASHFORD WEST) NO 2-D
No of Electors	3614

510 HEMEL HEMPSTEAD

Electoral Division	(3) HEMEL HEMPSTEAD NO 2
Polling District	HEMEL HEMPSTEAD A/B/B
Registration Unit	HEMEL HEMPSTEAD (NORTH EAST WARD) (PART)
Postal Address	HEMEL HEMPSTEAD, HERTS.
No of Electors	1 - 2966

511 HORSHAM & CRAWLEY

Electoral Division	HORSHAM URBAN WEST
Polling District	HORSHAM NO 7 (SG)
Parish	HORSHAM
Ward	WEST (PART)
Postal Address	HORSHAM, SUSSEX
No of Electors	1880

512 HERTFORD & STEVENAGE

Electoral Division	(42) STEVENAGE NO 3 (OLD STEVENAGE
Polling District	STEVENAGE B/D/B
Registration Unit	STEVENAGE (OLD STEVENAGE WARD) (PA
Postal Address	STEVENAGE, HERTS.
No of Electors	1 - 2860

513 HAVANT AND WATERLOO

Parl. Pol. District, Electoral Div or Ward	WATERLOO
Polling District Letter	Y
Postal Address	PORTSMOUTH, HANTS (except where sh
No of Electors	7203

514 HARWICH

Electoral Division	TENDRING RURAL NO 1 (TENDRING)
Polling District	LITTLE CLACTON (AQ)
Registration Unit	PARISH OF LITTLE CLACTON (TENDRING DISTRICT WARD NO 25)
Postal Address	LITTLE CLACTON, CLACTON ON SEA, ESSEX.
No of Electors	1834

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515 CHERTSEY AND WALTON

Electoral Division	CHERTSEY
Polling District	CHERTSEY (STEPGATES) F (a)
Ward	CHERTSEY (EASTERN PART)
Postal Address	CHERTSEY, SURREY.
No of Electors	2250

516 WYCOMBE

Parl Polling District	HIGH WYCOMBE (NO 19) (S)
	" " (NO 16) (AA)
Electoral Division	NO 28 HIGH WYCOMBE (WEST CENTR
Ward	WEST CENTRAL
No of Electors	1165

517 HOVE

Parish of Aldrington	WESTBOURNE WARD (CENTRAL)
Parl & Local Govt Pol District	H
No of Electors	1575

518 ROYAL TUNBRIDGE WELLS

Electoral Division	SOUTHBOROUGH
Polling District	BIDBOROUGH (D)
Ward or Parish	TUNBRIDGE WELLS NO 4
Postal Address	TUNBRIDGE WELLS, KENT
No of Electors	1 - 682

519 REIGATE

Electoral Division	BANSTEAD (NORTH EAST)
Ward	BURGH HEATH
Polling District	BURGH HEATH (NO 1) (LA)
Postal District	BANSTEAD, SURREY.
No of Electors	1596

520 CANTERBURY

Electoral Division	HERNE BAY NO 1
Polling District	" " NO 1 WARD (WEST CLIF
Parish	" " WEST CLIFF WARD
No of Electors	2692

521 CHRISTCHURCH & LYMINGTON

County Electoral Division	CHRISTCHURCH SOUTH:
Borough	CHRISTCHURCH
Ward	HIGHCLIFFE
Polling District	UB
Postal Address	HIGHCLIFFE, CHRISTCHURCH.
No of Electors	1735

522 BOURNEMOUTH EAST

County Electoral Division	BOURNEMOUTH BOSCOMBE WEST
Electoral Ward	BOSCOMBE WEST
Polling District	FA
No of Electors	3579

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523 WORTHING

Electoral Division	WORTHING BROADWATER
Polling District	BROADWATER (AB)
Ward	BROADWATER
No of Electors	2028

524 ISLE OF WIGHT

Polling District	W
Parl Polling District	PARKHURST W
County Electoral Division	NEWPORT PARKHURST (PART 2)
District	MEDINA
District Ward	NO 6 (NEWPORT PARKHURST) P(2)
Parish and Ward	NEWPORT (PARKHURST WARD - PART 2
No of Electors	1642

525 SHOREHAM

Electoral Division	WORTHING RURAL NO 5
Polling District	SOMPTING NO 2 (YK)
Parish	SOMPTING (PART)
Address	SOMPTING, LANCING, SUSSEX.
No of Electors	1544

526 BEACONSFIELD

Parl Polling District	BEACONSFIELD (WESTERN) (C)
	" " (F)
Parish=	BEACONSFIELD (WEST WARD)
No of Electors	1 - 2475

527 TONBRIDGE AND MALLING

Electoral Division	MALLING NO 2
Polling District	WROTHAM (CC) (M)
Ward or Parish	TONBRIDGE & MALLING NO 15
No of Electors	1 - 1257

528 READING SOUTH

Electoral Division	WOKINGHAM RURAL NO 5 (SWALLOWFIE
Polling District	SWALLOWFIELD NO 3 (IT)
Parish	SWALLOWFIELD (PART)
No of Electors	393

529 BRAINTREE

Electoral Division	COGGESHALL
Polling District	FEERING (DE)
Registration Unit	PARISH OF FEERING
	(PART OF WARD NO 21 BRAINTREE DI
Postal Address	FEERING, COLCHESTER, ESSEX.
No of Electors	1210

530 BASINGSTOKE

Registration Unit	PARISH OF HURSTBOURNE PRIORS
Polling District	HURSBOURNE PRIORS (FC)
Electoral Division	KINGSCLERE AND WHITCHURCH NO 1
No of Electors	1 - 283

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531 WELWYN AND HATFIELD

Electoral Division	(46b) WELWYN GARDEN CITY (NORTH
Polling District	WELWYN GARDEN CITY B/F/A
Registration Unit	" " " (HALDENS WARD)
Postal Address	WELWYN GARDEN CITY, HERTS.
No of Electors	1 - 1060

532 LUTON WEST

Administrative Area	LUTON
Ward	ICKNIELD
Polling District	ICKNIELD JD
No of Electors	1994

533 EPPING FOREST

Electoral Division	EPPING
Polling District	EPPING (CENTRAL) (W)
Registration Unit	PARISH OF EPPING (CENTRAL POLL. (PART OF WARD NO 5 EPPING FORES
Postal Address	EPPING, ESSEX.
No of Electors	3870

534 PORTSMOUTH NORTH

Local Govt Electoral Areas	CITY OF PORTSMOUTH - COUNTY OF HAMPSHIRE (PART)
Parl Polling District	NO 16 MEREDITH
County Electoral Division	PORTSMOUTH NO 6 (MEREDITH)
Polling District Letter	P
Postal Address	PORTSMOUTH, HANTS.
No of Electors	1 - 11187

535 MID-SUSSEX

County Council Electoral Division	CUCKFIELD RURAL NO 2
Parl Polling District	HORSTED KEYNES (W)
Registration Unit	PARISH OF HORSTED KEYNES (PART) *Such part as is not comprised i the Chelwood Gate Parliamentary Polling District.
No of Electors	981

536 NEW FOREST

Registration Unit	PARISH OF ELING (PART) TOTTON EAST WARD (PART)
Post Town	SOUTHAMPTON
Polling District	TOTTON EAST NO 2 (JB)
Electoral Division	TOTTON
No of Electors	1093

537 MALDON

Electoral Division	ROCHFORD (WEST)
Polling District	HULLBRIDGE (SOUTH WEST) (DV)
Registration Unit	PARISH OF HULLBRIDGE - SOUTH WARD (WEST)
Postal Address	HULLBRIDGE, HOCKLEY, ESSEX.
No of Electors	1724

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601 TOWER HAMLETS, STEPNEY & POPLAR

Ward	SHADWELL (PART)
Polling District	S/J
Issued	TOWN HALL, BETHNAL GREEN, E2 9LN.
No of Electors	1287

602 BARKING, DAGENHAM

Electoral Division	BARKING, DAGENHAM
Ward	RIVER
Polling District	MARSH GREEN (KD)
Postal Address	DAGENHAM, ESSEX.
No of Electors	2007

603 BARKING

Electoral Division	BARKING
Ward	GASCOIGNE
Polling District	CB
Postal Address	BARKING, ESSEX.
No of Electors	4763

604 SOUTHWARK, PECKHAM

Parl Polling District	MD
Local Govt Polling District) Electoral Ward)	BURGESS
No of Electors	2173

605 HACKNEY NORTH & STOKE NEWINGTON

Ward	SPRINGFIELD
Polling District	CC
No of Electors	2394

606 NEWHAM SOUTH

Electoral Division	NEWHAM SOUTH
Ward	ORDNANCE
Polling District	ORDNANCE (QQ)
Issued	TOWN HALL, EAST HAM, E6 2RP
No of Electors	1867

607 HARINGEY, TOTTENHAM

Electoral Ward	WEST GREEN WARD
Polling District	T/G 2
No of Electors	1671

608 ISLINGTON NORTH

Ward	HILLMARTON
Polling District	F
No of Electors	2496

609 GREENWICH

Administrative Area	LONDON BOROUGH OF GREENWICH
Ward	HORNFAIR
Polling District	8B
No of Electors	1102

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610 WALTHAM FOREST, WALTHAMSTOW

Administrative Area	LONDON BOROUGH OF WALTHAM FOREST
Ward	HOE STREET
Polling District	PD
No of Electors	1891

611 WANDSWORTH, TOOTING

Administrative Area	LONDON BOROUGH OF WANDSWORTH
Ward	BEDFORD
Polling District	TA
No of Electors	3316

612 KENSINGTON AND CHELSEA

Ward	CAMPDEN
Polling District	1A
No of Electors	5689

613 EALING, ACTON

Electoral Area	EALING, ACTON
Polling Districts	CB
Ward	HEATHFIELD
No of Electors	1922

614 HOUNSLOW, BRENTFORD & ISLEWORTH

Parl Polling District	LAMPTON (NORTH) L
Electoral Ward	HOUNSLOW CENTRAL
Postal District	HOUNSLOW
No of Electors	1015

615 BEXLEY, SIDCUP

Administrative Area	LONDON BOROUGH OF BEXLEY
Postal Address	SIDCUP, KENT
Ward	LAMORBEY WEST
Polling District	SF
No of Electors	2039

616 UPMINSTER

Polling District	ST LAWRENCE - UB
Ward	UPMINSTER
Postal Address	UPMINSTER, ESSEX.
No of Electors	2316

617 HILLINGDON, UXBRIDGE

Electoral Area for GLC	HILLINGDON
Ward	HILLINGDON WEST
Polling District	LC
Postal Address	HILLINGDON, UXBRIDGE, MIDDX.
No of Electors	2616

618 MERTON, WIMBLEDON

Ward	WEST BARNES
Polling District	WEST BARNES E
Issued	MERTON TOWN HALL, BROADWAY, WIMBLEDON, LONDON SW19 7NR
No of Electors	1409

/Contd...

619 CROYDON NORTH EAST

Polling District	FB
Ward	SOUTH NORWOOD
Postal Address	SOUTH NORWOOD, LONDON.
No of Electors	1 - 3513

620 LAMBETH, STREATHAM

Administrative Area	LONDON BOROUGH OF LAMBETH
Ward	CLAPHAM PARK
Polling District	SC
No of Electors	1915

621 HARROW CENTRAL

GLC Electoral Division	HARROW CENTRAL
Ward	KENTON
Polling District	F
Postal Address	HARROW (except as otherwise shown)
No of Electors	2618

622 SUTTON, CARSHALTON

Electoral Area	SUTTON, CARSHALTON
Ward	CARSHALTON, NORTH EAST
Polling District	" " " OA
Postal District	CARSHALTON
	3804

623 RICHMOND UPON THAMES, TWICKENHAM

GLC Electoral Area	RICHMOND UPON THAMES, TWICKENHAM
Polling District	BB
Ward	WHITTON
No of Electors	4240

624 HILLINGDON, RUISLIP-NORTHWOOD

GLC Electoral Area	HILLINGDON
Ward	EASTCOTE
Polling District	AC
Postal Address	RUISLIP, MIDDX
No of Electors	1846

625 BROMLEY, RAVENSBOURNE

Administrative Area	LONDON BOROUGH OF BROMLEY
Postal Address	BROMLEY, KENT
Ward	BROMLEY COMMON
Polling District	RM
No of Electors	3035

626 BROMLEY, BECKENHAM

Administrative Area	LONDON BOROUGH OF BROMLEY
Postal Address	BECKENHAM, KENT.
Ward	EDEN PARK
Polling District	BV
No of Electors	2374

/Contd ..

627 CROYDON SOUTH

Polling District	NE
Ward	PURLEY
Postal Address	PURLEY (unless otherwise indicated)
No of Electors	1 - 1748

628 ENFIELD NORTH

Ward	CHASE
Polling District	XBB
No of electors	2039

701 POOLE

Polling District	AB
County Electoral District	POOLE NO 1
Local Govt Poll District	HAMWORTHY WARD
No of Electors	2168

702 BATH

Ward	NEWBRIDGE
Polling District	19 (NB)
Postal Address	BATH
No of Electors	1 - 2948

703 EXETER

Ward	ALPHINGTON
Polling District	A
No of Electors	1 - 4189

704 BRISTOL SOUTH EAST

Ward (CITY OF BRISTOL)	BRISLINGTON
COUNTY OF AVON	BRISTOL BRISLINGTON ELECTORAL DIV.
Polling District	BNB
Postal Address	BRISTOL
No of Electors	1332

705 WEST GLOUCESTERSHIRE

Polling District	MITCHELDEAN NO 1 (OR)
Electoral Division	EAST DEAN NO 1 (MITCHELDEAN)
District	FOREST OF DEAN - WARD NO 7
Parish	MITCHELDEAN DIVISION 1
Postal Address	MITCHELDEAN, GLOS. (unless otherwise stated)
No of Electors	1490

706 SALISBURY

Electoral Division	NEW SARUM ST THOMAS
District Ward	SALISBURY NO 8
Polling District	SALISBURY ST THOMAS NO 3 (CT)
No of Electors	1 - 885

/Contd...

707 SOUTH GLOUCESTERSHIRE

Polling District	WESTERLEIGH (IR)
Electoral Division	SODBURY NO 5
District	NORTHAVON - WARD NO 8
Parish	WESTERLEIGH (WESTERLEIGH WARD)
No of Electors	356

708 DEVIZES

Electoral Division	HIGHWORTH NO 1
Ward	THAMESDOWN NO 7
Parish	STRATTON ST. MARGARET (PART) (DISTRICT OF UPPER STRATTON AND KINGSDOWN (PART)
Polling District	STRATTON. ST MARGARET NO 5 (YL)
No of Electors	1 - 1955

709 YEOVIL

Ward	CHARD
Polling District	CHARD (NO 2) AM
No of Electors	921

710 WELLS

Administrative Area	WELLS RD
Ward	MEAVE/GLASTONBURY
Polling District	(BQ)
No of Electors	672

711 TIVERTON

Electoral Division	TIVERTON WEST
Polling District	" " TIVERTON (WITHLEIGH) (WESTEXE) (CCL)
Postal Address	TIVERTON, DEVON.
No of Electors	1 - 3548

712 CHIPPENHAM

Electoral District	BOX
District Ward	NORTH WILTSHIRE
Parish	COLERNE
Polling District	COLERNE (NL)
Post Town	CHIPPENHAM
No of Electors	1567

713 BODMIN

Electoral District	ST GERMANS
Polling District	ST GERMANS NO 1 N
District and Ward	CARADON NO 26 (PART)
Parish and Ward	ST GERMANS - ST GERMANS
Postal Address	ST GERMANS, SALTASH, CORNWALL
No of Electors	585

714 NORTH DEVON

Electoral District	BARNSTAPLE NO 1
Polling District	BARNSTAPLE I (YEO) (BG)
Postal Address	BARNSTAPLE, DEVON.
No of Electors	1767

/Contd...

801 BARRY

Polling District	ST NICHOLAS (BF)
Parish or Ward	PARISH OF ST NICHOLAS (WARD NO 18)
Local Authority Area	CARDIFF R.D. (NEW VALE OF GLAMORGAN DISTRICT)
County Electoral Division	CARDIFF RURAL NO 4,
Postal address	ST NICHOLAS, CARDIFF
No of electors	269

802 CAERNARVON, CONWY

Division	LLANFAIRFECHAN
Polling District	" - SOUTH OB
Ward of Aberconwy District	NO 12
No of electors	1 - 1166

803 EAST FLINT

County Electoral Division	BUCKLEY NO 1 (PART)
Parl. Polling District	BUCKLEY BISTRE WEST (BB)
District Ward	NO 3
Postal Address	BUCKLEY, FLINTSHIRE
No of Electors	1 - 2991

804 CARDIFF WEST

Parl. Polling District	TA
Electoral Ward	Riverside,
Local Govt Polling District(s)	TA(1) and TA(2)
No of electors	2037

805 ABERAVON

Polling District	SANDFIELDS
Parish or Ward	SOUTH WARD (WARD NO 2)
Local Authority area	PORT TALBOT M.B. (NEW AFAN DISTRICT)
County Electoral Division	PORT TALBOT NO 2 (ABERAVON SOUTH)
Postal Address	PORT TALBOT
No of electors	681

806 EBBW VALE

District	BLAENAU GWENT
Electoral Division	EBBW VALE NORTH CENTRAL BADMINTON AND BEAUFORT
Polling District	EBBW VALE PONTYGOF (L)
Parish	EBBW VALE
Ward	EBBW VALE NORTH CENTRAL
Postal Address	EBBW VALE
No of electors	1185

807 MONMOUTH

Electoral Division /Parish/Ward	CALDICOT
Polling District	CALDICOT WEST (V)
Postal Address	CALDICOT, NEWPORT
No of electors	3141

/Contd.

808 BRECON AND RADNOR

Polling District	C
Electoral Division or Ward	PARISH OF BRYNMAWR (NORTH EASTERN WARD) CENTRAL WARD WESTERN " SOUTHERN "
No of electors	4591

809 DENBIGH

Polling District	RHIW (AD)
Electoral Division	COLWYN BAY (NO 3)
Ward	RHIW
No of electors	1 - 2750

810 RHONDDA

Polling District	"Y" (TYLORSTOWN)
Ward	TYLORSTOWN
Electoral District	"
No of electors	4310

901 ERDINGTON (BIRMINGHAM)

Ward/Electoral Division	BIRMINGHAM (GRAVELLY HILL)
Polling District	AIK (219)
No of electors	1 - 781

902 HALL GREEN (BIRMINGHAM)

Ward/Electoral Division	BIRMINGHAM (BRANDWOOD)
Polling District	ADM (91)
No of electors	1 - 824

903 SMALL HEATH (BIRMINGHAM)

Ward	BIRMINGHAM (SMALL HEATH)
Polling District	AZN (664)
No of electors	1 - 1001

904 HANDSWORTH (BIRMINGHAM)

Ward/Electoral Division	BIRMINGHAM HANDSWORTH
Polling District	AKB (262)
No of electors	1 - 772

905 HALESOWEN AND STOURBRIDGE

Polling District	PEDMORE P
Electoral Division	PEDMORE
Ward	"
Postal address	PEDMORE, STOURBRIDGE
No of electors	1 - 6069

906 LADYWOOD (BIRMINGHAM)

Ward	BIRMINGHAM LADYWOOD
Polling District	XADO 354X
No of electors	1 - 950

907 WEST BROMWICH

Polling District	EC
Ward	No 24 (MARKET)
Electoral Division	No 5 (HILL TOP, MARKET, WOOD GREEN)
Postal address	WEDNESBURY
No of electors	1 - 1548

908 COVENTRY NORTH WEST

Ward	HOLBROOK
Local Govt Polling District	G
Parl. Polling District	Gg
No of electors	901

909 THE WREKIN

Polling District	TRENCH - DD
Electoral Division	WROCKWARDINE WOOD
Parish or Registration Unit	OAKENGATES
No of electors	1 - 3126

910 CANNOCK

County Electoral Division	CANNOCK NO 2
Polling District	ST CHAD'S D
Parish	CANNOCK (PART)
Ward	ST CHAD'S
Postal address	BLACKFORDS, CHADSMOOR, CANNOCK, STAFFS.
	HIGHTOWN, WEST CHADSMOOR, HEDNESFORD, STAFFS.
No of electors	1 - 5985

911 LICHFIELD AND TAMWORTH

County Electoral Division	LICHFIELD RURAL NO 2
Polling District	SHENSTONE Z
Parish/Ward	SHENSTONE (PART)
Postal Address	SHENSTONE, LICHFIELD
No of electors	1888

912 STAFFORD AND STONE

County Electoral Division	STAFFORD RURAL NO 1
Polling District	HAUGHTON R
Parish	HAUGHTON
Postal address	COWLEY - GNOSALL, STAFFORD.
	DERRINGTON - STAFFORD.
	REMAINDER - HAUGHTON, STAFFORD.
No of electors	720

913 WARWICK AND LEAMINGTON

Ward	WHITNASH
Polling District	BISHOPS TACHBROOK (W)
No of electors	1250

914 SHREWSBURY

Parl. Polling District	SHREWSBURY NO 2 -B
Electoral Division	ABBEY
Parish or Registration Unit	SHREWSBURY (ABBEY WARD) COLUMN - FIRST PORTION
No of electors	1 - 2248

915 STRATFORD-UPON-AVON

Polling District	STUDLEY (U)
No of electors	4173

916 WALSALL SOUTH

Electoral area	WALSALL
County electoral division	WALSALL NO 5
Electoral Ward	NO 11 (PLECK)
Polling District	XD
Postall address	WALSALL
No of electors	2951

917 SUTTON COLDFIELD

Ward and Electoral Division	SUTTON COLDFIELD WARD NO 1
Polling District	A (9)
No of electors	1554

918 SPARKBROOK (BIRMINGHAM)

Ward	BIRMINGHAM (SPARKBROOK)
Polling District	BAZ 702
No of electors	1 - 695

919 LEEK

Electoral Division	BIDDULPH NO 2
Polling District	BIDDULPH EAST (WW)
Parish	BIDDULPH (PART)
Ward	EAST (PART)
No of electors	1 - 1447

001 OPENSHAW (PART OF)

Polling District	OBB (159)
Ward	BRADFORD
No of electors	1 - 2631

002 ARDWICK (PART OF)

Polling Districts	ARA (27) to ARH (34) ARD (30)
Municipal Ward	RUSHOLME
Postal address	MANCHESTER 14
No of electors in ARD (30)	1 - 2240

003 WALTON

Electoral Division	LIVERPOOL NO 12 (COUNTY)
Polling District	NO 151 GA
No of electors	1 - 1659

004 GORTON

Polling District	O (NO 2)
County Electoral Division	DENTON (PART OF)
Local Govt Ward	DENTON SOUTH EAST
No of electors	1 - 3135

005 OLDHAM EAST

County Electoral Division	OLDHAM NO 4
Ward	NO 5
Polling District	16P
No of electors	672

006 WIRRAL

Polling District	AA
Local Govt Polling District	A (A)
Merseyside County Electoral Division	HOYLAKE NO 2
Wirral District Ward	NO 20
No of electors	1 - 2765

007 BOLTON (WEST)

Ward	SMITHILLS
Polling District	AQ
No of electors	4699

008 STOCKPORT

County Electoral Division	STOCKPORT NO 5
WARD	NO 1
Polling District	OC
No of electors	1 - 1574

009 GARSTON (LIVERPOOL)

Electoral Division/Ward	LIVERPOOL NO 29 (SPEKE)
Polling District	NO 71 CV
No of electors	1 - 3905

010 MIDDLETON AND PRESTWICH

Electoral Division / Ward	WHITEFIELD
Polling District	WHITEFIELD - EAST WARD - DIST.1 (B
Parish	WHITEFIELD
No of electors	1 - 1275

011 WAVERTREE (Liverpool)

Electoral Division/Ward	LIVERPOOL NO 10 (CHURCH)
Polling District	NO 176 HA
No of electors	3333

012 NORTH FYLDE

Polling District	FLEETWOOD PARK WARD J
No of electors	3800

013 BLACKPOOL NORTH

Polling District	CLAREMONT SOUTH (D2)
Ward	CLAREMONT
No of electors	3558

014 MACCLESFIELD

Parl. Polling District	PRESTBURY (HF)
Parish	PRESTBURY (BUTLEY WARD)
Electoral Division	MACCLESFIELD RURAL NO 3
Postal address	PRESTBURY, MACCLESFIELD
No of electors	1 - 2395

015 RUNCORN

Polling District	RUNCORN (DH)
Parish	HALTON CASTLE WARD (PART 13)
Electoral Division	RUNCORN NO 3
Postal address	HALTON, RUNCORN.
No of electors	1 - 781

016 CHESTER

Polling District	CHESTER (AR)
Parish or Ward	TRINITY WARD (PART 1)
Electoral Division	CHESTER NO 1
Chester District	WARD AND (PART 1)
No of electors	1 - 2562

017 ROCHDALE

Ward	SPOTLAND
Polling District	HF
Electoral District	NO 4
No of electors	556

018 CHORLEY

Polling District	LEYLAND ST JAMES WARD - DISTRICT 1 (AL1)
No of electors	1838

019 PRESTON SOUTH

Parl. Polling District	NA
Electoral Division or Ward	ASHTON WARD
Local Govt Polling District	NA
No of electors	1860

020 NEWTON

Polling District	POULTON WITH FEARNHEAD NTH WARD DISTRICTS 1, 2 &3 AV 1, 2, & 3
No of electors	1) 2162 2) 1990 3) 805

021 BARROW-IN-FURNESS

Parl. & Local Govt Polling District	A
Electoral Ward	WALNEY (No 1)
Polling Place	WALNEY COUNTY SECONDARY SCHOOL(A
No of electors	1 - 8133

022 ORMSKIRK

Polling District	AUGHTON DISTRICT 3 (E) TOWN GREEN WARD
No of electors	2922

023 ST HELENS

Polling District	C
Ward	WEST SUTTON
Electoral	" " WARD C
No of electors	1 - 12602

024 SOUTH FYLDE

Polling District	LYTHAM ST ANNES ST LEONARDS WARD - DISTRICT 2(AG)
No of electors	2092

025 CENTRAL (PART OF) MANCHESTER

Polling District	CMF (103)
Municipal Ward	MILES PLATTING
Postal address	MANCHESTER 10
No of electors	1 - 1644

&01 GLASGOW, QUEENS PARK

Electoral Division	GORBALS/HUTCHESONTOWN OR 30th
Ward	43rd OR GORBALS
Polling District	H
No of electors	1 - 831

&02 RUTHERGLEN

Strathclyde Region Elect. Div.	44
Ward	72
Polling District	72 C
No of electors	1 - 756

&03 HAMILTON

Strathclyde Region Elect. Div.	66
Ward	14
Polling District	14
No of electors	1 - 2743

&04 COATBRIDGE & AIRDRIE

Electoral Div. (Strathclyde Region)	55
Ward/Polling District	8
No of electors	1 - 2523

&05 GLASGOW, SHETTLESTON

Strathclyde Region Elect. Div.	9th OR TOLLCROSS/PARKHEAD
Ward	1st OR TOLLCROSS
Polling District	V
No of electors	1 - 1439

&06 DUNFERMLINE

Polling District	DUNFERMLINE PITCORTHIE EC
Regional Division	32
District Ward	10
No of electors	2209

&07 GREENOCK & PORT GLASGOW

Regional Division	STRATHCLYDE 87 (PART)
District Ward	INVERCLYDE 16
Polling District	G22
No of electors	3914

&08 DUNDEE WEST

Regional Electoral Division	NO 25 GOURDIE/PITALPIN
District Ward	NO 30 PITALPIN
Polling District	WN
Polling Place	ST CLEMENT'S PRIMARY SCHOOL BALGARTHNO PLACE.
No of electors	3036

&09 WEST DUNBARTONSHIRE

Parl. Polling District	HELENSBURGH - AX
Regional Electoral Division	SEVEN (PART OF)
District Ward	EIGHT (PART OF)
No of electors	1 - 2567

&10 EDINBURGH SOUTH

Regional Electoral Division	NO 15 INCH/GILMERTON
District Ward	NO 15 INCH
Polling District	SN
No of electors	2808

&11 DUMFRIES

Ward	KIRKPATRICK, FLEMING
Polling District	" " DD1
No of electors	581

&12 EAST FIFE

Polling District	PITLESSIE DH
Regional Division	22
District Ward	8
No of electors	324

&13 KINROSS & WEST PERTHSHIRE

Polling District	DUNBLANE (EAST) (X)
County Council Electoral Division	DUNBLANE AND LECROPT NO 46
No of electors	1 - 1504

&14 EAST ABERDEENSHIRE

Electoral Division	17
District Ward	16
Parl. Polling District	EMA (ROSEHEARTY)
Polling Place	ROSEHEARTY SCHOOL, ROSEHEAR
No of electors	881

&15 MIDLOTHIAN

Electoral Division Regional	NO 40 PENICUIK
District Ward	NO 1 PENICUIK SOUTH WEST
Polling District	S
No of electors	1 - 3262

&16 CENTRAL FIFE

Polling District	BALLINGRY
Regional Division	39
District Ward	23
No of electors	2597

&17 GLASGOW, SPRINGBURN

Electoral Division	16th OR BALORNOCK/ROBROYSTON
District Ward	15th OR BALORNOCK
Polling District	N
No of electors	1 - 4379

&18 BUTE AND NORTH AYRSHIRE

Local Govt region	STRATHCLYDE
Regional Electoral Division	NO 92
Local Govt Division	CUNNINGHAME
District Ward	NO 17
Polling District	WEST BURGH OF SALCOATS (FOURTH WARD
No of electors	2500

S A M P L I N G P O I N T S

THE SCOTTISH CROSS-SECTION SAMPLE

&01	GLASGOW QUEENS PARK		
	Ward	43rd or GORBALS	
	Polling District	H	*
	Electorate	831	
	Ward	46th or PROSPECTHILL	
	Polling District	N	
	Electorate	2837	
&02	RUTHERGLEN		
	Ward	72	
	Polling District	72C	*
	Electorate	756	
	Ward	68	
	Polling District	68E	
	Electorate	2027	
&03	HAMILTON		
	Ward	14	
	Polling District	14	*
	Electorate	2743	
	Ward	3	
	Polling District	3	
	Electorate	3151	
&04	COATBRIDGE & AIRDRIE		
	Ward	8	
	Polling District	8	*
	Electorate	2523	
	Ward	2	
	Polling District	2A	
	Electorate	1310	
&05	GLASGOW, SHETTLESTON		
	Ward	1st or TOLLCROSS	
	Polling District	V	*
	Electorate	1439	
	Ward	4th or CAMLACHIE	
	Polling District	O	
	Electorate	3220	
&06	DUNFERMLINE		
	Ward	10	
	Polling District	DUNFERMLINE PITCORTHIE EC	*
	Electorate	2209	
	Ward	17	
	Polling District	LIMEKILNS IC	
	Electorate	1021	

* Polling district in British cross-section

/Contd...

&07	GREENOCK & PORT GLASGOW		
	Ward	INVERCLYDE 16	
	Polling District	G22	*
	Electorate	3914	
	Ward	BURGH OF GREENOCK, NINTH WARD (PART)	
	Polling District	J4	
	Electorate	7768	
&08	DUNDEE WEST		
	Ward	No 3 PITALPIN	
	Polling District	WN	*
	Electorate	3036	
	Ward	No 40 BLACKSHADE	
	Polling District	WFF	
	Electorate	2413	
&09	DUNBARTONSHIRE WEST		
	Ward	EIGHT PART OF	
	Polling District	HELENSBURGH - AX	*
	Electorate	2567	
	Ward	NINE PART OF	
	Polling District	GARELOCHHEAD (PT OF) AD	
	Electorate	1255	
&10	EDINBURGH SOUTH		
	Ward	No 15 INCH	
	Polling District	SN	*
	Electorate	2808	
	Ward	No 17 - ALNWICKHILL	
	Polling District	SP	
	Electorate	2728	
&11	DUMFRIES		
	Ward	9 KIRTLE	
	Polling District	KIRKPATRICK, FLEMING 32A9B	*
	Electorate	581	
	Polling District	GRETNA EAST 32A9A	
	Electorate	457	
&12	FIFE EAST		
	Ward	8	
	Polling District	PITLESSIE DH & CERES DI	*
	Electorate	324 &106	
	Polling District	KINGSKETTLE DK	
	Electorate	986	
&13	KINROSS & WEST PERTHSHIRE		
	Ward	19	
	Polling District	DUNBLANE (EAST) (X)	*
	Electorate	1533	
	Polling District	DUNBLANE (WEST) XA	
	Electorate	2437	

* Polling district in British cross-section

/Contd...

&14 ABERDEENSHIRE EAST

Ward	16	
Polling District	EHA (ROSEHEARTY)	*
Electorate	881	
Polling District	EMF (TYRIE - NEWPITSLIGO)	
Electorate	948	

&15 MIDLOTHIAN

Ward	No 1 PENICUIK	
Polling District	S	*
Electorate	3262	
Ward	No 6 POLTON/LASSWADE (PART)	
Electorate	586	

&16 FIFE CENTRAL

Ward	23	
Polling District	BALLINGRY LD	*
Electorate	2597	
Ward	21	
Polling District	SOUTH PARKS KA	
Electorate	1986	

&17 GLASGOW, SPRINGBURN

Ward	15th or BALORNOCK	
Polling District	N	*
Electorate	4379	
Ward	20th or DENNISTOUN	
Polling District	E	
Electorate	3510	

&18 BUTE & NORTH AYRSHIRE

Ward	No 17	
Polling District	WEST BURGH OF SALTCOATS (FOURTH WARD)	*
Electorate	2500	
Polling District	V4 BURGH OF SALTCOATS (SECOND WARD - EA	
Electorate	978	

&19 GLASGOW, CATHCART

Ward	62nd or MOUNT FLORIDA	
Polling District	A	
Electorate	4461	
Ward	65th or LINN	
Polling District	J	
Electorate	4449	

&20 RENFREWSHIRE EAST

Ward	STAMPERLAND - EASTWOOD	
Polling District	E6	
Electorate	2925	
Ward	BUSBY - EASTWOOD 11	
Polling District	E11	
Electorate	3767	

* Polling district in British cross-section

/Contd...

&21 DUNBARTONSHIRE CENTRAL

Ward	Two
Polling District	CLYDEBANK BURGH - CB
Electorate	1917
Ward	Six
Polling District	CLYDEBANK BURGH - CF
Electorate	6448

&22 LANARKSHIRE NORTH

Ward	13
Polling District	13
Electorate	3890
Ward	8
Polling District	8
Electorate	3842

&23 PAISLEY

Ward	FOXBAR - RENFREW 8 (PART)
Polling District	P19
Electorate	1728
Ward	CHARLESTON - RENFREW 12 (PART)
Polling District	P29
Electorate	2780

&24 ABERDEEN SOUTH

Ward	31 GAIRN
Polling District	SOA
Electorate	3716
Ward	34 VICTORIA
Polling District	SRA
Electorate	2287

&25 EDINBURGH PENTLANDS

Ward	No 26 - HAILES
Polling District	PR
Electorate	3179
Ward	No 22 FIRRHILL
Polling District	PP
Electorate	4132

&26 CLACKMANNAN & EAST STIRLING

Ward	1
Polling District	ALLOA - CC
Electorate	3053
Ward	33
Polling District	LAURIESTON NTH - BS
Electorate	1076

/Contd...

&27	ROXBURGH, SELKIRK & PEEBLES	
	Ward	3 WILTON NORTH
	Polling District	R13/3
	Electorate	1570
	Ward	7 - KILNKNOWE & BUCKHOLMSIDE (PART)
	Polling District	E7/7B
	Electorate	816
&28	LANARK	
	Ward	15
	Polling District	15
	Electorate	3465
	Ward	10
	Polling District	10
	Electorate	3545
&29	KILMARNOCK	
	Ward	No 4
	Polling District	A
	Electorate	2803
	Ward	No 6
	Polling District	DA
	Electorate	1112
&30	ABERDEEN NORTH	
	Ward	3 TILLYDRONE
	Polling District	NCA
	Electorate	4640
	Ward	1 GRANDHOLM
	Polling District	NAA
	Electorate	2887
&31	ARGYLL	
	Ward	KNAPDALE - LOCHGILPHEAD (NO 6)
	Polling District	ARDRISHAIG (BK)
	Electorate	1208
	Polling District	ACHAHOISM (BL),DUNMORE (BM), TARBERT (BN),CAIRNDOM (BP), PART OF BELLANOCH (BF)
	Electorate	84, 110, 31, 134, 10
&32	ABERDEENSHIRE WEST	
	Ward	43 & 44
	Polling District	WDA (PETERCULTER - CULTS)
	Electorate	5007
	Polling District	WEA (PETERCULTER - CULTER)
	Electorate	3181

/Contd...

&33 BERWICK & EAST LOTHIAN

Ward	No 8 PRESTON
Polling District	PRESTON PANS (LX) (PT OR)
Electorate	3873
Polling District	PRESTON PANS (LZ)
Electorate	1233

&34 CAITHNESS & SUTHERLAND

Ward	SUTHERLAND NO 6 & 7
Polling District	LAIRG (SZ)
Electorate	685
Polling District	GOLSPIE (SC)
Electorate	884

&35 WESTERN ISLES

Parish	STORNOWAY (BURGH)
Polling District	WWA
Electorate	999
Polling District	WWB
Electorate	917

APPENDIX 2

F I E L D W O R K M A T E R I A L S

CENTRE FOR SAMPLE SURVEYS LTD 16 DUNCAN TERRACE, LONDON N1 8BZ Tel· 01-278-2061

SAMPLE ISSUE SHEET Project No· _____

Project Title: _____ Interviewer's Name _____

Sample Area· _____ Area Code· _____ Interviewer's Number | | | |

Serial Number	Surnames listed at address	Address	Result of Calls			OUO
			Productive (✓)	Date Q sent to office	Non-productive (give reasons)	

The British Election Study at the University of Essex

Project Directors
B Sarlvik
I Crewe
Senior Research Officer
J Alt

Department of Government
Wivenhoe Park
Colchester CO4 3SQ

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

Series 'A'

You may remember that an interviewer working for the British Election Study at the University of Essex visited you after the last general election in February 1974 You very kindly agreed to talk to us, for which we thank you again I hope you found it as interesting as we have found the results of the survey

One of the major objects of the project is to record the views of a sample of electors after each general election so that we can examine the same people's views at different elections We have already prepared a brief report on the previous survey which we shall be sending you in the near future Could you again spare about an hour of your time so that our historic record of these general elections is kept complete?

As before, the research is entirely impartial. It is being conducted by a university and is nothing to do with the government or any political party Your name and address will be kept strictly confidential No individual's answers will be identified

Your assistance is particularly valuable since you were interviewed earlier this year on the earlier part of the study. I do hope you will agree to help us again on this most important study.

Thank you very much indeed for your help.

B Sarlvik
Professor B Sarlvik

I Crewe
Mr I. Crewe

J Alt
Mr. J. Alt

The British Election Study at the University of Essex

Project Directors
B Sarlvik
I Crewe
Senior Research Officer
J Alt

Department of Government
Wivenhoe Park
Colchester CO4 3SQ

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

Series 'B'

We have been given a grant by the Social Science Research Council, to conduct a major study of people's views about life in Britain today and their feelings about the two recent general elections.

We have successfully completed one survey after the February election, with the kind help of some 2,462 electors throughout Britain. We hope that you will help us on this second survey, as we feel it is extremely important that people have the chance to express their views on these matters We believe that the study will be of great interest and importance and its results will be made public in a book. A brief report on the first survey can be sent to you shortly, if you would like to have it.

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

The bearer of this letter is a specially trained interviewer from the Centre for Sample Surveys, authorised by us to assist us conduct our research.

Thank you very much for your help

B Sarlvik
Professor B. Sarlvik

I Crewe
Mr. I. Crewe

J Alt
Mr. J Alt

SOCIAL & COMMUNITY PLANNING RESEARCH

16 Duncan Terrace
London N1 8BZ
Tel 01-278 6943

&

THE BRITISH ELECTION STUDY

Scottish Study c/o Dr William Miller
Department of Politics, University of Strathclyde
16 Richmond Street, Glasgow C1 Tel 041-552 4400

Series 'C

We are conducting a major study of peoples' views about life in Scotland and their feelings about the two recent general elections We hope that you will be able to help us in our project, as we feel it is extremely important that people have the chance to express their views on these matters. We believe the study will be of great interest and importance, and its results will be made public as a book. It is likely to be the only historical record of the views of people in Scotland about the recent elections.

The research is entirely impartial. It is being conducted by a University with our help and has nothing to do with the government or any political party. Your name and address will be kept strictly confidential. Every registered elector in Scotland has had an exactly equal chance of being asked to give his or her views. It would be most helpful if you and all the others selected could agree to spend about an hour or so being interviewed in order to guarantee that the results are accurate and reliable.

An earlier survey in the study done in the whole of Great Britain has been reported on briefly already. If you would like it, we would be happy to send you a copy of that report in the near future.

The bearer of this letter is a specially trained interviewer from the Centre for Sample Surveys authorised by us to assist us conduct our research.

Thank you very much for your help.

Roger Jowell

Roger Jowell

Dr. William Miller

Dr. William Miller

Project Directors
Roger Jowell
James Spence

Project Directors
Dr William Miller (Scotland)
Professor B Sarlvik
I Crewe

Senior Research Officer
J Alt

SCPR EXECUTIVE COMMITTEE Lord Donaldson (Chairman) Rt Hon Lord Boyle of Handsworth Charles Morrison M P
Timothy Raison, M P , David Sainsbury Ben Whitaker Ernest Wistrich
SCPR is Registered as a Charity No 258538

6

The British Election Study at the University of Essex

Project Directors
B Sarlvik
I Crewe
Senior Research Officer
J Alt

Department of Government
Wivenhoe Park
Colchester CO4 3SQ

Tel Colchester 44144 (STD Code 020 6)
Telegraphic address University Colchester
Telex 98440 (UNILIB COLCHSTR)

Series 'A'

November 1974

A little while ago an interviewer called at your door to ask for your help again in the major study we are conducting about the 1974 British Elections. We have already been given assistance by over 1,350 people all over Britain who were also interviewed after the Election in February this year, as you were. But we need to be sure that this unique historical record which we are collecting really represents the views of a complete sample of the British people about life in Britain after the 1974 Elections It is therefore very important that we should talk to everyone who has been chosen and who has been interviewed previously, whether or not they voted at the Elections. As you know, the questions ask your views about issues and do not have right or wrong answers.

It may be that the interviewer called at an inconvenient time or you feel that you do not have an hour or so to spare. If so please mention this to the interviewer when she calls as she has been authorised to ask you a substantially reduced number of questions. It really is important that we keep this historical record up to date

We can promise you faithfully that your answers will be treated in the strictest confidence The results will be presented as summaries, and no details will ever be attached to individual's names or addresses.

One of our interviewers will call on you in the next week or so, and we very much hope you will see her. If you are busy when the new lady calls, please do not hesitate to ask her to come back at a more convenient time.

These interviews are conducted by the Centre for Sample Surveys Limited on behalf of an independent academic project which has been located at the University of Essex through a Social Science Research Council grant. If you should wish to have further information about our study, please feel free to write to any one of us. Also if you wish a report on some of the findings, please ask the interviewer to note your request when she calls.

Yours, on behalf of the British Election Study

B Sarlvik
Professor B. Sarlvik

I. Crewe
Mr. I. Crewe

J. Alt
Mr. J Alt

The British Election Study at the University of Essex

Project Directors
B Sarlvik
I Crewe
Senior Research Officer
J Alt

Department of Government
Wivenhoe Park
Colchester CO4 3SQ

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

Series 'B'

November 1974.

A little while ago an interviewer called at your door to ask for your help in a major piece of research we are conducting. The assistance which has already been given by over 2,200 people all over Britain has been of very great help to our work But we need to be sure that the historical record we are collecting really represents the views of a complete sample of the British people about life in Britain after the 1974 Elections. It is therefore very important that we should talk to everyone who has been chosen, whether or not they are interested in social and political issues, and whether or not they voted at the Elections The questions ask your views about issues and do not have right or wrong answers

We would be most grateful if you too could spare about one hour of your time to help complete our research. The people we have already spoken to have found it both interesting and enjoyable

We can promise you faithfully that your answers will be treated in the strictest confidence The results will be presented as summaries, and no details will ever be attached to individual's names and addresses

One of our interviewers will call on you in the next week or so, and we very much hope you will see her We know of course that our interviewers do not always call at a convenient time, and may be this happened in your case when our first interviewer made her visit If you are busy when the new lady calls, please do not hesitate to ask her to come back at a more convenient time.

These interviews are conducted by the Centre for Sample Surveys Limited on behalf of an independent academic project which has been located at the University of Essex through a Social Science Research Council grant If you should wish to have further information about our study, please feel free to write to any one of us. Also if you wish a report on some of the findings, please ask the interviewer to note your request when she calls.

Yours, on behalf of the British Election Study

B Sarlvik
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Mr. I. Crewe

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SOCIAL & COMMUNITY PLANNING RESEARCH

16 Duncan Terrace
London N1 8BZ
Tel 01-278 6943

&

THE BRITISH ELECTION STUDY

Scottish Study c/o Dr William Miller
Department of Politics, University of Strathclyde
16 Richmond Street Glasgow C1 Tel 041-552 4400

Series 'C'

November 1974.

A little while ago an interviewer called at your door to ask for your help in a major piece of research we are conducting The assistance which has already been given by over 2,200 people all over Britain has been of very great help to our work. But we need to be sure that the historical record we are collecting really represents the views of a complete sample of the British people about life in Britain after the 1974 Elections It is therefore very important that we should talk to everyone who has been chosen, whether or not they are interested in social and political issues, and whether or not they voted at the Elections The questions ask your views about issues and do not have right or wrong answers.

We would be most grateful if you too could spare about one hour of your time to help complete our research. The people we have already spoken to have found it both interesting and enjoyable.

We can promise you faithfully that your answers will be treated in the strictest confidence. The results will be presented as summaries, and no details will ever be attached to individual's names and addresses.

One of our interviewers will call on you in the next week or so, and we very much hope you will see her. We know of course that our interviewers do not always call at a convenient time, and may be this happened in your case when our first interviewer made her visit. If you are busy when the new lady calls, please do not hesitate to ask her to come back at a more convenient time.

These interviews are conducted by the Centre for Sample Surveys Limited on behalf of an independent academic project which has been located at the University of Essex through a Social Science Research Council grant. If you should wish to have further information about our study, please feel free to write to any one of us Also if you wish a report on some of the findings, please ask the interviewer to note your request when she calls.

Yours, on behalf of the British Election Study

Roger Jowell

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Project Directors
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Timothy Raison M P David Sainsbury, Ben Whitaker Ernest Wistrich

SCPR is Registered as a Charity No 258538

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

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

P.361

BRITISH ELECTION STUDY

October 1974

CONTACT SHEET

(ONE CONTACT SHEET MUST BE FILLED IN FOR EACH ADDRESS IN THE SAMPLE WRITE IN RESULTS OF ALL CALLS MADE AT LISTED ADDRESS IN SECTION E OVERLEAF)

Listed person _____

Listed address _____ Respondent Serial No | | | | | |

_____ Area code | Address Serial No

_____

A ADDRESS SUMMARY — Ring one code only

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

B LISTED PERSON SUMMARY — Ring one code only

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

C MOVERS (if code 4 at B) — Ring one code only

New address not known (after enquiry among neighbours, etc)	1	
New address known, but outside interviewing area	2	——→G o/leaf
New address known, in area, but no contact attempted	3	}H overleaf
New address known, in area, and contacted	4	

D PRODUCTIVITY (if code 1 at B) — Ring one code only

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

(WRITE IN FULL REASONS FOR NO INTERVIEW IN SECTION F OVERLEAF)

Name of Interviewer _____

Date of last contact _____

CONTACT DETAILS

E RESULTS OF ALL CALLS MADE AT LISTED ADDRESS

No	Date	Time	Result
1			
2			
3			
4			
5			
6			
7			
8			

F. PERSONAL AND PROXY REFUSALS

IF REFUSAL, STATE BY WHOM AND WRITE IN FULL DETAILS OF REASON(S) GIVEN FOR REFUSAL

G. NEW ADDRESS OF LISTED PERSON WHO HAS MOVED OUTSIDE INTERVIEWING AREA (as full as possible)

H NEW ADDRESS OF LISTED PERSON WHO IS STILL LIVING IN INTERVIEWING AREA (as full as possible)

IF CONTACT IS ATTEMPTED WITH LISTED PERSON AT HIS NEW ADDRESS, GO ON TO NEW CONTACT SHEET

IF YOU HAVE DIFFICULTY IN TRACING NEW ADDRESS, GIVE FULL DETAILS BELOW

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

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

361 A			1			
	AREA CODE	SERIAL NO.	O.U.O	DAY (Date of interview)	MONTH	Time of beginning interview

This interview is part of some university research being conducted this Autumn. For this study we need the answers to some questions which we are asking people all over the country.

O.U.O.

8x Questions 1 - 3 not on this questionnaire.

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

1 Cared a good deal
2 Didn't care very much
8 DK
COMMENTS:

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

1 Yes
2 No
8 DK
COMMENTS:

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

REPLIES:

6B Is there anything in particular that you don't like about the Conservative Party?
IF YES: What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES:

7A Is there anything in particular that you like about the Labour Party?
IF YES: What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES:

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

REPLIES

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

1 A great deal
2 Some
3 Not much
8 DK
COMMENTS:

9A Before the election, how well did you think the Liberals would do in Britain as a whole? Did you think they would win many more seats, keep about the same number, or end up with fewer seats?

1 Win many more seats
2 Keep about the same number
3 Fewer seats
8 DK
COMMENTS:

9B Would you say the Liberals' campaign here in this constituency was very active, fairly active, or not very active?

1 Very active
2 Fairly active
3 Not very active
8 DK
COMMENTS:

disp 24

9C

Now I would like to ask you about the good and bad points of the Liberal Party.
Is there anything in particular that you like about the Liberal Party?
IF YES: What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES:

9D

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

REPLIES:

9E

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

1 Closer to Conservatives
2 Closer to Labour
8 DK / no / no difference / equal

COMMENTS:

THIS PAGE IS ASKED IN SCOTLAND ONLY. ELSEWHERE GO TO Q. 11 (TOP OF NEXT PAGE).

10A Before the election, how well did you think the Scottish National Party would do in Scotland as a whole? Did you think they would win many more seats, keep about the same number, or end up with fewer seats?

1 Win many more seats
2 Keep about the same number
3 Fewer seats
8 DK
COMMENTS:

10B Would you say the Scottish National Party's campaign here in this constituency was very active, fairly active, or not very active?

1 Very active
2 Fairly active
3 Not very active
8 DK
COMMENTS:

10C Now I would like to ask you about the good and bad points of the Scottish National Party. Is there anything in particular that you like about the Scottish National Party? IF YES: What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWER

REPLIES:

10D Is there anything in particular that you don't like about the Scottish National Party IF YES What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES:

10E Generally speaking, do you regard the Scottish National Party as closer to the Conservative Party or closer to the Labour Party?

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

11 On this card are listed some choices of opposite words or phrases, and I'd like you to say how much each one applies to different political parties.

SHOW CARD A. POINT TO OPTIONS ON CARD WHILE SAYING THE FOLLOWING:

The first choice is between 'keeps its promises' and 'breaks its promises'. You can say whether a party very much keeps its promises (POINT TO BOX 1), somewhat keeps its promises (POINT TO BOX 2), neither keeps its promises nor breaks its promises (POINT TO BOX 3), somewhat breaks its promises (POINT TO BOX 4), or very much breaks its promises (POINT TO BOX 5). Think of the boxes as a continuous scale from very much keeps its promises to very much breaks its promises.

NOW TAKE THE RESPONDENT THROUGH EACH OF CARDS A - H. FOR EACH CARD NAME THE PHRASES AT THE ENDS OF THE SCALE AND ASK THE THREE QUESTIONS:

(a) In which box would you put the Conservative Party?
(b) In which box would you put the Labour Party?
(c) In which box would you put the Liberal Party?

A First, Keeps its promises ..... Breaks its promises

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

B The next choice is Divides the country ..... Unites the country

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

C The next choice is Bloody-minded ..... Reasonable

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

D Next, Good for one class ..... Good for all classes of people

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

E Next, Extreme ..... Moderate

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

F Next, Does what is best for their own party .. Does what is best for the country

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

G Next, Capable ..... Not capable

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

H Finally, Stands firm ..... Gives way

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

12A Now that you know the outcome of the Election, what are the good things that you think will happen as a result of the Election?
(PROBE: What other good things?) (REPEAT PROBES)

REPLIES:

12B And what are the bad things that you think will happen as a result of the Election? (PROBE: What other bad things?) (REPEAT PROBES)

REPLIES:

1x Question 13 not on this questionnaire.

14A SHOW CARD 14
How well do you think the recent Labour Government has handled the problem of rising prices since it took over - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK

14B If the Conservative Party had been in power at the time, how well do you think they would have handled the problem of rising prices - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK
COMMENTS:

14C RETRIEVE CARD
Think about when you were deciding about voting. How important to you when you were deciding about voting was the issue of rising prices - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

14D Some people say that prices will go on rising fast no matter what any Government tries to do. Would you say you agree or disagree?

1 Agree
2 Disagree
8 DK
COMMENTS:

15A 1x People have put forward different ideas for tackling rising prices. Many times these ideas mean giving something up. This card shows some of the things we might have to put up with in order to curb rising prices.

SHOW CARD 15 READ ALTERNATIVES 1-4 ALOUD

1 More taxation
2 More unemployment
3 Strict wage controls
4 Less money for schools, roads and many other things

In order to tackle rising prices, which of these would you be least willing to accept?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

15B And which of these do you feel is second-worst?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

15C Now, which of these would you be most willing to accept in order to tackle rising prices?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

16A SHOW CARD 16
How well do you think the recent Labour Government generally handled the problem of strikes - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK

16B If the Conservative Party had stayed in power how well do you think they generally would have handled the problem of strikes - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK
COMMENTS.

16C RETRIEVE CARD Think about when you were deciding about voting. How important to y when you were deciding about voting was the problem of strikes - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

16D Some people say there will always be a lot of strikes no matter what any Government tries to do. Would you say you agree or disagree?

1 Agree
2 Disagree
8 DK
COMMENTS.

16E Looking back over the last six months, do you think the number of strikes and industrial disputes has gone up, gone down, or stayed about the same?

1 Gone up
2 Gone down
3 Stayed about the same
8 DK
COMMENTS:

17A SHOW CARD 17 Now we would like you to think about how well the Conservative and Labour parties handle different problems. You can say whether you think:

1 The Conservative party is much better
2 The Conservative party is somewhat better
3 There is no real difference between the parties
4 The Labour party is somewhat better
5 The Labour party is much better

Now, using one of the statements on this card, could you say which describes how you feel the parties handle the problem of unemployment?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

17B Think about when you were deciding about voting. How important to you when you were deciding about voting was the matter of unemployment - the most important single thing, fairly important or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

17C SAME CARD And how well do you think the Conservative and Labour parties handle the question of pensions?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

17D And when you were deciding about voting, how important was the matter of pensions - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

17E SAME CARD And how well do you think the Conservative and Labour parties handle the question of housing?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

17F And when you were deciding about voting, how important was the matter of housing - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

RETRIEVE CARD Question 18 not on this questionnaire

19A People have different views about the benefits from North Sea Oil. Which of these comes closest to what you feel should be done with the benefits from North Sea Oil?

SHOW CARD 19A READ ALTERNATIVES 1-4 ALOUD

1 Scotland should get all the benefits
2 Scotland should get by far the largest share of the benefits
3 Scotland should get a somewhat larger share than the rest of Britain
4 The benefits should be shared equally by Britain as a whole

8 DK
COMMENTS:

19B SCOTLAND ONLY SAME CARD Which of these do you feel comes closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

19C SCOTLAND ONLY SAME CARD Which of these do you feel comes closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

19D SCOTLAND ONLY SAME CARD Which of these do you feel comes closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

19E SCOTLAND ONLY SAME CARD Which of these do you feel comes closest to the view of the Scottish National Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

disp 77 / SKIP / dup 5 / punch '2'

19F ASK ALL

People have different views about running the North Sea Oil industry. Which of these comes closest to what you yourself feel?

SHOW CARD 19F READ ALTERNATIVES 1-3 ALOUD

1 North Sea Oil should be run as a nationalised industry
2 North Sea Oil should be run by private companies under special Government control
3 North Sea Oil should be run like any other private industry

8 DK
COMMENTS

19G RETRIEVE CARD
When you were deciding about voting, how important was the question of North Sea Oil the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS·

19H And when it comes to the question of North Sea Oil, do you prefer any of the parties?
IF YES· Which party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, other party (SPECIFY): _____

8 No/no difference/all the same/don't know
COMMENTS·

20A It is sometimes said that Britain should try to change the terms of entry into the Common Market and if this is not successful, get out. Which of the following statements on this card comes closest to what you yourself feel should be done? If you haven't a view on this, just say so.

SHOW CARD 20 READ ALTERNATIVES 1-4 ALOUD

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

8 DK

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

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

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

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

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

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

cont sep 14

20E RETRIEVE CARD

When you were deciding about voting, how important was the question of Britain and the Common Market - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

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

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY): _____
8 DK/no difference/all the same
COMMENTS:

1x Question 20G not on this questionnaire

20H In a couple of years' time, do you think that Britain will still be in the Common Market, or that Britain will get out?

1 Still be in
2 Get out
8 DK
COMMENTS:

20I Would staying in the Common Market make Britain better off, worse off, or will things stay about the same in the next few years?

1 Better off
2 Worse off
3 Stay same
8 DK
COMMENTS

20J Would leaving the Common Market make Britain better off, or worse off, or will things stay about the same in the next few years?

1 Better off
2 Worse off
3 Stay same
8 DK COMMENTS.

disp 20

21A There has been a lot of talk recently about nationalisation, that is, the Government owning and running industries like steel and electricity. Which of these statements comes closest to what you yourself feel should be done? If you haven't a view on this, just say so.

SHOW CARD 21 READ ALTERNATIVES 1-4 ALOUD

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

8 DK

21B Could you say which statement you think comes closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

21C And could you say which statement you think comes closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

21D Could you say which statement you think comes closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

21E RETRIEVE CARD

When you were deciding about voting, how important was the question of nationalisation - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

21F And when it comes to nationalisation, do you prefer any of the parties?
IF YES Which Party?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY) _____

8 DK/no difference/all the same
COMMENTS

1x Question 21G not on this questionnaire

22A Now we would like to ask what you think about social services and benefits. Which of these statements do you feel comes closest to your own views?

SHOW CARD 22 READ ALTERNATIVES 1-4 ALOUD

1 Social Services and benefits have gone much too far and should be cut back a lot
2 Social Services and benefits have gone somewhat too far and should be cut back a bit
3 Social Services and benefits should stay much as they are
4 More social services and benefits are needed
8 DK/no view

22B Could you say which statement you think comes closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

22C And could you say which statement you think comes closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

22D Could you say which statement you think comes closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

22E RETRIEVE CARD
When you were deciding about voting, how important was the question of social services and benefits - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

22F And when it comes to social services and benefits, do you prefer any of the parties? IF YES: Which Party?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY): _____

8 DK/no preference/all the same
COMMENTS:

23A There has been a lot of talk about how to keep wage increases within reasonable and fair limits. Some think that a voluntary agreement between the Government and the trade unions is the most effective way to do this. Would you agree or disagree?

1 Agree
2 Disagree
8 DK
COMMENTS.

23B When you were deciding about voting, how important was the question of wage controls - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

23C And when it comes to the control of wages, do you prefer any of the parties?
IF YES. Which Party?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY). _____

8 DK/no preference/all the same
COMMENTS:

24A FIND OUT IF RESPONDENT HAS A PAID JOB OR IS A HOUSEWIFE. IF NOT - GO TO 26A (NEXT PAG
ASK HOUSEWIVES ABOUT THEIR HUSBAND'S JOB

We would like to ask some questions about people's salaries and wages. First, think about the average level of pay for people in your (your husband's) kind of job. Would you say the pay for your (your husband's) kind of job is just about fair, a bit less than fair, or much less than fair?

1 Just about fair
2 A bit less than fair
3 Much less than fair
8 DK
COMMENTS:

24B Do you think that any political party would do more than the others to help people in your (your husband's) kind of job get a fair wage or salary? IF YES: Which Party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, other party (SPECIFY) _____

8 No/no difference/all the same/don't know
COMMENTS

25A SHOW CARD 25
Here is a card with three boxes. (POINT TO BOX A) Box A stands for the kind of jobs which are usually paid a bit more than yours (your husband's). (POINT TO BOX B) Box B stands for jobs which are usually paid about the same as yours (your husband's) (POINT TO BOX C) Box C stands for jobs which are usually paid a bit less than yours (your husband's).

Let's think first about Box A and Box B - that is, jobs usually paid a bit more than yours (your husband's) and jobs usually paid about the same as yours (your husband's). Over the last few years, do you feel these boxes have come closer together, or moved further apart, or stayed about the same?

1 Come closer together
2 Moved further apart
3 Stayed about the same
8 DK

25B Now let's think about Box B and Box C - that is, jobs usually paid about the same as yours (your husband's) and jobs usually paid a bit less than yours (your husband's). Over the last few years, do you feel that these boxes have come closer together, moved further apart, or stayed about the same?

1 Come closer together
2 Moved further apart
3 Stayed about the same
8 DK
COMMENTS.

26A Now we would like your views on some of the general changes that have been taking place in Britain over the last few years. SHOW CARD 26. For each of these changes you can say whether you feel it has.

1 Gone much too far
2 Gone a little too far
3 Is about right
4 Not gone quite far enough
5 Not gone nearly far enough

Now, using one of the answers on this card, how do you feel about the attempts to ensure equality for women?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26B And how do you feel about moves to go easier on people who break the law?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26C Next, how do you feel about the right to show nudity and sex in films and magazines?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26D How do you feel about people showing less respect for authority?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26E And how do you feel about recent attempts to ensure equality for coloured people in Britain?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26F Next, how do you feel about the police being firm when they handle demonstrations, sit-ins, and things like that?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26G How do you feel about the change to modern methods in teaching children at school nowadays?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26H And how do you feel about the availability of abortion on the National Health Service?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26I How do you feel about the welfare benefits that are available to people today?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26J Finally, how do you feel about the reduction of Britain's military strength?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

COMMENTS·

27A I am going to read out a list of things that some people believe a Government should do.

SHOW CARD 27

For each one you can say whether you feel it is:

1 Very important that it should be done
2 Fairly important that it should be done
3 *It doesn't matter either way*
4 Fairly important that it should not be done
5 Very important that it should not be done

Now, using one of the answers on this card, what is your view about putting more money into the health service?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27B Establishing comprehensive schools in place of grammar schools throughout the country?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27C Sending coloured immigrants back to their own country?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27D Increasing state control of land for building?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27E Giving more aid to poorer countries in Africa and Asia?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27F Taking tougher measures to prevent crime?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27G Getting rid of pollution like dirt in the air and rivers?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27H Giving workers more say in the running of the place where they work?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

---

diep 58

27I SAME CARD

Taking tougher measures to prevent Communist influence in Britain?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27J Spending more money to get rid of poverty in Britain?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27K Redistributing income and wealth in favour of ordinary working people?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27L Shifting power from London to the regions and local authorities?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27M More efforts to protect the countryside and our finest buildings?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

COMMENTS:

28A SHOW CARD 28

Looking at this list, could you say what the most important general aim of a Government should be? READ ALTERNATIVES 1 - 6 ALOUD AND REPEAT QUESTION.

1 Promoting private enterprise
2 Protecting individual liberty
3 Maintaining law and order
4 Protecting the weakest and worst-off
5 Achieving greater equality among people
6 Raising everybody's standard of living

8 DK

28B And the next most important?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

28C And which of the things mentioned on the card is the least important?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

COMMENTS:

29A RETRIEVE CARD

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

1 Usually
2 Some of the time
3 Rarely
8 DK

COMMENTS.

29B And when the Conservative Party is in power, how much of the time do you feel you can rely on the Government to do what is right - usually, some of the time, or only rarely?

1 Usually
2 Some of the time
3 Rarely
8 DK
COMMENTS:

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

1 Did vote
→ 2 Did not vote ——→ GO TO 38
→ 8 DK/refused ——→ GO TO 43
COMMENTS:

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

1 Long time ago
2 Sometime this year
3 During the campaign
8 DK
COMMENTS:

32 And how strongly did you prefer the Party you voted for: very strongly, fairly strongly, or not very strongly?

1 Very strongly
2 Fairly strongly
3 Not very strongly
8 DK
COMMENTS:

33 Sometimes people would like to vote for a party but don't vote for it because they feel it has no chance of winning. How about you? Was there a party you really liked most but didn't vote for because it had no chance of winning in this constituency? IF YES: Which party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, Plaid Cymru
6 Yes, other party (SPECIFY): _____
7 No
8 DK
COMMENTS:

34 And which party did you vote for?

→ 1 Conservative
→ 2 Labour ——→ GO TO 37A
→ 3 Liberal (CONTINUE WITH NEXT QUESTION)
→ 4 Scottish Nationalist
→ 5 Plaid Cymru ——→ GO TO 36A
→ 6 Other (SPECIFY): _____
→ 8 DK/refused ——→ GO TO 43
COMMENTS:

35A LIBERAL VOTERS ONLY
If there had been no Liberal standing in this constituency, can you say for which Party you would have voted - or wouldn't you have voted at all?

1 Conservative
2 Labour
4 Scottish Nationalist
5 Plaid Cymru
6 WOULDN'T HAVE VOTED
8 DK/refused
COMMENTS:

35B Let us say you believed that the Liberal candidate did not really have much chance of winning here in this constituency. How likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely?
IF VERY LIKELY: Which Party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS·

35C And taking the country as a whole, if you believed that the Liberal party did not really have much chance of winning a lot more seats at the election, how much difference would that have made? How likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely?
IF VERY LIKELY: Which Party ?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS:

35D SCOTLAND ONLY

If you had thought that the Scottish National Party would win a lot more seats in the recent election, would that have made any difference to you? How likely is it that you would then have voted for the Scottish National Party - very likely, not very likely, or not at all likely?

1 Very likely
2 Not very likely
3 Not at all likely
8 DK
COMMENTS:

35E Was there any time during the election campaign when you seriously thought you might vote for another party? IF YES Which Party?

→ 1 No
→ 2 Yes, Conservative
→ 3 Yes, Labour
→ 5 Yes, SNP
→ 6 Yes, other (SPECIFY) _____
→ 8 DK
COMMENTS:

} GO TO 43 ALWAYS

disp 78 / SKIP / dup 5 / punch '3'

36A SCOTTISH NATIONAL / PLAID CYMRU ONLY

If the Scottish National Party/Plaid Cymru had not had a candidate in this constituency, can you say for which party you would have voted - or wouldn't you have voted at all?

1 Conservative
2 Labour
3 Liberal
6 WOULDN'T HAVE VOTED
8 DK
COMMENTS:

36B Let us say you believed that the Scottish National/Plaid Cymru candidate did not really have much chance of winning here in this constituency. How likely is it that you would **then have voted** for another party - very likely, not very likely, or not at all likely?
IF VERY LIKELY: Which Party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS:

36C And taking Scotland/Wales as a whole, if you believed that the Scottish National Party/Plaid Cymru did not really have much chance of winning a lot more seats at the election, how likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely?
IF VERY LIKELY: Which Party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS.

36D Was there any time during the election campaign when you seriously thought you might vote for another party?
IF YES: Which Party?

→1 No
→2 Yes, Conservative
→3 Yes, Labour
→4 Yes, Liberal
→6 Yes, other party (SPECIFY) _____
→8 DK

} GO TO 43 ALWAYS

COMMENTS:

37A CONSERVATIVE AND LABOUR ONLY

If you had thought that the Liberals would win a lot more seats in Britain as a whole, how likely is it that you would then have voted Liberal - very likely, not very likely, or not at all likely?

1 Very likely
2 Not very likely
3 Not at all likely
8 DK
COMMENTS:

37B SCOTLAND ONLY

If you had thought that the Scottish National Party would win a lot more seats in the recent election, would that have made any difference to you? How likely is it that you would then have voted for the Scottish National Party - very likely, not very likely, or not at all likely?

1 Very likely
2 Not very likely
3 Not at all likely
8 DK
COMMENTS:

37C Was there any time during the election campaign when you seriously thought you might vote for another party?
IF YES: Which Party?

→1 No
→2 Yes, Conservative
→3 Yes, Labour
→4 Yes, Liberal
→5 Yes, SNP
→6 Yes, other (SPECIFY) _____
→8 DK

GO TO 43 ALWAYS

COMMENTS:

38 ONLY IF DID NOT VOTE

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

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Plaid Cymru
6 Other (SPECIFY) _____
7 WOULDN'T HAVE VOTED
8 DK/refused
COMMENTS:

4x Questions 39 - 42 not on this questionnaire

43 ASK ALL

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

→1 Conservative ——→ GO TO 45A
→2 Labour ——→ GO TO 46A
→3 Liberal ——→ GO TO 47A
→4 Scottish Nationalist
→5 Plaid Cymru
→6 Other (SPECIFY)_____ } → GO TO 48A
7 None
8 DK/refused
COMMENTS:

44 Do you generally think of yourself as a little closer to one of the parties than the others? IF YES: Which Party is that?

1 Conservative
→2 Labour ——→ GO TO 46A
→3 Liberal ——→ GO TO 47A
→4 Scottish Nationalist
→5 Plaid Cymru
→6 Other (SPECIFY)_____ } → GO TO 48A
→7 None
→8 DK/refused
COMMENTS.

45A CONSERVATIVES AT Q.43 OR 44 ONLY

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

1 Very strong
2 Fairly strong
3 Not very strong
8 DK
COMMENTS:

45B And would you say you are very strongly or not very strongly against the Labour Party?

→1 Very strongly
→2 Not very strongly } ——→ GO TO 49 ALWAYS
→8 DK
COMMENTS:

46A LABOUR AT Q.43 OR 44 ONLY

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

1 Very strong
2 Fairly strong
3 Not very strong
8 DK
COMMENTS:

46B And would you say you are very strongly or not very strongly against the Conservative Party?

→1 Very strongly
→2 Not very strongly } ——→ GO TO 49 ALWAYS
→8 DK
COMMENTS:

47A LIBERAL AT Q.43 OR 44 ONLY

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

1 Very strong
2 Fairly strong
3 Not very strong
8 DK
COMMENTS:

47B Would you say you are very strongly or not very strongly against the Conservative Party?

1 Very strongly
2 Not very strongly
8 DK
COMMENTS:

47C And would you say you are very strongly or not very strongly against the Labour Party?

→1 Very strongly
→2 Not very strongly
→8 DK
} ——→ GO TO 49 ALWAYS
COMMENTS:

48A NATIONALISTS AND OTHER PARTIES AT Q.43 OR 44 OR NO PARTY MENTIONED AT EITHER QUESTION

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

1 Very strongly
2 Not very strongly
8 DK
COMMENTS:

48B And would you say you are very strongly or not very strongly against the Labour Party?

1 Very strongly
2 Not very strongly
8 DK
COMMENTS:

49 Do you think there was any party which did badly around here because people who liked them thought they had no chance of winning in this constituency and therefore voted for some other party?

IF YES: Which party was it that did badly?

1 No
2 Yes, Conservative
3 Yes, Labour
4 Yes, Liberal
5 Yes, SNP
6 Yes, other party (SPECIFY) _____
8 DK
COMMENTS:

drop 31

50A Some people think it is best if the Government is formed by one party only. Others think it is best if the Government is formed by more than one party. SHOW CARD 50. Leaving aside the situation we have at present, do you in general think it is: (READ ALTERNATIVES 1 - 4 ALOUD)

1 Much better to have a Government formed by one party
2 Somewhat better to have a Government formed by one party
3 Somewhat better to have a Government formed by more than one party
4 Much better to have a Government formed by more than one party

8 DK
COMMENTS:

50B RETRIEVE CARD. When you were deciding about voting, how important was the readiness of the parties to join with others in a Government - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

51A Leaving aside the actual result of this election, which kind of Government would you personally most like to have? SHOW CARD 51. If the Government you would most like to have is not on this card, just say what it is. Would you most like: (READ ALTERNATIVES 1-5 ALOUD)

1 A Government formed by the Conservative party alone
2 A Government formed by both the Conservative and Liberal parties together
3 A Government formed by all the parties
4 A Government formed by both the Labour and Liberal parties together
5 A Government formed by the Labour party alone

6 Other answer (SPECIFY) _____
8 DK

51B And what kind of Government do you feel would be next best?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

51C Still looking at this card, and going back to before you knew the election result, which party or coalition of parties did you think was most likely to become the Government?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

52A RETRIEVE CARD

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

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

[ ] First of all, what mark out of 10 would you give the Conservatives?

[ ] Now, what mark out of 10 would you give Labour?

[ ] And, what mark out of 10 would you give the Liberals?

[ ] IN SCOTLAND ONLY: What mark out of 10 would you give the Scottish National Party?

[ ] IN WALES ONLY: What mark out of 10 would you give Plaid Cymru?

52B Now, let's turn to how much you personally like some leading politicians.

What mark out of 10 would you give Mr. Edward Heath?

And what mark out of 10 would you give Mr. Harold Wilson?

What mark out of 10 would you give Mr. Jeremy Thorpe?

What mark out of 10 would you give Mr. Enoch Powell?

What mark out of 10 would you give Mr. Tony Benn?

COMMENTS:

53A Are you a paying member of any political party or some other political organisation? IF YES: Which party or organisation is that?

→1 No
→2 Yes, Conservative Party
} → GO TO 54

3 Yes, Labour Party
→4 Yes, Liberal Party
→5 Yes, SNP
→6 Yes, other party (SPECIFY) _____
→8 DK/refused
} → GO TO 54

COMMENTS:

53B TO LABOUR PARTY MEMBERS ONLY
Did you pay a subscription as a member of the local party or through a Trade Union?

1 Local Party
2 Trade Union
3 Both local party and trade union
8 DK
COMMENTS:

54 ASK ALL
Would you say you take an active part in political work for any political party? IF YES: Which party?

1 No
2 Yes, Conservative
3 Yes, Labour
4 Yes, Liberal
5 Yes, SNP
6 Yes, other (SPECIFY) _____
8 DK
COMMENTS:

55A Are you a member of any other group or organisation which at least sometimes is concerned with local government or national politics?

1 Yes (SPECIFY ALL ORGANISATIONS) A _____
B _____
2 No
8 DK/refused
C _____
COMMENTS:

55B Have you yourself recently been involved in any action of some group or organisation to influence local government or national politics?
IF YES: What exactly was the purpose of that action - and what exactly did you do?

1 Yes (SPECIFY NATURE OF POLITICAL ACTION) _____
_____
2 No
8 DK
COMMENTS:

56 How much attention do you think MPs and local councillors generally pay to local organisations or groups of citizens? Would you say they pay: a great deal of attention, some attention, not much attention, or really no attention at all?
SHOW CARD 56

1 A great deal of attention
2 Some attention
3 Not much attention
4 No attention at all
8 DK
COMMENTS:

57A RETRIEVE CARD
Do you happen to remember which party won this constituency in the recent election?
IF YES: Which Party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, Other party (SPECIFY) _____
8 No/DK

57B And do you happen to recall the name of the MP elected in this constituency?

WRITE NAME (OR 'DK' IF APPROPRIATE) HERE _____

COMMENTS.

---

58 Do you happen to remember the name of any other candidate who stood in this constituency?
ASK FOR EACH NAME MENTIONED: To which party does he/she belong?

	CANDIDATE'S NAME	CANDIDATE'S PARTY
A	_____	_____
B	_____	_____
C	_____	_____

USE ONE LINE ABOVE FOR EACH CANDIDATE MENTIONED. WRITE 'DK' IN THE APPROPRIATE PLACE IF RESPONDENT DOES NOT REMEMBER CANDIDATE'S PARTY.

COMMENTS.

---

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

1 Yes, too much power
2 No, not too much power
8 DK
COMMENTS:

---

60 Do you think that Big Business has too much power in this country or not?

1 Too much
2 Not too much
8 DK
COMMENTS:

---

disp 65 / SKIP / dup 5 / punch '4'

61 Do you think that the Labour Party's ties to the trade unions are too close, about right, or not close enough?

1 Too close
2 About right
3 Not close enough
8 DK
COMMENTS:

62A Let's talk about prices for everyday goods. Let us say you spent a pound in the shops a year ago. What do you think you would have to pay to get the same goods today?

PRESS FOR AMOUNT. WRITE 'DK' ON THE LINE IF APPROPRIATE.

£___ ___p

O.U.O.
COMMENTS:

62B And what about a year from now? What do you think you will have to pay to get those same goods in a year's time?

PRESS FOR AMOUNT. WRITE 'DK' ON THE LINE IF APPROPRIATE.

£___ ___p

O.U.O.
COMMENTS:

63A Looking back over the last year or so, do you think that your income has fallen behind prices, kept up with prices or has gone up by more than prices?

1 Fallen behind prices
2 Kept up with prices
3 Gone up by more than prices
8 DK
COMMENTS:

63B Looking ahead to next year, do you think your income will fall behind prices, keep up with prices, or go up by more than prices do?

1 Fall behind prices
2 Keep up with prices
3 Go up by more than prices
8 DK
COMMENTS:

64 And do you think that unemployment over the next year will go up, go down, or stay about the same?

1 Go up
2 Go down
3 Stay same
8 DK
COMMENTS:

65A Looking back over the last six months, would you say that the state of Britain's economy has stayed about the same, got better, or got worse?

1 Same
2 Got better
3 Got worse
8 DK
COMMENTS:

65B And what do you think will be the state of Britain's economy in the next few years will it stay about the same, get better or get worse?

1 Same
2 Get better
3 Get worse
8 DK
COMMENTS:

66A Compared with other European countries, do you feel that Britain is relatively well-governed, relatively badly-governed, or is it about average?

1 Relatively well
2 Relatively badly
3 About average
8 DK
COMMENTS:

66B Compared with other European countries, do you feel that British industry and commerce is relatively well-run, relatively badly-run, or is it about average?

1 Relatively well
2 Relatively badly
3 About average
8 DK
COMMENTS:

67 Now we would like to know a little about how you feel about some things which are part of everybody's lives:
SHOW CARD 67 READ ALTERNATIVES 1-7 ALOUD IF YOU JUDGE IT HELPFUL

You see the card gives you some words to choose from which might describe your feelings about different things.

Could you tell me the one which best describes how you feel about:	Very happy	Happy	Satisfied	Mixed feelings	Not satisfied	Unhappy	Very unhappy	Don't Know/ Does not apply
The things you can afford to have?	1	2	3	4	5	6	7	8
Politicians in Britain today?	1	2	3	4	5	6	7	8
Your chances of changing things you don't like?	1	2	3	4	5	6	7	8
Life as a whole?	1	2	3	4	5	6	7	8
The political parties?	1	2	3	4	5	6	7	8
The standards and values of today's society?	1	2	3	4	5	6	7	8
Your job?	1	2	3	4	5	6	7	8
What your local government is doing?	1	2	3	4	5	6	7	8
The chances of getting ahead in Britain?	1	2	3	4	5	6	7	8
What the Government is doing for people like you?	1	2	3	4	5	6	7	8

disp 31 COMMENTS:

15x RETRIEVE CARD
Questions 68-80 not on this questionnaire

disp 46

81A Do you belong to any religious denomination?
IF YES: Which denomination?

01 Yes, Church of England/Anglican/Episcopal Church of Scotland
02 Yes, Church of Scotland
03 Yes, Other Presbyterian (e.g. Free Church of Scotland, United Free C. of S.)
04 Yes, Methodist
05 Yes, Baptist
06 Yes, Congregationalist
07 Yes, Roman Catholic
08 Yes, Jewish
09 Yes, Other denomination (SPECIFY) _____
→10 No → GO TO 82
11 DK/refused
COMMENTS:

81B To what extent would you say you are now a practising member: very much so, to some extent, or not really?

1 Very much so
2 To some extent
3 Not really
8 DK
COMMENTS:

82 As a child, to what extent were you brought up as a practising member of a religious denomination: very much so, to some extent, or not really?

1 Very much so
2 To some extent
3 Not really
8 DK
COMMENTS:

2x Question 83 not on this questionnaire

84 Do you at present have a paid job?
IF NO: FIND OUT WHICH OF CODES 2-6 APPLIES.

1 Yes, has paid job
2 No, temporarily unemployed, but has had paid job
3 No, retired/disabled
→4 No, student
→5 No, housewife
→6 No, others (e.g. never worked) who are not in paid job
→ GO TO 88
COMMENTS:

85 USE QUESTION WORDING WITHIN BRACKETS IF RESPONDENT IS RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED: THAT IS, ASK ABOUT PREVIOUS NORMAL OCCUPATION

RESPONDENT PRESENTLY IN PAID JOB OR RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED
Are (were) you self-employed or do (did) you work for someone else?

→1 Self-employed → GO TO 87A
2 Someone else
8 DK
COMMENTS:

86 Do (did) you work for a private firm or for a public organisation like the civil service, local government, or a nationalised industry?

1 Private firm
2 Public organisation
8 DK
COMMENTS:

87A What exactly do (did) you do in your job?
PROBE THOROUGHLY FOR JOB DESCRIPTION

JOB DESCRIPTION: _____

_____

87B In what industry do (did) you work? (e.g. mining, building, chemicals, commerce, etc.)

INDUSTRY: _____

87C Does (did) your job carry any rank, title or grade?

RANK (ETC.): _____

WRITE 'NO' ON THE LINE IF APPROPRIATE

87D How many people would you say are (were) employed in the establishment where you work (worked)?
ALWAYS ESTABLISH IF THE NUMBER IS LARGER THAN OR LESS THAN 25.

1 No establishment - person works on his/her own
2 Small establishment - less than 25
3 Large establishment - 25 or more

COMMENTS:

88 ALL RESPONDENTS
NOTE SEX OF RESPONDENT

1 Male
2 Female

Could you tell me if you are currently married or single?
CIRCLE WORD IF RESPONDENT MENTIONS DIVORCED, WIDOWED, OR SEPARATED & CODE AS SINGLE

→1 Single
→2 Married man } ——→ GO TO 93
3 Married woman
→8 DK/Wouldn't say → GO TO 93

COMMENTS

89 MARRIED WOMEN ONLY

Does your husband have a paid job?
IF NO: FIND OUT WHICH OF CODES 2-5 APPLIES

1 Yes, has paid job
2 No, temporarily unemployed, but has had paid job
3 No, retired/disabled
→4 No, student
→5 No, others who are not in paid job } ——→ GO TO 93

COMMENTS:

90 USE THE QUESTION WORDING WITHIN BRACKETS IF HUSBAND IS RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED: THAT IS, ASK ABOUT HIS PREVIOUS NORMAL OCCUPATION

Is (was) your husband self-employed or does (did) he work for someone else?

→1 Self-employed ——→ GO TO 92A
2 Someone else
8 DK

COMMENTS:

91 Does (did) he work for a private firm or for a public organisation like the Civil Service, local government or a nationalised industry?

1 Private firm
2 Public organisation
8 DK
COMMENTS:

92A What exactly does (did) he do in his job?
PROBE THOROUGHLY FOR JOB DESCRIPTION

JOB DESCRIPTION: _____

_____

92B In what industry does (did) he work? (e.g. mining, building, chemicals, commerce, etc.

INDUSTRY: _____

92C Does (did) his job carry any rank, title or grade?

RANK (ETC.): _____

WRITE 'NO' ON THE LINE IF APPROPRIATE

92D How many people would you think are (were) employed in the establishment where he works (worked)?
ALWAYS ESTABLISH IF THE NUMBER IS LARGER THAN OR LESS THAN 25

1 No establishment - husband works on his own
2 Small establishment - less than 25
3 Large establishment - 25 or more

COMMENTS:

93 Could you say in what year you were born?

[ ][ ][ ][ ] ← WRITE YEAR HERE

COMMENTS: (ESTIMATED AGE)

94A Do you have any children?

1 Yes
→2 No
→8 Refused } ⟶ CLOSE INTERVIEW

94B Could you say how many children?

O.U.O. _____ WRITE NUMBER HERE

94C Are any of them under 18 years old?

1 Yes
2 No
8 Refused

3x Question 95 not on this questionnaire

CLOSE INTERVIEW. THANK RESPONDENT AND THANK YOU.

Time of finishing interview _____

O.U.O. [ ][ ][ ]

INTERVIEWER'S SIGNATURE _____ INTERVIEWER NO. [ ][ ][ ]

disp 75 / END

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

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

361 B | AREA CODE | SERIAL NO. | O.U.O | DAY (Date of interview) | MONTH | Time of beginning interview

This interview is part of some university research being conducted this Autumn. For this study we need the answers to some questions which we are asking people all over the country.

1 Which, if any, morning daily newspapers do you read regularly? (By regularly I mean 3 out of every 4 issues.) PROBE: Any others?

IF NO DAILY NEWSPAPER READ, CIRCLE NONE AND GO TO NEXT QUESTION

WRITE NAMES OF NEWSPAPERS BELOW.

FIRST NEWSPAPER MENTIONED _____

O.U.O.

SECOND NEWSPAPER MENTIONED _____

THIRD NEWSPAPER MENTIONED _____

OTHER NEWSPAPERS MENTIONED _____

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

1 Very closely
2 Fairly closely
3 Once in a while
8 DK
COMMENTS:

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

1 Very closely
2 Fairly closely
3 Once in a while
8 DK
COMMENTS:

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

1 Cared a good deal
2 Didn't care very much
8 DK
COMMENTS:

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

1 Yes
2 No
8 DK
COMMENTS:

hsp 21

6A Now I would like to ask you what you think the good and bad points about the political parties are.
Is there anything in particular that you like about the Conservative Party?
IF YES: What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES:

6B Is there anything in particular that you don't like about the Conservative Party?
IF YES: What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES.

7A Is there anything in particular that you like about the Labour Party?
IF YES. What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES:

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

REPLIES:

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

1 A great deal
2 Some
3 Not much
8 DK
COMMENTS:

9A Before the election, how well did you think the Liberals would do in Britain as a whole? Did you think they would win many more seats, keep about the same number, or end up with fewer seats?

1 Win many more seats
2 Keep about the same number
3 Fewer seats
8 DK
COMMENTS

9B Would you say the Liberals' campaign here in this constituency was very active, fairly active, or not very active?

1 Very active
2 Fairly active
3 Not very active
8 DK
COMMENTS:

9C Now I would like to ask you about the good and bad points of the Liberal Party. Is there anything in particular that you like about the Liberal Party?
IF YES: What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES:

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

REPLIES:

9E Generally speaking, do you regard the Liberal Party as closer to the Conservative Party or closer to the Labour Party?

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

THIS PAGE IS ASKED IN SCOTLAND ONLY. ELSEWHERE GO TO Q. 11 (TOP OF NEXT PAGE).

10A Before the election, how well did you think the Scottish National Party would do in Scotland as a whole? Did you think they would win many more seats, keep about the same number, or end up with fewer seats?

1 Win many more seats
2 Keep about the same number
3 Fewer seats
8 DK
COMMENTS

0B Would you say the Scottish National Party's campaign here in this constituency was very active, fairly active, or not very active?

1 Very active
2 Fairly active
3 Not very active
8 DK
COMMENTS:

10C Now I would like to ask you about the good and bad points of the Scottish National Party. Is there anything in particular that you like about the Scottish National Party? IF YES: What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS

REPLIES.

.0D Is there anything in particular that you don't like about the Scottish National Party IF YES: What is that? (Is there anything else?) (PROBE UNTIL NO FURTHER ANSWERS)

REPLIES.

10E Generally speaking, do you regard the Scottish National Party as closer to the Conservative Party or closer to the Labour Party?

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

11 On this card are listed some choices of opposite words or phrases, and I'd like you to say how much each one applies to different political parties.

SHOW CARD A POINT TO OPTIONS ON CARD WHILE SAYING THE FOLLOWING

The first choice is between 'keeps its promises' and 'breaks its promises'. You can say whether a party very much keeps its promises (POINT TO BOX 1), somewhat keeps its promises (POINT TO BOX 2), neither keeps its promises nor breaks its promises (POINT TO BOX 3), somewhat breaks its promises (POINT TO BOX 4), or very much breaks its promises (POINT TO BOX 5). Think of the boxes as a continuous scale from very much keeps its promises to very much breaks its promises

NOW TAKE THE RESPONDENT THROUGH EACH OF CARDS A - H. FOR EACH CARD NAME THE PHRASES AT THE ENDS OF THE SCALE AND ASK THE THREE QUESTIONS:

(a) In which box would you put the Conservative Party?
(b) In which box would you put the Labour Party?
(c) In which box would you put the Liberal Party?

A First, Keeps its promises ..... Breaks its promises

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

B The next choice is Divides the country ..... Unites the country

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

C The next choice is Bloody-minded ..... Reasonable

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

D Next, Good for one class ..... Good for all classes of people

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

E Next, Extreme ..... Moderate

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

F Next, Does what is best for their own party . Does what is best for the country

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

G Next, Capable ..... Not capable

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

H Finally, Stands firm ..... Gives way

	Very much	Somewhat	Neither	Somewhat	Very much	Don't know
(a) Conservatives?	1	2	3	4	5	8
(b) Labour?	1	2	3	4	5	8
(c) Liberals?	1	2	3	4	5	8

2A Now that you know the outcome of the Election, what are the good things that you think will happen as a result of the Election?
(PROBE: What other good things?) (REPEAT PROBES)

REPLIES.

12B And what are the bad things that you think will happen as a result of the Election? (PROBE: What other bad things?) (REPEAT PROBES)

REPLIES:

13 How much interest would you say you take in politics - a great deal, some, not much, or none at all?

1 A great deal
2 Some
3 Not much
4 None at all
8 DK
COMMENTS.

14A SHOW CARD 14

How well do you think the recent Labour Government has handled the problem of rising prices since it took over - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK

14B If the Conservative Party had been in power at the time, how well do you think they would have handled the problem of rising prices - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK
COMMENTS:

14C RETRIEVE CARD

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

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

14D Some people say that prices will go on rising fast no matter what any Government tries to do. Would you say you agree or disagree?

1 Agree
2 Disagree
8 DK
COMMENTS:

14E On some issues people feel that they understand the problems that are involved, while on others they tend to feel that they don't really understand what the problems are. How well would you say that you understand the problem of rising prices - very well, fairly well, or not very well?

1 Very well
2 Fairly well
3 Not very well
8 DK
COMMENTS:

disp 58

15A People have put forward different ideas for tackling rising prices. Many times these ideas mean giving something up. This card shows some of the things we might have to put up with in order to curb rising prices.

SHOW CARD 15 READ ALTERNATIVES 1 - 4 ALOUD

1 More taxation
2 More unemployment
3 Strict wage controls
4 Less money for schools, roads, and many other things

In order to tackle rising prices, which of these would you be least willing to accept?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

15B And which of these do you feel is second-worst?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

15C Now, which of these would you be most willing to accept in order to tackle rising prices?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

16A SHOW CARD 16

How well do you think the recent Labour Government generally handled the problem of strikes - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK

16B If the Conservative Party had stayed in power how well do you think they generally would have handled the problem of strikes - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK
COMMENTS

16C RETRIEVE CARD

Think about when you were deciding about voting. How important to you when you were deciding about voting was the problem of strikes - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

16D Some people say that there will always be a lot of strikes no matter what any Government tries to do. Would you say you agree or disagree?

1 Agree
2 Disagree
8 DK
COMMENTS:

16E Looking back over the last six months, do you think the number of strikes and industrial disputes has gone up, gone down, or stayed about the same?

1 Gone up
2 Gone down
3 Stayed same
8 DK
COMMENTS

17A SHOW CARD 17 Now we would like you to think about how well the Conservative and Labour parties handle different problems. You can say whether you think:

1 The Conservative party is much better
2 The Conservative party is somewhat better
3 There is no real difference between the parties
4 The Labour party is somewhat better
5 The Labour party is much better

Now, using one of the statements on this card, could you say which describes how you feel the parties handle the problem of unemployment?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

17B Think about when you were deciding about voting. How important to you when you were deciding about voting was the matter of unemployment - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

17C SAME CARD And how well do you think the Conservative and Labour parties handle the question of pensions?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

17D And when you were deciding about voting, how important was the matter of pensions - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

17E SAME CARD And how well do you think the Conservative and Labour parties handle the question of housing?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

17F And when you were deciding about voting, how important was the matter of housing - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

RETRIEVE CARD Question 18 not on this questionnaire

disp 72 / SKIP / dup 5 / punch '2'

19A People have different views about the benefits from North Sea Oil. Which of these comes closest to what you feel should be done with the benefits from North Sea Oil?

SHOW CARD 19A READ ALTERNATIVES 1-4 ALOUD

1 Scotland should get all the benefits
2 Scotland should get by far the largest share of the benefits
3 Scotland should get a somewhat larger share than the rest of Britain
4 The benefits should be shared equally by Britain as a whole

8 DK
COMMENTS

19B SCOTLAND ONLY SAME CARD. Which of these do you feel comes closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

19C SCOTLAND ONLY SAME CARD. Which of these do you feel comes closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

19D SCOTLAND ONLY SAME CARD. Which of these do you feel comes closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

19E SCOTLAND ONLY SAME CARD. Which of these do you feel comes closest to the view of the Scottish National Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

19F ASK ALL
People also have different views about running the North Sea Oil industry. Which of these comes closest to what you yourself feel?

SHOW CARD 19F READ ALTERNATIVES 1-3 ALOUD

1 North Sea Oil should be run as a nationalised industry
2 North Sea Oil should be run by private companies under special Government control
3 North Sea Oil should be run like any other private industry

8 DK
COMMENTS·

19G RETRIEVE CARD
When you were deciding about voting, how important was the question of North Sea Oil - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important

8 DK
COMMENTS·

19H And when it comes to the question of North Sea Oil, do you prefer any of the parties?
IF YES. Which Party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, other party (SPECIFY): _____

8 No/no difference/all the same/don't know
COMMENTS:

20A It is sometimes said that Britain should try to change the terms of entry into the Common Market and if this is not successful, get out. Which of the following statements on this card comes closest to what you yourself feel should be done? If you haven't a view on this, just say so.

SHOW CARD 20 READ ALTERNATIVES 1-4 ALOUD

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

8 DK

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

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

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

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

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

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS.

20E RETRIEVE CARD
When you were deciding about voting, how important was the question of Britain and the Common Market - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important

8 DK
COMMENTS

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

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY) _____

8 DK/no difference/all the same
COMMENTS.

20G And how well would you say you understand the question of Britain and the Common Market - very well, fairly well, or not very well?

1 Very well
2 Fairly well
3 Not very well
8 DK
COMMENTS.

---

disp 22

20H In a couple of years' time, do you think that Britain will still be in the Common Market, or that Britain will get out?

1 Still be in
2 Get out
8 DK
COMMENTS.

20I Would staying in the Common Market make Britain better off, worse off, or will things stay about the same in the next few years?

1 Better off
2 Worse off
3 Stay same
8 DK
COMMENTS:

20J Would leaving the Common Market make Britain better off, or worse off, or will things stay about the same in the next few years?

1 Better off
2 Worse off
3 Stay same
8 DK COMMENTS.

21A There has been a lot of talk recently about nationalisation, that is, the Government owning and running industries like steel and electricity. Which of these statements comes closest to what you yourself feel should be done? If you haven't a view on this, just say so.

SHOW CARD 21 READ ALTERNATIVES 1-4 ALOUD

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

21B Could you say which statement you think comes closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

21C And could you say which statement you think comes closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

21D Could you say which statement you think comes closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS.

21E RETRIEVE CARD
When you were deciding about voting, how important was the question of nationalisation the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS

21F And when it comes to nationalisation, do you prefer any of the parties?
IF YES Which Party?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY) _____
8 DK/no difference/all the same
COMMENTS

21G And how well would you say you understand the issue of nationalisation - very well, fairly well, or not very well?

1 Very well
2 Fairly well
3 Not very well
8 DK
COMMENTS

22A Now we would like to ask what you think about social services and benefits. Which of these statements do you feel comes closest to your own views?

SHOW CARD 22 READ ALTERNATIVES 1-4 ALOUD

1 Social services and benefits have gone much too far and should be cut back a lot
2 Social services and benefits have gone somewhat too far and should be cut back a bit
3 Social services and benefits should stay much as they are
4 More social services and benefits are needed
8 DK/no view

22B Could you say which statement you feel comes closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE
8 DK

22C And could you say which statement you feel comes closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE
8 DK

22D And could you say which statement you feel comes closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE
8 DK
COMMENTS

22E When you were deciding about voting, how important was the question of social services and benefits - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

22F And when it comes to social services and benefits, do you prefer any of the parties? IF YES. Which Party?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY) _____
8 DK/no preference/all the same
COMMENTS: _____

23A There has been a lot of talk about how to keep wage increases within reasonable and fair limits. Some think that a voluntary agreement between the Government and the trade unions is the most effective way to do this. Would you agree or disagree?

1 Agree
2 Disagree
8 DK
COMMENTS

23B When you were deciding about voting, how important was the question of wage controls - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

23C And when it comes to the control of wages, do you prefer any of the parties? IF YES: Which Party?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY): _____
8 DK/no preference/all the same
COMMENTS.

24A FIND OUT IF RESPONDENT HAS A PAID JOB OR IS A HOUSEWIFE. IF NOT GO TO 26A.

ASK HOUSEWIVES ABOUT THEIR HUSBAND'S JOB

We would like to ask some questions about people's salaries and wages. First, think about the average level of pay for people in your (your husband's) kind of job. Would you say the pay for your (your husband's) kind of job is just about fair, a bit less than fair, or much less than fair?

1 Just about fair
2 A bit less than fair
3 Much less than fair
8 DK
COMMENTS:

24B Do you think that any political party would do more than the others to help people in your (your husband's) kind of job get a fair wage or salary? IF YES: Which Party

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, other party (SPECIFY): _____
8 No/no difference/all the same/don't know
COMMENTS

25A SHOW CARD 25
Here is a card with three boxes. (POINT TO BOX A) Box A stands for the kind of jobs which are usually paid a bit more than yours (your husband's). (POINT TO BOX B) Box B stands for jobs which are usually paid about the same as yours (your husband's) (POINT TO BOX C) Box C stands for jobs which are usually paid a bit less than yours (your husband's).

Let's think first about Box A and Box B - that is, jobs usually paid a bit more than yours (your husband's) and jobs usually paid about the same as yours (your husband's) Over the last few years, do you feel these boxes have come closer together, or moved further apart, or stayed about the same?

1 Come closer together
2 Moved further apart
3 Stayed about the same
8 DK

25B Now let's think about Box B and Box C - that is, jobs usually paid about the same as yours (your husband's) and jobs usually paid a bit less than yours (your husband's). Over the last few years, do you feel that these boxes have come closer together, moved further apart, or stayed about the same?

1 Come closer together
2 Moved further apart
3 Stayed about the same
8 DK

COMMENTS:

26A Now we would like your views on some of the general changes that have been taking place in Britain over the last few years.
SHOW CARD 26 For each of these changes you can say whether you feel it has:

1 Gone much too far
2 Gone a little too far
3 Is about right
4 Not gone quite far enough
5 Not gone nearly far enough

Now, using one of the answers on this card, how do you feel about the attempts to ensure equality for women?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26B And how do you feel about moves to go easier on people who break the law?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26C Next, how do you feel about the right to show nudity and sex in films and magazines?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26D How do you feel about people showing less respect for authority?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26E And how do you feel about recent attempts to ensure equality for coloured people in Britain?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

'6F (SAME CARD)
Next, how do you feel about the police being firm when they handle demonstrations, sit-ins and things like that?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

'6G How do you feel about the change to modern methods in teaching children at school nowadays?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

'6H And how do you feel about the availability of abortion on the National Health Service?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

'6I How do you feel about the welfare benefits that are available to people today?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

'6J How do you feel about the reduction of Britain's military strength?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

'7A I am going to read out a list of things that some people believe a Government should do
SHOW CARD 27 For each one you can say whether you feel it is:

1 Very important that it should be done
2 Fairly important that it should be done
3 It doesn't matter either way
4 Fairly important that it should not be done
5 Very important that it should not be done

Now, using one of the answers on this card, what is your view about putting more money into the health service?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

'7B Establishing comprehensive schools in place of grammar schools throughout the country?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

'7C Sending coloured immigrants back to their own country?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

'7D Increasing state control of land for building?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

'7E Giving more aid to poorer countries in Africa and Asia?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

---

disp 60

27F (SAME CARD)
Taking tougher measures to prevent crime?
[ ] ← WRITE STATEMENT NUMBER HERE
8 DK

27G Getting rid of pollution like dirt in the air and rivers?
[ ] ← WRITE STATEMENT NUMBER HERE
8 DK

27H Giving workers more say in the running of the place where they work?
[ ] ← WRITE STATEMENT NUMBER HERE
8 DK

27I Taking tougher measures to prevent Communist influence in Britain?
[ ] ← WRITE STATEMENT NUMBER HERE
8 DK

27J Spending more money to get rid of poverty in Britain?
[ ] ← WRITE STATEMENT NUMBER HERE
8 DK

27K Redistributing income and wealth in favour of ordinary working people?
[ ] ← WRITE STATEMENT NUMBER HERE
8 DK

27L Shifting power from London to the regions and local authorities?
[ ] ← WRITE STATEMENT NUMBER HERE
8 DK

27M More efforts to protect the countryside and our finest buildings?
[ ] ← WRITE STATEMENT NUMBER HERE
8 DK
COMMENTS

disp 68 / SKIP / dup 5 / punch '3'

28A SHOW CARD 28. Looking at this list, could you say what the most important general aim of a government should be?
READ ALTERNATIVES 1-6 ALOUD AND REPEAT QUESTION.

1 Promoting private enterprise
2 Protecting individual liberty
3 Maintaining law and order
4 Protecting the weakest and worst-off
5 Achieving greater equality among people
6 Raising everybody's standard of living

8 DK

28B And the next most important?

← WRITE STATEMENT NUMBER HERE

8 DK

28C And which of the things mentioned on the card is the least important?

← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

29A Now, think about all the things a government has to do. When the Labour Party is in power, how far do you feel you can rely on the Government to do what is right - usually, some of the time, or only rarely?

1 Usually
2 Some of the time
3 Rarely
8 DK
COMMENTS:

29B And when the Conservative Party is in power, how much of the time do you feel you can rely on the Government to do what is right - usually, some of the time, or only rarely?

1 Usually
2 Some of the time
3 Rarely
8 DK
COMMENTS:

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

1 Did vote
→ 2 Did not vote ——→ GO TO 38
→ 8 DK/refused ——→ GO TO 39
COMMENTS:

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

1 Long time ago
2 Sometime this year
3 During the campaign
8 DK
COMMENTS:

32 And how strongly did you prefer the Party you voted for: very strongly, fairly strongly, or not very strongly?

1 Very strongly
2 Fairly strongly
3 Not very strongly
8 DK
COMMENTS:

33 Sometimes people would like to vote for a party but don't vote for it because they feel it has no chance of winning. How about you? Was there a party you really liked most but didn't vote for because it had no chance of winning in this constituency? IF YES: Which Party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, Plaid Cymru
6 Yes, other party (SPECIFY) _____
7 No
8 DK
COMMENTS:

34 And which party did you vote for?

→1 Conservative
→2 Labour
} ——→ GO TO 37A

3 Liberal

→4 Scottish Nationalist
→5 Plaid Cymru
} ——→ GO TO 36A

→6 Other (SPECIFY) _____
→8 DK/refused
} → GO TO 39

COMMENTS:

35A LIBERAL VOTERS ONLY

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

1 Conservative
2 Labour
4 Scottish Nationalist
5 Plaid Cymru
6 WOULDN'T HAVE VOTED
8 DK
COMMENTS:

35B Let us say you believed that the Liberal candidate did not really have much chance of winning here in this constituency. How likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely? IF VERY LIKELY: Which Party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS:

35C And taking the country as a whole, if you believed that the Liberal Party did not really have much chance of winning a lot more seats at the election, how much difference would that have made? How likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely?
IF VERY LIKELY: Which Party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS:

35D SCOTLAND ONLY If you had thought that the Scottish National Party would win a lot more seats in the recent election, would that have made any difference to you? How likely is it that you would then have voted for the Scottish National Party - very likely, not very likely, or not at all likely?

1 Very likely
2 Not very likely
3 Not at all likely
8 DK
COMMENTS

35E Was there any time during the election campaign when you seriously thought you might vote for another party? IF YES: Which Party?

→1 No
→2 Yes, Conservative
→3 Yes, Labour
→5 Yes, SNP
→6 Yes, other (SPECIFY)_____
→8 DK
COMMENTS:

} GO TO 39 ALWAYS

36A SCOTTISH NATIONAL/PLAID CYMRU ONLY

If the Scottish National Party/Plaid Cymru had not had a candidate in this constituency, can you say for which party you would have voted - or wouldn't you have voted at all?

1 Conservative
2 Labour
3 Liberal
6 WOULDN'T HAVE VOTED
8 DK
COMMENTS:

36B Let us say you believed that the Scottish National /Plaid Cymru candidate did not really have much chance of winning here in this constituency. How likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely? IF VERY LIKELY: Which Party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS:

36C And taking Scotland/Wales as a whole, if you believed that the Scottish National Party/Plaid Cymru did not really have much chance of winning a lot more seats at the election, how likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely? IF VERY LIKELY: Which Party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS:

36D Was there any time during the election campaign when you seriously thought you might vote for another party? IF YES: Which Party?

→1 No
→2 Yes, Conservative
→3 Yes, Labour
→4 Yes, Liberal
→6 Yes, other (SPECIFY) _____
→8 DK
COMMENTS:

} GO TO 39 ALWAYS

37A CONSERVATIVE AND LABOUR ONLY

If you had thought that the Liberals would win a lot more seats in Britain as a whole, how likely is it that you would then have voted Liberal - very likely, not very likely, or not at all likely?

1 Very likely
2 Not very likely
3 Not at all likely
8 DK
COMMENTS

37B SCOTLAND ONLY

If you had thought that the Scottish National Party would win a lot more seats in the recent election, would that have made any difference to you? How likely is it that you would then have voted for the Scottish National Party - very likely, not very likely, or not at all likely?

1 Very likely
2 Not very likely
3 Not at all likely
8 DK
COMMENTS.

37C Was there any time during the election campaign when you seriously thought you might vote for another party? IF YES· Which Party?

→1 No
→2 Yes, Conservative
→3 Yes, Labour
→4 Yes, Liberal
→5 Yes, SNP
→6 Yes, other (SPECIFY) _____
→8 DK

} GO TO 39 ALWAYS

COMMENTS:

38 ONLY IF DID NOT VOTE

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

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Plaid Cymru
6 Other (SPECIFY) _____
7 WOULDN'T HAVE VOTED
8 DK/refused
COMMENTS

39 ASK ALL

Now, thinking back to the General Election last February, could you say for which of the parties you voted - or perhaps you didn't vote in that election?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Plaid Cymru
6 Other party (SPECIFY) _____
8 Refused/Don't know
9 DID NOT VOTE
COMMENTS:

40 And thinking back to the General Election before that, in June 1970, when Mr. Heath first became Prime Minister, do you remember which of the parties you voted for then - or perhaps you didn't vote?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Plaid Cymru
6 Other party (SPECIFY) _____
8 Refused/Don't know
9 DID NOT VOTE
COMMENTS:

41 How often would you say you talk about politics - often, sometimes, or only rarely?

1 Often
2 Sometimes
3 Only rarely
8 DK
COMMENTS:

42 Now I'd like to ask how you usually act when you are among people and the talk turns to politics. Which of these descriptions do you think best fits you?

SHOW CARD 42 READ ALTERNATIVES 1-5 ALOUD

1 I don't care to listen when people start talking about politics
2 I usually listen, but I never join in
3 I give my views sometimes, but not very often
4 I usually join in and say what I think
5 I like to start discussions about politics
8 DK
COMMENTS

43 RETRIEVE CARD

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

→1 Conservative ——→ GO TO 45A
→2 Labour ——→ GO TO 46A
→3 Liberal ——→ GO TO 47A
→4 Scottish Nationalist
→5 Plaid Cymru
→6 Other (SPECIFY) _____ } → GO TO 48A
7 None
8 DK/refused
COMMENTS:

44 Do you generally think of yourself as a little closer to one of the parties than the others? IF YES: Which Party?

→1 Conservative (CONTINUE WITH NEXT QUESTION)
→2 Labour ——→ GO TO 46A
→3 Liberal ——→ GO TO 47A
→4 Scottish Nationalist
→5 Plaid Cymru
→6 Other (SPECIFY) _____ } → GO TO 48A
→7 None
→8 DK/refused
COMMENTS.

45A CONSERVATIVES AT Q.43 OR 44 ONLY

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

1 Very strong
2 Fairly strong
3 Not very strong
8 DK
COMMENTS

45B And would you say you are very strongly or not very strongly against the Labour Party?

→1 Very strongly
→2 Not very strongly
→8 DK
} ——→ GO TO 49 ALWAYS
COMMENTS:

46A LABOUR AT Q.43 OR 44 ONLY

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

1 Very strong
2 Fairly strong
3 Not very strong
8 DK
COMMENTS:

46B And would you say you are very strongly or not very strongly against the Conservative Party?

→1 Very strongly
→2 Not very strongly
→8 DK
} ——→ GO TO 49 ALWAYS
COMMENTS.

47A LIBERAL AT Q.43 OR 44 ONLY

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

1 Very strong
2 Fairly strong
3 Not very strong
8 DK
COMMENTS:

47B Would you say you are very strongly or not very strongly against the Conservative Party?

1 Very strongly
2 Not very strongly
8 DK
COMMENTS:

47C And would you say you are very strongly or not very strongly against the Labour Party?

→1 Very strongly
→2 Not very strongly
→8 DK
} ——→ GO TO 49 ALWAYS
COMMENTS.

disp 43

48A NATIONALISTS AND OTHER PARTIES AT Q.43 OR 44 OR NO PARTY MENTIONED AT EITHER QUESTION

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

1 Very strongly
2 Not very strongly
8 DK
COMMENTS.

48B And would you say you are very strongly or not very strongly against the Labour Party?

1 Very strongly
2 Not very strongly
8 DK
COMMENTS:

49 ASK ALL
Do you think there was any party which did badly around here because people who liked them thought they had no chance of winning in this constituency and therefore voted for some other party?
IF YES: Which party was it that did badly?

1 No
2 Yes, Conservative
3 Yes, Labour
4 Yes, Liberal
5 Yes, SNP
6 Yes, other party (SPECIFY) _____
8 DK
COMMENTS:

50A Some people think it is best if the Government is formed by one party only.
Others think it is best if the Government is formed by more than one party.
SHOW CARD 50
Leaving aside the situation we have at present, do you in general think it is:
(READ ALTERNATIVES 1 - 4 ALOUD)

1 Much better to have a Government formed by one party
2 Somewhat better to have a Government formed by one party
3 Somewhat better to have a Government formed by more than one party
4 Much better to have a Government formed by more than one party
8 DK
COMMENTS:

50B RETRIEVE CARD

When you were deciding about voting, how important was the readiness of the parties to join with others in a Government - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

51A Leaving aside the actual result of this election, which kind of Government would you personally most like to have? SHOW CARD 51
If the Government you would most like to have is not on this card, just say what it is. Would you most like: (READ ALTERNATIVES 1-5 ALOUD)

1 A Government formed by the Conservative Party alone
2 A Government formed by both the Conservative and Liberal parties together
3 A Government formed by all the parties
4 A Government formed by both the Labour and Liberal parties together
5 A Government formed by the Labour Party alone

6 Other answer (SPECIFY) _____
8 DK

51B And what kind of Government do you feel would be next best?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

51C Still looking at this card, and going back to before you knew the election result, which party or coalition of parties did you think was most likely to become the Government?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

52A RETRIEVE CARD

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

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

[ ][ ] First of all, what mark out of 10 would you give the Conservatives?

[ ][ ] Now, what mark out of 10 would you give Labour?

[ ][ ] And, what mark out of 10 would you give the Liberals?

[ ][ ] IN SCOTLAND ONLY. What mark out of 10 would you give the Scottish National Party?

[ ][ ] IN WALES ONLY: What mark out of 10 would you give Plaid Cymru?

52B Now, let's turn to how much you personally like some leading politicians.

[ ][ ] What mark out of 10 would you give Mr. Edward Heath?

[ ][ ] And what mark out of 10 would you give Mr. Harold Wilson?

[ ][ ] What mark out of 10 would you give Mr. Jeremy Thorpe?

[ ][ ] What mark out of 10 would you give Mr. Enoch Powell?

[ ][ ] What mark out of 10 would you give Mr. Tony Benn?

COMMENTS.

53A Are you a paying member of any political party or some other political organisation? IF YES: Which party or organisation is that?

→ 1 No } → GO TO 54
→ 2 Yes, Conservative Party }
3 Yes, Labour Party
→ 4 Yes, Liberal Party
→ 5 Yes, SNP
→ 6 Yes, Other party (SPECIFY) _____ } → GO TO 54
→ 8 DK/refused
COMMENTS:

53B TO LABOUR PARTY MEMBERS ONLY

Did you pay a subscription as a member of the local party or through a trade union?

1 Local party
2 Trade union
3 Both local party and trade union
8 DK
COMMENTS:

54 ASK ALL

Would you say you take an active part in political work for any political party? IF YES: Which party?

1 No
2 Yes, Conservative
3 Yes, Labour
4 Yes, Liberal
5 Yes, SNP
6 Yes, other party (SPECIFY) _____
8 DK
COMMENTS:

55A Are you a member of any other group or organisation which at least sometimes is concerned with local government or national politics?

1 Yes (SPECIFY ALL ORGANISATIONS) A _____
2 No B _____
8 DK
COMMENTS: C _____

55B Have you yourself recently been involved in any action of some group or organisation to influence local government or national politics? IF YES: What exactly was the purpose of that action - and what exactly did you do?

1 Yes (SPECIFY NATURE OF POLITICAL ACTION) _____
_____
2 No
8 DK
COMMENTS:

56 How much attention do you think MPs and local councillors generally pay to local organisations or groups of citizens? Would you say they pay: a great deal of attention, some attention, not much attention, or really no attention at all? SHOW CARD 56

1 A great deal of attention
2 Some attention
3 Not much attention
4 No attention at all
8 DK
COMMENTS:

57A RETRIEVE CARD
Do you happen to remember which party won this constituency in the recent election?
IF YES: Which party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, other party (SPECIFY) _____
8 No / DK

57B And do you happen to recall the name of the MP elected in this constituency?
WRITE NAME (OR 'DK' IF APPROPRIATE) HERE: _____
COMMENTS:

58 Do you happen to remember the name of any other candidate who stood in this constituency?
ASK FOR EACH NAME MENTIONED: To which party does he/she belong?

	CANDIDATE'S NAME	CANDIDATE'S PARTY
A	_____	_____
B	_____	_____
C	_____	_____

USE ONE LINE FOR EACH CANDIDATE MENTIONED. WRITE 'DK' IN THE APPROPRIATE PLACE IF RESPONDENT DOES NOT REMEMBER CANDIDATE'S PARTY.
COMMENTS:

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

1 Yes, too much power
2 No, not too much power
8 DK
COMMENTS:

60 Do you think that Big Business has too much power in this country or not?

1 Yes, too much power
2 No, not too much power
8 DK
COMMENTS:

61 Do you think that the Labour Party's ties to the trade unions are too close, about right, or not close enough?

1 Too close
2 About right
3 Not close enough
8 DK
COMMENTS.

62A Let's talk about prices for everyday goods. Let us say you spent a pound in the shops a year ago. What do you think you would have to pay to get the same goods today?
PRESS FOR AMOUNT. WRITE 'DK' ON LINE IF APPROPRIATE.

O.U.O. £___ ____p
COMMENTS:

52B And what about a year from now? What do you think you will have to pay to get those same goods in a year's time?

PRESS FOR AMOUNT. WRITE 'DK' ON THE LINE IF APPROPRIATE.

0,U,0 £___ ____ p

COMMENTS

63A Looking back over the last year or so, do you think that your income has fallen behind prices, kept up with prices or has gone up by more than prices?

1 Fallen behind prices
2 Kept up with prices
3 Gone up by more than prices
8 DK
COMMENTS.

53B Looking ahead to next year, do you think that your income will fall behind prices, keep up with prices, or go up by more than prices do?

1 Fall behind prices
2 Keep up with prices
3 Go up by more than prices
8 DK
COMMENTS:

64 And do you think that unemployment over the next year will go up, go down, or stay about the same?

1 Go up
2 Go down
3 Stay same
8 DK
COMMENTS·

65A Looking back over the last six months, would you say that the state of Britain's economy has stayed about the same, got better, or got worse?

1 Same
2 Got better
3 Got worse
8 DK
COMMENTS

55B And what do you think will be the state of Britain's economy in the next few years - will it stay about the same, get better or get worse?

1 Same
2 Get better
3 Get worse
8 DK
COMMENTS·

66A Compared with other European countries, do you feel that Britain is relatively well-governed, relatively badly- governed, or is it about average?

1 Relatively well
2 Relatively badly
3 About average
8 DK
COMMENTS:

66B Compared with other European countries, do you feel that British industry and commerce is relatively well-run, relatively badly run, or is it about average?

1 Relatively well
2 Relatively badly
3 About average
8 DK
COMMENTS

67 Now we would like to know a little about how you feel about some things which are a part of everybody's lives

SHOW CARD 67 READ ALTERNATIVES 1-7 ALOUD IF YOU JUDGE IT HELPFUL

You see the card gives you some words to choose from which might describe your feelings about different things

Could you tell me the one which best describes how you feel about.	Very happy	Happy	Satisfied	Mixed feelings	Not satisfied	Unhappy	Very unhappy	Don't kno Does not apply
The things you can afford to have?	1	2	3	4	5	6	7	8
Politicians in Britain today?	1	2	3	4	5	6	7	8
Your chances of changing things you don't like?	1	2	3	4	5	6	7	8
Life as a whole?	1	2	3	4	5	6	7	8
The political parties?	1	2	3	4	5	6	7	8
The standards and values of today's society?	1	2	3	4	5	6	7	8
Your job?	1	2	3	4	5	6	7	8
What your local government is doing?	1	2	3	4	5	6	7	8
The chances of getting ahead in Britain?	1	2	3	4	5	6	7	8
What the Government is doing for people like you?	1	2	3	4	5	6	7	8

68 RETRIEVE CARD

Do you belong to a trade union? IF YES Which trade union is that?

PROBE TO GET FULL NAME OF UNION AND RECORD ON LINE BELOW WRITE 'NO' IF RESPONDENT IS NOT A UNION MEMBER.

WHETHER OR NOT RESPONDENT IS A UNION MEMBER, ASK
Is anyone else in this household a member of a trade union?
IF YES Who is that? Which trade union does he/she belong to?

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

PERSON	NAME OF UNION
RESPONDENT	
A	
B	
C	

69 ASK ONLY IF RESPONDENT IS TRADE UNION MEMBER

Do you read any trade union magazines or journals?

1 Yes
2 No
8 DK
COMMENTS.

70 ASK ALL

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

→1 Yes, middle-class
→2 Yes, working-class
} ——→ GO TO 72

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

5 No
8 DK
COMMENTS:

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

1 Middle-class
2 Working-class
8 DK
COMMENTS:

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

1 Middle-class
2 Working-class
8 DK
COMMENTS.

73A Do you remember what party your father usually voted for when you were growing up?

1 Yes
→2 No
→8 DK/refused
} ——→ GO TO 74
COMMENTS

73B IF YES. Which party was that?

1 Conservative
2 Labour
3 Liberal
4 Other (SPECIFY) _____

→8 DK/refused ——→ GO TO 74
COMMENTS

73C Would you say he was a very strong supporter of that party or not very strong?

1 Very strong
2 Not very strong
8 DK
COMMENTS

74 ASK ALL
What exactly was your father's normal occupation when you were growing up?
IF FATHER NOT KNOWN, ASK ABOUT HEAD OF HOUSEHOLD (WHEN GROWING UP)

OCCUPATION: _____

_____

COMMENTS:

75 What kind of school did you go to?

00 Elementary only
01 Secondary modern/Junior secondary
02 Comprehensive
03 Technical
17 Convent/denominational school: non-selective

04 Grammar/County High/ Higher grade/Senior secondary
05 Direct grant/Grant-aided
06 Commercial private
27 Convent/denominational school· selective

10 Independent/fee-paying/Public
11 Special for handicapped
12 School abroad
13 Other (SPECIFY) _____
99 DK
COMMENTS

76 How old were you when you left school?

O.U.O. STATE AGE: _____ ('DK' IF APPROPRIATE)

COMMENTS·

77 Did you have any further education after that?
IF YES: What sort of further education was that?

1 University
2 Polytechnic
3 Teachers training
4 Commercial or secretarial training
5 Technical college, full or part-time
6 Non-vocational/recreational evening classes
7 Other (SPECIFY) _____

8 No further education
9 DK
COMMENTS.

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

MARK APPROPRIATE ANSWER AND FOLLOW THE ARROWS

☐ wouldn't say

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

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

O.U.O.

79 How long have you yourself lived in this home?

ANSWER _____ YEARS _____ MONTHS

O.U.O.

COMMENTS

80A Where did you live before you came to this home?

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

LAST RESIDENCE: _____

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

INDICATE COUNTY OR REGION IF IN BRITAIN, COUNTRY IF FOREIGN

GREW UP IN. _____

81A Do you belong to any religious denomination? IF YES. Which denomination?

01 Yes, Church of England/Anglican/Episcopal Church of Scotland
02 Yes, Church of Scotland
03 Yes, Other Presbyterian (e.g. Free Church of Scotland, United Free C. of S.)
04 Yes, Methodist
05 Yes, Baptist
06 Yes, Congregationalist
07 Yes, Roman Catholic
08 Yes, Jewish
09 Yes, Other denomination (SPECIFY) _____
→ 10 No ——→ GO TO 82
11 DK/refused
COMMENTS.

81B To what extent would you say you are now a practising member: very much so, to some extent, or not really?

1 Very much so
2 To some extent
3 Not really
8 DK
COMMENTS

82 As a child, to what extent were you brought up as a practising member of a religious denomination: very much so, to some extent, or not really?

1 Very much so
2 To some extent
3 Not really
8 DK
COMMENTS

83A Have you been unemployed or had great difficulty in getting a job in the last year or so?

1 Yes
2 No
8 DK
COMMENTS.

83B Has anyone else in your family been unemployed or had great difficulty getting a job in the last year or so?

1 Yes
2 No
8 DK
COMMENTS:

84 Do you at present have a paid job? IF NO: FIND OUT WHICH OF CODES 2-6 APPLIES

1 Yes, has paid job
2 No, temporarily unemployed, but has had paid job
3 No, retired/disabled
→4 No, student
→5 No, housewife
→6 No, others (e.g. never worked) who are not in paid job
→ GO TO 88
COMMENTS:

85 USE THE QUESTION WORDING WITHIN BRACKETS IF RESPONDENT IS RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED: THAT IS, ASK ABOUT PREVIOUS NORMAL OCCUPATION.

RESPONDENT PRESENTLY IN PAID JOB OR RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED
Are (were) you self-employed or do (did) you work for someone else?

→1 Self-employed ——→ GO TO 87A
2 Someone else
8 DK
COMMENTS:

86 Do (did) you work for a private firm or for a public organisation like the Civil Service, local government, or a nationalised industry?

1 Private firm
2 Public organisation
8 DK
COMMENTS:

87A What exactly do (did) you do in your job?

PROBE THOROUGHLY FOR JOB DESCRIPTION

JOB DESCRIPTION. _____

_____

87B In what industry do (did) you work? (e.g. mining, building, chemicals, commerce,etc.)

INDUSTRY: _____

87C Does (did) your job carry any rank, title or grade?

RANK (ETC.): _____

WRITE 'NO' ON THE LINE IF APPROPRIATE

87D How many people would you say are (were) employed in the establishment where you work (worked)?
ALWAYS ESTABLISH IF THE NUMBER IS LARGER THAN OR LESS THAN 25

1 No establishment - person works on his/her own
2 Small establishment - less than 25
3 Large establishment - 25 or more
COMMENTS:

88 ALL RESPONDENTS
NOTE SEX OF RESPONDENT

1 Male
2 Female

Could you tell me if you are currently married or single?
CIRCLE WORD IF RESPONDENT MENTIONS DIVORCED, WIDOWED, OR SEPARATED AND CODE AS SINGLE

→1 Single ——→ GO TO 93
→2 Married man ——→ GO TO 93
→3 Married woman (CONTINUE WITH NEXT QUESTION)
→8 DK/wouldn't say ——→ GO TO 93

COMMENTS:

91 MARRIED WOMEN ONLY

Does your husband have a paid job?
IF NO FIND OUT WHICH OF CODES 2-5 APPLIES

1 Yes, has paid job
2 No, temporarily unemployed, but has had paid job
3 No, retired/disabled
→ 4 No, student
→ 5 No, others who are not in paid job → GO TO 93

COMMENTS

---

92 USE THE QUESTION WORDING WITHIN BRACKETS IF HUSBAND IS RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED THAT IS, ASK ABOUT HIS PPEVIOUS NORMAL OCCUPATION.

Is (was) your husband self-employed or does (did) he work for someone else?

→ 1 Self-employed ——→ GO TO 92A
2 Someone else
8 DK
COMMENTS:

---

92 1 Does (did) he work for a private firm or for a public organisation like the Civil Service, local government or a nationalised industry?

1 Private firm
2 Public organisation
8 DK
COMMENTS:

92A What exactly does (did) he do in his job?

PROBE THOROUGHLY FOR JOB DESCRIPTION

JOB DESCRIPTION: _____

_____

92B In what industry does (did) he work? (e.g. mining, building, chemicals, commerce, etc.

INDUSTRY. _____

92C Does (did) his job carry any rank, title or grade?

RANK (ETC): _____

WRITE 'NO' ON THE LINE IF APPROPRIATE

92D How many people would you think are (were) employed in the establishment where he works (worked)?
ALWAYS ESTABLISH IF THE NUMBER IS LARGER THAN OR LESS THAN 25

1 No establishment - husband works on his own
2 Small establishment - less than 25
3 Large establishment - 25 or more

COMMENTS:

---

93 Could you say in what year you were born?

← WRITE YEAR HERE

COMMENTS: (ESTIMATED AGE)

94A Do you have any children?

1 Yes
→2 No
→8 Refused → GO TO 95A

94B Could you say how many children?

O.U.O. _____ WRITE NUMBER HERE

94C Are any of them under 18 years old?

1 Yes
2 No
8 Refused

95A SHOW CARD 95

ASK APPROPRIATE QUESTION, DEPENDING WHETHER RESPONDENT IS SINGLE OR MARRIED

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

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

[ ] ← WRITE INCOME LETTER HERE

→8 DK/refused → GO TO 96
COMMENTS:

95B Could you say if you were thinking of your income before tax or after tax?

1 Before
2 After
3 No tax paid
8 DK
COMMENTS:

96 NOTE TYPE OF HOUSE

1 Detached
2 Semi-detached
3 Terraced
4 Maisonette/Flat/Bed-sitting room
5 Tenement (Scotland)
6 Caravan
7 Institution
8 Other (SPECIFY) _____

CLOSE INTERVIEW. THANK RESPONDENT AND THANK YOU.

O.U.O. Time of finishing interview _____

disp 78 / END

SIGNATURE OF INTERVIEWER _____

INTERVIEWER NUMBER [ ][ ][ ]

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

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

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AREA CODE			SERIAL NO.		O.U.O	DAY (Date of interview)		MONTH		Time of beginning interview

This interview is part of some university research being conducted this Autumn. For this study we need the answers to some questions which we are asking people all over the country.

Which, if any, morning daily newspapers do you read regularly? (By regularly I mean 3 out of every 4 issues.) PROBE: Any others?

IF NO DAILY NEWSPAPERS READ, CIRCLE NONE AND GO TO NEXT QUESTION.

WRITE NAMES OF NEWSPAPERS READ BELOW.

O.U.O.

FIRST NEWSPAPER MENTIONED _____

SECOND NEWSPAPER MENTIONED _____

THIRD NEWSPAPER MENTIONED _____

OTHER NEWSPAPERS MENTIONED _____

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

1 Very closely
2 Fairly closely
3 Once in a while
8 DK
COMMENTS:

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

1 Very closely
2 Fairly closely
3 Once in a while
8 DK
COMMENTS:

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

1 Cared a good deal
2 Didn't care very much
8 DK
COMMENTS

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

1 Yes
2 No
8 DK
COMMENTS

disp 21

6A Now I would like to ask you what you think the good and bad points about the political parties are.
Is there anything in particular that you like about the Conservative Party?
IF YES: What is that? (Is there anything else?)
(PROBE UNTIL NO FURTHER ANSWERS)

REPLIES:

6B Is there anything in particular that you don't like about the Conservative Party?
IF YES: What is that? (Is there anything else?)
(PROBE UNTIL NO FURTHER ANSWERS)

REPLIES:

A

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

REPLIES.

7B

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

REPLIES.

8

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

1 A great deal
2 Some
3 Not much
8 DK
COMMENTS.

9A Before the election, how well did you think the Liberals would do in Britain as a whole? Did you think they would win many more seats, keep about the same number, or end up with fewer seats?

1 Win many more seats
2 Keep about the same number
3 Fewer seats
8 DK
COMMENTS:

9B Would you say the Liberals' campaign here in this constituency was very active, fairly active, or not very active?

1 Very active
2 Fairly active
3 Not very active
8 DK
COMMENTS:

9C Now I would like to ask you about the good and bad points of the Liberal Party. Is there anything in particular that you like about the Liberal Party?
IF YES: What is that? (Is there anything else?)
(PROBE UNTIL NO FURTHER ANSWERS)

REPLIES

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

REPLIES.

9E Generally speaking, do you regard the Liberal Party as closer to the Conservative Party or closer to the Labour Party?

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

0A Before the election, how well did you think the Scottish National Party would do in Scotland as a whole? Did you think they would win many more seats, keep about the same number, or end up with fewer seats?

1 Win many more seats
2 Keep about the same number
3 Fewer seats
8 DK
COMMENTS.

10B Would you say the Scottish National Party's campaign here in this constituency was very active, fairly active, or not very active?

1 Very active
2 Fairly active
3 Not very active
8 DK
COMMENTS:

0C Now I would like to ask you about the good and bad points of the Scottish National Party. Is there anything in particular that you like about the Scottish National Party? IF YES: What is that? (Is there anything else?)
(PROBE UNTIL NO FURTHER ANSWERS)

REPLIES:

10D Is there anything in particular that you don't like about the Scottish National Party
IF YES: What is that? (Is there anything else?)
(PROBE UNTIL NO FURTHER ANSWERS)

REPLIES.

10E Generally speaking, do you regard the Scottish National Party as closer to the Conservative Party or closer to the Labour Party?

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

11(S) Whether or not you have ever voted for the Scottish National Party, do you think its existence and election successes have been good for Scotland?

1 Yes
2 No
8 DK
COMMENTS:

12A Now that you know the outcome of the Election, what are the good things that you think will happen as a result of the Election?
(PROBE: What other good things?) (REPEAT PROBES)

REPLIES:

12B And what are the bad things that you think will happen as a result of the Election?
(PROBE: What other bad things?) (REPEAT PROBES)

REPLIES:

disp 29

13 How much interest would you say you take in politics - a great deal, some, not much, or none at all?

1 A great deal
2 Some
3 Not much
4 None at all
8 DK
COMMENTS.

14A SHOW CARD 14
How well do you think the recent Labour Government has handled the problem of rising prices since it took over - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK

14B If the Conservative Party had been in power at the time, how well do you think they would have handled the problem of rising prices - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK
COMMENTS:

14C RETRIEVE CARD
Think about when you were deciding about voting. How important to you when you were deciding about voting was the issue of rising prices - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

14D Some people say that prices will go on rising fast no matter what any Government tries to do. Would you say you agree or disagree?

1 Agree
2 Disagree
8 DK
COMMENTS:

14E On some issues people feel that they understand the problems that are involved, while on others they tend to feel that they don't really understand what the problems are. How well would you say that you understand the problem of rising prices - very well, fairly well, or not very well?

1 Very well
2 Fairly well
3 Not very well
8 DK
COMMENTS:

14F Finally, which of all the parties do you feel had the best ideas on prices?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other party (SPECIFY): _____
8 None/don't know/no difference
COMMENTS:

15A People have put forward different ideas for tackling rising prices. Many times these ideas mean giving something up. This card shows some of the things we might have to put up with in order to curb rising prices.

SHOW CARD 15 READ ALTERNATIVES 1-4 ALOUD

1 More taxation
2 More unemployment
3 Strict wage controls
4 Less money for schools, roads, and many other things

In order to tackle rising prices, which of these would you be least willing to accept?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

15B And which of these do you feel is second-worst?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

15C Now, which of these would you be most willing to accept in order to tackle rising prices?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS.

16A SHOW CARD 16

How well do you think the recent Labour Government generally handled the problem of strikes - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK

16B If the Conservative Party had stayed in power how well do you think they generally would have handled the problem of strikes - very well, fairly well, not very well, or not at all well?

1 Very well
2 Fairly well
3 Not very well
4 Not at all well
8 DK
COMMENTS.

16C RETRIEVE CARD

Think about when you were deciding about voting. How important to you when you were deciding about voting was the problem of strikes - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS

16D Some people say that there will always be a lot of strikes no matter what any Government tries to do. Would you say you agree or disagree?

1 Agree
2 Disagree
8 DK
COMMENTS:

16E Looking back over the last six months, do you think the number of strikes and industrial disputes has gone up, gone down, or stayed about the same?

1 Gone up
2 Gone down
3 Stayed same
8 DK
COMMENTS

17A SHOW CARD 17 Now we would like you to think about how well the Conservative and Labour parties handle different problems. You can say whether you think

1 The Conservative party is much better
2 The Conservative party is somewhat better
3 There is no real difference between the parties
4 The Labour party is somewhat better
5 The Labour party is much better

Now, using one of the statements on this card, could you say which describes how you feel the parties handle the problem of unemployment?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

17B Think about when you were deciding about voting. How important to you when you were deciding about voting was the matter of unemployment - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

17C SAME CARD And how well do you think the Conservative and Labour parties handle the question of pensions?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

17D And when you were deciding about voting, how important was the matter of pensions - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

17E SAME CARD And how well do you think the Conservative and Labour parties handle the question of housing?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS.

17F And when you were deciding about voting, how important was the matter of housing - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS

RETRIEVE CARD Question 18 not on this questionnaire

19A People have different views about the benefits from North Sea Oil. Which of these comes closest to what you feel should be done with the benefits from North Sea Oil?

SHOW CARD 19A READ ALTERNATIVES 1-4 ALOUD

1 Scotland should get all the benefits
2 Scotland should get by far the largest share of the benefits
3 Scotland should get a somewhat larger share than the rest of Britain
4 The benefits should be shared equally by Britain as a whole

8 DK

19B SAME CARD
Which of these do you feel comes closest to the view of the Conservative Party?

<- WRITE STATEMENT NUMBER HERE

8 DK

19C SAME CARD
Which of these do you feel comes closest to the view of the Labour Party?

<- WRITE STATEMENT NUMBER HERE

8 DK

19D SAME CARD
Which of these do you feel comes closest to the view of the Liberal Party?

<- WRITE STATEMENT NUMBER HERE

8 DK

19E SAME CARD
Which of these do you feel comes closest to the view of the Scottish National Party?

<- WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS.

19F People also have different views about running the North Sea Oil industry. Which of these comes closest to what you yourself feel?

SHOW CARD 19F READ ALTERNATIVES 1-3 ALOUD

1 North Sea Oil should be run as a nationalised industry
2 North Sea Oil should be run by private companies under special Government control
3 North Sea Oil should be run like any other private industry

8 DK
COMMENTS

19G When you were deciding about voting, how important was the question of North Sea Oil - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS

19H And when it comes to the question of North Sea Oil, do you prefer any of the parties?
IF YES Which Party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, other party (SPECIFY). _____

8 No/no difference/all the same/don't know
COMMENTS.

20A It is sometimes said that Britain should try to change the terms of entry into the Common Market and if this is not successful, get out. Which of the following statements on this card comes closest to what you yourself feel should be done? If you haven't a view on this, just say so.

SHOW CARD 20 READ ALTERNATIVES 1-4 ALOUD

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

8 DK

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

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

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

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

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

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

20(S) And which of these do you feel comes closest to the view of the Scottish National Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

20E RETRIEVE CARD

When you were deciding about voting, how important was the question of Britain and the Common Market - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS

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

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY). _____

8 DK/no difference/all the same
COMMENTS:

20G And now well would you say you understand the question of Britain and the Common Market - very well, fairly well, or not very well?

1 Very well
2 Fairly well
3 Not very well
8 DK
COMMENTS

21A There has been a lot of talk recently about nationalisation, that is, the Government owning and running industries like steel and electricity. Which of these statements comes closest to what you yourself feel should be done?
If you haven't a view on this, just say so

SHOW CARD 21 READ ALTERNATIVES 1-4 ALOUD

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

21B Could you say which statement you think is closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

21C And could you say which statement you think comes closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

21D Could you say which statement you think comes closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

21(S) And which of these do you feel comes closest to the view of the Scottish National Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

21E RETRIEVE CARD
When you were deciding about voting, how important was the question of nationalisation - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS

21F And when it comes to nationalisation, do you prefer any of the parties?
IF YES: Which Party?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY) _____
8 DK/no difference/all the same
COMMENTS

G | And how well would you say you understand the issue of nationalisation - very well, fairly well, or not very well?

1 Very well
2 Fairly well
3 Not very well
8 DK
COMMENTS

22A | Now we would like to ask what you think about social services and benefits. Which of these statements do you feel comes closest to your own views?

SHOW CARD 22 READ ALTERNATIVES 1 - 4 ALOUD

1 Social services and benefits have gone much too far and should be cut back a lot
2 Social services and benefits have gone somewhat too far and should be cut back a bit
3 Social services and benefits should stay much as they are
4 More social services and benefits are needed
8 DK / no view

22B | Could you say which statement you feel comes closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

22C | And could you say which statement you feel comes closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

22D | And could you say which statement you feel comes closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

22(S) | And which of these do you feel comes **closest** to the view of the Scottish National Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS.

22E | RETRIEVE CARD

When you were deciding about voting, how important was the question of social services and benefits - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS.

22F | And when it comes to social services and benefits, do you prefer any of the parties? IF YES: Which party?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY): _____
8 DK / no preference / all the same
COMMENTS:

END CARD (disp 1) / SKIP / dup 5 / punch '2'

23A There has been a lot of talk about how to keep wage increases within reasonable and fair limits. Some think that a voluntary agreement between the Government and the trade unions is the most effective way to do this. Would you agree or disagree?

1 Agree
2 Disagree
8 DK
COMMENTS

23B When you were deciding about voting, how important was the question of wage controls - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS

23C And when it comes to the control of wages, do you prefer any of the parties?
IF YES Which party?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY):_____
8 DK / no preference / all the same
COMMENTS

24A FIND OUT IF RESPONDENT HAS A PAID JOB OR IS A HOUSEWIFE. IF NOT, GO TO 26K (NEXT PAGE

ASK HOUSEWIVES ABOUT THEIR HUSBAND'S JOB

We would like to ask some questions about people's salaries and wages First, think about the average level of pay for people in your (your husband's) kind of job. Would you say the pay for your (your husband's) kind of job is just about fair, a bit less than fair, or much less than fair?

1 Just about fair
2 A bit less than fair
3 Much less than fair
8 DK
COMMENTS·

24B Do you think that any political party would do more than the others to help people in your (your husband's) kind of job get a fair wage or salary?
IF YES Which party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, other party (SPECIFY):_____
8 No / DK / no difference / all the same
COMMENTS.

25A SHOW CARD 25

Here is a card with three boxes. (POINT TO BOX A) Box A stands for the kind of jobs which are usually paid a bit more than yours (your husband's). (POINT TO BOX B) Box B stands for jobs which are usually paid about the same as yours (your husband's). (POINT TO BOX C) Box C stands for jobs which are usually paid a bit less than yours (your husband's).

Let's think first about Box A and Box B - that is, jobs usually paid a bit more than yours (your husband's) and jobs usually paid about the same as yours (your husband's) Over the last few years, do you feel these boxes have come closer together, or moved further apart, or stayed about the same?

1 Come closer together
2 Moved further apart
3 Stayed about the same
8 DK

25B Now let's think about Box B and Box C - that is, jobs usually paid about the same as yours (your husband's) and jobs usually paid a bit less than yours (your husband's). Over the last few years, do you feel that these boxes have come closer together, moved further apart, or stayed about the same?

1 Come closer together
2 Moved further apart
3 Stayed about the same
8 DK
COMMENTS

Questions 26A - J not on this questionnaire

6K ASK ALL

There has been a lot of discussion recently about giving more power to Scotland. Which of the statements on this card comes closest to what you yourself feel should be done?

SHOW CARD 26K READ ALTERNATIVES 1 - 4 ALOUD

1 Keep the governing of Scotland much as it is now
2 Make sure the needs of Scotland are better understood by the Government in London
3 Allow more decisions to be made in Scotland
4 Scotland should completely run its own affairs

8 DK

6L Could you say which statement you think comes closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26M And could you say which statement you think comes closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

6N Could you say which statement you think comes closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

6O Could you say which statement you think comes closest to the view of the Scottish National Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS

26P SHOW CARD 26P

People have different views about the need for a separate Scottish Assembly. How about you? Which of the views on this card comes closest to what you yourself feel? Are you: (READ ALTERNATIVES 1 - 4 ALOUD)

1 Very much in favour of a separate Scottish Assembly
2 Somewhat in favour of a separate Scottish Assembly
3 Somewhat against a separate Scottish Assembly
4 Very much against a separate Scottish Assembly

8 DK

26Q And which of these do you feel is closest to the view of the Conservative Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26R And which of these do you feel is closest to the view of the Labour Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26S And which of these do you feel is closest to the view of the Liberal Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

26T And which do you feel is closest to the view of the Scottish National Party?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

26U RETRIEVE CARD And when you were deciding about voting, how important was the general question of the form of government for Scotland - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

26V When it comes to the question of the form of government for Scotland, do you prefer any of the parties? IF YES Which party?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Other (SPECIFY): _____

8 No / no preference / all the same /DK
COMMENTS

27A I am going to read out a list of things that some people believe a Government should do. SHOW CARD 27 For each one you can say whether you feel it is:

1 Very important that it should be done
2 Fairly important that it should be done
3 It doesn't matter either way
4 Fairly important that it should not be done
5 Very important that it should not be done

Now, using one of the answers on this card, what is your view about putting more money into the health service?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

7B (SAME CARD)

Establishing comprehensive schools in place of grammar schools throughout the country?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27C Sending coloured immigrants back to their own country?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27D Increasing state control of land for building?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27E Giving more aid to poorer countries in Africa and Asia?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27F Taking tougher measures to prevent crime?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27G Getting rid of pollution like dirt in the air and rivers?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27H Giving workers more say in the running of the place where they work?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27I Taking tougher measures to prevent Communist influence in Britain?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27J Spending more money to get rid of poverty in Britain?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27K Redistributing income and wealth in favour of ordinary working people?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27L Shifting power from London to the regions and local authorities?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27M More efforts to protect the countryside and our finest buildings?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

27N Maintaining separate schools for Roman Catholics?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

COMMENTS

28A SHOW CARD 28 Looking at this list, could you say what the most important general aim of a government should be?

READ ALTERNATIVES 1-6 ALOUD AND REPEAT QUESTION

1 Promoting private enterprise
2 Protecting individual liberty
3 Maintaining law and order
4 Protecting the weakest and worst-off
5 Achieving greater equality among people
6 Raising everybody's standard of living

8 DK

28B And the next most important?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

28C And which of the things mentioned on the card is the least important?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

29A Now, think about all the things a government has to do. When the Labour Party is in power, how far do you feel you can rely on the Government to do what is right - usually, some of the time, or only rarely?

1 Usually
2 Some of the time
3 Rarely
8 DK
COMMENTS:

29B And when the Conservative Party is in power, how much of the time do you feel you can rely on the Government to do what is right - usually, some of the time, or only rarely?

1 Usually
2 Some of the time
3 Rarely
8 DK
COMMENTS:

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

1 Did vote
→2 Did not vote ——→ GO TO 38
→8 Refused/DK ——→ GO TO 39
COMMENTS.

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

1 Long time ago
2 Sometime this year
3 During the campaign
8 DK
COMMENTS

32 And how strongly did you prefer the Party you voted for: very strongly, fairly strongly, or not very strongly?

1 Very strongly
2 Fairly strongly
3 Not very strongly
8 DK
COMMENTS:

33 Sometimes people would like to vote for a party but don't vote for it because they feel it has no chance of winning. How about you? Was there a party you really liked most but didn't vote for because it had no chance of winning in this constituency? IF YES Which Party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
6 Yes, other party (SPECIFY): _____
7 No
8 DK
COMMENTS:

34 And which party did you vote for?

→1 Conservative
→2 Labour → GO TO 37A
3 Liberal
→4 Scottish Nationalist → GO TO 36A
→6 Other party (SPECIFY) _____ → GO TO 39
→8 DK/Refused
COMMENTS:

35A LIBERAL VOTERS ONLY
If there had been no Liberal standing in this constituency, can you say for which party you would have voted - or wouldn't you have voted at all?

1 Conservative
2 Labour
4 Scottish Nationalist
6 WOULDN'T HAVE VOTED
8 DK
COMMENTS:

35B Let us say you believed that the Liberal candidate did not really have much chance of winning here in this constituency. How likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely?
IF VERY LIKELY: Which party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS:

35C And taking the country as a whole, if you believed that the Liberal Party did not really have much chance of winning a lot more seats at the election, how much difference would that have made? How likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely?
IF VERY LIKELY: Which Party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS:

35D If you had thought that the Scottish National Party would win a lot more seats in the recent election, would that have made any difference to you? How likely is it that you would then have voted for the Scottish National Party - very likely, not very likely, or not at all likely?

1 Very likely
2 Not very likely
3 Not at all likely
8 DK
COMMENTS.

35E Was there any time during the election campaign when you seriously thought you might vote for another party? IF YES: Which party?

→1 No
→2 Yes, Conservative
→3 Yes, Labour
→5 Yes, SNP
→6 Yes, other party (SPECIFY) _____
→8 DK
COMMENTS:

} GO TO 39 ALWAYS

36A SCOTTISH NATIONAL ONLY

If the Scottish National Party had not had a candidate in this constituency, can you say for which party you would have voted - or wouldn't you have voted at all?

1 Conservative
2 Labour
3 Liberal
6 WOULDN'T HAVE VOTED
8 DK
COMMENTS:

36B Let us say you believed that the Scottish National candidate did not really have much chance of winning here in this constituency. How likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely? IF VERY LIKELY: Which party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS:

36C And taking Scotland as a whole, if you believed that the Scottish National Party did not really have much chance of winning a lot more seats at the election, how likely is it that you would then have voted for another party - very likely, not very likely, or not at all likely? IF VERY LIKELY: Which party?

1 Very likely (SPECIFY PARTY) _____
6 Not very likely
7 Not at all likely
8 DK
COMMENTS:

36D Was there any time during the election campaign when you seriously thought you might vote for another party? IF YES: Which party?

→1 No
→2 Yes, Conservative
→3 Yes, Labour
→4 Yes, Liberal
→6 Yes, other (SPECIFY) _____
→8 DK
COMMENTS:

} GO TO 39 ALWAYS

37A CONSERVATIVE AND LABOUR ONLY

If you had thought that the Liberals would win a lot more seats in Britain as a whole, how likely is it that you would then have voted Liberal - very likely, not very likely, or not at all likely?

1 Very likely
2 Not very likely
3 Not at all likely
8 DK
COMMENTS:

37B If you had thought that the Scottish National Party would win a lot more seats in the recent election, would that have made any difference to you? How likely is it that you would then have voted for the Scottish National Party - very likely, not very likely, or not at all likely?

1 Very likely
2 Not very likely
3 Not at all likely
8 DK
COMMENTS:

37C Was there any time during the election campaign when you seriously thought you might vote for another party? IF YES: Which party?

→ 1 No
→ 2 Yes, Conservative
→ 3 Yes, Labour
→ 4 Yes, Liberal
→ 5 Yes, SNP
→ 6 Yes, other (SPECIFY) _____
→ 8 DK

GO TO 39 ALWAYS

COMMENTS:

38 ONLY IF DID NOT VOTE

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

1 Conservative
2 Labour
3 Liberal
4 SNP
6 Other (SPECIFY) _____
7 WOULDN'T HAVE VOTED
8 DK/refused
COMMENTS:

39 ASK ALL

Now, thinking back to the General Election last February, could you say for which of the parties you voted - or perhaps you didn't vote in that election?

1 Conservative
2 Labour
3 Liberal
4 SNP
6 Other party (SPECIFY) _____
8 Refused/DK
9 DID NOT VOTE
COMMENTS:

40 And thinking back to the General Election before that, in June 1970, when Mr. Heath first became Prime Minister, do you remember which of the parties you voted for then - or perhaps you didn't vote?

1 Conservative
2 Labour
3 Liberal
4 SNP
6 Other party (SPECIFY) _____
8 Refused/DK
9 DID NOT VOTE
COMMENTS:

41 How often would you say you talk about politics - often, sometimes, or only rarely?

1 Often
2 Sometimes
3 Only rarely
8 DK
COMMENTS:

42 Now I'd like to ask how you usually act when you are among people and the talk turns to politics. Which of these descriptions do you think best fits you?

SHOW CARD 42 READ ALTERNATIVES 1-5 ALOUD

1 I don't care to listen when people start talking about politics
2 I usually listen, but I never join in
3 I give my views sometimes but not very often
4 I usually join in and say what I think
5 I like to start discussions about politics
8 DK
COMMENTS:

43 RETRIEVE CARD

Generally speaking, do you think of yourself as Conservative, Labour, Liberal, Scottish Nationalist or what?

→1 Conservative ——→ GO TO 45A
→2 Labour ——→ GO TO 46A
→3 Liberal ——→ GO TO 47A
→4 Scottish Nationalist
→6 Other (SPECIFY) _____ } GO TO 48A
7 None
8 DK/refused
COMMENTS:

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

→1 Conservative (CONTINUE WITH NEXT QUESTION)
→2 Labour ——→ GO TO 46A
→3 Liberal ——→ GO TO 47A
→4 Scottish Nationalist
→6 Other (SPECIFY)_____
→7 None
→8 DK/refused } GO TO 48A
COMMENTS:

45A CONSERVATIVES AT Q.43 OR 44 ONLY
Would you call yourself a very strong Conservative, fairly strong, or not very strong

1 Very strong
2 Fairly strong
3 Not very strong
8 DK
COMMENTS:

45B And would you say you are very strongly or not very strongly against the Labour party?

→ 1 Very strongly
→ 2 Not very strongly
→ 8 DK
} ⟶ GO TO 49 ALWAYS
COMMENTS:

46A LABOUR AT Q.43 OR 44 ONLY
Would you call yourself very strong Labour, fairly strong, or not very strong?

1 Very strong
2 Fairly strong
3 Not very strong
8 DK
COMMENTS·

46B And would you say you are very strongly or not very strongly against the Conservative Party?

→ 1 Very strongly
→ 2 Not very strongly
→ 8 DK
} ⟶ GO TO 49 ALWAYS
COMMENTS:

47A LIBERAL AT Q.43 OR 44 ONLY
Would you call yourself a very strong Liberal, fairly strong, or not very strong?

1 Very strong
2 Fairly strong
3 Not very strong
8 DK
COMMENTS:

47B Would you say you are very strongly or not very strongly against the Conservative party?

1 Very strongly
2 Not very strongly
8 DK
COMMENTS.

47C And would you say you are very strongly or not very strongly against the Labour party?

→ 1 Very strongly
→ 2 Not very strongly
→ 8 DK
} ⟶ GO TO 49 ALWAYS
COMMENTS:

disp 76 / SKIP / dup 5 / punch '3'

48A NATIONALISTS AND OTHER PARTIES AT Q.43 OR 44 OR NO PARTY MENTIONED AT EITHER QUESTION

Would you say you are very strongly or not very strongly against the Conservative party?

1 Very strongly
2 Not very strongly
8 DK
COMMENTS:

48B And would you say you are very strongly or not very strongly against the Labour party?

1 Very strongly
2 Not very strongly
8 DK
COMMENTS:

49 Do you think there was any party which did badly around here because people who liked them thought they had no chance of winning in this constituency and therefore voted for some other party?
IF YES: Which party was it that did badly?

1 No
2 Yes, Conservative
3 Yes, Labour
4 Yes, Liberal
5 Yes, SNP
6 Yes, other party (SPECIFY) _____
8 DK
COMMENTS:

50A Some people think it is best if the Government is formed by one party only. Others think it is best if the Government is formed by more than one party.
SHOW CARD 50 (REMEMBER TO READ ALTERNATIVES 1 - 4 ALOUD AFTER ...)
Leaving aside the situation we have at present, do you in general think it is:

1 Much better to have a Government formed by one party
2 Somewhat better to have a Government formed by one party
3 Somewhat better to have a Government formed by more than one party
4 Much better to have a Government formed by more than one party
8 DK
COMMENTS:

50B RETRIEVE CARD

When you were deciding about voting, how important was the readiness of the parties to join with others in a Government - the most important single thing, fairly important, or not very important?

1 The most important single thing
2 Fairly important
3 Not very important
8 DK
COMMENTS:

51A Leaving aside the actual result of this election, which kind of Government would you personally most like to have? SHOW CARD 51
If the Government you would most like to have is not on this card, just say what it is
Would you most like: (READ ALTERNATIVES 1-5 ALOUD)

1 A Government formed by the Conservative Party alone
2 A Government formed by both the Conservative and Liberal parties together
3 A Government formed by all the parties
4 A Government formed by both the Labour and Liberal parties together
5 A Government formed by the Labour Party alone
6 Other answer (SPECIFY) _____
8 DK

51B And what kind of Government do you feel would be next best?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK

51C Still looking at this card, and going back to before you knew the election result, which party or coalition of parties did you think was most likely to become the Government?

[ ] ← WRITE STATEMENT NUMBER HERE

8 DK
COMMENTS:

52A RETRIEVE CARD
Let us say that you gave each of the parties a mark out of ten points - a mark according to how much or how little you like it. You can give each party any mark from 0 out of 10 to 10 out of 10.

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

[ ] First of all, what mark out of 10 would you give the Conservatives?

[ ] Now, what mark out of 10 would you give Labour?

[ ] And what mark out of 10 would you give the Liberals?

[ ] What mark out of 10 would you give the Scottish National Party?

52B Now, let's turn to how much you personally like some leading politicians?

[ ] What mark out of 10 would you give Mr. Edward Heath?

[ ] And what mark out of 10 would you give Mr. Harold Wilson?

[ ] What mark out of 10 would you give Mr. Jeremy Thorpe?

[ ] What mark out of 10 would you give Mr. Enoch Powell?

[ ] What mark out of 10 would you give Mr. Tony Benn?

52(S) Only about half the people voted in the Scottish regional and district elections last May. How about you - did you vote in this year's regional and district elections
IF YES: And could you say for which party or candidate you voted?

1 Conservative
2 Labour
3 Liberal
4 SNP
5 Independent
6 Other (SPECIFY) _____
7 DID NOT VOTE
8 DK/refused
COMMENTS:

53A Are you a paying member of any political party or some other political organisation? IF YES· Which party or organisation is that?

→ 1 No } ——→ GO TO 54
→ 2 Yes, Conservative Party
3 Yes, Labour Party
→ 4 Yes, Liberal Party
→ 5 Yes, SNP
→ 6 Yes, other party (SPECIFY) _____ } ——→ GO TO 54
→ 8 DK/refused
COMMENTS

53B TO LABOUR PARTY MEMBERS ONLY
Did you pay a subscription as a member of the local party or through a Trade Union?

1 Local party
2 Trade union
3 Both local party and trade union
8 DK
COMMENTS.

54 ASK ALL
Would you say you take an active part in political work for any political party? IF YES Which party?

1 No
2 Yes, Conservative
3 Yes, Labour
4 Yes, Liberal
5 Yes, SNP
6 Yes, other party (SPECIFY) _____
8 DK
COMMENTS

55A Are you a member of any other group or organisation which at least sometimes is concerned with local government or national politics?

1 Yes (SPECIFY ALL ORGANISATIONS) A _____
B _____
2 No C _____
8 DK/refused
COMMENTS·

55B Have ou yourself recently been involved in any action of some group or organisation to influence local government or national politics? IF YES What exactly was the purpose of that action - and what exactly did you do?

1 Yes (SPECIFY NATURE OF POLITICAL ACTION) _____
_____
2 No
8 DK
COMMENTS.

56 How much attention do you think MPs and local councillors generally pay to local organisations or groups of citizens? Would you say they pay:a great deal of attention, some attention, not much attention, or really no attention at all? SHOW CARD 56

1 A great deal of attention
2 Some attention
3 Not much attention
4 No attention at all
8 DK
COMMENTS.

›7A RETRIEVE CARD
Do you happen to remember which party won this constituency in the recent election?
IF YES: Which party?

1 Yes, Conservative
2 Yes, Labour
3 Yes, Liberal
4 Yes, SNP
5 Yes, other party (SPECIFY) _____
8 No/DK

›7B And do you happen to recall the name of the MP elected in this constituency? IF YES:
Did he/she seem to be a strong supporter of a Scottish Assembly or Parliament or not?
WRITE NAME (OR 'DK' IF APPROPRIATE) BELOW
1 Strong supporter
2 Not 8 DK
_____

58 Do you happen to remember the name of any other candidate who stood in this constituency? ASK FOR EACH NAME MENTIONED BOTH:
To which party does he/she belong?
Did he/she seem to be a strong supporter of a Scottish Assembly or Parliament, or no

	CANDIDATE'S NAME	CANDIDATE'S PARTY	
A	_____	_____	1 Strong supporter / 2 Not / 8 DK
B	_____	_____	1 Strong supporter / 2 Not / 8 DK
C	_____	_____	1 Strong supporter / 2 Not / 8 DK

USE ONE LINE ABOVE FOR EACH CANDIDATE MENTIONED. WRITE 'DK' IN THE APPROPRIATE PLACE IF RESPONDENT DOES NOT REMEMBER CANDIDATE'S PARTY.

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

1 Yes, too much power
2 No, not too much power
8 DK
COMMENTS:

›0 Do you think that Big Business has too much power in this country or not?

1 Yes, too much
2 No, not too much
8 DK
COMMENTS:

›1 Do you think that the Labour Party's ties to the trade unions are too close, about right, or not close enough?

1 Too close
2 About right
3 Not close enough
8 DK
COMMENTS:

›2A Let's talk about prices for everyday goods. Let us say you spent a pound in the shop a year ago. What do you think you would have to pay to get the same goods today?
PRESS FOR AMOUNT. WRITE 'DK' ON THE LINE IF APPROPRIATE

O.U.O. £____ ____p

COMMENTS:

disp 47

62B And what about a year from now? What do you think you will have to pay to get those same goods in a year's time?

PRESS FOR AMOUNT. WRITE 'DK' ON THE LINE IF APPROPRIATE

O.U.O. £___ ___p

COMMENTS:

63A Looking back over the last year or so, do you think that your income has fallen behind prices, kept up with prices or has gone up by more than prices?

1 Fallen behind
2 Kept up with prices
3 Gone up by more than prices
8 DK

COMMENTS:

63B Looking ahead to next year, do you think your income will fall behind prices, keep up with prices, or go up by more than prices do?

1 Fall behind prices
2 Keep up with prices
3 Go up by more than prices
8 DK

COMMENTS:

64 And do you think that unemployment over the next year will go up, go down, or stay about the same?

1 Go up
2 Go down
3 Stay same
8 DK

COMMENTS:

65A Looking back over the last six months, would you say that the state of Britain's economy has stayed about the same, got better, or got worse?

1 Same
2 Got better
3 Got worse
8 DK

COMMENTS:

65B And what do you think will be the state of Britain's economy in the next few years - will it stay about the same, get better or get worse?

1 Same
2 Get better
3 Get worse
8 DK

COMMENTS:

66A Compared with other European countries, do you feel that Britain is relatively well-governed, relatively badly-governed, or is it about average?

1 Relatively well
2 Relatively badly
3 About average
8 DK

COMMENTS:

66B Compared with other European countries, do you feel that British industry and commerce is relatively well-run, relatively badly run, or is it about average?

1 Relatively well
2 Relatively badly
3 About average
8 DK

COMMENTS:

67 Now we would like to know a little about *how you feel about some things which are* a part of everybody's lives:

SHOW CARD 67 READ ALTERNATIVES 1-7 ALOUD IF YOU JUDGE IT HELPFUL

You see the card gives you some words to choose from which might describe your feelings about different things.

Could you tell me the one which best describes how you feel about:	Very happy	Happy	Satisfied	Mixed feelings	Not satisfied	Unhappy	Very unhappy	Don't know Does not apply
The things you can afford to have?	1	2	3	4	5	6	7	8
Politicians in Britain today?	1	2	3	4	5	6	7	8
Your chances of changing things you don't like?	1	2	3	4	5	6	7	8
Life as a whole?	1	2	3	4	5	6	7	8
The political parties?	1	2	3	4	5	6	7	8
The standards and values of today's society?	1	2	3	4	5	6	7	8
Your job?	1	2	3	4	5	6	7	8
What your local government is doing?	1	2	3	4	5	6	7	8
The chances of getting ahead in Britain?	1	2	3	4	5	6	7	8
What the Government is doing for people like you?	1	2	3	4	5	6	7	8

68 RETRIEVE CARD

Do you belong to a trade union? IF YES: Which trade union is that?

PROBE TO GET FULL NAME OF UNION AND RECORD ON LINE BELOW. WRITE 'NO' IF RESPONDENT IS NOT A UNION MEMBER.

WHETHER OR NOT RESPONDENT IS A UNION MEMBER, ASK.
Is anyone else in this household a member of a trade union?
IF YES Who is that? Which trade union does he/she belong to?

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

PERSON	NAME OF UNION
RESPONDENT	
A	
B	
C	

disp 67 / SKIP / dup 5 / punch '4'

69 ASK ONLY IF RESPONDENT IS TRADE UNION MEMBER
Do you read any trade union magazines or journals?

1 Yes
2 No
8 DK
COMMENTS:

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

→1 Yes, middle-class
→2 Yes, working-class
} ——→ GO TO 72

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

5 No
8 DK
COMMENTS:

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

1 Middle-class
2 Working-class
8 DK
COMMENTS:

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

1 Middle-class
2 Working-class
8 DK
COMMENTS:

73A Do you remember what party your father usually voted for when you were growing up?

1 Yes
→2 No
→8 DK/refused
} ——→ GO TO 74
COMMENTS:

73B IF YES: Which party was that?

1 Conservative
2 Labour
3 Liberal
4 Other (SPECIFY)_____
→8 DK/refused ——→ GO TO 74
COMMENTS:

73C Would you say he was a very strong supporter of that party or not very strong?

1 Very strong
2 Not very strong
8 DK
COMMENTS:

74 ASK ALL
What exactly was your father's normal occupation when you were growing up?
IF FATHER NOT KNOWN, ASK ABOUT HEAD OF HOUSEHOLD (WHEN GROWING UP)

OCCUPATION:_____

_____

COMMENTS:

75 What kind of school did you go to?

00 Elementary only
01 Secondary modern/Junior secondary
02 Comprehensive
03 Technical
17 Convent/denominational school: non-selective

04 Grammar/County High/ Higher grade/Senior secondary
05 Direct grant/ Grant-aided
06 Commercial private
27 Convent/denominational school: selective

10 Independent/fee-paying/Public
11 Special for handicapped
12 School abroad
13 Other (SPECIFY) _____
99 DK
COMMENTS:

76 How old were you when you left school?

O.U.O. STATE AGE _____ WRITE 'DK' IF APPROPRIATE

COMMENTS:

77 Did you have any further education after that?
IF YES: What sort of further education was that?

1 University
2 Polytechnic
3 Teachers training
4 Commercial or secretarial training
5 Technical college, full or part-time
6 Non-vocational/recreational evening classes
7 Other (SPECIFY) _____
8 No further education
9 DK
COMMENTS:

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

MARK APPROPRIATE ANSWER AND FOLLOW THE ARROWS

☐ wouldn't say

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

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

O.U.O. ☐

79 How long have you yourself lived in this home?

ANSWER: _____ YEARS _____ MONTHS

O.U.O. ☐☐

COMMENTS:

80A Where did you live before you came to this home?
INDICATE THE TOWN, OR VILLAGE AND COUNTY, OR COUNTRY IF NOT IN BRITAIN
IN CITIES COLLECT BOROUGH AND/OR POST CODE

LAST RESIDENCE: _____

80B In what part of Britain did you grow up - or did you grow up in another country?
INDICATE COUNTY OR REGION IF IN BRITAIN, COUNTRY IF FOREIGN

GREW UP IN: _____

81A Do you belong to any religious denomination? IF YES: Which denomination?

01 Yes, Church of England/Anglican/Episcopal Church of Scotland
02 Yes, Church of Scotland
03 Yes, other Presbyterian (e.g. Free Church of Scotland, United Free C. of S.)
04 Yes, Methodist
05 Yes, Baptist
06 Yes, Congregationalist
07 Yes, Roman Catholic
08 Yes, Jewish
09 Yes, other denomination (SPECIFY) _____
→ 10 No ——→ GO TO 82
11 DK/refused
COMMENTS:

81B To what extent would you say you are <u>now</u> a practising member: very much so, to some extent, or not really?

1 Very much so
2 To some extent
3 Not really
8 DK
COMMENTS:

82 As a child, to what extent were you brought up as a practising member of a religious denomination: very much so, to some extent, or not really?

1 Very much so
2 To some extent
3 Not really
8 DK
COMMENTS:

83A Have <u>you</u> been unemployed or had great difficulty in getting a job in the last year or so?

1 Yes
2 No
8 DK
COMMENTS:

83B Has anyone else in your family been unemployed or had great difficulty getting a job in the last year or so?

1 Yes
2 No
8 DK
COMMENTS.

84 Do you at present have a paid job?
IF NO: FIND OUT WHICH OF CODES 2-6 APPLIES

1 Yes, has paid job
2 No, temporarily unemployed, but has had paid job
3 No, retired/disabled
→ 4 No, student
→ 5 No, housewife
→ 6 No, others (e.g. never worked) who are not in paid job
} → GO TO 88
COMMENTS:

85 USE THE QUESTION WORDING WITHIN BRACKETS IF RESPONDENT IS RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED: THAT IS, ASK ABOUT PREVIOUS NORMAL OCCUPATION.

RESPONDENT PRESENTLY IN PAID JOB OR RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED

Are (were) you self-employed or do (did) you work for someone else?

→ 1 Self-employed ——————→ GO TO 87A
2 Someone else
8 DK
COMMENTS.

86 Do (did) you work for a private firm or for a public organisation like the Civil Service, local government, or a nationalised industry?

1 Private firm
2 Public organisation
8 DK
COMMENTS:

87A What exactly do (did) you do in your job?
PROBE THOROUGHLY FOR JOB DESCRIPTION

JOB DESCRIPTION: _____

_____

87B In what industry do (did) you work? (e.g. mining, building, chemicals, commerce, etc.

INDUSTRY: _____

87C Does (did) your job carry any rank, title or grade?

RANK (ETC.): _____

WRITE 'NO' ON THE LINE IF APPROPRIATE

87D How many people would you say are (were) employed in the establishment where you work (worked)?
ALWAYS ESTABLISH IF THE NUMBER IS LARGER THAN OR LESS THAN 25

1 No establishment - person works on his/her own
2 Small establishment - less than 25
3 Large establishment - 25 or more

COMMENTS:

88 ALL RESPONDENTS
NOTE SEX OF RESPONDENT

1 Male
2 Female

Could you tell me if you are currently married or single?
CIRCLE WORD IF RESPONDENT MENTIONS DIVORCED, WIDOWED, OR SEPARATED & CODE AS SINGLE

→ 1 Single
→ 2 Married man } ——————→ GO TO 93
→ 3 Married woman (CONTINUE WITH NEXT QUESTION)
→ 8 DK/wouldn't say ——————→ GO TO 93
COMMENTS:

89 MARRIED WOMEN ONLY

Does your husband have a paid job?
IF NO. FIND OUT WHICH OF CODES 2-5 APPLIES

1 Yes, has paid job
2 No, temporarily unemployed, but has had paid job
3 No, retired/disabled
→ 4 No, student
→ 5 No, others who are not in paid job } → GO TO 93

COMMENTS.

---

90 USE THE QUESTION WORDING WITHIN BRACKETS IF HUSBAND IS RETIRED/PENSIONER OR TEMPORARILY UNEMPLOYED: THAT IS, ASK ABOUT HIS PREVIOUS NORMAL OCCUPATION.

Is (was) your husband self-employed or does (did) he work for someone else?

→ 1 Self-employed → GO TO 92A
2 Someone else
8 DK
COMMENTS

---

91 Does (did) he work for a private firm or for a public organisation like the Civil Service, local government or a nationalised industry?

1 Private firm
2 Public organisation
8 DK
COMMENTS.

92A What exactly does (did) he do in his job?
PROBE THOROUGHLY FOR JOB DESCRIPTION

JOB DESCRIPTION: _____

_____

92B In what industry does (did) he work? (e.g., mining, building, chemicals, commerce, etc

INDUSTRY: _____

92C Does (did) his job carry any rank, title or grade?

RANK (ETC): _____

92D How many people would you think are (were) employed in the establishment where he works (worked)?
ALWAYS ESTABLISH IF THE NUMBER IS LARGER THAN OR LESS THAN 25

1 No establishment - husband works on his own
2 Small establishment - less than 25
3 Large establishment - 25 or more

COMMENTS

---

93 Could you say in what year you were born?

← WRITE YEAR HERE

COMMENTS (ESTIMATED AGE)

4A Do you have any children?

1 Yes
→ 2 No
→ 8 Refused } GO TO 95A

4B Could you say how many children?

U O _____ WRITE NUMBER HERE

94C Are any of them under 18 years old?

1 Yes
2 No
8 Refused

5A SHOW CARD 95

ASK APPROPRIATE QUESTION, DEPENDING WHETHER RESPONDENT IS SINGLE OR MARRIED

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

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

← WRITE INCOME LETTER HERE

→ 8 DK/refused → GO TO 96
COMMENTS:

5B Could you say if you were thinking of your income before tax or after tax?

1 Before
2 After
3 No tax paid
8 DK
COMMENTS:

6 NOTE TYPE OF HOUSE

1 Detached
2 Semi-detached
3 Terraced
4 Maisonette / Flat / Bed-sitting room
5 Tenement
6 Caravan
7 Institution
8 Other (SPECIFY) _____

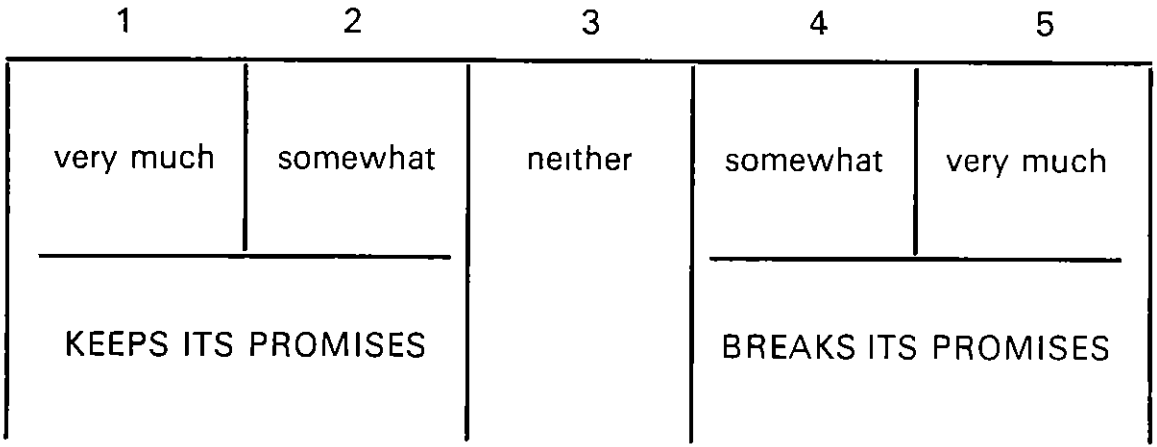
CLOSE INTERVIEW. THANK RESPONDENT AND THANK YOU.

O.U.O. Time of finishing interview _____

lisp 51 / *END*

SIGNATURE OF INTERVIEWER _____

INTERVIEWER NUMBER


1
2
3
4
5
very much
somewhat
neither
somewhat
very much
KEEPS ITS PROMISES
BREAKS ITS PROMISES

A

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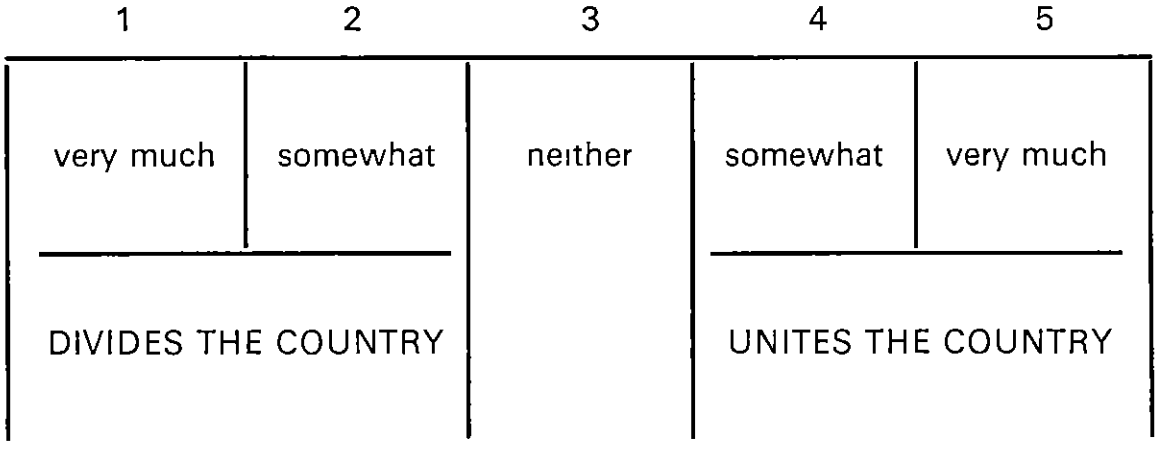
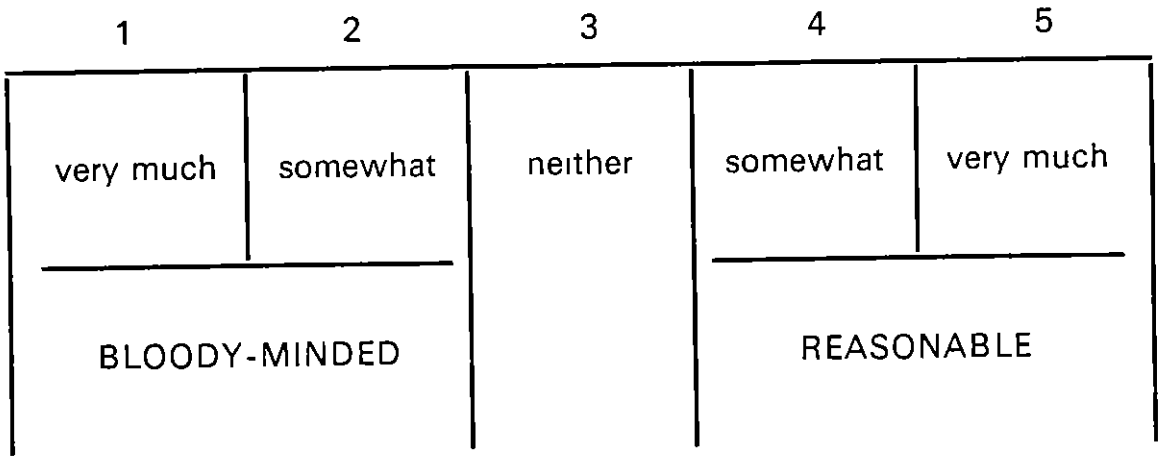

1
2
3
4
5
very much
somewhat
neither
somewhat
very much
DIVIDES THE COUNTRY
UNITES THE COUNTRY

B


1
2
3
4
5
very much
somewhat
neither
somewhat
very much
BLOODY-MINDED
REASONABLE

C

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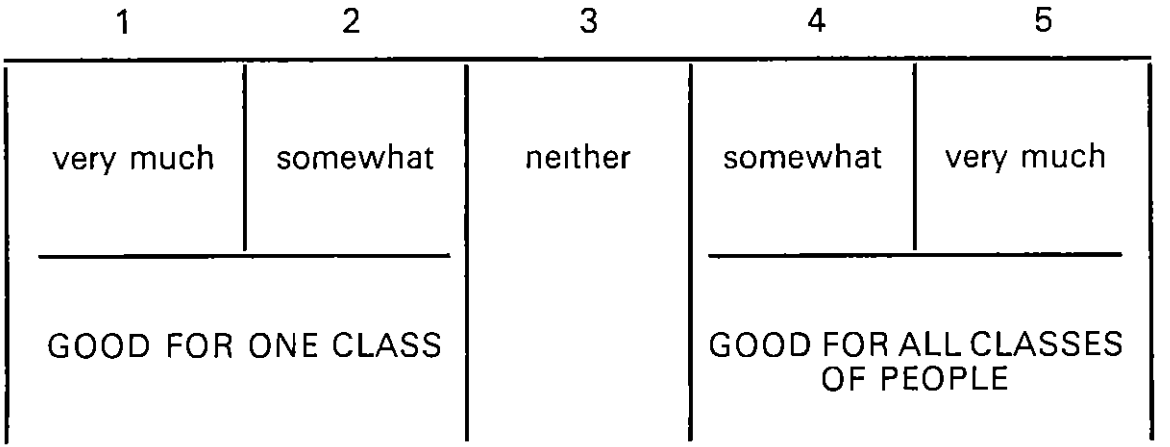
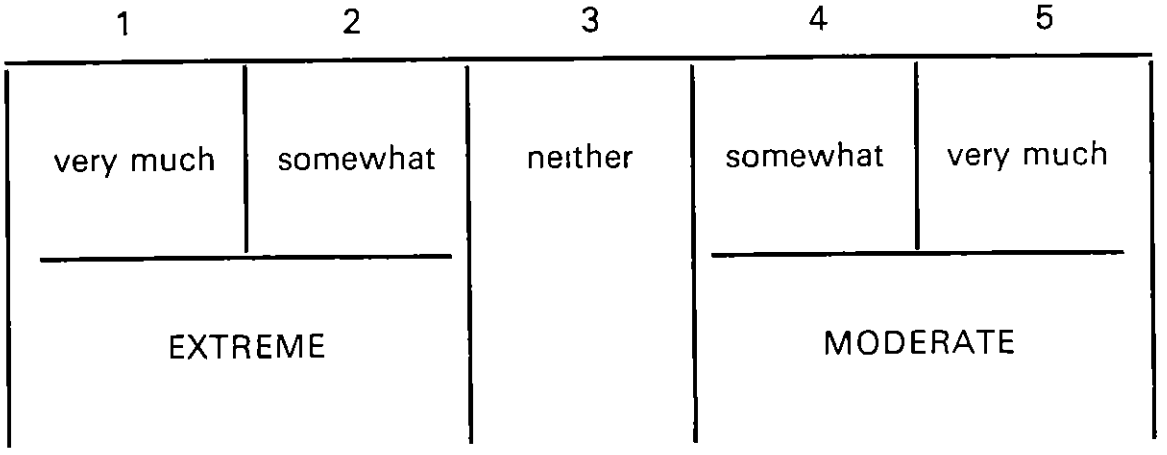

1
2
3
4
5
very much
somewhat
neither
somewhat
very much
GOOD FOR ONE CLASS
GOOD FOR ALL CLASSES OF PEOPLE

D


1
2
3
4
5
very much
somewhat
neither
somewhat
very much
EXTREME
MODERATE

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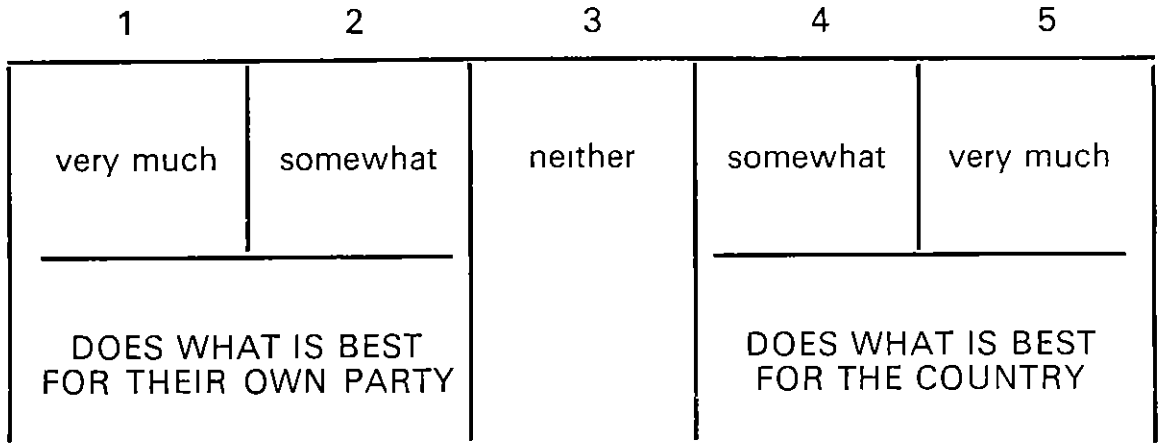
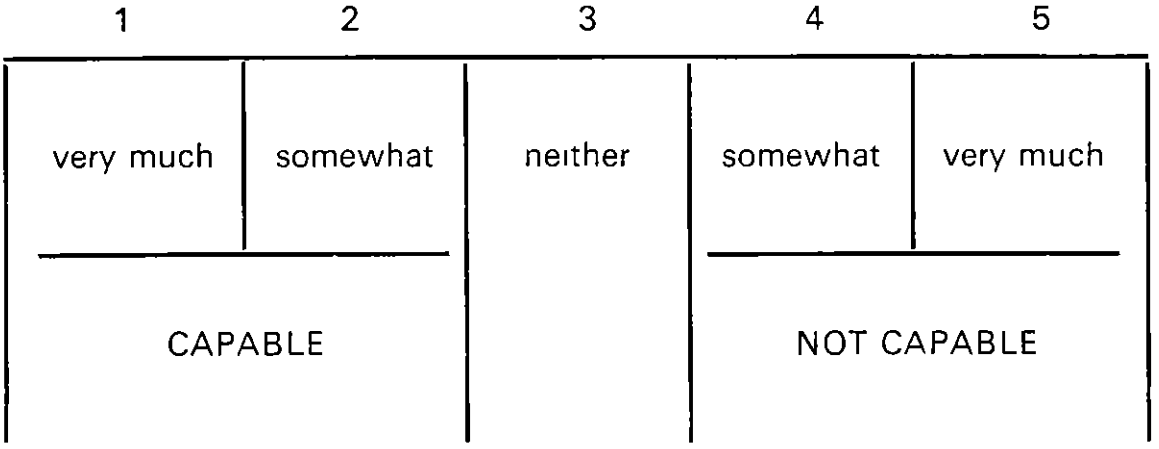

1
2
3
4
5
very much
somewhat
neither
somewhat
very much
DOES WHAT IS BEST FOR THEIR OWN PARTY
DOES WHAT IS BEST FOR THE COUNTRY

F


1
2
3
4
5
very much
somewhat
neither
somewhat
very much
CAPABLE
NOT CAPABLE

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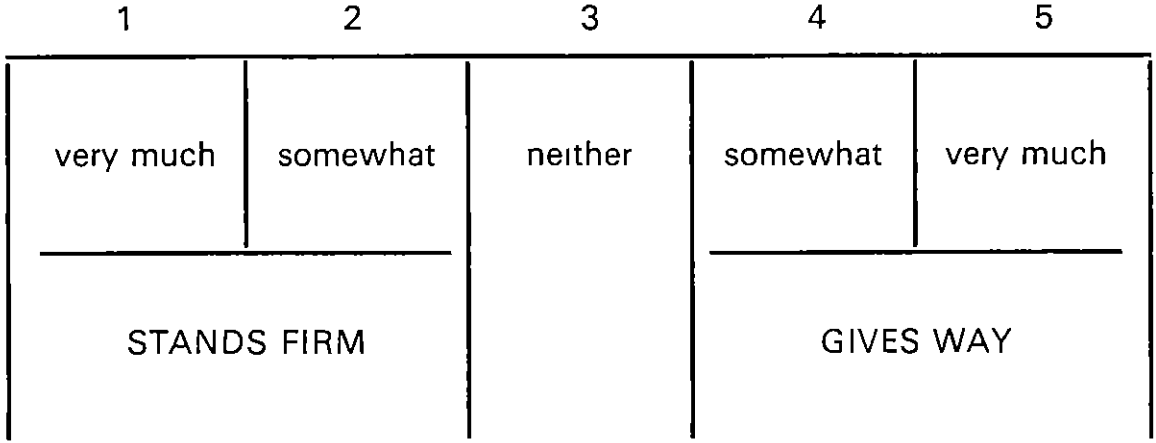

1
2
3
4
5
very much
somewhat
neither
somewhat
very much
STANDS FIRM
GIVES WAY

H

HANDLE RISING PRICES

1 Very well

2 Fairly well

3 Not very well

4 Not at all well

1 More taxation

2 More unemployment

3 Strict wage controls

4 Less money for schools, roads and many other things

HANDLE STRIKES

1 Very well

2 Fairly well

3 Not very well

4 Not at all well

1 The Conservative Party is much better

2 The Conservative Party is somewhat better

---

3 There is no real difference between the parties

---

4 The Labour Party is somewhat better

5 The Labour Party is much better

NORTH SEA OIL

1 Scotland should get **all** the benefits

2 Scotland should get **by far the largest** share of the benefits

3 Scotland should get a **somewhat larger** share than the rest of Britain

4 The benefits should be shared **equally by Britain as a whole**

NORTH SEA OIL SHOULD BE RUN

1 as a nationalised industry

2 by private companies under special Government control

3 like any other private industry

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

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

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

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

1 **A lot more** industries should be nationalised

2 Only a **few more** industries should be nationalised

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

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

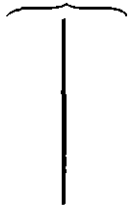
1 Social services and benefits have gone much too far and should be **cut back a lot**

2 Social services and benefits have gone somewhat too far and should be **cut back a bit**

3 Social services and benefits should **stay much as they are**

4 **More** social services and benefits are needed

A Jobs usually **paid a bit more** than yours



B Jobs usually **paid about the same** as yours

C Jobs usually **paid a bit less** than yours

1	Gone much too far
2	Gone a little too far
3	Is about right
4	Not gone quite far enough
5	Not gone nearly far enough

1 Keep the governing of Scotland **much as it is now**

2 Make sure the needs of Scotland are **better understood by the Government in London**

3 Allow **more decisions** to be made in Scotland

4 Scotland should completely **run its own affairs**

VIEW ON SEPARATE SCOTTISH ASSEMBLY

1 Very much in favour

2 Somewhat in favour

---

3 Somewhat against

4 Very much against

1 **Very important** that it **should** be done

2 **Fairly important** that it **should** be done

---

3 It doesn't matter either way

---

4 **Fairly important** that it **should not** be done

5 **Very important** that it **should not** be done

1 Promoting **private enterprise**

2 Protecting **individual liberty**

3 Maintaining **law and order**

4 Protecting the **weakest** and **worst-off**

5 Achieving **greater equality** among people

6 Raising everybody's **standard of living**

1 I don't care to listen when people start talking about politics

2 I usually listen, but I never join in

3 I give my views sometimes, but not very often

4 I usually join in and say what I think

5 I like to start discussions about politics

1 **Much better** to have a Government formed by **one** party

2 **Somewhat better** to have a Government formed by **one** party

3 **Somewhat better** to have a Government formed by **more than one** party

4 **Much better** to have a Government formed by **more than one** party

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A GOVERNMENT FORMED BY

1 The Conservative Party alone

2 Both the Conservative and Liberal Parties together

3 All the parties

4 Both the Labour and Liberal Parties together

5 The Labour Party alone

MP'S AND LOCAL COUNCILLORS PAY

1 A great deal of attention

2 Some attention

3 Not much attention

4 No attention at all

1 Very happy
2 Fairly happy
3 Satisfied
4 Mixed feelings
5 Not satisfied
6 Unhappy
7 Very unhappy

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

APPENDIX 3

RESPONSE RATES BY SAMPLING POINT

Const. No.	Name	No. allocated			Deadwood Total	Productive interviews	Response Rate %
		'A'	'B'	Total			
	NORTHERN REGION						
101	Gateshead East	15	4	19		19	100
102	Wallsend	9	4	13		11	85
103	Newcastle-upon Tyne East	8	4	12		9	75
104	Darlington	13	4	17	1	11	69
105	Teesside, Thornaby	16	4	20	1	17	89
106	Hartlepool	16	4	20		15	75
107	Teesside Stockton	14	4	18	1	14	82
108	Houghton-le-Spring	16	4	20	1	16	84
109	Teesside, Middlesbrough	14	6	20	3	14	82
110	Sunderland South	15	4	19	1	12	67
111	Hexham	10	6	16	3	10	77
112	Berwick-upon-Tweed	12	4	16	2	8	57
	YORKSHIRE & HUMBERSIDE						
201	Pudsey	13	4	17	1	11	69
202	Shipley	14	4	18		13	72
203	Dewsbury	14	4	18		13	72
204	Halifax	12	5	17	2	9	60
205	Batley & Morley	13	5	18	1	12	71
206	Leeds East	15	4	19	1	9	50
207	Bradford West	14	4	18	1	14	82
208	Dearne Valley	12	5	17		12	71
209	Sheffield, Brightside	11	5	16		16	100
210	Normanton	14	4	18	1	15	88
211	Barnsley	13	5	18	1	14	82
212	Kingston upon Hull East	16	5	21	1	16	80
213	York	14	5	19		12	63
214	Sheffield, Hallam	14	5	19	1	12	67
215	Ripon	12	4	16		14	88
216	Harrogate	15	4	19	2	14	82
217	Don Valley	14	6	20		14	70
218	Brighouse & Spenborough	16	4	20	1	12	63

Const. No.	Name	No. allocated			Deadwood Total	Productive interviews	Response Rate %
		'A'	'B'	Total			
	EAST MIDLANDS REGION						
301	Mansfield	16	4	20	1	16	84
302	Nottingham North	17	4	21		16	76
303	Nottingham West	14	7	21	2	15	79
304	Northampton North	10	5	15		8	53
305	Kettering	13	4	17		15	88
306	Nottingham East	16	5	21	3	13	72
307	Carlton	11	5	16		13	81
308	Leicester South	6	5	11	3	5	63
309	Harborough	11	4	15		13	87
310	Rutland & Stamford	14	5	19	1	14	78
311	Rushcliffe	14	4	18	3	12	80
312	Wellingborough	15	4	19		12	63
313	North East Derbyshire	15	4	19		16	84
	EAST ANGLIA						
401	Lowestoft	11	7	18		17	94
402	Isle of Ely	12	5	17		15	88
403	Sudbury & Woodbridge	11	4	15	3	12	100
404	S.W. Norfolk	12	5	17		10	59
405	N.W. Norfolk	13	4	17	1	15	94
406	North Norfolk	15	4	19		17	89
	SOUTH EAST						
501	Eton & Slough	10	6	16	2	9	64
502	Hitchin	14	4	18		14	78
503	Basildon	14	4	18		15	83
504	Watford	11	6	17		11	65
505	Dartford	13	5	18	1	13	77
506	Brighton, Kemptown	7	7	14		8	57
507	Bedford	16	4	20		17	85
508	Eastleigh	14	5	19	2	8	47
509	Spelthorne	10	4	14	2	10	83
510	Hemel Hempstead	9	7	16		13	81

Const. No.	Name	No. allocated			Deadwood Total	Productive interviews	Response Rate %
		'A'	'B'	Total			
	SOUTH EAST (cont.)						
511	Horsham & Crawley	12	5	17		11	65
512	Hertford & Stevenage	13	4	17		13	77
513	Havant & Waterloo	16	5	21	1	18	90
514	Harwich	12	4	16	2	10	71
515	Chertsey & Walton	11	4	15		11	73
516	Wycombe	10	5	15		11	73
517	Hove	10	6	16	1	14	93
518	Royal Tunbridge Wells	14	4	18		13	72
519	Reigate	13	4	17		10	59
520	Canterbury	13	5	18		11	61
521	Christchurch & Lymington	12	5	17		13	77
522	Bournemouth East	9	4	13		12	92
523	Worthing	12	5	17	1	13	81
524	Isle of Wight	14	4	18		14	78
525	Shoreham	15	4	19	2	15	88
526	Beaconsfield	12	4	16	1	12	80
527	Tonbridge & Malling	9	5	14		11	79
528	Reading South	15	4	19	1	14	78
529	Braintree	11	6	17		11	65
530	Basingstoke	12	4	16		15	94
531	Welwyn & Hatfield	15	4	19	1	15	83
532	Luton West	12	4	16		13	81
533	Epping Forest	13	6	19		11	58
534	Portsmouth North	11	4	15	2	10	77
535	Mid Sussex	14	4	18		13	72
536	New Forest	14	4	18	2	12	75
537	Maldon	15	4	19		11	58

Const. No.	Name	No. allocated			Deadwood Total	Productive interviews	Response Rate %
		'A'	'B'	Total			
	GREATER LONDON						
601	Tower Hamlets, Stepney	5	10	15	3	6	50
602	Barking, Dagenham	11	6	17	1	13	81
603	Barking	4	10	14		8	57
604	Southwark, Peckham	12	5	17	1	8	50
605	Hackney North & Stoke Newington	5	6	11	3	6	75
606	Newham South	5	8	13	7	2	33
607	Haringey, Tottenham	5	11	16	1	11	73
608	Islington North	9	7	16	1	9	60
609	Greenwich	4	4	8	1	3	43
610	Waltham Forest, Walthamstow	12	6	18	1	5	29
611	Wandsworth, Tooting	12	4	16	1	5	33
612	Kensington & Chelsea, Kensington	3	11	14	4	2	20
613	Ealing, Acton	13	6	19	5	8	57
614	Hounslow, Brentford & Isleworth	11	6	17	1	8	50
615	Bexley, Sidcup	16	4	20	2	8	44
616	Havering, Upminster	7	6	13	2	7	64
617	Hillingdon, Uxbridge	9	6	15	1	10	71
618	Merton, Wimbledon	14	4	18	1	12	71
619	Croydon N.E.	8	5	13	3	8	80
620	Lambeth, Streatham	12	5	17	2	7	47
621	Harrow Central	9	7	16		12	75
622	Sutton, Carshalton	13	4	17	1	10	63
623	Richmond upon Thames, Twickenham	12	4	16		13	69
624	Hillingdon, Ruislip-Northwood	11	4	15		9	60
625	Bromley, Ravensbourne	9	4	13		10	77
626	Bromley, Beckenham	12	5	17		11	65
627	Croydon South	10	5	15		7	47
628	Enfield North	12	4	16	1	13	87

Const. No.	Name	No. allocated			Deadwood Total	Productive interviews	Response Rate %
		'A'	'B'	Total			
	SOUTH WEST REGION						
701	Poole	13	4	17	1	11	69
702	Bath	10	7	17	1	11	69
703	Exeter	11	4	15	2	9	69
704	Bristol S.E.	15	4	19		14	74
705	West Gloucestershire	14	4	18	1	11	65
706	Salisbury	11	5	16		10	63
707	South Gloucestershire	13	4	17		12	71
708	Devizes	13	5	18		12	67
709	Yeovil	14	4	18		10	56
710	Wells	14	4	18		16	89
711	Tiverton	14	4	18		17	95
712	Chippenham	11	6	17	1	13	81
713	Bodmin	13	6	19	3	14	88
714	North Devon	13	4	17	2	11	73
	WALES						
801	Barry	15	4	19	1	15	83
802	Conway	12	6	18	2	13	81
803	East Flint	13	5	18	1	10	59
804	Cardiff West	9	5	14	2	7	58
805	Aberavon	13	4	17	3	12	86
806	Ebbw Vale	15	4	19		17	89
807	Monmouth	15	6	21	1	17	85
808	Brecon & Radnor	14	4	18	2	15	94
809	Denbigh	11	5	16		10	63
810	Rhondda	16	4	20		19	95
	WEST MIDLANDS REGION						
901	Birmingham, Erdington	9	5	14	5	4	45
902	Birmingham, Hall Green	10	4	14	2	8	67
903	Birmingham, Small Heath	14	4	18	3	10	67
904	Birmingham, Handsworth	9	5	14	2	10	83
905	Halesowen & Stourbridge	14	4	18		15	83
906	Birmingham, Ladywood	12	4	16	1	11	73

Const. No.	Name	No. allocated			Deadwood Total	Productive interviews	Response Rate %
		'A'	'B'	Total			
	WEST MIDLANDS (cont.)						
907	West Bromwich West	12	4	16	1	11	73
908	Coventry, North West	12	5	17		14	82
909	The Wrekin	15	4	19	1	15	83
910	Cannock	14	4	18		16	89
911	Lichfield & Tamworth	9	4	13		11	85
912	Stafford & Stone	12	4	16		15	94
913	Warwick & Leamington	10	5	15		12	80
914	Shrewsbury	10	4	14		11	79
915	Stratford-upon-Avon	14	5	19		17	90
916	Walsall South	11	4	15		13	87
917	Sutton Coldfield	10	6	16	2	13	93
918	Birmingham, Sparkbrook	10	5	15		8	53
919	Leek	13	4	17		12	71
	NORTH WEST REGION						
001	Manchester, Openshaw	12	4	16		15	94
002	Manchester, Ardwick	15	4	19	4	12	80
003	Liverpool, Walton	15	4	19	2	12	71
004	Manchester, Gorton	12	5	17		15	88
005	Oldham East	11	7	18	2	12	75
006	Wirral	12	4	16		11	69
007	Bolton West	13	4	17		11	65
008	Stockport North	13	4	17		13	77
009	Liverpool, Garston	11	5	16		11	73
010	Middleton & Prestwich	9	4	13		10	77
011	Liverpool, Wavertree	15	4	19	2	14	82
012	North Fylde	13	4	17		14	82
013	Blackpool North	15	4	19	2	13	77
014	Macclesfield	13	4	17	2	14	93
015	Runcorn	18	4	22	4	12	67
016	City of Chester	11	4	15	1	12	86
017	Rochdale	14	4	18	1	15	88
018	Chorley	14	4	18		11	61

Const. No.	Name	No. allocated				Deadwood Total	Productive interviews	Response Rate %
		'A'	'B'	'C'	Total			
	NORTH WEST (cont)							
019	Preston South	16	5		21	2	14	74
020	Newton	11	4		15		11	73
021	Barrow-in-Furness	15	4		19	1	7	39
022	Ormskirk	12	4		16		13	81
023	St. Helens	16	4		20		14	70
024	South Fylde	13	4		17		12	71
025	Manchester, Central	10	5		15	5	7	70
	SCOTLAND							
1201	Glasgow, Queens Park	8	5	30	43	2	29	71
1202	Rutherglen	14	4	30	48	6	29	69
1203	Hamilton	16	5	30	51	5	37	80
1204	Coatbridge & Airdrie	12	5	30	47	4	35	81
1205	Shettleston (Glasgow)	12	4	30	46	3	28	65
1206	Dunfermline	16	5	30	51	2	39	80
1207	Greenock & Port Glasgow	15	5	30	50	3	34	72
1208	Dundee West	13	5	30	48	1	42	89
1209	West Dunbartonshire	10	6	30	46	7	33	85
1210	Edinburgh South	12	4	30	46	1	37	82
1211	Dumfries	16	4	30	50	1	41	84
1212	East Fife	13	4	30	47	4	30	70
1213	Kinross & West Perthshire	8	4	30	42	4	28	74
1214	East Aberdeenshire	10	4	30	44		40	91
1215	Midlothian	16	4	30	50	7	33	77
1216	Central Fife	12	4	30	46	5	30	73
1217	Glasgow, Springburn	16	4	30	50	7	24	56
1218	Bute & North Ayrshire	12	4	30	46	1	29	64

Const. No.	Name	No allocated	Deadwood Total	Productive Interviews	Response Rate %
	SCOTLAND 'C' SUPPLEMENTARY SAMPLE				
1219	Glasgow Cathcast	50	8	26	62
1220	Renfrewshire East	50	3	29	62
1221	Dunbartonshire Central	50	7	33	77
1222	Lanarkshire North	50	11	31	80
1223	Paisley	50	7	33	77
1224	Aberdeen South	50	4	40	87
1225	Edinburgh Pentlands	50	7	34	79
1226	Clackmannan and E. Stirling	50	3	35	74
1227	Roxburgh, Selkirk and Peebles	50	10	30	75
1228	Lanark	50	5	39	87
1229	Kilmarnock	50	3	39	83
1230	Aberdeen North	50	6	30	68
1231	Argyll	50	11	25	64
1232	Aberdeenshire West	50	0	43	86
1233	Berwick and East Lothian	50	2	35	73
1234	Caithness and Sutherland	50	7	34	79
1235	Western Isles	50	5	36	80

APPENDIX 4

CODING FRAMES

Note *Coding frames for Party likes and dislikes (Q. 6A,B, 7A,B, 9C,D, 10C,D) are for both February and October surveys.*

The coding frames for the good and bad results of the election (Q. 12A,B) are for February 1974 only and will be modified slightly for October 1974.

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, inherited money)*

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 & SNP) Not enough of them, more 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 (Lab) *Communists*

24 Position relative to other party/vote-splitting, third party

25 Time for a change *(different, tired of other parties, give them a chance)*

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, cut of mess, better off)*

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

37 Subsidies

38 References to indirect taxation *(incl VAT & SET)* and budget

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, Social Contract)* or wage settlements

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

44 Profit-sharing, codetermination

45 References to personal wages

DOMESTIC POLICIES SOCIAL SERVICES

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

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

52 Pensions, old age policies

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

54 RENTS rent freeze, rent subsidies, Rent Act

55 Education

56 Immigration

57 Rates

58 Local affairs

OTHER DOMESTIC AND FOREIGN POLICIES

60 North Sea Oil

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

62 Foreign policy (excluding Common Market) *(incl Arab oil & sanctns)*

63 Constitutional or electoral reform

64 Northern Ireland

65 Common Market policies *(Europe)*

66 General references to regional interests *(good for, more attention to e g Scotland)*

67 General independence, devolution, more say in own affairs

68 References to Scottish parliament or assembly

69 Home rule for Scotland, separate country

SOCIAL GROUP-RELATED RESPONSES

PARTY FAVOURABLE TO/SUPPORT

71 Working class, wage earners, ordinary people, people with low incomes, poor **

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 *(farmers, Communists)*

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

PAST-RELATED RESPONSES PERSONAL, LEADERS & EVENTS

80 Other past-related responses not coded below

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

82 Past party leaders

83 Past political record or events

OTHER CODES

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

97 Unclassifiable

98 Don't know, nothing

00 Not asked

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 Another 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

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

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 together, 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 relation government/union co-operation, fewer strikes

41 Industrial Relations Act out, revised

42 Incomes policy volunta wage policy, stage three out, wages increase

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

44 Profit sharing, co-determination

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, businessman The City

82 Small business, shopkeepers

83 Land speculators, property interests

GENERAL POSITIVE RESPONSE

90 Things will get better

97 unclassifiable

98 don't know, none

00 not ascertained