

MEMORANDUM

to - Recipients of the codebook for study number  
1365 BBC/Gallup Election Day Survey May 197

from Eric Roughley,  
Assistant Director, Survey Archive. date 11th December 1981

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An error has been brought to our attention in the titles for variable numbers 50 to 73.

The titles for variable numbers 50 to 61 should be transposed with those for variable numbers 62 to 73.

The fault was due to an ambiguity in the coding scheme on the original documentation.

Please accept our apologies for any inconvenience which has been caused.

ROW/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/1-4		Case number	4 digit code	
1/5-6		Card number	Card 01	2434
1/7	1	Registrar General Regions	1 North 2 North East 3 North West 4 East Midlands 5 West Midlands 6 Eastern 7 Suburbia 8 Rest of S.E. 9 South West 0 Wales - London & Scotland	94 98 149 195 109 143 63 156 121 120 220 966
1/8-19	2-13	I.T.V. Regions		
1/8	2	Scotland North East	1 Yes 0 Not mentioned	264 2170
1/9	3	London	1 Yes 0 Not mentioned	447 1987
1/10	4	Midlands	1 Yes 0 Not mentioned	292 2142
1/11	5	Lancashire	1 Yes 0 Not mentioned	274 2160
1/12	6	Yorkshire	1 Yes 0 Not mentioned	208 2226
1/13	7	Scotland Central	1 Yes 0 Not mentioned	851 1583
1/14	8	South Wales & West	1 Yes 0 Not mentioned	154 2280
1/15	9	Southern	1 Yes 0 Not mentioned	161 2273

RD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/16	10	Tyne Tees	1 Yes 0 Not mentioned	100 2334
1/17	11	Anglia	1 Yes 0 Not mentioned	277 2157
1/18	12	South West	1 Yes 0 Not mentioned	60 2374
1/19	13	Border	1 Yes 0 Not mentioned	78 2356
1/20- 22	14	Constituency number	3 digit code (see attached list)	
1/23	15	How interesting have you found the election campaign - very interesting, fairly interesting, or not very interesting	1 Very interesting 2 Fairly interesting 3 Not very interesting 4 Don't know 0 BLANK	496 795 1115 26 6
1/24	16	Do you think that this election campaign has generally given people the facts about the problems facing the country	1 Yes 2 No 3 Don't know 0 Blank	1160 1092 176 6
1/25	17	How much will the election help to solve the major problems facing the country - a great deal, a little or not at all	1 A great deal 2 A little 3 Not all all 4 Don't know 0 Blank	375 897 723 432 7

O/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/26	18	How likely is it that you will vote in the general election tomorrow (today or have you voted already)	1 Have already voted (including postal vote) 2 Definitely will 3 Probably will 4 Might vote 5 Unlikely to vote/ won't vote 6 Don't know 0 Blank	475 1664 83 44 154 12 2
		<u>IF ALREADY VOTED/ DEFINITELY WILL VOTE</u>		
1/27	19	Which party will/did you vote for	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/ Scottish) 5 Other 6 Don't know 7 Refused 0 Blank	778 805 249 133 14 94 85 276
		<u>IF VOTED/GOING TO VOTE CONSERVATIVE</u>		
1/28	20	What would you say is stronger - your <u>like</u> of the Conservatives or your <u>dislike</u> of labour	1 Like of Conservatives 2 Dislike of Labour 3 Both equal 4 Don't know 0 Blank 5 Wild code	316 345 114 21 1636 2
1/29	21	and are you voting Conservative because of something in particular that you like about them or because you just think it is time for a change	1 Something in particular about Conservatives 2 Time for change 3 Don't know 0 Blank	509 252 17 1656

D/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/30	22	<u>IF VOTED/GOING TO VOTE</u> <u>LABOUR</u> What would you say is stronger - your <u>like</u> of Labour or your <u>dislike</u> of the Conservatives	1 Like of Labour 2 Dislike of Conservatives 3 Both equal 4 Don't know 0 Blank 5 Wild code	362 276 112 20 1662 2
/31	23	and are you voting Labour because of something in particular you like about them or because you just see no need for a change of Government	1 Something in particular about Labour 2 No need for change 3 Don't know 0 Blank 4 Wild code	372 385 26 1649 2
1/32	24	and was there a time during the campaign when you <u>seriously</u> thought you might not vote at all	1 Yes 2 No 3 Don't know 0 Blank	444 1699 13 278
1/33-44	25-36	When you finally decided which way to vote, was it one or more of these reasons	1 Yes 0 Not mentioned	103 2331
1/33	25	Because of extremists in the Conservative Party	1 Yes 0 Not mentioned	274 2160
1/34	26	Because of extremists in the Labour Party	1 Yes 0 Not mentioned	274 2160

D/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/35	27	I was persuaded by wife/husband	1 Yes 0 Not mentioned	36 2398
1/36	28	I was persuaded at work	1 Yes 0 Not mentioned	18 2416
1/37	29	I was persuaded by a party worker who canvassed me	1 Yes 0 Not mentioned	73 2361
1/38	30	Because of a Conservative broadcast on T.V.	1 Yes 0 Not mentioned	142 2292
1/39	31	Because of a Labour broadcast on T.V.	1 Yes 0 Not mentioned	141 2293
1/40	32	Because of a Liberal broadcast on T.V.	1 Yes 0 Not mentioned	86 2348
1/41	33	Because of a Scottish/Welsh nationalist broadcast	1 Yes 0 Not mentioned	28 2406
1/42	34	Because of a Conservative newspaper advertisement poster I saw	1 Yes 0 Not mentioned	23 2411
1/43	35	Because of a Labour newspaper advertisement poster I saw	1 Yes 0 Not mentioned	17 2417
1/44	36	None of these things	1 Yes 0 Not mentioned	1370 1064
1/45	37	How long ago did you decide which way you would finally vote-a long time ago or during campaign	1 A long time ago	1534 6

D/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/45	37	continued	0 Blank	900
1/46	38	<u>IF DURING CAMPAIGN</u> and was that two or three weeks ago or just in the last few days	1 Two or three weeks ago 2 Last few days 3 Don't know 0 Blank	288 240 56 1850
1/47	39	<u>IF PROBABLY WILL VOTE/ MIGHT VOTE/DON'T KNOW</u> (VAR 18)  If you do vote, which party are you most likely to support	1 Conservative 2 Labour 3 Liberal 4 Nationalist,(Welsh/ Scottish) 5 Other 6 Don't know 7 Refused 0 Blank	74 86 18 13 2 21 10 2210
1/48	40	<u>IF UNLIKELY/DEFINITELY WON'T VOTE (VAR 18)</u>  How long ago did you decide that you would not vote - a long time ago, or during the campaign	1 A long time ago 0 Blank	96 2338
1/49	41	<u>IF DURING CAMPAIGN</u>  And was that two or three weeks ago or just in the last few days	1 Two or three weeks ago 2 Last few days 3 Don't know 0 Blank	27 23 22 2362
1/50	42	Was there any time during the election campaign when you <u>seriously</u> thought you might vote for a party	1 No 0 Blank	121 2313

COLUMN	VAR No	TITLE	CODES	MARGINALS
451	43	<u>IF YES</u> which party	1 Yes, Conservative 2 Yes, Labour 3 Yes, Liberal 4 Yes, Nationalist (Welsh/Scottish) 5 Yes other 6 Refused 7 Don't know	38 27 20 6 3 3 15 2322
52	44	If you had thought that the Liberals would win a lot more seats, how likely is it that you would then have voted Liberal - fairly likely, not very likely, or not at all likely	1 Fairly likely 2 Not very likely 3 Not at all likely 4 Don't know 0 Blank	744 283 1024 100 278
53	45	Leaving aside this particular election, would you say you <u>generally</u> think by yourself as Conservative, Labour, Liberal (in Scotland/Wales, Nationalist) or what	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/Scottish) 5 Other 6 No party/none 7 Don't know 0 Blank	759 924 288 138 12 208 93 12
54	46	Now thinking back to the <u>last</u> general election in October 1974, could you say which of the parties you voted for then - or perhaps you didn't vote in that election	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/Scottish) 5 Other 6 Coding unknown 7 Did not vote	673 873 185 144 4 5 234

ARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/54	46	continued	8 Don't know/refused 9 Too young to vote 0 Blank	76 214 6
1/55	47	Taking everything into account, which party has the best policies	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/Scottish) 5 Other 6 None of them/all the same 7 Don't know 0 Blank	788 836 343 89 20 157 192 9
1/56	48	Which party has the best leaders	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/Scottish) 5 Other 6 None of them/all the same 7 Don't know 0 Blank 8 Wild code	668 950 402 46 3 144 212 8 9
1/57	49	And leaving on one side the question of which party you support, which party is best for people like you	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/Scottish) 5 Other 6 None of them/all the same 7 Don't know 0 Blank	821 939 303 77 17 103 161 13
1/58- 80 to 2/7	50-72 to 73	Think of all the urgent problems, facing the country at the present time. When you decided which way to vote, which <u>two</u> issues did you, yourself, consider most important		9

D/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/58	50	Prices/cost of living inflation	1 Yes 0 Not mentioned	1038 1396
1/59	51	Unemployment/jobs	1 Yes 0 Not mentioned	779 1665
1/60	52	Industrial relations/ strikes/trade unions	1 Yes 0 Not mentioned	447 1987
1/61	53	Taxation/income tax	1 Yes 0 Not mentioned	495 1939
1/62	54	Law and order/crime/ vandalism	1 Yes 0 Not mentioned	279 2155
1/63	55	Common Market (EEC)	1 Yes 0 Not mentioned	91 2343
1/64	56	Pensions, services for old	1 Yes 0 Not mentioned	177 2257
1/65	57	Health/hospitals/NHS	1 Yes 0 Not mentioned	83 2351
1/66	58	Education/schools	1 Yes 0 Not mentioned	166 2268
1/67	59	Incomes policy	1 Yes 0 Not mentioned	72 2362
1/68	60	Immigrants/race relations	1 Yes 0 Not mentioned	96 2338
1/69	61	Nationalisation	1 Yes 0 Not mentioned	77 2357
1/70	62	Welfare benefits	1 Yes 0 Not mentioned	69 2365

O/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/71	63	Northern Ireland	1 Yes 0 Not mentioned	20 2414
1/72	64	Rhodesia	1 Yes 0 Not mentioned	8 2426
1/73	65	Defence/arms/nuclear weapons	1 Yes 0 Not mentioned	38 2396
1/74	66	International peace	1 Yes 0 Not mentioned	12 2422
1/75	67	Devolution to Scotland/ Wales	1 Yes 0 Not mentioned	31 2403
1/76	68	Other economic matters	1 Yes 0 Not mentioned	76 2358
1/77	69	National unity	1 Yes 0 Not mentioned	18 2416
1/78	70	North Sea oil	1 Yes 0 Not mentioned	19 2415
1/79	71	Scotland's special interests	1 Yes 0 Not mentioned	33 2401
1/80	72	Other	1 Yes 0 Not mentioned	264 2170
2/1-4		Case number	4 digit code	
2/5-6		Card number	Card 2	2434
		<u>Continued from Card 1</u>		
2/7	73	Don't know/none	1 Yes 0 Not mentioned	77 2357
2/8	74	What do you, yourself want the new government to do about devolution for Scotland, should		

Q/COLUMN	VAR No	TITLE	CODES	MARGINALS
/8	74	Continued the new government	1 Drop all plans for devolution 2 Go ahead with the assembly as proposed in the Scotland Act 3 Bring forward new plans for devolution 4 Don't know 0 Blank	779 397 645 580 33
1/9-18	75-84	I am going to read out a number of things that most people in Britain feel strongly about. Would you tell me which party you think would be best at		
-/9	75	Keeping prices down	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/ Scottish) 5 Other 6 No difference 8 Don't know	654 950 156 43 8 362 261
2/10	76	Cutting income tax	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/ Scottish) 5 Other 6 No difference 8 Don't know	1279 524 142 35 7 206 241
2/11	77	Making Britain more prosperous	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/ Scottish) 5 Other 6 No difference 8 Don't know	991 772 176 31 16 177 271
2/12	78	Reducing unemployment	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/ Scottish) 5 Other 6 No difference	753 957 158 34 12 220
				12

D/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/12	78	continued	8 Don't know 9 More than one answer recorded	299 1
2/13	79	Improving race relations	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/ Scottish) 5 Other 6 No difference 8 Don't know	493 875 202 35 24 276 529
2/14	80	Reducing crime and vandalism	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/ Scottish) 5 Other 6 No difference 8 Don't know Blank	1127 476 98 34 16 329 353 1
2/15	81	Raising pensions	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/ Scottish) 5 Other 6 No difference 8 Don't know	564 1206 114 30 6 273 241
2/16	82	Cutting down strikes	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/ Scottish) 5 Other 6 No difference 8 Don't know	795 845 141 35 16 257 345
2/17	83	Standing up for Britain's interest in the EEC	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/ Scottish) 5 Other 6 No difference 8 Don't know Blank	818 853 130 57 13 184 377 2 13

-D/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/18	84	(Scotland only) looking after Scotland's special interests	1 Conservative 2 Labour 3 Liberal 4 Nationalist (Welsh/Scottish) 5 Other 6 No difference 8 Don't know Blank	115 244 66 347 8 73 124 1457
2/19	85	And do you consider that the financial situation of your household in the last 12 months has	1 Improved a lot 2 Improved slightly 3 Remained the same 4 Deteriorated slightly 5 Deteriorated a lot 8 Don't know	149 524 869 551 307 34
2/20	86	People have different views about whether it is more important to reduce taxes or keep up government services, such as health, education and welfare. How about you, which of these statements comes closer to your view	1 Cut taxes, even if it means some reduction in government services, such as health, education and welfare 2 Keep up government services such as health, education and welfare even if it means that taxes cannot be cut 3 Don't know/makes no difference 0 Blank	593 1580 254 7
2/21	87	There has been a lot of talk about how wages and salaries should be settled. Some people think that the government should set firm guidelines. Others think that the government		14



O/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/24	90	continued	2 Not as good as a man 3 Absolutely no difference 8 Don't know Blank	493 1656 75 2
2/25	91	and would a woman Prime Minister be better than a man, not as good as a man, or does it make absolutely no difference	1 Better than a man 2 Not as good as a man 3 Absolutely no difference 4 Don't know 0 Blank	212 620 1480 118 4
2/26	92	If Mr Callaghan retired as leader of the Labour Party, who on this list would you like to see take his place as Labour Leader	1 Tony Benn 2 Michael Foot 3 Denis Healey 4 David Owen 5 Peter Shore 6 Shirley Williams 7 Other 8 Don't know 0 Blank 9 Wild Code	194 162 456 275 116 280 286 649 15 1
2/27-40	93-106	I am going to read out some of the proposals that the different parties have put forward in this election. In each case I would like you to say whether you think the proposal is a good idea or bad idea		
2/27	93	Selling more council houses to tenants	1 Good idea 2 Bad idea 3 Don't know 0 Blank	1758 509 161 6
				16

D/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/28	94	Stopping social security payments to the families of strikers	1 Good idea 2 Bad idea 3 Don't know 0 Blank	1198 967 264 5
2/29	95	Reducing the powers of the House of Lords	1 Good idea 2 Bad idea 3 Don't know 0 Blank	876 944 607 7
2/30	96	Taking a tougher stand against the Common Market's agricultural policy	1 Good idea 2 Bad idea 3 Don't know 0 Blank	1924 120 384 6
2/31	97	Introducing a wealth tax	1 Good idea 2 Bad idea 3 Don't know 0 Blank	1030 947 445 12
2/32	98	Cutting top income tax rate for people with large incomes	1 Good idea 2 Bad idea 3 Don't know 0 Blank	1191 911 326 6
2/33	99	Banning secondary picketing that is, the picketing of a company not directly involved in a strike	1 Good idea 2 Bad idea 3 Don't know 0 Blank	2036 262 126 10
2/34	100	The Government to give subsidies to industry to create jobs	1 Good idea 2 Bad idea 3 Don't know 0 Blank	1792 411 222 9

Q/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/35	101	Putting up VAT in order to reduce income tax	1 Good idea 2 Bad idea 3 Don't know 0 Blank	974 1090 360 10
2/36	102	Giving trade unions seats on the boards of major companies	1 Good idea 2 Bad idea 3 Don't know 0 Blank	967 1072 389 6
2/37	103	Having a free vote in the House of Commons on the death penalty	1 Good idea 2 Bad idea 3 Don't know 0 Blank	1997 232 179 26
		<u>SCOTLAND ONLY</u>		
2/38	104	Setting up some sort of Scottish Assembly	1 Good idea 2 Bad idea 3 Don't know 0 Blank 4 Wild code	633 245 77 1477 2
2/39	105	Giving Scotland a larger share of oil revenue	1 Good idea 2 Bad idea 3 Don't know 0 Blank 4 Wild code	714 153 85 1480 2
2/40	106	Developing more nuclear power stations	1 Good idea 2 Bad idea 3 Don't know 0 Blank	243 535 171 1485
2/41	107	Have you seen or heard the results of an opinion poll (in Scotland a Britain-wide opinion poll) in the last few days. <u>IF YES</u> do you remember which party the poll said was in the lead, was that a big lead or a small lead	1 Not seen/heard any poll	79618

Q/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/41	107	continued	2 Big lead for Conservatives 3 Small lead for Conservatives 4 Neck and neck/equal/level pegging 5 Small lead for Labour 6 Big lead for Labour 7 Other 8 Don't know Blank	96 687 130 527 9 8 101 20
2/42	108	When you finally decided which way to vote were you influenced at all by what the opinion polls were saying	1 Yes 2 No 3 Don't know 0 Blank	66 1690 25 653
2/43	109	Has your opinion of politicians gone up, gone down or remained the same as a result of the campaign	1 Gone up 2 Gone down 3 Remained the same 4 Don't know 0 Blank 5 Wild code	212 490 1654 58 17 3
2/44	110	<u>SCOTLAND ONLY</u> Which way did you vote on the referendum for the Scottish assembly	1 Yes, for Assembly 2 No, against Assembly 3 Did not vote 8 Don't know Blank	391 340 201 25 1474
2/45- 47	111- 113	When it comes to Scottish affairs or Scotland's special interests how far do you think you can trust each of the parties	1 Usually 2 Some of the time 3 Rarely	184 253 429
2/45	111	Conservative	1 Usually 2 Some of the time 3 Rarely	184 253 429
				19

Q/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/45	111	continued	4 Don't know 0 Blank 5 Wild code	91 1475 2
2/46	112	Labour	1 Usually 2 Some of the time 3 Rarely 4 Don't know 0 Blank 5 Wild code	277 323 268 77 1478 11
2/47	113	SNP	1 Usually 2 Some of the time 3 Rarely 4 Don't know 0 Blank	377 176 269 122 1489
		<u>SCOTLAND ONLY ASK ALL EXCEPT SCOTTISH NATIONALIST VOTERS</u>		
2/48	114	If you had thought that the Nationalists would win a lot more seats, how likely is it that you would then have voted Nationalist - very likely, not likely or not at all likely	1 Very likely 2 Not very likely 3 Not at all likely 4 Don't know 0 Blank	164 96 549 28 1597
		<u>ASK ALL</u>		
		I would like to finish by getting a few personal details. This enables us to check that the sample of people we interview is fully representative		
2/49	115	Are you, yourself, employed	1 Full-time 2 Part-time 3 Self-employed 4 Student 5 Unemployed 6 Retired, pensioner 7 Not working 0 Blank	995 305 87 48 99 407 488 5

D/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/50	116	Have you, yourself, or anyone else in your family been unemployed or had great difficulty in getting a job in the last year or so	1 Yes, self 2 Yes, other in family 3 Yes, self <u>and</u> other in family 4 No 5 Don't know/not applicable 0 Blank 6 Wild code	164 258 32 1890 77 12 1
2/51	117	What is/was the occupation of the head of household	<u>NON-MANUAL</u> 1 Professional 2 Director, proprietor, manager 3 Shop, personal service 4 Office, student, etc. <u>MANUAL</u> 5 Skilled 6 Semi-skilled 7 Unskilled 0 Blank	243 234 177 278 773 320 384 15
2/52-54	118-120	Have you or your husband/wife a trade union card		
2/52	118	Yes, self	1 Yes 0 Not mentioned	690 1744
2/53	119	Yes, husband/wife	1 Yes 0 Not mentioned	427 2007
2/54	120	No	1 Yes 0 Not mentioned	1371 1063
2/55	121	Can you tell me your age	1 18-22 2 23-24 3 25-29 4 30-31 5 35-39 6 40-44 7 45-49 8 50-54	312 165 225 215 197 187 194 180
				21

ID/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/55	121	continued	9 55-59 0 60-64 - 65+ Blank & Undefined code ? More than one answer recorded	181 170 398 5 3 2
2/56	122	Household status	1 Man 2 Woman - housewife 3 Woman - not housewife 0 Blank 4 Wild code	1161 1103 151 11 8
2/57	123	Marital status	1 Married 2 Single 3 Widowed, divorced 0 Blank 4 Wild code	1673 459 286 13 3
2/58	124	Classification of Occupations coded according to Registrar General's classification of occupations	<u>NON-MANUAL</u> 1 A 2 B 3 C1  <u>MANUAL</u> 4 C2 5 D 6 E 0 Blank 7 Wild code	42 276 545  778 541 229 16 7
2/59	125	<u>SCOTLAND ONLY</u> What is your religious denomination	1 Church of England 2 Church of Scotland 3 Presbyterian 4 Free church, Non-conformist 5 Roman Catholic 6 Other 7 None 8 Don't know 0 Blank	40 539 42 14 183 32 91 12 1481

ID/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/60	126	Ethnic group-code by observation	1 Caucasian (white) 2 Negro (black) 3 Asian (brown) 4 Oriental (yellow) BLANK	2407 8 18 1
2/61-80		Unused	Unused	

LIST OF CONSTITUENCIES

SN' 1365

- |    |                              |     |                            |
|----|------------------------------|-----|----------------------------|
| 01 | Aberavon (w)                 | 051 | Bexley, Sidcup             |
| 2  | Aberdare (w)                 | 52  | Birlenhead                 |
| 3  | Aberdeen North (s)           | 53  | Birmingham, Edgbaston      |
| 4  | Aberdeen South (s)           | 54  | Birmingham, Erdington      |
| 5  | Abertillery (w)              | 55  | Birmingham, Hall Green     |
| 6  | Abingdon                     | 56  | Birmingham, Handsworth     |
| 7  | Accrington                   | 57  | Birmingham, Ladywood       |
| 8  | Aldershot                    | 58  | Birmingham, Northfield     |
| 9  | Aldridge-Brownhills          | 59  | Birmingham, Perry Bar      |
| 10 | Altrincham and Sale          | 60  | Birmingham, Selly Oak      |
| 11 | Anglesey (w)                 | 61  | Birmingham, Small Heath    |
| 12 | Argyll (s)                   | 62  | Birmingham, Sparkbrook     |
| 13 | Armagh (n)                   | 63  | Birmingham, Stechford      |
| 14 | Arundel                      | 64  | Birmingham, Yardley        |
| 15 | Ashfield                     | 65  | Bishop Auckland            |
| 16 | Ashford                      | 66  | Claby                      |
| 17 | Ashton-under-Lyne            | 67  | Blackburn                  |
| 18 | Aylesbury                    | 68  | Blackpool North            |
| 19 | Ayr (s)                      | 69  | Blackpool South            |
| 20 | Banbury                      | 70  | Blaydon                    |
| 21 | Banff (s)                    | 71  | Blyth                      |
| 22 | Barking                      | 72  | Bodmin                     |
| 23 | Barking, Dagenham            | 73  | Bolsover                   |
| 24 | Barkston Ash                 | 74  | Bolton East                |
| 25 | Barnet, Chipping Barnet      | 75  | Bolton West                |
| 26 | Barnet, Finchley             | 76  | Bootle                     |
| 27 | Barnet, Hendon North         | 77  | Bosworth                   |
| 28 | Barnet, Hendon South         | 78  | Bothwell (s)               |
| 29 | Barnsley                     | 79  | Bournemouth East           |
| 30 | Barrow-in-Furness            | 80  | Bournemouth West           |
| 31 | Barry (w)                    | 81  | Bradford North             |
| 32 | Basildon                     | 82  | Bradford South             |
| 33 | Basingstoke                  | 83  | Bradford West              |
| 34 | Bassetlaw                    | 84  | Braintree                  |
| 35 | Bath                         | 85  | Brecon and Radnor (w)      |
| 36 | Batley and Morley            | 86  | Brent East                 |
| 37 | Beaconsfield                 | 87  | Brent North                |
| 38 | Bebington and Ellesmere Port | 88  | Brent South                |
| 39 | Bedford                      | 89  | Brentwood and Ongar        |
| 40 | Bedwellty (w)                | 90  | Bridgwater                 |
| 41 | Beeston                      | 91  | Bridlington                |
| 42 | Belfast East (n)             | 92  | Brigg and Scunthorpe       |
| 43 | Belfast North (n)            | 93  | Brighouse and Spensborough |
| 44 | Belfast South (n)            | 94  | Brighton, Kemptown         |
| 45 | Belfast West (n)             | 95  | Brighton, Pavilion         |
| 46 | Belper                       | 96  | Bristol North East         |
| 47 | Berwick and East Lothian (s) | 97  | Bristol North West         |
| 48 | Berwick-upon-Tweed           | 98  | Bristol South              |
| 49 | Bexley, Bexleyheath          | 99  | Bristol South East         |
| 50 | Bexley, Erith and Crayford   | 100 | Bristol West               |

11 Bromley, Beckenham	151 Clitheroe
2 Bromley, Chislehurst	152 Coatbridge and Airdrie (s)
13 Bromley, Orpington	153 Colchester
14 Bromley, Ravensbourne	154 Colne Valley
15 Bromsgrove and Redditch	155 Consett
16 Buckingham	156 Conway (w)
17 Burnley	157 Coventry North East
18 Burton	158 Coventry North West
19 Bury St. Edmunds	159 Coventry South East
10 Bury and Radcliffe	160 Coventry South West
11 Bute and North Ayrshire (s)	161 Crewe
12 Caernarvon (w)	162 Crosby
13 Caerphilly (w)	163 Croydon Central
14 Caithness and Sutherland (s)	164 Croydon North East
15 Cambridge	165 Croydon North West
16 Cambridgeshire	166 Croydon South
17 Cannock	167 Darlington
18 Canterbury	168 Dartford
19 Camden, Hampstead	169 Darwen
20 Camden, Holborn and St. Pancras Sth.	170 Daventry
21 Camden, St. Pancras North	171 Dearne Valley
22 Cardiff North (w)	172 Denbigh (w)
23 Cardiff North West (w)	173 Derby North
24 Cardiff South East (w)	174 Derby South
25 Cardiff West (w)	175 Devizes
26 Cardigan (w)	176 Dewsbury
127 Carlisle	177 Doncaster
128 Carlton	178 Don Valley
129 Carmarthen (w)	179 Dorking
130 Central Ayrshire (s)	180 Dover and Deal
131 Central Dumbartonshire (s)	181 Dudley East
132 Central Fife (s)	182 Dudley West
133 Cheadle	183 Dumfries (s)
134 Chelmsford	184 Dunfermline (s)
135 Cheltenham	185 Dundee East (s)
136 Chertsey and Walton	186 Dundee West (s)
137 Chesham and Amersham	187 Durham
138 Chesterfield	188 Ealing, Acton
139 Chester-le-Street	189 Ealing, North
140 Chichester	190 Ealing, Southall
141 Chippenham	191 Easington
142 Chorley	192 East Aberdeenshire (s)
143 Christchurch and Lymington	193 Eastbourne
144 Cirencester and Tewkesbury	194 East Dunbarton (s)
145 City of London and Westminster Sth.	195 East Fife (s)
146 City of Westminster, Paddington	196 East Flint (w)
147 City of Westminster, St. Marylebone	197 East Grinstead
148 City of Chester	198 East Hertfordshire
149 Clackmannan and East Stirlingshire (s)	199 East Kilbride (s)
150 Cleveland and Whitby	200 Eastleigh

201 East Renfrewshire (s)  
202 East Surrey  
203 Ebbw Vale (w)  
204 Eccles  
205 Edinburgh Central (s)  
206 Edinburgh East (s)  
207 Edinburgh Leith (s)  
208 Edinburgh North (s)  
209 Edinburgh Pentlands (s)  
210 Edinburgh South (s)

211 Edinburgh West (s)  
212 Ely, Isle of  
213 Enfield, Edmonton  
214 Enfield, Southgate  
215 Enfield, Southgate  
216 Epping Forest  
217 Epsom and Ewell  
218 Esher  
219 Eton and Slough  
220 Exeter

221 Eye  
222 Falmouth and Cambourne  
223 Fareham  
224 Farnham  
225 Farnworth  
226 Faversham  
227 Fermonagh and South Tyrone (n)  
228 Folkestone and Hythe  
229 Gainsborough  
230 Galloway (s)

231 Gateshead East  
232 Gateshead West  
233 Gillingham  
234 Glasgow, Cathcart (s)  
235 Glasgow, Central (s)  
236 Glasgow, Craigton  
237 Glasgow, Govan (s)  
238 Glasgow, Hillhead (s)  
239 Glasgow, Kelvingrove (s)  
240 Glasgow, Garscadden (s)

241 Glasgow, Maryhill (s)  
242 Glasgow, Pollok (s)  
243 Glasgow, Provan (s)  
244 Glasgow, Queens Park (s)  
245 Glasgow, Shettleston (s)  
246 Glasgow, Springburn (s)  
247 Gloucester  
248 Goole  
249 Gosport  
250 Gower (w)

251 Grantham  
252 Gravesend  
253 Greenwich  
254 Greenwich, Woolwich East  
255 Greenwich, Woolwich West  
256 Greenock and Port Glasgow  
257 Grimsby  
258 Guildford  
259 Hackney Central  
260 Hackney North and Stoke Newington

261 Hackney South and Shoreditch  
262 Halesowen and Stourbridge  
263 Halifax  
264 Haltemprice  
265 Hamilton (s)  
266 Hammersmith, Fulham  
267 Hammersmith North  
268 Harborough  
269 Haringey, Hornsey  
270 Haringey, Tottenham

271 Haringey, Wood Green  
272 Harlow  
273 Harrogate  
274 Harrow Central  
275 Harrow East  
276 Harrow West  
277 Hartlepool  
278 Harwich  
279 Hastings  
280 Havant and Waterloo

281 Havering, Hornchurch  
282 Havering, Romford  
283 Havering, Upminster  
284 Hazel Grove  
285 Hemel Hempstead  
286 Hemsworth  
287 Henley  
288 Hereford  
289 Hertford and Stevenage  
290 Hexham

291 Heywood and Royton  
292 High Peak  
293 Hillingdon, Hayes and Harlington  
294 Hillingdon, Ruislip-Northwood  
295 Hillingdon, Uxbridge  
296 Hitchin  
297 Holland with Boston  
298 Horlton  
299 Hounslow  
300 Horsham and Crawley

301 Houghton-le-Spring  
302 Hounslow, Brentford and Isleworth  
303 Hounslow, Feltham and Heston  
304 Hove  
305 Ilowden  
306 Huddersfield East  
307 Huddersfield West  
308 Huntingdonshire  
309 Huyton  
310 Ilkeston

311 Ince  
312 Inverness (s)  
313 Ipswich  
314 Islington Central  
315 Islington North  
316 Islington South and Finsbury  
317 Jarrow  
318 Keighley  
319 Kensington and Chelsea, Chelsea  
320 Kensington and Chelsea, Kensington

321 Kettering  
322 Kidderminster  
323 Kilmarnock  
324 Kingston upon Hull Central  
325 Kingston upon Hull East  
326 Kingston upon Hull West  
327 Kingston upon Thames  
328 Kingston upon Thames, Surbiton  
329 Kingswood  
330 Kinross and West Perthshire (s)

331 Kirkcaldy (s)  
332 Knutsford  
333 Lambeth Central  
334 Lambeth, Norwood  
335 Lambeth, Streatham  
336 Lambeth, Vauxhall  
337 Lanark (s)  
338 Lancaster  
339 Leeds East  
340 Leeds North East

341 Leeds North West  
342 Leeds South  
343 Leeds South East  
344 Leeds West  
345 Leek  
346 Leicester East  
347 Leicester South  
348 Leicester West  
349 Leigh  
350 Leominster

351 Lewes  
352 Lewisham, Deptford  
353 Lewisham East  
354 Lewisham West  
355 Lichfield and Tamworth  
356 Lincoln  
357 Liverpool, Edge Hill  
358 Liverpool, Garston  
359 Liverpool, Kirkdale  
360 Liverpool, Scotland Exchange

361 Liverpool, Toxteth  
362 Liverpool, Walton  
363 Liverpool, Wavertree  
364 Liverpool, West Derby  
365 Llanelli (w)  
366 Londonderry (n)  
367 Loughborough  
368 Louth  
369 Lowestoft  
370 Ludlow

371 Luton East  
372 Luton West  
373 Macclesfield  
374 Maidstone  
375 Maldon  
376 Manchester, Ardwick  
377 Manchester, Blackley  
378 Manchester, Central  
379 Manchester, Gorton  
380 Manchester, Moss Side

381 Manchester, Openshaw  
382 Manchester, Withington  
383 Manchester, Wythenshawe  
384 Mansfield  
385 Melton  
386 Meriden  
387 Merioneth (w)  
388 Merthyr Tydfil (w)  
389 Merton, Mitcham and Morden  
390 Merton, Wimbledon

391 Mid-Bedfordshire  
392 Middleton and Prestwich  
393 Mid-Lothian (s)  
394 Mid-Oxon  
395 Mid-Sussex  
396 Mid-Ulster  
397 Moray and Nairn (s)  
398 Monmouth (w)  
399 Montgomery (w)  
400 Morecambe and Lonsdale

401	Norpehn	451	Penistone
402	Motherwell and Wishaw (s)	452	Pembroke (w)
403	Nantwich	453	Penrith and the Border
404	Neath (w)	454	Perth and East Perthshire (s)
405	Nelson and Colne	455	Peterborough
406	Newark	456	Petersfield
407	Newbury	457	Plymouth, Devonport
408	Newcastle-under-Lyme	458	Plymouth, Drake
409	Newcastle upon Tyne Central	459	Plymouth, Sutton
410	Newcastle upon Tyne East	460	Pontefract and Castleford
411	Newcastle upon Tyne North	461	Pontypool (w)
412	Newcastle upon Tyne West	462	Pontypridd (w)
413	New Forest	463	Poole
414	Newham North-East	464	Portsmouth North
415	Newham North-West	465	Portsmouth South
416	Newham South	466	Preston North
417	Newport (w)	467	Preston South
418	Newton	468	Pudsey
419	Normanton	469	Reading North
420	Northampton North	470	Reading South
421	Northampton South	471	Redbridge, Ilford North
422	North Angus and Mearns (s)	472	Redbridge, Ilford South
423	North Antrim (n)	473	Redbridge, Wanstead and Woodford
424	North Cornwall	474	Reigate
425	North Devon	475	Rhondda (w)
426	North Dorset	476	Richmond upon Thames, Richmond
427	North Down (n)	477	Richmond upon Thames, Twickenham
428	North East Derbyshire	478	Richmond (Yorks)
429	North Fylde	479	Ripon
430	North Lanarkshire (s)	480	Rochdale
431	North Norfolk	481	Rochester and Chatham
432	North Somerset	482	Ross and Cromarty (s)
433	North West Durham	483	Rossendale
434	North West Norfolk	484	Rotherham
435	North West Surrey	485	Rother Valley
436	Northwich	486	Roxburgh, Selkirk and Peebles (s)
437	Norwich North	487	Royal Tunbridge Wells
438	Norwich South	488	Rugby
439	Nottingham East	489	Runcorn
440	Nottingham North	490	Rushcliffe
441	Nottingham West	491	Rutherglen (s)
442	Nuneaton	492	Rutland and Stamford
443	Ogmore (w)	493	Rye
444	Oldham East	494	Saffron Walden
445	Oldham West	495	St. Albans
446	Orkney and Zetland (s)	496	St. Helens
447	Ormskirk	497	St. Ives
448	Oswestry	498	Salford East
449	Oxford	499	Salford West
450	Paisley (s)	500	Salisbury

501 Scarborough  
502 Sevenoaks  
503 Sheffield, Attercliffe  
504 Sheffield, Brightside  
505 Sheffield, Hallam  
506 Sheffield, Heeley  
507 Sheffield, Hillsborough  
508 Sheffield, Park  
509 Shipley  
510 Shrewsbury

511 Shoreham  
512 Skipton  
513 Solihull  
514 Southampton, Itchen  
515 Southampton, Test  
516 South Angus (n)  
517 South Antrim (n)  
518 South Ayrshire  
519 South Bedfordshire  
520 South Dorset

521 South Down (n)  
522 South East Derbyshire  
523 South East Essex  
524 Southend East  
525 Southend West  
526 South Fylde  
527 South Gloucestershire  
528 South Hertfordshire  
529 South Norfolk  
530 Southport

531 South Shields  
532 Southwark, Bermondsey  
533 Southwark, Dulwich  
534 Southwark, Peckham  
535 South West Hertfordshire  
536 South West Norfolk  
537 South West Staffordshire  
538 South Worcestershire  
539 Sowerby  
540 Spelthorne

541 Stafford and Stone  
542 Stalybridge and Hyde  
543 Stirling, Falkirk and Grangemouth (s)  
544 Stockport North  
545 Stockport South  
546 Stoke-on-Trent Central  
547 Stoke-on-Trent North  
548 Stoke-on-Trent South  
549 Stratford-on-Avon  
550 Stretford

551 Stroud  
552 Sudbury and Woodbridge  
553 Sunderland North  
554 Sunderland South  
555 Sutton and Cheam  
556 Sutton, Carshalton  
557 Sutton Coldfield  
558 Swansea East (w)  
559 Swansea West (w)  
560 Swindon

561 Taunton  
562 Teesside, Middlesbrough  
563 Teesside, Redcar  
564 Teesside, Stockton  
565 Teesside, Thornaby  
566 Thanet East  
567 Thanet West  
568 The Wrekin  
569 Thirsk and Malton  
570 Thurrock

571 Tiverton  
572 Torbridge and Malling  
573 Torbay  
574 Totnes  
575 Tower Hamlets, Bethnal Green and Bow  
576 Tower Hamlets, Stepney and Poplar  
577 Truro  
578 Tynemouth  
579 Wakefield  
580 Wallasey

581 Wallsend  
582 Walsall North  
583 Walsall South  
584 Waltham Forest, Chingford  
585 Waltham Forest, Leyton  
586 Waltham Forest, Walthamstow  
587 Wandsworth, Battersea North  
588 Wandsworth, Battersea South  
589 Wandsworth, Putney  
590 Wandsworth, Tooting

591 Warrington  
592 Warley East  
593 Warley West  
594 Warwick and Leamington  
595 Watford  
596 Wellingborough  
597 Wells  
598 Welwyn and Hatfield  
599 West Aberdeenshire (s)  
600 West Bromwich East

601 West Bromwich West  
602 Westbury  
603 West Derbyshire  
604 West Devon  
605 West Dorset  
606 West Dunbartonshire (s)  
607 Western Isles (s)  
608 West Flint (w)  
609 West Gloucestershire  
610 West Lothian (s)  
611 West Renfrewshire (s)  
612 West Stirlingshire (s)  
613 Westthornton  
614 Westmorland  
615 Weston-Super-Mare  
616 Whitehaven  
617 Widnes  
618 Wigan  
619 Wight, Isle of  
620 Winchester  
621 Windsor and Maidenhead  
622 Wirral  
623 Woking  
624 Wokingham  
625 Wolverhampton North East  
626 Wolverhampton South East  
627 Wolverhampton South West  
628 Worcester  
629 Wokington  
630 Worthing  
631 Wrexham (w) - 531  
632 Wycombe 532  
633 Yarmouth 533  
634 Yeovil 534  
635 York 535

Private and confidential

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Interviewer No			Cor

11. How interesting have you found the election campaign - very interesting, fairly interesting, or not very interesting?
- 1 Very interesting
  - 2 Fairly interesting
  - 3 Not very interesting
  - 8 Don't know
12. Do you think that this election campaign has generally, given people the facts about the problems facing the country?
- 1 Yes
  - 2 No
  - 8 Don't know
13. How much will the election help to solve the major problems facing the country - a great deal, a little or not at all?
- 1 A great deal
  - 2 A little
  - 3 Not at all
  - 8 Don't know
14. How likely is it that you will vote in the general election tomorrow (today or have you voted already)?
- 1 Have already voted (inc. postal vote)
  - 2 Definitely will
  - 3 Probably will) - skip to Q.22
  - 4 Might vote
  - 5 Unlikely to vote/won't vote - skip to Q.23
  - 8 Don't know - skip to Q.22

IF ALREADY VOTED/DEFINITELY WILL VOTE (Codes 1 or 2)

15. Which party will/did you vote for?
- 1 Conservative - go to Q.16a)
  - 2 Labour - skip to Q.17a)
  - 3 Liberal
  - 4 Nationalist\* } - skip to Q.18
  - 5 Other
  - 8 Don't know
  - 9 Refused (\*Welsh/Scottish)

ASK ONLY IF VOTED/GOING TO VOTE CONSERVATIVE-

- 16a) What would you say is stronger - your like of the Conservatives or your dislike of Labour?
- 1 Like of Conservatives
  - 2 Dislike of Labour
  - 3 Both equal
  - 4 Don't know
- 16b) And are you voting Conservative because of something in particular that you like about them or because you just think it is time for a change?
- 5 Something in particular about Conservatives
  - 6 Time for change
  - 8 Don't know
- Now skip to Q.18

ASK ONLY IF VOTED/GOING TO VOTE LABOUR

- 17a) What would you say is stronger - your like of Labour or your dislike of the Conservatives?
- 1 Like of Labour
  - 2 Dislike of Conservatives
  - 3 Both equal
  - 4 Don't know
- 17b) And are you voting Labour because of something in particular you like about them or because you just see no need for a change of government?
- 5 Something in particular about Labour
  - 6 No need for change
  - 8 Don't know

18. And was there a time during the campaign when you seriously thought you might not vote at a
- 1 Yes
  - 2 No
  - 8 Don't know
19. When you finally decided which way to vote, was it for one or more of the reasons on this card SHOW CARD A Mark all mentioned
- 0 Because of extremists in the Conservative Party
  - X Because of extremists in the Labour Party
  - 1 I was persuaded by wife/husband
  - 2 I was persuaded at work
  - 3 I was persuaded by a party worker who canvassed me
  - 4 Because of a Conservative broadcast on TV
  - 5 Because of a Labour broadcast on TV
  - 6 Because of a Liberal broadcast on TV
  - 7 Because of a Scottish/Welsh nationalist broadcast on TV
  - 8 Because of a Conservative newspaper advertisement/poster I saw
  - 9 Because of a Labour newspaper advertisement/poster I saw
  - 10 None of these things

21. How long ago did you decide which way you would finally vote - a long time ago, or during the campaign? IF DURING CAMPAIGN: And was that two or three weeks ago or just in the last few days?
- 1 A long time ago
  - 2 Two or three weeks ago
  - 3 Last few days
  - 8 Don't know

Skip to Q.25

IF PROBABLY WILL VOTE/MIGHT VOTE/DON'T KNOW (Q.14)-

22. If you do vote, which party are you most likely to support?
- 1 Conservative
  - 2 Labour
  - 3 Liberal
  - 4 Nationalist\*
  - 5 Other
  - 8 Don't know
  - 9 Refused (\*Welsh/Scottish)
- Skip to Q.25

IF UNLIKELY/DEFINITELY WON'T VOTE (Q.14):

23. How long ago did you decide that you would not vote - a long time ago, or during the campaign? IF DURING CAMPAIGN: And was that two or three weeks ago or just in the last few days?
- 1 A long time ago
  - 2 Two or three weeks ago
  - 3 Last few days
  - 8 Don't know
24. Was there any time during the election campaign when you seriously thought you might vote for a party? IF YES which party?
- 9 No
  - 1 Yes, Conservative
  - 2 Yes, Labour
  - 3 Yes, Liberal
  - 4 Yes, Nationalist\*
  - 5 Yes, other
  - 7 Refused
  - 8 Don't know (\*Welsh/Scottish)

ASK ALL EXCEPT LIBERAL VOTERS.

25. If you had thought that the Liberals would win a lot more seats, how likely is it that you would then have voted Liberal - fairly likely, not very likely or not at all likely?
- 1 Fairly likely
  - 2 Not very likely
  - 3 Not at all likely
  - 8 Don't know

ASK ALL.

26. Leaving aside this particular election, would you say you generally think of yourself as Conservative, Labour, Liberal (in Scotland/Wales, nationalist) or what?

- 1 Conservative
  - 2 Labour
  - 3 Liberal
  - 4 Nationalist\*
  - 5 Other
  - 6 No party/none
  - 8 Don't know
- (\*Welsh/Scottish)

27. Now thinking back to the last general election in October 1974, could you say which of the parties you voted for then - or perhaps you didn't vote in that election?

PLEASE ENSURE THAT THOSE WHO WERE TOO YOUNG TO VOTE ARE CODED '9'. IF NECESSARY PROBE: Were you old enough to vote in that election?

- 1 Conservative
  - 2 Labour
  - 3 Liberal
  - 4 Nationalist\*
  - 5 Other
  - 7 Did not vote
  - 8 Don't know/refused
  - 9 Too young to vote
- (\*Welsh/Scottish)

28. Taking everything into account, which party has the best policies?

29. And which party has the best leaders?

	Q. 28	Q. 29
Conservative	1	1
Labour	2	2
Liberal	3	3
Nationalist*	4	4
Other	5	5
None of them/all the same	6	6
Don't know	8	8

(\*Welsh/Scottish)

30. And leaving on one side the question of which party you support, which party is best for people like you?

- 1 Conservative
  - 2 Labour
  - 3 Liberal
  - 4 Nationalist\*
  - 5 Other
  - 6 None of them/all the same
  - 8 Don't know
- (\*Welsh/Scottish)

31. Think of all the urgent problems facing the country at the present time. When you decided which way to vote, which two issues did you, yourself, consider most important? Do NOT probe

- 1 Prices/cost of living/inflation
- 2 Unemployment/jobs
- 3 Industrial relations/strikes/trade unions
- 4 Taxation/income tax
- 5 Law and order/crime/vandalism
- 6 Common Market (EEC)
- 7 Pensions, services for old
- 8 Health/hospitals/NHS
- 9 Education/schools
- 0 Incomes policy
- X Immigrants/race relations
- V Nationalisation
- 10 Welfare benefits
- 20 Northern Ireland
- 30 Rhodesia
- 40 Defence/arms/nuclear weapons
- 50 International peace
- 60 Devolution to Scotland/Wales
- 70 Other economic matters
- 80 National unity
- 90 North Sea oil
- 00 Scotland's special interests
- X0 Other
- 00 Don't know/none

33. What do you, yourself, want the new government to do about devolution for Scotland? Should the new government: READ OUT

- 1 Drop all plans for devolution
- 2 Go ahead with the Assnemy as proposed in the Scotland Act
- 3 Bring forward new plans for devolution
- 8 Don't know

I am going to read out a number of things that most people in Britain from this card SHOW CARD B would you tell me which party you think would be best at READ OUT and mark an answer for each issue. Reverse order for alternate contacts.

	Con	Lab	Lib	Nat	Other	No diff.	Don't know
34 Keeping prices down	1	2	3	4	5	6	8
35 Cutting income tax	1	2	3	4	5	6	8
36 Making Britain more prosperous	1	2	3	4	5	6	8
37 Reducing unemployment	1	2	3	4	5	6	8
37 Improving race relations	1	2	3	4	5	6	8
39 Reducing crime and vandalism	1	2	3	4	5	6	8
40 Raising pensions	1	2	3	4	5	6	8
41 Cutting down strikes	1	2	3	4	5	6	8
42 Standing up for Britain's interest in the EEC	1	2	3	4	5	6	8
43 (Scotland only) Looking after Scotland's special interests	1	2	3	4	5	6	8

44. And do you consider that the financial situation of your household in the last 12 months has: **READ OUT**

- 1 Improved a lot
- ② Improved slightly
- 3 Remained the same
- 4 Deteriorated slightly
- 5 Deteriorated a lot
- 8 Don't know

45. People have different views about whether it is more important to reduce taxes or keep up government services, such as health, education and welfare. How about you? Which of these statements comes closer to your view? **READ OUT**

- ① Cut taxes, even if it means some reduction in government services such as health, education and welfare
- 2 Keep up government services such as health, education and welfare even if it means that taxes cannot be cut
- 8 Don't know/makes no difference

46. There has been a lot of talk about how wages and salaries should be settled. Some people think that the government should set firm guidelines. Others think that the government should leave it to employers and trade unions to negotiate wages and salaries alone. Which of these statements comes closest to your view?

- ① The government should set firm guidelines for wages and salaries
- 2 The government should leave it to employers and trade unions to negotiate wages and salaries alone
- 8 Don't know/makes no difference

47. People have different views about whether the best way to regulate the activities of trade unions is by stricter laws or by voluntary co-operation between the government and trade unions. To which of these views do you feel closer?

- ① By stricter laws
- 2 By voluntary co-operation
- 8 Don't know

48. Who would make the best Prime Minister - Mr Callaghan, Mrs Thatcher or Mr Steel?

- 1 Callaghan
- 2 Thatcher
- ③ Steel
- 8 Don't know/makes no difference

49. Leaving aside your general party preference, do you think a woman MP would be better than a man, not as good as a man, or does it make absolutely no difference?

- 1 Better than a man
- ② Not as good as a man
- 3 Absolutely no difference
- 8 Don't know

50. And would a woman Prime Minister be better than a man, not as good as a man, or does it make absolutely no difference?

- 1 Better than a man
- ② Not as good as a man
- 3 Absolutely no difference
- 8 Don't know

51. If Mr Callaghan retired as leader of the Labour Party, who on this list would you like to see take his place as Labour leader? **SHOW CARD C**

- 1 Tony Benn
- 2 Michael Foot
- 3 Denis Healey
- 4 David Owen
- 5 Peter Shore
- ⑥ Shirley Williams
- 7 Other
- 8 Don't know

52. I am going to read out some of the proposals that the different parties have put forward in this election. In each case I would like you to say whether you think the proposal is a good idea or a bad idea.

	Good idea	Bad idea	Don't know
52 a) Selling more council houses to tenants	1	②	8
53 b) Stopping social security payments to the families of strikers	1	②	8
54 c) Reducing the powers of the House of Lords	1	2	⑧
55 d) Taking a tougher stand against the Common Market's agricultural policy	①	②	8
56 e) Introducing a wealth tax	①	②	8
57 f) Cutting top income tax rate for people with large incomes	①	2	8
59 g) Banning secondary picketing, that is, the picketing of a company not directly involved in a strike	①	②	8
59 h) The Government to give subsidies to industry, to create jobs	①	2	8
60 i) Putting up VAT in order to reduce income tax	①	2	8
61 j) Giving trade unions seats on the boards of major companies	1	②	8
62 k) Having a free vote in the House of Commons on the death penalty	①	2	8
<u>Scotland only.</u>			
63 l) Setting up some sort of Scottish Assembly	1	2	3
m) Giving Scotland a larger share of oil revenue	4	5	6
n) Developing more nuclear power stations	7	8	9

64. Have you seen or heard the results of an opinion poll (in Scotland - A Britain-wide opinion poll) in the last few days? If YES. Do you remember which party the poll said was in the lead? Was that a big lead or a small lead?

- 1 Not seen/heard any poll - skip to Q.66
- 2 Big lead for Conservatives
- 3 Small lead for Conservatives
- 4 Neck and neck/equal/level pegging
- ⑤ Small lead for Labour
- 6 Big lead for Labour
- 7 Other
- 8 Don't know

65. When you finally decided which way to vote, were you influenced at all by what the opinion polls were saying?

- 1 Yes
- ② No
- 8 Don't know

ASK ALL:

66. Has your opinion of politicians gone up, gone down or remained the same as a result of the campaign?

- 1 Gone up
- 2 Gone down
- 3 Remained the same
- ⑧ Don't know

SCOTLAND ONLY - Others skip to Q.70

67. Which way did you vote on the referendum for the Scottish Assembly?

- 1 Yes, for Assembly
- 2 No, against Assembly
- 3 Did not vote
- 8 Don't know

68. When it comes to Scottish affairs or Scotland's special interests how far do you think you can trust each of the parties?  
ASK FOR EACH PARTY

	Con	Lab	SHP
Usually	1	5	9
Some of the time	2	6	0
Rarely	3	7	X
Don't know	4	8	V

SCOTLAND ONLY - ASK ALL EXCEPT SCOTTISH NATIONALIST VOTERS. (Q's 15 and 22)

69. If you had thought that the Nationalists would win a lot more seats, how likely is it that you would then have voted Nationalist - very likely, not very likely or not at all likely?

- 1 Very likely
- 2 Not very likely
- 3 Not at all likely
- 8 Don't know

ASK ALL.

I would like to finish by getting a few personal details. This enables us to check that the sample of people we interview is fully representative.

70. Are you, yourself, employed?

- 1 Full-time
- 2 Part-time
- 3 Self-employed
- 4 Student
- 5 Unemployed
- 6 Retired, pensioner
- 7 Not working

71. Have you, yourself, or anyone else in your family been unemployed or had great difficulty in getting a job in the last year or so?

- 1 Yes, self
- 2 Yes, other in family
- 3 Yes, self and other in family
- 4 No
- 8 Don't know/not applicable

72. What is/was the occupation of the head of household? (Write in below and code)

*Designer GEC*

Non-manual

- 1 Professional
- 2 Director, proprietor, manager
- 3 Shop, personal service
- 4 Office, student, etc.

Manual

- 5 Skilled
- 6 Semi-skilled
- 7 Unskilled

73. Have you or your husband/wife a trade union card?

- 1 Yes, self
- 2 Yes, husband/wife
- 3 No

74. Can you tell me your age? (Write in and code)

*65*

- 1 18-22
- 2 23-24
- 3 25-29
- 4 30-34
- 5 35-39
- 6 40-44
- 7 45-49
- 8 50-54
- 9 55-59
- 0 60-64
- X 65+

75a) 1 Man  
2 Woman - housewife  
3 Woman - not housewife

75b) 4 Married  
5 Single  
6 Widowed, divorced

75c) Non-manual

- 7 A
- 8 B
- 9 C1

Manual

- 0 C2
- X D
- V E

76. SCOTLAND ONLY What is your religious denomination?

- 1 Church of England
- 2 Church of Scotland
- 3 Presbyterian
- 4 Free church, Non-conformist
- 5 Roman Catholic
- 6 Other
- 7 None
- 8 Don't know

77. Ethnic group - code by observation

- 1 Caucasian (white)
- 2 Negro (black)
- 3 Asian (brown)
- 4 Oriental (yellow)

2-3 579