Appendix A.   Questionnaires

Explanatory note

It would be normal, and desirable, in a publication like this to reprint
a facsimile of the questionnaire used in the field. Unfortunately, the
questionnaires available were rather faintly printed and in any case the
print on some pages spread over too great an area to guarantee reproduction
within the page format required for this paper. Accordingly what follows
is a mixture of retyping and a guide to contents of pages whose format was
simple repetition of the basic semantic differential scales. Some pages of
the original had been photo-reduced and one page is reproduced here in
facsimile as an example.

The data from the survey have been deposited at the SSRC Survey Archive at
Essex University. They are available either as raw data in card-image
format or as a system file generated by SPSS (Statistical Package for the
Social Sciences) consisting of four sub-files, one for each constituency.
The data are on restricted access for two years. Those interested in
secondary analysis of the data should write to either:

            Prof. M. Fishbein
            University of Illinois
            Urbana-Champaign   '
            Illinois
            U.S.A.

01
            Dr. Kerry Thomas
            Industrial Sociology Unit
            Imperial College
            11 Prince's Gardens
            London SW7 1NA

The fieldwork was conducted by Taylor Nelson & Associates, 457 Kingston Rd.,
Ewell, Epsom, Surrey. The cost of fieldwork, coding and punching was £1,400
and was paid by the Survey Unit of the Social Science Research Council.

                                            John Hall
                                            SSRC Survey Unit
                                            May 1976

11.11.74   <u>CONTACT SHEET - JOB NO 10/868</u>

Sampling Point		Serial No.		Card No.

RESPONDENT'S NAME _____

ADDRESS _____

| 1 | 2 | 3 | 4 | 5 | 6 |

Respondent's Occupation: _____

_____

RESPONDENT'S CLASS: AB

                         C1

                         C2

                         D

                         E

INTERVIEWER'S NAME _____

Date of Interview _____

<u>INTRODUCTION</u>

Good morning/afternoon/evening, I am Mrs.................., and we're carrying out a research study for the SSRC Survey Unit (Social Science Research Council). We would like to know what you think about the issues and candidates in the coming General Election

Q.1   Are you eligible to vote in this constituency?   YES - CONTINUE

                                                             NO - CLOSE INTERVIEW

Q.2   And what is the occupation of the chief wage earner exactly?

       JOB _____   CLASS OF CWE   AB
                                                    OR H/H
                                                                        C1
       <u>IF NOT WORKING NOW</u>
                                                                        C2
           FORMER JOB _____
                                                                        D

                                                                        E

Q.3   When it comes to politics, would you say you are (READ OUT):

                                        Extremely interested

                                        Quite interested

                                        Slightly interested

                                        Not interested at all

Q.4   Generally speaking, leaving aside for the moment the question of the General Election, would you say that you usually think of yourself as (READ OUT):

       (IF RESPONDENT SAYS 'SOCIALIST' PROMPT "DO   IF PART OF (Conservative
       YOU MEAN LABOUR"? IF YES CONTINUE IF PART   REQUIRED (Labour
       OF REQUIRED QUOTA).
                                                  QUOTA GO TO Q.6 (Liberal

                      GO TO NEXT QUESTION -   None of these/
                                                              don't know

                                                              Other (write in)
                      CLOSE INTERVIEW -   ....

Q.5 Again, leaving aside for the moment the question of the General Election, do you generally think of yourself as a little closer to one of the parties than the others?

CLOSE INTERVIEW -   NO

(ASK: Which party is that?)   YES

CONTINUE IF
PART OF REQUIRED
QUOTA
(Conservative
(Labour
(Liberal

CLOSE INTERVIEW -   Other

Q.6 I would now like to know if you could help us with our research project by filling in a questionnaire that would take about half an hour. All your answers would, of course, be treated in the strictest confidence.

IF YES   START ON QUESTIONNAIRE

NO   CLOSE INTERVIEW

(IF LATER MAKE APPOINTMENT)

Q.7a   I know that it's sometimes hard to remember, but can you tell me the name of the Labour candidate in this constituency?

Q.7b   And what about the name of the Conservative candidate?

Q.7c   And the name of the Liberal candidate?

	(a) Labour Candidate		(b) Conservative Candidate		(c) Liberal Candidate	
Correct	1	Go to 8a	1	Go to 8a	1	Go to 8a
Incorrect	2	Go to 8b	2	Go to 8b	2	Go to 8b
Don't know/can't remember	3	Go to 8b	3	Go to 8b	3	Go to 8b

Q.8a   For each correctly named candidate say:

Well, you were right about the (Labour/Conservative/Liberal) candidate's name, now how much would you say that you know about (name each candidate in turn): quite a lot, a little or nothing at all?

COMPLETE GRID BELOW

Q.8b   For each incorrectly or unnamed candidate tell respondent:

As I said earlier, it is difficult to remember names, but the name of the (Labour/Conservative/Liberal) candidate is .... How much would you say you know about this person? Quite a lot, a little or nothing at all?

COMPLETE GRID BELOW

COMPLETE GRID FOR ALL RESPONDENTS AND CANDIDATES

	Labour Candidate	Conservative Candidate	Liberal Candidate
Know a lot	1	1	1
Know a little	2	2	2
Know nothing at all	3	3	3

SELF COMPLETION SECTION

GIVE SCALE BOOKLET TO RESPONDENT AND GO THROUGH YOUR INSTRUCTION
                                                                    BOOKLET

The remainder of the questionnaire was a self-completion booklet consisting largely of 7-point semantic differential scales. A list of issues and outcomes was rated for initial evaluation, and then each candidate, each party and each party leader was rated first for likelihood of being in favour of each item in the list, and secondly on standard evaluative semantic differential scales. The content of each sheet was as follows:

Evaluation Sheet 1. Scale point headings:

Extremely good	Quite good	Slightly good	Neither good nor bad	Slightly bad	Quite bad	Extremely bad
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

Items rated:

6 possible outcomes

A Liberal government

A Conservative government

A Labour government

A Labour/Liberal coalition government

A Conservative/Liberal coalition government

A coalition government of all three major parties

16 issues

Selling council houses to tenants

Subsidies on essential foods

Public ownership of building land

Statutory wage control

Curbing inflation with policies which increase unemployment

The wealth tax

Increased help for farmers

Stricter immigration laws

Government price control

Nationalisation of large companies

Membership in the Common Market

Private pay-beds in National Health Service hospitals

Comprehensive schools

Reducing mortgage rates

Reducing the power of the trade unions

Stronger measures to maintain law and order

Belief Sheet 1.   Belief sheet for (named) Labour candidate

Scale point headings:

Extremely likely	Quite likely	Slightly likely	Neither Likely Nor unlikely	Slightly unlikely	Quite Unlikely	Extremely unlikely
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

Beliefs to be rated:

is in favour of selling council houses to tenants

is in favour of subsidies on essential foods

is in favour of public ownership of building land

is in favour of statutory wage control

is in favour of curbing inflation with policies which increase unemployment

is in favour of the wealth tax

is in favour of increased help for farmers

is in favour of stricter immigration laws

is in favour of government price control

is in favour of nationalisation of large companies

is in favour of membership in the Common Market

is in favour of private pay-beds in National Health Service hospitals

is in favour of comprehensive schools

is in favour of reducing mortgage rates

is in favour of reducing the power of the unions

is in favour of stronger measures to maintain law and order

Belief Sheet 2:   As sheet 1 for (named) Conservative candidate

Belief Sheet 3:   As sheet 1 for (named) Liberal candidate

Belief Sheet 4:   As sheet 1 for "The Labour Party"
                       but with 3 additional items:

      is best able to control inflation

      will improve the economy

      is best able to solve the housing problem

Belief Sheet 5:   As Sheet 4 for "The Conservative Party"

Belief Sheet 6:   As Sheet 4 for "The Liberal Party"

Belief Sheet 7:   As Sheet 4 for "The Party Leader (Harold Wilson) Labour"

Belief Sheet 8:   As Sheet 4 for "The Party Leader (Edward Heath) Conservative"

Belief Sheet 9:   As Sheet 4 for "The Party Leader (Jeremy Thorpe) Liberal"

Evaluation Sheet 2 - All three named candidates evaluated on five scales:

      Good - Bad

      Wise - Foolish

    Harmful - Beneficial

    Honest - Dishonest

      Weak - Strong

   With scale point headings:

Extremely	Quite	Slightly	Neither	Slightly	Quite	Extremely
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

Evaluation Sheet 3: As sheet 2, but for all 3 political parties

Evaluation Sheet 4: As sheet 2, but for all 3 party leaders

BELIEF SHEET 4 - THE LABOUR PARTY

THE LABOUR PARTY:	EXTREMELY LIKELY	QUITE LIKELY	SLIGHTLY LIKELY	NEITHER LIKELY NOR UNLIKELY	SLIGHTLY UNLIKELY	QUITE UNLIKELY	EXTREMELY UNLIKELY
is in favour of selling council houses to tenants	☐	☐	☐	☐	☐	☐	☐
is in favour of subsidies on essential foods	☐	☐	☐	☐	☐	☐	☐
is in favour of public ownership of building land	☐	☐	☐	☐	☐	☐	☐
is in favour of statutory wage control	☐	☐	☐	☐	☐	☐	☐
is in favour of curbing inflation with policies which increase unemployment	☐	☐	☐	☐	☐	☐	☐
is in favour of the wealth tax	☐	☐	☐	☐	☐	☐	☐
is in favour of increased help for farmers	☐	☐	☐	☐	☐	☐	☐
is in favour of stricter immigration laws	☐	☐	☐	☐	☐	☐	☐
is in favour of government price control	☐	☐	☐	☐	☐	☐	☐
is in favour of nationalisation of large companies	☐	☐	☐	☐	☐	☐	☐
is in favour of membership in the Common Market	☐	☐	☐	☐	☐	☐	☐
is in favour of private pay-beds in National Health Service hospitals	☐	☐	☐	☐	☐	☐	☐
is in favour of comprehensive schools	☐	☐	☐	☐	☐	☐	☐
is in favour of reducing mortgage rates	☐	☐	☐	☐	☐	☐	☐
is in favour of reducing the power of the unions	☐	☐	☐	☐	☐	☐	☐
is in favour of stronger measures to maintain law and order	☐	☐	☐	☐	☐	☐	☐
is best able to control inflation	☐	☐	☐	☐	☐	☐	☐
will improve the economy	☐	☐	☐	☐	☐	☐	☐
is best able to solve the housing problem	☐	☐	☐	☐	☐	☐	☐

In this section we would like to know how you would feel about voting for certain candidates as well as voting in general. Please indicate your feelings on the following items:

Casting my vote in the General Election would be:

	EXTREMELY	QUITE	SLIGHTLY	NEITHER	SLIGHTLY	QUITE	EXTREMELY	
Good	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	Bad
Wise	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	Foolish
Harmful	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	Beneficial

Repeated for each candidate:

Casting my vote for   [NAME]   (LABOUR) would be:.....

[NAME]   (CONSERVATIVE)   would be .....

[NAME]   (LIBERAL) would be ....

We now want to get an idea of what you think the implication of your vote might be (for example, do you think it would lead to a coalition or not). Please indicate your opinions on the following items.

Casting my vote for   [NAME]   (LABOUR)
will increase the chance of........

	EXTREMELY LIKELY	QUITE LIKELY	SLIGHTLY LIKELY	NEITHER LIKELY NOR UN- LIKELY	SLIGHTLY UNLIKELY	QUITE UNLIKELY	EXTREMELY UNLIKELY
A Liberal Government	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
A Conservative Government	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
A Labour Government	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
A Labour/Liberal Coalition Government	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
A Conservative/ Liberal Coalit- ion Government	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
A Coalition Gov- ernment of all three major parties	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

Repeated for Conservative and Liberal Candidates

Casting my vote in this election will affect the outcome in this constituency

      LIKELY [ ]   [ ]   UNLIKELY

Casting my vote in this election will affect the type of government that will be formed

      LIKELY [ ]   [ ]   UNLIKELY

VOTING SCALES - SHEET 3

Now, we would like to know how you think other people would like you to vote

     [Each item was assessed on the likely - unlikely scale]

Most people who are important to me think I should cast my vote in the general election

     [For each candidate the following ratings were obtained]

Most people who are important to me think I should vote for [CANDIDATE]

My family thinks I should vote for   [CANDIDATE]

My close friends think I should vote for   [CANDIDATE]

     [Finally these two items]

Generally speaking, when it comes to voting I want to do what my family thinks I should do

Generally speaking when it comes to voting, I want to do what my close friends think I should do

We would finally like to get some personal details which will be usec in the analysis stage of our research to show us how different groups of people feel about the issues we have covered. No individual will be identified.

TICK THE BOX THAT APPLIEB TO YOU

SEX: Male

Female

MARITAL STATUS:

Single

Married

Widowed/divorced/separated

AGE GROUP:

18 - 21

22 - 24

25 - 34

35 - 44

45 - 54

55 - 64

65+

How many people are there in the household that fall into the following age groups? (IF YOU DO NOT UNDERSTAND HOW TO FILL THIS IN ASK INTERVIEWER)

NO. IN HOUSEHOLD

	1	2	3
0 - 4 years			
5 - 15 years			
16 - 24 years			
25 - 44 years			
45 - 64 years			
65+			

MEMBERSHIP OF VARIOUS BODIES

Are you or any other person in your household a member of:

	Me	Other Person in Household
A Trade Union	[ ]	[ ]
A Staff Association	[ ]	[ ]
A professional association	[ ]	[ ]
None of the above	[ ]	[ ]

NAME(S) OF BODIES

If you or any other person in your household belong to any of the above bodies
write name(s) in

ME

Other person in
household

_____

_____

_____

_____

_____

_____

EDUCATIONAL STATUS

Age of stopping full-time education

14 or under

15

16

17

18 or older

Still receiving full-time education

While in full time education, which of these were you or if you are still
undergoing full time education, are you at:

A state grammar school

A state comprehensive school

Another kind of state school

College or college of advanced technology

University

Fee paying secondary school

Any other kind of educational establishment

WORK STATUS:

Which of these applies to you?

I work full time (30 hours +)

I work part-time (29 hours or less)

I am a non-working housewife

I have retired

I am temporarily un-employed

I am still in full time education/
Not working yet

ACCOMMODATION:

Which one of these things applies to this accommodation? Is it -

      Owned by you or the chief wage earner   [ ]

      on a mortgage

      Owned by you or chief wage earner and   [ ]

      not on a mortgage

      Rented from the Council or other kind of   [ ]
      (eg. "new" town) local authority

      Rented from a private landlord as   [ ]
      unfurnished accommodation

      Rented from a private landlord as furnished accommodation   [ ]

      Do you/chief wage earner occupy it by virtue of your/or
      by his employment (eg. "tied" agricultural house/flat/ [ ]
      police house etc)

      Is it some other kind of accommodation (eg. hall of
      residence, nurses' home etc.)   [ ]

CLASSIFICATION:

Generally speaking, do you consider yourself to be a member of:

    The upper class   [ ]

    The middle class   [ ]

    The working class   [ ]

YOUR STANDARD OF LIVING:

Compared to this time last year, would you say you are:

      A lot better off   [ ]
      A little better off   [ ]
      About the same   [ ]
      A little worse off   [ ]
      A lot worse off   [ ]

and do you expect your standard of living this time next year to be:

      A lot better   [ ]
      A little better   [ ]
      About the same   [ ]
      A little worse   [ ]
      A lot worse   [ ]

and compared with most families in Britain how would you say your
standard of living was:

  A lot better than theirs

  A little better than theirs

  About the same

  A little worse

  A lot worse

NEWSPAPER READERSHIP

(a) Dailies

Which daily morning paper(s) do you read regularly
(say four out of five issues?)

  Daily Express

  Daily Mirror

  Daily Mail

  Financial Times

  Daily Telegraph

  The Guardian

  The Sun

  The Times

  Other paper (write in tick box)

  _____

  None

(b) Sundays

And which Sunday paper(s) do you read regularly?
(Again four out of five issues)

  Sunday Telegraph

  News of the World

  The Sunday Times

  The Sunday Express

  The Sunday Mirror

  The Observer

  Other paper (WRITE IN AND TICK BOX)

  _____

  None read

OUTCOME OF THE ELECTION

Now we'd like you to do some predicting for us:

Regardless of your own preference, which party do you think
will win this general election?

> Conservative
>
> Labour
>
> Liberal
>
> None
>
> Don't Know

and do you think the outcome of this general election will be:

> Very close
>
> Quite close
>
> Somewhat one-sided
>
> Very one-sided
>
> Don't know

How about here in this constituency?
Which party do you think will win here?

> Conservative
>
> Labour
>
> Liberal
>
> Don't know

Do you think the outcome in this constituency will be:

> Very close
>
> Quite close
>
> Somewhat one-sided
>
> Very one-sided
>
> Don't know

THANK YOU

PLEASE HAND THIS BOOKLET BACK TO THE INTERVIEWER

TO BE COMPLETED BY INTERVIEWER

Q.9   How many years altogether have you lived in this neighbourhood?

                                                            (WRITE IN)

Q.10   Which political party do you usually vote for or support?

                              Labour

                              Conservative

                              Liberal

                              Other (WRITE IN)

                              None

                              Varies

                              Refused

Q.11   Did you vote in the last General Election?
            (GO TO Q.12)   Yes
            (GO TO Q.13)   No

Q.12   Whom did you vote for? The answer will of course be quite confidential.
        INTERVIEWER PLEASE NOTE WHETHER RESPONDENT SPONTANEOUSLY MENTIONS
        CANDIDATE OR PARTY FIRST OR SECOND.
        IF PARTY MENTIONED FIRST ASK FOR NAME OF CANDIDATE

        WRITE IN NAME OF CANDIDATE OPPOSITE PARTY HE REPRESENTS

NAME OF CANDIDATE	(Mentioned)		NAME OF PARTY	(Mentioned)	
	FIRST	SECOND		FIRST	SECOND
_____	1	1	Labour	1	1
_____	2	2	Liberal	2	2
_____	3	3	Conservative	3	3
_____	4	4	Other	4	4
_____	5	5	Can't remember	5	5
_____	6	6	Refused	6	6

Q.13   If you had voted, whom would you have most likely voted for? The answer
        will of course be quite confidential.
        (INSTRUCTIONS AS ABOVE)

NAME OF CANDIDATE	(Mentioned)		NAME OF PARTY	(Mentioned)	
	FIRST	SECOND		FIRST	SECOND
_____	1	1	Labour	1	1
_____	2	2	Liberal	2	2
_____	3	3	Conservative	3	3
_____	4	4	Other	4	4
_____	5	5	Can't remember	5	5
_____	6	6	Refused	6	6

Q.14a Finally, taking into account all the money that comes into your household, including all the wages and salaries of all those who are working (pensions, benefits etc), and any other money from any other sources, which group on this card (SHOW CARD A) comes nearest to the total income of your household nowadays before any deductions are made.

(b) and which figure comes closest to your own personal income before deductions?

Weekly	Yearly
Under £15	Under £800
£15 under £25	£800 under £1300
£25 under £35	£1300 under £1800
£35 under £45	£1800 under £2300
£45 under £60	£2300 under £3100
£60 under £80	£3100 under £4200
£80 or more	£4200 or more
Refused/Don't know	Refused/Don't know

POSTAL FOLLOW-UP QUESTIONNAIRE

SURVEY OF GENERAL ELECTION - OCTOBER 1974

Please tick ( ) the answer which applies to you

General Election on October 10th 1974

     I voted for the Conservative candidate   ( )

     I voted for the Labour candidate   ( )

     I voted for the Liberal candidate   ( )

     I did not vote   ( )

In general, what are your feelings about the result of the Election
in the country as a whole? Would you say you are very happy, fairly
happy, not too happy or not at all happy with the result?

     Very happy   ( )

     Fairly happy   ( )

     Not too happy   ( )

     Not at all happy   ( )

PLEASE RETURN TO TAYLOR NELSON & ASSOCIATES IN THE ENVELOPE PROVIDED

QUESTIONNAIRE FOR FOLLOW-UI INTERVIEW

Job No. 10/868

You may remember that I interviewed you .... (read out number of days before election that person was interviewed) before the recent general election. I would be most grateful if you would answer a few extra questions.

NOTE TO INTERVIEWER   CODE IN NUMBER OF DAYS BEFORE GENERAL ELECTION THAT RESPONDENT WAS INTERVIEWED

One day before

Two days before

Three days before

Four days before

Five days before

Q.1   On the day I was interviewed I intended to cast my vote in the General Election

EXTREMELY LIKELY	QUITE LIKELY	SLIGHTLY LIKELY	NEITHER LIKELY NOR UNLIKELY	SLIGHTLY UNLIKELY	QUITE UNLIKELY	EXTREMELY UNLIKELY
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

Q.2   On the day I was interviewed I intended to cast my vote for [CANDIDATE] in the General Election   (Labour)

[ ]   [ ]   [ ]   [ ]   [ ]   [ ]   [ ]

Q.3   On the day I was interviewed I intended to cast my vote for [CANDIDATE] in the General Election   (Conservative)

[ ]   [ ]   [ ]   [ ]   [ ]   [ ]   [ ]

Q.4   On the day I was interviewed I intended to cast my vote for [CANDIDATE] in the General Election   (Liberal)

[ ]   [ ]   [ ]   [ ]   [ ]   [ ]   [ ]

Q.5   Did you in fact cast your vote in the recent General Election?

Q.7 ←———————— Yes

Q.6 ←———————— No

Q.6   If you had voted in the General Election, who would you have voted for?

The Conservative Candidate

The Labour Candidate

The Liberal Candidate

END INTERVIEW

Q.7   On election day when I entered the polling booth I intended to vote for -

[CANDIDATE](Labour)

EXTREMELY LIKELY	QUITE LIKELY	SLIGHTLY LIKELY	NEITHER LIKELY NOR UNLIKELY	SLIGHTLY UNLIKELY	QUITE UNLIKELY	EXTREMELY UNLIKELY
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

Q.8   On election day when I entered the polling booth I intended to vote for -
[CANDIDATE] (Conservative)

| [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] |

Q.9   On election day when I entered the polling booth I intended to vote for -
[CANDIDATE] (Liberal)

| [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] |

Q.10   Who in fact did you vote for?   The Conservative candidate
                                             The Labour candidate
                                             The Liberal candidate

Q.11   Did you have any reservations in voting for
(name person voted for in previous question)   ————————— Q.12   Yes
                                                             Q.13   No

Q.12   Would you say you had quite a few reservations or just a few reservations
in voting for _____ (name person voted for in Q.10)

                                             Quite a few reservations
                                             Just a few reservations

Q.13   Just supposing _____ (name person voted for in Q.10) had
not been running in this election, how likely is it that you would have
voted for .. .. (name each of other two candidates in turn)

_____ [CANDIDATE]   (Labour)

EXTREMELY LIKELY	QUITE LIKELY	SLIGHTLY LIKELY	NEITHER LIKELY NOR UNLIKELY	SLIGHTLY UNLIKELY	QUITE UNLIKELY	EXTREMELY UNLIKELY
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

_____ [CANDIDATE]   (Conservative)

| [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] |

_____ [CANDIDATE]   (Liberal)

| [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] |

And how likely is it that you wouldn't have voted at all

| [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] |

5	6	0	0	1	6

CARD-6.

ou may remember that I interviewed you ....3..........(read out number of days before election that person was interviewed) before the recent general election. I would be most grateful if you would answer a few extra questions.

NOTE TO INTERVIEWER   CODE IN NUMBER OF DAYS BEFORE GENERAL ELECTION THAT RESPONDENT WAS INTERVIEWED   (7)

One day before	1
Two days before	2
Three days before	③
Four days before	4
Five days before	5

.1. On the day I was interviewed I intended to cast my vote in the General Election.

EXTREMELY LIKELY	QUITE LIKELY	SLIGHTLY LIKELY	NEITHER LIKELY NOR UNLIKELY	SLIGHTLY UNLIKELY	QUITE UNLIKELY	EXTREMELY UNLIKELY

LIKELY [✓]   [ ]   [ ]   [ ]   [ ]   [ ]   [ ] UNLIKELY   (8) ①

.2. On the day I was interviewed I intended to cast my vote for ___ JOHN CRAWFORD ___ (Labour) in the General Election.

LIKELY [ ]   [ ]   [ ]   [ ]   [ ]   [ ]   [✓] UNLIKELY   (9) ⑦

.3. On the day I was interviewed I intended to cast my vote for __ PETER MORRISON ___ (Conservative) in the General Election.

LIKELY [✓]   [ ]   [ ]   [ ]   [ ]   [ ]   [ ] UNLIKELY   (10) ①

4. On the day I was interviewed I intended to cast my vote for _____ RALPH GREEN ___ (Liberal) in the General Election.

LIKELY [ ]   [ ]   [ ]   [ ]   [ ]   [ ]   [✓] UNLIKELY   (11) ⑦

5. Did you in fact cast your vote in the recent General Election?

     Q.7 ⟵———— Yes   (12) ①

     Q.6. ⟵———— No   2

6. If you had voted in the General Election, who would you have voted for?   (13)

     The Conservative Candidate   1

     The Labour Candidate   2

     The Liberal Candidate   3

     END INTERVIEW   ⑨=N

7. On election day when I entered the polling booth I intended to vote for_ JOHN CRAWFORD (Labour)

EXTREMELY LIKELY	QUITE LIKELY	SLIGHTLY LIKELY	NEITHER LIKELY NOR UNLIKELY	SLIGHTLY UNLIKELY	QUITE UNLIKELY	EXTREMELY UNLIKELY

LIKELY [ ]   [ ]   [ ]   [ ]   [ ]   [ ]   [✓] UNLIKELY   (14) ④

8. On election day when I entered the polling booth I intended to vote for PETER MORRISON (Conservative)

LIKELY [✓]   [ ]   [ ]   [ ]   [ ]   [ ]   [ ] UNLIKELY   (15) ①

9. On election day when I entered the polling booth I intended to vote for __ RALPH GREEN ___ (Liberal)

LIKELY [ ]   [ ]   [ ]   [ ]   [ ]   [ ]   [✓] UNLIKELY   (16) ⑦

.10. Who in fact did you vote for?

The Conservative candidate   (17) ①

The Labour candidate   2

The Liberal candidate   3

.11. Did you have any reservations in voting for _____
(name person voted for in previous question)

(18)

   Q.12 ⟵——————— YES   1

   Q.13 ⟵——————— NO   ②

.12. Would you say you had quite a few reservations or just a few reservations in voting
for _____ (name person voted for in Q.10)

(19)

   Quite a few reservations   1

   Just a few reservations   2

.13. Just supposing _____ (name person voted for in Q.10) had not been
running in this election, how likely is it that you would have voted for ....(name
each of other two candidates in turn)

⑨ = N A

JOHN CRAWFORD ____ (Labour)

	EXTREMELY LIKELY	QUITE LIKELY	SLIGHTLY LIKELY	NEITHER LIKELY NOR UNLIKELY	SLIGHTLY UNLIKELY	QUITE UNLIKELY	EXTREMELY UNLIKELY	
KELY	☐	☐	☐	☐	☐	☐	☑	UNLIKELY (20)

⑦

PETER MORRISON ____ (Conservative)

KELY	☐	☐	☐	☐	☐	☐	☐	UNLIKELY (21)

⑨

RALPH GREEN ____ (Liberal)

LIKELY	☐	☑	☐	☐	☐	☐	☐	UNLIKELY (22)

②

And how likely is it that you wouldn't have voted at all

LIKELY	☐	☑	☐	☐	☐	☑	☐	UNLIKELY (23)

⑥

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/1-2		Sampling Point	50 Nelson and Colne 52 Stockport North 54 Oldham East 56 Chester	99 89 97 91
1/3-5		Serial Number	3 digit number	
1/6		CARD NUMBER	1 CARD ONE	376
1/7	1	Social grade of respondent	1 AB 2 C1 3 C2 4 D 5 E 9 Not stated	60 115 133 58 5 5
1/8	2	Are you eligible to vote in this constituency	1 Yes	376
1/9	3	What is the occupation of the chief wage earner exactly	1 AB 2 C1 3 C2 4 D 5 E 9 Not stated	64 113 147 45 2 5
1/10	4	When it comes to politics, would you say you are:	1 Extremely interested 2 Quite interested 3 Slightly interested 4 Not interested 9 Not stated	82 133 122 26 13
1/11	5	Generally speaking, leaving aside for the moment the question of the General Election, would you say that you usually think of yourself as:	1 Conservative 2 Labour 3 Liberal 4 None/DK	119 120 114 23

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
		ASK ALL WHO ANSWERED CODE 4 ON VAR. 5		
1/12	6	Leaving aside the question of the General Election, do you generally think of yourself as a little closer to one of the parties than the others:	3 Conservative 4 Labour 5 Liberal 9 Not applicable	8 3 12 353
1/13	7	I know that it's sometimes hard to remember, but can you tell me the name of the Labour candidate in this constituency	1 Correct 2 Incorrect 3 DK/can't remember 9 Not stated	276 9 79 12
1/14	8	What about the name of the Conservative candidate	1 Correct 2 Incorrect 3 DK/can't remember 9 Not stated BLANK	300 8 54 12 2
1/15	9	And the name of the Liberal candidate	1 Correct 2 Incorrect 3 DK/can't remember 9 Not stated	237 7 120 12
		FOR EACH CORRECTLY NAMED CANDIDATE		
1/16-18	10-12	Well, you were right about the (Labour/Conservative/ Liberal) candidate's name, now how much would you say that you know about (each candidate in turn):-		
1/16	10	Labour candidate	1 Know a lot 2 Know a little 3 Know nothing 9 Not stated BLANK	48 148 165 13 2

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
1/17	11	Conservative candidate	1	Know a lot	73
			2	Know a little	169
			3	Know nothing	123
			9	Not stated	11
1/18	12	Liberal candidate	1	Know a lot	57
			2	Know a little	117
			3	Know nothing	188
			9	Not stated	14
1/19-24	13-18	How would you evaluate the following possible outcomes:-			
1/19	13	A Liberal government	1	Extremely bad	32
			2	Quite bad	15
			3	Slightly bad	29
			4	Neither	90
			5	Slightly good	66
			6	Quite good	90
			7	Extremely good	53
			0	Not stated	1
1/20	14	A Conservative government	1	Extremely bad	67
			2	Quite bad	50
			3	Slightly bad	38
			4	Neither	51
			5	Slightly good	41
			6	Quite good	61
			7	Extremely good	67
			0	Not stated	1
1/21	15	A Labour government	1	Extremely bad	71
			2	Quite bad	51
			3	Slightly bad	43
			4	Neither	37
			5	Slightly good	51
			6	Quite good	65
			7	Extremely good	56
			0	Not stated	2
1/22	16	A Labour/Liberal coalition government	1	Extremely bad	83
			2	Quite bad	56
			3	Slightly bad	59
			4	Neither	65
			5	Slightly good	46
			6	Quite good	45
			7	Extremely good	16
			0	Not stated	6

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
1/23	17	A Conservative/Liberal coalition government	1	Extremely bad	69
			2	Quite bad	43
			3	Slightly bad	38
			4	Neither	55
			5	Slightly good	74
			6	Quite good	75
			7	Extremely good	18
			0	Not stated	4
1/24	18	A coalition government of all three major parties	1	Extremely bad	59
			2	Quite bad	29
			3	Slightly bad	27
			4	Neither	59
			5	Slightly good	62
			6	Quite good	69
			7	Extremely good	64
			0	Not stated	7
1/25-40	19-34	How would you evaluate the following issues:-			
1/25	19	Selling council houses to tenants	1	Extremely bad	25
			2	Quite bad	14
			3	Slightly bad	23
			4	Neither	30
			5	Slightly good	37
			6	Quite good	102
			7	Extremely good	143
			0	Not stated	2
1/26	20	Subsidies on essential foods	1	Extremely bad	28
			2	Quite bad	30
			3	Slightly bad	26
			4	Neither	41
			5	Slightly good	46
			6	Quite good	97
			7	Extremely good	106
			0	Not stated	2
1/27	21	Public ownership of building land	1	Extremely bad	51
			2	Quite bad	26
			3	Slightly bad	37
			4	Neither	53
			5	Slightly good	43
			6	Quite good	71
			7	Extremely good	89
			0	Not stated	6

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/28	22	Statutory wage control	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	29 17 31 50 59 102 84 4
1/29	23	Curbing inflation with policies which increase unemployment	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	138 62 52 50 27 15 24 8
1/30	24	The wealth tax	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	41 30 26 53 46 84 93 3
1/31	25	Increased help for farmers	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	6 7 9 32 59 131 129 3
1/32	26	Stricter immigration laws	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	17 14 14 44 46 61 177 3

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
1/33	27	Government price control	1	Extremely bad	9
			2	Quite bad	–
			3	Slightly bad	9
			4	Neither	35
			5	Slightly good	55
			6	Quite good	114
			7	Extremely good	151
			0	Not stated	3
1/34	28	Nationalisation of large companies	1	Extremely bad	134
			2	Quite bad	43
			3	Slightly bad	38
			4	Neither	44
			5	Slightly good	32
			6	Quite good	33
			7	Extremely good	50
			0	Not stated	2
1/35	29	Membership in the Common Market	1	Extremely bad	60
			2	Quite bad	19
			3	Slightly bad	29
			4	Neither	63
			5	Slightly good	49
			6	Quite good	79
			7	Extremely good	74
			0	Not stated	3
1/36	30	Private pay-beds in National Health Service Hospitals	1	Extremely bad	82
			2	Quite bad	32
			3	Slightly bad	23
			4	Neither	83
			5	Slightly good	52
			6	Quite good	52
			7	Extremely good	50
			0	Not stated	2
1/37	31	Comprehensive schools	1	Extremely bad	35
			2	Quite bad	21
			3	Slightly bad	32
			4	Neither	59
			5	Slightly good	54
			6	Quite good	100
			7	Extremely good	73
			0	Not stated	2

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/38	32	Reducing mortgage rates	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	1 4 5 40 38 94 192 2
1/39	33	Reducing the power of the trade unions	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	32 26 22 43 41 65 145 2
1/40	34	Stronger measures to maintain law and order	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	7 4 10 26 41 61 224 3
1/41-56	35-50	How would you rate the following beliefs of (named) Labour candidate:-		
1/41	35	Is in favour of selling council houses to tenants	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	92 49 19 83 32 59 38 4
1/42	36	Is in favour of subsidies on essential foods	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	2 4 4 54 30 117 162 3

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/43	37	Is in favour of public ownership of building land	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	7 7 8 59 19 99 174 3
1/44	38	Is in favour of statutory wage control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	67 57 34 78 44 51 42 3
1/45	39	Is in favour of curbing inflation with policies which increase unemployment	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	108 56 34 88 27 25 33 5
1/46	40	Is in favour of the wealth tax	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	6 3 5 48 24 82 206 2
1/47	41	Is in favour of increased help for farmers	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	5 3 12 80 81 122 70 3

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/48	42	Is in favour of stricter immigration laws	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	34 41 50 119 44 45 37 6
1/49	43	Is in favour of government price control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	12 7 15 69 49 113 108 3
1/50	44	Is in favour of nationalisation of large companies	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	4 – 4 39 15 84 228 2
1/51	45	Is in favour of membership in the Common Market	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	41 40 38 117 62 42 34 2
1/52	46	Is in favour of private pay-beds in National Health Service hospitals	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	116 79 51 82 16 17 13 2

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/53	47	Is in favour of comprehensive schools	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	5 2 4 45 38 106 172 4
1/54	48	Is in favour of reducing mortgage rates	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	21 31 19 93 53 83 74 2
1/55	49	Is in favour of reducing the power of the unions	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	151 60 41 74 18 14 16 2
1/56	50	Is in favour of stronger measures to maintain law and order	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	17 16 13 114 48 89 76 3
1/57-72	51-66	How would you rate the following beliefs of (named) Conservative candidate:-		
1/57	51	Is in favour of selling council houses to tenants	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	5 11 12 52 19 90 183 4

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/58	52	Is in favour of subsidies on essential foods	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	49 42 48 74 48 69 43 3
1/59	53	Is in favour of public ownership of building land	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	140 64 53 57 16 17 25 4
1/60	54	Is in favour of statutory wage control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	9 13 24 74 50 103 101 2
1/61	55	Is in favour of curbing inflation with policies which increase unemployment	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	26 23 31 102 59 69 64 2
1/62	56	Is in favour of the wealth tax	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	145 80 49 49 19 12 20 2

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
1/63	57	Is in favour of increased help for farmers	1	Extremely unlikely	2
			2	Quite unlikely	3
			3	Slightly unlikely	10
			4	Neither	66
			5	Slightly likely	60
			6	Quite likely	128
			7	Extremely likely	102
			0	Not stated	5
1/64	58	Is in favour of stricter immigration laws	1	Extremely unlikely	7
			2	Quite unlikely	9
			3	Slightly unlikely	21
			4	Neither	84
			5	Slightly likely	70
			6	Quite likely	101
			7	Extremely likely	82
			0	Not stated	2
1/65	59	Is in favour of government price control	1	Extremely unlikely	19
			2	Quite unlikely	25
			3	Slightly unlikely	27
			4	Neither	80
			5	Slightly likely	76
			6	Quite likely	91
			7	Extremely likely	56
			0	Not stated	2
1/66	60	Is in favour of nationalisation of large companies	1	Extremely unlikely	227
			2	Quite unlikely	46
			3	Slightly unlikely	32
			4	Neither	39
			5	Slightly likely	3
			6	Quite likely	10
			7	Extremely likely	16
			0	Not stated	3
1/67	61	Is in favour of membership in the Common Market	1	Extremely unlikely	5
			2	Quite unlikely	–
			3	Slightly unlikely	4
			4	Neither	43
			5	Slightly likely	30
			6	Quite likely	95
			7	Extremely likely	195
			0	Not stated	4

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/68	62	Is in favour of private pay-beds in National Health Service hospitals	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	5 3 9 36 52 123 144 4
1/69	63	Is in favour of comprehensive schools	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	59 42 55 81 53 54 29 3
1/70	64	Is in favour of reducing mortgage rates	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	9 4 8 43 44 103 161 4
1/71	65	Is in favour of reducing the power of the unions	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	10 8 6 32 28 94 194 4
1/72	66	Is in favour of stronger measures to maintain law and order	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	1 3 2 50 45 103 168 4
1/73-76		U N U S E D	9 U N U S E D	376
1/77-80		Job Number	4 digit number 7403	376

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
2/11	71	Is in favour of curbing inflation with policies which increase unemployment	1	Extremely unlikely	47
			2	Quite unlikely	45
			3	Slightly unlikely	56
			4	Neither	138
			5	Slightly likely	41
			6	Quite likely	21
			7	Extremely likely	23
			0	Not stated	5
2/12	72	Is in favour of the wealth tax	1	Extremely unlikely	22
			2	Quite unlikely	23
			3	Slightly unlikely	52
			4	Neither	112
			5	Slightly likely	66
			6	Quite likely	55
			7	Extremely likely	42
			0	Not stated	4
2/13	73	Is in favour of increased help for farmers	1	Extremely unlikely	3
			2	Quite unlikely	3
			3	Slightly unlikely	6
			4	Neither	75
			5	Slightly likely	56
			6	Quite likely	115
			7	Extremely likely	112
			0	Not stated	6
2/14	74	Is in favour of stricter immigration laws	1	Extremely unlikely	11
			2	Quite unlikely	19
			3	Slightly unlikely	31
			4	Neither	134
			5	Slightly likely	64
			6	Quite likely	67
			7	Extremely likely	46
			0	Not stated	4
2/15	75	Is in favour of government price control	1	Extremely unlikely	4
			2	Quite unlikely	3
			3	Slightly unlikely	7
			4	Neither	95
			5	Slightly likely	67
			6	Quite likely	104
			7	Extremely likely	91
			0	Not stated	5

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/1-2		Sampling Point	As CARD ONE	
2/3-5		Serial Number	3 digit number	
2/6		CARD NUMBER	2 CARD TWO	376
2/7-22	67-82	How would you rate the following beliefs of (named) Liberal candidate:-		
2/7	67	Is in favour of selling council houses to tenants	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	11 12 20 121 71 79 56 6
2/8	68	Is in favour of subsidies on essential foods	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	12 20 25 87 90 88 49 5
2/9	69	Is in favour of public ownership of building land	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	19 31 59 121 68 49 25 4
2/10	70	Is in favour of statutory wage control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	5 6 12 104 72 83 88 6

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/16	76	Is in favour of nationalisation of large companies	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	73 73 69 106 34 11 6 4
2/17	77	Is in favour of membership in the Common Market	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	6 8 17 98 59 83 101 4
2/18	78	Is in favour of private pay-beds in National Health Service hospitals	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	19 13 20 143 86 64 27 4
2/19	79	Is in favour of comprehensive schools	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	7 10 27 120 77 86 44 5
2/20	80	Is in favour of reducing mortgage rates	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	2 4 11 96 78 117 63 5

CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
2/21	81	Is in favour of reducing the power of the unions	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	4 14 14 106 87 85 62 4
2/22	82	Is in favour of stronger measures to maintain law and order	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	5 - 5 98 70 90 103 5
2/23		U N U S E D	0	U N U S E D	376
2/24-42	83-101	How would you rate the following beliefs of The Labour Party:-			
2/24	83	Is in favour of selling council houses to tenants	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	133 51 22 33 25 54 56 2
2/25	84	Is in favour of subsidies on essential foods	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	5 1 4 27 22 92 223 2
2/26	85	Is in favour of public ownership of building land	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	13 4 6 25 23 68 234 3

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
2/27	86	Is in favour of statutory wage control	1	Extremely unlikely	74
			2	Quite unlikely	50
			3	Slightly unlikely	44
			4	Neither	64
			5	Slightly likely	34
			6	Quite likely	44
			7	Extremely likely	62
			0	Not stated	4
2/28	87	Is in favour of curbing inflation with policies which increase unemployment	1	Extremely unlikely	125
			2	Quite unlikely	49
			3	Slightly unlikely	38
			4	Neither	67
			5	Slightly likely	28
			6	Quite likely	30
			7	Extremely likely	36
			0	Not stated	3
2/29	88	Is in favour of the wealth tax	1	Extremely unlikely	14
			2	Quite unlikely	6
			3	Slightly unlikely	5
			4	Neither	19
			5	Slightly likely	17
			6	Quite likely	49
			7	Extremely likely	264
			0	Not stated	2
2/30	89	Is in favour of increased help for farmers	1	Extremely unlikely	5
			2	Quite unlikely	4
			3	Slightly unlikely	8
			4	Neither	66
			5	Slightly likely	73
			6	Quite likely	130
			7	Extremely likely	87
			0	Not stated	3
2/31	90	Is in favour of stricter immigration laws	1	Extremely unlikely	36
			2	Quite unlikely	49
			3	Slightly unlikely	49
			4	Neither	87
			5	Slightly likely	63
			6	Quite likely	49
			7	Extremely likely	41
			0	Not stated	2

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
2/32	91	Is in favour of government price control	1	Extremely unlikely	11
			2	Quite unlikely	4
			3	Slightly unlikely	20
			4	Neither	47
			5	Slightly likely	60
			6	Quite likely	94
			7	Extremely likely	138
			0	Not stated	2
2/33	92	Is in favour of nationalisation of large companies	1	Extremely unlikely	4
			2	Quite unlikely	1
			3	Slightly unlikely	5
			4	Neither	22
			5	Slightly likely	11
			6	Quite likely	45
			7	Extremely likely	286
			0	Not stated	2
2/34	93	Is in favour of membership in the Common Market	1	Extremely unlikely	42
			2	Quite unlikely	38
			3	Slightly unlikely	43
			4	Neither	88
			5	Slightly likely	68
			6	Quite likely	56
			7	Extremely likely	39
			0	Not stated	2
2/35	94	Is in favour of private pay-beds in National Health Service hospitals	1	Extremely unlikely	155
			2	Quite unlikely	68
			3	Slightly unlikely	51
			4	Neither	50
			5	Slightly likely	19
			6	Quite likely	10
			7	Extremely likely	21
			0	Not stated	2
2/36	95	Is in favour of comprehensive schools	1	Extremely unlikely	9
			2	Quite unlikely	2
			3	Slightly unlikely	4
			4	Neither	27
			5	Slightly likely	28
			6	Quite likely	88
			7	Extremely likely	215
			0	Not stated	3

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/37	96	Is in favour of reducing mortgage rates	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	26 23 36 64 71 82 70 4
2/38	97	Is in favour of reducing the power of the unions	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	178 59 41 44 20 12 20 2
2/39	98	Is in favour of stronger measures to maintain law and order	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	23 12 25 77 66 86 82 5
2/40	99	Is best able to control inflation	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	82 51 31 70 37 39 63 3
2/41	100	Will improve the economy	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	83 53 30 57 45 41 65 2

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
2/42	101	Is best able to solve the housing problem	1	Extremely unlikely	83
			2	Quite unlikely	34
			3	Slightly unlikely	27
			4	Neither	81
			5	Slightly likely	39
			6	Quite likely	46
			7	Extremely likely	63
			0	Not stated	3
2/43		U N U S E D	0	U N U S E D	376
2/44-62	102-120	How would you rate the following beliefs of The Conservative Party:-			
2/44	102	Is in favour of selling council houses to tenants	1	Extremely unlikely	15
			2	Quite unlikely	8
			3	Slightly unlikely	12
			4	Neither	30
			5	Slightly likely	26
			6	Quite likely	78
			7	Extremely likely	200
			0	Not stated	7
2/45	103	Is in favour of subsidies on essential foods	1	Extremely unlikely	50
			2	Quite unlikely	49
			3	Slightly unlikely	46
			4	Neither	51
			5	Slightly likely	65
			6	Quite likely	73
			7	Extremely likely	36
			0	Not stated	6
2/46	104	Is in favour of public ownership of building land	1	Extremely unlikely	153
			2	Quite unlikely	63
			3	Slightly unlikely	39
			4	Neither	53
			5	Slightly likely	25
			6	Quite likely	13
			7	Extremely likely	22
			0	Not stated	8
2/47	105	Is in favour of statutory wage control	1	Extremely unlikely	11
			2	Quite unlikely	11
			3	Slightly unlikely	22
			4	Neither	68
			5	Slightly likely	55
			6	Quite likely	99
			7	Extremely likely	102
			0	Not stated	8

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/48	106	Is in favour of curbing inflation with policies which increase unemployment	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	28 25 27 68 83 70 69 6
2/49	107	Is in favour of the wealth tax	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	178 64 35 42 19 15 17 6
2/50	108	Is in favour of increased help for farmers	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	1 7 12 51 71 131 97 6
2/51	109	Is in favour of stricter immigration laws	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	9 12 13 71 82 104 78 7
2/52	110	Is in favour of government price control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	22 27 21 58 82 102 57 7

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/53	111	Is in favour of nationalisation of large companies	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	243 47 26 31 6 7 9 7
2/54	112	Is in favour of membership in the Common Market	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	5 3 2 29 23 87 221 6
2/55	113	Is in favour of private pay-beds in National Health Service hospitals	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	11 6 4 30 38 115 164 8
2/56	114	Is in favour of comprehensive schools	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	63 54 40 67 65 47 33 7
2/57	115	Is in favour of reducing mortgage rates	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	10 4 8 27 50 85 183 9

CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
2/58	116	Is in favour of reducing the power of the unions	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	14 10 6 25 25 84 206 6
2/59	117	Is in favour of stronger measures to maintain law and order	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly likely Neither Slightly likely Quite likely Extremely likely Not stated	3 4 5 49 44 115 148 8
2/60	118	Is best able to control inflation	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	57 48 29 68 49 60 58 7
2/61	119	Will improve the economy	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	53 42 34 66 50 72 53 6
2/62	120	Is best able to solve the housing problem	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	61 44 28 66 63 54 54 6
2/63		U N U S E D	0	U N U S E D	376

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/64-76 3/7-12	121-139	How would you rate the following beliefs of The Liberal Party:-		
2/64	121	Is in favour of selling council houses to tenants	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	11 12 20 114 76 85 50 8
2/65	122	Is in favour of subsidies on essential foods	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	14 13 28 86 96 80 51 8
2/66	123	Is in favour of public ownership of building land	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	27 41 50 105 80 44 21 8
2/67	124	Is in favour of statutory wage control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	7 3 11 91 69 96 90 9
2/68	125	Is in favour of curbing inflation with policies which increase unemployment	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	47 49 47 122 55 26 22 8

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/69	126	Is in favour of the wealth tax	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	24 33 52 105 74 53 27 8
2/70	127	Is in favour of increased help for farmers	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	2 3 5 69 54 124 110 9
2/71	128	Is in favour of stricter immigration laws	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	15 15 26 118 66 76 52 8
2/72	129	Is in favour of government price control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	5 6 6 82 84 106 78 9
2/73	130	Is in favour of nationalisation of large companies	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	77 80 73 96 22 9 10 9

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/74	131	Is in favour of membership in the Common Market	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	4 4 12 100 52 96 96 12
2/75	132	Is in favour of private pay-beds in National Health Service hospitals	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	13 17 27 112 90 80 28 9
2/76	133	Is in favour of comprehensive schools	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	9 11 25 111 78 98 34 10
		(Continued CARD 3/col.7)		
2/77-80		Job Number	4 digit number 7403	376
3/1-2		Sampling Point	As CARD ONE	
3/3-5		Serial Number	3 digit number	
3/6		CARD NUMBER	3 CARD THREE	376
3/7	134	Is in favour of reducing mortgage rates	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	4 5 14 82 82 119 61 9

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/8	135	Is in favour of reducing the power of the unions	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	3 11 16 99 100 67 68 12
3/9	136	Is in favour of stronger measures to maintain law and order	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	1 4 12 84 72 106 89 8
3/10	137	Is best able to control inflation	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	34 41 36 111 44 56 44 10
3/11	138	Will improve the economy	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	37 31 36 107 58 51 48 8
3/12	139	Is best able to solve the housing problem	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	38 30 34 116 60 55 35 8
3/13		U N U S E D	0 U N U S E D	376

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
3/14-32	140-158	How would you rate the following beliefs of The Party Leader (Harold Wilson) Labour:-			
3/14	140	Is in favour of selling council houses to tenants	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	125 54 19 36 24 51 60 7
3/15	141	Is in favour of subsidies on essential foods	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	1 4 3 19 32 101 209 7
3/16	142	Is in favour of public ownership of building land	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	15 4 4 23 27 70 225 8
3/17	143	Is in favour of statutory wage control	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	61 56 40 49 51 51 62 6
3/18	144	Is in favour of curbing inflation with policies which increase unemployment	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	125 49 34 63 36 25 38 6

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/19	145	Is in favour of the wealth tax	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	14 5 4 21 15 69 242 6
3/20	146	Is in favour of increased help for farmers	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	9 5 11 51 85 126 82 7
3/21	147	Is in favour of stricter immigration laws	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	30 44 50 97 68 45 35 7
3/22	148	Is in favour of government price control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	15 9 19 41 61 88 136 7
3/23	149	Is in favour of nationalisation of large companies	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	6 2 4 20 21 39 278 6

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/24	150	Is in favour of membership in the Common Market	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	42 40 27 76 70 63 50 8
3/25	151	Is in favour of private pay-beds in National Health Service hospitals	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	129 74 38 68 28 15 17 7
3/26	152	Is in favour of comprehensive schools	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	8 5 2 30 32 98 193 8
3/27	153	Is in favour of reducing mortgage rates	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	26 24 33 62 79 76 67 9
3/28	154	Is in favour of reducing the power of the unions	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	162 66 37 45 25 14 18 9

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
3/29	155	Is in favour of stronger measures to maintain law and order	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	21 13 29 81 80 77 69 6
3/30	156	Is best able to control inflation	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	75 43 32 73 40 47 59 7
3/31	157	Will improve the economy	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	79 41 29 76 47 37 61 6
3/32	158	Is best able to solve the housing problem	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	67 46 23 88 45 40 61 6
3/33		U N U S E D	0	U N U S E D	376
3/34-52	159-177	How would you rate the following beliefs of The Party Leader (Edward Heath) Conservative:-			
3/34	159	Is in favour of selling council houses to tenants	1 2 3 4 5 6 7 0	Extremely unlikely Quite unlikely Slightly unlikely Neither Slightly likely Quite likely Extremely likely Not stated	14 5 11 37 28 80 194 7

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/35	160	Is in favour of subsidies on essential foods	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	63 36 43 58 63 73 33 7
3/36	161	Is in favour of public ownership of building land	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	162 69 38 46 20 18 16 7
3/37	162	Is in favour of statutory wage control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	12 14 15 58 74 90 106 7
3/38	163	Is in favour of curbing inflation with policies which increase unemployment	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	26 25 26 77 65 73 76 8
3/39	164	Is in favour of the wealth tax	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	183 65 33 40 20 12 15 8

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
3/40	165	Is in favour of increased help for farmers	1	Extremely unlikely	2
			2	Quite unlikely	3
			3	Slightly unlikely	11
			4	Neither	54
			5	Slightly likely	70
			6	Quite likely	139
			7	Extremely likely	89
			0	Not stated	8
3/41	166	Is in favour of stricter immigration laws	1	Extremely unlikely	11
			2	Quite unlikely	10
			3	Slightly unlikely	17
			4	Neither	81
			5	Slightly likely	78
			6	Quite likely	106
			7	Extremely likely	66
			0	Not stated	7
3/42	167	Is in favour of government price control	1	Extremely unlikely	27
			2	Quite unlikely	24
			3	Slightly unlikely	21
			4	Neither	57
			5	Slightly likely	88
			6	Quite likely	84
			7	Extremely likely	68
			0	Not stated	7
3/43	168	Is in favour of nationalisation of large companies	1	Extremely unlikely	238
			2	Quite unlikely	48
			3	Slightly unlikely	34
			4	Neither	28
			5	Slightly likely	5
			6	Quite likely	6
			7	Extremely likely	10
			0	Not stated	7
3/44	169	Is in favour of membership in the Common Market	1	Extremely unlikely	5
			2	Quite unlikely	3
			3	Slightly unlikely	2
			4	Neither	24
			5	Slightly likely	26
			6	Quite likely	57
			7	Extremely likely	252
			0	Not stated	7

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/45	170	Is in favour of private pay-beds in National Health Service hospitals	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	9 3 4 36 49 98 170 7
3/46	171	Is in favour of comprehensive schools	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	67 50 50 63 61 47 29 9
3/47	172	Is in favour of reducing the mortgage rate	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	5 8 5 34 46 91 176 11
3/48	173	Is in favour of reducing the power of the unions	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	14 10 5 21 33 80 206 7
3/49	174	Is in favour of stronger measures to maintain law and order	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	2 2 8 44 60 112 141 7

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/50	175	Is best able to control inflation	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	64 42 29 76 57 50 51 7
3/51	176	Will improve the economy	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	68 37 32 77 55 54 46 7
3/52	177	Is best able to solve the housing problem	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	72 31 33 84 55 46 46 9
3/53		U N U S E D	0 U N U S E D	376
3/54-72	178-196	How would you rate the following beliefs of The Party Leader (Jeremy Thorpe) Liberal:-		
3/54	178	Is in favour of selling council houses to tenants	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	9 16 18 106 81 90 44 12
3/55	179	Is in favour of subsidies on essential foods	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	11 20 25 90 87 82 49 12

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/56	180	Is in favour of public ownership of building land	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	32 40 59 104 64 40 24 13
3/57	181	Is in favour of statutory wage control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	3 4 12 97 71 82 95 12
3/58	182	Is in favour of curbing inflation with policies which increase unemployment	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	42 41 55 122 56 26 21 13
3/59	183	Is in favour of the wealth tax	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	29 28 57 107 62 44 37 12
3/60	184	Is in favour of increased help for farmers	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	3 - 5 74 60 111 111 12

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/61	185	Is in favour of stricter immigration laws	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	10 15 31 124 71 73 40 12
3/62	186	Is in favour of government price control	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	5 5 7 82 78 104 83 12
3/63	187	Is in favour of nationalisation of large companies	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	83 73 69 97 28 7 7 12
3/64	188	Is in favour of membership in the Common Market	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	3 5 10 92 61 83 109 13
3/65	189	Is in favour of private pay-beds in National Health Service hospitals	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	11 9 31 119 102 61 31 12

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/66	190	Is in favour of comprehensive schools	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	12 7 32 105 95 76 36 13
3/67	191	Is in favour of reducing mortgage rates	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	3 4 13 91 79 105 69 12
3/68	192	Is in favour of reducing the power of the unions	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	6 14 25 89 96 77 57 12
3/69	193	Is in favour of stronger measures to maintain law and order	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	3 1 13 84 73 98 91 13
3/70	194	Is best able to control inflation	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	43 42 27 104 55 48 45 12

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
3/71	195	Will improve the economy	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	46 42 24 101 59 45 47 12
3/72	196	Is best able to solve the housing problem	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	44 39 24 108 68 42 37 14
3/73-76		U N U S E D	9 U N U S E D	376
3/77-80		Job Number	4 digit number 7403	376
4/1-2		Sampling Point	As CARD ONE	
4/3-5		Serial Number	3 digit number	
4/6		CARD NUMBER	4 CARD FOUR	376
4/7-11	197-201	How would you evaluate (named) Labour candidate on the following five scales:-		
4/7	197	Good - Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	19 18 25 111 57 82 52 12
4/8	198	Wise - Foolish	1 Extremely foolish 2 Quite foolish 3 Slightly foolish 4 Neither 5 Slightly wise 6 Quite wise 7 Extremely wise 0 Not stated	18 11 37 115 51 95 36 13

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/9	199	Harmful – Beneficial	1 Extremely beneficial 2 Quite beneficial 3 Slightly beneficial 4 Neither 5 Slightly harmful 6 Quite harmful 7 Extremely harmful 9 Not stated	19 23 39 139 42 61 39 14
4/10	200	Honest – Dishonest	1 Extremely dishonest 2 Quite dishonest 3 Slightly dishonest 4 Neither 5 Slightly honest 6 Quite honest 7 Extremely honest 0 Not stated	10 8 17 131 43 98 56 13
4/11	201	Weak – Strong	1 Extremely strong 2 Quite strong 3 Slightly strong 4 Neither 5 Slightly weak 6 Quite weak 7 Extremely weak 9 Not stated BLANK	20 15 39 156 35 62 33 15 1
4/12-16	202-206	How would you evaluate (named) Conservative candidate on the following five scales:-		
4/12	202	Good – Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	25 15 21 99 53 105 48 10
4/13	203	Wise – Foolish	1 Extremely foolish 2 Quite foolish 3 Slightly foolish 4 Neither 5 Slightly wise 6 Quite wise 7 Extremely wise 0 Not stated	16 14 27 106 66 101 35 11

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/14	204	Harmful – Beneficial	1 Extremely beneficial 2 Quite beneficial 3 Slightly beneficial 4 Neither 5 Slightly harmful 6 Quite harmful 7 Extremely harmful 9 Not stated	18 26 41 119 54 65 39 14
4/15	205	Honest – Dishonest	1 Extremely dishonest 2 Quite dishonest 3 Slightly dishonest 4 Neither 5 Slightly honest 6 Quite honest 7 Extremely honest 0 Not stated	15 12 32 101 48 103 53 12
4/16	206	Weak – Strong	1 Extremely strong 2 Quite strong 3 Slightly strong 4 Neither 5 Slightly weak 6 Quite weak 7 Extremely weak 9 Not stated BLANK	14 15 33 140 44 76 38 15 1
4/17-21	207-211	How would you evaluate (named) Liberal candidate on the following five scales.-		
4/17	207	Good – Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	9 8 10 139 54 98 49 9
4/18	208	Wise – Foolish	1 Extremely foolish 2 Quite foolish 3 Slightly foolish 4 Neither 5 Slightly wise 6 Quite wise 7 Extremely wise 0 Not stated	8 7 11 151 59 105 23 12

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/19	209	Harmful – Beneficial	1 Extremely beneficial 2 Quite beneficial 3 Slightly beneficial 4 Neither 5 Slightly harmful 6 Quite harmful 7 Extremely harmful 9 Not stated	12 9 22 159 55 62 44 13
4/20	210	Honest – Dishonest	1 Extremely dishonest 2 Quite dishonest 3 Slightly dishonest 4 Neither 5 Slightly honest 6 Quite honest 7 Extremely honest 0 Not stated	4 4 11 140 36 111 56 14
4/21	211	Weak – Strong	1 Extremely strong 2 Quite strong 3 Slightly strong 4 Neither 5 Slightly weak 6 Quite weak 7 Extremely weak 9 Not stated	10 18 28 170 51 60 26 13
4/22-26	212-216	How would you evaluate The Labour Party on the following five scales:-		
4/22	212	Good – Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	51 43 39 39 57 78 60 9
4/23	213	Wise – Foolish	1 Extremely foolish 2 Quite foolish 3 Slightly foolish 4 Neither 5 Slightly wise 6 Quite wise 7 Extremely wise 0 Not stated	44 49 56 56 43 72 45 11

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/24	214	Harmful – Beneficial	1 Extremely beneficial 2 Quite beneficial 3 Slightly beneficial 4 Neither 5 Slightly harmful 6 Quite harmful 7 Extremely harmful 9 Not stated BLANK	48 40 58 65 49 47 54 14 1
4/25	215	Honest – Dishonest	1 Extremely dishonest 2 Quite dishonest 3 Slightly dishonest 4 Neither 5 Slightly honest 6 Quite honest 7 Extremely honest 0 Not stated	36 41 48 72 46 80 42 11
4/26	216	Weak – Strong	1 Extremely strong 2 Quite strong 3 Slightly strong 4 Neither 5 Slightly weak 6 Quite weak 7 Extremely weak 9 Not stated	28 30 36 66 48 78 81 9
4/27-31	217-221	How would you evaluate The Conservative Party on the following five scales:-		
4/27	217	Good – Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	41 31 51 47 66 88 45 7
4/28	218	Wise – Foolish	1 Extremely foolish 2 Quite foolish 3 Slightly foolish 4 Neither 5 Slightly wise 6 Quite wise 7 Extremely wise 0 Not stated	36 29 51 63 66 81 42 8

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/29	219	Harmful – Beneficial	1 Extremely beneficial 2 Quite beneficial 3 Slightly beneficial 4 Neither 5 Slightly harmful 6 Quite harmful 7 Extremely harmful 9 Not stated BLANK	37 32 51 72 56 72 44 11 1
4/30	220	Honest – Dishonest	1 Extremely dishonest 2 Quite dishonest 3 Slightly dishonest 4 Neither 5 Slightly honest 6 Quite honest 7 Extremely honest 0 Not stated	32 24 67 78 50 80 37 8
4/31	221	Weak – Strong	1 Extremely strong 2 Quite strong 3 Slightly strong 4 Neither 5 Slightly weak 6 Quite weak 7 Extremely weak 9 Not stated	24 33 50 80 51 83 45 10
4/32-36	222-226	How would you evaluate The Liberal Party on the following five scales:-		
4/32	222	Good – Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	16 15 15 93 67 109 53 8
4/33	223	Wise – Foolish	1 Extremely foolish 2 Quite foolish 3 Slightly foolish 4 Neither 5 Slightly wise 6 Quite wise 7 Extremely wise 0 Not stated	21 11 21 98 80 100 36 9

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/34	224	Harmful - Beneficial	1 Extremely beneficial 2 Quite beneficial 3 Slightly beneficial 4 Neither 5 Slightly harmful 6 Quite harmful 7 Extremely harmful 9 Not stated	16 16 30 109 66 78 49 12
4/35	225	Honest - Dishonest	1 Extremely dishonest 2 Quite dishonest 3 Slightly dishonest 4 Neither 5 Slightly honest 6 Quite honest 7 Extremely honest 0 Not stated	5 12 16 104 57 115 58 9
4/36	226	Weak - Strong	1 Extremely strong 2 Quite strong 3 Slightly strong 4 Neither 5 Slightly weak 6 Quite weak 7 Extremely weak 9 Not stated	35 34 51 106 61 61 19 9
4/37-41	227-231	How would you evaluate The Party Leader (Harold Wilson) Labour on the following five scales:-		
4/37	227	Good - Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	48 35 30 48 52 83 71 9
4/38	228	Wise - Foolish	1 Extremely foolish 2 Quite foolish 3 Slightly foolish 4 Neither 5 Slightly wise 6 Quite wise 7 Extremely wise 0 Not stated	33 19 30 70 53 100 62 9

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
4/39	229	Harmful – Beneficial	1 2 3 4 5 6 7 9	Extremely beneficial Quite beneficial Slightly beneficial Neither Slightly harmful Quite harmful Extremely harmful Not stated	43 33 64 66 48 64 48 10
4/40	230	Honest – Dishonest	1 2 3 4 5 6 7 0	Extremely dishonest Quite dishonest Slightly dishonest Neither Slightly honest Quite honest Extremely honest Not stated	45 33 45 62 50 82 50 9
4/41	231	Weak – Strong	1 2 3 4 5 6 7 9	Extremely strong Quite strong Slightly strong Neither Slightly weak Quite weak Extremely weak Not stated	24 25 30 75 53 96 65 8
4/42-46	232-236	How would you evaluate The Party Leader (Edward Heath) Conservative on the following five scales:-			
4/42	232	Good – Bad	1 2 3 4 5 6 7 0	Extremely bad Quite bad Slightly bad Neither Slightly good Quite good Extremely good Not stated	50 24 43 60 51 85 56 7
4/43	233	Wise – Foolish	1 2 3 4 5 6 7 0	Extremely foolish Quite foolish Slightly foolish Neither Slightly wise Quite wise Extremely wise Not stated	42 32 49 61 51 83 50 8

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/44	234	Harmful – Beneficial	1 Extremely beneficial 2 Quite beneficial 3 Slightly beneficial 4 Neither 5 Slightly harmful 6 Quite harmful 7 Extremely harmful 9 Not stated	42 33 57 81 54 64 35 10
4/45	235	Honest – Dishonest	1 Extremely dishonest 2 Quite dishonest 3 Slightly dishonest 4 Neither 5 Slightly honest 6 Quite honest 7 Extremely honest 0 Not stated	23 26 43 72 45 102 57 8
4/46	236	Weak – Strong	1 Extremely strong 2 Quite strong 3 Slightly strong 4 Neither 5 Slightly weak 6 Quite weak 7 Extremely weak 9 Not stated	34 30 74 67 47 70 45 9
4/47-51	237-241	How would you evaluate The Party Leader (Jeremy Thorpe) Liberal on the following five scales:-		
4/47	237	Good – Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	13 10 18 71 71 128 56 9
4/48	238	Wise – Foolish	1 Extremely foolish 2 Quite foolish 3 Slightly foolish 4 Neither 5 Slightly wise 6 Quite wise 7 Extremely wise 0 Not stated	21 10 23 70 76 127 39 10

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/49	239	Harmful - Beneficial	1 Extremely beneficial 2 Quite beneficial 3 Slightly beneficial 4 Neither 5 Slightly harmful 6 Quite harmful 7 Extremely harmful 9 Not stated	13 13 32 99 74 84 50 11
4/50	240	Honest - Dishonest	1 Extremely dishonest 2 Quite dishonest 3 Slightly dishonest 4 Neither 5 Slightly honest 6 Quite honest 7 Extremely honest 0 Not stated	6 12 15 76 58 129 71 9
4/51	241	Weak - Strong	1 Extremely strong 2 Quite strong 3 Slightly strong 4 Neither 5 Slightly weak 6 Quite weak 7 Extremely weak 9 Not stated	22 25 36 95 51 100 37 10
4/52-54	242-244	How would you evaluate your casting a vote in the General Election on the following scales:-		
4/52	242	Good - Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	– – 3 19 13 78 255 8
4/53	243	Wise - Foolish	1 Extremely foolish 2 Quite foolish 3 Slightly foolish 4 Neither 5 Slightly wise 6 Quite wise 7 Extremely wise 0 Not stated	1 – 1 21 18 86 232 17

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/54	244	Harmful - Beneficial	1 Extremely beneficial 2 Quite beneficial 3 Slightly beneficial 4 Neither 5 Slightly harmful 6 Quite harmful 7 Extremely harmful 9 Not stated	3 2 3 38 44 69 200 17
4/55-57	245-247	How would you evaluate casting a vote for (named) Labour candidate on the following scales:-		
4/55	245	Good - Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	123 41 28 35 19 22 98 10
4/56	246	Wise - Foolish	1 Extremely foolish 2 Quite foolish 3 Slightly foolish 4 Neither 5 Slightly wise 6 Quite wise 7 Extremely wise 0 Not stated	131 33 31 36 20 28 83 14
4/57	247	Harmful - Beneficial	1 Extremely beneficial 2 Quite beneficial 3 Slightly beneficial 4 Neither 5 Slightly harmful 6 Quite harmful 7 Extremely harmful 9 Not stated	109 43 38 48 25 15 83 15
4/58-60	248-250	How would you evaluate casting a vote for (named) Conservative candidate on the following scales:-		
4/58	248	Good - Bad	1 Extremely bad 2 Quite bad 3 Slightly bad 4 Neither 5 Slightly good 6 Quite good 7 Extremely good 0 Not stated	119 25 30 41 22 35 97 7

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
4/59	249	Wise - Foolish	1	Extremely foolish	118
			2	Quite foolish	29
			3	Slightly foolish	30
			4	Neither	43
			5	Slightly wise	21
			6	Quite wise	33
			7	Extremely wise	89
			0	Not stated	13
4/60	250	Harmful - Beneficial	1	Extremely beneficial	101
			2	Quite beneficial	33
			3	Slightly beneficial	34
			4	Neither	49
			5	Slightly harmful	31
			6	Quite harmful	23
			7	Extremely harmful	93
			9	Not stated	12
4/61-63	251-253	How would you evaluate casting a vote for (named) Liberal candidate on the following scales:-			
4/61	251	Good - Bad	1	Extremely bad	82
			2	Quite bad	17
			3	Slightly bad	17
			4	Neither	75
			5	Slightly good	38
			6	Quite good	48
			7	Extremely good	91
			0	Not stated	8
4/62	252	Wise - Foolish	1	Extremely foolish	86
			2	Quite foolish	26
			3	Slightly foolish	23
			4	Neither	67
			5	Slightly wise	36
			6	Quite wise	45
			7	Extremely wise	79
			0	Not stated	14
4/63	253	Harmful - Beneficial	1	Extremely beneficial	84
			2	Quite beneficial	18
			3	Slightly beneficial	24
			4	Neither	82
			5	Slightly harmful	36
			6	Quite harmful	45
			7	Extremely harmful	73
			9	Not stated	14
4/64-69	254-259	If you voted for (named) Labour candidate, how do you think it would increase the chance of the following taking place:-			

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/64	254	A Liberal government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	185 52 30 58 15 13 5 18
4/65	255	A Conservative government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	186 52 31 48 13 16 14 16
4/66	256	A Labour government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	17 8 7 35 40 81 171 17
4/67	257	A Labour/Liberal Coalition government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	129 50 40 66 44 16 10 21
4/68	258	A Conservative/Liberal Coalition government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	121 51 48 73 38 22 4 19
4/69	259	A Coalition government of all three major parties	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	139 44 35 84 34 17 3 20

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/70-75	260-265	If you voted for (named) Conservative candidate, how do you think it would increase the chance of the following taking place:-		
4/70	260	A Liberal government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	177 54 37 52 20 10 3 23
4/71	261	A Conservative government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	15 14 26 34 67 66 137 17
4/72	262	A Labour government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	154 42 52 60 15 15 16 22
4/73	263	A Labour/Liberal Coalition government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	157 43 43 78 20 6 2 27
4/74	264	A Conservative/Liberal Coalition government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	54 19 21 57 106 73 24 22

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
4/75	265	A Coalition government of all three major parties	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	109 25 29 88 57 37 8 23
4/76 5/7-11	266-271	If you voted for (named) Liberal candidate, how do you think it would increase the chance of the following taking place:-		
4/76	266	A Liberal government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	57 39 28 51 59 38 85 19
		(Continued CARD 5/col. 7)		
4/77-80		Job Number	4 digit number 7403	376
5/1-2		Sampling Point	As CARD ONE	
5/3-5		Serial Number	3 digit number	
5/6		CARD NUMBER	5 CARD FIVE	376
5/7	267	A Conservative government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	102 46 48 71 49 20 19 21
5/8	268	A Labour government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	86 35 43 79 49 44 20 20

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/9	269	A Labour/Liberal Coalition government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	103 45 42 85 46 25 5 25
5/10	270	A Conservative/Liberal Coalition government	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	62 18 35 67 91 58 27 18
5/11	271	A Coalition government of all three major parties	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	112 17 25 99 65 30 6 22
5/12	272	Casting my vote in this election will affect the outcome in this constituency	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	52 24 23 21 53 64 124 15
5/13	273	Casting my vote in this election will affect the type of government that will be formed	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	40 20 16 31 62 72 120 15
5/14		U N U S E D	0 U N U S E D 5 Wild code 7 Wild code	372 1 3

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
		Now we would like to know how you think other people would like you to vote:-		
5/15	274	Most people who are important to me think I should cast my vote in the General Election	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	22 11 5 69 26 85 147 11
5/16-18	275-277	Voting for Labour candidate:-		
5/16	275	Most people who are important to me think I should	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	115 42 17 72 19 43 59 9
5/17	276	My family thinks I should	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	132 31 18 69 20 38 58 10
5/18	277	My close friends think I should	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	125 43 22 88 23 27 41 7
5/19-21	278-280	Voting for Conservative candidate:-		

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/19	278	Most people who are important to me think I should	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	101 41 25 70 24 45 58 12
5/20	279	My family thinks I should	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	117 40 21 74 20 37 60 7
5/21	280	My close friends think I should	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	101 34 17 88 30 40 52 14
5/22-24	281-283	Voting for Liberal candidate:-		
5/22	281	Most people who are important to me think I should	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	105 45 32 90 43 19 32 10
5/23	282	My family thinks I should	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	109 45 30 92 38 25 29 8

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/24	283	My close friends think I should	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	121 42 30 100 41 6 23 13
5/25	284	Generally speaking, when it comes to voting, I want to do what my family thinks I should do	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	196 42 7 74 15 19 13 10
5/26	285	Generally speaking, when it comes to voting, I want to do what my close friends think I should do	1 Extremely unlikely 2 Quite unlikely 3 Slightly unlikely 4 Neither 5 Slightly likely 6 Quite likely 7 Extremely likely 0 Not stated	220 42 13 67 10 7 8 9
5/27	286	Sex of respondent	1 Male 2 Female 9 Not stated	195 180 1
5/28	287	Marital status of respondent	1 Single 2 Married 3 Widowed/divorced/ separated 9 Not stated	35 315 24 2
5/29	288	Age group of respondent	1 18 - 21 2 22 - 24 3 25 - 34 4 35 - 44 5 45 - 54 6 55 - 64 7 65+ 9 Not stated	19 29 102 87 72 29 33 5

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CARD/COLUMN	VAR No	TITLE	CODES		MARGINALS
5/30-35	289-294	How many people are there in the household that fall into the following age groups:-			
5/30	289	0 - 4 years	0	None	267
			1	One	82
			2	Two	21
			3	Three	2
			4	Four or more	1
			9	Not stated	3
5/31	290	5 - 15 years	0	None	221
			1	One	63
			2	Two	57
			3	Three	21
			4	Four or more	10
			5	Coding unknown	1
			9	Not stated	3
5/32	291	16 - 24 years	0	None	251
			1	One	58
			2	Two	55
			3	Three	7
			4	Four or more	2
			9	Not stated	3
5/33	292	25 - 44 years	0	None	145
			1	One	50
			2	Two	174
			3	Three	3
			4	Four or more	1
			9	Not stated	3
5/34	293	45 - 64 years	0	None	235
			1	One	45
			2	Two	92
			3	Three	-
			4	Four or more	-
			9	Not stated	4
5/35	294	65+	0	None	330
			1	One	24
			2	Two	17
			3	Three	1
			4	Four or more	-
			9	Not stated	4

Membership of Various Bodies

| 5/36-37 | 295-296 | Are you or any other person in your household a member of:- | | | |

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/36	295	Respondent (1st. mention) See VARS. 324 and 325 for 2nd. and 3rd. mention (5/66-67)	1 Trade Union 2 Staff Association 3 Professional Association 4 None of the above 9 Not stated BLANK	94 11 27 214 29 1
5/37	296	Other person (1st. mention) See VARS. 326 and 327 for 2nd. and 3rd. mention (5/68-69)	1 Trade Union 2 Staff Association 3 Professional Association 4 None of the above 9 Not stated	67 9 30 176 94

Educational Status

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/38	297	At what age did you complete full-time education	1 14 or less 2 15 3 16 4 17 5 18 or more 6 Still receiving full-time education 9 Not stated	99 115 77 28 50 3 4
5/39	298	While in full-time education, which of these were you, or if you are still undergoing full-time education, are you at:	1 State grammar school 2 State comprehensive school 3 Another kind of state school 4 College or college of advanced technology 5 University 6 Fee paying secondary school 7 Any other kind of educational establishment 9 Not stated	66 58 157 34 16 7 23 15

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
Work Status				
5/40	299	Which of these applies to you	1 I work full-time (30 hours+)	198
			2 I work part-time (29 hours or less)	46
			3 I am a non-working housewife	83
			4 I have retired	39
			5 I am temporarily unemployed	3
			6 I am still in full-time education/Not working yet	3
			9 Not stated	3
			BLANK	1
Accommodation				
5/41	300	Which one of these things applies to this accommodation	1 Owned by you or the chief wage earner	213
			2 Owned by you or chief wage earner and not on a mortgage	73
			3 Rented from the Council or other kind of (e.g. "new" town) local authority	54
			4 Rented from a private landlord as furnished accommod-ation	25
			5 Rented from a private landlord as unfurnished accommod-ation	2
			6 Do you/chief wage earner occupy it by virtue of your/or by his employment (e.g. "tied" agricultural house/flat/police house etc.)	4
			7 Is it some other kind of accommodation (e.g. hall of residence, nurses' home etc.)	1
			9 Not stated	4

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
Classification				
5/42	301	Generally speaking, do you consider yourself to be a member of:	1 The upper class 2 The middle class 3 The working class 9 Not stated	5 136 222 13
Your standard of living				
5/43	302	Compared to this time last year, would you say you are:	1 A lot better off 2 A little better off 3 About the same 4 A little worse off 5 A lot worse off 9 Not stated	29 102 107 86 50 2
5/44	303	Do you expect your standard of living this time next year to be:	1 A lot better 2 A little better 3 About the same 4 A little worse 5 A lot worse 9 Not stated	26 108 134 74 29 5
5/45	304	Compared with most families in Britain, how would you say your standard of living was:	1 A lot better than theirs 2 A little better than theirs 3 About the same 4 A little worse 5 A lot worse 9 Not stated	22 118 202 28 3 3
Newspaper Readership				
5/46-48	305-307	Which daily morning paper(s) do you read regularly (three issues):-		
5/46	305	First issue	1 Daily Express 2 Daily Mirror 3 Daily Mail 4 Financial Times 5 Daily Telegraph 6 Guardian 7 The Sun 8 The Times 9 None 0 Others	79 86 45 5 33 23 27 3 67 8

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/47	306	Second issue	1 Daily Express 2 Daily Mirror 3 Daily Mail 4 Financial Times 5 Daily Telegraph 6 Guardian 7 The Sun 8 The Times 9 None 0 Others	1 9 11 2 11 9 20 2 304 7
5/48	307	Third issue	1 Daily Express 2 Daily Mirror 3 Daily Mail 4 Financial Times 5 Daily Telegraph 6 Guardian 7 The Sun 8 The Times 9 None 0 Others	1 - 5 - 1 - 8 - 361 -
5/49-51	308-310	Which Sunday paper(s) do you read regularly (three issues):-		
5/49	308	First issue	1 Sunday Telegraph 2 News of the World 3 The Sunday Times 4 The Sunday Express 5 The Sunday Mirror 6 The Observer 7 People 8 Others 9 None	21 82 40 83 43 16 34 4 53
5/50	309	Second issue	1 Sunday Telegraph 2 News of the World 3 The Sunday Times 4 The Sunday Express 5 The Sunday Mirror 6 The Observer 7 People 8 Others 9 None	- 3 11 26 23 11 39 2 261
5/51	310	Third issue	1 Sunday Telegraph 2 News of the World 3 The Sunday Times 4 The Sunday Express 5 The Sunday Mirror 6 The Observer 7 People 8 Others 9 None	1 - - 5 4 1 8 2 355

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
		Outcome of the Election		
5/52	311	Regardless of your own preference, which party do you think will win this General Election	1 Conservative 2 Labour 3 Liberal 4 Other 5 Don't know 9 Not stated	44 263 11 15 39 4
5/53	312	Do you think the outcome of this General Election will be:	1 Very close 2 Quite close 3 Somewhat onesided 4 Very onesided 5 Don't know 9 Not stated	179 158 14 5 17 3
5/54	313	How about here in this constituency, which party do you think will win here	1 Conservative 2 Labour 3 Liberal 4 Don't know 9 Not stated	161 169 10 34 2
5/55	314	Do you think the outcome in this constituency will be:	1 Very close 2 Quite close 3 Somewhat onesided 4 Very onesided 5 Don't know 9 Not stated	122 125 79 22 26 2
5/56-57	315	How many years altogether have you lived in this neighbourhood	1 One year 2 Two years 3 Three years 4 Four years 5 Five years 6 Six years 7 Seven years 8 Eight years 9 Nine years 10 Ten years 11 Eleven years 12 Twelve years 13 Thirteen years 14 Fourteen years 15 Fifteen years	16 32 27 15 18 13 10 16 8 21 11 11 10 8 14

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/56-57	315	continued	16 Sixteen years	7
			17 Seventeen years	1
			18 Eighteen years	7
			19 Nineteen years	5
			20 Twenty years	12
			21 Twenty one years	6
			22 Twenty two years	5
			23 Twenty three years	2
			24 Twenty four years	5
			25 Twenty five years	6
			26 Twenty six years	2
			27 Twenty seven years	7
			28 Twenty eight years	2
			29 Twenty nine years	3
			30 Thirty years	15
			31 Thirty one years	-
			32 Thirty two years	-
			33 Thirty three years	2
			34 Thirty four years	2
			35 Thirty five years	6
			36 Thirty six years	3
			37 Thirty seven years	-
			38 Thirty eight years	1
			39 Thirty nine years	3
			40 Forty years	3
			41 Forty one years	2
			42 Forty two years	-
			43 Forty three years	-
			44 Forty four years	1
			45 Forty five years	1
			46 Forty six years	1
			47 Forty seven years	2
			48 Forty eight years	-
			49 Forty nine years	-
			50 Fifty years	9
			51 Fifty one years	-
			52 Fifty two years	1
			53 Fifty three years	-
			54 Fifty four years	1
			55 Fifty five years	1
			56 Fifty six years	-
			57 Fifty seven years	1
			58 Fifty eight years	-
			59 Fifty nine years	1
			60 Sixty years	3
			61 Sixty one years	1
			62 Sixty two years	-
			63 Sixty three years	-
			64 Sixty four years	1
			65 Sixty five years	1
			66 Sixty six years	3
			67 Sixty seven years	-
			68 Sixty eight years	-
			69 Sixty nine years	-
			70 Seventy years	1
			99 Not stated	5

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/58	316	Which political party do you usually vote for or support	1 Labour 2 Conservative 3 Liberal 4 Other 5 None 6 Varies 7 Refused 9 Not stated	132 135 90 2 1 8 1 7
5/59	317	Did you vote in the last General Election	1 Yes 2 No 9 Not stated	348 25 3
		THOSE WHO VOTED:-		
5/60	318	For whom did you vote	1 Labour 2 Liberal 3 Conservative 4 Other 5 Can't remember 6 Refused 9 Not stated	122 110 135 - 1 1 7
		THOSE WHO DID NOT VOTE:-		
5/61	319	If you had voted, whom would you have most likely voted for	1 Party (first mention) 2 Candidate (first mention) 3 Coding unknown 9 Not stated	144 221 2 9
5/62	320	Taking into account all the money that comes into your household, including all the wages and salaries of all those who are working (pensions, benefits, etc.), and any other money from any other sources, which group comes nearest to the total income of your household nowadays before any deductions are made	1 Under £15 per week 2 £15 - £25 per week 3 £25 - £35 per week 4 £35 - £45 per week 5 £45 - £60 per week 6 £60 - £80 per week 7 £80 per week or more 8 Refused/don't know 9 Not stated	9 27 32 47 56 23 41 119 22

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/63	321	Which figure comes closest to your own personal income before deductions	1 Under £15 per week 2 £15 - £25 per week 3 £25 - £35 per week 4 £35 - £45 per week 5 £45 - £60 per week 6 £60 - £80 per week 7 £80 per week or more 8 Refused/don't know 9 Not stated 0 No personal income	31 21 35 34 35 16 17 102 76 9

P O S T A L   F O L L O W - U P   Q U E S T I O N N A I R E

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/64	322	Who did you vote for in the General Election on October 10th 1974	1 Conservative candidate 2 Labour candidate 3 Liberal candidate 4 Did not vote 8 Coding unknown 9 Not stated	59 57 66 6 2 186
5/65	323	In general, what are your feelings about the result of the Election in the country as a whole	1 Very happy 2 Fairly happy 3 Not too happy 4 Not at all happy 9 Not stated	21 59 45 65 186
5/66	324	2nd. mention of various bodies (respondent)	1 Trade union 2 Staff Association 3 Professional Association 9 No other	– 7 9 360
5/67	325	3rd. mention of various bodies (respondent)	1 Trade union 2 Staff Association 3 Professional Association 9 No other	– – 2 374
5/68	326	2nd. mention of various bodies (other person)	1 Trade union 2 Staff Association 3 Professional Association 9 No other	– 2 3 371

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Form No SA 1 (APR 76)

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
5/69	327	3rd. mention of various bodies (other person)	1 Trade union 2 Staff Association 3 Professional Association 9 No other	– – – 376
5/70-76		U N U S E D	9 U N U S E D	376
5/77-80		Job Number	4 digit number 7403	376
6/1-2		Sampling Point	As CARD ONE	
6/3-5		Serial Number	3 digit number	
6/6		CARD NUMBER	6 CARD SIX	376
6/7	328	Number of days before General Election that respondent was interviewed	1 One 2 Two 3 Three 4 Four 5 Five 6 Six 7 Seven 8 Eight BLANK More than one answer recorded	82 74 79 51 48 – 2 1 24 15
6/8	329	On the day I was interviewed, I intended to cast my vote in the General Election	1 Extremely likely 2 Quite likely 3 Slightly likely 4 Neither 5 Slightly unlikely 6 Quite unlikely 7 Extremely unlikely BLANK 9 Wild code 0 Wild code More than one answer recorded	211 69 28 4 7 3 11 21 1 1 20

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Form No SA 1 (APR 76)

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
6/9	330	On the day I was interviewed I intended to cast my vote for (named) Labour candidate in the General Election	1 Extremely likely 2 Quite likely 3 Slightly likely 4 Neither 5 Slightly unlikely 6 Quite unlikely 7 Extremely unlikely BLANK 9 Wild code - Wild code More than one answer recorded	76 35 16 12 13 35 153 17 1 1 17
6/10	331	On the day I was interviewed I intended to cast my vote for (named) Conservative candidate in the General Election	1 Extremely likely 2 Quite likely 3 Slightly likely 4 Neither 5 Slightly unlikely 6 Quite unlikely 7 Extremely unlikely BLANK 9 Wild code 0 Wild code More than one answer recorded	70 33 17 11 23 46 139 15 1 1 20
6/11	332	On the day I was interviewed I intended to cast my vote for (named) Liberal candidate in the General Election	1 Extremely likely 2 Quite likely 3 Slightly likely 4 Neither 5 Slightly unlikely 6 Quite unlikely 7 Extremely unlikely 9 Wild code 0 Wild code	69 39 37 29 30 51 116 1 4
6/12	333	Did you in fact cast your vote in the recent General Election	1 Yes 2 No 3 Wild code 4 Wild code 5 Wild code 6 Wild code 7 Wild code 0 Wild code	304 30 1 4 8 7 20 2

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
6/13	334	If you had voted in the General Election, who would you have voted for	1 Conservative candidate	10
			2 Labour candidate	7
			3 Liberal candidate	14
			9 Not stated	292
			BLANK	11
			4)	6
			5)	7
			6) Wild code	10
			7)	17
			0)	2
6/14	335	On polling day when I entered the polling booth I intended to vote for (named) Labour candidate	1 Extremely likely	86
			2 Quite likely	12
			3 Slightly likely	3
			4 Neither	4
			5 Slightly unlikely	11
			6 Quite unlikely	23
			7 Extremely unlikely	162
			More than one answer recorded	48
			BLANK	26
			8 Wild code	1
6/15	336	On election day when I entered the polling booth I intended to vote for (named) Conservative candidate	1 Extremely likely	89
			2 Quite likely	14
			3 Slightly likely	7
			4 Neither	13
			5 Slightly unlikely	19
			6 Quite unlikely	35
			7 Extremely unlikely	173
			BLANK	25
			More than one answer recorded	1
6/16	337	On election day when I entered the polling booth I intended to vote for (named) Liberal candidate	1 Extremely likely	98
			2 Quite likely	22
			3 Slightly likely	8
			4 Neither	22
			5 Slightly unlikely	17
			6 Quite unlikely	35
			7 Extremely unlikely	148
			BLANK	24
			More than one answer recorded	2

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
6/17	338	Who in fact did you vote for	1 Conservative candidate	111
			2 Labour candidate	99
			3 Liberal candidate	112
			BLANK	26
			4 Wild code	10
			5 Wild code	7
			6 Wild code	5
			7 Wild code	4
			0 Wild code	1
			More than one answer recorded	1
6/18	339	Did you have any reservations in voting for this person	1 Yes	78
			2 No	239
			BLANK	26
			3 Wild code	5
			4 Wild code	15
			5 Wild code	5
			6 Wild code	4
			7 Wild code	3
			More than one answer recorded	1
6/19	340	Would you say you had quite a few reservations or just a few reservations in voting (VAR. 339)	1 Quite a few reservations	21
			2 Just a few reservations	55
			9 Not stated	226
			BLANK	38
			3 Wild code	5
			4 Wild code	14
			5 Wild code	6
			6 Wild code	5
			7 Wild code	6
6/20-23	341-344	Just supposing the person you voted for had not been running in this election who would you have voted for:-		

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CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
6/20	341	Labour candidate	1 Extremely likely 2 Quite likely 3 Slightly likely 4 Neither 5 Slightly unlikely 6 Quite unlikely 7 Extremely unlikely 9 Not stated BLANK More than one answer recorded	23 26 15 11 10 24 142 94 28 3
6/21	342	Conservative candidate	1 Extremely likely 2 Quite likely 3 Slightly likely 4 Neither 5 Slightly unlikely 6 Quite unlikely 7 Extremely unlikely 9 Not stated BLANK 0 Wild code	33 12 18 16 17 39 117 96 25 3
6/22	343	Liberal candidate	1 Extremely likely 2 Quite likely 3 Slightly likely 4 Neither 5 Slightly unlikely 6 Quite unlikely 7 Extremely unlikely 9 Not stated BLANK 0 Wild code	36 39 27 17 16 18 92 101 28 2
6/23	344	Not voted at all	1 Extremely likely 2 Quite likely 3 Slightly likely 4 Neither 5 Slightly unlikely 6 Quite unlikely 7 Extremely unlikely BLANK 0 Wild code 9 Wild code	55 28 22 20 26 53 145 24 2 1
6/24-80		Information unknown		
7/1-2		Sampling Point	As CARD ONE	
7/3-5		Serial Number	3 digit number	
7/6		CARD NUMBER	7 CARD SEVEN	376

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
7/7-80		The remaining columns on this card contain information derived from the original data used by the depositors in their particular analysis		
8/1-2		Sampling Point	As CARD ONE	
8/3-5		Serial Number	3 digit number	
8/6		CARD NUMBER	8 CARD EIGHT	376
8/7-80		The remaining columns on this card contain information derived from the original data used by the depositors in their particular analysis		
9/1-2		Sampling Point	As CARD ONE	
9/3-5		Serial Number	3 digit number	
9/6		CARD NUMBER	9 CARD NINE	376
9/7-80		The remaining columns on this card contain information derived from the original data used by the depositors in their particular analysis		

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