

RD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/1-5		Case Number	5 digit code	
1/6-7		Card Number	Card One 01	4146
1/8-10	1	Constituency code	3 digit code (See Appendix)	
1/11	2	Q11) How likely is it that you will vote in the general election tomorrow (today - or have you voted already)	1 Have already voted (including postal vote) 2 Definitely will 3 Probably will 4 Might 5 Unlikely to vote/won't vote 9 Don't know Blank 8 Wild code	634 2828 219 88 324 50 2 1
1/12	3	<u>IF ALREADY VOTED/ DEFINITELY WILL VOTE</u> Q12) Which party will/did you vote for	1 Conservative 2 Labour 3 Liberal 4 SDP 5 Alliance 6 Nationalist 7 Other 9 Don't know 0 Refuse Blank	1364 906 244 301 261 69 9 196 112 684
1/13	4	<u>ASK ONLY IF VOTED/GOING TO VOTE CONSERVATIVE</u> Q13) What would you say is stronger - your <u>like</u> of the Conservatives or your <u>dislike</u> of Labour	1 Like of the Conservatives 2 Dislike of Labour	563 636

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1/13	4	Continued	3 Both equal 9 Don't know Blank	141 24 2782
1/14	5	Q14) And are you voting Conservative because of something <u>in particular</u> that you like about them or because you can see no need for a change of government	1 Something in particular 2 No need for change 9 Don't know Blank	449 852 51 2794
1/15	6	<u>ASK ONLY IF VOTED/GOING TO VOTE LABOUR</u> Q15) What would you say is stronger - your <u>like</u> of Labour or your <u>dislike</u> of the Conservatives	1 Like of Labour 2 Dislike of Conservatives 3 Both equal 9 Don't know Blank	292 482 105 26 3241
1/16	7	Q16) And are you voting Labour because of something <u>in particular</u> that you like about them, or because you just think it is time for a change	1 Something in particular 2 Time for a change 9 Don't know Blank 4 Wild code	533 301 52 3259 1
1/17	8	<u>ASK ONLY IF VOTED/GOING TO VOTE FOR LIBERAL/SDP ALLIANCE</u> Q17) What would you say is stronger - your <u>like</u> of the Liberal/SDP Alliance or your		

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1/17	8	Continued <u>dislike</u> of the Labour and Conservative parties	1 Like of Liberal/SDP Alliance 2 Dislike of Labour and Conservative 3 Both equal 9 Don't know Blank	287 413 91 22 3333
1/18	9	Q18) And are you voting for the Liberal/SDP Alliance because of something <u>in particular</u> that you like about them or because you just think it is time for a change	1 Something in particular 2 Time for a change 9 Don't know Blank	347 425 32 3342
1/19	10	<u>ASK DEFINITE VOTERS OTHER THAN LIBERAL/SDP VOTERS:</u> Q19) In the last two years have you at any time actually voted, or seriously considered voting for the Liberal/SDP Alliance	1 Yes, actually voted Liberal/SDP 2 Yes, seriously considered it 3 No, not/never considered it 9 Don't know Blank 4 Wild code 5 Wild code	92 482 1726 36 1808 1 1
1/20-29	11-20	Q20) Which of the reasons on this card explain why, in the end, you decided not to vote for the Liberal/SDP Alliance		

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1/20	11	Because it was obvious the Alliance could not win the election	1 Yes 0 Not mentioned	439 3707
1/21	12	Because a vote for the Alliance might have let Labour in	1 Yes 0 Not mentioned	241 3905
1/22	13	Because a vote for the Alliance might have let the Conservatives in	1 Yes 0 Not mentioned	138 4008
1/23	14	Because the leader of the Alliance is Roy Jenkins	1 Yes 0 Not mentioned	190 3956
1/24	15	Because the Alliance has no clear policies	1 Yes 0 Not mentioned	381 3765
1/25	16	I might have voted Liberal if it were not for the SDP	1 Yes 0 Not mentioned	117 4029
1/26	17	I might have voted for the SDP if it were not for the Liberals	1 Yes 0 Not mentioned	40 4106
1/27	18	Because I saw no reason to change from my usual party	1 Yes 0 Not mentioned	997 3149

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1/28	19	None of these reasons	1 Yes 0 Not mentioned	314 3832
1/29	20	Don't know	1 Yes 0 Not mentioned	74 4072
1/30	21	<u>ASK ALL DEFINITE VOTERS</u> Q21) How long ago did you decide which way you would finally vote - a long time ago, or during the campaign? If <u>DURING CAMPAIGN</u> : And was that two or three weeks ago or just in the last few days	1 A long time ago 2 Two or three weeks ago 3 Last few days 9 Don't know Blank	2412 463 251 13 1007
1/31-41	22-32	Q22) When you finally decided which way to vote, was it for one or more of the following reasons Because of a		
1/31	22	Conservative broadcast on T.V	1 Yes 0 Not mentioned	192 3954
1/32	23	Labour broadcast on T.V	1 Yes 0 Not mentioned	168 3978
1/33	24	Liberal/SDP broadcast on T.V	1 Yes 0 Not mentioned	317 3829
1/34	25	Conservative poster or newspaper advert	1 Yes 0 Not mentioned	42 4104

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/35	26	Labour poster or newspaper advert	1 Yes 0 Not mentioned	47 4099
1/36	27	Liberal/SDP poster or newspaper advert	1 Yes 0 Not mentioned	54 4092
1/37-41 1/37	28-32 28	Because I was persuaded ... By my wife/husband	1 Yes 0 Not mentioned	74 4072
1/38	29	By my children/parents	1 Yes 0 Not mentioned	122 4024
1/39	30	At work	1 Yes 0 Not mentioned	49 4097
1/40	31	By a party worker who canvassed me	1 Yes 0 Not mentioned	56 4090
1/41	32	None of these reasons	1 Yes 0 Not mentioned	2240 1906
1/42-53	33-44	Q23) And was it for one or more of the following reasons. Because of		
1/42	33	Extremists in the Conservative party	1 Yes 0 Not mentioned	328 3818
1/43	34	Extremists in the Labour party	1 Yes 0 Not mentioned	638 3508

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1/44	35	Disunity in the Conservative party	1 Yes 0 Not mentioned	51 4095
1/45	36	Disunity in the Labour party	1 Yes 0 Not mentioned	380 3766
1/46	37	Disunity in the Liberal/ SDP Alliance	1 Yes 0 Not mentioned	53 4093
1/47	38	To prevent the Conservatives from winning the election by too big a majority	1 Yes 0 Not mentioned	400 3746
1/48	39	To bring about a 'hung' Parliament in which no single party would have an outright majority	1 Yes 0 Not mentioned	96 4050
1/49	40	Because of Mr Healey's comments on Mrs Thatcher and the Falklands War	1 Yes 0 Not mentioned	223 3923
1/50	41	None of these reasons	1 Yes 0 Not mentioned	1697 2449
1/51	42	Because Conservatives had no chance of winning in my constituency	1 Yes 0 Not mentioned	16 4130
1/52	43	Because Labour had no chance of winning in my constituency	1 Yes 0 Not mentioned	32 4114

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/53	44	Because it was obvious Labour would lose the election	1 Yes 0 Not mentioned	40 4106
1/54	45	<u>IF PROBABLY WILL VOTE/ MIGHT VOTE/DON'T KNOW</u> Q24) If you do vote, which party are you most likely to support	1 Conservative 2 Labour 3 Liberal 4 SDP 5 Alliance 6 Nationalist (Welsh/ Scottish) 7 Other 9 Don't know 0 Refuse Blank 8 Wild code & Wild code	198 156 51 73 55 26 3 91 90 3401 1 1
1/55	46	<u>ASK ALL</u> Q25) Leaving aside this particular election, would you say you <u>generally</u> think of yourself as	1 Conservative 2 Labour 3 Liberal 4 SDP 5 Alliance 6 Nationalist (Welsh/ Scottish) 7 Other 8 No party/none 9 Don't know Blank	1508 1338 432 143 55 100 24 349 143 54
1/56	47	<u>ASK ONLY IF NONE/NO PARTY/ DON'T KNOW</u> Q26) Do you generally think of yourself as a little closer to one of the parties than the others? <u>IF YES:</u> Which party is that	1 Conservative 2 Labour	113 87

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
1/56	47	Continued	3 Liberal 4 SDP 5 Alliance 6 Nationalist (Welsh/ Scottish) 7 Other 8 No party/none 9 Don't know Blank	43 26 20 10 4 219 53 3571
1/57	48	Q27) And would you call yourself a very strong (appropriate party), fairly strong or not very strong	1 Very strong 2 Fairly strong 3 Not very strong 9 Don't know Blank 4 Wild code 7 Wild code 8 Wild code	1117 1603 927 64 428 2 3 2
1/58	49	<u>ASK ALL</u> Q28) Now thinking back to the last general election in 1979, which of the parties did you vote for then - or perhaps you did not vote in that election - perhaps because you were too young	1 Conservative 2 Labour 3 Liberal/SDP/Alliance 4 Nationalist (Welsh/ Scottish) 5 Other 7 Did not vote (although old enough) 8 Too young to vote 9 Don't know/can't remember 0 Refused Blank 6 Wild code	1523 1253 382 97 12 354 401 58 58 6 2

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/59	50	Q29) Taking everything into account, which party has the best policies	1 Conservative 2 Labour 3 Liberal/SDP/Alliance 4 Nationalists (Welsh/Scottish) 5 Other 8 None of them/all the same 9 Don't know Blank 6 Wild code 7 Wild code	1672 909 856 51 20 276 349 7 5 1
1/60	51	Q30) And which party has the best team of leaders	1 Conservative 2 Labour 3 Liberal/SDP/Alliance 4 Nationalists (Welsh/Scottish) 5 Other 8 None of them/all the same 9 Don't know Blank 6 Wild code	2011 632 964 18 8 198 307 4 4
1/61	52	Q31) And leaving on one side the question of which party you vote for, which party is best for people like you	1 Conservative 2 Labour 3 Liberal/SDP/Alliance 4 Nationalists (Welsh/Scottish) 5 Other 8 None of them/all the same 9 Don't know Blank 6 Wild code	1513 1254 842 44 19 167 301 5 1

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
1/62-2/12	53-76	Q32) Think of all the urgent problems facing the country at the present time. When you decided which way to vote, which two issues did you <u>personally</u> consider most important		
1/62	53	Unemployment/jobs	1 Yes 0 Not mentioned	2816 1330
1/63	54	Defence/nuclear weapons/ arms	1 Yes 0 Not mentioned	1462 2684
1/64	55	Prices/cost of living/ inflation	1 Yes 0 Not mentioned	776 3370
1/65	56	Health/hospitals/NHS	1 Yes 0 Not mentioned	463 3683
1/66	57	Education/schools	1 Yes 0 Not mentioned	235 3911
1/67	58	Law and order/crime/ vandalism	1 Yes 0 Not mentioned	163 3983
1/68	59	Taxation/income tax/VAT	1 Yes 0 Not mentioned	149 3997
1/69	60	Pensions/services for the old	1 Yes 0 Not mentioned	325 3821

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/70	61	Strikes/trade unions/ industrial relations	1 Yes 0 Not mentioned	125 4021
1/71	62	Common Market (EEC)/Europe	1 Yes 0 Not mentioned	182 3964
1/72	63	Immigrants/race relations	1 Yes 0 Not mentioned	48 4098
1/73	64	Falklands War	1 Yes 0 Not mentioned	69 4077
1/74	65	Nationalisation/public ownership	1 Yes 0 Not mentioned	63 4083
1/75	66	Welfare benefits	1 Yes 0 Not mentioned	42 4104
1/76	67	Incomes policy	1 Yes 0 Not mentioned	29 4117
1/77	68	Northern Ireland/Ulster	1 Yes 0 Not mentioned	7 4139
1/78	69	International peace	1 Yes 0 Not mentioned	26 4120
1/79	70	Environment/pollution/ conservation	1 Yes 0 Not mentioned	10 4136

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
1/80	71	Scotland's/Wales' special interests	1 Yes 0 Not mentioned	28 4118
2/1-5		Case Number	5 digit code	
2/6-7		Card Number <u>Continued from Card One</u>	Card Two 02	4146
2/8	72	Devolution to Scotland/ Wales	1 Yes 0 Not mentioned	15 4131
2/9	73	Other economic issues	1 Yes 0 Not mentioned	110 4036
2/10	74	Other	1 Yes 0 Not mentioned	437 3709
2/11	75	None	1. Yes 0 Not mentioned	81 4065
2/12	76	Don't know	1 Yes 0 Not mentioned	117 4029
2/13-23	77-87	Q34) From the following list of what most people in Britain want, would you say which party you think would be best at		
2/13	77	Reducing unemployment	1 Conservative 2 Labour 3 Liberal/SDP 4 Nationalist 5 Other 8 No difference 9 Don't know Blank	1143 1411 677 23 7 488 389 8

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2/14	78	Furthering the cause of world peace	1 Conservative 2 Labour 3 Liberal/SDP 4 Nationalist 5 Other 8 No difference 9 Don't know Blank	1559 1038 718 21 24 270 507 9
2/15	79	Making Britain more prosperous	1 Conservative 2 Labour 3 Liberal/SDP 4 Nationalist 5 Other 8 No difference 9 Don't know Blank	1988 835 638 25 9 198 443 10
2/16	80	Cutting income tax	1 Conservative 2 Labour 3 Liberal/SDP 4 Nationalist 5 Other 8 No difference 9 Don't know Blank	1500 998 435 17 10 420 749 17
2/17	81	Reducing crime and vandalism	1 Conservative 2 Labour 3 Liberal/SDP 4 Nationalist 5 Other 8 No difference 9 Don't know Blank	1521 726 490 29 21 645 688 26
2/18	82	Cutting down strikes	1 Conservative 2 Labour 3 Liberal/SDP 4 Nationalist 5 Other 8 No difference 9 Don't know Blank 6 Wild code	2068 883 453 17 5 287 416 15 2

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/19	83	Providing properly for the Health Service	1 Conservative 2 Labour 3 Liberal/SDP 4 Nationalist 5 Other 8 No difference 9 Don't know Blank 7 Wild code	1026 1726 726 18 4 212 417 15 2
2/20	84	Ensuring that Britain is safely defended	1 Conservative 2 Labour 3 Liberal/SDP 4 Nationalist 5 Other 8 No difference 9 Don't know Blank	2468 606 525 10 11 161 345 20
2/21	85	Standing up for Britain's interests in the E.E.C	1 Conservative 2 Labour 3 Liberal/SDP 4 Nationalist 5 Other 8 No difference 9 Don't know Blank	2390 637 525 16 4 131 432 11
2/22	86	Keeping prices down	1 Conservative 2 Labour 3 Liberal/SDP 4 Nationalist 5 Other 8 No difference 9 Don't know Blank	1736 982 531 20 8 403 449 17
2/23	87	<u>SCOTLAND/WALES ONLY</u> Looking after Scotland's/ Wales' interests	1 Conservative 2 Labour 3 Liberal/SDP	169 268 172

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/23	87	Continued	4 Nationalist 5 Other 8 No difference 9 Don't know Blank	417 12 93 131 2884
2/24	88	Q45) How do you think the general economic situation in this country has changed over the last 12 months. Has it	1 Got a lot better 2 Got a little better 3 Stayed the same 4 Got a little worse 5 Got a lot worse 9 Don't know Blank	210 1289 772 802 956 111 6
2/25	89	Q46) And how does the financial situation <u>in your own household</u> compare with what it was twelve months ago. Has it	1 Got a lot better 2 Got a little better 3 Stayed the same 4 Got a little worse 5 Got a lot worse 9 Don't know Blank	224 792 1546 830 698 53 3
2/26	90	Q47) How do you think the <u>general</u> economic situation in this country will develop over the <u>next</u> twelve months. Will it	1 Get a lot better 2 Get a little better 3 Stay the same 4 Get a little worse 5 Get a lot worse 9 Don't know Blank	198 1526 891 508 316 1701 6

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/27	91	Q48) And how do you think the financial situation <u>in your own household</u> will develop over the next twelve months	1 Get a lot better 2 Get a little better 3 Stay the same 4 Get a little worse 5 Get a lot worse 9 Don't know Blank 6 Wild code	215 1136 1655 422 236 477 4 1
2/28	92	Q49) Leaving aside your general party preference who would make the best Prime Minister	1 Margaret Thatcher 2 Michael Foot 3 David Steel 4 Roy Jenkins 9 Don't know Blank	1693 497 1422 243 278 13
2/29	93	Q50) And who would make the worst	1 Margaret Thatcher 2 Michael Foot 3 David Steel 4 Roy Jenkins 9 Don't know Blank 7 Wild code	1025 2347 83 362 324 4 1
2/30	94	Q51) If Michael Foot retired as leader of the Labour party, who on this list would you like to see take his place	1 Tony Benn 2 Roy Hattersley 3 Denis Healey 4 Gerald Kaufman 5 Neil Kinnock 6 Peter Shore 7 John Silkin 8 Other 9 Don't know Blank	394 281 1397 23 385 417 217 85 912 35

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/31	95	Q52) The next questions are about the way governments ought to act. First, when dealing with political opponents, what is better - sticking firmly to one's beliefs, or trying to meet them half way	1 Sticking to beliefs 3 Neither, both, don't know 5 Meeting them half way Blank 8 Wild code	2055 438 1647 5 1
2/32	96	Q53) In difficult economic times, what is better - for the government to be caring or for the government to be tough	1 Caring 3 Neither, both, don't know 5 Tough Blank 2 Wild code	1509 799 1830 4 4
2/33	97	Q54) When governments make decisions about the economy, what is better - to involve major interests like trade unions and business, or to keep them at arms length	1 Involve interests 3 Neither, both, don't know 5 Keep at arms length Blank	2509 504 1127 6
2/34	98	Q55) It is sometimes said that no government of any party can in fact do much to create economic prosperity; that is up to people themselves. Do you agree or disagree	1 Agree 3 Neither, both, don't know 5 Disagree Blank 6 Wild code	1964 641 1537 3 1

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/35	99	Q56) In its relations with the rest of the world, what is better - for Britain to stick resolutely to its own position, or for Britain to meet other countries half way	1 Stick to own position 3 Neither, both, don't know 5 Meet them half way Blank 2 Wild code 6 Wild code	1235 496 2407 6 1 1
2/36-44	100-108	Q57) From the following proposals that the different parties have put forward in this election, state whether you think the proposal is a very good idea, a fairly good idea, a fairly bad idea or a very bad idea		
2/36	100	Having a free vote in the House of Commons on the death penalty	1 Very good idea 2 Fairly good idea 4 Fairly bad idea 5 Very bad idea 9 Don't know Blank 3 Wild code	2592 925 185 252 186 5 1
2/37	101	Changing the present system of voting to proportional representation	1 Very good idea 2 Fairly good idea 4 Fairly bad idea 5 Very bad idea 9 Don't know Blank 3 Wild code	1087 1001 526 613 913 4 2

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/38	102	Withdrawing Britain completely from the EEC (Common Market) within five years	1 Very good idea 2 Fairly good idea 4 Fairly bad idea 5 Very bad idea 9 Don't know Blank 3 Wild code	823 480 568 1906 361 6 2
2/39	103	Allowing cruise missiles to be sited in Britain as part of the West's defence	1 Very good idea 2 Fairly good idea 4 Fairly bad idea 5 Very bad idea 9 Don't know Blank 3 Wild code	950 1057 482 1228 423 5 1
2/40	104	Levying a special tax on firms that pay wage rises above the rate of price increases	1 Very good idea 2 Fairly good idea 4 Fairly bad idea 5 Very bad idea 9 Don't know Blank 3 Wild code	694 1009 806 916 715 4 2
2/41	105	Establishing a Prices Commission with powers to freeze or reduce prices	1 Very good idea 2 Fairly good idea 4 Fairly bad idea 5 Very bad idea 9 Don't know Blank 6 Wild code	1415 1552 394 333 446 4 2
2/42	106	Selling off substantial parts of British Steel and British Leyland to private companies		

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/42	106	Continued	1 Very good idea 2 Fairly good idea 4 Fairly bad idea 5 Very bad idea 9 Don't know Blank 7 Wild code	1055 949 482 1143 506 9 2
2/43	107	Withdrawing the tax exemptions enjoyed by private, fee-paying schools	1 Very good idea 2 Fairly good idea 4 Fairly bad idea 5 Very bad idea 9 Don't know Blank 3 Wild code 8 Wild code	1053 869 676 749 788 8 1 2
2/44	108	Giving up the Polaris nuclear submarine even if the Soviet Union does not reduce its nuclear weapons	1 Very good idea 2 Fairly good idea 4 Fairly bad idea 5 Very bad idea 9 Don't know Blank 6 Wild code	435 313 611 2371 397 18 1
2/45	109	Q66) Have you seen of heard the results of an opinion poll (<u>in Scotland/Wales: a Britain-wide opinion poll</u>) in the last few days <u>IF YES: Do you remember which party the poll said was in the lead? And was that a big lead or only a small lead</u>	1 Not seen or heard any poll 2 Big lead for the Conservatives 3 Small lead for the Conservatives 4 Neck and neck/equal/level pegging	1376 2378 190 11

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/45	109	Continued	5 Small lead for Labour 6 Big lead for Labour 7 Small lead for Liberal/ SDP Alliance 8 Big lead for Liberal/ SDP Alliance 9 Other 0 Don't know Blank	18 15 6 3 6 124 19
2/46	110	Q67) And which party was third in the polls? Was it a long way behind the second-placed party, or fairly close behind	1 Alliance a long way behind 2 Alliance fairly close behind 3 Labour a long way behind 4 Labour fairly close behind 5 Conservatives a long way behind 6 Conservatives fairly close behind 7 Other 9 Don't know Blank	179 1328 104 754 3 3 77 298 1400
2/47	111	Q68) When you finally decide which way to vote, were you influenced at all by what the opinion polls were saying	1 Yes 2 No 9 Don't know Blank 4 Wild code	124 2602 27 1391 2
2/48	112	Q69) Which of these two statements comes closest to your view. A. There should be stricter laws to regulate the activities of trade unions.		

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/48	112	Continued B. There is no call for stricter laws to regulate the activities of trade unions <u>UNLESS REPLIES DON'T KNOW</u> Do you hold this view very strongly, fairly strongly or only mildly	1 Very strongly believe in stricter laws 2 Fairly strongly believe in stricter laws 3 Mildly believe in stricter laws 4 Very strongly believe there is no call for stricter laws 5 Fairly strongly believe there is no call for stricter laws 6 Mildly believe there is no call for stricter laws 9 Don't know Blank	1380 933 397 413 417 294 229 83
2/49	113	Q70) And which of these two statements comes closest to your view. A. Cut taxes, even if it means some reduction in government services like health, education and welfare. B. Keep up government services like health, education and welfare even if it means that taxes cannot be cut. <u>UNLESS REPLIES DON'T KNOW:</u> Do you hold this view very strongly, fairly strongly or only mildly	1 Very strongly believe in cutting taxes 2 Fairly strongly believe in cutting taxes 3 Mildly believe in cutting taxes	348 288 99

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/49	113	Continued	4 Very strongly believe in keeping up services 5 Fairly strongly believe in keeping up services 6 Mildly believe in keeping up services 9 Don't know Blank	1910 1039 229 162 71
2/50	114	Q71) And which of these two statements comes closest to your view. A. The best way to tackle unemployment is to allow <u>private companies</u> to keep more of their profits to create more jobs. B. It is mainly up to the <u>government</u> to tackle unemployment by using tax money to create jobs <u>UNLESS REPLIES DON'T KNOW.</u> Do you hold this view very strongly, fairly strongly or only mildly	1 Very strongly believe in leaving it to private companies 2 Fairly strongly believe in leaving it to private companies 3 Mildly believe in leaving it to private companies 4 Very strongly believe it is up to the government 5 Fairly strongly believe is is up to the government 6 Mildly believe it is up to the government 9 Don't know Blank 7 Wild code	1038 911 293 719 529 209 328 118 1

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2/51	115	<u>PERSONAL DETAILS</u> Q72) Are you, yourself, employed	1 Full-time 2 Part-time 3 Self-employed 4 Student 5 Unemployed 6 Retired, pensioner 7 Not working Blank 9 Wild code	1415 530 183 112 366 822 714 2 2
2/52	116	Q73) Have you, yourself, or anyone else in your immediate family been employed or had great difficulty in getting a job in the last 3 to 4 years	1 Yes, self 2 Yes, other in family 3 Yes, self and other in family 4 No 9 Don't know/not applicable Blank 5 Wild code 6 Wild code 7 Wild code	444 977 195 2465 50 3 3 4 5
2/53	117	Q74) What is/was the occupation of the head of household	<u>Non-manual</u> 1 Professional 2 Director, proprietor, manager 3 Shop, personal service 4 Office, student etc. <u>Manual</u> 5 Skilled 6 Semi-skilled 7 Unskilled Blank 9 Wild code	545 546 253 469 1267 459 562 44 1
2/54	118	Q75) Does/did he/she work for a private firm or for a public organisation? By public organisation I mean		

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2/54	118	Continued central government, local government, the nationalised industries and also public services like health and education	1 Private firm 2 Central/Local government 3 Nationalised industry or other public corporation 4 Other 9 Don't know Blank 5 Wild code 7 Wild code	2423 641 712 257 52 56 4 1 -
2/55-58	119-122	Q211) Have you or your husband/wife a trade union card		
2/55	119	Yes, self	1 Yes 0 Not mentioned	945 3201
2/56	120	Yes, husband/wife	1 Yes 0 Not mentioned	621 3525
2/57	121	No	1 Yes 0 Not mentioned	2633 1513
2/58	122	Don't know	1 Yes 0 Not mentioned	48 4098
2/59-60	123	Q212) Can you tell me your age - Exact age	2 digit code Blank	1257

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2/61	124	Coded age	1 18-22 2 23-24 3 25-29 4 30-34 5 35-39 6 40-44 7 45-49 8 50-54 9 55-59 0 60-64 - 65-69 & 70+ Blank	536 233 355 343 385 294 326 271 281 344 308 466 4
2/62	125	Q215) Is your home owned or rented If <u>OWNED</u> : Do you own it outright or are you paying for it on a mortgage If <u>RENTED</u> : Is it rented privately or from the council	1 Own outright 2 Own on mortgage 3 Rented from Council 4 Rented privately 5 Other 9 Don't know Blank & Wild code	905 1340 1380 471 41 3 5 1
2/63	126	Q216) Was this originally a council house which you bought as a tenant	1 Yes 2 No 9 Don't know Blank & Wild code	234 2067 7 1837 1
2/64	127	Q217) Sex of Respondent	1 Man 2 Woman-housewife 3 Woman- not housewife Blank	1959 1893 281 13

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2/65	128	Q218) Marital status of Respondent	1 Married 2 Single 3 Widowed, divorced Blank 4 Wild code 5 Wild code 6 Wild code	2638 869 601 29 5 3 1
2/66	129	Q219) Social Class of Respondent	<u>Non-manual</u> 1 A 2 B 3 C1 <u>Manual</u> 4 C2 5 D 6 E Blank	114 669 940 1165 747 484 27
2/67	130	Q220) <u>SCOTLAND ONLY:</u> What is your religious denomination	1 Church of England 2 Church of Scotland 3 Presbyterian 4 Free church, Non-conformist 5 Roman Catholic 6 Other 7 None 9 Don't know Blank	94 570 24 9 170 34 115 7 3123
2/68	131	Q221) Ethnic group - coded by observation	1 Caucasian (white) 2 Negro (black) 3 Asian (brown) 4 Oriental 9 Don't know Blank 5 Wild code 6 Wild code 7 Wild code	3982 34 48 4 3 69 1 1 4

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/69-78	132-141	Q222) Did you receive any full or part-time further education or training after leaving school		
2/69	132	No further education	1 Yes 0 Not mentioned	1625 2521
2/70	133	University including Open University	1 Yes 0 Not mentioned	199 3947
2/71	134	Polytechnic	1 Yes 0 Not mentioned	121 4025
2/72	135	Teacher training	1 Yes 0 Not mentioned	106 4040
2/73	136	Commercial or Secretarial	1 Yes 0 Not mentioned	174 3972
2/74	137	Technical College	1 Yes 0 Not mentioned	343 3803
2/75	138	Apprenticeship	1 Yes 0 Not mentioned	221 3925
2/76	139	Nursing	1 Yes 0 Not mentioned	86 4060
2/77	140	Evening Classes or Night School	1 Yes 0 Not mentioned	279 3867
2/78	141	Other	1 Yes 0 Not mentioned	124 4022

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
2/79-80		Unused	Unused	
3/1-5		Case Number	5 digit code	
3/6-7		Card Number	Card Three 03	4146
3/8-11		Gallup CQ Number	4 digit code 4041	
3/12-80		Unused	Unused	

Ask the questions exactly as they are worded
Do NOT read out the answers, unless indicated

- * 11 How likely is it that you will vote in the general election tomorrow (today - or have you voted already)?
- 1 Have already voted (incl postal vote)
 - 2 Definitely will
 - 3 Probably will) skip to Q24
 - 4 Might)
 - 5 Unlikely to vote/won't vote - skip to Q25
 - 9 Don't know - skip to Q24

* IF ALREADY VOTED/DEFINITELY WILL VOTE (codes 1 or 2 above)

- 12 Which party will/did you vote for?
- 1 Conservative - ask Q13
 - 2 Labour - skip to Q15
 - 3 Liberal)
 - 4 SDP) skip to Q17
 - 5 Alliance)
 - 6 Nationalist*) skip to Q19
 - 7 Other)
 - 9 Don't know) skip to Q24
 - 0 Refuse)

*Welsh/Scottish

ASK ONLY IF VOTED/GOING TO VOTE CONSERVATIVE
(Code 1 above)

- * 13 What would you say is stronger - your like of the Conservatives or your dislike of Labour?
- 1 Like of the Conservatives
 - 2 Dislike of Labour
 - 3 Both equal
 - 9 Don't know

- * 14 And are you voting Conservative because of something in particular that you like about them or because you can see no need for a change of government?
- 1 Something in particular)
 - 2 No need for change) skip to Q19
 - 9 Don't know)

ASK ONLY IF VOTED/GOING TO VOTE LABOUR (Q12, code 2)

- * 15 What would you say is stronger - your like of Labour or your dislike of the Conservatives?
- 1 Like of Labour
 - 2 Dislike of Conservatives
 - 3 Both equal
 - 9 Don't know

- * 16 And are you voting Labour because of something in particular that you like about them, or because you just think it is time for a change?
- 1 Something in particular)
 - 2 Time for a change) skip to Q19
 - 9 Don't know)

ASK ONLY IF VOTED/GOING TO VOTE FOR LIBERAL/SDP ALLIANCE (Q12, codes 3,4,5)

- 17 What would you say is stronger - your like of the Liberal/SDP Alliance or your dislike of the Labour and Conservative parties?
- 1 Like of Lib/SDP Alliance
 - 2 Dislike of Lab and Con
 - 3 Both equal
 - 9 Don't know
- 18 And are you voting for the Liberal/SDP Alliance because of something in particular that you like about them or because you just think it is time for a change?
- 1 Something in particular)
 - 2 Time for a change) skip to Q21
 - 9 Don't know)

ASK DEFINITE VOTERS* OTHER THAN LIB/SDP VOTERS

- 19 In the last two years have you at any time actually voted, or seriously considered voting, for the Liberal/SDP Alliance?
- 1 Yes, actually voted Lib/SDP
 - 2 Yes, seriously considered it
 - 3 No, not/never considered it
 - 9 Don't know - skip to Q21
- 20 Which of the reasons on this card (Show CARD A) explain why, in the end, you decided not to vote for the Liberal/SDP Alliance - you should mention all the reasons that apply
- 1 Because it was obvious the Alliance could not win the election
 - 2 Because a vote for the Alliance might have let Labour in
 - 3 Because a vote for the Alliance might have let the Conservatives in
 - 4 Because the leader of the Alliance is Roy Jenkins
 - 5 Because the Alliance has no clear policies
 - 6 I might have voted Liberal if it were not for the SDP
 - 7 I might have voted for the SDP if it were not for the Liberals
 - 8 Because I saw no reason to change from my usual party
 - 9 None of these reasons
 - X Don't know

ASK ALL DEFINITE VOTERS*

- * 21 How long ago did you decide which way you would finally vote - a long time ago, or during the campaign? If DURING CAMPAIGN And was that two or three weeks ago or just in the last few days?
- 1 A long time ago
 - 2 Two or three weeks ago
 - 3 Last few days
 - 9 Don't know
- * 22 When you finally decided which way to vote, was it for one or more reasons on this card? (Show CARD B) Please mention all the reasons that apply
- Because of a
- 1 Conservative broadcast on TV
 - 2 Labour broadcast on TV
 - 3 Liberal/SDP broadcast on TV
 - 4 Conservative poster or newspaper advert
 - 5 Labour poster or newspaper advert
 - 6 Liberal/SDP poster or newspaper advert
- Because I was persuaded
- 7 By my wife/husband
 - 8 By my children/parents
 - 9 At work
 - X By a party worker who canvassed me
 - V None of these reasons
- 23 And was it for one or more reasons on this card? (Show CARD C) Please mention all the reasons that apply
- Because of
- * 1 Extremists in the Conservative party
 - * 2 Extremists in the Labour party
 - 3 Disunity in the Conservative party
 - 4 Disunity in the Labour party
 - 5 Disunity in the Liberal/SDP Alliance
 - 6 To prevent the Conservatives from winning the election by too big a majority
 - 7 To bring about a 'hung' Parliament in which no single party would have an outright majority
 - 8 Because of Mr Healey's comments* on Mrs Thatcher and the Falklands War
 - 9 None of these reasons

Skip to Q25

* Already voted or definitely will vote (codes 1 or 2)

IF ROBABLY WILL VOTE/MIGHT VOTE/DON'T KNOW

- *24 If you do vote, which party are you most likely to support?
- 1 Conservative
 - 2 Labour
 - 3 Liberal
 - 4 SDP
 - 5 Alliance
 - 6 Nationalist*
 - 7 Other
 - 9 Don't know
 - 0 Refuse

*Welsh/Scottish

ASK ALL

- *25 Leaving aside this particular election, would you say you generally think of yourself as Conservative, Labour, Liberal, SDP, (IN SCOTLAND/WALES Nationalist) or what?

- 1 Conservative)
- 2 Labour)
- 3 Liberal)
- 4 SDP) skip to Q27
- 5 Alliance)
- 6 Nationalist*)
- 7 Other)
- 8 No party/none
- 9 Don't know

ASK ONLY IF NONE/NO PARTY/DON'T KNOW (Codes 8,9 above)

- 26 Do you generally think of yourself as a little closer to one of the parties than the others? If YES Which party is that?

- 1 Conservative
- 2 Labour
- 3 Liberal
- 4 SDP
- 5 Alliance
- 6 Nationalist*
- 7 Other
- 8 No party/none) skip to Q28
- 9 Don't know)

- 27 And would you call yourself very strong (appropriate party), fairly strong or not very strong?

- 1 Very strong
- 2 Fairly strong
- 3 Not very strong
- 9 Don't know

ASK ALL

- *28 Now thinking back to the last general election in 1979, which of the parties did you vote for then - or perhaps you did not vote in that election?

(PLEASE ENSURE THAT THOSE WHO WERE TOO YOUNG TO VOTE, i.e. WHO ARE AGED 22 OR UNDER ARE CODED 3 IF NECESSARY PROBE ABOUT AGE Were you old enough to vote in that election?)

- 1 Conservative
- 2 Labour
- 3 Liberal/SDP/Alliance
- 4 Nationalist*
- 5 Other
- 7 Did not vote (although old enough)
- 8 Too young to vote
- 9 Don't know/can't remember
- 0 Refused

- *29 Taking everything into account, which party has the best policies?

- 1 Conservative
- 2 Labour
- 3 Liberal/SDP/Alliance
- 4 Nationalists*
- 5 Other
- 8 None of them/all the same
- 9 Don't know

- *30 And which party has the best team of leaders?

- 1 Conservative
- 2 Labour
- 3 Liberal/SDP/Alliance
- 4 Nationalists*
- 5 Other
- 8 None of them/all the same
- 9 Don't know

- *31 And leaving on one side the question of which party you vote for, which party is best for people like you?

- 1 Conservative
- 2 Labour
- 3 Liberal/SDP/Alliance
- 4 Nationalists*
- 5 Other
- 8 None of them/all the same
- 9 Don't know

- *32 Think of all the urgent problems facing the country at the present time. When you decided which way to vote, which TWO issues did you personally consider most important? (DO NOT PROMPT Mark up to 2 answers)

- 1 Unemployment/jobs
- 2 Defence/nuclear weapons/arms
- 3 Prices/cost of living/inflation
- 4 Health/hospitals/NHS
- 5 Education/schools
- 6 Law and order/crime/vandalism
- 7 Taxation/income tax/VAT
- 8 Pensions/services for the old
- 9 Strikes/trade unions/industrial relations
- 0 Common Market (EEC)/Europe
- X Immigrants/race relations
- Y Falklands War
- 10 Nationalisation/public ownership
- 20 Welfare benefits
- 30 Incomes policy
- 40 Northern Ireland/Ulster
- 50 International peace
- 60 Environment/pollution/conservation
- 70 Scotland's/Wales' special interests
- 80 Devolution to Scotland/Wales
- 90 Other economic issues
- 00 Other (write in)

- X0 None
V0 Don't know

(* Welsh/Scottish)

34 I am going to read out a number of things that most people in Britain want From this card (Show CARD D) would you tell me which party you think would be best at (Read out and mark an answer for each issue Reverse order for alternate contacts)

	Cons	Lab	Lib/ SDP	Nat	Other	No dif- ference	Don't know
* Reducing unemployment	1	2	3	4	5	8	9
Furthering the cause of world peace	1	2	3	4	5	8	9
* Making Britain more prosperous	1	2	3	4	5	8	9
* Cutting income tax	1	2	3	4	5	8	9
* Reducing crime and vandalism	1	2	3	4	5	8	9
* Cutting down strikes	1	2	3	4	5	8	9
Providing properly for the Health Service	1	2	3	4	5	8	9
Ensuring that Britain is safely defended	1	2	3	4	5	8	9
* Standing up for Britain's interests in the EEC	1	2	3	4	5	8	9
* Keeping prices down	1	2	3	4	5	8	9
* SCOTLAND/WALES ONLY							
Looking after Scotland's/Wales' interests	1	2	3	4	5	8	9

45 How do you think the general economic situation in this country has changed over the last 12 months?

READ OUT Has it

- 1 Got a lot better
- 2 Got a little better
- 3 Stayed the same
- 4 Got a little worse
- 5 Got a lot worse
- 9 Don't know

(*) 46 And how does the financial situation in your own household compare with what it was twelve months ago?

READ OUT Has it

- 1 Got a lot better
- 2 Got a little better
- 3 Stayed the same
- 4 Got a little worse
- 5 Got a lot worse
- 9 Don't know

47 How do you think the general economic situation in this country will develop over the next twelve months?

READ OUT Will it

- 1 Get a lot better
- 2 Get a little better
- 3 Stay the same
- 4 Get a little worse
- 5 Get a lot worse
- 9 Don't know

48 And how do you think the financial situation in your own household will develop over the next twelve months?

- 1 Get a lot better
- 2 Get a little better
- 3 Stay the same
- 4 Get a little worse
- 5 Get a lot worse
- 9 Don't know

(*) 49 Leaving aside your general party preference, who would make the best Prime Minister - Margaret Thatcher, Michael Foot, David Steel or Roy Jenkins?

- 1 Thatcher
- 2 Foot
- 3 Steel
- 4 Jenkins
- 9 Don't know

50 And who would make the worst?

- 1 Thatcher
- 2 Foot
- 3 Steel
- 4 Jenkins
- 9 Don't know

(*) 51 If Michael Foot retired as leader of the Labour party, who on this list would you like to see take his place? (Show CARD E)

- 1 Tony Benn
- 2 Roy Hattersley
- 3 Denis Healey
- 4 Gerald Kaufman
- 5 Neil Kinnock
- 6 Peter Shore
- 7 John Silkin
- 8 Other (write in)

9 Don't know

52 The next questions are about the way governments ought to act First, when dealing with political opponents, what is better - sticking firmly to one's beliefs, or trying to meet them half way?

- 1 Sticking to beliefs
- 3 Neither, both, don't know
- 5 Meeting them half way

53 In difficult economic times, what is better - for the government to be caring or for the government to be tough?

- 1 Caring
- 3 Neither, both, don't know
- 5 Tough

54 When governments make decisions about the economy, what is better - to involve major interests like trade unions and business, or to keep them at arms length?

- 1 Involve interests
- 3 Neither, both, don't know
- 5 Keep at arms length

55 It is sometimes said that no government of any party can in fact do much to create economic prosperity, that it is up to people themselves Do you agree or disagree?

- 1 Agree
- 3 Neither, both, don't know
- 5 Disagree

56 In its relations with the rest of the world, what is better - for Britain to stick resolutely to its own position, or for Britain to meet other countries half way?

- 1 Stick to own position
- 3 Neither, both, don't know
- 5 Meet them half way

57 I am going to read out some proposals that the different parties have put forward in this election
Please say whether you think the proposal is a very good idea, a fairly good idea, a fairly bad idea or a very bad idea (Show CARD F Read out proposals, reverse order for alternate contacts
Mark an answer for each)

	Very good idea	Fairly good idea	Fairly bad idea	Very bad idea	Don't know
* Having a free vote in the House of Commons on the death penalty	1	2	4	5	9
Changing the present system of voting to proportional representation	1	2	4	5	9
Withdrawing Britain completely from the EEC (Common Market) within five years	1	2	4	5	9
Allowing cruise missiles to be sited in Britain as part of the West's defence	1	2	4	5	9
Levying a special tax on firms that pay wage rises above the rate of price increases	1	2	4	5	9
Establishing a Prices Commission with powers to freeze or reduce prices	1	2	4	5	9
Selling off substantial parts of British Steel and British Leyland to private companies	1	2	4	5	9
Withdrawing the tax exemptions enjoyed by private, fee-paying schools	1	2	4	5	9
Giving up the Polaris nuclear submarine even if the Soviet union does not reduce its nuclear weapons	1	2	4	5	9

* 66 Have you seen or heard the results of an opinion poll (in Scotland/Wales a Britain-wide opinion poll) in the last few days?
If YES Do you remember which party the poll said was in the lead? And was that a big lead or only a small lead?

- 1 Not seen/heard any poll - skip to Q69
- 2 Big lead for the Conservatives
- 3 Small lead for Conservatives
- 4 Neck and neck/equal/level pegging
- 5 Small lead for Labour
- 6 Big lead for Labour
- 7 Small lead for Lib/SDP Alliance
- 8 Big lead for Lib/SDP Alliance
- 9 Other
- 0 Don't know

67 And which party was third in the polls? Was it a long way behind the second-placed party, or fairly close behind?

- 1 Alliance a long way behind
- 2 Alliance fairly close behind
- 3 Labour a long way behind
- 4 Labour fairly close behind
- 5 Conservatives a long way behind
- 6 Conservatives fairly close behind
- 7 Other
- 9 Don't know

* 68 When you finally decide/(d) which way to vote, were you influenced at all by what the opinion polls were saying?

- 1 Yes
- 2 No
- 9 Don't know

* 69 Which of these two statements comes closest to your view?
(READ OUT Reverse order for alternate contacts)

- A There should be stricter laws to regulate the activities of trade unions
- B There is no call for stricter laws to regulate the activities of trade unions

UNLESS REPLIES DON'T KNOW

Do you hold this view very strongly, fairly strongly or only mildly?

- 1 Very strongly believe in stricter laws
- 2 Fairly strongly believe in stricter laws
- 3 Mildly believe in stricter laws
- 4 Very strongly believe there is no call for stricter laws
- 5 Fairly strongly believe there is no call for stricter laws
- 6 Mildly believe there is no call for stricter laws
- 9 Don't know

* 70 And which of these two statements comes closest to your view?
(READ OUT Reverse order for alternate contacts)

- A Cut taxes, even if it means some reduction in government services like health, education and welfare
- B Keep up government services like health, education and welfare even if it means that taxes cannot be cut

UNLESS REPLIES DON'T KNOW

Do you hold this view very strongly, fairly strongly or only mildly?

- 1 Very strongly believe in cutting taxes
- 2 Fairly strongly believe in cutting taxes
- 3 Mildly believe in cutting taxes
- 4 Very strongly believe in keeping up services
- 5 Fairly strongly believe in keeping up services
- 6 Mildly believe in keeping up services
- 9 Don't know

- 71 And which of these two statements comes closest to your view?
(READ OUT Reverse order for alternate contacts)
- A The best way to tackle unemployment is to allow private companies to keep more of their profits to create more jobs
 - B It is mainly up to the government to tackle unemployment by using tax money to create jobs

UNLESS REPLIES DON'T KNOW

Do you hold this view very strongly, fairly strongly or only mildly?

- 1 Very strongly believe in leaving it to private companies
- 2 Fairly strongly believe in leaving it to private companies
- 3 Mildly believe in leaving to private companies
- 4 Very strongly believe it is up to government
- 5 Fairly strongly believe it is up to government
- 6 Mildly believe it is up to government
- 9 Don't know

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

*72 Are you, yourself, employed?

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

*73 Have you, yourself, or anyone else in your immediate family been unemployed or had great difficulty in getting a job in the last 3 to 4 years?

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

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

Non-manual

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

Manual

- 5 Skilled
- 6 Semi-skilled
- 7 Unskilled

75 Does/did he/she work for a private firm or for a public organisation? By public organisation I mean central government, local government, the nationalised industries and also public services like health and education

- 1 Private firm
- 2 Central/local government
- 3 Nationalised industry or other public corporation
- 4 Other
- 9 Don't know

*211 Have you or your husband/wife a trade union card?

- 1 Yes, self
- 2 Yes, husband/wife
- 3 No
- 9 Don't know

*212 Can you tell me your age? (Write in and code)

-
- 1 18-22
 - 2 23-24
 - 3 25-29
 - 4 30-34
 - 5 35-39
 - 6 40-44
 - 7 45-49
 - 8 50-54
 - 9 55-59
 - 0 60-64
 - X 65-69
 - V 70+

215 Is your home owned or rented? If OWNED Do you own it outright or are you paying for it on a mortgage? If RENTED Is it rented privately or from the council?

- 1 Own outright } ask Q216
- 2 Own on mortgage } ask Q216
- 3 Rented from Council
- 4 Rented privately } skip to Q217
- 5 Other } skip to Q217
- 9 Don't know }

216 Was this originally a council house which you bought as a tenant?

- 1 Yes
- 2 No
- 9 Don't know

*217

- 1 Man
- 2 Woman - housewife
- 3 Woman - not housewife

*218

- 1 Married
- 2 Single
- 3 Widowed, divorced

*219

Non-manual

- 1 A
- 2 B
- 3 C1

Manual

- 4 C2
- 5 D
- 6 E

*220

SCOTLAND ONLY What is your religious denomination?

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

*221

Ethnic group - code by observation

- 1 Caucasian (white)
- 2 Negro (black)
- 3 Asian (brown)
- 4 Oriental
- 9 Don't know

I hereby attest that this is a true record of an interview made strictly in accordance with your requirements with a person who is a stranger to me, and that this form was completed entirely at the time of interview

Signed

Date