

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/1-2	1	Survey Number	See appendix 1	
1/3	2	Borough - County code	Surveys 1-27/Surveys 28-62 1 London Borough/Con. Borough 2 Eng. Borough/Con. County 3 Eng. County/Lab. Borough 4 Scot. Borough/Lab. County 5 Scot. County/Lib. Borough 6 Welsh Borough/Lib. County 7 Welsh County 8 N. Ireland/ 0 Blank or wild punch in original data	13870 42370 45429 15411 3693 2714 2461 4432
1/4-5	3	Old Standard Region	00 Lancashire and Cheshire 01 N. East 02 Yorkshire 03 East Midlands 04 East Anglia 05 London and South East 06 South Central 07 South West 08 Wales 09 W. Midlands 11 Scotland	20551 8731 10020 9363 9571 22864 6890 9711 7648 11541 13490
1/6-8	4	Constituency	See Appendix 2	
1/9	5	Voting Intention: "How would you vote if there were a General Election tomorrow?"	1 Conservative 2 Labour 3 Liberal 4 Other party 5 Would not vote 6 Undecided 7 Refused 9 Blank or wild punch in original data	46190 55742 9003 526 3847 11181 3787 104
1/10	6	Voting inclination: "Which party are you most inclined to support?"	1 Conservative 2 Labour 3 Liberal 4 Other party 5 Would not vote 6 Undecided 7 Refused 9 Others	3533 3906 1530 76 443 3485 2399 115008

CARD/COLUMN	VAR No	TITLE	CODES	MARGINALS
1/11	7	Sex	1 Male 2 Female/housewife 3 Female/non-housewife 4 Female/undifferentiated 9 Blank or wild punch in original data	60524 54240 6330 9261 25
1/12	8	Age	1 21 - 24 2 25 - 34 3 35 - 44 4 45 - 54 5 55 - 64 6 65 + 9 Blank or wild punch in original data	6224 22193 27287 28228 23111 22564 773
1/13	9	Class	1 A 2 B 3 AB 4 C1 5 C2 6 DE 9 Blank	1042 2996 9736 27297 50805 38447 57
1/14	10	Trade Union Membership	1 Member 2 Non-member 9 Blank or wild punch in original data 0 Not included in survey	23153 67618 1396 38213
1/15	11	Education, i.e. age of completing full-time education	1 14 or under 2 15 3 16 4 17 - 18 5 19 or over, or still studying 9 Blank or wild punch in original data 0 Not included in the survey	51103 15903 8229 5692 3208 52 46193
1/16-80		UNUSED	UNUSED	

APPENDIX 1

<u>Column Number</u>	<u>Code</u>			<u>Marginals</u>
01-02	<u>Survey Number</u>	<u>NOP Number</u>	<u>Date</u>	
	01	594	18-20 October 1963	1768
	02	628	16-17 November 1963	2169
	03	650	13-15 December 1963	2117
	04	656	8-12 January 1964	2263
	05	675	8-16 February 1964	2230
	06	689	6-9 March 1964	2041
	07	697	19-22 March 1964	2110
	08	851	2-5 April 1964	2161
	09	862	15-19 April 1964	2436
	10	868	29 April, 3 May 1964	2414
	11	884	21-24 May 1964	2372
	12	894	4-7 June 1964	2347
	13	911	18-21 June 1964	2345
	14	934	2-5 July 1964	2278
	15	944	16-19 July 1964	2290
	16	966	6-9 August 1964	2162
	17	976	20-23 August 1964	2005
	18	980	3-6 September 1964	2156
	20	982	17-20 September 1964	2383
	21	983	24-28 September 1964	2322
	22	984	1-5 October 1964	2311
	23	985	5-9 October 1964	2299
	24	1063	19-22 November 1964	2184
	25	1081	3-7 December 1964	2263
	26	1102	7-11 January 1965	2192
	27	1124	11-15 February 1965	2201
	28	1155	11-15 March 1965	2393
	29	1178	25-29 March 1965	2181
	30	1194	8-12 April 1965	2047
	32	1210	10-14 June 1965	2026
	33	1225	24-29 June 1965	2150
	34	1275	24-29 June 1965	2008
	35	1290	8-12 July 1965	2016
	36	1331	5-9 August 1965	1955
	38	1410	23-27 September 1965	2104
	39	1429	7-11 October 1965	2102
	40	1456	21-25 October 1965	1972
	41	1474	11-15 November 1965	2087
	42	1494	23-30 November 1965	1977
	43	1509	9-13 December 1965	2093
	19	981	10-13 September 1964	2360

<u>Code</u>			<u>Marginals</u>
44	1542	6-10 January 1966	2035
45	1561	27-31 January 1966	2145
46	1577	10-14 February 1966	1763
47	1599	23-28 February 1966	1963
48	1607	2-7 March 1966	3032
49	1617	9-14 March 1966	2331
50	1618	16-21 March 1966	2417
51	1619	22-26 March 1966	2444
52	1664	20-25 April 1966	2337
53	1686	5-9 May 1966	1983
54	1773	22-27 June 1966	2360
55	1792	6-11 July 1966	2152
56	1830	27 July-1 August 1966	2110
57	1869	7-12 September 1966	2123
58	1893	21-25 September 1966	2032
59	1909	5-10 October 1966	2044
60	1967	9-14 November 1966	1994
61	2030	23-28 November 1966	1875
62	2048	4-9 December 1966	1950

APPENDIX 2SURVEYS 1 - 27

<u>Code</u>		<u>Marginals</u>
057	Aberdare	642
060	Abertillery	622
002	Abingdon	564
062	Altrincham & Sale	547
089	Ayr	494
082	Barnsley	553
020	Battersea N.	467
080	Berwick-upon-Tweed	581
017	Bexley	549
009	Billericay	598
048	Bilston	622
053	Birmingham (Selly Oak)	542
069	Blackpool N.	467
067	Blaydon	624
078	Blyth	582
026	Brentford & Chiswick	541
083	Brighouse & Spenborough	590
038	Brighton Pavilion	479
011	Bristol Central	575
003	S. Bucks.	526
051	Burton	589
070	Bury & Radcliffe	567
059	Caerphilly	591
065	Carlisle	574
021	Chelsea	369
012	Cheltenham	546
036	Chertsey	555
039	Chichester	529
092	Coatbridge & Airdrie	582
054	Coventry N.	595
063	Crewe	634
041	Derby South	584
042	S.E. Derbyshire	590
018	Dover	491
068	N.W. Durham	603
090	East Lothian	516
098	Edinburgh Leith	520
027	Feltham	551
091	Fife West	537
045	Gainsborough	599
093	Glasgow (Cathcart)	522
094	Glasgow (Kelvingrove)	393
095	Glasgow (Springburn)	449
037	Guildford	614

<u>Code</u>		<u>Marginals</u>
096	Hamilton	514
022	Hammersmith N.	506
102	Harrogate	485
028	Hendon N.	521
033	Henley	608
076	Heywood & Royton	581
007	Hornchurch	533
081	Howden	622
032	Ipswich	616
084	Keighley	571
101	Kensington S.	275
055	Kidderminster	622
031	Kings Lynn	588
097	Lanark	533
085	Leeds W.	577
044	Lincoln	540
071	Liverpool (Garston)	595
072	Liverpool (W. Derby)	575
056	Llanelly	601
043	Loughborough	592
010	Maldon	632
073	Manchester (Moss Side)	468
035	Mitcham	558
099	Moray & Nairn	550
077	Newton	599
052	Nuneaton	636
074	Oldham West	594
019	Orpington	583
061	Pembroke	647
088	Penistone	634
014	Portsmouth South	521
001	Reading	509
058	Rhondda West	595
100	Roxborough, Selkirk & Peebles	549
047	Rushcliffe	591
016	St. Albans	589
004	St. Ives	558
024	St. Pancras N.	444
075	Salford East	549
086	Sheffield (Hallam)	480
008	Southend West	586
029	Southgate	513
064	Stalybridge & Hyde	559
049	Stoke-on-Trent S.	636
066	Stockton-on-Tees	554
013	Stroud	590
005	Torquay	511
006	Torrington	567
079	Wallsend	560
025	Wandsworth	513
046	Wellingborough	596
040	Westbury	609
030	Willesden West	470
015	Winchester	574
050	Wolverhampton S.W.	589
034	Yeovil	597

SURVEYS 28 - 62

<u>Code</u>		<u>Marginals</u>
988	Aberavon	743
987	Abertillery	859
976	Abingdon	721
978	Aldershot	737
909	Angus South	755
905	Ayrshire South	776
990	Barry	763
916	Bebington	774
948	Bedford	642
907	Berwick & East Lothian	745
928	Berwick-on-Tweed	775
947	Billericay	683
993	Birmingham, Aston	716
996	Birmingham, Edgbaston	649
995	Birmingham, Selly Oak	709
927	Bishop Auckland	790
939	Bolsover	764
940	Brigg	755
959	Brighton, Kemptown	630
980	Bristol, North-East	736
981	Bristol, West	640
998	Bromsgrove	758
945	Cambridge	541
966	Chelsea	384
968	Chigwell	720
984	Chippenham	758
994	Coventry South	716
919	Crewe	793
985	Devon North	737
935	Don Valley	790
992	Dudley	778
904	Edinburgh, West	740
946	Epping	707
950	Eye	712
972	Farnham	588
967	Faversham	653
965	Finchley	507
943	Gainsborough	758
923	Gateshead West	755
900	Glasgow, Gorbals	718
901	Glasgow, Shettleston	740
903	Glasgow, Woodside	652
975	Gosport & Fareham	727
938	Grimsby	741
955	Hammersmith North	554
962	Harrow Central	540
960	Hendon North	591
977	Henley	702
957	Holborn & St. Pancras South	496
942	Holland with Boston	781
926	Houghton-le-Spring	791
932	Huddersfield West	661
951	Huntingdonshire	700

<u>Code</u>		<u>Marginals</u>
918	Ince	698
949	Isle of Ely	704
922	Knutsford	722
930	Leeds South	654
931	Leeds West	668
997	Leek	786
971	Lewes	651
956	Leyton	593
912	Liverpool, Edgehill	719
913	Liverpool, Kirkdale	680
910	Liverpool, Scotland	720
969	Maidstone	645
917	Manchester, Moss Side	659
914	Manchester, Wythenshawe	656
920	Middleton & Prestwich	693
961	Mitcham	634
921	Nantwich	836
915	Nelson & Colne	750
941	Newark	743
924	Newcastle-upon-Tyne, West	789
944	Norwich North	740
937	Nottingham North	729
973	Orpington	740
999	Oswestry	821
929	Pontefract	699
974	Portsmouth West	701
908	Renfrewshire East	723
911	Rochdale	684
934	Sheffield Hallam	639
953	Shoreditch & Finsbury	617
936	Skipton	697
982	Somerset North	749
952	Stepney	543
902	Stirling & Falkirk Burghs	732
906	Stirlingshire West	750
991	Stoke-on-Trent Central	777
925	Sunderland South	753
963	Surbiton	651
986	Swansea East	781
979	Swindon	766
964	Twickenham	700
983	Wells	772
958	Willesden East	554
954	Willesden West	589
970	Woking	712
989	Wrexham	804
933	York	627

NATIONAL OPINION POLLS SURVEYS
1963 - 1966

Column
Number

Code

01-02

Survey Number

	NOP Number	Date
01	594	18-20 October, 1963
02	628	16-17 November, 1963
03	650	13-15 December, 1963
04	656	8-12 January, 1964
05	675	8-16 February, 1964
06	689	6-9 March, 1964
07	697	19-22 March, 1964
08	851	2-5 April, 1964
09	862	15-19 April, 1964
10	868	29 April, 3 May, 1964
11	884	21-24 May, 1964
12	894	4-7 June, 1964
13	911	18-21 June, 1964
14	934	2-5 July, 1964
15	944	16-19 July, 1964
16	966	6-9 August, 1964
17	976	20-23 August, 1964
18	980	3-6 September, 1964
19	981	10-13 September, 1964
20	982	17-20 September, 1964
21	983	24-28 September, 1964
22	984	1-5 October, 1964
23	985	5-9 October, 1964
24	1063	19-22 November, 1964
25	1081	3-7 December, 1964
26	1102	7-11 January, 1965
27	1124	11-15 February, 1965
28	1155	11-15 March, 1965
29	1178	25-29 March, 1965
30	1194	8-12 April, 1965
31	1209	6-10 May, 1965
32	1210	10-14 June, 1965
33	1225	24-29 June, 1965
34	1275	24-29 June, 1965
35	1290	8-12 July, 1965

36	1331	5-9 August, 1965
37	1382	9-13 September, 1965
38	1410	23-27 September, 1965
39	1429	7-11 October, 1965
40	1456	21-25 October, 1965
41	1474	11-15 November, 1965
42	1494	25-30 November, 1965
43	1509	9-13 December, 1965
44	1542	6-10 January, 1966
45	1561	27-31 January, 1966
46	1577	10-14 February, 1966
47	1599	23-28 February, 1966
48	1607	2-7 March, 1966
49	1617	9-14 March, 1966
50	1618	16-21 March, 1966
51	1619	22-26 March, 1966
52	1664	20-25 April, 1966
53	1686	5-9 May, 1966
54	1773	22-27 June, 1966
55	1792	6-11 July, 1966
56	1830	27 July-1 August, 1966
57	1869	7-12 September, 1966
58	1893	21-25 September, 1966
59	1909	5-10 October, 1966
60	1967	9-14 November, 1966
61	2030	23-28 November, 1966
62	2048	4-9 December, 1966

03

Borough-County Code

For Sample 1, Surveys 1-27:

1	London Borough
2	English Borough
3	English County
4	Scottish Borough
5	Scottish County
6	Welsh Borough
7	Welsh County
8	Northern Ireland
90	Blank or Wild Punch (on original NOP cards)

For Sample 2, Surveys 28-62:

1	Conservative Borough
2	Conservative County
3	Labour Borough
4	Labour County
5	Liberal Borough
6	Liberal County
90	Blank or Wild Punch (on original NOP cards)

04-05

Old Standard Region

- 00 Lancashire & Cheshire
- 01 N East
- 02 Yorkshire
- 03 East Midlands
- 04 East Anglia
- 05 London and South East
- 06 South Central
- 07 South West
- 08 Wales
- 09 W. Midlands
- 11 Scotland

~~05-07~~
06-08

Constituency

Sample 1 (Surveys 1-27):

057	Aberdare
060	Abertillery
002	Abingdon
062	Altrincham & Sale
089	Ayr
082	Barnsley
020	Battersea N.
080	Berwick-upon-Tweed
017	Bexley
009	Billericay
048	Bilston
053	Birmingham (Selly Oak)
069	Blackpool N.
067	Blaydon
078	Blyth
026	Brentford & Chiswick
083	Brighouse & Spenborough
038	Brighton Pavilion
011	Bristol Central
003	S. Bucks.
051	Burton
070	Bury & Radcliffe
059	Caerphilly
065	Carlisle
021	Chelsea
012	Cheltenham
036	Chertsey
039	Chichester
092	Coatbridge & Airdrie
054	Coventry N.
063	Crewe
041	Derby South
042	S.E. Derbyshire
018	Dover
068	N.W. Durham
090	East Lothian
098	Edinburgh Leith
027	Feltham
091	Fife West
045	Gainsborough
093	Glasgow (Cathcart)
094	Glasgow (Kelvingrove)
095	Glasgow (Springburn)
037	Guildford
096	Hamilton
022	Hammersmith N.
102	Harrogate
028	Hendon N.
033	Henley
076	Heywood & Royton

007	Hornchurch
081	Howden
032	Ipswich
084	Keighley
101	Kensington S.
055	Kidderminster
031	Kings Lynn
097	Lanark
085	Leeds W.
044	Lincoln
071	Liverpool (Garston)
072	Liverpool (W. Derby)
056	Llanelly
043	Loughborough
010	Maldon
073	Manchester (Moss Side)
035	Mitcham
099	Moray & Nairn
077	Newton
052	Nuneaton
074	Oldham West
019	Orpington
061	Pembroke
088	Penistone
014	Portsmouth South
001	Reading
058	Rhondda West
100	Roxborough, Selkirk & Peebles
047	Rushcliffe
016	St. Albans
004	St. Ives
024	St. Pancras N.
075	Salford East
086	Sheffield (Hallam)
008	Southend West
029	Southgate
064	Stalybridge & Hyde
049	Stoke-on-Trent S.
066	Stockton-on-Tees
013	Stroud
005	Torquay
006	Torrington
079	Wallsend
025	Wandsworth
046	Wellingborough
040	Westbury
030	Willesden West
015	Winchester
050	Wolverhampton S.W.
034	YEovil

For Sample 2 (Surveys 28-62)

988	Aberavon
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987	Abertillery
976	Abingdon
978	Aldershot
909	Angus South
905	Ayrshire South
990	Barry
916	Bebington
948	Bedford
907	Berwick & East Lothian
928	Berwick-on-Tweed
947	Billericay
993	Birmingham, Aston
996	Birmingham, Edgbaston
995	Birmingham, Selly Oak
927	Bishop Auckland
939	Bolsover
940	Brigg
959	Brighton, Kemptown
980	Bristol, North-East
981	Bristol, West
998	Bromsgrove
945	Cambridge
966	Chelsea
968	Chigwell
984	Chippenham
994	Coventry South
919	Crewe
985	Devon North
935	Don Valley
992	Dudley
904	Edinburgh West
946	Epping
950	Eye
972	Farnham
967	Faversham
965	Finchley
943	Gainsborough
923	Gateshead West
900	Glasgow, Gorbals
901	Glasgow, Shettleston
903	Glasgow, Woodside
975	Gosport & Fareham
938	Grimsby
955	Hammersmith North
962	Harrow Central
960	Hendon North
977	Henley
957	Holborn & St. Pancras South
942	Holland with Boston
926	Houghton-le-Spring
932	Huddersfield West
951	Huntingdonshire
918	Ince
949	Isle of Ely

922	Knutsford
930	Leeds South
931	Leeds West
997	Leek
971	Lewes
956	Leyton
912	Liverpool, Edgehill
913	Liverpool, Kirkdale
910	Liverpool, Scotland
969	Maidstone
917	Manchester, Moss Side
914	Manchester, Wythenshawe
920	Middleton & Prestwich
961	Mitcham
921	Nantwich
915	Nelson & Colne
941	Newark
924	Newcastle-upon-Tyne West
944	Norwich North
937	Nottingham North
973	Orpington
999	Oswestry
929	Pontefract
974	Portsmouth West
908	Renfrewshire East
911	Rochdale
934	Sheffield Hallam
953	Shoreditch & Finsbury
936	Skipton
982	Somerset North
952	Stepney
902	Stirling & Falkirk Burghs
906	Stirlingshire West
991	Stoke-on-Trent Central
925	Sunderland South
963	Surbiton
986	Swansea East
979	Swindon
964	Twickenham
983	Wells
958	Willesden East
954	Willesden West
970	Woking
989	Wrexham
933	York

Voting Intention

General Question: "How would you vote if there were a General Election tomorrow?"

Survey 23: "How do you think you will vote at the General Election on October 15th?"

Surveys 24-32: "How would you vote if there were another General Election tomorrow?"

Surveys 48-51: "How do you think you will vote at the General Election on the 31st March?"

Surveys 52-53: "How would you vote if there were another General Election tomorrow?"

- | | |
|---|---|
| 1 | Conservative |
| 2 | Labour |
| 3 | Liberal |
| 4 | Other Party |
| 5 | Would not vote |
| 6 | Undecided |
| 7 | Refused |
| 9 | Blank, wild punch (on original NOP cards) |

Voting Inclination

"Which party are you most inclined to support?"

- | | |
|---|---|
| 1 | Conservative |
| 2 | Labour |
| 3 | Liberal |
| 4 | Other Party |
| 5 | Would not vote |
| 6 | Undecided (Surveys 1-4: Undecided and refused) |
| 7 | Refused (on original NOP cards) |
| 9 | Wild, blank, anything other than "undecided" or "refused" on Voting Intention. (Surveys 1-4: anything other than "undecided," "refused," or "would not vote" on Voting Intention) |

N.B. In some cases a party preference was given on both questions

Sex

- | | |
|---|--|
| 1 | Male |
| 2 | Female/housewife |
| 3 | Female/non housewife |
| 4 | Female/undifferentiated (Used on Surveys 1-7 and 51 where sex was simply coded M/F.) |
| 9 | Wild, blank (on original NOP cards) |

11/12

Age

- | | |
|---|-------------------------------------|
| 1 | 21-24 |
| 2 | 25-34 |
| 3 | 35-44 |
| 4 | 45-54 |
| 5 | 55-64 |
| 6 | 65+ |
| 9 | Wild, blank (on original NOP cards) |

12/13

Class

- | | |
|---|-------------------------------------|
| 1 | A } Surveys 32-48 |
| 2 | B } |
| 3 | AB (Surveys 32-48) 1-31, 49-62 |
| 4 | C1 |
| 5 | C2 |
| 6 | DE |
| 9 | Blank, Wild (on original NOP cards) |

13/14

Trade Union Membership (Available on Surveys 1-3, 5-27, 45-50, 52-53, 55-62)

- | | |
|---|---|
| 1 | Member |
| 2 | Non-member |
| 9 | Wild, blank (on original NOP cards) |
| 0 | Not included in the survey (Surveys 4, 28-44, 51, 54) |

14/15

Education, i.e., age of completing full-time education
(Available on Surveys 1-3, 5-27, 45-50, 52-53, 55-56, 59-60)

- | | |
|---|---|
| 1 | 14 or under |
| 2 | 15 |
| 3 | 16 |
| 4 | 17-18 |
| 5 | 19 or over, or still studying |
| 9 | Wild, blank (on original NOP cards) |
| 0 | Not included in the survey (Surveys 4, 28-44, 51, 54, 57-58, 61-62) |

15/16

Marital Status (Available on Surveys 8-48, 54-55, 58-62)

- | | |
|---|--|
| 1 | Married |
| 2 | Single/widowed/divorced/separated |
| 9 | Wild, blank (on original NOP cards) |
| 0 | Not included in the survey (Surveys 1-7, 49-53, 56-57) |