May, 2001  
n=150 per night

I.D.#:  

**AREA CODE AND TELEPHONE NUMBER: (   )______________________  (633.16)

**INTERVIEW TIME:  ----------------------------------------  (716.6)

<table>
<thead>
<tr>
<th>Region Codes (CODE FROM FONEFILE)</th>
<th>% Majority (CODE FROM FONEFILE)</th>
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<tr>
<td>01 Rest of South East (nightly quota=29)</td>
<td>01 0-2</td>
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<td>02 East Anglia (nightly quota=6)</td>
<td>02 3-5</td>
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<tr>
<td>03 South West (nightly quota=13)</td>
<td>03 6-9</td>
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<tr>
<td>04 Wales (nightly quota=8)</td>
<td>04 10-12</td>
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<td>05 West Midlands (nightly quota=14)</td>
<td>05 13-15</td>
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<td>06 North West (nightly quota=17)</td>
<td>06 16-17</td>
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<tr>
<td>07 Yorks &amp; Humberside (nightly quota=13)</td>
<td>07 18-20</td>
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<td>08 North (nightly quota=8)</td>
<td>08 21-25</td>
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<td>10 East Midlands (nightly quota=11)</td>
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<tr>
<td>11 Greater London (nightly quota=18)</td>
<td>11 40+</td>
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<table>
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<tr>
<th>New Constituency Code (CODE FROM FONEFILE)</th>
<th>1st and 2nd Party (CODE FROM FONEFILE)</th>
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<tr>
<td>TV Region Codes (CODE FROM FONEFILE)</td>
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<tr>
<td>01 Anglia</td>
<td>01 1st Con, 2nd Lab</td>
</tr>
<tr>
<td>02 Border</td>
<td>02 1st Con, 2nd LD</td>
</tr>
<tr>
<td>03 Carlton &amp; LWT</td>
<td>03 1st Con, 2nd Nat</td>
</tr>
<tr>
<td>04 Central</td>
<td>04 1st Lab, 2nd Con</td>
</tr>
<tr>
<td>05 Grampian</td>
<td>05 1st Lab, 2nd LD</td>
</tr>
<tr>
<td>06 Granada</td>
<td>06 1st Lab, 2nd Nat/Other</td>
</tr>
<tr>
<td>07 HTV</td>
<td>07 1st LD, 2nd Con</td>
</tr>
<tr>
<td>08 Meridian</td>
<td>08 1st LD, 2nd Lab</td>
</tr>
<tr>
<td>09 Scottish</td>
<td>09 1st LD, 2nd Nat</td>
</tr>
<tr>
<td>10 Tyne-Tees</td>
<td>10 1st Nat, 2nd Lab</td>
</tr>
<tr>
<td>11 West Country</td>
<td>11 1st Nat, 2nd Lab</td>
</tr>
<tr>
<td>12 Yorkshire</td>
<td>12 1st Nat, 2nd LD</td>
</tr>
<tr>
<td></td>
<td>13 1st Other, 2nd Any</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LD% of the Vote (CODE FROM FONEFILE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 0-9</td>
</tr>
<tr>
<td>02 10-14</td>
</tr>
<tr>
<td>03 15-19</td>
</tr>
<tr>
<td>04 20-22</td>
</tr>
<tr>
<td>05 26-28</td>
</tr>
<tr>
<td>06 29-31</td>
</tr>
<tr>
<td>07 32-35</td>
</tr>
<tr>
<td>09 36-39</td>
</tr>
</tbody>
</table>
Hello, my name is _____________________________. I’m calling on behalf of the Gallup Poll. We are conducting a survey on the upcoming Election and hope that you or someone else in your household will be able to spare some time to answer a few questions.

To ensure that we are speaking to a representative mix of people throughout the country, could I please speak with the person in your household aged 18 or over who had the most recent birthday.

S1. Gender.  
(DO NOT ASK; CODE ONLY)  
1 Male  
2 Female ___(1005)

S2. Will you tell me your year of birth please.  
(INTELLIGER NOTE: ENTER LAST TWO DIGITS OF YEAR IN RANGE 00 - 83)  
00 1900 or earlier  
DK (Don’t Know)  
RF (Refused) _(1006)_(1007)

IF S2 IS 84-99 THEN RE-ADMINISTER S2  
IF S2 IS DK OR RF THEN ASK S2a; ELSE SKIP TO PROGRAMME NOTE BEFORE S3

S2a. In that case could you tell me which age band you would fall into?  
(READ 0 - 4)  
0 Younger than 18  
1 18-24  
2 25-39  
3 40-54  
4 55 or over  
5 (Don’t know)  
6 (Refused) ___(1008)

IF S2 IS 83 OR S2a IS 0 THEN ASK S3; ELSE SKIP TO Q1

S3. Will you have a birthday prior to June 7th that will make you eligible to vote?  
(OPEN END AND CODE)  
1 Yes  
2 No  
3 (Don’t know)  
4 (Refused) ___(1009)
1. How interested are you in the General Election that is to be held on June 7th this year? (READ 4 - 1)

4 Very interested
3 Somewhat interested
2 Not very interested
1 Not at all interested
5 (Don’t know)
6 (Refused) ___(1010)

2a. In your opinion, what is the single most important issue in this Election? (OPEN END AND CODE)

01 Other (PLEASE LIST)
02 (Don’t know)
03 (Refused)
04 (There are no important issues)
05 HOLD
06 Europe/Euro/Britain’s membership of the single European currency/the pound/Britain’s relations with the European Union
07 Economy - state of the economy generally
08 Educational standards/ teacher’s pay
09 Foot and mouth
10 Inflation, prices generally
11 Law and Order/Crime
12 National Health Service/waiting lists/nurse’s pay/Dr’s pay
13 Pensions
14 Taxation
15 Transportation - public transport
16 Unemployment ___(1011)_(1012)

IF Q2a IS 01 OR 06 - 16 THEN ASK Q2b; ELSE SKIP TO Q3

2b. Which party is best able to handle this issue? (OPEN END AND CODE)

01 Other party (DO NOT LIST)
02 (Don’t know)
03 (Refused)
04 (None/No party closest)
05 HOLD
06 Conservative
07 Labour
08 Liberal Democrat
09 (IF REGION IS 09) Scottish National Party (SNP)
10 (IF REGION IS 04) Plaid Cymru
11 Green Party ___(1013)_(1014)
3. Please think of a scale from 0 to 10, where 10 means very likely and 0 means very unlikely. How likely is it that you will vote in the General Election on June 7th?

(OPEN END AND CODE)

10 Very likely
09
08
07
06
05
04
03
02
01
00 Very unlikely
11 (Don’t know)
12 (Refused) (1015)(1016)

♣ STOP CLOCK #1♣

♣ START CLOCK #2 ♣

4a. If you do vote in the General Election, have you decided which party you will vote for, or haven't you decided yet?

(OPEN END AND CODE)

1 Yes - decided
2 No - not decided yet
3 Will not vote (VOLUNTEERED)
4 (Don’t know)
5 (Refused) (1017)

IF Q4a IS 1 THEN ASK Q4b; ELSE SKIP TO PROGRAMME NOTE BEFORE Q4d

4b. Which party is that?

(OPEN END AND CODE)

01 Other party (DO NOT LIST)
02 (Don’t know)
03 (Refused)
04 HOLD
05 HOLD
06 Conservative
07 Labour
08 Liberal Democrat
09 (IF REGION IS 09) Scottish National Party (SNP)
10 (IF REGION IS 04) Plaid Cymru
11 Green Party (1018)(1019)

(Q4c DELETED)
**IF Q4a IS 2 THEN ASK Q4d; ELSE SKIP TO PROGRAMME NOTE BEFORE Q5a**

4d. Which party do you think you are most likely to vote for?  
(OPEN END AND CODE)

<table>
<thead>
<tr>
<th>Code</th>
<th>Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Other party (DO NOT LIST)</td>
</tr>
<tr>
<td>02</td>
<td>(Don’t know/Undecided)</td>
</tr>
<tr>
<td>03</td>
<td>(Refused)</td>
</tr>
<tr>
<td>04</td>
<td>HOLD</td>
</tr>
<tr>
<td>05</td>
<td>HOLD</td>
</tr>
<tr>
<td>06</td>
<td>Conservative</td>
</tr>
<tr>
<td>07</td>
<td>Labour</td>
</tr>
<tr>
<td>08</td>
<td>Liberal Democrat</td>
</tr>
<tr>
<td>09</td>
<td>(IF REGION IS 09) Scottish National Party (SNP)</td>
</tr>
<tr>
<td>10</td>
<td>(IF REGION IS 04) Plaid Cymru</td>
</tr>
<tr>
<td>11</td>
<td>Green Party</td>
</tr>
</tbody>
</table>

**IF Q4a IS 1 AND Q4b IS 01 OR 06 - 11 THEN ASK Q5a; ELSE SKIP TO PROGRAMME NOTE BEFORE Q5c**

5a. People give different reasons why they vote for one party rather than another. Which of the following best describes your reasons for deciding to vote for (IF Q4b IS 06 - 11 THEN INSERT “the” RESPONSE FROM Q4b; IF Q4b IS 01 THEN INSERT “that particular”) party?  
(READ AND ROTATE 06 - 08, THEN READ 01)  
(NOTE TO SURVEY: IF Q4b IS 11 THEN ONLY INSERT “Green” AND NOT “Green Party”; IF Q4b IS 09 THEN ONLY INSERT “Scottish National” AND NOT “Scottish National Party”)

<table>
<thead>
<tr>
<th>Code</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Other reason (DO NOT LIST)</td>
</tr>
<tr>
<td>02</td>
<td>(Don’t know)</td>
</tr>
<tr>
<td>03</td>
<td>(Refused)</td>
</tr>
<tr>
<td>04</td>
<td>HOLD</td>
</tr>
<tr>
<td>05</td>
<td>HOLD</td>
</tr>
<tr>
<td>06</td>
<td>It has the best policies</td>
</tr>
<tr>
<td>07</td>
<td>It has the best leader</td>
</tr>
<tr>
<td>08</td>
<td>I really prefer another party but it stands no chance of winning in my constituency</td>
</tr>
</tbody>
</table>

_(1021)_ _(1022)_(1023)_ _(1024)_
5b. Which party do you really prefer?

**OPEN END AND CODE**

01 Other party  (DO NOT LIST)

02 (Don’t know)

03 (Refused)

04 (None)

05 HOLD

06 Conservative

07 Labour

08 Liberal Democrat

09 **(IF REGION IS 09)** Scottish National Party (SNP)

10 **(IF REGION IS 04)** Plaid Cymru

11 Green Party

---

5c. People give different reasons why they vote for one party rather than another. Which of the following best describes why you are most likely to vote for

*(IF Q4d IS 06 - 08, THEN READ 01)*

**NOTE TO SURVEY:** *(IF Q4d IS 11 THEN ONLY INSERT “Green” AND NOT “Green Party””); *(IF Q4d IS 09 THEN ONLY INSERT “Scottish National” AND NOT “Scottish National Party”)*

01 Other reason  (DO NOT LIST)

02 (Don’t know)

03 (Refused)

04 HOLD

05 HOLD

06 It has the best policies

07 It has the best leader

08 I really prefer another party but it stands no chance of winning in my constituency

---

IF Q4a IS 2 AND Q4d IS 01 OR 06 - 11 THEN ASK Q5c; ELSE SKIP TO Q7
IF Q5c IS 08 THEN ASK Q5d; ELSE SKIP TO Q7

5d. Which party do you really prefer?

(OPTIONS AVAILABLE)

01 Other party (DO NOT LIST)
02 (Don’t know)
03 (Refused)
04 (None)
05 HOLD
06 Conservative
07 Labour
08 Liberal Democrat
09 (IF REGION IS 09) Scottish National Party (SNP)
10 (IF REGION IS 04) Plaid Cymru
11 Green Party

(Q6 DELETED)

7. Do you think the Government has done a very good job, a good job, a bad job or a
very bad job in handling the foot and mouth crisis?

(OPTIONS AVAILABLE)

4 Very good job
3 Good job
2 Bad job
1 Very bad job
5 (Don’t know)
6 (Refused)

(Q8a DELETED)

(Q8b DELETED)

STOP CLOCK #2

START CLOCK #3
10. Using the 0 to 10 scale, where 10 means strongly like and 0 means strongly dislike, how do you feel about…..?

(Rotate and rotate A - E, as appropriate)

10 Strongly like
09
08
07
06
05
04
03
02
01
00 Strongly dislike

11 (Don’t know)
12 (Refused)

a Tony Blair
b William Hague
c Charles Kennedy
d (If Region is 09) John Swinney
e (If Region is 04) Wyn Jones

11. Who would make the best Prime Minister?

(Read and rotate 1 - 3)

1 Tony Blair
2 William Hague
3 Charles Kennedy
4 None (Volunteered)
5 Someone else (Volunteered)
6 (Don’t know)
7 (Refused) ___(1045)

12a. Regarding the General Election on June 7th, which party do you think is most likely to win in your constituency?

(Open end and code)

01 Other party (Do not list)
02 (Don’t know/Not sure)
03 (Refused)
04 (Election is too close to call)
05 HOLD

06 Conservative
07 Labour
08 Liberal Democrat
09 (If Region is 09) Scottish National Party (SNP)
10 (If Region is 04) Plaid Cymru
11 Green Party ___(1091)(1092)
12b. Which party do you think is most likely to win in the country as a whole?

**OPEN END AND CODE**

- 01 Other party (DO NOT LIST)
- 02 (Don’t know/Not sure)
- 03 (Refused)
- 04 (Election is too close to call)
- 05 HOLD
- 06 Conservative
- 07 Labour
- 08 Liberal Democrat
- 09 (IF REGION IS 09) Scottish National Party (SNP)
- 10 (IF REGION IS 04) Plaid Cymru
- 11 Green Party
- 12 (IF REGION IS 09) Scottish National Party (SNP)
- 13 UK Independence Party
- 14 Referendum Party

12c. Thinking back to the last General Election in May 1997, do you remember which party you voted for then - or perhaps you didn’t vote?

**OPEN END AND CODE**

- 01 Other party (DO NOT LIST)
- 02 (Don’t know/Not sure)
- 03 (Refused)
- 04 (Did not vote/Too young to vote in 1997)
- 05 HOLD
- 06 Conservative
- 07 Labour
- 08 Liberal Democrat
- 09 (IF REGION IS 09) Scottish National Party (SNP)
- 10 (IF REGION IS 04) Plaid Cymru
- 11 Green Party
- 12 UK Independence Party
- 13 Referendum Party

♣♣♣♣ STOP CLOCK #3♣♣♣♣

♣♣♣♣ START CLOCK #4♣♣♣♣

**INTERVIEWER READ**: Now, some questions about politics and public affairs more generally.

13. On a scale from 0 to 10 where 10 means a **great deal of attention** and 0 means **no attention**, how much attention do you pay to politics and public affairs?

**OPEN END AND CODE**

- 10 Pay a great deal of attention to politics
- 09
- 08
- 07
- 06
- 05
- 04
- 03
- 02
- 01
- 00 Pay no attention to politics
- 11 (Don’t know)
- 12 (Refused)
13a. On a scale from 0 to 10 where 10 means a great deal of influence and 0 means no influence, how much influence do you have on politics and public affairs?

(OPEN END AND CODE)

10 Have a great deal of influence on politics
09
08
07
06
05
04
03
02
01
00 Have no influence on politics at all

11 (Don’t know)
12 (Refused) _(1097)_(1098)

(Q14 RENUMBERED TO Q29a AND MOVED TO AFTER Q29)

(Q15 DELETED)

♣♣♣♣ STOP CLOCK #4♣♣♣♣

♣♣♣♣ START CLOCK #5♣♣♣♣

(Q16 DELETED)

17a. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat. (IF REGION IS 09 THEN INSERT “Scottish Nationalist”; IF REGION IS 04 THEN INSERT “Plaid Cymru”) or what?

(OPEN END AND CODE)

01 Other party (DO NOT LIST)
02 (Don’t know)
03 (Refused)
04 (None)
05 HOLD
06 Conservative
07 Labour
08 Liberal Democrat
09 (IF REGION IS 09) Scottish National Party (SNP)
10 (IF REGION IS 04) Plaid Cymru
11 Green Party _(1061)_(1062)
IF Q17a IS 02, 03 OR 04 THEN ASK Q17b; ELSE SKIP TO PROGRAMME NOTE BEFORE Q17d

17b. Do you generally think of yourself as a little closer to one of the parties than the others? If yes, please tell me which party?

(OPEN END AND CODE)

01 Other party (DO NOT LIST)

02 (Don’t know)
03 (Refused)
04 (No/None)
05 HOLD

06 Conservative
07 Labour
08 Liberal Democrat
09 (IF REGION IS 09) Scottish National Party (SNP)
10 (IF REGION IS 04) Plaid Cymru
11 Green Party

(Q17c MERGED WITH Q17b)

IF Q17a OR Q17b IS 01 OR 06 - 11 THEN ASK Q17d; ELSE SKIP TO Q18

17d. Would you call yourself very strongly, fairly strongly, or not very strongly (IF Q17a IS 06 - 11 THEN INSERT RESPONSE FROM Q17a; IF Q17a IS 01 THEN INSERT “affiliated with that party”; IF Q17b 06 - 11 THEN INSERT RESPONSE FROM Q17b; IF Q17b IS 01 THEN INSERT “affiliated with that party”)?

(OPEN END AND CODE)

(NOTE TO SURVIVE: IF Q17a OR Q17b IS 11 THEN ONLY INSERT “Green” AND NOT “Green Party”; IF Q17a OR Q17b IS 09 THEN ONLY INSERT “Scottish Nationalist” AND NOT “Scottish National Party”)

3 Very strongly
2 Fairly strongly
1 Not very strongly

4 (Don’t know)
5 (Refused)

18. How does the financial situation of your household now compare with what it was 12 months ago? Has it…..?

(READ 5 - 1)

5 Got a lot better
4 Got a little better
3 Stayed the same
2 Got a little worse
1 Got a lot worse

6 (Don’t know)
7 (Refused)

STOP CLOCK #5!
19. How do you think the financial situation of your household will change over the next 12 months? Will it…..?

(READ 5 - 1)

5 Get a lot better
4 Get a little better
3 Stay the same
2 Get a little worse
1 Get a lot worse

6 (Don’t know)
7 (Refused) ___(1068)

20a. How do you think the general economic situation in this country has changed over the last 12 months? Has it…..?

(READ 5 - 1)

5 Got a lot better
4 Got a little better
3 Stayed the same
2 Got a little worse
1 Got a lot worse

6 (Don’t know)
7 (Refused) ___(1069)
21. How do you think the general economic situation in this country will develop over the next 12 months? Will it…..?

(READ 5 - 1)

5 Get a lot better
4 Get a little better
3 Stay the same
2 Get a little worse
1 Get a lot worse

6 (Don’t know)
7 (Refused) ___(1071)

22. If Britain were in economic difficulties, which party do you think would be able to handle the situation best?

(READ AND ROTATE 1 - 2)

1 Labour
2 The Conservatives

3 Neither (VOLUNTEERED)
4 (Don’t know)
5 (Refused) ___(1072)

♣♣♣♣ STOP CLOCK #6♣♣♣♣ ___(1820 - 1823)

♣♣♣♣ START CLOCK #7♣♣♣♣

23a. Thinking of the Single European Currency, which of the following statements comes closest to your view?

(READ AND ROTATE 1 - 3)

1 Definitely join
2 Wait and see how it develops
3 Definitely stay out
4 (Don’t know)
5 (Refused) ___(1073)

(Q23b DELETED)

23c. Now, thinking about Britain’s membership of the European Union, do you strongly approve, approve, disapprove or strongly disapprove of Britain’s membership of the European Union?

(OPEN END AND CODE)

4 Strongly approve
3 Approve
2 Disapprove
1 Strongly disapprove

5 (Don’t know)
6 (Refused) ___(1076)
27. We would like to know how important certain issues are to you. Using the 0 to 10 scale, where 10 means extremely important and 0 means not important, how important is.....?

(READ AND ROTATE A - D)

10    Extremely important
09
08
07
06
05
04
03
02
01
00    Not important
11    (Don’t know)
12    (Refused)

a    The National Health Service
b    Taxation
   _(1083)_(1084)
   _(1085)_(1086)
   _(1087)_(1088)
   _(1089)_(1090)
c    Education
   (1085)_(1086)
   (1087)_(1088)
   (1089)_(1090)
d    The level of crime in Britain

28. How many marks out of 10 would you give the Government for its performance in each of the following areas?

(READ AND ROTATE A - D)

(NOTE TO SURVEXT: ITEMS A - D NEED TO APPEAR IN THE SAME ORDER AS ITEMS A - D IN Q27)

10    marks
09
08
07
06
05
04
03
02
01
00    marks
11    (Don’t know)
12    (Refused)

a    The National Health Service
b    Taxation
   _(1103)_(1104)
   _(1105)_(1106)
   _(1107)_(1108)
   _(1109)_(1110)
c    Education
   (1105)_(1106)
   (1107)_(1108)
   (1109)_(1110)
d    The level of crime in Britain
29. Here are statements some people are saying about the Labour Government. Please tell me if you agree or disagree. The Labour Government…..?

(READ AND ROTATE A - C)

1 Agree
2 Disagree
3 Neither agree nor disagree (VOLUNTEERED)
4 (Don’t know)
5 (Refused)
a Has introduced a lot of hidden taxes ___(1119)
b Is arrogant and doesn’t listen to ordinary people ___(1120)
c Is allowing Britain to become a foreign land ___(1121)

29a. How do you think a Conservative Government would handle each of the following issues?

(READ AND ROTATE A - D)

Would you say very well, fairly well, not very well or not at all well?

(OPEN END AND CODE) (REPEAT SCALE IF NECESSARY)

4 Very well
3 Fairly well
2 Not very well
1 Not at all well
5 (Don’t know)
6 (Refused)
a The National Health Service ___(1049)
b Taxation ___(1050)
c Education ___(1051)
d The level of crime in Britain ___(1052)

♣♣♣♣ STOP CLOCK #8♣♣♣♣

♣♣♣♣ START CLOCK #9♣♣♣♣

30a. Has a canvasser from any party called at your home to talk to you during the Election campaign?

(OPEN END AND CODE)

1 Yes
2 No } SKIP TO Q31
3 (Don’t know)
4 (Refused) ___(1126)
30b. Which party or parties did they represent?

**OPEN END AND CODE** (ALLOW 4 RESPONSES)

**INTERVIEWER NOTE:** do not prompt for more responses; record top of mind responses and move on to next question

<table>
<thead>
<tr>
<th>Code</th>
<th>Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Other party (DO NOT LIST)</td>
</tr>
<tr>
<td>02</td>
<td>(Don’t know) { SKIP TO Q31</td>
</tr>
<tr>
<td>03</td>
<td>(Refused) { SKIP TO Q31</td>
</tr>
<tr>
<td>04</td>
<td>HOLD</td>
</tr>
<tr>
<td>05</td>
<td>HOLD</td>
</tr>
<tr>
<td>06</td>
<td>Conservative</td>
</tr>
<tr>
<td>07</td>
<td>Labour</td>
</tr>
<tr>
<td>08</td>
<td>Liberal Democrat</td>
</tr>
<tr>
<td>09</td>
<td>(IF REGION IS 09) Scottish National Party (SNP)</td>
</tr>
<tr>
<td>10</td>
<td>(IF REGION IS 04) Plaid Cymru</td>
</tr>
<tr>
<td>11</td>
<td>Green Party</td>
</tr>
<tr>
<td>96</td>
<td>No more responses { SKIP TO Q31</td>
</tr>
</tbody>
</table>

31. Have you been contacted by anyone from any political parties on the telephone during the Election campaign asking how you might vote?

**OPEN END AND CODE**

**INTERVIEWER NOTE:** this should include any contacts prior to Gallup interview

<table>
<thead>
<tr>
<th>Code</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes        { SKIP TO Q33</td>
</tr>
<tr>
<td>2</td>
<td>No         { SKIP TO Q33</td>
</tr>
<tr>
<td>3</td>
<td>(Don’t know)</td>
</tr>
<tr>
<td>4</td>
<td>(Refused)</td>
</tr>
</tbody>
</table>
32. Which party or parties did they represent?
(OPEN END AND CODE) (ALLOW 4 RESPONSES)

(INTerviewer note: do not prompt for more responses; record top of mind responses and move on to next question)

01 Other party (DO NOT LIST)
02 (Don’t know) } SKIP TO Q33
03 (Refused) } SKIP TO Q33
04 (Did not represent a party) } RESET TO Q31 AND CODE AS 2
05 HOLD
06 Conservative
07 Labour
08 Liberal Democrat
09 (IF REGION IS 09) Scottish National Party (SNP)
10 (IF REGION IS 04) Plaid Cymru
11 Green Party
96 No more responses } SKIP TO Q33

33. Have you seen any of the Party Election Broadcasts that are being shown on television during the Election campaign?
(OPEN END AND CODE)

1 Yes
2 No } SKIP TO Q39
3 Can't remember } SKIP TO Q39
4 (Don’t know)
5 (Refused) ___(1148)
33a. Which parties’ election broadcasts have you seen?
(OPEN END AND CODE) (ALLOW 4 RESPONSES)

(INTERVIEWER NOTE: do not prompt for more responses; record top of mind responses and move on to next question)

01 Other party  (DO NOT LIST)
02 (Don’t know) SKIP TO Q39
03 (Refused) SKIP TO Q39
04 HOLD
05 HOLD
06 Conservative
07 Labour
08 Liberal Democrat
09 (IF REGION IS 09) Scottish National Party (SNP)
10 (IF REGION IS 04) Plaid Cymru
11 Green Party
96 No more responses SKIP TO Q39

1st Response _(1149)_(1150)
2nd Response _(1151)_(1152)
3rd Response _(1153)_(1154)
4th Response _(1155)_(1156)

(Q34a AND Q34b DELETED)
(Q35a AND Q35b DELETED)
(Q36a AND Q36b DELETED)
(Q37a AND Q37b DELETED)
(Q38a AND Q38b DELETED)

39. How much attention have you paid to television coverage of the General Election?
(READ 4 - 1)

4 A great deal of attention
3 A fair amount of attention
2 Some attention
1 No attention
5 (Don’t know)
6 (Refused) ___(1159)

♣♣♣♣ STOP CLOCK #9♣♣♣♣

2001 BRITISH ELECTION STUDY
ROLLING CROSS-SECTION SURVEY
MAY, 2001
40. Do you regularly read one or more daily morning newspapers?  
(OPEN END AND CODE)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>SKIP TO Q42</td>
</tr>
<tr>
<td>3</td>
<td>(Don’t know)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>(Refused)</td>
<td>(1160)</td>
</tr>
</tbody>
</table>

41. Which daily morning newspaper do you read most often?  
(OPEN END AND CODE)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Other scottish/welsh/regional or local daily morning newspaper</td>
<td>(DO NOT LIST)</td>
</tr>
<tr>
<td>02</td>
<td>(Don’t know)</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>(Refused)</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>(More than one paper read with equal frequency)</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>(Other national newspaper)</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>The Daily Mail</td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>The Daily Record</td>
<td></td>
</tr>
<tr>
<td>08</td>
<td>The Daily Star</td>
<td></td>
</tr>
<tr>
<td>09</td>
<td>The Daily Star (of Scotland)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>The Daily Telegraph</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>The Express</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>The Financial Times</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>The Guardian</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>The (Glasgow) Herald</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>The Independent</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>The Mirror</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>The Scotsman</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>The Scottish Daily Mail</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>The Scottish Mirror</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>The Sun</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>The Times</td>
<td>(1161) (1162)</td>
</tr>
</tbody>
</table>
42. We have a number of parties in Britain, each of which would like to get your vote. Using the 0 to 10 scale, where 10 means very likely and 0 means very unlikely, how likely is it that you would EVER vote for each of the following parties? (READ AND ROTATE A - E, AS APPROPRIATE)

<table>
<thead>
<tr>
<th></th>
<th>Very likely</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Very unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
<td>09</td>
<td>08</td>
<td>07</td>
<td>06</td>
<td>05</td>
<td>04</td>
<td>03</td>
<td>02</td>
<td>01</td>
<td></td>
</tr>
<tr>
<td>00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Very unlikely</td>
</tr>
<tr>
<td>11</td>
<td>(Don’t know)</td>
<td>12</td>
<td>(Refused)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- a The Conservative Party
- b The Labour Party
- c The Liberal Democratic Party
- d (IF REGION IS 09) The Scottish National Party
- e (IF REGION IS 04) Plaid Cymru

♣♣♣♣ STOP CLOCK #10♣♣♣♣ (1836 - 1839)
DEMOGRAPHICS

(INTERVIEWER READ: ) And finally, I have just a few questions for classification purposes.

D1. Do you or your family, own your own home or do you rent it?

1. Own | CONTINUE
2. Rent | SKIP TO D1B
3. (Neither) | SKIP TO D1c
4. (Don’t Know) | SKIP TO D1c
5. (Refused) | SKIP TO D2

D1a. Is your home paid for or do you have a mortgage?

1. Paid for
2. Mortgage
3. (Don’t Know) | SKIP TO D2
4. (Refused)

D1b. Do you rent from a council or rent privately? OPEN END AND CODE

1. Council
2. Privately
3. Housing Association/Other (volunteered) | SKIP TO D2
4. (Don’t Know)
5. (Refused)

D1c. Is your home some other form of accommodation such as a hostel or lodging?

1. Yes
2. No
3. (Don’t Know)
4. (Refused)

D2. At what age did you or will you complete your full-time education? (OPEN-ENDED CODE FROM PRE-CODED LIST)

1. 14 or under
2. 15
3. 16
4. 17-18
5. 19-20
6. 21 or over
7. (Don’t Know)
8. (Refused)
D3. Do you, or does anyone else in your household run a car including company cars?

1 Yes  } CONTINUE
2 No  }
3 (Don’t Know)  } SKIP TO D8a
4 (Refused)  }

D4. How many cars in total? (OPEN-ENDED AND CODE)

1 One
2 Two
3 Three or more
4 (Don’t Know)
5 (Refused)  }

(D5 - D7 DELETED)

D8a. Are you employed now?

1 Yes  }

2 No  } (ALL CONTINUE)
3 (Don’t Know)  }
4 (Refused)  }

D8b. Are you the chief income earner in the household, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.

1 Yes  } Continue

2 No  } Skip to D12
3 (Don’t Know)  } SKIP TO D12
4 (Refused)  } Skip to D12

(Programming note: If D8a = 2, 3 or 4 and D8b = 1, skip to D9c, otherwise continue)

D9a. Are you self-employed:

1 Yes  } SKIP TO D9f

2 No  }
3 (Don’t Know)  } CONTINUE
4 (Refused)  }

D9b. About how many hours a week do you work? (Open ended & code actual number)

98 (Don’t Know)  }
99 (Refused)  } All skip to D9f

___________________ TOTAL  }
D9c. Are you (READ 1-4) (IF CODES 2,3,4 IN QUESTION D8a AND CODE 1 IN QD8b)

1  Unemployed                        ) Continue

2  Retired, Pensioned                ) Skip to D9c

3  Housewife not otherwise employed )

4  Student                           )

5  (Other)                           ) Skip to D14

6  (Don’t Know)                      )

7  (Refused)                         ) (2025)

D9d. Have you been unemployed for more than six months?

1  Yes                                 ) Skip to D14

2  No                                  )

3  (Don’t Know)                        ) Skip to D9d

4  (Refused)                           ) (2026)

D9e. Do you receive only the basic state retirement pension?

1  Yes                                 ) Skip to D14

2  No                                  )

3  (Don’t know)                        ) Continue

4  (Refused)                           ) (2027)

D9f. Is your current/was your most recent job a manual or non-manual job?

1  Manual                               ) Skip to D9g

2  Non-manual                           ) Skip to D9h

3  (None/Have not worked)              ) Skip to D14

4  (Neither)                           )

5  (Don’t know)                        ) Continue

6  (Refused)                           ) (2028)

D9fa. For purposes of classification only, we need to determine whether your job is/was a manual or non-manual job. Examples of a manual job would be someone who works with their hands, such as a farm worker, a mechanic, a machine operator, or a waitress. Examples of a non-manual job would include an office worker, a teacher, or a manager. Is/was your job manual or non-manual?

1  Manual                               ) Continue

2  Non-manual                           ) Skip to D9h

3  (None/Have not worked)              ) Skip to D14 (2029)
D9g. Is/was this manual job skilled, semi-skilled or unskilled?

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Skilled</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Semi-skilled</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Unskilled</td>
<td>(SKIP TO D14)</td>
</tr>
<tr>
<td>4</td>
<td>(Don’t Know)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>(Refused)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>(Never worked)</td>
<td>_____ (2030)</td>
</tr>
</tbody>
</table>

D9h. Which of the following best describes your occupation: (READ OUT 1-6 CODE ONE ONLY)

1. Director or Top level management
2. Highly specialised expert such as a surgeon or a barrister
3. Middle management executive/owner of a small business
4. Principal officer in local government or civil service
5. Junior manager
6. Salesperson, office worker
7. Other non-manual
8. (Don’t know)
9. (Refused)
0. (Never worked) _____ (2031)

(Programme Note: ALL asked D9h, SKIP TO D14)

D12. Is the Chief income earner employed now?

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>CONTINUE</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>(Don’t Know)</td>
<td>(SKIP TO D13c)</td>
</tr>
<tr>
<td>4</td>
<td>(Refused)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>(Never worked)</td>
<td>_____ (2032)</td>
</tr>
</tbody>
</table>

D13a. Is the Chief Income Earner in your household self-employed:

1. Yes  } (SKIP TO D13f)

2. No  } CONTINUE

3. Don’t Know } (Refused)  }

D13b. How many hours a week does the Chief Income Earner in your household work:

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>98</td>
<td>(Don’t Know)</td>
<td>ALL SKIP TO D13f</td>
</tr>
<tr>
<td>99</td>
<td>(Refused)</td>
<td></td>
</tr>
</tbody>
</table>

__TOTAL__ TOTAL } _____ (2034)

_____ (2035)
### D13c. Is the Chief Income Earner in your household (READ 1-4) (IF CODES 2,3,4 IN QUESTIONS D12)

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Unemployed</td>
<td>Continue</td>
</tr>
<tr>
<td>2</td>
<td>Retired, Pensioned</td>
<td>Skip to D13e</td>
</tr>
<tr>
<td>3</td>
<td>Housewife not otherwise employed</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Student</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>(Don’t Know)</td>
<td>Skip to D14</td>
</tr>
<tr>
<td>6</td>
<td>(Refused)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>(Other)</td>
<td>(Don’t know)</td>
</tr>
</tbody>
</table>

---

### D13d. Has the Chief Income Earner been unemployed for more than six months?

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>Skip to D14</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>(Don’t know)</td>
<td>Skip to D13f</td>
</tr>
<tr>
<td>4</td>
<td>(Refused)</td>
<td>(Don’t know)</td>
</tr>
</tbody>
</table>

---

### D13e. Does the Chief Income Earner receive only the basic state retirement pension?

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>Skip to D14</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>Continue</td>
</tr>
<tr>
<td>3</td>
<td>(Don’t know)</td>
<td>Continue</td>
</tr>
<tr>
<td>4</td>
<td>(Refused)</td>
<td>(None/Have not worked)</td>
</tr>
</tbody>
</table>

---

### D13f. Is the Chief Income Earner’s current/was the Chief Income Earner’s most recent job a manual or non-manual job?

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Manual</td>
<td>Skip to D13g</td>
</tr>
<tr>
<td>2</td>
<td>Non-Manual</td>
<td>Skip to D13h</td>
</tr>
<tr>
<td>3</td>
<td>(None/Have not worked)</td>
<td>Skip to D14</td>
</tr>
<tr>
<td>4</td>
<td>Neither</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>(Don’t know)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>(Refused)</td>
<td>(Don’t know)</td>
</tr>
</tbody>
</table>

---

### D13fa. For purposes of classification only, we need to determine whether the Chief Income Earner’s job is/was a manual or non-manual job. Examples of a manual job would be someone who works with their hands, such as a farm worker, a mechanic, a machine operator, or a waitress. Examples of a non-manual job would include an office worker, a teacher, or a manager. Is/was the Chief Income Earner’s job manual or non-manual?

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Manual</td>
<td>Continue</td>
</tr>
<tr>
<td>2</td>
<td>Non-manual</td>
<td>Skip to D13h</td>
</tr>
<tr>
<td>3</td>
<td>(None/Have not worked)</td>
<td>Skip to D14</td>
</tr>
</tbody>
</table>

---

**Notes:**

- The codes and actions are standardized to assist in data collection and analysis.
- The survey design includes specific instructions for handling missing or unknown data (e.g., "Don’t know," "Refused").
D13g. Is/was this manual job skilled, semi-skilled or unskilled?

1 Skilled 
2 Semi-skilled 
3 Unskilled 
4 (Don’t Know) 
5 (Refused) 
6 (Never worked) 

D13h. Which of the following best describes the Chief Income Earner in your household’s occupation: (READ OUT 1-6 CODE ONE ONLY)

1 Director or Top level management
2 Highly specialised expert such as a surgeon or a barrister
3 Middle management executive/owner of a small business
4 Principal officer in local government or civil service
5 Junior manager
6 Salesperson, office worker
7 Other non-manual
8 (Don’t know)
9 (Refused)
0 (Never worked)

D14. What is your marital status? Are you … (READ OUT CODES 1-4)

1 Married
2 Living as married
3 Single
4 Widowed / Divorced / Separated
5 (Don’t Know)
6 (Refused)

D15. Do you belong to a trade union?

1 Yes
2 No
3 (Don’t Know)
4 (Refused)

(PROGRAMME NOTE: IF D14 IS 1 THEN ASK D16, ELSE SKIP TO D17)

D16. Does your husband/wife belong to a trade union?

1 Yes
2 No
3 No wife/husband
4 (Don’t Know)
5 (Refused)

(D17d DELETED)
D18. And finally could you tell me your total annual household income? Would it be over or under £10,000?

(If “under”, ask:) Is it over or under £5,000
(If “over”, ask:) Is it over or under £15,000
(If “over”, ask:) Is it over or under £25,000
(If “over”, ask:) Is it over or under £35,000
(If “over”, ask) Is it over or under £50,000

1 Less than £5,000
2 £5,000 to £9,999
3 £10,000 to £14,999
4 £15,000 to £24,999
5 £25,000 to £34,999
6 £35,000 to £49,999
7 £50,000 or more
8 (Don’t Know) (DO NOT READ)
9 (Refused) (DO NOT READ) _____ (2050)

D19. On behalf of the Gallup Organization, I’d like to thank you for participating in this study.

We will be conducting a short 2 - 3 minute interview after the Election. All respondents participating in this follow-up interview will be eligible for one of 10 cash prize drawings, ranging from £50 up to a grand prize of £1,000. May we have your permission to call you after the Election?

(INTERVIEWER NOTE: if respondent asks, we will be offering prizes:

£1000 (1 prize)
£500 (1 prize)
£100 (4 prizes)
£50 (4 prizes)

(OPEN END AND CODE)

1 Yes
2 No
3 (Don’t Know)
4 (Refused) _____(2051)

IF D19 IS 1 THEN ASK D20; ELSE SKIP TO VALIDATE AND THANK

(INTERVIEWER NOTE: please use CAPS only for the following questions)

D20. Insert Respondent’s Title.

(IF NECESSARY, READ: we need to have a contact name so that we can ask to speak to the right person within your household when we call you back. This information is strictly confidential and will not be used for any other purpose)

...........................................................................................................(1180.20)
D21. Insert Respondent’s Initial.

(IF NECESSARY, READ: we need to have a contact name so that we can ask to speak to the right person within your household when we call you back. This information is strictly confidential and will not be used for any other purpose)

…………………………………………………………………………………………………………………………… (1670.5)

D22. Insert Respondent’s Surname.

(IF NECESSARY, READ: we need to have a contact name so that we can ask to speak to the right person within your household when we call you back. This information is strictly confidential and will not be used for any other purpose)

…………………………………………………………………………………………………………………………… (1675.25)

♣♣♣♣ STOP CLOCK FOR DEMOGRAPHICS♣♣♣♣ (2198 - 2201)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)