
**CONSTITUENCY CAMPAIGNING IN THE
1997 GENERAL ELECTION**

Dear Election Agent,

We are carrying out an academic study of constituency campaigning in the general election, with the full support and approval of the national officials of your party.

We carried out a similar study at the 1992 general election, and a book based on the results - *Constituency Campaigning in the 1992 General Election* - has recently been published by Frank Cass. In this follow-up study, we are seeking to up-date our earlier work, and to explore some new aspects of campaign activity. To do this we are asking for your co-operation in completing this questionnaire, which is being sent to election agents in all British constituencies.

We would like the questionnaire to be completed by the person who had day-to-day responsibility for running your party's campaign in your constituency, and your name was given to us by your party's national office. If you think that you are not the appropriate person to fill in the questionnaire, we would be grateful if you could pass it on to whoever was in charge of your local campaign.

We think that you will find answering the questions interesting. Most simply involve circling the appropriate number, while some ask you to write your answer in the space provided. Please try to be as objective as you can; in some cases where we ask for figures you may only be able to make a rough estimate, but please do that anyway.

We appreciate that this questionnaire comes just after the campaign has finished, and you may well be feeling tired, fed up - and in some cases disappointed. But we would be most grateful if you could give us the benefit of your experience and find the time to complete the questionnaire. All replies will be treated in complete confidence and no information will be published which is attributable to individuals.

If you have any questions about this survey please do not hesitate to contact us at the address above.

Thank you very much for your assistance.

Yours sincerely,

David Denver
Gordon Hands

Please answer each question by circling the most appropriate number, or by writing your answer in the space provided. Where you are not sure of the answer, please make the best guess you can.

1. Which of the following statements most accurately describes your role in the general election?

- 1 I was the election agent on a voluntary basis and organised the local campaign
- 2 I am a full-time or part-time agent employed by the local party
- 3 I am a full-time or part-time agent/organiser employed by the national party
- 4 Other (please explain) _____

2. Before this campaign had you previously organised a general election campaign?

- 1 Yes How many times? _____
- 2 No

3. During the past five years, have you attended any party-organised courses or received training in running an election campaign? (Please circle as many as apply.)

- 1 Yes - general training in campaigning
- 2 Yes - training in use of computers
- 3 No

CAMPAIGN PREPARATIONS

4. How long ago did you know that you were going to be the person responsible for running the campaign in your constituency?

- 1 Just before the campaign 2 Within the last six months
- 3 Within the last year 4 More than a year ago

5. If your candidate was not the sitting MP for all or part (because of boundary revisions) of the constituency, when was he or she selected?

- 1 Candidate was the sitting MP 2 Selected within the last six months
- 3 Selected within the last year 4 Selected more than one year ago

10. Sometimes more marginal seats are 'twinned' with other seats so that they can be given 'mutual aid' during the election. Was your constituency involved in 'twinning' of this kind?

- 1 Yes, twinned to give help
- 2 Yes, twinned to receive help
- 3 No

(If received help)

10a. Would you say that these arrangements made a lot of difference to the effectiveness of your campaign or not?

- 1 A lot of difference
- 2 Some difference
- 3 No difference

11. *In the year before the election campaign started*, did you make use of telephone canvassing for the purpose of compiling lists of supporters?

- 1 No
- 2 Yes, a little
- 3 Yes, a substantial amount

12. As far as you know, was your constituency on a list of 'target' or 'key' seats drawn up by your party nationally?

- 1 Yes
- 2 No
- 3 Don't Know

CAMPAIGN ORGANISATION AND STRATEGY

13. Which of the following roles in the campaign were delegated to specific individuals? (Please circle as many as apply)

- 1 Press Officer
- 2 Meetings Organiser
- 3 Canvassing Organiser
- 4 Fund Raiser/Finance Officer
- 5 Postal Votes Organiser
- 6 Candidate's aide
- 7 Transport Officer
- 8 Computer Officer
- 9 Other (please list) _____

23. Did you distribute special leaflets aimed at particular groups of voters?

1 Yes 2 No

(If yes) 23a. Which groups did you target in this way? _____

24. During the campaign, did you target special communications (direct mail) to individual voters previously identified as supporters or potential supporters?

1 No 2 Yes, a little 3 Yes, a substantial amount

If yes 24a. What types of voter were targeted in this way?

25. During the campaign, was doorstep canvassing for the purpose of compiling lists of party supporters carried out as part of your campaign?

1 Yes 2 No

(If yes)

25a. Approximately what proportion of the electorate was canvassed in this way? _____%

25b. Did you give some kinds of areas in the constituency a higher priority for canvassing than others? What kinds of areas had high priority?

26. These days many parties find it easier to contact voters by telephone. During the campaign, was telephone canvassing for the purpose of compiling lists of party supporters carried out as part of your campaign?

1 No 2 Yes, a little 3 Yes, a substantial amount

(If yes) 26a. How many people did telephone canvassing for you? _____

26b. Approximately what percentage of the constituency electorate was canvassed in this way? _____%

27. As far as you know, was any telephone canvassing of your constituency organised from outside the constituency, eg. by your national or regional office?

1 Yes 2 No

28. To what extent did your campaign make use of canvass records built up in earlier elections or in the pre-campaign period? Please indicate on the scale of 1 to 5 below.

Not at all 1 2 3 4 5 *To a great extent*

29. Did your campaign make use of computers?

1 Yes 2 No

(If yes) 29a. How many machines were used? _____

29b. What were computers used for? (Please circle as many as apply)

- | | | | |
|---|-------------------------------------|-------|---------------------------|
| 1 | to conduct correspondence | 2 | to prepare address labels |
| 3 | for desk-top publishing | 4 | for targeted direct mail |
| 5 | to keep records of canvass returns | | |
| 6 | for other purposes (please specify) | _____ | |

29c Did you make use of a computerised copy of the electoral register? 1 Yes 2 No

29d. Did you use election software provided by your party headquarters? 1 Yes 2 No

30. Did you have a computer or fax link to party headquarters?

1 Yes 2 No

31. At a rough estimate, how many people would you say were working for your party in the constituency as a whole on an average day towards the end of the campaign?

32. Here is a list of activities which frequently form part of a constituency campaign. Please indicate on the scale shown below how much effort was put into each of them during your campaign, whether very little or no effort (1), a very substantial effort (5), or somewhere in between.

		<i>Very little or no effort</i>				<i>Very substantial effort</i>
Distributing leaflets		1	2	3	4	5
Door-to-door canvassing to draw up lists of supporters	1	2	3	4	5	
Door-to-door canvassing to introduce the candidate	1	2	3	4	5	
Telephone canvassing		1	2	3	4	5
Sending out election addresses		1	2	3	4	5
Organising postal votes		1	2	3	4	5
Special efforts to appeal to specific groups of voters	1	2	3	4	5	
Getting media coverage		1	2	3	4	5

33. Apart from the adoption meeting, did your party organise any public election meetings?

1 Yes How many? _____ 2 No

34. During the campaign, was your constituency visited by any leading national figures in your party? How many such visits were there?

1 No visits 2 Yes How many visits? _____

campaign throughout the constituency on polling day? _____

43. Were volunteers sent into your constituency by your party in neighbouring constituencies?

1 Yes 2 No

44. Did you send any volunteers to help your party in neighbouring constituencies?

1 Yes 2 No

YOUR ASSESSMENT OF THE CAMPAIGN AND CAMPAIGNING

45. How much difference do you think that your campaign locally made to the number of votes your candidate received?

1 A great deal 2 A moderate amount
3 A little 4 No difference

46. No campaign can get every single potential supporter to the polls. If you had the best possible campaign organisation in this election, what do you think is the *absolute maximum number of votes* that your party could have polled in your constituency?

47. Many people say that, in general, Conservative supporters are more likely to turn out and vote than Labour supporters. Given your experience, do you think that on the whole this is true or not?

1 No 2 Yes, a little more likely 3 Yes, a lot more likely

48. In running your campaign, did you have sufficient amounts of the following resources:

	<i>More than enough</i>	<i>Enough</i>	<i>Not enough</i>
Money	1	2	3
Volunteer workers	1	2	3
Cars for taking voters to the polls	1	2	3
Computer equipment, etc.	1	2	3

49. Do you think that the personality, characteristics or record of your candidate made any difference to the number of votes your party gained?

- 1 No/not much difference
- 2 Gained some extra votes How many? _____
- 3 Lost some votes How many? _____

50. As the campaign progressed did the enthusiasm and morale of your campaign workers get better, get worse or stay the same?

- 1 Got better
- 2 Got worse
- 3 Stayed the same

(If 1 or 2) 50a. What made for the improvement/deterioration?

51. What do you think would happen in your constituency if there was very little local campaigning? If your party simply sent out election addresses and did little else during the campaign or on polling day, roughly what percentage of your supporters do you think would have turned out and voted anyway?

_____ %

PERSONAL DETAILS

52. Are you: 1 Male 53. In what year were you born? _____
2 Female

54. When did you leave full-time education?
1 Left school at minimum school-leaving age
2 Went on to A-levels or Scottish Highers or equivalent
3 Went on to degree or other qualification in higher education
4 Other (please explain) _____

Full-time agents need not answer questions 55 and 56

55. What is your current employment status?
1 An employee 2 Self-employed
3 Employer 4 Unemployed
5 Retired 6 Looking after home
7 In full-time education
8 Other (give details) _____

56. What is your occupation? (If out of work or retired please give previous occupation)

Thank you very much for completing this questionnaire. Now please return it in the envelope provided.

SURVEY OF ELECTION AGENTS 1997

Variable Names, Variable Labels, Value Labels

Most variable names relate to the question number on the questionnaire.

Variable Name	Variable Label		Value	Label
PARTY	Party of Respondent Format: F1		1	CONSERVATIVE
			2	LABOUR
			3	LIB DEM
			4	PLAID
			5	SNP
CONST	PA CONSTIT NO (Press Association Number of the Constituency) Format : F3			
CONNAME	Name of Constituency Format: A24			
V1	ROLE (Role of Respondent in the Campaign) Format: F1		1	VOLUNTARY AGENT
			2	FULL-TIME AGENT
			3	NAT AGENT/ORGANISER
			4	OTHER
V2	N CAMPAIGNS PREV ORGANISED (Number of Campaigns previously Organised) Format: F1		0	NONE
			1	YES - ONE
			2	YES - TWO
			3	YES - THREE
			4	YES - FOUR
			5	YES - FIVE OR MORE

V3.1 GENERAL TRAINING
 Format: F1 Value Label
 1 YES - CAMPAIGNING
 3 NO

V3.2 COMPUTER TRAINING
 Format: F1 Value Label
 2 YES - COMPUTERS

V4 HOW LONG AGO KNEW RESPONSIBLE
 (For running the campaign)
 Format: F1 Value Label
 1 JUST BEFORE CAMPAIGN
 2 WITHIN 6 MONTHS
 3 WITHIN LAST YEAR
 4 MORE THAN YEAR AGO

V5 WHEN CAND SELECTED
 (When candidate selected)
 Format: F1 Value Label
 1 SITTING MP
 2 WITHIN 6 MONTHS
 3 WITHIN LAST YEAR
 4 MORE THAN YEAR AGO

V6 STARTED SERIOUS PLANNING
 Format: F1 Value Label
 1 JUST BEFORE CAMP
 2 WITHIN 6 MONTHS
 3 WITHIN LAST YEAR
 4 MORE THAN YEAR AGO

V7.1 ADV JOBS
 (Appointment of people to do particular job)
 Format: F1 Value Label
 0 NOT DOING
 1 NOT STARTED
 .
 .
 5 FULLY PREPARED

V7.2	ADV FUNDS		
	(Raising of Campaign funds)		
	Format: F1	Value	Label
		0	NOT DOING
		1	NOT STARTED
	.		
	.		
	5	FULLY PREPARED	
V7.3	ADV MCROOM		
	(Main Committee Room)		
	Format: F1	Value	Label
		0	NOT DOING
		1	NOT STARTED
	.		
	.		
	5	FULLY PREPARED	
V7.4	ADV LCROOMS		
	(Local Committee Room)		
	Format: F1	Value	Label
		0	NOT DOING
		1	NOT STARTED
	.		
	.		
	5	FULLY PREPARED	
V7.5	ADV REGISTER		
	(Electoral Register)		
	Format: F1	Value	Label
		0	NOT DOING
		1	NOT STARTED
	.		
	.		
	5	FULLY PREPARED	
V7.6	ADV ADDRESS		
	(Candidate's Election Address)		
	Format: F1	Value	Label
		0	NOT DOING
		1	NOT STARTED
	.		
	.		
	5	FULLY PREPARED	
V7.7	ADV PRINTING		
	(Printing of Campaign Material)		
	Format: F4	Value	Label
		0	NOT DOING
		1	NOT STARTED
	.		
	.		
	5	FULLY PREPARED	

V7.8 ADV CANVASSING
(Canvassing)
Format: F1 Value Label
 0 NOT DOING
 1 NOT STARTED
 .
 .
 5 FULLY PREPARED

V8.1 REG CONT BEF
(Regional Contact in 6 months prior to election)
Format: F1 Value Label
 1 HARDLY EVER
 2 OCCASIONALLY
 3 ONCE A MONTH
 4 ONCE A WEEK OR MORE

V8.2 NAT CONT BEF
(National Contact in 6 months prior to election)
Format: F1 Value Label
 1 HARDLY EVER
 2 OCCASIONALLY
 3 ONCE A MONTH
 4 ONCE A WEEK OR MORE

V9 WHETHER SPECIAL ORGANISER
Format: F1 Value Label
 1 NO
 2 YES

V9A	WHEN SPEC ORG APPOINTED (How long before election He/She was appointed)		
	Format: F1	Value	Label
		1	JUST BEFORE
		2	WITHIN 6M
		3	WITHIN YEAR
		4	MORE THAN YEAR
V10	TWINNING		
	Format: F1	Value	Label
		1	YES - GIVE HELP
		2	YES - RECEIVE HELP
		3	NO
V10A	TWINNING EFFECT (If twinned to receive help)		
	Format: F1	Value	Label
		0	NOT TWINNED
		1	A LOT OF DIFFERENCE
		2	SOME DIFFERENCE
		3	NO DIFFERENCE
V11	PRE-CAMP TEL CANVASS (Pre-Campaign Telephone Canvassing)		
	Format: F1	Value	Label
		1	NO
		2	A LITTLE
		3	SUBSTANTIAL
V12	TARGET? (Identification as Target Seat by National Party)		
	Format: F1	Value	Label
		1	YES
		2	NO
		3	DON'T KNOW
V13.1	PRESSOFF (Press Officer)		
	Format: F1	Value	Label
		1	YES
		2	NO

V13.2	MEETORG (Meetings Organiser) Format: F1	Value 1 2	Label YES NO
V13.3	CANVORG (Canvassing Organiser) Format: F1	Value 1 2	Label YES NO
V13.4	FINANCE OFF (Fund Raiser/Finance Officer) Format: F1	Value 1 2	Label YES NO
V13.5	POST VOTES ORG (Postal Votes Organiser) Format: F1	Value 1 2	Label YES NO
V13.6	CAND AIDE (Candidate's Aide) Format: F1	Value 1 2	Label YES NO
V13.7	TRANSP OFF (Transport Officer) Format: F1	Value 1 2	Label YES NO
V13.8	COMP OFF (Computer Officer) Format: F1	Value 1 2	Label YES NO
V13.9	OTHER OFF (Other Officers) Format: F1	Value 1 2	Label YES NO
V14	LOCAL ORGS		

(Local Organisers)	Value	Label
Format: F1	1	YES
	2	NO

V14A N LOCAL ORGS
 (Number of Local Organisers)
 Format: F4

V15 % ACT ORG
 (Percentage of Constituency actively Campaigned)
 Format: F3

V16 OTHER AIM?
 (Other Aims apart from Gaining Votes)
 Format: F1

Value	Label
1	YES
2	NO

V16A1 OTHRAIM1
 (Other Aim 1)
 Format: F2

Value	Label
0	NONE/NO FURTHER
1	INCREASE MEMBERSHIP
2	PUBLICISE PARTY
3	PROMOTE POLICIES
4	LOCAL ELECTIONS
5	CONTACT ELECTORATE
6	BOOST PARTY MORALE
7	KEEP OPPOSITION BUSY
8	COME SECOND
9	FUND RAISING
10	OTHER
11	IMPROVE ORGANISATION

V16A2	OTHRAIM2 (Other Aim 2) Format: F2	Value	Label
		0	NONE/NO FURTHER
		1	INCREASE MEMBERSHIP
		2	PUBLICISE PARTY
		3	PROMOTE POLICIES
		4	LOCAL ELECTIONS
		5	CONTACT ELECTORATE
		6	BOOST PARTY MORALE
		7	KEEP OPPOSITION BUSY
		8	COME SECOND
		9	FUND RAISING
		10	OTHER
		11	IMPROVE ORGANISATION
V17	TACTIC VOTING (Tactical Voting) Format: F1	Value	Label
		1	VERY IMPORTANT
		2	FAIRLY IMPORTANT
		3	NOT VERY IMPORTANT
		4	NOT IMPORTANT AT ALL
V17A	PARTY TACT VOTE (Which Party to Vote Tactically) Format: F2	Value	Label
		1	CONSERVATIVES
		2	LABOUR
		3	LIB DEM
		4	PLAID
		5	SNP
		6	MORE THAN ONE
		7	OTHER
V18	N OF PARTY MEMBERS (Number of Party Members) Format: F5		
V19	ELECTION ADDRESS Format: F1	Value	Label
		1	YES
		2	NO
V20	POSTERS (Number of Posters) Format: COMMA5		
V21	LEAF REG/NAT (National Leaflets Distributed) Format: COMMA7		

V22 LEAF LOC
(Local Leaflets Distributed)
Format: COMMA7

V23 LEAFTARG
(Targeting of Leaflets)
Format: F1

Value	Label
1	YES
2	NO

V23A1 LEAFTARG 1
(Groups Targeted 1)
Format: F2

Value	Label
0	NONE/NO FURTHER
1	FIRST TIME VOTERS
2	OWN SUPPORTERS
3	RIVALS SUPPORTERS
4	UNDECIDED
5	POSTAL VOTERS
6	LOCAL ELECTION
7	BUSINESSES
8	ETHNIC MINS
9	CHURCH GROUPS
10	FARMERS
11	UNEMPLOYED
12	SERVICES
13	PENSIONERS
14	COUNCIL TENANTS
15	HOME OWNERS
16	PARENTS
17	WOMEN
18	COMMUTERS
19	SPECIFIC OCCUP GROUPS
20	OTHER
21	ANIMAL LOVERS

V23A2 LEAFTARG 2
(Groups Targeted 2)
Format: F2

Value	Label
0	NO FURTHER
1	FIRST TIME VOTERS
2	OWN SUPPORTERS
3	RIVALS SUPPORTERS
4	UNDECIDED
5	POSTAL VOTERS
6	LOCAL ELECTION
7	BUSINESSES
8	ETHNIC MINS
9	CHURCH GROUPS
10	FARMERS
11	UNEMPLOYED
12	SERVICES

13	PENSIONERS
14	COUNCIL TENANTS
15	HOME OWNERS
16	PARENTS
17	WOMEN
18	COMMUTERS
19	SPECIFIC OCCUP GROUPS
20	OTHER
21	ANIMAL LOVERS

V23A3

LEAFTARG 3

(Groups Targeted Three)

Format: F2

Value

Label

0	NO FURTHER
1	FIRST TIME VOTERS
2	OWN SUPPORTERS
3	RIVALS SUPPORTERS
4	UNDECIDED
5	POSTAL VOTERS
6	LOCAL ELECTION
7	BUSINESSES
8	ETHNIC MINS
9	CHURCH GROUPS
10	FARMERS
11	UNEMPLOYED
12	SERVICES
13	PENSIONERS
14	COUNCIL TENANTS
15	HOME OWNERS
16	PARENTS
17	WOMEN
18	COMMUTERS
19	SPECIFIC OCCUP GROUPS
20	OTHER
21	ANIMAL LOVERS

V24

DIRECT MAIL

(Targeting of Direct Mail)

Format: F1

Value

Label

1	NO
2	A LITTLE
3	SUBSTANTIAL AMOUNT

V24A.1

DIRECT MAIL GRPS 1

(Groups targeted with Direct Mail 1)

Format: F2

Value

Label

0	NONE/NO FURTHER
1	FIRST TIME VOTERS
2	OWN SUPPORTERS
3	RIVALS SUPPORTERS
4	UNDECIDED
5	POSTAL VOTERS
6	LOCAL ELECTION
7	BUSINESSES

8	ETHNIC MINS
9	CHURCH GROUPS
10	FARMERS
11	UNEMPLOYED
12	SERVICES
13	PENSIONERS
14	COUNCIL TENANTS
15	HOME OWNERS
16	PARENTS
17	WOMEN
18	COMMUTERS
19	SPECIFIC OCCUP GROUPS
20	OTHER
21	ANIMAL LOVERS

V24A.2

DIRECT MAIL GRPS 2
(Groups targeted with Direct Mail 2)

Format: F2	Value	Label
	0	NO FURTHER
	1	FIRST TIME VOTERS
	2	OWN SUPPORTERS
	3	RIVALS SUPPORTERS
	4	UNDECIDED
	5	POSTAL VOTERS
	6	LOCAL ELECTION
	7	BUSINESSES
	8	ETHNIC MINS
	9	CHURCH GROUPS
	10	FARMERS
	11	UNEMPLOYED
	12	SERVICES
	13	PENSIONERS
	14	COUNCIL TENANTS
	15	HOME OWNERS
	16	PARENTS
	17	WOMEN
	18	COMMUTERS
	19	SPECIFIC OCCUP GROUPS
	20	OTHER
	21	ANIMAL LOVERS

V24A.3

DIRECT MAIL GRPS 3
(Groups targeted with Direct Mail 3)

Format: F2	Value	Label
	0	NONE/NO FURTHER
	1	FIRST TIME VOTERS
	2	OWN SUPPORTERS
	3	RIVALS SUPPORTERS
	4	UNDECIDED
	5	POSTAL VOTERS
	6	LOCAL ELECTION
	7	BUSINESSES
	8	ETHNIC MINS
	9	CHURCH GROUPS
	10	FARMERS
	11	UNEMPLOYED
	12	SERVICES
	13	PENSIONERS
	14	COUNCIL TENANTS
	15	HOME OWNERS
	16	PARENTS
	17	WOMEN
	18	COMMUTERS
	19	SPECIFIC OCCUP GROUPS
	20	OTHER
	21	ANIMAL LOVERS

V25

DOORCANVASS
(Doorstep Canvassing)

Format: F1	Value	Label
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1	YES
2	NO

V25A % CANVASS
(Proportion of Electorate canvassed this way)
Format: F3

V25B1 PRIORCANVASS
(Areas in Constituency with High Priority for Canvassing)
Format: F1 Value Label
 1 YES
 2 NO

V25B2 PRIORITY CANV 1
(Areas where Priority Canvassing took place 1)
Format: F2 Value Label
 0 NONE/NO MORE
 1 OWN SUPPORT STRONG
 2 OWN SUPPORT WEAK
 3 LOCAL ELECT INTEREST
 4 MARGINAL WARDS
 5 RIVALS TERRITORY
 6 HOUSING CATEGORY
 7 POPULATION CENTRES
 8 OTHER
 9 MAIN ROADS
 99 NOT APP

V25B3 PRIORITY CANV 2
 (Areas where Priority Canvassing took place 2)
 Format: F2 Value Label

	0	NONE/NO MORE
	1	OWN SUPPORT STRONG
	2	OWN SUPPORT WEAK
	3	LOCAL ELECT INTEREST
	4	MARGINAL WARDS
	5	RIVALS TERRITORY
	6	HOUSING CATEGORY
	7	POPULATION CENTRES
	8	OTHER
	9	MAIN ROADS
	99	NOT APP

V26 TEL CANV
 (Telephone Canvassing)
 Format: F1 Value Label

	1	NO
	2	A LITTLE
	3	SUBSTANTIAL AMOUNT

V26A NO. OF TEL CANV?
 (Number of Telephone Canvassers)
 Format: F4

V26B % TEL CANVASSED?
 (Percentage of constituency Canvassed in this way)
 Format: F3

V27 OUTSIDE TEL CANVAS
 (Organisation of Telephone Canvassing outside Constituency)
 Format: F1 Value Label

	1	YES
	2	NO

V28 PREV CANV RECORDS
 (Previous Canvassing Records)
 Format: F1 Value Label

	1	NOT AT ALL
	.	
	.	
	5	A GRT EXTENT

V29 COMPUTERS
 (Use of Computers in the Campaign)
 Format: F1 Value Label

	1	YES
	2	NO

V29A N OF COMPS

(Number of Computers used)
Format: F3

V29B1	COMPCORR (To conduct Correspondence) Format: F1	Value	Label
		1	YES
		2	NO

V29B2	COMPLABELS (Prepare address labels) Format: F1	Value	Label
		1	YES
		2	NO

V29B3	COMP DT PUB (Desk-Top Publishing) Format: F1	Value	Label
		1	YES
		2	NO

V29B4	COMPTARG (Targeting Direct Mail) Format: F1	Value	Label
		1	YES
		2	NO

V29B5	COMP CANVASS (Recording Canvass Returns) Format: F4	Value	Label
		1	YES
		2	NO

V29B6	COMPOTHR (Other Purposes) Format: F1	Value	Label
		1	YES
		2	NO
V29C	COMPREG (Use of Computerised Copy of Electoral Register) Format: F1	Value	Label
		1	YES
		2	NO
V29D	COMPSOFT (Election Software from Party Headquarters) Format: F1	Value	Label
		1	YES
		2	NO
V30	COMPLINK (Computer/Fax link to Party Headquarters) Format: F1	Value	Label
		1	YES
		2	NO
V31	CAMPWRKRS (Number of Campaign Workers) Format: F6		
V32.1	CPEFF LEAF (Leaflets) Format: F1	Value	Label
		1	NONE/LITTLE
		.	
		5	VERY SUBSTANTIAL
V32.2	CPEFF CANV LISTS (Lists of Supporters) Format: F1	Value	Label
		1	NONE/LITTLE
		.	
		5	VERY SUBSTANTIAL

V32.3	CPEFF CANV CNDT (Introduction of Candidate)		
	Format: F1	Value	Label
		1	NONE/LITTLE
		.	
		5	VERY SUBSTANTIAL
V32.4	CPEFF TEL CANV (Telephone canvassing)		
	Format: F4	Value	Label
		1	NONE/LITTLE
		.	
		5	VERY SUBSTANTIAL
V32.5	CPEFF ELECT ADDR (Election Addresses)		
	Format: F1	Value	Label
		1	NONE/LITTLE
		.	
		5	VERY SUBSTANTIAL
V32.6	CPEFF POST VOTES (Postal Votes)		
	Format: F1	Value	Label
		1	NONE/LITTLE
		.	
		5	VERY SUBSTANTIAL
V32.7	CPEFF TARG (Targeting Voters)		
	Format: F1	Value	Label
		1	NONE/LITTLE
		.	
		5	VERY SUBSTANTIAL
V32.8	CPEFF MEDIA (Media coverage)		
	Format: F1	Value	Label
		1	NONE/LITTLE
		.	
		5	VERY SUBSTANTIAL

V33 PUBL MEETS
(Number of Public Election Meetings)
Format: F3

V34 VIPVISITS
(Number of VIP Visits)
Format: F3

V35.1 REG CONTACT DURING
(Regional Contact during the campaign)
Format: F1

Value	Label
1	HARDLY EVER
2	ONCE A WEEK
3	EVERY DAY

V35.2 NAT CONTACT DURING
(National Contact during the Campaign)
Format: F1

Value	Label
1	HARDLY EVER
2	ONCE A WEEK
3	EVERY DAY

V36 GMORN
(Good Morning Leaflets)
Format: F1

Value	Label
1	YES
2	NO

V36A GMTARG
(Targeting of Good Morning Leaflets)
Format: F1

Value	Label
1	YES
2	NO

V36B	GMTARGS (Voters Targeted) Format: F1	Value	Label
		0	NOT APP
		1	OWN SUPPORTERS
		2	DOUBTFULS
		3	RIVALS SUPPORTERS
		4	URBAN
		5	COUNCIL ESTATES
		6	OTHER HOUSING
		7	OTHER

V37 N COEE RMS
(Number of Committee Rooms)
Format: F3

V38	KNOCKUP (Knock Up on Polling Day) Format: F1	Value	Label
		1	YES
		2	NO

V39	PHONE UP (Phone Up on Polling Day) Format: F1	Value	Label
		1	YES
		2	NO

V39A POLLDAY N PHONING?
(Number of People telephoning on Polling Day)
Format: F4

V40	COMP KNOCK UP LISTS (Computerised Knock Up Lists) Format: F1	Value	Label
		1	YES
		2	NO

V41A N POLLST REPS
(Number of Polling Station Representatives)
Format: F4

V41B % ELECT POLLST
(Percentage of Polling Stations covered)
Format: F3

V42 POLLDAY HELPERS
Format: F6

V43	RECVOLS (Received Volunteers) Format: F1	Value	Label
		1	YES
		2	NO
V44	SENTVOLS (Sent Volunteers) Format: F1	Value	Label
		1	YES
		2	NO
V45	CAMP DIFF (Campaign Difference) Format: F1	Value	Label
		1	GREAT DEAL
		2	MODERATELY
		3	A LITTLE
		4	NONE
V46	MAX VOTES (Maximum Number of votes) Format: COMMA6		
V47	CON TURNOUT MORE (Conservative Higher Turn Out) Format: F1	Value	Label
		1	NO
		2	LITTLE
		3	A LOT
		4	USUALLY - NOT THIS TIME
		5	NOT THIS TIME

V48.1	ENOUGH MONEY		
	Format: F1	Value	Label
		1	MORE THAN ENOUGH
		2	ENOUGH
		3	NOT ENOUGH

V48.2	ENOUGH WORKERS		
	Format: F1	Value	Label
		1	MORE THAN ENOUGH
		2	ENOUGH
		3	NOT ENOUGH

V48.3	ENOUGH CARS		
	Format: F1	Value	Label
		1	MORE THAN ENOUGH
		2	ENOUGH
		3	NOT ENOUGH

V48.4	ENOUGH COMPEQUIP		
	(Enough Computer Equipment)		
	Format: F1	Value	Label
		0	NONE
		1	MORE THAN ENOUGH
		2	ENOUGH
		3	NOT ENOUGH

V49	CAND DIFFERENCE		
	(Difference the Candidate Made)		
	Format: F1	Value	Label
		1	NONE/NOT MUCH
		2	GAINED
		3	LOST

V49.1	GAIN OR LOSS	
	(Votes Gained or Lost by Candidate)	
	Format: F6	

V50	ENTHUSIASM (Enthusiasm of Campaign workers)		
	Format: F1	Value	Label
		1	GOT BETTER
		2	GOT WORSE
		3	STAYED SAME
		4	VARIED

V50A1	CHANGE ENTHUSIASM (What Changed Enthusiasm 1)		
	Format: F2	Value	Label
		1	NAT POLL RESULTS
		2	DOORSTEP RECEPTION
		3	TV COVERAGE
		4	TV DEBATES
		5	PRESS COVERAGE
		6	PERF OF LEADER
		7	VIP VISITS
		8	OTHER
		9	CANDIDATE
		10	GENERAL EUPHORIA
		11	INTERNAL CONFLICT

V50A2	CHANGE ENTHUSIASM (What Changed Enthusiasm 2)		
	Format: F2	Value	Label
		1	NAT POLL RESULTS
		2	DOORSTEP RECEPTION
		3	TV COVERAGE
		4	TV DEBATES
		5	PRESS COVERAGE
		6	PERF OF LEADER
		7	VIP VISITS
		8	OTHER
		9	CANDIDATE
		10	GEN EUPHORIA
		11	INTERNAL CONFLICT

V51 % TOUT NO LCAM?
(Percentage Turn Out if no Local Campaigning)
Format: F3.1

V52	SEX Format: F1	Value	Label
		1	MALE
		2	FEMALE
V53	YEAR OF BIRTH Format: F3		
V54	EDUC (Education) Format: F1	Value	Label
		1	LEFT SCHOOL MIN AGE
		2	A LEVELS
		3	DEGREE ETC.
		4	OTHER
V55	EMPSTAT (Employment Status) Format: F1	Value	Label
		1	EMPLOYEE
		2	SELF-EMP
		3	EMPLOYER
		4	UNEMPLOYED
		5	RETIRED
		6	LOOK AFTER HOME
		7	FULL TIME EDUC
		8	OTHER
V56	OCCUP Format: F1	Value	Label
		1	BUSINESS\MANAG.
		2	SELF EMP\SMALL BUS
		3	PROF\ADMIN
		4	WHITE COLLAR
		5	FOREMAN\TECH
		6	OTHER MANUAL
		7	HOUSEWIFE\STUDENT
		8	FULL TIME PARTY WORKER
AGE	AGE OF RESP Format: F2		

PLACE92

NOTIONAL PLACE 92

Format: F1

Value

Label

1

FIRST

2

SECOND

3

THIRD

4

FOURTH

5

FIFTH

SAFE

SAFENESS OF SEAT FOR PARTY

Format: F1

Value

Label

1

very safe

2

comfortable

3

marginal

4

possible

5

hopeless

REGION

standard region

Format: F3

Value

Label

1

North

2

North West

3

Yorks & Humberside

4

West Midlands

5

East Midlands

6

East Anglia

7

South West

8

South East

9

Greater London

10

Wales

11

Scotland