

**ZA3651**

**European Communities Study 1970**

**- Great Britain -**

# BRITISH 1970 SURVEY (Louis Harris, London)

RONALD INGLEHART  
February 1970

These data are a subset of the entire  
multiple punched card survey, only  
a few, preliminary items have been omitted

Variable 1 - Country (Britain 7)

Variable 2 Interview = (4 columns)

## CLASSIFICATION DATA

Var. 3

Sex: Male.....1 (10) 43%  
Female.....2 52

NA(?) 9

Social Class:

AB.....1 (11) 13%  
C1.....2 24  
C2.....3 24  
DE.....4 39

Var 5

Age: 16 - 17.....1 (13) 10%  
18 - 19.....2 4  
20 - 24.....3 8  
25 - 29.....4 9  
30 - 34.....5 7  
35 - 44.....6 14  
45 - 54.....7 21  
55 - 64.....8 15  
65 - 69.....9 7  
70 - 74.....0 4  
75 - 79.....9 3  
80+.....9 2%

Var 6

Marital Status: Married.....1 (14) 63  
Single.....2 25  
Widowed.....2 25  
Divorced.....2 25

Var 7

Age of comp. 4 full-time education:

15 or less.....1 (15)  
16.....2  
17 - 18.....3  
19+.....4  
Still studying.....5 7(?)

Var 8

No. of electors in household: (16)

Var 9

No. of non-electors aged 16+ in household: (17)

Var 10

Trade Union Membership (of respondent)

TCWU (Transport & Gen. Workers).....1 (18)

AEF (Amalg. Engineering & Foundry Workers' Union).....2

NUGMW (Nat'l Union of General Municipal Workers).....3

Other.....4

Not member of Trade Union.....5

Blank.....Y (18)

.....1 (19) 9

.....2 4

.....3 C

VAR 12

Registrar General's Standard Region:

North.....1 (21) 13%  
Yorkshire (E & W Ridings).....2 7  
East Midlands.....9 6  
East Anglia.....5 4  
South East (except Greater London).....5 10  
Greater London.....6 13  
South West.....7 9  
Wales.....8 5  
West Midlands.....9 7  
North West.....0 10  
Scotland.....(4) 9

Q: (Show card) Can you look at this list of daily newspapers and tell me which of them, if any, you look at regularly (at least 4 out of 6 issues) nowadays?

a) What about these morning newspapers?

Any others? Daily Mail.....1 (22)  
Daily Mirror.....2  
Daily Express.....3  
Daily Sketch.....4  
The Sun.....5  
The Guardian.....6  
Daily Telegraph.....7  
The Times.....8  
Financial Times.....9  
Daily Record (Scotland only).....0  
None seen regularly.....X

b) What about evening newspapers? Any other?

Evening News (London).....1 (23)  
Evening Standard (London).....2  
Any other evening newspaper.....3  
None seen regularly.....4

Q: (Show card) Can you look at this list of Sunday newspapers and say which of them, if any, you look at regularly; that is, at least 3 out of 4 issues (Any others?)

Sunday Times.....1 (24)  
Observer.....2  
Sunday Telegraph.....3  
Sunday Express.....4  
The People.....5  
News of the World.....6  
Sunday Mirror.....7  
Sunday Post.....8  
Sunday Mail.....9  
None seen regularly.....0

VAR 11

Ethnic Group: (Identify by Sight)

Caucasian/European.....1 (20)

African/West Indian.....2

Indian/Pakistani.....3

Chinese/other Oriental.....4

Other.....5

NA(?) 9

7(?) Illegal - undocumented

## SECTION 1. VAR 13

Q.1 On the whole, would you say that the government is at present making a good job or a bad job of running the country?

Good job.....1 (25)  
 Bad job.....2  
 Don't know.....3

NA(?) 9

## VAR 14

Q.2 If the Conservative Party were in power, do you think they would make a better or worse job of running the country than the Labour Party?

Conservatives better.....1 (27)  
 Conservatives worse.....2  
 Don't know.....3

NA(?) 9

## VAR 15

Q.3a Thinking of the outstanding people in Britain, politicians or anyone else, who would you most like to have as Prime Minister for the next five years? (DO NOT PROMPT)

Q.3b Who would be your second choice? (DO NOT PROMPT)

	Q.3a First Choice	Q.3b Second Choice
Harold Wilson.....	1 (28) 29	(29) 7
Edward Heath.....	3 22	13
James Callaghan.....	2 07	9
Reginald Maudling.....	2 6	10
Roy Jenkins.....	2 9	06
Sir Alec Douglas Home.....	2 4	4
Jeremy Thorpe.....	2 2	3
Barbara Castle.....	2 3	2
Enoch Powell.....	4 16	6
George Brown.....	2 11	9
Quintin Hogg.....	2 10	5
Iain Macleod.....	2 9	5
Other (write in).....	0	(31)

NA(?) 9

Q.4

VAR 16 Forgetting about their political parties, and comparing only Mr. Wilson and Mr. Heath, which of them do you think would make a better national leader for the next five years?

Mr. Wilson.....1 (32)  
 Mr. Heath.....2  
 Don't know.....3

NA(?) 9

## ASK ALL ELECTORS: VAR 17

Q.5a If there were a General Election now, how do you think you would be likely to vote?

ELECTORS ONLY

## IF REFUSED/NOT CERTAIN, PROBE: VAR 18

Q.5b Can you tell me which party you might be most inclined to support at the moment?

## ASK ALL NON-ELECTORS AGED 18+. VAR 17

Q.6a A new law has been brought in so that the voting age will be lowered to 18 years. If there were a General Election now, and you could do so, how do you think you would be likely to vote?

NON-ELECTORS AGED 18+ ONLY

## IF REFUSED/NOT CERTAIN, PROBE: VAR 18

Q.6b Can you tell me which party you might be most inclined to support at the moment?

## ASK ALL NON-ELECTORS AGED 16 - 17: VAR 18

Q.7 Which of the political parties are you most inclined to support at the moment? (CODE WITH Q.5b AND Q.6b)

NON-ELECTORS AGED 16 - 17 ONLY

	Q.5a/Q.6a (Likely to Vote)	Q.5b/Q.6b/Q.7 (Inclined to Support)
Conservative.....	1 (33) 39	1 (34)
Labour.....	2 21	2
Liberal.....	3 5	3
Nationalist.....	4 1	4
Other party.....	5 0	5
Would not vote.....	6 4	6
Not certain.....	7 6	7
Refused.....	8 2	8

NA(?) 9

likely is it that you will go and cast  
VAR 19 your vote in the next General Election?

7(?) Undocumented

NA(?) 9

or very likely?.....2  
or fairly likely?....3  
or not very likely?..4  
or not at all likely?5  
or don't know.....6

### SECTION 3: POLITICAL ISSUES

Q.11 (SHOW CARDA) Please could you look at this list of issues and tell me for each, how important you think they will be in choosing the party you might support at the next general election?

Q.12 If elected to govern, which party do you think would be most likely to take the sort of action you favour on each of these?

Q.11 How Important

Very Fairly Not Not Don't  
Very at all know

Q.12

Con Lab Lib Other Don't  
Know

Var 20. How important	Var 21: which Party best?	154	2	27	3	11	4	3	5	3	7	5	8	3	9	3	0	3	X
The cost of living.....	(39)	171	2	10	3	1	4	0	5	2	7	5	8	3	9	3	0	3	X
.....	(40)	159	2	17	3	7	4	2	5	3	7	5	8	3	9	3	0	3	X
(Var 22 + Var 23)	(41)	173	2	28	3	12	4	2	5	5	7	3	1	8	3	9	3	0	X
Immigration and race relations.....	(42)	177	2	25	3	17	4	2	5	6	7	4	8	3	9	3	0	3	X
The Common Market.....	(43)	173	2	20	3	16	4	1	5	8	7	3	1	8	3	9	3	0	X
(Var 24 + 25)	(44)	153	2	25	3	7	4	4	5	2	7	3	5	8	3	9	3	0	X
(Var 26 + Var 27)	(45)	157	2	22	3	6	4	2	5	2	7	3	5	8	3	9	3	0	X
Health and social services....	(46)	157	2	24	3	4	4	1	5	2	7	3	1	8	3	9	3	0	X
.....	(47)	123	2	26	3	22	4	10	5	7	7	3	8	3	9	3	0	3	X

### SECTION 4: EUROPE

DECK 2

Supposing the people of Britain and the European Common Market were being asked to decide on the following questions. how would you vote?

Q.13 Are you in favour of, or against, Britain  
VAR 28 joining the European Common Market?

Favour joining.....1 (48)  
Against joining.....2  
Don't know.....3

Q.14 Assuming (in these next four questions) that  
VAR 29 Britain did join, would you be for or against  
the evolution of the Common Market towards the  
political formation of a United States of Europe?

For.....4  
Against.....5  
Don't know.....6

NA(?) 9

Q.15 Would you be in favour of, or against, the  
VAR 30 election of a European parliament by direct  
universal suffrage; that is, a parliament  
elected by all the voters in the member  
countries?

Favour.....1  
Against.....4  
Don't know.....3

NA(?) 7

Q.16 Would you be willing to accept, over and above  
VAR 31 the British Government, a European Government  
responsible for a common policy in foreign  
affairs, defence and the economy?

Yes, willing to accept it. 1  
No, not willing.....4  
Don't know.....3

Q.17 If a President of a United States of Europe were  
VAR 32 being elected by popular vote, would you be willing  
to vote for a candidate not of your own country, if  
his personality and programme corresponded more  
closely to your ideas than those of the candidates  
from your own country?

Yes, willing to.....1 (49)  
No, not willing to...2  
Don't know.....3

4(?)  
Undocumented

IF NO PARTY PREFERENCE GIVEN AT Q.5 - Q.7, SKIP TO Q.20

FOR PARTY PREFERRED IN Q.5 - Q.7, ASK:

Q.18 Do you happen to know whether the leaders of the  
VAR 33 .....Party are favourable to European political  
unification including Britain or not? IF CAN SAY:  
PROBE: How strongly favourable or opposed to it do  
you think they are?

Strongly favourable...4  
Somewhat favourable...5  
Somewhat opposed.....6  
Strongly opposed.....7  
Don't know/unable  
to say... 9

Q.19 If the .....Party took a stand on European  
VAR 34 integration with which you disagreed, do you think  
you might vote for another party? IF YES, PROBE:  
How likely is it that you would change your vote?

Would not change vote....1  
Slightly likely to  
change vote.....2  
Strongly likely to  
change vote.....3

NA(?) 7

IF RESPONDENT NOT MEMBER OF TRADE UNION, SKIP NOW TO Q.21

ASK TRADE UNION MEMBERS ONLY:

Q.20 Would you say that the leaders of your union are for or against European political unification, including Britain? Yes, they favour it...1(50)  
No, they are against...2  
Don't know...3

NA(?)7

ASK ALL:

Q.21  
collapse  
code:  
14 15 16 17  
4 6 0 1 1 2  
5 3 7 3 4  
6 5  
7 3 7  
9 = none

(SHOW CARD B) If you had to choose among the following things, which are the two that seem most desirable to you?

VAR36 (CHOOSE TWO ONLY)

Greater job security.....4  
A more humane society.....5  
Higher salaries or wages.....6  
Giving employees a voice in running the places where they work.....7

Q.22

(SHOW CARD C) Among the following things, which are the two most desirable?

VAR37 (CHOOSE TWO ONLY)

Maintaining order in the nation..8  
Giving the people more say in important political decisions..9  
Fighting rising prices.....0  
Protecting freedom of speech....X

Q.23

When you were growing up, did you know if your parents/guardians preferred a particular political party? IF YES: Which one?

VAR 38

NA(?)1

Conservative.....1 (51)  
Labour.....2  
Liberal.....3  
Nationalist.....4  
Other.....5  
One parent, one party, the other parent, a different party.....6  
Didn't know/it varied.7

Q.24

Do you ever go to church or any other religious service nowadays? IF YES: How often do you go?

VAR 39

NA(?)9

More than once a week....1(52)  
About once a week.....2  
Once or twice a month....3  
A few times a year.....4  
Less often.....5  
Never.....6

ASK ALL:

Q.25

What is your religion?

Atheist/None.....1 (53)  
Roman Catholic.....2  
Anglican/Church of England...3  
Episcopal Church.....4  
Presbyterian/Church of Scotland.....5

Methodist/Baptist/Congregational/  
Other non-conformist.....6  
Jewish.....7  
Other.....8  
Don't know.....9

SECTION 5: HOUSING (Not to be mentioned to respondent at this point)

Q.26 How important are each of the following, as things you earn and save your money for nowadays?

Read out:

	Very	Fairly	Not very	Not at all	Don't know
Buying your own home...VAR. 41.....(54)	1.38	2.9	3.11	4.29	5.1
Buying a car...VAR. 42.N-	1.9	2.19	3.26	4.34	9.1
Saving for holidays...VAR. 43.....(55)	1.23	2.35	3.18	4.11	5.1
Paying rent...VAR. 44.....(56)	1.41	2.10	3.7	4.27	9.2
Spending on relaxation & entertainment...VAR 45	1.12	2.35	3.29	4.10	5.1

NA(?)9

SECTION 6: LAW AND ORDER

Q.36

Within the last couple of years, there have been large-scale student demonstrations in Britain and other countries. In general, how favourably do you view these? Are you.....

VAR 46

Very favourable...4.9.1 (65)  
Rather favourable...11.2  
Rather unfavourable...2.3.3  
Very unfavourable...4.6.4  
Don't know...4.5

Q.37

The Conservative Party has said that it will make Law and Order one of the main points of their election campaign. Do you think they are right or wrong to do this?

VAR 47

Right.....6.8.6  
Wrong.....11.7  
Don't know...9.8