

# ES/M007251/1 - Constituency Campaigning in the 2015 British General Election

Variable Information

Variable	Position	Label	Measurement Level	Role	Column Width	Alignment	Print Format	Write Format	Missing Values
PartyNumber	1	Party Number	Nominal	Input	19	Right	F1	F1	9
qvar1	2	ROLE OF RESPONDENT IN GENERAL ELECTION	Nominal	Input	8	Right	F8	F8	9
qvar2	3	HAD YOU PREV ORGANISED CAMPAIGNS	Nominal	Input	8	Right	F8	F8	9
qvar2.1	4	IF YES - HOW MANY TIMES	Nominal	Input	8	Right	F8	F8	9999
qvar3	5	HOW LONG AGO KNEW RESPONSIBLE	Nominal	Input	8	Right	F8	F8	9
qvar4	6	STARTED SERIOUS PLANNING	Nominal	Input	8	Right	F8	F8	9
qvar5.1	7	HOW PREPARED - JOBS	Nominal	Input	8	Right	F8	F8	9
qvar5.2	8	HOW PREPARED - CAMPAIGN FUNDS	Nominal	Input	8	Right	F8	F8	9
qvar5.3	9	HOW PREPARED - ELECTORAL REGISTER	Nominal	Input	8	Right	F8	F8	9
qvar5.4	10	HOW PREPARED - ELECTION ADDRESS	Nominal	Input	8	Right	F8	F8	9
qvar5.5	11	HOW PREPARED - PRINTING	Nominal	Input	8	Right	F8	F8	9
qvar5.6	12	HOW PREPARED - IDENTIFYING SUPPORTERS THROUGH CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar6a	13	WAS SPECIAL ORGANISER APPOINTED	Nominal	Input	8	Right	F8	F8	9
qvar6b	14	IF YES - HOW LONG BEFORE THE ELECTION	Nominal	Input	8	Right	F8	F8	9
qvar7	15	PRE-ELECTION DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar8	16	PRE-ELECTION TELEPHONE CANVASSING FROM WITHIN THE CONSTITUENCY	Nominal	Input	8	Right	F8	F8	9
qvar9	17	PRE-ELECTION TELEPHONE CANVASSING BY NATIONAL OR REGIONAL PARTY	Nominal	Input	8	Right	F8	F8	9
qvar10	18	PRE-ELECTION DIRECT MAIL CANVASSING BY NATIONAL OR REGIONAL PARTY	Nominal	Input	8	Right	F8	F8	9
qvar11a	19	CONTACT WITH NATIONAL OR REGIONAL HEADQUARTERS (ENGLAND ONLY)	Nominal	Input	8	Right	F8	F8	9
qvar11b	20	CONTACT WITH NATIONAL HEADQUARTERS (SCOTLAND & WALES ONLY)	Nominal	Input	8	Right	F8	F8	9
qvar11c	21	ATTEND MEETINGS WITH NATIONAL OR REGIONAL HEADQUARTERS (ALL)	Nominal	Input	8	Right	F8	F8	9
qvar11c.1	22	IF YES - HOW MANY TIMES	Nominal	Input	8	Right	F8	F8	9999
qvar12a	23	BUILD A DATABASE OF VOTER PREFERENCES PRIOR TO ELECTION	Nominal	Input	8	Right	F8	F8	9
qvar12b	24	LENGTH OF TIME COMPILING THE DATABASE	Nominal	Input	8	Right	F8	F8	9
qvar13.1	25	PRE-ELECTION CAMPAIGN MAINTAINING VOTER DATABASE	Nominal	Input	8	Right	F8	F8	9
qvar13.2	26	PRE-ELECTION CAMPAIGN - DISTRIBUTING LEAFLETS	Nominal	Input	8	Right	F8	F8	9
qvar13.3	27	PRE-ELECTION CAMPAIGN - STREET STALLS	Nominal	Input	8	Right	F8	F8	9
qvar13.4	28	PRE-ELECTION CAMPAIGN - RESIDENT SURVEYS	Nominal	Input	8	Right	F8	F8	9
qvar13.5	29	PRE-ELECTION CAMPAIGN - GETTING MEDIA COVERAGE	Nominal	Input	8	Right	F8	F8	9
qvar13.6	30	PRE-ELECTION CAMPAIGN - OPERATING AND MAINTAINING A WEBSITE	Nominal	Input	8	Right	F8	F8	9
qvar13.7	31	PRE-ELECTION CAMPAIGN - USING SOCIAL NETWORKING SITES	Nominal	Input	8	Right	F8	F8	9
qvar14.1	32	DELEGATED DUTIES - PRESS OFFICER	Scale	Input	8	Right	F8	F8	
qvar14.2	33	DELEGATED DUTIES - CANVASSING ORGANISER	Nominal	Input	8	Right	F8	F8	
qvar14.3	34	DELEGATED DUTIES - FUND RAISER/FINANCE OFFICER	Nominal	Input	8	Right	F8	F8	
qvar14.4	35	DELEGATED DUTIES - POSTAL VOTES ORGANISER	Nominal	Input	8	Right	F8	F8	
qvar14.5	36	DELEGATED DUTIES - CANDIDATE AIDE	Nominal	Input	8	Right	F8	F8	
qvar14.6	37	DELEGATED DUTIES - COMPUTER OFFICER	Nominal	Input	8	Right	F8	F8	
qvar15a	38	LOCAL ORGANISERS OR SUB-AGENTS	Nominal	Input	8	Right	F8	F8	9999
qvar15b	39	IF YES - NUMBER OF ORGANISERS/SUB-AGENTS	Nominal	Input	8	Right	F8	F8	9999
qvar16	40	% OF CONST COVERED BY ACTIVE LOCAL ORGS	Nominal	Input	8	Right	F8	F8	9999
qvar17	41	NUMBER OF PARTY MEMBERS	Nominal	Input	8	Right	F8	F8	9999
qvar18	42	USE OF CROWD-SOURCING	Nominal	Input	8	Right	F8	F8	9
qvar19	43	HOW MANY POSTERS WERE GIVEN OUT	Scale	Input	8	Right	F8	F8	9999
qvar20	44	HOW MANY REGIONALLY/NATIONALLY PRODUCED LEAFLETS DISTRIBUTED	Scale	Input	8	Right	F8	F8	9999
qvar21	45	TOTAL NUMBER OF LOCALLY PRODUCED LEAFLETS	Scale	Input	8	Right	F8	F8	9999
qvar22	46	USE OF PREVIOUS CANVASS RECORDS	Nominal	Input	8	Right	F8	F8	9
qvar23a	47	DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar23b	48	IF YES - % OF ELECTORATE CANVASSED	Scale	Input	8	Right	F8	F8	9999
qvar24	49	DIRECT MAIL USED TO TARGET INDIVIDUAL VOTERS	Nominal	Input	8	Right	F8	F8	9
qvar25a	50	USE TELEPHONE CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar25b	51	% OF ELECTORATE TELEPHONE CANVASSED	Nominal	Input	8	Right	F8	F8	9999
qvar26	52	TELEPHONE CANVASSING ORGANISED FROM OUTSIDE CONSTITUENCY	Nominal	Input	8	Right	F8	F8	9
qvar27	53	CONTACT VOTERS IN THE CONSTITUENCY BY TEXT MESSAGE	Nominal	Input	8	Right	F8	F8	9
qvar28	54	CANDIDATE TWITTER ACCOUNT FOR CAMPAIGN	Nominal	Input	8	Right	F8	F8	9
qvar29	55	CANDIDATE FACEBOOK ACCOUNT FOR CAMPAIGN	Nominal	Input	8	Right	F8	F8	9
qvar30.1	56	RESPONSIBLE FOR RESPONDING VIA SOCIAL MEDIA	Nominal	Input	8	Right	F8	F8	9
qvar30.2	57	RESPONSIBLE FOR RESPONDING VIA SOCIAL MEDIA	Nominal	Input	8	Right	F8	F8	9
qvar30.3	58	RESPONSIBLE FOR RESPONDING VIA SOCIAL MEDIA	Nominal	Input	8	Right	F8	F8	9
qvar30.4	59	RESPONSIBLE FOR RESPONDING VIA SOCIAL MEDIA	Nominal	Input	8	Right	F8	F8	9
qvar31	60	MAKE USE OF TWITTER TO COMMUNICATE WITH VOTERS	Nominal	Input	8	Right	F8	F8	9
qvar32	61	TOOK OUT PAID ADVERTS ON FACEBOOK AND/OR PROMOTED POSTS ON TWITTER TO PROMOTE CAMPAIGN	Nominal	Input	8	Right	F8	F8	9
qvar33	62	USED GUIDELINES ISSUED BY NATIONAL OR REGIONAL PARTY HQ FOR TWITTER OF FACEBOOK ACTIVITY	Nominal	Input	8	Right	F8	F8	9
qvar34	63	SOCIAL MEDIA TO MOBILISE CAMPAIGN WORKERS	Nominal	Input	8	Right	F8	F8	9

## Variable Information

Variable	Position	Label	Measurement Level	Role	Column Width	Alignment	Print Format	Write Format	Missing Values
qvar35.1.a	64	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT- YOUNG PEOPLE_SPECIAL LEAFLET	Nominal	Input	8	Right	F8	F8	9
qvar35.1.b	65	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT- YOUNG PEOPLE_SOCIAL MEDIA	Nominal	Input	8	Right	F8	F8	9
qvar35.1.c	66	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT- YOUNG PEOPLE_DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar35.1.d	67	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT- YOUNG PEOPLE_TELEPHONE CONTACT	Nominal	Input	8	Right	F8	F8	9
qvar35.2.a	68	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - OVER 60s_SPECIAL LEAFLET	Nominal	Input	8	Right	F8	F8	9
qvar35.2.b	69	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - OVER 60s_SOCIAL MEDIA	Nominal	Input	8	Right	F8	F8	9
qvar35.2.c	70	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - OVER 60s_DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar35.2.d	71	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - OVER 60s_TELEPHONE CONTACT	Nominal	Input	8	Right	F8	F8	9
qvar35.3.a	72	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - ETHNIC MINORITY VOTERS_SPECIAL LEAFLET	Nominal	Input	8	Right	F8	F8	9
qvar35.3.b	73	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - ETHNIC MINORITY VOTERS_SOCIAL MEDIA	Nominal	Input	8	Right	F8	F8	9
qvar35.3.c	74	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - ETHNIC MINORITY VOTERS_DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar35.3.d	75	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - ETHNIC MINORITY VOTERS_TELEPHONE CONTACT	Nominal	Input	8	Right	F8	F8	9
qvar35.4.a	76	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - STUDENTS_SPECIAL LEAFLET	Nominal	Input	8	Right	F8	F8	9
qvar35.4.b	77	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - STUDENTS_SOCIAL MEDIA	Nominal	Input	8	Right	F8	F8	9
qvar35.4.c	78	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - STUDENTS_DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar35.4.d	79	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - STUDENTS_TELEPHONE CONTACT	Nominal	Input	8	Right	F8	F8	9
qvar35.5.a	80	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - WOMEN_SPECIAL LEAFLET	Nominal	Input	8	Right	F8	F8	9
qvar35.5.b	81	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - WOMEN_SOCIAL MEDIA	Nominal	Input	8	Right	F8	F8	9
qvar35.5.c	82	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - WOMEN_DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar35.5.d	83	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - WOMEN_TELEPHONE CONTACT	Nominal	Input	8	Right	F8	F8	9
qvar35.6	84	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - OTHER GROUPS	Nominal	Input	44	Left	A105	A105	"9999"
qvar35.6.a	85	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - OTHER GROUPS_SPECIAL LEAFLET	Nominal	Input	8	Right	F8	F8	9
qvar35.6.b	86	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - OTHER GROUPS_SOCIAL MEDIA	Nominal	Input	8	Right	F8	F8	9
qvar35.6.c	87	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - OTHER GROUPS_DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar35.6.d	88	PARTICULAR CAMPAIGN TECHNIQUES AIMED AT - OTHER GROUPS_TELEPHONE CONTACT	Nominal	Input	8	Right	F8	F8	9
qvar36a	89	USE OF COMPUTERS	Nominal	Input	8	Right	F8	F8	9
qvar36b.1	90	USE OF COMPUTERS - MAINTAINING WEB-PAGES	Nominal	Input	8	Right	F8	F8	9
qvar36b.2	91	USE OF COMPUTERS - EMAILING CAMPAIGN WORKERS	Nominal	Input	8	Right	F8	F8	9
qvar36b.3	92	USE OF COMPUTERS - EMAILING VOTERS	Nominal	Input	8	Right	F8	F8	9
qvar36b.4	93	USE OF COMPUTERS - FOR TARGETING DIRECT MAIL	Nominal	Input	8	Right	F8	F8	9
qvar36b.5	94	USE OF COMPUTERS - CANVASS RETURNS	Nominal	Input	8	Right	F8	F8	9
qvar36c	95	USE COMPUTERISED ELECTORAL REGISTER	Nominal	Input	8	Right	F8	F8	9
qvar36d	96	ELECTION SOFTWARE PROVIDED BY PARTY HQ	Nominal	Input	8	Right	F8	F8	9
qvar37a	97	EMAIL IMPORTANT LINK TO NATIONAL OR REGIONAL HQ (ENGLAND ONLY)	Nominal	Input	8	Right	F8	F8	9
qvar37b	98	EMAIL IMPORTANT LINK TO NATIONAL & REGIONAL HQ (SCOTLAND & WALES ONLY)	Nominal	Input	8	Right	F8	F8	9
qvar38a	99	LOCAL PARTY & CANDIDATE WEBSITE	Nominal	Input	8	Right	F8	F8	9
qvar38b	100	TEMPLATE/CONTENT/DESIGN ASSISTANCE FOR WEBSITE BY PARTY HEADQUARTERS	Nominal	Input	8	Right	F8	F8	9
qvar38c.1	101	RESPONSIBLE FOR MAINTAINING WEBSITE	Nominal	Input	8	Right	F8	F8	9
qvar38c.2	102	RESPONSIBLE FOR MAINTAINING WEBSITE	Nominal	Input	8	Right	F8	F8	9
qvar38c.3	103	RESPONSIBLE FOR MAINTAINING WEBSITE	Nominal	Input	8	Right	F8	F8	9
qvar39	104	NUMBER OF CAMPAIGN WORKERS	Scale	Input	8	Right	F8	F8	9999
qvar40	105	HOW MANY PEOPLE REGISTERED FOR POSTAL VOTES	Scale	Input	8	Right	F8	F8	9999
qvar41	106	PARTY ORGANISE PUBLIC MEETINGS	Nominal	Input	8	Right	F8	F8	9
qvar41.1	107	IF YES - HOW MANY PUBLIC MEETINGS	Nominal	Input	8	Right	F8	F8	9999
qvar42	108	LEADING FIGURES VISIT CONSTITUENCY	Nominal	Input	8	Right	F8	F8	9
qvar42.1	109	IF YES - HOW MANY VISITS	Nominal	Input	8	Right	F8	F8	9999
qvar43.1	110	CAMPAIGN EFFORT - DISTRIBUTING LEAFLETS	Nominal	Input	8	Right	F8	F8	9
qvar43.2	111	CAMPAIGN EFFORT - CANVASSING TO IDENTIFY SUPPORTERS	Nominal	Input	8	Right	F8	F8	9
qvar43.3	112	CAMPAIGN EFFORT - CANVASSING TO INTRODUCE CANDIDATE	Nominal	Input	8	Right	F8	F8	9
qvar43.4	113	CAMPAIGN EFFORT - TELEPHONE CANVASSING	Nominal	Input	8	Right	F8	F8	9
qvar43.5	114	CAMPAIGN EFFORT - ELECTION ADDRESSES	Nominal	Input	8	Right	F8	F8	9
qvar43.6	115	CAMPAIGN EFFORT - EMAILING VOTERS	Nominal	Input	8	Right	F8	F8	9
qvar43.7	116	CAMPAIGN EFFORT - ORGANISING POSTAL VOTES	Nominal	Input	8	Right	F8	F8	9
qvar43.8	117	CAMPAIGN EFFORT - MEDIA COVERAGE	Nominal	Input	8	Right	F8	F8	9
qvar43.9	118	CAMPAIGN EFFORT - MAINTAINING WEBSITE	Nominal	Input	8	Right	F8	F8	9
qvar43.10	119	CAMPAIGN EFFORT - SOCIAL NETWORKING SITES (FACEBOOK)	Nominal	Input	8	Right	F8	F8	9
qvar43.11	120	CAMPAIGN EFFORT - VIDEO/IMAGE SHARING SITES (YOUTUBE/FLICKR)	Nominal	Input	8	Right	F8	F8	9
qvar44a	121	VOLUNTEERS SENT INTO YOUR CONSTITUENCY	Nominal	Input	8	Right	F8	F8	9
qvar44b	122	REQUESTS BY NATIONAL OR REGIONAL PARTY HQ TO BRING IN CAMPAIGN WORKERS FROM OUTSIDE C.	Nominal	Input	8	Right	F8	F8	9
qvar45	123	RECRUIT ANY NON-PARTY MEMBERS TO HELP OUT IN CAMPAIGN	Nominal	Input	8	Right	F8	F8	9
qvar46	124	PRINCIPAL WAYS NON-MEMBERS WERE RECRUITED FOR CAMPAIGN	Nominal	Input	8	Left	A250	A250	"9999"
qvar47a	125	NUMBER OF NON-PARTY MEMBERS INVOLVED IN CAMPAIGN	Nominal	Input	8	Right	F8	F8	9999
qvar47b.a.1	126	COMMON CAMPAIGN ACTIVITIES - PARTY MEMBERS DELIVERING LEAFLETS	Nominal	Input	8	Right	F8	F8	9

Variable Information

Variable	Position	Label	Measurement Level	Role	Column Width	Alignment	Print Format	Write Format	Missing Values
qvar47b.b.1	127	COMMON CAMPAIGN ACTIVITIES - NON-PARTY MEMBERS DELIVERING LEAFLETS	Nominal	Input	8	Right	F8	F8	
qvar47.b.c.1	128	COMMON CAMPAIGN ACTIVITIES - NEITHER MEMBERS DELIVERING LEAFLETS	Nominal	Input	8	Right	F8	F8	
qvar47b.a.2	129	COMMON CAMPAIGN ACTIVITIES - PARTY MEMBERS TELEPHONING ELECTORS	Nominal	Input	8	Right	F8	F8	
qvar47b.b.2	130	COMMON CAMPAIGN ACTIVITIES - NON-PARTY MEMBERS TELEPHONING ELECTORS	Nominal	Input	8	Right	F8	F8	
qvar47.b.c.2	131	COMMON CAMPAIGN ACTIVITIES - NEITHER MEMBERS TELEPHONING ELECTORS	Nominal	Input	8	Right	F8	F8	
qvar47b.a.3	132	COMMON CAMPAIGN ACTIVITIES - PARTY MEMBERS POLLING STATION NUMBER-TAKER	Nominal	Input	8	Right	F8	F8	
qvar47.b.b.3	133	COMMON CAMPAIGN ACTIVITIES - NON-PARTY MEMBERS POLLING STATION NUMBER-TAKER	Nominal	Input	8	Right	F8	F8	
qvar47b.c.3	134	COMMON CAMPAIGN ACTIVITIES - NEITHER MEMBERS POLLING STATION NUMBER-TAKER	Nominal	Input	8	Right	F8	F8	
qvar47b.a.4	135	COMMON CAMPAIGN ACTIVITIES - PARTY MEMBERS DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	
qvar47b.b.4	136	COMMON CAMPAIGN ACTIVITIES - NON-PARTY MEMBERS DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	
qvar47b.c.4	137	COMMON CAMPAIGN ACTIVITIES - NEITHER MEMBERS DOORSTEP CANVASSING	Nominal	Input	8	Right	F8	F8	
qvar47b.a.5	138	COMMON CAMPAIGN ACTIVITIES - PARTY MEMBERS HELPING OUT IN THE CAMPAIGN OFFICE	Nominal	Input	8	Right	F8	F8	
qvar47b.b.5	139	COMMON CAMPAIGN ACTIVITIES - NON-PARTY MEMBERS HELPING OUT IN THE CAMPAIGN OFFICE	Nominal	Input	8	Right	F8	F8	
qvar47b.c.5	140	COMMON CAMPAIGN ACTIVITIES - NEITHER MEMBERS HELPING OUT IN THE CAMPAIGN OFFICE	Nominal	Input	8	Right	F8	F8	
qvar48	141	PEAK OF ACTIVITY - PARTY MEMBERS	Nominal	Input	8	Right	F8	F8	9
qvar49	142	PEAK OF ACTIVITY - NON-PARTY MEMBERS	Nominal	Input	8	Right	F8	F8	9
qvar50a	143	RECRUIT VOLUNTEERS INTO FULL PARTY MEMBERSHIP	Nominal	Input	8	Right	F8	F8	9
qvar50b	144	IF YES - NUMBER OF VOLUNTEERS RECRUITED INTO FULL PARTY MEMBERSHIP	Nominal	Input	8	Right	F8	F8	9999
qvar51a	145	FREQUENCY OF CONTACT WITH NATIONAL OR REGIONAL HQ (ENGLAND)	Nominal	Input	8	Right	F8	F8	9
qvar51b	146	FREQUENCY OF CONTACT WITH NATIONAL HQ (SCOTLAND & WALES ONLY)	Nominal	Input	8	Right	F8	F8	9
qvar52.1	147	TWO CHARACTERISTICS MOST EMPHASISED ABOUT CANDIDATE IN CAMPAIGN	Nominal	Input	8	Right	F8	F8	9
qvar52.2	148	TWO CHARACTERISTICS MOST EMPHASISED ABOUT CANDIDATE IN CAMPAIGN	Nominal	Input	8	Right	F8	F8	9
qvar52.3	149	TWO CHARACTERISTICS MOST EMPHASISED ABOUT CANDIDATE IN CAMPAIGN	Nominal	Input	8	Right	F8	F8	9
qvar52.4	150	TWO CHARACTERISTICS MOST EMPHASISED ABOUT CANDIDATE IN CAMPAIGN	Nominal	Input	8	Right	F8	F8	9
qvar52.5	151	TWO CHARACTERISTICS MOST EMPHASISED ABOUT CANDIDATE IN CAMPAIGN	Nominal	Input	8	Right	F8	F8	9
qvar53	152	EVE OF POLL LEAFLETS/CARDS	Nominal	Input	8	Right	F8	F8	9
qvar54	153	GOOD MORNING LEAFLETS DELIVERED	Nominal	Input	8	Right	F8	F8	9
qvar55	154	VOTERS KNOCKED UP ON POLLING DAY	Nominal	Input	8	Right	F8	F8	9
qvar56	155	VOTERS CONTACTED BY TELEPHONE ON POLLING DAY	Nominal	Input	8	Right	F8	F8	9
qvar57	156	VOTERS CONTACTED BY TEXT ON POLLING DAY	Nominal	Input	8	Right	F8	F8	9
qvar58	157	VOTERS CONTACTED BY EMAIL ON POLLING DAY	Nominal	Input	8	Right	F8	F8	9
qvar59	158	COMPUTERS USED TO COMPILE KNOCK-UP LISTS	Nominal	Input	8	Right	F8	F8	9
qvar60a	159	NUMBER OF POLLING STATIONS COVERED	Scale	Input	8	Right	F8	F8	9999
qvar60b	160	% OF CONSTITUENCY COVERED	Scale	Input	8	Right	F8	F8	9999
qvar61	161	NUMBER OF CAMPAIGN HELPERS ON POLLING DAY	Scale	Input	8	Right	F8	F8	9999
qvar62	162	SATISFIED WITH ADMINISTRATION IN YOUR CONSTITUENCY	Nominal	Input	8	Right	F8	F8	9
qvar63.a	163	IF FAIRLY/VERY DISSATISFIED - NOMINATION PROCESS	Nominal	Input	8	Right	F8	F8	9
qvar63.b	164	IF FAIRLY/VERY DISSATISFIED - MANAGEMENT OF POSTAL VOTING AND VERIFICATION	Nominal	Input	8	Right	F8	F8	
qvar63.c	165	IF FAIRLY/VERY DISSATISFIED - ORGANISATIONS OF POLLING STATIONS	Nominal	Input	8	Right	F8	F8	
qvar63.d	166	IF FAIRLY/VERY DISSATISFIED - ORGANIS. OF ELECTION COUNT	Nominal	Input	8	Right	F8	F8	
qvar63.1	167	OTHER REASONS	Nominal	Input	23	Left	A100	A100	"9999"
qvar64	168	ELECTORAL FRAUD IN OWN AREA	Nominal	Input	8	Right	F8	F8	9
qvar65.1	169	NOMINATION PROCESS - NOMINATION FORMS EASY TO COMPLETE	Nominal	Input	8	Right	F8	F8	9
qvar65.2	170	NOMINATION PROCESS - SUFFICIENT INFO FROM RO/ELECTION STAFF ON NOMINATION PROCESS	Nominal	Input	8	Right	F8	F8	9
qvar65.3	171	NOMINATION PROCESS - NOMINATION PROCESS WELL RUN	Nominal	Input	8	Right	F8	F8	9
qvar66.1	172	ELECTION - SUFFICIENT INFO FROM RO/ELECTION STAFF TO MANAGE RESPONSIBILITIES	Nominal	Input	8	Right	F8	F8	9
qvar66.2	173	ELECTION - VERIFICATION AND COUNTING OF BALLOT PAPERS CLEAR	Nominal	Input	8	Right	F8	F8	9
qvar66.3	174	ELECTION - RULES ON SPENDING AND DONATIONS CLEAR	Nominal	Input	8	Right	F8	F8	9
qvar67	175	EFFICIENCY OF VERIFICATION AND COUNT PROCESS	Nominal	Input	8	Right	F8	F8	9
qvar68.1	176	ELECTORAL COMMISSION USEFUL	Nominal	Input	8	Right	F8	F8	9
qvar68.2	177	ELECTORAL COMMISSION WRITTEN GUIDANCE CLEAR & EASY	Nominal	Input	8	Right	F8	F8	9
qvar68.3	178	ELECTORAL COMMISSION WRITTEN INFORMATION CLEAR & EASY	Nominal	Input	8	Right	F8	F8	9
qvar69.1	179	ELECTORAL COMMISSION ADVICE ON ELECTORAL ADMINISTRATION CLEAR & EASY	Nominal	Input	8	Right	F8	F8	9
qvar69.2	180	ELECTORAL COMMISSION ADVICE ON SPENDING CLEAR & EASY	Nominal	Input	8	Right	F8	F8	9
qvar69.3	181	ANOTHER AREA	Nominal	Input	25	Left	A100	A100	"9999"
qvar69.3.1	182	ANOTHER AREA	Nominal	Input	8	Right	F8	F8	9
qvar70.1	183	FOCUS OF POLITICAL PARTY CAMPAIGNS - CONSERVATIVE	Nominal	Input	8	Right	F8	F8	9
qvar70.2	184	FOCUS OF POLITICAL PARTY CAMPAIGNS - LABOUR	Nominal	Input	8	Right	F8	F8	9
qvar70.3	185	FOCUS OF POLITICAL PARTY CAMPAIGNS - LIB DEM	Nominal	Input	8	Right	F8	F8	9
qvar70.4	186	FOCUS OF POLITICAL PARTY CAMPAIGNS - GREEN	Nominal	Input	8	Right	F8	F8	9
qvar70.5	187	FOCUS OF POLITICAL PARTY CAMPAIGNS - SNP	Nominal	Input	8	Right	F8	F8	9
qvar70.6	188	FOCUS OF POLITICAL PARTY CAMPAIGNS - PC	Nominal	Input	8	Right	F8	F8	9
qvar70.7	189	FOCUS OF POLITICAL PARTY CAMPAIGNS - UKIP	Nominal	Input	8	Right	F8	F8	9
qvar71	190	SEX	Nominal	Input	8	Right	F8	F8	9
qvar72	191	YEAR OF BIRTH	Scale	Input	8	Right	F8	F8	9999

Variable Information

Variable	Position	Label	Measurement Level	Role	Column Width	Alignment	Print Format	Write Format	Missing Values
Region	192	Region	Nominal	Input	24	Left	F8	F8	
ConstituencyType	193	County or Borough Constituency	Nominal	Input	7	Left	F8	F8	

**ES/M007251/1 - Constituency Campaigning in the 2015 British General Election**

Variable Values

Value		Label
PartyNumber	1	Conservative
	2	Labour
	3	Liberal Democrat
	4	SNP
	5	Plaid Cymru
qvar1	6	UKIP
	1	VOLUNTARY AGENT
	2	FULL-TIME AGENT
	3	NAT AGENT/ORGANISER
qvar2	4	OTHER
	1	YES
qvar3	2	NO
	1	Since March 2015
	2	Since November 2014
	3	In the last 12 months
qvar4	4	More than a year ago
	1	Since March 2015
	2	Since November 2014
	3	In the last 12 months
qvar5.1	4	More than a year ago
	1	NOT STARTED
	2	JUST STARTED

**Variable Values**

Value		Label
qvar5.2	3	STARTED
	4	NEARLY PREPARED
	5	FULLY PREPARED
	1	NOT STARTED
	2	JUST STARTED
qvar5.3	3	STARTED
	4	NEARLY PREPARED
	5	FULLY PREPARED
	1	NOT STARTED
	2	JUST STARTED
qvar5.4	3	STARTED
	4	NEARLY PREPARED
	5	FULLY PREPARED
	1	NOT STARTED
	2	JUST STARTED
qvar5.5	3	STARTED
	4	NEARLY PREPARED
	5	FULLY PREPARED
	1	NOT STARTED
	2	JUST STARTED
qvar5.6	3	STARTED
	4	NEARLY PREPARED
	5	FULLY PREPARED
	1	NOT STARTED
	2	JUST STARTED

**Variable Values**

Value		Label
qvar6a	1	No
	2	Yes
qvar6b	1	Since March 2015
	2	Since November 2014
	3	In the last 12 months
	4	More than a year ago
qvar7	1	NO
	2	A LITTLE
	3	SUBSTANTIAL
qvar8	1	NO
	2	A LITTLE
	3	SUBSTANTIAL
qvar9	1	YES
	2	NO
	3	Don't know
qvar10	1	YES
	2	NO
	3	Don't know
qvar11a	1	HARDLY EVER_NEVER
	2	LESS THAN ONCE A MONTH
	3	ONCE A MONTH
	4	ONCE A WEEK OR MORE
qvar11b	1	HARDLY EVER_NEVER
	2	LESS THAN ONCE A MONTH
	3	ONCE A MONTH
	4	ONCE A WEEK OR MORE
qvar11c	1	YES
	2	NO

**Variable Values**

Value		Label
qvar12a	1	YES
	2	No
	3	Don't Know
qvar12b	1	Up to 1 year
	2	1-3 years
	3	4-5 years
	4	More than 5 years
qvar13.1	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBSTANTIAL
qvar13.2	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBSTANTIAL
qvar13.3	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBSTANTIAL
qvar13.4	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBSTANTIAL

**Variable Values**

Value		Label
qvar13.5	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBSTANTIAL
qvar13.6	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBSTANTIAL
qvar13.7	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBSTANTIAL
qvar14.1	1	YES
	2	NO
qvar14.2	1	YES
	2	NO
qvar14.3	1	YES
	2	NO
qvar14.4	1	YES
	2	NO
qvar14.5	1	YES
	2	NO
qvar14.6	1	YES
	2	NO
qvar15a	1	YES
	2	NO
qvar18	1	No
	2	Yes



**Variable Values**

Value		Label
qvar22	1	NOT AT ALL
	2	A LITTLE
	3	TO SOME EXTENT
	4	QUITE
	5	A GREAT EXTENT
qvar23a	1	YES
	2	NO
qvar24	1	NO
	2	A LITTLE
	3	SUBSTANTIAL AMOUNT
qvar25a	1	NO
	2	A LITTLE
	3	SUBSTANTIAL AMOUNT
qvar26	1	YES
	2	NO
	3	DON'T KNOW
qvar27	1	NO
	2	A LITTLE
	3	SUBSTANTIAL AMOUNT
qvar28	1	YES
	2	NO
qvar29	1	YES
	2	NO
qvar30.1	1	Local party member
	2	Regional or national party HQ
	3	Volunteer (non-party member)
	4	Yourself
	5	Candidate
	6	No one responded to voters
qvar30.2	1	Local party member
	2	Regional or national party HQ
	3	Volunteer (non-party member)

**Variable Values**

Value		Label
	4	Yourself
	5	Candidate
	6	No one responded to voters
qvar30.3	1	Local party member
	2	Regional or national party HQ
	3	Volunteer (non-party member)
	4	Yourself
	5	Candidate
	6	No one responded to voters
qvar30.4	1	Local party member
	2	Regional or national party HQ
	3	Volunteer (non-party member)
	4	Yourself
	5	Candidate
	6	No one responded to voters
qvar31	1	NO
	2	A LITTLE
	3	SUBSTANTIAL AMOUNT
qvar32	1	YES
	2	NO
qvar33	1	YES
	2	NO
qvar34	1	Yes, a lot
	2	Yes, a little
	3	No
qvar35.1.a	1	YES
qvar35.1.b	1	YES
qvar35.1.c	1	YES
qvar35.1.d	1	YES
qvar35.2.a	1	YES
qvar35.2.b	1	YES

**Variable Values**

Value		Label
qvar35.2.c	1	YES
qvar35.2.d	1	YES
qvar35.3.a	1	YES
qvar35.3.b	1	YES
qvar35.3.c	1	YES
qvar35.3.d	1	YES
qvar35.4.a	1	YES
qvar35.4.b	1	YES
qvar35.4.c	1	YES
qvar35.4.d	1	YES
qvar35.5.a	1	YES
qvar35.5.b	1	YES
qvar35.5.c	1	YES
qvar35.5.d	1	YES
qvar35.6.a	1	YES
qvar35.6.b	1	YES
qvar35.6.c	1	YES
qvar35.6.d	1	YES
qvar36a	1	YES
	2	NO
qvar36b.1	1	YES
	2	NO
qvar36b.2	1	YES
	2	NO
qvar36b.3	1	YES
	2	NO
qvar36b.4	1	YES
	2	NO
qvar36b.5	1	YES
	2	NO
qvar36c	1	YES
	2	NO
qvar36d	1	YES
	2	NO
qvar37a	1	Very Important
	2	Quite Important
	3	Not Very Important
qvar37b	1	Very Important
	2	Quite Important
	3	Not Very Important

**Variable Values**

Value		Label
qvar38a	1	YES
	2	NO
qvar38b	1	YES
	2	NO
qvar38c.1	1	Local party member
	2	Regional or national party headquarters
	3	Volunteer (non-party member)
	4	Yourself
	5	Candidate
	6	No one maintained it during campaign
qvar38c.2	1	Local party member
	2	Regional or national party headquarters
	3	Volunteer (non-party member)
	4	Yourself
	5	Candidate
	6	No one maintained it during campaign
qvar38c.3	1	Local party member
	2	Regional or national party headquarters
	3	Volunteer (non-party member)
	4	Yourself
	5	Candidate
	6	No one maintained it during campaign
qvar41	1	YES
	2	NO
qvar42	1	NO VISITS
	2	YES

**Variable Values**

Value		Label
qvar43.1	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBST
qvar43.2	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBST
qvar43.3	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBST
qvar43.4	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBST
qvar43.5	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
	4	SUBSTANTIAL
	5	VERY SUBST
qvar43.6	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT

**Variable Values**

Value		Label
qvar43.7	4	SUBSTANTIAL
	5	VERY SUBST
	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
qvar43.8	4	SUBSTANTIAL
	5	VERY SUBST
	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
qvar43.9	4	SUBSTANTIAL
	5	VERY SUBST
	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
qvar43.10	4	SUBSTANTIAL
	5	VERY SUBST
	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
qvar43.11	4	SUBSTANTIAL
	5	VERY SUBST
	1	NONE/VERY LITTLE
	2	LITTLE EFFORT
	3	SOME EFFORT
qvar44a	4	SUBSTANTIAL
	5	VERY SUBST
	1	YES
	2	NO

**Variable Values**

Value		Label
qvar44b	1	In the last two weeks before polling day
	2	The first three weeks of April 2015
	3	From January - March 2015
	4	Before January 2015
qvar45	1	YES
	2	NO
qvar47b.a.1	0	NO
	1	YES
qvar47b.b.1	0	NO
	1	YES
qvar47.b.c.1	0	NO
	1	YES
qvar47b.a.2	0	NO
	1	YES
qvar47b.b.2	0	NO
	1	YES
qvar47.b.c.2	0	NO
	1	YES
qvar47b.a.3	0	NO
	1	YES
qvar47.b.b.3	0	NO
	1	YES
qvar47b.c.3	0	NO
	1	YES
qvar47b.a.4	0	NO
	1	YES
qvar47b.b.4	0	NO
	1	YES
qvar47b.c.4	0	NO
	1	YES
qvar47b.a.5	0	NO
	1	YES
qvar47b.b.5	0	NO
	1	YES
qvar47b.c.5	0	NO
	1	YES

**Variable Values**

Value		Label
qvar48	1	In the last two weeks before polling day
	2	The first three weeks of April 2015
	3	From January - March 2015
	4	Before January 2015
qvar49	1	In the last two weeks before polling day
	2	The first three weeks of April 2015
	3	From January - March 2015
	4	Before January 2015
qvar50a	1	YES
	2	NO
qvar51a	1	HARDLY EVER
	2	ONCE A WEEK
	3	EVERY DAY
qvar51b	1	HARDLY EVER
	2	ONCE A WEEK
	3	EVERY DAY
qvar52.1	1	Connections to the local area
	2	Political experience
	3	Experience outside of politics
	4	Family situation
	5	Appearance
	6	Policy expertise
qvar52.2	1	Connections to the local area
	2	Political experience
	3	Experience outside of politics



**Variable Values**

Value		Label
	4	Family situation
	5	Appearance
	6	Policy expertise
qvar52.3	1	Connections to the local area
	2	Political experience
	3	Experience outside of politics
	4	Family situation
	5	Appearance
	6	Policy expertise
qvar52.4	1	Connections to the local area
	2	Political experience
	3	Experience outside of politics
	4	Family situation
	5	Appearance
	6	Policy expertise
qvar52.5	1	Connections to the local area
	2	Political experience
	3	Experience outside of politics
	4	Family situation
	5	Appearance
	6	Policy expertise
qvar53	1	YES
	2	NO
qvar54	1	YES
	2	NO
qvar55	1	YES
	2	NO

**Variable Values**

Value		Label
qvar56	1	YES
	2	NO
qvar57	1	YES
	2	NO
qvar58	1	YES
	2	NO
qvar59	1	YES
	2	NO
qvar62	1	VERY SATISFIED
	2	FAIRLY SATISFIED
	3	NEITHER SATISFIED NOR DISSATISFIED
	4	FAIRLY DISSATISFIED
	5	VERY DISSATISFIED
qvar63.a	1	YES
	2	NO
qvar63.b	1	YES
	2	NO
qvar63.c	1	YES
	2	NO
qvar63.d	1	YES
	2	NO
qvar64	1	A lot
	2	A little
	3	Hardly at all
	4	None at all
	5	Don't know
qvar65.1	1	Agree
	2	Tend to agree
	3	Neither agree nor disagree
	4	Tend to disagree
	5	Disagree
qvar65.2	1	Agree
	2	Tend to agree

**Variable Values**

Value		Label
qvar65.3	3	Neither agree nor disagree
	4	Tend to disagree
	5	Disagree
	6	Don't know
	1	Agree
	2	Tend to agree
qvar66.1	3	Neither agree nor disagree
	4	Tend to disagree
	5	Disagree
	6	Don't know
	1	Agree
	2	Tend to agree
qvar66.2	3	Neither agree nor disagree
	4	Tend to disagree
	5	Disagree
	6	Don't know
	1	Agree
	2	Tend to agree
qvar66.3	3	Neither agree nor disagree
	4	Tend to disagree
	5	Disagree
	6	Don't know
	1	Agree
	2	Tend to agree
qvar67	3	Neither satisfied nor dissatisfied
	4	Fairly dissatisfied
	5	Very dissatisfied
	1	Very satisfied
	2	Fairly satisfied

**Variable Values**

Value		Label
qvar68.1	1	Agree
	2	Tend to agree
	3	Neither agree nor disagree
	4	Tend to disagree
	5	Disagree
	6	Don't know/ Didn't use
qvar68.2	1	Agree
	2	Tend to agree
	3	Neither agree nor disagree
	4	Tend to disagree
	5	Disagree
	6	Don't know/ Didn't use
qvar68.3	1	Agree
	2	Tend to agree
	3	Neither agree nor disagree
	4	Tend to disagree
	5	Disagree
	6	Don't know/ Didn't use
qvar69.1	1	Agree
	2	Tend to agree
	3	Neither agree nor disagree
	4	Tend to disagree
	5	Disagree
	6	Don't know
qvar69.2	1	Agree
	2	Tend to agree
	3	Neither agree nor disagree
	4	Tend to disagree
	5	Disagree
	6	Don't know
qvar69.3.1	1	Agree
	2	Tend to agree
	3	Neither agree nor disagree
	4	Tend to disagree

**Variable Values**

Value		Label
qvar70.1	5	Disagree
	6	Don't know
	1	Focusing mainly on criticising other parties and personalities
	2	Tend to focus mainly on criticising other parties and personalities
	3	Neither focus on criticising other parties nor focus mainly on putting forward own policies
	4	Tend to focus mainly on putting forward own policies and personalities
qvar70.2	5	Focuses mainly on putting forward own policies and personalities
	6	Don't know
	1	Focusing mainly on criticising other parties and personalities
	2	Tend to focus mainly on criticising other parties and personalities
	3	Neither focus on criticising other parties nor focus mainly on putting forward own policies

**Variable Values**

Value	Label
4	Tend to focus mainly on putting forward own policies and personalities
5	Focuses mainly on putting forward own policies and personalities
6	Don't know
1	Focusing mainly on criticising other parties and personalities
2	Tend to focus mainly on criticising other parties and personalities
3	Neither focus on criticising other parties nor focus mainly on putting forward own policies
4	Tend to focus mainly on putting forward own policies and personalities
5	Focuses mainly on putting forward own policies and personalities
6	Don't know

qvar70.3

**Variable Values**

Value		Label
qvar70.4	1	Focusing mainly on criticising other parties and personalities
	2	Tend to focus mainly on criticising other parties and personalities
	3	Neither focus on criticising other parties nor focus mainly on putting forward own policies
	4	Tend to focus mainly on putting forward own policies and personalities
	5	Focuses mainly on putting forward own policies and personalities
	6	Don't know
qvar70.5	1	Focusing mainly on criticising other parties and personalities
	2	Tend to focus mainly on criticising other parties and personalities
	3	Neither focus on criticising other parties nor focus mainly on putting forward own policies

**Variable Values**

Value	Label
4	Tend to focus mainly on putting forward own policies and personalities
5	Focuses mainly on putting forward own policies and personalities
6	Don't know
qvar70.6 1	Focusing mainly on criticising other parties and personalities
2	Tend to focus mainly on criticising other parties and personalities
3	Neither focus on criticising other parties nor focus mainly on putting forward own policies
4	Tend to focus mainly on putting forward own policies and personalities
5	Focuses mainly on putting forward own policies and personalities
6	Don't know



**Variable Values**

Value		Label
qvar70.7	1	Focusing mainly on criticising other parties and personalities
	2	Tend to focus mainly on criticising other parties and personalities
	3	Neither focus on criticising other parties nor focus mainly on putting forward own policies
	4	Tend to focus mainly on putting forward own policies and personalities
	5	Focuses mainly on putting forward own policies and personalities
	6	Don't know
qvar71	1	Male
	2	Female
Region	1	North East
	2	North West
	3	Yorkshire and The Humber
	4	East Midlands
	5	West Midlands
	6	East of England
	7	London
	8	South East
	9	South West
	10	Wales
	11	Scotland
ConstituencyType	0	County
	1	Borough