BRITISH ELECTION STUDY 2005
POST-ELECTION WAVE
Project Instructions
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1. BACKGROUND

The British Election Study (BES) has taken place around every general election since 1964 making it the longest running social survey in Britain. Its aim is to understand the voting choices people make, including whether to vote at all, and therefore the outcome of the election. It asks about political issues, views on the political parties and their leaders, the economy, and general political attitudes, amongst other things. One of the key aims is to assess change over time, so a lot of the questions have a history of more than 40 years! After each election a book is published on the basis of the findings from the BES, the most recent being “Political Choice in Britain”.

This is the second stage of the BES – there has already been a ‘pre-election’ wave, conducted by NatCen in February to April 2005, and this is now the ‘post-election’ wave. Our sponsors for BES are a team of political scientists from the University of Essex, led by Professor David Sanders who has signed the advance letter. They secured funding from the Economic and Social Research Council (ESRC) for the project. The study is completely independent of the government, of any political party, interest group, or the media. It is academically driven, but the results will almost certainly be used by political parties as well as journalists.
2. OVERVIEW OF THE SAMPLE

The sample covers England, Wales and all but the highlands and islands of Scotland, and it has boosters for people in Scotland and Wales. There are 256 sampling points. The sample for the pre-election wave was drawn from the postcode address file (PAF), and just under 3,500 people were interviewed.

This time the overall number of people interviewed will be about the same. You will be going to two types of respondents. The first are those people interviewed at the pre-election wave in February to April and who said they didn’t mind being re-contacted for this wave (‘re-contacts’). This is a sample of named individuals and the size of the assignment will vary depending on how many people were interviewed on the pre-wave. If you worked on the pre-election wave you will already know them. The post-wave interview must take place with the person interviewed on the pre-wave and no substitution can be made. If the person interviewed on the pre-wave has moved, we’ll be looking to trace them to their new address. Detailed procedures for dealing with the recontact sample are given in Section 4 of these project instructions.

But because not everyone agreed to be recontacted, in each point there are some fresh addresses (‘top-ups’) that have been selected from the PAF in the same way as the addresses were in the pre-election wave. English sample points all have 9 ‘top-ups’, Scottish sample points have 10 and Welsh sample points have 11. All of them will be in the same electoral ward as the recontacts.

For the ‘top-up’ sample, the aim is to interview one person living at each address who is aged 18+. It is not necessary for this person to be on the electoral register, to have voted or even to be British. It is vital that this person is selected by strict random sampling principles. If we interviewed only those people who happened to be at home on the first call, or who were especially keen to be interviewed, our sample would almost certainly be unrepresentative of the adult population of Britain. The procedures for doing this selection are set out on the ARF and described in section 5 of these Project Instructions.

3. NOTIFYING THE POLICE

You must notify the local police station in the area where you will be working. You should complete a copy of the Police Notification Form that has been included in your supplies. Attach a copy of the BES advance letter to the form and hand it in to the police. (You might try to see if it is possible to record these details in the book kept at the station desk). Make a note of the name of the officer to whom you speak and the date of your call so that, in the event of any query or complaint to the police, you are fully covered. It is reassuring for elderly or suspicious respondents to be told that the police know about you and the survey, and that they can check with the police station.

PLEASE DO NOT START WORK UNTIL YOU HAVE DONE THIS.
4. **RECONTACT RESPONDENTS**

These are the respondents who were interviewed on the pre-election wave in February – April 2005, and who agreed to be interviewed again at this wave. The number of issued recontact addresses will vary between different sample points depending on the response rate on the pre-election wave.

**You cannot substitute anyone else for the named person.**

You must never under **any circumstances** interview someone other than the pre-election respondent at a recontact address. This applies even if you discover that the wrong person was interviewed on the pre-election wave. (If this should happen, interview the pre-election wave respondent and make a note of the circumstances).

If the respondent has moved, we’ll be seeking to interview them at their new address. (Procedures for this are described in more detail below).

4.1. **Aim**

The aim is to re-interview as many of these people as possible so we can see whether the attitudes they held before the election campaign actually affected the way they voted (or didn’t vote). In addition, some of the questions asked on the pre-election wave are repeated to see whether they have changed their views during the election campaign.

4.2. **Contact procedures**

The office will be sending an advance letter with a gift voucher to each of your re-contact respondents. You may think it is slightly odd to send them the gift voucher in advance of them agreeing to take part, but research has shown that it is actually more effective to send the incentive in advance than to give it to them when they take part. The voucher is theirs of right – never suggest that they must give it back if they choose not to take part.

You will also have supplies of the advance letter in your pack so that, if the re-contact does not remember receiving the letter or if he/she has lost it, you can leave a copy behind. It is important to do this in case the respondent wishes to contact one of the researchers after you have left. If they haven’t received their advance letter, they also won’t have received their gift voucher. In exceptional circumstances where you feel that the letter has genuinely gone astray and that this is a major problem to getting the interview, then please use your discretion to give the pre-election wave respondent another gift voucher, make an appropriate note on the ARF and ask the respondent to counter-sign it.

Note that these letters are different to the ones which have been sent to ‘top-up’ addresses. Letters for recontact respondents have reference P2474/R/ES, P2474/R/W or P2474/R/L in the bottom righthand corner.

At the bottom of the righthand label on the front page of the ARF is any information that the pre-election wave interviewer typed into the admin block as being useful on recontact.

The interview will last, on average, about 55 minutes. This is an average, or mean, time and so some of your interviews will be shorter while others may be longer. For example, older
respondents may take a little longer to finish it. So please allow enough time between appointments.

4.3. **Address Record Forms (ARFs)**

There are potentially two ARFs for re-contact respondents, but in almost all cases only one will be used. There is the standard re-contact ARF which is white. This will have the name and address label and stable address label for each re-contact respondent on the front page. In addition there is a ‘mover ARF’ (which is blue) for situations where the person interviewed for the pre-election wave has moved from that address.

4.3.1 **Re-contact ARF (white)**

The name of the re-contact respondent and their address is given on the left-hand label on the front page of the ARF:

```
FIELD AREA
CHECK LETTER
VALUE OF INCENTIVE
SENT WITH ADVANCE LETTER
SERIAL       SAMPLE TYPE:
NO.          R=RECONTACT
ISSUED       ADDRESS
ADDRESS
PHONE
NUMBER
COLLECTED ON
PRE-ELECTION WAVE

SN: 1213203Y  FA:3  £5  ST:R
JOE SMITH
15 PRINCES CRESCENT
SKIPTON
N YORKSHIRE
BD23 1HH
01294 123 456

PRE-ELECTION WAVE
If a telephone number was given on the pre-election wave, this is given below the address. We would not normally expect you to make contact by telephone in the first instance as research shows it is easier to refuse on the phone, but there may be special reasons why you think a telephone approach would be appropriate, for example if you interviewed this person on the pre-election wave and they asked you to ring before coming next time. If you are not sure, you should discuss this with your team leader.

The right-hand label contains information about the stable contact given on the pre-election wave and information that the pre-election wave interviewer thought would be useful on recontact. It may look something like this:

```
SAMPLE POINT

SN: 1213203Y  PT: 201
MRS EDNA SMITH
100 Kings Road
CM15 4LX
01865 345678
THE ADDRESS WAS DOWN A LANE NEXT TO THE DOG AND DUCKLING PUB.
```

If a telephone number was given on the pre-election wave, this is given below the address. We would not normally expect you to make contact by telephone in the first instance as research shows it is easier to refuse on the phone, but there may be special reasons why you think a telephone approach would be appropriate, for example if you interviewed this person on the pre-election wave and they asked you to ring before coming next time. If you are not sure, you should discuss this with your team leader.

The right-hand label contains information about the stable contact given on the pre-election wave and information that the pre-election wave interviewer thought would be useful on recontact. It may look something like this:
Also on page 1 and 2, there is space for you to keep a note of the times, dates and results of all your calls. Please remember to fill this in at each separate visit: it will help you to plan any further visits you may have to make and helps other interviewers in case of reissues.

Note that for each visit you must enter a call status code:

1  No Reply,
2  Contact made,
3  Appointment made,
4  Any interviewing done,
5  Any other outcome

In the top right hand corner of the front page is a box for you to fill in the final outcome code, slot name and return number when you have finished with the serial number and are ready to return the ARF to the office. It is important to complete the slot name and return number to enable the pay department to process your pay quickly and efficiently, omitting to complete the return number may result in a delay of payment of fees.

Finally, on page 1 of the ARF, there is a box for you to write in the selected person’s main and mobile telephone number, if given, and their email address. This is collected at the end of the interview.

From here on, you fill in the ARF just like a paper questionnaire.

Q1 deals with whether the address is traceable and occupied. If it is not you are taken to Q2 and asked to code what the situation is.

Q3 deals with the respondent and whether they are still at the address. There is a code for situations where you are unable to find out if the respondent is still there or not. If this is as result of a non-contact, you should attempt to trace the respondent via the stable contact (if one was given). The procedures for doing this are the same as those discussed below for movers, but if the attempt proves unsuccessful (and you still don’t know whether respondent is a mover or not), you should code outcome code 311 at Q3b. Note that if you get a refusal to give information about the respondent at the issued address, you should use outcome code 422 at Q3b and not pursue the stable contact.

Q4 will only be used when the respondent is no longer at that address. You should try to find out why they are no longer at the address. If they have moved then you should try to find out where they have moved to and record it at Q5. You may be able to get this information from a resident or neighbour, but it may require getting in touch with the stable contact, where there is one.
Please note the following rules from the document on ‘Data Protection and Confidentiality’:

If you are unable to contact the current occupiers you can contact neighbours:

1. When explaining your presence, just say “I’m ______ from NatCen”. You can say you are conducting a survey or research study but do not give the name of the survey, or other details. (However, always be prepared to identify yourself and NatCen to concerned neighbours or non resident family members, giving an explanation in general terms for your presence in the area, and offering office contact details if they want to verify what you have told them.)

2. Ask for “a forwarding address”.

3. When contacting the named person at their new address, explain the reason for your call, how and why their name was obtained, and who provided you with new contact details. Make sure they receive a copy of the survey letter.

The name and telephone number of the stable contact will be at the top of the right-hand label on the front page of the ARF. Remember that the stable contact may not know that the respondent has given their name. Follow rules (1) and (3) for contacting neighbours given in the box above.

It is normally most convenient to get in touch with the stable contact by telephone. For space reasons, only part of the address of the stable contact is printed on this label. If you think the full address would be helpful, contact the Green team in Brentwood who have a full list of the stable contact details and, if it is local, call round in person.

Once you have filled in Q5a, Q5b instructs you to fill in a blue ‘mover ARF’ – this is explained in more detail later.

If the respondent has moved locally then follow them up yourself. If you are not sure whether a new address counts as local or not, then please talk about it with your team leader.

If they have moved out of the area, complete the admin block and transmit and return the ARF to Brentwood as soon as possible. The respondent will then be allocated to another interviewer working near their new address. It is possible that you may receive some additional addresses during the fieldwork for people who have moved into your area.

However, for most re-contacts the respondent will still be there, in which case after Q3a you would have been taken to Q6.

If you interview the respondent then at Q7 you enter the productive outcome code. The admin block will tell you whether it is a fully productive interview (outcome code 110) or a partially productive interviews (outcome code 210). Partial productives are interviews that have not finished but have reached question bq50 (whether anyone has asked the respondent to get involved in community affairs – just past showcard F3). An ‘unproductive partial’ is one that breaks off before this point and should be given outcome code 440 at Q8.
Then code the status of the self-completion questionnaire at Q7b. The normal procedure for the self-completion should be for the respondent to mail it back. The ‘returned by interviewer’ option is there for the rare occasion where this may be more appropriate.

If you do not interview the selected respondent then at Q8 code the appropriate unproductive outcome code. Q9 gives you space to write in details of why there was no interview (or no full interview). Information about refusals will inform the decision on whether to reissue refusals.

We need the following information for each unproductive respondent:

- Enter the relevant unproductive outcome code in the Admin block.
- Complete as much of the Admin block as you can, entering Don’t Know (Ctrl+K+Enter) at any questions where you don’t have the information.
- Transmit the serial number as unproductive.
- Return the ARF to the Green Team in Brentwood.

**Remember: as well as sending back any unproductive ARFs you must also transmit the appropriate unproductive serial numbers.**

At the end of the ARF are two interviewer observation questions (Q10) which are to be filled in for all outcome codes except office refusals and deadwood.

Note that there is no gift voucher for recontact respondents – they had a gift voucher sent to them in the advance letter.
4.3.2. **Mover ARF (blue)**

This is to be used whenever the re-contact respondent is no longer at the address issued on the label of the main re-contact ARF and the move is local so that you are following it up yourself. If the respondent has moved several times since the pre-election interview, you will need to fill in one movers ARF *for each address* that you trace.

The two boxes on the front page are empty, and you should copy the respondent’s name and new address from the main ARF to the box on the left. You should also copy the stable contact details from the main ARF to the box on the right.

The printed content of the ARF is identical to that of the main re-contact ARF (see section 4.3.1). The only exception is that the mover ARF allows for the new address being deadwood or of unknown eligibility (*Q2a and b*).

Movers may not have had the advance letter (unless their mail is being redirected), so please make sure you give them a copy either before or after the interview. (If they haven’t received their advance letter, they also won’t have received their gift voucher. In exceptional circumstance where you feel that this is a major problem to getting the interview, then please use your discretion to give them a gift voucher, make an appropriate note on the ARF and ask the respondent to counter-sign it).
5. **TOP-UP ADDRESSES**

This is a fresh sample of PAF addresses. They are located in the sample points as the recontact addresses. For each address you may have to follow the procedures on the ARF to select one adult for interview. (Procedures for this are described in more detail below).

5.1. **Aim**

The aim of the ‘top-up’ addresses is to keep the sample size of the post-election wave the same as the pre-election wave and to make sure that the sample remains representative of the adult population living in Britain.

There are 9 top-up addresses per sample point in England, 10 in Scotland and 11 in Wales. For each top-up address, the aim is to interview one adult living at that address. This person must be aged 18+ but note that it is not necessary for this person to be on the electoral register, to have voted or even to be British (so long as they are living at the address).

Because the sample is taken from the PAF, it is a sample of ‘delivery points’ (i.e. letter boxes), not a sample of named individuals or households living at these addresses. There may be no household or, conversely, two or more households at any selected address. But you will be able to deal with all possible circumstances by following the instructions on the ARF. (This is described in more detail below).

It is vital that the person chosen for interview at each address is selected by strict random sampling principles. If we interviewed only those people who happened to be at home at the first call, or who were especially keen to be interviewed, our sample would almost certainly be unrepresentative of the adult population of Britain.

5.2. **Contact procedures**

The office will be sending an advance letter plus a book of stamps to each of your top-up addresses. The advance letter has a number of advantages but you should bear in mind that, because we do not know in advance who will be selected for interview, the letter and stamps do not always reach the selected person. You will have supplies of the advance letter in your pack so that, if the selected person does not remember receiving the letter, or if he/she has lost it, you can leave a copy behind. It is important to do this in case the respondent wishes to contact one of the researchers after you have left. Note that these letters are different to the ones which have been sent to ‘recontact’ respondents. Letters for ‘top-up’ respondents have reference P2474/T/E, P2474/T/S, P2474/T/W or P2474/T/L in the bottom righthand corner.

The interview will last, on average, about 60 minutes. This is an average, or mean, time and so some of your interviews will be shorter while others may be longer. For example, older respondents may take a little longer to finish it. So please allow enough time between appointments.

5.3 **Top-up ARF (cream)**

You will have one ARF for each address in your sample. The address, its serial number and other vital information are given on two separate labels on the first page of the ARF.
The address label at the **top left** of the page looks like this:

```
FIELD AREA
CHECK LETTER
VALUE OF INCENTIVE
TO BE GIVEN AT THE END OF THE INTERVIEW
SERIAL
NO.
SN: 1213203Y  FA:3
ISSUED
ADDRESS
15 PRINCES CRESCENT
SKIPTON
N YORKSHIRE
BD23 1HH
```

The selection label on the **top right** of page 1 looks like this:

```
ASTERISK
(Shows there is a telephone
number available in the office)
SAMPLING POINT
SN: 1213203Y  *  PT: 004
PERSON/DU: 2 3 4 5 6
SELECT: 2 1 3 5 5
PERSON/DU: 7 8 9 10 11 12
SELECT: 6 5 3 8 2 12
Sarah Smith
```

*NAMES ON ELECTORAL REGISTER (if any)*

Note: this is for guidance only - you **MUST** still do a selection procedure

This allows you to make random selections of dwelling units or individuals whenever you come across more than one of either at your selected address.

If there is an asterisk on the selection label, as in the example above, this means that we have a phone number for that address on record in the office. We would not normally expect you to make contact by telephone in the first instance (as research shows it is easier to refuse on the phone), but if there are special reasons why you think a telephone approach would be appropriate you should discuss this with your team leader.

There may or may not be one or several names at the bottom of the label. These are the first few names to appear for this address on the electoral register. These are for guidance only in tracing the address. (This may be especially helpful in rural areas where addresses are sometimes fragmentary). They are **not** the name(s) of the people to interview. You must always list all eligible adults and do a selection procedure at every address.
Also on page 1 and 2, there is space for you to keep a note of the times, dates and results of all your calls. Please remember to fill this in at each separate visit: it will help you to plan any further visits you may have to make and helps other interviewers in case of reissues.

Note that for each visit you must enter a call status code:

1  No Reply,
2  Contact Made,
3  Appointment Made,
4  Any Interviewing done,
5  Any Other Outcome

Also on page 1, there is a box for you to write in the selected person’s full name (see Q10a).

In the top right hand corner is a box for you to fill in the final outcome code, slot name and return number when you have finished with the serial number and are ready to return the ARF to the office. It is important to complete the slot name and return number to enable the pay department to process your pay quickly and efficiently, omitting to complete the return number may result in a delay of payment of fees.

Finally, on page 1 of the ARF, there is a box for you to write in the selected person’s main and mobile telephone number, if given, and their e-mail address. This is collected at the end of the interview.

From here on, you fill in the ARF just like a paper questionnaire.

Qs. 1-7 deal with the address.

At Q1, you will see that we make a distinction between addresses where it is possible to establish if the address is eligible or not and those where you are not sure about the eligibility (e.g. ones where you are not sure whether they are empty). This is in order to calculate response rates more accurately. If possible, check with neighbours in order to establish the right code. Q2 has outcome codes for those addresses where you nevertheless are unsure about eligibility.

Q3 caters for addresses that are definitely ineligible. Before coding an address as non-residential or communal establishment/institution, remember to check that there is no resident private household within the address (e.g. a caretaker’s flat).

Please write in as much additional information about ineligible addresses and addresses where eligibility is unknown as you can at Q4. For outcome codes 670 and 790 you will need to key these details in the admin block. For other outcome codes, the information is for use at reissues and back checking.

If you find that the address contains two or more dwelling units (DUs) (e.g. flats, bed-sitting rooms), Qs. 5 to 6 take you through the steps necessary to select one at random, by listing them all in a systematic way and using the selection label on page 1 to choose one at which to seek an interview. This will, in fact, happen only very rarely. Remember it is the exact address as given which counts. If the address on the label is ‘Flat 4, 12 London Road’, it is that part of accommodation that is the sampled address, not the whole of no.12.

At Q6a you list all occupied dwelling units in flat/room number order or from bottom to top, left to right, front to back. Look at the selection label on the front page of the ARF. Follow the
row marked ‘Person/DU’ until you come to the number of occupied dwelling units that there are. Read off the number underneath it in the row marked ‘Select’. This is the DU code of the selected flat. (If you happen to come across an address with 13 or more dwelling units, there is a look-up table at the end of these instructions that will tell you which one to select.)

It is essential that - if you need to select a dwelling unit - you follow the rules in making this selection. Only in this way can we be sure that we end up with a truly random sample of dwelling units and adults living there.

At Q6b, write in the DU code of the selected dwelling unit, that is the number printed on the grid at Q6a - not the flat or room number of the unit itself.

If the address on the label is spelt wrong, or is incomplete, record this at Q7a and make any necessary changes on the label.

Qs. 8-9 help you to select the individual within the address for interview. A useful tactic is to explain at the outset that you have to ask a few questions beforehand to make sure you interview the ‘right person’ - to ensure that you get a true cross-section of views and give everyone an equal chance to be included. If you can make the person giving the information feel that he or she is helping - and know why it is necessary - you will find it easier to gain cooperation.

If, despite all your best efforts, you fail to make contact at the address, you will be asked at Q8c to code whether (a) no contact was ever made with anyone at the address, (b) contact was made at the address but not at the selected DU (obviously this code should only be used if there are several DUs at the address), (c) contact was made at the (selected) DU but not with a responsible resident adult (e.g. if you only ever spoke to a child) or (d) contact was made at the (selected) DU but information about the number of eligible adults living there was refused.

After you make contact, you must record at Q8a how many adults (aged 18 or over) there are living at the dwelling unit. All persons aged 18+ who are resident in the dwelling unit under normal NatCen residence rules are eligible. Hence include people who normally live at the address but are away for less than 6 months, people away at work for whom this is the main address, and boarders and lodgers. Exclude people aged 18+ who live elsewhere to work or study, spouses who are separated and no longer resident, and people away for 6 months or more. Note that it is not a requirement that the person should be on the electoral register, or even British – it is everyone resident at the address that we are after.

On each occasion where there is more than one adult living at the dwelling unit, you must use a random selection procedure to choose one for interview, as follows:

At Q9a, list all resident adults in alphabetical order of their first name or initial. For example, if there are 4 adults in a household called Brian, Maggie, John and Paul:
By referring to the selection label shown earlier, you will see that person number 3 is to be interviewed, as this is the number printed under ‘4’ on the label. At Q9b, write in the person number that is printed in the grid at Q9a. So in the example, person number 3 (initial M) has been selected, and you will write ‘03’ in the boxes at Q9b and circle ‘03’ in the grid.

Please note the following points:

- If there are two people with the same first name, list them in **alphabetical order** of their full name. If the full names are the same, list them in order of their age, with the eldest first.
- Make sure that you write in the initials as this is part of the way that backchecks can be carried out on your work, to reassure us that the correct person has been selected.
- If someone refuses to give the names or initials of resident adults at this point and you are unable to carry out the selection procedure, please code D at Q8b and outcome code 422.

If there are 13 or more adults living at the selected address, use the look-up list at the end of these instructions to tell you which one to select for interview.

**Once a random selection has been made, no substitute can be taken**, even if there is another adult living there who is available and willing to be interviewed. At Q10 you are asked to write the **full name** of the selected person on the front page of the ARF. If someone refuses to give their name, write in ‘Refused’.

A few last points about selecting respondents:

(i) Any responsible **adult** member of the household may provide the information that you need in order to establish who it is you are to interview. But **never** take information from those aged under 18.

(ii) For top-up addresses, interview **only** persons living at the address. Never follow anyone to a different address, although you could of course conduct an interview somewhere else (e.g. at work). No substitutes are permitted, so if the selected person is in hospital or away for the duration of the survey, or too old or too ill to be interviewed, then no interview can take place.

(iii) This survey is intended to cover only the population living in **private households** - not those living in institutions. But people can be living as private households within institutional premises. Even if the address you have been given appears to be that of an institution, check that no one is living in a private household on those premises before abandoning the possibility of an interview there, e.g. a caretaker living at a school.

If you interview the respondent then at Q11 you enter the productive outcome code. The
admin block will tell you whether it is a fully productive interview (outcome code 110) or a partially productive interviews (outcome code 210). Partial productives are interviews that have not finished but have reached question bq50 (whether anyone has asked the respondent to get involved in community affairs – just past showcard F3). An ‘unproductive partial’ is one that breaks off before this point and should be given outcome code 440 at Q12.

Then code the status of the self-completion questionnaire at **Q11**. The normal procedure for the self-completion should be for the respondent to mail it back. The ‘returned by interviewer’ option is there for the rare occasion where this may be more appropriate.

If you do not interview the selected respondent then at **Q12** code the appropriate unproductive outcome code. **Q13** gives you space to write in details of why there was no interview (or no full interview). Information about refusals will inform the decision on whether to reissue refusals.

We need the following information for each unproductive respondent:

- Enter the relevant unproductive outcome code in the Admin block.
- Complete as much of the Admin block as you can, entering Don’t Know (Ctrl+K+Enter) at any questions where you don’t have the information.
- **Transmit** the serial number as unproductive.
- **Return the ARF** to the Green Team in Brentwood.

**Remember: as well as sending back any unproductive ARFs you must also transmit the appropriate unproductive serial numbers.**

At the end of the ARF are two interviewer observation questions (**Q14**) which are to be filled in for all outcome codes except office refusals and deadwood.

On the back page of the ARF you need to write in the last five digits of the serial number(s) of the gift voucher(s) you present to each respondent. The label on the front page tells you the value of the gift vouchers that you are meant to give to the respondent. There is also a section where the respondent must sign to confirm receipt of the voucher(s).

If you do not present the voucher(s) you should explain why in the box underneath.
6. CONTACT PROCEDURES COMMON TO RECONTACT RESPONDENTS, MOVERS AND TOP-UP ADDRESSES

You must attempt to make contact at every address in your assignment, except any notified to you as office refusals (not necessarily in the order given to you, but grouped and visited in ‘economic’ batches). You must call on at least 4 occasions, at different times of the day and spread across the fieldwork period before you classify the address as unproductive. At least one of these calls should be in the evening and one at the weekend.

To help you find the address, you will have been provided with an A3 map with the addresses plotted onto it. If you still have trouble locating an address, and have access to the Internet, the following web-sites may be of use: www.streetmap.co.uk or www.multimap.co.uk. If you cannot search these yourself, please contact the Green team in Brentwood who will be pleased to investigate on your behalf. They also have information about the Ordnance Survey map references of the address. If it is a recontact address, they may also have more information from the pre-election wave.

You must never substitute one address for another, nor substitute one selected individual for another. The sample has been randomly selected, and any substitutions would lead to bias in the results.

Remember to show your Identity Card when you introduce yourself.

As always, it is very important to achieve a high response rate in this survey. Please keep trying to contact all the issued addresses until the end of the fieldwork period, and call back as often as you can, while you are still in the area. If you sense a respondent may be about to refuse, it often helps if you withdraw, offering to call again at a more convenient time, before a formal refusal is actually given. Only by interviewing as many as possible of those selected for the sample can we be confident that the answers you get are representative of the views of everyone.

In addition, to help achieve a good response rate, we are asking you:

◊ To call the Green Team in Brentwood before you return any incomplete or untraceable addresses. We might be able to find out some information which will help you locate ‘hard to find’ addresses;

◊ To return all completed paper ARFs and computer admin. work for other deadwood addresses (vacant premises, etc.) to the Green Team in Brentwood as soon as possible. We need to know what deadwood there is as early as possible in the fieldwork period;

◊ For refusals: to complete the ARF and the computer admin. (entering Don’t Know for any information that you do not have) and return them both to the Green Team;

◊ If you select a person for interview who proves hard to contact, breaks an appointment, etc., keep on trying to ‘convert’ him/her until the end of the fieldwork period, even if you have already made 4 calls. Then whenever you are in the neighbourhood try again, unless you have learned that the selected respondent will not be available until after the end of the fieldwork (due to holiday, illness, etc.) Complete the ARF and the computer admin. (entering Don’t Know for any information that you do not have) and return them to the Green Team at the end of your assignment.
7. **OVERVIEW OF PROCEDURES**

In summary, the survey involves the following procedures:

<table>
<thead>
<tr>
<th>Re-contacts</th>
<th>Top-ups</th>
</tr>
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<tbody>
<tr>
<td>1) Notifying the police that you are working in the area</td>
<td>1) Notifying the police that you are working in the area</td>
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<tr>
<td>2) Making contact with all re-contact respondents, tracing them if they have moved where necessary</td>
<td>2) Finding all issued top-up addresses, making contact at all (apart from deadwood and office refusals)</td>
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<tr>
<td>3) Completing a paper ARF for each re-contact respondent</td>
<td>3) Completing a paper ARF for each address</td>
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<tr>
<td>4) Conduct the BES interview</td>
<td>4) Where there is more than one dwelling unit at an address, selecting one at random using the ARF</td>
</tr>
<tr>
<td>5) Handing over self-completion and asking the respondent to post it back</td>
<td>5) Where there is more than one person aged 18+ at the (selected) dwelling unit, select one at random using the ARF</td>
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<tr>
<td>6) Putting basic ARF information for every allocated address into the Admin block</td>
<td>6) Conduct the BES interview</td>
</tr>
<tr>
<td></td>
<td>7) Handing over self-completion and asking the respondent to post it back</td>
</tr>
<tr>
<td></td>
<td>8) Putting basic ARF information for every allocated address into the Admin block</td>
</tr>
</tbody>
</table>
8. MATERIALS FOR THE SURVEY

◊ 3 types of Address Record Forms (ARFs) - re-contacts (white), ‘top-ups’ (cream), movers (blue)
◊ Copies of the re-contact advance letter for use on the doorstep
◊ Copies of the top-up advance letter for use on the doorstep
◊ Leaflets about the National Centre for Social Research - leave one with each respondent
◊ 1 set of BES show cards
◊ Project Instructions
◊ High Street Gift vouchers for giving to ‘top-up’ respondents

Please check the showcards. They should run as follows:
A1 – A3
B1 – B11
C1 - C6
D1 – D4
E1 – E8
F1 – F5
G1 – G9
H1 – H5
J1 – J9

Interviewers in England can remove showcards G4 and G5.
Interviewers in Scotland can remove showcards G3 and G5.
Interviewers in Wales can remove showcards G3 and G4.
9. FIELD PROCEDURES

Backup

It is essential that each day’s work is backed up so that there is always a spare copy (in case of disasters!) of the work you have carried out (Admin. as well as interviews).

(a) on disk

On older computers backups are done on a backup disk. Always keep any backup disk at home - separate from your computer and other disks.

(b) via the modem

For laptops without floppy disks, backing up is performed using the ‘B’ for backup at the action menu. A message will be displayed reminding you to connect to the office and transmit your back up. Your screen will then go to an action menu, and you should do a ‘RM’ from the receipt of work menu as soon as possible.

You must still go through these actions to back up - backing up is NOT automatic.

The Admin Block

The Admin block should be completed once you have reached a final household outcome code.

The Admin block mirrors the ARF and for the most part you will simply be transferring information from the ARF. Please transfer your answers exactly as they are on the ARF, following the instructions on the screen.

You must complete an Admin block for every serial number, including unproductives, deadwood and office refusals. Failure to complete all Admin blocks will prevent you from doing your end of assignment clearout.

The admin block for productive interviews also contains three brief questions about your impression of the respondent during the interview.

Project managers

We have special BES project managers in all the Field Areas. They will be responsible for monitoring how BES fieldwork is going in their area. Your Team Leader will be in touch with you throughout the fieldwork period and will report progress to the Project Manager.

Returning work

Work should be returned via standard modem procedures – as soon as you have anything to transmit. Never hold onto work for more than a week – lots of time is wasted trying to locate untransmitted interviews.
10. THE INTERVIEW

10.1 General guidelines

First, a feature of such a wide-ranging questionnaire is that people are likely to be more interested in some questions than in others. The particular interviewing challenge posed is one of establishing the right speed at which to ask the questions. Rushing the respondent clearly has to be avoided, but an over-deliberate approach would be equally wrong. It may be that some respondents want to give a great deal of thought to some of the issues, but we are seeking to capture present attitudes, not to conduct a philosophical discussion or a political debate! On the other hand, some respondents have no particular viewpoint on a topic. If they cannot answer the question as posed, a ‘don’t know’ or ‘other answer’ code is acceptable; then you just move on to the next question. (‘Don’t Know’ can be entered at any question by using Ctrl + K then Enter).

Quite a lot of questions are repeated three or four times for the different political parties. In such cases it is important to avoid respondent fatigue and boredom, and so not all of the question stem is repeated each time. Optional text is placed in brackets. Clearly, use your judgement as to when you should and should not read it all out.

Second, in some parts of the questionnaire we will be using a number of general phrases, like ‘people like me’ that may cause the respondent to ask for further explanation. The question should be read out as it is written and if there is no further explanation on the screen we do not wish you to give one. Simply read the question or statement out, and tell respondents that they should answer in terms of whatever they understand by the phrase.

Third, there are some questions which people may not wish to answer. You should respect this and a refusal can be entered at any question using Ctrl + R then Enter.

Fourth, at questions where an ‘other’ answer code has been provided, the other answer should be recorded verbatim. (Up to 60 characters can be keyed. If the respondent gives a longer answer, press Ctrl + M and use the ‘notepad’ to continue.) Remember that when you are closing a NotePad, you need to use Alt + S to save and exit. Unless specifically stated, ‘other answer’ should be coded only when one of the pre-coded answers will not fit after probing.

Fifth, at questions where there is no specific provision for ‘other answer’, none is anticipated, although if they occur, they should be entered on the ‘notepad’ provided for comments. For questions in which no ‘other answer’ space is provided, first repeat the question with the appropriate emphasis before accepting an ‘other answer’. You can also use phrases like “Generally…”, “In general…”, etc. as probes, otherwise repeating the question wording exactly.

Sixth, there are a number of questions where the answer options consist of a list of political parties. As instructed on the screen, you must not prompt at these.

Special note about UKIP/ Veritas/ Robert Kilroy Silk: Since the start of this research project, Robert Kilroy Silk has taken a splinter party called Veritas out of UKIP. If respondents say “Veritas” or “Robert Kilroy Silk’s party” at any of these questions, this should be coded ‘Other’ and the answer written in – not UKIP.

Seventh, some of the questions have a feature not commonly used on our surveys: the order of certain items is being generated randomly for a number of questions. This is deliberate and the
CAPI program will present the questions in the order in which they should be asked. Do not be concerned if questions turn up in a different order in different interviews.

**Eighth**, additionally, at the end of the questionnaire in the admin block there are three questions for you to code about the behaviour of the respondent during the interview, so you will need to think about this during the interview. The three questions are:

[bq116]
RESPONDENT'S COOPERATION WAS:
- Very good
- Good
- Fair
- Poor
- Very poor

[bq117]
RESPONDENT'S GENERAL LEVEL OF INFORMATION ABOUT POLITICS AND PUBLIC AFFAIRS SEEMED
- Very high
- Fairly high
- Moderate
- Fairly low
- Very low

[bq118]
HOW GREAT WAS THE RESPONDENT'S INTEREST IN THE INTERVIEW?
- Very high
- Fairly high
- Moderate
- Fairly low
- Very low

If a respondent does break off the interview part way through (this happens very rarely), it is coded as a productive partial (outcome code 210) if you have got as far as question bq50 (whether anyone has asked the respondent to get involved in community affairs – just past showcard F3). Otherwise, code as an unproductive partial (code 440) and record full details of the circumstances on the ARF.
LAYOUT OF THE BES INTERVIEW QUESTIONNAIRE

- Key issues in the election
- Party identification
- Vote choice, different ways of voting
- Views on political parties and leaders
- Views on the economy
- Party stance on various issues
- Recall of voting in past elections (topup only)
- Local election vote (England only)
- Community involvement and social trust
- Views on voting
- Political knowledge
- The election campaign
- Classification (shortened version for recontact respondents)

10.2 The face-to-face interview in detail

The question name or variable which will appear on the lower half of your CAPI screen is listed on the left of the page.

ElecOutc At the start of the questionnaire, you are asked to code the outcome of the election. This is so that we can textfill appropriate wording for various situations. Come 6 May it should be clear if Labour or Conservatives have won a majority of the seats in Parliament. If the situation is in any way unclear, you will be issued with guidance as to how to code this question.

Bq2 This asks respondents what is the most important issue facing the country. You must not prompt, but should code to the code frame provided where possible; otherwise enter their answer under ‘Other’. Note that there is an additional code for “Immigration/ People coming to Britain” after the “Other” code.

Bq2b This is the first of a number of questions where respondents are asked to choose a party. Unless a party is specifically mentioned in the question text, you should not prompt respondents with party names at all. See note above about coding “Veritas” / “Robert Kilroy Silk’s party” as ‘Other’.

Bq3,4 These three questions employ the random ordering of items within them that was mentioned above. So, it will not always be the case that (a) comes first followed by (b) followed by (c).
Note that Bq3 is about the ‘present’ government (or ‘the Labour government’ if Labour did not win whereas Bq4 is about how the Conservatives would have done (will do if they have just won). Please don’t miss this switch from Labour to Conservatives in the otherwise rather similar string of questions.

Bq5,6,7,8 Do not prompt at these questions, other than to ask ‘Any others’ if the respondent has given an answer.

bq9a,b,c,d/ At this point half of respondents will be asked this bq9, and half will be asked
bq63a,b bq63. This is deliberate, and towards the end of the interview the other question will be asked (ie, if bq9 is asked here, bq63 will be asked later; if bq63 is asked here, bq9 will be asked later).

Bq12b You must **not** prompt any party when asking who respondents voted for. If the respondent refuses to tell you, you should respect this and code refusal, using Ctrl+R.

Bq13a If people voted by post then they are asked why at bq13b – note that it is code all that apply.

Bq15 Again, the questions will appear in a random order.

Bq16 This is the first question where we ask respondents to choose a position on an 11-point scale which best represents their view. For some people this may be hard to understand so you may need to allow them time to grasp the concept. It is worth investing a bit of time in this here as it will make the rest of the interview run more smoothly.

Bq17,18,19,20 The order of the party leaders will be randomly rotated.

Bq20b/c These two items are randomly rotated so about half should get ‘Parliament at Westminster’ followed by ‘British politicians generally’, and half the other way around. The ‘present government’ always comes first, ‘the Police’ last.

Bq21 Order of parties rotates.

Bq22 This is a series of agree-disagree statements, the order of which will randomly rotate. Again, they are intended to be general, so if respondents ask for an interpretation leave it up to them to answer in terms of how they understand it.

bq27 This is one of the few questions when you should read out party names – but note it is only Labour and the Conservatives. The reasoning is that it is an old question and for the purposes of time series comparisons, it needs to stay the same. There is an option to code Liberal Democrat if and only if the respondent volunteers them, and likewise if they volunteer neither.

Bq34 These are deliberately vague – leave it up to the respondent to answer in their own terms.

Bq38,39,40 Parties and ‘yourself’ rotate.

bq42 ‘Britain’s involvement in Iraq’ is quite vague so again leave it up to the respondent to interpret it for themselves.

Bq49 You should leave it up to respondents to interpret any of the statements if they are unsure about the meaning.

Bq50,51,52 We are not defining ‘politics or community affairs’ so let the respondent define anything in their own terms.
Bq53  Include people here who have temporarily not paid subscriptions but intend to. Also, include respondents who as trade union members, have paid a reduced fee for Labour Party membership.

Bq55  Do not try to explain to the respondents ‘middle class’ or ‘working class’ – let them use their own understanding.

Bq59  Allow respondents to interpret anything they are unclear of for themselves, for example ‘people like me’.

Bq64  This is a series of questions trying to assess their political knowledge. If they don’t know, that is fine just code ‘Ctrl and K’.

Bq69-73 These questions ask about the election campaign and their contact with the various political parties.

Bq74  This asks about their views of the election campaigns, and is rotated.

Bq76  In the unlikely event that you interview someone older than 97, enter their age as 97.

Bq77-79 These are asked only of ‘top-up’ respondents.

Bq81-88 These are asked only of ‘top-up’ respondents.

Bq81b  Note that here it is only the highest level of qualification we want, not all of their qualifications. There is an option for ‘other’ if a respondent’s highest qualification is not on the list - but note that we are asking for educational or work-related qualifications and not leisure activities, St John’s Ambulance, etc.

Bq83  Here you should obtain the total income of the household from all sources, before tax. Income includes not only earnings but state benefits, occupational and other pensions, unearned income such as interest from savings, rent, etc. We want figures before deductions of income tax, national insurance, contributory pension payments and so on. The questions refer to current level of income or earnings or, if that is convenient, to the nearest tax or other period for which the respondent is able to answer.

Bq86-87 This is not the standard classification that we use on our surveys. There are examples of the sorts of jobs that the different categories refer to on the showcard which should help to guide respondents as to the relevant category for them. Note that if respondents are not currently working they should answer about their most recent job.

Bq90-97 There is then another series of questions about their job asked of all respondents.

Bq111a-b We are asking for an email address and whether they would mind being re-contacted for a follow-up internet survey in about a year’s time. The email address should be written on the ARF. Please be very careful when copying out the email address.
bq116, 117 These three questions, which appear in the admin block are interviewer observation questions about the respondent’s cooperation, apparent level of information about politics and public affairs, and their interest in the interview.

10.3 Self-completion

At the end of the interview all fully productive respondents should be presented with a self-completion and a franked addressed envelope. You are prompted to do this at the end of the interview.

Before handing over the self-completion, please make sure that you copy out the following information on the front page:

- serial number and checkletter
- sampling point
- interviewer number.

If a self-completion comes back without this information, we can’t match it up with the main interview and it becomes unusable. You may want to fill in your sampling point and interviewer number on all your self-completions before you go out in the field.

In explaining why you are handing over a self-completion, you may want to say something along these lines:

*The final set of questions are in this booklet. They will probably be easier to answer if you read them for yourself. All of them can be answered just by ticking a box. You don’t necessarily have to do them right now, so I’ll give you an envelope so that you can return them to my office.*

Try to impress the following points on the respondent:

- Only the person who has completed the main interview should fill out the self-completion.
- It would be helpful if they could do it reasonably quickly. (We will be writing to remind people who do not return it).
- It shouldn’t take very long.
- If they fill it in, they will be entered into a free prize draw. The first prize is £500, there are three prizes of £100, ten of £10 and twenty of £5. Some further details are given on the last page. If they want to know more, they can contact Brentwood, quoting reference P2474.

The prize draw is a new departure for us, and we would welcome feedback on how you felt it worked in practice.

Fill in what is happening to the self-completion at Q7b on the recontact/mover ARF or Q11b on the ‘top-up’ ARF.

Note that on this survey, you are not expected to call back for the self-completion. The normal method of return will be mail-back by respondents. However, there may be particular situations where you might send the self-completion in yourself (for example, if the respondent insists on doing it there and then). If so, use code 2 at Q7b/11b and remember to return the self-completion in a separate envelope to the ARF.
11. REALLOCATIONS AND REISSUES

There is a special re-allocation outcome code:

Code 900: Re-allocated to another interviewer

This will enable interviewers with addresses that fall into this category to clear out their work at the end of an assignment.

12. ANY QUERIES?

If you have any queries or problems about how to complete the questionnaire, please do not hesitate to telephone one of the researchers at the Head Office in London – Katarina Thomson (020 7549 9570) or Mark Johnson (020 7549 9572). Queries about field arrangements should be raised with your team leader or Area Manager in the first instance. If you need to phone the Green Team in Brentwood, their number is 01277 690 072/075.

We hope that all goes well and that you enjoy the assignment.

13. PRACTICE SERIAL NUMBERS AND CHECKLETTERS

These are as follows (with their check letters and the version):

England: recontact 1999901F
England: ‘top-up’ 1999951K
Scotland: recontact 2999901M
Scotland: ‘top-up’ 2999951R
Wales: recontact 3999901T
Wales: ‘top-up’ 3999951Y

The ‘issued address’ for practice serial numbers is ‘35 Northampton Square’.
### 14. LOOK-UP CHART

(For 13-100 Dwelling Units or 13-100 persons at one issued address)

<table>
<thead>
<tr>
<th>NUMBER OF HOUSEHOLDS:</th>
<th>SELECT NUMBER:</th>
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