

Private and  
ConfidentialSOCIAL SURVEYS (GALLUP POLL) LIMITED  
CQ 618 February 19692A 41 87  
11/12 interview's No. Con.No

Ask the questions exactly as they are worded. DO NOT READ OUT THE ANSWERS unless indicated.

- 12 Have you heard or read about, or seen advertised anywhere, any new products that have just been introduced recently? If Yes: Which? (Write in)

R No, none seen

- 13 Thinking back over the last 7 days, have you discussed with members of your family or friends, or thought about, any of these things? (Show CARD X and mark all mentioned)

1	2	3	4	5	6	7	8	9
10	20	30	40	50	60	70	80	90
100	200	300						

-V None of these

- 16 Do you approve or disapprove of the Government's record to date? 1 Approve 2 Disapprove 3 Don't know

- 17 Are you satisfied or dissatisfied with Mr. Wilson as Prime Minister? 1 Satisfied 2 Dissatisfied 3 Don't know

- 18 Do you think Mr. Heath is or is not proving a good leader of the Conservative Party? 1 Is 2 Is not 3 Don't know

- 19a) If there were a General Election tomorrow, which party would you support? 1 Conservative 2 Labour 3 Liberal 4 Nationalist(WN or Sc) 5 Other 6 Don't know

- b) If don't know: Which would you be most inclined to vote for? 7 Conservative 8 Labour 9 Liberal 0 Nationalist(WN or Sc) X Other -V Don't know

ASK ALL:

- 20 Were you able to go and vote in the General Election in March, 1966 or were you prevented? Ask all who voted: For which candidate did you vote? -1 No, did not vote Yes, voted for 2 Conservative 3 Labour 4 Liberal 5 Other

ASK ALL:

- 21 Which party do you think can best handle the problem of ..... or isn't there much to choose between them on this issue? (Read out list of issues and mark an answer for each)

	Con- serva- tive	Labour	Lib- eral	Nothing to choose	Don't know
a) maintaining prosperity?	1	2	3	4	5
b) pensions and welfare of people?	6	7	8	9	0

cont.

	Con- serva- tive	Labour	Lib- eral	Nothing to choose	Don't know
c) housing and rents?	1	2	3	4	5
d) immigration of coloured people?	6	7	8	9	0
e) coloured people?	1	2	3	4	5
f) young people?	6	7	8	9	0
g) strikes and industrial disputes?	1	2	3	4	5
h) full employment, short time working?	6	7	8	9	0
j) preventing the cost of living from rising?	1	2	3	4	5

- 26 A new pension scheme has recently been proposed by the Government. Have you heard or read of this scheme? If heard/read of: Do you think the new scheme will go far enough to provide adequate pensions for those who contribute to it, or not?

V Not heard/read of  
Heard/read of and  
1 Will go far enough  
2 Will not  
3 Don't know

- 27 Do you think that the present pensions scheme needs to be changed or not? 1 Needs change 2 Does not 3 Don't know

- 28 In your opinion, if you earn more, should you pay more towards your pension or should everyone pay the same amount? 1 Pay more 2 All pay same 3 Don't know

- 29 Do you think everyone should receive the same pension on retirement, or should those who pay larger contribution receive a larger pension? 1 Same pension 2 Larger pension 3 Don't know

- 30 When Government introduce their budget this year, do you expect that they will increase taxation, decrease it or leave it at the present level? 1 Increase 2 Decrease 3 Leave as it is 4 Don't know

- 31 If they should have to increase taxation, which taxes or charges should they raise? (Show CARD A and mark all mentioned)

1 Tax on beer  
2 Entertainment tax (cinemas etc.)  
3 Income tax  
4 Tax on petrol  
5 Purchase tax  
6 Surtax  
7 Tobacco duty  
8 Tax on wines and spirits  
9 Selective employment tax (SET)  
0 Tax on gambling  
X Introduce wealth tax  
V Prescription charges  
R None of those



- 32 If you were free to do so, would you like to go and settle in another country?  
If Yes: Which country would you settle in if you were to emigrate from Britain?
- Yes, emigrate to:
- 1 Australia
  - 2 Canada
  - 3 New Zealand
  - 4 Rhodesia
  - 5 South Africa
  - 6 South America
  - 7 Europe
  - 8 USA
  - 9 Other
  - 0 Don't know
  - ☒ V No, wouldn't like to emigrate

- 33 What is the present situation about your housing?

- ☒ 1 No intention of moving
- 2 Would get out tomorrow if possible
- 3 Unsatisfactory but will do

- 34 Do you think that the ship-building industry is or is not an important one for this country?
- ☒ 1 Very important
  - 2 Important
  - 3 Not very important
  - 4 Don't know

- 35 Do you think that the ship-building industry is or is not efficient?
- 1 Is efficient
  - ☒ 2 Is not
  - 3 Don't know

- 36 Do you ever buy things from slot machines? If so, have you bought anything from a slot machine in the last 7 days, that is back to last ....day? Anything else in the last 7 days? (Mark all mentioned)
- X Nothing in past 7 days
- ☒ V Never buy from slot machines
- Bought in last 7 days
- 1 Matches
  - 2 Cigarettes
  - 3 Chocolate
  - 4 Other sweets
  - 5 Milk
  - 6 Chocolate-coated nuts & raisins
  - 7 Soft drinks
  - 8 Food
  - 9 Other (Write in)

- 37 Would you like to see more or less slot machines available?
- ☒ 1 More
  - 2 Less
  - 3 Same
  - 4 Don't know

- 38 Are there any products that you would like to get from slot machines that you can't get now? (Write in)

*Cigarettes with stamps*

V No, none wanted

- 39 What form of saving or investment would you recommend for people like yourself?

- 1 Bank deposit
- 2 Co-op savings bank
- 3 Trustee savings bank
- 4 Post office savings bank
- 5 National Savings Certificate
- 6 Premium bonds
- 7 Defence bonds
- 8 Building society
- 9 Savings club
- 10 Investment club
- ☒ 20 Unit trusts
- ☒ 30 Stocks and shares
- 40 Cash in hand
- 60 Property, e.g. houses
- 70 Jewelry, stamps, coins, objet d'art, etc.
- ☒ X0 Other (Write in) *Co-operative Bonds*
- V0 Don't know

- 41 Have you got savings in these forms, either personally or jointly with some other person? (Show CARD B)

Person- ally Joint- ly

- |   |   |  |
|---|---|--|
| 1 | 1 | Post Office Savings Bank                         |
| 2 | 2 | Building Society                                 |
| 3 | 3 | Trustee Savings Bank account/ Local Savings Bank |
| 4 | 4 | Stocks and shares - Unit Trusts                  |
| 5 | 5 | Stocks and shares - Gilt Edged                   |
| 6 | 6 | Stocks and shares - Equities                     |
| 7 | 7 | National Savings Certificates                    |
| 8 | 8 | Premium Bonds                                    |
| 9 | 9 | Savings or Investment Club                       |
| 0 | 0 | Local Authority Loans                            |
| V | V | None of these                                    |

- 43 Do you have any fluorescent lighting in your home?
- 1 Yes
  - ☒ 2 No

- 44 Did you go abroad last year?
- 1 Yes (Ask Q.45/46)
  - ☒ 2 No (Skip to Q.47)

If Yes:

- 45 Where did you go? Which country?
- 3 Spain
  - 4 Portugal
  - 5 Other

- 46 Did you go by car?
- 6 Yes
  - 7 No

ASK ALL:

- 47 Have you booked, or are you in the process of booking a holiday abroad this year?
- 1 Yes
  - 2 Yes, in process of
  - ☒ 3 No, (Skip to Q.50)

If Yes:

- 48 Where are you going? Which country?
- 4 Spain
  - 5 Portugal
  - 6 Other

- 49 Are you going by car?
- 7 Yes
  - 8 No

If your interviewing number begins with a 5,6,7,8,9, or X ask the following questions: (Others skip to next page)

- 50 Have you recently been shopping in Oxford Street London, on a Saturday?
- Yes:
- 1 No (Skip to next page)
  - 2 Within last 7 days
  - 3 8 - 14 days ago
  - 4 Over 14 days ago
- If Yes:
- Which Saturday were you last there?

- 51 Were you shopping in the morning, afternoon or both?
- 1 Mornings only
  - 2 Afternoon only
  - 3 Both



ASK ALL: 57 Which of these things are you at least likely to buy during the next 12 months for your own use or as a present for somebody else? Expect to buy

CINE-CAMERA	CAMERA	CIGARETTE LIGHTER	ELECTRIC SHAVER	WATCH
1	2	3	4	5

For each mentioned

58 Will you buy it outright or by weekly or monthly payments? Buy it outright Weekly/monthly (HP)

1	2	3	4	5
6	7	8	9	0

59 About how much do you expect to pay in all for it?

1 £15 or under	1 £2 or under	1 10/- or under	1 £5 or under	1 £2 or under
2 £16-£20	2 £3-£5	2 11s-15s	2 £6	2 £3 or £4
3 £21-£25	3 £6-£10	3 16s-20s	3 £7	3 £5 or £6
4 £26-£30	4 £11-£15	4 21s-25s	4 £8	4 £7 or £8
5 £31-£35	5 £16-£20	5 26s-30s	5 £9	5 £9 or £10
6 £36-£40	6 £21-£30	6 31s-35s	6 £10	6 £11-£15
7 £41-£50	7 £31-£40	7 36s-40s	7 £11	7 £16-£20
8 £51-£60	8 £41-£50	8 41s-60s	8 £12	8 £21-£30
9 £61 or more	9 £51 or more	9 61s or more	9 £13 or more	9 £31 or more

60 In which month are you most likely to get it? Code month, write in year

1 Jan	7 Jul	1 Jan	7 Jul	1 Jan	7 Jul	1 Jan	7 Jul	1 Jan	7 Jul
2 Feb	8 Aug	2 Feb	8 Aug	2 Feb	8 Aug	2 Feb	8 Aug	2 Feb	8 Aug
3 Mar	9 Sep	3 Mar	9 Sep	3 Mar	9 Sep	3 Mar	9 Sep	3 Mar	9 Sep
4 Apr	0 Oct	4 Apr	0 Oct	4 Apr	0 Oct	4 Apr	0 Oct	4 Apr	0 Oct
5 May	X Nov	5 May	X Nov	5 May	X Nov	5 May	X Nov	5 May	X Nov
6 Jun	V Dec	6 Jun	V Dec	6 Jun	V Dec	6 Jun	V Dec	6 Jun	V Dec

196 \_\_\_\_

ASK ALL: 61 Do you, or your family, own your home or do you rent it? Own; buying mortgage Rent from council If rent: From whom are you renting? 1 Own; buying mortgage 2 Rent from council 3 " " private landlord 4 Employers; with job 5 Lodging with family 6 Hostel etc.

Ask Q.62 before Q.61

62 How old were you when you finished your full-time education? 4 14 or under 5 15 6 16 or over X University

63a) Do you or does anyone else in your household run a car? -6 No car (To Q.63d) 1 Yes, one car 2 " two or more

b) If Yes, (ask about largest car if two or more cars owned) What make? Austin And what model? Mini In what year was it first registered? 19 67 Was it bought new or second-hand? 3 New 4 Secondhand -R Is this your first car or was it a replacement for another car? 7 First car (To 63d) 8 Replacement -R

c) If replacement What was the make of the car replaced? Morris And what model? 1000 In what year was your previous car first registered? 19 64 Was your previous car bought new or secondhand? 9 New 0 Secondhand -R

63d) Do you have a TV set? -X Yes, TV set V No TV set

64a) How many people are there in your household, including yourself and any children? 4 TOTAL

b) How many are aged 21 or over? 3 Adults 21

c) If any under 21: That means there are (is) .... under 21 in this household. How old are they (is he/she)? 9 16-20 years 0 11-15 " X 5-10 " V 0-4 "

Record number in EACH age group; check that the number of adults plus children agrees with TOTAL

ASK ALL: 67a) Are you, yourself, employed? 1 Full-time 2 Part-time 3 Self-employed 4 Student 5 Unemployed 6 Rt'd; pension 7 Not working To Q.67b To Q.68b or c

b) Are you paid monthly or weekly? 8 Monthly 9 Weekly -X Other method

68a) What is your occupation? Non-manual: 8 Professional 9 Director; propr; manager 0 Shop; personal service X Office; students, etc. Manual: Mark both type AND grade Type Grade 1 Factory 5 Skilled 2 Transport 6 Semi-skilled 3 Building -7 Unskilled 4 Other. -V

Occupation: Joiner

69a) Have you (your husband) a Trade Union card? 1 Yes -2 No

b) If you had to say which social class you belong to, what would you say? (Read out all five alternatives) 7 Upper 8 Upper-middle 9 Middle 0 Lower-middle X Working -V

70 Can you tell me your date of birth please? (Write in and code) Date of birth: 1 16-20 2 21-24 3 25-29 4 30-34 5 35-44 6 45-49 7 50-54 8 55-64 9 65 and over -X

71a) Sex: 1 Man 2 Woman - housewife 3 " - Not " -C

b) Marital status: -4 Married 5 Single 6 Widowed, divorced

c) Socio-economic group: Non-manual Manual 7 A -0 C2 8 B X D 9 C1 V E

75a) May I please have your name, initials and address: (Please PRINT full details) Mr./Mrs./Miss M. J. Jones Address 21 Regent Street Town London County

b) Are you on the telephone? 0 Yes -V No 'phone Telephone No. (Write in)

c) May I have the number please?

76a) Place of interview: 9 Home X Street -V Elsewhere 76b) Day of interview: 1 Sun 4 Wed 2 Mon 5 Thur 3 Tues 6 Fri 7 Sat

Date 15.2.1969

I hereby attest that this is a true record of an interview made strictly in accordance with your requirements, with a person who is a stranger to me and that this form was completed entirely at the time of the interview.

Signed: M. Jones

This form is the property of: (C) SOCIAL SURVEYS (GALLUP POLL) LIMITED 1969 211 Regent Street, London, W.1.



ASK ALL MEN: (Women skip to next page)

- 39 Do you own an electric or battery shaver - it doesn't matter whether it's used or not? 1 Yes  
-2 No

- 40 If Yes: How many electric shavers have you? (Others skip to next page)

1 2 3 or more

FOR EACH SEPARATELY: (If 3 or more owned ask about 2 most recently acquired. Ask all questions about the older of the two razors first. Then go on to the one most recently acquired)

- 41 What make is it?

First shaver

Second shaver

1	1	Arvin
2	2	Boots
3	3	Morphy Richards
4	4	Philips Philishave
5	5	Hoover
6	6	Remington
7	7	Milward (Courier)
8	8	Ronson
9	9	Schick
0	0	Sunbeam
X	X	Unic
V	V	Other (Write in)

-R -R Don't know

- 42 Does it work from the electric mains or from a battery? 1 Mains  
2 Battery  
5 Rechargeable battery  
3 Clockwork  
-4

- 43 Did you buy it yourself or was it a gift? 1 Bought by self  
2 Gift  
-3

- 44 When you got the shaver was it new or secondhand? 1 New  
2 Secondhand  
-3

- 45 Do you use it regularly, that is at least five times a week, or not so regularly, or do you never use it now? 1 Regularly  
2 Not so regularly  
3 Never use it now  
-4

- 46 Does anybody else use it regularly? 1 No  
2 Yes, one person  
3 Yes, two persons  
4 Yes, three or more persons  
-5

- 47 When did you get it? Which year? 1 This year (1969)  
2 Last year (1968)  
3 1967  
4 1966  
5 1965  
6 1964  
7 1963  
8 1962  
9 1961  
0 1960  
X 1959  
V 1958 or earlier

- 48 Was it in the past 13 months or earlier? X Within past 13 months  
-V Over 13 months ago

- 49 Which month was this? 1 January  
2 February  
3 March  
4 April  
5 May  
6 June  
7 July  
8 August  
9 September  
0 October  
X November  
V December

- 50 Was it bought from a shop or mail order or catalogue house or where? (Write in name of shop and code)

First shaver:

Second shaver

Name: DK

Name:

- |   |                               |    |                               |
|---|-------------------------------|----|-------------------------------|
| 1 | Electric/radio dealer         | 1  | Electric/radio dealer         |
| 2 | Department store              | 2  | Department store              |
| 3 | Furniture store               | 3  | Furniture store               |
| 4 | Wholesale                     | 4  | Wholesale                     |
| 5 | Mail order/catalogue house    | 5  | Mail order/cat. house         |
| 6 | Door-to-door representative   | 6  | Door-to-door rep.             |
| 7 | Chemist                       | 7  | Chemist                       |
| 8 | Green shield/other gift shops | 8  | Green shield/other gift shops |
| X | Other                         | X  | Other                         |
| V | Don't know; gift              | -V | Don't know; gift              |

- 51 Was this a Co-op or not?

- 0 Co-op  
 -X Not Co-op

- 52 Was it bought outright or by weekly or monthly payments? 1 Outright  
2 Weekly/monthly payments (H.P.)  
-3 Don't know

- 53 What was the price? (If bought on H.P. record price it would have been if bought outright. If uncertain get nearest estimate)
- |    |                     |
|----|---------------------|
| 1  | £5 or under         |
| 2  | £6 - £6 - 19 - 11   |
| 3  | £7 - £7 - 19 - 11   |
| 4  | £8 - £8 - 19 - 11   |
| 5  | £9 - £9 - 19 - 11   |
| 6  | £10 - £10 - 19 - 11 |
| 7  | £11 - £11 - 19 - 11 |
| 8  | £12 - £12 - 19 - 11 |
| 9  | £13 or more         |
| -V | Don't know          |

- 54 Was this your first electric razor of any kind when you got it or was it an additional one or did it replace an earlier one? 1 First  
2 Additional  
3 Replacement  
-V Don't know

If Replacement: (Others skip to Q.54c)

- b) Did you trade in the previous electric razor when you bought your new one, throw it away or have you passed it on to someone else? 4 Traded-in  
5 Thrown away  
6 Passed on to someone else

If Additional:

- c) Do you still use the previous electric razor or don't you use it now? 7 Still use  
8 No longer use

If Additional or replacement

- 55 What was/is the make of your replaced/other shaver
- |   |                      |
|---|----------------------|
| 1 | Arvin                |
| 2 | Boots                |
| 3 | Morphy Richards      |
| 4 | Philips (Philishave) |
| 5 | Hoover               |
| 6 | Remington            |
| 7 | Milward (Courier)    |
| 8 | Ronson               |
| 9 | Schick               |
| 0 | Sunbeam              |
| X | Unic                 |
| V | Other (Write in)     |

- 56 About how long had you had that previous (other) shaver when you acquired this one? 1 One year  
2 Two years  
3 Three "  
4 Four "  
5 Five "  
6 Six "  
7 Seven "  
8 Eight "  
9 Nine "  
0 Ten "  
X Eleven or more