

Private and
Confidential

SOCIAL SURVEYS (GALLUP POLL) LIMITED

CQ 471

APRIL 1966

Rep.No.

Con.No.

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

- 22 Do you know of any petrol companies who are running a competition this year? If so, which ones?
(Mark all mentioned)

- V No, don't know of any
Yes, know of:
1 BP
2 Esso
3 Mobil
4 National/National Benzole
5 Shell
6 Regent
7 Other
8 But don't know which company

- 23 Have you, yourself, filled in a form for one of the petrol competitions?
If Yes: Which one(s)?

- V No none
Yes:
1 BP
2 Esso
3 Mobil
4 National/National Benzole
5 Shell
6 Regent
7 Other
8 Don't know name

I would like to talk to you now about television watching.

- 24 Thinking about all the time you spend watching television, which channel would you say you watch the most, BBC or ITV? (For every second contact ask about ITV before BBC)

- 1 BBC
2 ITV
3 Both equal; no difference
-4 Don't know

- 25 Can you remember hearing about any programmes, or being reminded that they were coming, because of any of the following on your television screen? (Show CARD A)

- 1 Just an announcer talking
2 An announcer talking with a list of programmes on the screen
3 An announcer talking with still pictures or illustrations on the screen
4 Extracts from the programme or film to be shown
-V None of these; no television (skip to Q.33)

Ask for each recalled: in Q.25

- 26 Talking about will you pick the phrase from this card which sums up how you feel about it? (Show CARD B)

	An announcer talking			Extracts from programme/film
	Alone	With list	With stills	
Extremely helpful	1	1	1	1
Quite helpful	2	2	2	2
No strong feeling	3	3	3	3
Rather irritating	4	4	4	4
Extremely irritating	5	5	5	5
	-6	-6	-6	-6

If codes 4 or 5 for any in Q.26 (Others skip to Q.32)

- 30 Why do you say that? (Write in)

- 31 Do any of these other reasons apply? (Show CARD C)

- 1 They last too long
2 They are misleading or unrepresentative
3 They're not really helpful
4 They are too pushing, too aggressive
5 They are too bitty/scrappy
6 They give you a taste for programmes you are not able to watch
7 Unnecessary hold up to normal programmes
-V None of these

Ask all seeing any promotions:

- 32 Which channel would you say does more of these programme previews?

- 1 ITV more
2 BBC more
3 Same
-4 Don't know

ASK ALL:

- 33 Do you approve or disapprove of the Government's record to date?

- 1 Approve
2 Disapprove
-3 Don't know

- 34 Are you satisfied or dissatisfied with Mr. Wilson as Prime Minister?

- 1 Satisfied
2 Dissatisfied
-3 Don't know

- 35 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

- 36a) If there were a General Election tomorrow, which party would you support?

- 1 Conservative
2 Labour
3 Liberal
4 Other
-5 Don't know

- b) If don't know: Which would you be most inclined to vote for?

- 6 Conservative
7 Labour
8 Liberal
9 Other
-0 Don't know

ASK ALL:

- 37 Do you think that unemployment will go up, decrease or remain the same during the next 6 months?

- 1 Go up
2 Decrease
3 Remain the same
-4 Don't know

- 38 Do you expect that prices will go up, decrease or remain the same during the next 6 months?

- 1 Go up
2 Decrease
3 Remain the same
-4 Don't know

- 39 Do you get the impression that your (your husband's) firm is busier now than it was this time last year, not so busy or just about the same?

- 1 Busier now
2 Not so busy
3 About the same
-4 Don't know

- 40 And over the next 12 months, do you expect to increase or decrease:

	Increase	Decrease	Not Same	Not applicable
a) your income?	1	2	3	-4
b) your regular financial commitments such as mortgage & HP?	5	6	7	-8

- 41 Were you able to go and vote in the General Election in March, or were you prevented?

- 1 No, did not vote
Yes, voted for:
2 Conservative
3 Labour
4 Liberal
5 Other

Ask all who voted: For which candidate did you vote?

ASK ALL

- 42 When the 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
-4 Don't know

- 43 Do you approve or disapprove of the recent American armed action in Vietnam?

- 1 Approve
2 Disapprove
-3 Don't know

- 44 Which side do you think is winning the war in Vietnam, the South Vietnamese Government or the Communist, the Viet Cong?

- 1 South Vietnamese Government and supporters
2 Communist (Viet Cong)
3 Neither side
-4 Don't know

PTO

45 Do you approve or disapprove of the Government's handling of the situation in Southern Rhodesia?

1 Approve
2 Disapprove
-3 Don't know

46 Do you think that the Government was right or wrong to get the approval of the United Nations to stop tankers taking oil which could be piped to Rhodesia?

1 Right
2 Wrong
-3 Don't know

47 Do you think that Britain should or should not use force to prevent tankers carrying oil from reaching Rhodesia?

1 Should
2 Should not
-3 Don't know

48 Do you think that Mr. Smith will or will not succeed in his policy of seizing independence?

1 Will
2 Will not
-3 Don't know

49 If the Rhodesians were prepared to give up their stand on independence, should Mr. Wilson agree to have talks with Mr. Smith or only with someone else?

1 Talk with Smith
2 Someone else
-3 Don't know

ASK MEN ONLY: (Women skip to Q.56)

50 What is the first name you think of in men's hairdressings?

51 What other names in men's hairdressings do you know? Any others? (Mark all mentioned)

	First mention	Others known
Boots	1	1
Brylcreem	2	2
Cossack	3	3
Cusson's/Imperial Leather	4	4
Loxene	5	5
Old Spice	6	6
Silvikrin	7	7
Trugel	8	8
Vaseline	9	9
Vitalis	0	0
Other	X	X
None known	-V	-V

52 Which brands of hairdressing have you ever tried? Have you tried any other makes of men's hairdressings? Any others? (Mark all mentioned)

53 What make of hairdressing are you using now?

	Ever used	Using now
Boots	1	1
Brylcreem	2	2
Cossack	3	3
Cusson's/Imperial Leather	4	4
Loxene	5	5
Old Spice	6	6
Silvikrin	7	7
Trugel	8	8
Vaseline	9	9
Vitalis	0	0
Other	X	X
None tried	-V	-V

If Vitalis used now (Q.53): (Others skip to Q.55)

54 Is this your regular brand or are you just trying it out?

1 Regular brand
2 Just trying it out
-3

If Vitalis not tried (Q.52) (Others skip to Q.56)

55 Is there any special reason why you have not tried Vitalis?

- 1 Never seen it in shops
- 2 Too expensive
- 3 Bad reports from other people
- 4 Satisfied with present hairdressing
- 5 Not suitable for own hair
- 6 Didn't appeal to me; didn't like the sound of it
- 7 Haven't needed (used) hairdressing yet
- 8 Never use any hairdressing
- X Other answer (write in)

-V No special reason

ASK ALL:

56 What do you consider to be your normal brand of petrol these days? That is the brand you buy more than 5 out of 10 times or don't you have a usual brand?

1 B.P.
2 Cleveland
3 Esso
4 Fina
5 Jet
6 Mobil
7 National
8 Regent
9 Shell
0 Total
X Other
V No usual brand
-R Don't buy petrol

ASK ALL MEN: (Women skip to next page)

- 39 Do you **yourself** happen to have 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)

- 41 What make is it?

First shaver Second shaver

1	1	Arvin
2	2	Ever Ready (Figaro)
3	3	Morphy Richards
4	4	Philips Philishave
5	5	Pifco
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	1	Mains
2	2	Battery
3	3	Clockwork
-4	-4	

- 43 Did you buy it yourself or was it a gift?

1	1	Bought by self
2	2	Gift
-3	-3	

- 44 When you got the shaver was it new or secondhand?

1	1	New
2	2	Secondhand
-3	-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	1	Regularly
2	2	Not so regularly
3	3	Never use it now
-4	-4	

- 46 Does anybody else use it regularly? If Yes: how many?

1	1	No
2	2	Yes, one person
3	3	Yes, two persons
4	4	Yes, three or more persons
-5	-5	

- 47 When did you get it? Which year?

1	1	This year (1966)
2	2	Last year (1965)
3	3	1964
4	4	1963
5	5	1962
6	6	1961
7	7	1960
8	8	1959
9	9	1958
0	0	1957
X	X	1956
V	V	1955 or earlier

- 48 If 1966 or 1965:
a) In which month? (write in)

- b) That is ... months ago?

1	1	One month ago
2	2	Two months ago
3	3	Three months ago
4	4	Four months ago
5	5	Five months ago
6	6	Six months ago
7	7	Seven months ago
8	8	Eight months ago
9	9	Nine months ago
0	0	Ten months ago
X	X	Eleven months ago
V	V	Twelve months ago
X0	X0	Within last twelve months but don't know month
-V0	-V0	Over twelve months ago

- 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:

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	0	Co-op
-X	Not Co-op	-X	Not Co-op

- 52 Was it bought outright or by weekly or monthly payments?

1	1	Outright
2	2	Weekly/monthly payments (H.P.)
-3	-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	1	£5 or under
2	2	£6
3	3	£7
4	4	£8
5	5	£9
6	6	£10
7	7	£11
8	8	£12
9	9	£13 or more
-V	-V	Don't know

ASK ALL OWNERS:

- 54 Did you have any other shavers before this/these or did you use a different type of razor?

1	Electric shaver previously
2	Other dry shaver
3	Safety razor
4	Open razor
5	Other
-6	No other razor

If Electric shaver:

- 55 What was the make of the electric shaver you had previously?

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

-R Don't know

- 56 About how long had you had that previous one 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
-V	

For office use only:

Main card	1	on Col. 38
Sub card	2	on Col. 38

ASK ALL:	CINE-CAMERA	CAMERA	CIGARETTE LIGHTER	ELECTRIC SHAVER	WATCH
57 Which of these things are you at all likely to buy during the next 12 months for your own use or as a present for somebody else? Expect to buy	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 6	2 7	3 8	4 9	5 0
59 About how much do you expect to pay in all for it?	1 £15 or under 2 £16-£20 3 £21-£25 4 £26-£30 5 £31-£35 6 £36-£40 7 £41-£50 8 £51-£60 9 £61 or more -V	1 £2 or under 2 £3-£5 3 £6-£10 4 £11-£15 5 £16-£20 6 £21-£30 7 £31-£40 8 £41-£50 9 £51 or more -V	1 10/- or under 2 11s-15s 3 16s-20s 4 21s-25s 5 26s-30s 6 31s-35s 7 36s-40s 8 41s-60s 9 61s or more -V	1 £5 or under 2 £6 3 £7 4 £8 5 £9 6 £10 7 £11 8 £12 9 £13 or more -V	1 £2 or under 2 £3 or £4 3 £5 or £6 4 £7 or £8 5 £9 or £10 6 £11-£15 7 £16-£20 8 £21-£30 9 £31 or more -V
60 In which month are you most likely to get it? Code month, write in year	1 Jan 7 Jul 2 Feb 8 Aug 3 Mar 9 Sep 4 Apr 0 Oct 5 May X Nov 6 Jun V Dec 196____ -R	1 Jan 7 Jul 2 Feb 8 Aug 3 Mar 9 Sep 4 Apr 0 Oct 5 May X Nov 6 Jun V Dec 196____ -R	1 Jan 7 Jul 2 Feb 8 Aug 3 Mar 9 Sep 4 Apr 0 Oct 5 May X Nov 6 Jun V Dec 196____ -R	1 Jan 7 Jul 2 Feb 8 Aug 3 Mar 9 Sep 4 Apr 0 Oct 5 May X Nov 6 Jun V Dec 196____ -R	1 Jan 7 Jul 2 Feb 8 Aug 3 Mar 9 Sep 4 Apr 0 Oct 5 May X Nov 6 Jun V Dec 196____ -R

ASK ALL:	69a) Have you (your husband) a Trade Union card?	1 Yes -2 No
61 Do you, or your family, own your home or do you rent it? 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.	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
63a) Do you or does anyone else in your household run a car?	-6 No car (To Q. 63c) 1 Yes, one car 2 " two or more	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
b) If Yes, ask about largest car What make? _____ And what model? _____ What is the year of first registration? 19 _____		
c) Do you have a TV set?	-X Yes, TV set V No TV set	71a) Sex: 1 Man 2 Woman - housewife 3 " - Not " -C
64a) How many people are there in your household, including yourself and any children? _____ TOTAL		b) Marital status: -4 Married 5 Single 6 Widowed, divorced
b) How many are aged 21 or over? _____ Adults 21		c) Social group: 9 AV + 0 AV -X AV- V Group D
c) If any under 21: That means there are (is) under 21 in this household. How old are they (is he/she)? X _____ 5-10 " V _____ 0-4 "		75a) May I please have your name, initials and address: (Please PRINT full details) Mr./Mrs./Miss _____ Address _____ Town _____ County _____
Record number in EACH age group; check that the number of adults plus children agrees with TOTAL		b) Are you on the telephone? 0 Yes -V No 'phone Telephone No. (Write in) _____

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.		
b) What was your occupation?			
c) If married woman not working: What is/was your husband's occupation? (Write in and code)	Manual: Mark both type AND grade Type Grade 1 Factory 5 Skilled 2 Transport 6 Semi-skilled 3 Building -7 Unskilled 4 Other		
Occupation: _____		76a) Place of interview: 9 Home X Street -V Elsewhere Date _____ 196____	76b) Day of interview: 1 Sun 4 Wed 2 Mon 5 Thur 3 Tues 6 Fri 7 Sat
		I hereby attest that this is an interview made strictly in accordance with your directions, with a person who is a stranger to me: Signed: _____ This form is the property of: 1966 C SOCIAL SURVEYS (GALLUP POLL) LIMITED 211 Regent Street, London W 1	

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CQ 471

APRIL 1966

Rep.No.

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- 22 Do you know of any petrol companies -V No, don't know of any who are running a competition this year? If so, which ones? (Mark all mentioned)

Yes, know of:

- 1 BP
- 2 Esso
- 3 Mobil
- 4 National/National Benzole
- 5 Shell
- 6 Regent
- 7 Other
- 8 But don't know which company

- 23 Have you, yourself, filled in a form for one of the petrol competitions? If Yes: Which one(s)?

-V No none

Yes:

- 1 BP
- 2 Esso
- 3 Mobil
- 4 National/National Benzole
- 5 Shell
- 6 Regent
- 7 Other
- 8 Don't know name

I would like to talk to you now about television watching.

- 24 Thinking about all the time you spend watching television, which channel would you say you watch the most, BBC or ITV? (For every second contact ask about ITV before BBC)
- 1 BBC
 - 2 ITV
 - 3 Both equal; no difference
 - 4 Don't know

- 25 Can you remember hearing about any programmes, or being reminded that they were coming, because of any of the following on your television screen? (Show CARD A)

- 1 Just an announcer talking
- 2 An announcer talking with a list of programmes on the screen
- 3 An announcer talking with still pictures or illustrations on the screen
- 4 Extracts from the programme or film to be shown
- V None of these; no television (skip to Q.33)

Ask for each recalled: in Q.25

- 26 Talking about will you pick the phrase from this card which sums up how you feel about it? (Show CARD B)

	An announcer talking			Extracts from programme/film
	Alone	With list	With stills	
Extremely helpful	1	1	1	1
Quite helpful	2	2	2	2
No strong feeling	3	3	3	3
Rather irritating	4	4	4	4
Extremely irritating	5	5	5	5
	-6	-6	-6	-6

If codes 4 or 5 for any in Q.26 (Others skip to Q.32)

- 30 Why do you say that? (Write in)

- 31 Do any of these other reasons apply? (Show CARD C)

- 1 They last too long
- 2 They are misleading or unrepresentative
- 3 They're not really helpful
- 4 They are too pushing, too aggressive
- 5 They are too bitty/scrappy
- 6 They give you a taste for programmes you are not able to watch
- 7 Unnecessary hold up to normal programmes
- V None of these

Ask all seeing any promotions:

- 32 Which channel would you say does more of these programme previews?

- 1 ITV more
- 2 BBC more
- 3 Same
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ASK ALL:

- 33 Do you approve or disapprove of the Government's record to date?

- 1 Approve
- 2 Disapprove
- 3 Don't know

- 34 Are you satisfied or dissatisfied with Mr. Wilson as Prime Minister?

- 1 Satisfied
- 2 Dissatisfied
- 3 Don't know

- 35 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

- 36a) If there were a General Election tomorrow, which party would you support?

- 1 Conservative
- 2 Labour
- 3 Liberal
- 4 Other
- 5 Don't know

- b) If don't know: Which would you be most inclined to vote for?

- 6 Conservative
- 7 Labour
- 8 Liberal
- 9 Other
- 0 Don't know

ASK ALL:

- 37 Do you think that unemployment will go up, decrease or remain the same during the next 6 months?

- 1 Go up
- 2 Decrease
- 3 Remain the same
- 4 Don't know

- 38 Do you expect that prices will go up, decrease or remain the same during the next 6 months?

- 1 Go up
- 2 Decrease
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- 39 Do you get the impression that your (your husband's) firm is busier now than it was this time last year, not so busy or just about the same?

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- 40 And over the next 12 months, do you expect to increase or decrease:

	In-crease	De-crease	Not Same	Not applicable
a) your income?	1	2	3	-4
b) your regular financial commitments such as mortgage & HP?	5	6	7	-8

- 41 Were you able to go and vote in the General Election in March, or were you prevented?

-1 No, did not vote

Yes, voted for:

Ask all who voted: For which candidate did you vote?

- 2 Conservative
- 3 Labour
- 4 Liberal
- 5 Other

ASK ALL

- 42 When the 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
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- 43 Do you approve or disapprove of the recent American armed action in Vietnam?

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- 44 Which side do you think is winning the war in Vietnam, the South Vietnamese Government or the Communist, the Viet Cong?

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ASK ALL:	CINE-CAMERA	CAMERA	CIGARETTE LIGHTER	ELECTRIC SHAVER	WATCH
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ASK ALL:	61 Do you, or your family, own your home or do you rent it? 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. S1	69a) Have you (your husband) a Trade Union card? b) If you had to say which social class you belong to, what would you say? (Read out all five alternatives)	1 Yes -2 No 7 Upper 8 Upper-middle 9 Middle 0 Lower-middle X Working -V
63a) Do you or does anyone else in your household run a car?	-6 No car (To Q.63c) 1 Yes, one car 2 " two or more	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	
b) If Yes, ask about largest car What make? _____ And what model? _____ What is the year of first registration? 19 _____		71a) Sex:	1 Man 2 Woman - housewife 3 " - Not " -C	
c) Do you have a TV set? -X Yes, TV set V No TV set		b) Marital status:	-4 Married 5 Single 6 Widowed, divorced	
64a) How many people are there in your household, including yourself and any children? _____ TOTAL		c) Social group:	9 AV + 0 AV -X AV- V Group D S3	
b) How many are aged 21 or over? _____ Adults 21		75a) May I please have your name, initials and address: (Please PRINT full details)	Mr./Mrs./Miss _____ Address _____ Town _____ County _____	
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	b) Are you on the telephone? 0 Yes -V No 'phone Telephone No. (Write in)		

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	76a) Place of interview:	76b) Day of interview:
b) Are you paid monthly or weekly?	8 Monthly 9 Weekly -X Other method		9 Home X Street -V Elsewhere Date _____ 196 _____	1 Sun 4 Wed 2 Mon 5 Thur 3 Tues 6 Fri 7 Sat
68a) What is your occupation? or b) What was your occupation? or c) If married woman not working: What is/was your husband's occupation? (Write in and code)	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		I hereby attest that this is an interview made strictly in accordance with your directions, with a person who is a stranger to me: Signed: _____ This form is the property of: 1966 C SOCIAL SURVEYS (GALLUP POLL) LIMITED 211 Regent Street, London W 1	

45 Do you approve or disapprove of the Government's handling of the situation in Southern Rhodesia?

1 Approve
2 Disapprove
-3 Don't know

46 Do you think that the Government was right or wrong to get the approval of the United Nations to stop tankers taking oil which could be piped to Rhodesia?

1 Right
2 Wrong
-3 Don't know

47 Do you think that Britain should or should not use force to prevent tankers carrying oil from reaching Rhodesia?

1 Should
2 Should not
-3 Don't know

48 Do you think that Mr. Smith will or will not succeed in his policy of seizing independence?

1 Will
2 Will not
-3 Don't know

49 If the Rhodesians were prepared to give up their stand on independence, should Mr. Wilson agree to have talks with Mr. Smith or only with someone else?

1 Talk with Smith
2 Someone else
-3 Don't know

ASK MEN ONLY: (Women skip to Q.56)

50 What is the first name you think of in men's hairdressings?

51 What other names in men's hairdressings do you know? Any others? (Mark all mentioned)

	First mention	Others known
Boots	1	1
Brylcreem	2	2
Cossack	3	3
Cusson's/Imperial Leather	4	4
Loxene	5	5
Old Spice	6	6
Silvikrin	7	7
Trugel	8	8
Vaseline	9	9
Vitalis	0	0
Other	X	X
None known	-V	-V

52 Which brands of hairdressing have you ever tried? Have you tried any other makes of men's hairdressings? Any others? (Mark all mentioned)

53 What make of hairdressing are you using now?

	Ever used	Using now
Boots	1	1
Brylcreem	2	2
Cossack	3	3
Cusson's/Imperial Leather	4	4
Loxene	5	5
Old Spice	6	6
Silvikrin	7	7
Trugel	8	8
Vaseline	9	9
Vitalis	0	0
Other	X	X
None tried	-V	-V

54 If Vitalis used now (Q.53): (Others skip to Q.55)
Is this your regular brand or are you just trying it out?

1 Regular brand
2 Just trying it out
-3

55 If Vitalis not tried (Q.52) (Others skip to Q.56)
Is there any special reason why you have not tried Vitalis?

- 1 Never seen it in shops
- 2 Too expensive
- 3 Bad reports from other people
- 4 Satisfied with present hairdressing
- 5 Not suitable for own hair
- 6 Didn't appeal to me; didn't like the sound of it
- 7 Haven't needed (used) hairdressing yet
- 8 Never use any hairdressing
- X Other answer (write in)

-V No special reason

ASK ALL:

56 What do you consider to be your normal brand of petrol these days? That is the brand you buy more than 5 out of 10 times or don't you have a usual brand?

1 B.P.
2 Cleveland
3 Esso
4 Fina
5 Jet
6 Mobil
7 National
8 Regent
9 Shell
0 Total
X Other
V No usual brand
-R Don't buy petrol

PLEASE CALL BY NUMBER

- 1 Just an announcer talking
- 2 An announcer talking with a list of programmes on the screen
- 3 An announcer talking with still pictures or illustrations on the screen
- 4 Extract from the programme or film to be shown

PLEASE CALL BY NUMBER

- 5 Extremely irritating
- 4 Rather irritating
- 3 No strong feeling
- 2 Quite helpful
- 1 Extremely helpful

PLEASE CALL BY NUMBER

- 1 They last too long
- 2 They are misleading or unrepresentative
- 3 They are not really helpful
- 4 They are too pushing, too aggressive
- 5 They are too bitty, too scrappy
- 6 They give you a taste for programmes you are not able to watch
- 7 Unnecessary hold up to normal programmes

Q 26

Code any forms circled for position 4 or 5 in any of the four columns as V and punch on col.26.

Check that the answers circled in this question agree with those in Q 25.

Q 30

- 1 They last too long
- 2 They are misleading or unrepresentative
- 3 They are not really helpful
- 4 They are too pushing, too aggressive
- 5 They are too bitty, too scrappy
- 6 They give you a taste for programmes you are not able to watch
- 7 Unnecessary hold up to normal programmes
- 8
- 9
- 0
- X Other
- V No particular reason

Q 52

Code all forms not circled as VITALIS as X and punch on
column 54

Q 53

Code all forms not circled as VITALIS as V and punch on
column 54