

INSTITUTE FOR SOCIAL RESEARCH  
CHR. MICHELSEN INSTITUTE  
NORWEGIAN GALLUP INSTITUTE A/S

September 1965.

1965 II

## ELECTION SURVEY 1965

## SECOND WAVE

TO INTERVIEWER: FIRST FIND OUT IF THE PERSON IN QUESTION IS THE ONE YOU HAVE ON THE LIST OF RESPONDENTS. THEN AS AN INTRODUCTION SAY APPROXIMATELY THE FOLLOWING:

My name is ..... I am from the Norwegian Gallup Institute. Here is my identity card. As you probably remember, we came here and asked you some questions in August/September. We are now continuing this survey for the Institute for Social Research and Chr. Michelsen's Institute and we are trying to find out what people got out of the election debate on radio on television and in the newspapers. I hope you have no objection to our asking you a few more questions. I would like to remind you once again that what you say will not be made known to others, and that it will only be published in the form of statistical tables.

TO INTERVIEWER: ASK THE QUESTIONS IN THE EXACT WORDING AND ORDER GIVEN.

1 First, we would like to hear how you like the result of the election this autumn, would you say you are well satisfied, partly satisfied, or dissatisfied?

1 WELL SATISFIED                      2 PARTLY SATISFIED                      3 DISSATISFIED                      5 NOT INTERESTED

OTHER REPLIES: .....

2a Now we would like to hear where people look for information about the election. What about the broadcasting service's election programmes, did you get the opportunity to follow any of them on radio or on television?

1 YES, ON RADIO    2 YES, ON T.V.    3 YES, ON BOTH RADIO AND T.V.    4 NO, DIDN'T FOLLOW ANY PROGRAMMES  
(Proceed to Q. 3a)  
8 DOESN'T REMEMBER (Proceed to Q. 3a)

(IF THE ELECTION PROGRAMMES WERE FOLLOWED, Q. 2a Ans. 1, 2 or 3):

2b How many of the programmes did you follow, would you say you followed most of the programmes, about half of them or a few programmes?

1 MOST OF THEM                      2 HALF OF THEM                      3 A FEW OF THEM

2c Did you follow the concluding debate between the party leaders on Friday, September 10th. on radio or on T.V.?

1 YES, ON RADIO                      2 YES, ON T.V.    3 NO (Proceed to Q. 3a)    8 DOESN'T REMEMBER (Proceed to Q. 3a)

(IF DEBATE WAS FOLLOWED, Q. 2c Ans. 1 or 2):

2d Which politician among those taking part did you have most confidence in?

POLITICIAN'S NAME .....

8 DOESN'T KNOW, CAN'T ANSWER

(TO ALL):

3a Did you follow the broadcasts about the election results on election night either on radio or on T.V.?

- 1 YES, ON RADIO
- 2 YES, ON T.V.
- 3 YES, ON BOTH
- 4 NO, DID NOT FOLLOW THE ELECTION REPORTING (Proceed to Q. 4)
- 8 DOESN'T REMEMBER (Proceed to Q. 4)

(IF ELECTION REPORTING FOLLOWED, Q. 3a Ans. 1, 2 or 3):

3b About how long did you sit up watching the programmes?  
 TO ..... p.m./a.m.

4 I have here photographs of one of the leaders of each of our seven political parties (SHOW FIGURE 1) Would you look at the photographs and for each one, say what his name is and which party he belongs to?

NAME MENTIONED	PARTY GIVEN
PHOTO 1 .....	.....
" 2 .....	.....
" 3 .....	.....
" 4 .....	.....
" 5 .....	.....
" 6 .....	.....
" 7 .....	.....

5a Do you have television here in this household?

1 YES

2 NO

(IF "YES"):

(IF "NO"):

5b When did you get television?

YEAR

1 1959 or earlier	5 1963
2 1960	6 1964
3 1961	7 1965
4 1962	8 DOESN'T REMEMBER

6a Do you have the opportunity to see television other places?

1 YES 2 NO (Proceed to Q. 11a)

6b Is there anyone in the neighborhood who has television?

1 YES 2 NO (Proceed to Q. 11a)  
 8 DK ( " " Q. 11a)



(TO ALL):

12a Which newspapers do you subscribe to or buy regularly here in this household?

NEWSPAPER'S NAME	NEWSPAPER'S POLITICAL CONNECTION (Q. 12b)									OTHER REPLIES SPECIFY.	
	K	SF	A	V	KF	S	H	NONPOL.	DK		
1: .....	0	1	2	3	4	5	6	7	8	9	.....
2: .....	0	1	2	3	4	5	6	7	8	9	.....
3: .....	0	1	2	3	4	5	6	7	8	9	.....
4: .....	0	1	2	3	4	5	6	7	8	9	.....

0: NO NEWSPAPERS (Proceed to Q. 14)

12b Would you say for each newspaper which political party or parties the newspaper is closest to? (MARK ABOVE TO THE RIGHT FOR PARTY MENTIONED)

(IF MORE THAN ONE NEWSPAPER MENTIONED - Q. 12a):

(IF ONLY ONE NEWSPAPER MENTIONED - Q. 12a):

13a Which of these newspapers do you usually read most thoroughly?  
(IF SEVERAL NEWSPAPERS MENTIONED WRITE THAT)  
NEWSPAPER'S NAME .....

13b About how long have you been a regular reader of this newspaper?  
NO. OF YEARS .....

13b About how long have you been a regular reader of this newspaper?  
NO. OF YEARS .....

(TO ALL):

14 We would like to know what people prefer to read in the newspapers. I have here a list of different kinds of material in a newspaper (SHOW CARD III). Would you look at the list and for each item tell me if you read the material thoroughly, or do you just glance through it?

(TO INTERVIEWER: LET R. LOOK AT THE LIST. THEN READ THE LIST ALOUD, POINT FOR POINT, AND MARK FOR "READS THOROUGHLY" OR "GLANCE THROUGH IT".)

LIST	READS THOROUGHLY	GLANCE THROUGH IT
1 ADVERTISEMENTS .....	1 .....	2 .....
2 LOCAL NEWS, ANNOUNCEMENTS .....	1 .....	2 .....
3 POLITICS, EDITORIALS .....	1 .....	2 .....
4 CARTOON STRIPS, ENTERTAINMENT .....	1 .....	2 .....
5 SPORTS NEWS .....	1 .....	2 .....
6 BUSINESS PAGES, ARTICLES .....	1 .....	2 .....
7 FOREIGN NEWS .....	1 .....	2 .....
8 RELIGIOUS MATERIAL .....	1 .....	2 .....

15 Which magazines do you read regularly?  
(FARMAND, AKTUELL AND NÅ ARE ALSO COUNTED AS WEEKLY PERIODICALS)

MAGAZINE'S NAME:

- 1: .....
- 2: .....
- 3: .....
- 4: .....
- 5: .....

0 DOESN'T READ ANY MAGAZINES

16a We would like to know a little about how you spend your spare time. Do you have any spare time activities or hobbies?

- 1 YES
- 2 NO (Proceed to Q. 17a)



(IF YES):

16b What are these? .....

16c About how many hours a week would you say you spend on such spare time activities?  
NUMBER OF HOURS .....

17a The parties, as you know, try to come in contact with as many of the voters as possible during the election campaign. Did you receive letters, party programmes or other material before the election this autumn?

- 1 YES
- 2 NO (Proceed to Q. 18a)



(IF "YES"):

17b From which parties did the material come?  
0 K 1 SF 2 A 3 V 4 KRF 5 SP 6 H 8 DK  
OTHER REPLIES .....

17c How thoroughly did you read this material, did you read it thoroughly, glanced through it, or didn't you read it at all?  
1 THOROUGHLY      2 GLANCED THROUGH IT      3 DIDN'T READ      8 DOESN'T REMEMBER  
OTHER REPLIES: .....

18a In many places, as you know, the parties usually send their active supporters round to people's homes to tell them about the election. Did anyone from any of the parties come to this house to remind you about this election?

- 1 ONE PERSON CAME
- 2 SEVERAL CAME
- 0 NONE CAME (Proceed to Q. 19)



(IF ONE PERSON OR MORE CAME):

18b Can you say for each of them which party he (she) came from and what the person in question did here:  
Did he (she) only deliver material, or did he (she) also try to talk about politics and the election

PARTY MENTIONED	ONLY DELIVERED MATERIAL	TALKED ABOUT POLITICS AND THE ELECTION	OTHER REPLIES specify:
.....	1	2	.....
.....	1	2	.....
.....	1	2	.....

19 Many people think it is too much of an intrusion when the parties send their active supporters round to people's homes before the election, while others have no objection to such calls. What about you - do you think it is all right to be called on by the parties' active supporters or do you not like it?

1 THINKS IT IS ALL RIGHT                      2 DOESN'T LIKE IT                      8 DK

OTHER REPLIES: .....

20a Were you present at any political meetings with speeches, discussions entertainment etc.?

1 YES    2 NO (Proceed to Q. 21a)

↓  
(IF "YES"):

20b How many such meetings or arrangements did you attend?

NUMBER: .....

20c Which party or parties arranged the meetings?

0 K 1 SF 2 A 3 V 4 KRF 5 SP 6 H 8 DK

OTHER REPLIES: .....

21a We would like to hear if you participated in any political discussions or conversations before the election this year. How often did you talk about the election here in the family, would you say often, now and again or never?

1 OFTEN                      2 NOW AND AGAIN                      3 NEVER                      4 LIVES ALONE

21b How often did you talk about the election with your working mates/colleagues, would you say often, now and again or never?

1 OFTEN                      2 NOW AND AGAIN                      3 NEVER                      4 DOESN'T WORK OUTSIDE THE HOME

21c How often did you talk about the election in your spare time with friends and acquaintances, would you say often, now and again or never?

1 OFTEN                      2 NOW AND AGAIN                      3 NEVER

22a Were there any people you talked to who tried to persuade you to vote for a particular party?

1 YES    2 NO (Proceed to Q. 23a)

↓  
(IF "YES")

22b Who were they - some of your own family, some of your friends, your neighbours, your working mates/colleagues, or who?

1 OWN FAMILY                      2 FRIENDS                      3 NEIGHBOURS                      4 WORKING MATES/COLLEAGUES

OTHERS, specify: .....

8 DOESN'T REMEMBER                      9 REFUSES TO ANSWER

23a On the other hand, were there any people you tried to persuade to vote for a particular party or parties?

1 YES    2 NO (Proceed to Q. 24)

↓  
(IF "YES"):

23b Who were they - some of your own family, some of your friends, your neighbours, your working mates/colleagues or who?

1 OWN FAMILY                      2 FRIENDS                      3 NEIGHBOURS                      4 WORKING MATES/COLLEAGUES

OTHERS, specify: .....

8 DOESN'T REMEMBER                      9 REFUSES TO ANSWER

24 Did you yourself, or anyone else in your household take part in the election campaign this year?  
0 NO ONE TOOK PART      1 TOOK PART SELF      2 OTHERS IN HOUSEHOLD TOOK PART, NOTE: WHO

.....  
(HUSBAND, WIFE, SON ETC.)

25a Did you support one or more parties during the last election campaign by giving direct contributions of money?

(THE USUAL MEMBERSHIP FEE TO SOME PARTY IS NOT COUNTED HERE).

1 JA

2 NO

↓  
(IF "YES"):

↓  
(IF "NO"):

25b Which parties were they?  
0 K   1 SF   2 A   3 V   4 KRF  
5 SP   6 H   8 DK  
9 REFUSES TO REPLY  
OTHER REPLIES .....

25c If you had been asked, would you have supported the party you like best by donating money?  
1 YES                      2 NO  
OTHER REPLIES .....

26a Many people have second thoughts about the fact that trade unions and managements contribute financially to the parties' election campaigns, while others have no objections to such contributions. Let us first consider the contributions from trade unions to political parties - do you consider such contributions objectionable or have you no objections?

1 OBJECTIONABLE      2 IN DOUBT      3 NO OBJECTIONS      8 DK

OTHER REPLIES: .....

26b What do you think of contributions from managements to political parties - do you consider such contributions objectionable or do you have no objections?

1 OBJECTIONABLE      2 IN DOUBT      3 NO OBJECTIONS      8 DK

OTHER REPLIES: .....

(IF "YES" OR "IN DOUBT" FOR BOTH TRADE UNIONS AND MANAGEMENTS - Q. 26a Ans. 1 or 2, and Q. 26b, Ans. 1 or 2):

26c Which contributions do you find more objectionable, contributions from trade unions or contributions from managements?  
1 TRADE UNIONS      2 MANAGEMENTS      3 BOTH EQUALLY OBJECTIONABLE      8 DK

27a It has been suggested that government should give contributions to the parties' activities before the elections. Do you think it would be a good or a bad idea for the government to help pay the costs of political campaigns?

1 GOOD IDEA                      2 BAD IDEA                      8 DK (Proceed to Q. 28a)

27b Why do you look at it this way? .....

28a Now we would like to come back to this year's election. What happened, did you to vote?

- 1 YES
- 2 NO (Proceed to Q. 29)
- 9 WILL NOT ANSWER (IF R. REFUSES TO ANSWER REPEAT EXPLANATION OF PLEDGE TO SILENCE. NOTE R'S REASON FOR REFUSING TO ANSWER. THEN PROCEED TO Q. 30a):

(IF "HAS VOTED"):

28b When did you decide to vote for the party you chose - was it long before the election campaign began, was it at some point during the election campaign, or was it just before the day of the election?

- 1 LONG BEFORE THE ELECTION CAMPAIGN BEGAN
  - 2 DURING THE ELECTION CAMPAIGN
  - 3 JUST BEFORE THE DAY OF THE ELECTION
- OTHER REPLIES: \_\_\_\_\_

28c Which day did you vote, was it Sunday, September 12, or Monday, September 13?

- 1 SUNDAY THE 12th.
- 2 MONDAY THE 13th.
- 3 THE ELECTION TOOK PLACE ON JUST ONE DAY
- 8 DOESN'T REMEMBER

28d Which party did you vote for?

- 0 K
- 1 SF
- 2 A
- 3 V
- 4 KRF
- 5 SP
- 6 H
- COMBINED LIST BETWEEN \_\_\_\_\_

OTHER REPLIES: \_\_\_\_\_

IF R. REFUSES TO REPLY, REPEAT EXPLANATION OF PLEDGE OF SILENCE. NOTE R'S REASON FOR REFUSING (THEN PROCEED TO Q. 30a)

28e Can you mention the names of some of the candidates on the list on which you voted?

(TO INTERVIEWER: GIVE R. TIME TO THINK ABOUT IT. NOTE ALL NAMES MENTIONED):

(IF "NOT VOTED"  
- Q. 28a, Ans. 2):

29 Would you give the reason for your not having voted this year?

- 1 ILL HEALTH, ELDERLY
  - 2 CAN'T MAKE UP HIS MIND, THE PARTIES ARE ALL THE SAME
  - 3 POLITICS IS ROTTEN, WON'T GET MIXED UP IN IT.
  - 4 NOT INTERESTED IN POLITICS, DOESN'T UNDERSTAND POLITICS
- OTHER REPLIES \_\_\_\_\_

(TO ALL):

30a Many people are constantly occupied with politics, whether there is an election or not. Others are less interested. How regularly do you follow what is going on in current affairs - would you say you keep up with it all the time, some of the time, or just now and again?

- 1 ALL THE TIME
- 2 SOME OF THE TIME
- 3 NOW AND AGAIN

30b What are you most interested in; questions of foreign affairs, local politics, or domestic (national) politics (i.e. what the Storting and the Government are doing)?

1 FOREIGN POLICY      2 LOCAL POLITICS      3 DOMESTIC POLITICS      8 DK

30c What are you least interested in: questions of foreign affairs, local politics or domestic (national) politics?

1 FOREIGN AFFAIRS      2 LOCAL POLITICS      3 DOMESTIC POLITICS      8 DK

31 In the summer of 1963 we had, for a short time, a government under the leadership of John LYNG. Do you know which parties took part in this government? .....

32 I shall now read aloud to you some things people often say when they talk about politics. For each statement I would like you to say whether you agree or disagree.

(TO INTERVIEWER: NOTE ANSWER ALSO IF R. CANNOT MAKE UP HIS MIND)

1 AGREE      2 DISAGREE

32a We ordinary people may well vote but beyond that we have no possibility of influencing what the authorities do.

1                      2

32b Election campaigns create so much unnecessary bitterness that there is reason to ask whether they do not create more harm than good.

1                      2

32c It would be much better if people stopped talking about the oppositions among the parties but rather stressed all they agree on.

1                      2

32d Political parties are indispensable - they perform a useful and absolutely necessary task in society.

1                      2

32e You can't expect the ordinary people to go to all the trouble to acquire knowledge about public and governmental affairs - that is what we have politicians for.

1                      2

32f People should keep their political opinions to themselves - it only makes for difficulties if you let everyone know where you stand.

1                      2

32g You can easily understand why people often keep off politics - there is too much personal struggle for power and so many intrigues in political life.

1                      2

32h Political parties are so busy winning new voters that they easily lose sight of their real goals.

1                      2

32i Regardless of which party wins the election, the interests of the people in this part of the country will get far too little consideration.

1                      2

32j Politicians deserve higher salaries and recognition than most people, because of the difficult, important and time consuming work they do.

1                      2

33 Now we would like to ask you a few questions about what happens here in this commune. Think back to the last commune election, the one in 1963. Can you remember which parties took part in the election campaign at that time in this commune?

(TO INTERVIEWER: ASK R. TO SPECIFY THE PARTIES)

0 K 1 SF 2 A 3 V 4 KRF 5 SP 6 H

OTHERS, specify: .....

34a In the last ten years there have been, as you know, a number of alterations in the boundaries between the communes. Sometimes several communes have been merged into one, in other cases parts of a commune have been transferred to another. Has your commune been affected by such boundary alterations or are the boundaries unchanged?

- 1 COMMUNE AFFECTED BY BOUNDARY ALTERATIONS
- 2 BOUNDARIES UNCHANGED (Proceed to Q. 35)
- 8 DK (Proceed to Q. 35)

OTHER REPLIES: .....

(IF BOUNDARY ALTERATIONS):

34b How do you like these boundary adjustments - would you say you are in agreement with them or are you in disagreement or are you not interested in the matter?

- 1 AGREES
- 2 DISAGREES
- 3 NOT INTERESTED
- 8 DK

(JUST FOR THE RURAL COMMUNES):

35 What means most to you when you are voting for people for the communal council: the party to which the candidates belong, the neighborhood or area from which the candidates come, or the position or status they have in the community?

- 1 THE PARTY
- 2 NEIGHBOURHOOD
- 3 POSITION
- 4 ALL EQUALLY IMPORTANT
- 8 DK

OTHER REPLIES, specify: .....

(TO ALL):

36a There is a lot of talk about different social classes these days. Most people would say that they belong to one of two classes: either the working class or the middle class. Do you ever think of yourself as belonging to one of these classes?

- 1 YES

(IF "YES"):

- 2 NO
- 3 DOUBTFUL
- 8 REFUSES TO ANSWER (Proceed to Q. 3)

(IF "NO" OR "DOUBTFUL"):

36b Which class?

- 1 WORKING CLASS
- 2 MIDDLE CLASS
- OTHER REPLIES .....

36c Would you say you belong to the average of (CLASS MENTIONED) or that you are in the upper part of this class?

- 1 AVERAGE
- 2 UPPER PART

36b If you had to choose, would you call yourself working class or middle class?

- 1 WORKING CLASS
- 2 MIDDLE CLASS
- OTHER REPLIES .....

36c If you again had to choose, would you say that you belong to the average of (CLASS MENTIONED) or that you are in the upper part of this class?

- 1 AVERAGE
- 2 UPPER PART

37a Now we would like to hear a little about your personal relationship to church and religion. During the last month have you attended any church services or religious meetings?

- 1 YES
- 2 NO (Proceed to Q. 37c)

(IF "YES"):

37b How many such meetings have you taken part in? .....

37c How many times during the last month have you followed religious programmes on radio or television? ..... times.

38 Do you consider yourself to be a personal Christian?

- 1 YES, PERSONAL CHRISTIAN
- 2 NOT PERSONAL CHRISTIAN BUT "RELIGIOUS"
- 3 NO, NOT PERSONAL CHRISTIAN
- 9 REFUSES TO ANSWER (ONLY IF R. SELF USES THIS EXPRESSION)

OTHER REPLIES: .....

39a Do you consider yourself to be a teetotaler, or do you happen to take a drink from time to time?

- 1 TEETOTALER
- 2 NOT TEETOTALER BUT "TEMPERATE" (ONLY IF R. SELF USES THE EXPRESSION)
- 3 TAKES A DRINK
- OTHER REPLIES: .....

(IF TEETOTALER):

(IF NOT TEETOTALER):

39b How strongly are you interested in the question of total abstinence, would you say you are very interested, somewhat interested, or not much interested?

- 1 VERY INTERESTED
- 2 SOMEWHAT INTERESTED
- 3 NOT MUCH INTERESTED

39c Here in this country, as you know, the authorities have put into effect many measures regulating the use of alcohol. What do you think of these rules, do you think the rules are too strict, or are they too lenient?

- 1 RULES TOO STRICT
- 2 SUITABLE AS THEY ARE
- 3 RULES TOO LENIENT
- 8 DK
- OTHER REPLIES: .....

40 Which party or parties do you think are closest to having your own opinion in questions regarding the use of alcohol?

- 0 K 1 SF 2 A 3 V 4 KRF 5 SP 6 H 7 QUESTION IS NON-POLITICAL 8 DK

OTHER REPLIES: .....

41 Finally a question about the Storting election before this one, the one in 1961: Which party did you vote for then?

- 0 K 1 SF 2 A 3 V 4 KRF 5 SP (B) 6 H 7 BOURGEOIS COMBINED LIST
- 8 DOESN'T REMEMBER 9 REFUSES TO ANSWER X DIDN'T VOTE 7 DID NOT HAVE THE RIGHT TO VOTE

OTHER REPLIES: .....

