A NEW LOOK AT THE AUSTRALIAN VOTER

1974

Prepared by

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A brief summary of what action should be taken on the research

The report shows that in three of the seven psychographic segments, CP and DLP voters are closer to the ALP than to the Liberal Party.

On the other hand, the Australia Party voter is closer to the Liberal Party than to the ALP in two of the seven psychographic segments, namely "Upward mobility" and "Socio-Economic Status".

This point is most important when directing future policies. It is also important when considering the Liberal Parties attitudes toward the CP and DLP.

The ALP voter and the Liberal voters are opposite on all seven segments.

The Australia Party voter most closely resembles the "self classified" swinging voter. The "double-interview" survey conducted in 1973 (See Introduction) will show whether the "self classified" swinger is demographically the same or different from the actual swinger. If he is different, then there is another group of swinging voters who "won't admit" or "don't know" they swing their vote.

There is no doubt, however, that the "vocal" swingers are the "Australia Party type" voter.

As a general rule, the Liberal Party leader and 2 or 3 other senior Liberal MP's should concentrate mainly on economic issues, as distinct from social issues. All other Liberal MP's should concentrate mainly on social issues, so it can't be said Liberals are ignoring social issues.

Many issues are partly economic and partly social e.g. more money for schools (economic), all children should stay at school until they are 17 years (social).

If the Liberal Party takes a forceful position on economic issues in relation to voter's present standard of living and how inflation and ALP policies are affecting them, then Liberal's will obtain the support of many Australia Party voters and "Australia Party type" among ALP voters.

These people are high in Socio-Economic status and have a completely different life-style from the "working class" traditional ALP voter.

Because CP and DLP voters have similar Socio-Economic Status and life-styles as ALP voters, they should take an active part in attracting ALP voters on those issues, which effect all of them e.g. industrial unrest, hospitals, education etc.

It is most important that the leaders of the Liberal Party are at all times in touch with both the CP and DLP, so they work as a team.

During the next few months, there should be some things on which Liberal and ALP have similar views e.g. the Rae report. When that occurs, it is most important that good press and T.V. coverage is obtained, as it will make it easier for the Australia Party voters and "Australia Party types" among ALP voters to justify
in their own minds their swinging to Liberal.

The CP and DLP will also sometimes have similar views as the ALP. These parties should then also obtain good press and T.V. coverage which would make it easier for the "working class" type ALP voters to justify in their own mind their swinging to the CP or the DLP.
INTRODUCTION

What makes Mr. Average vote for Party X and not Party Y? Is his decision simply a belief that "Party X is for Mr. Average and Party Y is for Mr. Better-than-average?" Or is it something much more complex?

If we were able to get a broader picture of the supporter of Party X and the supporter of Party Y and, in addition, a portrait of the "Brand switcher" or the "swinging voter", it may provide greater insight into the relationship between Party support and an individual's attitudes, values and aspirations. The analysis herewith on the swinging voter is based on a self classification. Respondents were asked whether the party they chose to support "if an election was held tomorrow" was the same as at the last election (1972). An additional survey by the Morgan Gallup Poll in 1973 asked an Australia-wide cross-section twice one month apart, who they would vote for "if an election were being held today". By comparing both sets of answers given by the one respondent it is possible to define the swinging voter over a short period. This analysis will be presented in a later report.

Data from a recent national life style and attitude survey, Australian Social Barometer, has been analysed to help define the Australian voter. The survey contains over two hundred questions about people's political and social attitudes; their personal values; their needs and aspirations and their behavior. The published Morgan Gallup Poll has been used to supplement the analysis with accurate demographic data.

Because of the large number of different questions asked in the Social Barometer the different types of questions have been grouped according to similarity of theme, i.e. several questions may have touched on related issues around a common theme, for example, economic conservatism. These groups of questions with a common theme are called attitude scales. They are extremely valuable as a method of summarising a large amount of information into a more easily readable format. The attitude scales were developed statistically with the aid of a computer.
For this exercise, six attitude scales - which proved to discriminate voters - and an index of socio-economic status were used. The six attitude scales were:

* Status Seeking
* Protestant Ethic
* Consumerism
* Upward Mobility
* Social Conservatism
* Economic Conservatism

Supporters of the various Parties, plus swinging voters, were analysed on these scales to see if we could detect any real differences between them.

The Socio-Economic index was a composition of each individual's income, education and occupation.

One of the fundamental issues explored in this paper is the role of Social Conservatism and Economic Conservatism in voting decisions. Research has shown that the endorsement of conservative moral or social values is not necessarily a prerequisite to being conservative in one's political (economic) beliefs. Considerable evidence supports a real distinction between economic and social conservatism. It has been found that the most socially conservative section of the community is the traditional working class, yet this group tend to vote for the ALP - not a socially conservative Party.

* See Appendix for items which comprised these indexes.
The DLP or even the LCP would stand more in line with traditional working class mentality with regard to issues of censorship, homosexuality, etc.

Since the ALP still captures a handsome majority of "worker votes", it appears that "hip-pocket" issues are, in most cases, weighing stronger in the minds of the worker than do his social beliefs and values.

The Social Barometer only confirms this argument. Economic Conservatism versus Socialism tended to be a crucial determinant of voting behaviour. This can be explained by looking at the proximity of the individual to both forms of conservatism. Economic issues are personal. They have a direct effect on the individual. However, social issues are often quite removed from the individual and, because he does not have the same measure of self-interest in various social reforms, his voting decision is drawn towards the "hip-pocket" economics.

The next few pages provide a summary profile of supporters of each of the major parties in addition to a profile of the swinging voter.

Demographics are drawn from Morgan Gallup Poll data for April and May, 1974.
THE ALP VOTER, ..and...

The ALP profile is obviously the product of the counter balance between an even distribution of young voters and the Labor Party's traditional working class supporters.

Labor Party voters are best distinguished from voters for all other parties (with the exception of the Communist Party) by their support for socialist principles. More than any other group of voters, the ALP man wants the wheels of industry turned by government steam -- not free enterprise.
4.

THE ALP VOTER

The image of the ALP appears to have undergone a remarkable change over the past few years. The Party's marketing strategy has been to position itself as a "progressive" Party, as opposed to a Party for the workers. Yet, the hard core worker vote is still part and parcel of Labor Party image.

In comparison to Liberal and Australia Party voters, the ALP voter is of lower socio-economic status and average social mobility. As a group, they tend to reject the traditional work ethic (Protestant ethic). They see no merit in the delay of need gratification and are less inclined to be convinced that a good day's work does you nothing but good.

Although education is not foremost in the profile of the ALP supporter, he tends to be concerned with consumerism. A good deal of this consumer mindedness, however, may be merely disguised anti-big business feeling.

No age group emerges as a strong faction for the ALP. Young voters do not appear at present (post Vietnam) to be as taken with ALP, contrary to common belief.

Though the ALP voter is more likely to be male and he tends to be less socially conservative than his counterpart in the DLP, the CP or the Liberal Party, he is nowhere near as radical in his social values as is Gordon Barton's man over at the Australia Party.
THE LIBERAL PARTY VOTER AND THE COUNTRY PARTY MAN

Most surveys show Liberal and Country Party voters as a single group but, with the exception of their mutual dislike for the many fingers of socialism, they have virtually little else in common.

The Country Party supporter may be the man on the land, but he is much more likely to be the man in the country town. The man who wants a "fair go". In the main, the Country Party supporter is not well off.

His city cousin - the Liberal voter - tends to stand several percentage points higher on the socio-economic status index than the Country Party voter. The Liberal voter is also much more upwardly mobile. The Liberal Party voter is a good deal more status conscious but less socially conservative. Overall, the Liberal supporter is more concerned with success and achievement than with rugged individualism, as with the Country Party voter.

Just as the ALP has a strong working-class vote, the Liberal Party has a strong middle-class vote. Though no clear relationship exists between voting LCP and age of the respondent, the greater adherence of both Liberal and Country Party voters to a religious faith (as with DLP voters) appears to account for their greater social conservatism.

Overall, Liberal/Country Party voters are economic conservatives. Little interest is paid to the new "consumerism" by either the Liberal or the Country Party voter. He seems blind, or at least unwilling to accept the notion of consumer exploitation by big business.
We have been talking of the Liberal and Country Party voters as "he", yet this voter is more likely to be a woman, unlike voters for both ALP and Australia Party, who are predominantly male.
Rightly so, the Australia Party voter has been called the young trendy voter. The Australia Party man is of upper socio-economic status and is most likely aged between 18 - 30. He is upwardly mobile, though, to some extent, he has already made it.

This individual prides himself as a champion of social justice and yet, not an enemy of free enterprise. To say the least, he is non-traditional. Morally, the Australia Party voter is the most radical of all voters. His concern over a fair deal for the consumer and the environment leads him toward a less conservative posture than the Liberal voter with regard to economic policy. In addition, in the areas of national security and national identity, the Australia Party voter supports the Labor Party, for example, Recognition of China; Australia becoming a Republic.

The Australia Party has tended to propound a far more precise social policy than economic policy, and this, to some extent, may have been a mistake.

Little mileage appears to be gained from campaigning almost entirely on a platform of social reform.

* Australian party voters are males in the majority.
Traditionally, the DLP vote has been related to religion. This appears still to be the case. (DLP voters are older, mainly Catholic, mainly women, and of lower socio-economic status). For this reason, it is hardly surprising that the DLP voter appears the most Socially Conservative of all voters. More women than men vote DLP.

Yet, the DLP voter favours a fair degree of redistribution of income and social welfare expenditure. (See Table II). The DLP voter appears to be one who is less swayed than most by economic issues, since the DLP platform stresses national security and moral forthrightness. However, recent elections have seen almost the complete demise of this Party.
This is the Prima Donna all are trying to woo. Not surprisingly, this voter looks for novelty and change in his life; one aspect of which is obviously in his voting habits. Half of swinging voters are in the age group 21 to 34; a period recognised as one of consolidation of ideas and values. However, there is no sex difference amongst swingers, approximately equal numbers of males and females claim to be swinging voters.* The swinging voter appears more upwardly mobile and of higher socio-economic status than the average voter.

The swinging voter stands near the ALP voter on social and moral issues — neither too radical nor too conservative. He is, however, closely related to the Australia Party voter with regard to politico-economic values. On the whole, the swinging voter is not as socially radical as the Australia Party voter nor as conservative as the DLP or Liberal/Country Party voter.

The swinging voter does not want to see Australia become a Republic, like ALP and Australia Party voters, but he does favor recognition of China, unlike Liberal Country Party and DLP voters. On the other hand, he supports greater government control of the Unions, as do Liberal/Country Party and Australia Party voters.

The swinging voter is more consumer minded than Liberal and Country Party voters and is concerned with greater fairness on the part of big businesses towards the consumer. In many ways, the swinger resembles the Australia Party voter, (see Tables I and II). Yet, obviously, the Australia Party has failed to appeal to him.

* The double-interview survey mentioned in the Introduction will confirm or reject these results.
THE SWINGING VOTER, ..cnd..

Since we know that the key issue surrounding the voter's Party preference is most likely to be one of Socialism versus Capitalism, we have to place the swinging voter somewhere between these two extremes and the successful Party at the next election will be that which can find the appropriate mix of social welfare and free enterprise in their platform.

For the Liberal Party to win the swinger, there needs to be a more clearly articulated stance on consumerism and labour relations but not necessarily at the expense of free enterprise. For the swinger, it appears that the government's role is to guide free enterprise, not destroy it.

The Australia Party voter - that social radical - is probably to be won back by the "Don Chipp's style" of politics. However, we should not forget that it was the issue of national security and social conscience, i.e., the Vietnam war, which caused the then Liberal Reform Movement to leave the Liberal Party back in the mid-sixties.

In terms of political values, the Australia Party appears to offer the opposite to the DLP.

If the Labor Party is to win the swinger, it must not overbalance towards a socialist posture since, to do so, would be its downfall. Foreign ownership of Australian resources should be curbed and the ownership of our resources should be in the hands of Australians but not necessarily the government. A platform of social reform put forward in the areas of abortion, homosexuality, censorship, would not
THE SWINGING VOTER. ...

prove of paramount importance in the individual's voting decision at the present time.

As great as the pull is to the right on the ALP, a similar pull to the left is exerted on the LCP. The ultimate success of either Party over the next few years may well be related to how well economic policy is disguised rather than articulated.
TABLE 1

PARTY PREFERENCE AND RELATIONSHIP
TO SOCIAL ATTITUDES AND VALUES

Note the profile similarity between Australia Party supporters and swingers. However, the Australia Party failed to capture the imagination of the swinger during the last election. The order of ratings below are: Very High, High, Above Average, Average, Below Average, Low, Very Low.

<table>
<thead>
<tr>
<th>ATTITUDES AND VALUES</th>
<th>SWINGERS</th>
<th>ALP</th>
<th>AUST. PARTY</th>
<th>ICP*</th>
<th>LIBERALS</th>
<th>CP</th>
<th>DLP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status Seeking</td>
<td>Average</td>
<td>Average</td>
<td>Average</td>
<td>High</td>
<td>High</td>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>Protestant Ethic</td>
<td>Average</td>
<td>Low</td>
<td>Very Low</td>
<td>High</td>
<td>High</td>
<td>Very High</td>
<td>Very High</td>
</tr>
<tr>
<td>Consumerism</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Upward Mobility</td>
<td>Above</td>
<td>Below</td>
<td>High</td>
<td>Average</td>
<td>High</td>
<td>Low</td>
<td>Average</td>
</tr>
<tr>
<td>Socio-Economic Status</td>
<td>Above</td>
<td>Below</td>
<td>Average</td>
<td>Very High</td>
<td>Average</td>
<td>High</td>
<td>Average</td>
</tr>
<tr>
<td>Social Conservatism</td>
<td>Average</td>
<td>Below</td>
<td>Average</td>
<td>Very Low</td>
<td>High</td>
<td>Very High</td>
<td>Very High</td>
</tr>
<tr>
<td>Economic Conservatism</td>
<td>Below</td>
<td>Very Low</td>
<td>Below</td>
<td>Very High</td>
<td>Very High</td>
<td>Very High</td>
<td>Below</td>
</tr>
</tbody>
</table>

* Combines answers of Liberal supporters and Country Party supporters.
### TABLE II

**RANKS OF PARTY VOTERS BY ECONOMIC CONSERVATISM AND SOCIAL CONSERVATISM**

<table>
<thead>
<tr>
<th>Economic Conservatism</th>
<th>Social Conservatism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Liberal Party</td>
<td>1. DLP</td>
</tr>
<tr>
<td>Country Party</td>
<td></td>
</tr>
<tr>
<td>Equal</td>
<td></td>
</tr>
<tr>
<td>3. DLP</td>
<td>3. Liberal Party</td>
</tr>
<tr>
<td>4. ALP</td>
<td>4. ALP</td>
</tr>
<tr>
<td>5. Australia Party</td>
<td></td>
</tr>
</tbody>
</table>

Table II shows according to Party support, reaction to both Social and Economic conservatism are very different. For example, with economic conservatism the Liberal Party and the Country Party rank number one; followed by the Australia Party; the DLP and then the ALP; but on the question of Social Conservatism, the DLP is number one; followed by the Country Party; the Liberal Party; the ALP and the Australia Party.
**TABLE III**

ATTITUDES TO PARTICULAR ISSUES FOR THE VARIOUS

**PARTY SUPPORTERS** (Data from Social Barometer)

<table>
<thead>
<tr>
<th>% in favor/agree</th>
<th>SWINGERS</th>
<th>ALP</th>
<th>AP</th>
<th>LCP</th>
<th>LP</th>
<th>CP</th>
<th>DLP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition of China</td>
<td>55</td>
<td>65</td>
<td>72</td>
<td>37</td>
<td>37</td>
<td>38</td>
<td>25</td>
</tr>
<tr>
<td>Greater control of Unions</td>
<td>54</td>
<td>34</td>
<td>52</td>
<td>65</td>
<td>66</td>
<td>62</td>
<td>45</td>
</tr>
<tr>
<td>Government control of big industries, e.g., steel</td>
<td>31</td>
<td>60</td>
<td>20</td>
<td>18</td>
<td>17</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>Higher rate of tax on large income earners</td>
<td><strong>49</strong></td>
<td>59</td>
<td>49</td>
<td>31</td>
<td>31</td>
<td>33</td>
<td>53</td>
</tr>
<tr>
<td>Australia becoming a Republic</td>
<td>39</td>
<td>55</td>
<td>47</td>
<td>26</td>
<td>25</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>Religion important in your life</td>
<td>45</td>
<td>39</td>
<td>36</td>
<td>53</td>
<td>53</td>
<td>55</td>
<td>74</td>
</tr>
<tr>
<td>Upset if person of another race married your son or daughter</td>
<td>22</td>
<td>23</td>
<td>15</td>
<td>30</td>
<td>31</td>
<td>35</td>
<td>28</td>
</tr>
</tbody>
</table>
TABLE IV

PARTY SUPPORT BY AGE (%)
(MORGAN GALLUP POLL FIGURES)

<table>
<thead>
<tr>
<th>AGE:</th>
<th>TOTAL</th>
<th>ALP</th>
<th>AP</th>
<th>LCP</th>
<th>LIBS</th>
<th>CP</th>
<th>DLP</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-19</td>
<td>5</td>
<td>4</td>
<td>13</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>4</td>
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<tr>
<td>20-29</td>
<td>24</td>
<td>27</td>
<td>30</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td>26</td>
</tr>
<tr>
<td>30-49</td>
<td>36</td>
<td>34</td>
<td>40</td>
<td>37</td>
<td>37</td>
<td>37</td>
<td>29</td>
</tr>
<tr>
<td>50+</td>
<td>35</td>
<td>35</td>
<td>17</td>
<td>35</td>
<td>34</td>
<td>34</td>
<td>41</td>
</tr>
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</table>

TABLE V

PARTY SUPPORT BY SEX

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>SWINGERS*</th>
<th>ALP</th>
<th>AP</th>
<th>LCP</th>
<th>LIBS</th>
<th>CP</th>
<th>DLP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49</td>
<td>48</td>
<td>54</td>
<td>61</td>
<td>45</td>
<td>45</td>
<td>48</td>
<td>36</td>
</tr>
<tr>
<td>Female</td>
<td>51</td>
<td>52</td>
<td>46</td>
<td>39</td>
<td>54</td>
<td>55</td>
<td>52</td>
<td>54</td>
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</table>

* Data from Social Barometer.

AGE BREAKDOWN FOR SWINGERS (%)

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL VOTERS</th>
<th>SWINGERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER 21</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>21-34</td>
<td>35</td>
<td>49</td>
</tr>
<tr>
<td>35-44</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>45+</td>
<td>13</td>
<td>28</td>
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### TABLE VI

**PARTY SUPPORT BY SOCIAL CLASS (%)**  
(Morgan Gallup Polls April-May 1974)

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>SWINGERS</th>
<th>ALP</th>
<th>AP</th>
<th>LCP</th>
<th>LIBS</th>
<th>CP</th>
<th>DLP</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Collar</td>
<td>48</td>
<td>55</td>
<td>39</td>
<td>62</td>
<td>57</td>
<td>57</td>
<td>59</td>
<td>35</td>
</tr>
<tr>
<td>Blue Collar</td>
<td>47</td>
<td>45</td>
<td>56</td>
<td>31</td>
<td>38</td>
<td>38</td>
<td>37</td>
<td>56</td>
</tr>
<tr>
<td>NA</td>
<td>5</td>
<td>-</td>
<td>5</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>9</td>
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</tbody>
</table>

### TABLE VII

**PARTY SUPPORT BY RELIGION**

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>SWINGERS</th>
<th>ALP</th>
<th>AP</th>
<th>LCP</th>
<th>LIBS</th>
<th>CP</th>
<th>DLP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catholic</td>
<td>25</td>
<td>21</td>
<td>27</td>
<td>25</td>
<td>22</td>
<td>22</td>
<td>19</td>
<td>55</td>
</tr>
<tr>
<td>Protestant</td>
<td>66</td>
<td>62</td>
<td>62</td>
<td>56</td>
<td>73</td>
<td>72</td>
<td>19</td>
<td>36</td>
</tr>
<tr>
<td>None</td>
<td>8</td>
<td>15</td>
<td>10</td>
<td>18</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Others</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>2</td>
</tr>
</tbody>
</table>

* Data from Social Barometer.
STATUS SEEKING

Respondents were asked whether they agreed or disagreed with the following:

Wealthy people seem to get more respect when dealing with sales or trades people

It is very important to have a good name in the community

If you become successful in life you tend to grow away from old acquaintances

I rarely think of the future

Most people would say that I was ambitious

If a person gets to the top in his profession he is entitled to give himself special privileges and status symbols

I am not interested in the lives of successful people

The great achievements of others often make me feel small

I don't think I would enjoy being in the public eye

I often think about being more successful than I am at present

I would not feel at ease living in a big expensive house

I rarely compare what I have done with what others have or have not done

Going to a good private school helps a great deal when you are going for a top job

I am not interested in moving to a better area

There are no real social class differences in Australia

The world is full of exciting opportunities

If I was buying a watch I would rather pay a bit more and get one that really suited my personality

The things we have to struggle for are most worth having

Items with 'R' beside them were scored in the opposite direction.
PROTESTANT ETHIC

Respondents were asked whether they agreed or disagreed with the following:

The average person is only after a handout from the government

The things we have to struggle for are most worth having

Since people have started to turn away from religion the world has had many more problems

Religion is not an important thing in my life

I really think long hair on men looks pathetic

It's a very good thing that social attitudes are generally becoming more liberalized

I am against sex before marriage as a matter of principle

I think that the traditional values and beliefs are best for this society

I am a pretty steady and reliable sort of person

Children should be taught the virtues of saving their money

There needs to be stricter control on pornographic material in this country

I cannot really be bothered with things that serve no definite purpose

There is nothing more satisfying than doing a job as well as you possibly can

A man doesn't need financial security before he gets married

Working hard in a job only puts you in an early grave
CONSUMERISM

Respondents were asked whether they agreed or disagreed with the following:

Private motor vehicles should not be allowed to go right into the big metropolitan cities

It should be made compulsory immediately for anti-pollution devices to be fitted to all cars even if it adds to the cost of the car

If you want quality goods you have to pay for them

It is wise not to believe anything advertising says about a product

Australia needs powerful consumer protection laws

I wouldn't mind doing away with monopolies and big businesses

TV is a health hazard

We should boycott those manufacturers who constantly raise their prices on goods

I rarely use canned or processed foods

I insist on serving fresh vegetables to my family daily

I am against any form of advertising of headache powders and tablets

Pollution is not a serious problem in Australia

Safety and quality are principles stuck to by most car manufacturers

The quality of most consumer goods in Australia is of a high standard

Severe fines should be placed on any advertiser who doesn't tell the whole truth about his product

Big business monopolies are a menace to a democratic society
UPWARD MOBILITY

Respondents were asked whether they agreed or disagreed with the following:

I can afford to buy more luxuries today than I could five years ago.

The main breadwinner will probably have a better position in his job in two years time than he has now.

I have moved in the last five years or intend to move to a better suburb in the near future.

My social position seems to be improving every year.

In the last five years the income of the main breadwinner in my family has about doubled or more than doubled.

I don't expect the income of the main breadwinner in my family to rise significantly in the next three years.

In the next three years I expect the main breadwinner's income to at least rise by about half of what it is now.

I can't buy any more now with my money than I could three years ago.

The main breadwinner in my family has had good job promotions in the last five years.

SOCIO-ECONOMIC STATUS

To measure socio-economic status a scale was developed from the respondents occupation, income and education.
SOCIAL CONSERVATISM

Respondents were asked whether they were in favour or not in favour of:

Youth and its values; R
Moves to liberalize abortion laws; R
Moves to tighten censorship;
Moves to legalize homosexuality; R
Stricter moral training for children;
Easier availability of birth control pills. R

ECONOMIC CONSERVATISM

Respondents were asked whether they were in favour or not in favour of:

Increased government spending on pensions and other social services; R
Government control of Health Insurance schemes; R
Control of prices; R
Control of incomes; R
Higher rate of Tax on big income earners; R
Free dental service provided by the government; R
Government control of the major industries such as steel; R
Power to control monopolies and big business. R