Decatur Study
(Personal Influence)

(June – August 1945)
COMMUNITY SURVEY OF DECATUR 1945

Sample questionnaires
Interviewer specifications
Card summary
COMMUNITY SURVEY OF DECATUR
(First Interview)

MARKETING

1. What brand(s) of breakfast cereals do you now have on your shelf? 
   
2. What brand(s) of soap flakes or chips do you now have on your shelf? 
   
3. What brand(s) of coffee do you now have on your shelf? 
   
4. a. Are you planning to buy a radio after the war?
   Yes No
   b. (If Yes) What brand do you have in mind?

5. a. Are you planning to buy a washing machine after the war?
   Yes No
   b. (If Yes) What brand do you have in mind?

6. a. Are you planning to buy a vacuum cleaner after the war?
   Yes No
   b. (If Yes) What brand do you have in mind?

7. a. At the present time do you turn in waste kitchen fat to the butcher?
   Yes No
   b. (If Yes) How long have you been turning it in?
   c. (If No) How does it happen that you have not gotten around to it?

8. During the last month or so, have you bought any new product or brand that you don't usually buy? (I don't mean something you had to buy because it was the only one available.)
   Yes No
   (If No, ask Question 9. If Yes, go to Question 11.)

9. On which of these have you tried a new brand most recently?
   a. breakfast cereals
   b. soap flakes or chips
   c. coffee
   d. None of these
      (If d, skip to question 15.)
      (If a, b, or c, ask Question 10.)

10. Was it the only one available? Yes No
   (If Yes, skip to question 15. If No, go to question 12.)

11. A. What change did you make?

   From:
   To:

11. B. Before you made the change, were you satisfied with the (previous brand or product)? Yes No
   (If No, ask:) In what respect were you dissatisfied?

11. C. Before you made the change, what about the (new product or brand) attracted you?

12. How did you find out about it?

f11. Did you see it in a store? Which

f12. Did a salesperson tell you about it?
   Do you know her (1) or did she just happen to want on you at that time? (2)
   (If 2, go to c. If 1, ask rest under b)

   Who?
   What store?
   Do you usually value her opinion in such matters very highly moderately very little?

f13. Did you hear someone talk about it?
   Do you know them personally (1) or do you know they are (2)
   don't know them (3)
   (If 3, go to d. If 1 or 2, ask rest under c)

   Who?
   Address
   How do you happen to know them? (Get relation to respondent.)
   Do you usually value their opinion in such matters very highly moderately very little?
   Did they suggest that you buy it or not?

f14. Did you hear about it on the radio?

f15. Did you see it in the newspaper?
   Which

f16. Did you see it in a magazine?
   Which

f17. Did you see it in a movie?
   Which

f18. Other
   (Specify)
   (If more than one of these items is mentioned, ask question 13. Otherwise, go on to 14.)

13. You mentioned the various things that drew it to your attention. Will you tell me which of them brought it to your attention first second third fourth?
14. Summing it up now—what do you think was most important in causing you to change brands or to buy this product?

Who? Address

How do you happen to know her? (Get relation to respondent):

Why was she a good person to follow in this matter?

15. a. Have you recently been asked your advice on any brands or products? Yes No

(If No, skip to “Fashion.”
If Yes, ask rest under question 15):

b. On what brand or product?

c. By whom Address

d. How do you happen to know them? (Get relation to respondent):

16. Have you recently changed anything about your hairdo, type of clothing, cosmetics, make-up, or made any other change in something more fashionable? Yes No

(If No, get any comments, then skip to question 23. If Yes, ask question 17):

17. What sort of change did you make?

18. a. Before you made the change, were you satisfied with your previous? Yes No

(If No, ask b. If Yes, go to question 19):

b. In what respect were you dissatisfied?

19. Before you made the change, what was it about the new _______ that attracted you?

20. Who or what suggested this change to you? (I mean how did you come to make this change to the new _______?)

21. A. You mentioned the various things that drew it to your attention. Will you tell me which of them brought it to your attention first? second? third? fourth?

B. Have you ever considered such a change before?

Yes No

(If Yes, ask:) Why did you not change then, but only change now?
22. Summing it up now—what do you think was the most important thing in causing you to make this change? __________

23. a. Have you recently been asked your advice about any such things? Yes___ No___
   (If No, skip to "Movies.")
   (If Yes, ask question 23.)

   b. On what? ______________________________________

   c. By whom? ______________________________ Address ______________________

   d. How do you happen to know them? (Get relation to respondent) ______________________________________

   MOVIES

24.1. How often do you go to the movies?
   a. ______ times a week  b. ______ times a month  c. ______ times a day  d. not at all
   (If c or d, skip to "Social Opinions." If a or b, ask question 24.2)

24.2. Do you go to the movies regularly on any particular day of the week? Yes___ No___

25. What was the last movie you saw? __________________________

26. When was it? __________________

27. Did you go primarily to go to a movie ____, to see a certain picture ____, for both reasons ____, or other ____. 

28. Did anyone else go with you? Yes___ No___
   (If yes) Who? friends___ family members___ "a date" ___

29. How did you choose the particular picture that you saw? ______________

30. You mentioned the various things that drew it to your attention. Will you tell me which of them brought it to your attention first? ______ second? ______ third? ______ fourth? ______

31. Summing it up—what do you think was the most important thing in causing you to pick this particular picture?

   ______________

32. a. Have you recently been asked your advice about what pictures to see? Yes___ No___
   (If No, skip to "Social Opinions." If Yes, ask rest under 32.)

   b. Which picture? ______________________________________

   c. By whom? __________________ Address ______________________

   d. How do you happen to know them? (Get relation to respondent) ______________________

   SOCIAL OPINIONS

33. Should German men be required to spend two or three years helping to rebuild cities in Europe, outside Germany, which have been destroyed? Yes___ No___ Don't know___ Haven't thought about it

34. Do you think President Truman is handling International problems: Very well ___ Fairly well ___ Rather poorly ___
   Have to wait and see ___ Haven't thought about it ___

35. Do you think President Truman is more for labor or more for business? More for labor ___ More for business ___ About equally ___
   Haven't thought about it ___ Don't know ___

36. Do you think it is worthwhile to continue the war with Japan until she is broken into bits, or do you think we should consider a reasonable peace offer by Japan which would end the war now?
   Continue ___ Accept offer ___ Don't know ___
   Haven't thought about it ___

37. Do you think the way they are now releasing veterans from the army is fair? Yes___ No___ Don't know___ Haven't thought about it ___

38. Do you think the Jewish people in the United States have too much influence, not enough influence, or about the amount of influence they should have?
   Too much ___ Not enough ___ About the amount they should have ___
   Haven't thought about it ___ Don't know ___

39. Do you worry about how the postwar situation will affect you and your family?
   Great deal ___ Just somewhat ___ Not very much ___ Not at all ___
   Haven't thought about it ___
40. Who do you think can do the best job straightening things out here in the U. S. after the war: business leaders, the government in Washington, labor leaders, all three together? Business leaders . Government in Washington . Labor leaders . All three together . Haven't thought about it . Don't know .

41. a. Do you think that today any young man with thrift, ability and ambition, has the opportunity to rise in the world, own his own home, and earn $5,000 a year? Yes . No . Don't know .
b. Could he do it in Decatur? Yes . No . Don't know .

42. Do you think that the U. S. and Russia will be able to get along together? Yes . No . Haven't thought about it . Don't know .

43. If they (U. S. and Russia) don't get along, whose fault do you think it will be? United States . Russia . Other .

POLITICAL

44. Have you recently changed your opinion about any important social or political issue? . . . like what to do in Europe, how the government should handle any problem at home, or anything like that? Yes . No .

45. Do you feel more strongly now about any of the political questions we just spoke of than you have in the past? Yes . No .

46. On what topic:
   From: . . . . . . . . . .
   To: . . . . . . . . . .

47. How did you happen to change your opinion or feeling?

48. You mentioned the various things that drew it to your attention. Will you tell me which of them brought it to your attention first . . . second . . . third . . . fourth . . .

49. Summing it up now—what do you think was the most important thing in causing you to change your opinion?

50. a. Have you recently been asked your advice on any such topics? Yes . No .

51. About how many hours do you listen to the radio on an average weekday?

52. Do you try to listen fairly regularly to any news broadcasts? Yes . No .

53. Do you try to listen fairly regularly to any news commentators? Yes . No .

54. Do you try to listen fairly regularly to any discussions of public issues on the air, like a forum or a debate? Yes . No .

55. What Decatur newspaper or newspapers do you read?

56. Do you read any out-of-town paper(s)? Yes . No .
57. What part of the paper do you usually look at first?
(1) ___________________________ (2) ___________________________
(3) ___________________________

58. About how many books do you read in an average month?
3 or more; 1 or 2; less than 1; none.

59. Which magazines do you read more or less regularly?

(Hand list to respondent)

60. Are there others on this list that you read more or less regularly?

62. What organizations, clubs, or discussion groups do you belong to—where current events are discussed, books read, or speakers heard or where people just get together and talk?

63. Age 15 - 19 ______ 64. a. Economic Level
20 - 24 ______ A ______
25 - 34 ______ B ______
35 - 44 ______ C ______
45 - 54 ______ D ______
55 - 64 ______ b. Do you have a telephone?
Over 65 ______ Yes: No ______

65. Education
No School ______ Some college ______
Some grade school ______ College grad ______
Grammar school grad ______ Trade school ______
Some high school ______ "Business" school ______
High school grad ______ Other (specify) ______

66. Marital Status. (If married) How long?
Married ______ Separated ______
Single ______ Divorced ______
Widowed ______

67. Number of children (write their ages)
(Male ___________________________)
(Female ___________________________)
(Circle any in armed forces) ______

68. Religion
Protestant ______ Jewish ______
Catholic ______ None ______

69. What specific church do you attend?

70. For which political party did you vote in the last election?
Democrat ______ Republican ______ Other (specify) ______
Wasn't eligible ______ No vote ______
(If no vote): Which political party do you favor ______

71. How did your husband vote?
Democrat ______ Republican ______ Other (specify) ______
Wasn't eligible ______ No vote ______
(If no vote): Which political party does he favor ______

72. a. How long since you came to Decatur to live?
One year or less ______ 11 to 20 ______
1 to 5 ______ Over 20 ______
6 to 10 ______ Born here ______

(If Born Here)
b. Have you lived here continuously since your birth? ______ Yes: No ______
c. How long has your family lived here? ______
(If Not Born Here)
d. Where did you come from? ______

73. What did your father do about the time you were in grammar school? ______

74. Has he followed any other occupations? Yes: No ______
(If Yes:) Before then? (specify) ______
Since then? (specify) ______

75. What did your husband's father do about the time your husband was in grammar school? ______

76. Has he followed any other occupation? Yes: No ______
(If Yes:) Before then? (specify) ______
Since then? (specify) ______

77. Are you now employed outside your home?
(1) Full time ______ (2) Part time ______ (3) Not at all ______
(If (1) or (2) ) What do you do? ______

78. What (other) jobs, if any, have you ever held? ______

79. What were you doing at the time you married? ______

80. What does your husband do now? ______

81. What was his first job after leaving school which he held for one year or more? ______

82. Job when you married him? ______
33. Does he belong to any trade union? Yes___ No___
   (If Yes) For how long?_______ What union?________
   (If No) Has he ever belonged to a trade union?
   Yes___ No___ (If Yes) What union?____________________

34. (Ask if children old enough to work):
    What occupations do your children follow:
    Eldest son: ________________________________
    Eldest daughter: ____________________________

35. (If any children):
    a. What occupation would you most like your (eldest) son
       (or daughter) to follow? ______________________
    b. Regardless of what you hope, what do you think it's most
       likely that he (or she) will do? ________________

Name of Respondent _______________________________________

Address __________________________________________________

Interviewer ________________________________________________

Date of Interview __________________________ Time __________

District __________________________________________________
COMMUNITY SURVEY OF DECATUR

Instructions on Specific Questions

Questions 1 - 3: All we are interested in here is the name of the brands actually on the shelf, for example, Kellogg's Corn Flakes, Kellogg's Rice Crispies, Wheaties. The woman may, if she desires, look at her shelf but this should not be suggested. Discourage discussion. Tactfully proceed to next question.

Questions 4 - 5 - 6a: Straight answers without comments.

Questions 4, 5, 6b: If more than one brand mentioned, get the most preferred.

Question 7c: Get verbatim response. Keep it short.

MARKETING

Question 8: If respondent has bought a new product or brand because it was the only one she could get (due to wartime shortages or "out of stock" in the store for any reason) check "No". However, if she can't get what she most wants, but still has a choice in the selection of the new brand, check "Yes".

Question 9: If the answer to Question 8 is "No", we ask for the product most recently changed in breakfast cereals, coffee or soap flakes. If the respondent answers that she hasn't tried a new brand of any of these products in "a long time", check "a" and skip to Question 15. The point is that the change has to be recent enough for her to remember the circumstances; if it isn't, check "a".

Questions 11b and 11c: These questions are about the old and the new brand or product. We simply want to know what their feeling or attitude was about the product they used to use and the product they changed to, for example: "I didn't like the taste of X brand coffee. Y brand tastes fine."

Question 12: This question is very important. Follow these instructions carefully. Write down exactly what respondent says. According to the answer you receive, check the categories under a, b, c, d, e, f, g, h that apply and, of course, ask the questions immediately under each of the checked categories. Then go back and ask each and every one of the points, a through g, that has not already been asked or checked.

It is very important that all points, a through h, which are not spontaneously mentioned by the respondent be specifically asked. For example: If respondent answers "I bought X brand of coffee because somebody told me about it and I saw it in the newspaper", check "c" and "e", and then, ask questions under both "c" and "e".

If the respondent answers that she knows the person who suggested the brand or knows who they are, we want to know the name and address of that person. However, get only name at this point; do not ask for address.

Do not ask for any addresses in any part of the questionnaire until the entire interview is completed. Then go back through all the sheets and get addresses where appropriate. If the respondent is reluctant to give names or addresses, explain to her that we want to reach people in this survey who have "opinions" on various subjects and this friend sounds like that type of person.
Under "c" the question, "How do you happen to know whom" is asked only for the purpose of finding out the relationship of the respondent to the person who suggested the new product. Just record the relationship, for example, "old friend", "neighbor", "father", "older sister", "co-worker", "wife of my husband's boss". If respondent mentions "somebody I work with", find out whether the person works under them, or vice versa.

After "e"

"Did you read it in the newspaper", you will notice two questions: "Which?" means the name of the newspaper, e.g., "Decatur Herald". "What?" means what in the paper, e.g., "advertisement", "article", "editorial", etc. If possible, get anything said about the content of the ad or story, etc.

Question 13: Simply insert the letters a, b, c, etc. where they apply. If respondent answers that the first thing that drew her attention to new product was hearing it advertised on the radio, insert "a" after "first--". If the next thing was "a friend told her" about it, insert "c" after "second--".

Question 14: The big point here is to get down what the respondent thinks is the most important cause of her change. But take down any points which throw further light on the reasons for the change. This gives you a chance to get "the full story" of the choice or the change if it's not already clear.

If at any point the respondent says, "I've known about it a long time" or "I've used it before" be sure to write that down. If they know about it for some time before, find out reasons why they only now are using it.

Questions 20, 21, 22: Same procedure is followed as in 12, 13, 14.

MOVIES -- Questions 29, 30, 31: Same procedure is followed as in 12, 13, 14.

SOCIAL OPINIONS -- Questions 33-43: In all these questions, take down spontaneous comments, reasons and qualifications which are pertinent.

If in answer to any of the social questions (33-43) respondent says "Don't know" spontaneously, interviewer should then ask whether they have "given much thought to this". If they answer "haven't thought about it", check that. If they answer that they "Have thought about it", check "Don't know".

POLITICAL -- Questions 47-49: Same procedure is followed as in 12, 13, 14.

(Question 47) If some incident or new piece of information is mentioned as one of the reasons for change, by all means write that down in the free answer space immediately under question 47. For example: "the war in Europe is now ended. Therefore, I have changed in my attitude toward OPA's regulations." Or, "since reading about how Nazis treated U.S. prisoners, I feel we should deal more harshly with Germany."

Questions 60 and 61: In question 60 respondent is asked what magazines she reads (without being shown the card). Interviewer should refer to card and insert numbers of magazines mentioned on interview form. Only if a magazine is mentioned which does not appear on the card should it be written in. Then card is handed to respondent and she's asked: "Are there any other magazines on this card which you read more or less regularly?" Under 61 insert numbers of magazines mentioned at this point. If comic books are mentioned ask which and write in.

PERSONAL DATA -- Question 65: If trade school or business school is mentioned, also find out how far they went in school before they entered trade or business school and check that too.

In all occupation questions: Be very specific. If respondent answers that "he works in a plant", that is not enough. Find out whether he is a laborer or skilled worker, a clerk or a foreman, etc. If respondent answers that he works in _____ store, find out what kind of store and his specific position in store, (clerk, manager, owner, etc.) Get specific occupation.

NOTE TO INTERVIEWER: If any point, no matter how trivial it might seem to you, is not absolutely clear, phone the supervisor or come to see her.
### COMMUNITY SURVEY OF DECATOR

#### (Second Interview)

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1. About how often do you go to the movies?</td>
<td>(a) one or more times a week, (b) one to three times a month, (c) few times a year, (d) hardly ever, (e) not at all.</td>
<td>(If d or e, ask Question 2 and skip to Question 14; if a, b, or c, go to Question 3.)</td>
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<td>2. Why don't you go to the movies?</td>
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<td>3. The last time you saw a picture, did you go (a) primarily because somebody you went with—a friend or family member wanted to go, or (b) primarily because you yourself wanted to?</td>
<td>(a) Somebody else..., (b) Yourself..., (Both..., Don't know...) (If &quot;somebody else&quot; ask:) Who (relation)?</td>
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<td>4. When are you most likely to go to a movie?—when you (a) feel tired or depressed, just have time to get to the movies, when there is a picture which particularly interests you, when someone else asks you to go, (e) Other (specify)....</td>
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<td>5. Within the last three months or so, have you seen any of these short films where they try to teach you something—documentary movies or &quot;fact films&quot; as they are called?</td>
<td>Yes... No... (If Yes, ask:)</td>
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<td>(a) What was it?</td>
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<td>(b) Where did you see it?—in a regular movie theater, elsewhere...?</td>
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<td>6. Do you ever read any movie magazine?</td>
<td>Yes... No... (If Yes, ask:)</td>
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<td>(a) Which?</td>
<td></td>
<td></td>
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<td>(b) Where do you get them?</td>
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<td>7. Have you recently read about movies or movie stars in any other type of magazine?</td>
<td>Yes... No...</td>
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<td>(If Yes) Which?</td>
<td></td>
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<td>8. Have you in the last few months gone to any movie because you heard about it on the radio?</td>
<td>Yes... No...</td>
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<td>(If Yes, ask:)</td>
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<td>Was it an advertisement by a local theater, a dramatization of a movie on the radio, a commentator on Hollywood, or what...?</td>
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<td>9. Have you ever happened to get any ideas on what kind of clothes to wear or how to fix your hair from the movies you see?</td>
<td>Yes... No... (If Yes, ask:)</td>
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<td>10. Did you get her to accept your view,</td>
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<td>did you continue to hold your own view,</td>
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<td>or did you change your viewpoint?</td>
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<td>11. Do the movies help you to deal better with the problems in your own everyday life?</td>
<td>Yes... No... (If Yes, ask:) What sort of problems do they help you with?</td>
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<td>12. (a) Do you think the movies make you more contented or less contented with your own life?</td>
<td>More contented... Less contented... Neither...</td>
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<td>(b) In what way?</td>
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<td>13. Have you recently been asked your advice about what picture to see?</td>
<td>Yes... No... (If Yes, ask:)</td>
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<td>(a) How do you happen to know them (relation to respondent)?</td>
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<td>(b) Age... (c) Sex...</td>
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<td>(d) Occupation of breadwinner?</td>
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<td>13.2. Do you know anybody around here who usually knows something about the movies, and can tell what's a good picture to see?</td>
<td>Yes... No... (If Yes, ask:)</td>
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<td>(a) How do you happen to know them?</td>
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<td>(b) Age... (c) Sex...</td>
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<td>(d) Occupation of breadwinner?</td>
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<tr>
<td>(e) Name</td>
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<td>(f) Address</td>
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<td>14. When you hear something on the radio or read something in the newspaper, are you inclined to talk it over with somebody before you make up your mind?</td>
<td>Yes... No... (If Yes, ask:)</td>
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<tr>
<td>(a) Who (relation)?</td>
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<td>(b) Sex... (c) Age... (d) Occupation of breadwinner</td>
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<td>15. Compared with other women belonging to your circle of</td>
<td>More... Less...</td>
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<td>friends—are you more or less likely than any of them to be asked for your advice on—</td>
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<td>(a) what clothes or hair-do's are attractive and stylish?</td>
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<td>(b) what brands and products are good? More... Less...</td>
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<td>(c) what movies are good to see? More... Less...</td>
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<td>(d) what one should think about social or political opinions? More... Less...</td>
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<td>16. When you are talking about some topic with a woman (or girl) friend of yours, of about your age, and you viewpoints are different, does it usually happen that—</td>
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<td>(a) you get her to accept your view,</td>
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<td>(b) each continues to hold their own view,</td>
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<td>(c) one of you changes her viewpoint,</td>
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17. What kind of issue or topic did you have in mind in answering Question 16?

18. (If married) When you are talking about some issue with your husband and your viewpoints are different, does it usually happen that—
   (a) you get him to accept your view,
   (b) each continues to hold his own view,
   (c) you give in even though you're not convinced,
   (d) you come around to his view?
   (e) other (specify)

19. What kind of issue or topic did you have in mind in answering Question 18?

20. Would you say that you met your best friend in Decatur (a) because she happened to be your neighbor, or (b) did you meet her in some other way?
   (a) As neighbor..... (b) In some other way.....
   (If b, ask:) How did you meet?

21. Please think for a moment of the people whom you see and talk with—your family and neighbors, relatives and friends. How many people are there with whom you are friendly and talk with fairly often who are—
   (a) living in your immediate household?.....
   (b) relatives and in-laws not living in your household?.....
   (c) How many of your present neighbors do you talk with fairly often?.....
   (d) Ex-neighbors: people who used to be your neighbors but now living elsewhere?.....
   (e) People you work with whom you talk with fairly often?.....
   (f) Last, friends who are not and never have been your neighbors; just friends with whom you talk fairly often?

---

22. Should German men be required to spend two or three years helping rebuild cities in Europe, outside about Germany, which they have destroyed?
   Yes..... No.....

23. Do you think President Truman is handling international problems very well, fairly well, or rather poorly?
   Very well..... Fairly well..... Rather poorly.....

24. Do you think President Truman is more for labor or more for business?
   More for labor..... More for business.....

25. (a) Do you think it is worthwhile to continue the war with Japan until she is broken into bits, or do you think we should consider a peace offer by Japan which would end the war now?
   Continue..... Accept offer..... Don't know..... Haven't thought about it.

26. Do you think they are now releasing veterans from the army is fair?
   No..... Don't know..... Haven't thought about it.

27. Do you worry about how the postwar situation will affect you and your family? Very much..... Not at all.....

28. Do you think that the U.S. and Russia will be able to get along together?
   Yes..... No..... Haven't thought about it.

29. If they (U.S. and United States Russia) don't get Russia along, whose fault do you think it will be? Other.....

30. In disputes between business and labor, which do you think is usually right?
   Business..... Labor..... Neither..... Don't know.....

31. (a) Do you happen to know who won the recent British elections? Yes..... No.....
   (If Yes, ask b, c)
   (b) Who?

32. (a) Do you know of any plan for a change in highway routes around here? Yes..... No.....
   (b) Do you favor straightening Highway 36 to make it run across the north side of Fairview Park and down Eldorado Street? Yes..... No.....
   (c) Do you think any special group in the city would be more benefited than others if this plan were carried out? Yes..... No.....
   (d) (If Yes) Which groups?

33. (a) Do you happen to know whether or not the public schools of Decatur offer religious instruction? They do..... They do not.....
   (b) Do you think it is (or would be) a good idea, or a bad idea? Good idea..... Bad idea.....

34. If you could get news on only one of these things, which would you choose—
   (a) International and national, or
   (b) Decatur affairs?
35. Do you know anyone around here who keeps up with the news and whom you can trust to let you know what is really going on? Yes _ No
   (If Yes, ask:)
   (a) How do you happen to know them (relation)?
   (b) Age ___ (c) Sex ______________________
   (d) Occupation of breadwinner ______________________

   (e) Name ________________________________
   (f) Address ________________________________

36. Have you recently been asked your views about international, national, or community affairs, or news events? Yes _ No
   (If Yes, ask:)
   (a) On what?

   (b) By whom (relation)?
   (c) Age ___ (d) Sex ______________________
   (e) Occupation of breadwinner ______________________

   (f) Name ________________________________ Address ________________________________

37. Do you feel it is very important, moderately important, not important at all to be in style?

38. How many new dresses have you bought or made since the beginning of last summer?

39. Did you make any of these dresses yourself? Yes _ No
   (If Yes, ask:)
   (a) How many of these new ones have you made yourself since last summer?
   (b) Where did you get your ideas about what kind of dress to make?

40. Do you think that women in general dress more for men or more for other women?
   More for men ___ More for other women ___

41. Do you feel on the whole that you are better dressed, or not so well dressed as other women in Decatur?
   Better dressed ___ dressed about the same ___ not so well dressed ___ never thought about it or don't pay attention

42. Do you ever go to a beauty shop? Yes _ No
   (If No, ask:)
   How does it happen that you don't use them?

43. In general, do you think of yourself in appearance as more on the attractive side or more on the unattractive side? attractive ___ unattractive ___

44. When you are thinking of buying an article of clothing for yourself that costs under $5.00, do you generally consult with your husband (if unmarried, read “mother”) about whether you should buy it or not? Yes _ No
   From $5.00—$25.00? Yes _ No
   $25.00—$50.00? Yes _ No
   Over $50.00? Yes _ No

45. When you are thinking of buying something for the house that costs under $5.00, do you generally consult with your husband (if unmarried, read “mother”) about whether you should buy it or not? Yes _ No
   From $5.00—$25.00? Yes _ No
   $25.00—$50.00? Yes _ No
   Over $50.00? Yes _ No

46. Do you have a particular dress which you save for special occasions? Yes _ No
   (If Yes) On what occasions do you wear it?

47. Have you recently been asked your advice about what dresses or hair-do's are attractive and stylish? Yes _ No
   (If Yes, ask:)
   (a) On what?
   (b) By whom (relation)?
   (c) Age ___ (d) Sex ______________________
   (e) Occupation of breadwinner ______________________

(See Sheet “H”)

PANEL: (See Sheet “H”)

48. What brand(s) of breakfast cereals do you now have on your shelf?

49. What brand(s) of soap flakes or chips do you now have on your shelf?

50. What brand(s) of coffee do you now have on your shelf?

(See Sheet “C”)

51. (a) Are you planning to buy a radio after the war? Yes _ No
   (b) (If Yes) what brand do you have in mind?

52. (a) Are you planning to buy a washing machine after the war? Yes _ No
   (b) (If Yes) what brand do you have in mind?

53. (a) Are you planning to buy a vacuum cleaner after the war? Yes _ No
   (b) (If Yes) what brand do you have in mind?

54. Have you recently been asked your advice on any brands or products? Yes _ No
   (If Yes, ask:)
   (a) What product or brand?
   (b) By whom (relation)?
   (c) Age ___ (d) Sex ______________________
   (e) Occupation of breadwinner ______________________
55. (a) In general, do you think you worry more or less as compared with other people? 
   More ______ Less ______ About the same 
   Haven't thought about it
   (b) What are the things you worry most about? 

56. (a) Are you ever blue or depressed about things in your life? 
   Yes ______ No ______
   (If Yes) ________
   (b) What sort of things usually? 

57. Do you like to meet new people, go to social gatherings, and generally get around a lot or not? 
   Do ______ Do not______

58. (a) If you could live your life all over again, would you want to live it differently? 
   Yes ______ No ______
   (If Yes) ________
   (b) What things would you have different? 

59. Do you ever attend any social affairs in the afternoon? 
   Yes ______ No ______
   (If Yes) What sort? 

60. Over the last ten or fifteen years, do you feel that your family has been doing better, about the same, or not doing so well? 
   Why? (In what way?)

61. Do you like to visit over the telephone? Yes ______ No ______

62. Do you try to read fairly regularly biographies of prominent people in magazines? Yes ______ No ______

63. Do you read any comic books (I don't mean funny papers in a newspaper) more or less regularly? 
   Yes ______ No ______

64. (a) Do you listen fairly regularly to daytime serials or stories on the radio? 
   Yes ______ No ______
   (b) About how many, during a day, do you listen to? ________
   (c) Do you try to read fairly regularly articles in magazines which discuss news events in more detail? 
   Yes ______ No ______

66. We would like to know when you usually listen to the news on the radio. On an average weekday, do you usually listen to the news:
   In the morning before 9 A.M.? Yes ______ No ______
   Sometime between 9 A.M. and lunch (including lunch)? Yes ______ No ______
   In the afternoon, between lunch and dinner (including dinner)? Yes ______ No ______
   After dinner? Yes ______ No ______

67. Now that the European war is over, do you listen to news more or less than you did before V-E Day? 
   More ______ Less ______ About the same ______

68. How about newspapers? Do you read more or less news since the European war is over? 
   More ______ Less ______ About the same ______

69. If you had to make a choice, and could get the news in only one way, which would you prefer—getting it from the newspapers—or over the radio? 
   Newspaper ______ Radio ______ Don't know ______

70. Do you happen to know what "FM radio" is? Yes ______ No ______
   (If YES)
   (a) In what way does it differ from radio as it is now? 

   (b) Where did you learn about FM radio? 

71. (a) Do you own a record-playing machine or victrola? 
   Yes ______ No ______
   (b) Do you intend to buy a new one after the war? 
   Yes ______ No ______

72. Education of husband: 
   No school ______ Some college ______
   Some grade school ______ College graduate ______
   Grammar school graduate ______ Trade school ______
   Some high school ______ Business school ______
   High school graduate ______ Other (specify) ______

73. Is your husband in the armed forces? Yes ______ No ______

74. How many women over 16 are living in this household? ______

75. How many women living in this household (over 16 years of age) are employed (a) full time? ______ part time? ______

76. Which of these numbers is closest to your present rent? 
   (If own home, ask: What would be your rent paid if you were renting?)
   (See Rent Card. Circle the number.)
   1 2 3 4 5 6 7 8 9 10 11 12

77. Which of these numbers most nearly represents your total family income—from all sources? 
   (See Income Card. Circle the number.)
   1 2 3 4 5 6 7 8 9 10 11 12

78. Interviewer's rating of respondent:
   Attractive ______ Unattractive ______

79. Intuitive rating (social-economic):
   A ________ B ________ C ________ D ________

Name of respondent: ___________________________ Age: ______
Address: ___________________________ District Number: ______
Interviewer: J. ________ A ________
Date of Interview: J. ________ A ________
Time of Interview: J. Morning ______ Afternoon ______ Night ______
A. Morning ______ Afternoon ______ Night ______
Interview No. __________________

Question No. __________________

(To be asked of those who change their opinion; or who form an opinion.)

1. The last time we spoke you thought (insert old opinion); now you feel (insert new opinion). When did you change your mind?

2. How did you come to change your opinion?

3. (a) Have you read anything about (topic) in any magazine? Yes_____ No_____
(b) Which magazine?
(c) What was it that you read?
(d) What reasons were given that might have made you feel (insert the new opinion)?

4. (a) Have you heard anything about (topic) on the radio? Yes_____ No_____
(b) Which program?
(c) What did you hear?
(d) What reasons were given that might have made you feel (insert the new opinion)?

5. (a) Have you read anything about (topic) in any newspaper? Yes_____ No_____
(b) Which newspaper?
(c) What was it that you read?
(d) What reasons were given that might have made you feel (insert the new opinion)?

6. (a) Have you talked with anyone about (topic)? Yes_____ No_____
(b) What did they say about (topic)?
(c) What opinion did they hold?
(d) What reasons did they give for their opinion?

(e) How do you happen to know the person you were talking to (relation)?

(f) Do they generally have good ideas about such things? Yes_____ No_____
(g) Occupation of breadwinner: (h) Age:

(i) With whom were you speaking?

Name: __________________________ Address: __________________________

7. (a) Have you heard a public speaker or clergyman talk of (topic)? Yes_____ No_____
(b) Where?
(c) When?
(d) Do you listen to him often? Yes_____ No_____
(e) Do you think that he has good ideas about (topic)? Yes_____ No_____
(f) What did he say?

(g) What was his opinion on (topic)?

8. (a) Have you seen anything about (topic) in any newscast? Yes_____ No_____
(b) What was it that you saw?

9. Do most of your friends feel the way you do now about (topic)? Yes_____ No_____

10. Summing it up—what do you think is the most important thing in causing you to change your mind?

11. (If more than one media mentioned above in Questions 3-8, ask:) Which of the things you mentioned above presented a viewpoint about (topic) most strongly?
Interview No............................

Question No..........................

(IF SUBSTITUTION IS MADE, ASK 1:)
1. (a) When we spoke to you in June, you were using (insert old brand). Now you are using (insert new brand). Why did you stop using (insert old brand)?

(b) How did you happen to start using (insert new brand)?

(IF ANOTHER BRAND IS ADDED, ASK 2:)
2. When we spoke to you in June, you were not using (insert new brand). How did you happen to start using (insert new brand)?

(ASK THE FOLLOWING AFTER EITHER 1 OR 2:)
3. (a) Did you buy the new brand yourself? Yes... No...
   (If Yes, ask b:)
   (b) Did you ask especially for (insert new brand)?
       Yes... No...
   (If No, ask c:)
   (c) Who did?
       Did you tell them to get that brand? Yes... No...
       (If No, discontinue these panel questions and go back to questionnaire.)

4. Was it the only one available? Yes... No... Don't know...
   (If Yes, discontinue panel questions and go back to questionnaire.)

5. Had you ever used (the new brand) before? Yes... No...
   (If YES, ask:) Could you tell me why it was not on your shelf in June?

6. Before you started to use (the new brand) were you satisfied or dissatisfied with any of the other brand(s) you were using? Satisfied... Dissatisfied...

7. Before you started to use (the new brand) were other members of your family satisfied or dissatisfied with any of the other brand(s) you were using? Satisfied... Dissatisfied...
   (IF YES) Who was dissatisfied?

8. Before you made the change, what about (the new brand) attracted you?

9. (a) Did any other members of your family say anything good about (the new brand) before you started to use it? Yes... No...

10. How did you find out about (the new brand)?

11. Did you hear someone talk about it? Yes... No...
   (IF YES, ask:)
   (a) Do you know them personally (1) ... know who they are (2) ... don't know them (3) ...
   (If 4, go to 12. If 1 or 2, ASK b, c, d, e.)
   (b) How did you happen to know them? (Get relation to respondent.)
   (c) Were they or were they not using it before you did? Were... Were not...
   (d) Do they usually have good ideas on what to buy?
       Yes... No...
   (e) Occupation of breadwinner...

12. Did you hear it on the radio? Yes... No...

13. What program?

14. Did you see it in the newspaper? Yes... No...

15. Which?

16. Did you see it in the store? Yes... No...
   (If YES, ask:) Did he suggest only this brand or did he also suggest others?
   Suggest only this brand...
   Suggest others also:

17. What store?

18. Storekeeper's name...

19. Did someone else in the store suggest it? Yes... No...
   (If Yes) Do you know them personally (1) ... Know who they are (2) ... Don't know them (3) ...
   (If 1 or 2)
   How did you happen to know them? (relation:)

20. Were they or were they not using it before you did? Were... Were not...

21. Who?

22. Address...

23. Did you see it in a magazine? Yes... No...

24. Which?

25. Other...

26. (Specify)

27. What do you think was the most important thing in causing you to buy (the new brand)?

28. What do you think was the most important thing in causing you to buy (the new brand)?

29. What do you think was the most important thing in causing you to buy (the new brand)?

30. What do you think was the most important thing in causing you to buy (the new brand)?
INTERVIEW NUMBER: __________

QUESTION NUMBER: __________

(IF NO IN JUNE AND YES IN AUGUST, ASK 1, THEN GO BACK TO QUESTIONNAIRE:)

1. The last time we spoke with you, you said you were not planning on getting a (insert commodity); now you are planning to get one. What caused you to want to get a (insert commodity)?

2. What brand do you have in mind? (IF BRAND MENTIONED IN JUNE IS DIFFERENT FROM BRAND MENTIONED IN AUGUST, ASK 2 AND GO TO 4:)

3. Last time you mentioned (insert old brand). Now you mention that you might buy (insert new brand). What brought (new brand) to your attention?

4. Did you read about it in a newspaper? Yes __ No __

5. Did you hear about it on the radio? Yes __ No __

6. Did any salesperson in any store tell you about it? Yes __ No __

7. Did you read about it or see it in a magazine? Yes __ No __

8. Did anyone talk with you about it? Yes __ No __

9. Summing it up now, what do you think was the most important thing in causing you to get (insert new brand)?

(IF YES, ask:)

(a) Do you know them personally? (1) __, know who they are (2) __, or don't you know them (3) __?

(b) How do you happen to know them? (relation) __

(c) Do they generally have good ideas about what's good to buy? Yes __ No __

(d) Occupation of breadwinner __

(e) Age __

(f) Name __ Address __ Age __
INSTRUCTIONS TO INTERVIEWERS

Whom to Interview

You will be re-interviewing women who were interviewed in June. On each interview form you will find the name and address of the person to be interviewed. No substitutes are possible. On the questionnaire you will also find the approximate age of the respondent (to help you identify the respondent) and the time of day at which the respondent was reached at the June interview (to give you some idea of the time the woman can be reached now).

Call-backs

If you do not find the respondent at home the first time you call, call back at another time of the day. Call-backs should be well spaced. If your first call was made in the daytime, the second call should be made in the evening.

You will notice that some of the interview forms will have a large "P" marked on the first page. We are extremely anxious to get to these respondents because they represent certain age and occupation groups that we need; and in those cases, it is important that you make three attempts, if necessary, to reach them.

Suggested Introduction

"I am Mrs. ____________. I am doing some interviewing for the Community Survey in Decatur. In June you were good enough to answer some questions for us. I'd appreciate it very much if you would answer a few for me now."

What's in the Questionnaire

The questionnaire is made up of (A) Panel Questions and (B) Other Questions.

A. Panel Questions

Panel Questions are those which were asked in June and are to be asked again in this interview. The purpose is to detect changes in opinions or brands between June and August and to find out what caused the respondents to change. There are three groups of Panel Questions:

I. Questions 1-24, dealing with Social Opinions
II. Questions 25-30, dealing with Brand Selection
III. Questions 31-35, dealing with Post-War Choices

You will note that in each of these groups of questions a space is provided where the June answer is recorded, and a space is also provided for the August answer.
I. Social Opinions (Questions 22-29)

Question 22 will be asked first, and the answer will be written down in the space provided for the August answer. The interviewer will compare this answer with the one given in June. If there is a change of opinion (from "Yes" to "No" or "No" to "Yes"), or the formation of an opinion (from "Don't know" or "Haven't thought about it" to "Yes" or "No"), the interviewer will ask all the questions on Supplementary Sheet A.

If there is no change of opinion or if there is merely a change from "Yes" or "No" to "Don't know" or "Haven't thought about it", then the interviewer proceeds to the next question and the same procedure is followed.

Supplementary Sheet A

Each interviewer will have with her a number of "A" sheets. A separate A sheet is to be filled out for each social opinion question in which a change or formation occurs. It is absolutely necessary that the interviewer fill in the interview number and the number of the question on which a change occurs. A space provided at the top of Sheet A for this interview and question number.

Question #2 on Sheet A: Record spontaneous answer.

Questions #3 to #8: If spontaneous answer in #2 has already given this information, check "Yes" and ask the specifying questions (b, c, d, etc.). Be sure that every one of these questions is asked.

#3 b.: We want to know whether it was an article, editorial, or column and what was said. For example:

(a) Have you read anything about Truman's handling of international problems in any newspaper? Yes X No
(b) Which newspaper? "Decatur Herald"
(c) What was it that you read?
   "An article (or editorial) which discussed his meeting with Stalin and Churchill"

(d) What reasons were given that might have made you feel that way?
   "It said that he was able to get greater concessions from Stalin than anybody expected."

Question #10: We want just the most important thing which caused them to change their mind.

If a change occurs in Panel Question 27, insert in Question #1 of Supplementary Sheet A the "post-war situation" (e.g., "The last time we spoke you were not worried about how the post-war situation will affect you and your family. How you are. When did you change your mind?"). Also, in Questions #5 to #8 insert "post-war situation" for the topic (e.g., "Have you read anything about the post-war situation in any newspaper?").
II. Brand Selection (Questions 48-50)

Questions on Supplementary Sheet B are asked if there are any changes in brands used from June to August. A separate sheet is used for a change in cereals, a change in soap flakes, or a change in coffee.

Changes may be of two kinds: (a) Substitutions and (b) Additions.

(a) Substitutions.

It is considered a substitution if one or more brands mentioned in June are not mentioned in August and in their place one or more different brands are mentioned (e.g., Rice Krispies and Shredded Wheat and Maltex used in June -- and Rice Krispies and Shredded Wheat and Corn Flakes used in August).

Question #1a. of Supplementary Sheet B: If respondent had stopped using more than one brand (and a substitution has been made), ask reasons for stopping for only one of the brands.

1b. If respondent has started using more than one brand, ask reasons for starting for only one brand.

(b) Additions.

If the same brand (or brands) is mentioned in June and in August and in addition a new brand (or brand) is mentioned in August, it is considered an addition.

Question 47. If more than one brand is added, ask reasons for starting for only one brand.

Interviewers will ask either Question #1 or Question #2, not both. Questions #3 to #19 are asked after #1 or #2. In Questions #3-#19, only one brand is followed for cereals, one for soap flakes, one for coffee, even though more than one brand may have been substituted or added.

III. Post-War Choices (Questions 51-53)

Questions on Supplementary Sheet C are asked if there are any changes in intended post-war purchases. A separate sheet is used for radio, for washing machine, and for vacuum cleaner.

Question #1 deals with change in decision to buy; Questions #2 and #3 with contemplated changes in brands. Question #2 or #3 is to be asked, not both.

B. Other Questions

Question 4. Read each question in the check list.

Question 13. Occupation of breadwinner means: (very important)

(a) If married -- occupation of husband
(b) If single and employed -- occupation of respondent
(c) If single and unemployed -- occupation of father
Question 15. Read a, b, c, d.

Question 16. Read a, b, c, d.

Question 18. Read a, b, c, d.

Question 21. Only people with whom respondent talks "fairly often" should be included -- not those to whom respondent merely says "hello" once in a while.

Question 21e. Include in this category only co-workers to whom respondent talks about other than routine business matters.

If the respondent has difficulty in figuring the number of people in any of the categories because there are so many, make note of that and get approximate figure.

If neighbor is also a co-worker, count only as a neighbor. If relative is also a neighbor, count only as a relative.

Intuitive Rating

4/73. For intuitive rating of respondents the meaning of economic level designations to be followed is this:

A-level. The best residential sections. Top 5 to 10 per cent of the population in living standards. Well-to-do business and professional people.

B-level. Upper middle class districts. The next 20 per cent in living standards. White collar and supervisory occupations; owners of small business; salesmen; some professional; highly skilled manual.

C-level. Large groups of moderately skilled or semi-skilled manual working people and lower paid white collar employees. Average and somewhat below average socio-economic status. Necessities of life but few luxuries.

D-level. Poorest one-fourth to one-third of population. Common laborers, domestic employees; many foreign-born and Negroes. Range from extremely poor to nearly "C".
Adviser Follow-up: ___ No. ___

Source Interview: No. ___ Name: ____________________________
Address: ________________________________________

Date Interviewed: _______ Interviewer: ______________________

Area -- Political __: ____________________________
Marketing __: ______________________________________
Movies __: ______________________________________
Fashion __: ______________________________________

To be Interviewed -- Name: ____________________________
Address: ______________________________________

Date Interviewed: _______ ______

I. (If name has been mentioned in the interview but follow-up is not a family member:)
   "You mentioned Mrs. ______. Do you talk with her rather frequently about
   __________ (area checked above)?" Yes ___ No ___
   (If YES go to #1.)

II. (If follow-up in same family:)
   "Do you and ______ often talk about __________(area)?" Yes___ No ___
   (If YES go to #1.)

III. (If follow-up has not been mentioned and is not a family member:)
   "By the way, do you know Mrs. ______? She and I were talking the other
day about __________(area). Do you know her?" Yes ___ No ___
   (If YES)
   "Do you ever talk with her about __________(area checked above)?" Yes ___ No ___
   (If YES)

1. "Can you think of any recent example where you and she exchanged views
   about __________(insert topic)?" Yes ___ No ___

2. "Did she happen to suggest that you try (Brand) __________ or
   consider (op. 'n' op.) ____________?" Yes ___ No ___ Both ___

3. "Did you seek, or receive ___ or did she just happen to suggest it
to you ___?"
Marketing Confirmation of Adviser

1. Do you ever discuss marketing with friends, relatives, neighbors, co-workers? (Specify relationship of source) Yes ___ No ___

2. What ________ do you use (to clean woodwork with, for cereal, etc. as applicable)? ____________________________________________

3. Have you exchanged views about (topic) with (again specify relation)?
   Yes ___ No ___
   Who (name)? ____________________________________________

4. Do you know Mrs. (source)?
   Yes ___ No ___

5. Do you ever happen to talk with her about what's good to buy? Yes ___ No ___ (If Yes) On what occasions? ____________________________________________

6. Have you talked with her about (specific brand or product)? Yes ___ No ___ (If specific brand not confirmed in Question 2, ask:)

7. Do you use (specific brand)? Yes ___ No ___

8. How long have you been using it? ____________________________________________

9. Do you know which of you happened to use it first? She ___
   Self ___
   Don't know ___

10. Have you had much experience with (specific brand)? Yes ___ No ___

11. Has she? Yes ___ No ___ Don't know ___

12. Did you suggest that she try (brand or product) or did she suggest that you try it?
    I suggested she try it ___
    She suggested I try it ___
General Follow-up Interview
(August)

Source Interview: No. ________

Name ___________________________________________ Age ______

Address ________________________________________ District No.____

Date Interviewed: ____________ Interviewer ____________

Politics: 35: 36 A.6.1

Marketing: B.11.9 B.15

From:__________________________________________

To:__________________________________________

Relation of Source and Follow-up: ________________________________

To be Interviewed: Name _______________________________________

Address ________________________________________ District No.____

Date Interviewed ____________________________