

Gallup Omnibus Data 1960, omnibus nr. 11-13

DDA-446

Indholdsfortegnelse

Variabelliste

[V1 6011 DDA STUDY NUMBER](#)
[V2 6011 YEAR](#)
[V3 6011 BUS NUMBER](#)
[V4 6011 DOCUMENT NUMBER](#)
[V5 6011 SEQUENCE NUMBER](#)
[V6 6011 RESPONDENT ID](#)
[V7 6011 WEIGHT VARIABLE](#)
[V8 6011 WEEK NUMBER](#)
[V9 6011 SEX](#)
[V10 6011 AGE](#)
[V11 6011 MARITAL STATUS](#)
[V12 6011 OCCUPATION](#)
[V13 6011 WIFES OCCUPATION](#)
[V14 6011 SUPPORTERS INCOME](#)
[V15 6011 SOCIAL GROUP](#)
[V16 6011 URBANIZATION](#)
[V17 6011 POLITICAL POSITION](#)
[V18 6011 FAM. COMPOSITION 1](#)
[V19 6011 FAM. COMPOSITION 2](#)
[V20 6011 FAM. COMPOSITION 3](#)
[V21 6011 FAM. COMPOSITION 4](#)
[V22 6011 FAM. COMPOSITION 5](#)
[V23 6011 FAM. COMPOSITION 6](#)
[V24 6011 SIZE OF HOUSEHOLD](#)
[V25 6011 CAR](#)
[V26 6011 SET ALCOHOL LEVEL](#)
[V27 6011 WHY ALCOHOL LEVEL](#)
[V28 6011 WHY NOT ALC.LEVEL](#)
[V29 6011 TV ADVERTISING](#)
[V30 6011 TV ADVERT. OPINION1](#)
[V31 6011 TV ADVERT. OPINION2](#)
[V32 6011 TV ADVERT. OPINION3](#)
[V33 6011 TV ADVERT. OPINION4](#)
[V34 6011 TV ADVERT. OPINION5](#)
[V35 6011 TV ADVERT. OPINION6](#)
[V36 6011 TV ADVERT. OPINION7](#)
[V37 6011 TV ADVERT. OPINION8](#)
[V38 6011 TV ADVERT. OPINION9](#)
[V39 6011 TV ADVERT.OPINION10](#)
[V40 6011 TV ADVERT.OPINION11](#)
[V41 6011 TV ADVERT.OPINION12](#)
[V42 6011 IMPACT ON PROGRAMS](#)
[V43 6011 ANTI-SPLASH PATCHES](#)

Variabler

- **V1 6011 DDA STUDY NUMBER**
 - Double (0 decimaler)

- | | |
|-------------------|-----|
| Gyldige | 975 |
| Manglende | 0 |
| Minimum | 446 |
| Maximum | 446 |
| Gennemsnit | 446 |
| Median | 446 |
| Standardafvigelse | 0 |

- **V2 6011 YEAR**

- Double (0 decimaler)

- | | |
|-------------------|------|
| Gyldige | 975 |
| Manglende | 0 |
| Minimum | 1960 |
| Maximum | 1960 |
| Gennemsnit | 1960 |
| Median | 1960 |
| Standardafvigelse | 0 |

- **V3 6011 BUS NUMBER**

- Bus number.

%	MD	%	Antal	Kode	Kategori
---	----	---	-------	------	----------

38	38	367	11	omnibus	no. 11
----	----	-----	----	---------	--------

30	30	295	12	omnibus	no. 12
----	----	-----	----	---------	--------

32	32	313	13	omnibus	no. 13
----	----	-----	----	---------	--------

100	100	975
-----	-----	-----

Svarprocent: 100

- **V4 6011 DOCUMENT NUMBER**

The variable has the value 01 in every case.

- Document number.

- Double (0 decimaler)

- | | |
|-------------------|-----|
| Gyldige | 975 |
| Manglende | 0 |
| Minimum | 1 |
| Maximum | 1 |
| Gennemsnit | 1 |
| Median | 1 |
| Standardafvigelse | 0 |

- **V5 6011 SEQUENCE NUMBER**

The variable consists of the serial numbers of the respondents, within the individual omnibuses, in the original data file.

- Sequence number.

- Double (0 decimaler)

- | | |
|-------------------|-----|
| Gyldige | 975 |
| Manglende | 0 |
| Minimum | 1 |
| Maximum | 426 |
| Gennemsnit | 198 |
| Median | 200 |
| Standardafvigelse | 113 |

- **V6 6011 RESPONDENT ID**

The identification number was constructed in the DDA due to a missing identification of the respondents.

- Respondent identification number.

- Double (0 decimaler)

- | | |
|-------------------|-----|
| Gyldige | 975 |
| Manglende | 0 |
| Minimum | 1 |
| Maximum | 367 |
| Gennemsnit | 164 |
| Median | 163 |
| Standardafvigelse | 96 |

- **V7 6011 WEIGHT VARIABLE**

This variable was generated by the DDA. Its value indicates the number of times a given case occurred in the original card weighted data file. The duplicate cases have been removed on the basis of a comparison of V6.

- Weight variable

% MD% Antal Kode Kategori

81	81	789	1 the case occurred once
19	19	185	2 the case occurred 2 times
0	0	0	3 the case occurred 3 times
0	0	0	4 the case occurred 4 times
0	0	1	5 the case occurred 5 times

100 100 975

Svarprocent: 100

- **V8 6011 WEEK NUMBER**

This number is the same as the one used to identify the omnibus. It is described here as a week number because the Danish Gallup Institute at this time normally identified their omnibuses by the number of the week in which they were collected.

- [Gallup Variables.](#)

- 2: Week number.

- Double (0 decimaler)

- | | |
|-------------------|-----|
| Gyldige | 975 |
| Manglende | 0 |
| Minimum | 11 |
| Maximum | 13 |
| Gennemsnit | 12 |
| Median | 12 |
| Standardafvigelse | 1 |

- **V9 6011 SEX**

- [Gallup Variables.](#)

- 5: Sex.

% MD% Antal Kode Kategori

39	39	381	1 man
----	----	-----	-------

61	61	594	2 woman
100	100	975	

Svarprocent: 100

• **V10 6011 AGE**

- [Gallup Variables.](#)
- 6A: Age.

% MD% Antal Kode Kategori

7	7	68	1 15 - 17 years
9	9	92	2 18 - 24 years
12	12	119	3 25 - 30 years
19	19	181	4 31 - 40 years
19	19	181	5 41 - 50 years
17	17	163	6 51 - 60 years
18	18	171	7 61 years or more

100	100	975
-----	-----	-----

Svarprocent: 100

• **V11 6011 MARITAL STATUS**

- [Gallup Variables.](#)
- 6B: Marital status.

% MD% Antal Kode Kategori

20	20	194	1 single
70	70	681	2 married
10	10	100	3 separated, divorced or widowed

100	100	975
-----	-----	-----

Svarprocent: 100

• **V12 6011 OCCUPATION**

- [Gallup Variables.](#)
- 7A: Supporters occupation.

% MD% Antal Kode Kategori

22	22	216	1 worker, unskilled
15	15	144	2 worker, skilled
8	8	75	3 salaried employees, lower grade
13	13	127	4 other salaried persons
10	10	97	5 farmer, independent
15	16	151	6 other independent
0	0	0	7 married

			woman, not self-supporting
11	11	104	8 old age pensioner, disabled pensioner
6	6	60	9 other person without occupation
0		1	88

100 100 975

Svarprocent: 100

- **V13 6011 WIFES OCCUPATION**

- [Gallup Variables.](#)
- 7B: Housewives occupation.

% MD	% Antal	Kode	Kategori
6	6	54	1 no housewife
20	20	199	2 self-supporting
74	74	721	3 not self-supporting
0		1	9 Uoplyst

100 100 975

Svarprocent: 100

- **V14 6011 SUPPORTERS INCOME**

- [Gallup Variables.](#)
- 8: Supporters income.

% MD	% Antal	Kode	Kategori
40	40	388	1 less than 12.000 kroner
35	35	339	2 12.000 - 17.999 kroner
13	13	122	3 18.000 - 25.999 kroner
5	5	48	4 26.000 kroner or more
8	8	78	5 don't know, will not answer

100 100 975

Svarprocent: 100

- **V15 6011 SOCIAL GROUP**

- [Gallup Variables.](#)
- 9: Social group.

% MD	% Antal	Kode	Kategori
68	68	667	1 group I (lower class)
29	29	280	2 group II (middle

			class)
3	3	27	3 group III (upper class)
0		1	9 Uoplyst
100	100	975	

Svarprocent: 100

- **V16 6011 URBANIZATION**

- [Gallup Variables.](#)
- 11: Urbanization.

%	MD%	Antal	Kode	Kategori
35	35	341	1	capital
29	29	283	2	provincial towns
6	6	55	3	urban areas
30	30	295	4	rural districts
0		1	8	
100	100	975		

Svarprocent: 100

- **V17 6011 POLITICAL POSITION**

- [Gallup Variables.](#)
- 14: Political position.

%	MD%	Antal	Kode	Kategori
0	0	0	1	Socialdemokratiet
0	0	0	2	Radikale venstre
0	0	0	3	Konservative folkeparti
0	0	0	4	Venstre
0	0	0	5	Retsforbundet
0	0	0	6	Kommunistiske parti
0	0	0	7	De Uafhængige, Slesvigsk Parti
0	0	0	8	Aksel Larsen = Socialistisk Folkeparti
0	0	0	9	no right of voting
0	0	0	10	would not vote
0	0	0	11	don't know/don't know whether he will vote or not
0	0	0	12	will not answer
100		975	99	Uoplyst
100	100	975		

Svarprocent: 100

- **V18 6011 FAM. COMPOSITION 1**

- [Gallup Variables.](#)
- 10: Composition of family. Husband.

%	MD%	Antal	Kode	Kategori
13	13	124	0	no husband in family
87	87	851	1	husband in family

100 100 975

Svarprocent: 100

• **V19 6011 FAM. COMPOSITION 2**

- [Gallup Variables.](#)
- 10: Composition of family. Housewife.

% MD% Antal Kode Kategori

4	4	42	0 no housewife in family
96	96	933	1 housewife in family

100 100 975

Svarprocent: 100

• **V20 6011 FAM. COMPOSITION 3**

- [Gallup Variables.](#)
- 10: Composition of family. Children between 0 - 7 years.

% MD% Antal Kode Kategori

74	74	719	0 no children between 0 - 7 years in family
26	26	256	1 children between 0 - 7 years in family

100 100 975

Svarprocent: 100

• **V21 6011 FAM. COMPOSITION 4**

- [Gallup Variables.](#)
- 10: Composition of family. Children between 8 - 14 years

% MD% Antal Kode Kategori

71	71	691	0 no children between 8 - 14 years in family
29	29	284	1 children between 8 - 14 years in family

100 100 975

Svarprocent: 100

• **V22 6011 FAM. COMPOSITION 5**

- [Gallup Variables.](#)
- 10: Composition of family. Adults between 15 - 17 years.

% MD% Antal Kode Kategori

80	80	781	0 no adults between 15 - 17 years in family
----	----	-----	---

20	20	194	1 adults between 15 - 17 years in family
----	----	-----	--

100	100	975
-----	-----	-----

Svarprocent: 100

- **V23 6011 FAM. COMPOSITION 6**

- [Gallup Variables.](#)
- 10: Composition of family. Other adults.

% MD%	Antal	Kode	Kategori
-------	-------	------	----------

70	70	686	0 no other adults in family
----	----	-----	-----------------------------------

30	30	289	1 other adults in family
----	----	-----	--------------------------------

100	100	975
-----	-----	-----

Svarprocent: 100

- **V24 6011 SIZE OF HOUSEHOLD**

- [Gallup Variables.](#)
- 10: Size of household.

% MD%	Antal	Kode	Kategori
-------	-------	------	----------

10	10	97	1 1 person
----	----	----	------------

26	26	254	2 2 persons
----	----	-----	-------------

22	22	218	3 3 persons
----	----	-----	-------------

21	21	204	4 4 persons
----	----	-----	-------------

21	21	202	5 5 persons or more
----	----	-----	------------------------

100	100	975
-----	-----	-----

Svarprocent: 100

- **V25 6011 CAR**

- [Gallup Variables.](#)
- 16: Car.

% MD%	Antal	Kode	Kategori
-------	-------	------	----------

10	10	96	1 have a car
----	----	----	-----------------

90	90	878	2 have not a car
----	----	-----	---------------------

0		1	9 Uoplyst
---	--	---	-----------

100	100	975
-----	-----	-----

Svarprocent: 100

- **V26 6011 SET ALCOHOL LEVEL**

- [Special questions, Omnibus no. 11-1 ...](#)
- 20: In connection with automobile-driving, while under the influence of alcohol, it has been discussed, whether or not there should be a set alcohol-level in the blood which cannot be exceeded or if the evaluations of each individual case, considering all circumstances, which can play a part, be continued. May I hear your opinion? Which of the two points of view can you support?

% MD%	Antal	Kode	Kategori
-------	-------	------	----------

29	29	282	1 set alcohol- level in blood
----	----	-----	--

40	40	393	2 evaluation of each
----	----	-----	-------------------------

			individual case
31	31	298	3 don't know
0		2	9 Uoplyst
100	100	975	

Svarprocent: 100

• **V27 6011 WHY ALCOHOL LEVEL**

- [Special questions, Omnibus no. 11-1 ...](#)
- 21: (If set alcohol-level) Why?

% MD	% Antal	Kode	Kategori
9	30	85	1 all must pay equally
6	19	54	2 alcohol and car-driving cannot unite
5	16	46	3 one is master of the situation
2	8	23	4 gives more carefulness
3	11	32	5 other
5	16	47	6 don't know
71		688	9 Uoplyst
100	100	975	

Svarprocent: 29

• **V28 6011 WHY NOT ALC.LEVEL**

- [Special questions, Omnibus no. 11-1 ...](#)
- 22: (If evaluation of each individual case) Why?

% MD	% Antal	Kode	Kategori
12	31	119	1 most just
2	6	23	2 alcohol and car-driving cannot unite
19	48	186	3 alcohol does not affect everyone the same way
0	1	4	4 some can be effected of pills
2	4	17	5 other
4	11	41	6 don't know
0		1	8
60		584	9 Uoplyst
100	100	975	

Svarprocent: 40

• **V29 6011 TV ADVERTISING**

- [Special questions, Omnibus no. 11-1 ...](#)

- 23: Do you think there should be advertising on television or not?

% MD% Antal Kode Kategori

39	39	380	1 yes, advertising
24	24	235	2 no, no advertising
37	37	359	3 don't know
0		1	9 Uoplyst

100 100 975

Svarprocent: 100

- **V30 6011 TV ADVERT. OPINION1**

- [Special questions, Omnibus no. 11-1 ...](#)

- Why? (the answer in question 23 (V29)) Works better - we trust advertising after all

% MD% Antal Kode Kategori

97	97	946	0 not mentioned
3	3	29	1 mentioned

100 100 975

Svarprocent: 100

- **V31 6011 TV ADVERT. OPINION2**

- [Special questions, Omnibus no. 11-1 ...](#)

- Why? (the answer in question 23 (V29)) Do not think it bothers the program

% MD% Antal Kode Kategori

99	99	962	0 not mentioned
1	1	13	1 mentioned

100 100 975

Svarprocent: 100

- **V32 6011 TV ADVERT. OPINION3**

- [Special questions, Omnibus no. 11-1 ...](#)

- Why? (the answer in question 23 (V29)) Programs get better

% MD% Antal Kode Kategori

81	81	786	0 not mentioned
19	19	189	1 mentioned

100 100 975

Svarprocent: 100

- **V33 6011 TV ADVERT. OPINION4**

- [Special questions, Omnibus no. 11-1 ...](#)

- Why? (the answer in question 23 (V29)) If licence gets cheaper

% MD% Antal Kode Kategori

91	91	892	0 not mentioned
9	9	83	1 mentioned

100 100 975

Svarprocent: 100

• **V34 6011 TV ADVERT. OPINIONS**

◦ [Special questions, Omnibus no. 11-1 ...](#)

◦ Why? (the answer in question 23 (V29)) To give money to many purposes

%	MD%	Antal	Kode	Kategori
98	98	954	0	not mentioned
2	2	21	1	mentioned
100	100	975		

Svarprocent: 100

• **V35 6011 TV ADVERT. OPINION6**

◦ [Special questions, Omnibus no. 11-1 ...](#)

◦ Why? (the answer in question 23 (V29)) All advertising ought to be free

%	MD%	Antal	Kode	Kategori
99	99	967	0	not mentioned
1	1	8	1	mentioned
100	100	975		

Svarprocent: 100

• **V36 6011 TV ADVERT. OPINION7**

◦ [Special questions, Omnibus no. 11-1 ...](#)

◦ Why? (the answer in question 23 (V29)) Stimulates the sale of T.V.sets

%	MD%	Antal	Kode	Kategori
99	99	970	0	not mentioned
1	1	5	1	mentioned
100	100	975		

Svarprocent: 100

• **V37 6011 TV ADVERT. OPINIONS**

◦ [Special questions, Omnibus no. 11-1 ...](#)

◦ Why? (the answer in question 23 (V29)) Advertising is informative

%	MD%	Antal	Kode	Kategori
97	97	946	0	not mentioned
3	3	29	1	mentioned
100	100	975		

Svarprocent: 100

• **V38 6011 TV ADVERT. OPINION9**

◦ [Special questions, Omnibus no. 11-1 ...](#)

◦ Why? (the answer in question 23 (V29)) Yes, business

%	MD%	Antal	Kode	Kategori
99	99	965	0	not mentioned
1	1	10	1	mentioned

100 100 975

Svarprocent: 100

• **V39 6011 TV ADVERT.OPINION10**

- [Special questions, Omnibus no. 11-1 ...](#)
- Why? (the answer in question 23 (V29)) Good income for the state

%	MD%	Antal	Kode	Kategori
99	99	968		0 not mentioned
1	1	7		1 mentioned

100 100 975

Svarprocent: 100

• **V40 6011 TV ADVERT.OPINION11**

- [Special questions, Omnibus no. 11-1 ...](#)
- Why? (the answer in question 23 (V29)) Other

%	MD%	Antal	Kode	Kategori
86	86	840		0 not mentioned
14	14	135		1 mentioned

100 100 975

Svarprocent: 100

• **V41 6011 TV ADVERT.OPINION12**

- [Special questions, Omnibus no. 11-1 ...](#)
- Why? (the answer in question 23 (V29)) Dont know

%	MD%	Antal	Kode	Kategori
91	91	885		0 not mentioned
9	9	90		1 mentioned

100 100 975

Svarprocent: 100

• **V42 6011 IMPACT ON PROGRAMS**

- [Special questions, Omnibus no. 11-1 ...](#)
- 25: Do you think that advertising on television will improve the programs or make them worse?

%	MD%	Antal	Kode	Kategori
34	34	333		1 better
15	15	150		2 worse
14	14	134		3 unchanged
37	37	358		4 don't know

100 100 975

Svarprocent: 100

• **V43 6011 ANTI-SPLASH PATCHES**

- [Special questions, Omnibus no. 11-1 ...](#)
- 26: (To car-owners only) Supposedly all car-drivers have experienced having the front pane splashed with mud while bring passed in wet road. Do you think there should be a law, forcing all cars to be equipped with anti-splash patches behind wheels?

% MD% Antal Kode Kategori

6	58	57	1 yes
3	32	31	2 no
1	10	10	3 don't know
90		877	9 Uoplyst
100	100	975	

Svarprocent: 10

Instrumentering

Hovedsekvens

Main Sequence

- [V3](#): Bus number.
- [V4](#): Document number.
- [V5](#): Sequence number.
- [V6](#): Respondent identification number.
- [V7](#): Weight variable
- [V8](#): 2: Week number.
- [V9](#): 5: Sex.
- [V10](#): 6A: Age.
- [V11](#): 6B: Marital status.
- [V12](#): 7A: Supporters occupation.
- [V13](#): 7B: Housewives occupation.
- [V14](#): 8: Supporters income.
- [V15](#): 9: Social group.
- [V16](#): 11: Urbanization.
- [V17](#): 14: Political position.
- [V18](#): 10: Composition of family. Husband.
- [V19](#): 10: Composition of family. Housewife.
- [V20](#): 10: Composition of family. Children between 0 - 7 years.
- [V21](#): 10: Composition of family. Children between 8 - 14 years
- [V22](#): 10: Composition of family. Adults between 15 - 17 years.
- [V23](#): 10: Composition of family. Other adults.
- [V24](#): 10: Size of household.
- [V25](#): 16: Car.
- [V26](#): 20: In connection with automobile-driving, while under the influence of alcohol, it has been discussed, whether or not there should be a set alcohol-level in the blood which cannot be exceeded or if the evaluations of each individual case, considering all circumstances, which can play a part, be continued. May I hear your opinion? Which of the two points of view can you support?
- [V27](#): 21: (If set alcohol-level) Why?
- [V28](#): 22: (If evaluation of each individual case) Why?
- [V29](#): 23: Do you think there should be advertising on television or not?
- [V30](#): Why? (the answer in question 23 (V29)) Works better - we trust advertising after all
- [V31](#): Why? (the answer in question 23 (V29)) Do not think it bothers the program
- [V32](#): Why? (the answer in question 23 (V29)) Programs get better
- [V33](#): Why? (the answer in question 23 (V29)) If licence gets cheaper
- [V34](#): Why? (the answer in question 23 (V29)) To give money to many purposes
- [V35](#): Why? (the answer in question 23 (V29)) All advertising ought to be free
- [V36](#): Why? (the answer in question 23 (V29)) Stimulates the sale of T.V.sets
- [V37](#): Why? (the answer in question 23 (V29)) Advertising is informative
- [V38](#): Why? (the answer in question 23 (V29)) Yes, business
- [V39](#): Why? (the answer in question 23 (V29)) Good income for the state
- [V40](#): Why? (the answer in question 23 (V29)) Other
- [V41](#): Why? (the answer in question 23 (V29)) Dont know
- [V42](#): 25: Do you think that advertising on television will improve the programs or make them worse?
- [V43](#): 26: (To car-owners only) Supposedly all car-drivers have experienced having the front pane splashed with mud while bring passed in wet road. Do you think there should be a law, forcing all cars to be equipped with anti-splash patches behind wheels?

Undersekvenser

Universer

Univers

- **Aldersgrænser**

Personer på 15 år og derover, bosiddende i private husstande.

Koncepter

- **Gallup Variables.**

Gallup Variables.

- [V8](#) [V9](#) [V10](#) [V11](#) [V12](#) [V13](#) [V14](#) [V15](#) [V16](#) [V17](#) [V18](#) [V19](#) [V20](#) [V21](#) [V22](#) [V23](#) [V24](#) [V25](#)

- **Special questions, Omnibus no. 11-1 ...**

Special questions, Omnibus no. 11-13.

- [V26](#) [V27](#) [V28](#) [V29](#) [V30](#) [V31](#) [V32](#) [V33](#) [V34](#) [V35](#) [V36](#) [V37](#) [V38](#) [V39](#) [V40](#) [V41](#) [V42](#) [V43](#)