

ZA2071

International Relations (November 1955)

- Methodology Great Britain -

INTERNATIONAL SURVEY XX-6

Great Britain - November/December, 1955

Purpose

1. To investigate the attitude and opinions of the British electors in relation to current international affairs.

Method

2. Personal interviews were made with a sample of 814 respondents selected at random from the Electoral Register, 1954/1955 edition.

Sample

3. Parliamentary Constituencies were selected to give correct stratification according to the distribution of the electors of Great Britain (England, Wales and Scotland) by:
 - a) 12 Registrar General's Regions, and
 - b) residence in constituencies held respectively by Labour, Conservative and Liberal Members of Parliament in the 1955 General Election.
4. The urgency of the enquiry required that interviewers should themselves select the names and addresses of their contacts within the prescribed constituencies. They were given explicit instructions and tables of random numbers, (taken from Tippott's Tables), for the selection of:
 - a) the polling districts, and
 - b) the individuals within the selected polling districts.
5. The interviewers were informed that their selections would be checked against the Electoral Register maintained by the Central Office of Information in London. The checks showed that the selection of the contacts were carried out correctly.

6. Copies of the interviewers' instructions and the tables of random numbers concerned have been supplied together with copies of the questionnaire and hand-out cards employed.

Result of Calls Made

7. Of the 1,065 people named in the original selection, 80 were not contacted because the Electoral Register, compiled in 1954, was out of date.
8. Of the 985 effectively included on the "Live" Register, 814 were successfully interviewed, representing a success rate of 82.6%.
9. Details of the result of calls made are given in the table over page.

Control of Fieldwork

10. Eighty-four investigators were employed, each covering one constituency. All investigators had worked on similar enquiries.
11. Postal checks were sent to one in every ten contacts. Personal recalls were made by supervisors during the fieldwork.

Dates of Fieldwork

12. Interviewing commenced on Saturday, 26th November, and finished on Saturday, 10th December, 1955.

RESULT OF ALL CALLS MADE

	No.	
Total number of names and addresses on original list*	1,065	
<u>Less</u>		
Died since Register in operation	8	
Moved before Register in operation	5	
Moved to another district after Register in operation	64	
Away in Services; emigrated; houses demolished	<u>3</u>	<u>80</u>
"Live" Register	<u>985</u>	
		%
<u>Interviews obtained</u>	814	82.6
<u>Interviews not obtained</u>		
Refusals	69	7.0
Temporarily away; not in	67	6.8
Ill; infirm; in hospital; mentally deficient	<u>35</u>	<u>3.6</u>
	985	100.0

* 1954/1955 Electoral Register compiled in October, 1954

Provisional Tables were supplied on 9th December, 1955