

ZA1970

International Relations (August 1955)

- Methodology -

INTERNATIONAL SURVEY XX5

Great Britain - August, 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 800 respondents selected at random from the Electoral Register, 1954/1955 edition

The 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 Tippett'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 1105 people named in the original selection, 82 were not contacted because the Electoral Register, compiled in 1954, was out of date.
- 8 Of the 1023 effectively included on the "Live" Register 800 were successfully interviewed representing a success rate of 78.2%
- 9 Details of the result of calls made are given in the table over page.

Control of Fieldwork

- 10 Eighty-eight 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 Friday, 12th August, and finished on Monday, 22nd August, 1955.

RESULT OF ALL CALLS MADE

	No.	
Total number of names and addresses on original list*	1,105	
<u>Loss</u>		
Died since Register in operation	13	
Moved before Register in operation	22	
Moved to another district	43	
Away in Services; emigrated	<u>4</u>	<u>82</u>
 "Live" Register	 <u>1,023</u>	
 <u>Interviews obtained</u>	 800	 78.2
 <u>Interviews not obtained</u>		
Refusals	55	5.4
**Temporarily away; not in	143	14.0
Ill; infirm; in hospital; mentally deficient	<u>25</u>	<u>2.4</u>
	<u>1,023</u>	<u>100.0</u>

* 1954/1955 Electoral Register compiled in October, 1954

** This survey was made during the summer holiday period

Notes on the Tables

1. Provisional Tables were supplied on 2nd September, 1955.
2. With the exceptions stated below all figures appearing in the following tables are percentages calculated on the sample ("Number of cases") shown in the final column on each page. The sign # indicates less than 0.5%.
3. The exceptions to this are the figures appearing in:
 - a) the "number of cases" column, and
 - b) the lines preceded by an asterisk *
4. The total figures are shown as percentages and as absolute figures in this report.
5. Attention is drawn to the fact that some of the samples used as bases for the percentages are small, the smallest being 57 - the number of interviews in towns of 2,000 - 5,000 inhabitants.
6. The "Regions" referred to in this report comprise:

Southern England: Bedfordshire, Berks, Bucks, Cornwall, Devon, Dorset, Essex, Hants, Kent, London, Middx., Oxon, Somerset, Hants, Surrey, Sussex, Isle of Wight and Wilts.

Midlands: Cambs., Derbyshire, Isle of Ely, Glos., Hereford, Hunts., Leics., Lines., Monmouth, Norfolk, Northants, Notts., Rutland, Salop, Staffs, Suffolk, Warwick and Wores.

Northern England: Cheshire, Cumberland, Durham, Lancs., Northumberland, Westmoreland, and Yorks.

Wales: All counties.

Scotland: All counties.
7. "Voting intention" employs the grouping of respondents according to their answers to the question: "Which political party do you think is the best for people like yourself?"