

DECLASSIFIED PER EXECUTIVE ORDER 12356, Section 3.3, PAR. 6A-9/15/1985  
 NARA, Date 9/14/91  
 By: [Signature]

INTERNATIONAL SURVEY XX 8

Great Britain - November, 1956

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 1,210 respondents selected at random from the Electoral Register, 1955/1956 edition. The sample was split along the lines agreed.

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 questionnaire and hand-out cards employed are included at the end of the report.

Result of Calls Made

7. Of the 1,540 people names in the original selection, 148 were not contacted because the Electoral Register, compiled in 1955, was out of date.

8. Of the 925 effectively included on the "Live Register", 1,210 were successfully interviewed, representing a success rate of 86%.

9. Details of the result of calls made are given in the table overleaf.

Control of Fieldwork

10. One hundred and forty 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, 17th, November, and finished on Thursday, 29th November, 1956.

RESULTS OF ALL CALLS MADE

	No.	%
Total number of names and addresses on original list *	1,540	
<u>Less</u>		
Died since Register in operation	29	
Died before Register in operation	9	
Moved since Register in operation	66	
Moved before Register in operation	33	
Away in Services; emigrated; house demolished	<u>11</u>	
Total deductions	<u>148</u>	
"Live" register	1,392	100
<u>Interviewed obtained</u>	1,210	86
<u>Interviews not obtained:</u>		
Refusals	91	7
Temporarily away/out	61	5
Ill; In hospital; mentally deficient	<u>30</u>	<u>2</u>
	<u>1,392</u>	<u>100</u>

\* 1955/1956 Electoral Register compiled in October, 1955

Notes on the Tables

- 1 Marginal totals were supplied on 6th December, 1956.
- 2 The total sample of 1,210 was split into two parallel groups of 605 each. Different versions of the question were used on twelve questions. For the remaining questions both questionnaires were identical. Each split question is therefore based on 605. All other tables are based on the total sample of 1,210.
- 3 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%.
- 4 The exceptions to this are the figures appearing in:
  - a) the "number of cases" column, and
  - b) the lines preceded by an asterisk \*
- 5 The total figures are shown as percentages and as absolute figures in this report.
- 6 Attention is drawn to the fact that some of the samples used as bases for the percentages in the split runs are small. The smallest in the A group is 48 - the number of interviews for those with "No party preference". In the B group the smallest sample is 50 - the Liberal sample.
- 7 The "Regions" referred to in this report comprise:
  - Southern England: Bedfordshire, Berkshire, Buckinghamshire, Cornwall, Devon, Dorset, Essex, Hertfordshire, Kent, London, Middlesex, Oxfordshire, Somerset, Hampshire, Surrey, Sussex, Isle of Wight and Wiltshire.
  - Midlands: Cambridgeshire, Derbyshire, Isle of Ely, Gloucestershire, Hereford, Huntingdonshire, Leicestershire, Lincolnshire, Monmouth, Norfolk, Northamptonshire, Nottinghamshire, Rutland, Shropshire, Staffordshire, Suffolk, Warwickshire and Worcestershire.
  - Northern England: Cheshire, Cumberland, Durham, Lancashire, Northumberland, Westmoreland and Yorkshire.
  - Wales: All counties.
  - Scotland: All counties.
- 8 "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?"

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## INTERNATIONAL SURVEY XX-8 - ITALY

## NOTE ON SAMPLING

	1	2	3	4	5	6	7	8
A	1°	2°	3°	4°	5°	6°	7°	8°
B	1°	1°	1°	2°	3°	4°	2°	5°
C	1°	2°	2°	3°	1°	2°	4°	3°
D	1°	1°	3°	1°	2°	1°	5°	6°
E	1°	2°	2°	3°	4°	3°	6°	4°
F	1°	1°	1°	2°	5°	5°	3°	1°
G	1°	2°	3°	1°	4°	5°	7°	2°
H	1°	1°	2°	4°	3°	2°	4°	7°

According to the number of entrances (of floors, of apartments on the same floor) he has to look first at the correspondent column on the scheme, then, looking at his key-line, for instance line "E", he gets an original number and he is asked to carry out the interviewing at the nth (counting from left to right) entrance. The same operation has to be repeated for the selection resp. of floor and apartment on the same floor.

Each interviewer has his key-line marked on the random scheme at his hand. Key-lines are rotated among the interviewers so to secure that an equal number of interviewers should have the various key-lines.

After these operations, the family in which to carry out the interviewing is clearly located.

At this point the interviewer has to select the respondent within the family. He is asked to list all the adult members (21 and over) of the family ranking them according to age (first the males, then the females) and then, using the same random scheme, to select the person.

The person might be at home at that time or out; in this case he is instructed to ask an appointment and to call back (three call backs).

Interviewers are briefed to illustrate the procedure to the persons contacted. This eases their task in explaining to the informant we are not interested in his very "personal" opinion, but just in the opinion of a general cross-section of the population.

As mentioned above, interviewers not finding the designed person at home are asked to call him three times, i.e. to carry out three call-backs. Date of the calls as well as the reasons why the interview is failing are reported in the questionnaire.

The sampling procedure adopted for the International Survey XX-8 is a two-stages procedure.

The first stage operations are the following:

- i) population is divided according to regions and within each region by community size;
- ii) to each stratum a number of interviewers is assigned proportionally to the population living in the stratum;
- iii) within each stratum one or more sample points are selected in such a way to secure a good cross-section of the area.

The second stage operations are:

- i) for each selected sample point either a map with the names of squares and streets or a complete list of squares and streets is collected. These documents are obtained from local authorities or from surveyors. Special care is devoted for sample points in rural areas to get not only the list of streets in the main center, but also the list of isolated farms;
- ii) from the list of streets of each sample point a certain number of streets is selected at random in the proportion of one street for every two interviews assigned to the sample point;
- iii) for each street two different dwelling units are selected at random (many lists of streets reported the numbers of dwelling units, for maps and those lists without this indication it is necessary to send the list of the selected streets to the interviewer asking him to survey the numbers of the dwelling units existing in the given streets);
- iv) the streets and numbers of the selected units in which to carry out the interviewing are reported in the letter of assignment for each interviewer.

At this point the interviewer is asked to do one interview in each assigned dwelling unit.

The dwelling unit might have two entrances, various floors, on each floor two or more apartments might exist. In order to select by pure random the family in which to do the interview, he is briefed to use the following random scheme.

In order to have 1,200 completed interviews, it has been deemed advisable to go into the field work with a sample size of 1,457 cases. As a matter of fact 1,209 completed interviews have been obtained and tabulated, precisely 605 with Form A of the questionnaire and 604 with Form B.

The difference between the 1,457 interviews assigned and the 1,209 interviews tabulated and reported in the results is due to the following reasons.

	T O T A L		FORM A		FORM B	
	no.	%	no.	%	no.	%
interviews assigned .....	1457	100.0	725	100.0	732	100.0
interviews tabulated ...	1209	82.9	605	83.4	604	82.5
	248	17.1	120	16.6	128	17.5
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i. interviews arrived late, not in time for tabulation .....	6	0.4	3	0.4	3	0.4
ii. people not reached after three call-backs .....	20	1.4	7	1.0	13	1.8
iii. interviews not completed.	15	1.0	4	0.6	11	1.5
iv. refusals; people who refused to be interviewed .	207	14.3	106	14.6	101	13.8
	248	17.1	120	16.6	128	17.5

A detailed table about the distribution of the various groups of interviews as well as the comparison with the universe is reported hereafter.

	Questionnaires:				Total completed interviews		Universe (population)
	Form A		Form B		no.	%	%
	no.	%	no.	%	no.	%	%
T O T A L .....	605	100	604	100	1209	100	100
S E X :							
- men .....	339	56	302	50	641	53	48
- women .....	266	44	302	50	568	47	52
A G E :							
- 21 - 29 years .....	148	24	152	25	300	25	24
- 30 - 44 years .....	203	34	204	33	407	33	32
- 45 - 54 years .....	176	29	170	29	346	29	31
- 55 years and over ....	78	13	78	13	156	13	13
SOCIO-ECONOMIC STATUS :							
- upper .....	14	2	12	2	26	2	-
- upper-middle .....	58	9	62	10	120	10	-
- middle .....	217	36	208	35	425	35	-
- lower-middle .....	196	33	205	34	403	33	-
- lower .....	118	20	117	19	235	20	-
EDUCATION :							
- no school, elem. school.	378	63	374	62	752	62	-
- secondary school .....	115	19	104	17	219	18	-
- high school .....	73	12	91	15	164	14	-
- university .....	39	6	35	6	74	6	-
OCCUPATION :							
- farmers .....	79	13	72	12	151	13	21
- farmhands .....	57	10	41	7	98	8	
- profess. & executives .	32	5	28	5	60	5	9
- shopkeepers .....	31	5	30	5	61	5	
- artisans .....	28	5	40	6	68	5	4
- factory workers .....	107	18	97	16	204	17	17
- white collars .....	50	8	57	9	107	9	7
- unemployed, retired ...	44	7	46	8	90	7	8
- housewives .....	177	29	193	32	370	31	34
CITY SIZE							
- less than 5,000 inh. .	182	30	185	30	367	30	26
- 5,000 - 10,000 inh. .	113	19	110	18	223	18	19
- 10,000 - 30,000 inh. .	129	21	119	20	248	21	21
- 30,000 - 100,000 inh. .	72	12	74	12	146	12	14
- over 100,000 inh. ....	109	18	116	20	225	19	20
GEOGRAPHICAL DIVISIONS :							
- Northern Italy .....	292	48	271	45	563	46	47
- Central Italy .....	109	18	126	21	235	19	19
- Southern Italy .....	145	24	141	23	286	24	23
- Islands .....	59	10	66	11	125	11	11

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Interviewing commenced contemporaneously in 188 different sample points on Saturday November 24, and finished on Tuesday December 4, 1956. Interviewers operating were 221.

As to the completed interviews, the proportion of interviews carried out at the first call, resp. second and third call has been the following :

	no.	%
one call ...	1064	88
two calls ..	126	10
three calls .	<u>19</u>	<u>2</u>
	1209	100

INTERNATIONAL SURVEY XI-8 I T A L Y Form "A" - White cards		INTERNATIONAL SURVEY XI-8 I T A L Y Form "B" - Green cards	
X	Survey number	X	Survey number
B	Country: Italy	B	Country: Italy
4	Form A	2	Form B
1	Questionnaire Number	1	Questionnaire number
1	Geographical Divisions	1	Geographical Divisions
1	Question 29	1	Question 29
1	Call-backs	1	Call-backs
1	Reasons for no interv. 1st call	1	Reasons for no interv. 1st call
1	Reasons for no interv. 2nd call	1	Reasons for no interv. 2nd call
1	Sex and Age	1	Sex and Age
1	Occupation of respondent	1	Occupation of respondent
1	Occupation of head of family	1	Occupation of head of family
1	Education & Socio-Ec. Status	1	Education & Socio-Ec. Status
1	Opinion on Israel & Egypt	1	Opinion on Israel & Egypt
1	Opinion on India & France	1	Opinion on India & France
1	Opinion on U.S. & U.S.S.R.	1	Opinion on U.S. & U.S.S.R.
1	Opinion on England & Question 2	1	Opinion on England & Question 2
1	Question 3	1	Question 3
1	Question 4	1	Question 4
1	Question 5	1	Question 5
1	Question 6 and 7	1	Question 6 and 7
1	Trust in G. Britain & France	1	Trust in G. Britain & France
1	Trust in the U.S. and W. Germany	1	Trust in the U.S. and W. Germany
1	Opinion on Masses & Nehru	1	Opinion on Masses & Nehru
1	Opinion on Eisenhower & Tito	1	Opinion on Eisenhower & Tito
1	Opinion on Foster Dulles & Eden	1	Opinion on Foster Dulles & Eden
1	Question 10	1	Question 10
1	Question 11 & 11a	1	Question 11 and 11a
1	Question 12, 12a and 12a(1)	1	Question 12, 12a and 12a(1)
1	Question 12b	1	Question 12b
1	Question 14	1	Question 14
1	Question 15 and 16	1	Question 15 and 16
1	Question 17, 17a and 17b	1	Question 17, 17a and 17b
1	Question 18a	1	Question 18a
1	Question 18b	1	Question 18b
1	Question 18c, 18d and 18e	1	Question 18c, 18d and 18e
1	Question 19	1	Question 19
1	Question 19a	1	Question 19a
1	Question 19b	1	Question 19b
1	Question 19c, 20 and 20a	1	Question 19c, 20 and 20a
1	Question 21 and 21a	1	Question 21 and 21a
1	Question 22, 23 and 23a	1	Question 22, 23 and 23a
1	Question 24 and 24a	1	Question 24 and 24a
1	Question 25 and 26	1	Question 25 and 26
1	Influence of U.S. Films and Music	1	Influence of U.S. Films and Music
1	Influence of U.S. Writers & Investments	1	Influence of U.S. Writers & Investments
1	Influence of tourists from U.S.	1	Influence of tourists from U.S.
1	Question Y, Ya and Yb	1	Question Y, Ya and Yb
1	Question V	1	Question V
1	Question Z	1	Question Z
1	Question Za	1	Question Za
1	Question 2a	1	Question 2a
1	Question 2b	1	Question 2b
1	Question 2c	1	Question 2c
1	Question 3a	1	Question 3a
1	Question 3b	1	Question 3b
1	Question 3c	1	Question 3c
1	Question 4a	1	Question 4a
1	Question 4b	1	Question 4b
1	Question 4c	1	Question 4c
1	Question 11a	1	Question 11a
1	Question 16a	1	Question 16a
1	Question 16b(1)	1	Question 16b(1)
1	Question 19b(1)	1	Question 19b(1)
1	Question 23a(1)	1	Question 23a(1)
1	Question 24a(1)	1	Question 24a(1)
1	Question 26a	1	Question 26a

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COMPOSITION OF THE SAMPLE

	Population	s a m p l e	
	%	No	%
TOTAL ADULT POPULATION . . . . .	100	1209	100

PARTY PREFERENCE :

- Communist Party . . . . .	67	6	
- Socialist Party (Nenni) . . . . .	187	16	23
- Leftists . . . . .	6	1	
- Socialist Democratic Party . . . . .	124	10	13
- Republican Party . . . . .	9	1	
- Christian Democrat Party . . . . .	409	40	38
- Liberal Party . . . . .	55	5	48
- Contrists . . . . .	24	2	
- Monarchic Party . . . . .	38	3	
- Neo-Fascists . . . . .	28	2	5
- Rightists . . . . .	6	*	
- Other party . . . . .	3	*	*
- No party preference stated . . . . .	173	14	14

SOCIO-ECONOMIC STATUS :

- upper . . . . .	26	2
- upper - middle . . . . .	120	10
- middle . . . . .	425	35
- lower - middle . . . . .	403	33
- lower . . . . .	235	20

MAIN GEOGRAPHIC DIVISION & REGION :

- Northern Italy . . . . .	47	563	46
- Central Italy . . . . .	19	235	19
- Southern Italy . . . . .	23	286	24
- Islands . . . . .	11	125	11