

NARA, Date 9/14/91

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people names in the original selection, 148 were not contacted because the Electoral Register, compiled in 1955, was out of date.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	11	
Total deductions	148	
"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	30	2
	1,392	100

* 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 questionnaire 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 questions: "Which political party do you think is the best for people like yourself?"

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 5th (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 strata;
- 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:		Form B		T o t a l		Universe (population)
	Form A	Form B	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

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

REPRODUCED AT THE NATIONAL ARCHIVES

COMPOSITION OF THE SAMPLE

	Population	sample	
	%	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	50
- 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