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USERS' MANUAL
**THE QUALITY OF
LIFE**



SECOND PILOT SURVEY
(Oct-Nov 1971)

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THE QUALITY OF LIFE IN BRITAIN

(Second pilot survey - October-November 1971)

This is the first draft of the users' manual for the second-pilot survey of quality of life in Britain, conducted in seven major conurbations and Cardiff during October and November 1971. A quota sample was used and Greater London was under-sampled: this is corrected by reweighting London by 3 and the rest of the sample by 2.

Many of the questions used are common to the major survey conducted at the same time in the USA by the Institute of Social Research at the University of Michigan.

An account of the general approach and some early analysis is published in Social Trends No 4, 1973: Mark Abrams, "Subjective Social Indicators" (compiled from earlier reports by Mark Abrams and John Hall to a joint USA/UK conference on Social Indicators at Ditchley Park and to a Working Party of OECD at Paris ~~in~~ ^{presented in June 1973} April 1971 and May 1972 respectively)

An account of the statistical properties of the data was ~~prepared~~ ^{presented in June 1973} by Brendan Whelan as a dissertation for M.Sc. in the Dept. of Statistics at the London School of Economics with which the Unit has an academic attachment. This account has been revised and will appear in the Unit's Occasional Paper series under the names of Colm O'Muircheartaigh and Brendan Whelan.

The book on the American survey is due to be published shortly by Russell Sage as "The Perceived Quality of Life" by Angus Campbell, Philip Converse and William Rodgers

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1.

MARGINALS OF RESPONSE

CLASSIFICATION

<u>TIME Interview started</u>	<u>CODE</u>	<u>Number</u>
Before 11 a m	1	60
11 a m to 1 59 p m	2	144
2 p m to 4 59 p m	3	223
5 p m to 7 59 p m	4	123
8 p m or later	5	32
NA	9*	11

(VARIOS)

I am working on a survey in this area to find out what people's views are regarding things like the district they live in, their jobs, the time they have available to do what they want - in fact their satisfaction or otherwise with life in general.

- A 1 I'd like to start with the (house/flat) you live in.
Is this (house/flat) owned or rented by you, or do you live here rent free?

<u>Response</u>	<u>CODE</u>	<u>Number</u>
OWN or mortgage	1	279
COUNCIL	2	231
PRIVATE furnished	3	8
PRIVATE unfurnished	4	59
RENT free	5	14
NA	9*	2

(VARIOG)

- A 2 What is the one thing you like best in this (house/flat)?

- A 3 What is the one thing you would most like to change about this (house/flat)?

* A2, A3 lead-in questions not coded

A 4 All things considered, how satisfied or dissatisfied are you overall with your (house / flat)? which number comes closest to how satisfied or dissatisfied you are?

<u>RESPONSE (CARD A)</u>	<u>CODE</u>	<u>NUMBER</u>
Completely dissatisfied	1	24
	2	7
	3	19
	4	70
	5	151
Completely satisfied	6	165
	7	157

(VAR107)

(1) B 1 Now, what about the district you live in?
How long have you been living in this district?

<u>RESPONSE</u>	<u>CODE</u>	<u>NUMBER</u>
Less than 1 year	0	34
1 year but less than 2	1	42
2 years but less than 5	2	73
5 years but less than 10	3	97
10 years but less than 20	4	114
20 years or more	5	233

(VAR108)

() B 2 To what extent do you feel any special attachment to this district as a place to live?

<u>RESPONSE (CARD B)</u>	<u>CODE</u>	<u>NUMBER</u>
Not at all	1	49
	2	21
	3	26
	4	70
	5	97
	6	128
A very great deal	7	201
NA	9*	1

(VAR109)

53 Now let's get back to the first card again. I'm going to read you a list of services that local authorities are normally responsible for. As I read each one, could you tell me how satisfied or dissatisfied are you with it in your district?

<u>Response</u> (CARD A)	Completely dissatisfied					Completely satisfied		NA 9+	
	1	2	3	4	5	6	7		
a The street lighting	25	17	27	44	85	122	272	1	(VAR110)
b The way the local police do their job	27	16	26	63	90	133	204	34	(VAR111)
c Emptying dustbins and clearing household rubbish	20	29	35	40	59	113	296	1	(VAR112)
d Keeping streets clean and free of litter	45	38	35	58	117	137	163	0	(VAR113)
e Provision of parks and similar open spaces	34	26	26	74	84	118	226	5	(VAR114) W
f Keeping roads and footpaths repaired	46	46	59	92	122	125	97	6	(VAR115)
g Education and schools	10	13	17	49	84	141	160	119	(VAR116)
h. Public transport	63	59	50	77	91	96	121	36	(VAR117)

B 4 Apart from the things the local authority is responsible for, what about these other aspects of the district. how satisfied or dissatisfied are you with

	<u>RESPONSE</u> (CARD A)	<u>CODE</u>	completely dissatisfied					completely satisfied		NA	
			1	2	3	4	5	6	7	9*	
a	Shopping		24	17	33	60	94	138	221	6	(VAR118)
b.	Clean air, free of fumes, dirt and smells		27	25	34	56	107	181	160	3	(VAR119)
c	Traffic in the streets		85	61	58	108	127	79	75	0	(VAR120)
d	Noise		73	45	54	63	106	150	102	0	(VAR121)
e.	Being near your family and friends		42	28	17	70	93	142	196	5	(VAR122)
f	The general appearance of the district		13	20	38	57	138	183	142	2	(VAR123)
g	The sort of people who live round here		7	14	11	66	104	177	207	7	(VAR124)

B.5. All things considered, how satisfied or dissatisfied are you overall with this district as a place to live in?

	<u>RESPONSE</u> (CARD A)	<u>CODE</u>	completely dissatisfied					completely satisfied		NA	
			1	2	3	4	5	6	7	9*	
			11	8	18	32	119	231	173	1	(VAR125)

c.1 How much do you think local councillors are able to solve the problems people take to them?

RESPONSE (CARD B) CODE	Not at all					A very great deal		NA	(VAR126)
	1	2	3	4	5	6	7	9*	
	43	48	68	143	127	59	42	63	

c.2 I'm going to ask you to rate Britain on a number of things.

	RESPONSE (CARD B) CODE	Not at all					A very great deal		NA	
		1	2	3	4	5	6	7	9*	
a How much freedom of speech is there in Britain today?		16	10	27	55	101	152	220	12	(VAR127)
b How tolerant is the general public towards people who want to live differently from the way most people do?		26	45	67	117	150	102	65	21	(VAR128)
c How easy is it for people like yourself to understand what's going on in politics and government these days?		62	77	90	109	121	78	54	2	(VAR129)
d How much influence do voters have on the way the country is governed?		148	100	91	100	84	39	20	11	(VAR130)
e How democratic is Britain?		28	31	52	136	158	81	80	27	(VAR131)

c.3 All things considered, how satisfied or dissatisfied are you with the level of democracy in Britain today?

RESPONSE (CARD A) CODE	completely dissatisfied					completely satisfied		NA	(VAR132)
	1	2	3	4	5	6	7	9*	
	25	33	47	128	171	102	66	21	

D 1

A	B	C			
DO YOU HAVE?	(IF 'NO' TO A) WOULD YOU LIKE ONE?	(IF 'YES' TO B) DO YOU EXPECT TO GET ONE IN THE NEXT YEAR OR SO?			
YES	NO	YES	NO	DK	NA
1	2	3	4	9*	10*

i. IS THERE A CAR IN THIS HOUSEHOLD?	334	134	32	72	21	0 (VAR133)
ii. DO YOU HAVE A GARDEN OF YOUR OWN?	447	57	15	55	19	0 (VAR134)
iii. DO YOU HAVE A COLOUR TELEVISION?	56	266	55	175	41	0 (VAR135)
iv. DO YOU HAVE YOUR OWN TELEPHONE?	291	124	43	108	27	0 (VAR136)
v. HAVE YOU HAD A HOLIDAY AWAY FROM HOME SINCE THIS TIME LAST YEAR?	400	26	68	65	34	0 (VAR137)
vi. (IF 'YES') WAS THAT ABROAD?	85	148	36	58	73	193 (VAR138)

D 2 THE THINGS PEOPLE CAN BUY AND DO - THEIR HOUSING, FURNITURE, FOOD, CARS, RECREATION AND TRAVEL - MAKE UP THEIR STANDARD OF LIVING. SPEAKING GENERALLY, WOULD YOU SAY THAT NOWADAYS, YOUR OWN STANDARD OF LIVING IS GOING UP, GOING DOWN, OR REMAINING THE SAME? (IF 'UP' OR 'DOWN') IS THAT A LITTLE OR A LOT?

RESPONSE	CODE	NUMBER
DOWN A LOT	1	57
DOWN A LITTLE	3	90
SAME	4	217
UP A LITTLE	5	155
UP A LOT	7	73
NA/DK	9*	1

(VAR139)

D 3 ALL THINGS CONSIDERED, HOW SATISFIED OR DISSATISFIED ARE YOU OVERALL WITH YOUR STANDARD OF LIVING?

RESPONSE (CARD A)	CODE	NUMBER
Completely dissatisfied	1	18
	2	16
	3	43
	4	86
	5	158
	6	148
	7	107
Completely satisfied	9*	17
NA		

(VAR140)

D 4 (IF 6 OR LOWER ON SCALE AT D 3)

How much extra money would you say you need to come in each week in order to live without money worries and in comfort?

<u>Response</u>	<u>Code</u>	<u>Number</u>
Up to £2 00 a week extra	1	40
£2 00 to £3 99 a week extra	2	57
£4 00 to £5 99 a week extra	3	139
£6 00 to £7 99 a week extra	4	23
£8 00 to £9 99 a week extra	5	24
£10 00 to £14 99 a week extra	6	96
£15 00 or more a week extra	7	74
DK	9 *	33
NA	10 *	107

(VAR 141)

- E 1 a Are you yourself working nowadays for pay?
 b (IF 'YES' TO A) IS THAT full-time or part-time?
 c (IF 'NO' TO A) Are you retired, housewife, student or what?

<u>Response</u>	<u>Code</u>	<u>Number</u>
Employed full-time	1	235
Employed part-time	2	67
Retired	3	72
Housewife	4	182
Student	5	15
Sick/Disabled for 6 months or more	6	5
Unemployed for 6 months or more	7	6
Other	8 *	11

(VAR 142)

E 2 (ASK OF ALL HOUSEWIVES (CODE 4 AT E 1))

All things considered, how satisfied or dissatisfied are you overall with being a housewife?

<u>Response (CARD A)</u>	<u>Code</u>	<u>Number</u>
completely dissatisfied	1	7
	2	5
	3	7
	4	14
	5	23
	6	49
completely satisfied	7	77
NA	10 *	411

(VAR 143)

E 3 (ASK E 3 TO E 8 OF ALL WORKING, WETHER FULL OR PART-TIME (CODED 1 OR 2 ATE-
WHAT IS YOUR MAIN OCCUPATION ?

(RESPONSES TO THIS QUESTION WERE CODED AS SOCIAL GRADES)

<u>RESPONSE</u>	<u>CODE</u>	<u>NUMBER</u>
A HIGHER managerial / administrative / professional	1	3
B INTERMEDIATE managerial / administrative / professional	2	38
C1 JUNIOR managerial / administrative / professional / clerical / non-manual	3	87
C2 SKILLED manual workers / foremen	4	68
D1 SEMI-SKILLED manual workers	5	63
D2 UN-SKILLED manual workers	6	41
E CASUAL Labourers	7	3
NA	9 #	290

(VAR144)

E 4 DO YOU WORK FOR YOURSELF OR SOMEONE ELSE ?

<u>RESPONSE</u>	<u>CODE</u>	<u>NUMBER</u>
SELF	1	25
SOMEONE ELSE	2	277
NA	9 #	291

(VAR145)

E 5 HOW LONG HAVE YOU BEEN WORKING CONTINUOUSLY FOR (YOURSELF / THAT FIRM) ?

<u>RESPONSE</u>	<u>CODE</u>	<u>NUMBER</u>
LESS THAN 1 year	0	41
1 but less than 2	1	43
2 but less than 5	2	60
5 but less than 10	3	58
10 but less than 20	4	58
20 OR MORE	5	42
NA	9 #	291

(VAR146)

E 6 I am going to read you some things people have said about their jobs. As I read each one, could you tell me which number on the scale comes closest to how true or how false that is about your job

	<u>RESPONSE</u> (CARD C) <u>CODE</u>	completely false					completely true		NA 9*	
		1	2	3	4	5	6	7		
a	Travel to and from work is convenient	19	5	12	23	30	39	171	294	(VAR147)
b	The work is interesting	7	8	6	14	52	53	163	290	(VAR148)
c	The pay is good	11	7	14	39	86	66	80	290	(VAR149)
d	The chances of promotion are good	87	19	23	31	42	33	47	311	(VAR150)
e	It has given me a lot of chances to make friends	19	10	20	28	40	61	124	291	(VAR151)
f	I have opportunity to develop my own special abilities	41	13	14	31	47	61	92	294	(VAR152)
g	I am given a chance to do the things I do best	33	13	18	33	51	63	87	295	(VAR153)
h	The people I work with are friendly and helpful	2	0	5	19	29	80	162	296	(VAR154)
i	The physical surroundings are pleasant	20	23	21	43	38	51	103	294	(VAR155)
j	The job security is good	16	15	5	25	37	62	141	292	(VAR156)
k	I am given enough time to get my work done (DO NOT ASK SELF EMPLOYED CODE 1 AT E 4)	9	10	13	24	39	68	135	295	(VAR157)
l	It's a good firm to work for (ASK ALL WITH FULL OR PART TIME JOBS)	4	3	2	18	37	65	147	317	(VAR158)
m	The general public has a genuine respect for people who do my sort of job	21	11	22	54	56	61	64	304	(VAR159)
n	I get on well with the person who supervises my work	2	2	1	12	22	74	164	316	(VAR160)
o	I am able to take a break if I need one	26	9	9	20	28	67	140	294	(VAR161)
p	The hours I work are convenient	8	7	10	12	32	62	168	294	(VAR162)

E 7 All things considered, how satisfied or dissatisfied are you overall with your present job?

<u>Response</u> (CARD A)	<u>CODE</u>	<u>NUMBER</u>
Completely dissatisfied	1	2
	2	4
	3	5
	4	16
	5	55
	6	97
Completely satisfied	7	124
NA	9*	290

(VAR163)

E 8 During the last 12 months, have you had a rise in your earnings?

<u>Response</u>	<u>CODE</u>	<u>NUMBER</u>
YES	1	222
NO	2	78
NA	9*	293

(VAR164)

F 1 a Now what about spare time? How much time do you have to do the things you like doing

<u>Response</u> (CARD B)	<u>CODE</u>	<u>NUMBER</u>
Not at all	1	17
	2	47
	3	42
	4	92
	5	120
	6	98
A very great deal	7	177

(VAR165)

b (if 4 or less to F.1a)

What stops you from having the time to do the things you like?

<u>Response</u>	<u>CODE</u>	<u>NUMBER</u>
Work	1	69
Children	2	30
Housework	3	19
General maintenance of home/garden other than cooking/housework	4	3
Other	5	28
Combination of above responses	6	49
NA	10*	395

(VAR166)

2 All things considered, how satisfied or dissatisfied are you with the way you spend your spare time?

RESPONSE (CARD A) CODE	completely dissatisfied					completely satisfied		NA
	1	2	3	4	5	6	7	9*
	19	19	26	48	129	147	199	6 (VAR167)

1 Most people these days have something they worry about, sometimes big things, sometimes quite small things. To what extent, during the past few weeks have you worried about

(CARD B) RESPONSE CODE	Not at all					A very great deal		NA
	1	2	3	4	5	6	7	9*
a. Not having enough money?	202	84	50	61	79	47	70	0 (VAR168)
b. How about financial debts?	380	73	26	37	27	17	28	5 (VAR169)
c. How things are going at (work/your husband's work)?	191	48	41	46	43	49	26	149 (VAR170)
d. Getting along with your (husband/wife)?	326	35	15	13	11	11	25	157 (VAR171)
e. Your children?	193	56	29	33	27	42	59	154 (VAR172)
f. Relations with your neighbours?	464	41	14	17	9	20	26	2 (VAR173)
g. Your health?	300	76	32	51	55	31	48	0 (VAR174)
h. Things that happen in your district?	339	82	42	53	36	23	18	0 (VAR175)
i. The world situation?	174	55	58	71	95	55	85	0 (VAR176)
j. Growing old?	374	60	36	32	34	21	36	0 (VAR177)

2 In general, how much would you say you worry these days?

(CARD B) RESPONSE CODE	Not at all					A very great deal		
	1	2	3	4	5	6	7	
	103	136	92	98	81	48	35	(VAR205)

CARD NO 1 COL NO 07-7
CARD NO 2 COL NO 05

Q 3 Have you been ill at any time during the past few weeks?
(IF 'YES') Did it cause you to cut down on any of your usual activities?

<u>Response</u>	<u>Code</u>	<u>Number</u>
No, not ill	1	452
Yes, ill, but no cut back	2	51
Yes, ill, had to cut back	3	88
NA	9*	2

(VAR207)

Q 4 DO you have any long-standing physical or health trouble?
(IF 'YES') DOES it keep you from doing things you might like to do?

<u>Response</u>	<u>Code</u>	<u>Number</u>
No trouble	1	420
Yes, but not stop	2	73
Yes, stop	3	91
NA	9*	9

(VAR208)

Q 5 All things considered, how satisfied or dissatisfied are you overall with your present state of health?

<u>Response</u> (CARD A)	<u>Code</u>	<u>Number</u>
Completely dissatisfied	1	22
	2	12
	3	21
	4	48
	5	70
	6	164
Completely satisfied	7	236
NA	9*	20

(VAR209)

H 1 Are you single, married or what?
(LIVING TOGETHER = MARRIED)

<u>Response</u>	<u>Code</u>	<u>Number</u>
Single	1	80
Married	2	428
Widowed	3	64
Divorced/Separated	4	21

(VAR210)

H 2 What in your opinion are the three things that most help to make a happy marriage?

(MULTIPLE RESPONSE WAS ALLOWED - SPREAD OUT ON CARD 3 COLS 5-21)

H 3 And what do you think are the three things that most make for an unhappy marriage?

(MULTIPLE RESPONSE WAS ALLOWED - SPREAD OUT ON CARDS COLS 22-38)

H 4 (ASK ONLY MARRIED - CODE 2 AT H 1)

All things considered, how satisfied or dissatisfied are you overall with your own marriage?

RESPONSE (CARD A)	CODE	NUMBER
Completely dissatisfied	1	3
	2	2
	3	1
	4	3
	5	20
	6	65
Completely satisfied	7	205
NA	9*	129
Question not asked - other person present	10*	165

(VAR217)

H 5 When you think of the time you spend and the things you do with the other members of your family - how satisfied or dissatisfied are you overall with your family life?

RESPONSE (CARD A)	CODE	NUMBER
Completely dissatisfied	1	7
	2	13
	3	8
	4	18
	5	84
	6	152
Completely satisfied	7	300
NA	9*	11

(VAR218)

J 1 When it comes to religion, how religious would you say you are?

<u>Response</u> (CARD B)	<u>Code</u>	<u>Number</u>
Not at all	1	105
	2	54
	3	45
	4	118
	5	122
	6	65
A very great deal	7	82
NA	9*	2

(VAR219)

J 2 Some people get a great deal of comfort and support from their religious beliefs, other people don't think it matters very much. Where would you put yourself on the scale? Which number comes closest to the amount of comfort and support you get from religious beliefs?

<u>Response</u> (CARD B)	<u>Code</u>	<u>Number</u>
Not at all	1	125
	2	52
	3	53
	4	98
	5	86
	6	71
A very great deal	7	103
NA	9*	5

(VAR220)

J 3 a) Many people, looking back, wish their education had been different, either learned different things, prepared for a different job, finished earlier or stayed on longer. If you had your time again, would you try to get a different education?

b) (if 'yes') what would be different?

(Was/is) your education of the wrong kind - that is (did you learn / are you learning) the wrong things, or do you wish you had gone further and learnt more, or what?

<u>Response</u>	<u>Code</u>	<u>Number</u>
No	0	210
Yes, wrong kind	1	61
Yes, wish gone further	2	281
Yes, other	3	35
Yes, more than one answer	4	5
NA	9*	1

(VAR221)

J 4 All things considered, how satisfied or dissatisfied are you overall with the education you (had/are having)?

<u>Response</u> (CARD A)	<u>Code</u>	<u>Number</u>
completely dissatisfied	1	42
	2	25
	3	35
	4	92
	5	151
	6	127
completely satisfied	7	116
NA	9*	5

(VAR223)

K 1 We have now covered this list of different aspects of life today with which people may be more satisfied or less satisfied (that is to say housing, jobs, family, education and so on) Look at the list again. Most, if not all of these things are important to all of us, but some things are more important to some people, yet not so important to others. Which three items on the list do you think are the most important for you personally in determining how satisfied or dissatisfied you are with your life in general these days?

K 2 Of course, all of these are important to all of us one way or another, but which three would you say were the least important for you?

<u>Response</u> (CARD D)	<u>Most</u> <u>Important</u>	<u>Not</u> <u>Mentioned</u>	<u>Least</u> <u>Important</u>	
<u>Code</u>	1	2	3	
a) The house you live in	198	302	93	(VAR224)
b) The district you live in	75	278	240	(VAR225)
c) The level of democracy in this country	39	266	288	(VAR226)
d) Your general standard of living	228	326	39	(VAR227)
e) Your job (or your husband's job)	161	342	90	(VAR228)
f) The way you spend your spare time	85	185	323	(VAR229)
g) Your present state of health	258	280	55	(VAR230)
h) Your marriage	322	231	40	(VAR231)
i) Your family life	303	271	19	(VAR232)
j) Your religious beliefs	76	205	312	(VAR233)
k) Your education	32	313	248	(VAR234)

K 3 We have talked about various aspects of your life. Now I want to ask you about your life as a whole

- a) All things considered, how satisfied or dissatisfied are you overall with your life as a whole these days?
- b) And where would you put yourself as you were 5 years ago?
- c) And where do you expect you will be in 5 years time?
- d) And what do you feel is the right level for people like yourself - what do you think people like yourself are entitled to?

RESPONSE (CARD A)	CODE	NUMBER			ENTITLED
		NOW (VAR235)	5 years past (VAR236)	5 years future (VAR237)	
completely dissatisfied	1	2	21	4	2
	2	8	12	4	0
	3	16	49	15	2
	4	54	82	26	5
	5	151	113	97	78
	6	209	165	201	186
completely satisfied	7	152	148	209	299
NA	8*	1	3	37	21

K.4

MY PRESENT LIFE

Please tick whichever box applies in each line.

	1	2	3	4	5	6	7	NA	9*
BORING	11	17	29	79	123	163	169	INTERESTING (VAR239)	2
MISERABLE	9	11	21	68	96	178	208	ENJOYABLE (VAR240)	2
HARD	50	58	58	154	75	87	107	EASY (VAR241)	4
USELESS	9	5	16	43	96	170	251	WORTHWHILE (VAR242)	3
LONELY	20	20	20	42	53	150	285	FRIENDLY (VAR243)	3
UNHAPPY	6	7	16	38	64	178	277	HAPPY (VAR244)	7

	1	2	3	4	5	6	7	NA	9*
EMPTY	13	16	26	56	99	145	235	FULL (VAR245)	3
DISCOURAGING	8	9	18	49	99	165	242	HOPEFUL (VAR246)	3
UNSATISFYING	12	6	27	60	94	164	225	SATISFYING (VAR247)	5
TIED DOWN	60	35	39	94	65	97	201	FREE (VAR248)	2
DISAPPOINTING	17	6	25	63	130	161	189	REWARDING (VAR249)	2
DOESN'T GIVE ME MUCH CHANCE	32	28	44	109	107	133	137	BRINGS OUT THE BEST IN ME (VAR250)	3

L 1 Now let's talk about your more general opinions. If you had to choose among these things which would seem the most desirable to you?

- a) Maintaining order in the nation
- b) Giving the people more say in important political decisions
- c) Fighting rising prices
- d) Protecting freedom of speech

(MULTIPLE RESPONSE WAS ALLOWED - THIS HAS BEEN RECORDED ON CARD 3 COL 39)

L 2 I am going to read some things people have said about life today. As I read each one, could you tell me which answer on the card comes nearest to your own point of view?

- a) Most people will go out of their way to help someone else

RESPONSE (CARD F)	CODE	NUMBER
Agree strongly	1	58
Agree	2	331
Neither agree nor disagree	3	62
Disagree	4	120
Disagree strongly	5	22

(VAR252)

b) Most councillors and MPs are not really interested in the problems of the average man

<u>Response</u> (CARD F)	<u>Code</u>	<u>Number</u>
Disagree strongly	1	18
Disagree	2	165
Neither agree nor disagree	3	130
Agree	4	221
Agree strongly	5	59

(VAR253)

c) The average man today is probably better off than he ever was

<u>Response</u> (CARD F)	<u>Code</u>	<u>Number</u>
Agree strongly	1	107
Agree	2	355
Neither agree nor disagree	3	39
Disagree	4	76
Disagree strongly	5	16

(VAR254)

d) Nowadays a person has to live pretty much for today and let tomorrow take care of itself

<u>Response</u> (CARD F)	<u>Code</u>	<u>Number</u>
Disagree strongly	1	23
Disagree	2	185
Neither agree nor disagree	3	34
Agree	4	276
Agree strongly	5	75

(VAR255)

e) Even today the way you make money is more important than how much you make

<u>Response</u> (CARD F)	<u>Code</u>	<u>Number</u>
Agree strongly	1	58
Agree	2	257
Neither agree nor disagree	3	79
Disagree	4	166
Disagree strongly	5	33

(VAR256)

f) You sometimes can't help wondering whether anything is worthwhile

Response (CARD F)	Code	Number
Disagree strongly	1	48
Disagree	2	217
Neither agree nor disagree	3	47
Agree	4	247
Agree strongly	5	34

(VAR257)

g) Most people can still be depended upon to come through in a pinch

Response (CARD F)	Code	Number
Agree strongly	1	50
Agree	2	435
Neither agree nor disagree	3	57
Disagree	4	44
Disagree strongly	5	7

(VAR258)

M 1 Which daily morning newspaper do you read regularly?

Response	Code	Number
NONE	0	161
Daily Express	1	97
Daily Mirror	2	144
Daily Mail	3	47
Financial Times	4	2
Daily Telegraph	5	32
THE TIMES	6	4
THE GUARDIAN	7	13
THE SUN	8	69
Other	9	20
NA	12*	4

(VAR259)

M 2 a) Taking into account all the money that comes into your household, including all the wages and salaries of all those who are working, pensions, benefits and any money from other sources, look at the card and tell me which number on the card comes nearest to the total income of your household nowadays?

b) Which number is closest to your total household income as it was at this time last year?

c) And which number is nearest to what you expect it to be at this time next year?

(IF HAS FULL OR PART-TIME JOBS (CODED 1 OR 2 AT E 1))

d) Which number on the card is closest to what you personally earn in take-home pay?

Response (CARD G)		Code	Number			Response
Weekly	Annual		H/H NOW (VAR260)	H/H PAST (VAR261)	H/H FUTURE (VAR262)	-Denk (VAR263)
£9	£450	1	67	74	60	65
£13	£650	2	51	38	42	25
£17	£850	3	34	45	34	31
£21	£1050	4	47	66	32	40
£25	£1250	5	51	58	39	36
£29	£1450	6	52	48	58	28
£33	£1650	7	66	62	59	21
£40	£2000	8	63	64	72	18
£50	£2500	9	40	39	54	8
£60+	£3000+	10	55	29	63	12
DK/NA		13*	67	70	80	309

CLASSIFICATION

Sex of respondent	Code	Number
Male	1	282
Female	2	311

(VAR264)

Raw Age Group of respondent	Code	Number
16-24	1	90
25-29	2	65
30-39	3	97
40-44	4	46
45-54	5	85
55-59	6	65
60-69	7	81
70+	8	64

(VAR265)

CLASSIFICATION

<u>Relationship to head of household</u>	<u>code</u>	<u>Number</u>
Head	1	307
Spouse	2	208
Child	3	57
Other	4	17
NA	9*	4

(VAR266)

<u>Social Grade of head of household</u>	<u>code</u>	<u>Number</u>
AB	1	88
C1	2	120
C2	3	177
DE	4	208

(VAR267)

<u>Age at which full-time education completed</u>	<u>code</u>	<u>Number</u>
14 or less	1	269
15	2	155
16-17	3	102
18-19	4	21
20 or more	5	31
Still at school, college etc	6	13
NA	9*	2

(VAR268)

<u>Household composition</u>	<u>code</u>	<u>Number</u>
NO children	1	331
Children aged 5-15 only	2	119
Children aged under 5 only	3	69
Children under 5 and 5-15	4	72
NA	9*	2

(VAR269)

<u>Willing to be re-interviewed in 6-12 months</u>	<u>code</u>	<u>Number</u>
YES	1	520
NO	2	37
DK	3	36

(VAR270)

CLASSIFICATION

<u>Day of week</u>	<u>code</u>	<u>number</u>
	1	32
Sunday	2	113
Monday	3	76
Tuesday	4	127
Wednesday	5	108
Thursday	6	88
Friday	7	49
Saturday		(VAR 271)

<u>Week</u>	<u>code</u>	<u>number</u>
October 10 - 16	1	18
October 17 - 23	2	147
October 24 - 30	3	172
October 31 - November 6	4	204
ending unknown	5	52
		(VAR 272)

CLASSIFICATION

<u>Sampling point</u>	<u>CODE</u>	<u>NUMBER</u>
Newcastle-upon-Tyne C B	11	20
Whickham U D	12	20
Liverpool C B (Garston)	21	20
Neston U D	22	20
Ealing L B	30	20
Hounslow L B	31	10
Tower Hamlets L B	32	20
Bromley L B	33	20
Richmond upon Thames L B	34	19
Enfield L B	35	20
Bexley L B	36	21
Waltham Forest L B	37	20
Lewisham L B	38	20
Newham L B.	39	20
Rochdale C B	41	20
Manchester C B (Blackley)	42	20
Wilmslow U D	43	18
Denton U D	44	22
Salford C B	45	20
Wakefield C B	51	21
Leeds C B	52	20
Bradford C B	53	20
Wolverhampton C B	61	20
Birmingham C B (Perry Barr)	62	20
Solihull C B	63	22
Walsall C B	64	20
Cardiff C B	71	20
Glasgow C of C (Hillhead)	81	20
Glasgow C of C (Cathcart)	82	20
Hamilton L B	83	20

(VAR 273)

CLASSIFICATION

<u>Weather</u>	<u>Code</u>	<u>Number</u>
Bright, sunny	1	327
Dull, cloudy	2	247
NA	9*	19

(VAR275)

<u>Weather</u>	<u>Code</u>	<u>Number</u>
Hot, warm	1	124
Cool, damp	2	468
NA	9*	1

(VAR276)

<u>Weather</u>	<u>Code</u>	<u>Number</u>
Dry	1	423
Damp, humid	2	52
Wet, rain	3	115
NA	9*	3

(VAR277)

H 2 What in your opinion are the three things that most help to make a happy marriage?

	<u>Response</u>	<u>Not</u>		
	<u>Code</u>	<u>Mentioned</u>	<u>Mentioned</u>	
Understanding		437	156	(VAR305)
Love/Being in love/Affection		436	157	(VAR306)
Compatibility/Sexual harmony		538	55	(VAR307)
Companionship/Mutual interests/similar outlook		496	97	(VAR308)
Pulling together/working at marriage		493	100	(VAR309)
Tolerance/seeing partner's point of view		387	206	(VAR310)
Trust/Being able to rely on partner/mutual respect		498	95	(VAR311)
Honesty/Prepared to discuss problems		546	47	(VAR312)
Sense of humor		538	55	(VAR313)
Thoughtfulness/unselfishness/kindness/generosity		563	30	(VAR314)
Children/Family		497	96	(VAR315)
Enough money/No financial worries		407	186	(VAR316)
Comfortable home/Material comfort/Good living standard		548	45	(VAR317)
Wife not nagging/caring for husband/husband sharing chores		544	49	(VAR318)
Job security/happiness in job/No worries		574	19	(VAR319)
Any reference to happy family life/good mother etc		574	19	(VAR320)
Other answers		408	185	(VAR321)

H 3 And what do you think are the three things that most make for an unhappy marriage

Response	NOT MENTIONED	MENTIONED	
Code	0	1	
Lack of understanding	545	48	(VAR322)
Lack of affection/Marrying without love	547	46	(VAR323)
Incompatibility/Bad sexual relations	547	46	(VAR324)
Lack of communication/no mutual interests / no time spent together	540	53	(VAR325)
Pulling different ways / having different views Not working at marriage / Arguing in front of others	501	92	(VAR326)
Lack of tolerance / No give and take / impatience / quick tempers	516	77	(VAR327)
Lack of trust / jealousy / Lack of mutual respect	504	89	(VAR328)
Dishonesty / Unfaithfulness / Lies / Deceit	448	145	(VAR329)
Gambling / Drinking	472	121	(VAR330)
Selfishness	493	100	(VAR331)
No children / Too many children / No family planning	549	44	(VAR332)
Lack of money / Financial troubles / Debts / Overspending	314	279	(VAR333)
Unsatisfactory housing / Neglected home	539	54	(VAR334)
Nagging / Bullying / Not sharing chores	561	32	(VAR335)
Unemployment / Worry	570	23	(VAR336)
Any reference to bad family relationships / bad home life	580	13	(VAR337)
Other answers	341	252	(VAR338)

L.1 Now let's talk about your more general opinions. If you had to choose among these things, which two seem the most desirable to you?

- Maintaining order in the nation
- Giving the people more say in important political decisions
- Fighting rising prices
- Protecting freedom of speech

RESPONSE (CARD E)	CODE	NUMBER	
(a + c) order, prices	1	205	
(a + b) order, people	2	38	
(b + c) people, prices	3	151	
(a + d) order, freedom	4	77	
(c + d) prices, freedom	5	78	
(b + d) people, freedom	6	41	
NA	8 *	3	(VAR339)

2

THE QUESTIONNAIRE

P.227

October 1971

QUALITY OF LIFE SURVEY

Questionnaire number(1-3)

Card number (4)

		Col. / Code	Skip to
RING CODE TO DENOTE TIME PERIOD INTERVIEW STARTED			
		(5)	
	Before 11 a.m.	1	
	11 a.m. to 1.59 p.m.	2	
	2 p.m. to 4.59 p.m.	3	
	5 p.m. to 7.59 p.m.	4	
	8 p.m. or later	5	
I am working on a survey in this area to find out what people's views are regarding things like the district they live in, their jobs, the time they have available to do what they want - in fact, their satisfaction or otherwise with life in general.			
(6)			
A.1	I'd like to start with the (house/flat) you live in. Is this (house/flat) owned or rented by you, or do you live here rent free?	Own/mortgage Council Private furnished Private unfurnished Rent free	1 2 3 4 5
A.2	What is the one thing you like best about this (house/flat)? (STATE:) _____ _____		
A.3	What is the one thing you would most like to change about this (house/flat)? (STATE) _____ _____		
<u>SHOW CARD A</u>			
This is a scale of satisfaction with <u>complete satisfaction</u> at the top (POINT TO SEVEN) and <u>complete dissatisfaction</u> at the bottom (POINT TO ONE). If you are neither completely satisfied nor completely dissatisfied, that would be somewhere between <u>six</u> and <u>two</u> depending on how <u>satisfied</u> or <u>dissatisfied</u> you are.			
A.4	All things considered, how satisfied or dissatisfied are you overall with your (house/flat)? Which number comes closest to how satisfied or dissatisfied you are?	STEP NO. <input type="text"/>	(7)

			Col./ Code	Skip to
	<u>SHOW CARD A</u>			
B.4	<p>Apart from the things the local authority is responsible for, what about these other aspects of this district: how satisfied or dissatisfied are you with</p> <p>(a) Shopping</p> <p>(b) Clean air, free of fumes, dirt and smells</p> <p>(c) Traffic in the streets</p> <p>(d) Noise</p> <p>(e) Being near your family and friends</p> <p>(f) The general appearance of the district</p> <p>(g) The sort of people who live round here</p>	STEP NO	(a) (18)	
			(b) (19)	
			(c) (20)	
			(d) (21)	
			(e) (22)	
			(f) (23)	
			(g) (24)	
B.5	All things considered, how satisfied or dissatisfied are you overall with this district as a place to live?	STEP NO.	(25)	
	<u>SHOW CARD B</u>			
	Now let's use the second card again.			
C.1	How much do you think local councillors are able to help solve the problems people take to them?	STEP NO.	(26)	
C.2	I'm going to ask you to rate Britain on a number of things. Remember <u>seven</u> means 'a very great deal', while <u>one</u> means 'not at all'. First:-			
	(a) How much freedom of speech is there in Britain today?	STEP NO. (a)	(27)	
	(b) How tolerant is the general public towards people who want to live differently from the way most people do?	(b)	(28)	
	(c) How easy is it for people like yourself to understand what's going on in politics and government these days?	(c)	(29)	
	(d) How much influence do voters have on the way the country is governed?	(d)	(30)	
	(e) How democratic is Britain?	(e)	(31)	
	<u>SHOW CARD A</u>			
C.3	All things considered, how satisfied or dissatisfied are you with the level of democracy in Britain today?	STEP NO.	(32)	

FOR EACH ITEM (i) TO (vi) BELOW, ASK THE THREE QUESTIONS IN COLUMNS A, B AND C WHERE APPROPRIATE AND IN THAT ORDER).

'A'		'B'		'C'		
Do you have?		(IF 'NO' TO 'A') Would you like one?		(IF 'YES' TO 'B') Do you expect to get one in the next year or so?		
YES	NO	YES	NO	YES	NO	DK
1	K	L	2	3	4	Y

(i) Is there a car in this household?

(ii) Do you have a garden of your own?

(iii) Do you have a colour T.V.?

(iv) Do you have your own telephone?

(v) Have you had a holiday away from home since this time last year?

(vi) (IF YES:) Was that abroad?

Col./Code	Skip to
-----------	---------

(33)

(34)

(35)

(36)

(37)

(38)

(39)

.2 The things people can buy and do - their housing, furniture, food, cars, recreation and travel - make up their standard of living. Speaking generally, would you say that nowadays, your own standard of living is going up, going down, or remaining the same?
(IF UP OR DOWN) Is that a little or a lot?

Up a lot

7

Up a little

5

Same

4

Down a little

3

Down a lot

1

.3 SHOW CARD A

All things considered, how satisfied or dissatisfied are you overall with your standard of living?

STEP NO.

(40)

(41)

.4 (IF 6 OR LOWER ON SCALE AT D.3)

How much extra money would you say you need to come in each week in order to live without money worries and in comfort?

Up to £2.00 a week extra

1

£2.00 - £3.99 a week extra

2

£4.00 - £5.99 a week extra

3

£6.00 - £7.99 a week extra

4

£8.00 - £9.99 a week extra

5

£10.00 - £14.99 a week extra

6

£15 or more a week extra

7

		Col., Code	Skip to
E.1	(a) Are you yourself working nowadays for pay? <u>(IF YES TO a)</u> Is that full-time or part-time? <u>(IF NO TO a)</u> (c) Are you retired, housewife, student or what? Other (STATE) _____	(42) 1 2 3 4 5	E.3 E.3 F.1 E.2 F.1
	ASK OF ALL HOUSEWIVES (CODE 4 AT E.1.) <u>SHOW CARD A</u>		
E.2	All things considered, how satisfied or dissatisfied are you overall with being a housewife? <u>ASK E.3 TO E.8 OF ALL WORKING, WHETHER FULL OR PART TIME CODED 1 OR 2 AT E.1)</u>	STEP NO. <input type="text"/> (43)	E.9
E.3	What is your main occupation? (IF NECESSARY) Tell me a little more about what you do, exactly. _____ _____ (What industry or business is that?) _____	O.U.O. (44) (45)	
E.4	Do you work for yourself or for someone else?	Self 1 Someone else 2 (46)	
E.5	How long have you been working continuously (for yourself/for that firm)?	Less than 1 year 0 1 but less than 2 1 2 but less than 5 2 5 but less than 10 3 10 but less than 20 4 20 or more 5	

SHOW CARD C

This time seven means completely true, and one means completely false.

I am going to read you some things people have said about their jobs. As I read each one, could you tell me which number on the scale comes closest to how true or how false that is about your own job. The first one is.

		Col./ Code	Skip to
(a) Travel to and from work is convenient	STEP NO. (a)	(47)	
(b) The work is interesting	(b)	(48)	
(c) The pay is good	(c)	(49)	
(d) The chances of promotion are good	(d)	(50)	
(e) It has given me a lot of chances to make friends	(e)	(51)	
(f) I have opportunity to develop my own special abilities	(f)	(52)	
(g) I am given a chance to do the things I do best	(g)	(53)	
(h) The people I work with are friendly and helpful	(h)	(54)	
(i) The physical surroundings are pleasant	(i)	(55)	
(j) The job security is good	(j)	(56)	
(k) I am given enough time to get my work done	(k)	(57)	
(DO NOT ASK SELF EMPLOYED - CODE 1 AT E.4)			
(l) It's a good firm to work for (ASK ALL WITH FULL OR PART-TIME JOBS)	(l)	(58)	
(m) The general public has a genuine respect for people who do my sort of job.	(m)	(59)	
(n) I get on well with the person who supervises my work	(n)	(60)	
(o) I am able to take a break if I need one	(o)	(61)	
(p) The hours I work are convenient	(p)	(62)	

SHOW CARD A

All things considered, how satisfied or dissatisfied are you overall with your present job? STEP NO.

		(63)	
		(64)	
	Yes	1	
	No	2	

During the last twelve months, have you had a rise in your earnings?

			Col./ Code	Skip to
	ASK ALL			
	SHOW CARD B			
F.1	(a) Now what about <u>spare time</u> ? How much <u>time</u> do you have to do the things you like doing?	STEP NO.	(65)	
	(b) (IF 4 OR LESS TO F.1a) What stops you from having the time to do the things you like?		(66)	
	_____ Work		1	
	_____ Children		2	
	_____ Housework		3	
	_____ Other (STATE)			
F.2	SHOW CARD A			
	All things considered, how satisfied or dissatisfied are you with the way you spend your spare time?	STEP NO.	(67)	
G.1	SHOW CARD B			
	Most people these days have something they worry about, sometimes big things, sometimes quite small things. To what extent, during the past few weeks, have you worried about:-			
	(a) Not having enough money	STEP NO. (a)	(68)	
	(b) How about----financial debts (dotted line indicates pause)	(b)	(69)	
	(c) How things are going at (work/your husband's work)	(c)	(70)	
	(d) Getting along with your (husband/wife)	(d)	(71)	
	(e) Your children	(e)	(72)	
	(f) Relations with your neighbours	(f)	(73)	
	(g) Your health	(g)	(74)	
	(h) Things that happen in your district	(h)	(75)	
	(i) The world situation	(i)	(76)	
	(j) Growing old	(j)	(77)	
		Job number (227)	78-80	
		CARD 2	(1-3)	
		Questionnaire No.	(1-3)	
		Card No.	(4)	
G.2	SHOW CARD B			
	In general, how much would you say you worry these days?	STEP NO.	(5)	

		Col./Code	Skip to
		O.U.O. (6)	
G.3	Have you been ill at any time during the past few weeks? (IF YES) Did it cause you to cut down on any of your usual activities?	(7)	
	No, not ill	1	
	Yes, ill, but no cut back	2	
	Yes, ill, had to cut back	3	
		(8)	
G.4	Do you have any long-standing physical or health trouble? (IF YES) Does it keep you from doing things you might like to do?	No trouble 1 Yes, but not stop 2 Yes, stop 3	
	<u>SHOW CARD A</u>		
G.5	All things considered, how satisfied or dissatisfied are you overall with your present state of health?	STEP NO. <input type="text"/>	(9)
H.1	Are you single, married, or what? (LIVING TOGETHER = MARRIED)	Single 1 Married 2 Widowed 3 Divorced/separated 4	(10)
H.2	What in your opinion are the <u>three</u> things that most help to make a happy marriage?		O.U.O. (11)
	1. _____		(12)
	2. _____		(13)
	3. _____		(14)
H.3	And what do you think are the <u>three</u> things that most make for an <u>unhappy</u> marriage?		(14)
	1. _____		(15)
	2. _____		(16)
	3. _____		(16)
	<u>ASK ONLY OF 'MARRIED' - CODE 2 AT H.1</u>		
	<u>SHOW CARD A</u>		
H.4	All things considered, how satisfied or dissatisfied are you overall with your <u>own</u> marriage?	STEP NO. <input type="text"/>	(17)
	(RING 'X' HERE IF ANYONE ELSE PRESENT)	<input checked="" type="checkbox"/>	

		Col./ Code	Skip to
	<u>ASK ALL</u>		
	<u>SHOW CARD A</u>		
H.5	When you think of the time you spend and the things you do with the other members of your family - how satisfied or dissatisfied are you overall with your family life?		
	STEP NO.	(18)	
	<u>SHOW CARD B</u>		
J.1	When it comes to religion, how religious would you say you are?		
	STEP NO.	(19)	
	<u>SHOW CARD B</u>		
J.2	Some people get a great deal of comfort and support from their religious beliefs; other people don't think it matters very much. Where would you put yourself on the scale? Which number comes closest to the amount of comfort and support you get from religious beliefs?		
	STEP NO.	(20)	
J.3	(a) Many people, looking back, wish their education had been different, either learned different things, prepared for a different job, finished earlier or stayed on longer. If you had your time again, would you try to get a different education?		
		(21)	
	No	0	J4
	(b) (IF YES:) What would be different? (Was/is) your education of the wrong <u>kind</u> - that is (did you learn/are you learning) the wrong things, or do you wish you had gone further and learnt <u>more</u> , or what?		
	Yes - wrong kind	1	
	Yes - wish gone further	2	
	Yes - Other (STATE)		
	_____	O.U.O.	
	_____	(22)	
	<u>SHOW CARD A</u>		
J.4	All things considered, how satisfied or dissatisfied are you overall with the education you (had/are having)?		
	STEP NO.	(23)	

SHOW CARD D

K.1 We have now covered this list of different aspects of life today with which people may be more satisfied or less satisfied (that is to say, housing, jobs, family, education and so on). Look at the list again. Most, if not all of these things are important to all of us, but some things are more important to some people, yet not so important to others. Which three items on the list do you think are the most important for you personally in determining how satisfied or dissatisfied you are with your life in general these days? (RING '1' FOR EACH, IN LEFT HAND COLUMN).

Col./Code	Skip to
-----------	---------

- (a) The house you live in
- (b) The district you live in
- (c) The level of democracy in this country
- (d) Your general standard of living
- (e) Your job (or your husband's job)
- (f) The way you spend your spare time
- (g) Your present state of health
- (h) Your marriage
- (i) Your family life
- (j) Your religious beliefs
- (k) Your education

3 most important	3 least important
1	3
1	3
1	3
1	3
1	3
1	3
1	3
1	3
1	3
1	3
1	3
(TOTAL 3 RINGS)	(TOTAL 3 RINGS)

O.U.O.	
2	(24)
2	(25)
2	(26)
2	(27)
2	(28)
2	(29)
2	(30)
2	(31)
2	(32)
2	(33)
2	(34)

SHOW CARD D

K.2 Of course, all of these are important to all of us one way or another, but which three would you say were the least important for you? (RING 3 FOR EACH ABOVE)

CHECK. THERE MUST ONLY BE ONE RING ON EACH LINE ACROSS.
THERE MUST BE THREE RINGS IN EACH COLUMN.

SHOW CARD A

K.3 We have talked about various aspects of your life. Now I want to ask you about your life as a whole.

- (a) All things considered, how satisfied or dissatisfied are you overall with your life as a whole these days? STEP NO. (a) (35)
- (b) And where would you put yourself as you were 5 years ago? (b) (36)
- (c) And where do you expect you will be in 5 years time? (c) (37)
- (d) And what do you feel is the right level for people like yourself - what do you feel people like yourself are entitled to? (d) (38)

MY PRESENT LIFE

Please tick whichever box applies in each line.

BORING

INTERESTING

ENJOYABLE

MISERABLE

EASY

HARD

USELESS

WORTHWHILE

FRIENDLY

LONELY

UNHAPPY

HAPPY

FULL

EMPTY

DISCOURAGING

HOPEFUL

SATISFYING

UNSATISFYING

TIED DOWN

FREE

DISAPPOINTING

REWARDING

BRINGS OUT
THE BEST IN ME

DOESN'T GIVE
ME MUCH CHANCE

U.D.

(39)

(42)

(45)

(48)

(40)

(43)

(46)

(49)

(41)

(44)

(47)

(50)

		Col./ Code	Skip to
SHOW CARD E			
L.1	Now let's talk about your more general opinions. If you had to choose among these things, which <u>two</u> seem the most desirable to you? (RING <u>TWO</u> CODES)		
	(a) Maintaining order in the nation (a)	0	
	(b) Giving the people more say in important political decisions (b)	2	
	(c) Fighting rising prices (c)	1	
	(d) Protecting freedom of speech (d)	4	
SHOW CARD F			
L.2	I am going to read some things people have said about life today. As I read each one, could you tell me which answer on the card comes nearest to your own point of view?	O.U.O. (51)	
		Agree strongly	Agree
		Neither A. nor D.	Disagree
		Disagree strongly	
	(a) Most people will go out of their way to help someone else	1	2
		3	4
		5	(52)
	(b) Most councillors and MPs are not really interested in the problems of the average man.	5	4
		3	2
		1	(53)
	(c) The average man is probably better off today than he ever was.	1	2
		3	4
		5	(54)
	(d) Nowadays a person has to live pretty much for today and let tomorrow take care of itself.	5	4
		3	2
		1	(55)
	(e) Even today the <u>way</u> you make money is more important than <u>how much</u> you make.	1	2
		3	4
		5	(56)
	(f) You sometimes can't help wondering whether anything is worthwhile	5	4
		3	2
		1	(57)
	(g) Most people can still be depended upon to come through in a pinch.	1	2
		3	4
		5	(58)

Which daily morning newspaper do you read regularly?
 (IF MORE THAN ONE MENTIONED, DO NOT RING BOTH BUT ASCERTAIN WHICH
 RESPONDENT READS MOST.)

	Col./ Code	Skip to
	(59)	
Daily Express	1	
Daily Mirror	2	
Daily Mail	3	
Financial Times	4	
Daily Telegraph	5	
The Times	6	
The Guardian	7	
Sun	8	
Others (STATE, <u>AND</u> RING CODE 9) _____	9	
None	0	

SHOW CARD G

(a) Taking into account all the money that comes into your household, including all the wages and salaries of all those who are working, pensions, benefits and any money from other sources, look at the card and tell me which number on the card comes nearest to the total income of your household nowadays?

(a) (60)

(b) Which number is closest to your total household income as it was at this time last year?

(b) (61)

(c) And which number is nearest to what you expect it to be at this time next year?

(c) (62)

IF HAS FULL OR PART-TIME JOB (CODED 1 OR 2 AT E.1)

(d) Which number on the card is closest to what you personally earn in take home pay?

(d) (63)

<u>CLASSIFICATION</u>		Col. / Code (64)	Willing to be re-interviewed in 6-12 months	Col. / Code (70)
<u>Sex</u>	Male	1	Yes	1
	Female	2	No	2
<u>Age</u> (exact age)	16 - 24	1	D.K.	3
	25 - 29	2	<u>Day of week</u> (71)	
	30 - 39	3	Sunday	1
	40 - 44	4	Monday	2
	45 - 54	5	Tuesday	3
	55 - 59	6	Wednesday	4
	60 - 69	7	Thursday	5
	70+	8	Friday	6
			Saturday	7
<u>Relationship to head</u>		(66)	<u>Week</u> (72)	
	Head	1	Oct. 10 - 16	1
	Spouse	2	Oct. 17 - 23	-
	Child	3	Oct. 24 - 30	-
	Other	4	Oct. 31 - Nov. 6	-
<u>IF NOT HEAD</u>		(67)	<u>Sampling point number:</u> O.U.O.	
Occupation of head _____			WRITE IN <input type="text"/>	73/74
No. supervised _____				
Qualifications/training _____			<u>Weather</u> (75)	
Industry of head _____			A. Bright, sunny	1
			B. Dull, cloudy	2
			RING ONE CODE IN EACH SECTION (76)	
			B. Hot, warm	1
			Cool, cold	2
<u>Age at which full-time education completed</u>		(68)	<u>Weather</u> (77)	
	14 or less	1	C Dry	1
	15	2	Damp, humid	2
	16 - 17	3	Wet, rain	3
	18 - 19	4		
	20	5		
	Still at school, college, etc.	6		
<u>Household Composition</u>		O.U.O. (69)	Name of respondent: _____	
No. of adults aged 15+ in household _____			Address: _____	
No. of children aged under 5 in household _____			_____	
No. of children aged 5-15 in household _____			Interviewer _____	
			Duration of interview _____ mins	
			Date _____ 1971	

RESPONSE CARDS USED

CARD E

CARD A

Maintaining order in the nation

Giving the people more say in important political decisions

Fighting rising prices

Protecting freedom of speech

COMPLETELY SATISFIED

7
6
5
4
3
2
1

COMPLETELY DISSATISFIED

CARD C

COMPLETELY TRUE

7
6
5
4
3
2
1

COMPLETELY FALSE

CARD X - question wording for K4

Here are some words and phrases which we would like you to use to describe how you feel about your present life. For example, if you think your present life is very boring, put a tick in the box right next to the word boring. If you think it is very interesting, put a tick in the box right next to the word interesting. If you think it is somewhere in between, put a tick where you think it belongs. Put a tick in one box on every line.

(INTERVIEWER: GO THROUGH THE SECOND EXAMPLE IF NECESSARY. AFTER RESPONDENT HAS FINISHED, CHECK TO MAKE SURE THAT HE HAS PLACED A TICK IN ONE BOX ON EACH LINE.)

CARD B

A VERY GREAT DEAL

7
6
5
4
3
2
1

NOT AT ALL

CARD G

£9 a week	1	£450 a year
£13 a week	2	£650 a year
£17 a week	3	£850 a year
£21 a week	4	£1050 a year
£25 a week	5	£1250 a year
£29 a week	6	£1450 a year
£33 a week	7	£1650 a year
£40 a week	8	£2000 a year
£50 a week	9	£2500 a year
£60 or more	10	£3000 or more

CARD F

- Agree strongly
- Agree
- Neither agree nor disagree
- Disagree
- Disagree strongly

CARD D

- The HOUSE you live in
- The DISTRICT you live in
- The LEVEL OF DEMOCRACY in this country
- Your general STANDARD OF LIVING
- Your JOB (or HUSBAND'S JOB)
- The way you spend your SPARE TIME
- Your present state of HEALTH
- Your MARRIAGE
- Your FAMILY LIFE
- Your RELIGIOUS BELIEFS
- Your EDUCATION

④

INTERVIEWERS' INSTRUCTIONS

○

an institute for survey research

P.227

October 1971

QUALITY OF LIFE SURVEY

INSTRUCTIONS MANUAL

Introduction

This survey is designed to investigate what people think about various aspects of life today, and in particular how satisfied or dissatisfied they are with each aspect.

At present, it is being carried out on a fairly small scale - 600 interviews - but if successful may be repeated next year on a larger scale. It would therefore be very helpful if you would send, with your completed work, a note of any points of difficulty, or suggestions for improvement.

You are asked to complete 20 interviews and return them to the office daily. Work must be completed as soon as possible, and in any event not later than November 5th.

The sampling method is different from SCPR's customary random sample: it is by quota (explained below). We have also departed from our usual method of payment, and offer a flat fee of £14 for the completed assignment (plus reimbursement of expenses).

Your supplies consist of blank questionnaires, instructions manual, show cards A - G, a card for use in connection with question K.4., daily progress sheets and a quota sheet (see section on sampling).

Sampling

In a random sample you are given the name and address of the person to interview. With quota sampling, the choice of person is yours, subject to the following constraints:-

1. He/she must be previously unknown to you.
2. Interviews must be carried out in a specified area.
3. No more than one interview may be made at any address.
4. There must be an interval of at least five addresses between any two interviews.
5. Interviews should, as far as practicable, be reasonably dispersed over your area, not clustered all in the same few streets (or district).
6. Most important, the people interviewed have to be such as to fill your quota requirements.

Your quota requirements specify a particular number of men and women. (This differs from interviewer to interviewer, so let us use some imaginary figures - the ones applying to you are on your quota sheet).

Suppose your requirement is as follows.

	<u>Men</u>		<u>Women</u>
	<u>9</u>		<u>11</u>
Age 16 - 29	2		3
30 - 44	3		2
45 - 59	2		3
60+	<u>2</u>		<u>3</u>
Total	<u>9</u>	Total	<u>11</u>
Class ABC1	3		4
C ²	3		3
DE	<u>3</u>		<u>4</u>
Total	<u>9</u>	Total	<u>11</u>

This means you must interview 9 men and 11 women. Of the men, two must be aged 16 - 29, three aged 30 - 44 and so on. Also they must fall into the specified categories (It does not matter, however, how age and class tie up for example, the two men in the 16 - 29 age group might fall into any of the class groups - they could, for example, be one ABC1 and one C², or both DE's, or one C² and one DE - provided the totals in each age and class group are right.

Similarly with the women, of whom three must be aged 16 - 29, 2 aged 30 - 44 and so on.

Will anyone who has queries about the quota, and in particular about social class gradings, please contact SCPR's office.

NOTE You must interview at people's homes. Do not interview in the presence of a third person (though, of course, you cannot help it if someone comes in after the interview has started).

Because of the need to interview men at home, a substantial proportion of the interviewing must be done in the evenings and at weekends.

The Questionnaire

Page 1 Before you begin the interview, ring a code to indicate the time at which you started the interview. The day is divided into periods of three hours or longer, so you do not have to be exact about it, and should be able to ring the right code just before you make contact, so as to avoid interrupting yourself

.....3

A1, A2, A3

Are straightforward

A.4

At this point you show card A, a scale in the form of a ladder. (Later you will be using two other similar scales - cards B and C - and it is essential to make sure you have the right scale for each question). Introduce the scale with the words on the questionnaire - but if necessary repeat and explain so that the respondent understands.

Write the number corresponding to the respondent's opinion in the special box labelled "STEP NO.", (i.e. the number of the step on the ladder), NOT in the "Col/Code" column.

Page 2 B.1

Straightforward

B.2

Now introduce the second scale (card B). The shape of the scale is the same, but the meaning is different: this time the top means "a very great deal", the bottom "not at all". Make sure the respondent grasps this. Thus, in relation to B.2., the top position comes to mean "a very great deal of attachment to this district" and the bottom "not at all attached to it". As in A.4, and all similar questions, write the number of the reply in the STEP NO. box.

B.3

Now show card A again, and ask the respondent to indicate how satisfied or dissatisfied he is with each of the local authority services in B.3. If he says that a particular scale does not apply to him, write X in the STEP NO. box. This could happen at e.g. B.3(h), if he says "I never travel by public transport". It will certainly happen in some interviews at later questions, such as G1 d, e, which will not apply if the respondent is not married (d) or does not have children (e).

However, if the scale does apply, but the respondent doesn't know how he feels - or doesn't understand - write DK in the STEP NO. box.

Page 3 B.4

Keeping card A, get respondent to rate these other factors, relevant to the district but not particularly the concern of local authorities.

1....

...4

B.5

Rate satisfaction with district - not the same thing as attachment to it (B.2). Use card A again.

C.1,2

Revert to card B - thus at C1 the answers range in effect from "they help a very great deal" to "they don't help at all."

C.3

Card A again.

Page 4 D.1

Taking (i) as an example, if has car, ring 1 and go on to (ii).

If does not have car, ring K and ask the question in column 'B'.

If would like one, ring L and ask column 'C' question (ringing answers 3, 4 or 7 as appropriate), but if would not like one, ring 2 and go on to (ii).

After wording slightly for (v) and (v1) - at 'C' it becomes "would you like to have one?", "do you expect to have one?"

Note that (v1) applies only if the respondent did have a holiday away from home, i.e. if 1 is ringed at (v).

D.2

Ring one code only - if "up" or "down" ask "a little or a lot" before recording reply.

D.3

Card A. again.

D.4

Do not ask if completely satisfied (7) at D.3. The groups are simple, so decimal conversion will not be needed! Stress each week, and if in doubt ask "Is that weekly or monthly?"

Page 5 E.1

Part-time = 30 hours or less. Ring one code only.

E.2

Ask only of housewives who are not working, that is of all coded 4 at E.1.

E.3 - 8

Note that these questions E3 - 8 (i.e. to the foot of p.6) are asked only of those with a full or part-time job, i.e. coded 1 or 2 at E.1.

E.3

Full details, please, including number supervised and and qualifications or training.

. . . .5

E.4

If the answer is already clear from the reply to E.3, do not ask E.4, but ring 1 or 2 as appropriate.

E 5

How long have you been in your present job, not how long have you been working at all.

Page 6 E 6

Now we have a new card (C), but in the same general form.

Make sure respondent understands before asking E.6.

E.6, of course, is asked only of people with full or part-time jobs (see above).

SPECIAL NOTE (b) is not asked of the self-employed - i.e. do not ask it of people who were coded 1 at E.4 - but this instruction applies only to (b), not to m,n,o and p below.

These are asked of all with full or part-time job, whether self-employed or not.

E.7

Card A again.

E.8

Total earnings.

At (p), "The hours of work are convenient", you may prompt if necessary: "Gives you time with your family, or for shopping - that sort of thing!"

Page 7 F.1(a)

Card B again. Stress time.

F.1(b)

Do not ask of those scoring 5, 6 or 7 at F.1(a).

Try to distinguish children from housework if respondent says "Too much to do in the house", or equivalent.

F.2

Card A.

G.1

Card B

(b) Pause momentarily before the phrase "financial debts".

(c) "work" if in full/part-time employment: if woman not employed, "your husband's work".

(d) Applies only if married (if not, write X in box).

(e) Applies only if has children (if not, write X in box).

G.2

Card B again

/...

... .6

Page 8 G.3

Accept respondent's interpretation of "usual activities".

G.4

Similarly, for "long-standing physical or health trouble".

G.5

Card A.

H.1

You will already have found this out for G.1(d), so merely record here.

H.2,3

Get as full and specific answers as possible.

H.4

Do not ask if anyone else present, but ring the X in the special box.

Also use your discretion about asking this question at all - do not do so if there is any embarrassment over H.2 and H.3.

Page 9 H.5

Card A again. Ask of all, whether married or not. "Family" can mean either "relations" or "household" - accept respondent's interpretation, but if asked say it means "other family members in same household".

J.1,2

Card B.

J.3, (b)

Get as full a reply as possible, if it does not exactly fit the two answer categories given.

J.4

Card A.

Page 10 K.1 A

A new card, D, to be shown. Ring 1, in the left hand column, for each thing named as one of the most important (three 1's obviously should be ringed.)

K.2

Ring a 3 in the second column for each of those things thought to be least important. Again, three 3's should be ringed
Ignore the 2's in the O.U.O. boxes.

K.3

Card A again.

/....

.....7

Page 11 K.4 VERY IMPORTANT NOTE

At K.4 you fold the questionnaire to page 11 and hand it to the respondent for self-completion. You will find the wording of your question on card X, which will be found at the end of your booklet of prompt cards.

Page 12 L 1

You take back the questionnaire, and continue, showing a new card (E). Ring two that seem the two most desirable to the respondent.

L.2

Show new card (F). Read out the statements (a) to (g) slowly. If not understood, repeat.

M.1

Note that we want only one code ringed - for the most read news paper if more than one is read.

Page 13 M.2

The final card (G).

Classification: straight forward, except for one or two novel items. At top of second column: would the respondent be willing to be interviewed again on the same general topics in six months or a year's time? (N.B. we are not, of course, guaranteeing that those who say "yes" will be interviewed). Week: ring one code according to the date on which you make the interviews. Sampling point number: write in (it will be found on your quota sheet next to the name of the sampling point). Weather: ring either code 1 or code 2 at A to indicate whether the weather on that day - up to the time of the interview - had been mainly bright/sunny or mainly dull/cloudy. If it was too mixed to fit into one or other category, do not ring a code but write in "mixed".

Do the same with B, and also with C.

It would help if you could also write in the wind strength - strong wind, light wind or none.

an institute for survey research

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QUALITY OF LIFE SURVEY

INTERVIEWERS PLEASE NOTE:

We must apologise for some minor errors in the instructions sent to you. Please amend your copy.

Page 2 Third line of middle paragraph should read "specified class categories".

Page 3 A.4. The sponsor of the survey has stressed to us that it is vital to keep exactly to the wording which introduces card A (satisfied/dissatisfied) wherever it appears.

Page 4 C1,2 Insert "are able to" before "help" in line one, and in line two, change "don't" to "can't".

D.1 Fourth line should read 3, 4 or Y.

Sixth line: delete "would you like to have one?"

Page 5 E.6 Special note refers to E.6(1) and not E.6(b). The sentence below "At (p)....." also refers to E.6, of course, but has been wrongly placed after E.8.

Page 7 "Page 13" should appear opposite M.1 and Page 14 has been omitted opposite "Classification data".

Please make these changes on your copy of the instructions and apply them in future work; the work you have done to date will, of course, stand, regardless of the way in which the questions affected were dealt with.

QUOTA ISSUE SHEET

Sampling district name _____

Sampling district No. _____

MEN

	16 - 29	30 - 44	45 - 59	60+	TOTAL
ABC1					
C2					
DE					
TOTAL					

WOMEN

	16 - 29	30 - 44	45 - 59	60+	TOTAL
ABC1					
C2					
DE					
TOTAL					

GRAND TOTAL : 20 INTERVIEWS

5

EDITING AND CODING INSTRUCTIONS

Question No.	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
	1	5	Y	Not answered	All
A1		6	Y	Not answered	
A4		7	1-7 Y	Point selected on scale. Not answered	
B1		8	Y	Not answered.	
B2		9		As Col. 7.	
B3		10	1-7 X Y	Point selected on scale. Not applicable Not answered.	
		11-17		As Col. 10.	
B4		18-24		As Col. 10.	
B5		25		As Col. 7.	
C1		26		As Col. 7.	
C2		27-31		As Col. 7.	
C3		32		As Col. 7.	
D1		33-37	X	Check that only 1 Code in each column Refused to answer.	
		38		As Cols. 33-37	After Code 1 Col
D2		39	Y	Don't know	All
D3		40		As Col. 7.	
D4		41	Y	Not answered	Not after Code 7 Col. 40
E1		42	6 7 8	Sick/disabled for 6 months or over Unemployed " " " " " Other	All
E2		43		As Col. 7 (Filter should read F1)	After Code 4 Col
				OCCUPATION	
E3		44	1 2 3 4 5 6 7	A Higher managerial/administrative/professional B Intermediate " " " C1 Junior " " "/clerical/ non-manual C2 Skilled manual workers/foremen D1 Semi-skilled " " D2 Unskilled " " E Casual labourers	After Codes 1 & 2 Col. 42

PROJECT: QUALITY OF LIFE EDITING AND CODING INSTRUCTIONS

Question No.	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
34	1	45	Y	No answer/information refused	Check first on filter at E6 L.
35		46	Y	Not answered	
36		45-57		As Col. 10	
		58		As Col. 10 X must be coded after Code 1 Col. 45	
		59-62		As Col. 10	
37		63		As Col. 7.	
38		64	Y	Information refused/no answer.	
39 a		65		As Col. 7.	All
39 b		66		Recode others	After Codes 1-4 Y
			4	General maintenance of home/garden other than cooking/housework	Col. 65
			0	Other answers	Multi-coding allowed
40		67		As Col. 7.	All
41		68-77		As Col. 10. Check with E1, H1 and Classification Col. 67 Check with H1. Check with Household Composition	
42	2	5		As Card 1 Col. 7.	
43		7	Y	Not answered	
44		8	Y	Not answered	
45		9		As Card 1 Col. 7.	

EDITING AND CODING INSTRUCTIONS

ques- ion no.	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
1	2	10	Y	Not answered	
2		11	1	Understanding	305
			2	Love/being in love/affection/showing affection	306
			3	Compatability/sexual harmony.	307
			4	Companionship/friendliness/mutual interests/ similar outlook.	308
			5	Pulling together/working together/working at marriage/united front.	309
			6	Tolerance/Compromise/give and take/seeing partner's point of view	310
			7	Trust/being able to rely on partner/mutual respect.	311
			8	Honesty/prepared to discuss problems.	312
			9	Sense of humour.	312
			0	Thoughtfulness/unselfishness/kandness/generosity	Three to be coded from ather column 314
		12	1	Children/family	315
			2	Enough money/no financial worries.	316
			3	Comfortable home/material comfort/ good living standard	317
			4	Wife not nagging/caring for husband/husband sharing chores/contentment with married lot.	318
			5	Job security/happiness in job/no worries	319
			6	Any reference to happy family life/good mother etc.	320
			0	Other answers	321
		13	0	None mentioned/DK	
			1	Only one mentioned	
			2	Only two mentioned	
		15-16		As Col. 14.	

PROJECT: QUALITY OF LIFE ~~III~~

EDITING AND CODING INSTRUCTIONS

Question No.	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES	
3	2	14	1	Lack of understanding	322	
			2	Lack of affection/marrying without love.	323	
			3	Incompatibility/bad sexual relations.	324	
			4	Lack of communication/no mutual interests/ no time spent together.	325	
			5	Pulling different ways/having different views/not working at marriage/arguing in front of others.	326	
			6	Lack of tolerance/no give and take/impatience/ quick tempers	327	
			7	Lack of trust/jealousy/lack of mutual respect.	328	
			8	Dishonesty/unfaithfulness/lies/deceit	329	
			9	Gambling/drinking	330	
		0	Selfishness	331		
		15	1	No children/too many children/no family planning	332	
			2	Lack of money/financial troubles/debts/ overspending.	333	
			3	Unsatisfactory housing/neglected home	334	
			4	Nagging/bullying/not sharing chores	335	
			5	Unemployment/worry	336	
			6	Any reference to bad family relationships/ bad home life.	337	
			0	Other answers	338	
			16	0	None mentioned/DK	
		1		Only one mentioned.		
		2		Only two mentioned.		
		H4		17	As Col. 10 Where X is ringed on questionnaire, code Question not asked - other person present	After Code 2 Col
		H5		18	As Card 1, Col. 7	All

E.721"
(11)

PROJECT - QUALITY OF LIFE *BJ*

EDITING AND CODING INSTRUCTIONS

Question No.	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
1	2	19		As Card 1 Col. 7.	
2		20		As Card 1 Col. 10.	
3		21	3	Other answers	Not after Code 0 Col. May be multi coded.
4		2 3		As Card 1 Col. 7.	All
1 2		24-34		Check that there are three Code 1 and three Code 3 ringed (<u>NOT</u> in same column) Ring Code 2 in remaining five columns.	
3		35-38		As Card 1 Col. 7.	
4		39-50		Assume boxes at top of page are numbered 1-7 from left to right. Insert appropriate number in coding boxes at foot of page.	
			Y	DK/NA Col. 39 - Boring/interesting " 40 - Enjoyable/miserable etc.	
1		51		Two Codes should be ringed here. Arrow Col. 51 up for punchers.	339
2		52-58		Include Don't know with Code 3.	
1		59	2 Y	Recode Daily Record to Daily Mirror Not answered.	
12		60-62	0 X Y	Where 10 is coded, delete the 1. Information refused DK/NA	
		63		As Cols. 60-62	After Codes 1 & 2 Card 1 Col. 42.

⑥

TECHNICAL AND SAMPLING REPORT

QUALITY OF LIFE SURVEY

TECHNICAL DESCRIPTION

Introduction

The fieldwork for this survey, and the data processing up to punched card stage, was carried out by SCPR to a specification prepared by the Social Science Research Council, which sponsored the work. The purpose of the project was to take further the pilot work that had already been done by the SSRC on measuring people's satisfaction and dissatisfaction with a wide range of factors affecting their lives.

It was specified that quota sampling should be used; that approximately 600 interviews should be conducted; that work should be confined to conurbations (plus Cardiff, as representing the South Wales urban concentration); and that London should be underweighted. The questionnaire content was specified by SSRC, but its layout for field use was the responsibility of SCPR.

Sampling methods

The sampling universe was defined as all adults aged 16 or over resident in conurbations in Great Britain (plus Cardiff). These are listed below with their adult populations.

Greater London	6,128,940
Cardiff	192,830
West Midlands	1,812,850
West Riding	1,315,490
Merseyside and S.E. Lancs.	2,829,120
Tyneside	631,560
Clydeside	<u>1,284,160</u>
Total	14,194,950

From the local authorities comprising this universe, 30 were scheduled to serve as first-stage sampling units. On a proportionate basis, Greater London would have been allocated 42% of the points, but this was deliberately reduced to 33%. Thus London had 10 points, the remainder 20 between them.

In London the selection of 10 local authorities (boroughs) was made, with probability proportionate to adult population, by sampling systematically through a cumulated population list at equal intervals from a random starting point within the first interval. The list was divided into higher and lower employment areas, and within each category was ordered by a social grade index, so that an element of stratification was present.

In the remaining regions 20 local authorities were selected by similar methods, the list being divided firstly into conurbations and then into employment level; and finally ordered by social grade.

The local authority areas selected are listed in an Appendix to this note.

Within local authority areas the sample of individuals was selected by quota. Quotas set were age within sex and social grade group within sex, as follows:-

	<u>Total</u>	<u>Men</u>	<u>Women</u>
	600	285	315
<u>Age:</u> 16 - 29	156	78	78
30 - 44	146	73	73
45 - 59	151	74	77
60+	147	60	87
<u>Social grade:</u>			
ABC1	213	100	113
C2	185	95	90
DE	202	90	112

These quotas were based on overall population estimates, not specifically on conurbations, since data in the latter form was not readily available; but conurbation data would be unlikely to differ significantly in these respects from the overall population situation. The instructions given to interviewers about quota sampling will be found in the early part of the field "Instruction Manual", appended. 20 interviews were carried out in each local authority area, the quota being approximately the same in each area.

The achieved sample

There were no significant departures from the target quota in the 593 interviews finally achieved. However, there is always a possibility with quota sampling that the achieved sample will not be in exact balance regarding variables other than those set as quota controls. The present sample was checked against available statistics, and was found to be in balance with regard to, for example, car ownership and the proportion of owner-occupied dwellings, but appeared to have a higher incidence of telephone-owning than actually exists in the relevant population. This might be at least in part a response bias rather than a sampling bias, since it is known that there is a tendency to over-claim on this topic. Comparative statistics are generally not good, since they tend to be available nationally rather than for the conurbations.

The full sex, age and social grade distributions are given below, in conjunction with comparative (national) data.-

		Survey	National*
Sex:	Male	47.6	47.7
	Female	52.4	52.3
Age:	16 - 24	15.2	17.7
	25 - 29	11.0	8.4
	30 - 39	16.4	16.2
	40 - 44	7.8	8.2
	45 - 54	14.3	16.6
	55 - 59	11.0	8.3
	60 - 69	13.7	13.9
	70+	10.8	10.6
Social grade:	AE	14.8	13.8
	C1	20.2	21.8
	C2	29.8	30.9
	DE	35.1	33.5

Source: Sex, age from Annual Abstract of Statistics 1970 - relating to population as at June 1969.
Social grade from National Readership Surveys, Jan. - Dec. 1970.

Fieldwork and questionnaire

A copy of the questionnaire and prompt cards, with the field Instruction Manual, a supplementary instruction and a copy of a quota sheet is appended.

All fieldwork was carried out between October 14th and November 14th by trained SCPR interviewers working under regional supervisors.

Data processing

Coding was done by SCPR to a specification agreed with SSRC. SCPR also arranged for the questionnaires to be punched, and conducted a computer edit on the card deck before delivering it to SSRC on November 18th. SCPR also undertook a hole-count of the first 300 in order to provide SSRC with a basis for early decisions about tabulations.

Final analysis

The main computer analysis, including the hole count on the completed card deck, was undertaken by SSRC. In order to restore London to its proper balance in the sample it was necessary to weight the London cards by a factor of 1.5 (approximately) before conducting the main analysis.

APPENDIX

SAMPLING POINTS

GREATER LONDON

Hounslow L.B.
Tower Hamlets L.B.
Bromley L.B.
Richmond upon Thames L.B.
Enfield L.B.
Bexley L.B.
Ealing L.B.
Waltham Forest L.B.
Lewisham L.B.
Newham L.B.

CARDIFF

Cardiff C.B.

WEST MIDLANDS

Wolverhampton C.B.
Birmingham C.B.
Solihull C.B.
Walsall C.B.

WEST RIDING

Wakefield C.B.
Leeds C.B.
Bradford C.B.

MERSEYSIDE AND S.E. LANCS.

Liverpool C.B.
Neston U.D.
Rochdale C.B.
Manchester C.B.
Wilmslow
Denton U.D.
Salford C.B.

TYNESIDE

Newcastle-upon-Tyne
Whickham U.D.

CLYDESIDE

Glasgow C. of C.
Glasgow C. of C (2nd point)
Hamilton L.B.

7

INDEX TO DATA CARDS

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PILOT 2

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INDEX TO CARD NO. 1

1	QUESTIONNAIRE NUMBER	21	B 4 (CONT)	41	D 4 EXTRA MONEY NEEDED	61	E 6 (CONT)
			d) NOISE	41			d) TAKE BREAKS
2		22	e) BEING NEAR FAMILY/FRIENDS	42	E 1 EMPLOYMENT STATUS	62	p) CONVENIENT HOURS
3		23	f) GENERAL APPEARANCE	43	E 2 HOUSEWIFE SATISFACTION	63	E 7 OVERALL JOB SATISFACTION
4	CARD NUMBER ①	24	g) PEOPLE	44	E 3 OCCUPATION	64	E 8 RECENT PAY RISE
5	INTERVIEW TIME	25	B 5 DISTRICT SATISFACTION	45	E 4 SELF-EMPLOYED	65	F 1 HOW MUCH LEISURE TIME
6	A 1 TENANCY TYPE	26	C 1 LOCAL COUNCILLORS HELP	46	E 5 YEARS WORKING	66	b) PREVENT LEISURE
7	A 4 HOUSE SATISFACTION	27	C 2 HOW MUCH a) FREEDOM OF SPEECH	47	E 6 JOB TRUE OR FALSE a) TRAVEL	67	F 2 LEISURE SATISFACTION
8	B. 1 YEARS IN DISTRICT	28	b) TOLERANCE	48	b) WORK	68	C 1 WORRIED ABOUT a) MONEY
9	B 2 ATTACHMENT TO DISTRICT	29	c) UNDERSTANDING POLITICS	49	c) PAY	69	b) FINANCIAL DEBTS
10	B. 3 SAT. WITH a) STREET LIGHTING	30	d) VOTERS INFLUENCE	50	d) PROMOTION	70	c) WORK
11	b) LOCAL POLICE	31	e) DEMOCRACY	51	e) FRIENDS	71	d) SPOUSE
12	c) REFUSE DISPOSAL	32	C 3 DEMOCRACY SATISFACTION	52	f) DEVELOP SKILLS	72	e) CHILDREN
13	d) STREETS CLEAN	33	D 1 HAVE/WANT/EXPECT i) CAR	53	g) DO THINGS I DO BEST	73	f) NEIGHBOURS
14	e) PARKS	34	ii) GARDEN	54	h) WORKMATES	74	g) HEALTH
15	f) ROAD UPKEEP	35	iii) COLOUR T V	55	i) SURROUNDINGS	75	h) DISTRICT
16	g) SCHOOLS	36	iv) TELEPHONE	56	j) SECURITY	76	l) WORLD SITUATION
17	h) PUBLIC TRANSPORT	37	v) HOLIDAY	57	k) ENOUGH TIME	77	j) GROWING OLD
18	B 4 SAT WITH a) SHOPPING	38	vi) HOLIDAY ABROAD	58	l) GOOD FIRM	78	JOB NUMBER ②
19	b) CLEAN AIR	39	D 2 STANDARD OF LIVING UP OR DOWN	59	m) PUBLIC RESPECT	79	②
20	c) TRAFFIC	40	D 3 STANDARD OF LIVING SATISFACTION	60	n) SUPERVISOR	80	①

INDEX TO CARD NO. 2

1	QUESTIONNAIRE NUMBER	21	J 3 DIFFERENT EDUCATION	41	K 4 (CONT) C) EASY/HARD	61	M 2 (CONT) b) INCOME LAST YEAR
2		22		42	d) USELESS/WORTHWHILE	62	c) INCOME NEXT YEAR
3		23	J 4 EDUCATION SATISFACTION	43	e) FRIENDLY/LONELY	63	d) PERSONAL INCOME CLASSIFICATION
4	CARD NUMBER (2)	24	K 1 K 2 MOST/LEAST IMPORTANT a) HOUSE	44	f) UNHAPPY/HAPPY	64	AGE
5	G 2 WORRY IN GENERAL	25	b) DISTRICT	45	g) FULL/EMPTY	65	SEX
6		26	c) DEMOCRACY	46	h) DISCOURAGING/HOPEFUL	66	RELATIONSHIP TO HEAD
7	G 3 RECENTLY ILL	27	d) STANDARD OF LIVING	47	i) SATISFYING/UNSATISFYING	67	STATUS OF HEAD
8	G 4 CHRONIC ILL	28	e) JOB	48	j) TIED DOWN/FREE	68	EDUCATION OF HEAD
9	G 5 HEALTH SATISFACTION	29	f) LEISURE	49	k) DISAPPOINTING/REWARDING	69	HOUSEHOLD COMPOSITION
10	H 1 MARITAL STATUS	30	g) HEALTH	50	l) BRINGS OUT BEST / GIVES NO CHANCE	70	RE-INTERVIEW
11	H 2 [MULTIPUNCH] SEE CARD 3 COLUMNS 5-21	31	h) MARRIAGE	51	L 1 [MULTIPUNCH] SEE CARD 3 COLUMN 39	71	DAY OF INTERVIEW
12		32	i) FAMILY LIFE	52	L 2 ANOMIE a) HELPING OTHERS	72	WEEK OF INTERVIEW
13		33	j) RELIGION	53	b) MP'S INTEREST	73	SAMPLING POINT NUMBER
14	H 3 [MULTIPUNCH] SEE CARD 3 COLUMNS 22-38	34	k) EDUCATION	54	c) PEOPLE WELLOFF	74	
15		35	K 3 LIFE a) SATISFACTION	55	d) LIVE FOR TODAY	75	WEATHER BRIGHT/DULL
16		36	b) PAST LIFE SATISFACTION	56	e) WAY OF MAKING MONEY	76	WEATHER HOT / COOL
17	H 4 MARRIAGE SATISFACTION	37	c) FUTURE LIFE SATISFACTION	57	f) LIFE WORTHWHILE	77	WEATHER DRY/DAMP/WET
18	H 5 FAMILY SATISFACTION	38	d) ENTITLED LIFE SATISFACTION	58	g) PEOPLE DEPENDABLE	78	JOB NUMBER (2)
19	J 1 HOW RELIGIOUS	39	K 4 BORING/ INTERESTING a)	59	M 1 NEWSPAPER	79	
20	J 2 RELIGIOUS COMFORT	40	h) ENJOYABLE/MISERABLE	60	M 2 HOUSEHOLD INCOME a)	80	(1)

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PILOT 2

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INDEX TO CARD NO. 3

1	QUESTIONNAIRE NUMBER	21	H 2 (CONT) q) OTHER ANSWERS	41	/	61	/
2		22	H 3 UNHAPPY MARRIAGE a) LACK OF UNDERSTANDING	42	/	62	/
3		23	b) LACK OF LOVE	43	/	63	/
4	CARD NUMBER	24	c) INCOMPATIBILITY	44	/	64	/
5	H 2 HAPPY MARRIAGE a) UNDERSTANDING	25	b) LACK MUTUAL INTERESTS	45	/	65	/
6	h) LOVE	26	e) ARGUING	46	/	66	/
7	c) COMPATIBILITY	27	f) LACK TOLERANCE	47	/	67	/
8	b) MUTUAL INTERESTS	28	g) LACK TRUST	48	/	68	/
9	e) CO-OPERATION	29	h) 'DECEIT'	49	/	69	/
10	f) TOLERANCE	30	i) GAMBLING DRINK	50	/	70	/
11	g) TRUST	31	j) SELFISH	51	/	71	/
12	h) HONESTY	32	k) NO CHILDREN	52	/	72	/
13	i) HUMOUR	33	l) LACK MONEY	53	/	73	/
14	j) UNSELFISH	34	m) HOUSING	54	/	74	/
15	k) CHILDREN	35	n) NO GIVE AND TAKE	55	/	75	/
16	l) ENOUGH MONEY	36	o) UNEMPLOYMENT	56	/	76	/
17	m) COMFORT	37	p) UNHAPPY FAMILY	57	/	77	/
18	n) DOMESTIC LOT	38	q) OTHER ANSWERS	58	/	78	JOB NUMBER ②
19	o) JOB SECURITY	39	L 1 SINGLEHART PRIORITIES	59	/	79	②
20	p) HAPPY FAMILY	40		60	/	80	⑦

EDITING AND CODING INSTRUCTIONS

Question No	Card No	Col	Code	INSTRUCTIONS	SPECIAL NOTES
	1	5	Y	Not answered.	All.
A1		6	Y	Not answered.	
A4		7	1-7	Point selected on Scale.	
			Y	Not answered	
B1		8	Y	Not answered.	
B2		9		As Col 7.	
B3		10	1-7	Point selected on Scale	
			X	Not applicable	
			Y	Not answered	
		11-17		As Col 10.	
B4		18-24		As Col 10	
B5		25		As Col 7	
C1		26		As Col 7	
C2		27-31		As Col 7	
C3		32		As Col 7	
D1.		33-37	X	Check that only 1 code in each column. Refer to the manual.	
		38		As Col 33 37	After Code 1 Col 37.
B2		39	Y	Not known.	All.
B3		40		As Col 7.	
D4		41	Y	Not answered	Not after Code 7 Col 40
E1		42	6	Sick/disabled for 6 months or over	
			7	Unemployed " " " "	All.
			8	Other	
E2		48		As Col 7. (Filter should read F1).	After Code 4 Col 42
E3.		44	1	A. Higher managerial/administrative/professional	
			2	B. Intermediate " " " "	After Codes 1 & 2 Col 42.
			3	C1. Unskilled non manual " " " /clerical/	
			4	C2. Skilled manual workers/foremen	
			5	D1. Semi-skilled " " " "	
			6	D2. Unskilled " " " "	
			7	E. Casual labourers.	

PROJECT: Quality of life (2)

EDITING AND CODING INSTRUCTIONS

Question No.	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
E 4	1	45	Y	No answer/information refused	check first on p. 10 of EB L.
E 5		46	Y	Not answered.	
E 6.		47-57		As Cal 10	
		58		As Cal 10 X must be coded after Code 1 Cal 45.	
		59-62		As Cal 10.	
E 7		63		As Cal 7.	
E 8		64	Y	Information refused/no answer.	
F 1. a		65		As Cal 7.	All.
b		66	4	Recode others general maintenance of home/garden other than cooking/housework.	After Codes 1-4 Y Cal 65 Questi. coding allowed.
			0	Other answers.	
F 2		67		As Cal 7.	All.
G 1		68-71		As Cal 10	check with E1, H 19 Classification Cal 67. check with H.1. check with Household Comparison.
c					
d					
e					
G 2.	2	5		As Card 1 Cal 7.	
G-3.		7	Y	Not answered.	
3 4		8	Y	Not answered.	
G 5		9		As Card 1 Cal 7	

PROJECT: Quality of life (3)

EDITING AND CODING INSTRUCTIONS

Question No.	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
H.1.	2	10	4	Not answered.	
H.2.	2	10	11	1 Understanding 2 Love/being in love/affection/showing affection. 3 Compatibility/sexual harmony. 4 Companionship/friendliness/mutual interests/ similar outlook. 5 Pulling together/working together/working as marriage/ united front 6 Tolerance/Compromise/give and take/seeing partners point of view 7 Trust/being able to rely on partner/mutual respect 8 Honesty/prepared to discuss problems. 9 Sense of humour 10 Thoughtfulness/unselfishness/Kindness/ generosity	Three to be coded from when coding
			12	1 Children/family 2 Enough money/no financial worries 3 Comfortable home/material comforts/good living standard 4 Wife not nagging/caring for husband/husband sharing chores/contentment with married lot 5 Job security/happiness in job/no worries 6 Any reference to happy family life/good mother etc.	
				1 Other answers	
			13	0 None mentioned/Sk. 1 Only one mentioned 2 Only two mentioned	
			15-16	As card 14	

PROJECT: Quality of Life (4)

EDITING AND CODING INSTRUCTIONS

Question No.	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
H3.	2	14	1 2 3 4 5 6 7 8 9 0	1 lack of understanding. 2 lack of affection/marrying without love. 3 Incompatibility/had sexual relations. 4 lack of communication/no mutual interests/ no time spent together 5 Pulling different ways/having different views/ not working as marriage/arguing in front of others. 6 lack of tolerance/no give & take/impatient/ quick temper/impulsive 7 lack of trust/jealousy/lack of mutual respect. 8 Dishonesty/impairfulness/lies/deceit 9 gambling/drinking/ 0 Selfishness/	Three to be coded from other column.
		15	1 2 3 4 5 6 0	1 No children/Too many children/no family planning 2 Lack of money/financial troubles/debts/overspending 3 Unsatisfactory housing/reglected home 4 Nagging/bullying/not sharing chores 5 Unemployment/worry. 6 Any reference to bad family relationships/ bad home life. 0 Other answers.	
		16	0 1 2	0 None mentioned/bk 1 Only one mentioned 2 Only two mentioned.	
H4		17		As Cal 10. Where X is ringed on questionnaire, code X Question not asked - other person present	After Code 2 Cal 10
H5		18		As Card 1 Cal 7.	All.

PROJECT: Quality of Life (5)

EDITING AND CODING INSTRUCTIONS

Question No.	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
J 1	2	19		As Card 1 Cal 7.	
J 2		20		As Card 1 Cal 10	
J 3		21	3.	Other answers.	Not after Code 0 Cal 2 May be multi coded.
J 4		23		As Card 1 Cal 7	All
K 1. K 2.	24-31			Check that there are three Code 1 and three Code 3 ringed. (Not in same column). Ring Code 2 in remaining five columns.	
K 3.	35-38			As Card 1 Cal 7.	
K 4.	39-50			Assume boxes at top of page are numbered 1-7 from left to right. Insert appropriate number in coding boxes at foot of page. DK/NA. Cal 39 - Boring/interesting? " 40 - Enjoyable/miserable etc:	
L 1		51		Two codes should be ringed here. Arrow Cal 51 up for punchers.	
L 2.	52-58			Include Don't know with Code 3.	
M 1.	59	2		Recode Daily Record to Daily Turor Not answered.	
M 2	60-62	0		Where 10 is coded, delete the 1. X Information refused. Y DK/NA.	
	63			As Cal 60-62	

PROJECT: Quality of Life 6.

EDITING AND CODING INSTRUCTIONS

Question No.	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
	2	64	Y	Sex not answered but check with name of respondent etc.!	
		65	Y	Not answered.	
		66	Y	Not answered.	
<u>SOCIAL GRADES</u>					
	67	1		AB. (Higher/intermediate managerial administrative and professional.	Recode from E3 where informant is H/H. Check interviewer assessment carefully
		2		C1. (Supervisory, clerical and junior administrative, managerial and professional. Other non manual	
		3		C2 (Foremen/chargehands. Skilled manual workers)	
		4		DE (Semi/unskilled manual workers. Casual workers. Pensioners/widows on state pensions only with no other earner in Household	
		Y		Information refused	
	68	Y		Not answered	All.
	69	1		Adults only	
		2		Adults and children	
		3		Adults, children and infants	
		4		Adults, and infants	
		Y		Not answered.	
	71	Y		Not answered	
	72	5		After Nov 6th.	
	73-74			Sampling point in 2 digits. Check with Q15 if blank.	
	75-76	3		Fixed.	
		Y		DK/NA.	
	77	4		Fixed	
		Y		DK/NA.	