A random walk around Britain...

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Citizenship Information: a Definition

Citizenship information is information produced by or about national and local government, government departments and public sector organisations which may be of value to the citizen either as part of everyday life or in the participation by the citizen in government and policy formulation.
Questionnaire Survey (1)

- Distributed in libraries, Citizens Advice Bureaux (CABx) and other advice agencies
- Dissemination in all 13 UK regions
- Overall response = 1294 (45.7%)
- Response rate in libraries (69.4%); CABx (40.5%); other agencies (8.3%)
Questionnaire Survey (2)

- 75.3% of total responses were from library users

- Sample generally representative of UK population as a whole, but contained greater proportions of people from Social Classes I and II (professional and managerial occupations)
Survey by Doorstep Interview (1)

- A 9-page interview schedule
- Tested in Aberdeen
- Interviews conducted by LIS students
- Conducted in 12 of the 13 UK regions
- Payment on completion of batches of schedules
- Interviewers briefed personally by project team and given comprehensive printed guidelines
- Interviewers given 1991 Census Small Area Statistics data
- Each interviewer asked to identify 5 local government electoral wards, and to conduct 15 interviews in each ward
Survey by Doorstep Interview (2)

The Random Walk Method

- Every 7th household
- Always on the left-hand side of a street
- Alternate left- and right-hand turns at junctions
- Special instructions for cul-de-sacs, ward boundaries, blocks of flats, shops and offices, etc.
Random Walk Method: Response (1)

- 898 interviews completed
- 88% on weekdays; 12% at weekends
- Most lasted 15-30 minutes
- On average, 570 households visited to obtain 75 interviews (i.e. one in every 8 households visited)
- Main reasons for ‘failures’:
  - No one at home 66.7%
  - Interview refused 29%
- Probity check - random telephone calls
Random Walk Method: Response (2)

When compared with the first survey, the random walk method reached greater proportions of:

- those in Social Classes IV and V (partly skilled and unskilled occupations)
- women
- elderly people
- retired people
- disabled people
- those running a home
- people living in rural areas