

# ***WHAT BRITAIN THINKS***

## **Project Instructions**

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## 1. Background

What Britain Thinks is the UK arm of a new pan-European survey called the European Social Survey (*ESS*). The *ESS* will collect information on people's attitudes, beliefs and behaviour patterns in at least 23 European countries. The following countries are participating in the first round of fieldwork:

Austria	Hungary	Slovakia
Belgium	Ireland	Slovenia
Czech Republic	Israel	Spain
Denmark	Italy	Sweden
Finland	Netherlands	Switzerland
France	Norway	Turkey
Germany	Poland	UK
Greece	Portugal	

The *ESS* is intended to be a time series, run every two years. It is designed to measure contemporary social attitudes and how they change over time. Such findings are of interest to government departments anxious to have more information about people's own assessments of – say – social and political issues in their country. Subjects covered in the questionnaire include attitudes towards social exclusion, participation in society, and immigration, amongst many other things. We expect that the data gathered will be used extensively by the European Commission, national governments, policy analysts, think tanks, politicians, journalists and academics, as well as being of interest to the general public across Europe. The data are also contributions to social history, to allow analysts in the future to discover what people thought and felt about the major social issues of today. The *ESS* will thus provide a unique long-term account of the social fabric of modern Europe, of how its changing political and institutional structures interact over time with changing social attitudes and values. With data from the *ESS*, people will be able to make detailed comparisons between individual countries (or groups of countries) on a wide range of social issues.

Another factor which will make the *ESS* unique in cross-national research is its aim to meet the highest methodological standards. In order for the information gathered to be truly comparable across all the different countries involved, the survey will employ the highest standards in its approach to sample design, response rates, questionnaire design and fieldwork procedures, and so forth across all the participating countries.

Central co-ordination of the project is being funded by the European Commission, with aid from the European Science Foundation. The Europe-wide co-ordination is being headed by Roger Jowell, who many of you will remember as the former Director of NatCen. The fieldwork in each country is being funded by the respective National Science Foundations. In the UK, this is the Economic and Social Research Council.

The survey consists of two elements - an interview questionnaire conducted by computer-assisted personal interview and a self-completion questionnaire, which the respondent will fill in afterwards. The self-completion contains further questions on topics not covered in the main questionnaire, as well as some variations on questions already asked during the interview, which form part of the methodological tests built into the survey (see Section 10).

## 2. Notifying the police

You must notify the local police station in the area where you will be working. You should complete a copy of the **Police Notification Form** that has been included in your supplies. Attach a copy of the **advance letter for respondents** to the form and hand it in to the police. (You might try to see if it is possible to record these details in the book kept at the station desk). Make a note of the name of the officer to whom you speak and the date of your call so that, in the event of any query or complaint to the police, you are fully covered. It is reassuring for elderly or suspicious respondents to be told that the police know about you and the survey, and that they can check with the police station.

**PLEASE DO NOT START WORK UNTIL YOU HAVE DONE THIS.**

## 3. The sample

The sample covers England, Scotland, Wales and Northern Ireland. The fieldwork in Northern Ireland will be carried out by the Central Survey Unit – a government survey organisation – as NatCen has no interviewers there. In England, Scotland and Wales there are 162 sampling points and 24 addresses have been selected at each point. The sample addresses are drawn from the Postcode Address File (PAF). The assignments of 24 addresses are issued as labels attached to the Address Record Form (ARF), and the same serial numbers (but not the addresses) will be downloaded to your computer via modem.

Because the sample is taken from the PAF, strictly it is a sample of ‘delivery points’ (i.e. letter boxes), **not** a sample of named individuals or households living at these addresses. It is important to remember that there may be no household or, conversely, two or more households at any selected address (in other words, there is not necessarily a one-to-one correspondence between delivery points and households). If there are several households, you will randomly select **one** for interview. The procedures for this are set out in the ARF (see section 8).

When you make contact with the (selected) household, you will need to select **one person aged 15+** for interview by random methods. Again, the procedures for this are set out in the ARF. Only people aged 15 or over when you first make contact are eligible for interview. Procedures for interviewing respondents aged 15-17 are set out in section 8.

It is vital that the person chosen for interview at each address is selected by strict random sampling principles. If we interviewed only those people who happened to be at home at the first call, or who were especially keen to be interviewed, our sample would almost certainly be unrepresentative of the adult population of Britain. Once a household and a person has been selected, there can be no substitution under any circumstances, even if the selected person is incapable of doing the interview for one reason or another.

## 4. Overview of procedures

In summary, the survey involves the following procedures:

- i) dispatching an advance letter to each address;
- ii) notifying the police that you are working in the area;

- iii) tracing all issued addresses, making contact at all of them (apart from deadwood and office refusals), and completing a paper ARF for each address. Note that the 'neighbourhood characteristics' part of the ARF needs to be completed for every address except deadwood (i.e. **including** office refusals);
- iv) where there is more than one household at an address, selecting one at random;
- v) conducting a face-to-face interview with one person aged 15+ selected at random in that household;
- vi) giving a self-completion questionnaire to the selected respondent and arranging for its return;
- vii) giving the respondent a £5 *High Street* gift voucher; and
- viii) entering information from the ARF into the Admin block for every address (including deadwood and office refusals).

## 5. Contact procedures

### *Advance letter*

An advance letter should be sent to each selected address. Over the years, most interviewers have said that they prefer this to a completely 'cold call', and most respondents prefer some advance notice. Bear in mind, however, that since we do not know in advance who will be selected for interview, the letter does not always reach the selected person.

The procedures are:

- check that you have been supplied with 24 pre-stamped white envelopes and advance letters with address labels for each serial number in your assignment (the address will show through the 'window' of the envelope)
- write in your name in the space at the bottom of every letter so that respondents know who is going to be visiting them (but don't add your address or 'phone number, as potential respondents might contact you and refuse even before you have a chance to meet them)
- post it to arrive two days before you plan to make your first visit (you may find it helpful to note the day of posting on the ARF). If you 'stagger' your mailings to correspond with your planned schedule of visits in this way, it is more likely that respondents will remember receiving the letter.

Keep copies of the letters with you when you go out into the field, so that if the selected person has not received or does not remember receiving the letter or if he/she has lost it, you can leave a copy behind. **It is important to do this in case the respondent wishes to contact one of the researchers after you have left.**

### *Contact the addresses*

You must attempt to make contact at **every** address in your assignment except those notified to you as office refusals (not necessarily in the order given to you, but grouped and visited in 'economic' batches). You must call on at least 4 occasions, at different times of the day and spread across the fieldwork period before you classify the address as unproductive. At least one of these calls should be in the evening and one at the weekend, and the calls must be spread over at least two calendar weeks. These are the *minimum requirements* – you should carry on

calling on non-contacts while you are in the area. For office refusals, you must still visit the address from the outside to collect details to go on the 'neighbourhood characteristics' section of the contact form.

### *Updating HStatus*

On this survey, we shall be using the question **HStatus** to help monitor the progress of fieldwork and you are asked to keep it up to date for all serial numbers. This question appears at the start of the admin block, but before you code 5 to go into the full admin section. To access this question, go into the serial number from the address menu and press Ctrl+Enter to go to the admin block. You are asked to choose from the following options (code last to apply):

- 0 No work done yet
- 1 Calls made
- 2 Appointment made
- 3 Interview started/ Any interviewing done
- 4 Other - no interviewing required (eg. ineligible, refusal)

If you have not reached a final outcome code, you should then code 1 at Choice to avoid going into the full admin block.

Before transmitting, please ensure that HStatus is up-to-date for all serial numbers.

### *Locating addresses*

If you have trouble locating an address, and have access to the internet, websites such as 'multimap' ([www.multimap.com](http://www.multimap.com)) may be of use. If you cannot search these yourself, please contact a member of the Green team at Brentwood who will be pleased to investigate on your behalf. They can also supply you with Ordnance Survey grid references for the address.

### *Maintaining response and gift vouchers*

A high response rate is essential in order to ensure that the people interviewed in the survey accurately represent the population. Please keep trying to contact all the issued addresses until the end of the fieldwork period, and call back as often as you can, while you are still in the area. If you sense a respondent may be about to refuse, it often helps if you withdraw, offering to call again at a more convenient time, before a formal refusal is actually given. Only by interviewing as many as possible of those selected for the sample can we be confident that the answers you get are representative of the views of everyone.

In order to help with response rates, we are giving £5 *High Street* gift vouchers to respondents. These are mentioned in the advance letter and you will be issued with a supply. (If you need more, please contact the Green team in Brentwood).

The procedures for presenting the gift vouchers are as follows:

- At the end of the face-to-face interview offer the gift voucher to the respondent. (The voucher is **not** dependent on them having done the self-completion although obviously we hope that it will encourage them to do so).
- Write in the last 5 digits of the serial number on the voucher at C6 on the ARF.
- Ask the respondent to sign for the voucher on the back page of the ARF and sign yourself.
- If you do not present a voucher, explain fully at C7 on the ARF.
- For partial interviews, you may still present a voucher if you think it is appropriate.
- Unused vouchers will be collected at the end of the fieldwork period.

In addition, some other means to help achieve a good response rate are as follows:

- Call the Brentwood before you return any incomplete or untraceable addresses. We might be able to find out some information which will help you locate 'hard to find' addresses.
- Return all completed paper contact forms for **other** deadwood addresses (vacant premises, etc.) to Brentwood as soon as possible. We need to know what deadwood there is as early as possible in the fieldwork period.
- For refusals: complete the ARF (entering Don't Know for any information that you do not have), fill in the admin block and transmit, and return the ARF to Brentwood. Depending on the circumstances, we may reissue it to try to convert the person who refused.
- If you select a person for interview who proves hard to contact, breaks an appointment, etc., keep on trying to 'convert' him/her until the end of the fieldwork period, even if you have already made four calls. Then whenever you are in the neighbourhood try again, unless you have learned that the selected respondent will not be available until after the end of the fieldwork (due to holiday, illness, etc.) *At the end of your assignment*, complete the ARF (entering Don't Know for any information that you do not have) , fill in the admin block and transmit, and return the ARF to Brentwood.

Remember to show your Identity Card when you introduce yourself. You may want to give the person you initially contact a copy of the introductory letter. In any case, you should leave a copy of the National Centre leaflet with each respondent after the interview, in case he/she has any queries after you have left and wishes to contact the office.

The face-to-face interview will last, on average, about an hour. This is an average or mean time and so some of your interviews will take maybe 70 minutes while others may only be 50 minutes - it all depends on the characteristics of the respondent. For example, the questionnaire is a bit shorter for those not in paid work, while older respondents may take a little longer to finish it. So please allow enough time between appointments.

### Useful hints on how to introduce the survey:

- **Funding** for the survey comes from a range of sources – from the European Commission, the European Science Foundation and the UK Economic and Social Research Council.
- Lots of different groups will **make use** of the information people provide, from governments, academics, politicians or the general public.
- **Why** does this study matter? We know what politicians and journalists think about the important issues facing Britain today, but this study is about what the **public** think, for example, about immigration.
- It will show us whether British people’s attitudes and opinions **differ** from those of people in other European countries.
- When selling the survey do stress the **wide range of topics** covered in the interview – there is something for everyone.
- **How long** will the interview take? Around 1 hour.

## 6. Interviewing 15-17 year olds

The lower age limit for eligibility for the survey is **15**. When the selected person is aged 15-17, please observe the following procedures:

- Do not enter the house without obtaining permission from an adult. The respondent selection procedure (section B of the ARF) should only be carried out with an adult aged 18+.
- If a person aged 15-17 is selected, obtain permission from a parent or guardian before interviewing (this should be recorded at B8-B9 on the ARF).
- Only interview a young person under 18 if there is an adult present in the house.
- If a parent/guardian refuses permission on behalf of a young person, use outcome code 433.

Many parents/guardians will treat their children of this age group as adults, but some do not. If a parent/guardian states that they do not wish their child to take part in the interview, you should respect this.

## 7. Materials for the survey

- Address Record Forms (ARFs) – see section 8.  
Odd serial number ARFs are marked ‘A’ and are yellow. Even serial number ARFs are marked ‘B’ and are green. They are identical in all other respects, but the colour coding matches that on the self-completions (see section 10).
- Copies of advance letter with address labels

- White window pre-stamped envelopes
- Extra copies of the advance letter to show as necessary
- Leaflets about the National Centre - leave one with each respondent
- Set of showcards
- Self-completion questionnaire  
Version A (for odd serial numbers) is yellow.  
Version B (for even serial numbers) is green.
- £5 *High Street* vouchers
- Pre-paid A5 envelopes. These are for respondents returning the self-completion questionnaire in those cases where it cannot be picked up (see section 10).
- Backup disk - also used for end of assignment clear out.

We think you will find it helpful to check both showcards (that they are a complete set and in the right order) **AND** the self-completion questionnaire in your pack. The printers have been known to make mistakes and it is better to discover them at home, before you begin your assignment, than later, in the field. The showcards should consist of a pack of 65 cards (plus front cover), numbered sequentially 1-65.

## **8. The Address Record Form (ARF)**

These are the forms on which your assignment of addresses is issued. You will have one for each address in your sample. Odd serial numbers are designated version A and are yellow. Even serial numbers are designated version B and are green. The two ARFs are identical in all other respects and there is only one version of the face-to-face interview, but the self-completions are different and follow the colour coding of the ARF.

Besides giving the selected address, the ARF has a number of other purposes:

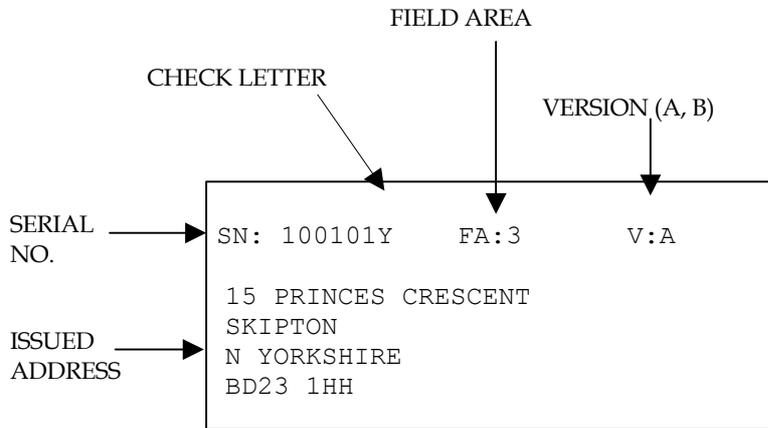
- It provides space for you to record details of all the calls you make, and the outcomes.
- It allows you to select one household and/or one respondent at random for interview.
- It is used to record some details about the doorstep exchange, which you will subsequently enter into the admin section of the questionnaire.
- It is used to tell the office how we might expect the self-completion questionnaire to be returned.
- It is used for back-checking of a sample of productive and unproductive addresses.
- It is used to collect some background information about the address and area.
- It is used by the pay department for the payment of fees.

The contact form works just like a normal questionnaire and you should follow the filter instructions in the normal way.

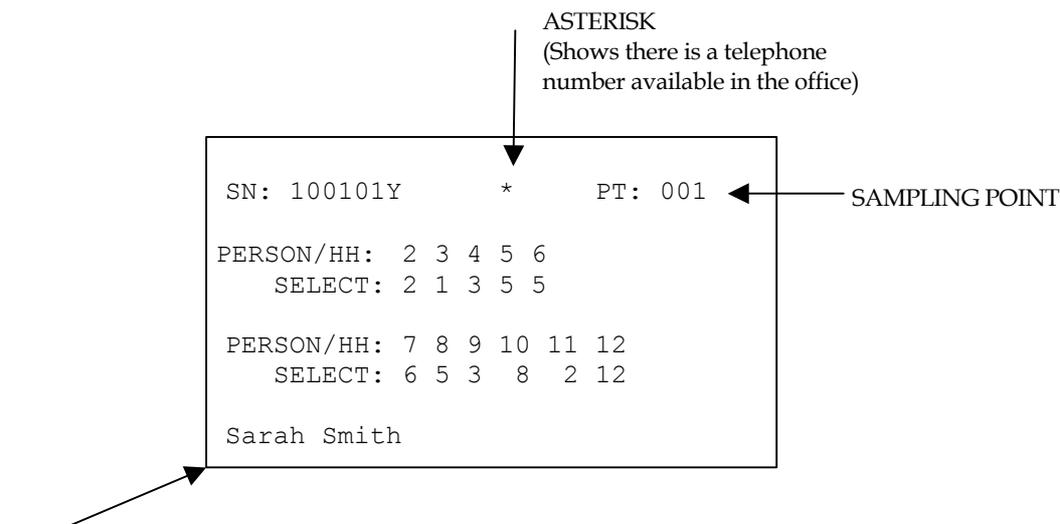
### Address and selection label

You will see that the address, its serial number and other vital information are given on two separate labels on the first page of the ARF.

The address label at the **top left** of page 1 looks like this:



The selection label on the **top right** of page 1 looks like this:



NAMES ON ELECTORAL REGISTER (if any)

Note: this is for guidance only - you **MUST** still do a selection procedure

This allows you to make random selections of dwelling units or individuals whenever you come across more than one of either at your selected address.

If there is an asterisk on the selection label, as in the example above, this means that we have a phone number for that address on record in the office, for use in particular circumstances only.

In some cases the right hand label will give (some of) the names that are on the electoral register for that address. This is for guidance only (it may help you find the address, particularly in rural areas). You must still do a selection of one person to interview at every address (see below for details of how to do this).

In the top right hand corner is a box for you to fill in the final outcome code and return number when you have finished with the serial number and are ready to return the ARF to the office. It is important to complete the return number to enable the pay department to process your pay quickly and efficiently, omitting to complete the return number may result in a delay of payment of fees.

Also on page 1, there is a box for you to write in the selected person's full name. It is important that you enter this as soon as you have finished the respondent selection procedure (see B7 on page 4 of the ARF).

There is a box for you to write in the selected person's telephone number, if given. You will be instructed to ask for this at the end of the face-to-face interview, but you may, of course, have obtained it earlier in the process. If it is not given, code 'Refused'. If he/she has no telephone, tick 'No 'phone'. Please try to ask for the number whether or not the outcome of that particular visit is successful. This helps with back-checking and if the address is re-issued.

### *Contact grid*

Also on page 1, there is a grid to record details of all your visits. For this purpose, a 'visit' means a contact attempt, i.e. every attempt made to reach the sampled unit, whether successful or not. This attempt can be a personal visit to the address or a telephone call. Please remember to fill this in the grid at each separate visit, whatever the outcome. You will need to key this information in the admin block once you reach a final outcome.

The following information is required about each visit:

- *Date*: in the format DD/MM.
- *Day of the week*.
- *Time* of the visit in the 24 hour clock.
- *Mode of visit* in the format
  - 1 **Personal visit**: the interviewer made a personal visit to the respondent's home, rather than making contact by phone.
  - 2 **By telephone**: the interviewer tried to reach the respondent by telephone.
  - 3 **Intercom**: the interviewer paid a personal visit to the sampled unit, but had **only** contact with the respondent/ household through the intercom/entry-phone.
  - 4 **Info through office**: E.g. office refusal.
- *Re-issue*: Code here whether this serial number is a re-issue or not. Re-issues are addresses that were initially refusals, but have subsequently been sent to another interviewer to attempt a conversion. Note that when an interviewer has not yet started his or her assignment, i.e. he or she has not made any attempts to reach the respondent, and the assignment is given to another interviewer, this is a re-allocation not a re-issue.
- *Result of visit*: The code frame for this question is shown below the contact grid. Code first to apply of:
  - 1 **Interview (partial or complete)**: any interviewing done (even unproductive partial). Go to section C of the ARF.

- 2 **Contact with R but no interview:** R=respondent (strictly speaking, the selected person). Use this code only after the person selection has been done. If you had contact with the selected person **and** with other people, please code 'contact with R'. Go to section D of the ARF.
- 3 **Only contact with someone else:** go to section D of the ARF.
- 4 **No contact at all:** go to section F of the ARF.
- 5 **Address is deadwood:** go to section G of the ARF.

For office refusals, leave this question blank and go to section G of the ARF.

### *Section A: Household selection*

If you find that the address contains two or more households (HHs) (e.g. flats, bed-sitting rooms), Section A takes you through the steps necessary to select one at random, by listing them all in a systematic way and using the selection label on page 1 to choose one at which to seek an interview. This will, in fact, happen only very rarely. But remember it is the **exact** address as given which counts. If the address on the label is 'Flat 4, 12 London Road', it is **that** part of accommodation that is the sampled address, not the whole of no.12.

(If you happen to come across an address with 13 or more dwelling units, there is a look-up table at the end of these instructions that will tell you which one to select.)

It is essential that - if you need to select a household - you follow the rules in making this selection. Only in this way can we be sure that we end up with a truly random sample of households and persons living there.

At **A1**, write in the number of occupied households at the address. Follow the instructions at **A2-A4** to select one of them. (If you are unsure how to do this, look at the example given for respondent selection under section B below).

At **A5**, write in the number of the **selected household**, (the "HH" code), that is the number printed on the grid at A3 - **not** the flat or room number of the household itself.

If the address on the label is spelt wrong, or is incomplete, record this at **A6** and make any necessary changes on the label on the front page of the ARF.

Record any useful information at **A8** - e.g. information to help if the address is re-issued.

### *Section B: Respondent selection*

Section B helps you to select the individual within the address for interview. A useful tactic is to explain at the outset that you have to ask a few questions beforehand to make sure you interview the 'right person' - to ensure that you get a true cross-section of views and give everyone an equal chance to be included. If you can make the person giving the information feel that he or she is helping - and know why it is necessary - you will find it easier to gain co-operation.

Record at **B1** at which visit number the respondent selection procedure was carried out. The visit number is the number from the grid on the front page of the ARF.

At **B2** record how many persons aged 15 or over there are living at the household. A 'household' is defined for the purposes of this study as:

*One person living alone or a group of people living at the same address (and have that address as their only or main residence), who either share at least one main meal a day or share the living accommodation (or both).*

*Included are: people on holiday, away working or in hospital for less than 6 months; school- age children at boarding school; students sharing private accommodation.*

*Excluded are: people who have been away for 6 months or more, students away at university or college; temporary visitors.*

On each occasion where there is more than one person aged 15+ living at the household, you must use a random selection procedure to choose one for interview, as follows:

At **B4**, list all resident adults in alphabetical order of their first name or initial. If there are two people with the same first name, list them in **alphabetic order** of their **full** name. If the full names are the same, list them in order of their **age**, with the eldest first. Make sure that you write in at least the initials: this is part of the way that back-checks can be carried out on your work, to reassure us that the correct person has been selected. For example, if there are 4 adults in a household called Brian, John, Maggie and Paul, write in:

FIRST NAME OR INITIAL	PERSON NUMBER
B.	01
J.	02
M.	03
P.	04
	05
	06

Using the selection label on the front page of the ARF, read off the number of persons in the household, along the 'Person/HH' line. The number of selected person is given immediately underneath on the 'Select' row. In this case, you would select person number 3, i.e. Maggie.

```

SN: 100101Y      *      PT: 001
PERSON/HH:  2 3 (4) 5 6
  SELECT:  2 1 (3) 5 5

PERSON/HH:  7 8 9 10 11 12
  SELECT:  6 5 3  8  2 12

Sarah Smith
    
```

Note that in this example, the name given at the bottom of the label is completely misleading. The name is in any case only there to help you find the address. You must **always** do a selection, even if there is a name on the label.

**Once a random selection has been made, no substitute can be taken**, even if the selected person is incapable of taking part and there is another person living there who is available and willing to be interviewed.

If there are 13 or more persons aged 15+ living at the selected address, use the look-up list at the end of these instructions to tell you which one to select for the interview. List the first 12 names in the grid as normal, and continue on the back of the contact form as necessary.

A few last points about selecting respondents.

- (i) Any responsible **adult** member of the household may provide the information that you need in order to establish who it is you are to interview. But **never** take information from those aged under **18**.
- (ii) Interview **only** persons living at listed addresses. Never follow anyone to a different address, although you could of course interview a person somewhere else (e.g. at work). No substitutes are permitted, so if the selected person is away for the duration of the survey or too ill to be interviewed, then no interview can take place.
- (iii) This survey is intended to cover only the population living in **private households**.

### ***Section C: Visits involving any interviewing***

Go to **C1** for all visits where any interviewing was done. Fill in the information in the column of the relevant visit number (check the contact grid on the front page of the ARF for the correct visit number).

To avoid having partial interviews, it is wise to make sure, before you begin, that the respondent has enough time to finish the interview. If the interview is broken off for any reason, explain why at **C3** and try to finish the interview at another time.

An interview will only be considered complete if all sections have been attempted, up to and including the trade union membership question (MBTRU) after the respondents' job details. Interviews that broke off after that and cannot be continued may be coded 'partial productive' (outcome code 210). Interviews that broke off before that and cannot be continued should be coded 'partial unproductive' (outcome code 440).

At **C4** you should record your plans for the self-completion. You do **not** need to wait until you have collected the self-completion before completing the admin block, transmitting the data and sending back the ARF. (But remember that you need to keep a note of the address if you have arranged to call back for the self-completion).

Questions **C5-C7** deal with the £5 *High Street* voucher. Fill in the last 5 digits of the serial number at **C6**. Don't forget to ask the respondent to sign for the voucher on the back page of the ARF. You may present vouchers for partial interviews if you think it is appropriate. (See section 5 for more details about the vouchers).

### Section D: Visits with contact but no interview

Go to **D1** for all visits where there was contact with someone but no interviewing. Fill in the information in the column of the relevant visit number (check the contact grid on the front page of the ARF for the correct visit number).

At **D1**, fill in the identity of the person you have contact with. Code first to apply from the following list:

- 0 **Selected respondent:** use this code only after respondent selection procedure has been done
- 1 **A resident at the address**, i.e. a household or family member. This means it is somebody who still lives in that house and who is probably a household or family member
- 2 **A non-resident at the address**, e.g. family/visitor/friend : this person was present at the address/ house at the time of the visit (as opposed to neighbours).
- 3 **A neighbour**
- 4 **A building manager or security guard or other gatekeeper:** here we mean people from whom you possibly need permission to enter the building.
- 5 **Other person**

At **D2**, record the outcome of the contact. Code one only per visit to the following list:

- 1 **Appointments:** If it is not possible to do the interview immediately try to fix an appointment. Even if it is a vague appointment ( “come back tomorrow” without a fixed hour), indicate this on the form as an appointment.
- 2 **Refusal by respondent:** only use this code after the respondent selection procedure has been carried out.
- 3 **Refusal before selection/ Proxy refusal**
- 4 **R is temporarily unavailable before the end of the fieldwork period** - record details on front page of ARF and call back later
- 5 **R is mentally or physically unable to co-operate throughout the fieldwork period.** This only applies when the respondent is really too ill to participate at the study (for example: dementia) and *for the rest of the survey period*. If the respondent is temporarily sick, you can make an appointment or come back later.
- 6 **R is unavailable throughout the fieldwork period for other reasons** (e.g. away, abroad).
- 10 **R has inadequate English.** It is important to know whether the **respondent** speaks a different language, not the other household members or the persons who give you information.
- 11 **Other reason**

**Remember to update HStatus (at the start of the admin block) to show that you have made contact (and possibly that you have made an appointment).**

If you coded 2 or 3 (personal or proxy refusal) at D2, you will be directed to section E.

### *Section E: Visits with refusals*

Complete Section E for all visits where there was a refusal. Fill in the information in the column of the relevant visit number (check the contact grid on the front page of the ARF for the correct visit number).

At **F1** code **all** reasons for the refusal. At **E2**, record how likely it is that the respondent will co-operate in future. This is useful to help the office decide whether to re-issue the case, and to help any future interviewer.

### *Section F: Visits with no contact*

Complete Section F for all visits where there was no contact with anyone at all. Fill in the information in the column of the relevant visit number (check the contact grid on the front page of the ARF for the correct visit number).

**Remember to update HStatus (at the start of the admin block) to show that you have started calling.**

### *Section G: Unproductive and deadwood final outcome codes*

Complete section G when you have reached an unproductive or final outcome code. Note, however, that partial **un**productives (outcome code 440) are coded at C2.

Before coding an address as non-residential or communal establishment/institution (outcome codes 740 and 760), remember to check that there is no resident private household within the address (e.g. a caretaker's flat).

At the bottom of page 9, there is a space to write in details of the unproductive contact. For outcome codes 560, 670 and 790 this will need to be keyed in the admin block. For other outcome codes, this extra information is needed for reissues and backchecking.

For all non-productives you must:

- Enter the relevant unproductive outcome code in the Admin block.
- Complete as much of the Admin block as you can, entering Don't Know (Ctrl+K+Enter) at any questions where you don't have the information.
- **Transmit** the serial number as unproductive.
- **Return the ARF** to the Green Team in Brentwood. As well as sending back any unproductive ARFs you must also transmit.

**Remember to write the final outcome code on the front page of the ARF.**

### *Section N: Neighbourhood characteristic form*

Fill in these questions for all addresses except deadwood. For office refusals, please visit the outside of the address to collect these details. An unproductive fee is paid on office refusals on this survey to cover this.

## 9. Field procedures

### *Backup disks*

It is essential that each day's work is backed up onto the backup disk so that there is always a spare copy (in case of disasters!) of the work you have carried out (Admin. as well as interviews). Always keep your backup disk at home - separate from your computer and other disks.

### *HStatus*

Please make sure that the information in HStatus (at the start of the admin block) is up-to-date for all serial numbers before transmitting.

### *The Admin Block*

The Admin block should be completed at home once you have reached a final outcome code.

At the start of the Admin block for productive serial numbers are a few questions about how the interview went and how the respondent reacted to the experience (SupQAdm to Comment).

The rest of the Admin block mirrors the ARF and for the most part you will simply be transferring information from the ARF. Please transfer your answers exactly as they are on the ARF, following the instructions on the screen.

You must complete an Admin block for **every** serial number, including unproductives, deadwood and office refusals. Failure to complete all Admin blocks will prevent you from doing your end of assignment clearout.

### *Returning work*

Work should be returned via standard modem procedures - as soon as you have anything to transmit. Never hold onto work for more than a week - lots of time is wasted trying to locate untransmitted interviews.

## 10. The self-completion questionnaire

There are two versions of the self-completion questionnaire:

- **Version A** which is given to odd serial numbers is yellow.
- **Version B** which is given to even serial numbers is green.

This colour coding is matched on the ARF. Also - the CAPI program prompts with the correct colour to administer.

<p><b>Please make sure you give the correct version of the self-completion to each respondent.</b></p>
--

The self-completion contains some repeats of questions from the face-to-face interview, either in exactly the same format or in a slightly different format. This is deliberate and is intended to measure the effect of asking the question in different modes.

Respondents may fill in the self-completion questionnaire either:

- **Immediately after the interview**, before you leave. You could use the time for 'tidying up' any other answers or notes.
- **In the respondent's own time**, after the interview. In this case you will need **either** to call back to pick up the questionnaire, **or** to arrange for the respondent to post it back to the survey organisation (in which case you must leave one of the A5 prepaid addressed envelopes).

**Under no circumstances should you give the self-completion questionnaire to the respondent to fill in before the interview.**

Before handing over the self-completion questionnaire, there are some important things to remember:

1. Add all the appropriate serial numbers to the front of the questionnaire as indicated, **before** you hand over the questionnaire. **Without these identifying numbers, the self-completion questionnaire cannot be used!**
2. If you leave the self-completion questionnaire at an address to be filled in after the interview, leave it only with the **selected respondent** - the person you interviewed. The self-completion questionnaire may be filled in only by the selected respondent. Please tell the respondent that we cannot use questionnaires filled in by anyone else. **No substitute is acceptable.**
3. If the respondent cannot fill in the questionnaire by the end of the visit at which you carry out the interview, please arrange to call back for it - provided you are still interviewing in that area. You could use an appointment card to remind the respondent of when you are calling for the questionnaire. This will help remind the respondent how important the self-completion questionnaire is. If this is not possible, you should leave a prepaid envelope and ask the respondent to post the self-completion questionnaire back to the office.
4. Never leave the respondent in any doubt as to how he or she should return the questionnaire. If you have arranged to call back for it, make sure that your respondent realises this and that you keep your appointment. If you cannot arrange to call back, make sure that the respondent knows it is to be posted back, and stress the need for (reasonable) speed.
5. If you do wait for the questionnaire or call to collect it later, please try to spend a minute checking through to see that it has all been filled in. Any gaps can then be tactfully pointed out to the respondent and he or she should be asked to fill them in, even if it means writing in 'don't know' where appropriate.

6. On rare occasions, it might be clear that a willing respondent needs your help to complete the questionnaire, because of, say, poor eye-sight or illiteracy. In such cases, treat the questionnaire as if it were an extension of the interview, and tick the boxes accordingly, with the respondent at your side. If so, this should be coded 1('face-to-face interview') at SupQAdm in the admin block.
7. Record your plans for the self-completion at C4 on page 5 of the ARF.

**It is not necessary to wait to collect the self-completion before sending in the ARF and transmitting the data. However, if you are calling back to collect it, please make sure you keep a note of the address.**

**Do not return ARFs and self-completions in the same envelope.**

## **11. The interview questionnaire: general guidelines**

First, a feature of such a wide-ranging questionnaire is that people are likely to be more interested in some questions than in others. The particular interviewing challenge posed is one of establishing the right speed at which to ask the questions. Rushing the respondent clearly has to be avoided, but an over-deliberate approach would be equally wrong. It may be that some respondents want to give a great deal of thought to some of the issues, but we are seeking to capture present attitudes, not to conduct a philosophical discussion or a political debate! If some respondents have no particular viewpoint on a topic, or if they cannot answer the question as posed, a 'don't know' (Ctrl+K) or 'other answer' code is acceptable; then you just move on to the next question.

Second, throughout the questionnaire we will be using a number of general phrases that may cause the respondent to ask for further explanation. An example might be "In your area". In this and many similar cases we do not wish to give the respondent any further explanation. The phrases used are intended as general ones. Simply read the question or statement out, and tell respondents that they should answer in terms of whatever they understand by the phrase.

Third, there are some questions where people are asked to give information that may be regarded as sensitive. Some respondents may feel uneasy about giving information on their voting behaviour or income, for example. If so, this should be coded as 'refusal' (Ctrl + R).

Fourth, at questions where an 'other' answer code has been provided, the other answer should be recorded verbatim. Unless specifically stated, 'other answer' should be coded only when one of the pre-coded answers will not fit after probing. Space will be provided to key in a certain number of characters for the answer. If you need more space, use the 'notepad' facility to enter the rest of the response.

At questions where there is no specific provision for 'other answer', none is anticipated. However, if they do occur, answers should be written in, using the 'notepad' facility. For such questions, in which no specific 'other answer' space is provided, first repeat the question with the appropriate emphasis before accepting an 'other answer'.

Fifth, the interview questionnaire is divided into blocks of question topics (see below for details). Sometimes these are introduced by (e.g.) “And now some questions on ...” but often they are not. Respondents do not need to be made aware of the various blocks or sections of the questionnaire during the course of the interview; the questionnaire is designed to be administered as a single unit with a reasonably smooth transition between groups of questions and different topics.

If a respondent does break off the interview part way through (this happens very rarely), you should establish whether they would be prepared to continue at a later time, and code the outcome as appropriate on the ARF (C1 on page 5).

**Layout of the interview questionnaire**

Media; social trust
Politics, including: political interest, efficacy, trust, electoral and other forms of participation, party allegiance, socio-political evaluations/ orientations, multi-level governance
Subjective well-being and social exclusion; religion; perceived discrimination; national and ethnic identity
Immigration and asylum issues, including: attitudes, perceptions, policy preferences and knowledge
Citizen involvement: including organisational membership, family and friendship bonds, citizenship values, working environment
Socio-demographic profile, including: Household composition, sex, age, type of area, Education & occupation details of respondent, partner, parents, union membership, household income, marital status
Self-completion

**12. The interview questionnaire: in detail**

You should have been through the whole interview questionnaire at the briefing. This section provides details about particular questions where a little more explanation may be useful. This should help you to respond to any questions that respondents may ask you during the interview.

The question name or variable which will appear in the CAPI programme is listed to the left.

**Media use**

TVTOT            These questions ask about the amount of time spent watching TV or listening to the radio on a weekday (that is, Monday to Friday). If respondents ask for clarification, this refers to time spent actively watching or listening, rather than time when the TV or radio are merely on ‘in the background’.

TVPOL

RDTOT

RDPOL

**Politics**

PPLTRST        This is the first of a large number of questions throughout the questionnaire which use 0 – 10 scales on showcards. Taking a bit of time to get the respondent used to the idea at this question will save time later.

VOTE If respondents answer that they did participate in the election, but deliberately 'spoil' their ballot paper or left it blank, record this as 'No' (code 2).

### *Immigration and asylum issues*

GVRFGAP Whether government should be generous in judging people's application for refugee status: 'generous' is meant in the sense of 'liberal'.

### *Citizen involvement*

SPTCFW Please note that these questions are multi-coded.

CLTOFW

TRUFW

PRFOFW

CNSOFW

HMNOFW

EPAOFW

RLGOFW

PRTYFW

SETOFW

SCLCFW

OTHVFW

### *Classification*

HHMMB This question asks for the total number of people in the household (**including** children). You should have, of course, recorded the number of people over the age of 15 in section B of the ARF. If you should discover at this stage that you have been given the wrong information for the contact form selection:

- Do NOT change the contact form or redo the selection procedure
- DO record the correct information at HHMMB
- DO use make a note of what happened using the 'notepad' facility at HHMMB.

When you come to fill in the 'Admin Block' of the CAPI programme, record the information as recorded on the ARF.

**Note that the household grid should be filled out as follows: respondent first, then the rest of the household members in descending order of age.**

EDLV1GB Please note that the text on the screen is only a summary of the information on the showcard.

EDLV2GB

EDUYRS Education refers to the periods of education which spans school and any other education undertaken after school, but excluding vocational training which is not school based. They need not be continuous. If some were part-time, calculate full-time equivalent years. E.g. if the respondent spent 12 years at school and later did a (roughly) half-time degree spanning 6 years, this should be reported as 15 years.

ALLACT      The respondent may well choose several types of economic activity undertaken  
MAINACT      in the last seven days. If so, all of them should be coded at ALLACT. At  
MAINACT, only one answer should be given. If a respondent is not sure or  
doesn't know, please probe to find out which of the items on the card comes  
closest to what they were doing in the last week.

The following notes explain the categories at ALLACT/MAINACT a little more fully:

#### Code

01      *In paid work (or away temporarily) (employee, self-employed, working for your family business)*

This category includes all types of paid work, whether for an employer, or on the respondent's own account as self-employed. It includes casual, part-time and temporary work.

Voluntary work, or work carried out where only expenses are reimbursed or work paid for in kind (e.g., receiving board and lodgings only) where there is no financial transaction, are EXCLUDED from this category.

People temporarily away would include those who were absent from work last week because of sickness or injury, holiday, compassionate leave, or maternity leave, provided that they have a job to go back to with the same employer or as self-employed in the same field. It would also include people who were temporarily laid off, or on strike, or locked out, again provided that they have a job with the same employer to go back to, or to the same self-employed status.

People whose contract of employment incorporates regular but intermittent work (e.g. some staff in educational institutions, or professional sportsmen, whose wages are paid only during term-time or in the season, and who therefore may not have worked last week) are included in this category.

02      *In education, even if on vacation, (not paid for by employer)*

All students, even those doing vacation jobs during the last week, are to be coded in this category. If the student is on vacation and will continue to be a student only if he or she passes an exam, assume that the exam will be passed and still treat the respondent as in education.

03      *Unemployed, and actively looking for a job*

This category includes all unemployed who are actively looking for a job. This would include people seeking work through central or local government employment services, people registered with private employment agencies, people answering advertisements for work, advertising for work or even people just actively looking around for opportunities.

04      *Unemployed, wanting a job but not actively looking for a job*

Include here any unemployed, but who are not actively looking for a job at the moment. People who, for instance, have given up looking for work would be included here, or those who are ill and temporarily unable to look for work. Respondents should normally be left to decide for themselves whether an illness in this case is temporary or not. If in doubt, include it if it has lasted less than six months.

The remaining four categories cover those members of the population who are generally considered to be economically inactive.

05 *Permanently sick or disabled*

This covers people out of work and not seeking work because of permanent (or indefinite) sickness or disability. People who have never worked because of disability are included. Do not include retired people in poor health who would not be seeking work even if they were healthy. In cases of doubt over whether an illness or disability is permanent, treat it as permanent if it has lasted continuously for six months or more.

06 *Retired from work*

This covers people who have retired from their occupation at approximately the normal retirement age or who have taken 'early retirement', and are not seeking further employment of any sort. Retired people who are permanently sick or have become disabled still count as retired.

Women who leave work on marriage to look after the home or to raise a family and who have not worked for many years, should be classified as 'looking after the home' rather than retired. But it is difficult to define retirement exactly. Apart from the proviso made about women, the respondent's description from the card should generally be accepted.

08 *Doing housework, looking after children or other persons*

This covers anyone more or less wholly involved in unpaid domestic or caring duties when classifying economic position. There can be more than one person in a household in this category, here we are concerned only with the respondent's position.

09 *Other*

This category is not on the show card. It covers anyone who does not fit into any of the 8 categories on the card. But remember that people who are in any kind of paid work (including casual self-employed jobs) should not be included here.

EMPLREL      The next few questions ask about the respondent's main job (where applicable).  
etc              This could be their current job, or their last job, if they are currently out of work. We wish to collect occupational details of almost all respondents, excluding only those who have never had a job. The CAPI programme will adapt the tenses etc. of the questions as appropriate.

If the respondent has more than one job, they should answer about the one which occupies them for the most hours per week. If they have two jobs that are exactly equal, they should answer about the more highly paid of the two.

Some self-employed persons will have their own businesses, some will simply be involved with casual or intermittent work. A person in a one-man business is not necessarily self-employed; if the business is a company, he or she may well be an employee of the company, drawing a salary.

HINCTNT      At HINCTNT you should obtain the total net income of the household from all sources, that is, after tax. Income includes not only earnings but state benefits, occupational and other pensions, unearned income such as interest from savings, rent, etc.

We want figures **after** deductions of income tax, national insurance, contributory pension payments and so on. The questions refer to current level of income or earnings or, if that is convenient, to the nearest tax or other period for which the respondent is able to answer. The respondent is given a showcard that enables them to choose between their weekly, monthly or annual income, whichever they find easiest. They will then give you the letter that corresponds to the appropriate amount. This system is designed to reassure the respondent about the confidentiality of the information they are giving.

EDLVP1GB Please note that the text on the screen is only a summary of the information on  
EDLVP2GB the showcard.  
EDLVF1GB  
EDLVF2GB  
EDLVM1GB  
EDLVM2GB

OCCF14 Please note that the text on the screen is only a summary of the information on  
OCCM14 the showcard.

### **13. Reallocations and reissues**

There is a special re-allocation outcome code:

Code 900: Re-allocated to another interviewer

This will enable interviewers with addresses that fall into this category to clear out their work at the end of an assignment.

### **14. Any queries?**

If you have any queries or problems about how to complete the questionnaire, please do not hesitate to telephone a member of the British Social Attitudes research team – Katarina Thomson (020 7549 9570), Sonia Exley (020 7549 9572) or Alison Park (020 7549 9573). Queries about field arrangements should be raised with your supervisor or Area Manager in the first instance. If you need to phone the Green Team in Brentwood, their number is 01277 690 000.

**We hope that all goes well and that you enjoy the assignment!**

## 15. Practice serial numbers and check letters

These are as follows:

<b>Serial</b>	<b>Checkletter</b>
999990	W
999991	X
999992	Y
999993	Z
999994	A
999995	B
999996	C
999997	D
999998	E
999999	F

## 16. Look-up Chart

(For 13-100 Dwelling Units or 13-100 persons at one issued address)

NUMBER OF HOUSEHOLDS/ PEOPLE IN HOUSEHOLD:	SELECT NUMBER:
13	12
14	8
15	11
16	7
17	13
18	3
19	14
20	2
21	14
22	8
23	13
24	5
25	12
26	6
27	17
28	17
29	2
30	21
31	10
32	26
33	8
34	22
35	8
36	3
37	28
38	19
39	25
40	16
41	41
42	32
43	9
44	40
45	7
46	35
47	8
48	36
49	15
50	44
51	35
52	2
53	24
54	17

<b>NUMBER OF HOUSEHOLDS/ PEOPLE IN HOUSEHOLD: (cont.)</b>	<b>SELECT NUMBER: (cont.)</b>
55	49
56	27
57	39
58	3
59	48
60	35
61	22
62	10
63	51
64	37
65	64
66	65
67	66
68	28
69	45
70	53
71	25
72	48
73	50
74	39
75	51
76	11
77	12
78	74
79	42
80	9
81	33
82	51
83	69
84	78
85	53
86	19
87	66
88	23
89	17
90	19
91	40
92	11
93	35
94	12
95	41
96	3
97	10
98	25
99	61
100	99

