

# **Health, Families and Lifestyles Survey 2004**

Version: September 2004

# HEALTH, FAMILIES AND LIFESTYLES SURVEY 2004 INTERVIEWER INSTRUCTIONS

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## SECTION 1: BACKGROUND

These instructions are for the second Health, Families and Lifestyles Survey (HFLS). The HFLS was launched in 2002, and is a pan-European survey. The survey collects information on people's attitudes, beliefs and behaviour patterns in many European countries. The following countries will be participating in the second round of fieldwork:

Austria	Hungary	Slovakia
Belgium	Iceland	Slovenia
Czech Republic	Luxembourg	Spain
Denmark	Netherlands	Sweden
Estonia	Norway	Switzerland
Finland	Poland	UK
France	Portugal	Ukraine
Germany	Romania	

It is intended to run the survey every two years. It is designed to measure contemporary social attitudes and how they change over time.

The data gathered as part of the first survey in 2002 has been used extensively by politicians, journalists and academics across Europe. With data from the survey, people can now make detailed comparisons between individual countries (or groups of countries) on a wide range of social issues.

The survey is being funded in the UK by the Economic and Social Research Council (ESRC).

The broad range of topics in the ESS can be seen as a real strength, allowing you to target potential respondents by mentioning a particular topic you think might be of interest to them. And, because nearly all the questions are attitudinal, there is no need for respondents to look out documents, check facts and so on.

BMRB Social Research have been commissioned to conduct the interviewing for the whole of the UK, and will be aiming to complete approximately 2,500 interviews from a total of 4,000 issues addresses.

## SECTION 2: SURVEY DESIGN

The survey follows the standard design of a random probability survey, in a similar way to the British Crime Survey, the Crime and Justice Survey or the Civil Justice Survey. The survey will cover the following topics:

- Media, social trust
- Politics
- Well-being, social exclusion, religion, perceived discrimination, national and ethnic identity
- Health and care seeking
- Economic morality
- Socio-demographic profile
- Family, worklife balance
- Human values questions
- 'Test' questions
- Interviewer self-completion questions

The survey will last an average of one hour, and is all interviewer-administered (CAPI). 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. Those living with a spouse or partner and also in work may have a slightly longer interview. Please allow enough time between appointments.

## **SECTION 3: YOUR ASSIGNMENT**

### **3.1 KIT LIST**

The following are the standard documents that are needed to work on HFLS. Much of this will not be sent again unless needed. Along with these instructions you need:

- 24 Address Contact Sheets
- Assignment sheet
- Results Summary Sheet (area code specific)
- 24 Addresses advance letters to send to respondents
- 24 Window envelopes for sending advance letters
- Book of 24 first class stamps
- Colour copy of advance letter with plastic wallet
- 10 black & white copies of advance letter
- 2 Police Forms
- Set of Main Showcards (show cards 1-86)
- Set of Supplementary Showcards (section H and I – show cards A-O)
- Set of Calling cards
- Set of Appointments cards
- 5 Pre-paid envelopes (addressed to Ealing)
- 4 Return Slips & 1 Final slip
- Paychart
- 24 Social Research Leaflets

Please check you have all relevant material before starting work. If there is anything you need please call your Area Office IMMEDIATELY.

### **3.2 FIELDWORK DATES**

Fieldwork is due to start on Monday 27<sup>th</sup> September.

The CAPI name you will need to use for carrying out interviews on this survey is **ESSMAIN** and the electronic survey will be ready for you to pick up after 6pm on Friday 24<sup>th</sup> September. If you experience difficulties collecting this survey please try again. If you are still unsuccessful, call the CAPI helpline.

Please contact your Area Office for the end of fieldwork dates and keep in contact with your Team Leader on the progress of your assignment. If you feel it is worth holding onto a contact for a bit longer towards the end of the original issue then please do as it is in everyone's interests to keep it with you than to reissue it – although always seek approval on this from your team leader.

### **3.3 YOUR ASSIGNMENT – WHERE, WHEN & WHOM TO INTERVIEW**

#### **Advance Letters**

You will have been supplied with the addressed advance letters, along with envelopes in which to post them to respondents. You have also been provided with a book of 24 1<sup>st</sup> class stamps. Sending the advance letters is your responsibility on this survey and means that you can visit households with absolute confidence that the letter has been sent (and knowing exactly when). Please allow a minimum of 2/3 working days

between posting the letters and visiting in person.

### **Your assignment**

Each assignment will consist of 24 pre-selected addresses and should constitute around 6 days' work. You may ONLY interview at the addresses you have been issued with. You will be supplied with the advance letters to post to the addresses so it is up to you to ensure that all of the addresses will have been notified in advance by letter about the survey.

You must account for every address, giving a full record of all calls made, and the final outcome, on each Address Contact Sheet (ACS). This is vital as we have to track progress for each address and each adult.

As with all surveys of this nature, where you have a random assignment, it is important to look through your addresses in advance of starting work, and sort out a sensible plan of attack. Sort the addresses into manageable groups, and plan your fieldwork carefully.

### **Who to interview**

At all addresses, you should attempt to interview **one** randomly selected person aged **15+** in the household.

### **Response**

As always, a high response rate is essential in order to ensure that the people interviewed in the survey accurately represent the population.

Each assignment will consist of 24 pre-selected addresses. On average, we expect interviewers to achieve interviews with approximately 15 people. This assumes that approximately 2 of your addresses will be deadwood (non-residential addresses), giving a **70%** response rate.

Of course, these are only averages and are provided as a guide only. Your assignment could contain a larger or smaller than expected amount of deadwood, therefore, these figures should be used as a guide only.

### **When to interview**

In order to achieve the target response rate, you will need to work during the afternoon/evening. All weekday fieldwork should normally take place during the hours 1.30pm – 9pm, unless a respondent requests an earlier or later appointment. However, we do recommend that you make a 10am start on day 1 of your assignment, to cover as many addresses as possible.

These times have been found to be the most productive. However, if you do find you are working in the mornings, then that is fine - just please let your area office know. The important thing is to vary the times you visit.

### **Number of calls**

You will also need to make a minimum of 5 calls at an address before regarding it as a no contact. These calls must be on different days and at different times of day, and if necessary to achieve contact, at least two of the calls must be made on a weekday evening (after 7pm) or at a weekend. This is so that you give yourself the best chance of

making contact with households where everyone is working.

### **Incentives**

Please give the respondent a £10 cash incentive on this survey. An amount (£140) to cover the payment of these incentives, based on the number of interviews we would expect you to achieve (14), will be paid directly to your account on the 8<sup>th</sup> October.

If you do not use this full amount please do **not** send a cheque to us to pay the difference. Instead, we will deduct the outstanding value from your pay at the end of the fieldwork period.

If you need to give out more than 14 incentives, please claim back the additional amount on your expenses as normal.

### **3.4 NOTIFYING THE POLICE**

Before you start working in your area you must notify the police. Hand in a copy of the Police Form and a copy of the advance letter.

Should the station wish to check with a member of staff the ESRC team, you can give out the following number (note: not to be given to members of the general public):

Rory Fitzgerald (based at The Centre for Comparative Social Surveys) 020 7040 4903

## **SECTION 4: INTRODUCING THE SURVEY**

### **4.1 GENERAL POINTS**

As with other Government surveys, there is no obligation to take part in the HFLS. However, it is clearly very important, and you should use every encouragement to get respondents to take part. Hopefully one important incentive to take part will be the £10 cash that we are offering to respondents.

The advance letter (see 4.2 below) explains the key details of the survey. Please draw householders' attention to the details contained in the letter and be prepared to address any concerns which householders may have.

Do stress that on this survey you are working for BMRB **Social** Research, rather than doing **market** research.

You will be provided with some spare documents that you can use to reassure or persuade respondents - this is covered in section 4.2 below.

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

- **Funding** for the survey comes from the Economic and Social Research Council.
- Lots of different groups will **make use** of the information people provide, from governments, academics, politicians and 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. It will show us how British people's attitudes and opinions compare with 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.

## **4.2 ADVANCE LETTER**

The key details of the survey are covered in the survey letter.

Allow respondents time to read through the letter if necessary, and be prepared for more questions at this point.

Make sure that you are fully aware of the content of the letter as it will help you to explain the purpose of the survey and why it is important to take part. These can form key selling points for you on the doorstep.

You should have the following spare documents that you can use to reassure or persuade respondents

- Card copy of the advance letter in a plastic folder (this is so you always have one "good" copy available to show respondents as a reminder on the doorstep)
- spare copies of letters to hand out
- calling cards - these allow you to enter your name (and 'phone number, if you wish) and explain that you have called. This may be used to put through the door of addresses where you are having difficulty making contact
- BMRB Social Research leaflets (usually given out at end of interview but can be used on doorstep if more information about BMRB is required)).

## **4.3 CONDUCTING THE INTERVIEW IN PRIVACY**

Ideally the whole interview should be conducted in privacy, without others present. However, we do realise that this is often unavoidable, and therefore you should still complete the interview even if others are present.

## **4.4 TIMING APPOINTMENTS**

When you introduce the survey to respondents, explain that the interview takes about one hour on average, and this will probably not vary considerably from interview to interview. You should bear this in mind when making appointments.

Do not start any interviews after 8pm in the evening, unless the respondent has

indicated that they are happy to continue beyond 9pm if necessary.

#### **4.5 RESPONDENTS WITH LIMITED ENGLISH**

If the selected respondent does not have a sufficiently good command of English to conduct the interview, please note that you CAN NOT use another person as an interpreter for the interview.

If you have got as far as selecting a respondent, but this person has insufficient English to continue with the interview, code final outcome code 43 “*Selected person has inadequate English*”. If possible, please also record which language they spoke.

#### **4.6 PARENTAL PERMISSION FOR 15-17 YEAR OLDS**

Parental permission *must* be obtained if:

- the selected respondent is a child aged 15
- the selected respondent is aged 16 or 17 and living with parents (or guardians)

Parental permission is only required verbally, however, in the same way as BCS, please write the name of the parent giving permission on the front of the contact sheet.

Permission can be obtained from other household members, if they are acting in a guardian capacity (e.g. grandparents). If parental permission is denied, you should code this as final outcome code 34 “*Selected person needed parental permission but parental permission refused*” on the ACS.

If you are unable to contact a parent to obtain permission, code this as 33 “*Selected person needed parental permission but no contact with parent*” on the ACS.

If someone other than the parent/guardian refused on behalf of child code this as code 37 “*Proxy refusal (other than by parent/guardian of young person)*”.

#### **4.7 WHEN TO GIVE THE £10 CASH**

This should be given to the respondent only **after** they have completed the interview. Note that you will need to get the respondent to acknowledge receipt of the money at the relevant place on the ACS (section H on page 5). A written signature must be obtained.

If the respondent does not complete the entire interview, use your judgement as to whether it would be appropriate to still give them the cash. If they have given you at least 20 minutes of their time, then it would probably be appropriate to still give them the cash. This would be regardless of whether they reached the point in the interview which we define as the cut-off for a useable partial interview.

Note that the money should always be given to the respondent. So if 15-17 and required parental permission, then the incentive should be given to the child (not the parent).

## SECTION 5: THE ADDRESS CONTACT SHEET

### 5.1 OVERVIEW

***IMPORTANT:** Even if you have worked on BCS, it is very important that you read through this section thoroughly as the Address Contact Sheet used on this job is different in several respects to the one used for BCS.*

There is only one version of the contact sheet on this survey. The main differences between this contact sheet and others you may have used (such as on BCS or CJS) are:

- The way you record each visit on the front page of the form
- The information you record about each refusal you get

The information we need from this contact sheet has been strictly specified so that the same information is collected across all the European countries. It is therefore very important that you do provide us with full information.

**You must return all issued Address Contact Sheets to the office. Only return an ACS once a final outcome has been reached at the address.** (See section 7 for more details about reporting and return of work).

### 5.2 ADDRESS DETAILS AND CALLS RECORD (PAGE 1)

- **Address:** The first page of the ACS provides you with the sampled address that you need to visit.
- **Serial number:** There are several components here:
  - Area code (3 digits)
  - Serial number (5 digits)
  - Screen number (this will always be 0)
  - Check number (2 digits).All of these (except screen number) will need to be keyed in to your CAPI machine at the start of the interview.
- **Selection box:** There is a selection box that you will use if you need to select either a dwelling unit or a person for the survey (see below). The 'Select' row of digits in the selection box is a randomly generated set of numbers and will vary between different addresses, to ensure that the sample is randomly selected.
- **Respondent details:** There is a space for you to write in the name and phone number of the selected respondent. In addition we would like to collect mobile telephone numbers where available (this information useful for recontacting respondents). **This should be the FULL name, including surname, of the selected respondent – and should be written very clearly. Middle initials should also be included.** Please also write parent or guardian's name here, if appropriate.
- **Interviewer details:** Please also write in your name and interviewer code.

- **Calls record:**

This is quite different to the calls records you may be used to. However, as with all calls records, you must record ALL contacts or attempts to contact the address. However, compared with usual, there is more information that we need for each attempt you make.

**Date** – day and month of call

**Day of week** – please write in

**Time** – please give us the exact time of the call using the 24 hour clock (ie 3.30 pm would be 15.30).

**Mode of visit** – please write in the appropriate code number:

**1 = Personal visit:** you made a personal visit to the respondent's home, rather than making contact by phone.

**2 = telephone:** you tried to reach the respondent by telephone.

**3 = personal visit but only intercom:** you paid a personal visit to the address, but **only** had contact with the respondent/ household through an intercom/entry-phone.

**4 = info through survey organisation:** It is possible that the introductory letter may be returned to the office because the respondent has moved house or that the respondent may telephone the office in advance to say that he / she does not want to take part in the survey. In these circumstances, the office will inform you. You should mark this on the contact form by using code 4.

**Reissue number**

This is to let us know which interviewer made which calls. The first interviewer given this address (the original interviewers) should code 0 in this column for each call they make.

If this address is then re-issued to another interviewer, the second interviewer will write 1 in this column against any calls.

If there is a further reissue, then the third interviewer will write in 2 against all their calls.

**Calls record column**

For every call made (whether or not any contact was made), we need to know what the outcome was. These are **not** final outcome codes – but instead tell us what happened at each individual call. Use the codes provided, and code the first to apply. We need to have one of these codes recorded for EVERY visit. Please write the code number into the box provided. The rest of the space is for your notes to yourself.

These codes are NOT to be reported to the office – they are solely for office use in analysis of the survey. You will report only final outcome codes in the standard way. Apart from the interview outcomes, these codes do NOT correspond to final outcome codes.

If you get a refusal or contact not resulting in an interview at any stage (whether or not you record this as a final outcome), you need to fill in a column of section J telling us information about that contact.

We only need to record this information for up to 10 calls. If more than 10 calls are made to an address, please record any information you need about the later calls on the notes page provided at Section K. However, we need to know how many calls each interviewer made, so if you are a reissue interviewer, please record the total number of calls that you made to the address at Section G.

Once you have finished with an address, please write in at the bottom of this page the total number of calls that you have made, and also the date of the final visit.

As soon as you make your first visit to the address, you should code 22 at section I (INTERIM CODE) and report this to the office.

### **5.3 ESTABLISHING ELIGIBILITY OF THE ADDRESS**

The list of addresses you have been given has been randomly selected from the Post Office Address File (PAF) which is the Post Office's list of all delivery points in England, Wales, Scotland and Northern Ireland. Most of these addresses will be private, residential addresses, but some of them may be small businesses or institutions such as shops, schools or hotels. Therefore at each address, your first task is to establish whether the address is eligible or not.

Although the Postcode Address File is reasonably accurate, there will always be a proportion of addresses that are not eligible for the survey for one reason or another. These addresses are known as **deadwood** and over the whole sample we might expect anything between 8-10% of all issued addresses to be deadwood. However, this will vary from area to area.

The correct identification of deadwood is an important part of your assignment since it directly affects your response rate. Deadwood or ineligible addresses are not included when calculating the response rate for the survey. Therefore, correct identification of deadwood is important not only for your own individual performance but it is also important in helping us achieve our 70% response target across the survey as a whole.

At Q.1 you are asked whether the address is traceable, residential and occupied. Addresses that are not traceable or that are non-residential or that are empty are all deadwood. Where you identify a deadwood address you will have to code a final outcome code at Section I of your Address Contact Sheet.

#### **Different types of deadwood and outcome codes**

- **Unable to locate address (outcome code 13)**

Some addresses may be difficult to find. This may be due to their geographical location or it may be due to the fact that the name by which the address is known locally is not the same as the address that is on your ACS. The most common examples of this tend to be addresses which have a house number (e.g. no. 2) on the Post Office Address File, but which are known locally by their house name (e.g. Rose Cottage). It may not be immediately apparent to you that Rose Cottage, The High Street and 2 The High Street are actually one and the same address.

Before you code an address as not traced (outcome code 13 at Section I) you must do all you can to track it down. You could try:

- asking local people;
- asking at a Post Office or a Sorting Office, or asking a postman;
- asking the police; or
- asking at an estate agents or a newsagents

If you yourself have difficulty finding the address, please write in directions and details of how to find it on the notes page of the ACS, in case it has to be reissued to another interviewer. Do not just write “Difficult to find”.

- **Not yet built/under constructions (outcome code 1)**

In some cases you may find an address that is not actually built yet or is only partially completed. This can occur simply because the Post Office Address File is never completely up to date. Addresses tend to be put on the PAF as soon as planning permission to build has been received and addresses have been allocated to plots. This can sometimes be many months before building work actually starts.

If you establish that an address you have has not yet been built you should code it as a final outcome of 01 at Section I.

- **Derelict/demolished (outcome code 2)**

Similarly, there can be a long time lag between houses being demolished and the address actually being taken off the PAF. Addresses that are derelict or demolished should be given a final outcome code of 02 at Section I.

- **Inaccessible (outcome code 12)**

In a few rare cases you may be unable to locate an address because it is physically inaccessible. Addresses which are cut off by flooding are one example. Another example was during the foot and mouth outbreak when whole areas of the country were essentially inaccessible for long periods of time. However, these are extremely rare cases and before you code an address as inaccessible (code 12 at Section I) you must get authorisation from the Team Leader.

- **Non-residential addresses –no private dwelling (outcome code 4)**

Having found the address, the next task is to establish if it is a private residential address or not. Most non-residential addresses are not included on the Post Office Address File that we use. However, since inclusion is based on the volume of mail a particular address receives, some non-residential addresses with a relatively low volume of mail do get included in our sample.

The most common types of non-residential addresses are fairly obvious – factories, businesses, shops, offices, schools, hospitals, churches, etc.

However, you do need to be careful of that an address which may appear non-residential does not also contain a private residence which shares the same address. For example, a shop may have a flat above it which shares the same address. In this situation the flat would be an eligible private address. Similarly, a school caretaker may live in a house in the grounds of a school, where the school and the house share the same address. In this situation the caretaker's house would be an eligible private address.

However, in both these examples, it is equally possible that the shop and the flat or the school and the house actually have slightly different addresses. For example, the shop may be 3 High Street and the flat above it may be 3A High Street. If this is the case, the two properties should be treated as completely separate addresses. You would only be interested in the exact address that was printed on your ACS.

With non-residential addresses it is always best to check with someone at the school, or in the shop, or whatever the type of establishment simply to confirm there is nobody actually living at that address. Once you have done this you should code non-residential addresses as code 04 at Section I.

- **Communal establishments (outcome code 5)**

Another type of deadwood is anything that might be classed as an institution or a communal establishment. Examples include nursing or residential care homes, hotels, hostels, NHS nursing accommodation, college halls of residence, etc). Although these types of addresses might be thought of as residential, we are only interested in private residential addresses.

You must be aware of how to distinguish a communal establishment from a private residential establishment. In some cases the distinction between the two can be subtle. Three examples illustrate the potential difficulties:

- While residential care homes for the elderly are usually classed as communal establishments, sheltered accommodation for the elderly would normally be considered private residential addresses (even where there is a warden).
- While most hostel type establishments are usually classed as communal establishments, bed sits would normally be considered private residential addresses.
- While army barracks are usually classified as communal establishments, private residences located on an army base would normally be considered private residential addresses.

In making these distinctions you should always try to think in terms of how people actually live at an address and the extent to which people live independently. Communal living is generally taken to be situations where people share meals together and also share communal living space. Where there is a degree of independent living with people generally cooking for themselves and having their own living space this is generally regarded as private residential.

Any address that you establish as a communal establishment should be coded as code 05 at Section I.

- **Vacant or empty (outcome code 3)**

There are some situations where an address meets the criteria of a private residential address but is not actually occupied. These are probably the most difficult type of addresses to establish positively as deadwood because it is often difficult to make contact with anyone. It can therefore be difficult to establish whether the property is actually empty or whether the occupants are simply extremely difficult to get hold of.

Addresses should not be classed as empty or unoccupied just because you can never get hold of anyone or because you have been told that the occupiers are away for the whole of the field period.

Either the property must be obviously empty or vacant (e.g. boarded up council flats, properties with no furniture or no sign of occupation) or you must establish from some other source that no-one is living there. Therefore, if you are having difficulty in contacting anyone at an address you should ALWAYS try neighbours to ask whether anyone is living at an address or not. Only once you have definitely established that the accommodation is empty or unoccupied, should you code it as code 03 at Section I.

If after 5 or more calls you have failed to establish contact or gather any other information from neighbours and you remain unsure about the status of the address you should code the outcome as a non-contact at Section I.

- **Second home/holiday home (outcome code 6)**

Second homes and holiday homes are another type of residential property that is not eligible for the survey. Again, the main problem with second homes is that it may be difficult to actually make contact with anyone at the address if they are only there occasionally. Therefore, you should always try to check with neighbours wherever possible.

If you establish (from checking with neighbours) that addresses are second homes or holiday homes these should be coded as code 6 at Section I.

For most people identifying what is their second or holiday home is easy. However, in a few rare cases a person may be unsure which of their residences should count as their main address and which should count as their second home. If this is the case, you should ask them to think about which address they live at for most of the year. For people who have two residences, this means that the one they live at for more than 6 months of the year would generally be regarded as their main address. If they live at an address for less than six months of the year it will probably be a second home.

There are two points worth noting about second homes:

- If a household has another property outside the UK, which they regard as their main home, but the address is their only or main home in the UK, it is eligible for the survey.
- In applying the six month rule, remember to allow for people who may have moved in less than 6 months ago. They are eligible as long as that is now their only or main address.
- **Other ineligible (outcome code 10)**

If you come across an address that you believe is deadwood but does not fit into any of the other outcome codes, you should code it as code 10 at Section I. This code should only be used as a last resort.

One type of situation that can cause confusion is squats. For the purpose of the survey squats are considered to be private residences and those living in 'squats' are eligible for the survey if it is their only or main home, regardless of how long they have been there.

## 5.4 DWELLING UNITS AND SELECTION OF DWELLING UNITS

Having established that an address is eligible for the survey the next stage is to establish the number of dwelling units (DUs) at the address.

### What is a dwelling unit?

A dwelling unit is a **structurally separate** accommodation unit. By this we mean, for example, a self-contained flat, a bed sit, or even a house. Probably the easiest way to determine a dwelling unit is to establish whether there are separate properties which have their own lockable front door, or their own letter boxes, or their own bells but which **share the same address**.

In the vast majority of cases there will only be one dwelling unit at an address. In fact, over the whole of England and Wales probably in excess of 98% of addresses that we issue are single dwelling units. So, finding more than one dwelling unit at an address should be a very rare occurrence –although, of course, they do tend to be concentrated in certain types of area.

The most common two examples of multi-dwelling units you are likely to come across are houses that have been sub-divided into flats and houses that have been sub-divided into bed sits. The key to establishing whether it is a single or multi-dwelling unit is to compare what you find on the ground with what is actually printed on your Address Contact Sheet.

For example, your ACS may have the address 33 High Street pre-printed on it. When you get to this address you may find that it has actually been sub-divided into 3 separate flats – Flat 1 33 High Street, Flat 2 33 High Street and Flat 3 33 High Street. If this scenario arises you will need to do a random selection procedure to select one flat you are going to interview at.

This situation most commonly arises because the Post Office Address File has not been updated to take account of the sub-division of a property into flats. If PAF had been updated, there would be no need for you to select a particular flat because the address pre-printed on your ACS would be clear –for example, it might be Flat 2 33 High Street.

Sub-divided flats are usually quite easy to separate out into dwelling units because they are entirely self-contained. Bed sits are sometimes slightly tricky because they may well not be entirely self-contained, but could share a bathroom or kitchen. However, if each unit has its own front door into its accommodation then each will count as a separate dwelling unit.

## Selecting a Dwelling Unit

When you come across an address that conceals more than one dwelling unit you will need to randomly select one for the survey. In most cases there will just be one dwelling unit and you will be able to code this at Q2 on your ACS and skip to Q4.

Where there is more than one dwelling unit you follow a simple process, following the instructions on the Address Contact Sheet.

At Q3a on page 2 of the ACS make a list of all eligible dwelling units (do not include any that are definitely unoccupied). List dwellings in flat or room number order (e.g. Flat A, Flat B etc), or if there is no numbering scheme, list them from bottom to top of building, left to right, front to back.

In the example below there are four flats at the address which have been listed from bottom to top.

<b>OCCUPIED UNIT</b>	<b>DWELLING NO</b>
<i>Basement flat</i>	<b>1</b>
<i>Ground floor flat</i>	<b>2</b>
<i>First floor flat</i>	<b>3</b>
<i>Second floor flat</i>	<b>4</b>
	<b>5</b>
	<b>6</b>

Having listed all dwelling units, you need to select one at random. This is done using the Selection Box on the front page of your ACS.

If you look at this Box you will see that the top line is labelled “NUMBER OF DUs/PEOPLE” and the line below is labelled “SELECT”. Find the number of dwelling units you have listed in the “NO. OF DUs/PEOPLE” row, and use the “SELECT” number beneath it to tell you which one to choose.

<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>No. of Dus/people</b>
1	2	1	4	3	2	6	4	2	10	5	<b>SELECT</b>

In the example above, go along the top row until you come to the number of dwelling units you have found at the address (4). The number underneath shows the number of the dwelling unit you should select. In this example it is dwelling unit number 1, the basement flat. Thus, you would select the basement flat and ring the DU Number 01 in the grid and enter this number in the boxes at Q3b.

Having selected a dwelling unit, please also record in the box provided details of exactly which dwelling this is. If we need to send another interviewer to re-contact this dwelling, it is important that they go to the same one as you. For example, the entrance to the basement flat may actually be around the back of the property.

## 5.5 SELECTING A RESPONDENT FOR INTERVIEW

Generally a dwelling unit will contain just one household. If you find a dwelling unit that consists of more than one household, please contact the research team for advice on which household to select for interview. For reference, the definition of a household is as follows:

*One person or a group of people who have the accommodation as their only or main residence AND (for a group) **either** share at least one meal a day **or** share the living accommodation, that is, a living room or sitting room.*

Assuming there is only one dwelling unit and household at the address, once you have made contact with someone at the address and explained why you are calling, you may need to randomly select one adult for interview. The only situation where you would not have to do a person selection is where there is only one adult living in the household. This selection will be done in a very similar way to the dwelling unit selection described above.

At Q6a you will have to list all adults aged 15 or more living in the household. **Make sure that you stress the definition of adult and ensure that people aged 15-20 are included in this list.** Sometimes if you are asking a parent about the ‘adults’ in a household they will not include their teenage children of 15, 16 or 17 because they don’t think of them as adults

In the vast majority of cases the decision about who actually lives in a household or not is extremely straightforward and can be established quickly. However, in some cases there may be some doubt about who to include in the household and who to exclude.

Examples of who to include and exclude from the household are given on the ACS. The most common situations that you might come across are as follows:

- People who normally live at an address but who are temporarily away, for example on work. If they are likely to be away continuously for more than 6 months they should **not** be included in the household. However, if they are away for less than 6 months they should be included in the household.
- People who only live at an address for part of the week should be included in the household, so long as they regard it as their main address. If they do not regard it as their main address, they would not be included.
- Boarders or lodgers who live as part of the household (i.e. they share at least one meal a day or share living accommodation) should be included in the household. If, however, they live independently they should be excluded because they would form a household in their own right.
- People who live away to study at university or college but who come home for holidays should be excluded from the household. It is especially important to watch for this during university holidays, when students may well be living temporarily at an address that is not their main residence.

Having established with the respondent who actually lives in the household you should list them in alphabetical order according to first name. If there are two people in the household with the same first name, list them in order of age with the eldest first.

Make sure that you write in 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.

You should always take the names that are given to you, including shortened names or nicknames. Therefore, if you are told someone is called 'Robert', but you later find out they are known as 'Bob' or someone is called 'Betty' and you later find out their proper name is 'Elizabeth' this does not matter. You should not go back and change the order of the names on your ACS because of information that comes to light later.

The only situation where you should re-do the selection is if you have made a genuine error (e.g. you find out you have omitted someone that you should have included).

If you are unsure about the spelling of names it is a good idea to write them down on a piece of paper first before trying to put them on the ACS. This is often useful with Asian or other households who may have names that are unfamiliar to you.

If someone is unwilling to give you the names of people in the household you may ask them for only the initial letters of the names. However, this is a last resort option and should only be used where the alternative is getting no information from the person you are speaking to. If you make a selection and only obtain the selected respondent's initial it makes it very difficult for an interviewer who has to go back to the address at a reissue stage.

Once you have established who lives in the household and listed everyone alphabetically at C6a you should use the Selection Box on the front page of the ACS in exactly the same way as described for the Dwelling Unit selection. In other words, go along the "NO. OF DUs/PEOPLE" row until you come to the total number of adults in the household. Directly below is the number of the person you should select for interview.

If the person you select for interview is aged 15, 16 or 17 and living with their parents or guardians, you must obtain parental permission before carrying out the interview. You also need to record this information at Q9 on the ACS. See Section 4.6 for more details on the procedures for gaining parental permission.

### **Example of selecting a person for interview**

When you make contact at the basement flat, you find that a family live there – a couple and their two children. One of the children is 17, and so is also eligible for the survey. The other child is just 14, and so is not eligible.

You need to select one of the three adults for interview. You write the first name or initial of the three adults in alphabetical order in the grid at C5a:

<b>FIRST NAME OR INITIAL</b>	<b>PERSON NO.</b>
<i>Sally</i>	<b>1</b>
<i>Sarah</i>	<b>2</b>
<i>Tom</i>	<b>3</b>

	<b>4</b>
	<b>5</b>
	<b>6</b>

Then look at the selection box on the front page.

<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>No. of Dus/people</b>
1	2	1	4	3	2	6	4	2	10	5	<b>SELECT</b>

Go along the top row until you come to the number of adults in the household, in this case 3. The number underneath shows you the number of the person you should select, namely person number 2. So, Sarah is the person that you need to interview. If Sarah is the 17-year-old daughter, you will first need to ask one of her parents for permission.

Having selected a respondent for interview, copy their full name (i.e. including surname and not just initials) into the box on the front of the ACS. The purpose of putting this on the front page is to make it easier for you if you make an appointment and have to visit the household again, and to make it easier for office staff to check that the name and address details are complete. Please ensure that this is written legibly – you will be asked to send details back later with the interview.

Having selected an adult for interview, no proxies or substitutes are allowed under ANY CIRCUMSTANCES. The selected person is the only person you can interview. This is true even where:

- The selected person may actually be unable to do the interview because of illness or learning difficulties;
- The selected person may be away for the whole of your assignment;
- The selected person does not have adequate English to complete the interview;  
or
- The selected person does not want to be interviewed, but someone else in the household is willing to be interviewed.

## **5.6 PARENTAL PERMISSION (SECTION F, PAGE 4)**

As noted in 4.6, parental permission should be sought if selected respondent is aged 15, 16 or 17 and living with parent(s)/guardian(s)

Please ensure that you get consent **before** starting the interview with the child and record the fact that you have got consent at Section F. Write in name of parent/ guardian giving consent on front of ACS.

## **5.7 RE-ISSUE INFORMATION**

If you are an interviewer doing re-issues, please record details at Section G on page 5. This is just to record the total number of calls that you make at an address, and the date of your final visit.

You must also fill in the call record on the front page (up to the 10<sup>th</sup> call).

## **5.8 INCENTIVE RECEIPT**

When you hand over the £10, you must get a signed receipt for this. Fill in the details at Section H, and get the respondent to sign in the box.

## **5.9 FINAL OUTCOME CODES (SECTION I page 6)**

At section I of the Address Contact Sheet you must record the final Outcome Code for that address. We are using the standardised codes, so hopefully these codes will be familiar to most of you.

As soon as you make your first visit to the address, code 22 (this is an interim code to show that an address is being worked). You must report this code electronically to the office.

### ***Deadwood codes (1-10)***

These are standard deadwood codes as described earlier.

### ***\*\*Unknown eligibility codes (11-13)***

These codes are also discussed above. Codes 11 and 12 (address not attempted or inaccessible) should only be used with office approval. Before coding 13 (unable to locate address), please make every effort to track down the sampled address.

### ***No contact***

These codes cover situations where you are unable to make contact either with anyone at all at the address, or with the selected person. You must make at least 5 calls at the address at different times of day and different days of the week before using these codes.

### ***Refusals***

These codes cover various refusals. For every refusal coded here, you must also record the details at section J.

### ***Other unproductive codes***

Covers other reasons why no interview was achieved. If the respondent has inadequate English and no interpreter is available, please record, wherever possible the language they spoke.

If the respondent is away temporarily please give details of when they are due back, as it may be possible to reissue this to another interviewer.

### ***Full and partial interviews (51 and 52)***

A usable partial interview is one where respondents complete up to and including QF30 (the trade union question).

If you get a partial interview that is not up to this point, please use outcome code 38 (refusal during interview).

## **5.10 SECTION J – DETAILS OF REFUSALS/ CONTACTS NOT RESULTING IN INTERVIEWS**

For **every** refusal or contact you get not resulting in an interview (whether or not you code this as the final outcome) you need to record some details at section J. Please give, as far as possible, the reason for the refusal or the contact not becoming an interview. You can give more than one reason at R1.

We would also like some information about the selected respondent. If you haven't selected the respondent, please use code 5 at R2 and R3, and code 3 at R4.

### ***Notes page***

On page 8 there is a notes page. If you do not manage to get an interview, please enter at section J as much information as possible about why e.g. reasons for refusal, in order to help an interviewer who may be re-issued with the same address. Please also enter further details of the reason for other types of non-response, such as non-contact. For example, if you are unable to get an interview because the selected respondent is away in hospital or on business, enter the date they are expected to return. If you are working on a re-issued address that you really think should not have been re-issued and you think it would be inappropriate to return, call your area office to discuss it.

## **5.11 AREA OBSERVATIONS**

These observations are to be made whether or not you get an interview, and whether or not you contact anyone at the address. The only times you will **not** need to complete this page is if the address is not traced, not built, derelict, business or institutional.

The questions are quite straightforward, but do rely on your subjective opinion.

## SECTION 6: THE QUESTIONNAIRE

### 6.1 PRACTICE INTERVIEWS

It is vital that you conduct at least two practice interviews before beginning your assignment – **taking note of all the points in the instructions below.** You have been given 4 scenarios of imaginary respondents in APPENDIX A. Please use these when completing practice interviews, as this will give you a better understanding of the questionnaire and how it works.

To do the practice interviews, you can enter the serial numbers and check digits from any of your , however be careful to make sure you code that you are completing a **practice** interview, not a real one.

### 6.2 OVERVIEW OF THE QUESTIONNAIRE

The questionnaire consists of a number of different modules which are asked of all respondents. Section I of the questionnaire contains some repeat measures of questions asked earlier in the interview. In some cases these are identical repetitions, and in some cases they have been modified slightly as part of an experiment. These test questions are an important part of our quality control measures. An introduction at the start of this section of the questionnaire explains the reasons for this repetition. It is important that this is always read to respondents.

#### LAYOUT OF THE INTERVIEW QUESTIONNAIRE

A1 –A10	Media; social trust
B1 – B50	Politics, including: political interest, efficacy, trust, electoral and other forms of participation, party allegiance, socio-political evaluations/ orientations
C1 – C28	Subjective well-being and social exclusion; religion; perceived discrimination; national and ethnic identity
D1 – D30	Rotating Module – Health and care seeking. Health, medicine and doctor / patient relations
E1 – E30	Rotating Module – Economic Morality. Trust and interactions between producers and consumers

F1 – F70b	Socio-demographic profile, including: Household composition, sex, age, type of area, Education & occupation details of respondent, partner, parents, union membership, household income, marital status	
G1-G124	Rotating Module – Family, work and well-being, work-life balance	
Section H	Human values scale	These questions will be asked as part of the interview questionnaire.
Section I	Test questions	
Section J	Interviewer questions	

Show cards should be used at all times on this survey, and the screen should never be shown.

The next few sections take you through each section of the questionnaire in turn. Additional notes on individual questions can be found as footnotes on the paper version of the questionnaire which you were given during the face-to-face briefing.

The question name or variable which will appear above each question on the questionnaire is listed in italics on the left of the page.

### ***MEDIA USE***

A1-A4        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’.

### ***VOTING BEHAVIOUR***

B11            If respondents answer that they did participate in the election, but deliberately ‘spoilt’ their ballot paper or left it blank, record this as ‘No’ (code 2).

### ***HOUSEHOLD GRID***

F1              For samples of addresses and households: 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 on the contact form. 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 F1
- DO make a note on your dayrec.

F6a This question asks those with any qualifications in which one field or subject is their highest qualification is in.

Respondents who are still at school and do not have qualifications will not be asked this question. If they have more than one qualification at their highest level in a different subject then they should be coded as 01 at this question.

Below is some clarification for the categories on the showcard. Where no guidance is given respondents should be reminded that there is no right or wrong answer and instructed to choose the category they think best matches their highest qualification.

**Category 07** ‘Science, mathematics, computing, etc’ includes the natural sciences eg Biology / Chemistry.

**Category 10** ‘Social and behavioural studies, public administration, media, culture, sport and leisure studies, etc’ includes the behavioural sciences such as Psychology, Political Science, Sociology and other Social Sciences. Sport and Leisure activities includes leisure and tourism qualifications, qualifications for working in hotels etc

#### ***YEARS OF FULL-TIME EDUCATION***

F7 Full-time education refers to the period of full-time continuous education which spans school and any other full-time education undertaken after school, but excluding vocational training which is not school based. Exclude things such as Gap years from the calculation.

#### ***ECONOMIC ACTIVITY***

The respondent may well choose several types of economic activity undertaken in the last seven days. If so, all of them should be coded at F8a. At F8c, 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 CAPI program will then compute the respondent's main activity.

The following notes explain the categories at F8a /F8c 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, (not paid for by employer), even if on vacation**

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 full-time 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** 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** 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.
- 07 **Doing housework, looking after children or other persons** 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.
- 08 **Other** 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.

F12 The next few questions ask about the respondent's main job (where applicable). This could be their current job, or their last job, if they are currently out of work. The CAPI program 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.

F22-F24 We wish to collect occupational details of almost all respondents, excluding only those who have never had a job.

Ask everyone else about their current or last job. Please probe fully for all relevant details; if any are missing, we may be unable to code occupation and industry accurately. For example, there are many different types of engineer and each has its own code. You must therefore probe for the full job title as well as the exact type of engineering performed.

### ***ECONOMIC ACTIVITY OF PARTNER***

F37a/ F37c See Economic Activity above for details of codes and probing.

### ***HOUSEHOLD INCOME***

F32 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 the current level of income or earnings or, if that is not 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.

### ***FAMILY, WORK AND WELL-BEING***

G15 ‘The amount of time spent on paid work’ includes any time spent doing paid work whether at a workplace, at home or somewhere else.

G22

G29 If housework is performed in areas that are shared between the home AND work (eg cleaning the backyard on a farm) then this should be included. Exclude work in areas used exclusively for work (eg maintenance of farm machinery) in all cases.

Include ONLY time spent by household members NOT by cleaners and paid housekeepers.

G117 Include ALL paid jobs with or without a formal written contract. Also include paid apprenticeships.

G121 Include all time when the sole or main reason for being at home full-time was caring for their child(ren).

G123 Include all time when the sole or main reason for working part-time rather than full-time was caring for their child(ren).

### ***INTERVIEWER QUESTIONS (SECTION J)***

Your answers to these questions help to give us an idea of how the interview went, and how the respondent reacted to the experience.

## **SECTION 7: REPORTING, RETURN OF WORK & PAYMENT**

### **7.1 Results Summary Sheet**

In your workpack you should find a Results Summary Sheet. This document is for you to record the final outcome that you achieve at each address and the date these were reported electronically, and the date you completed and sent the observation questions for each address. You should also record the date the Address Contact Sheet was posted to the Manchester Area Office. It can also be used to make note of any comments you may have about each address.

We need you to keep this form at home in a safe place as the Area Office may need to ask you for information about your addresses. It is not a form to be sent to the Area Office.

### **7.2 Electronic Reporting**

Electronic reporting is a process that must be done whenever a final outcome for an address has been achieved (this will probably be at the end of every day you work on this survey) and **MUST** be done for **EVERY** address visited.

Please see BCS instructions for details on 'normal' electronic reporting.

On this survey you will also be required to report an Interim Code 22 as soon as you have made a visit at an address, whether or not contact was made, so that we are able to keep track of the proportion of addresses that are 'in progress'.

(NB. this is similar to the use of interim code 2 on the recent LSYPE job which you may have worked on).

The CAPI name you need to use for your electronic reports is **ESSMAIN**.

### **7.3 Return of Work**

All CAPI questionnaires should be returned as usual via your modem, overnight. It is **VITAL** that you also complete a dayrec, including how many hours you have worked that day. A dayrec should be completed each time you work on the survey, even if you have not completed any interviews but spent all your day trying to make contact at the addresses (this is also true if you have been working on re-issues).

Each time you achieve a final outcome at an address, you must send back an electronic report of that final outcome (and any respondent details for any interviews completed) for that address.

Please return the paper Address Contact Sheets when a final outcome has been achieved. The Address Contact Sheets, along with a return slip, need to be returned to Head Office in the prepaid envelopes provided. Before returning contact sheets, please check the final outcome details have been noted on your Results Summary Sheet (NB. This document should not be returned to your Area Office).

When you return your final contact sheets, please include the final sheet to indicate that you have returned all your contact sheets and your assignment is completed.

PLEASE KEEP HOLD OF ALL OTHER FIELDWORK DOCUMENTS, AS YOU MAY NEED TO USE THEM ON REISSUES.

#### 7.4 PAYMENT

This survey is Payment by Results and is PAID ELECTRONICALLY.

In principle it works in exactly the same way as any other electronic pay survey; the main difference being that there are more items that you need to claim on your Electronic Expenses Claims form. Please see the relevant pay chart in your workpack.

*What will be calculated automatically, and what should I claim?*

<b>Calculated automatically:</b>
Interview fees
Subsistence
Cover fees

<b>To be claimed:</b>
Mileage expenses
Electronic reporting fee
Additional expenses (e.g. parking)
Extra travel time



<b>Item/Category:</b>
Mileage
Other fee
Post, Parking, Phone, Other
Ex T/Time
Brief fee

Some new items/categories have been added to your expense claim form to enable you to claim for different fees/expense correctly (see above). Please be very careful to ensure the correct “item” is selected when making an electronic claim and remember that the claim will not be passed without a short but clear explanation of what the claim is for.

**Cover fees** are calculated automatically when we have received your electronic report for the contact sheet/serial number. It is therefore essential that you keep up to date with your reporting, or your payment of cover fees will be delayed.

**Interview fees** are calculated automatically when the interview has been received at BMRB.

**Subsistence** is calculated when your dayrec has been received stating how many days you have worked.

*PLEASE NOTE* – You **MUST** complete your DAYREC accurately, with special regard to the hours/days worked. If this is not correct, your subsistence allowance will also be incorrect and you are likely to experience problems/delays in payment for this survey.

**Remember.....**

On each occasion that you electronically report a set of final outcomes and the, you may claim a fee (see paychart in your pack).

If you have any queries regarding electronic pay on Random Probability surveys, please call your Team Leader or speak to Louise Gray in the Manchester office.

**Confirmation of Pay-run**

All work completed and received by us before Thursday 30<sup>th</sup> September will be paid on Monday 11<sup>th</sup> October.

All work completed and received by us before Thursday 28<sup>th</sup> October will be paid on Wednesday 10<sup>th</sup> November.

Work received on or after Thursday 28<sup>th</sup> October will be paid on Friday 10<sup>th</sup> December

**MANY THANKS & GOOD LUCK**

## **APPENDIX A: questionnaire scenarios (for practice)**

### **Respondent 1**

- A 42 year old male, in full-time work, divorced, living with a partner who also works full-time, and her 2 children.

### **Respondent 2**

- A 15 year old girl living with her mother, and studying for her GCSEs at school.

### **Respondent 3**

- A 65 year old male, a widow living alone. He has recently retired, but was previously self-employed.

### **Respondent 4**

- A 27 year old female, living with her husband and young child. She is currently not working, to look after her child, and her husband is working full-time.

## APPENDIX B: Selection grid for 13+ DUs or eligible persons

(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:</b> (cont.)	<b>SELECT NUMBER:</b> (cont.)
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

## The Health Families and Lifestyles Survey - 45102321

### Avoiding Refusals

Outlined below are some key things to consider when trying to avoid refusals on this survey:

- **Allow people time to check your credentials and that of BMRB** – very few people will have heard of BMRB (as opposed to a well recognised government department, for example). The leaflet gives them further information on BMRB and numbers to call to check these details.
- **Give respondents as much information as possible** – some people refuse purely because they don't know enough about the survey and why it is being carried out. It may help to mention that the survey is being centrally directed by City University and funded by the Economic and Social Research Council (E.S.R.C.). The information will be used by academics and government to help understand what people in the UK think about important social issues, and to help paint a picture of how the UK compares to other European countries.
- **Tailor the questionnaire topics to meet individual interests** – the questionnaire covers a vast range of topics to suit a variety of interests. Use your best judgement on the doorstep to see what part of the survey could interest them. This may be dependent on the area that you are working in. Topics likely to be of particular interest include health and medicine, and work and family life.
- **Remember that similar surveys are happening in twenty other European countries** – this will not be of interest to everyone, but can help persuade some people to take part. Again, you will need to use your judgement on the doorstep.
- **Their view is important** – some people do not see the point of taking part as it won't make a difference. If possible highlight that we need their views and experiences in order to get a truly representative picture of people in **their area**.
- **Re-assure them on the confidentiality of the survey** – everything that they say will be treated in the strictest confidence and will be used for research purposes only. Their name and contact details will not be passed onto any other organisation and will be kept separately from the results.
- **Incentive** – make sure that people are aware of the **£10** incentive offered for their participation in the survey.

Overall a key way of avoiding refusals is to be as accommodating as possible. **It is up to you to fit in with the selected person, not the other way round.** Most refusals to the survey are entirely circumstantial –you have called when the person is busy, you have called when the person is about to go out, you have called just when the person is having a bad day. You must be sensitive at all times to the possibility of a refusal. If you sense the person is about to refuse it is far better to withdraw and try again at a later time. Once a person has directly refused to take part in the survey the chances of getting them to change their mind becomes a lot harder.

Points to remember in trying to persuade a respondent:

- **Never rush people or make them feel uncomfortable in any way.** No matter how pressed for time you may be, it is your job to establish your credentials and answer any questions or concerns the person may have.
- **Always know when to retreat.** If someone is obviously busy or harassed then acknowledge this fact and say you will call back at a more convenient time. If someone remains reluctant or suspicious leave them with copies of the letter or a Calling Card and encourage them to call one of the numbers to verify who you are. Say you will call back once they have had a chance to think about it.
- **Always be prepared to offer people an appointment which is suitable for them.** Suggestions on how to arrange appointments are covered in the next section. If someone is likely to be away during the period you are working, we should still be able to interview them during the re-issue period.
- **Always be open with people.** You have nothing to hide. If people are interested in why you are doing the selection procedure and how you do it, let them see your Address Contact Sheet and take them through the process as you do it.

At the end of the day your job is to be as persuasive as possible, while at the same time staying within the boundaries under which market research operates. Therefore, the balance you have to get is one where you come across as persuasive, but not pushy. Although we can provide briefings and information and instructions to help you out, there is no real substitute for experience.