1. Content of your pack

**Briefing pack**
- 1 x interviewers’ instructions
- 1 x briefing slides
- 1 x paper copy of the questionnaire
- 1 x contact sheet
- 1 x pack of neighbourhood statistics pictures
- 1 x language card
- 1 x generic advance letter (country specific)
- 1 x leaflet (country specific)
- 1 x red booklet

**Fieldwork pack**
- 20 x contact sheet
- Area map
- 20 x envelopes - each with an advance letter, a leaflet and a voucher
- 1 x laminated copy of the letter
- 1 x showcards (country specific)
- 10 x generic letter
- 10 x leaflet
- 10 x calling cards
- Basic field admin materials
2. Background

The European Social Survey (the ESS) is a pan-European survey. The ESS collects information on people’s attitudes, beliefs and behaviour patterns in many European countries. The following countries will be participating in the fifth round of fieldwork:

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<th>Country</th>
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<tbody>
<tr>
<td>Austria</td>
<td>Germany</td>
<td>Romania*</td>
</tr>
<tr>
<td>Belgium</td>
<td>Hungary</td>
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<td>Bulgaria</td>
<td>Israel</td>
<td>Slovakia</td>
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<td>Croatia</td>
<td>Latvia*</td>
<td>Slovenia</td>
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<tr>
<td>Cyprus</td>
<td>Lithuania</td>
<td>Spain*</td>
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<tr>
<td>Czech Republic</td>
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<td>Denmark</td>
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<td>Finland</td>
<td>Portugal</td>
<td>Ukraine*</td>
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<td>France</td>
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* participation possible but not formally confirmed at time of writing.

The ESS is a biennial time series. It is designed to measure contemporary social attitudes and how they change over time. Subjects covered in the questionnaire include participation in society, religious and political beliefs, views about work as well as attitudes towards the police and courts.

The data gathered in Rounds 1-4 have been 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. In fact, as of May 2010, there were almost 31,800 registered users of the ESS data. The highest number of users is in Germany, the UK and Belgium.

The data are also contributions to social history, and will allow analysts in the future to discover what people thought and felt about the major social issues of the day. 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 can now make detailed comparisons between individual countries (or groups of countries) on a wide range of social issues.

Another factor which makes 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 employs the highest standards in its approach to sample design, response rates, questionnaire design, fieldwork procedures and so forth across all the participating countries.

Funding for central coordination for the first four rounds of the project was provided by the European Commission (EC). Funding for the central coordination of the fifth round is being provided by a consortium including the EC along with research councils and/or research ministries in the UK, Germany, Sweden, Switzerland, the Netherlands, Finland, Norway and Austria. The European Science Foundation (ESF) also provides support. The fieldwork and National Coordination costs in the UK are funded by the Economic and Social Research Council.
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 most of the questions are attitudinal, there is no need for respondents to look up documents, check facts and so on.

The survey consists of two elements - an interview questionnaire conducted by CAPI and a supplementary questionnaire, which will carry on from the main interview. The supplement 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.

3. The sample

<table>
<thead>
<tr>
<th>Sample</th>
<th>Postcode Address File (PAF)</th>
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<tbody>
<tr>
<td>Number of sampling points</td>
<td>232</td>
</tr>
<tr>
<td>Number of address per sample point</td>
<td>20</td>
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</table>

This is a pre-selected survey, and you will need to select and interview one individual per household. Strict random selection is crucial, as it ensures the representativeness of the survey data. Once a dwelling unit/household/individual has been selected, under no circumstances can they be substituted.

4. Overview of procedures

In summary, the survey involves the following procedures:

a) Dispatching an advance letter to each address;

b) Notifying the police that you are working in the area;

c) Visiting all issued addresses, making contact at all of them - You must make at least 6 visits to the address. Of these calls, you must make at least one evening and one weekend, plus one further evening / weekend call.

d) Where there is more than one dwelling unit at an address, selecting one at random using the Kish table on the contact sheet;

e) Where there is more than one household at the (selected) dwelling unit, selecting one at random using the Kish table on the contact sheet;

f) Where there are more than one eligible members of the household (residents 15+) at the (selected) household, select one individual using Kish.

You must fill in the contact sheet and do e-progress for EVERY SINGLE CALL you make at each address.
5. Contact procedures

Advance letter

With each envelope, there is a letter, a leaflet and a £5 voucher. Please post it to EACH address before your first visit.

<table>
<thead>
<tr>
<th>Tips</th>
<th>Why?</th>
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<tbody>
<tr>
<td>Do <strong>write your name on the letter</strong> before you post it</td>
<td>Interviewers working on similar surveys told us that adding a bit of a personal touch really helps, as you can say on the door: ‘My name is _____. I sent you a letter a few days ago…’</td>
</tr>
<tr>
<td>Do <strong>not</strong> give them your number at this stage</td>
<td>It’s much easier to say ‘no’ to a survey over the phone compared to face-to-face. Do not give them the opportunity!</td>
</tr>
<tr>
<td>You <strong>must</strong> send the £5 voucher together with the advance letter, instead of giving it to respondent face-to-face</td>
<td>Even though this will vary from a case by case basis, we know that ‘unconditional’ incentives work better than ‘conditional’ incentives overall. After receiving the voucher, people may be ‘guilty’ for not doing something in return. However, if you ask them whether they are happy to give up an hour for £5, the majority will probably think it will not be worth it (and it makes it easier for them to say ‘no’).</td>
</tr>
<tr>
<td>Do <strong>stagger your mailing</strong> to correspond with your planned schedule</td>
<td>In general, it is a good idea to post the letter so it arrives two days before you plan to make your first visit. It’s more likely that respondents will remember receiving the letter</td>
</tr>
</tbody>
</table>

Making contact

You must attempt to make contact at every address in your assignment except those notified to you as office refusals. You must make a **personal visit on a minimum of 6 occasions**, at different times of the day across a minimum period of three weeks before you classify the address/household/individual as unproductive. Of these calls, there must be at least one evening and one weekend call, plus one further evening/weekend call.
Important: For office refusals, you do not need to make contact with the respondent, though you’ll still need to visit the address once and complete the neighbourhood characteristic questions.

<table>
<thead>
<tr>
<th>Tips</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>If respondents claim they haven’t seen the voucher, do not offer to send a new one.</td>
<td>Replacement vouchers will only be issued by the Head Office under exceptional circumstances.</td>
</tr>
</tbody>
</table>
| Have copies of the generic letter (without mentions of the incentive) and the leaflet with you | They are very useful as ‘doorstep’ props when you are introducing yourself and the survey on the day.  
Also, many people would not have seen the letter before your visit, either because they have not opened their mail or someone else has opened it instead.  
We can do little about this, except ask the person who opens the door to pass the advance/generic letter to the selected person in the household. |
| If the selected person has not received or does not remember receiving the letter or if he/she has lost it, you must leave a copy of the generic letter behind | It is important to do this in case the respondent wishes to contact the office after you have left.  
Also, we need to convey to respondents that the ESS is in line with European laws and directives on data protection. |

Data Protection

To ensure that the ESS is in line with European laws and directives on data protection, the following points need to be conveyed to respondents – whether in written or oral form.

- Participation in the survey is voluntary

- All answers will be treated in strict confidence in accordance with the Data Protection Act 1998.

- Respondents will not receive any ‘junk mail’ as a result of taking part. We do not pass addresses on to other organisations for commercial purposes. This information is also stressed in the survey leaflet and advance letter.

- The data will be stored at and made available from the Norwegian Social Science Data Services (NSD), and will be released for statistical purposes only.
• NSD takes all necessary steps to make it impossible for any user to directly identify any of the individuals who supplied the data.

Interviewing 15-17 year olds – Parental consent required

The lower age limit for eligibility for the survey is 15 years old. 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 should only be carried out with someone aged 15+. If a person aged 15-17 is selected, obtain permission from a parent or guardian before interviewing and get them to sign A22 in the contact sheet. Only interview a young person under 18 if there is an adult present in the house (if they live with an adult).

6. Maximising response rates

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 whilst you’re 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.

The average interview length is just under an hour. The length will vary by the characteristics of the respondent. For example, the questionnaire is somewhat shorter for those not in paid work. Those living with a spouse or partner and who are also in work will probably have the longest interviews. Please allow enough time between appointments.

Please also remember the following points:

• Call your Region Coordinator 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 contact sheet for deadwood / not valid addresses (vacant premises, etc.) to the Borough Office as soon as possible. We need to know what deadwood / non valid addresses there are as early as possible in the fieldwork period;

• For refusals: complete the contact sheet (entering Don’t Know for any information that you do not have) and return it to the Borough Office. Depending on the
- If you select a person for interview who proves hard to contact, breaks an appointment, etc. complete the contact sheet after 6 calls (entering Don't Know for any information that you do not have) and return it to the Borough Office.

- You must complete the Neighbourhood Characteristics Questions unless it is not possible to do so, e.g. if the address has been demolished.

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 letter with each respondent after the interview, in case he/she has any queries after you have left and wishes to contact Ipsos MORI.

We have included below some tips on how you can maximise response rates for this survey.

**Biggest tip: Do not call it the ‘European Social Survey’!**

From research we have carried out, we know that the majority of British people feel indifferent towards Europe and European issues (and some are anti-Europe). As the following chart shows, Europe is simply not a ‘top of mind’ issue for most people nowadays. This is supported by the experience of interviewers who worked on previous rounds and the pilot.

![Europe is not a top of mind issue for most British people](chart.png)

What do you see as the most/other important issues facing Britain today?

When introducing the survey to respondents on the doorstep, please introduce the survey as the ‘Living in England/Wales/Scotland/Northern Ireland Today Survey’, rather than the European Social Survey. The focus on the individual country can promote a more local focus which seems more relevant to some respondents. Please also stress that the survey is about living in
England/Wales/Scotland/Northern Ireland today, you don’t need to be English/Welsh/Scottish/Irish to be eligible to take part!

From the cognitive testing and the pilot we have carried out, however, some respondents felt that the fact that the survey is international and that the UK will be compared with other countries actually makes it more appealing. If you think that your respondent may be more interested in the survey if they know that it is a ‘European’ one, it is fine to say that results from the current survey will feed into a wider European study called the European Social Survey, and show them the leaflet and red booklet if necessary.

Other tips specific to this survey

- **Do make use of the variety of topics covered by this survey**, and tailor your approach as appropriate as different topics may be of interest to different people.

- **The topics are actually very interesting, and relevant** (e.g. crime, work, family, etc), so it will be an enjoyable experience for respondents too!

- **Emphasising that this is a rare opportunity** - It’s an opportunity for you to have your say on what you like and don’t like in today's society. Twenty addresses have been randomly selected from your neighbourhood.

- Say that the survey forms **part of a wider study involving over 30 countries** (without specifying that this survey is ‘European’) and **every two years**.

- **The questions aren't intrusive** – it’s just asking for your opinions. No questions in the survey test their knowledge about topics.

**Common questions:**

- **Why is this study being carried out?** - This survey will collect important information on social attitudes and values. Lots of different groups will make use of the information people provide, from governments, academics, politicians and the general public. Over 1,500 people from government and groups like charities have already made use of the data and that number is set to rise in the future.

- **Who’s funding this survey?** Funding for the survey comes from a range of sources including the European Science Foundation and the Economic and Social Research Council.

- **Why does this study matter?** We know what politicians and journalists think about the important issues facing Britain/the UK today. The study is about your opinions on important issues including the police and criminal courts, the media and or work family and well-being.

- **Why do you want to talk to me?** We want to speak to a broad range of the population to ensure we get a cross-section of society.
Other useful tips

- Think of a 'hook' for the person on the door.
- Refer to ‘Research’ rather than ‘Survey’.
- Say that you are part of the research team (not an interviewer).
- Tell people it is their ‘Opportunity to have their say’
- Stress that ‘Everyone’s views are important’
- Reassure people that the survey is completely confidential and the data will not be reported in a way that could identify them. Refer to the leaflet for an example of how the data are presented, and to give additional reassurances about confidentiality.
- Always assume that the person opening the door will want to take part and be enthusiastic about the survey.
- Always back off before an outright refusal.
- Use three ‘yes’s approach – ask them questions that’ll make them say ‘yes’ three times. E.g. Do you live at this address? Is this your permanent address? Do anybody else live at this address?

7. Contact sheet

The format of the contact sheet for the European Social Survey is different from usual contact sheets in two aspects.

- You will need to answer a few short questions about each call; and
- You’ll need to complete a few neighbourhood characteristic questions for each address.

We must provide the above information to the European Social Survey team at City University. The information will be invaluable in helping them develop a better understanding of non-response.

The following provides detailed information on how to complete the contact sheet. Please make sure that you are familiar with how the contact sheet works before starting fieldwork, and let us know if you have any queries.

*** PLEASE MAKE SURE THAT YOU PUT A CROSS IN THE ANSWER BOX YOU WOULD LIKE TO SELECT (■). IF YOU HAVE MADE A MISTAKE, PLEASE COLOUR IN THE WHOLE ANSWER BOX (■), AND PUT A CROSS IN THE RIGHT ANSWER BOX INSTEAD.
Contact details and A1

The first section of the contact sheet is for the serial number of the respondent and the interviewer. Please write in your own interviewer identification number (ID) and name.

A1 – This should only be used to write in the name and telephone number of the SELECTED respondent. Please do not put down the name and telephone number of any other household members. It is important that you enter this as soon as you have finished the respondent selection procedure.

If the selected respondent or their household member refuses to give you the telephone number of the ‘selected respondent’, please code ‘Telephone Number Refused’. If he/she has no telephone, select ‘No Telephone’. Please try to ask for the number whether or not the outcome of that particular visit is successful. This helps if you or another interviewer has to go back, make or change an appointment or any other possible cases where the phone number is needed.

Section 1: Individual call outcome (A2 to A11)

Call no. = contact attempt = every attempt made to reach the sampled unit, whether successful or not. This attempt can be a personal visit to the address, a telephone call made by you, or an office refusal. You will then need to complete all the questions in the same column relating to this particular call.

If the contact is an office refusal, we will let you know on which date the refusal was made, and as much details about the call as possible. You will then be required to complete the contact sheet accordingly.

A2-A4 – You will see that there is space for you to keep a note of the times of your calls. Please remember to fill this in at each separate visit (including telephone calls), whatever the outcome: it will help you to plan any further visits you may have to make and help other interviewers in cases of re-issues. It is a good idea to fill this in immediately after each visit. The time should be indicated using the 24 hour clock. This means for example: 20.15 hour NOT 8.15 PM.
From here on, you fill in the contact sheet just like a questionnaire, and you should follow the filter instructions in the normal way. Where the instruction “END” is given, this means you do not need to fill in any more information in the section. Please make sure that you are filling in the right column.

**A5 – Type of call**

**Personal call: face-to-face (code 1)** = the interviewer made a personal visit to the respondent’s home, rather than making contact by phone.

**Telephone call (code 2)** = the interviewer tried to reach the respondent by telephone.

**Personal call: intercom only (code 3)** = the interviewer paid a personal visit to the sampled unit, but **only** had contact with the respondent/ household through the intercom/entry-phone.

**Office call (code 4)** = It is possible that the someone from the household 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 sheet by using code 4 at question 4. Remember that you must still complete the neighbourhood characteristics form for this address before returning the form to the office.

**Other (code 5)** = information that is obtained by the interviewer via ways other than in 1-4. You can write down the details in the blank space on page 2 (Note 1)

**A6 – Here you indicate the result of the visit.**

Avoid having partial interviews (Code 2). It is wise to make sure, before you begin, that the respondent has enough time to finish the interview. Remember that those in work will on average have longer interviews. If the interview is broken-off for any reason, try to arrange an appointment to complete the interview later. If the interview can be continued at another time, please try to ensure that it is completed then. In
this case, you will code ‘Partial interview’ for the first visit and ‘Full interview’ for the second visit.

**Codes 3 to 5 - Contact** means that you’ve spoken to ANYONE at the address or someone near to the address specifically about the sampling unit.

**Codes 4 to 5 -** Please only use these two codes if respondent selection has been made.

**Code 5 - Somebody other than the selected respondent** – This is someone with whom you have contact, who may or may not belong to the sampled unit (e.g. a neighbour, visitors, family member or friend).

If the address was not traceable, occupied, etc, indicate this here (Code 7). Before coding an address as non-residential or communal establishment/institution, remember to check that there is no resident private household within the address (e.g. a caretaker’s flat).

If the information about the sample unit does not fit into code 1-7, code (8) should be used. This code is most likely to be used if code 4 or 5 is selected for ‘mode of visit’. You can write down the details in the blank space on page 2 (Note 1).

More information about how to deal with the different results of visits is given later in this section.

**A7 –** If you have contact with ANYONE at A6, but have not achieved a full or partial interview, please code the outcome of the contact at A7.

**Appointments (Code 1):** If it is not possible to do the interview when you call, 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.

**Refusals (Codes 2 to 4):** Please note that refusal here could be a refusal for this particular call, even if it is not a final refusal for the whole survey. For example, if the target respondent says that they are too busy to do the interview now, code ‘Refusal by target respondent’. However, as long as it is not a final refusal, you should still make further calls to the address. Please answer A8 to A11.

**Refusal by proxy (code 3)** – Please only use this code after respondent selection has been completed (code 4 should be used otherwise).

Remember a proxy can be:

- a RESIDENT: Household/family member: This means it is somebody who still lives in that house and who is probably a household or family member
• a NON-RESIDENT: family/visitor/friend: this person was present at the address/house at the time of the visit (as opposed to neighbours)

• a neighbour

Note that a building manager/security guard or other gatekeeper, in other words, people from whom you possibly need permission to enter the building, cannot give a proxy refusal. These cases should be treated as non contacts.

Refusal before selection (Code 4) is household refusal (before selection). This code should only be used if there is a refusal to the survey before the respondent selection has taken place. Please remember that this could be a ‘soft’ refusal (i.e. it is not necessarily a final refusal), where respondents are only refusing to take part during this particular call.

Target respondent is unavailable/not at home (Code 5): Here you should enter the date at Note 2 so that you or another interviewer can cover the interview later during the field period. It may be that a different interviewer can do this with re-issues so always enter a date if possible.

Target respondent is mentally or physically unable to participate (Code 6): this only applies when the respondent is really too ill to participate in 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.

Target respondent has inadequate English (Code 7): It is important to know whether the respondent speaks a different language, not the other household members or the persons who give you information. Do not translate the questionnaire yourself, even if you speak this language fluently, or let another person in the household translate it for the target respondent. If the respondent cannot understand and respond in the language of the questionnaire, then an interview cannot be carried out at that time. Enter the language spoken by the respondent at Note 2 using the language card, and return the contact sheet to the Office (after completing the Neighbourhood Characteristics Form).

A8 – Why refusal

Please code all the reasons that were given for the refusal. You cannot enter ‘don’t know’ so you must try to give a reason why a refusal was given by the respondent/their proxy.
A9 – Likely future co-operation of target respondent - This estimation is useful to help you decide whether or not to make further calls to the address, as well as for the office to decide whether to get a different interviewer to see if they can persuade the respondent to take part. Please note that if it was a proxy refusal, and you haven’t seen the respondent during this visit, or no selection has been made, you should code ‘Don’t know, never saw respondent/no selection made’.

A10 & A11 Estimated age/gender of respondent or household member who refuses - Here, we would like you to estimate the age and record the gender of the person who refuses the interview during this visit. Hence, even if you know the age and gender of the target respondent from a previous visit, you should still record the age and gender of the person who refuses the interview by proxy.

The only exception is that if both the target respondent and another household member are present during a visit, the age and gender of the target respondent should take precedence.

Section 2: Dwelling unit selection (A12-A14)

At A12, please record the number of dwelling units at the address. 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.
In some cases, there may be more than one dwelling unit, e.g. a house has been converted into a block of flats/bedsits. In those cases, A13 and A14 will help you randomly select a dwelling unit. This will, in fact, happen only very rarely. No substitution is allowed after selection has been made.

Please note that you should list all of the dwelling units at A13, both those that are unoccupied as well as those that are occupied, for the purpose of selecting a dwelling unit at random. If you select at random a dwelling unit that is unoccupied, you must not substitute this with an occupied dwelling unit. This is to ensure that respondents living in addresses containing two or more dwelling units are not over-represented in the survey.

If you happen to come across an address with 13 or more dwelling units, please contact the Head Office who will do the selection for you.

A13. Dwelling unit selection grid

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
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<th>DESCRIPTION</th>
<th>DU NO.</th>
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<td></td>
<td>1</td>
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<td>7</td>
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<td>2</td>
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<td>6</td>
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It is essential that - if you need to select a dwelling unit - 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 dwelling units and adults living there.

At A14, please circle the number of dwelling unit on the first row. The number of the selected dwelling unit is on row two. Please put a cross on the box below the number of the selected dwelling unit (we need this for scanning).

If the address on the label is spelt wrong, or is incomplete, please make any necessary changes on the front page.
Section 3: Household selection (A15-A17)

Section 3 helps you to select a household if there are multiple households at the (selected) dwelling unit. 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.

At A15, you must record the number of households at the (selected) dwelling unit. 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).

Note that household is NOT only defined as traditional family units. The definition given above must be used.

If there is more than one household, A16 and A17 will help you randomly select one of them. No substitution is allowed after selection has been made.

At A16, please list out all the households at the dwelling unit.
A16. Household selection grid

If 2 to 12 households, please list all households at the dwelling unit:
- In flat/room number order, or from bottom to top of building, left to right, front to back.

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>HH NUMBER</th>
<th>DESCRIPTION</th>
<th>HH NUMBER</th>
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<tbody>
<tr>
<td>1</td>
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A17, select the household and record it using the box on the third row.

A18. Can you tell me how many people aged 15 or over currently live here as part of this household? RECORD EXACT NO.

If there is more than one eligible resident living at the (selected) household, please use A19 and A20 to select the right person. No substitution is allowed after selection has been made.

At A19, please list all eligible residents in alphabetical order of their first name or initial. For example, if there are 4 adults in a household called Brian, John, Maggie and Paul:
**A19. Respondent selection Grid**

We have a special way of selecting which person to interview and in order to choose fairly, can you please tell me the first name of each member of the household (aged 15 or over) in alphabetical order.

<table>
<thead>
<tr>
<th>PERSON NO.</th>
<th>NAME OR INITIAL</th>
<th>PERSON NO.</th>
<th>NAME OR INITIAL</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>B</td>
<td>7</td>
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<tr>
<td>2</td>
<td>J</td>
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<td>M</td>
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A20, please select one respondent using the Kish grid. By referring to the example selection label shown above (Kish grid), you will see that in this example person number 3 is to be interviewed, as this is the number printed under ‘4’ on the first row. So in the example, person number 3 (initial M) has been selected. Please put a cross in the box below (we need this for scanning), then write her name on the front page.

Please note two other points:

- if there are two people with the same first name, list them in alphabetical 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 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.

- if there are 13 or more adults living at the selected address, please call the Head Office, who will do the selection for you.

**A20. Circle number of respondents**

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<th>1</th>
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<th>5</th>
<th>6</th>
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<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
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<td>3</td>
<td>1</td>
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<td>7</td>
<td>6</td>
<td>8</td>
<td>9</td>
<td>11</td>
<td>10</td>
</tr>
</tbody>
</table>

**Once a random selection has been made, no substitute can be taken**, even if there is another adult living there who is available and willing to be interviewed.

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 (the only exception is cases where 16-17 year olds are not living with their parent/guardian).

(ii) Interview only persons living at listed addresses. 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.
This survey is intended to cover only the population living in private households. Those living in institutions are excluded from the sample of the ESS.

A21 – Please recall the visit/call number when the respondent selection was made.

**Please record selected respondent’s full name & telephone number on the front page**

A22 – Parental consent is required for interviews with 15-17 year olds, and this is where you record it. The only exception is cases where 16-17 year olds are not living with their parent/guardian.

**A22. Is the respondent aged 15-17?**

| Yes | ☐   | OBTAIN CONSENT BELOW | No | ☐   | END OF SECTION |

Name of adult giving consent: _______________________

Relationship to respondent: _______________________

Signature of adult giving permission: _______________________

Section 5 – Final outcome (A23 to A26)

Please complete this section after your final call to this address, as you would for a normal pre-selected survey. There are four questions, and the codes are similar to the outcome codes we usually use.

If it looks like the address is definitely or possibly eligible (e.g. because you seen signs of someone living there, even if you haven’t spoken to anyone), please code 1 at A23. Otherwise, please use codes 2 to 9.

**Communal establishment/institution (code 7)** – By this, we mean an establishment providing managed residential accommodation to 4 or more residents who are unrelated to the own/manager. ‘Managed’ in this context means full-time or part-time supervision of the accommodation.
If the address is definitely or possibly eligible (code 1 at A23), answer A24.

If contact has been made at the address/selected household (code 10 at A24), please answer A25.

If respondent selection has been made at the address (code 13 at A25), answer A26.
Section 6 – Reissue validation of non contacts and refusals

This is for reissue interviewers to validate the first issue. We will reissue a memo with detailed instructions on this when we send the contact sheets to reissue interviewers.

Section 7 – Neighbourhood characteristics form

Fill in these questions only once for each address, and please do so immediately after your first call.

Please remember to look at the pictures for N1, N4 and N5 before fieldwork. This will help you in assessing objectively the characteristic of the address and its neighbourhood. For example ‘a lot of graffiti’ may have different meaning for different interviewers and/or in different context (e.g. whether the area is rural/urban). By the use of these questions, we hope to establish a consistent measurement across the whole survey.

Please read the notes to interviewers carefully, as they provide further information that will help you answer these questions accurately (e.g. what do we mean by immediate vicinity).
8. The interview questionnaire: general guidelines

The survey consists of two elements – a main questionnaire and a supplementary questionnaire, which will continue on straight from the main interview. Both use CAPI.

The supplementary questionnaire (Section I) 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.

General interviewing practice on ESS questions

- In all cases interviewers should read the question exactly as it appears on the questionnaire taking care not to add or miss out any words. Paraphrasing for respondents is not allowed as we would need a consistent measure across the UK and Europe.

- From the initial pilot, some interviewers pointed out that the way some questions were asked were slightly unnatural. This is because we need an English questionnaire that can be translated into more than 30 languages, so again please read out the questionnaire exactly as it is.

- 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.

- Where answer codes appear in brackets these should NOT be offered to respondents by the interviewer but should be used ONLY in cases where respondents spontaneously offer that answer.

- Unless directed otherwise interviewers should not seek to ‘probe’ to obtain an answer if the respondent says ‘Don’t know’ or refuses to answer. This answer should simply be recorded by the interviewer. If the respondent refuses to answer a particular question, you can enter the hidden refused code by entering ‘REF’.

- Showcards should be given to respondents in all cases where Card ‘1’ etc appears at the start of a question. Respondents should NOT be shown the actual questionnaire on the CAPI screen.

- In some cases introductions appear before certain sets of questions. These are shown in bold and should be read verbatim to the respondent.

- 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. Try and gently reassure the respondent that everything they say will be treated in strict confidence. If they still refuse, this should be coded as ‘refusal’.
- If the respondent has difficulty in reading (for whatever reason), you should offer to read out the showcards.

- If the respondent is hard of hearing, investigate whether it would help if you positioned yourself so that he or she can lip read. If that will not help, you should investigate whether the respondent would be willing to sit next to you and read the questions off the screen. This method should only be used if you cannot otherwise conduct the interview, as the respondent will be able to see occasional instructions that would not normally be seen by respondents. It is, however, better than no interview. If none of these suggestions work, please find out whether there is any other measure that would make it possible to conduct the interview. Then contact the Head Office with this information and we will take reasonable steps to conduct the interview.

### LAYOUT OF THE INTERVIEW QUESTIONNAIRE

<table>
<thead>
<tr>
<th>A1 – A10</th>
<th>Media; social trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1 – B40</td>
<td>Politics, including: political interest, efficacy, trust, electoral and other forms of participation, party allegiance, socio-political evaluations/ orientations</td>
</tr>
<tr>
<td>C1 – C36</td>
<td>Subjective well-being and social exclusion; religion; perceived discrimination; national and ethnic identity</td>
</tr>
<tr>
<td>D1 – D55</td>
<td>Trust in the Police &amp; Courts, including: confidence in the police and courts, cooperation with the police and courts, contact with the police and attitudes towards punishment</td>
</tr>
<tr>
<td>F1 – F69</td>
<td>Socio-demographic profile, including: household composition, sex, age, marital status, type of area, education &amp; occupation details of respondent, partner, parents, union membership, and household income</td>
</tr>
<tr>
<td>G1-G88</td>
<td>Work, Family and Wellbeing, including: impact of the recession on households and work, job security, housework, wellbeing, experiences of unemployment and work-life balance</td>
</tr>
<tr>
<td>Section H</td>
<td>Human values scale</td>
</tr>
<tr>
<td>Section I</td>
<td>Test questions</td>
</tr>
<tr>
<td>Recontact</td>
<td>Recontact questions</td>
</tr>
<tr>
<td>Section J</td>
<td>Interviewer questions</td>
</tr>
</tbody>
</table>
Return of work

**Dummy interview**

You must complete and download one dummy interview before starting your assignment and should hopefully have done this prior to attending the briefing. Please use briefing script (b2804202) for your dummy interview. Please use the point number specified to you on your briefing invitation, and dummy serial number 99999999 (8-digit). Please do it as a ‘real’ interview, as you will not be able to download the interview properly otherwise.

**Mainstage**

- Please e-progress at the end of each day for every call.
- Please post back contact sheets back regularly.
- Please complete and upload at least five interviews by 23 September.
CAPI helpdesk contact numbers:

<table>
<thead>
<tr>
<th></th>
<th>Monday to Friday, 8am-6pm</th>
<th>0808 238 5330</th>
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<tbody>
<tr>
<td><strong>Office hours:</strong></td>
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<td><strong>Out-of-office</strong></td>
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<td>Monday to Friday, 6pm-9pm</td>
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<td>Saturday, 9am-5pm</td>
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<td></td>
<td>Sunday, 11am-1pm</td>
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</tbody>
</table>

Please note that the weekend CAPI Helpdesk should only be used for emergencies. If you call the Helpdesk please ensure that you keep a record of the log number and name of the helpdesk controller.

Please note that the CAPI Helpline is for all problems and queries concerning the equipment, software, the working of the script or web server communication. The CAPI Helpline team cannot answer any other questions specific to the project. For project specific queries please contact your Region Co-ordinator or Region Manager.

If you have any problems or questions, please call your Region Coordinator in the first instance, or Toni Whitehead in Field on 020 7347 3277.

Once again, many thanks and we hope the interviewing goes well.

Kind regards,

Gideon Skinner, Matt Williams, Patsy Lam, Peter Cornick and Daniel Edmiston
Appendix A: The interview questionnaire: in detail

You should have been through the whole interview questionnaire during your personal briefing session. 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 number or variable name is listed in italics on the left of the page.

MEDI A 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’.

A1-A5 Reading newspaper, watching TV or listening to the radio via the internet should be included.

VOTING & POLITICAL 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). This is especially relevant in countries where voting is compulsory.

B15 The organisations or associations that are meant include any that try to improve things in Britain/the UK, help prevents things from going wrong or from serious problems arising. It does not include political parties or action groups as these are covered by the previous item (B14).

SECTION D – TRUST IN THE POLICE & COURTS

‘The Police’ Throughout Section D, references are made to the ‘police’. If the respondent queries which level or type of police is meant please emphasise that all the police in England/Wales/Scotland/Northern Ireland are to be included. However, police or wardens who exclusively deal with ‘parking’ are excluded.

D25 This item could be sensitive for some respondents. If anyone seems reluctant to answer please remind them that the data will be anonymised and reassure confidentiality.

‘The courts’ Throughout Section D, references are made to ‘the courts’. If the respondent queries which level or type of court is meant please emphasise that all the courts in England/Wales/Scotland/Northern
Ireland that deal with crimes like house burglary and physical assault are to be included.

**D31**  
This item could be sensitive for some respondents. If anyone seems reluctant to answer please remind them that the data will be anonymised and reassure confidentiality.

**D38 & D39**  
These questions ask respondents to say which sentence they think an offender should receive. Respondents should be reminded that there are no right or wrong answers at these questions. If a respondent wants to choose more than one sentence, please record the sentence with the lowest code number (where 1 is the lowest).

**D40, D43-D45**  
These items could be sensitive for some respondents. If anyone seems reluctant to answer please remind them that the data will be anonymised and reassure confidentiality.

**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 at QB2 n the contact sheet. If you should discover at this stage that you have been given the wrong information for the contact sheet selection:

- Do NOT change the contact sheet or redo the selection procedure
- DO record the correct information at F1
- DO make a note of what happened at the end of the interview.

**F4**  
This question refers to the individuals in the grid and their relationship to the respondent. The direction of this relationship is crucial. Interviewers should ensure that the respondent is answering “this person is my…”

**LEGAL ‘MARITAL’ STATUS**

**F6 & F11**  
F6 aims to measure the LEGAL status (or otherwise) of the relationship between the respondent and the partner they are currently living in the household. We want to measure how the relationship is viewed under the law of Britain/the UK.

F11 aims to measure the LEGAL marital status of the respondent under the law in Britain and the UK. It is only asked to those NOT currently living with a partner and those who are cohabiting (whether or not this is recognised in law) but do not have any other legal status. So respondents who are cohabiting are asked...
to specify their legal marital status that may stem from a previous relationship.

At F11 the interviewer instruction ‘priority code’ is used. Reading from the top to the bottom of the list code the answer given from the highest point on the list e.g. if the respondents says that they are married (code 01) and divorced (code 04) the interviewer should code this as 01.

All respondents should answer questions about their marital status based on what is legally recognised in the country of interview. For example, if a respondent is in a civil partnership in the UK (where this is a legally recognised status) but are being interviewed in Spain (where it is not legally recognised) they should answer using the codes that reflects whether or not it is recognised in Spain. If the respondent is unsure then accept their best guess.

HIGHEST LEVEL OF EDUCATION

F15, F45, F58, F64  These questions records the highest level of education the respondent has successfully completed. ‘Successful completion’ occurs when either: 1) a formal certificate is issued after an assessment indicating that the course has been passed; 2) a course or period of education is fully attended but no certificate is ever issued or 3) a course or period of education is fully attended and a certificate of attendance is issued (and no other certificates e.g. for passing the course are ever issued).

If respondents completed their highest level of education abroad they should try and place this in the equivalent category from the list on the showcard(s). Their best estimate of this is acceptable. Only when this is not possible should you use the ‘other’ code. If this has to be used enter the qualification on the ‘other specify’ box as it may be possible to recode this later in the office.

YEARS OF EDUCATION

F16  ‘Years of education’ refers to all education completed including school and education after school.  These years do not have to be continuous but the total should only include the years in education, not the gaps in between. Vocational training should be included, but apprenticeships should not. Part-time education should be reported as the equivalent number of full-time years. For example, if a course would take one year full-time, but was done part-time over two years, it would be reported as one year.

ECONOMIC ACTIVITY

F17a-F17d  F17a is a multi-code question and some respondents should choose several types of economic activity undertaken in the
last seven days. All of them should be coded at F17a. Interviewers should remember to probe respondents to find out if any others are relevant by asking ‘Which others?’ All economic activities that a respondent has undertaken in the last seven days should be recorded.

At F17c, only one answer should be given. This should be the activity the respondent considers to be their main activity.

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.

F17d is an INTERVIEWER CODE and should not be asked to the respondent. If F17c was answered copy the code to f17d. Otherwise copy the code from F17a. This item is used for routing later in the questionnaire. Ensure there is always only ONE code circled at F17d.

The following notes explain the categories at F17a 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 away temporarily 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 respondents who are 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.

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. 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.

07 **Doing housework, looking after children or other persons** covers anyone involved in unpaid domestic or caring duties. 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.

The following notes explain some categories at F17c more fully. Please note the criteria for coding these codes at F17c will differ from at F17a because we are now asking for main activity. Any differences have been underlined.

Codes 5 to 8 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 should still be recorded as retired.

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Women who leave work when they marry 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.

*F21* 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.

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 business; 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.

*F31-F34a* Occupation Question Sequence

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.

*F31* We are asking the industry question first because finding out the ‘kind’ of business or industry is crucial to coding the job in sufficient detail. Try to establish this as clearly as possible. The name of the company will not be sufficient, nor will the product itself, for instance ‘vehicles’ could mean a production plant, a car...
dealership/showroom, a seller of used cars, a van hire company, or a car importing business.

**F32**
We wish to record the type of organisation that the respondent does / did work for. The question seeks to identify the sector they work in. The main distinction we are looking for here is whether the job is in an environment where the ownership or funding or comes from some part of the public sector, understood as central or local government, even if this is dispensed through some third party, such as a funding council or some arms-length organization. Where a sector may have complex inter-relationships between public and private management, get the respondent to focus on their own employment situation. So someone providing outside catering or cleaning services to a hospital or school is in the private sector even if it is a state-funded school.

**F33-34a**
Respondents are less likely to see the classification of occupations as a problematic or detailed task, so we need you to get as much information as possible. Job titles are a useful starting point but are rarely sufficient. Jobs such as accountant, teacher, nurse, engineer, and labourer can have many different types and be carried out in different situations. Use F34 to probe for as full a description of their work activities as possible, possibly getting them to specify their day-to-day duties.

For F34a remember that we are interested in the training/qualifications that are normally required in order to be able to get or do the job, NOT the qualification level of the respondent as this may be quite different.

**HOUSEHOLD INCOME**

**F41**
At F41 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 not convenient, to the nearest tax or other period for which the respondent is able to answer. The respondent is given a showcard, 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.

**ECONOMIC ACTIVITY OF PARTNER**

**F46a / F46c** See Economic Activity notes above for details of codes and probing.
F70a-c These questions should only be asked if the respondent answered Yes at F70 thereby indicating that they have attended any lecture or conference to improve their knowledge or skills for work in the last 12 months. ‘Training or education’ should not include full-time education but should include external training. Evening classes should be counted as a quarter of a day.

SECTION G – FAMILY, WORK & WELLBEING

G8-G10 These questions intend to capture the experiences of respondents and their household in the last three years. If respondents never took holidays or bought no new household equipment in the last three years this should be coded as 0.

G13 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.

See also the advice given above for F21 for respondents who have more than one job.

G56 Please accept estimates if respondents are unsure.

G62 & G63 ‘Organisation’ means the body in the private or public sector that directly employs you or, if self-employed, your own firm.

G71 & G75 These two items focus on the length of time that the respondent and their partner have been continuously unemployed and seeking work in the last 3 years. If the respondent or their partner has not been unemployed and seeking work in this period, code as 0. If a respondent was actively seeking work and did not get any they should count this time as unemployed even if they are also retired. If a respondent says they were retired and not looking for work in this period code as 00.

G76 & G77 These two items focus on housework. If housework is performed in areas that are shared between the home AND work (e.g. cleaning the backyard on a farm) then this should be included. Exclude work in areas used exclusively for work (e.g. maintenance of farm machinery) in all cases.

Include ONLY time spent by respondents (G76) and their spouse or partner (G77) NOT by cleaners or paid housekeepers.
RECONTACT QUESTIONS

We may be carrying out an online survey with respondents agreeing to be recontacted next year, to test how they may answer the same questions online. Please encourage respondents to take part in this survey, and remember to record their contact details (especially email address) accurately.

INTERVIEWER QUESTIONS (SECTION J)

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

They enable us to track progress and response rates on this part of the questionnaire. If you had to assist the respondent in completing the questionnaire you must explain the reasons for doing this at J11.