CROss-National Online Survey (CRONOS) panel

Fieldwork documents

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SERISS (Synergies for Europe’s Research Infrastructures in the Social Sciences) aims to exploit synergies, foster collaboration and develop shared standards between Europe’s social science infrastructures in order to better equip these infrastructures to play a major role in addressing Europe’s grand societal challenges and ensure that European policymaking is built on a solid base of the highest-quality socio-economic evidence.

The four-year project (2015-19) is a collaboration between the three leading European Research Infrastructures in the social sciences – the European Social Survey (ESS ERIC), the Survey for Health Aging and Retirement in Europe (SHARE ERIC) and the Consortium of European Social Science Data Archives (CESSDA AS) – and organisations representing the Generations and Gender Programme (GGP), European Values Study (EVS) and the WageIndicator Survey.

Work focuses on three key areas: Addressing key challenges for cross-national data collection, breaking down barriers between social science infrastructures and embracing the future of the social sciences.


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Overview

This document collates the fieldwork documents used during the implementation of CRONOS (fieldwork preparation, panel recruitment and participation). Most of these documents were previously published in the SERISS deliverable Fieldwork Protocols. Documenting the implementation of the CROss-National Online Survey (CRONOS) Panel (Villar and Sommer, 2016).

This document includes the documents that were distributed to the national teams responsible for implementing CRONOS in Estonia, Slovenia and Great Britain for translation and adaptation. The documents were designed by researchers at ESS ERIC HQ in consultation with the national teams and other experts as required. National teams were encouraged to keep these documents as similar as sensible to the original version, in order to maximise the uniformity of methodology across countries. Necessary deviations from the source documents were discussed and documented centrally. It should be noted that in the original documents the project is at times referred as ‘ESS Web’; however, the name was tailored to each country as part of the adaptation process. Fieldwork preparation protocols.

Five documents were designed to present CRONOS to respondents, reassure them on the scientific value of the study, persuade them to sign up for it, recruit them and collect their personal details; these documents are:

- **ANNEX 1. Overall Guidance for CRONOS Recruitment Procedures** – i.e. recruitment procedures (to follow in interviewer training, panellist recruitment, and data transfer) provided to National Coordinators¹;
- **ANNEX 2. CRONOS Interviewer Manual** – i.e. advice on how to present the project, detailed information about the panel, refusal avoidance and refusal conversion strategies²;
- **ANNEX 3. CRONOS Interviewer Briefing Checklist** – i.e. evaluation check list to be filled by members of the coordinating team after attendance to interviewer briefing sessions in the UK and Slovenia³;

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¹ document prepared at ESS HQ;
² document prepared at ESS HQ;
³ document prepared at ESS HQ.
- **ANNEX 4. CRONOS Refresher Interviewer Workshops** – i.e. guidance on the general issues to address at the workshops organised by national teams, about four weeks after the fieldwork start, with interviewers to review progress and share best practices⁴;

- **ANNEX 5. CRONOS Participant Information Sheet** – i.e. an information sheet used to train interviewers, produce leaflets, populate the national project websites, and to remind respondents of the key project features in the welcome survey; the information were aimed at informing respondents of all key aspects of the project on which they would need to provide informed consent ⁵.

### 1.1. Recruitment protocols

These are documents (circulated among national teams for translation and adaptation) prepared to enable interviewers to support their case when interacting with respondents.

- **ANNEX 6. CRONOS Recruitment Interview** – i.e. a document which guides interviewers through the recruitment process – assessment of respondents’ eligibility (age 18 or older) and of the necessity of lending an internet-enabled device – and enables central recruitment monitoring⁶;

- **ANNEX 7. CRONOS Leaflets** – i.e. the leaflet (left with respondents) used in Great Britain and Slovenia for achieve informed consent, providing information about data protection, involved organisations, participants’ rights and contact details of the national teams⁷. Please note that in Estonia, no leaflet was used, but respondents were asked to sign two consent forms: one agreeing to the transfer of their contact details to the national team, and one to transfer to NSD as data processor responsible for the hosting of the web survey system (Questback). In addition, much of the information in the leaflets together with the helpline contact details was available on the national websites.

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⁴ document prepared at ESS HQ;
⁵ The document was prepared at NSD with feedback from MEA, ESS ERIC HQ, the CRONOS advisory board and the National teams.
⁶ The script was prepared by ESS ERIC HQ with help from the national teams and NSD.
⁷ The UK National team designed a leaflet based on the contents of the Participant Information Sheet, and the Slovenian team produced their own country version based on the British one.
1.2. Panel participation protocols

- **ANNEX 8: Welcome Survey Invitations and Reminders** – i.e. the source text and design for the invitation e-mails with the survey link and unconditional incentive.

- **ANNEX 9: Invitations and reminders for waves 1-6** – i.e. the source documents with survey invitation and reminders to panel members written in English.

- **ANNEX 10: Instructions on using the tablets** – a document containing instructions on how to use the tablet.

- **ANNEX 11: Tablet end of contract letter** – i.e. the letter sent to tablet users informing them about the possibility to keep the device and the end of their internet contract.

Country-specific versions of particular documents can be provided on request.

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8 Produced by ESS HQ and provided to National Coordinators.
Annex 1. Overall Guidance for CRONOS Recruitment Procedures

PREPARING FOR CRONOS RECRUITMENT AND OTHER MATTERS

1. Interviewer briefings

The recruitment stage is hugely important for the overall success of the panel, and properly informing interviewers of what they need to do and how is crucial. We would like to provide some guidance about how the briefing session should be carried out, and which aspects should be covered.

The purpose of the interviewer briefing is to review and discuss the project with interviewers before they start working on it, so that they know what to do at all times and they appear professional to the respondent. Here are the essential issues to take into account:

1. Reserve the agreed time to brief interviewers on the CRONOS project. Recruitment stage is crucial, time is needed to provide interviewers with all the essential information before they start. There needs to be enough time devoted to explaining and practicing the recruitment interview (Annex 2). When we discussed the project two years ago, we recommended to budget for 2 hours of additional training for this part.

2. Given that the recruitment of CRONOS is part of the mainstage ESS, you need to introduce the CRONOS project before the mock interview takes place, otherwise interviewers will be confused when you come to CRONOS recruitment questions during the mock interview.

3. Cover all main aspects of CRONOS recruitment during the briefing. You can find these in the CRONOS interviewer manual (Annex 3), and you must make sure you discuss:
   - Purpose of CRONOS. Interviewers will need to be informed about the importance of this project (as is done for the ESS) and their key role in the success of the recruitment. We need to motivate interviewers so that they can transfer their enthusiasm to respondents.
   - Study design: duration of the project and duration and frequency of the surveys.
   - Recruitment steps (as described in the interviewer manual on page 5)
   - Importance of convincing respondents to provide their e-mail address, even those respondents who are unsure. Instruct interviewers on how to deal with ‘hesitant’ respondents as this option does not exist for the main ESS. Interviewers should refer hesitant respondents to the leaflet, and explain the possibility to sign up at a later point by contacting free helpline.
   - Reacting to possible respondents’ concerns (see interviewer manual, section 3.3).
   - Dealing with refusals. The ESS materials include strategies for refusal conversion, which are tailored for the ESS. CRONOS has its own motivation techniques and refusal conversion strategies tailored to the CRONOS project,
which are covered in the interviewer manual. These should be addressed as well in the briefing.

- Offering tablets and arranging delivery:
  - Why are tablets offered
  - Who should get a tablet and why we can only offer it to respondents without internet access
  - When are tablets delivered and what will happen during that visit

- The interviewer manual has a lot of information. Interviewers should not only read it but try to study it thoroughly. This is important not only to guarantee the success of the panel and increase interviewer success, but to ensure that interviewers are aware of how procedures need to be implemented in order to keep in line with what we outlined in the ethics proposal. You could even devote 20 minutes to interviewers reading the CRONOS manual and raise any questions they may have.

- Mock recruitment interview: practice different case scenarios, such as a respondent that has access to internet for personal use, a respondent who uses internet on a laptop only at work, and a respondent who is unsure about participation in the panel but still gives an e-mail address.

- Include practice exercises on persuading techniques for different scenarios. Interviewers must be informed about the project in order to be able to answer respondents’ questions and persuade them to take part. The Q&A available in the CAPI system should be a last resort if the interviewer cannot come up with an answer, and they don’t cover all the important points interviewers need to know about the project.

- The tablets may generate some buzz and catch the interviewers’ attention. It is important to ensure that interviewers understand why we are giving tablets (i.e., to enable people without internet to participate), and of the limited number of tablets available for the project. We suggest to include a slide showing the internet penetration rate in your country, so as to communicate the expected number of tablets that will be given out. All of this is mentioned in the interviewer manual (see pages 5 and 6).

- Note that, even though the interviewer manual mentions that this is a pilot project, this should not be conveyed to respondents.

- Please insist that step 5 (page 8 in the recruitment interview) is crucial for monitoring recruitment and participation, and must be asked of all respondents, even if they agree to participate and provide an e-mail account. This will allow us to better understand participation.
Interviewer refresher briefings

As mentioned in the contract, interviewers need to attend a two-hour refresher training about four weeks after fieldwork beings to review progress and share best practice. This session will focus on sharing strategies that are working well, rather than on specific problems an interviewer may have. Such fieldwork issues should be discussed between interviewers and supervisors before the refresher briefing takes place. We will identify the most successful interviewers and ask them to share with us what they are doing, to try to understand the reason for their success.

This briefing will be organised in collaboration with SERISS WP7 partners at ESS HQ and coordinated with the other two countries carrying out the CRONOS panel. A short report (2-page minimum) will describe these training sessions, including concerns and questions raised by interviewers. The report will be due two weeks after training is completed.

Tablets

As you know, we are planning to get the tablets bought centrally and distributed to each NC so that you can organise delivery. We will be studying tablet and internet options during the second half of September. Once we know which tablets will be used, we will prepare the instructions for respondents and for those who will deliver them.

The actual purchase of devices will be arranged after 6 weeks of fieldwork, when the National Coordinator in collaboration with SERISS WP7 partners will estimate the number of necessary devices based on the percentage of ESS respondents without internet access, and the percentage of those who agree to participate in the project.

Ethics

The Ethics form has been submitted to the Ethics Committee and they had a couple of recommendations. They pointed out that we used the term “personal data” when we really meant contact data. So please make clear to interviewers that it is the contact information that will be deleted at the end of the project and that will not be shared with anyone but NSD.

The other thing was that they feared that data privacy may not be easy for interviewers to convey, so we should advise interviewers to use the written materials to convey data reassurance. Respondents can find this on the leaflet, and interviewers can also point to the project website, where this information should be available.

On that note, the project website is a key part of establishing legitimacy and providing peace of mind to respondents. We could upload the leaflet to the internet or post the information directly on the full participation information sheet⁹ that we circulated and that you used to check that the leaflet conveyed everything. So please advise interviewers to mention it. For an example of how the UK team have set the website up, see http://natcen.ac.uk/taking-part/studies-in-field/uk-opinion-panel/.

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⁹ See Annex 4
Data Handling Agreement

We have been working on the Data Handling Agreement for months. The content has had to be changed several times as things developed with Questback and because the early versions were not specific and clear enough. The current version is a lot more detailed than the version we circulated back in June, but the bottom-line remains the same. We will need to sign this agreement before any data can be transferred. After signing you can start transferring data from the recruitment interview into the central system. Questback has not been able to make the NC portal handle uploads and downloads, so for now transfers are going to be done via intranet to NSD as is done for data from the standard ESS.

Recruitment monitoring

In order to monitor recruitment, we need weekly estimates about various aspects of those interviewed for the ESS and those who have signed up for CRONOS. As long as the Data Handling Agreement has been signed, all that needs to be done is for the recruitment data to be uploaded to NSD via intranet (see CRONOS Panellist Data Upload instructions circulated by NSD).

Questionnaires

We are working on the questionnaires for the welcome survey and waves 1 and 2. The welcome survey will be circulated in late September. Please note that for the early waves, we expect translation to be limited to 50-60 items, because most of the items are repeat items from other surveys where translation already exists. However, you will need to adapt those translations to web data collection following the example of the source adaptation, as the text was meant for face-to-face data collection.

Documentation

There are a few CRONOS documents that we would like to keep for documentation purposes and that should be sent to the ESS ERIC HQ:

- Technical report (see template)
- The power point slides used in interviewer briefing and training
- Link to national website
- Recruitment interview final programming script
- Respondent leaflet
- Translated interviewer manual

Interviewer Manual for the

Cross-National Online Survey Panel (CRONOS)

(2016-2017)

Please cite as:
2. About the CRONOS pilot

Thank you for helping us set up this very important pilot of the European Social Survey. The Cross-National Online Survey panel (CRONOS panel) will use the ESS platform to recruit respondents for a web panel. The pilot study will be carried out in three countries: Estonia, Slovenia and the UK. The panel will last about a year, with participants receiving a survey every other month starting February 2017. CRONOS is the name we use internally to refer to the project, but to the respondents, the study will be known as [ESS web], to make sure it is clear that the web surveys are part of the same project that they have already participated in.

This project was funded by European Union’s Horizon 2020 Research and Innovation programme. The goal of this project is to maximise the amount of data that can be obtained from each respondent, so that we take full advantage of the recruitment efforts you have gone through to reach the respondent and convince them to participate. The resulting product would be an opinion web panel of a random probability sample where scientists can ask more questions and different questions (for example, sensitive questions that may be difficult to ask in person).

We want everybody 18 and older to have the opportunity to take part in the panel study, including those who do not have computers and internet access. For that reason, we will be providing devices with internet access to those people who do not have a computer and/or internet access. People who do have a device for personal use with internet connection, such as a computer or a smartphone, can complete the surveys using their own devices, so they will not be given one. We have a limited number of devices and we want to make sure we can include those respondents who would be left out if we did not provide internet connection to them. To help determine if a respondent needs a device, we have added a few questions to the ESS interview that will appear on your screen after the last standard ESS question, and will guide you through the process. These questions will also help you figure out whether the respondent has the minimum age required.

All data must be kept confidential. The results of the surveys could easily be undermined if respondents lose faith in assurances that all responses are confidential. Remember you are required by law to guarantee confidentiality to respondents: you must never discuss, disclose, or disseminate to others any of the information that you have gathered from respondents.
3. Recruitment steps after the ESS interview

Recruiting respondents for a project after completing an interview has several advantages and a few possible disadvantages. The main advantages are that you have created a connection with the respondent during the interview, trust has been established, they know what the survey task is about—including what kind of questions we ask—and, most importantly, you now know a little bit about the respondent, like which topics they seemed to like or dislike. The main disadvantage can be fatigue of the respondent at the end of the interview. These issues are discussed in section 3, where we propose ways to approach recruitment and to capitalise on the pros as well as how to deal with the refusals. In section 2 we review the materials you will need, the eligibility criteria, and the steps of the recruitment interview.

1.3. Materials to have with you to carry out recruitment for [ESS Web]
- Identification badge and business cards if available
- Interviewing device to run the ESS interview and the recruitment interview
  - Help screen showing a list of FAQs
- Leaflet of [ESS Web] including link to website
  - If interviewing device has internet access, have link to ESS and [ESS Web] national pages available to show respondent
- A4 leaflet with information about the tablet and screenshots of the welcome survey
- Detailed project information

1.4. Recruitment interview steps

After you carry out the ESS interview as you normally would, the interviewing device will guide you through the recruitment interview steps. There are six steps in the process for recruiting the panellists, ensuring they all have internet access, and collecting the necessary information to reach them later on.

The recruitment interview script contains instructions and text for all of these tasks. You will read off the screen and record answers directly into the interviewing device during and right after the recruitment interview, so that the field supervisor and other project members can have a good idea of how things are progressing. The recruitment interview will identify whether respondents are eligible to participate in the study, whether they need to be offered internet access or not, and will assist you to invite them to participate in [ESS Web].
The recruitment interview has 6 steps; you can find the content of the questions for the recruitment interview in appendix A:

Step 1.  Age eligibility assessment
Step 2.  Internet access assessment
Step 3.  Invitation to participate
Step 4.  Gathering contact information
Step 5.  Record respondents concerns (even if recruited)
Step 6.  Review recruitment effort and transfer data

1.4.1.  Step 1: Assessing age eligibility

Only respondents aged 18 or older are eligible to participate in [ESS Web]. The year of birth will be retrieved from the main ESS questions. Respondent born after 1998 will be not offered to participate in [ESS Web], and you should proceed as you normally would at the end of the interview. Respondents born in 1998 or those who did not answer the question will be asked to confirm their age, and only invited if they are already 18. It is imperative that respondents younger than 18 are NOT invited to participate.

1.4.2.  Step 2: Assessing internet access

To represent the population as accurately as possible, all kinds of people must be part of the web panel study. Some web panel studies exclude people who do not have internet access for personal use, but in [ESS Web] we do not want to exclude anyone for that reason. We are going to offer free internet for a year to those who do not have internet access by giving them a tablet with internet connection.

Based on data from the Office for National Statistics, published research, and previous experience, we expect that almost [NC: ENTER PERCENTAGE OF INDIVIDUALS WITH INTERNET IN YOUR COUNTRY XX%] of respondents will have internet access in their household. We have bought enough devices to cover all respondents without internet, but this number will not be sufficient if tablets are offered to respondents who have internet access for personal use. Given the limited availability of devices, it is crucial that these devices are offered only to the right respondents, that is, to those who do not have internet access for personal use.

When offering the tablet to the respondent, it is important to explain that the tablet is provided so that they can complete the survey online, and this way make sure the sample represents the entire population. While offering a tablet can be for some an incentive to join the study, it is important to use this angle carefully, for several reasons:

a) If emphasis on the tablet is too strong, it may sound like a sales speech. The respondent may become suspicious and think that the initial interview was just a cover for something other than conducting surveys. This would damage the trust relationship and could harm
recruitment rates as well as future participation of the respondent in future, unrelated projects.

b) For some respondents, owning a tablet may feel like a burden. They may avoid the internet by choice, and they may not see it as positive as others might. We still would like to recruit them, but we need to do so in a respectful way.

c) Also, respondents might feel we are pressuring them to participate by giving them the tablet, which is not the intention and would not be ethical.

To determine whether respondents need the tablet, the recruitment interview includes a question to find out if respondents have internet access for personal use. Question A2 in the ESS questionnaire assesses frequency of internet usage on any device and for any purpose (work or personal). What we need to know, however, is whether the respondent has access to an internet device where they could complete a 20-minute survey. Some of the respondents who said they never use the internet in question A2, may have internet access at home and thus not need the tablet. Others who said they use internet every day, may only use at work, where it may be inappropriate to complete a web survey. For this reason, we have added a question to specifically address access for personal use (R2a and R2c): ‘Do you have access to devices with internet connection for personal use’. If the answer to this question is ‘no’ (or ‘don’t know’), the invitation to [ESS Web] will include the tablet offer.

1.4.3. Step 3: Inviting respondents to participate in [ESS Web]

Once eligibility has been determined, you can invite the respondent to participate in [ESS Web]. You must read the invitation as worded. Do not rush through it, and use a natural, engaging tone. We rely on your enthusiasm to show the respondent that this study is interesting and important. The message is succinct but contains all necessary information for respondents to make an informed decision (see Appendix A, Step 3).

We expect you to use the information in section 3 of this manual to present the study to the respondent and address any questions or hesitations respondents may have. It is crucial that you become familiar with the information in this manual so that you can address any questions the respondent has right away. The strategies outlined in this manual will help you achieve a good recruitment rate.

1.4.4. Step 4: Collecting contact data

After the respondent has provisionally agreed to participate, you will ask the respondent for their contact details, in particular e-mail address and mobile telephone. This information is crucial to be able to invite respondents to the [ESS Web] surveys.
Some respondents will understandably get a bit suspicious about providing personal details. It is important to explain that the contact information will only be used to invite respondents to participate, that we will not contact them for any reason that does not relate directly to the research study, and that we will not pass this information to anyone outside the project. Let the respondent know that this information will be stored following [if UK: the Data Protection Act 1998 and] EU data protection laws. See also ‘confidentiality concerns’ in section 3 for useful ways to reassure respondents of our commitment to data protection.

If the respondent is still not sure whether they will participate or need more information, try to get their contact details anyway, and remind them that they can ignore the e-mail if they decide they do not want to participate.

If a device is needed, collecting correct contact details is crucial to be able to recontact the respondent and deliver the device. The respondent will be informed that the device will be delivered in January. If the respondent has scheduled not to be home during (part of) January, this should be noted down and alternative dates should be found. The representative delivering the device will help the respondent get familiar with the tablet, and how to use it to complete the survey. Guidance for this task will be provided separately.

1.4.5. Step 5: Recording reluctance to participate and any concerns

In surveys, it is quite common to record reasons that respondents spontaneously give when they refuse to participate. In the ESS, you are also asked your thoughts on whether a selected respondent who has refused would participate if approached again. In the [ESS Web] study, we want to go further and keep track of these two aspects for all respondents, even if they have agreed to participate. For example, if a respondent said ‘I am not sure I like the idea of having my contact information being shared with others outside the country’, and you were able to convince them to sign up anyway, you would first collect the contact data (step 4), then estimate how likely you think it is that this respondent will actually complete the web surveys, and then select code 08 (‘Does not want contact data sent abroad’) in question R5b.

By recording spontaneous hesitations respondents have before agreeing to sign up, we get a better idea of how common some of the refusal reasons are among those who participate compared to those who do not. For example, we know that data privacy concerns may be one of the reasons why people refuse to participate, and we want to know whether respondents who agree to participate also have such worries. We also want to know which kinds of concerns are easiest to put to rest. In sum, we want to learn reasons why respondents are reluctant to participate in web panels for future studies. Interviewers are the only members of the team who have a chance to collect that information. We rely on you to gather this information so we can analyse it and use it to improve recruitment procedures in the future. Question R5b in the recruitment interview provides a long list of reasons why people may be reluctant to participate. We have grouped them thematically to help you find the
right option quickly. We have tried to make the list of reasons as comprehensive as possible, but if the reason for refusal is not in the list, please choose ‘other (specify)’ and describe the concern to the best of your ability.

After conducting the ESS interview and hearing the reaction to the invitation to [ESS Web], you may actually have a good idea of how much a respondent enjoyed the experience and how engaged they were with the task. This may help you estimate the likelihood of participation in the web surveys. By recording your perception, we want to get a sense of how committed the respondent is to the [ESS Web]. This information may also help us better understand nonresponse to the web surveys. We understand that one cannot predict what others are going to do with accuracy; we just want to have your best guess.

1.4.6. **Step 6: Review recruitment effort and transfer data**

After recording reasons respondents gave not to participate, there are only two more things you need to do:

a) Answer a few questions about the recruitment effort. This is just so that we can keep track of how many tablets have been assigned, and how the general process of recruitment worked. These questions are asked right after the questions about the ESS interview, so please try to complete this section right after you have left the respondent’s home. You can find these questions in the recruitment effort summary, Step 6.

b) Transfer the data. [Ideally, reporting should be done every day. If this is not possible, it is imperative that all the information is updated in the central system [at least twice a week: Mondays and Thursdays / every Thursday]]

Gaining cooperation

The goal in [ESS Web] is to recruit as many ESS respondents as possible to join a web survey panel. Use your best interpersonal skills to engage them so that they are excited about the project and willing to participate. Project your competence and a positive attitude. Always show respect for each respondent, confidence in the importance of the study, and an honest and straightforward manner to help you gain trust and credibility.

Throughout this manual, we have compiled a series of thoughtful, concise answers to most of the questions a respondent is likely to ask. You need to read the initial invitation off your screen as is, but you can slightly paraphrase the arguments and answers proposed in this manual when you need to address requests for additional details or when you see hesitation in the respondent. Become knowledgeable about the project so you can answer questions with confidence and calm authority. Remember that most respondents will expect you to provide information about the purpose of the study and the need for their participation in it, and to know details about how it will be carried out.
1.5. Presenting the study

The first presentation of the study will be the recruitment script (step 3), which you must read as is; do not paraphrase it. This way, we will be sure that respondents received all the necessary information to make an informed decision, and we will know what was asked so we can ensure we are complying with ethical requirements. You can show the study’s leaflet and point to the relevant arguments as you talk to the respondent.

If the respondent raises concerns about the ESS interview already conducted, you must address that immediately, before continuing to seek cooperation for [ESS Web]. Try to be mindful, addressing any concerns the respondent raises, and show your appreciation about the time the respondent has already dedicated to the ESS. We want you to try your hardest to persuade them to participate in [ESS Web], but we cannot jeopardise the reputation of the ESS or risk the respondent wanting to delete the data they have already provided.

If you feel that the respondent may be too tired to listen to the offer, be sympathetic, but try to emphasise that you only need a couple minutes to explain the study, and that you will then leave right away. This will be your best opportunity to convince them to participate, so try to take advantage of it if possible.

Make use of the respondent leaflet and make sure to give it to the respondent, whether they agree to join or not. This leaflet not only presents the project and reminds respondents of it once you are gone, but it also informs respondents that participation is voluntary, what the risks and benefits of participation are, and that all information provided is safeguarded and completely confidential. This information is necessary for respondents to be able to give informed consent to participate and thus comply with ethical requirements of interviewing.

Mentioning that the local university/institute involved in the ESS interview will be involved in ESS Web may help create a sense of continuity, and thus any trust you have gained from the respondent during the interview can transfer to the new project.

1.6. Basic arguments to participate

As you know, respondents agree to participate in surveys for many different reasons. Many ESS respondents engage in this kind of research for altruistic reasons. Or they want to make a difference, and contribute to advance science and policy research. They also want to have a voice, to make a difference. Others do it because the incentive is appealing. Previous panel studies like this one have asked panel members their motivation to sign up, and they found that, even though the incentive and ‘being interested’ were mentioned by the most respondents, having a voice was mentioned by 45% of respondents, learning and educational purposes by 30%, and ‘being fun’ by 20%. Keep these arguments in mind as you introduce the project to the respondent. If the respondent seems lukewarm to the offer, you can mention reasons why other respondents have signed up.
Below is a list of basic arguments you can use to motivate respondents to sing up for the [ESS Web] panel.

**Why participate in [ESS Web]**

<table>
<thead>
<tr>
<th>Argument</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s interesting!</td>
<td>Participating in attitudinal surveys gives you a chance to reflect about different topics, you see what researchers and policy makers are focusing on. It can be informative and educational.</td>
</tr>
<tr>
<td>It’s good for science and society</td>
<td>Your participation will help researchers better understand society and societal changes. You could be helping scientists find solutions to current societal problems, and advance science.</td>
</tr>
<tr>
<td>We need your participation</td>
<td>It is really important for the accuracy of the study that you participate. You represent many others like you in [COUNTRY] and your participation is vital to the success of this project. We cannot substitute you with any other person. So if you don’t participate, findings could be less accurate.</td>
</tr>
<tr>
<td>It’s easy</td>
<td>The study was designed in a simple, user-friendly way, so that no previous technical knowledge is necessary to participate in it. And if you need help, our helpline staff will be more than happy to talk you through things.</td>
</tr>
<tr>
<td>You can make a difference</td>
<td>Findings from this study could help make a difference in how the country is run and what policies are implemented.</td>
</tr>
<tr>
<td>Flexibility</td>
<td>If you like participating in surveys but don’t like being interrupted, web surveys allow you to determine when and where you complete the survey. You can use any device at your disposal.</td>
</tr>
<tr>
<td>It’s more private</td>
<td>You’ll read the questions on a computer or other device connected to the internet. You will give your answers right there, and they will be sent to us in a very safe manner through the internet.</td>
</tr>
<tr>
<td>Confidentiality assurance</td>
<td>Your participation will be kept completely confidential and we will never link your answers to your name or contact details.</td>
</tr>
<tr>
<td>If respondent gets free tablet</td>
<td>If you want to, you can use the tablet for other things and you can keep the device after the project is finished.</td>
</tr>
<tr>
<td>Incentive</td>
<td>You can get up to £30 when you participate in our panel. This gift is a way to thank you for your time and to let you know how important it is for our study that you participate.</td>
</tr>
</tbody>
</table>
**Legitimacy of the project**
The project is carried out by serious institutions, including four universities, a statistical office, and an established non-profit institute for social research. The project has secured support from the European Union, competing against other projects.

**This is for real**
Make sure you point to the national website on the leaflet and to the SERISS website, where respondents can get confirmation that the project is real and is indeed funded by the EU.

1.7. **Refusal avoidance**

Unless the refusal is hostile and threatening, it is an interviewer’s job to attempt to convert the refusal and gain the respondent’s cooperation. When a respondent plainly refuses, says they need to know more or that they are not sure yet, use the arguments outlined in this section to try to gain cooperation. Some of the arguments are similar to the ones you may have used to recruit respondents for the in-person interview, whereas others are specific to the ESS Web study.

Respondents who do not use the internet may naturally be more reluctant to participate in web surveys. As mentioned before, even though a free tablet may seem like a fantastic incentive for some people, others who do not use the internet may not find it as appealing. Precisely for this reason, we are especially interested in gaining their cooperation, but be mindful that offering the tablet offer may not always help gain cooperation. When the tablet is delivered in January, they will also receive a ‘manual’ on how to use the tablet to participate in the survey.

1.7.1. **Prepare for refusal conversion**

Start by assessing how firm the refusal is, and then try to determine the underlying issue. It is very important to LISTEN to what the respondent is saying and give him/her time to talk without interrupting. To make sure you understood correctly, try rephrasing the respondent’s concern before you try to address it. For example:

- Respondent: ‘I don’t want my answers out there’
- Interviewer: ‘I want to be sure I understand you correctly. You are concerned that the information you give me may not be kept private, is that correct?’
- Respondent: ‘That’s right’

When addressing objections or concerns, take care to respond only to the issues that the respondent has raised. Try to convert refusals by using customised convincing arguments, but do not bring up
issues that may add to his/her concerns and complicate your efforts to convert the refusal. The most common reasons for refusals will be covered in the project’s ‘Frequently Asked Questions’ together with guidance on arguments you can use to persuade respondents to participate. You must become completely familiar with them so you can use them comfortably and convincingly. This will help you find a suitable answer in each situation and gain cooperation.

When it comes to respondents who are unsure or need more information, ask them: ‘Is there anything in particular you would like know more about?’ This will reveal the source of their concern, and you can use the same arguments as with respondents who have refused. If the respondent needs still more time to decide, and does not want to commit to provide contact information, say: ‘if you are in doubt whether this will work, you can try to participate for a certain period. Of course we hope that you will continue to participate in the study but you can stop your participation at any time’.

1.7.2. Find the right arguments to address the respondent’s concern

In the next pages you will find examples of arguments to address different types of concerns. Please read these a few times and make notes to help you remember them. It is ok if you rephrase them slightly to make them sound more natural coming from you.

<table>
<thead>
<tr>
<th>CONCERNS ABOUT COMPUTER LITERACY / PASS OFFER TO SOMEONE ELSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents may be concerned that they do not have the level of familiarity with computers that is required to participate, and may suggest someone else to do it. Take your time to explain that surveys will be simple to complete and that they can contact a Freephone helpline.</td>
</tr>
<tr>
<td>‘We understand your concerns about using computers…’</td>
</tr>
<tr>
<td>- Selecting a random sample of the population means that we will get many different people: young and old, working people and others who are retired, families and people living alone. This mix is what helps the study be representative and accurate. If we interviewed the same kind of people over and over, the data may represent only the opinion of a few rather than the entire population. So we need people like you to participate for the findings to represent the population.</td>
</tr>
<tr>
<td>- You are one of only [SAMPLE SIZE] people in [COUNTRY] selected for this project, and no one else can take your place. Your views and experiences are unique, so we cannot substitute you with anyone else.</td>
</tr>
<tr>
<td>- Remember also that you can stop participating at any time.</td>
</tr>
<tr>
<td>- IF RESPONDENT IS ELIGIBLE FOR A TABLET: When the device is delivered to you, we will provide in-person step-by-step guidance on how to use the device. All the necessary</td>
</tr>
</tbody>
</table>
details will be brought to you personally and explained carefully. In addition, you will have access to help and support throughout the study.

CONCERNS ABOUT PRIVACY/CONFIDENTIALITY

Respondents may be concerned about where their data will end up and how the data will be treated. Below are possible useful ways to reassure the respondent that their data will be kept confidential to the best of our ability.

‘We understand your concerns about data privacy…’

- First off, I am required by law to guarantee confidentiality to you.
- Also, all members of this study strictly follow data protection laws, we are trained in handling and transferring survey data, and know how to make sure that data are kept confidential at all times.
- All the information provided will be kept strictly confidential and your name are never connected to your responses. This means that even staff members will not know who gave a specific answer.
- In order to answer the surveys more conveniently and privately, you’ll read the questions on a computer, tablet, smartphone, or any other device that is connected to the internet at any time you feel comfortable to do this.
- In addition, your participation is voluntary, so you can always skip any questions you prefer not to answer.
- All your information will be stored according to [if UK: the Data Protection Act 1998 and] EU Data Protection laws. We will use your responses for scientific purposes only and never for marketing purposes, telephone sales or other commercial purposes.
- IF CONCERN IS SPECIFIC ABOUT THE SURVEY BEING ONLINE: Web surveys are becoming an important channel used by researchers to ask population groups about their opinion on various important issues in their country.

CONCERNS ABOUT USING OWN DEVICE FOR SURVEYS

Respondent worries about data plan or about using a device they also use for work.

‘I see what you mean …’
- The survey doesn’t take much internet volume. You will receive a [£5/€5 voucher] with every invitation as a thank you for the time and resources you have invested.
- The survey is designed to work on a wide range of devices. So you can use any device you have available.
- IF DEVICE BELONGS TO WORK: Offer a tablet if the work device cannot be used for private purposes

**RESPONDENT IS TIRED, HAS DONE ENOUGH FOR US**

Respondent feels has participated in too many surveys.

“You are absolutely right that you have already done a lot for us, and we are extremely grateful, your collaboration is essential for this research project and we appreciate that you are making a generous contribution by talking to us…”
- Conducting a long interview in person is tiring. The web surveys we will send will be much shorter, just about 20 minutes. And you can answer them whenever you want, wherever you want.
- There are many requests for opinion and satisfaction surveys nowadays. Let me explain why I think this study is different from other requests. We are not selecting just anyone we come across; instead, we use scientific methods to select a sample that can represent the entire population, and this means that we cannot substitute anyone we have selected, or we would lose the scientific properties of the sample. Therefore, your participation is vital for our project.
- Remember also that you can stop participating at any time.

**CONCERNS ABOUT TIME AND BURDEN**

Respondents may argue that their commitments and responsibilities (work, children or other dependents) keep them too busy to participate. These are all understandable concerns we can all relate to. However, a number of arguments can be used to convey that this project is less of a burden that they may think. Below are possible arguments you can use.

“We understand you’re busy…”
- The good thing about web surveys is that you can complete them at any time (night and day) and from any place where you have internet connection. Not only that, but if you
cannot take 20 minutes at once, you can answer a few questions, close your browser, and go back to it later on to continue where you left off.

- There will only be a new survey every two months and each survey takes only about 20 minutes. In addition, your participation is voluntary, so you can skip a survey if you are too busy that month, and complete the next one.
Respondents often say they are not interested when they refuse to participate in a survey. We rely on your enthusiasm to show the respondent that the project can be interesting and that it is important. Try to tailor your message to each respondent, explaining that the project will include questions on the topics they liked best during the ESS interview.

‘We understand what you are saying…’
- Please know that this project is very important. Our anonymous surveys will give you the opportunity to tell us your opinions. You can tell us what you like and don't like about what the government has been doing.
- The web survey will include a wide range of different topics, not just the ones we have covered today. You can always skip a question if you don’t want to answer.
- You can help researchers who are studying how people in [COUNTRY] live their lives to help make this country an even better place to live. Your participation is vital to the success of this study.

CONCERNS ABOUT INCENTIVES

There are different issues that a respondent could mention in reference to the incentive. For some, it may seem like too little, for others, it may seem like too much. The strategies to address these concerns differ.

‘That is not enough money for the time it takes …’
- The incentive is not a payment for your time, which we know is very valuable. This small gift is just to show our appreciation for your generosity.
- I should also note that this is not a commercial study. It is funded from public sources and therefore the budget is limited and carefully decided. If we offered too much money, it could be seen as unethical or a waste. We rely on the willingness of people like you who have been randomly selected among the general population. Your participation is extremely important to represent the views and needs of your generation, and thus impact what policy makers do.
- IF RESPONDENT IS ELIGIBLE FOR A TABLET: In addition, you will receive a tablet and internet access that will be yours to keep at the end of the project.

‘That is too much money/I don’t believe you are giving me all this for free…’
- I understand that the offer may seem too good to be true. This is an unusual opportunity and it is different from other studies.
- Let me assure you that we are not selling anything, and we will not pass on your information to anybody outside the project. All we are trying to do is conduct a research project that represents the general population, and we just want to thank you for your time by giving you a small gift.
- This research project has been approved by an Ethics Research Committee and is supported by the European Union’s Research and Innovation programme. To verify what I am saying, you can find more information about this project on www.seriss.eu and [add national website].
- **IF RESPONDENT IS ELIGIBLE FOR A TABLET:** We understand that offering a free internet device just for completing 6 surveys may seem suspicious, but this is just a reflection of how important it is for the accuracy of our results that you participate in the study. We are offering the device to anyone like you who does not have internet access for private use.

**CONCERNS ABOUT AGE**

Respondents may fear that they are too old for the study. It is important that you explain to them how valuable it is for this research to include people of all ages and all walks of life. Also, try to calm their concerns about the difficulty of the task.

‘*We understand what you are saying…’*

- It *is crucial* for the success of this project that we have a good representation of the [COUNTRY’S] population, so it is vital for us that you participate in this study.
- Participating in this study is not complicated: the surveys will be easy to complete and you will be properly instructed on how to participate in this study. *[If possible: show the respondent on your screen how the survey would work]*
- If respondent is eligible for a tablet: We can give you a small computer with a touchscreen for you to complete the surveys. We can make the font size comfortable for you to use.
- We will provide you with a device and will be able to adjust the settings such that you will be able to read it.

**RESPONDENT DOES NOT LIKE COMPUTERS**

Respondent does not like dealing with computers.

‘*I hear you…’*
• We understand that some people prefer not to deal with computers. It is crucial for the success of this project that a good representation of the [COUNTRY’S] population that you participate in this study, so we also need to include the views of people who do not like computers.
• We use this way of collecting data to increase flexibility and privacy for respondents but we understand it can be annoying for others. We will only send you a survey every other month for about a year, and the surveys will only take 20 minutes.
• Web surveys are becoming an important channel used by researchers to ask population groups about their opinion on various important issues in their country.
• IF RESPONDENT IS ELIGIBLE FOR A TABLET: We can give you a small tablet (like a big telephone) with a touchscreen for you to complete the surveys.

CONCERNS ABOUT GOVERNMENT/ POLITICIANS/SPONSOR

Respondents may be concerned about who the survey data are going to, or think that this is a waste of tax payers’ money. In addition to arguments related to confidentiality concerns, you can reassure respondents by explaining more about the researchers from the project.

‘We understand your concerns …’

• This research project was commissioned by a group of researchers working in European universities. They have been awarded this money to conduct independent research about various issues about [COUNTRY] and our society. They want to better understand the needs and preferences of the [COUNTRY’s] population, and make the anonymised data available to other researchers and policy makers, with the intention of improving knowledge and policies. We ask that those who analyse the data abide to ethical principles of research. It is very important to us that your data are used appropriately and ethically.
• To verify what I am saying, you can find more information about the project goals and the researchers behind it by going to www.seriss.eu and [add national website], or by contacting the researcher in charge of this project, [ADD NATIONAL COORDINATOR DETAILS, INCLUDING AFFILIATION]10.
• All your information will be stored according to [if UK: the Data Protection Act 1998 and] EU Data Protection laws. We will use your responses for scientific purposes only and never for marketing, telephone sales or commercial purposes.

CONCERNS ABOUT HEALTH ISSUES

10 National coordinator details optional. However, having a specific name and institution may help reassure.
Respondents may fear that a health condition prevents them from using an internet device.

- [IF CONDITION APPEARS TEMPORARY] I can understand that you’re not well at the moment/too busy with your health now. If this is not a good time, please call us on the Freephone to sign up or follow the instructions on the leaflet.
- [R IS VISUALLY IMPAIRED AND HAS A DEVICE] Do you own a device that you use to go online? You can use that device to participate in the study.
- [RESPONDENT IS VISUALLY IMPAIRED AND ELIGIBLE FOR TABLET]. We will provide you with a device and will work with you to adjust the settings.

Appendix A: Mock-up recruitment interview

This document is for illustration purposes only.
Do not use this document to conduct the recruitment interview, as it is not complete.

**Step 1 Checking age eligibility (18+)**

- **If the respondent was born in 1998, ask:**

<table>
<thead>
<tr>
<th>R1a How old are you today?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>17 years old</td>
<td>1</td>
</tr>
<tr>
<td>18 years old or older</td>
<td>2</td>
</tr>
</tbody>
</table>

- **If information about year of birth is missing, ask:**

<table>
<thead>
<tr>
<th>R1b Are you 18 or older?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Refusal</td>
<td>7</td>
</tr>
</tbody>
</table>

**Step 2 Identifying respondents who need an internet-enabled tablet**

- **R2a Earlier in the interview, you said you use the internet [TEXT FILL]. Do you have access to devices with internet connection for personal use?**

  | Yes | 1 | Go to R2b |
  | No  | 2 | |
  | Refusal | 7 | Go to Step 3 |
  | Don’t know | 8 | |

- **R2b Which devices do you typically use to go online? (Mark all devices the respondent spontaneously mentions)**

  | Smartphone | 1 | Go to Step 3 |
  | Tablet     | 2 | |

28
Step 3. Inviting respondents to join the UK Opinion Panel

We would like to invite you to join a new research panel study tracking the values and opinions of people in [COUNTRY].

If you join the study, you will be invited to take part in 20-minute surveys every couple of months for about a year. You will receive a [NC: ENTER AMOUNT voucher] for every survey to which you are invited to participate, as a token of our appreciation. The surveys can be completed online, and you can decide the best time to complete them. By joining the panel you will represent your generation’s views on a wide range of social issues.

The data will be used for scientific purposes, following strict data protection rules. Your participation is voluntary, you can decide whether or not to accept each invitation, and you can withdraw from the study any time you wish.

[ONLY IF NO INTERNET ACCESS FOR PERSONAL USE] To enable your participation, we will provide you with a free, easy-to-use tablet. If you agree to participate, a staff member from [NC: ENTER NAME OF AGENCY] will contact you in January to bring you the device and explain how to use it to complete the survey. You will also have access to help and support when you need it.

INTERVIEWER: Press [XX] to see answers to FAQs.

R3a Would you be interested in participating in this study?

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>Unsure/Hesitant</td>
<td>2</td>
</tr>
<tr>
<td>Needs time to think</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
<tr>
<td>No</td>
<td>5</td>
</tr>
</tbody>
</table>

Step 4. Collecting contact data

R4a We are very grateful for your willingness to participate. To be able to send you the link to the web surveys and the [NC: ENTER INCENTIVE], we need your e-mail address. We will only use your e-mail address for these contact purposes and will not give it to anyone outside the study.

- Do you have an e-mail address where we could send you the invitation link to the surveys and the [NC: ENTER INCENTIVE AMOUNT]?
- What is your e-mail address?

(INTERVIEWER: If respondent is reluctant to give e-mail, emphasise that contact details will be treated confidentially, not shared with anyone outside)
If you are not sure yet, we can send you the invitation to the first survey and you can decide then whether you want to participate. To be able to send you the link to the web surveys and the [NC: ENTER INCENTIVE], we need your e-mail address. We will only use your e-mail for these contact purposes and will not give it to anyone outside the study. If you decide that you don’t want to participate, you can just ignore our e-mail or contact us to let us know you don’t want to receive any more invitations.

- Do you have an e-mail address where we could send you the invitation link to the surveys and the [NC: ENTER INCENTIVE AMOUNT]?
- What is your e-mail address?

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does not have e-mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prefer not to give</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does not know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Step 5  Estimating reluctance to participate (ALL RESPONDENTS)

**R5a** How likely do you think it is that the respondent will participate in [ESS Web]

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will most likely not</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will probably not</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will probably</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will most likely</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refusal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**R5b** Record any concerns or reasons for refusal to participate in the panel study that the respondent mentioned (mark all that apply).
**Step 6 Recruitment effort summary**

*Interviewer: please complete these questions right after you leave the household.*

**S1a** Did you get to explain the [ESS Web] study to the respondent?
- Yes 1
- No 2

**S1b** Why not?
- The respondent cut me off 1
- The respondent seemed too annoyed, I decided not to 2

---

[If necessary, ask: May I ask why you do not wish to participate?]

<table>
<thead>
<tr>
<th>Reason</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>No internet/slow or spotty connection</td>
<td>01</td>
</tr>
<tr>
<td>Does not want to use data allowance</td>
<td>02</td>
</tr>
<tr>
<td>No experience with internet/computers</td>
<td>03</td>
</tr>
<tr>
<td>Does not like computers</td>
<td>04</td>
</tr>
<tr>
<td>Too old to use computers</td>
<td>05</td>
</tr>
<tr>
<td>Suspicious of our offer (scam)</td>
<td>06</td>
</tr>
<tr>
<td>Worries data will be shared outside project</td>
<td>07</td>
</tr>
<tr>
<td>Does not want contact data sent abroad</td>
<td>08</td>
</tr>
<tr>
<td>Privacy concerns with web</td>
<td>09</td>
</tr>
<tr>
<td>Already did F2F interview, enough</td>
<td>10</td>
</tr>
<tr>
<td>Did not enjoy completing ESS</td>
<td>11</td>
</tr>
<tr>
<td>Does not like survey subject</td>
<td>12</td>
</tr>
<tr>
<td>Does not know subject, too difficult</td>
<td>13</td>
</tr>
<tr>
<td>Physical constraint</td>
<td>14</td>
</tr>
<tr>
<td>No time, too busy</td>
<td>15</td>
</tr>
<tr>
<td>Not interested</td>
<td>16</td>
</tr>
<tr>
<td>Co-operated too often</td>
<td>17</td>
</tr>
<tr>
<td>Too many survey requests</td>
<td>18</td>
</tr>
<tr>
<td>Previous bad experience</td>
<td>19</td>
</tr>
<tr>
<td>Surveys are a waste of money/time</td>
<td>20</td>
</tr>
<tr>
<td>Moving out of country</td>
<td>21</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>22</td>
</tr>
<tr>
<td>No specific concerns</td>
<td>55</td>
</tr>
<tr>
<td>Not applicable</td>
<td>66</td>
</tr>
<tr>
<td>Don’t know</td>
<td>88</td>
</tr>
</tbody>
</table>
I did not feel safe and I decided to leave
It was too late to attempt recruitment
Other (explain)

S2 Did the respondent agree to participate?

Yes
No, respondent needs to think about it
No, respondent does not want to participate

S3 Was the respondent hesitant before agreeing to participate?

Yes
No

S4 Was the respondent offered the tablet?

Yes
No

S5 Did the respondent accept the tablet offer?

Yes
No

S6 Using your own words, how would you describe the respondent’s general response to the invitation? (Please do not mention names or other identifiable information)

FAQs for interviewers to be available as a help screen.

- **What is the [ESS Web]?** A panel of carefully selected people who we will be approaching to give their views on a wide range of topical social issues.
- **Who funds the research?** The research is funded by the European Union Research and Innovation programme.
- **What topics does it cover?** A broad range of topical social issues on which everyone can have a view, such as family life, work, health, the media and politics.
- **When will the study start?** You should receive the first invitation in February. The invitation will contain a link to the survey.
- **What does it involve?** People will be invited to participate in a 20 minute survey online every couple of months until February 2018. They decide at the time whether they want to participate.
- **What if they do not have access to the internet at home?** We will be providing an internet enabled device to those who do not have access to the internet. Respondents will be
contacted again to arrange delivery of the device and training. [If respondent asks: The device will be yours to keep after the study is over].

- **Will they be paid?** Those invited to take part in a survey will receive an unconditional incentive of £5/€5—this means that, as long as they continue to participate, they will receive the £5/€5 with each invitation we send.

- **Confidentiality?** All answers will be kept strictly confidential. E-mail contact details will be securely sent to the Norwegian Centre for Research Data and Questback based in Germany. These two organisations are implementing the online panel element of the survey. Contact details will not be passed to any other organisation.

- **Why can’t we give them the tablet now?** It would be too risky to travel around with a large number of tablets. Also, we do not know exactly how many tablets in total we will need, so we are waiting to know how many people sign up to buy the devices. Otherwise, we risk buying too many. I can assure you that we are going to provide you a tablet with internet access so that you can participate in the study, at no cost to you. After the study is completed in December 2017, you are free to keep the tablet, but we will stop paying for the internet connection.
Annex 3: CRONOS Interviewer Briefing Checklist

**CRONOS INTERVIEWER BRIEFING CHECKLIST**

For each of the items on the list below, please try to note:

1. How much time is devoted to that section (enter 0 if not covered)
2. Clarity of the training (Very confusing, quite confusing, quite clear, very clear)
3. Whether examples were used
4. What the interviewers reactions are to that specific training: are they bored, engaged, do they complain, do they have many questions…
5. Any other observations you may have

<table>
<thead>
<tr>
<th></th>
<th>Time spent</th>
<th>Clarity</th>
<th>Use of examples</th>
<th>Interviewer reactions</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserve the agreed time to brief interviewers on the CRONOS project (2 hours).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interviewers should be advised to study the interviewer manual thoroughly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduce the CRONOS project <strong>before</strong> the mock interview takes place. Study design: duration of the project and duration and frequency of the surveys</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purpose and importance of CRONOS and key role of interviewers in the success of the recruitment. Motivate interviewers so that they can transfer their enthusiasm to respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recruitment steps (as described in the interviewer manual on page 5)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Importance of convincing respondents to provide their e-mail address, even those who are unsure</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How to deal with ‘hesitant’ respondents (use leaflet, mention helpline)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Reacting to possible respondents’ concerns (see interviewer manual, section 3.3)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dealing with refusals. The ESS materials include strategies for refusal conversion, which are tailored for the ESS. CRONOS has its own motivation techniques and refusal conversion strategies tailored to the CRONOS project, which are covered in the interviewer manual. These should be addressed as well</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Offering tablets and arranging delivery: why are tablets offered, who should get a tablet, when are tablets delivered, what will happen then</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mock recruitment interview: practice different case scenarios</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Include practice exercises on persuading techniques for different scenarios. The Q&amp;A available in the CAPI system should be a last resort</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Insist that step 5 (page 8 in the recruitment interview) is crucial for monitoring recruitment and participation, and <strong>must be asked of all respondents</strong>, even if they agree to participate and provide an e-mail account</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Annex 4: CRONOS Refresher Briefing Agenda

CRONOS Panel recruitment – Refresher interviewer briefing

Purpose and structure

The goals for the refresher briefings are multiple. First, these meetings are meant to assist and support interviewers. We want them to share successful strategies with each other to help them achieve better recruitment rates, and also to help them overcome any difficulties they may be finding when recruiting CRONOS respondents. Second, we can provide feedback to them about how recruitment is going and where we are least successful, based on analyses carried out in the panel management system. Finally, for the CRONOS pilot project these sessions are an opportunity to gather feedback about how procedures work, and how to improve procedures.

Meetings will take place with interviewers, whether in person or by phone, about to 2 hours. The meetings will take place very approximately 4 weeks after the start of ESS fieldwork. All interviewers are required to attend this session. The sessions will focus on sharing strategies that are working well, rather than on specific problems an interviewer may have. Such fieldwork issues should be discussed between interviewers and supervisors before the refresher briefing takes place.

A short report (2-page minimum) will describe these training sessions, including those strategies identified as most successful as well as concerns and questions raised by interviewers. A draft of the report will be due two weeks after training is completed.

Proposed agenda

1. Introduction

Present the purpose of the meeting.

2. Interviewer feedback on successful strategies – 30 minutes

Each interviewer in turn will provide feedback on their own experiences:

- How many ESS interviews have they conducted and how many panel respondents have they recruited
- Is recruitment difficult? What strategies work best to persuade respondents?
- How they are pitching the study? Mock up attempt.
- How they manage to overcome the challenges they encounter
- Particular types of respondents more / less likely to agree

3. Feedback to interviewers – 30 minutes

Provide general feedback to interviewers about progress so far and recruitment rates, based on analysis of the data from the panel management system. In addition, supervisors as well as other interviewers can react to the things mentioned in point 2, provide advice and share useful tips and strategies. In particular, ask those who seem to be getting high recruitment rates to share what they are doing, to try to understand the reason for their success and so that other interviewers may also apply those approaches.
4. **Reasons for refusal / being unsure – 30 minutes**

Work through each of the main reasons for refusal and objections they are coming up against as evidenced by the data collected in fieldwork. Focus on those who refuse as well as on those who express reluctance but sign up anyway. The focus should be on discussing **ideas for how to overcome them**. If interviewers mention a specific group of concern as being more difficult to overcome, try to see if any other interviewer has a strategy that has been working well to overcome those issues.

- Concerns over computer literacy / does not like computers
- Data confidentiality
- Concerns about tablet
- Respondent has done enough already
- Time and burden
- Topics – boring/sensitive
- Incentives
- Government/sponsor
- Health issues

5. **Collecting contact data – 10 minutes**

Discussion on how collecting contact data has gone.

- Concerns over accuracy of contact data
- Tips on getting accurate data

6. **Issues for delivery of tablets – 5 minutes**

Discussion on issues that are likely to be an issue for the delivery of tablets

- What sorts of respondents would need the tablet
- Confidence that they may be able to use the tablets
- What concerns came up

7. **Issues for online surveys – 5 minutes**

Discussion of any thoughts interviewers have on the main surveys:

- What sorts of topics respondents will find interesting to be asked about
- Hints for things to say in contacting strategy: approaches and strategies for persuading people to complete the online surveys
- Things not to do

8. **Wrap-up – 5 minutes**
Annex 5: CRONOS Participant Information Sheet

Title page:

[ESS Web]

An online survey measuring the people’s opinions about life in [COUNTRY]

Logos of the institutions

Inside pages:

What is [ESS Web]?

[ESS Web] are a series of short surveys conducted on the Internet. We would like to contact you via e-mail a few times over the next year. Web surveys are a safe, flexible and environmentally friendly way to give voice to different population groups. [ESS Web] is not used for any commercial purposes.

[ESS Web] is an important project that aims to inform academics, researchers and policy makers about the opinions and behaviours of different population groups on essential aspects of life in [COUNTRY]. The project also aims to improve data quality and efficiency of data collection.

How long does it take?

Each survey will only take about 20 minutes to complete. You will have the flexibility to choose a time that suits you to complete the survey. You can even stop after a few questions and continue later if you need. Support is available at [enter helpline number] if you have any questions about completing the surveys.

Why should I participate?

[ESS Web] surveys will include interesting topics that can have an impact on what happens in [Country] and in Europe. Participants of similar projects in other countries have found the projects fun, educational and interesting.

You have been randomly selected to represent your generation and people like you. We cannot substitute you if you decide not to participate, so it is very important for us to have your cooperation. It is uncertain whether you will personally benefit from the research, but you can benefit from the knowledge that you are personally helping researchers. As a token of our appreciation for your time, you will receive £5/€5 every time we send you a survey invitation for as long as you are part of this study.
What are the topics of [ESS Web]?  
Like in the ESS interview, there is a wide range of different topics about various aspects of life in [Country]. These include questions on family life, work, health, media and politics. The questions are easy to answer. We want to hear your views and opinions—no special knowledge is therefore required to participate in [ESS Web]. Every opinion counts and there are no wrong answers.

What do I need to do to participate in [ESS Web]?  
If you agree to participate in [ESS Web], you will be asked to provide us with an e-mail address. We will only use this to send you invitations to regular online surveys. You will receive a link to a new survey every two months. Your participation is completely voluntary, and you can stop participating at any time.

What happens to my data?  
We follow very strict data protection and confidentiality regulations, and we are required by law to guarantee confidentiality to you. Confidentiality is strictly protected also in future analyses performed by other researchers.

Your data will only be used to produce research. The answers from all participants will be summarised, and the results will be published in anonymised form using statistical analyses. This means that individual participants cannot be identified. To maximise the benefit that can be derived from this project, we will publish the anonymised data for other registered researchers to use. However, your data cannot be used for commercial purposes.

Your contact data (like your name and e-mail address) will not be passed to anyone outside of the [ESS Web] research team. It will be securely stored, and we will not connect your name with your responses at any time. Your information will be handled in strict confidence according to scientific guidelines and privacy requirements. Your e-mail address will only be used by us to contact you to provide a web link to each survey. All your contact information will be deleted at the end of the project in June 2019.

What if I change my mind later on?  
Your participation in this project is voluntary throughout. You are free to choose which surveys and questions you want to fill out. When completing a survey, you will always be able to skip (not answer) any question you do not want to answer.

If you change your mind and wish to stop receiving invitations to this project, you can do so by contacting [ADD COUNTRY-SPECIFIC CONTACT DETAILS: NAME, TELEPHONE, E-MAIL].
You have the right to access, modify or ask to delete any data you have provided. If, by then, the data have already been used, we will not be able to recall samples from researchers, nor any new knowledge that the data may have helped create.

Your views are very important to us and we hope you will participate in as many surveys as possible.

Back page:

Who is responsible for this project?

[National Coordinator Institution] is responsible for the recruitment and administration of the [ESS Web]. There is a toll-free telephone help line for the respondents that is available on workdays from [enter times]. Please contact [National Coordinator Institution] on [enter phone number] if you have any queries about the [ESS Web].

[ESS Web] is part of the larger collaborative project Synergies for Europe’s Research Infrastructures in the Social Sciences (SERISS) funded by the European Union Research and Innovation programme. [National Coordinator Institution] works closely with a scientific team. The key members of this team are: 1) European Social Survey Headquarters at City University London, who coordinate the SERISS project, and 2) the Norwegian Centre for Research Data (NSD), who will send you the e-mail invitations using a web survey supplier called Questback. All the data will be securely stored at Questback in Germany. If you want more information about any partner, please contact the helpline number [enter phone number].

This study has been approved by the European Social Survey Research Ethics Committee, who examine how the whole survey process and data handling is carried out. In addition, all researchers involved in this project strictly follow EU data protection laws when handling your data. They also adhere to the International Statistics Institute Ethics declaration.

If you have any complaints or queries, please contact [enter name] on the Freephone helpline number [enter phone number].

[Enter national website for ESS Web]

www.seriss.eu

Key bullet points:

[ESS Web] at a glance

- [ESS Web] is a scientific survey measuring the opinions and habits of the population on essential aspects of life in [Country] and Europe
- The random sample of people who were selected for [ESS Web] are invited to participate in web surveys, representing different groups of the population
The survey will be conducted every two months over a period of one year. Each web survey will take a maximum of about 20 minutes to complete. As a token of appreciation, respondents will receive £5/€5 for every survey for as long as they are part of the ESS Web. ESS Web follows strict data protection regulations guaranteeing anonymity and confidentiality.
Annex 6: CRONOS Recruitment Interview

[ESS Web] recruitment questions

Step 1 Checking age eligibility (18+)

[PROGRAMMER:

- If the respondent was born before 1998 (yrbrn < 1998), display question R2a.
- If the respondent was born after 1998 (yrbrn > 1998), display the message:

  This respondent is not eligible to participate in the [ESS Web].
  Please proceed as you normally would at the end of the interview.

- If the respondent was born in 1998, please display question R1a.]

<table>
<thead>
<tr>
<th>[ASK IF yrbrn = 1998] R1a</th>
<th>How old are you today?</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 years old</td>
<td>1 → Proceed as you normally would at the end of the interview</td>
</tr>
<tr>
<td>18 years old or older</td>
<td>2 → Go to R2a</td>
</tr>
</tbody>
</table>

- If information about year of birth is missing, please display question R1b.

<table>
<thead>
<tr>
<th>[ASK IF yrbrn = missing] R1b</th>
<th>Are you 18 or older?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1 → Go to R2a</td>
</tr>
<tr>
<td>No</td>
<td>2 → Proceed as you normally would at the end of the interview</td>
</tr>
<tr>
<td>Refusal</td>
<td>7</td>
</tr>
</tbody>
</table>
Step 2 Identifying respondents who need an internet-enabled tablet

[DISPLAY IF A2 (NETUSOFT) = 2, 3, 4 or 5]

R2a  Earlier in the interview, you said you use the internet [TEXT FILL based on answer to NETUSOFT]. Do you have access to devices with internet connection for personal use?

<table>
<thead>
<tr>
<th>Yes</th>
<th>1</th>
<th>Go to R2b</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Refusal</td>
<td>7</td>
<td>Go to Step 3</td>
</tr>
<tr>
<td>Don’t know</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

[DISPLAY IF A2 (NETUSOFT) = 1]

Earlier in the interview, you said you never use the internet.

[ASK IF A2 = 1 OR 7 OR 8]

R2b  Do you have access to devices with internet connection for personal use, even if you don’t use them?

<table>
<thead>
<tr>
<th>Yes</th>
<th>1</th>
<th>Go to R2c</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Refusal</td>
<td>7</td>
<td>Go to Step 3</td>
</tr>
<tr>
<td>Don’t know</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

[ASK IF R2a = 1 OR R2b = 1]

R2c  Which devices are available for you to go online? (INTERVIEWER: Mark all devices the respondent spontaneously mentions)

<table>
<thead>
<tr>
<th>Smartphone</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablet</td>
<td>2</td>
</tr>
<tr>
<td>Laptop</td>
<td>3</td>
</tr>
<tr>
<td>Desktop computer</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
</tr>
<tr>
<td>None</td>
<td>6</td>
</tr>
<tr>
<td>Refusal</td>
<td>77</td>
</tr>
<tr>
<td>Don’t know</td>
<td>88</td>
</tr>
</tbody>
</table>

Go to Step 3
Step 3 Inviting respondents to join the [ESS Web] panel

[PROGRAMMER: DISPLAY FOR ALL RESPONDENTS]

We would like to invite you to join a new research panel study tracking the values and opinions of people in [COUNTRY].

If you join the study, you will be invited to take part in 20-minute surveys every couple of months for about a year. You will receive a [NC: ENTER AMOUNT voucher] for every survey to which you are invited to participate, as a token of our appreciation. The surveys can be completed online, and you can decide the best time to complete them. By joining the panel you will represent your generation’s views on a wide range of social issues.

The data will be used for scientific purposes, following strict data protection rules. Your participation is voluntary, you can decide whether or not to accept each invitation, and you can withdraw from the study any time you wish.

[PROGRAMMER: DISPLAY ONLY IF NO INTERNET ACCESS FOR PERSONAL USE R2a = 2, 7, 8 OR R2b = 2, 7, 8:] [To enable your participation, we will provide you with a free, easy-to-use tablet. If you agree to participate, a staff member from [NC: ENTER NAME OF ORGANISATION WHO WILL DELIVER THE TABLET] will contact you in January to bring you the device and explain how to use it to complete the survey. You will also have access to help and support when you need it.]

INTERVIEWER: [NC: Enter instruction] to see answers to FAQs.

<table>
<thead>
<tr>
<th>R3a</th>
<th>Would you be interested in participating in this study?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1 ➔ Go to Step 4</td>
</tr>
<tr>
<td>Unsure/Hesitant</td>
<td>2 ➔ If still unsure after conversion attempts, go to Step 4</td>
</tr>
<tr>
<td>Needs time to think</td>
<td>3 ➔ If still needs time after conversion attempts, go to Step 4</td>
</tr>
<tr>
<td>Other</td>
<td>4 ➔ Write in, then go to Step 4</td>
</tr>
<tr>
<td>No</td>
<td>5 ➔ If answer still no after conversion attempts, go to Step 5</td>
</tr>
</tbody>
</table>
Step 4. Collecting contact data

PROGRAMMER:

- If the respondent has internet access (R2a = 1 or R2b = 1), go to step 4a.
- If the respondent needs a tablet (R2a = 2,7,8 or R2b = 2,7,8), go to step 4b.

Step 4a Collecting contact data for respondents who have internet access

<table>
<thead>
<tr>
<th>INTRO TO REQUEST FOR CONTACT DATA</th>
<th>[Display if R3a = 1 &amp; (R2a = 1 or R2b = 1)]</th>
</tr>
</thead>
<tbody>
<tr>
<td>R4_yes1</td>
<td>We are very grateful for your willingness to participate. To be able to send you the link to the web surveys and the [NC: ENTER INCENTIVE], we need your e-mail address. We will only use your e-mail address for these contact purposes and will not give it to anyone outside the study.</td>
</tr>
<tr>
<td></td>
<td>INTERVIEWER: If you haven’t done it yet, give the respondent the leaflet about the panel study.</td>
</tr>
</tbody>
</table>

| [Display if R3a > 1 & (R2a = 1 or R2b = 1)] |
| R4_uns1                                | If you are not sure yet, we can send you the invitation to the first survey and you can decide then whether you want to participate. To be able to send you the link to the web surveys and the [NC: ENTER INCENTIVE], we need your e-mail address. We will only use your e-mail for these contact purposes and will not give it to anyone outside the study. If you decide that you don’t want to participate, you can just ignore our e-mail or contact us to let us know you don’t want to receive any more invitations. |
|                                       | INTERVIEWER: If you haven’t done it yet, give the respondent the leaflet about the panel study. |
[Ask if R3a NOT 5 & (R2a = 1 or R2b = 1)]

**R4a_1** Do you have an e-mail address where we could send you the invitation link to the surveys and the [NC: ENTER INCENTIVE AMOUNT]?

(INTERVIEWER: If respondent is reluctant to give e-mail, emphasise that contact details will be treated confidentially, not shared with anyone outside project, and not linked to answers at any time. An e-mail address is essential for participation in the project.)

<table>
<thead>
<tr>
<th>Yes</th>
<th>1 → Go to R4b_1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does not have e-mail address</td>
<td>2</td>
</tr>
<tr>
<td>Prefers not to give e-mail address</td>
<td>7 → Go to R4e_1</td>
</tr>
<tr>
<td>Does not know e-mail address</td>
<td>8</td>
</tr>
<tr>
<td>Other</td>
<td>9 → Describe issue</td>
</tr>
</tbody>
</table>

[Ask if R3a NOT 5 & (R2a = 1 or R2b = 1)]

**R4b_1** What is your e-mail address?

(INTERVIEWER: ENTER E-MAIL ADDRESS) [ADD BOX FOR 100 CHARACTERS]

**R4c_1** Can you please repeat the e-mail address to make sure I typed it correctly?

(INTERVIEWER: ENTER E-MAIL ADDRESS)

[DISPLAY IF R4b_1 ≠ R4c_1]

**R4d_1** It seems like I made a mistake in typing. Would you mind repeating the e-mail just once more?

(INTERVIEWER: ENTER E-MAIL ADDRESS) [ADD BOX FOR 100 CHARACTERS]

[Ask if R3a NOT 5 & (R2a = 1 or R2b = 1)]

**R4e_1** Could we please ask you for a mobile telephone number just in case we need to contact you regarding your participation in the study?

<table>
<thead>
<tr>
<th>Yes</th>
<th>ENTER TELEPHONE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does not have mobile</td>
<td>2</td>
</tr>
<tr>
<td>Does not know mobile</td>
<td>8</td>
</tr>
<tr>
<td>Refusal</td>
<td>7</td>
</tr>
</tbody>
</table>

[IF (R4e_1 = 2 or 7 or 8) & (R2a = 1 or R2b = 1)]

**R4f_1** Is there another telephone number where you can be reached?

<table>
<thead>
<tr>
<th>Yes</th>
<th>ENTER TELEPHONE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does not have any phone</td>
<td>2</td>
</tr>
<tr>
<td>Does not know number</td>
<td>8</td>
</tr>
<tr>
<td>Refusal</td>
<td>7</td>
</tr>
</tbody>
</table>
Step 4b Collecting contact data for respondents who need tablet

[Display if R3a = 1 & (R2a = 2,7,8 or R2b = 2,7,8)]

R4e_2 We are very grateful for your willingness to participate. Do you have a mobile number we could contact you on so that we can arrange an appointment to bring you the tablet and show you how to use it?

INTERVIEWER: If you haven’t done it yet, give the respondent the leaflet about the panel study

<table>
<thead>
<tr>
<th></th>
<th>1 ENTER TELEPHONE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Does not have mobile</td>
<td></td>
</tr>
<tr>
<td>Refusal</td>
<td></td>
</tr>
<tr>
<td>Does not know mobile</td>
<td></td>
</tr>
</tbody>
</table>

IF R4c_2 = 2 or 7 or 8

R4f_2 Is there another telephone number where you can be reached?

<table>
<thead>
<tr>
<th></th>
<th>1 ENTER TELEPHONE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Does not have any phone</td>
<td></td>
</tr>
<tr>
<td>Refusal</td>
<td></td>
</tr>
<tr>
<td>Does not know number</td>
<td></td>
</tr>
</tbody>
</table>

Display if R3a > 2 & (R2a = 2,7,8 or R2b = 2,7,8)

R4_uns2 I understand you are not sure yet. This leaflet explains more about the panel study and what is involved. If you change your mind you can contact [NC: ENTER NAME OF AGENCY] on the Freephone number and they can arrange for someone to bring you the tablet and show you how to use it.

INTERVIEWER: If you haven’t done it yet, give respondent the leaflet about the panel study and point out the Freephone number. Then complete step 5.
GO TO STEP 5
### Step 5 Estimating reluctance to participate (ALL RESPONDENTS)

**COMPLETE THIS SECTION FOR ALL RESPONDENTS**

**PROGRAMMER: COLLECT TIME AND DATE**

**R5a** How likely do you think it is that the respondent will participate in [ESS Web]?  
- Will most likely not participate: 1  
- Will probably not participate: 2  
- Will probably participate: 3  
- Will most likely participate: 4  
- Refusal: 7  
- Don’t know: 8

**COMPLETE THIS SECTION FOR ALL RESPONDENTS**

**PROGRAMMER: COLLECT TIME AND DATE**

**R5b** Record any concerns or reasons for refusal to participate in the panel study that the respondent mentioned (mark all that apply).  
*If necessary, ask: May I ask why you do not wish to participate?*

- No internet/slow or spotty connection: 01  
- Does not want to use data allowance: 02  
- No experience with internet/computers: 03  
- Does not like computers: 04  
- Too old to use computers: 05  
- Suspicious of our offer (scam): 06  
- Worries data will be shared outside project: 07  
- Does not want contact data sent abroad: 08  
- Privacy concerns with web: 09  
- Already did F2F interview, enough: 10  
- Did not enjoy completing ESS: 11  
- Does not like survey subject: 12  
- Does not know subject, too difficult: 13  
- Physical constraint: 14  
- No time, too busy: 15  
- Not interested: 16  
- Co-operated too often: 17  
- Too many survey requests: 18  
- Previous bad experience: 19  
- Surveys are a waste of money/time: 20  
- Moving out of country: 21  
- Other (specify): 22  
- No specific concerns: 55  
- Not applicable: 66
RECRUITMENT EFFORT SUMMARY – TO BE ASKED TOGETHER WITH THE ESS QUESTIONS ABOUT THE INTERVIEW

Interviewer: please complete these questions right after you leave the household.

S1a  Did you get to explain the [ESS Web] study to the respondent?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>2</td>
</tr>
</tbody>
</table>

DISPLAY IF S1a = 2

S1b  Why not?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The respondent cut me off</td>
<td>1</td>
</tr>
<tr>
<td>The respondent seemed too annoyed, I decided not to</td>
<td>2</td>
</tr>
<tr>
<td>I did not feel safe and I decided to leave</td>
<td>3</td>
</tr>
<tr>
<td>It was too late to attempt recruitment</td>
<td>4</td>
</tr>
<tr>
<td>Other (explain)</td>
<td>5</td>
</tr>
</tbody>
</table>

DISPLAY IF S1a = 1

S2  Did the respondent agree to participate?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>1</td>
</tr>
<tr>
<td>No, respondent needs to think about it</td>
<td>2</td>
</tr>
<tr>
<td>No, respondent does not want to participate</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>---</td>
<td>-----</td>
</tr>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
DISPLAY FOR ALL RESPONDENTS

PROGRAMMER: COLLECT TIME AND DATE

S4  Was the respondent offered the tablet?

Yes  1  
No    2  

DISPLAY IF S4 = 1

PROGRAMMER: COLLECT TIME AND DATE

S5  Did the respondent accept the tablet offer?

Yes  1  
No    2  

S6  Using your own words, how would you describe the respondent’s general response to the invitation? (Please do not mention names or other identifiable information)
FAQs for interviewers to be available as a help screen.

• **What is the [ESS Web]?** A panel of carefully selected people who we will be approaching to give their views on a wide range of topical social issues.

• **Who funds the research?** The research is funded by the European Union Research and Innovation programme and is part of a larger project (Europe’s Research Infrastructures in the Social Sciences) which is being carried out across Europe.

• **What topics does it cover?** A broad range of topical social issues on which everyone can have a view, such as family life, work, health, the media and politics.

• **When will the study start?** You should receive the first invitation in February. The invitation will contain a link to the survey.

• **What does it involve?** Typically people will be invited to participate in a 20 minute survey online every couple of months until February 2018. They can of course decide at the time whether they want to participate.

• **What if they do not have access to the internet at home?** We want everybody to have the opportunity to take part in the panel study. Therefore, we will be providing an internet enabled device to those who do not have access to the internet. [If respondent asks: The device will be yours to keep after the study is over]. Respondents will be contacted again to arrange delivery of the device and training.

• **Will they be paid?** Those invited to take part in a survey will receive an unconditional incentive of [£5/€5]—this means that, as long as they continue to participate, they will receive the [£5/€5] with each invitation we send.

• **Confidentiality?** All answers will be kept strictly confidential. E-mail contact details will be securely sent to the Norwegian Centre for Research Data and Questback based in Germany. These two organisations are implementing the online panel element of the survey. Contact details will not be passed to any other organisation.

• **Why can’t we give them the tablet now?** It would be too risky to travel around with a large number of tablets. Also, we do not know exactly how many tablets in total we will need, so we are waiting to know how many people sign up to buy the devices. Otherwise, we risk buying too many. I can assure you that we are going to provide you a tablet with internet access so that you can participate in the study, at no cost to you. After the study is completed in December 2017, you are free to keep the tablet, but we will stop paying for the internet connection.
Annex 7: CRONOS Leaflets (UK and Slovenia)

We would like to invite you to join an exciting new research panel – tracking the values and opinions of people in England, Scotland, Wales and Northern Ireland.

We would like to stay in touch with people who took part in UK Opinion 2016 and find out more about your opinions via a series of online surveys. We will ask you about a wide range of topics, like family life, work, health, the media and politics. We would like you to represent your generation’s views. Similar studies are taking part across Europe, so we will be able compare how things are changing in the UK and across the continent.

Still time to sign up

If you did not agree to take part in our online panel at the end of your interview, you can still change your mind.

To sign up, visit www.natcen.ac.uk/ukopinion and fill a short online form. If you agreed to take part at the end of your interview, you do not need to do anything.

More information

Our team are happy to answer any questions you may have:

www.natcen.ac.uk/ukopinion
ukopinion@natcen.ac.uk
Freephone 0800 652 2704

UK Opinion Panel
We’d like to stay in touch

In short

Topical questionnaires.
We will invite you to take part in a short online questionnaire on a topical issue every two months, until February 2016.

20 minutes.
Each questionnaire will take around 20 minutes to complete. You can do this whenever is convenient for you.

Thank you.
As a thank you, we’ll send you a £3 voucher every time we invite you to take part in a survey. This could add up to as much as £30 over the year.

How we deal with your data

Your answers will be used for research purposes only. All data will be treated in accordance with the Data Protection Act 1998. The findings will not identify you or your family because your name and address will be removed from the data. Your answers to our online surveys may be combined with your answers from your face-to-face interviews. You have the right to request that any data you provide us with is deleted. Your personal data will not be shared with third parties without your explicit permission. We will not use your data for commercial purposes.

Administration and funding

NatCen Social Research, an independent social research agency, is responsible for the administration of UK Opinion Panel. The panel is part of a larger collaborative project called Synergies for Europe’s Research Infrastructures in the Social Sciences (SERISS) funded by the European Union Research and Innovation programme.

NatCen works closely with a scientific team from European Social Survey Headquarters based at City University London that coordinates the SERISS project. If you agree to take part in the UK Opinion Panel, NatCen will pass your contact details to the Norwegian Centre for Research Data (NID). NID are coordinating the online surveys and are also responsible for contacting panel members by email. Your contact details will be kept separately by NID and by a web survey supplier called Questback, based in Germany.

This study has been approved by the European Social Survey Research Ethics Committee. In addition, all researchers involved in this project strictly follow EU data protection laws, as well as the International Statistical Institute’s declaration on ethics.
Nosilci projekta v Sloveniji.

Raziskavo Slovenski menijski panel (SMP) izvaja Center za raziskovanje javnega menija in meniških komunikacij na Fakulteti za družbene vede Univerze v Ljubljani. Vsom sodelujočim je na razpolago pomoč na brezplačno telefonsko številko 080 81 11 ali na telefonski številki 01-5805 105.

Slovenski menijski panel je del veljavnega mednarodnega projekta Synergies for Europe's Research Infrastructures in the Social Sciences – SERIDS, ki ga FINANCIA Program Evropske unije za raziskave in inovacije. Center za raziskovanje javnega menija in meniških komunikacij toliko sodeluje z znanstveno timom, ki jo mednarodnokooridnati projektu City University v Londonu, kjer je tudi sedež Evropske družbene raziskave. Drugi po-menjeni partner v projektu je norveški center za družbeno-skupna podatke (NSD), ki vam bo posljal elektronska vabila prek poročilnika za spletne ankete (QuestionBox). Vaši podatki bodo varno storjeni pri poročilniku QuestionBox v Nemčiji in v arhivu NSD. Če želite več informacij o partnerju v projektu, nas lahko pokličete ali pogledate na www.cjes.nl.

Kaj pa če si pozneje premislil?
Vaše sodelovanje je vsa čas projekta povezo postopek. Sami se lahko odlučite, v katerih anketah želite sodelovati in na katere vprašanja želite odgovoriti. Med izpolnjevanjem ankete bodo vedno imeli možnost, da izpostavite vprašanja, na katere ne želite odgovoriti.
Če si premislite in želite, da vam prehrambno poslužili vabila za ankete, lahko te sporočite na 080 81 11 ali na naslov cjes@menijski-panel.si. Pravico imate do spremembe ali izbira katerega koli podatka, ki nam ga boste zaspravili.

Vaša stavba se nam zelo pomembna in upomnena, da boste v času trajanja raziskave pravilno sodelovali pri čim večjem številu ankete.

Za vsa vprašanja in priporočanje nas lahko pokličete na brezplačno telefonsko številko (080 81 11)

Univerza v Ljubljani
Fakulteta za družbene vede
Center za raziskovanje javnega menija in meniških komunikacij

Na kratko:

Kaj je SMP?

20 minut.

Odložili se vam bomo.
V zaključku bomo vam, da boste sprejeli sodobno sredstvo. Če želite sodelovati, se morate priporočiti in ga doživet. To je vaše odločilo, ki bo vam pomagalo pri izvajanju svetovnih ankete. V tem letu lahko takoj zbrinete čas do 40 e.

Kaj moram narediti, če želim sodelovati?
Če priporočite v sodelovanje, vam bo priložen pasivna naslov, izpolnjevalga bo vam zgodaj, da boste pridobili vabila za izpolnjevanje nadaljnjih spletne ankete. Vsaka dva meseca bo vam priložena naslov za novo ankete. Vaše sodelovanje bo podobno izklopom, ali ga lahko kadar koli preklicete.

Ravnanje s podatki.

40 €


Raziskavo Slovenski menijski panel (SMP) je odločil Ustav za eTiko Evropske družbene raziskave, ki pravilo, kako poteka oziroma proces anketiranja in raziskovanja s podatki. Poleg tega so vsi raziskovalci, ki sodelujejo pri projektu, pri raziskovanju s podatkih analiziranih, tako da prek humanistickega prava.
Annex 8: CRONOS Panellists Upload Instructions

CRONOS Panellist Upload instructions

Introduction

This document describes how to prepare Panellist Upload files for the Questback web survey system. Answers from the recruitment interview are used to produce a data file, which a member of the National Team must deposit with NSD via the NC Intranet. The purpose of a Panellist Upload file is to register all ESS respondents (panellists and non-panellists) in the central system. After a file has been deposited, NSD will upload the data into Questback. Under normal circumstances, a new data file will be uploaded into the central system within one working day of being deposited with NSD.

Panellist Upload file

Please ensure data is deposited in .csv (with variable names in top row) or SPSS format (.sav), with the following filename logic:

“Panel upload_*CNTRY*_*DDMMYY*.sav” / “Panel upload_*CNTRY*_*DDMMYY*.csv”

Eg. “Panel upload_GB_300916.sav”

Panellist upload files should only contain ESS respondents who have not yet been registered in the central system. If you would like to change the values of a variable in the central system, please refer to the CRONOS Panellist Update instructions document.

Please note that ESS respondents who completed their ESS interview but declined to join the panel should also be included in the Panel Upload files, along with values for the Standard ESS variables, the Recruitment Effort Summary variables, and variables from the ESS Web questionnaire. The following variables should NOT contain values for non-panellists (please leave them blank):

- u_street
- u_zip
- u_mobile
- u_phone
- m_e-mailp
- m_e-mailpo

Appendix 1 outlines how the Panellist Upload should be structured before being deposited with NSD; all the variables in Appendix 1 should be present in a Panellist Upload file. Please note that variable names are case sensitive; they must be exact, and lower case. Please note that missing values are denoted with a negative value (eg. -8: Don’t know). Only ‘Don’t know’ and ‘Refusal’ missing values are required, ‘Not applicable’ and ‘No answer’ values will be computed based on filtering logic. If a value is not applicable or not available, please leave the value blank unless other instructions are given in the Comments section of Appendix 1.

Security and data protection
This type of panellist data file will be deposited regularly throughout the fieldwork process. Since the files will contain personal information, they will be encrypted and moved in accordance with NSD’s policy on handling identifiable data. National Teams will receive an e-mail response when the deposited data has been successfully uploaded to the web survey system.

Please note that files containing identifiable information about panellists should not be sent to NSD via e-mail.

**Identifiable information**

There are two types of variables within the Questback system detailed in the appendix; participant data (variables start with u_) and master data (variables start with m_). Participant data should only be available to national teams and NSD CRONOS staff; no other CRONOS affiliated researchers should be able to access this information. Non-NSD staff do not have access to the participant variables (u_) within Questback, but they have full access to the master data variables (m_). It is therefore important to ensure that no contact information or identifiable string values are deposited as master data (m_). For example, the string variable m_e-mailpo should NOT contain an alternative e-mail address; this would be a violation of the CRONOS Data Handling Agreement.

**Deposit instructions**

Deposited data files must be contained within a password protected compressed archive file (.zip / .rar). We recommend using 7zip for this procedure. The same password should be used every time a panellist data file is deposited, this password should only be known by the National Teams, and NSD CRONOS staff. Please notify NSD of what password you intend to use by contacting NSD via telephone; +47 55 58 21 17, and ask for one of the following members of staff (if neither is available, you can leave your password with the person who answered the phone):

- Didrik Finnøy
- Erlend Aarsand

To perform a deposit, please log in to the ESS8 NC Intranet with your assigned credentials (please contact essdata@nsd.no if you have trouble logging in).
Appendix 1

<table>
<thead>
<tr>
<th>Source</th>
<th>Name</th>
<th>Label</th>
<th>Format</th>
<th>Values</th>
<th>Categories</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>u_name</td>
<td>Panellist surname</td>
<td>String</td>
<td></td>
<td></td>
<td>Blank values not tolerated by central system. Use 'NONAME' if no value is recoverable.</td>
</tr>
<tr>
<td>Sample</td>
<td>u_firstname</td>
<td>Panellist first name</td>
<td>String</td>
<td></td>
<td></td>
<td>Blank values not tolerated by central system. Use 'NONAME' if no value is recoverable.</td>
</tr>
<tr>
<td>R4a_1</td>
<td>u_e-mail</td>
<td>Panellist e-mail</td>
<td>String</td>
<td></td>
<td></td>
<td>Blank values not tolerated by central system. Use <a href="mailto:m_idno@m_cntry.ess">m_idno@m_cntry.ess</a> if value missing. Eg. <a href="mailto:123@GB.ess">123@GB.ess</a></td>
</tr>
<tr>
<td>R4c_1</td>
<td>u_mobile</td>
<td>Panellist mobile phone number</td>
<td>String</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R4d_1</td>
<td>u_phone</td>
<td>Panellist landline/alternate number</td>
<td>String</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample</td>
<td>u_street</td>
<td>Panellist address</td>
<td>String</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample</td>
<td>u_zip</td>
<td>Panellist postcode</td>
<td>String</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Recruitment process**

<table>
<thead>
<tr>
<th>R4a_1</th>
<th>m_e-mailp</th>
<th>E-mail provided</th>
<th>Num</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Does not have e-mail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-7</td>
<td>Prefers not to give e-mail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-8</td>
<td>Does not know e-mail</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If m_e-mailp = 5
<table>
<thead>
<tr>
<th>Question ID</th>
<th>Field</th>
<th>Description</th>
<th>Type</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>R3a</td>
<td>m_res</td>
<td>Response to initial CRONOS invitation</td>
<td>Num</td>
<td>1: Yes, 2: Unsure/hesitant, 3: Needs time to think, 4: No, 5: Other</td>
</tr>
<tr>
<td>R3a</td>
<td>m_respo</td>
<td>Response to initial invite - (string)</td>
<td>String</td>
<td>If m_respo = 5</td>
</tr>
<tr>
<td>R2b</td>
<td>m_devsma</td>
<td>Device access: Smartphone</td>
<td>Num</td>
<td>1: Marked, 0: Not marked</td>
</tr>
<tr>
<td>R2d</td>
<td>m_devtab</td>
<td>Device access: Tablet</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>R2d</td>
<td>m_devlap</td>
<td>Device access: Laptop</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>R2d</td>
<td>m_devdpc</td>
<td>Device access: Desktop PC</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>R2d</td>
<td>m_devoth</td>
<td>Device access: Other</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>R2d</td>
<td>m_devnone</td>
<td>Device access: None</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>R2d</td>
<td>m_devnap</td>
<td>Device access: Not Applicable</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>R2d</td>
<td>m_devref</td>
<td>Device access: Refusal</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>R2d</td>
<td>m_devdk</td>
<td>Device access: Don't Know</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>R2a/R2c</td>
<td>m_intacc</td>
<td>Internet access for personal use</td>
<td>Num</td>
<td>1: Yes, 2: No, -7: Refusal, -8: Don't know</td>
</tr>
<tr>
<td>R5a</td>
<td>m_intper</td>
<td>Interviewer's perceived likelihood of participation in panel</td>
<td>Num</td>
<td>1: Will most likely not participate, 2: Will probably not participate, 3: Will participate, -7: Will most likely participate, -8: Refusal, Don't know</td>
</tr>
</tbody>
</table>

Calculated based on YRBRN from ESS

<table>
<thead>
<tr>
<th>Question ID</th>
<th>Field</th>
<th>Description</th>
<th>Type</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>R5a</td>
<td>m_intper</td>
<td>Interviewer's perceived likelihood of participation in panel</td>
<td>Num</td>
<td>1: Will most likely not participate, 2: Will probably not participate, 3: Will participate, -7: Will most likely participate, -8: Refusal, Don't know</td>
</tr>
</tbody>
</table>

Question directed at interviewer
Respondent concerns:
- No internet/slow or spotty connection
- Does not want to use data allowance
- No experience with internet/computers
- Does not like computers
- Too old to use computers
- Suspicious of our offer (scam)
- Worries data will be shared outside project
- Does not want contact data sent abroad
- Privacy concerns with web
- Already did F2F interview, enough
- Did not enjoy completing ESS
- Does not like survey subject
- Does not know subject, too difficult
- Physical constraint
- No time, too busy
- Not interested
- Co-operated too often
- Too many survey requests
- Previous bad experience
- Surveys are a waste of money/time
- Moving out of country
- No specific concerns
- Not applicable
- Don't know
- Other (string)

Recruitment Effort Summary

S1a m_reffs1a ESS web survey explained to respondent Num 1 Yes 2 No Question directed at interviewer.

S1b m_reffs1b ESS web survey explained - Why not? Num 1 Respondent cut me off 2 Respondent seemed annoyed, decided not to 3 Did not feel save, decided to leave 4 Too late to attempt recruitment 5 Other String If m_reffs1b = 5

S1b m_reffs1bo ESS web explained - Why not? String - (string) Question directed at interviewer.

S2 m_reffs2 Respondent agree to participate? Num 1 Yes 2 No, needs time to think 3 No, will not participate Question directed at interviewer.

S3 m_reffs3 Respondent hesitant before agreeing? Num 1 Yes 2 No Question directed at interviewer.

S6 m_reffs6 Describe respondent’s invitation response String Question directed at interviewer.

Internet-enabled device

R2a/R2c/ R2d m_devned Device needed - non-Internet household Num 1 Yes 2 No 3 Unassessed =1 IF m_intacc = 2/7/8 =2 IF m_intacc = 1

The following are part of the Recruitment Effort Summary: please include for non-paneellists.

S4 m_devo Internet-enabled device offered Num 1 Yes 2 No Question directed at interviewer.
m_ddevo | Date internet-enabled device offered | YYYY-MM-DD
---|---|---

S4

m_deva | Internet-enabled device accepted | Num | 1 Yes 2 No
---|---|---|---

S5

m_ddeva | Date internet-enabled device accepted | YYYY-MM-DD
---|---|---

S5

SPSS: Please use EDATE10. format (DD.MM.YYYY)

Standard ESS variables

m_cntry | Country | String | EE / GB / SI
---|---|---|---
m_idno | Respondent ID number
---|---|---
F2

m_gndr | Respondent's gender | Num | 1 Male 2 Female
---|---|---|---
F14

m_domicil | Domicile, respondent's description | Num | 1 A big city 2 Suburbs or outskirts of big city 3 big city 4 Town or small city 5 Country village 6 Farm or home in countryside 7 Refusal 8 Don't know
---|---|---|---
A2

m_netusoft | Internet use, how often | Num | 1 Never 2 Only occasionally 3 A few times a week 4 Most days 5 Every day 6 Refusal 7 Don't know
---|---|---|---
A3

m_netustm | Internet use, typical minutes | Num | -7777 Refusal -8888 Don't know
---|---|---|---
C20

m_ctzcntr | Citizen of country | Num | 1 Yes 2 No 7 Refusal 8 Don't know
---|---|---|---

<table>
<thead>
<tr>
<th>F15 (post-coded)</th>
<th>m_edulvlb</th>
<th>Highest level of education</th>
<th>Num</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>000</td>
<td></td>
<td>Not completed ISCED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>113</td>
<td></td>
<td>ISCED 1, completed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>129</td>
<td></td>
<td>primary education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>212</td>
<td></td>
<td>Vocational ISCED 2C &lt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>213</td>
<td></td>
<td>ISCED 2A/2B, access</td>
<td></td>
<td></td>
</tr>
<tr>
<td>221</td>
<td></td>
<td>ISCED 3 vocational</td>
<td></td>
<td></td>
</tr>
<tr>
<td>222</td>
<td></td>
<td>ISCED 2A/2B, access</td>
<td></td>
<td></td>
</tr>
<tr>
<td>223</td>
<td></td>
<td>ISCED 3 vocational</td>
<td></td>
<td></td>
</tr>
<tr>
<td>229</td>
<td></td>
<td>Vocational ISCED 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>311</td>
<td></td>
<td>ISCED 2 vocational</td>
<td></td>
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</tr>
<tr>
<td>312</td>
<td></td>
<td>ISCED 3 vocational</td>
<td></td>
<td></td>
</tr>
<tr>
<td>313</td>
<td></td>
<td>Vocational ISCED 3C &lt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>321</td>
<td></td>
<td>ISCED 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>322</td>
<td></td>
<td>ISCED 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>323</td>
<td></td>
<td>ISCED 3A/3B, access</td>
<td></td>
<td></td>
</tr>
<tr>
<td>412</td>
<td></td>
<td>ISCED 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>413</td>
<td></td>
<td>ISCED 3A, access</td>
<td></td>
<td></td>
</tr>
<tr>
<td>421</td>
<td></td>
<td>ISCED 3</td>
<td></td>
<td></td>
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<tr>
<td>422</td>
<td></td>
<td>ISCED 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>423</td>
<td></td>
<td>ISCED 3A, access</td>
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<td></td>
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<td>ISCED 3A, access</td>
<td></td>
<td></td>
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<tr>
<td>520</td>
<td></td>
<td>ISCED 4A/4B, access</td>
<td></td>
<td></td>
</tr>
<tr>
<td>610</td>
<td></td>
<td>ISCED 4A, access</td>
<td></td>
<td></td>
</tr>
<tr>
<td>620</td>
<td></td>
<td>ISCED 4 programmes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>710</td>
<td></td>
<td>ISCED 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>720</td>
<td></td>
<td>ISCED 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>800</td>
<td></td>
<td>ISCED 5A short</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5555</td>
<td></td>
<td>intermediate/academic/</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-7777</td>
<td></td>
<td>general tertiary below</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-8888</td>
<td></td>
<td>bachelor</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ISCED 5B short, advanced</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>vocational qualifications</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ISCED 5A medium,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>bachelor/equivalent</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>from lower tier tertiary</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ISCED 5B/5A medium,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>bachelor/equivalent</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>from upper/single tier</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>tertiary ISCED 5A long,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>master/equivalent from</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>lower tier tertiary</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ISCED 5A long,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>master/equivalent from</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>upper/single tier tertiary</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ISCED 6 doctoral degree</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Refusal</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

Note: The table above provides a list of highest levels of education, categorized under ISCED (International Standard Classification of Education) levels. The numbers represent different educational qualifications ranging from primary education to doctoral degrees, with specific criteria for each level.
<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>J2</td>
<td>m_resrelq</td>
<td>Respondent reluctant to answer</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>J4</td>
<td>m_resundq</td>
<td>Respondent understood the questions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J5</td>
<td>m_preintf</td>
<td>Anyone present who interfered with interview?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J7</td>
<td>m_intinga</td>
<td>Interview questionnaire language</td>
<td>String</td>
<td></td>
</tr>
</tbody>
</table>

Don't know
<table>
<thead>
<tr>
<th>Code</th>
<th>Column Name</th>
<th>Description</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>m_intnum</td>
<td>Interviewer's identification number</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>m_intagea</td>
<td>Interviewer's age</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td>m_intgndr</td>
<td>Interviewer's gender</td>
<td>Num</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>
Annex 9. Welcome Survey Invitations and Reminders

CRONOS CONTACT PROTOCOL FOR WELCOME SURVEY

Introduction

CRONOS panel is being recruited on the back of the face-to-face interviews for Round 8 of the European Social Survey (ESS 2016). Given the relatively large time gap of 5 months between the start of the ESS fieldwork (September 2016) and the first wave of CRONOS panel (February 2017), respondents could forget about the project from the moment they joined until they received that first invitation. Therefore, a short survey was added to the schedule to help keep respondents engaged. This ‘Welcome Survey’ will also serve as a training exercise for those respondents offered an internet enabled device.

This document outlines the proposed schedule for implementation of the Welcome survey, and includes the source version of the respondent communication documents. The source documents are meant to be translated where possible, adapted where necessary. The goal is to keep things as uniform as sensible across countries.

Schedule

ESS respondents who agreed to join the CRONOS panel before 1 December 2016 (this date may vary slightly across countries depending on their data uploading schedule) will be invited to participate in a Welcome survey on 8 December in Estonia and UK, and on 19 December in Slovenia. For those recruited after this date, the invitation will be sent on 16 January 2017.

For respondents who did not provide an e-mail account, a postal invitation protocol will be implemented where they are invited to the survey. At the end of the survey, these respondents will be invited to provide an e-mail address for later waves. Because this question was not circulated as part of the welcome survey, we have included it in Table 3.

For respondents who did not have internet access for personal use at the time of the survey, the welcome survey will be filled out in January on delivery of the device, to allow for participants to get familiar with the device and the survey answering process. More details about the timing for each communication are outlined in Table 1.

Table 1. Proposed Welcome survey schedule

<table>
<thead>
<tr>
<th></th>
<th>No e-mail,</th>
<th>E-mail available</th>
<th>Tablet needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invitation</td>
<td>08/12/2016 / 16/01/2017</td>
<td>12/12/2016 / 16/01/2017</td>
<td>Send materials during tablet and e-mail set up (instructions to follow)</td>
</tr>
<tr>
<td>1st Reminder</td>
<td>12/12/2016 / 19/01/2017</td>
<td>21/12/2016 / 23/01/2017</td>
<td></td>
</tr>
<tr>
<td>2nd Reminder</td>
<td>21/12/2016 / 25/01/2017</td>
<td>03/01/2017 / 30/01/2017</td>
<td></td>
</tr>
<tr>
<td>Thank you note</td>
<td>Right after completion</td>
<td>---</td>
<td></td>
</tr>
</tbody>
</table>
Documents

There are seven source documents presented below, including invitations, reminders and thank you notes. To make them suitable for use in each country, they need to be adapted by each national team.

The documents include # wildcard # fields (marked between hashtags), where the content may differ across respondents and will be inserted automatically by Questback from the Panel Management System. We need these fields to remain in English so that we can identify where to link the proper wildcard, but we also need the translated text that will populate those fields. We have put together all fields that need translation in Table 2. We understand that some of these translations may need more than one word and those words may not go together. If this or any other language-related issue becomes apparent, please let us know as soon as possible so that we can work on solving the issue right away. To illustrate all of this, please take the example of how we address respondents in each invitation. We are planning to address respondents with a simple ‘Dear Name’, which in the invitations below is expressed as #Dear# #Forename#. ‘Dear’ is a wildcard because in some languages it requires a gender-specific word. ‘Forename’ is a wildcard because it will be tailored to each respondent by showing his or her name. In addition, if the name is missing from the database, they will be addressed as ‘Dear Participant’ (or ‘Dear Study Participant’ if more appropriate).

Action points for National Coordinators

- **SLOVENIA AND ESTONIA**: complete tables 2 and 3. This task has priority over the next ones, as there may be some language-related difficulties with those fields that may need time solving. Make sure you go through the text and let us know if there are any words that must be made gender-specific.
- **ALL COUNTRIES**: insert the relevant text in the bits highlighted in blue, which are country-specific. In particular, the incentive part of the invitation is country specific. When you choose the words, it is important that the text does NOT directly link the incentive to the respondent completing the survey, as the incentive is meant to be unconditional. We have drafted some sample text for guidance for each country.
  - To thank you for being part of this study, please find below a **£5 Amazon voucher** that you can already redeem now
  - To thank you for being part of this study, we sent you a **7€ Merkator gift card by post** three days ago
  - To thank you for being part of this study, please find a **5€ gift e-card** below
- **UK AND ESTONIA**: Make sure website has section on how to redeem vouchers.
- **ALL COUNTRIES**: Please provide the e-mail address you want the invitations to come from when we are using the Questback system to send out the invitations, the name of the study as respondents know it and as it should appear as “Name of Sender”.
- **ALL COUNTRIES**: As soon as e-mail documents have been adapted, please send it to esswebpanel@nsd.no, elena.sommer.1@city.ac.uk, and ana.villar.1@city.ac.uk. The letters can be circulated at a later point, as they do not need to be programmed in Questback.
- **ALL COUNTRIES**: Please let us know which file format would you like for the list of survey links that we will send to you, where respondent ID and invitation link will be connected. NSD will provide you as soon as possible with individual survey links for these panellists that will need to be printed in the invitation letter for them to be able to access the survey.
### Table 2. List of wildcards (see documents below)

<table>
<thead>
<tr>
<th>Wildcard</th>
<th>English</th>
<th>Target language</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>#Dear#</strong></td>
<td>Dear (female)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dear (male)</td>
<td></td>
</tr>
<tr>
<td><strong>#Forename#</strong></td>
<td>Participant¹ (female)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Participant (male)</td>
<td></td>
</tr>
<tr>
<td><strong>#considering#</strong></td>
<td>Considering</td>
<td></td>
</tr>
<tr>
<td><strong>#participation</strong></td>
<td>September</td>
<td></td>
</tr>
<tr>
<td><strong>month#</strong></td>
<td>October</td>
<td></td>
</tr>
<tr>
<td></td>
<td>November</td>
<td></td>
</tr>
<tr>
<td></td>
<td>December</td>
<td></td>
</tr>
<tr>
<td></td>
<td>January</td>
<td></td>
</tr>
<tr>
<td></td>
<td>February</td>
<td></td>
</tr>
<tr>
<td></td>
<td>March</td>
<td></td>
</tr>
</tbody>
</table>

¹Use ‘study participant’ or ‘[ESS Web] Participant’ if more appropriate in your language

### Table 3. Request for e-mail

<table>
<thead>
<tr>
<th>English</th>
<th>Target language</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you would like to receive e-mail invitations with direct link to our surveys from now on, please enter your e-mail below.</td>
<td></td>
</tr>
</tbody>
</table>
1. **E-MAIL INVITATION – TO BE SENT 08/12/2016 (UK, Estonia)/19/12/2016 (Slovenia) AND 16/01/2017**

Send if answer to invitation was yes or unsure, and e-mail address provided

**Name of Sender:** [ESS Web]

**Subject:** [ESS Web] Welcome Survey: Invitation to participate

#Dear# #Forename#, 

Welcome to [ESS Web]

And thank you for #considering# joining [ESS Web]. You were personally invited to join when you took part in an interview for [the European Social Survey] in #participation month#.

[ESS Web] Surveys

We are writing to invite you participate in our welcome survey. The welcome survey will take only about **10 minutes**; it will help us get to know you and help you get familiar with our study. To thank you for being part of [ESS Web], [NC please describe in one sentence or two the incentive sent to the respondent, explaining how and when was it sent].

**[IF NECESSARY: Your voucher code is: ]#voucher code#**

From February until the end of 2017, we will invite you to take part in up to six online surveys about topics like health, family life, and your community. These surveys will take around 20 minutes to complete. For as long as you continue to be part of this study, you will receive **£5/€5/€7** with each survey invitation.

Please go to the Welcome Survey now by clicking below

![TAKE PART NOW](image)

Please do not delete this e-mail, as it will help you return to the survey if you need to stop or are logged off.

Thanks again for participating in this study!

[signature (IMAGE)]

[Name of NC]

[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, don’t hesitate to e-mail me at [ENTER HELPLINE E-MAIL] or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS]. **[IF NECESSARY: For information on how to redeem your voucher, [NC ADD EXPLANATION OR LINK]**
1. **E-MAIL: FIRST REMINDER – TO BE SENT 12/12/2016 (UK, Estonia)/22/12/2016 (Slovenia) AND 19/01/2017**  
   Send if status = not started, answer to invitation was yes or unsure, and e-mail address provided

**Name of Sender:** [ESS Web]  
**Subject:** [ESS Web] Welcome Survey Reminder: Please complete today

#Dear# #Forename#,

We wrote to you recently to welcome you to the [ESS Web] and invite you to take part in our Welcome Survey. The invitation included a [NC please describe in one sentence or two the incentive sent to the respondent, explaining how and when was it sent].

[IF NECESSARY: Your voucher code is: #voucher code#]

We would be very grateful if you completed the survey today. This survey will only take about 10 minutes.

Please go to the Welcome Survey now by clicking below

Your participation is really important for this study; we need to hear from you so that we can better represent the views of different people in [COUNTRY]. Your answers will be treated confidentially and will not be used for commercial purposes.

**[TAKE PART NOW]**

Thanks again for participating in this study!

[signature (IMAGE)]

[Name of NC]  
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, don’t hesitate to e-mail me at [ENTER HELPLINE E-MAIL] or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS]. [IF NECESSARY: For information on how to redeem your voucher, [NC ADD EXPLANATION OR LINK]]
2. **E-MAIL: SECOND REMINDER – TO BE SENT 23/12/2016 (or 03/01/2017) AND 25/01/2017**

Send if status = not started and if answer to invitation was yes or unsure, and e-mail address provided

**Sender:** [ESS Web]
**Subject:** [ESS Web] Contribute to research in 10 minutes

#Dear# #Forename#,

By taking 10 minutes of your time, you can contribute to social research in [COUNTRY] and help improve our country. We would like to know your thoughts about our society, how technology affects our lives, and what characteristics best describe you.

**Your answers will be treated confidentially** and will not be used for commercial purposes.

Please click below to participate before the survey closes\(^\text{11}\)

[TAKE PART NOW]

We would also like to take this opportunity to [IF SENT BETWEEN 18 AND 31 DECEMBER 2016: wish you happy holidays and] thank you once again for participating in this study.

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, don’t hesitate to e-mail me at [ENTER HELPLINE E-MAIL] or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

[NC ADD LOGO OF YOUR INSTITUTION]

\(^{11}\) [FOR LATER WAVES: on {closing date}]
3. **E-MAIL: THANK YOU NOTE – TO BE SENT IMMEDIATELY AFTER PARTICIPATION**

   **Send if status = completed**

**Sender:** [ESS Web]
**Subject:** Thank you for completing [ESS Web] Welcome Survey

#Dear# #Forename#,

[IF SEND DATE IS BETWEEN 18 AND 31 DECEMBER 2016]
We would like to take this opportunity to wish you happy holidays and to thank you once again for participating in [ESS Web].

[IF SEND DATE IS BETWEEN 1 AND 10 JANUARY 2017]
We would like to take this opportunity to wish you a happy New Year and to thank you once again for participating in [ESS Web].

[OTHERWISE:]
Thank you for completing the [ESS Web] Welcome Survey.

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, don’t hesitate to e-mail me at [ENTER HELPLINE E-MAIL] or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

[NC ADD LOGO OF YOUR INSTITUTION]
#Dear# #Forename#,

Welcome to [ESS Web]
And thank you for #considering# joining [ESS Web]. You were personally invited to join when you took part in an interview for [the European Social Survey] in #participation month#.

[ESS Web] Surveys
We are writing to invite you participate in our welcome survey. The welcome survey will take only about 10 minutes; it will help us get to know you and help you get familiar with our study. To thank you for being part of [ESS Web], [NC please describe in one sentence or two the incentive sent to the respondent, explaining how and when was it sent].

[IF NECESSARY: Your voucher code is: #voucher code#]

From February until the end of 2017, we will invite you to take part in up to six online surveys about topics like health, family life, and your community. These surveys will take around 20 minutes to complete. For as long as you continue to be part of this study, you will receive [£5/€5/€7] with each survey invitation.

How do I participate in the Welcome Survey?

To access the survey, please go to

#URL#

This will take you directly to the Welcome Survey

Please do not throw away this letter, as it will help you return to the survey if you need to stop or are logged off.

Thanks again for participating in this study!

[signature (IMAGE)]

[Name of NC]
[Position of NC]
To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, don’t hesitate to e-mail me at [ENTER HELPLINE E-MAIL] or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS]. [IF NECESSARY: For information on how to redeem your voucher, [NC ADD EXPLANATION OR LINK]
5. **LETTER: FIRST REMINDER – TO BE SENT 21/12/2016 AND 23/01/2017**

Send if status = not started, answer to invitation was yes or unsure, and e-mail address NOT provided

[NC ADD LOGO OF YOUR INSTITUTION]

#Dear# #Forename#,

We wrote to you recently to welcome you to the [ESS Web] and invite you to take part in our Welcome Survey. The invitation included a [NC please describe in one sentence or two the incentive sent to the respondent, explaining how and when was it sent].

*[IF NECESSARY: Your voucher code is still: #voucher code#]*

We would be very grateful if you completed the survey today. This survey will only take about 10 minutes.

Your participation is really important for [ESS Web] researchers; we need to hear from you so that we can better represent the views of different people in [COUNTRY]. Your answers will be treated confidentially and will not be used for commercial purposes.

To access the survey, please go to

#URL#

This will take you directly to the Welcome Survey

We would also like to take this opportunity to [IF SENT 21 DECEMBER 2016: wish you happy holidays and] thank you once again for participating in this study.

[Signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, don’t hesitate to e-mail me at [ENTER HELPLINE E-MAIL] or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS]. *[IF NECESSARY: For information on how to redeem your voucher, [NC ADD EXPLANATION OR LINK]*
6. LETTER: SECOND REMINDER – TO BE SENT 03/01/2017 AND 30/01/2017
Send if status = not started and if answer to invitation was yes or unsure, and e-mail address NOT provided

#Dear# #Forename#,

This is your last chance to take part in the [ESS Web] Welcome Survey, which only takes about 10 minutes.

Your answers will be treated confidentially and will not be used for commercial purposes.

Your participation is extremely important for this study; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

Participate today before the survey closes

To access the survey, please go to

#URL#

This will take you directly to the Welcome Survey

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, don’t hesitate to e-mail me at [ENTER HELPLINE E-MAIL] or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

12 [FOR LATER WAVES: on {closing date}]
Annex 9: Invitations and reminders for waves 1-6

CRONOS CONTACT PROTOCOL FOR WAVE 1

Updated 24/03/2017

Introduction

This document outlines the proposed schedule for implementation of the CRONOS Wave 1 survey, and includes the source version of the respondent communication documents. The source documents are meant to be translated where necessary, adapted where appropriate. Please note we have simplified somewhat the content and the reference to the helpline (for example, saying ‘reply to this email’ rather than ‘e-mail xxxxx@institution.edu’). Try to implement this in your country as well.

A. Invitation schedule

Ideally, we would send invitations on the same day to all panellists. However, given delays in tablet purchasing, tablets have not yet been delivered to those who need internet connection to complete the survey. This group is relatively small, with 50 to 100 panel members per country. To avoid delays on the start of the project’s wave 1, we will have different wave 1 invitation schedules for each group of panellists. See table 1 for a summary of the planned mailings.

Respondents for whom a valid e-mail address is not available will be sent a postal notification with a link to the survey and the incentive. At the end of the survey, they will be again asked to provide their e-mail address. For those who do not provide an e-mail address at the end of wave 1, we will discuss whether they should be excluded from the panel.

Suggested timetable for each communication with the panellists is presented in Table 1.

Table 1. Proposed Wave 1 survey schedule – Updated 06/03/2017

<table>
<thead>
<tr>
<th>Mail pre-notification (with incentive): Slovenia and UK</th>
<th>Panellists with own internet connection and e-mail address</th>
<th>Panellists who received a tablet to complete the surveys</th>
<th>Panellists with internet connection but no e-mail address on record</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey goes live</td>
<td>23/02/2017</td>
<td>After tablets delivered</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Postal invitation</td>
<td>Not applicable</td>
<td>Not applicable</td>
<td>24/02/2017, 15/03/2017</td>
</tr>
<tr>
<td>E-mail invitation</td>
<td>27/02/2017</td>
<td>3-4 days after pre-notification</td>
<td>Not applicable</td>
</tr>
<tr>
<td>1st Reminder</td>
<td>EMAIL.</td>
<td>POSTAL. 2-3 days after e-mail invitation</td>
<td>POSTAL. 7-14 days after invitation</td>
</tr>
<tr>
<td>2nd Email reminder</td>
<td>02/03/2017</td>
<td>e-mail invitation</td>
<td></td>
</tr>
<tr>
<td>Last Email reminder</td>
<td>15/03/2017</td>
<td>Not applicable</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Thank you note</td>
<td>On last page</td>
<td>On last page</td>
<td>On last page</td>
</tr>
<tr>
<td>Survey closes</td>
<td>12/04/2017</td>
<td>12/04/2017</td>
<td>12/04/2017</td>
</tr>
</tbody>
</table>

Note 1: Based on research suggesting that Friday invitations tend to yield lower participation rates, we will generally avoid sending e-mail communications on Fridays.
Note 2: The mail pre-notification can be sent earlier if it is deemed necessary to make sure that the letter reaches the panellist before the e-mail does.

Note 3: The survey closing date may need to be delayed if tablets are not received on time.
B. Documents

There are several documents presented below:

1. Example of pre-notification letter accompanying incentive
2. E-mail invitations and reminders (3rd reminder updated 24/03/2017)
3. Postal invitations and reminders

To make the documents suitable for use in each country, they need to be adapted by each national team. The documents include #wildcard# fields (marked between hashtags), where the content may differ across respondents and will be inserted automatically by Questback from the Panel Management System. We need these fields within the text to remain in English so that we can identify where to link the proper wildcard, but we need translations so that we can prepare the variables in Questback from which the wildcards will be replaced.

Mail pre-notifications (UK version included below for info):

The content of the pre-notification will vary across countries.

**Estonia:** No mailed notification will be sent to respondents as no addresses are available.

**Slovenia:** As in the welcome survey, a letter will be sent by Mercator to panellists with the unconditional incentive prior to e-mail invitations being distributed. If possible, the national team will adapt the content of this letter to match the one suggested here.

**UK:** A letter will be sent to panellists notifying them of the upcoming online survey about three days before the e-mail invitation is sent. The notification will include an unconditional incentive. Respondents will be randomly assigned to one of two groups. Group A will receive a £5 incentive for wave 1, whereas Group B will receive a £30 incentive for all six waves upfront. The goal of the experiment is to investigate whether the large incentive amount can increase participation rates for the panel overall, hoping that the larger amount will catch the panellist attention and will be more appealing. In addition, this approach improves efficiency of incentive management—so if there were no differences in participation rates between Group A and Group B, the latter would be preferable.

**E-mail invitations:**

Survey invitations will be sent via e-mail in all countries on the same date.

**E-mail reminders:**

Three e-mail reminders will be sent to panellists who have not started the survey. The last (third) reminder will be also sent to panellists who have started but not completed the survey.

**Postal invitations and reminders:**

See schedule for specific sample groups.
C. Action points for National Coordinators

- **ALL COUNTRIES**: insert the relevant text in the bits highlighted in blue, which are country-specific. In particular, the incentive part of the invitation is country-specific. When you choose the words, it is important that the text does NOT directly link the incentive to the respondent completing the survey, as the incentive is meant to be unconditional.

- **ALL COUNTRIES**: Please send us the adapted documents by the end of 17 February so that we can programme and test the invitations during the week commencing 20 February. Please send them to esswebpanel@nsd.no, elena.sommer.1@city.ac.uk, and ana.villar.1@city.ac.uk.

- **ALL COUNTRIES**: To better monitor whether invitations are working correctly once the survey is live, we will add test e-mail accounts to the list of participants. Please let us know as soon as possible which e-mail addresses you would like to receive these invitations to, and the name of the person the account is linked to. The e-mail accounts need not be your work or personal accounts, they can be created specifically for the project but need to be checked for incoming invitations.
2. LETTER PRE-NOTIFICATION - TO BE SENT 23/02/2017

ALL COUNTRIES: Send to all panellists with internet access and e-mail address on record

UK AND SLOVENIA – UK version below for info

#Dear #Forename#,

Within the next few days, you will receive an email invitation for a new UK Opinion Panel survey. [We will send this to the e-mail address provided when you took part in your UK Opinion interview] / [We will send this to the message box on the device we gave you to complete the surveys]. By taking part, you will help researchers and policy makers analyse and understand changes in our society.

In this survey we will ask about your values and beliefs regarding various aspects of life, like family, work and politics.

I am writing in advance so that you recognise the email invitation you receive from ukopinion@natcen.ac.uk. [Please also find enclosed a £5 shopping voucher as a token of our appreciation.] / [We would like you to take part in six surveys over the course of the coming year. Previously, we mentioned that you would receive £5 with every survey invitation we sent you. Instead, we have decided to give you a £30 voucher in advance, so you can enjoy this as and when you like.] This voucher can be spent at high street shops like Argos, Boots and Marks and Spencer.

If you have any questions, don’t hesitate to call us free on 0800 652 2704 during office hours, email us at ukopinion@natcen.ac.uk or visit www.natcen.ac.uk/UKopinion.

Thanks again for taking part in the UK Opinion Panel. The success of this important study relies on the generous support of people like you.

Guy Goodwin
Chief Executive, NatCen Social Research

In accordance with the Data Protection Act, your personal details will be kept strictly confidential and you will not be identifiable from the data.

To find out more about the study visit www.natcen.ac.uk/ukopinion.
3. E-MAIL INVITATION – TO BE SENT 27/02/2017

ALL COUNTRIES: Send to all panellists with e-mail address

Name of Sender: [ESS Web - (also provide e-mail address)].
Subject: The [ESS Web] survey is ready for you now

#Dear# #Forename#,

Our new survey is ready for you now. This survey includes questions about various aspects of life such as family, work, religion, politics, and society. The survey will take only about 20 minutes.

We would be very grateful if you would please complete the survey at your earliest convenience. [UK and Slovenia: We have sent you a postal letter with a [€10/£5/£30] gift card as a thank you for participating] [Estonia: We attach a €10 gift card as a thank you for participating in this and the next survey [PLEASE EXPLAIN HOW TO REDEEM GIFT CARD AS IN WELCOME SURVEY].

Please click below to start now

[TAKE PARTIC NOW]

For any help, please reply to this email or call us at [ADD PHONE]. We are always happy to help. Please do not delete this e-mail, as it will help you return to the survey if you need to stop or are logged off.

Thanks again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE]. [IF NECESSARY: For information on how to redeem your voucher, [NC ADD EXPLANATION OR LINK]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

[NC ADD LOGO OF YOUR INSTITUTION]

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13 Invitations to respondents who have not provided an e-mail address will be sent out in one batch after all tablets are being delivered.
4. **E-MAIL: FIRST REMINDER – TO BE SENT 02/03/17**

**ALL COUNTRIES: Send if status = not started**

**Name of Sender:** [ESS Web - (also provide e-mail address)].

**Subject:** Reminder: [ESS Web] Survey

#Dear# #Forename#,

A few days ago, we sent an email asking you to participate in our [ESS Web] survey. According to our records, we have not yet received your completed survey. **Your participation is really important for our study;** we need to hear from you so that we can better represent the views of different people in [COUNTRY].

Please go to the survey now by clicking below

![TAKE PART NOW]

If you have completed the survey in the last few minutes, thank you very much for your time! And please disregard this email.

Thanks again for participating in this study.

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this e-mail or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS]. [IF NECESSARY: For information on how to redeem your voucher] [NC ADD EXPLANATION OR LINK]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

[NC ADD LOGO OF YOUR INSTITUTION]
5. E-MAIL: SECOND REMINDER – TO BE SENT 15/03/17
ALL COUNTRIES: Send if status = not completed

Name of Sender: [ESS Web - (also provide e-mail address)].
Subject: Contribute to [COUNTRY’S] research

#Dear# #Forename#,

You can contribute to social research in [COUNTRY] and help improve our country by taking 20 minutes of your time to answer this survey. Researchers need to know your thoughts on different aspects of life, such as family, work and politics to better understand society.

Click below to participate before the survey closes

[TAKE PART NOW]

Thanks again for participating in this study!

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.
6. E-MAIL: THIRD REMINDER – TO BE SENT 03/04/17

ALL COUNTRIES: Send if status = not started AND started but not completed

Updated 24/03/2017

Sender: [ESS Web]
Subject: Last few days to complete the latest [ESS Web] survey

#Dear# #Forename#,

[If status is started but not completed, display:] According to our data, you have started this survey but have not reached the end. This is your last chance to complete the current [ESS Web] survey before the survey closes on 12 April 2017; it only takes about 20 minutes. Your participation is extremely important; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

TAKE PART NOW

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

Thank you once again for participating in this study!

signature (IMAGE)

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS]. [IF NECESSARY: For information on how to redeem your voucher] [NC ADD EXPLANATION OR LINK]

[NC ADD LOGO OF YOUR INSTITUTION]
7. POSTAL PRE-NOTIFICATION FOR TABLET GROUP
TO BE SENT 15/03/2017 OR ONCE TABLETS HAVE BEEN DELIVERED
ALL COUNTRIES: Send if tablet delivered

[NC ADD LOGO OF YOUR INSTITUTION]
INSTITUTION ADDRESS

[Date]

#Dear# #Forename#, 

We are writing to let you know that in a couple days we will send you an invitation for a new [ESS Web] survey. The invitation will be on the message box of the tablet you received to complete the surveys. To complete the survey, just start the tablet and you should be able to see the invitation right on the Home screen. Please tap on the invitation that reads ‘New [ESS Web] survey’ and then on ‘TAKE PART NOW’. Check your help sheet if you are having trouble, or contact us at 0800 652 2704.

By taking part, you will help researchers and policy makers analyse and understand changes in our society. In this survey we will ask about your values and beliefs regarding various aspects of life, like family, work and politics.

Please also find enclosed a [ENTER DESCRIPTION OF INCENTIVE, USING SAME TEXT AS IN PRE-NOTIFICATION LETTER OR INVITATION EMAIL]. [ENTER BRIEF DESCRIPTION ON HOW TO USE GIFT CARD/VOUCHER].

Thanks again for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.
Name of Sender: [ESS Web - (also provide e-mail address)].
Subject: New [ESS Web] survey

#Dear# #Forename#,

Our new survey is ready for you now. This survey includes questions about various aspects of life such as family, work, religion, politics, and society. The survey will take only about 20 minutes.

We would be very grateful if you would please complete the survey at your earliest convenience. [UK and Slovenia: We have sent you a postal letter with a [€10/£5/£30] gift card as a thank you for participating] [Estonia: We attach a €10 gift card as a thank you for participating in this and the next survey [PLEASE EXPLAIN HOW TO REDEEM GIFT CARD AS IN WELCOME SURVEY]].

Please click below to start now

![TAKEN PART NOW]

For any help, please reply to this email or call us at [ADD PHONE]. We are always happy to help. Please do not delete this e-mail, as it will help you return to the survey if you need to stop or are logged off.

Thanks again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

[NC ADD LOGO OF YOUR INSTITUTION]
[Date]

#Dear# #Forename#, 

We wrote to you recently to invite you to take part in our [ESS Web] survey. According to our records, we have not yet received your completed online survey.

Please complete the current [ESS Web] survey before it closes on 12 April 2017; it only takes about 20 minutes. Your participation is extremely important for this research; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

To access the survey, please go to the message box on the tablet you received to complete the surveys, select the top-most invitation message and tap the ‘Take part now’ box. If you have any questions, don’t hesitate to call us free on [ADD PHONE].

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and you will not be identifiable from the data.

If you have completed the survey in the last few days, please disregard this letter. Thank you once again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]
POSTAL INVITATION TO SAMPLE GROUP FOR WHICH THERE IS NO EMAIL ON RECORD BUT DID NOT NEED A TABLET TO BE SENT 15/03/2017 OR EARLIER

ALL COUNTRIES: Send if no e-mail address on record and panellist did not need tablet

[NC ADD LOGO OF YOUR INSTITUTION]
INSTITUTION ADDRESS

[DATE]

#Dear# #Forename#,

We are writing to invite you to participate in our new [ESS Web] survey. By taking part, you will help researchers and policy makers analyse and understand changes in our society.

In this survey we will ask about your values and beliefs regarding various aspects of life, like family, work and politics. The survey will take only about 20 minutes.

To access the survey, please go to

#URL#

This will take you directly to the new survey

Please also find enclosed a [ENTER DESCRIPTION OF INCENTIVE, USING SAME TEXT AS IN PRE-NOTIFICATION LETTER OR INVITATION EMAIL]. [ENTER BRIEF DESCRIPTION ON HOW TO USE GIFT CARD/VOUCHER].

Please do not throw away this letter, as it will help you return to the survey if you need to stop or are logged off. If you have any questions, don’t hesitate to call us free on [HELPLINE NUMBER] during office hours, email us at [HELPLINE E-MAIL] or visit [COUNTRY’S WEBSITE].

Thanks again for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.
11. POSTAL REMINDER TO SAMPLE GROUP FOR WHICH THERE IS NO EMAIL ON RECORD BUT DID NOT NEED A TABLET TO BE SENT 7 TO 14 DAYS AFTER THE POSTAL INVITATION IS SENT

ALL COUNTRIES: Send if no e-mail address on record and panellist did not need tablet and status = not completed

[NC ADD LOGO OF YOUR INSTITUTION]

[INSTITUTION ADDRESS]

[DATE]

#Dear# #Forename#,

We wrote to you recently to invite you to take part in our new [ESS Web]. The invitation included a [€10/£5/£30] shopping voucher as a token of our appreciation. According to our records, we have not yet received your completed survey. If you have completed the survey in the last few days, thank you very much for your time!

You can contribute to social research in [COUNTRY] and help improve our country by taking 20 minutes of your time to answer this survey. Please complete the current [ESS Web] survey before it closes on 12 April 2017.

To access the survey, please go to

#URL#

This will take you directly to the new survey

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and you will not be identifiable from the data.

If you have any questions, please call us on the Freephone 0800 652 2704 during office hours, email us at ukopinion@natcen.ac.uk or visit www.natcen.ac.uk/UKopinion.

Thank you once again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]
CRONOS CONTACT PROTOCOL FOR WAVE 2

Introduction
This document outlines the proposed schedule for implementation of the CRONOS Wave 2 survey, and includes the source version of the respondent communication documents. The source documents are meant to be translated where necessary, adapted where appropriate. Most of the content in Wave 2 communication documents is the same as in Wave 1. Changed, updated or new parts are marked in pink.

D. Invitation and reminders CRONOS Wave 2

Starting from Wave 2, survey pre-notifications, invitations and reminders will be sent to all panellists at the same time. This includes the three subsamples that comprise the total sample: the ‘email sample’, the ‘tablet sample’ and the ‘postal sample’.

For the ‘email sample’, no postal pre-notifications will be sent in Estonia (as no addresses are available) and in Slovenia (as incentives are provided every two rounds) in Wave 2. In the UK, this sample will be sent postal pre-notifications with half of the sample receiving an incentive. Pre-notifications should reach panellists before the email invitations are sent. As in Wave 1, we will send 3 email reminders in all countries. The last (third) reminder will be also sent to panellists who have started but not completed the survey.

For the ‘tablet sample’, postal contact is necessary in all countries. In the UK and Slovenia, the contact protocol includes a postal notification, an email invitation, an email reminder and a postal reminder. In Estonia, the invitation and reminder will be sent via post with a letter containing a survey URL.

For the ‘postal sample’, comprising panellists who have internet access but did not provide a valid email address, will be invited to Wave 2 survey by post. These respondents are expecting to be invited to the surveys based on the recruitment interview and the leaflet, as we have not mentioned at any point that participation would terminate if they did not provide an email address. We can do this in Wave 2 to avoid continuing sending postal invitations to this sample group. This information will be included in the postal invitation and reminder, and on the survey page where we request their email address. Starting from Wave 3 this sample group will be excluded from the panel.

A timetable for each communication with the panellists is presented in Table 1.

<table>
<thead>
<tr>
<th>Table 2. Proposed Wave 2 survey schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Email sample:</strong></td>
</tr>
<tr>
<td>Panellists with own internet connection and email address</td>
</tr>
<tr>
<td><strong>Mail pre-notification</strong></td>
</tr>
<tr>
<td><strong>Survey goes live</strong></td>
</tr>
<tr>
<td><strong>Postal invitation</strong></td>
</tr>
<tr>
<td><strong>Email invitation</strong></td>
</tr>
<tr>
<td>1st Email Reminder</td>
</tr>
<tr>
<td>2nd Email reminder</td>
</tr>
<tr>
<td>3rd Email reminder</td>
</tr>
<tr>
<td>Postal reminder</td>
</tr>
<tr>
<td>Thank you note</td>
</tr>
<tr>
<td><strong>Survey closes</strong></td>
</tr>
</tbody>
</table>

*Note: The mail pre-notification can be sent earlier if it is deemed necessary to make sure that the letter reaches the panellist before the email does.*
E. List of source protocols for Wave 2 included in this document.

- Postal pre-notifications
  1. Email sample in UK
  2. Tablet sample in UK and Slovenia
- Postal invitations including the shortened survey URL
  3. Tablet sample in Estonia
  4. Postal sample in all countries
- Email invitations
  5. For email sample in all countries and tablet sample in UK and Slovenia.
- Email reminders
  6. First reminder for email sample in all countries
  7. Second reminder for email sample in all countries
  8. Third reminder for email sample in all countries, including respondents who started but did not complete survey. Also applies to the tablet sample in Slovenia and UK.
- Postal reminders
  9. For the tablet sample in Slovenia and UK
  10. For the tablet sample in Estonia
  11. For postal sample in all countries.

To make the documents suitable for use in each country, they need to be adapted by each national team. The documents include #wildcard# fields (marked between hashtags), where the content may differ across respondents and will be inserted automatically by Questback from the Panel Management System. We need these fields within the text to remain in English so that we can identify where to link the proper wildcard, but we need translations so that we can prepare the variables in Questback from which the wildcards will be replaced.

F. Action points for National Coordinators (all countries)

- ALL COUNTRIES: Translate the documents and insert the relevant text in the bits highlighted in blue, which are country-specific. In particular, the incentive part of the invitation is country-specific.
- ALL COUNTRIES: Please send us the adapted documents by 7th April so that we can programme and test the invitations during the week before Easter. Please send them to esswebpanel@nsd.no, elena.sommer.1@city.ac.uk, and ana.villar.1@city.ac.uk.
- ALL COUNTRIES: Be on the lookout for test invitations coming into the email addresses you provided for testing, and thoroughly check these, making sure there are no typos or issues with the visual design, and that the content matches what you produced (i.e., check against the word document you provided).
Within the next few days, you will receive an email invitation for a new UK Opinion Panel survey, the second of 2017. We will send this invitation to the email address provided when you agreed to take part in this study.

In this survey, we will ask about your opinion on general aspects of the British society and your views on relationships, family support and parenting. The survey will take about 20 minutes to complete.

If you have any questions, don’t hesitate to call us free on 0800 652 2704 during office hours, email us at ukopinion@natcen.ac.uk or visit www.natcen.ac.uk/UKopinion.

Thanks for taking part in the UK Opinion Panel. The success of this important study relies on the generous support of people like you.

Guy Goodwin
Chief Executive, NatCen Social Research

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

To find out more about the study visit www.natcen.ac.uk/ukopinion.
2. LETTER PRE-NOTIFICATION TO TABLET SAMPLE - TO BE SENT 24/04/2017

UK and Slovenia

UK – 2 versions depending on incentive group (£5 vs £30)

[DATE]

#Dear# #Forename#,

Within the next few days, you will receive an email invitation for a new [ESS Web] survey, the second of 2017. We will send this to the message box on the device we gave you to complete the surveys. To complete the survey, just start the tablet and you should be able to see the invitation right on the Home screen. Please tap on the invitation that reads ‘New [ESS Web] survey’ and then tap on ‘TAKE PART NOW’. Check your help sheet if you are having trouble, or contact us at 0800 652 2704.

In this survey, we will ask about your opinion on general aspects of the [COUNTRY’s] society and your views on relationships, family support and parenting. The survey will take about 20 minutes to complete.

UK: [Please also find enclosed a £5 shopping voucher as a token of our appreciation. This voucher can be spent at high street shops like Argos, Boots and Marks and Spencer.] / [In our previous invitation letter we had enclosed a £30 voucher as a token of our appreciation for your participation in six surveys throughout the year.]

Slovenia: [In our previous invitation letter we had enclosed a €10 gift card as a token of our appreciation for your participation in two surveys, the first survey and this new one]

Thanks for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.
3. LETTER INVITATION TO **TABLET SAMPLE IN ESTONIA** - TO BE SENT 26/04/2017

[DATE]

#Dear# #Forename#,

Our new survey is ready for you now, the second in 2017. This survey includes questions about the [COUNTRY’S] society and your views on relationships, family support and parenting. The survey will take only about 20 minutes.

To complete the survey, just start the tablet and go to [BROWSER]. Then enter the address printed in the box below. Check your help sheet for assistance if you are having trouble, or contact us at [ADD HELPLINE NUMBER].

### To access the survey, please go to

 Decay

 This will take you directly to the new survey.

We would be very grateful if you would please complete the survey at your earliest convenience. In the invitation for the first survey we attached a €10 gift card as a thank you for participating in two surveys, the first survey and this new one.

Thanks for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

[NC ADD LOGO OF YOUR INSTITUTION]
4. POSTAL INVITATION TO ONLINE PANELLISTS WITHOUT EMAIL. TO BE SENT 26/04/2017

ALL COUNTRIES: Send if no email address on record and panellist did not need tablet

[DATE]

#Dear# #Forename#,

Our new survey is ready for you now, the second in 2017. This survey includes questions about the [COUNTRY’S] society and your views on relationships, family support and parenting. The survey will take only about 20 minutes.

To complete the survey, just enter the address printed in the box below into an internet browser. If you are having trouble, please contact us at [ADD HELPLINE NUMBER].

To access the survey, please go to

#URL#

This will take you directly to the new survey

We would be very grateful if you would please complete the survey at your earliest convenience. [UK £5 incentive group: Please also find enclosed a £5 shopping voucher as a token of our appreciation. This voucher can be spent at high street shops like Argos, Boots and Marks and Spencer]. [UK £30 incentive group: In late February we sent you a letter with a £30 gift card as a thank you for participating in six surveys throughout the year]. [Slovenia & Estonia: In late February we sent you a €10 gift card as a thank you for participating in two surveys, the first survey and this new one].

Please note that we would like to stop sending invitation letters and need an email address to invite you to future surveys. If you would like continue participating in [ESS Web], please provide an email address when asked at the end of the new survey.

If you have any questions, don’t hesitate to call us free on [HELPLINE NUMBER] during office hours, contact us at [HELPLINE EMAIL] or visit [COUNTRY’S WEBSITE].

Thanks for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]
This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

5. EMAIL INVITATION – TO BE SENT 27/04/2017
Send to Email sample in ALL COUNTRIES and Tablet sample in Slovenia and UK

Name of Sender: [ESS Web]
Subject: New [ESS Web] survey ready for you now

#Dear# #Forename#,

Our new survey is ready for you now, the second of 2017. This survey includes questions about the [COUNTRY'S] society and your views on relationships, family support and parenting. The survey will take only about 20 minutes.

We would be very grateful if you would please complete the survey at your earliest convenience. [UK £5 incentive group: We have sent you a postal letter with a £5 gift card as a thank you for participating]. [UK £30 incentive group: In late February we sent you a letter with a £30 gift card as a thank you for participating in six surveys throughout the year]. [Slovenia: In late February we sent you a letter with a €10 gift card as a thank you for participating in two surveys, the first survey and this new one]. [Estonia: In the email invitation for the first survey we attached a €10 gift card as a thank you for participating in two surveys, the first survey and this new one].

Please click below to start the survey now.

TAKE PART NOW

For any help, please reply to this email or call us at [ADD PHONE]. We are always happy to help. Please do not delete this email, as it will help you return to the survey if you need to stop or are logged off.

Thanks for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE]. [IF NECESSARY: For information on how to redeem your voucher, [NC ADD EXPLANATION OR LINK]]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.
6. **EMAIL: FIRST REMINDER TO EMAIL SAMPLE – TO BE SENT 02/05/17**

   **ALL COUNTRIES: Send to email sample if status = not started**

   **ALMOST IDENTICAL TO WAVE 1 – A COUPLE SENTENCES DELETED**

**Name of Sender:** [ESS Web]

**Subject:** Reminder: [ESS Web] Survey

#Dear# #Forename#,

A few days ago, we sent an email asking you to participate in our [ESS Web] survey. According to our records, we have not yet received your completed survey.

**Please go to the survey now by clicking below.**

![TAKE PART NOW](image)

If you have completed the survey in the last few minutes, thank you very much for your time!

Thanks again for participating in this study.

[Signature (IMAGE)]

[Name of NC]

[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS]. IF NECESSARY: For information on how to redeem your voucher, [NC ADD EXPLANATION OR LINK]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

[NC ADD LOGO OF YOUR INSTITUTION]
7. EMAIL: SECOND REMINDER – TO BE SENT 15/05/17

ALL COUNTRIES: Send to email sample if status = not started

Name of Sender: [ESS Web]
Subject: Contribute to [ESS Web] research

#Dear# #Forename#, 

You can contribute to social research in [COUNTRY] and help improve our country by taking 20 minutes of your time to answer this survey. Researchers need to know your thoughts on different aspects of life, such as relationships, family duties and parenting to better understand society.

Click below to participate before the survey closes.

![TAKE PART NOW](image)

Thanks again for participating in this study!

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

[NC ADD LOGO OF YOUR INSTITUTION]
8. EMAIL: THIRD REMINDER – TO BE SENT 31/05/17

ALL COUNTRIES: Send to email sample if status = not started OR not completed
UK and SLOVENIA: Send also to tablet sample

Sender: [ESS Web]
Subject: Last few days to complete the latest [ESS Web] survey

#Dear# #Forename#,

[IF STATUS IS STARTED BUT NOT COMPLETED, DISPLAY]: [According to our data, you have started this survey but have not reached the end.]
This is your last chance to complete the current [ESS Web] survey before the survey closes on 7 June 2017; it only takes about 20 minutes.
Your participation is extremely important; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

Please go to the survey now by clicking below.

TAKE PART NOW

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

Thank you once again for participating in this study!

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS]. [IF NECESSARY: For information on how to redeem your voucher, ] [NC ADD EXPLANATION OR LINK]

[NC ADD LOGO OF YOUR INSTITUTION]
9. **POSTAL REMINDER TO TABLET GROUP IN UK AND SLOVENIA – TO BE SENT**

**31/05/17**

**UK and Slovenia: Send if tablet delivered and status = not completed**

[NC ADD LOGO OF YOUR INSTITUTION]

INSTITUTION ADDRESS

(Date)

#Dear# #Forename#,

We wrote to you about a month ago to invite you to take part in our new [ESS Web] survey. According to our records, we have not yet received your completed online survey.

Please complete the current [ESS Web] survey before it closes on 7 June 2017; it only takes about 20 minutes. Your participation is extremely important for this research; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

To access the survey, please go to the message box on the tablet you received to complete the surveys, select the top-most invitation message and tap the ‘Take part now’ box. If you have any questions, don’t hesitate to call us free on [ADD PHONE].

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and you will not be identifiable from the data.

If you have completed the survey in the last few days, please disregard this letter. Thank you once again for participating in this study!

[signature (IMAGE)]

[Name of NC]

[Position of NC]
[Date]

#Dear# #Forename#,  

We wrote to you about a month ago to invite you to take part in our new [ESS Web] survey. According to our records, we have not yet received your completed online survey. Please complete the current [ESS Web] survey before it closes on 7 June 2017; it only takes about 20 minutes. Your participation is extremely important for this research; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

To complete the survey, just start the tablet and go to [BROWSER]. Then enter the address printed in the box below. Check your help sheet for assistance if you are having trouble, or contact us at [ADD HELPLINE NUMBER].

To access the survey, please go to  

#URL#  

This will take you directly to the new survey.

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and you will not be identifiable from the data.

If you have completed the survey in the last few days, please disregard this letter. Thank you once again for participating in this study!

[signature (IMAGE)]  
[Name of NC]  
[Position of NC]
11. POSTAL REMINDER TO POSTAL SAMPLE GROUP
TO BE SENT 31/05/2017

ALL COUNTRIES: Send if no email address on record and panellist did not need tablet and status = not completed

[NC ADD LOGO OF YOUR INSTITUTION]
INSTITUTION ADDRESS

[DATE]

#Dear# #Forename#, 

About a month ago we invited you to take part in our new [ESS Web]. According to our records, we have not yet received your completed survey. If you have completed the survey in the last few days, thank you very much for your time!

To complete the survey, just enter the address printed in the box below into an internet browser. If you are having trouble, please contact us at [ADD HELPLINE NUMBER]. Please complete the current [ESS Web] survey before it closes on 7 June 2017.

To access the survey, please go to 

#URL#

This will take you directly to the new survey

You can contribute to social research in [COUNTRY] and help improve our country by taking 20 minutes of your time to answer this survey.

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and you will not be identifiable from the data.

If you have any questions, please call us on [HELPLINE PHONE] during office hours, email us at [HELPLINE EMAIL] or visit [COUNTRY WEBSITE].

Thank you once again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]
CRONOS CONTACT PROTOCOL FOR WAVE 3

Introduction
This document outlines the proposed schedule for implementation of the CRONOS Wave 3 survey, and includes the source version of the respondent communication documents. The source documents are meant to be translated where necessary, adapted where appropriate. Most of the content in Wave 3 communication documents is the same as in Wave 2. Changes are marked in pink.

Please note that all reminders will be sent to all those who have not completed the survey, whether they have started or not. This differs from the original plans outlined in the contact protocol for waves 1 and 2, but is in line with what actually happened in practice. We agreed to follow this approach to: a) encourage respondents who have started to complete; b) help data analyses: the same reminder was planned to be the 3rd reminder for some, and the 1st reminder for those who started but did not complete the wave before the 1st reminder, which would be complex to analyse; c) simplify documentation. NSD: If possible, please send reminders only if they have not reached the survey experience section.

G. Invitation and reminders CRONOS Wave 3

Starting from Wave 3, no postal invitation will be sent to respondents who did not provide an email address, and there will be two main samples: 1) email sample (panellists with own internet connection and email address), and 2) tablet sample (panellists who received a tablet to complete the surveys). Below is the list of communication procedures for both samples for each country.

Email sample

ALL COUNTRIES:
- Email invitation
- Three email reminders

UK
- Postal pre-notification including a £5 incentive for half of the sample

Slovenia
- Postal pre-notification including a 10€ incentive for Wave 3 and Wave 4 sent by the supermarket chain – please use what you sent for Wave 1 and adapt the text to reflect the current state where necessary

Estonia:
- 10€ e-voucher for Wave 3 and Wave 4 in email invitation

Tablet sample

UK & Slovenia
- Postal pre-notification including incentives
- Email invitation
- One postal reminder
- One email reminder

Estonia:
- Postal invitation including a 10€ incentive for Wave 3 and Wave 4 and survey URL
• One postal reminder

A timetable for each communication with the panellists is presented in Table 1.

Table 3. Proposed Wave 3 survey schedule

<table>
<thead>
<tr>
<th></th>
<th>Email sample</th>
<th>Tablet sample</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Postal pre-notification</strong></td>
<td>UK &amp; Slovenia 19/06/2017 (Mon)</td>
<td>UK &amp; Slovenia 19/06/2017 (Mon)</td>
</tr>
<tr>
<td><strong>Survey goes live</strong></td>
<td>21/06/2017 (Thu)</td>
<td>21/06/2017 (Thu)</td>
</tr>
<tr>
<td><strong>Postal invitation</strong></td>
<td><strong>Not applicable</strong></td>
<td>Estonia (with URL) 21/06/2017 (Wed)</td>
</tr>
<tr>
<td><strong>Email invitation</strong></td>
<td>All countries 21/06/2017 (Thu)</td>
<td>UK &amp; Slovenia 21/06/2017 (Thu)</td>
</tr>
<tr>
<td><strong>1st Email Reminder</strong></td>
<td>All countries 26/06/2017 (Mon)</td>
<td><strong>Not applicable</strong></td>
</tr>
<tr>
<td><strong>2nd Email reminder</strong></td>
<td>All countries 11/07/2017 (Tue)</td>
<td><strong>Not applicable</strong></td>
</tr>
<tr>
<td><strong>3rd Email reminder</strong></td>
<td>All countries 25/07/2017 (Tue)</td>
<td>UK &amp; Slovenia 25/07/2017 (Tue)</td>
</tr>
<tr>
<td><strong>Postal reminder</strong></td>
<td><strong>Not applicable</strong></td>
<td>All countries 10/07/2017 (Mon)</td>
</tr>
<tr>
<td><strong>Survey closes</strong></td>
<td>12/08/2017 (Sat)</td>
<td>12/08/2017 (Sat)</td>
</tr>
</tbody>
</table>

H. List of source protocols for Wave 3 included in this document.

• Postal pre-notification
  12. Email sample in UK
  13. Tablet sample in UK and Slovenia

• Postal invitation including the shortened survey URL
  14. Tablet sample in Estonia

• Email invitation
  15. Email sample in all countries and tablet sample in UK and Slovenia.

• Email reminders
  16. First reminder for email sample in all countries
  17. Second reminder for email sample in all countries
  18. Third reminder for email sample in all countries, including respondents who started but did not complete survey. Also applies to the tablet sample in Slovenia and UK.

• Postal reminder
  19. Tablet sample in Slovenia and UK
  20. Tablet sample in Estonia
I. Action points:

- **ALL COUNTRIES:** Translate the documents and insert the relevant text in the bits highlighted in blue, which are country-specific. In particular, the incentive part of the invitation is country-specific.

- **ALL COUNTRIES:** Please send us the adapted documents by **19th May** to esswebpanel@nsd.no, elena.sommer.1@city.ac.uk, Nejc.Berzelak@fdv.uni-lj.si and ana.villar.1@city.ac.uk.

- **ALL COUNTRIES:** Please send list of email addresses to which test invitations and reminders should be sent.

- **NSD:** 22-23 May send test invitations and reminders to NC teams, Nejc.Berzelak@fdv.uni-lj.si, and ana.villar.1@city.ac.uk.

- **ALL COUNTRIES:** Be on the lookout for test invitations coming into the email addresses you provided for testing, and thoroughly check these, making sure there are no typos or issues with the visual design, and that the content matches what you produced (i.e., check against the word document you provided). Send feedback to NSD by 26 May.
12. LETTER PRE-NOTIFICATION TO EMAIL SAMPLE IN UK - TO BE SENT 19/06/2017
UK – 2 versions depending on incentive group (£5 vs £30)

[DATE]
#Dear# #F surname#, 

Within the next few days, you will receive an email invitation for a new UK Opinion survey, the third of 2017. We will send this invitation to the email address provided when you agreed to take part in this study.

In this survey, we will ask about different aspects of your current life situation and your opinion on work life and social justice. The survey will take about 20 minutes to complete.

I am writing in advance so that you recognise the email invitation you receive from ukopinion@natcen.ac.uk. [Please also find enclosed a £5 shopping voucher as a token of our appreciation. This voucher can be spent at high street shops like Argos, Boots and Marks and Spencer.] / [In our first invitation letter that we sent you in late February we had enclosed a £30 voucher as a token of our appreciation for your participation in six surveys throughout the year.]

If you have any questions, don’t hesitate to call us free on 0800 652 2704 during office hours, email us at ukopinion@natcen.ac.uk or visit www.natcen.ac.uk/UKopinion.

Thanks for taking part in UK Opinion. The success of this important study relies on the generous support of people like you.

Guy Goodwin
Chief Executive, NatCen Social Research

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

To find out more about the study visit www.natcen.ac.uk/ukopinion.
[DATE]

#Dear# #Forename#,  

Within the next few days, you will receive an email invitation for a new [ESS Web] survey, the third of 2017. We will send this to the message box on the device we gave you to complete the surveys. To complete the survey, just start the tablet and you should be able to see the invitation right on the Home screen. Please tap on the invitation that reads ‘New [ESS Web] survey’ and then tap on ‘TAKE PART NOW’. Check your help sheet if you are having trouble, or contact us [free at [HELPLINE PHONE]].

In this survey, we will ask about different aspects of your current life situation and your opinion on work life and social justice. The survey will take about 20 minutes to complete.

UK: [Please also find enclosed a £5 shopping voucher as a token of our appreciation. This voucher can be spent at high street shops like Argos, Boots and Marks and Spencer.] / [In our first invitation letter, we enclosed a £30 voucher as a token of our appreciation for your participation in six surveys throughout the year.]

Slovenia: [Please also find enclosed a €10 gift card as a token of our appreciation for your participation in two surveys, this survey and the next one]. [ADD INFORMATION HOW TO REDEEM THE VOUCHER IF NECESSARY].

Thanks for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.
[DATE]

#Dear# #Forename#, 

Our new survey is ready for you now, the third in 2017. This survey includes questions about different aspects of your current life situation and your opinion on work life and social justice. The survey will take only about 20 minutes.

To complete the survey, just start the tablet and go to [BROWSER]. Then enter the address printed in the box below. Check your help sheet for assistance if you are having trouble, or contact us at [HELPLINE NUMBER].

To access the survey, please go to

#URL#

This will take you directly to the new survey.

We would be very grateful if you would please complete the survey at your earliest convenience. [Please also find enclosed a €10 gift card as a token of our appreciation for your participation in two surveys, this survey and the next one] [ADD INFORMATION HOW TO REDEEM THE VOUCHER].

Thanks for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

[NC ADD LOGO OF YOUR INSTITUTION]
15. EMAIL INVITATION – TO BE SENT 22/06/2017
Send to email sample in ALL COUNTRIES and Tablet sample in Slovenia and UK

Name of Sender: [ESS Web]
Subject: New [ESS Web] survey ready for you now

#Dear# #Forename#,

Our new survey is ready for you now, the third of 2017. This survey includes questions about different aspects of your current life situation and your opinion on work life and social justice. The survey will take only about 20 minutes.

We would be very grateful if you would please complete the survey at your earliest convenience. [UK £5 incentive group: A few days ago we sent you a postal letter with a £5 gift card as a thank you for participating]. [UK £30 incentive group: In our first invitation letter we enclosed a £30 gift card as a thank you for participating in six surveys throughout the year]

[Slovenia: A few days ago we sent you a postal letter with a €10 gift card as a thank you for participating in two surveys, this survey and the next one].

[Estonia: As a thank you for your participation in two surveys, this survey and the next one, we are sending you a €10 electronic gift card. You can find instructions on how to use the gift card at the end of this email].

[Estonia: ID Number of you gift card: {m_egiftcardno}].

Please click below to start the survey now.

T A K E  P A R T  N O W

For any help, please reply to this email or call us at [ADD PHONE]. We are always happy to help. Please do not delete this email, as it will help you return to the survey if you need to stop or are logged off.

Thanks for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE]. [IF NECESSARY: For information on how to redeem your voucher, [NC ADD EXPLANATION OR LINK]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

[NC ADD LOGO OF YOUR INSTITUTION]
16. EMAIL: FIRST REMINDER TO EMAIL SAMPLE – TO BE SENT 26/06/17

ALL COUNTRIES: Send to email sample if status = not completed

Name of Sender: [ESS Web]
Subject: Reminder: [ESS Web] Survey

#Dear# #Forename#,

A few days ago, we sent an email asking you to participate in our [ESS Web] survey. According to our records, we have not yet received your completed survey.

Please go to the survey now by clicking below.

[TAKE PART NOW]

If you have completed the survey in the last few minutes, thank you very much for your time!

Thanks again for participating in this study.

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

[NC ADD LOGO OF YOUR INSTITUTION]
17. EMAIL: SECOND REMINDER – TO BE SENT 11/07/17
ALL COUNTRIES: Send to email sample if status = not completed

Name of Sender: [ESS Web]
Subject: Contribute to [ESS Web] research

#Dear# #Forename#,

You can contribute to social research in [COUNTRY] and help improve our country by taking 20 minutes of your time to answer this survey. Researchers need to know your thoughts on different aspects of life, such as living situation of people in [COUNTRY], work life and social justice to better understand society.

Click below to participate before the survey closes.

![TAKE PART NOW]

Thanks again for participating in this study!

![signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

![NC ADD LOGO OF YOUR INSTITUTION]
18. EMAIL: THIRD REMINDER – TO BE SENT 25/07/17

ALL COUNTRIES: Send to email sample if status = not completed
UK and SLOVENIA: Send to tablet sample if status = not completed

Sender: [ESS Web]
Subject: Last few days to complete the latest [ESS Web] survey

#Dear# #Forename#,

This is your last chance to complete the current [ESS Web] survey before the survey closes on 8 August 2017; it only takes about 20 minutes. Your participation is extremely important; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

Please go to the survey now by clicking below.

[TAKE PART NOW]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you will not be identifiable from the data.

Thank you once again for participating in this study!

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

[NC ADD LOGO OF YOUR INSTITUTION]
[Date]

#Dear# #Forename#,

We wrote to you about a month ago to invite you to take part in our new [ESS Web] survey. According to our records, we have not yet received your completed online survey.

Please complete the current [ESS Web] survey before it closes on 8 August 2017; it only takes about 20 minutes. Your participation is extremely important for this research; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

To access the survey, please go to the message box on the tablet you received to complete the surveys, select the top-most invitation message and tap the ‘Take part now’ box. If you have any questions, don’t hesitate to call us free on [ADD PHONE].

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and you will not be identifiable from the data.

If you have completed the survey in the last few days, please disregard this letter. Thank you once again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]
[Date]

#Dear# #Forename#, 

We wrote to you about a month ago to invite you to take part in our new [ESS Web] survey. According to our records, we have not yet received your completed online survey. Please complete the current [ESS Web] survey before it closes on 8 August 2017; it only takes about 20 minutes. Your participation is extremely important for this research; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

To complete the survey, just start the tablet and go to [BROWSER]. Then enter the address printed in the box below. Check your help sheet for assistance if you are having trouble, or contact us at [ADD HELPLINE NUMBER].

To access the survey, please go to

#URL#

This will take you directly to the new survey.

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and you will not be identifiable from the data.

If you have completed the survey in the last few days, please disregard this letter. Thank you once again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]
CRONOS CONTACT PROTOCOL FOR WAVE 4

Introduction
This document outlines the proposed schedule for implementation of the CRONOS Wave 4 survey, and includes the source version of the respondent communication documents. The source documents are meant to be translated where necessary, adapted where appropriate. Most of the content in Wave 4 communication documents is the same as in Waves 2 and 3. Changes are highlighted in pink. Note we have deleted references to incentives in most letters and e-mails.

Please note that all reminders will be sent to all those who have not completed the survey, whether they have started or not. NSD: If possible, please send reminders only if they have not reached the survey experience section.

J. Invitation and reminders CRONOS Wave 4
Since Wave 3, there are two main samples per country: 1) email sample (panellists with own internet connection and email address), and 2) tablet sample (panellists who received a tablet to complete the surveys). Below is the list of communication procedures for both samples for each country.

Email sample
ALL COUNTRIES:
- Email invitation
- Three email reminders

UK
- Postal pre-notification including a £5 incentive for half of the sample

Tablet sample
UK & Slovenia
- Postal pre-notification (including incentives for relevant subgroup)
- Email invitation
- One postal reminder
- One email reminder

Estonia:
- Postal invitation including survey URL
- One postal reminder

A timetable for each communication with the panellists is presented in Table 1.
### Table 4. Proposed Wave 3 survey schedule

<table>
<thead>
<tr>
<th></th>
<th>Email sample</th>
<th>Tablet sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postal pre-notification</td>
<td>UK</td>
<td>UK &amp; Slovenia</td>
</tr>
<tr>
<td></td>
<td>04/09/2017 (Mon)</td>
<td>04/09/2017 (Mon)</td>
</tr>
<tr>
<td>Survey goes live</td>
<td>07/09/2017 (Thu)</td>
<td>07/09/2017 (Thu)</td>
</tr>
<tr>
<td>Postal invitation</td>
<td>Not applicable</td>
<td>Estonia (with URL)</td>
</tr>
<tr>
<td></td>
<td>07/09/2017 (Thu)</td>
<td>06/09/2017 (Wed)</td>
</tr>
<tr>
<td>Email invitation</td>
<td>All countries</td>
<td>UK &amp; Slovenia</td>
</tr>
<tr>
<td></td>
<td>07/09/2017 (Thu)</td>
<td>07/09/2017 (Thu)</td>
</tr>
<tr>
<td>1st Email Reminder</td>
<td>11/09/2017 (Mon)</td>
<td>Not applicable</td>
</tr>
<tr>
<td>2nd Email reminder</td>
<td>19/09/2017 (Fri)</td>
<td>Not applicable</td>
</tr>
<tr>
<td>3rd Email reminder</td>
<td>All countries</td>
<td>UK &amp; Slovenia</td>
</tr>
<tr>
<td></td>
<td>28/09/2017 (Thu)</td>
<td>28/09/2017 (Thu)</td>
</tr>
<tr>
<td>Postal reminder</td>
<td>Not applicable</td>
<td>19/09/2017 (Fri)</td>
</tr>
<tr>
<td>Survey closes</td>
<td>05/10/2017 (Thu)</td>
<td>05/10/2017 (Thu)</td>
</tr>
</tbody>
</table>

### K. List of source protocols for Wave 4 included in this document.

- Postal pre-notification
  - 21. Email sample in UK
  - 22. Tablet sample in UK and Slovenia
- Postal invitation including the shortened survey URL
  - 23. Tablet sample in Estonia
- Email invitation
  - 24. Email sample in all countries and tablet sample in UK and Slovenia.
- Email reminders
  - 25. First reminder for email sample in all countries
  - 26. Second reminder for email sample in all countries
  - 27. Third reminder for email sample in all countries, including respondents who started but did not complete survey. Also applies to the tablet sample in Slovenia and UK.
- Postal reminder
  - 28. Tablet sample in Slovenia and UK
  - 29. Tablet sample in Estonia
L. Action points:

- **ALL:** Please take a look at the revised schedule. We have delayed the launch of wave 4 by about a week to better adjust to summer schedules—of CRONOS researchers and CRONOS participants.

- **ALL COUNTRIES:** Adapt the documents from wave 3, translating any bits highlighted in ink below and inserting the relevant text in the bits highlighted in blue, which are country-specific. In particular, the incentive part of the invitation is country-specific.

- **ALL COUNTRIES:** Please send us the adapted documents by 7th August to esswebpanel@nsd.no, Nejc.Berzelak@fdv.uni-lj.si and ana.villar.1@city.ac.uk.

- **ALL COUNTRIES:** Please send list of email addresses to which test invitations and reminders should be sent.

- **NSD:** 10-12 August send test invitations and reminders to NC teams, Nejc.Berzelak@fdv.uni-lj.si, and ana.villar.1@city.ac.uk.

- **ALL COUNTRIES:** Be on the lookout for test invitations coming into the email addresses you provided for testing, and thoroughly check these, making sure there are no typos or issues with the visual design, and that the content matches what you produced (i.e., check against the word document you provided). Send feedback to NSD and ana.villar.1@city.ac.uk by 18 August if possible.

- **ALL:** The Questback programme will be finalised on 04 September 2017. That is the last day in which changes can be made.
Within the next few days, you will receive an email invitation for a new UK Opinion survey, the fourth of 2017. We will send this invitation to the email address provided when you agreed to take part in this study.

In this survey, we will ask about how you see yourself, how you relate to others, and your views on the environment. The survey will take about 15 minutes to complete.

I am writing in advance so that you recognise the email invitation you receive from ukopinion@natcen.ac.uk. [Please also find enclosed a £5 shopping voucher as a token of our appreciation. This voucher can be spent at high street shops like Argos, Boots and Marks and Spencer.] / UK: Let’s just remind them of this on the invite. [In our first invitation letter that we sent you in late February we had enclosed a £30 voucher as a token of our appreciation for your participation in six surveys throughout the year.]

If you have any questions, don’t hesitate to call us free on 0800 652 2704 during office hours, email us at ukopinion@natcen.ac.uk or visit www.natcen.ac.uk/UKopinion.

Thanks for taking part in UK Opinion. The success of this important study relies on the generous support of people like you.

Guy Goodwin
Chief Executive, NatCen Social Research

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

To find out more about the study visit www.natcen.ac.uk/ukopinion.
#Dear# #Forename#,

Within the next few days, you will receive an email invitation for a new [ESS Web] survey, the fourth of 2017. We will send this to the message box on the device we gave you to complete the surveys. To complete the survey, just start the tablet and you should be able to see the invitation right on the Home screen. Please tap on the invitation that reads ‘New [ESS Web] survey’ and then tap on ‘TAKE PART NOW’. Check your help sheet if you are having trouble, or contact us free at [HELPLINE PHONE].

In this survey, we will ask about how you see yourself, how you relate to others, and your views on the environment. The survey will take about 15 minutes to complete. We noticed that the last survey took most people around 25 minutes, so we wanted to keep this one shorter than usual to compensate.

UK: [Please also find enclosed a £5 shopping voucher as a token of our appreciation. This voucher can be spent at high street shops like Argos, Boots and Marks and Spencer.] / [In our first invitation letter, we enclosed a £30 voucher as a token of our appreciation for your participation in six surveys throughout the year.]

Thanks for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.
23. LETTER INVITATION TO TABLET SAMPLE IN ESTONIA -
TO BE SENT 06/09/2017

[DATE]

#Dear# #Forename#,

Our new survey is ready for you now, the fourth in 2017. This survey includes questions about how you see yourself, how you relate to others, and your views on the environment. The survey will take only about 15 minutes. We noticed that the last survey took many respondents around 25 minutes, so we wanted to keep this one shorter than usual to compensate.

To complete the survey, just start the tablet and go to [BROWSER]. Then enter the address printed in the box below. Check your help sheet for assistance if you are having trouble, or contact us at [HELPLINE NUMBER].

To access the survey, please go to

#URL#

This will take you directly to the new survey.

We would be very grateful if you would please complete the survey at your earliest convenience.

Thanks for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.
24. EMAIL INVITATION – TO EMAIL SAMPLE IN ALL COUNTRIES AND TABLET SAMPLE IN SLOVENIA AND UK
TO BE SENT 07/09/2017

Name of Sender: [ESS Web]
Subject: New [ESS Web] survey ready for you now

#Dear# #Forename#, 

Our new survey is ready for you now, the fourth of 2017. This survey includes questions about how you see yourself, how you relate to others, and your views on the environment. **The survey will take only about 15 minutes.** We noticed that the last survey took many respondents around 25 minutes, so we wanted to keep this one shorter than usual to compensate.

We would be very grateful if you would please complete the survey at your earliest convenience. [UK £5 incentive group: A few days ago we sent you a postal letter with a £5 gift card as a thank you for participating]. [UK £30 incentive group: In our first invitation letter we enclosed a £30 gift card as a thank you for participating in six surveys throughout the year].

**Please click below to start the survey now.**

![TAKE PART NOW]

For any help, please reply to this email or call us free at [ADD PHONE]. We are always happy to help. Please do not delete this email, as it will help you return to the survey if you need to stop or are logged off.

Thanks for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE]. [IF NECESSARY: For information on how to redeem your voucher, [NC ADD EXPLANATION OR LINK]]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

[NC ADD LOGO OF YOUR INSTITUTION]
25. FIRST EMAIL REMINDER TO EMAIL SAMPLE – ALL COUNTRIES IF STATUS NOT COMPLETED
TO BE SENT 11/09/17

Name of Sender: [ESS Web]
Subject: Reminder: [ESS Web] Survey

#Dear# #Forename#,

A few days ago, we sent an email asking you to participate in our [ESS Web] survey. According to our records, we have not yet received your completed survey.

Please go to the survey now by clicking below.

TAKE PART NOW

If you have completed the survey in the last few minutes, thank you very much for your time!

Thanks again for participating in this study.

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

[NC ADD LOGO OF YOUR INSTITUTION]
26. SECOND EMAIL REMINDER – TO EMAIL SAMPLE – ALL COUNTRIES IF STATUS NOT COMPLETED TO BE SENT 19/09/17

Name of Sender: [ESS Web]
Subject: Contribute to [ESS Web] research

#Dear# #Forename#,

You can contribute to social research in [COUNTRY] and help improve our country by taking 15 minutes of your time to answer this survey. Researchers need to know your thoughts on different aspects of life, such as how you see yourself, how you relate to others, and your views on the environment to better understand society.

Click below to participate before the survey closes.

[TAKE PART NOW]

Thanks again for participating in this study!

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

[NC ADD LOGO OF YOUR INSTITUTION]
27. THIRD EMAIL REMINDER

ALL COUNTRIES: SEND TO EMAIL SAMPLE IF STATUS = NOT COMPLETED
UK AND SLOVENIA: SEND TO TABLET SAMPLE IF STATUS = NOT COMPLETED
TO BE SENT 28/09/17

Sender: [ESS Web]
Subject: Last few days to complete the latest [ESS Web] survey

#Dear# #Forename#,

This is your last chance to complete the current [ESS Web] survey before the survey closes on 5 October 2017; it only takes about 15 minutes. Your participation is extremely important; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

Please go to the survey now by clicking below.

[TAKE PART NOW]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

Thank you once again for participating in this study!

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].
28. POSTAL REMINDER TO TABLET GROUP IN UK AND SLOVENIA – SEND IF TABLET DELIVERED AND STATUS = NOT COMPLETED TO BE SENT 19/09/17

[NC ADD LOGO OF YOUR INSTITUTION]
INSTITUTION ADDRESS

[Date]

#Dear# #Forename#,

We wrote to you about a month ago to invite you to take part in our new [ESS Web] survey. According to our records, we have not yet received your completed online survey.

Please complete the current [ESS Web] survey before it closes on 5 October 2017; it only takes about 15 minutes. Your participation is extremely important for this research; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

To access the survey, please go to the message box on the tablet you received to complete the surveys, select the top-most invitation message and tap the ‘Take part now’ box. If you have any questions, don’t hesitate to call us free on [ADD PHONE].

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and the data we publish will be anonymised.

If you have completed the survey in the last few days, please disregard this letter. Thank you once again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]
Dear #Forename#, 

We wrote to you about a month ago to invite you to take part in our new [ESS Web] survey. According to our records, we have not yet received your completed online survey. **Please complete the current [ESS Web] survey before it closes on 5 October 2017; it only takes about 15 minutes.** Your participation is extremely important for this research; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

To complete the survey, just start the tablet and go to [BROWSER]. Then enter the address printed in the box below. Check your help sheet for assistance if you are having trouble, or contact us at [ADD HELPLINE NUMBER].

To access the survey, please go to

#URL#

This will take you directly to the new survey.

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and the data we publish will be anonymised.

If you have completed the survey in the last few days, please disregard this letter. Thank you once again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]
CRONOS CONTACT PROTOCOL FOR WAVE 5

Introduction
This document outlines the proposed schedule for implementation of the CRONOS Wave 5 survey, and includes the source version of the respondent communication documents. The source documents are meant to be translated where necessary, adapted where appropriate. **Most of the content in Wave 5 communication documents is the same as in Waves 2 to 4. Changes are highlighted in pink.** Note we have deleted references to incentives in most letters and e-mails.

Please note that all reminders will be sent to all those who have not completed the survey, whether they have started or not. **NSD: If possible, please send reminders only if they have not reached the survey experience section.**

M. Invitation and reminders CRONOS Wave 5
Since Wave 3, there are two main samples per country: 1) email sample (panellists with own internet connection and email address), and 2) tablet sample (panellists who received a tablet to complete the surveys). Below is the list of communication procedures for both samples for each country.

**Email sample**
ALL COUNTRIES:
- Email invitation
- Three email reminders

UK
- Postal pre-notification for all respondents, including a £5 incentive for half of the sample

Slovenia
- Postal pre-notification including a 10€ incentive for Wave 5 and Wave 6 sent by the supermarket chain – please use what you sent for Waves 1 and 3, and adapt the text to reflect the current state where necessary

Estonia:
- 10€ e-voucher for Wave 5 and Wave 6 in email invitation

**Tablet sample**
UK & Slovenia
- Postal pre-notification (including incentives for relevant subgroup)
- Email invitation
- One postal reminder
- One email reminder

Estonia:
- Postal invitation including survey URL
- One postal reminder

A timetable for each communication with the panellists is presented in Table 1.
## Table 5. Proposed Wave 5 survey schedule

<table>
<thead>
<tr>
<th></th>
<th>Email sample</th>
<th>Tablet sample</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Postal pre-notification</strong></td>
<td>UK</td>
<td>UK &amp; Slovenia</td>
</tr>
<tr>
<td></td>
<td>03/11/2017 (Fri)</td>
<td>03/11/2017 (Fri)</td>
</tr>
<tr>
<td><strong>Survey goes live</strong></td>
<td>07/11/2017 (Tue)</td>
<td>07/11/2017 (Tue)</td>
</tr>
<tr>
<td><strong>Postal invitation</strong></td>
<td><em>Not applicable</em></td>
<td>All countries</td>
</tr>
<tr>
<td></td>
<td></td>
<td>03-06/11/2017 (Mon)</td>
</tr>
<tr>
<td><strong>Email invitation</strong></td>
<td>All countries</td>
<td>UK &amp; Slovenia</td>
</tr>
<tr>
<td></td>
<td>07/11/2017 (Tue)</td>
<td>07/11/2017 (Tue)</td>
</tr>
<tr>
<td><strong>1^st Email Reminder</strong></td>
<td>All countries</td>
<td>UK &amp; Slovenia</td>
</tr>
<tr>
<td></td>
<td>13/11/2017 (Mon)</td>
<td>13/11/2017 (Mon)</td>
</tr>
<tr>
<td><strong>2^nd Email reminder</strong></td>
<td>All countries</td>
<td>UK &amp; Slovenia</td>
</tr>
<tr>
<td></td>
<td>20/11/2017 (Mon)</td>
<td>20/11/2017 (Mon)</td>
</tr>
<tr>
<td><strong>Postal reminder</strong></td>
<td><em>Not applicable</em></td>
<td>All countries</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20/11/2017 (Mon)</td>
</tr>
<tr>
<td><strong>3^rd Email reminder</strong></td>
<td>All countries</td>
<td>UK &amp; Slovenia</td>
</tr>
<tr>
<td></td>
<td>07/12/2017 (Thu)</td>
<td>07/12/2017 (Thu)</td>
</tr>
<tr>
<td><strong>Survey closes</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### N. List of source protocols for Wave 5 included in this document.

- **Postal pre-notification**
  - 30. Email sample in UK
  - 31. Tablet sample in UK and Slovenia

- **Postal invitation including the shortened survey URL**
  - 32. Tablet sample in Estonia

- **Email invitation**
  - 33. Email sample in all countries and tablet sample in UK and Slovenia

- **Email reminders**
  - 34. First reminder for email sample in all countries
  - 35. Second reminder for email sample in all countries
  - 36. Third reminder for email sample in all countries, including respondents who started but did not complete survey. Also applies to the tablet sample in Slovenia and UK

- **Postal reminder**
  - 37. Tablet sample in Slovenia and UK
  - 38. Tablet sample in Estonia

- **SMS reminders**
  - 39. First reminder for email sample in all countries
O. **Action points:**

- **ALL COUNTRIES:** Adapt the documents from wave 4, translating any bits highlighted in ink below.
- **ALL COUNTRIES:** Please send us the adapted documents when ready to esswebpanel@nsd.no, Nejc.Berzelak@fdv.uni-lj.si and ana.villar.1@city.ac.uk.
- **ALL COUNTRIES:** Please send list of email addresses to which test invitations and reminders should be sent.
- **NSD:** when available, send test invitations and reminders to NC teams, Nejc.Berzelak@fdv.uni-lj.si, and ana.villar.1@city.ac.uk. If changes are required, send modified versions again for double checking.
- **ALL COUNTRIES:** Be on the lookout for test invitations coming into the email addresses you provided for testing, and thoroughly check these, making sure there are no typos or issues with the visual design, and that the content matches what you produced (i.e., check against the word document you provided). Send feedback to NSD and ana.villar.1@city.ac.uk as soon as possible.
- **ALL:** The Questback programme will be finalised three days before the survey launch date. That is the last day in which changes can be made.
30. LETTER PRE-NOTIFICATION TO EMAIL SAMPLE IN UK – TO BE SENT 03 NOVEMBER 2017

[DATE]

#Dear# #Forename#,

Within the next few days, you will receive an email invitation for a new UK Opinion survey, the fifth of 2017. We will send this invitation to the email address provided when you agreed to take part in this study.

In this survey, we will ask about how you see life in [country], how people's lives change with time, and your views on how people can contribute to society. The survey will take about 20 minutes to complete.

I am writing in advance so that you recognise the email invitation you receive from ukopinion@natcen.ac.uk. [Please also find enclosed a £5 shopping voucher as a token of our appreciation. This voucher can be spent at high street shops like Argos, Boots and Marks and Spencer.]

If you have any questions, don’t hesitate to call us free on 0800 652 2704 during office hours, email us at ukopinion@natcen.ac.uk or visit www.natcen.ac.uk/UKopinion.

Thanks for taking part in UK Opinion. The success of this important study relies on the generous support of people like you.

Guy Goodwin
Chief Executive, NatCen Social Research

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

To find out more about the study visit www.natcen.ac.uk/ukopinion.
[DATE]

#Dear# #Forename#,

Within the next few days, you will receive an email invitation for a new [ESS Web] survey, the fifth of 2017. We will send this to the message box on the device we gave you to complete the surveys. To complete the survey, just start the tablet and you should be able to see the invitation right on the Home screen. Please tap on the invitation that reads ‘New [ESS Web] survey’ and then tap on ‘TAKE PART NOW’. Check your help sheet if you are having trouble, or contact us free at [HELPLINE PHONE].

In this survey, we will ask about how you see life in [country], how people's lives change with time, and your views on how people can contribute to society. The survey will take about 20 minutes to complete. We noticed that the last survey took most people around 25 minutes, so we wanted to keep this one shorter than usual to compensate.

UK: [Please also find enclosed a £5 shopping voucher as a token of our appreciation. This voucher can be spent at high street shops like Argos, Boots and Marks and Spencer.] Slovenia: [Please also find enclosed a €10 gift card as a token of our appreciation for your participation in two surveys, this survey and the next one]. [ADD INFORMATION HOW TO REDEEM THE VOUCHER IF NECESSARY].

Thanks for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.
LETTER INVITATION TO TABLET SAMPLE IN ESTONIA - TO BE SENT 06 NOVEMBER 2017

[DATE]

#Dear# #Forename#,  

Our new survey is ready for you now, the fifth in 2017. This survey includes questions about how you see life in [country], how people’s lives change with time, and your views on how people can contribute to society. The survey will take only about 20 minutes.

To complete the survey, just start the tablet and go to [BROWSER]. Then enter the address printed in the box below. Check your help sheet for assistance if you are having trouble, or contact us at [HELPLINE NUMBER].

To access the survey, please go to

#URL#

This will take you directly to the new survey.

We would be very grateful if you would please complete the survey at your earliest convenience. [Please also find enclosed a €10 gift card as a token of our appreciation for your participation in two surveys, this survey and the next one] [ADD INFORMATION HOW TO REDEEM THE VOUCHER].

Thanks for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[signature (IMAGE)]
[Name of NC]
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.
Name of Sender: [ESS Web]
Subject: New [ESS Web] survey ready for you now

#Dear# #Forename#,

Our new survey is ready for you now, the fifth of 2017. This survey includes questions about how you see life in [country], how people’s lives change with time, and your views on how people can contribute to society. The survey will take only about 20 minutes.

We would be very grateful if you would please complete the survey at your earliest convenience. [UK £5 incentive group: A few days ago we sent you a postal letter with a £5 gift card as a thank you for participating]. [UK £30 incentive group: In our first invitation letter we enclosed a £30 gift card as a thank you for participating in six surveys throughout the year].

[Slovenia: A few days ago we sent you a postal letter with a €10 gift card as a thank you for participating in two surveys, this survey and the next one].

[Estonia: As a thank you for your participation in two surveys, this survey and the next one, we are sending you a €10 electronic gift card. You can find instructions on how to use the gift card at the end of this email].

[Estonia: ID Number of your gift card: {m_egiftcardnoX}]

Please click below to start the survey now.

TAKE PART NOW

For any help, please reply to this email or call us free at [ADD PHONE]. We are always happy to help. Please do not delete this email, as it will help you return to the survey if you need to stop or are logged off.

Thanks for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE]. [IF NECESSARY: For information on how to redeem your voucher, [NC ADD EXPLANATION OR LINK]
This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

[NC ADD LOGO OF YOUR INSTITUTION]
34. FIRST EMAIL REMINDER TO EMAIL SAMPLE – ALL COUNTRIES IF STATUS NOT COMPLETED TO BE SENT 10 NOVEMBER 2017

Name of Sender: [ESS Web]
Subject: Reminder: [ESS Web] Survey

#Dear# #Forename#, 

A few days ago, we sent an email asking you to participate in our [ESS Web] survey. According to our records, we have not yet received your completed survey.

Please go to the survey now by clicking below.

[TAKE PART NOW]

If you have completed the survey in the last few minutes, thank you very much for your time!

Thanks again for participating in this study.

[signature (IMAGE)]

[Name of NC] 
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

[NC ADD LOGO OF YOUR INSTITUTION]
35. SECOND EMAIL REMINDER – TO EMAIL SAMPLE – ALL COUNTRIES IF STATUS NOT COMPLETED TO BE SENT 20 NOVEMBER 2017

Name of Sender: [ESS Web]
Subject: Contribute to [ESS Web] research

#Dear# #Forename#,

You can contribute to social research in [COUNTRY] and help improve our country by taking 20 minutes of your time to answer this survey. Researchers need to know your thoughts on different aspects of life, such as how you see life in [country], how people’s lives change with time, and your views on how people can contribute to society to better understand society.

Click below to participate before the survey closes.

[TAKE PART NOW]

Thanks again for participating in this study!

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

[NC ADD LOGO OF YOUR INSTITUTION]
36. THIRD EMAIL REMINDER
ALL COUNTRIES: SEND TO EMAIL SAMPLE IF STATUS = NOT COMPLETED
UK AND SLOVENIA: SEND TO TABLET SAMPLE IF STATUS = NOT COMPLETED
TO BE SENT 07 DECEMBER 2017

Sender: [ESS Web]
Subject: Last few days to complete the latest [ESS Web] survey

#Dear# #Forename#,

This is your last chance to complete the current [ESS Web] survey before the survey closes on 14 December 2017; it only takes about 20 minutes. Your participation is extremely important; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

Please go to the survey now by clicking below.

[TAKE PART NOW]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

Thank you once again for participating in this study!

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].
37. POSTAL REMINDER TO TABLET GROUP IN UK AND SLOVENIA – SEND IF TABLET DELIVERED AND STATUS = NOT COMPLETED TO BE SENT 20 NOVEMBER 2017

[Date]

#Dear# #Forename#, 

We wrote to you about a month ago to invite you to take part in our new [ESS Web] survey. According to our records, we have not yet received your completed online survey.

Please complete the current [ESS Web] survey before it closes on 14 December 2017; it only takes about 20 minutes. Your participation is extremely important for this research; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

To access the survey, please go to the message box on the tablet you received to complete the surveys, select the top-most invitation message and tap the ‘Take part now’ box. If you have any questions, don’t hesitate to call us free on [ADD PHONE].

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and the data we publish will be anonymised.

If you have completed the survey in the last few days, please disregard this letter. Thank you once again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]
[Date]

Dear #Forename#,  

We wrote to you about a month ago to invite you to take part in our new [ESS Web] survey. According to our records, we have not yet received your completed online survey. Please complete the current [ESS Web] survey before it closes on 14 December 2017; it only takes about 20 minutes. Your participation is extremely important for this research; we need to hear from you so that we can better represent the views of different people in [COUNTRY].

To complete the survey, just start the tablet and go to [BROWSER]. Then enter the address printed in the box below. Check your help sheet for assistance if you are having trouble, or contact us at [ADD HELPLINE NUMBER].

To access the survey, please go to

#URL#

This will take you directly to the new survey.

This study is being conducted in accordance with the Data Protection Act. This means your personal details are kept strictly confidential and the data we publish will be anonymised.

If you have completed the survey in the last few days, please disregard this letter. Thank you once again for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]
39. SMS REMINDER TO RANDOMLY SELECTED GROUP OF PANEL MEMBERS FOR
WHICH A MOBILE TELEPHONE NUMBER IS AVAILABLE
IF STATUS = NOT COMPLETED
TO BE SENT MONDAY 13 NOVEMBER 2017 – SEE CONTACT MODE EXPERIMENT
INSTRUCTIONS
CRONOS CONTACT PROTOCOL FOR WAVE 6

Introduction

This document outlines the proposed schedule for implementation of the CRONOS Wave 6 survey, and includes the source version of the respondent communication documents. The source documents are meant to be translated where necessary, adapted where appropriate. The content of many of the communications in Wave 6 remains the same as in Waves 2 to 5, but there are substantial changes that need attention. As usual, changes are highlighted in pink.

Please note that all reminders will be sent to all those who have not completed the survey, whether they have started or not.

P. Invitation and reminders CRONOS Wave 6

A contact mode experiment to 1) compare the effect of different modes of pre-notifications & 2) to compare the effect of SMS pre-notification vs. SMS reminder will be implemented in Wave 6. The panellists will be randomly assigned to one of the following three groups:

Table 1. Contact mode experiment – Wave 6

<table>
<thead>
<tr>
<th>Group</th>
<th>Pre-notice</th>
<th>Invitation</th>
<th>SMS reminder</th>
<th>1st email reminder</th>
<th>2nd email reminder</th>
<th>Thank you email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group 0</td>
<td>Email</td>
<td>Email</td>
<td>None</td>
<td>Email</td>
<td>Email*</td>
<td>Email</td>
</tr>
<tr>
<td>(no mobile)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group 1</td>
<td>Email</td>
<td>Email</td>
<td>None</td>
<td>Email</td>
<td>Email*</td>
<td>Email</td>
</tr>
<tr>
<td>Group 2</td>
<td>SMS</td>
<td>Email</td>
<td>None</td>
<td>Email</td>
<td>Email*</td>
<td>Email</td>
</tr>
<tr>
<td>Group 3</td>
<td>None</td>
<td>Email</td>
<td>SMS</td>
<td>Email</td>
<td>Email*</td>
<td>Email</td>
</tr>
</tbody>
</table>

*Tablet respondents will receive also a letter around the time the 2nd email reminder is sent

NEW TO WAVE 6.

As this will be the last time we contact our panel members, the last communication will act as reminder for those who have not completed, but also as a way to recognise the contribution they have made to our project. This contact will be an email for the email sample, and a letter for the tablet sample.

Please note that the SMS pre-notification will NOT include the survey link. Thus, the additional work for shortening the URLs is only needed for the SMS reminders (Group 3).
Since Wave 3, there are two main samples per country: 1) email sample (panellists with own internet connection and email address), and 2) tablet sample (panellists who received a tablet to complete the surveys). Below is the list of communication procedures for both samples for each country in Wave 6:

**Email sample**

**ALL COUNTRIES:**
- Communications as outlined in table 1.
- Includes thank you email to full sample.

**UK**
- Postal pre-notification for the £5 incentive sample.

**Tablet sample**

**UK**
- Communications as outlined in table 1.
- Postal pre-notification for the £5 incentive sample.

**Slovenia**
- Communications as outlined in table 1. No postal pre-notification.

**Estonia**
- Postal invitation including survey URL.

**ALL COUNTRIES**
- Postal thank you note to all of them; in Estonia: including survey URL.

### Table 2. Proposed Wave 6 survey schedule

<table>
<thead>
<tr>
<th></th>
<th>Email sample</th>
<th>Tablet sample</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Postal pre-notification</strong></td>
<td>UK - £5 sample 05/01/2018 (Fri)</td>
<td>UK - £5 sample 05/01/2018 (Fri)</td>
</tr>
<tr>
<td><strong>SMS pre-notification</strong></td>
<td>All countries – Group 2 08/01/2018 (Mon)</td>
<td>All countries – Group 2 08/01/2018 (Mon)</td>
</tr>
<tr>
<td><strong>Email pre-notification</strong></td>
<td>All countries – Group 0 &amp; 1 08/01/2018 (Mon)</td>
<td>UK &amp; Slovenia - Group 0 &amp; 1 08/01/2018 (Mon)</td>
</tr>
<tr>
<td><strong>Survey goes live</strong></td>
<td>09/01/2018 (Tue)</td>
<td>09/01/2018 (Tue)</td>
</tr>
<tr>
<td><strong>Postal invitation</strong></td>
<td>Not applicable</td>
<td>Estonia 08/01/2017 (Mon)</td>
</tr>
<tr>
<td><strong>Email invitation</strong></td>
<td>All countries</td>
<td>UK &amp; Slovenia</td>
</tr>
<tr>
<td><strong>SMS reminder</strong></td>
<td>All countries – Group 3 12/01/2018 (Fri)</td>
<td>UK &amp; Slovenia – Group 3 12/01/2018 (Fri)</td>
</tr>
<tr>
<td><strong>1st Email Reminder</strong></td>
<td>All countries 15/01/2018 (Fri)</td>
<td>UK &amp; Slovenia</td>
</tr>
<tr>
<td></td>
<td>All countries 15/01/2018 (Mon)</td>
<td></td>
</tr>
<tr>
<td><strong>2nd Email reminder</strong></td>
<td>25/01/2018 (Thu)</td>
<td>All countries</td>
</tr>
<tr>
<td><strong>Thank you letter</strong></td>
<td>Not applicable</td>
<td>05/02/2018 (Mon)</td>
</tr>
<tr>
<td><strong>Thank you email</strong></td>
<td>All countries 05/02/2018 (Thu)</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
Q. List of source protocols for Wave 6 included in this document.

- Pre-notifications
  1. SMS
  2. Email
  3. Letter for UK £5 group

- Invitation
  4. Email
  5. Letter for tablet sample in Estonia

- Reminders
  6. SMS
  7. First email reminder
  8. Second email reminder

- Thank you
  9. Email for email sample in all countries
  10. Letter for tablet sample in all countries

R. Action points:

- ALL COUNTRIES: Adapt the documents from wave 5, translating any bits highlighted in pink below.

- ALL COUNTRIES: Please send us the adapted documents when ready to esswebpanel@nsd.no, Nejc.Berzelak@fdv.uni-lj.si, elena.sommer.1@city.ac.uk and ana.villar.1@city.ac.uk.

- NSD: when available, send test invitations and reminders to NC teams, Nejc.Berzelak@fdv.uni-lj.si, elena.sommer.1@city.ac.uk and ana.villar.1@city.ac.uk. If changes are required, send modified versions again for double checking.

- ALL COUNTRIES: Be on the lookout for test invitations coming into the email addresses you provided for testing, and thoroughly check these, making sure there are no typos or issues with the visual design, and that the content matches what you produced (i.e., check against the word document you provided). Send feedback to NSD and ana.villar.1@city.ac.uk as soon as possible.

- ALL COUNTRIES: Please send a test SMS or a screenshot of the test SMS one week before the dispatch of SMS pre-notifications and SMS reminders to elena.sommer.1@city.ac.uk and ana.villar.1@city.ac.uk.

- ALL: The Questback programme will be finalised three days before the survey launch date. That is the last day in which changes can be made.
40. LETTER PRE-NOTIFICATION TO £5 SAMPLE IN UK (TABLET AND EMAIL) TO BE SENT ON 05/01/2018

[NC ADD LOGO OF YOUR INSTITUTION]

INSTITUTION ADDRESS

[DATE]

#Dear# #Forename#,

A new [ProjectName] survey invitation will be sent to you tomorrow.

Thanks to your commitment to our project, scientists can better understand what people in [COUNTRY] think, what they do, and what they need. We would really appreciate it if you could continue helping us by completing the survey you will receive tomorrow.

Please find enclosed a £5 shopping voucher as a token of our appreciation. This voucher can be spent at high street shops like Argos, Boots and Marks and Spencer.

Thank you very much,

Guy Goodwin
Chief Executive, NatCen Social Research

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

To find out more about the study call us free on 0800 652 2704 during office hours, email us at ukopinion@natcen.ac.uk or visit www.natcen.ac.uk/UKopinion.
41. SMS PRE-NOTIFICATION TO ALL SAMPLES ASSIGNED TO GROUP 2
TO BE SENT ON 08/01/2018

<table>
<thead>
<tr>
<th>Country</th>
<th>SMS pre-notification text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email sample,</td>
<td>Dear &lt;first name&gt;, An invitation to the new &lt;ProjectName&gt; survey will be sent to your email tomorrow. Thanks for your commitment to our project!</td>
</tr>
<tr>
<td>group 2</td>
<td></td>
</tr>
<tr>
<td>Tablet sample, Slovenia</td>
<td>Dear &lt;first name&gt;, An invitation to the new &lt;ProjectName&gt; survey will be sent to your device tomorrow. Thanks for your commitment to our project!</td>
</tr>
<tr>
<td>&amp; UK</td>
<td></td>
</tr>
<tr>
<td>Tablet sample, Estonia</td>
<td>Dear &lt;first name&gt;, An invitation to the new &lt;ProjectName&gt; survey will be sent by letter tomorrow. Thanks for your commitment to our project!</td>
</tr>
</tbody>
</table>

42. EMAIL PRE-NOTIFICATION TO ALL SAMPLES ASSIGNED TO GROUPS 0 and 1 (except Estonia tablet). TO BE SENT ON 08/01/2018

#Dear# #Forename#,

A new [ProjectName] survey invitation will be sent to you tomorrow.

Thanks to your commitment to our project, scientists can better understand what people in [COUNTRY] think, what they do, and what they need. We would really appreciate it if you could continue helping us by completing the survey you will receive tomorrow.

Thank you very much,

[signature (IMAGE)]

[Name of NC]

[Position of NC]

[NC ADD LOGO OF YOUR INSTITUTION]
43. EMAIL INVITATION TO ALL SAMPLES AND GROUPS (except Estonia tablet) TO BE SENT ON 09/01/2018

Name of Sender: [ESS Web]
Subject: Final [ESS Web] survey ready for you now

#Dear# #Forename#,

Our final survey is ready for you now. The survey will take only about 20 minutes.

We would be very grateful if you would please complete the survey at your earliest convenience. [UK £5 incentive group]: A few days ago we sent you a postal letter with a £5 gift card as a thank you for participating. [UK £30 incentive group]: In our first invitation letter we enclosed a £30 gift card as a thank you for participating in six surveys throughout the year.

Please click below to start the survey now.

[TAKE PART NOW]

For any help, please reply to this email or call us free at [ADD PHONE]. We are always happy to help. Please do not delete this email, as it will help you return to the survey if you need to stop or are logged off.

Thanks for participating in this study!

[signature (IMAGE)]
[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE]. [IF NECESSARY: For information on how to redeem your voucher] [NC ADD EXPLANATION OR LINK]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

[NC ADD LOGO OF YOUR INSTITUTION]
#Dear #Forename#,  

Our final survey is ready for you now. The survey will take only about 20 minutes.

To complete the survey, just start the tablet and go to [BROWSER]. Then enter the address printed in the box below. Check your help sheet for assistance if you are having trouble, or contact us at [HELPLINE NUMBER].

To access the survey, please go to  

#URL#  

This will take you directly to the new survey.

We would be very grateful if you would please complete the survey at your earliest convenience.

Thanks for taking part in the [ESS Web]. The success of this important study relies on the generous support of people like you.

[Signature (IMAGE)]  
[Name of NC]  
[Position of NC]

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.
6. SMS REMINDER TO GROUP 3 PANELLISTS IN ALL COUNTRIES – TO BE SENT ON 12/01/2017

Dear [participant name]. Please don’t forget to complete the final [ESS Web] survey: [short URL]. Thanks!

7. FIRST EMAIL REMINDER TO ALL SAMPLES IF STATUS NOT COMPLETED (EXCEPT ESTONIA TABLET). TO BE SENT on 15/01/2018

Name of Sender: [ESS Web]
Subject: Reminder: [ESS Web] Survey

#Dear# #Forename#,

A few days ago, we sent an email asking you to participate in our final [ESS Web] survey. According to our records, we have not yet received your completed survey.

Please go to the survey now by clicking below.

![TAKE PART NOW](image)

If you have completed the survey in the last few minutes, thank you very much for your time!

Thanks again for participating in this study.

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.
8. SECOND EMAIL REMINDER TO ALL SAMPLES IF STATUS NOT COMPLETED (EXCEPT ESTONIA TABLET). TO BE SENT 25/01/2018

Name of Sender: [ESS Web]
Subject: Contribute to [ESS Web] research

#Dear# #Forename#,  

You can contribute to social research in [COUNTRY] and help improve our country by taking 20 minutes of your time to answer this survey. Researchers need to know your thoughts on different aspects of life in [country] and we need your help to obtain accurate data.

Click below to participate before the survey closes.

![Take Part Now Button]

Thanks again for participating in this study!

[signature (IMAGE)]

[Name of NC]
[Position of NC]

To find out more visit [ENTER NATIONAL WEBSITE], and if you need any help, reply to this email or call [ENTER HELPLINE PHONE NUMBER AND ENTER CALL HOURS].

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

[NC ADD LOGO OF YOUR INSTITUTION]
9. THANK YOU EMAIL. ALL PANELLISTS IN ALL COUNTRIES
TO BE SENT ON 05/02/2017

Sender: [ESS Web]
Subject: Thank you from [PROJECT NAME]

We are just a week away from closing the last survey of the [PROJECT NAME] study.

We wanted to take a moment to thank you for staying with us throughout this year and making this study a success. The anonymised data will be analysed by social scientists and will help policy makers make informed decisions. This would not be possible without your commitment and your thoughtfulness when completing our surveys. We are extremely thankful for your contribution.

And if you haven’t completed this last survey yet, you still can until 14 February! Click here [NSD please enter hyperlink] to take part.

With utmost gratitude,

[signature (IMAGE)]

[Name of NC]
[Position of NC]

[NC ADD LOGO OF YOUR INSTITUTION]
10. POSTAL THANK YOU NOTE AND REMINDER TO ALL TABLET RESPONDENTS
TO BE SENT 05/02/2018

[NC ADD LOGO OF YOUR
INSTITUTION]

[INSTITUTION ADDRESS]

[Date]

#Dear# #Forename#,

We are just a week away from closing the last survey of the [PROJECT NAME] study.

We wanted to take a moment to thank you for staying with us throughout this year and making this study a success. The anonymised data will be analysed by social scientists and will help policy makers make informed decisions. This would not be possible without your commitment and your thoughtfulness when completing our surveys. We are extremely thankful for your contribution.

And if you haven’t completed this last survey yet, you still can until 14 February! UK & Slovenia: Just go to your tablet and check your message box.

Estonia:

To access the survey, please go to

#URL#

This will take you directly to the new survey.

With utmost gratitude,

[signature (IMAGE)]

[Name of NC]
[Position of NC]

[NC ADD LOGO OF YOUR
INSTITUTION]
Annex 10: Instructions on using the tablets
[NATIONAL PROJECT NAME]

HELP SHEET

Thank you again for participating in the [NATIONAL PROJECT NAME].
Below are some helpful tips:

Need help using the tablet

What to do if the tablet does not turn on?
If the tablet does not switch on after you press and hold the power button for a few seconds, the battery may be empty. Connect the tablet to the charger (see figure 1) and charge it for an hour or so before trying to turn it on again. If it still does not turn on after charging, please contact our free helpline [ADD PHONE NUMBER].

Can I use the tablet without connecting it to the charger?
Yes. However, we recommend that you connect the tablet to the charger before you completing the survey. If the battery is fully charged, it will work for several hours before it needs to be recharged.

I am having trouble making the tablet do what I want it to do.
It can take a bit of time to get used to tapping the screen. A gentle touch is enough, so make sure not to press too firmly, to release the finger immediately after the tap and to avoid moving the finger while you are touching the screen.

How do I get back to the home screen if I accidentally tapped something on the screen?
You can always get back to the home screen by pressing the Home button on the tablet.
Need help accessing the surveys

I am not receiving survey invitations on the tablet
If you received a letter announcing a new survey but there is no new email invitation in your message box on the tablet when you turn it on, wait a few minutes as it may take some time for the invitation to appear. If it does not appear, please contact our free helpline [ADD PHONE NUMBER].

Where can I complete the surveys?
The tablets have mobile internet connection so you can use the tablet anywhere in [COUNTRY], even away from your home.

What if I am travelling?
You can complete the surveys anywhere in [COUNTRY] where mobile internet reception is available. If you are travelling abroad, wait until you get back to complete the survey, as your internet connection will not work abroad. The survey will be open for completion for about two months. If you need longer, contact out free helpline [ADD PHONE NUMBER].

Can someone else in my household complete the surveys for me?
No. You have been scientifically selected to be part of the study and no one else should replace you. Having someone else complete the survey compromises the findings of our study. If you need help sing the tablet, you can ask someone you know or call our free helpline [ADD PHONE NUMBER].

What should I do if I move to another address?
Please contact our free helpline to inform them about your change of address so that we can mail your gift cards and notifications about the new surveys to the new address.

What should I do if my tablet is damaged, lost or stolen?
Please report this to our free helpline as soon as possible.

Can I use the tablet for other purposes than survey completion?
Yes, you can use the tablet also for other purposes but we would recommend you to install an anti-virus software if the device is used to go online for purposes other than survey completion.
Need help completing the survey

How will I know when it is time to complete the next survey?

- There will be six surveys over a period of 12 months.
- We will send you a letter when a new survey is ready. The letter will explain that a new invitation is available in your message box.
- The newest message is the one at the top of the message box.
- A few days after the invitation is sent, we will send you a reminder if you have not completed it yet. We will send the last reminder about 10 days before the survey is closed and can no longer be completed.

How do I reach the survey?

- Tap on the newest invitation in the message box.
- Tap on “Take part now”

I cannot open the survey invitation email or the link to the survey?
This might be because of slow internet connection. Try moving to a different part of your home, close to a window, or outdoors. The tablets have mobile internet connection so it works similar to the connection of a mobile phone, which tends to be better outdoors. If after trying out different spots you still experience difficulties, please contact our free helpline [ADD PHONE NUMBER].

I cannot finish the survey in one sitting. What should I do.
Usually surveys will take about 20 minutes to complete. If you are not able to complete a survey in one sitting, you can quit and return later to the last question you reached. To do so, open the survey invitation in the message box again and tap ‘Take part now’. This will take you directly to the point where you left off.

Something went wrong while completing the survey. Can I get back to it?
Yes! You can return to the survey by going to the Home screen, opening the latest survey invitation in the message box, and tapping ‘Take part now’. This will take you directly to the point where you left off: you will NOT have to answer the same questions again.
Other potential issues

When will I receive the gift card?
We will send you a gift card for [£5/€5/€10] with [every/every other] survey invitation.

How much internet data do I get?
The SIM card is charged with [UK: 4GB of high-speed internet, and the card will be automatically recharged with 4GB every month until December 2017] / [Slovenia: 12GB of high-speed internet, which will be valid until February 2018] / [Estonia: 15GB of high-speed internet, and the card will be automatically recharged with 15GB every month until December 2017].

What if my SIM card runs out of data?
If you cannot access the internet because you have used up all the data, you can complete the survey [UK and Estonia: when your data gets renewed every month] / [Slovenia: using slow internet connection. If you are experiencing problems please contact our helpline ADD NUMBER].

Can someone else I know use my tablet for purposes other than survey completion?
We do not recommend that other people use your device while the project is running, to make sure there is enough internet data left for survey completion. Please remember that, according to the agreement you signed, you must follow the terms and conditions of the internet provider also when the device is used by other people. Once the project is complete, you are free to use the tablet as you please, but we will stop paying for your internet connection.

What do I do with the tablet when the project is finished?
You can keep the tablet for yourself, give it away or return it to us at the end of the project in January 2018. Free internet will be only provided until January 2018.

What should I do if I need help with the tablet?
Please contact our free helpline for advice [ADD NUMBER].

If you cannot find an answer to your queries in the provided materials or you experience any difficulties with survey completion or tablet usage, please do not hesitate to contact our free helpline [ADD PHONE].
Annex 11: Tablets end of contract letter
Dear XXXX,

We contact you one last time to clarify a few things about the tablet we gave you last year:

a) **You can keep the tablet** we gave you at the beginning of the project and decide what to do with it. You can keep using it without internet access, or give it to someone else or donate it if you don't think you will ever use it again. **We will never contact you to get the tablet back, it’s yours.**

b) **The EE account we set up for you has been cancelled so you will no longer have internet access after 14 February 2018.** You may receive a text message on your tablet about this. You don’t need to do anything about it, it’s just for information.

c) **Just like during this past year, there will be no EE bills sent to you.** The contract we set up was between the research project and EE. We have never shared any information about you with EE, so they would not be able to reach you in relation to this account.

d) If you happen to receive any EE correspondence, it will not be related to this project or the account you have been using.

Once again, thank you so much for staying with us throughout this year. As an online survey that wants to represent the general population, including the opinions of those who don’t have internet access for personal use was especially important.

Thank you!

Guy Goodwin
Chief Executive, NatCen Social Research

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and the data we publish will be anonymised.

For any queries, call us free on 0800 652 2704 during office hours, email us at ukopinion@natcen.ac.uk or visit www.natcen.ac.uk/UKopinion.
References

Villar, Ana and Sommer, Elena (2016) Fieldwork Protocols. Documenting the implementation of the CROss-National Online Survey (CRONOS) Panel. Deliverable 7.4 of the SERISS project funded under the European Union’s Horizon 2020 research and innovation programme GA No: 654221. Available at: www.seriss.eu/resources/deliverables