

KANTAR PUBLIC=

UK Household Longitudinal Study

Wave 8 technical report

August 2018

JN 260131869

Contents

Introduction	1
1. Fieldwork design	3
2. Contact and co-operation	7
3. Movers and tracing	13
4. Translations	15
5. The interview	17
6. Piloting	20
7. Briefings and interviewer materials	21
8. Response to web survey	23
9. Overall response	27
10. Data preparation	34
Appendix A – Wave 8 interview content	36

Author: Hannah Carpenter

Prepared for: The Institute for Social and Economic Research, University of Essex

Introduction

The UK Household Longitudinal Study (UKHLS) is known to sample members as Understanding Society. This major longitudinal household panel survey started in 2009, and is the largest study of its kind, with around 40,000 households interviewed at Wave 1. The study collects data from household members aged 10 and above on an annual basis.

It is commissioned by the Economic and Social Research Council (ESRC) and led by the Institute for Social and Economic Research (ISER) at the University of Essex.

This report gives details of Wave 8 of Understanding Society, which was undertaken by Kantar Public with the exception of fieldwork in Northern Ireland, which was conducted by Kantar Millward Brown¹. This report covers all of Wave 8, including Northern Ireland.

Overview of methodology

Households were issued in 24 monthly batches, with all households being issued in the same quarter as they were in previous waves. The sample was separated into two issue modes: 'CAWI first' (40% of the sample) and 'CAPI first' (60% of the sample).

Fieldwork for the CAWI first sample followed a sequential mixed mode design. Households were initially invited to take part online. At the end of the initial web fieldwork period any individuals or whole households that had not taken part online were issued to a face-to-face interviewer. From this point on the majority of interviewing was completed face-to-face although the web survey remained available for sample members to complete that way. A small amount of telephone interviewing (CATI) was also undertaken to 'mop up' any remaining individuals that had not taken part towards the end of fieldwork.

For the CAPI first group the majority of fieldwork was completed using face-to-face interviewing (CAPI), supplemented by a small amount of web interviewing (CAWI) and telephone interviewing (CATI) later in fieldwork to 'mop up' individuals and households that had not taken part.

The allocation of households to issue mode was done by ISER.

As with previous waves, there were a number of different elements to the study:

- A household enumeration questionnaire, completed once per household to confirm who is currently living there;
- A household questionnaire, completed once per household to gather some household level information;
- An individual questionnaire, completed by anyone aged 16 or more in each household;
- A paper self-completion questionnaire, completed by children aged 10 to 15;
- Consents for linking to administrative records.

¹ Interviewers from Kantar Millward Brown used the same CAPI systems for conducting fieldwork so all data was returned to and processed by Kantar Public, and Northern Ireland fieldwork was also monitored by Kantar Public.

The median questionnaire lengths were 3 minutes and one second for the household enumeration grid, 11 minutes and 17 seconds for the household questionnaire, and 34 minutes and 10 seconds for the individual interview.

Survey content

The Wave 8 survey covered many topics, including some sets of questions that are asked every year, and other 'rotating' content that had been included in some previous waves but not all. A full list of modules included in the survey can be found in Appendix A.

Outputs

Data from Understanding Society is deposited at the UK Data Archive after each wave is completed. As more completed waves of data have become available the number of research projects using Understanding Society data have increased. The latest publications, working papers and media coverage of Understanding Society are available on the study website (www.understandingsociety.ac.uk).

1. Fieldwork design

This section gives details of the sample that was issued at Wave 8 and the overall fieldwork design.

1.1 Increasing online interviewing

Online interviewing was used for the first time on the main Understanding Society survey at Wave 7, having previously only been used on the Innovation Panel. At Wave 7 only a minority of households were included in the CAWI first sample – mostly those that had not taken part at Wave 6. At Wave 8 40% of households were issued 'CAWI first'.

1.2 Allocation to issue mode

A fifth (20%) of the Understanding Society sample is 'ring fenced' to be issued CAPI first. This is so a representative sub-sample is available to use as a control group for research looking into the effects of mode on Understanding Society.

Once the ring fenced sample was excluded, ISER used a model, based on Innovation Panel data, to allocate households to mode. This model identified the households with the lowest propensity to respond by web, which were then allocated to CAPI first. For remaining households a random selection was then used to allocate them to CAWI first or CAPI first so that, overall, 40% of households were issued CAWI first.²

1.3 Web only households

Having made the necessary adjustments to the sample management and questionnaire script to allow for web interviewing at Wave 7, it was deemed a good opportunity to try to bring back lapsed sample members into the study. 'Dormant sample' consisted of households that had not been a part of the study for at least two waves but had not asked to be permanently withdrawn from the study. Most of these dormant households were issued at Wave 7, but a small number (n=731) that had not been issued at Wave 7 were issued in the first quarter of Wave 8.

Adults in these households were sent letters and emails (if they had an email address) asking them to take part in the web survey. If they did not take part they were not then followed up by an interviewer and remained 'dormant'. If they did take part the households were re-incorporated into the active sample at the following wave.

1.4 Sample

The majority of Understanding Society sample was selected at Wave 1, for details of how this was done please refer to the Wave 1 technical report. Since Wave 1 some households have dropped out of the study, either due to adamantly refusing, continuous non-participation, or moving to an unknown location. Additional households have also been created where households have split, for example, where grown up children have moved out of their parents' home. Additional sample was introduced to the study as part of an

² After this a small number of adjustments were made for the sake of practicality. For example, each wave a small number of households are issued to the same address. The most common cause of this is a grown up child moving out of their parents' home (e.g. to attend University) so that a new 'split off' household is created for them. They later move back to their parents' address and inform ISER of this between waves. Therefore at the next wave both the original household (containing the parents) and the split off household (containing the grown up child) are issued to the same address. Face-to-face interviewers are aware of this situation and know how to deal with it so that the two households are merged back together. To ensure this would happen any households issued to the same address were issued CAPI first.

immigrant and ethnic minority boost (IEMB), conducted alongside Wave 6 of Understanding Society, for further details please refer to the IEMB technical report. This IEMB sample was incorporated into the main part of the study for the first time at Wave 7.

The total number of 'active' households issued at Wave 8 was 26,083. This included four different sample types:

- The general population (GP) sample, originally sampled at Wave 1 of Understanding Society – 16,015 GP households were issued at Wave 8
- The ethnic minority boost (EMB) sample, originally sampled at Wave 1 of Understanding Society – 2,116 EMB households were issued at Wave 8
- The British Household Panel Survey (BHPS) and Northern Ireland Household Panel Survey (NIHPS) samples that were incorporated into Understanding Society at Wave 2 – 5,383 BHPS/NIHPS households were issued at Wave 8
- The immigrant and ethnic minority boost (IEMB) sample, originally sampled at Wave 6 of Understanding Society – 2,569 IEMB households were issued at Wave 8.

The BHPS/NIHPS sample was all issued in year 1 of fieldwork, and the IEMB sample all issued in year 2.

The 'dormant' sample issued as web only at Wave 8 included 731 households in total.

The number of individuals in the issued sample is shown in table 1.1.

Table 1.1 Number of individuals in the issued sample

	Adults (16+)	10 – 15s	Under 10s
GP	31,166	2,984	4,078
EMB	5,229	838	1,045
BHPS/NIHPS	10,588	972	1,390
IEMB	5,702	772	1,306
Dormant	1,299	127	90

1.4.1 CATI only sample

Within the sample, there were a small number of issued households (n=182) who had previously indicated they would prefer to take part by phone. For the purposes of sampling and allocation to interviewers these were treated the same as the rest of the Understanding Society sample. However, face-to-face interviewers were instructed to only contact these cases by telephone and to interview them by telephone as long as that was still their preference.

1.5 Fieldwork structure

Sample was provided to Kantar Public in eight quarterly batches. This ensured each household was issued in the same quarter as it had been at previous waves. Each quarterly sample was then split into three roughly evenly sized monthly batches. Where households were issued to the same address as the previous wave they were allocated to the same sample point and each sample point was usually issued in the same month as it had been at Wave 7.

Where possible, sample points were issued to the same interviewer that had worked on that sample point at Wave 7. This meant that, at Wave 8, of households issued to the same address as the previous wave, 76% were issued back to the same interviewer.

Sample was issued to field in 24 monthly batches, the first in January 2016 and the last in December 2017.

1.5.1 Fieldwork timings

Fieldwork timings for the CAWI first sample varied a little during the course of Wave 8. This was because an adaptive design approach was adopted to maximise the response to the web survey during the initial web fieldwork period. At the start of Wave 8 a three week web fieldwork period was used, this had increased to five weeks by the second year of Wave 8 fieldwork.

Both the CAWI first and CAPI first sample was issued to face-to-face interviewers at the same time, 19 weeks before the end of fieldwork.

The web survey remained open throughout fieldwork so the CAWI first sample could still complete online after they had been issued to a face-to-face interviewer. The CAPI first sample could also complete online if they expressed a very strong preference for this. Interviewers were able to give sample members the web address and their login details for the web survey³. A web mop up was also used for the CAPI first sample. CAPI first sample members who had not been contacted were sent invitations to complete the web survey after 11 weeks of face-to-face fieldwork.

Table 1.2 Fieldwork timings

Fieldwork weeks	CAPI first sample	Web first sample
Web fieldwork (between 3 weeks and 5 weeks)	No fieldwork for CAPI first sample	Sample members invited to take part online
F2F weeks 1 to 8	CAPI assignments with original interviewer. Interviewers aimed to have final outcomes for all sample after 8 weeks	Unproductive households issued to interviewers and incorporated into CAPI assignments (web survey remains open throughout fieldwork)
F2F weeks 9 and 10	CAPI mop up weeks with original interviewer.	
F2F week 11	Sample recalled from original CAPI interviewer and batched for re-issue	
F2F weeks 12 to 16	CAPI re-issue period At the start of week 12 sample members that had not been contacted were sent a letter and email inviting them to complete the web survey	CAPI re-issue period
F2F weeks 17 to 19	CATI mop up period	CATI mop up period

In reality, there was some flexibility around these timings. Original interviewers could hold on to sample after 10 weeks of face-to-face fieldwork if there was a good reason to do so. For example if they had made

³ Interviewers were instructed only to do this if a sample member was adamant that they would rather take part online. Otherwise, they always aimed to complete a face-to-face interview to minimise the chances of sample members saying they would complete online as a means of 'soft refusal'.

contact with a household and that household were willing to take part but unable to do so until later in fieldwork.

1.5.2 CATI mop up fieldwork

In the last three weeks of fieldwork, outstanding cases could be contacted by telephone. Not all live sample was transferred to the CATI mop up, some face-to-face interviewing was still carried out during these last four weeks.

Cases to be included in the CATI mop up were re-issued to a small group of face-to-face interviewers who were happy to work from home, making telephone calls. Using face-to-face interviewers allowed the same sample management system to be used for the CATI mop up as for CAPI. Creating a bespoke telephone sample management system that allowed for both household and individual level interviewing would have required significant investment which had not been allowed for in the Wave 8 budget.

2. Contact and co-operation

Understanding Society puts much effort into contacting respondents and keeping them engaged with the study. As well as contact for each year's interview, there are also between wave mailings and emails to sample members to feedback findings from the study and encourage people to keep their contact details up to date. This chapter describes the contact strategy for Wave 8, including the between wave mailings.

2.1 Advance mailing

The advance mailing varied a little depending on whether sample members were part of the CAPI first sample or the web first sample.

For the CAPI first sample, all eligible sample members aged 16 or over were sent a letter shortly before the start of face-to-face fieldwork for that month. The letter explained that an interviewer would call soon. A change of address card was attached to the bottom of the letter, and the mailing also included a freepost return envelope for the change of address card.

For the web first sample, all eligible sample members aged 16 or over were sent a letter on the first day of web fieldwork for that month asking them to complete the survey online and providing the web address and their login details for doing so. The letter also explained that, if they were unable to complete the survey online, an interviewer would contact them as usual. The letters also included a change of address card and freepost return envelope. If an email address was available, these sample members were also sent an email with a unique link to start the web survey.

Sample members in web only households also had different letters to ask them to take part online.

There were 16 different types of advance letter, depending on individual circumstances, as well as 3 types of letter for new entrants in households completing by web. In part different letter types were to deal with different incentives types and mode types, but they also used slightly different messages tailored to the circumstances. The letter types are shown in table 2.1.

For all addresses in Wales, the letter was sent in both Welsh and English. Individuals who had previously been interviewed in one of the other 8 translated languages (Bengali, Gujarati, Polish, Portuguese, Punjabi Gurmukhi, Punjabi Urdu, Turkish, Urdu) were sent a letter in that language.

All letters were designed with Understanding Society branding, and were signed by the Director of Understanding Society.

Letters were sent to the most up to date address available for each sample member. If a sample member had moved from this address and so did not receive their letter, then interviewers were able to give them a generic copy of the advance letter.

2.1.1 New entrant letters

For the households issued web-first at Wave 8, it was necessary to have a mechanism to contact individuals who had been added to households during household grids done on the web. Letters were sent to these individuals to provide them with their web login details and ask them to take part in the study online. These letters also included a change of address card and freepost return envelope.

Table 2.1: Letter types used at Wave 8 by issue mode

Household type	Adult type	CAPI first	Web first	Web only
Responding household at previous wave	Productive adult at Wave 7	Letter 1 (£10 unconditional incentive)	Letter 2 (£10 unconditional incentive)	n/a
	Unproductive adult at Wave 7	Letter 3 (£10 conditional incentive)	Letter 4 (£10 conditional incentive)	n/a
	Rising 16s ⁴	Letter 9 (£10 unconditional incentive)	Letter 10 (£10 unconditional incentive)	n/a
	New entrants	n/a	Letter 16 (£10 conditional incentive)	n/a
Non-contacted (or other unproductive) household at previous wave	Adults	Letter 6 (£20 conditional incentive)	Letter 8 (£20 conditional incentive)	Letter 19 (£10 conditional incentive)
	Rising 16s	Letter 12 (£20 conditional incentive)	Letter 14 (£20 conditional incentive)	Letter 20 (£10 conditional incentive)
	New entrants	n/a	Letter 15 (£20 conditional incentive)	Letter 21 (£10 conditional incentive)
Refusal household at previous wave	Adults	Letter 5 (£20 unconditional incentive)	Letter 7 (£20 unconditional incentive)	Letter 19 (£10 conditional incentive)
	Rising 16s	Letter 11 (£20 unconditional incentive)	Letter 13 (£20 unconditional incentive)	Letter 20 (£10 conditional incentive)
	New entrants	n/a	Letter 15 (£20 conditional incentive)	Letter 21 (£10 conditional incentive)

⁴ Rising 16s were sample members that had recently turned 16 and were therefore being asked to complete the adult survey for the first time at Wave 8, while in previous years they may have completed the youth paper questionnaire. They received different letters to those who were adults at Wave 7, although the incentives were the same.

Fig 2.1: Example Wave 8 (CAPI first) advance letter including change of address card

Understanding Society

You are an important part of the Understanding Society Study.
Your £10 voucher
 We've enclosed a £10 voucher to say thank you for your help and let you know we value your contribution.
What happens next?
 An interviewer will be in touch with you soon to arrange a convenient time for an interview.
 Over 60,000 participants take part in this study every year but each individual matters to us. Your participation is crucial to the success of the study, its value to researchers and accuracy of their research findings. If we lose you, we can't replace you. At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details, either by using this card or using the "Contact us" details below. If you have any questions about the study, please don't hesitate to get in touch with Colette Lo from our Participant Helpline.

With many thanks,

Professor Michaela Benzeval
 Director, Understanding Society
 Institute for Social and Economic Research
 University of Essex

Contact us:
 Participant helpline (Colette):
 0800 252 853
 Web:
 understandingsociety.ac.uk
 Email:
 contact@understandingsociety.ac.uk
 You can also follow us on Twitter @usociety.

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you and your household will not be identifiable from the data. 12732701.0101 v.1

Your continuing participation is very important to us. Please let us know if you move by updating your details on the Understanding Society website at www.understandingsociety.ac.uk, alternatively you could call us on Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Please let us know who will be living with you at your new address. Please list their full names below as we may like to ask them to take part in Understanding Society in the future. If possible, please provide their mobile number:

Name: _____	MOVING TO... New Address: _____	Name: _____
PID: _____	Home Phone: _____ (no STD area)	Mobile: _____
MOVING FROM... Home Phone: _____	Postcode: _____	Name: _____
Mobile: _____	E-mail address: _____	Mobile: _____
Date of move: _____		Name: _____
		Mobile: _____

Why are you important to us?
 You make the survey more complete and useful. Without you, the study is less complete. You have been specially selected to help us make sure that Understanding Society accurately represents experiences of all types of people. This way, we can see how factors such as the economy or housing affect lives across the whole of the UK. Your participation is crucial to the success of the study, its value to researchers and accuracy of their research findings. If we lose you, we can't replace you.

What is the study about?
 Understanding Society is a long-term study that helps us find out about the issues that matter to everyone. How is the recession affecting you? Are you happy with your local services and facilities? Are your health care requirements being met? The information we collect is used by academics and researchers to inform policy debates on issues that matter to you.

Why do you interview young people?
 Young people's opinions matter to us, too. If there are young people aged 10-15 in your household, we hope that they can complete their part of the survey. We'll ask them about their hobbies, friends, school life and hopes for the future. Each child that takes part will receive a £5 voucher.

Moving home? Take us with you.
www.understandingsociety.ac.uk
 contact@understandingsociety.ac.uk
 FREEPOST RR0X-KEKJ-JGKS
 Understanding Society, University of Essex
 Wivenhoe Park, Colchester, CO4 3SQ

Understanding Society

2.2 Incentives

The incentive amounts at Wave 8 varied depending on whether a household had taken part at the previous wave. The majority of sample members were sent an unconditional incentive in their advance letter, but not all. Table 2.2 details the incentives for adults.

Table 2.2: Incentive amounts for adults

Adult type	Amount and administration of incentive
Previous wave responding adults and rising 16s in productive households at the previous wave	£10 gift voucher included in advance letter
Adults that had not taken part at the previous wave but were in households that were partially productive at the previous wave	£10 gift voucher handed out by interviewer at the end of the interview (or posted for web respondents)
Adults in households that were not contacted at the previous wave	£20 gift voucher handed out by interviewer at the end of the interview (or posted for web respondents)
Adults in households that refused at the previous wave	£20 gift voucher included in advance letter
New entrant adults to households that had taken part at the previous wave	£10 gift voucher handed out by interviewer at the end of the interview (or posted for web respondents)
New entrant adults to households that had not taken part at the previous wave	£20 gift voucher handed out by interviewer at the end of the interview (or posted for web respondents)
Adults/rising 16s in the CAWI only sample	£10 gift voucher posted to respondents after the interview

All incentives were 'Love2Shop' vouchers or gift cards⁵, that could be used at a variety of shops. Where incentives were conditional, the CAPI script prompted interviewers to hand these out at the end of the interview. The CAPI script also asked interviewers to check, at the end of the interview, that respondents had received their advance letter and incentive. If they had not, the CAPI script prompted interviewers to hand out another voucher of the requisite amount.

2.2.1 Youth incentives

Young people aged 10-15 were given a £5 gift voucher for completing the paper youth self-completion questionnaire. This was partially unconditional as interviewers would hand out the voucher at the same time as the paper questionnaire, so it was not conditional on the questionnaire being completed. However, it was not completely unconditional as interviewers would not hand out vouchers if they were not able to make contact with the household, or if the young person or their parent refused to accept the paper questionnaire.

Where households completed online, the youth paper questionnaire, along with the £5 voucher, was sent to a parent with a covering letter asking the parent to pass both the voucher and the questionnaire on to the young person to complete and return in the freepost envelope provided.

2.3 Between wave mailings

Every six months a mailing was sent to around half the sample (those not currently in field). So each adult received one between wave mailing per year. This included:

- A covering letter
- A short booklet highlighting some recent findings from the study

⁵ Paper vouchers were included in advance letters as unconditional incentives. Where interviewers handed out incentives, these were gift cards.

- A change of address card and freepost envelope in which to return it.

The purpose of these mailings was to thank respondents for their participation with the aim of encouraging future participation, and to encourage them to keep ISER informed of any changes of address.

In addition to this, 'likely mover' mailings were sent once a quarter to any adult that had been interviewed in the previous three months and said they expected to move in the next year. These included a letter, a change of address card and a return envelope. The letter asked the sample member to return the change of address card in the event they did move.

2.4 First contact with sample members

Interviewers were instructed to attempt contact with all households within two weeks of the start of fieldwork to minimise the time between sample members receiving their advance letters and receiving a visit from their interviewer. First contact was usually attempted face-to-face with the exception of the small number of telephone only households and also households that had expressed a preference at the previous wave to be contacted by telephone first to make an appointment.

Where interviewers had made repeated unsuccessful face-to-face contact attempts they would start attempting contact by telephone.

2.5 Sample information sheets

The majority of information about households and sample members was held electronically on interviewers' encrypted CAPI laptops. However, a sample information sheet was also produced for each household so that interviewers would have some basic information easily to hand. The front page of the sample information sheet included household level information including: mode allocation (CAPI first or web first); outcome last wave; and the day and time the household questionnaire was completed at the last wave. The back page had individual level information including: first names, ages and genders; outcome at the previous wave; working status last wave; incentive type; and language interviewed in at the last wave.

The sample information sheet also included web login details for each sample member. This was so, if sample members expressed a strong preference for completing online, the interviewer could facilitate this.

2.6 Doorstep documents

Interviewers were provided with a number of materials that they could use on the doorstep to help with contacting sample members and persuading them to take part. All materials were Understanding Society branded. These included:

- **'Interviewer cards'** – these were for interviewers to use as calling cards (if they had called at a household and no one was in), appointment cards and broken appointment cards. Aside from the Understanding Society logo and a freephone number for Kantar Public these cards were blank for interviewers to include their own message or write in appointment details. Interviewers were asked to always include their name on the card and encouraged to include their mobile phone number if they were willing to do so.
- **Laminated generic advance letter** – as this was Wave 8 of Understanding Society, and the study branding had remained the same throughout, interviewers found that holding a document with the Understanding Society logo visible when they first attempted contact was useful as sample members would recognise the logo and immediately know why the interviewer was there. This laminated copy of the advance letter was a useful document for interviewers to hold in this situation, it could also be shown to respondents who might not have received their advance letter. Interviewers also had non-laminated copies that they could leave with respondents.

- **'Information for participants' leaflet** – these leaflets included some information about Understanding Society, they were primarily aimed at new entrants to the study but interviewers could also give them to continuing sample members who wanted a bit more information.
- **Case study leaflets** – six of these were produced to be used with respondents who might need a bit of persuading to take part. They emphasised the importance of the study by highlighting a particular policy area, detailing some findings from Understanding Society data in that area, coverage in the media and implications for policy.

3. Movers and tracing

As with any longitudinal study, tracing people who move is a crucial part of maintaining a representative panel. The overall strategy for tracing movers has multiple strands, some of which are undertaken by ISER. These include:

- Providing a change of address card (and freepost return envelope) with mailings to sample members, and at the end of interviews for those that did not receive an advance letter;
- Offering multiple options for sample members to update their contact details – posting a change of address card, a freephone telephone number, and through the Understanding Society website;
- Offering sample members a £5 gift card in return for updating their address;
- Between wave mailings (and corresponding emails) to sample members between fieldwork waves;
- During interviews, collecting a variety of contact details (and then verifying these at later waves) including email addresses, mobile and work telephone numbers, and a stable contact;
- Interviewer tracing of movers during fieldwork;
- Using commercial databases to try to find sample members that are known to have moved.

This chapter focuses on the tracing of movers during fieldwork by interviewers.

When trying to contact households and individuals, interviewers could encounter two different types of move. A **whole household move**, where none of the sample members were still living at the issued address, and a **split off move**, where one or more sample members had moved from the issued address, but at least one sample member remained at that address.

3.1 Tracing procedures

Tracing procedures were covered in interviewer briefings, and also detailed in interviewer instructions. Interviewers were instructed to start tracing procedures as soon as they became aware of a household move in order to maximise the time available to trace and then interview sample members.

The methods used by interviewers to trace sample members included asking current occupiers or neighbours, using telephone numbers, and contacting stable contacts. Interviewers were also provided with letters they could use to help with tracing:

- A **tracing letter** – this was for use in situations where the interviewer made contact with someone who did have contact details for a sample member, but was not comfortable giving these to the interviewer. The tracing letter was addressed to the sample member and left with the contact to pass or post to them. This letter asked the sample member to get in touch with ISER with their new contact details;
- A **stable contact letter** – this was for use if interviewers were unable to contact stable contacts by phone or in person, the letter was posted to them. The letter asked stable contacts to get in touch with ISER and provide new contact details for the sample member.

Where interviewers successfully traced a household, they were able to visit the new address straight away if it was in their area. If the new address was further away they would assign the household an outcome code of “moved out of area” and enter the new address if their electronic contact sheet. This would create an

update within the sample management system, alerting the sampling team that the household required re-assigning to a new interviewer.

Where interviewers exhausted their tracing options and were unable to find a new address, cases were passed back to ISER for further tracing. This was done via a weekly file, produced throughout fieldwork, which included all individuals that had moved and were untraced. If this second stage of tracing was successful, an address update would be returned to Kantar Public and then re-issued to field either to the same interviewer, or to a different interviewer if the new address was in a different area.

3.2 Split off households

If an interviewer identified a sample member that had split from their original household, they would attempt to find a new address for that sample member in the same ways used for whole households moves, although in many cases the remaining household members were able to provide a new address for the person that had moved out. Where interviewers found a new address, they entered this in the electronic contact sheet. This then caused an update in the electronic sample management system, and a new household was created for that individual, then issued to field.

3.3 Institutions

With the exception of those that were in prison, sample members who had moved to an institution remained eligible for interview at their new address. Interviewers were instructed to attempt to interview participants where possible, but briefed about the need to contact gatekeepers in advance in some circumstances, and also about allowing for sensitivities relating the reasons for the participants moving into an institution (for example a nursing home).

4. Translations

At Wave 8 the questionnaire was translated into nine different languages to help the survey be inclusive of people that would otherwise be unable to take part, in particular those in ethnic minority groups. For other languages, interviewers could still attempt to interview people, but would use someone else in the household to translate.

The web version of the questionnaire was not translated, so translated interviews could only be conducted face-to-face.

4.1 Formal translations

For the nine translated languages, core survey materials and the questionnaire script were translated into these languages. The interview was conducted in translation either by an interviewer that had been accredited in that language, or by an interviewer accompanied by an interpreter.

The table below shows the nine languages in which the translated script and materials were available, and also the number of individual interviews conducted in that language.

Table 4.1: Number of translated interviews conducted in each language

Language	No. individual interviews
Bengali	28
Gujarati	22
Polish	8
Portuguese	0
Punjabi Gurmukhi	5
Punjabi Urdu	16
Turkish	2
Urdu	123
Welsh	3

4.1.1 Accreditation of interviewers

In order to conduct interviews in translation, interviewers had to be briefed on Understanding Society and had to pass an accreditation process. They were sent an extract of the questionnaire that had been translated into the relevant language, then had a telephone call with a translator who spoke the language.

The call would be conducted in the relevant language and the interviewer would run through the questions they had been sent with the accreditor acting as a respondent. If the accreditor was satisfied that the interviewer was fluent in both reading and speaking the language, then the interviewer was allowed to conduct translated interviews.

4.1.2 Interpreters

Where a translated interview was required and there was not a Kantar interviewer available to conduct it, an agency interpreter was used. In these cases the interpreter would accompany a Kantar interviewer to conduct the interview. The interviewer would deal with the administration of the interview and use of the CAPI laptop, while the interpreter would read out the questions and ensure the interviewer selected the appropriate answer.

4.1.3 Identifying cases for translation

As Understanding Society is a longitudinal study, most individuals that required a translated interview were already identified in the sample as they had also required a translated interview at previous waves. However, there were some cases where new joiners to households required a translated interview.

If interviewers were in a situation where no one in a household spoke English (or no one who was there when they called) they had some materials they could use to help identify which language the sample member spoke and therefore whether a formal translation was required. These materials were:

- A translation card – this was shown to household members to establish which language they spoke. The card included over 30 languages, each with the phrase “I speak <language>” (for example, in Bengali, it read “I speak Bengali”).
- A translation booklet – where a household member identified that they spoke a language that Understanding Society has been translated into, interviewers would show them the translation booklet which, in each of the nine languages, explained a bit more about the study and asked for a name and phone number so a translator could contact them about taking part.

4.2 Informal translations

If a sample member did not speak English or one of the nine translated languages, they could still be interviewed. In these cases the interviewer would use someone else to translate – usually another household member but sometimes a family member or friend of the sample member who lived nearby.

4.3 Welsh translations

For all households in Wales, advance letters were sent in both English and Welsh. The youth self-completion questionnaire was also translated into Welsh. However, very few interviews were conducted in Welsh and the Welsh youth questionnaire was rarely used.

5. The interview

The main component of the Wave 8 interview was the individual adult questionnaire. This was administered using a CAI script, and interviews were attempted with all individuals aged 16 or more in the household. Most interviews (69%) were conducted face-to-face, and the CAPI questionnaire also included a self-completion (CASI) section. There were also a large number of web interviews completed (30% of all interviews) and 1% of respondents took part by telephone. Other elements of the Wave 8 interview were:

- The household enumeration grid and household questionnaire (completed once per household)
- The youth self-completion questionnaire for 10-15 year olds (on paper)
- A proxy interview for adults that were unable or unwilling to complete a full interview.

A full list of the topics covered by the Wave 8 questionnaire can be found in Appendix A.

5.1 Questionnaire length

The questionnaires were heavily routed depending on an individual’s circumstances so the length of interviews varied. Interview lengths were generally longer for people who were employed, had children, or were being interviewed for the first time. Sample members in the ethnic minority boost, GP comparison, and IEMB samples were also routed to additional questions.

Table 5.1 shows the median interview lengths for different sample types for CAPI interviews only. Table 5.2 gives median interview lengths by sample type for CAWI interviews.

Table 5.1: Median interview lengths (minutes) by sample type – CAPI interviews

Questionnaire element	GP	BHPS	EMB	IEMB	Total
Household questionnaire (including enumeration)	14:40	14:14	13:14	12:28	14:17
Individual adult CAI questionnaire	26:48	25:10	24:52	25:30	26:06
Individual adult CASI questionnaire	6:58	6:44	5:58	6:23	6:46
Individual adult questionnaire – total (CAI +CASI)	34:34	32:42	31:45	32:34	33:44
CAI proxy questionnaire	4:12	4:16	2:47	3:11	3:52

Table 5.2: Median interview lengths (minutes) by sample type – CAWI interviews

Questionnaire element	GP	BHPS	EMB	IEMB	Total
Household questionnaire (including enumeration)	17:02	17:23	18:03	17:26	17:09
Individual adult questionnaire – total	36:09	34:24	39:20	35:05	35:53

5.2 Questionnaire programming

The CAI instrument was programmed using Unicom Intelligence software (previously known as IBM Data Collection), which is able to handle the complexity of the Understanding Society questionnaire. The same script was used for CAPI, CAWI and CATI, with some minor modifications to allow for mode type. Two scripts were created, the first was at household level and included the household enumeration grid, the household questionnaire and administrative content such as call records. The second was the individual level script which included the adult interview, proxy interview and administration of the youth self-completion questionnaire.

5.3 Youth self-completion questionnaire

Youth questionnaires for sample members aged 10 to 15 were completed on paper, although the individual level script included information to help interviewers administer these. Firstly interviewers sought verbal consent from a parent or guardian, then asked the young person if they would complete the questionnaire. The interviewer used information from the CAI instrument to fill in some details on the front of the questionnaire, before handing it to the young person along with an envelope in which to seal it when completed, and a £5 voucher. Ideally the young person would complete the questionnaire while the interviewer was in the household, but this was not always possible.

Interviewers could also leave questionnaires with parents to be given to the young person.

Interviewers were encouraged to go back to households to collect completed questionnaires, but as a last resort sample members could be left with a reply paid envelope in which to return the questionnaire themselves.

5.3.1 Households completing via web

Where the household completed the survey online, questionnaires were posted to a parent (who had completed online) with a request to ask their child to complete and return the paper questionnaire.

Fig 5.1: Youth self-completion questionnaire – front cover

AIRE YOUR QUESTIONNAIRE YOUR Q
TIONNAIRE YOUR Q
AIRE YOUR QUESTIONNAIRE YOUR Q
TIONNAIRE YOUR Q
AIRE YOUR QUESTIONNAIRE YOUR Q
TIONNAIRE YOUR Q

Your questionnaire

Self-completion questionnaire (10-15 yrs)

+ +

INTERVIEWER: WRITE IN FROM CAPI SCREEN

Serial Person number

First name Interviewer number Month

+ +

Understanding Society

260131869
W8

6. Piloting

To test CAI questionnaires, fieldwork procedures and materials, and the sample management between the web and CAPI stages of the study a pilot was conducted in early October to early December 2015. The pilot was designed to mirror main stage fieldwork as closely as possible in order to test all elements of fieldwork procedures with the exception of translations. No translated interviews were conducted as part of the pilot.

The Understanding Society pilot sample included a relatively high number of telephone only cases. Some of these were issued CAWI first and some CAPI first. Either way, interviewers were instructed to contact (and attempt to interview) these cases by telephone once they had been issued to interviewers. Interviewers found most of these households would rather take part face-to-face than over the phone so very little CATI interviewing was completed, and many of the telephone only households were interviewed by CAPI. The pilot sample therefore consisted of:

- 91 households issued CAPI first. Two of these had become ineligible, 79 were productive. Of the productive households, for 69 all interviewing was completed by CAPI, for 3 households interviewing was by CATI or a mix of CAPI and CATI, and 7 of these productive households only completed CAWI interviews.
- 110 households issued web first. Seven of these were no longer eligible, 67 were productive. Of the productive households, for 40 all interviewing was completed by CAWI, 26 only completed CAPI interviews, and one household completed a mixture of CAPI and CAWI.
- There were also 7 split off households created from the existing pilot sample. Two of these were not issued to field as they were no longer eligible, and the remaining 5 were not issued to field as no address could be found.

Towards the end of pilot fieldwork, debriefs were held with the interviewers who were working on the pilot. The purpose of these was to gather feedback on fieldwork procedures, questionnaires, briefings and fieldwork materials so that improvements might be made before main stage fieldwork.

7. Briefings and interviewer materials

7.1 Briefings

Two different types of briefing were used for Wave 8 of Understanding Society:

- 'Refresher' briefings for interviewers that had already worked on Wave 7 of Understanding Society;
- 'Full' briefings for interviewers that had not previously worked on the study.

Both types of briefing were conducted face-to-face and were usually with groups of around 15 interviewers. Researchers from Kantar Public and ISER jointly ran the briefings.

7.1.1 Full briefings

Full briefings lasted around 6 hours and covered the following:

- An introduction to Understanding Society, the background to and purpose of the study;
- Examples of the impact Understanding Society had had so far;
- Information about the sample, different types, length of time in the study;
- Multimode elements of the study and interviewers responsibilities for web first households;
- Procedures for contacting households, minimum call requirements and tracing movers;
- Materials provided to interviewers, what they are for and when to use them;
- Achieving a high response rate, avoiding refusals;
- The questionnaire, different components, topics covered by each, and who should be answering each element;
- Rules for who should be included in the household enumeration grid;
- When and with whom to conduct proxy interviews;
- Procedures for administering the 10-15 paper questionnaire;
- Consents for data linkage;
- Special procedures: translations; interviewing people in institutions; interviewing people with disabilities;
- The importance of collecting and updating contact information.

The briefings also included a session with interviewers using their laptops to follow sections of the CAPI script that a researcher led them through. This was used to ensure interviewers knew how to access all the different elements of the CAPI script.

7.1.2 Refresher briefings

Refresher briefings were shorter (around 3 hours) and covered anything that was new to Wave 8, the key area being the expansion of web interviewing. A large proportion of the briefing was dedicated to how interviewers needed to handle web first households. This covered the practical administration, such as how to use the sample management information on their CAPI laptops to see which sample members had completed a web interview. It also covered overall management of mixed mode fieldwork, for example what to do if a sample member says they would rather complete the survey online. These briefings also aimed to refresh interviewers on 'standard' Understanding Society procedures that had not changed since Wave 7. As a result refresher briefings were more informal and interviewers were encouraged to raise any queries or issues they had encountered while working on Understanding Society so that these could be addressed in the briefing

7.2 Interviewer materials

Interviewers were provided with a range of materials to help them when conducting fieldwork. These included a set of project instructions which included all of the information covered in briefings as well as further details such as a full list of outcome codes. These were intended as a reference document that interviewers could use if they needed reminding of any fieldwork procedures.

Other materials included:

- Sample information sheet – one per household, these included a few details about each household and the sample members living there, most of this information was held electronically on interviewers' laptops;
- Copies of advance letters, including a laminated copy;
- Interviewer cards to be used as calling cards, appointments cards and broken appointment cards, other than the Understanding Society logo and a freephone telephone number for Kantar Public these cards were blank for interviewers to write a message or appointment time on;
- Information for participants leaflets;
- Case study flyers – these were six flyers that highlighted different findings from Understanding Society and how these had been used. The purpose of the leaflets was to help interviewers demonstrate the purpose of the study to any sample members that queried this;
- Showcards;
- Incentives for use where sample members had not received an incentive in their advance letter;
- Youth self-completion questionnaires, envelopes marked 'confidential' to seal them in, and pre-paid return envelopes;
- Data linkage consent leaflets and a consent flowchart to demonstrate the information flow during the data linkage process;
- Change of address cards and pre-paid return envelopes;
- Thank you leaflets;
- Tracing letters and stable contact letters, envelopes and stamps;
- Translation cards to help identify the language of non-English speakers.

8. Response to web survey

Chapter 9 looks at overall response to Wave 8. This chapter just focuses on response to the web survey.

8.1 Adaptive design approach

When planning Wave 8 a fairly conservative target was assumed that 25% of households that were issued CAWI first would fully complete on the web, and therefore not need issuing to a face-to-face interviewer.

The first month of web fieldwork (January 2016) had a 3 week web fieldwork period before face-to-face fieldwork started. Letters and emails (where an email address was available) were sent to adults in web first households at the start of this 3 week period. In most cases the letter included an unconditional £10 incentive⁶. Two reminder emails were sent (to those with email addresses), one week and two weeks after the start of web fieldwork.

For this month the proportion of CAWI first households that fully completed online was 19% - a little below the target.

In February, a new element was added to the web fieldwork design. Sample members were promised an additional £10 'bonus' if they completed the web survey in the first two weeks of web fieldwork. This had a notable impact and the whole household response rate in February was 36%.

Over the course of the rest of year 1 of Wave 8, experimental designs were used to test reminder strategies, fieldwork length and the type of bonus payment offered. Where there was a cost attached to the change in design (e.g. paying additional incentives, printing and posting reminder letters) results were analysed for cost effectiveness: was the cost of the intervention outweighed by a reduction in face-to-face fieldwork costs because fewer households were issued to face-to-face interviewers.

As a result of the experiments and analysis, the web fieldwork design changed. Table 8.1 below shows the initial design used for January of year 1, and the final design adopted for year 2 of Wave 8.

Table 8.1 Web fieldwork design

Element of design	Initial design – January of year 1	Final design in year 2
Fieldwork length	3 weeks	5 weeks
'Bonus' payment	None	£10 for each adult that completed online before the start of face-to-face fieldwork
Initial invite	Letter and email at start of fieldwork	Letter and email at start of fieldwork
Reminder strategy	Two email reminders (one week and two weeks after the start of web fieldwork)	Four email reminders (one, two, three and four weeks after the start of web fieldwork)

⁶ Conditional incentives were used for most adults that had not taken part at the previous wave. For whole households that had refused, or not been contacted at the previous wave, a £20 incentive was offered to each adult.

Two letter reminders (one week and three weeks after the start of web fieldwork)

In year 2 of Wave 8 the proportion of CAWI first households that fully completed online was 40%.

8.2 Household response rate

Overall, across the whole of Wave 8, the proportion of households issued CAWI first that fully completed by web, and so were not issued to a face-to-face interviewer, was 37%. This was higher for households that were productive at the previous wave (47%), than households that had been unproductive at the previous wave (11%). Table 8.2 shows the full household web completion rate broken down by previous wave response and by sample type.

Table 8.2: Household web response rate by sample origin and whether productive last wave

	Households issued CAWI first (n)	Fully productive web households (n)	Household web response rate (fully productive) (%)
Households that were productive last wave			
GP sample	5,370	2,651	49%
EMB sample	450	162	36%
BHPS/NIHPS sample	1,705	689	40%
IEMB sample	6	4	*
Households that were not productive last wave			
GP sample	1,347	173	13%
EMB sample	228	32	14%
BHPS/NIHPS sample	386	51	13%
IEMB sample	720	35	5%

8.3 Individual response rate

Of adults that were issued web first, 47% completed online during the web fieldwork period. This was much higher for individuals that had taken part at the previous wave (62%) than those that had not been productive at Wave 7 (19%). There was also some variation by sample type, as shown in table 8.3.

Table 8.3: Individual web response rate by sample origin and whether productive last wave

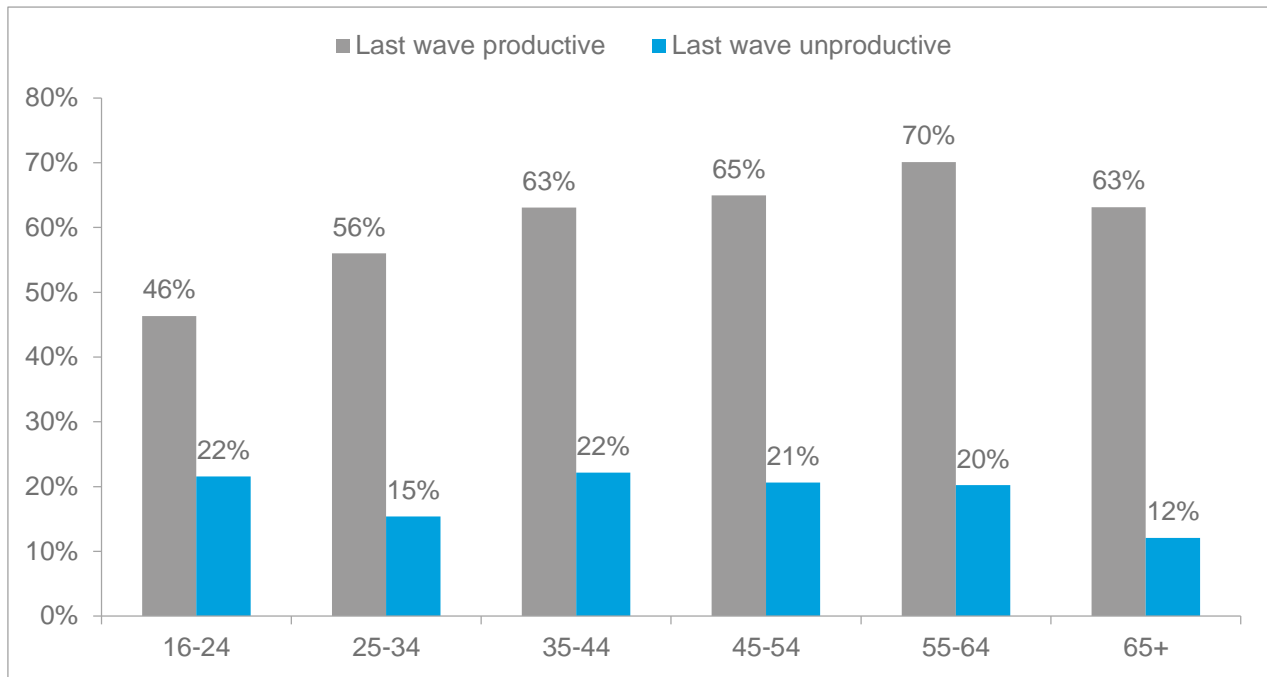
	Adults issued CAWI first (n)	Adults that took part by web (n)	Individual web response rate (%)
Adults that were productive last wave			
GP sample	8,921	5,832	65%
EMB sample	813	418	51%
BHPS/NIHPS sample	2,987	1,683	56%
IEMB sample	10	8	*
Adults that were not productive last wave			
GP sample	3,578	786	22%
EMB sample	662	154	23%
BHPS/NIHPS sample	1,081	210	19%
IEMB sample	1,359	117	9%

Women were slightly more likely than men to complete the survey online:

- 64% of last wave productive women vs 61% of last wave productive men
- 21% of last wave unproductive women vs 17% of last wave productive men

For last wave productive adults the web response rate increased with age up until the 65+ age group where response was a little lower than 45 to 64 year olds. For adults that had not taken part at the previous wave there was no pattern to web response by age. These results are shown in chart 8.1.

Chart 8.1: Adult web response rate by age and whether took part at the previous wave



Base: All web first adults. Last wave productive: 16-24 (1,142); 25-34 (1,592); 35-44 (2,089); 45-54 (2,418); 55-64 (2,370); 65+ (3,120). Last wave unproductive: 16-24 (1,512); 25-34 (1,409); 35-44 (1,151); 45-54 (1,081); 55-64 (757); 65+ (770).

8.4 Web completion during face-to-face fieldwork

So far this chapter has focused on web response before face-to-face fieldwork starts but the web survey remained open throughout face-to-face fieldwork. CAPI first sample members could also complete online once they had been given their web login details, either by a face-to-face interviewer (if the sample member told the interviewer they wanted to take part online) or during the web mop up. The web mop up stage was where CAPI first adults that had not yet taken part were sent a letter with their web login details towards the end of CAPI fieldwork.

Overall, 6% of adult interviews on Wave 8 were completed by web after face-to-face fieldwork had started. The breakdown of interview mode by issue mode is shown in table 8.4.

Table 8.4: Adult mode of completion by issue mode

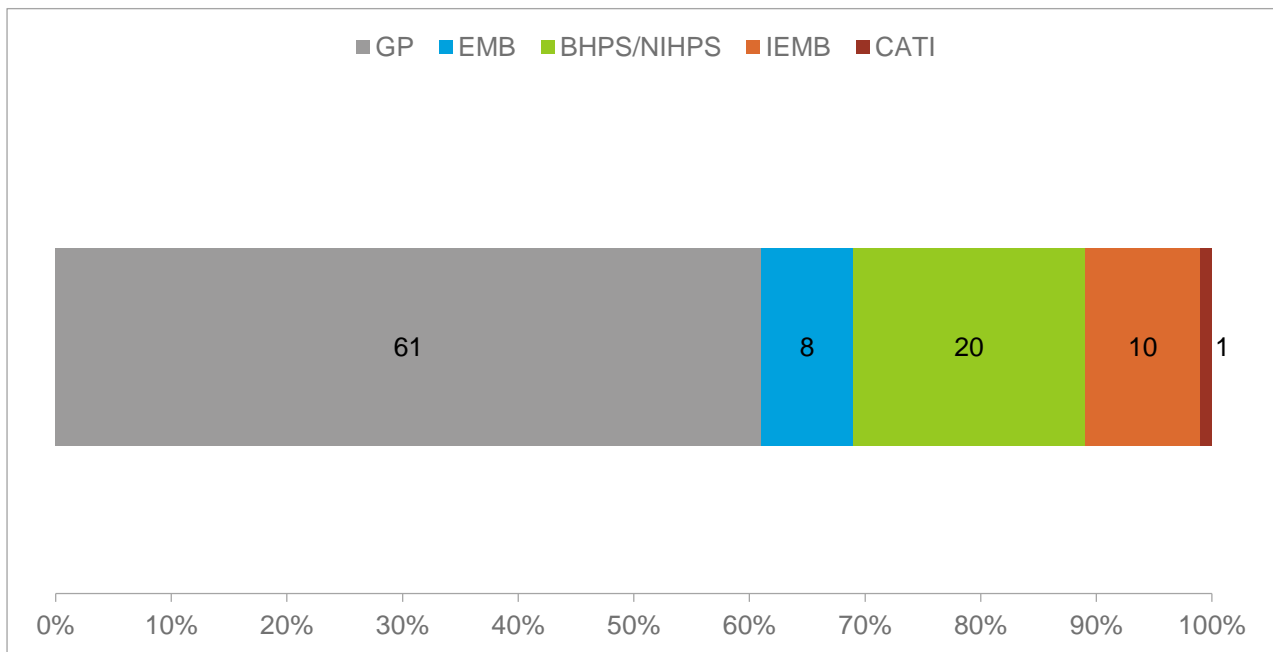
	CAPI first adults		CAWI first adults		Total	
	n	%	n	%	n	%
Web complete in web period	0		9204	67%	9204	24%
Web complete after f2f fieldwork started	1118	5%	1008	7%	2126	6%
CAPI complete	22546	94%	3364	25%	25910	69%
CATI complete	264	1%	126	1%	390	1%
<i>Base: all productive adults</i>	23928		13702		37360	

9. Overall response

9.1 Household level response

Excluding the dormant households that were issued web only, a total of 26,083 households were issued at Wave 8. Of these, 15,986 were in the General Population (GP) sample, 2,114 were in the Ethnic Minority Boost (EMB) sample, 5,232 were in the British/Northern Irish Household Panel Survey sample (BHPS/NIHPS), 2,569 were in the Immigrant and Ethnic Minority Boost sample (IEMB), and 182 were telephone only households (CATI).

Chart 9.1: Issued sample (households) by sample type



9.1.1 Response rates

Table 9.1 details household response rates for the different sample types, dependent on whether the households had been productive at the previous wave. As would be expected, households that had been productive at Wave 7 were much more likely to be productive again at Wave 8 than those that had not responded.

Amongst the different sample types, the BHPS/NIHPS sample achieved the highest response rate, while the IEMB sample achieved the lowest. It is to be expected that the response rate is lower for the IEMB sample than other sample types since this is only the third wave of the study for the IEMB sample.

Table 9.1: Household response rate by sample origin and whether productive last wave

	GP – productive last wave		GP – un-productive last wave		EMB – productive last wave		EMB– un-productive last wave		BHPS / NIHPS– productive last wave		BHPS / NIHPS – un-productive last wave		IEMB – productive last wave		IEMB – un-productive last wave		CATI – productive last wave		CATI – un-productive last wave	
<i>Base: All issued sample</i>																				
Issued	14400		1586		1779		335		4788		444		1858		711		152		30	
Split households	571	4%	70	4%	32	2%	9	3%	170	4%	17	4%	79	4%	34	5%	4	3%	0	
Total households	14971		1656		1811		344		4958		461		1937		745		156		30	
<i>Base: Total households</i>																				
Ineligible households	135	1%	33	2%	8	*	8	2%	30	1%	12	3%	23	1%	12	2%	1	1%	2	7%
Eligible households	14836		1623		1803		336		4928		449		1914		733		155		28	
<i>Base: Eligible households</i>																				
Fully productive	10288	69%	425	26%	1059	59%	92	27%	3648	74%	134	30%	1005	53%	124	17%	87	56%	11	39%
Partially productive	2930	20%	235	14%	493	27%	48	14%	847	17%	74	16%	372	19%	80	11%	49	32%	3	11%
No contact	204	1%	113	7%	45	2%	39	12%	54	1%	35	8%	100	5%	97	13%	2	1%	1	4%
Refusal	603	4%	522	32%	121	7%	95	28%	166	3%	113	25%	189	10%	238	32%	9	6%	8	29%
Other unproductive	811	5%	328	20%	85	5%	62	18%	213	4%	93	21%	248	13%	194	26%	8	5%	5	18%

Table 9.2 shows household response rates broken down by whether the household was an original issue household or a split off created during Wave 8 fieldwork. In the case of splits, whether or not they were productive last wave is based on the household they split from. Response rates are much lower among split off households with most being 'other unproductives' – many of these are untraced movers. IEMB households are excluded from this table.

Table 9.2: Household response rate by household type

	Original HH – productive last wave	Original HH – unproductive last wave	Split HH – productive last wave	Split HH – unproductive last wave	Total
Fully productive	71%	28%	28%	17%	65%
Partially productive	20%	15%	8%	2%	19%
No contact	1%	8%	4%	6%	2%
Refusal	4%	31%	3%	8%	7%
Other unproductive	3%	18%	56%	67%	7%
<i>Base: eligible households excluding IEMB sample</i>	20945	2340	777	96	24158

9.2 Individual level response

Individual response rates were examined separately for adults that had been interviewed at the previous wave and those that had not. The response rate is calculated as the proportion of eligible adults in each group that gave interviews at Wave 8.

Excluding the IEMB sample, for adults that had been interviewed at the previous wave, the overall response rate was 88%. The response rate was 26% for adults that had not been interviewed at the previous wave, and 51% for new entrants and rising 16s. Response rates for the IEMB sample were lower, which is to be expected as the IEMB sample were only being contacted for the third time at Wave 8. Amongst the IEMB sample the response rate was 71% for adults interviewed at the previous wave, 21% for adults that had not been interviewed at the previous wave, and 40% for new entrants and rising 16s.

Previous wave productive adults were the particular focus for maximising response at Wave 8 and so it is this group that are detailed further below.

Table 9.3 shows the response rate amongst previous wave productive adults broken down by sample type. The total column excludes the IEMB sample.

Table 9.3: Individual response rate by sample origin for adults interviewed at the previous wave

	GP	EMB	BHPS / NIHPS	CATI	Total excl. IEMB	IEMB
Productive	88%	82%	91%	83%	88%	71%
Proxy	1%	2%	<1%	1%	1%	1%
No contact	2%	3%	1%	3%	2%	6%
Refusal	6%	9%	5%	6%	6%	12%
Other unproductive	3%	4%	3%	6%	3%	9%
<i>Base: previous wave productive adults</i>	23625	3338	8206	248	35417	3225

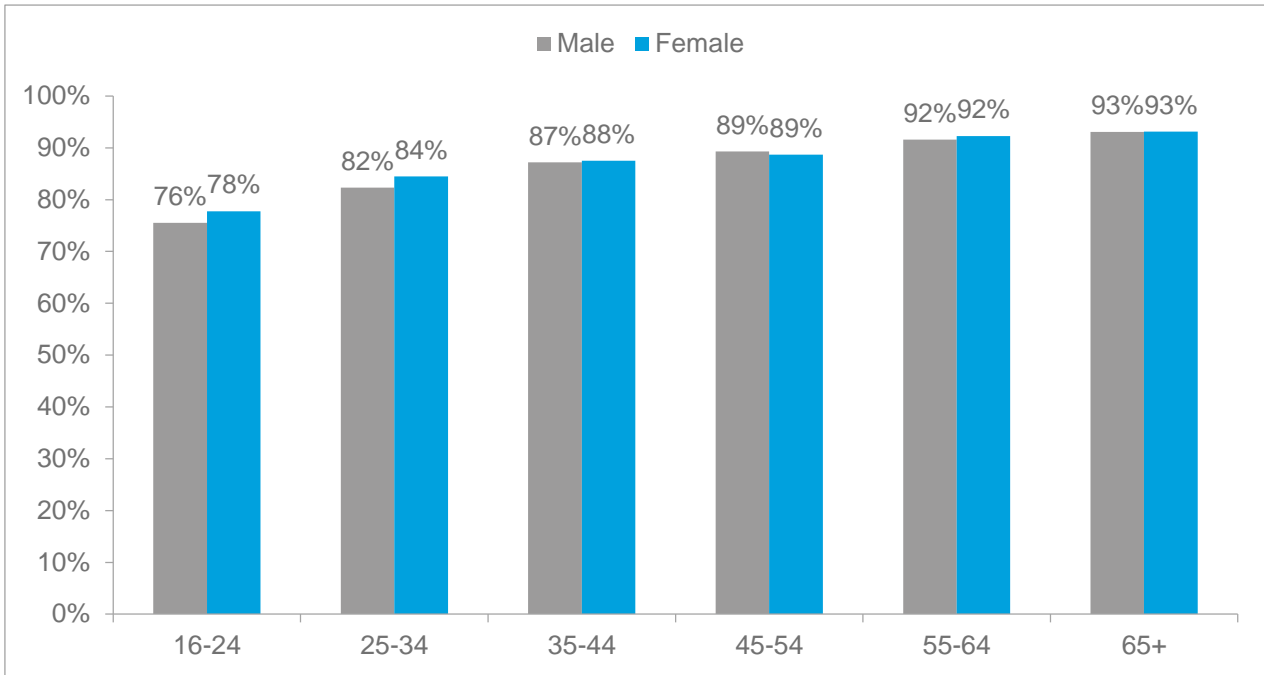
There was very little variation in response rate by country, this is shown in table 9.4. The IEMB sample is excluded from this table.

Table 9.4 Individual response rate by country for adults interviewed at the previous wave

	England	Wales	Scotland	Northern Ireland	Total
Productive	88%	87%	89%	88%	88%
Proxy	1%	1%	<1%	1%	1%
No contact	2%	1%	2%	1%	2%
Refusal	6%	6%	7%	7%	6%
Other unproductive	3%	4%	2%	3%	3%
<i>Base: previous wave productive adults</i>	27339	2476	3174	2428	35417

Response rates did not tend to vary by gender, but response rates did increase with age. The 16-24 age group were particularly difficult to achieve interviews with. Chart 9.2 shows response rate by age and gender for adults that had been interviewed at the previous wave. The IEMB sample has been excluded from this chart.

Chart 9.2: Individual response rate by age and gender

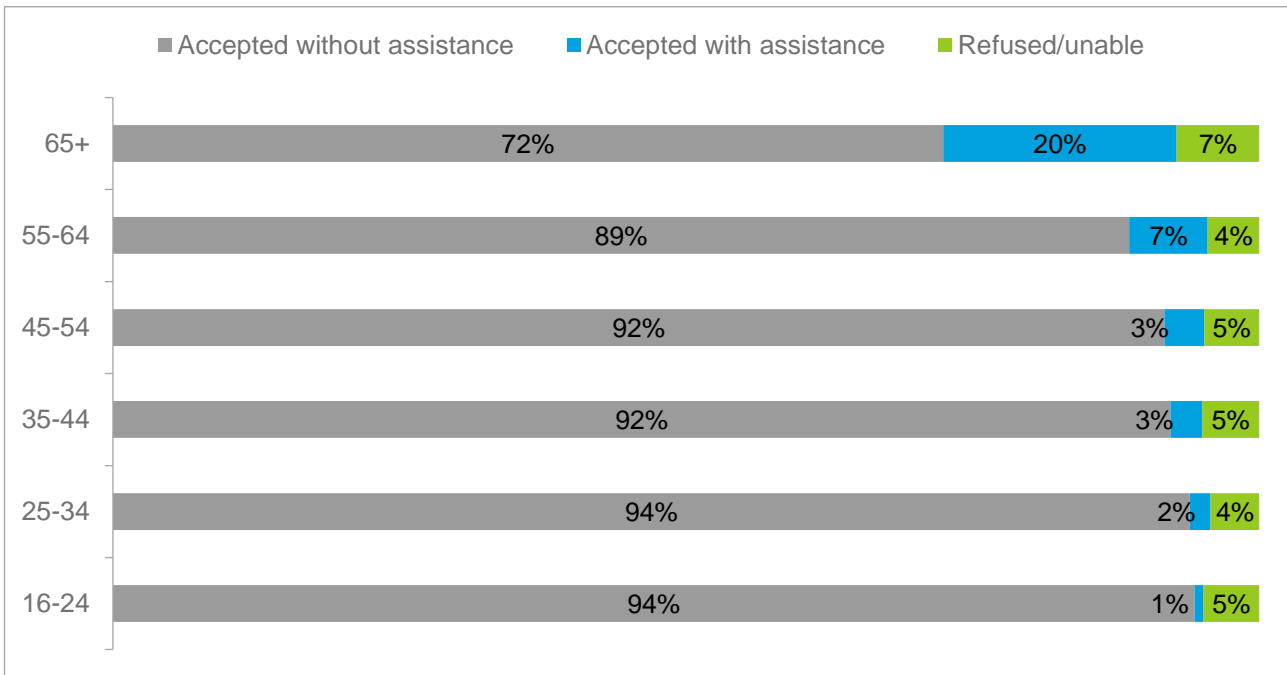


Base: All eligible adults that had been productive at the last wave. Men: 16-24 (1,827); 25-34 (1,827); 35-44 (2,420); 45-54 (2,960); 55-64 (2,614); 65+ (4,027). Women: 16-24 (2,115); 25-34 (2,464); 35-44 (3,248); 45-54 (3,796); 55-64 (3,282); 65+ (4,837).

9.2.1 Adult self-completion interviews

As part of the adult interview there was a self-completion (CASI) section. The vast majority of adults completed this on the CAPI laptops themselves without assistance. Amongst older respondents (aged 65 or more) it was more common for assistance to be required. Chart 9.3 shows these results. This chart is based on adults who completed CAPI interviews, as for telephone and web modes the respondent was not asked about willingness to complete this section.

Chart 9.3: Self completion response rate by age



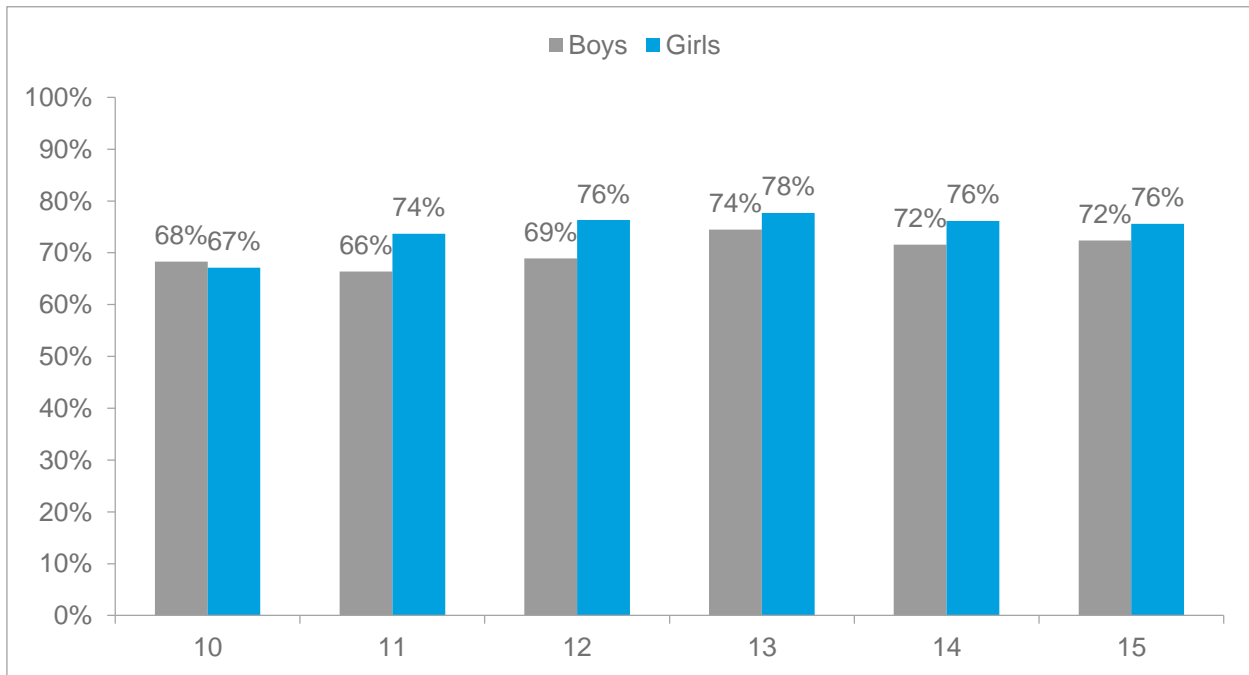
Base: All productive adults that completed by CAPI and reached the CASI section of the questionnaire. 16-24 (3,353); 25-34 (3,205); 35-44 (4,173); 45-54 (4,697); 55-64 (3,970); 65+ (6,532).

9.2.2 Youth self-completion questionnaires

In households that were productive (at least one adult completed an interview), excluding IEMB sample, 72% of 10 to 15 year olds completed and returned a paper questionnaire. This proportion varied a little by sample type, it was 71% amongst the GP sample, 78% amongst the BHPS/NIHPS sample, and 70% amongst the EMB sample. Amongst the IEMB sample 59% of 10-15 years olds in productive households completed and returned a paper questionnaire.

Chart 9.4 shows the youth self-completion response rate by age and gender. IEMB sample is excluded from this chart.

Chart 9.4: Youth response rate by age and gender



Base: All eligible 10-15s in productive households, excluding IEMB sample. Boys: 10 (350); 11 (360); 12 (315); 13 (364); 14 (299); 15 (358). Girls: 10 (359); 11 (300); 12 (346); 13 (314); 14 (302); 15 (373).

Overall, response to the youth self-completion questionnaire was lower at Wave 8 than it had been at previous waves. This was due to a difference in administration of the questionnaire in the mixed mode approach at Wave 8. Where households took part by CAPI (as the vast majority did at previous waves) the 10-15 questionnaire was handed out by interviewers and also usually collected by interviewers. When a household took part online the questionnaire was posted to a parent with a request for them to pass it to their 10-15 year old to be completed and then post it back. As a result, at Wave 8 there is a notable difference in response between CAPI first and web first households:

- 76% of youths in productive CAPI first households completed a paper questionnaire
- 66% of youths in productive web-first households complete a paper questionnaire

10. Data preparation

10.1 Combining CAPI and CAWI data

At Wave 8 there were two sources of CAI data to be merged – CAPI and CAWI (CATI interviews were also completed on the CAPI script). This meant the first stage of data processing at Wave 8 was combining the CAPI and CAWI data together.

There were measures in place within the electronic sample management system on Wave 8 to minimise the chances of duplicate interviews being conducted on CAPI and CAWI. Data was passed between the CAPI and CAWI systems daily but the transfer of information to and from CAPI was reliant on interviewers synchronising their laptops. In general interviewers would synchronise each day that they worked on Understanding Society but there could be circumstances under which they did not. There were therefore a very small number of duplicate interviews across CAPI and CAWI and the data merging process needed to take account of these. If both interviews were fully complete then the more recent interview was usually selected.

It was also possible for a respondent to start their interview on CAWI and complete it via CAPI. In these cases the interview would restart at the beginning of the first incomplete module (so respondents might be re-asked a few questions) rather than the specific question at which the interview had finished on CAWI. Such cases were extremely rare but, again, the data merging process needed to allow for this and stitch the two partial interviews together.

While Wave 8 used the same CAI script across modes (with routing to tailor question wording depending on the mode), there were some questions which had to be scripted separately for different modes because different question layouts were used. For example at some questions the CAWI script made use of drop down lists rather than standard response lists. In raw data there would be two versions of the question, one for CAPI (and CATI) and one for CAWI so the formatted data needed to draw data from both of these.

10.2 Data scanning and reconciliation

The vast majority of Understanding Society data was collected using CAI scripts. The scripts made use of consistency checks and range checks to clarify any data discrepancies with respondents as they arose. This means there was little need for any cleaning or editing of the data after fieldwork.

The exception to this was the data from the youth self-completion questionnaires. As these were completed on paper there could be data inconsistencies such as missing data, routing errors, multiple answers at single choice questions, and values out of range. Youth self-completion questionnaires were scanned to capture the data, and then a series of checks were undertaken to find any inconsistencies. Rules were agreed for how to handle data inconsistencies and edits applied in accordance with these rules.

Scanned data needed to be reconciled against CAI data to ensure data was attributed to the correct sample member. This was done using serial number, name, date of birth and gender.

10.3 SIC and SOC coding

Questions from the employment and proxy sections of the questionnaire were coded to 4 digit SIC and SOC codes. The codes and verbatims were included in the data.

10.4 Data checking

Once data from all sources had been combined and formatted, a series of checks were undertaken to validate the data and ensure consistency of format. Three rounds of checking were employed:

- Administrative checks on individuals and households – these were to ensure that all households and individuals were included in the data with a final outcome, that individuals were finally located in one household, that outcomes were consistent with the presence of raw data, and that and joiners added to the household grid were accounted for.
- Structural checks on all files – these checked the format of files, and also that the right households and individuals were included in each file.
- Routing checks – these checked, for every variable, that a response was present when there should be a response, and not present where there should not be a response, according to questionnaire routing.

10.5 Data issues at Wave 8

There were some small errors in the wave 8 script, sample and showcards. Most of these only affected a small number of questions, and were fixed during the course of fieldwork. The questions and modules affected were:

- Respondents who had more than one pregnancy since their last interview were only asked about their first pregnancy at Pregm in the annual events history module. This was corrected after 7 months of fieldwork.
- A small number of respondents were not asked Oprlg and OPrlgni in the religion module due to an error in the sample, this was corrected after 9 months of fieldwork.
- A showcard used for four variables (Xpearn1dk; Xpearn3dk; Xpearng1dk; Xpearng3dk) in the young adult higher education decisions module was incorrectly numbered and did not match the script. As a result, any respondent who completed the survey face-to-face, and answered 11-20, has had their answer changed to “don’t know”. This was corrected after 18 months of fieldwork.
- The same showcard issue was found in the parental expectations module for four variables (Pxpearn1dk; Pxpearn3dk; Pxpearng1dk; Pxpearng3dk). As a result, any respondent who completed the survey face-to-face, and answered 11-20, has had their answer changed to “don’t know”. This was corrected after 18 months of fieldwork.
- Respondents in certain fieldwork months were not routed to the general election module due to an error with the online script. This was corrected one month after the module was launched (May 2017).
- A small number of respondents were not routed into HSOWND in the household questionnaire as their feed forward sample entry was missing. This was corrected after 18 months of fieldwork.

Appendix A – Wave 8 interview content

Understanding Society includes many different topics in the questionnaire. Some topics are included at all waves, while others vary from wave to wave.

Table A1: Content of Wave 8 household questionnaire

Theme	Module name
HH Composition	Household grid
Consumption	HH: Consumer durables
Consumption	HH: Expenditure
Expenditure	HH: Fuel type and expenditure
Financial behaviour and attitudes	HH: Financial strain
Financial behaviour and attitudes	HH: Material deprivation
Financial behaviour and attitudes	HH: Child deprivation
Financial behaviour and attitudes	HH: Pensioner deprivation
Housing characteristics	HH: Structural characteristics
Housing characteristics	HH: Home tenure
Housing characteristics	HH: Taxation
Wealth and debts	HH: Assets

Table A2: Content of Wave 8 adult questionnaire

Theme	Module name
Individual interview modules (repeated annually)	
Basic Demographics	Demographics
Caring	Caring
Change in Characteristics	Annual event history

Childcare	Childcare
Employment	Current employment
Employment	Employees
Employment	Self-employment
Employment	Job satisfaction
Employment	Non-employment
Employment	Mothers return to work
Employment	Second jobs
Expectations	Educational aspirations
Family relationships	No co-resident relationships (self-completion)
Financial behaviour and attitudes	Household finances
Health and social care utilisation	Use of health services
Health status	SF-12 (self-completion)
Health status	Disability
Income and earnings	Unearned income and state benefits
Mental health and wellbeing	GHQ (self-completion)
Satisfaction	Life satisfaction (self-completion)
Mental health and wellbeing	Loneliness (self-completion)
Individual interview modules conditional on age (repeated annually)	
Expectations	Retirement planning
Family relationships	Child development (self-completion)
Family relationships	Parenting styles (self-completion)
Expectations	Young adult higher education expectations
Expectations	Parental higher education expectations
Young adults	
Individual interview modules (rotating)	

Employment conditions	Commuting behaviour
Employment conditions	Work conditions
Financial behaviour and attitudes	Charitable giving
Financial behaviour and attitudes	Personal pensions
Financial behaviour and attitudes	Savings
Health behaviour	Smoking
Identity	Identity (self-completion)
Mental health and well-being	Poverty/shame (self-completion)
Time use	Voluntary work
Time use	Domestic labour
Travel behaviour	Transport behaviour
Wealth and debts	Wealth and debt (individual level)
Important events	Positive and negative events
Individual interview modules – ethnicity strand (rotating)	
Identity	Ethnic identity
Modules asked only once (included for new entrants)	
Chronic health conditions	Health conditions
Stable characteristics	Childhood language
Stable characteristics	Ethnicity and national identity
Stable characteristics	Family background
Stable characteristics	Fertility history
Stable characteristics	Initial conditions
Stable characteristics	Own first job
Stable characteristics	Partnership history
Stable characteristics	Religion

Table A3: Content of Wave 8 youth self-completion questionnaire

Theme	Module name
Demographic	
Leisure	TV
Leisure	Online social networks
Leisure	Activities outside school
Family	Meals
Family	Household chores
Family	Supervision
Family	Talking/quarrelling
Friends	(short version)
Friends	Boyfriend/girlfriend
Self-esteem	
Happiness	
Education	Homework
Education	Aspirations
Education	Truancy
Health	Nutrition
Health	Obesity
Health	Exercise
Health	Smoking (including e-cigarettes)
Health	Alcohol
Risky behaviour	Attitudes
Future intentions	Marriage
Future intentions	Children
Future intentions	10 years

