

IP11 Interviewer Materials

COA card_v1

Data Linkage Flowchart Version A - (standard)

Data Linkage Flowchart Version B - (new)

GB Info Leaflet v1

Interviewer Card - Kantar Public v1

Interviewer card – NatCen v1

Interviewer instructions IP11 v0.6 (2)

IP11 Information on adding economic records v3

IP11 Thank You Leaflet v2 (1)

Linked-data-diagram (2)

Stable contact letter v1

Tracing letter GB v1 (1)

USOC GB MRS leaflet (new address) (1)

COA card_v1



Moving home? Take us with you

www.understandingsociety.ac.uk
contact@understandingsociety.ac.uk

FREEPOST RRXX-KEKJ-JGKS
Understanding Society, University of Essex
Wivenhoe Park, Colchester, CO4 3SQ

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.

Name: _____

MOVING TO...

PID: _____

New Address: _____

MOVING FROM...

Home phone: _____
(inc STD code)

Postcode: _____

Mobile: _____

Postcode: _____

E-mail address: _____

Date of move: _____

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: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

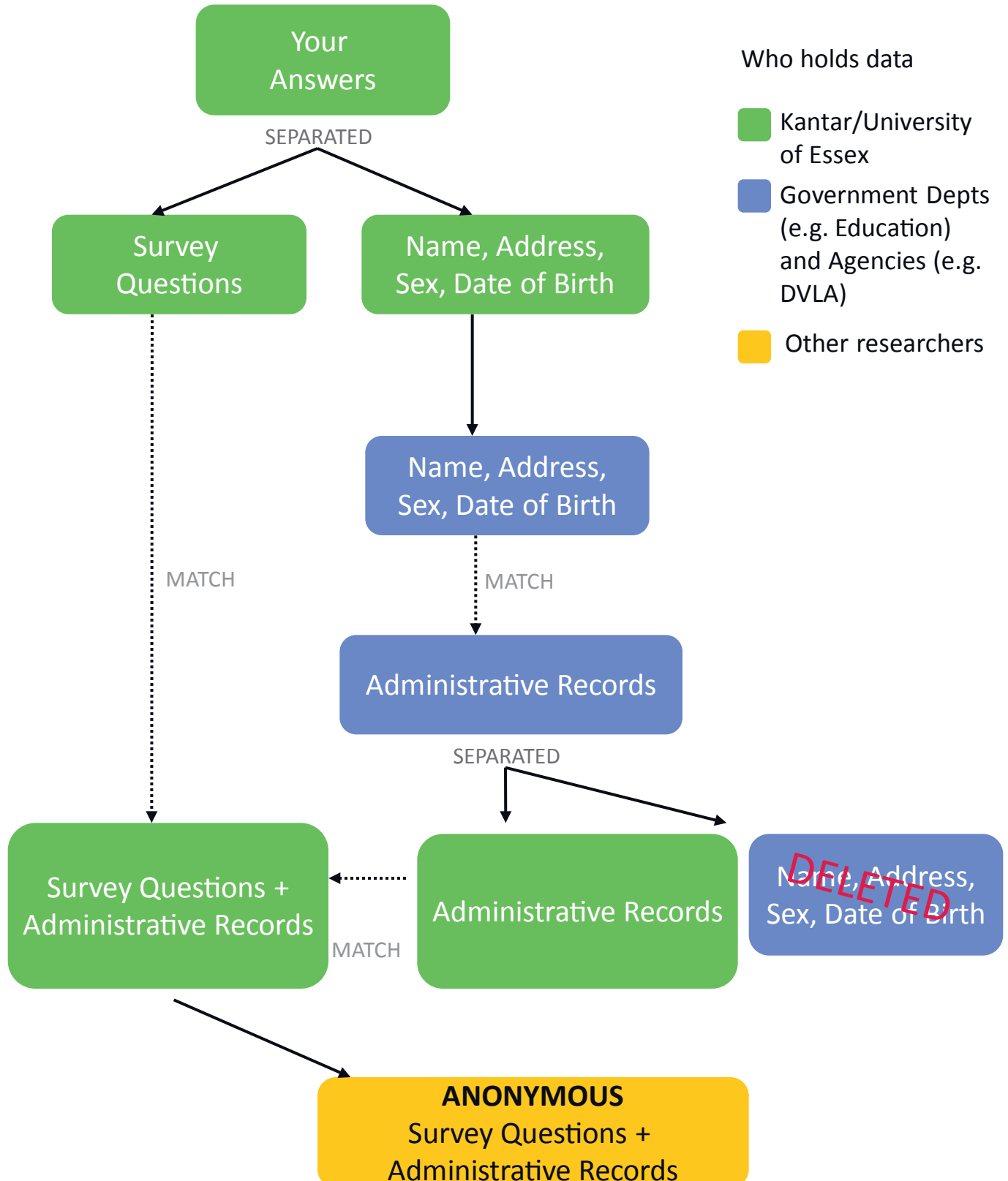
Name: _____

Mobile: _____

USOC/change of address card

Data Linkage Flowchart Version A - (standard)

Data Flow for Administrative Records



Data Linkage Flowchart Version B - (new)



LINKING DATA

what happens to your
personal information



You complete your interview with
Understanding Society



we create



a dataset
with your
anonymous
answers

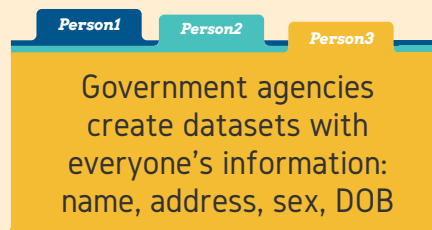


a dataset with a
temporary ID, your
name, address, sex
and DOB



Government agencies collect data as a
matter of course

This could be from NHS, DVLA, HMRC or
education records



**we send this file to the
government agency**



**they find
your record**



remove the personal
information from it and
send your data to us

we match



your survey
answers

the government
agency data

and create



a new anonymous dataset which combines the
survey answers and the government agency data,
but has no personal identifying information

the anonymous data are available to researchers



GB Info Leaflet v1



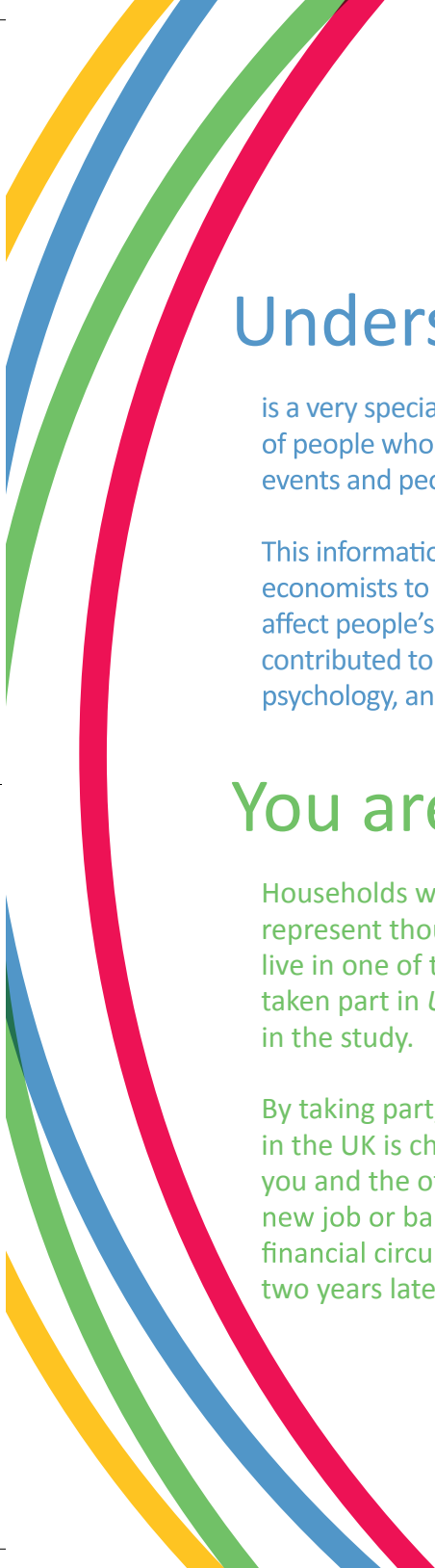
Understanding Society: Information for Participants



KANTAR PUBLIC

NatCen
Social Research that works for society





Understanding Society...

is a very special study that follows the lives of tens of thousands of people who live in the UK, collecting information about the events and people that affect them.

This information is used by social scientists, policy makers and economists to help make better decisions about things that affect people's lives. In the past, studies like this have contributed to changes in the law, given insights into human psychology, and helped doctors treat illnesses more effectively.

You are important to us

Households were chosen to take part in this study to represent thousands of other people living in the UK. If you live in one of those households, or with someone who has taken part in *Understanding Society* before, you can take part in the study.

By taking part, you are helping to create a record of how life in the UK is changing and what impact those changes have on you and the other people you live with, for example, how a new job or baby affects your health and well-being, your financial circumstances and personal relationships a year or two years later.

What do I have to do?

To join in, all you have to do is answer some questions about your life and your opinions. If you are already a member of the study you will be familiar with most aspects of the interview. The interview will take approximately 45 minutes to an hour, depending on your circumstances. It will cover some of the key areas of your life such as health, employment, retirement, personal relationships, friends and family, childcare, and leisure activities.

Do you just want to talk to me?

We would like to talk to everyone aged 16 and over who lives in your home. With parents' consent, we would also like young people aged 10-15 to fill in a short questionnaire.

Are you new to this household?

You are being asked to take part because you are now living in the household of someone who has previously taken part in the study.

Without your input, we won't be able to gain a complete understanding of how household and family circumstances may be changing.

What do I get out of it?

Each person in the household who takes part will receive a High Street voucher that can be used at a range of retailers. Young people aged 10-15 who complete a self-completion questionnaire will receive a £5 High Street voucher. As a member of *Understanding Society* you will also have access to study findings and research updates.

Is the study confidential?

Yes, we always take great care to protect the confidentiality of the information you give us, in accordance with the Data Protection Act. The results of the study will be used for research purposes only. You can ask to see your details at any time or to have them removed from our database. The data is and will remain anonymous – it will be impossible for anyone to identify you or your household from the study's results.

Who is doing the research?

Researchers at the University of Essex are running *Understanding Society* together with TNS BMRB. Funding has been provided by the Economic and Social Research Council (ESRC).

How do I find out more?

If you'd like some more information on the study: visit www.understandingsociety.ac.uk, email contact@understandingsociety.ac.uk, call the University of Essex on Freephone 0800 252 853 or write to FREEPOST RRRX-KEKJ-JGKS, Understanding Society, University of Essex, Wivenhoe Park, Colchester, CO4 3SQ. We'll be really pleased to hear from you.

Interviewer Card - Kantar Public v1



Understanding Society

0800 015 2908

www.understandingsociety.ac.uk/society

contact@understandingsociety.ac.uk

USOC/interviewer card/Kantar Public



Interviewer card – NatCen v1



Understanding Society

0800 652 4570

www.understandingsociety.ac.uk/society

contact@understandingsociety.ac.uk

USOC/interviewer card/NatCen

Interviewer instructions IP11 v0.6 (2)

Understanding Society

Interviewer Instructions Innovation Panel 11

Covering elements specific to IP11
TO BE USED IN CONJUNCTION WITH 2018 CORE
INSTRUCTIONS



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1. How to use these instructions

Understanding Society is now a well-established study with many of the fieldwork procedures common across several waves including a core panel of dedicated interviewers who have worked on multiple waves. To reflect this, the interviewer instructions will consist of a CORE set of generic instructions which are common to all current waves of fieldwork PLUS a separate set of instructions that are SPECIFIC to the wave you are working on. This document covers instructions specific to Innovation Panel Wave 11 (IP11).

Unless described otherwise in these instructions all processes and procedures should follow those outlined in the 2018 core instructions (see separate CORE document).

If you are working on multiple waves please ensure you use the correct documents and instructions for each specific wave.

2. Queries

Please contact your Regional Management Team if you have any queries regarding your assignment and general fieldwork processes. **Your Regional Team should be your FIRST POINT OF CONTACT.**

If you are having technical difficulties, please contact the CAPI Helpline on
Kantar interviewers:0800 015 2103
NatCen interviewers: 01277 690200

Sample members can call Freephone 0800 015 2908 (for Kantar assignments) or 0800 652 4570 (for NatCen assignments). This number (printed on the Understanding Society interviewer card) is staffed 9am – 5pm Monday to Friday. Outside these hours, an answer phone service operates.

Interviewers should NOT be calling this number *under ANY circumstances.*

3. Kantar and NatCen consortium

A consortium has been developed with NatCen Social Research to deliver Waves 9 – 11 including the Innovation Panels (IP10 – IP12).

Combining field forces allows the most experienced random probability interviewers in the country to work on Understanding Society as well as allowing a greater number of interviewers with Understanding Society experience to increase interviewer continuity.

Assignments have been allocated between the two field forces in a way that will best help us maximise the response rate for the face-to-face interviews. This ensures we make the best use of interviewers from across the consortium who have a strong track record of performance on Understanding Society and who perform best in relation to their allocation of work.

3.1 Division of face-to-face fieldwork

All IP11 face-to-face fieldwork in England and Wales will be shared between Kantar and NatCen. As in IP10 the issued sample for IP11 will be a combination of longitudinal and refreshment addresses (i.e. new addresses selected for IP11). For IP11 Kantar will be responsible for the longitudinal addresses and NatCen will cover the refreshment sample. Kantar is responsible for all fieldwork in Scotland and will therefore cover the longitudinal and refreshment assignments in Scotland.

IP11 assignments will consist entirely of longitudinal addresses or entirely refreshment addresses. Longitudinal assignments will be covered by Kantar interviewers. Refreshment assignments will be covered by NatCen interviewers (other than in Scotland where Kantar will cover both sample types.)

3.2 Telephone interviews

NatCen's Telephone Unit will conduct all CATI mop-up interviews – to boost the response rate towards the end of fieldwork.

4. Fieldwork design

4.1 Mixed-mode design

The fieldwork for IP11 follows a **mixed-mode** design, similar to that used for the mainstage waves.

All issued households – longitudinal and refreshment are allocated to one of two sample groups:

- CAPI-first or
- WEB-first

The WEB-first group is initially invited to take part online. Non-responding individuals are then transferred for a face-to-face interview. Conversely, the CAPI-first group is initially invited to take part face-to-face and later sent login details to complete online.

Each assignment will consist of either longitudinal or refreshment sample but within each assignment there will be a mix of CAPI-first and WEB-first households. You will need to be aware of which group your households are in by looking at the Assignment Sheet or Sample Information Sheet (for longitudinal assignments only). More details about these two sample groups can be found in Section 6.

4.2 Refreshment sample

There will be a new batch of refreshment sample at IP11; these households will be new to the survey and thus will require 'starting from scratch'. Refreshment sample in England and Wales will be covered by NatCen; refreshment sample in Scotland will be covered by Kantar.

Information on how to work the refreshment sample can be found in Section 15.

5. Fieldwork

IP11 fieldwork will run over late spring and summer 2018. WEB-first households will be contacted in May with CAPI fieldwork starting in June.

5.1 The interview

The IP11 questionnaire is made up of three parts:

- Household grid;
- Household questionnaire;
- Individual questionnaire.

The main topic areas covered are:

Interviewer observations.

Household questionnaire

- Structural characteristics;
- Tenure;
- Fuel types;
- Consumer durables;
- Expenditure;
- Deprivation;
- Financial investments;
- Household vehicles.

Individual questionnaire:

- Request to record;
- Demographics;
- Data privacy attitudes and behaviours;
- Educational aspirations for young people;
- Family background, ethnicity and religion;
- Consent to link information collected to employment records held by HMRC
- Health and disability;
- Smoking;
- Caring;
- Personal history and changes in circumstances (partnerships, fertility, education, employment);
- Employment details and job satisfaction;
- Follow up to consent to Electoral Register records linkage;
- Unearned income, benefits, pensions, household and joint finances;
- Benefit unit finances;

- **CASI:** Follow up questions on consent to link information collected to employment records held by HMRC
- **CASI:** Health-related quality of life;
- **CASI:** Satisfaction;
- **CASI:** Conjoint immigration;
- **CASI:** Loneliness;
- **CASI:** Mobile device use;
- **CASI:** Young adults;
- **CASI:** Health (long);
- **CASI:** Child development;
- **CASI:** non-resident relationships;
- **CASI:** Additional questions (attitudes towards nuclear energy; trust in the United Nations);
- Spending;
- Contact details and stable contact;

At one point in the survey, the CAPI script will instruct you to pass the laptop to the respondent to complete a self-completion section (CASI). As part of an experiment in IP11, you may be instructed to pass the laptop to the respondent at two points in the script as the first three CASI modules listed above appear either 'early' in the questionnaire, or along with the other CASI modules.

5.2 Interviewing adults who don't speak English

There are **no translated scripts for IP11**. There are also no formal processes for household translators but you can use another household member to assist with translations where there are any difficulties in understanding the English wording. In these cases, please be aware of any parts of the questionnaire that may be sensitive and use your judgment accordingly.

5.3 Youth self-completion booklet

At IP11 all children aged 10-15 are eligible for a **green** paper self-completion booklet. Booklets for households where the household grid has been completed online will be sent out from the office. However, it's good practice to always carry a few spares in case you're asked for a replacement copy.

Please remember – there are different booklets for each wave. Please check that you are using the right one.

6. The IP11 sample

Kantar interviewers: At IP11 you will be revisiting households in the established Innovation Panel sample (longitudinal households). The longitudinal sample includes both productive and unproductive households from previous waves of the Innovation Panel.

All longitudinal households have taken part in the study before. Some households have been part of *Understanding Society* since the first wave of the Innovation Panel (IP1). Other households were introduced to the sample at IP4, IP7 or IP10. Households where no individual has taken part for more than two consecutive years are removed from the issued sample so you should not receive these in your assignment.

NatCen interviewers and Kantar interviewers in Scotland: At IP11 you will be visiting new households issued for the first time at this wave (refreshment households).

You will need to follow all respondents and all addresses in your assignment until a final outcome is coded.

6.1 WEB-first households

There is an initial three-week period of **web-only fieldwork**, during which respondents in WEB-first households can complete the survey online. **This is before any IP11 CAPI interviewing starts.**

6.1.1 WEB-first for longitudinal sample (Kantar interviewers)

Respondents receive a personalised invitation letter inviting them to take part online. This letter includes their unique login details for accessing the survey and their incentive if they were a productive household in IP10 (last wave non-responding households receive incentives only upon completion). Where we have valid email addresses for sample members, they also receive an email inviting them to take part online with a direct link to the survey.

Towards the end of the web-only period, respondents who have not completed the survey online are sent up to two reminder emails (where we have a valid email address) and one reminder letter. The letter informs respondents that they can still complete online, but that a face-

to-face interviewer will be visiting them soon to offer them the chance to take part via CAPI.

6.1.2 WEB-first for refreshment sample (NatCen interviewers/Kantar for assignments in Scotland)

For the first time on *Understanding Society* the refreshment sample will include addresses allocated as 'WEB-first'. Selected addresses will be sent an advance letter with a set of login details which can be used for one adult to complete the grid and adult interview online. Once the household grid is completed advance letters and emails will be sent to each adult in the household.

At the end of the web-only fieldwork period eligible adults who have not completed the survey online or households with no online grid completion are then allocated to CAPI and form part of your assignment. You will need to attempt to contact and interview all eligible individuals in these households.

Respondents are still able to complete the survey online after CAPI fieldwork starts. If they wish to do so, you can help them by making sure they have their login details and know how to access the survey. Once the household grid has been completed (either in CAPI or CAWI) and the data synchronised, login details for all enumerated adults will be available in the AddInfo tab.

6.2 CAPI-first households

You will also have CAPI-first households in your assignment.

6.2.1 CAPI-first for longitudinal sample (Kantar interviewers)

Respondents are sent an advance letter shortly before the beginning of CAPI fieldwork, informing them that an interviewer will be calling soon. This letter includes their incentive for households that were productive at IP10. For non-productive households at IP10, the letter will mention that they will receive their incentive if they take part this year.

6.2.2 CAPI-first for refreshment sample (NatCen interviewers/Kantar for assignments in Scotland)

Households in the refreshment sample will receive one pre-loaded £10 LovetoShop gift card in the advance letter and informed that each

additional eligible household member will receive an incentive when they take part.

6.2.3 Online completion for CAPI-first sample

If CAPI-first households do not take part face-to-face during the CAPI fieldwork period, they will be invited to take part online during the mop-up period at the end of fieldwork.

Adults in the CAPI-first group (longitudinal and refreshment) who express a strong preference to complete their interview online before the re-issue stage can do so. Be prepared to facilitate this by giving the web address (which is printed on your interviewer card) and their login details contained in the AddInfo screen (and the SIS for longitudinal sample only). **Please encourage a face-to-face interview, especially the household grid**

The following table outlines the face-to-face fieldwork phases.

	REFRESHMENT		LONGITUDINAL	
	WEB-FIRST	CAPI-FIRST	WEB-FIRST	CAPI-FIRST
CAWI opens	end May		end May	
CAPI fw starts		w/c 21 st June		w/c 21 st June
CAPI fw ends		14 th Oct		4 th Oct

See Section 15 for more details on working the refreshment sample.

6.3 Your assignment

You are responsible for managing and monitoring progress for **all individuals in all households** in your assignment through to allocation of a final outcome. This includes both CAPI-first and WEB-first households.

Please note that your WEB-first households in your assignment may be:

- Wholly un-started households – where no online interviews have been completed
- Partial households – where some but not all adults have completed their interview
- Un-usable partial adult interviews – where someone has started but not finished (or sufficiently finished) their interview online. For these the CAPI interview will start at the section where they left the

CAWI interview. Where an interview has mostly been completed you will not be required to visit the household to finish off the interview.

If a WEB-first household is fully complete before face-to-face fieldwork starts (i.e. if the HH grid/HH questionnaire are completed and all eligible adults have already completed their interview), this household will not appear in your eReps grid. This is because there is no further work for you to do with this household.

6.4 Keeping track of CAWI completions

To identify the status of WEB-first households in your assignment you will need to access **the 'status summary' screen at Screen 0**. Screen 0 will show the status of all individuals in the household (e.g., whether not yet started, complete or partially complete). When you return to the eRep grid from the ECS, outcomes will be updated for any newly completed cases. Outcomes for both CAWI and CAPI individuals will be shown.

It is vital that before setting out to interview any WEB respondents you check the 'summary 'status' screen in Screen 0 for any updates. Because the CAWI option remains available throughout the fieldwork period, participants in the WEB sample (and those in the CAPI sample in the last two weeks of fieldwork) may complete their survey online at any point during that time. It is equally important that you send your contact information back to us electronically **at the end of each working day** so as to minimise the chance that respondents go online to complete or finish a web interview resulting in two sets of data for the same individual.

If you call at a household where you believe there are interviews outstanding yet the respondent(s) say they have completed in CAWI you should contact your Regional Team (after checking the status summary screen).

NatCen Interviewers: refer to your technical instructions for details on how to check for CAWI progress.

6.5 Mop-up period

At the end of the CAPI fieldwork stage, there will be a CAPI reissue stage followed by a CATI mop-up stage. The CATI mop-up will be managed by NatCen. Throughout the mop-up stages respondents can complete their

interview online – please remember to check for any CAWI progress before making contact.

6.6 The CAWI survey

Occasionally, you may be required to assist respondents in accessing the CAWI survey. The web address to log in to the survey is:

www.understandingsociety.ac.uk/society

Each individual sample member has their own username and password. You can find these on the SIS and in AddInfo. Respondents in WEB-first households will have also been sent their username and password in their advance letter. Usernames and passwords are all lowercase.

The login page is shown below. Respondents enter their username and password, then click the 'Next' button (>) to continue

If **you** are unsure how to guide the respondents on technical issues they may raise, please get in touch with your Regional Manager. The helpline number and email address **for respondents** are shown on every screen in the survey.

Please log in to begin

Thank you for taking part in the web survey for Understanding Society. Each member of your household will have received a username and password in the letter we sent. Please enter your username and password into the boxes below and click > to proceed.

Username

Password

Got a question?
Call: 0800 015 2908
help.understandingsociety@tns-bmrb.co.uk

FAQs > ?

Find out more > i

Contact Understanding Society

6.7 Summary of your responsibilities

Throughout your fieldwork assignment you will be responsible for:

6.7.1 CAPI-first sample:

- Contacting households and individuals and conducting CAPI interviews;
- Enabling CAWI where this is a stated preference among respondents in longitudinal households (and refreshment households at the mop-up stage) by giving individuals their CAWI username and password and providing support.
- Monitoring and following up all outstanding sample and encouraging a face-to-face interview.

6.7.2 WEB-first sample:

- Monitoring and following up WEB-first respondents in your assignments by viewing the 'status summary' screen (via Screen 0) and encouraging a face-to-face interview. You will not need to conduct interviews with individuals or households that have completed their interviews online;
- Contacting households and eligible individuals and conducting CAPI interviews with those members of the WEB-first sample who haven't completed their interviews online;
- Picking up and arranging appointments to finish any interviews that have been started in CAWI but are incomplete;
- Reminding WEB-first sample members that they can complete their interview in CAWI (until the end of the fieldwork period);
- Enabling CAWI where this is a stated preference, by reminding individuals of their CAWI username and password and providing support.

6.8 Notifying the police

It is no longer necessary to notify the police that you are working in the area.

7. Experiments

A key feature of the Innovation Panel is experimentation. The study is designed to improve the way that social surveys are run and the quality of data collected. It does this by incorporating into its design some experimental variation between different groups of participants. Analysing the data from the interviews with these different groups will allow us to assess the effect and relative merits of the different approaches. Some experiments are continuing from previous waves to allow longitudinal assessment of effects.

The allocation into experimental groups is usually done at the household level. That is, all eligible adults in a household will receive the same treatment for any given experiment. This also includes any new entrants or re-joiners to issued households. Similarly, respondents in split households will be allocated to the same treatment groups as those in the originating household.

7.1 Procedural experiments

IP11 includes a few experiments which will help improve our understanding of how different survey processes and contact methods can improve our ways of getting – and keeping – in touch with participants, collecting self-completion data and securing participant co-operation. These experiments are described below.

7.1.1 Mixed modes experiment

Offering and encouraging a proportion of the longitudinal households the possibility of completing the questionnaire online before CAPI fieldwork starts has been ongoing since IP5 and will continue in IP11. The rest of the sample (approximately 35% at IP11) will be approached for CAPI interview in the first instance. This will allow estimating of the take-up of the WEB instrument and the impact of this mode on response rates and costs of the survey.

Previous waves of the Innovation Panel (IP4, IP7, IP10) have included a refreshment sample (to boost the number of households/individuals in the sample). To date all previous refreshment samples have been issued 'CAPI-first'. For IP11 there will also be a refreshment sample but unlike previous waves, will be split evenly between CAPI-first and WEB-first.

This is the first time Understanding Society has approached new sample for a web survey.

7.1.2 Incentives' experiment

The incentives' experiment has been running since IP1. The experiment assesses the impact of differential incentives on response rates, efficiency of fieldwork and costs.

For existing (longitudinal) sample members, an advance letter is sent to every adult (and rising 16) in the household. Incentives in the form of a pre-activated Love2Shop High Street gift card are sent in the advance mailing to adults in last wave responding households. For last wave non-responding households, incentives are **conditional upon completion of the survey**; therefore, no incentives are sent in the advance letters. You will need to issue an incentive to each individual interview upon completion of the interview. The CAPI script will prompt you to administer gift cards where required.

For new entrants in existing households, if the household grid is completed face-to-face then the interviewer gives the new entrant their incentive upon completion of their individual interview. If the household grid is completed online, the new entrant's incentive is mailed to them. In both cases, the incentive amount is the same as given to other members of the household.

All adults in refreshment households are 'new entrants' to the Study. For the IP11 CAPI refreshment sample a £10 unconditional incentive is sent in the advance letter addressed to the occupier. This is intended for the person who completes the household grid and first adult interview. At the end of every individual CAPI interview the script prompts you to check with the respondent whether they received a letter with a voucher; if they say they haven't you will give them an incentive upon completion of the interview. Once again, the CAPI script will guide you.

For the IP11 WEB refreshment sample a £10 unconditional incentive is sent in the advance letter addressed to the occupier and acts as a one-off household incentive. On completion of the household grid, personalised advance emails will be sent from the office to all other adults in the household (there are no advance letters for these adults). Adults who complete their interview online will either get £15 if they complete before the early bird deadline (3 weeks after the launch of the online survey) or

£10 thereafter. Gift cards for online completions are always sent from the office.

For IP11, CAPI-first sample members who were part of the original sample at IP1 or who were introduced at IP4 or IP10 will all receive £10. Households first introduced to the sample at IP7 are divided into three roughly equal groups receiving £10, £20 or £30 – they will receive the same amount as given at IP7 (the amount will be noted on the SIS).

The remaining WEB-first sample members are also divided into three roughly equal groups. Two groups will receive £10 and £30 respectively. The third group will receive £10, plus an additional £20 each if they participate online by the early bird deadline.

7.1.3 Invitation to IP11 mixed mode experiment

This is for those in the WEB-first refreshment sample only and tests two different ways of asking for participation of other household members and two different ways of introducing the interviewer visit for those who don't complete their interview in the web-only period. Therefore, households will receive one of four variants of advance letter:

- 1) inform of invitation of other HH members, but not of the interviewer follow-up aspect in the invitation letter
- 2) not inform of invitation of other HH members, only initial respondent, and not of the interviewer follow-up aspect in the invitation letter
- 3) inform of invitation of other HH members, and of the interviewer follow-up aspect in the invitation letter
- 4) not inform of invitation of other HH members, only initial respondent, but inform of the interviewer follow-up aspect in the invitation letter.

7.2 Questionnaire experiments

Some of the IP11 questionnaire content is also experimental in design; essentially, we are trying out different ways of asking the questions. As an interviewer you should simply follow the CAPI interview which automatically routes you (or the participant in the CASI section) to the correct questions, but it may be useful to be aware of the experiments and the rationale behind them.

Some experiments test how question wording affects measurement, to find out which approach yields the most accurate/complete/reliable answers. The different versions of wording are allocated across the

sample and interviews and, to ensure the experimental design is followed as intended, it is very important to follow the best practice procedures on **standardised interviewing** covered in basic training. These are:

- you must read the questions from the CAPI screen carefully and **exactly as scripted**;
- use only **neutral probes** to identify the intended response option;
- say "whatever it means to you?" or repeat the question where the respondent is unsure about question meaning, words in the question etc.;
- retain a **professional rapport** at all times.

The following sections give a brief overview of each questionnaire experiment included in IP11.

7.2.1 EQ-5D questions

The EQ-5D is a 5-item instrument to measure health-related quality of life. A new version has been designed to improve question wording and measurement sensitivity. These questions appear in the CASI section.

7.2.2 HMRC Consents Experiment

This experiment compares the impact of placement and wording of consent to data linkage to HMRC records. For CAPI interviews these questions will be asked either early or late in the questionnaire. Respondents will be provided with additional information in the form of a leaflet with information and interviewers will also have a flowchart on the linkage process to show the respondents.

This experiment will also ask some additional questions relating to the consenting decision.

7.2.3 Improving consent to link to the electoral register – follow-up

This follows on from the electoral register linkage experiment from IP10 which aimed to test ways of asking for consent to link survey data to the electoral register. Please follow the script carefully.

7.2.4 Investigation of children's consistency in reporting their parents' occupations

The paper booklet for 10-15 year olds and CASI section for young adults will include two additional questions asking the respondent to write in their mother's and father's occupation. This information will then be converted to a SOC code and compared with the SOC code given in the adult survey.

7.2.5 Experiment to explore if competition over Public Services Decreases Support for Residency Rights of Immigrants

This study contains two experimental sets of questions that explore respondents' views towards residency rights of immigrants. Only respondents residing in England are asked these experimental questions. Both experimental sets will be asked in the standard CASI module toward the end of the survey.

In the first set of questions, respondents will be shown two hypothetical applicant profiles with different characteristics (health conditions, number of children in state schools, housing situation, country of origin, employment history and gender) and asked which of two applicants are preferred to be allowed to remain, with each set then followed by rating on a 1 to 10 scale on the belief that each applicant should be allowed to remain.

For the second set respondents are provided with a hypothetical applicant who uses public services, but varies on the location of residence of the applicant based on existing knowledge about where respondents live.

7.2.6 Don't Know/Prefer Not to Answer Response Presentation

This experiment explores the impact of the presentation of Don't Know/Prefer Not to Answer response options in electronic self-completion questions. The experiment will cover several modules contained in the face-to-face CASI module. The current format is for these options to be excluded from the initial response options. When a respondent tries to go to the next question without providing a response, the question is shown again, this time with the Don't Know/Prefer Not to Answer options available in a different colour (blue) with a prompt to select a response.

There are no initial instructions in the survey as to how questions will be asked in relation to giving Don't Know/Prefer Not to Answer responses.

7.2.7 Mobile Device Use

This module continues from IP9 and IP10, and focuses on respondents' mobile device use, specifically smartphones and tablets.

7.3 IP11 Spending Study

This experiment builds on an earlier spending study carried out between IP waves 9 and 10. Respondents will be asked a series of questions about spending behaviours, some of which have been included in prior waves of the IP, with some new questions added.

As part of the study, respondents will be asked to download and install an application on their smartphone that the respondent can use for 31 days to provide brief daily updates of their spending. An experiment is being conducted to examine the impact of when the invitation to download the app is made. Half of the households will be asked to download the app during the survey interview. For these respondents, you should be able to assist as needed. The remaining half of households will be invited to download the app for the study in an inter-wave mailing.

7.3.1 Helping respondents to download the spending app

The questionnaire will prompt you to read the following to respondents invited to download the spending diary app in the survey interview:

"We would like you to try this now. Please go to the App Store for Apple devices or the Google Play Store for Android devices and download "QMOB".

You will only need to enter a username to log into the spending study.

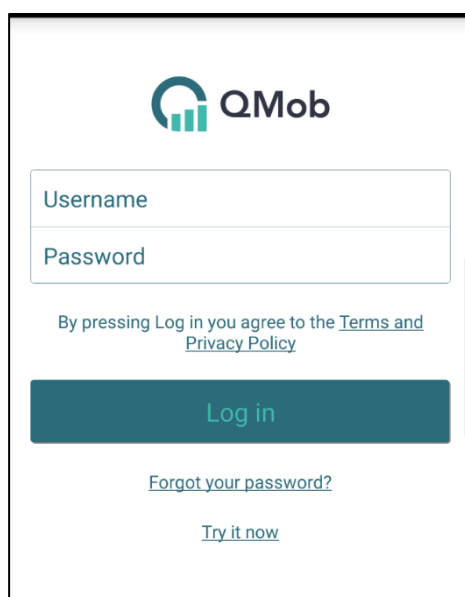
Username:

The respondent's app username will be the same as their Understanding Society web survey username.

1. Respondents need to go to the App Store (if they have an iPhone) or to the Google Play Store (if they have an Android smartphone)

and search for 'qmob' in the search box. The first option in a list of apps should be '**QMob**' with 'Meetoo Ltd' displayed directly underneath '**QMob**'. The respondent should select this, then select 'Install'.

When 'Install' is selected, a screen will pop up on Android smartphones saying the following: "QMob needs access to "Location, Photos/Media/Files, Camera, Microphone, Wi-Fi connection information". If respondents are happy to proceed, they should then click on 'Accept'. Clicking 'Accept' installs the QMob app onto the device. Access to the functions of a device is a standard information screen when downloading an app. (This screen does not pop up on iPhones, respondents can directly install the app by clicking on "Get".) Kantar will not collect any data from respondents' location, photos/media/files, camera, microphone or Wi-Fi connection information. In addition to the Spending Study survey answers, Kantar will only collect and provide to ISER information on the model/device used to complete the diary and when the app is being used (but not any personal information on or from the device). **No personally identifiable information from respondents' devices will be provided to researchers at the ISER or elsewhere.** As outlined in the information text when respondents are asked to download the app "the information you give us will be kept completely confidential, and your personal details will never be made available to researchers."





Username

Password

By pressing Log in you agree to the [Terms and Privacy Policy](#)

Log in

[Forgot your password?](#)

[Try it now](#)

2. After the app is installed an option to 'Open' the app should display. Respondents should click on this option which will then take them to the login screen (see screenshot below). Respondents **only** need to enter the Understanding Society web survey username in the 'Username' box, they **do not** need to enter anything in the 'Password' box. After they have entered their username, they should click on 'Log in' to login to the app spending diary.

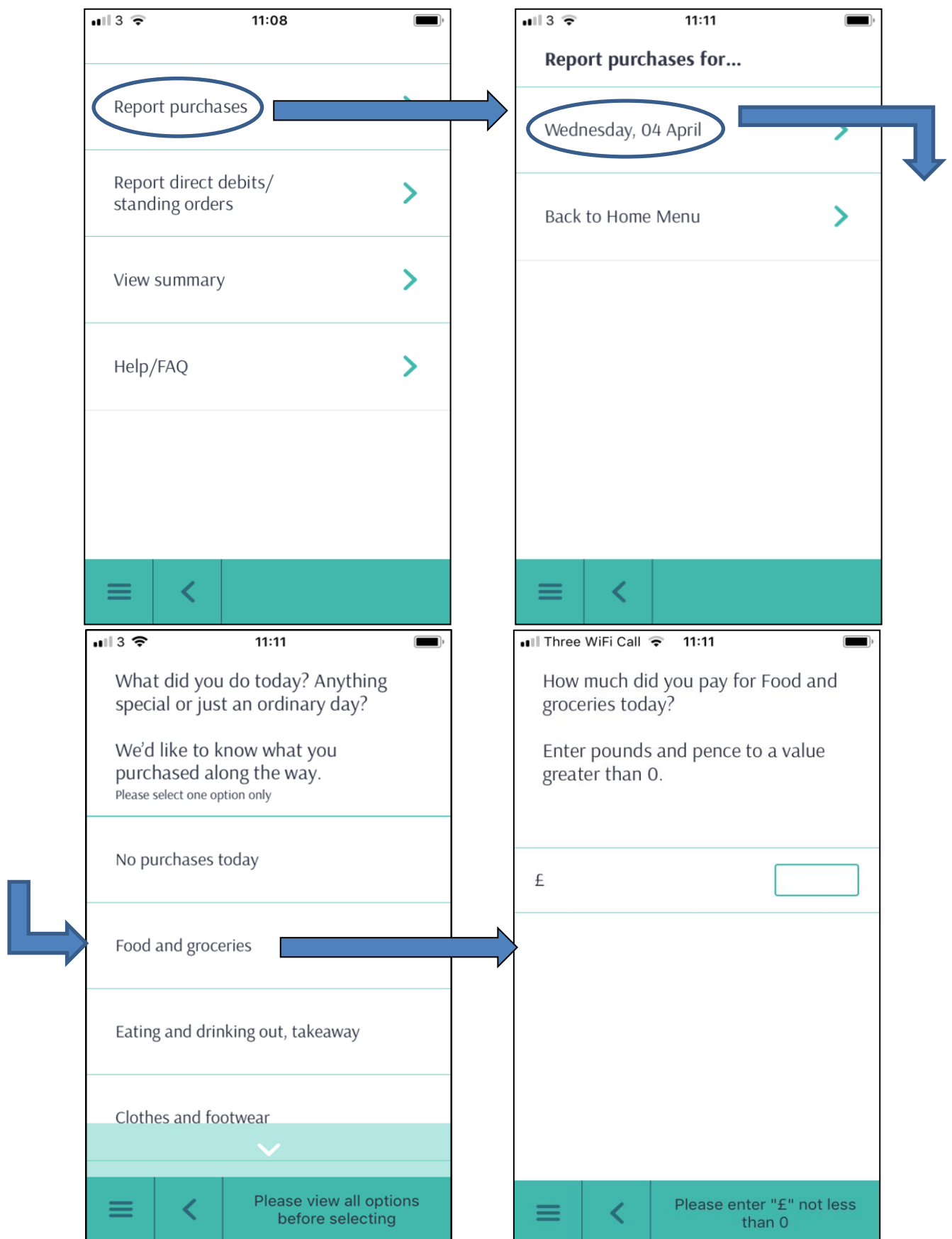
Once respondents have downloaded the app they can use it every day to record how much they have spent. We are also asking respondents to enter any direct debits or standing orders that come out of their bank account during the month – they only need to do this once. The information given will be kept completely confidential, and personal details will never be made available to researchers.

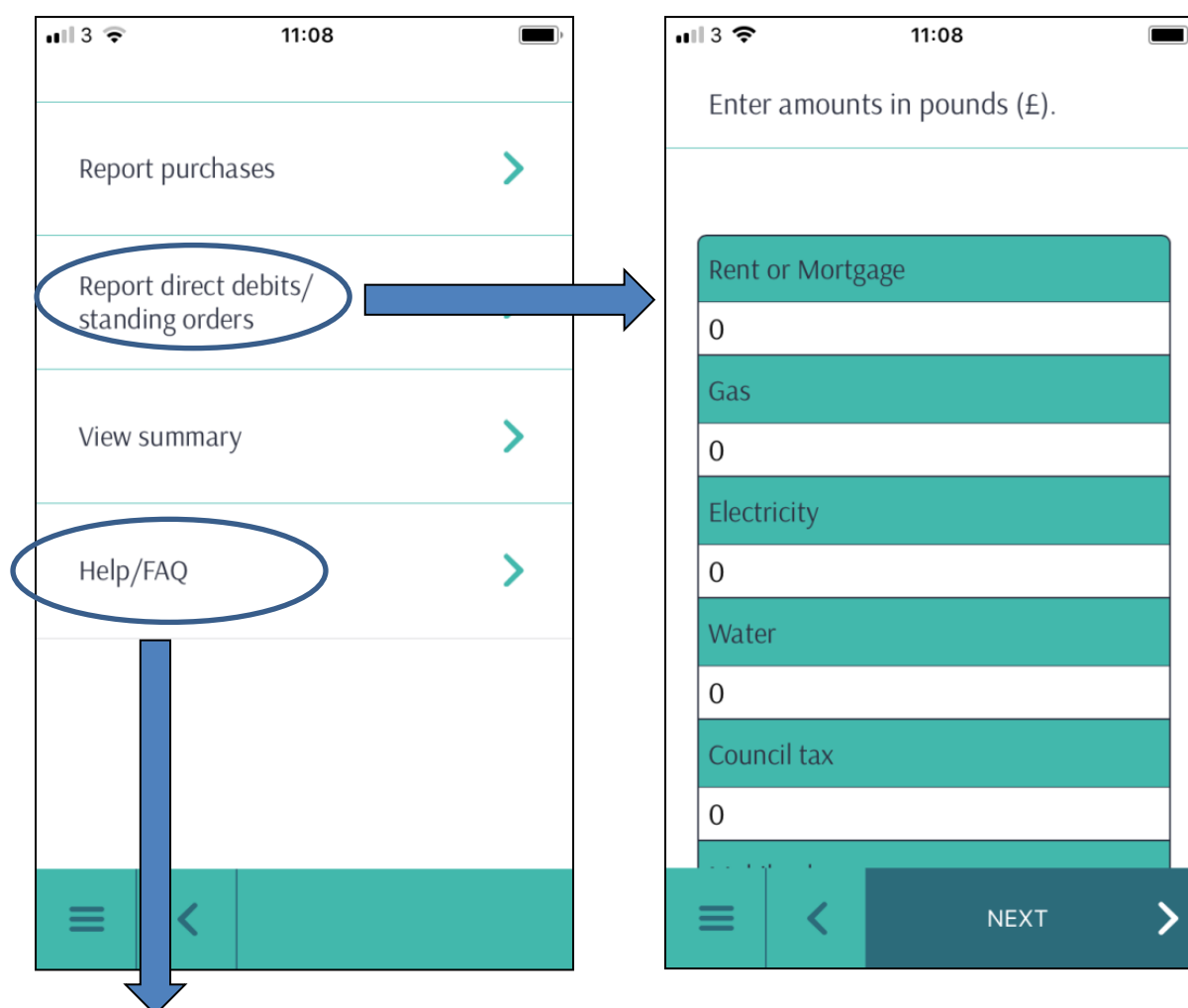
Examples of how to record information in the app are shown below. These are also included in the showcards.

If the respondent feels there is little point in participating in this study, as they do not do much or any of the purchases for the household, please encourage them to take part anyway. We will get a more accurate picture of household spending if we also collect information about people who spend little or no money. They can use the 'Report purchases' section in the app to report that they did not make any purchases.

SHOWCARD 58E (Reporting Purchases)

Apppurch





7.3.2 Spending app FAQs

There are a set of FAQs which appear within the app which respondents can read once they have logged into the Spending Study:

What do you want me to do?

Download an app on your smartphone and use it to record your purchases of goods and services for 31 days. If you did not spend anything on a particular day, you can record that using the app as well. We would also like you to record all direct debits or standing orders that will automatically come out of your bank accounts during the month.

Where can I get the app?

The app is called **QMob** and is available from the App Store for Apple devices and the Google Play Store for Android devices.

How long will it take?

It only takes a few seconds each time to use the app.

Which rewards can I earn?

As a token of our appreciation for your help, we will reward you for your participation. We will keep track of your reward account. Each day that you use the app, even if it's to tell us you didn't spend anything that day, we will add 50p to your reward account. At the end of 31 days, if you have used the app every day, you will get a bonus of £10. In addition, you will earn £1 for telling us about your direct debits or standing orders that will automatically come out of your bank accounts during the month. If you also answer a short survey about your experiences using the app, you will earn another £3. If you're able to participate each day, you can earn up to £29.50. At the end of the study, we will send you a Love2Shop gift card for the amount of your reward. You can use the gift card in a large number of shops, see

<https://www.highstreetvouchers.com/gift/where-to-spend-love2shop-cards>.

How will you look after my data?

Data will be collected by QMob and Kantar, and then securely transferred to the Institute for Social and Economic Research at the University of Essex using an encrypted online portal. Privacy policies can be found on these companies' respective websites. To preserve your anonymity, personal details, including your name, date of birth, address, and email address, are removed from the data and held securely in an encrypted database to which only a small number of people have access. The data you provide are put together with the data from other participants and, in an anonymised format, are deposited with the UK Data Service. There is no information on the data which can identify you. Any analysis is done on the whole sample, and results are often quoted in terms of specific percentages of people, and are not reported as individual answers. The collected data are made available, through the UK Data Service, to academic researchers who must register with the Data Service.

7.3.3 Spending app reminders

Respondents who do not log into the app during the interview will receive a reminder one week and two weeks after their IP11 interview (two reminders). After the second reminder, if they still haven't logged into the app they will be invited to take part via an online survey. **Do not communicate any of this to respondents within the IP11 interview.**

7.4 Audio-recording of the consent to link to HMRC consent questions

One question, asked of all respondents, will be recorded in IP11. This is the question asking respondents if they consent to have their survey data linked to records (on employment and self-employment history, income, National Insurance contributions and tax credits) held by HMRC.

The intention of recording this is to help in research on the reasons people give - or don't give - consent to data linkage, and what questions they ask. Permission to record this question will be asked at the start of the interview for all adults, but the recording will only start when you get to the consent question. The placement of the consent question varies with the HMRC Consents Experiment described in the section on Experiments.

8. Advance mailings

Advance letters are sent to all known sample members eligible to take part in the survey this year. For last wave responding households, advance letters include the respondent's incentive (£10, £20 or £30). For last wave non-responding households, advance letters will not contain incentives (incentives are conditional upon completion at IP11).

For the refreshment sample a £10 incentive will be sent in a letter addressed to the occupier. For sample members in WEB-first households, the advance letter also includes their unique username and password, as well as instructions for logging into the CAWI survey.

In your workpack, you will receive a generic advance letter which you can use on the doorstep, for example, with new household members or those who say they did not receive an advance letter.

Please refer to core instructions for further details on advance mailings.

8.1 **New entrants and enumerated adults in the refreshment sample**

Where a new entrant is identified by a household grid that is completed online, the office will send out an advance letter containing their login details. This includes adults in the refreshment sample – they are a special kind of 'new entrant'.

If you identify a new entrant by completing a household grid face to face, please go ahead and conduct the interview in CAPI. If the new entrant insists they would prefer to complete the interview online you can provide them with a username and password from the AddInfo. You will need to have completed the Household Grid and synchronised first. In these cases there will be a delay of one working day before the new entrant is able to log in, so it may be advantageous to encourage a CAPI interview.

An example of the advance letter is shown on the next page.

IP11 Advance letter example



<RESP_Name>
<Add1>
<Add2>
<Add3>
<Add4>
<Add5>
<Postcode>

Contact us:
0800 252 853
www.understandingsociety.ac.uk
contact@understandingsociety.ac.uk
<Date>

Tell us how life in the UK is changing

Dear <RESP_Name>.

Your household has been selected to take part in Understanding Society, the world-renowned research study. We would like to invite you and your household to take part in a short research interview.

Every year, we speak to thousands of helpful households across the country to build a picture of life in the UK. We ask people about things like their home and family, work and school, and health and wellbeing. The information you share helps us to understand what people think, feel and do. It also helps us to see how society is changing over time.

Leading charities, like Citizens Advice, Age UK and the Children's Society, use the data to support their work. So do universities and government. This helps them to consider the lives of real people when making decisions.

How to take part

Taking part is quick and easy. Just follow the following three steps.

1. Visit www.understandingsociety.ac.uk/society
2. Enter your username: <username> and password: <password>
3. Answer the questions in your own time

Your voice matters

Your participation will help to give a voice to your household, and thousands of people like you. You can help us understand how UK society is changing, and how to change things for the better. We rely on your goodwill and cooperation to make this study a success.

Thank you

To say thank you for taking part, we've enclosed a **£10 gift-card**, which you can spend at high-street shops like Argos, Marks & Spencer, and WHSmith. If anyone else in your household aged 16 or over takes part by <Early_bird_date> June 2018, they'll receive a £15 gift-card as well.

We look forward to hearing from you soon,


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

IP11 CAWI A

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.
NatCen Social Research, Kings House, 101-135 Kings Road, Brentwood, Essex CM14 4LX. Company limited by guarantee. Reg No. 4392438.
A Charity registered in England and Wales (1091768) and in Scotland (SC038454)

8.2 Advance emails

For the WEB-first sample members where email addresses are available we also send **tailored emails**. These contain a unique link that takes them straight into the questionnaire. This is an important advantage over typing in the Web address and then the username and password. It is another reason why it is **very important to prompt for email addresses and ensure that they are recorded correctly during the interview**.

An example of the email text is below:



We can't do without you, [NAME].

Can you spare some valuable time to help our world-leading study?

Understanding Society is a wonderful data resource. It is used by academics, students, policy makers and charities such as Age UK and The Children's Society. You are an important part of it. Your participation gives a voice to the experiences of thousands of people like you. We need to continue interviewing the same people in order to understand changes in our society.

As mentioned in my recent letter, you can complete this year's survey online. Just click [here](#).

[Click to start the survey >](#)

To say thank you for your help, we have sent you a £10 gift-card.

Your participation is entirely voluntary, but we do hope you'll be able to help us.

Please let us know if you change any of your contact details by filling out our [online form](#).

If you have any questions, please [email](#) our Participant Helpline.

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

Got a question?
Call: 0800 015 2908
help.understandingsociety@tns-bmr.co.uk

Contact us >

FAQs >

Find out more >

8.3 Additional items in the mailing

In addition to a letter, the advance mailing will include the following items:

- Incentive (£10, £20 or £30 gift card) for those in the unconditional incentive groups;
- Personalised Change of Address (COA) card (see core instructions);
- Freepost return envelope.

8.4 Reminder letters and emails

Respondents in the WEB-first group will be sent up to two reminder letters and emails periodically throughout the fieldwork period.

9. IP11 Incentives

For general information about administration of incentives please refer to core instructions.

9.1 Incentive amounts

Not all sample members at IP11 receive the same incentive amount. See Section 7.1.2 for more details on the Incentives experiment.

All members of a household are allocated to the same incentive group. That means that all members of a household should receive the same incentive amount. This includes re-joiners, new entrants and split-off households.

9.2 When to issue incentives

Most adult participants in the longitudinal sample will receive their incentive as part of their advance mailing. For others you will be required to hand out the incentive and will be provided with a supply of gift cards as part of your fieldwork kit. Those who you will need to provide gift cards to include:

- **New entrants/re-joiners** will not have received an incentive in the advance mailing and you will be required to issue a £10, £20 or £30 gift card (depending on the household's incentive group). You will be prompted to hand out the incentive at the end of the CAPI script – this will also tell you the value of the incentive. Everyone in a household is in the same incentive group. Please note that incentives for new-entrants are always conditional so are only to be issued where they have completed an interview.
- **For the refreshment sample**, an advance letter with the £10 incentive is sent addressed to 'The Occupier'. At the end of the interview you will ask the respondent whether they received the advance letter with a gift voucher, if they say yes you will be prompted to close the interview; if they say no you will be prompted to hand out the incentive at the end of the CAPI script.
- **10-15 year olds** should be issued a £5 gift card when you give them the youth paper self-completion questionnaire.

- Those in conditional groups (see SIS)

In addition, there may be some respondents who should have received an incentive in their advance mailing who say they did not receive it. In these cases you will need to code at the end of the interview that they did not receive their letter and you should then issue them a gift card. Please let the participant know that it will take around 2 working days for the card to be activated.

Please make sure that you accurately enter the gift card code into the CAPI script when prompted.

No incentives are offered for proxy interviews.

10. Contacting the household

General information about call patterns and contacting longitudinal households is in core instructions.

11. Introducing the study

Please refer to core instructions for more details. For further information on how to introduce the survey to refreshment sample households please refer to Section 15.

For some frequently asked questions and answers, please consult the '*Understanding Society: Information for Participants*' leaflet and also refer to the 'Introduction' of these instructions for the background information on the study.

12. Who to interview

12.1 Eligible adults aged 16+

The CAPI script determines the eligibility of individuals once you have completed the Household Grid. Generally, you will be interviewing **everyone aged 16+ who is part of the household**; regardless of whether or not they have been interviewed previously i.e., they could be a new entrant to the household or a re-joiner.

Please refer to core instructions for more details.

12.2 Children aged 10-15

You will also give out **green** paper self-completion booklets to young people (aged 10-15).

Please refer to core instructions for more details.

For web interviews, a self-completion questionnaire will be posted out from the office for any eligible young people, once the household grid has been completed. Therefore, if you are visiting any partially complete web households, you may find that the youth questionnaire has already been received. Please carry spares just in case.

13. Movers and split households

For the longitudinal sample you may find that, since the previous wave, some households have moved, and some households have split, i.e., not everyone in the household from the last wave lives together any longer.

Possible scenarios, and how to deal with them are in core instructions.

14. The Electronic Contact Sheet (ECS)

14.1 Introduction to the Electronic Contact Sheet

Please refer to core instructions for more details.

It is important that you record **every** contact made with an address on the ECS.

The information you record on the ECS needs to be sent back to us electronically **at the end of each working day**. You should also send back any audio files from completed interviews as instructed by your field manager (see Section 7.4 for further details on the audio recording experiment).

The addresses in your assignment are listed on the eReps grid.

To enter call details for an address you should click on the address line and press the 'Start Screener/Int' button. **You should always start the interview via screen 0 to complete the household grid before**

doing anything else. If you receive a new telephone number in screen 0 (q14 as part of ECS), this will now be displayed in eReps. It can be found in additional info> newaddress2_Telephone for the individual concerned.

The household grid, household questionnaire and status summary screen are on screen 0.

Individual interviews are completed on screen 1 onwards (one screen per individual) with potential re-joiners appearing on screens 17 onwards.

14.2 Final outcome codes – main adult interview

A full list of IP11 outcome codes is in Section 22

You must report a Final Outcome Code for each of the household serials that have been issued to you – whether or not you have actually achieved an interview.

A Final Outcome Code should only be completed after you have made ALL your calls at an address.

If you obtain an interview at the sample address the ECS should automatically populate a full/partial interview outcome in the eReps grid.

14.3 Interim codes

Please refer to core instructions for more details.

Every call at an address must be recorded with either an interim or a final outcome code depending on which is appropriate. **If an individual/household intends to complete online, this is an interim outcome.**

A full list of outcome codes is given in Section 22 below.

14.4 Observations at issued address

All questions in this section should be answered **before** making contact with the address and **not** changed once completed.

The following rules apply for completing observation questions:

- If the whole household is completed online before the start of CAPI fieldwork you will not need to complete the observation questions (these serial numbers won't be in your EReps).
- If the household is incomplete you will need to answer these questions as you will be visiting the household to complete interviews with any outstanding sample members.
- If the whole household refuses or completes online after the serial number appears on your EReps then you should only complete the observation questions if you are in the area (within a 5-minute walk/drive).

You do not need to complete the observation questions for deadwood addresses. You should attempt to complete these questions for office refusals but do not make a special trip just to complete the observation questions for households you know you will not be doing any interviewing at.

15. Working the refreshment sample

For the refreshment sample assignments you will be allocated 14 addresses - 7 issued as CAPI-first and 7 WEB-first.

WEB-first addresses will be issued around 3 weeks before CAPI-first sample addresses so on the date face-to-face fieldwork starts you will receive:

- 7 CAPI-first addresses
- Any unfinished WEB-first sample. This could be serials where the grid and some individual interviews have been done online or wholly un-started addresses.

Other than in Scotland, refreshment sample is only being worked by NatCen interviewers which allows interviewers to focus on one sample type only.

We are targeting a 40% household response rate for the refreshment sample which means on average that we will need to achieve 6 productive households from the 14 issued. As always, you should try to get as many interviews as possible from the households issued.

Before coding a final 'no contact' outcome you must make at least 6 face to face visits to the address, on different days. These must include at least three visits on a weekday evening or at the weekend (and at least one evening & at least one weekend).

15.1.1 Identifying deadwood in the ECS

When you log a first visit in the ECS you get asked whether the address is 'traceable, residential & occupied', if this is not the case the address is deadwood and you will be routed to the outcome screen to select the relevant unproductive outcome code.

15.1.2 Dwelling unit selection

In many of our studies if there is more than one dwelling unit at an address we randomly select just one to conduct the interviewing in. For the refreshment sample the procedure differs; we want to attempt to interview at **up to three dwelling units** so you should make contact with someone at the address to find out how many dwelling units there are.

For example, one of your addresses may be 15 Church Street. However, when you visit this address you find that it has recently been split into three small flats – 15a, 15b and 15c Church Street.

A dwelling unit (DU) is a living space with its own front door – this can be either a street door or a door within a property. Usually there is only one dwelling unit at an address. If there are two or three DUs at a property you will need to enter a unique description of each DU (e.g. flat number) into the ECS. You can use the serial you currently have to do the interviewing at one of these DUs, and you will need to wait until you are issued with additional serials for the other DU(s). Once you synchronise your outcomes the process of creating new serials for the other DUs will begin; you will usually need to wait 2-3 days for these to appear in your eRep grid.

You can choose which DU of those selected to start at (i.e. where to use the original serial). It makes sense to start at a household where you have already made contact – so you can conduct an interview / make an appointment straightaway.

If there are four or more DUs you will need to enter a unique description of each DU (e.g. flat number) into CAPI, the CAPI will select 3 DUs for

you. You can use the serial you currently have to do the interviewing at one of these DUs and you will need to wait until you are issued with additional serials for the other three or more DUs.

Below is how the dwelling unit selection appears in the CAPI script:

DWELLINGS

INTERVIEWER: Three dwelling units have been selected for interview at this address:
- FLAT 1
- FLAT 2
- FLAT 3

If you are speaking to someone from a Dwelling Unit NOT listed above, thank them and let them know you do not need to speak to them any further.

You can use **THIS** serial to do the interviewing at **ONE OF THE ABOVE** dwelling units. You can choose which of these dwelling units you use this serial for below.

Your e-reps grid will be updated with another two dwelling unit serial numbers in the next two working days. Once this has happened you should use these new serial numbers to interview at the other dwelling unit(s).

WHICH DWELLING UNIT DO YOU WANT TO USE THIS SERIAL (973505) FOR?

☐ FLAT 1

☐ FLAT 2

☐ FLAT 3

In cases of addresses with more than one DU, the information in the Erep grid will be updated so that you can identify which serial is for which DU. The address line will be updated, and you can also hover over the postcode to see the full address and you can go into “Open all call history” to see further details.

When you go into screen zero after the DU has been selected a screen will appear also confirming which DU this serial is for:

Dwell

You should conduct the interviewing at the following dwelling unit: **FLAT/ HOUSE 1st floor flat**

You should conduct the interviewing with the following household: Simpson Family

15.1.3 Household selection

In some rare cases a dwelling unit may include more than one household.

You should count a group of people as a household if they:

- a) Share one meal per day; or
- b) Share living accommodation; and
- c) Have the same address as their main residence

For the refreshment sample we want you to attempt to interview at **up to three households** within each dwelling unit. The process works in exactly the same way as for DUs, the ECS will take care of the random selection if there are more than three households. If there are two or more households you can use the existing serial for one of these but you will need to wait until you have been issued additional serials for the other households.

15.1.4 Introducing the survey

Refreshment sample households will be new to the study so it is important to spend more time introducing the survey and encouraging participation. Please make sure that you are prepared before you knock on the door. You should have an opening line ready and have thought of ways to tailor your introduction to the characteristics of the respondent. The ECS includes our suggested introduction to the study:

Good afternoon/evening. My name is [NAME] (SHOW ID CARD). I'm working on the Understanding Society study for the University of Essex. We recently sent a letter to this address about the study so I hope you were expecting my call.

IF NECESSARY:

The study covers important subjects such as your health, your neighbourhood, your opinions, your family and your job, and will create a lasting record of who we are and what we believe.

The information collected can inform Government policy and is used by academics, policy-makers and researchers working for charities and the voluntary sector in this country and abroad.

You will need to use your expertise and experience when introducing the study and highlight different areas of the study as you feel is appropriate. It is therefore important that you make yourself very familiar with IP11 so that you can easily answer questions and know how to respond to common refusals. The case studies issued in your assignment packs are designed to help you with introducing the study and 'warming up' people to take part, please use them accordingly. They, along with the

participant communications, have been updated to better fit the needs of a refreshment sample. They should aid you in encouraging participation by providing clear examples of how the survey results have been used. You should also familiarise yourself with further examples of who uses the data and how by regularly visiting the Understanding Society website: www.understandingsociety.ac.uk/participants

It is also worth remembering that due to the Invitation to IP11 mixed mode experiment not all will be expecting your visit and not all will be aware of the household requirement. See 7.1.3 for more details.

15.1.5 Interviewing complete households

All adults within households need to be interviewed. It is very important that as far as possible we obtain fully productive households where all adults are interviewed. In trying to obtain full household participation among refreshment sample households it is vital that you stress that this is a household study and that we are interested in how members of the household influence each other, for example how decisions about one person's work and working hours affect others in the household.

16. Sample Information Sheet – longitudinal sample only

For the longitudinal sample, a Sample Information Sheet has been provided to you which contains extra information that may prove helpful when contacting the household and planning the interview. You have been given one SIS for each address in your issued longitudinal sample.

The SIS is based on the information from the sample member's last interview. However, as circumstances change, this information may be out of date by the time the case is issued to you.

You will receive one SIS for all longitudinal households in your assignment including all web-first households. If these households subsequently complete the survey online in the first four weeks of fieldwork you will not need to contact them and they will not appear in your ereps grid.

The SIS is for your own use only; it should not be shown to the respondents or anyone else. If you choose to write any additional confidential information about respondents on to the SIS, please ensure you take great care with it.

Please note that no information on the refreshment sample will be available in the SIS; household information for this sample will be contained on the Assignment Sheet.

Once you have fully completed your assignment, all materials with sample information should be **confidentially** destroyed.

17. Tracing sample members – longitudinal sample only

It's vital that we re-contact and interview as many sample members as possible. We will follow and attempt to interview any sample member who has moved except those who:

- Have left the UK (they may be eligible at a later date if they return);
- Are in prison;
- TSM only households.

We will also attempt to locate untraced movers from IP10.

Please refer to core instructions for more details.

You are expected to make reasonable attempts to contact and /or trace the sample members; this may require more than one visit.

In general, if the household has moved to a new address within 15 miles of the original address, or is closer than that address to your own home you should attempt the interview at the new address (and be prepared to follow up further moves). You should check this with your Field co-ordinator if you are unsure.

17.1 Split-off households

Please refer to core instructions for more details.

Suspected split-offs will be included in the original IP10 household (rather than being put in a separate household) and this will be indicated on Sample Information Sheet (SIS) under the 'Suspected split-off mover?' heading.

For suspected split households, you MUST visit the original household first and confirm that the sample member is no longer resident at the address.

18. The interview process

18.1 Overview of data collection instruments

Please refer to core instructions for more details.

18.2 Planning your work/tracking progress

If you have a large household you are very likely to have to make multiple trips to complete all interviews and to collect youth self-completions.

18.3 Proxy interviews

Please refer to core instructions for more details.

18.4 Recording contact details

It is hugely important that we obtain and maintain as much contact information as possible about the respondents. One of the biggest challenges for longitudinal studies is finding people who have moved since their last interview. The more information we can collect about how to contact them at this interview, the better chance we have of finding them in the future.

Please refer to core instructions for more details.

18.5 Collecting details about respondents' occupations

The job description the sample member gave at the previous interview will be fed forward. Please confirm whether it is still correct and amend if it has changed. For new entrants to the household and all respondents in the longitudinal sample you will be required to record their job description as described below.

For *Understanding Society* there is a requirement to code the Standard Industrial Classification (SIC) to 4 digits rather than to the standard 2. To code to 4 digits, the Operations team needs more detailed information.

Please refer to core instructions for more details.

18.6 Adult CASI

Adults will be asked to complete a CASI interview during their CAPI. Please refer to core instructions for more details.

18.7 Youth self-completions

Paper self-completions are only administered to young people (aged 10-15). The questionnaire is an A5 booklet with a **GREEN** cover. Please make sure you are using the right one, it should have **IP11** in the bottom right hand corner.

Please refer to core instructions for more details.

Incentive

There is an **unconditional** incentive of a £5 gift card for young people to complete the self-completion.

Please do make every effort to collect the self-completions in person, either when you return to the household to complete other appointments or if you are in the area (though you should not make a special visit just to collect the youth booklet).

18.8 Consent for linking to administrative records

At IP11, we are asking for the following consents for linking to administrative records:

- Consent to link to records held by the Her Majesty's Revenue and Customs (HMRC). These records include details of employment and self-employment history, income, National Insurance contributions and tax credits.
- Consent to link to electoral register records

The CAPI script will prompt you if you need to ask for consents.

For the consent to link to records held by HMRC, the CAPI script will prompt you to give the respondent an economic consent information leaflet to read before giving consent (called 'Information on adding economic records'). **Please ensure that you give the correct leaflet.**

Please refer to core instructions for more details.

18.8.1 The CAPI questionnaire

There are several components to the CAPI questionnaire, which are covered in detail in core instructions.

18.9 Household Grid and questionnaire

Please refer to core instructions for more details.

18.10 Feed forward information

Please refer to core instructions for more details.

18.11 Individual CAPI interviews

Please refer to core instructions for more details.

Some of the topic areas will only be asked of certain people such as those new to the household, re-joiners or those who have never been interviewed before. Section 23 lists all the questionnaire modules and the conditions under which they are asked.

It is important to note that some of the topic areas covered in CAPI are sensitive and should be treated accordingly. The areas that some sample members might find particularly sensitive are fertility (including pregnancy and child birth history questions), previous relationships, financial questions (such as savings and investments) and benefits. For these reasons, it is extremely important that wherever possible you interview the sample member alone and in private so they feel comfortable providing you with this information. It also helps to reassure them that the information they give you is confidential and no-one else will be seeing their answers.

Please familiarise yourself with the different types of **benefits** listed in the core instructions to be able to answer queries from respondents in the module 'Unearned income and state benefits'.

Please note that '**winter fuel allowance/payment**' does not count as a type of benefit for *Understanding Society*, and does not have to be recorded here.

18.12 Unproductive and proxy interviews

Please refer to core instructions for details on proxy interviews.

The individual level IP11 outcome codes can be found in Section 22.

19. IP11 workpack

Your workpack will be sent in the post. It will include a kit list of how many copies of each document you should receive for working your assignment. If anything is missing or you need extra copies, contact your Field Co-ordinator.

20. Admin and return of work

20.1 Before you start work

You should read these instructions carefully and go through the questionnaire a few times to make sure that you are used to the interview process and the various instructions and so that you are also aware of the sort of questions that appear in the self-completion section.

Also ensure you are comfortable with the ECS and have made a number of 'practice calls' before you go out. Refer to the ECS Guidelines and contact the CAPI Helpline if you have any questions.

In addition, you should ensure that your computer batteries are fully charged. If you have a spare battery, then you should charge it up and take it along as well.

The CAPI name used for all functions (logging your ECS calls, completing the HH Grid and the HH Interview) is UIP11.

20.2 Connecting

You **MUST** get into a regular habit of connecting each day before you work on *Understanding Society*. The office will telephone with any opt-outs or cancelled appointments.

You will also need to connect in order to pick up any split households or movers. The Status Summary Screen will also be updated overnight for any WEB completions.

20.3 Return of work

After each day's interviewing, you should complete your DAYREC and synchronise both your DAYREC and all your interviews overnight. It is essential that you send back your DAYREC along with your completed interviews in a timely fashion. This applies to Kantar interviewers only.

All unused branded materials should be returned to the office – including all youth booklets (used/unused), consent leaflets, unused gift cards, the Sample Information Sheets and any other documentation.

20.4 Payment

Please refer to the Paychart in your workpack for details on pay.

If you have any queries about anything covered by these instructions please contact your Regional Team - they should **always** be your first point of contact if you have any field issues and you should contact the CAPI Helpline if you have any technical issues.

21. Practice cases and Practice CAPI

You must complete several Practice Interviews before you start work.

The IP11 Practice Capi script is UIP11PR. ALL PRACTICE INTERVIEWS MUST BE CONDUCTED UNDER THIS CAPI NAME.

To conduct a Practice Interview,

- In your eRep Grid go to UIP11PR
- Select one of the test serials you have been assigned
- Click on START SCREENER INT (do not click on PRACTICE)

Complete AT LEAST 2 practice HHs with 2 16+ Individual interviews before beginning your assignment.

THIS MUST INCLUDE A NEW ENTRANT. The schools' lookup database will be read in the first time you complete an interview with a new entrant. This can take several minutes to load so we would like interviewers to do this as part of their practice interview.

Familiarise yourself with:

- ECS script for various scenarios
- Movers, refusals
- Individual interview
- Individual Interview for Rising 16 (16 year old Individual)
- Data linkage material
- Logging the administration of the Youth questionnaire
- Youth questionnaire content

The practice serials cover a range of household sizes, ages etc.

22. IP11 Outcome codes

Code	Description
1	Not yet built / under construction
2	Derelict/demolished
3	Vacant / empty housing unit
4	Non residential address
5	Communal establishment / institution
6	Not main residence
18	HH OFFICE APPROVAL ONLY: Issued but not attempted
19	Other ineligible
20	HH Address inaccessible
21	HH Unable to locate address
24	HH Unknown if named HH members at address - Info refused
25	HH Unknown if named HH members at address - No Contact
26	HH Unknown if named HH members at address - OTHER REASON
27	HH Unknown if eligible person due to language barrier
29	HH Contact made - Other Ineligible
40	HH No contact with anyone at address
41	HH Contact made but not with a responsible resident
50	HH Office refusal
51	HH Contact made. All info refused (1+ HH members at address)
52	HH Refusal before Grid interview (HH ELIGIBLE TO TAKE PART)
60	HH Contact made but no subsequent contact
63	HH Broken appointment - no recontact
64	HH Whole household - Ill at home during survey period
65	HH Household away or in hospital during survey period
66	HH Household physically or mentally unable/incompetent
67	HH Language difficulties with HH as a whole
69	HH Other unproductive
70	HH Completed HH & all eligible HH members
71	HH Completed HH & at least 1 individual interview
72	HH Completed HH Interview but no individual interviews
73	HH Completed HH Grid and at least 1 IV Int but no HH Int
74	HH Completed enumeration grid only
78	HH Interview - Data lost/corrupted. Int could not be redone
79	HH Interview - Household requested data to be deleted
81	HH Untraced-add unknown. No more tracing poss by TNS/client
82	HH Follow up address is in GB but is outside area
85	HH All respondents no longer eligible - died
86	HH All respondents no longer eligible - live outside UK
89	HH Untraced -no more tracing poss by int (office check done)
90	HH Follow up address is in NI or Scotland
96	HH CAWI not complete
110	INTERIM No contact at address (no selection done yet)

111	INTERIM - Contact made at address but need to call back
201	HH Household no longer eligible - TSM's only
202	HH Household no longer eligible - merged with another HH
203	HH Household has already completed the survey via CAWI (web)
204	HH Split created in error - office deletion
205	HH Office use only: Not issued to interviewer
206	HH Household no longer eligible - IVs died/abroad. No TSMs
210	HH Unproductive- no IV ints(IVs within HH- all unproductive)
300	HH No phone number provided for respondent
301	HH Always ringing. No voicemail or no response on pick up
302	HH Always busy/engaged line
303	HH Always fax/modem/data line/pager
304	HH Technical phone problems
305	HH Out of service or disconnected
306	HH Always answerphone/voicemail
542	IV No contact with adult sample member
543	IV Parental consent required for 16/17yr old- NC with parent
550	IV Office refusal
552	IV Refusal before interview
553	IV Proxy refusal
554	IV Parental consent required for 16/17yr old- parent refused
555	IV Refusal during interview
557	IV Issued adamant refuser - Interview not required
560	IV Contact made but no appointment made
563	IV Broken appointment - No recontact
564	IV Ill at home during survey period
565	IV Away or in hospital all survey period
566	IV Physically or mentally unable/incompetent
567	IV Language difficulties
569	IV Other unproductive
570	IV Full adult interview
571	IV Full proxy interview
575	IV Partial adult interview
576	IV Partial proxy interview
578	IV Interview - Data lost. Interview could not be redone
579	IV Interview - Respondent requested data to be deleted
581	IV Untraced-add unknown. No more tracing poss by TNS/client
582	IV Moved within GB but outside assignment area
585	IV Individual has died
586	IV Moved outside of UK
587	IV In prison
588	IV In armed forces accommodation or institution
589	IV Untraced- no more tracing poss by int (office check done)
590	IV Moved to NI or Scotland

597	IV TSM - all OSM/PSM moved out from HH (TSM not eligible for
598	IV TSM - Moved out separately from any OSM/PSM (no tracing)
599	IV MOVER - SPLIT OFF CREATED
601	IV Adult in non-contacted household
602	IV Adult in refusal household
603	IV Adult in other non-responding household
604	IV Unknown if Adult in household - no contact
605	IV Unknown if Adult in household - refusal
606	IV Unknown if Adult in household - other reason
611	IV Youth - Paper qnaire NOT placed/completed. NC with Youth
612	IV Youth-Paper qnaire NOT placed.NC with Parent(no consent)
613	IV Youth - Paper qnaire NOT placed/completed. Youth Refusal
614	IV Youth - Paper qnaire NOT placed/done. Parent Refusal
615	IV Youth - Paper qnaire NOT placed/completed. Proxy Refusal
616	IV Youth - Paper qnaire NOT placed/completed. OTHER REASON
617	IV Youth - Paper qnaire to be returned by Youth/HH
621	IV Child under 10 in non-contacted household
622	IV Child under 10 in refusal household
623	IV Child under 10 in other non-responding household
624	IV Unknown if Child under 10 in household - no contact
625	IV Unknown if Child under 10 in household - refusal
626	IV Unknown if Child under 10 in household - other reason
701	IV Youth in non-contacted household
702	IV Youth in refusal household
703	IV Youth in other non-responding household
704	IV Unknown if Youth in household - no contact
705	IV Unknown if Youth in household - refusal
706	IV Unknown if Youth in household - other reason
710	IV Full youth interview
720	IV Partial youth interview
750	IV Ineligible for interview - aged under 10
751	IV Ineligible for adult interview - aged under 16
800	HH Untraced - int completed tracing (office check pending)
801	HH INTERIM HH not at address. Int still trying to trace
802	HH INTERIM HH not at address. New address collected in area
803	HH Household intends to complete on the web
804	HH INTERIM Household Grid started. Not yet complete
805	HH INTERIM Househld Grid COMPLETE
806	HH INTERIM HH Int started but not complete (GRID Complete)
807	HH INTERIM Household Interview COMPLETE
808	HH INTERIM Lost interview. TO BE REDONE
809	HH INTERIM Contact made - conducting Individual interviewing
810	HH INTERIM No contact made with anyone (SCREENING NOT COMP)
811	HH INTERIM Contact made-int to call back SCREENING NOT COMP

812	HH INTERIM No contact made this call (HH GRID DONE)
813	HH INTERIM Contact made - call back (FTF) (HH GRID DONE)
814	HH INTERIM No contact- valid dial tone (HH tel) (NO HH GRID)
815	HH INTERIM Contact - to call back (TEL) (HH GRID NOT DONE)
816	HH INTERIM No contact-valid tone (HH tel) (HH GRID DONE)
817	HH INTERIM Contact made - call back (TEL) (HH GRID DONE)
818	HH INTERIM No contact - disconnected/no dial tone (HH tel)
819	HH INTERIM No contact with Stable Contact (SC FTF)
820	HH INTERIM No contact with Stable Contact (SC Tel)
821	HH INTERIM No contact with neighbour
822	HH INTERIM No contact with other (O tel)
823	HH INTERIM Contact with Stable Contact (SC FTF)
824	HH INTERIM Contact with Stable Contact (SC Tel)
825	HH INTERIM Contact with neighbour (Nbr FTF)
826	HH INTERIM Contact with other contact (O Tel)
827	HH INTERIM Letter posted for Stable Contact
828	HH INTERIM Letter posted for Other
829	HH INTERIM Stable Contact NOT available on this number/addre
830	HH INTERIM Obs to be recorded (Final HH & IV outcomes done)
831	HH INTERIM Office Refusal recorded for an INDIVIDUAL
835	HH INTERIM Appointment arranged (SCREENING NOT YET COMP)
839	HH Interim Able to code final outcome but still pursuing
840	HH INTERIM Min visits made
850	IV Untraced - int completed tracing (office check pending)
851	IV INTERIM Not at address. Int still trying to trace
852	IV INTERIM IV not at address. Collected new add in area
853	HH More than one dwelling unit at address - SPLIT REQUIRED
854	HH More than one HH at dwelling unit - SPLIT REQUIRED
858	IV INTERIM Lost interview. TO BE REDONE
860	IV INTERIM Parent consent 16/17yr old-consent yet to collect
861	IV INTERIM Youth - have consent but qnaire yet to be given
862	IV INTERIM Youth-Paper qnaire NOT yet given(no consent yet)
863	IV INTERIM Youth-Paper qnaire NOT yet given(consent given)
864	IV INTERIM Youth - Paper q'naire given but not yet collected
875	IV INTERIM IN PROGRESS Usable Partial Individual Interview
877	IV INTERIM Interview started but not yet complete
880	IV INTERIM Appointment arranged
883	IV Individual intends to complete on the web
900	Within area but I am unable to complete (CONTACT OFFICE)
901	IV NA - NO INDIVIDUAL ASSOCIATED WITH SCREEN (HH GRID DONE)
902	IV NA - NO HH GRID
907	HH CAWI FULLY completed via CAWI
960	IV Did not complete online
970	IV CAWI FULLY completed via CAWI

23. List of IP11 questionnaire modules

No.	Module description	Who gets asked the questions
1	Web login	ALL – CAWI only
2	Household enumeration	ALL
2b	Web invitation	Web-first refreshment sample households with more than one person enumerated in the household enumeration.
3	Deriving grid variables	ALL
4	Household questionnaire	ALL - one person per HH
5	Individual intro module	ALL
7	Request to record	ALL
8	Demographics	ALL
9	Initial conditions	New entrant/never interviewed
10	Consent additional questions	ALL
11	Own first job	new entrant never interviewed (excluding rising 16 year olds) and current economic activity is not employed or self-employed
12	Educational aspirations	Full time student
13	Young adults	Young adults (aged 16-21)
14	Family background	proxy last wave, non-interviewed adult or new entrant never interviewed, excluding rising 16 year olds
15	Ethnicity and national identity	New entrant never interviewed
16	Religion	New entrant never interviewed or religion brought up in is missing or religion NI brought up in is missing
17	Annual event history	Interviewed at prior wave or has been interviewed previously
18	HMRC consent early	Where mode is face-to-face and in the 'consent early' experimental group (half the sample)
19	CASI start early	All where mode is face-to-face in the 'early' CASI group
20	CASI: HMRC Consent Early follow up	All where mode is face-to-face and agreed to early self-completion and HMRC consent location is 'early'
21	CASI: Health-related quality of life (EQ-5D) three level early	All where EQ-5D condition is early and early version is three level or EQ-5D condition is ask both three level and five level and early version is either three level or five level
22	CASI: Health-related quality of life (5Q-5D) five level early	All where EQ-5D condition is early and early version is five level

23	CASI early end	All where mode is face-to-face in the 'early' CASI group
24	Disability	ALL
25	Health conditions	new entrant never interviewed
26	Health service use	ALL
27	Smoking	ALL
28	Caring	ALL
29	Partnership history	new entrant never interviewed, excluding rising 16 year olds
30	Current employment	ALL
31	Employees	Employees
32	Self-employed	Self-employed
33	Job satisfaction	Employed
34	Electoral consent follow up	All in electoral consent linkage opt-out experimental group
35	Non employment	Did no paid work in the last week and does not have a job
36	Mothers return to work	Female respondents
37	Second jobs	ALL
38	Childcare	All with children under 15
39	Unearned Income & State Benefits	ALL
40	Household finances	ALL
41	HMRC Consent Late	All where mode is face-to-face and consent condition is to ask HMRC consent late; all where mode is web
42	CASI start	ALL where mode is face-to-face
43	HMRC Consent Late follow up	All where mode is face-to-face and consent location for face-to-face is easy or consent location for standard consent is late and has agreed to late self-completion OR mode is web.
44	CASI: Health-related quality of life (EQ-5D) three level late	Mode is face-to-face and has agreed to self-completion OR mode is web and EQ-5D condition is three level and late
45	CASI: Health-related quality of life (5Q-5D) five level late	Mode is face-to-face and has agreed to self-completion OR mode is web and EQ-5D condition is five level and late
46	CASI: Satisfaction	Mode is face-to-face and has agreed to self-completion OR mode is web
47	CASI: Conjoint immigration	Mode is face-to-face and has agreed to self-completion OR mode is web
48	CASI: Loneliness	Mode is face-to-face and has agreed to self-completion OR mode is telephone OR web
49	CASI: Mobile device use (short)	Mode is face-to-face and has agreed to self-completion OR mode is web AND uses internet
50	CASI: Young Adults	Mode is face-to-face and has agreed to self-completion OR mode is telephone OR web AND aged 16-21

51	CASI: SF12	Mode is face-to-face and has agreed to self-completion OR mode is telephone OR web
52	CASI: GHQ	Mode is face-to-face and has agreed to self-completion OR mode is telephone OR web
53	CASI: Child Development	Mode is face-to-face and has agreed to self-completion OR mode is web AND has at least one child aged 3, 5 or 8
54	CASI: Non resident relationships	Mode is face-to-face and has agreed to self-completion OR mode is telephone OR web AND experimental condition DKCOND has been applied
55	CASI: Don't know experiment additional questions	Mode is face-to-face and has agreed to self-completion OR mode is web AND experimental condition DKCOND has been applied
56	CASI: End	Mode is face-to-face
57	CASI: End interviewer question	Mode is face-to-face and has agreed to self-completion and EQ5D condition is both 3L and 5L
58	Spending	All
59	Respondent Contact Details	ALL
60	Stable Contact Details	ALL
61	Web End of interview	Mode is web
62	Interviewer observations	Mode is face-to-face OR telephone
63	Proxy	Proxy interviews only

24. AddInfo in the ECS

24.1 What is AddInfo

AddInfo is a table of data items that are used at various points within the questionnaire or for producing the SIS, advance letters or emails. Items with the prefix "ff_" are feed forward variables ie data items collected from the last wave of interviewing or updated between waves. These items form part of the sample information provided by the University of Essex. Other items are created by Kantar and are used by the Sampling and Field departments to allocate and manage fieldwork.

24.2 How to access the AddInfo?

- Open EReps and click on the Screen number you want to view the AddInfo for. In the row for "Selected Respondent" there is a button for "Open all Call History"
- Click on "Open all Call History". This brings up the Call History for that serial number. The AddInfo button is in the centre bottom.
- Click on "Additional info". Use the vertical scroll bar to see all variables.

To close the AddInfo screen: click the red button "x" in the top right.

24.3 Where can I find full names, DoB, telephone numbers and login details?

Many of the data items are used to populate fields within questions during the interview eg relationships and job description. Other useful items are those that show the full details for the items on the anonymised SIS eg:

Full name: *ff_forname, ff_surname*

DoB: *ff_birtd, ff_birtdm, ff_birthy*

Telephone numbers (respondent): *ff_rhland, ff_rphmob, ff_rphwrk, ff_homephon*

Telephone numbers (contact person): *cttel, ff_ctte2*

Telephone numbers (movers): *NewAddress2_Telephone,
NewAddress3_Telephone,
NewAddress4_Telephone,*

Useful information for re-contact: *ff_saadinf*

Date of individual interview at previous wave: *ff_intdate*

Username and password for WEB interviews: *UserName, Password*

For a complete list of all AddInfo variables please refer to the Understanding Society Core Instructions for 2018.

IP11 Information on adding economic records v3

Thank-you!

If you have any questions or concerns, just:
call our Freephone number: 0800 252 853,
or write to: Freepost RRXX-KEKJ-JGKS,
Understanding Society, University of Essex,
Wivenhoe Park, Colchester, CO4 3SQ

Information on adding economic records

Data linking

Government departments and agencies collect a range of information about all of us for administrative purposes, so they can plan and provide services. Added to the responses you have provided in this study the information can inform further analyses and help us get a better picture of those who are using services provided by the government.

What am I being asked to give permission for?

We are asking for your permission to link the information Her Majesty's Revenue & Customs (HMRC) hold about your employment and self-employment history, your National Insurance contributions, income and tax credits. The information goes back to the 1970s, and to the beginning of self-assessment in the 1990s. The Understanding Society study at the University of Essex would like to add these records to the responses you have given to this study. If you give your permission, it will inform further analysis to help us get a better picture of the economic circumstances of private households and how they can best be helped.

What will happen if I give permission?

- 1) The Understanding Society study will give HMRC your name, address, sex and date of birth.
- 2) HMRC will use these details to identify the correct records it holds about you, and delete any of the personal information passed on to them.
- 3) HMRC will send your HMRC records to the Institute for Social and Economic Research at University of Essex using a secure data transfer method.
- 4) The Understanding Society study will add the HMRC records to your study responses.

What will the research be used for and who will use it?

Like your study responses, the additional information will be held as a resource for use by professional academic and social policy researchers for non-commercial research and statistics over the coming years. Any sensitive information would only be made available to them under restricted access arrangements which make sure that the information is used responsibly and safely. Names and addresses are never included in the results and no individual can be identified from the research.

The data will not be used to work out whether any individual is claiming benefits they should not be and will not affect any current or future dealings with HMRC. Your permission would allow researchers to provide answers to a great deal of highly policy-relevant questions, for example:

- how well prepared individuals and families are for retirement and how this differs across time and generations; and
- in much greater detail, how family circumstances interact with tax credits, earnings and interruptions in earnings.

What if I change my mind?

We will remind you periodically of the permissions you have given, and you can withdraw your permission at any time. While it is not possible to remove historical data, no new data will be added from that point onwards.

Who do I contact?

If you would like any further information or want to withdraw your permission, please contact us at:
FREEPOST RRXX-KEKJ-JGKS, Understanding Society, University of Essex,
Wivenhoe Park, Colchester, CO4 3SQ.
Freephone: 0800 252853
Email: contact@understandingsociety.ac.uk



IP11 Thank You Leaflet v2 (1)

We need your help to answer these important questions...

How well are you managing financially these days?

How would you rate your local services?

What do you consider your national identity to be?

Does your health limit you a lot, a little or not at all?



IP11/Thank You Leaflet/260412579



Thank you for your help and participation in Understanding Society.

It is only by talking to the same people each year that we can build a picture of how lives are changing over time. This is why you are so valuable to the study.

The anonymous information you share is being used by social researchers, policy-makers in government, charities and other third sector organisations in the UK and around the world to shape and guide new policy.

Go online to find examples of how Understanding Society influences policy and features in the news:

www.understandingsociety.ac.uk/participants



KANTAR PUBLIC

NatCen

Social Research that works for society

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 Understanding Society -
UK Household Longitudinal Study



Tell us

What do you think of the mailings that are sent to you on behalf of Understanding Society? We would like to hear your feedback. Please email us contact@understandingsociety.ac.uk or call 0800 252 853

Linked-data-diagram (2)



LINKING DATA

what happens to your
personal information



You complete your interview with
Understanding Society



we create



a dataset
with your
anonymous
answers

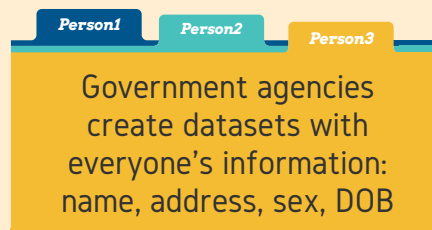


a dataset with a
temporary ID, your
name, address, sex
and DOB



Government agencies collect data as a
matter of course

This could be from NHS, DVLA, HMRC or
education records



**we send this file to the
government agency**



**they find
your record**

remove the personal
information from it and
send your data to us



we match



your survey
answers

the government
agency data

and create



a new anonymous dataset which combines the
survey answers and the government agency data,
but has no personal identifying information

the anonymous data are available to researchers



Stable contact letter v1



Date: ____/____/____

Dear _____,

You may be aware that _____ participated in an important research project called *Understanding Society* last year. The study is concerned with how things change over time, and we are hoping to revisit everyone who participated last time, to see how their lives have changed or stayed the same.

Unfortunately, we have been unable to contact the person named above. They gave us your name as a contact in the event of any change in their circumstances, and we would be most grateful if you would let us know their current address and telephone number, wherever they are living now. You can call us on Freephone **0800 252 853**, email us at **contact@understandingsociety.ac.uk** or complete and return the reply slip below in the Freepost envelope provided – you do not need a stamp.

By giving us their name, address and telephone number you are not committing them to be interviewed. Taking part is entirely voluntary, though we very much hope to achieve an interview with everybody who has taken part previously, so that our results give an accurate picture of people's experiences. Once we have their new details, an interviewer will contact them and invite them to take part.

If you have any questions about the study, please visit **www.understandingsociety.ac.uk** or call us using the Freephone number above.

Thank you for your help.

Yours sincerely,

.....
Your Interviewer
Understanding Society

.....
Professor Michaela Benzeval
Director, *Understanding Society*

✂-----

Please complete this reply slip using BLOCK CAPITALS

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Serial:

--	--	--	--	--	--	--	--	--	--

Person number:

--	--

Please turn over

USOC/stable contact letter



Please return the completed reply slip in the enclosed Freepost envelope – you don't need a stamp if you post it in the UK.

If you have any queries about this reply slip, or about *Understanding Society*, please call Freephone **0800 252 853** or email **contact@understandingsociety.ac.uk**

Thank you.

Tracing letter GB v1 (1)



Date ____/____/____

Dear _____

This time last year we interviewed your household for *Understanding Society*. The study is concerned with how things change or stay the same over time – your participation can help us paint a unique picture of what the UK looks like today and how it is gradually changing.

We would very much like to interview you and your household again this year; however, I called today at the address your household was interviewed at last year and found that you now live elsewhere. I spoke to _____ who did not wish to give your new address or telephone number without your permission, but did agree to forward this letter to you on our behalf.

We would be most grateful if you would let us know your current address and telephone number, wherever you are living now. You can call us on Freephone **0800 252 853**, email us at **contact@understandingsociety.ac.uk** or complete and return the reply slip below in the Freepost envelope provided – you do not need a stamp.

By giving us your name, address and telephone number you are not committing yourself to be interviewed. Once you have confirmed your new details, an interviewer will contact you and invite you to take part. If you are willing, a convenient time for an interview can then be arranged.

The study is being conducted by researchers from the University of Essex, together with Kantar Public. If you have any questions about the study, or would prefer not to be contacted again, please visit the special participants' website at **www.understandingsociety.ac.uk** or call us using the Freephone number above.

Thank you in advance for your help.

Yours sincerely,

.....
Your interviewer
Understanding Society

.....
Professor Michaela Benzeval
Director, *Understanding Society*

✂-----

Please complete this reply slip using BLOCK CAPITALS

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Serial:

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Person number:

--	--

Please turn over



Please return the completed reply slip in the enclosed Freepost envelope – you don't need a stamp if you post it in the UK.

If you have any queries about this reply slip, or about *Understanding Society*, please call Freephone **0800 252 853** or email **contact@understandingsociety.ac.uk**

Thank you.

USOC GB MRS leaflet (new address) (1)

This Understanding Society interview was conducted by:

Interviewer Name: _____

Interviewer No: _____

Date: _____

Kantar Public are conducting this project as an 'MRS Company Partner', which can be verified by calling the MRS Freephone on 0800 975 9596.

What is the Market Research Society?

The Market Research Society (MRS) is the professional body for market researchers. The MRS Code of Conduct regulates all market research activity in the UK, in compliance with Data Protection and Human Rights legislation.

Under the MRS Code of Conduct, you have the right:

- To know the purpose of the interview
- To know who is interviewing you: Interviewers always carry the MRS personal identification card to identify themselves, this gives the interviewer's name, photograph and organisation
- To end the interview at any point
- To know that any personal information provided will only be used for the purposes about which you have been told

The information that is collected is strictly controlled and used only for research purposes, so you can be assured that taking part in our interview will not result in any subsequent sales or promotional activities by third parties.

For more information on the Market Research Society, contact:

The Standards Manager, Market Research Society, 15 Northburgh Street, London EC1V 0JR Telephone: 020 7490 4911 email: codeline@mrs.org.uk or visit website www.mrs.org.uk

TNS is compliant with the following standards and legislation: The 1998

UK Data Protection Act, The Market Research Society (MRS) Code of Conduct, ISO 20252, ISO 9001 and ISO 27001.