UK Household Longitudinal Study

Immigrant and Ethnic Minority Boost (IEMB) technical report

TNS BMRB

TNS

Contents

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Introduction

Understanding Society is a major household panel study which has been commissioned by the Economic and Social Research Council (ESRC). It is the largest household panel study of its kind in the world, interviewing people in a total of 40,000 households across the UK. It is led by the Institute for Social and Economic Research (ISER) at the University of Essex. The survey is known as the UK Household Longitudinal Study (UKHLS) among the academic community.

Understanding Society provides valuable new evidence about people throughout the country, their lives, experiences, behaviours and beliefs, and will enable an unprecedented understanding of diversity within the population. The survey will assist with understanding the long-term effects of social and economic change, as well as policy interventions designed to impact upon the general well-being of the UK population. The data will be used by academic researchers and policy-makers within government departments, feeding into policy debates and influencing the outcome of those debates. The survey collects data from all household members aged 10 and above on an annual basis. Annual interviewing allows us to track relatively short-term or frequent changes in people's lives, and the factors that are associated with them. As the years of the survey build up we will be able to look at longer-term outcomes for people in the sample.

Wave 1 of *Understanding Society* included a boost sample of minority ethnic groups (EMB) which involved over-sampling of five key ethnic groups (Indian, Pakistani, Bangladeshi, Caribbean, Black African). As part of Wave 6 a further boost was conducted with the aims of:

- being more inclusive than the EMB by including immigrants and all ethnic minority groups
- increasing the numbers of immigrants and ethnic minorities available for research
- enabling comparisons of new immigrant communities with established communities
- updating the sample to be representative of the current population, such that the IEMB plus EMB would provide 87% coverage of ethnic minority groups and 74% of immigrant groups in the UK.

The boost was called The Immigrant and Ethnic Minority Boost (IEMB) and this report provides an account of the survey design and methodology used.

A fundamental aim of the IEMB was, wherever possible, to use as many of the same procedures as Wave 6 of *Understanding Society* to allow the sample to be integrated more easily into Wave 7.

Unlike the main stage where most individuals have taken part in *Understanding Society* in the past, no feed forward data existed for the IEMB sample so all respondents were treated as 'new entrants' to the Study and eligible households were identified via a screening exercise in a similar way to the EMB sample at Wave 1.

1. Overview of the survey design

1.1 Who was interviewed?

Identifying which households were eligible for interview was done by a multi-stage process of:

- Firstly, identifying the number of dwelling units at each selected address - and selecting up to three if the address contained more than one dwelling unit;
- Secondly, identifying the number of households within each selected dwelling unit - and selecting up to three if the dwelling unit contained more than one household;
- Thirdly, conducting a short screener at each selected household to establish if the household met the eligibility criteria.

1.2 Household screening

Households were deemed eligible if at least ONE household member:

- Was born outside of the UK, or
- Came from, or had parents or grandparents from, any non-white ethnic group

The screening questions used are included in Appendix A.

At each eligible household all adults (aged 16 or over) in the household were considered eligible for interview regardless of where they were born or their ethnicity.

1.3 Fieldwork design

Fieldwork for the IEMB ran alongside Wave 6 Year 2 although the addresses were issued and managed separately to the Wave 6 sample with the intention they would be incorporated into the main *Understanding Society* issued sample at Wave 7 Year 2.

The IEMB addresses were generated as four separate samples to correspond with Q5 – Q8 of the main stage. However unlike the main stage, the IEMB samples were not further sub-divided and managed as monthly assignments. Instead they were issued as four batches.

Typically the fieldwork was scheduled approximately as:

- 10 weeks original fieldwork
- 2 weeks mop up
- 4 week reissue period

Fieldwork took place over 12 months between April 2015 and March 2016 with staggered start and end dates for each batch to maximise time in field whilst leaving sufficient time for the data to be processed and added to sample for interviewing in Wave 7. A further consideration was to minimise where possible the number of live batches in field at any one time.

Some changes were made to fieldwork dates once fieldwork was underway as response was lower than hoped for. The fieldwork end date for batches 1 and 2 was extended by two weeks, and the start of batch 3 delayed by two weeks. This resulted in the following:

Table 1.1: Fieldwork period for each batch		
	Start date	**End date**
Batch 1	2nd April 2015	30th August 2015
Batch 2	16th June 2015	17th Nov 2015
Batch 3	7th Sept 2015	24th Jan 2016
Batch 4	4th Nov 2015	28th March 2016

All interviewing for the IEMB was completed face-to-face.

2. Interview components

As the IEMB was a 'fresh' sample (i.e. individuals had not previously been interviewed for *Understanding Society*) the interview script contained no feed forward variables and all information had to be collected from scratch. The components of the interview within a household were:

- **Household grid** – completed by an adult in the household; this collected the basic information about who lived in the household including age, sex, date of birth, relationships, marital status and country of birth. In addition there were questions asking where each member of the household was living on 3 specific dates: 15th October 1991, 15th October 1999 and 15th January 2010. These dates correspond with when the BHPS original sample, BHPS refreshment sample and the sample for Understanding Society Wave 1 were selected and could therefore be used to identify those who may have been selected to take part in Understanding Society previously.

- **Household questionnaire** – completed by the household bill-payer or their spouse/partner (or an appropriate person at the interviewer's discretion); this covered a wide range of household-level information including energy consumption and household expenditure.

- **Individual questionnaire** – completed by each individual in the household aged 16 and over; this questionnaire covered subjects including employment and education, health, finances, and relationships. As part of the individual interview there was a **CASI** section (Computer Assisted Self Interviewing) where the respondents responded to questions independently using the interviewer's CAPI machine.

- **Proxy interviews** - where a household member was unable to participate during the fieldwork period, a proxy interview was conducted by the interviewer with another household member.

Unlike the mainstage and Innovation Panel, there was no youth self-completion booklet for household members aged 10-15.

2.1 Individual interview content

The IEMB interview was broadly similar to the Wave 6 content plus some additional questions in the household grid and additional questions for those identified as immigrants. In order to keep the overall interview length to an average of under 30 minutes some of the Wave 6 rotating content was removed.

Another difference between Wave 6 and the IEMB was that absent household members were included in the Household Grid, as was the case at Wave 1 of Understanding Society. Absent members included:

- People absent in university halls of residence or boarding schools
- Anyone who normally lived at the address but was away during the fieldwork period
- Household members resident in institutional accommodation

The CAPI script prompted for absent members to be added separately to resident members.

Full details of the modules included in the questionnaire can be found in Appendix B.

2.2 Interview lengths

Table 2.1 shows the median interview length for each of the questionnaire components.

Table 2.1: Median interview lengths	
Questionnaire component	**Median length (minutes and seconds)**
Household grid	7:39
Household questionnaire	5:26
Individual interview	26:04 (including 2:22 CASI section)
Proxy interview	6:49

3. Sampling

3.1 The IEMB sample

The sample for the IEMB was generated and allocated to interviewers separately from that of Wave 6 of the main study.

Selection of addresses was done in two stages. Firstly, areas of moderate to high ethnic minority or immigrant population density were identified and a sub-sample of these randomly selected. Addresses were then randomly selected within each area from the Postcode Address File. Unlike the main study the sample did not cover Northern Ireland as all postcode districts in Northern Ireland are classed as having low ethnic minority or immigrant population density.

In total, 18,937 addresses were selected and issued to field.

From these it was estimated that around 3,415 households would screen in, 3,071 households would participate resulting in interviews with 5,528 participating individuals. These estimates were based on the most recent Census information and also experience from the first ethnic minority boost at Wave 1 of Understanding Society.

4. Piloting

Two separate pilots were conducted in advance of the main IEMB fieldwork:

- interviews in the 3 'new' survey languages to test the questionnaires with respondents; Polish, Portuguese, Turkish.
- interviews in English designed to test the screening process, script, data collection, data processing and interview process from a Field and Interviewer perspective.

4.1 Translation Pilot

Interviews for the IEMB pilot were conducted in English only; therefore in order to test the 3 'new' survey languages a separate translation pilot was carried out between 29th September and 10th October 2014 with the aim of conducting five interviews in each language. Interviewers were briefed by telephone before starting fieldwork. Respondents for this pilot were recruited by the TNS BMRB qualitative fieldwork team using a snowballing method to find and book appointments with people who spoke the relevant languages. The snowball method resulted in a set of respondents living reasonably close to each other which allowed the interviews to be conducted in a short period of time and by three interviewers – one for each language.

In total five interviews were conducted in Polish, four in Portuguese and four in Turkish. Feedback from interviewers was collected, reviewed and any issues resolved.

4.2 IEMB Pilot

For the main pilot 375 addresses were selected (and issued as 5 assignments of 75 addresses) with the expectation that around 40 households would screen in, 36 households would take part, yielding approximately 80 adults interviews. The pilot briefing took place on 8th August 2014. Fieldwork was carried out between 11th August and 9th October with the debriefing a few days earlier on 8th October.

As part of the enumeration task interviewers were briefed on how to identify and select multiple dwelling units at an address and multiple households within dwelling units. From this two additional dwelling units were identified. All addresses were visited at least once and just under 1 in ten required 10 or more visits to complete.

A total of 123 households screened in, from which 44 Household grids and 62 individual interviews were conducted. 77% of screened in households contained someone born outside of the UK with the remainder screening in from ethnicity. Queries from respondents were primarily about the purpose of the study, confidentiality of their answers, use of incentives and interview length.

159 households screened out. At 27 households screening did not take place, either because no contact was made with someone willing to give this information or the information was refused.

In all cases checks were conducted to ensure that all the procedural components of the interview (call record and interview admin data) were working correctly prior to the main IEMB launch. Interviewers were instructed to answer the observational questions (10 questions based on interviewer observations) for all non-deadwood addresses i.e. 'traceable, residential and occupied as a main residence'. There were

33 deadwood households where these questions had been answered, however, the outcomes suggest that the interviewer would not have known these were deadwood until multiple calls were made as they were vacant/empty or holiday/weekend homes.

There were a number of households (n=46) who screened in but did not take part in the interview. For refusals, the script prompted interviewers to try to collect some basic information - household size and age composition.

4.3 Post-pilot changes

Although the interview length for the Household Grid and Household Questionnaire were as expected, the individual interview was longer so some cuts were implemented:

- Removal of Job Satisfaction, Caring and Politics modules
- Removal of a sub-set of questions within the Childcare module (Ccare – Ccwork)
- Removal of Satisfaction module in the CASI section
- Removal of SF12 questions apart from Scsf1

Other changes made as a result of the pilot were:

- Updating the screening card so that it included both the screening questions and answer categories;

- Adding to the wording of the screening questions to make it clear that children in the household who were born outside the UK or from an ethnic minority group should be included;

- Making the request for stable contact details more specific to ask for 'a phone number or email address of someone who could simply put us back in touch with you';

- Updating questionnaire routing so that if someone said 'don't know' or refused to answer whether they were born in the UK they were asked the same follow up questions as people that were born in the UK;

- Briefing slides were updated to reassure interviewers that eligible households generally were willing to take part, and that questions in the household grid about where respondents lived in 1991, 1999 and 2010 were generally well received;

- Additional text was added to the advance card;

- Interviewers were told the expected screening in rate for the area they had been issued.

5. Translated interviews

5.1 Languages covered by formal translations

For IEMB interviews (in addition to English), there were nine 'survey languages' where a formal translation process was followed. These were six of the nine used on Wave 6: Bengali, Gujarati, Punjabi Gurmukhi, Punjabi Urdu, Somali and Urdu plus a further three: Polish, Portuguese and Turkish.

The choice of languages was based on those most widely spoken by the ethnic groups within the sample and where English may also not be spoken readily by these ethnic groups. Information from the 2011 Census was used to determine this. In the case of Portuguese, there are two main variants of Portuguese spoken: European Portuguese (as spoken in Portugal and Africa), and Brazilian Portuguese (as spoken in Brazil). The interview questions were translated into European Portuguese and although it is a little different to Brazilian Portuguese it was not deemed sufficiently different to require both versions.

Enabling respondents to be interviewed in a language they can speak not only increases the number of respondents who can take part in *Understanding Society* but also reduces any bias caused by alternative approaches e.g. allowing another member of the household to act as an informal translator. Respondents who preferred to be interviewed in any of these languages were identified using a language screening card and then:

- interviewed by the current interviewer if they were an accredited interviewer in that language; or
- re-allocated to another IEMB-briefed interviewer who was accredited in that language; or
- interviewed by an agency translator accompanied by an IEMB-briefed interviewer.

Interviewers who could both read and write any of the survey languages were offered the opportunity to become an accredited interviewer. The accreditation process involved being sent some written material in the relevant language followed by a 20 minute telephone interview by a native speaker about the material and some general questions.

Once accredited, an interviewer was sent a pack of all the survey materials in the appropriate language so they could conduct translated interviews immediately. All interviewers were shown how to access the translated CAPI scripts as part of the survey briefing in case they needed to accompany an agency translator.

Agency translators were used when an accredited interviewer was not available in the area required. Agency translators were always accompanied by an interviewer who had been briefed on IEMB and was therefore on hand to answer queries, record the information into the CAPI machine and ensure that the correct interview process was followed.

Table 5.1: Number of individual interviews conducted in translation

Language	No. interviews
Bengali	3
Gujarati	6
Punjabi: Gurmukhi	6
Punjabi: Urdu	6
Somali	7
Urdu	106
Polish	27
Portuguese	0
Turkish	5

5.2 Household screening

As the screening to determine whether a household was eligible for interview was very short (2-3 questions), interviewers were instructed to make arrangements to re-visit households when there was an English-speaking occupant available to speak to. Screening questions were not translated. Most households contained someone who spoke sufficient English to answer the screening questions. Interviewers were also equipped with a language card to help them identify the language spoken by the household. If they were unable to find anyone at home who spoke English they could use this to determine the household language so that an appropriate bilingual interviewer could be allocated.

5.3 Languages covered by informal translations

It is neither cost nor time-efficient to provide the interview in all languages. Producing the scripts and survey documents starts at the point the English text has been finalised (as any change in English would require the question and/or response options to be re-translated). Checking that the scripts appear correctly on screen also requires thorough testing, especially for languages that are read from right to left e.g. Urdu.

For non-English speaking respondents not covered by the nine survey languages, informal translations were allowed. In these cases, family members, neighbours, or close friends translated the English questions and answers into the required language. In such cases there was a requirement for the person doing the translating to be aged 14 or more.

5.4 Language barriers preventing participation

In total there were 127 households where screening could not be completed due to a language barrier, and it seems very likely these households would have been eligible for the survey. There were also 56 households that did screen eligible but where no interviewing was completed due to language difficulties, and 16 eligible households that spoke one of the nine translated languages but where a translator or bilingual interviewer could not be arranged during the fieldwork period. Together these make up one per cent of all issued households.

6.   Advance letters

6.1   Advance mailing

One advance mailing was sent to each sampled address. The mailing was a three-fold colour leaflet designed to be eye-catching and less likely to be mistaken for advertising leaflets or circulars. Figure 6.1 shows the advance mailing.

These were sent from head office around one week before the start of each of the four fieldwork batches. The mailings did not include incentives as at this stage the number of adults in qualifying households at each address was unknown.

Interviewers were given several spare copies, including one laminated copy. As a result of interviewer feedback received at the pilot debrief, it was suggested to interviewers that they attach their laminated copy of the advance mailing to their CAPI machine so it was immediately visible and would act as an aid memoire for residents when opening the door.

6.2   Alternative mailing strategies

In batch 3 an alternative mailing strategy was adopted. Firstly, interviewers were sent all the advance mailings for their assignment so they could post or hand-deliver the advance mailing a few days before they intended to make their first contact. The back face of the mailing contained ISER's contact details so in a number of cases the advance mailings were delivered to the University of Essex in error.

In batch 3 the start date for some assignments were staggered to allow interviewers working multiple assignments in consecutive months to complete their batch 2 interviews. By batch 4 this wasn't necessary as there was minimal overlap with batch 3 fieldwork.

6.3   Respondent support

A telephone support line was in operation throughout the fieldwork period. Respondents could contact both ISER and TNS BMRB with queries.

£10 Love2shop voucher

As a small thank-you, each person in the household who is interviewed will be given a £10 voucher.

What next...

An interviewer will visit you soon. They will ask you a few questions and may ask those aged 16 or more in your household to take part in an interview. Each person's interview should last approximately 30–45 minutes depending on your circumstances. Your participation is completely voluntary but we hope that you will find the time to help us.

Interview in a non-English language

It is very important that our survey captures accurately experiences of UK residents whose first language is not English. Therefore, if you prefer, you could be interviewed in any of the following languages: Bengali, Gujarati, Polish, Portuguese, Punjabi, Somali, Turkish, Urdu. To arrange an interview in any of these languages, please speak to your interviewer when they contact you.

Further information

If you have any questions about the study, please don't hesitate to get in touch with Sandra Jones or Colette Lo from our Participant Helpline.

With many thanks,

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Understanding Society
UK Household Longitudinal Study

Have your say...

Three reasons to help us...

University of Essex needs your help!

Understanding Society is a world-leading survey about life in the UK. It covers a wide range of important issues such as employment, housing, family life, education and health. Over 60,000 participants take part in this survey every year. We invite you and your household to become part of it too.

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.

1

We can't replace you. Your address was randomly selected, which means that we can't replace your address with another. You and your household are vital to the success of the study. No-one else can take your place as no-one else has your particular mix of circumstances.

2

Your contribution helps build a better picture of life in the UK. Anonymised data from the survey is being used to inform policy making organisations who are responsible for improving society. By talking to us you can take part in shaping the future. You can read more about what we have found so far at www.understandingsociety.ac.uk

3

Understanding Society gives you a voice on issues that matter to you and your community. Knowing about your life is important to ensure the study correctly represents all types of people across the UK.

7.   Fieldwork

7.1   Recruitment and training

In addition to the sample of addresses, analysis was conducted using 2011 Census data to identify the 'main language' spoken in each area. This information was only available for England and Wales so no language data were supplied for the four points in Scotland. This information was used to recruit bilingual interviewers in the areas needed.

7.2   Briefings

All interviewers working on the IEMB attended a face-to-face briefing session. Most were full day briefings with a small number of slightly shorter sessions for interviewers who had worked on Wave 6 or 7 and were therefore already familiar with the background and aims of *Understanding Society*.

28 briefings were carried out by the TNS BMRB research team before and during the early part of the fieldwork period, with input from the ISER team who provided background to the *Understanding Society* in general, introduced the IEMB and described recent findings. Briefings also covered the main research objectives of the study, the sample structure, the survey design and an overview of the survey instruments and procedures. Each briefing ended with a session on Field Administration covering fieldwork milestones and procedures.

All briefings were conducted in the standard format with a member of the research team leading a group of interviewers through the content of the session and dealing with any questions that arose.

Briefings included demonstrations of how to log contact attempts, code interim outcomes including translation requests and final unproductive outcomes (productive outcomes were automatically generated by the CAPI script). Other demonstrations included completing the grid and household questionnaire and how to access the scripts in the non-English survey languages.

The briefings took place between 16th March 2015 and 5th January 2016, with a total of 278 interviewers attending.

7.3   First contact with sample members

Interviewers were instructed to attempt contact with all households within two weeks of the start of fieldwork to minimise the time between households receiving their advance mailing and receiving a visit from their interviewer. First contact was always attempted face to face.

8. Interviewer materials and incentives

Unlike at the mainstage, interviewers were not provided with any personalised information about individuals within sampled households as this was not known.

8.1 Doorstep documents

Interviewers were given a number of branded documents for use on the doorstep:

- Copies of the advance mailing that they could show/give to respondents to aid recall of the mailing;
- An information leaflet ('*All you need to know about Understanding Society*') that they could use to provide respondents with further detail about the study;
- Case study leaflets highlighting findings from Understanding Society, how these have been reported in the media, and their implications for social policy – the purpose of these was to help persuade respondents of the relevance and impact of the study;
- 'Interviewer cards' branded with the Understanding Society logo that interviewers could use as calling cards, or appointment cards;
- A translation card to use if no one in the household spoke English – this would help them to identify which language a translation might be needed in – as well as a translation booklet and flowchart to help interviewers know how to proceed depending on the language spoken by the household.

8.2 Other documents

Other documents provided to interviewers included a set of showcards, project instructions, a 'top tips' document containing feedback from other interviewers working on Understanding Society, and an assignment summary sheet which detailed the number of addresses in the assignment, how many were expected to screen in and how many were expected to be productive.

Interviewers also had thank you flyers and change of address cards to leave behind with respondents after their interview.

8.3 Incentives

For IEMB all incentives were conditional i.e. issued on completion of a full adult interview. The incentive was administered as a £10 'Love2Shop' gift card. Towards the end of the CAPI script interviewers were prompted to enter the gift card serial number before handing the card to the respondent. The card was then activated when the interview data was transmitted back to the office. Respondents were asked to wait three working days before using their gift card so that the activation process would have time to take place.

9. Response

9.1 Household level response

As well as the 18,937 households that were issued, an additional 537 households were created as a result of identifying multiple dwelling units at an address or multiple households in a dwelling unit. Of these 19,474 households 1,256 were identified as 'deadwood' – these were addresses that did not have a resident household (e.g. vacant addresses or ones that were commercial properties). That left 18,218 addresses to be screened.

Response to screening

Interviewers completed the screening questions in 80% of eligible households. Where screening was not completed, this was mostly due to interviewers not making contact with anyone at the household (11% of households) although households refusing to complete the screening questions was also a notable source of non-response (5%). Where screening was completed, 38% of households were eligible for the study.

Table 9.1: Response to screening		
	no	**%**
Base: All resident households	*18,218*	*100*
Screened	14,652	80
No contact	2,095	11
Refusal to screener	982	5
Other unproductive	489	3
Base: All screened households	*14,652*	*100*
Eligible	5,601	38
Not eligible	9,051	62

Response after screening

Of households that screened in, 52% completed a household grid – these are the households that will make up the IEMB sample from Wave 7 onwards. The most common reason for eligible households not to take part was refusal. Steps were taken during the course of fieldwork to try to reduce the refusal rate. These are detailed in section 9.4.

| Table 9.2: Response after screening		
	no	**%**
Base: All eligible households	*5,601*	*100*
Fully productive	1615	29
Partially productive (at least one individual interview)	1069	19
Household grid (and household interview completed only	239	4
Refusal	1792	32
No contact (after screening)	337	6
Other unproductive	549	10

9.2   Individual response

Within households where a grid was completed, anyone aged 16 or more was eligible to take part in an individual interview. In total, 6,299 adults were enumerated, and 4,460 (71%) participated in an adult interview. A further 3% had a proxy interview completed about them. The main reason for non-response was refusal (16%), and 6% of adults were not contacted.

Table 9.3: Response amongst enumerated adults		
	no	**%**
Base: All enumerated adults	*6,299*	*100*
Adult interview	4,460	71
Proxy interview	202	3
Refusal	992	16
No contact	385	6
Other unproductive	261	4

There was little variation in response rate by age. The age profile of the IEMB sample was younger than the general population. This was due to the way the sample was selected and screened into the survey. Women had a slightly higher response rate than men, as is the case on the main study.
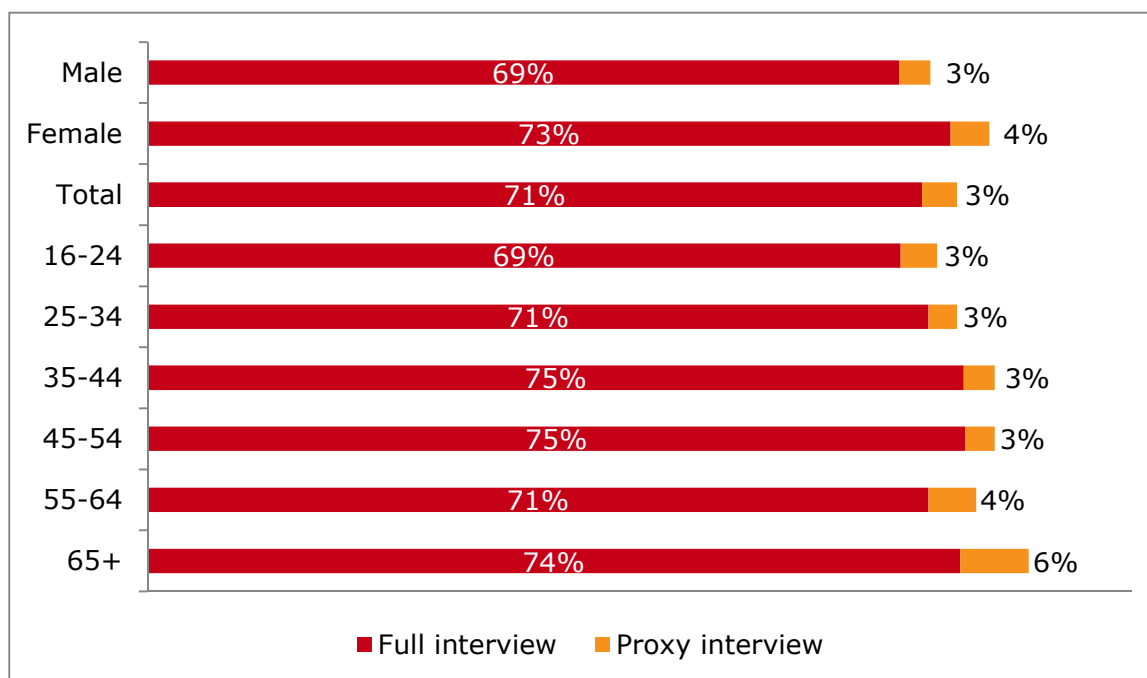
Base: All enumerated individuals. Total (6,299); Male (3,013); Female (3,254); 16-24 (1,262); 25-34 (1,542); 35-44 (1,434); 45-54 (927); 55-64 (528); 65+ (432)[1]

9.3 Fieldwork timings

Fieldwork for the IEMB survey was completed to a tight timetable, with 4 batches issued over an 8 month period. As each batch of fieldwork took 3 to 4 months to complete, this resulted in a high degree of overlap between fieldwork batches. Unlike the main stage of Understanding Society, where interviewers are able to work through the majority of their assignment quickly, the screening exercise on IEMB was time consuming and progress was relatively slow. Trying to complete so much screening and fieldwork within a year therefore put a strain on fieldwork capacity and we believe led to a lower response rate (both response to screening, and response after screening) than might have been achieved if more time were available.

The original plan for IEMB was to issue the sample over a one year period, with around 15 months in total to complete fieldwork. This was reduced as additional time was needed by TNS BMRB to increase the size of the interviewer panel required to undertake both the main waves of Understanding Society and the IEMB. If this original timetable had been followed, it would likely have helped, by reducing the overlap between batches. However, if a similar exercise were to be undertaken on Understanding Society in the future, we would recommend allowing longer overall for fieldwork, using the full two years of a wave to conduct a boost sample.

9.4 Measures to increase response

As the response was initially below what had been hoped for, a review was conducted and some additional measures were introduced with the aim of increasing the response rate. Most of these were too late to impact on the first two batches, but were employed on batches 3 and 4. It was decided to use

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[1] The number of individuals in the age groups does not add up to the total number of enumerated adults. This is because age was not known for all adults, in 174 cases this information was not given in the household grid. Similarly gender was not known for 32 adults.

these measures to try to increase response, rather than to issue additional sample in order to recruit the intended number of households to the IEMB.

It is not possible to measure the impact of any of these individually. However, tables 9.4 and 9.5 show that both response to screening and response after screening improved to some extent in batch 3, and more markedly in batch 4. This suggests that, overall, these measures did improve response.

As part of the review a conference call was held between researchers at TNS BMRB and 13 interviewers working on IEMB (with mixed levels of experience, and of success on early batches of IEMB). This was intended to obtain feedback and identify any general issues that interviewers faced, and also to get input from the more successful interviewers on tips or suggestions that might be shared with all interviewers.

Interviewer bonuses

For batches 1 and 2 a bonus fee was paid out to interviewers who completed interviews at the re-issue stage.

For batch 4 an early completion bonus was introduced for interviewers who had exceeded coverage targets. Only two interviewers received the bonus so it did not have much effect.

Re-issue letters

Re-issue letters were introduced for batches 3 and 4. These were sent to:

- Adults that had not completed an interview in households where a grid had been completed;
- Households that had screened eligible but no interviewing had been completed;
- Households where screening had not been completed.

The letters were tailored for the three different situations.

Tips for interviewers sheet

Using feedback from the interviewer telephone conference a one page sheet of tips for interviewers was produced with suggestions on how to make contact, how to introduce the study, how to ensure screening gets completed, and how to persuade eligible respondents to take part.

Interviewers sending advance mailing

Feedback from the interviewer telephone conference suggested that many households did not remember receiving the advance mailing. For batch 3 we trialled giving these to interviewers to send out, so that they could post them just a few days before visiting each address. This was not deemed to work any better than despatching the advance mailings from the office so a central despatch was used again for batch 4.

Telephone appointment making

Towards the end of batches 3 and 4, telephone interviewers tried calling households that had screened in and where a telephone number had been collected to set up appointments. A small number of appointments were made and honoured. The telephone interviewers also had the option of conducting the interview by telephone in the last week of fieldwork but no respondents took up this option.

Separate screening interviewers

For some sample points in batch 3, additional interviewers were briefed just to conduct the screening exercise. They did this using a paper screening questionnaire, and if a household screened eligible they would then pass this to the main interviewer working that sample point for follow up and interviewing. This was found to improve coverage early on in fieldwork, but had no notable impact on response.

Closer monitoring of call patterns

It is the responsibility of regional managers in our field team to ensure that minimum call requirements have been made before a 'no contact' outcome is coded, and they do this by reviewing the detail of the calls made. However this is not always done in a systematic way, and a review of batch 1 data showed that minimum call requirements had not been met for a significant minority of households. For later batches of IEMB, for households with a 'no contact' outcome, an automated review of the call patterns was conducted every two to three weeks to look for any households where minimum requirements had not been met. Any non-compliant households were then returned to interviewers for further follow up.

9.5 Response by batch

Table 9.4 shows the response rates by batch for households, and 9.5 for individuals.

Table 9.4: Household response rate by batch					
	Batch 1	**Batch 2**	**Batch 3**	**Batch 4**	**Total**
Base: All resident households	*4,539*	*4,694*	*4,317*	*4,668*	*18,218*
Screened	78%	77%	82%	85%	80%
No contact	14%	14%	10%	8%	11%
Refusal to screener	6%	6%	4%	5%	5%
Other unproductive	2%	3%	3%	3%	3%
Base: All screened households	3,553	3,601	3,545	3,953	14,652
Eligible	41%	37%	38%	37%	38%
Not eligible	59%	63%	62%	63%	62%
Base: All eligible households	1,447	1,319	1,359	1,476	5,601
Productive	50%	50%	51%	57%	52%
Refusal	34%	33%	32%	29%	32%
No contact (after screening)	7%	6%	6%	5%	6%
Other unproductive	9%	11%	11%	8%	10%

Table 9.5: Individual response rate by batch

	Batch 1	Batch 2	Batch 3	Batch 4	Total
Base: All enumerated adults	*1,565*	*1,422*	*1,456*	*1,856*	*6,299*
Adult interview	69%	68%	70%	75%	71%
Proxy interview	3%	3%	4%	2%	3%
Refusal	15%	17%	15%	16%	16%
No contact	9%	5%	7%	4%	6%
Other unproductive	3%	7%	4%	3%	4%

10. Data preparation

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

10.1   SIC and SOC coding

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

10.2   Data checking

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

- Administrative checks on individuals and households – these were to ensure that all households and individuals were included in the data with a final outcome, and that outcomes were consistent with the presence of raw data.

- Structural checks on all files – these checked the format of files, and also that the right households and individuals were included in each file.

- Routing checks – these checked, for every variables, that responses were present when there should be a response, and not present where there should not be a response, according to questionnaire routing.

In general IEMB data was much simpler than for main waves as there was no feed forward data, all data was collected from scratch. Where IEMB did require more checking and reconciliation was with outcome codes. For some outcomes (such as non-contacts and refusals) there were different outcome codes depending on whether the household had screened eligible or not. Interviewers did not always select the correct code so all outcomes were checked against available screening data and amended if necessary.

Appendix A: Screening questions

Q6e (ask all)

Is there anyone living at this address who was born outside the UK, including children?

1. Yes
2. No
3. Unable to establish

Q6f (ask if Q6e = 2 or 3)

SHOW SCREENING CARD

Does anyone living at this address come from any of the following ethnic groups, or have parents or grandparents from any of these groups, including children?

1. Indian
2. Mixed Indian – (parents or grandparents from Indian ethnic group AND parents or grandparents from a non-Indian group)
3. Pakistani
4. Bangladeshi
5. Sri Lankan
6. Caribbean/West Indian
7. Mixed Caribbean/West Indian (parents or grandparents from Caribbean/West Indian ethnic group AND parents or grandparents from a non-Caribbean/West Indian ethnic group)
8. North African
9. Black African
10. African Asian
11. Chinese
12. Far Eastern (includes Filipino, Thai, Malaysian, Japanese, Vietnamese, Singaporean, Indonesian, Korean, Burmese)
13. Turkish
14. Middle Eastern/Iranian (includes Israeli, Palestinian, Lebanese, Syrian, Jordanian, Temeni, Saudi, Iraqi, Afghani, other Gulf states)
96. No, None of these
95. Unable to complete screening questions

Households were screened eligible for the study if Q6e = 1 OR Q6f = 1 to 14

Appendix B: Questionnaire content

Household enumeration grid

The household grid collected details of all household members including identifying information such as names, genders and dates of birth. It also collected, for each household member, whether they were born in the UK, and their ethnicity.

Household questionnaire

The household questionnaire included some of the same topics as the main Wave 6 one, but was shorter.

Table A1: Content of IEMB household questionnaire	
Theme	**Module name**
Housing Characteristics	HH: Structural characteristics
Housing Characteristics	HH: Home tenure
Expenditure	HH: Fuel type and expenditure
Housing Characteristics	HH: Taxation
Consumption	HH: Consumer durables

Individual questionnaire

The individual questionnaire was also based on the main Wave 6 but included additional topics such as language and migration history, and had much Wave 6 content removed.

Table A2: Content of IEMB adult questionnaire	
Theme	**Module name**
Basic Demographics	Demographics
Stable characteristics	Initial conditions
Expectations	Educational aspirations
Stable characteristics	Family background
Stable characteristics	Ethnicity and national identity
Language	Childhood language
Language	Language
Language	Language spoken at home
Stable characteristics	Religion

Migration history	
Health status	Disability
Chronic health conditions	Health conditions
Stable characteristics	Partnership history
Stable characteristics	Fertility history
Stable characteristics	Own first job
Employment	Current employment
Employment	Employees
Employment	Self-employment
Employment	Non-employment
Employment	Second jobs
Childcare	Childcare
Income and earnings	Unearned income and state benefits
Financial behaviour and attitudes	Household finances
Health status	SF-12 (self-completion)
Mental health and wellbeing	GHQ (self-completion)
Family relationships	No co-resident relationships (self-completion)