

Dear Sir/Madam

What Scotland thinks
The 2009 *Scottish Social Attitudes* survey

I am writing to ask you for your help with an important annual study, which has been running since 1999. The study aims to find out what people in Scotland think about things that affect us all. These include:

- What you think about your local area and any problems affecting it
- National identity
- Drugs
- Your views on how Scotland is run, and
- What it's like to live in Scotland today.

The study is being carried out by the Scottish Centre for Social Research (ScotCen). We are one of Scotland's largest research organisations and are independent of any government departments and political parties. This study is funded by the Economic and Social Research Council, the Leverhulme Trust (a charitable organisation) and the Scottish Government. The results are widely used by a range of organisations and also help to inform Scottish Government policies.

Your address has been selected at random for this study and we are writing to invite you to take part. Your answers will be treated in strict confidence in accordance with the Data Protection Act. They are used for statistical purposes only – for example to produce graphs like those shown in the enclosed leaflet, which provides more information about the study. To ensure accurate results, we need the help of the people chosen for the study – no other household can take your place.

An interviewer will visit you shortly to explain more about the study. He or she will select, at random, one person from your household to take part, and arrange a suitable day and time to speak to them. All of our interviewers carry an identification card which includes their photograph and the Scottish Centre for Social Research logo shown at the top of this letter.

The interview will take around an hour and no special knowledge is needed to answer the questions. Taking part is voluntary and you will be free to stop at any time. Most people who take part find the interview interesting and enjoyable and I hope that you will take this opportunity to have your say. If you have any questions, please contact me on Freephone 0800 652 4574.

As a way of saying thank you for your help, a **£5 shopping voucher** is enclosed, which can be spent in a number of high street shops.

Thank you in advance for your help.



Your interviewer will be _____

ID number _____

Carol Bell, Project Manager

Frequently asked questions

How was I chosen?

We have selected a sample of addresses from a list kept by the Post Office of all addresses in Scotland. This ensures that the people invited to take part in the study are representative of the whole country. We are interested in hearing ***your*** views – **no other address can take your place.**

What is the information used for?

Our findings are often used by government departments and charities to help inform their policies and also receive considerable coverage in the media. The findings have educational value - many students and teachers make use of this information.

What is the Scottish Social Attitudes Study?

The study has been carried out every year since 1999, and its results help to ensure that politicians and organisations such as charities understand the views of the public.

What is ScotCen?

ScotCen, is part of the National Centre for Social Research, Britain's largest independent, not-for-profit social research organisation studying social policy. Our aim is to make society better informed through high quality social research.

We carry out many important research studies for government departments, charities and other research bodies.

If you would like further information about ScotCen you can visit our website www.scotcen.org.uk



**WHAT SCOTLAND THINKS:
SCOTTISH SOCIAL ATTITUDES 2009**

Project Instructions

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1. Background

What Scotland thinks: the *Scottish Social Attitudes* series

The Scottish Social Attitudes (SSA) survey has taken place every year since 1999, apart from 2008 when we had a break from fieldwork. In 2009 we were awarded a contract from the Scottish Government which allows them to have at least one and up to three modules every year from 2009 -2011. This contract was a significant achievement for ScotCen and has put SSA on a firmer financial footing for the next few years.

It is one of ScotCen's most well-known surveys, and the results are widely publicised and frequently cited. The survey aims to provide robust information over time about the social, moral and political attitudes and values of the Scottish public. Each year it covers a variety of interesting and topical issues. The survey runs along the same lines as the well established and well regarded *British Social Attitudes* survey, with some topics covered on both surveys to allow us to compare attitudes in Scotland with those elsewhere in Britain.

Why do attitudes matter?

Lots of surveys in Scotland collect information about people's behaviour and experiences, but SSA is one of the only regular large-scale surveys in Scotland focused solely on people's attitudes and beliefs. It's important that we do collect this kind of robust data about public attitudes because:

- if policy makers do not have reliable information about what the public think, they cannot take their views into account when forming policies
- finding out about attitudes through a large-scale survey means that all groups in society are heard – not just those with lots of money or those who feel particularly strongly about certain issues
- we can avoid stereotyping people by assuming we know what certain groups think.

A separate survey for Scotland

Many Britain-wide surveys include Scotland but they usually interview too few people here to allow much more than a very general look at their experiences, attitudes and values. (For example, the *British Social Attitudes* survey – which involves around 3,300 interviews each year – only interviews about 350 people living in Scotland - roughly 10% of the overall sample). This is why we began the SSA survey in 1999.

Publicity and use

- *Scottish Social Attitudes* is a very high profile survey for ScotCen and is regularly quoted in the press (both tabloid and broadsheet) and discussed on TV and radio programmes. We'll hand round examples of recent articles at the briefings.
- Four of the surveys (1999-2001 and 2003) resulted in books, each published by Edinburgh University Press, and there is another book on the election module from 2007 due to be published later this year.
- In terms of other recent reports:
 - we published two reports on the Scottish Government Core Module; one on attitudes to public services and one on subjective perceptions of well-being in Scotland in August 2008 (they're all available online if you're interested in reading them:
<http://www.scotland.gov.uk/Publications/2008/05/16095134/0>
<http://www.scotland.gov.uk/Publications/2008/08/12162152/0>

- a report on public attitudes towards drinking and the roles of alcohol in Scottish culture was published in August 2008 using data from SSA 2007. This report can be found at:
<http://www.scotland.gov.uk/Publications/2008/08/01112431/0>
 All these reports were covered in the national and local press.
- Five successful conferences on findings from SSA have been held to date. Most recently ScotCen organised a conference on findings from the 2007 election module at Dynamic Earth in October 2007. The conference was chaired by Brian Taylor from BBC Scotland, attended by around 150 people, including representatives from all the main Scottish political parties, and received widespread coverage in the press.
- ScotCen researchers also regularly speak about SSA results at other conferences and seminars, including recently seminars for policy makers at the Institute of Governance and a presentation of findings on attitudes to the 'landmark' policies of devolution for the Radical Statistics society annual event.
- The data from SSA is deposited each year with the Data Archive and many school children and university students across Scotland are using it for their studies.

2. Key features of the 2009 survey

Content

The 2009 survey includes questions on:

- **Sustainable places** (how people feel about their local area and how easy it is for them to get around their area)
- **Escape places** (where people go and what they do to get away from their everyday stresses)
- **Antisocial behaviour**
- **Drugs**
- **Views on how Scotland is run, and**
- **What it's like to live in Scotland today**
- **National Identity**
- **Attitudes to violence**
- **Independence and Devolution**

Some of the questions (e.g. National Identity) follow-up on modules we have run in previous years, so we can track whether attitudes have changed over time. The National Identity module will also be familiar to those of you who worked on BSA 2008, as it is designed to provide data on the same issues for Scotland. Some modules have a mixture of previously used questions and new questions developed for the 2009 survey e.g. Drugs. Others, particularly Sustainable Places, are entirely new this year.

SSA is supported by a variety of different funders, each supporting a module of particular interest. This year's funders are: the Scottish Government, the Leverhulme Trust (a charitable organisation who are funding academics from Edinburgh University to undertake the National Identity and Gaeltacht studies with ScotCen) and NHS Health Scotland.

As the survey is about respondents' attitudes there is no need for them to look up any documents or check any facts. They just have to say what they think, if anything, about the questions you ask. It is often just as interesting to find out that a lot of people have no view on certain issues as to find out that everyone has a view. Therefore, people should not be concerned if they think they 'don't know anything' about a particular topic – there are no right or wrong answers and people can say 'don't know' to any question.

Rural addresses

This year for the sixth time we have over-sampled addresses in rural areas so we can look in detail at the views and experiences of people living in the more remote and rural parts of Scotland. If you are working in a rural area you might want to mention this particular angle of the survey to potential respondents.

Gaelic areas survey

As in 2006, this year we are also carrying out an additional shorter survey of 500 people living in areas with high proportions of Gaelic speakers. This survey contains the classification section, the national identity section from this year's SSA and a few additional questions on Gaelic identity. You should know already if you have been allocated one of these "Gaelic" points. **Further, detailed instructions on this "Gaelic areas" survey are included at the end of these instructions – see section 17** Several important differences from instructions for the main SSA are noted, so **if you are working on the Gaelic areas survey please make sure you read these very carefully.**

Incentives

This year for the first time on SSA, we are introducing £5 high street vouchers as incentives, to try to increase the response rates. This decision follows experiments on BSA and other studies that show including such vouchers with advance letters can increase response rates by as much as 7-8%. In your work packs you will find the vouchers, advance letters and SSA respondent leaflet have already been sorted and put into envelope ready for you to send to each address in your assignment.

NB as the Gaelic areas survey is much shorter than the main survey, we will not be including vouchers for this (see Section 17). However, respondents in these areas will be sent a book of stamps with their advance letters (as used in previous years of SSA).

'Pink' and 'blue' versions of the self-completion questionnaire

As well as the face-to-face interview (which is CAPI) there is also a pen and paper self-completion questionnaire which is completed by respondents after the interview. This year there are **2 versions** of the self-completion – Version A1 (bright pink cover, for odd serial numbers) and Version A2 (blue cover, for even serial numbers). The colours match the ARFs for odd and even serial numbers. The only difference between the two self-completions is that the gender of the perpetrators is altered in (a) the scenarios regarding teenagers vandalising a bus stop (Q3 – Q6) and (b) the scenarios on violence (Q13).

'What Scotland thinks' leaflets

We have decided to produce a project specific leaflet again this year after positive feedback from interviewers on previous years' leaflets. Interviewers often tell us that having a professionally designed leaflet can help encourage people to take part. We are suggesting that you send the leaflets out with your advanced letters, although we will also give you some spares so that you can use them on the doorstep if you think it might help.

As in 2007 the leaflets and advanced letters are headed "What Scotland thinks", as feedback from interviewers, field managers and researchers suggested that this would mean more to respondents than the "Scottish Social Attitudes survey".

'Post-it' Experiment

This year we will be using a post-it experiment to test whether this increases response rates (research from elsewhere has suggested that adding a very short, personal post-it note can encourage people to read the letter and to take part).

Half of the advance letters (those with odd serial numbers) will have a post-it attached to them. Some of the post-its say:

'I hope you will be able to help us. Thank you!

and some say:

'I hope you will be able to help us. Thank You! Carol

The Brentwood Office will prepare all the advance letters (some with post-it notes attached) and place them in envelopes. These will be sent to you **unsealed**, so that you can add on your name and ID number before you send them out.

It is imperative that you do not remove these post-its from the advance letters.

NB this 'post it' note experiment applies to the MAIN SSA sample only, and not to the Gaelic areas survey.

3. The sample

N.B. this section describes the sample for the main stage of SSA 2009. The sample for the "Gaelic areas" survey is described in section 17, below.

Where the sample is taken from

The sample for SSA covers the whole of Scotland (including those areas in rural Scotland often excluded from national surveys). The sample addresses are drawn from the Postcode Address File (PAF).

Assignment size

There will be 30 addresses per assignment on SSA in 2009.

For those who worked on SSA in 2007, you might remember that we had varied assignment sizes, ranging from 18 to 26 and issued the sample in two stages. However, for SSA 2009 we are reverting to the previous system, where each assignment has 30 addresses and they are all issued at the same time. This follows consultation with both Field management and with our Survey Methods Unit, which suggested that varying batch size did not deliver the benefits we were looking to achieve for interviewers and the field team, and that it did not improve response rates.

Selecting someone to take part

Because the sample is taken from the Postcode Address File (PAF), strictly it is a sample of 'delivery points' (i.e. letter boxes), **not** a sample of named individuals or households living at these addresses. There is no readily available list that covers all *individuals* living in Scotland

(the electoral register was used in the past, but many people are not registered with this now). This is why we use the PAF as our sample.

It is important to remember that there may be no household or, conversely, two or more households at any selected address. You will be able to deal with all such circumstances by following the instructions on the Address Record Form (ARF) – more details on this are given below at Section 8.

For SSA, the aim is to interview **one** person **aged 18+** at each address. It is vital that the person chosen for interview at each address is selected by strict random sampling, following the instructions on the ARF. If we interviewed only those people who happened to be at home at the first call, or who were especially keen to be interviewed, our sample would almost certainly be unrepresentative of the adult population of Scotland.

Only people **aged 18 or over** when you first make contact are eligible for interview. The assignments of addresses are issued as labels attached to the ARF, and the same serial numbers will be downloaded to your computer via modem.

4. Notifying the police

You must notify the local police station in the area(s) where you will be working. You should complete a copy of the **Police Notification Form** that has been included in your supplies. Attach a copy of the **advance letter for respondents** to the form and hand it in to the police. (You might try to see if it is possible to record these details in the book kept at the station desk.) Make a note of the name of the officer to whom you speak and the date of your call so that, in the event of any query or complaint to the police, you are fully covered. It is reassuring for elderly or suspicious respondents to be told that the police know about you and the survey, and that they can check with the police station. If you have any difficulties registering at the police station, please contact the Brentwood Office.

PLEASE DO NOT START WORK UNTIL YOU HAVE DONE THIS.

5. Overview of procedures

The survey involves the following procedures:

- i) dispatching letters and leaflets to selected addresses
- ii) notifying the police that you will be working in a particular area
- iii) tracing all issued addresses, making contact at all of them (apart from deadwood), completing a paper ARF (including interviewer observations) for each address
- iv) where there is more than one dwelling unit at an address, selecting one at random
- v) conducting an interview with one adult selected at random at that address
- vi) giving a self-completion questionnaire to the selected respondent and arranging for its return
- vii) transferring basic ARF information for **every** allocated address onto the computer (via the Admin block).

6. Contact procedures

This section covers dispatch of advance letters and achieving a good response rate.

An advance letter, with a copy of the 'What Scotland thinks' respondent leaflet enclosed, should be sent to each selected address. Over the years, most interviewers have said that they prefer this to a completely 'cold call', and most respondents prefer some advance notice. Bear in mind, however, that since we do not know in advance who will be selected for interview, the letter does not always reach the selected person. We can't do much about this, except ask the person who opens the letter to show it to other members of the household, and let you have copies to show and leave behind.

The procedures you should follow are:

- Check that you have been supplied with enough pre-stamped envelopes, leaflets, £5 high street vouchers (main sample) and advance letters with mail-merged addresses for each serial number in your assignment (the address will show through the 'window' of the envelope).
- Write in your name and ID number clearly in the space at the top of every letter so that respondents know who is going to be visiting them (but don't add your address or phone number, as potential respondents might contact you and refuse even before you have a chance to meet them).
- Post letters to arrive around two days before you plan to make your first visit (you may find it helpful to note the day of posting on the ARF)

You will have supplies of spare advance letters in your pack so that, if the selected person does not remember receiving the letter or if he/she has lost it, you can leave a copy behind. It is important to do this in case the respondent wishes to contact the research team after you have left.

You will also have further copies of the respondent leaflet in your packs. This contains information about what SSA is, why we want to speak to the respondents, and who uses the results. You should use this leaflet whenever you feel it would be valuable - for example by leaving it with someone who you are going to call back on later, or by giving it to people who want to know more about the study and do not remember having received the leaflet already.

Those of you working in areas with tenements will find some spare blank envelopes in your packs, for use in cases where the selected dwelling unit will often not have seen the advance letter.

You must attempt to make contact at every address in your assignment except those notified to you as office refusals (not necessarily in the order given to you, but grouped and visited in 'economic' batches). You must call on at least 6 occasions and call on **different days** of the week, at **different times** of the day and **spread across the fieldwork period** before you classify the address as unproductive. At least one of these calls should be in the evening and at least one at the weekend. In most points the addresses will be fairly close to each other; please keep calling at non-contact addresses until the end of the assignment.

You are being given a map of the area in which you are working showing the location of all your addresses. If you are still having trouble locating an address, and have access to the internet, the following web-sites may be of use: www.streetmap.co.uk or www.multimap.com. If you

cannot search these yourself, please contact the Pink team in Brentwood who will be happy to investigate on your behalf. (If you use Multimap the advanced search facility can be helpful as you can put in the address and postcode and the location will be pinpointed, for rural addresses the scale 1:25,000 is best).

Response rates

As always, it is very important to achieve a high response rate in this survey. The response rate for SSA in 2007 was only 55%, having been 61% in 2004. We are really determined to reverse this trend in 2009 in order to maintain the quality and reputation of the study, and to ensure we can continue to attract funding. This is why we have introduced for the first time a £5 high street voucher to be sent out with the advance letter. We are aiming for a response rate of 60% for 2009.

Please keep trying to contact all the issued addresses until the end of the fieldwork period and call back as often as you can while you are still in the area. If you sense a respondent may be about to refuse, it often helps if you withdraw, offering to call again at a more convenient time, before a formal refusal is actually given. The SSA respondent leaflet might be helpful in this situation. Only by interviewing as many as possible of those selected for the sample can we be confident that the answers you get are representative of the views of everyone in Scotland.

In addition, to help achieve a good response rate, we are asking you to:

- Call the Pink Team in Brentwood before you return any incomplete or untraceable addresses. We might be able to find out some information which will help you locate 'hard to find' addresses.
- Complete the computer admin. block for other deadwood addresses (vacant premises, etc.) and transmit to the Pink Team in Brentwood as soon as possible. We need to know what deadwood there is as early as possible in the fieldwork period.
- For refusals: complete the ARF and the computer admin. (entering Don't Know for any information that you do not have) and transmit as soon as possible to the Pink Team.
- If you select a person for interview who proves hard to contact, breaks an appointment, etc., keep on trying to 'convert' him or her until the end of the fieldwork period. Then whenever you are in the neighbourhood, try again, unless you have learned that the selected respondent will not be available until after the end of the fieldwork (due to holiday, illness, etc.). Before giving these a 'non-contact' outcome code, first check with your team leader and then complete the ARF and the computer admin. (entering 'Don't Know' for any information that you do not have) and transmit to the Pink Team in Brentwood.

You must never substitute one address for another, nor substitute one selected individual for another. The sample has been randomly selected, and any substitutions would lead to bias in the results.

Remember to show your Identity Card when you introduce yourself. If you think it will help you to get an interview, you can give the person you initially contact a copy of the advance letter or the ScotCen leaflet as part of your introduction. In any case, you must leave a copy of the ScotCen leaflet with each respondent after the interview, in case he/she has any queries after you have left and wishes to contact the office.

The main SSA interview will last about 55 minutes. This is an average time and so some of your interviews will take less while others may take more. Older respondents may take a little longer to finish it, so please allow enough time between appointments.

7. Materials for the survey

You will need the following materials for the survey (some will be given out at the briefing, others will be in your workpacks):

- Police notification forms
- Address Record Forms (ARFs) (bright pink cover for even serial numbers and blue cover for odd serial numbers)
- Copies of the advance letters with mailmerged addresses (some with post-it notes attached)
- £5 high street vouchers (to be enclosed with advance letters)
- White window pre-stamped envelopes with ScotCen logo
- Extra copies of advance letter to show as necessary
- Laminated copy of advance letter to show on doorstep
- SSA respondent leaflet to be enclosed with advance letter, plus spares for use on the doorstep
- Blank envelopes (for those of you working in areas with tenements)
- Leaflets about the *Scottish Centre for Social Research* - leave one with each respondent
- SSA Helpline leaflet, with useful contacts on topics covered in the survey – leave one with each respondent
- A set of ring-bound show cards – bright pink cover
- Self-completion questionnaires – (Bright pink cover for even serial numbers and blue cover for odd serial numbers)
- Card with quick guide to topics included in 2009 survey (bright pink)
- A map of your assignment area, with the addresses marked on
- Pre-paid A5 envelopes (for use when you cannot collect the self-completion questionnaires from a respondent yourself)
- Appointment cards
- Return of work envelopes
- Interviewer comment form and ScotCen prepaid envelope
- These Project Instructions.

.... and of course, a lap-top computer with a rechargeable battery pack and shoulder bag.

We think you will find it helpful to check the show-cards (that they are a complete set and in the right order), AND to check the self-completions to make sure there are no blank pages etc. The

printers have been known to make mistakes and it is better to discover them at home, before you begin your assignment, than later, in the field.

The showcards you should have are as follows:

A1 – A2
B1 – B14
C1 – C4
D1 – D10
E1 – E8
F1 – F9
G1 – G5
H1 – H5
J1 – J23
K1 – K5
L1 – L5
M1 – M6
N1 – N10

NB there are no cards starting with 'I' as it looks too similar to '1'.

8. Address Record Forms (ARFs)

There are 2 ARFs for the Main stage of SSA 2009, Version A1 (bright pink) and Version A2 (blue) corresponding to the two versions of the self-complete. Apart from this the two versions of the ARFs contain exactly the same information.

N.B. There is a separate yellow version of the ARF for the Gaelic areas survey (see Section 17).

These are the forms on which your assignment of addresses is issued. You will have one for each address in your point.

Besides giving the selected address, the ARF has a number of other purposes:

- It provides space for you to record details of all the calls you make, and the outcomes.
- It allows you to select one adult at random for interview (and one dwelling unit in the rare cases when there is more than one dwelling unit at the address).

It is also used to make a note of the following details that must then be recorded in your CAPI Admin:

- Some details about the doorstep exchange.
- How the Pink Team in Brentwood might expect the self-completion questionnaire to be returned (i.e. by you or by the respondent).
- Useful information about the address/selected respondent for another interviewer, should it be necessary to reissue your unproductive cases.

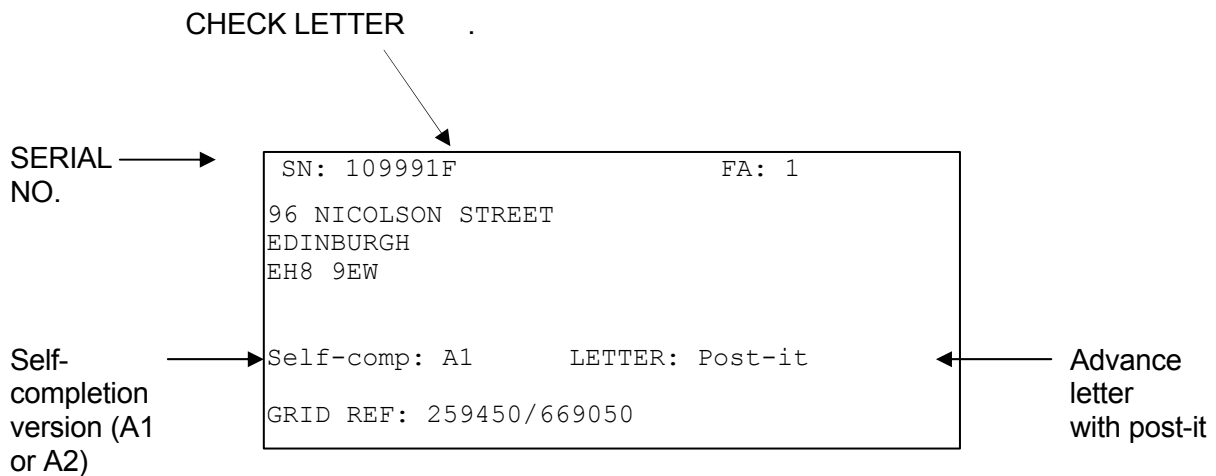
The address, its serial number and other vital information are given on two separate labels on the first page of the ARF.

The One-Way ARF

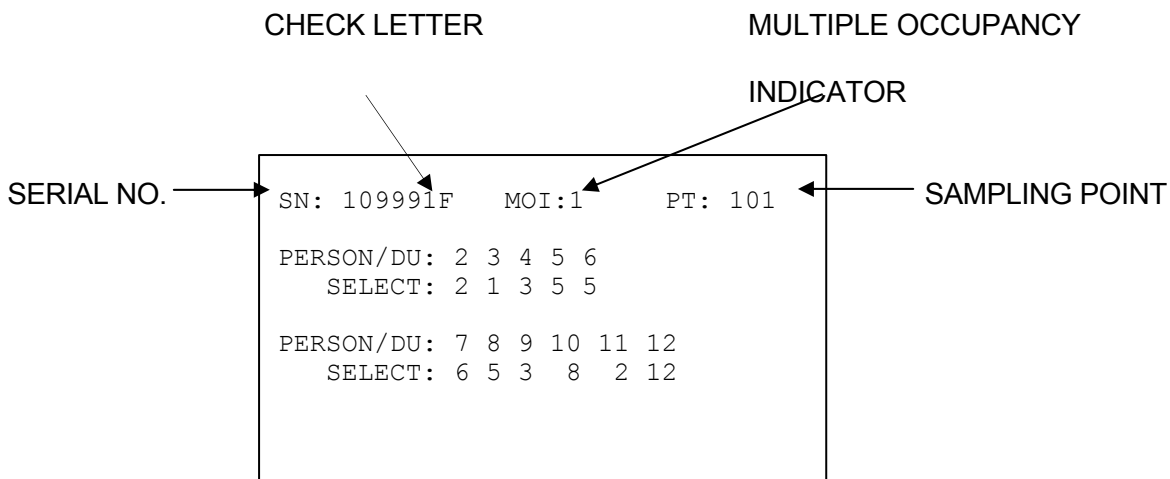
- As you will no doubt be aware, NatGen now operates with a 'one-way ARF'. Crucially, this means that any important information written on the ARF **MUST** be recorded on the CAPI program. Space has been created in the Admin section of the questionnaire to allow you to input any such information.
- **AFTER** you enter all information from the ARF onto the CAPI, **you must shred all pages with respondent information on**. Any remaining non-confidential pages should be recycled.

Address and selection labels

The address label at the **top left** of the page looks like this:



The selection label on the **top right** of page 1 looks like this:



N.B. There are no details from the electoral register this year on the selection labels as we have to pay extra to add these details to the sample and feedback from field management suggested this was rarely used.

The right-hand label allows you to make random selections of dwelling units or individuals whenever you come across more than one of either at your selected address.

In addition to the information presented on the ARF labels, the Pink Team in Brentwood can assist where you have difficulty locating an address by assisting with internet searches to locate the address. This year there is no asterisk on the selection label (*) to indicate there is a phone number for that address on record in the office, again because feedback from field management indicated that these were seldom used in previous years.

The selection label also has the multiple occupancy indicator (MOI) value. The MOI shows the number of **dwelling units** at a given address according to the Postcode Address File (PAF). Please refer to the MOI value when making a dwelling unit selection. The number of dwelling units that you have identified should, in most instances, match the MOI value (see below for more details on selecting dwelling units).

Other important details on the ARF front page

In the top right hand corner of the ARF is a box for you to fill in the final outcome code.

Also on page 1, there is a box for you to write in the selected person's full name. Below that are boxes to write in the respondents telephone number(s) – this is collected at the end of the interview. If the number is not given, circle the 'Tel. Number Refused' (code 3) underneath. If he/she has no telephone, circle the 'No Tel' code (code 2).

Also on page 1, you will see that there is space for you to keep a note of the times, dates and results of all your calls. Please remember to fill this in at each separate visit: it will help you to plan any further visits you may have to make and will help interviewers in case of reissues. **It is especially important to make detailed notes about non-contacts in rural areas, remembering that this info should all be transferred to the admin block, or the reissue interviewer will not see it.**

Note that for each visit you must enter a call status code:

- | | |
|---|-----------------------------|
| 1 | No reply, |
| 2 | Contact made, |
| 3 | Appointment made, |
| 4 | Any CAPI Interviewing done, |
| 5 | Any other status |

Any visits to collect a self-completion should be coded as 5 on the visits record grid.

Please note that calls made to the respondent on the telephone are now recorded separately to actual visits to the sampled address, on page 2.

From here on, you fill in the ARF just like a paper questionnaire.

Section A deals with the **address** and **observations** of the area.

At **A1**, you will see that we are making a distinction between addresses where it is possible to establish if the address is eligible or not and those where you are not sure about the eligibility (e.g. ones where you are not sure whether they are empty). This is in order to calculate response rates more accurately. If possible, check with neighbours to establish the right code. If you are unsure about eligibility, or if you have established that the address is ineligible you are

taken to Section D after completing the interviewer observations (see below), otherwise you go to Section B after completing the interviewer observations.

At this point, **A2-A5**, asks you to collect the interviewer observation information **before making contact**. This information will be used in analysing the different characteristics of respondents and non-respondents. Note this information should be collected - before making contact - for all non-deadwood addresses *including office refusals*. Interviewer observations are not required for deadwood addresses (codes 710-790), so if, for example, an address had been demolished you would obviously not be able to complete the interviewer observations for it. However, in a small number of cases you may complete the observations for an address which you only later discover is 'deadwood' (perhaps because you later discover it is vacant or empty). Please don't worry if this happens – we would prefer interviewers to collect the information in all cases before making contact (since we do not want people's assessment of the outside condition of the property to be affected by having been inside), even if this means that in a small number of cases you collect it and then discover the property is 'deadwood'.

Selecting a Dwelling Unit (DU) – Section B

If you find that the address contains two or more dwelling units (DUs) (e.g. a house that has been divided into flats, or a tenement where only the main door number is on the ARF label, not the individual flats), you will record this information at B1.

B3 then takes you through the steps necessary to select a dwelling unit at random, by listing them all in a systematic way and using the selection label on page 1 to choose one at which to seek an interview. This will, in fact, happen only very rarely. But remember it is the exact address as given which counts. If the address on the label is 'Flat 4, 12 London Road', it is that part of accommodation that is the sampled address, not the whole of no.12.

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

(If you happen to come across an address with 13 or more dwelling units, there is a look-up table in Section F of the ARF that will tell you which one to select.)

The selection label has the MOI for each selected address (see page 12). This number gives an indication of the number of dwelling units the Post Office thinks is at that address. So a tenement with 8 flats where an individual flat is not listed on the address label should have an MOI of 8. Please use the MOI to help you establish whether you need to carry out a DU selection at an address. But note that the MOI is sometimes incorrect or out of date, so an address with an MOI of 1 could have been split into separate flats. Make sure your decision about whether you need to carry out a DU selection is based on what you find at that address as well as what the MOI says.

The distinction between **dwelling unit** and **household** sometimes causes confusion. The dwelling unit should be thought of as a home with its own front door. Note that on SSA you only need to consider two stages of selection: selection of dwelling unit and selection of individual. **You do not need to do any selection of households within a dwelling unit.** Once you have selected a dwelling unit, you go straight onto enumerating the adults in that dwelling unit. However, when you start the CAPI interview and fill in the household grid, you are asked at that point to enter all members of the respondent's **household**, according to the definition given in the Interviewer Manual. This may on rare occasions be different to the dwelling unit.

It is essential that - if you need to select a dwelling unit - you follow the rules in making this selection. Only in this way can we be sure that we end up with a truly random sample of dwelling units and adults living there.

If the address on the label is spelt wrong, or is incomplete, you are reminded at **B2** (for addresses with only one dwelling unit) to make any necessary changes on the label. Where you need to make a dwelling unit selection, you will usually need to add details (e.g. the flat number) to the address label. You are reminded to do this at **B4**. **These details must be included in your CAPI Admin.**

B5 establishes whether the (selected) DU is residential and occupied as a main residence. If so, you are routed to section C; if not (or if you are unsure) you are routed to section D.

Selecting an individual

Section C helps you to select the individual within the address for interview. A useful tactic is to explain at the outset that you have to ask a few questions beforehand to make sure you interview the 'right person' - to ensure that you get a true cross-section of views and give everyone an equal chance to be included. If you can make the person giving the information feel that he or she is helping - and know why it is necessary - you will find it easier to gain co-operation.

Special rules for students

SSA operates eligibility rules for students which are slightly different to other NatCen surveys. This is because with SSA being conducted over the summer, we have previously tended to exclude students both at their term-time address (because they may have given their student accommodation up over the summer) and at their parents' address (because people who lived elsewhere to study are excluded under standard NatCen rules).

If you come across students, you need to follow the following procedure:

- Establish whether the sample address is:
 - 1) their main term-time address (e.g. a rented flat in the university town), or
 - 2) their main out-of-term address (typically their parents' address), or
 - 3) neither.
- Always *include* students in the selection procedure if the sampled address is *either* their main term-time *or* their main out-of-term address (or if the two are the same thing).
- Always *exclude* students from the selection procedure if the sampled address is *neither* their main term-time address *nor* their main out-of-term address (e.g. students staying temporarily with friends).

This should in many cases be easier to operate than the standard NatCen rules as we often find that parents whose children are at college but come home during the holidays tend to count them as being still resident and tend to want to include them in the household. As the survey is conducted over the summer, many students will in fact be at their parents' house, and under these rules they will be eligible there.

After you make contact, you must record at **C1** how many adults (aged 18 or over) there are living at the dwelling unit. On each occasion where there is more than one adult living at the dwelling unit, you must use a random selection procedure to choose one for interview, as follows:

At **C2**, list all resident adults in alphabetical order of their first name or initial. For example, if there are 4 adults in a household called Brian, Maggie, John and Paul:

NAME / INITIAL	PERSON Code
B.	01
J.	02
M.	03
P.	04
	05
	06

By referring to the selection label shown earlier, you will see that person number **3** is to be interviewed, as this is the number printed under '4' on the label.

Please note the following points:

- If there are two people with the same first name, list them in **alphabetical order** of their **full** name. If the full names are the same, list them in order of their **age**, with the eldest first.
- Make sure that you write in the initials – you may be asked to enter these in the admin block if the computer thinks there is a discrepancy in your selection.
- If you are unsure about the number of eligible adults at this point because someone refuses to give you the information, you do not make any contact or another reason, you are directed to specific questions in Section D.

If there are 13 or more adults living at the selected address, use the look-up list in **Section F** of the ARF to tell you which one to select for interview.

A few last points about selecting respondents:

- (i) Any responsible **adult** member of the household may provide the information that you need in order to establish who it is you are to interview. But **never** take information from those aged under **18**.
- (ii) Interview **only** persons living at listed addresses. Never follow anyone to a different address, although you could of course conduct an interview somewhere else (e.g. at work). **No substitutes are permitted, so if the selected person is in hospital or away for the duration of the survey, or too old or too ill to be interviewed, then no interview can take place.**
- (iii) This survey is intended to cover only the population living in **private households** - not those living in institutions. But people can be living as private households within institutional premises. Even if the address you have been given appears to be that of an institution, check that no one is living in a private household on those premises before abandoning the possibility of an interview there.

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

At **C3** you are asked to write the **full name** of the selected person on the front page of the ARF. If someone refuses to give their name, write in 'Refused'.

Recording outcomes on the ARF

For each person selected we need to know whether an interview was carried out or not. Productive outcomes are covered by D1, and unproductive outcomes (including deadwood and unknown eligibility) by D2 to D7.

D1 is for recording *productive* outcomes. Productive outcome codes are computed by the program and displayed in the Admin block. The outcome code combines whether it is a full or partial productive interview with the self-completion questionnaire outcome as follows:

full interview with:

self-completion posted by interviewer	111
self-completion not forthcoming	112
respondent to post self-completion	113

partial interview with:

self-completion posted by interviewer	211
self-completion not forthcoming	212
respondent to post self-completion	213

Very occasionally, you may not be able to finish an interview, or you may have to leave gaps because a particular respondent is finding it hard to cope. But a 'partial' will count as a 'productive' interview if you have reached the introduction to the National Identity module:

NatID.BStart

This follows the completion of the first set of violence questions.

An 'unproductive' partial is one where less than this but at least some attitude questions are completed, and should be coded '440' at **D3**.

If no interview was obtained at an eligible address, you are asked to record why at **D.2**, **D.3** or **D.4**. This could be because there was no contact (**D.2**: codes 310-323), with: (a) no contact ever made with anyone at the address (310), (b) contact was made at the address but not at the selected DU (321 - obviously this code should only be used if there are several DUs at the address), or (c) contact was made at the (selected) DU but not with a responsible resident adult (322 - e.g. if you only ever spoke to a child) or (d) contact was made but not with the selected person (323). Or it may be because of refusal (**D.3**: codes 410 - 450) or other non-productives (**D4**: codes 510-599).

D5 has outcome codes for those addresses where eligibility is unknown and you have made no contact (but please check with neighbours where possible). You are routed from codes at A1 and B5.

D6 has outcome codes for ineligible addresses (deadwood), and you are routed from codes at A1, B5 or C1. Before coding an address as non-residential or communal

establishment/institution, remember to check that there is no resident private household within the address (e.g. a caretaker's flat).

D7 caters for addresses where eligibility is unknown and you have made contact. You are routed from codes at A1 and B5.

For all non-productives you must:

- Enter the relevant unproductive outcome code in the Admin block in CAPI.
- Complete as much of the Admin block as you can, entering Don't Know (Ctrl+K+Enter) at any questions where you don't have the information.
- Enter the interviewer observation information (Section A2 – A5 on the ARF) in the admin block (for all except addresses immediately identified as 'deadwood')
- **Transmit** the serial number as unproductive.

Remember: you must transmit all unproductive serial numbers.

At **E1**, you are asked to record further details about all outcome codes, apart from productives, i.e. **D.2 – D.7. This extra information is needed for reissues, and must be recorded in you CAPI Admin**, so please make sure you write in as much detail as possible.

Section F is a look-up chart for selection in cases where there are more than 12 DUs at the address or more than 12 persons in the (selected) DU.

9. Field procedures

Backing up via the modem

All work is now backed up automatically when transmitting to the office on every 3rd day. If necessary a manual back up can be done through the Backups and Restores screen.

The Admin Block

The Admin block should be completed once you have reached a final outcome code.

The Admin block mirrors the ARF and for the most part you will simply be transferring information from the ARF. Please transfer your answers exactly as they are on the ARF, following the instructions on the screen.

You must complete an Admin block for **every** serial number, including unproductives, deadwood and office refusals. Failure to complete all Admin blocks will prevent you from doing your end of assignment clearout.

Information about the address and action needed by the office (AdInf and S2Act) needs to be entered in the field on the screen not in a memo.

Project manager

Brentwood are changing to a new system of project management for some surveys. Instead of the project manager being an interviewer, for SSA this year, the Project Manager will be Carol Bell, who works in the Pink Team at Brentwood. Your Team Leader will be in touch with you throughout the fieldwork period and will report progress to the Project Manager.

Returning work

Work should be returned via standard modem procedures – as soon as you have anything to transmit. Never hold onto work for more than a week – lots of time is wasted trying to locate untransmitted interviews. **Interviewers should only transmit productive CAPI interviews once they are sure about how the self-completion questionnaire is being returned;** hence, if this has been left with the respondent to be collected in a few days, the transmission of the CAPI interview should be delayed until the completed self-completion questionnaire has been obtained.

N.B. If you are picking up the self-completion yourself at a later date, you will use a temporary code to record this. You will not then be able to transmit the interview until you confirm you have actually picked the self-completion up – see section 10, below.

Regular transmissions will minimise the risk of lost productives through laptop failure, loss or damage. It will also ensure that Newsflash information will be received quickly as well as any possible program updates.

10. The self-completion questionnaire

We estimate that this year's self-completion questionnaire will take about 10-15 minutes to complete for most respondents. Respondents may fill in the self-completion questionnaire either:

- **Immediately after the interview**, before you leave. You could use the time to key in the admin. details and 'tidying up' any 'Other – specify' answers or notes.
- **In the respondent's own time, after the interview**. In this case you will need **either** to call back to pick up the questionnaire, **or** to arrange for the respondent to post it back to Brentwood (in which case you must leave one of the A5 prepaid addressed envelopes).

The self-completion fee is payable only if **you** send the self-completion back (not if the respondent returns it in the prepaid addressed envelope).

Under no circumstances should you give the self-completion questionnaire to the respondent to fill in before the interview.

Before handing over the self-completion questionnaire to the respondent, there are some important things to remember:

1. **You should write the Sampling Point number, the respondent's Serial Number and Check Letter and your Interviewer Number in the boxes provided, before you hand over the questionnaire.**

<p><u>Without these identifying numbers, the self-completion questionnaire cannot be used - and we will not be able to pay you for a completed questionnaire!</u></p>
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2. Please be **very careful** to ensure you give respondents the **correct version** of the self-completion. The computer screen at the end of the interview will tell you which colour self-completion the respondent should have. This should also be the same colour as the ARF - respondents whose ARF has a bright pink cover (version A1) should receive a bright pink self-completion (version A1), and respondents whose ARF has a blue cover (version A2) should receive a blue self-completion (version A2). **If the information on the**

computer screen and the ARF is different, then follow the instruction on the computer screen. Use the 'notepad' facility (Ctrl + M) to make a note, and highlight this on the ARF (it would also be helpful if you rang the pink team to let them know directly if this happens, so we are aware there is a problem!).

3. Please also remember to fill in **SCStatus** in the Admin block, to tell us what the current status of the self-completion is:

- 1 "S/C collected, and ready to return",
- 2 "Planning to collect S/C from respondent – TEMPORARY CODE",
- 3 "Envelope left for respondent to post S/C to office",
- 4 "S/C not expected (e.g. refused)"

You cannot transmit the interview back while code 2 is selected as this is not a final outcome for the self-completion (a hard check will come up at the end of the admin block). You should hold onto this serial number until you can go back and change the code to either 1, 3 or 4.

4. If you leave the self-completion questionnaire at an address to be filled in after the interview, leave it only with the **selected respondent** - the person you interviewed. The self-completion questionnaire may be filled in only by the selected respondent. Please tell the respondent that we cannot use questionnaires filled in by anyone else. **Emphasise to them that no substitute is acceptable.**

5. If the respondent cannot fill in the questionnaire by the end of the visit at which you carry out the interview, please arrange to call back for it - provided you are still interviewing in that area. You could use one of your appointment cards to remind the respondent of when you are calling for the questionnaire. This will help remind the respondent how important the self-completion questionnaire is. If this is not possible, you should leave a prepaid **A5** (not A4) envelope and ask the respondent to post the self-completion questionnaire back to the office. **If you do this you should code this at SCStatus in the Admin block.** (We will then know whether or not to send out reminders to respondents whose questionnaires have not arrived.)

6. Never leave the respondent in any doubt as to how he or she should return the questionnaire. If you have arranged to call back for it, make sure that your respondent realises this and that you keep your appointment. If you cannot arrange to call back, make sure that the respondent knows it is to be posted back, and stress the need for (reasonable) speed.

7. If you do wait for the questionnaire or call to collect it later, please try to spend a minute checking through to see that it has all been filled in. Any gaps can then be tactfully pointed out to the respondent and he or she should be asked to fill them in, even if it means writing in 'don't know' where appropriate. **NB we had an issue with a high number of people failing to answer some of the first question of the 2006 self-completion. Given this, we would really appreciate it if you could take the extra time to flick through respondents self-completes to check there are no gaps this year.**

It is important that everyone who takes part in the survey has the chance to complete a self-completion questionnaire and that we do all we can to remove any barriers that might prevent them from doing so. On rare occasions, it might be clear that a willing respondent needs your help to complete the questionnaire, because of, say, poor eye-sight or illiteracy. In such cases, treat the questionnaire as if it were an extension of the interview, and tick the boxes accordingly, with the respondent at your side. You may make a paper claim for time spent with the

respondent, but please give full details of the circumstances and send to the Pink Team for authorisation. As some of the self-completion questions may be more sensitive and family members may influence a person's responses, we would prefer you give any assistance needed, rather than another family member. If a respondent is insistent they would prefer a family member to help read the questions to them, please reinforce that the answers must be their own – we are only interested in their views.

At the end of the self-completion is a space for the respondent to write their own comments. This is something which has been suggested by interviewers in the past. If a respondent feels strongly on a particular subject which they feel is not fully covered by the interview, you can invite them to write something about it here, and then their views will be included within the information gathered by the study.

Useful Contacts leaflets

As the 2009 questionnaire includes some questions about potentially sensitive issues like drugs, violence, anti-social behaviour, as well as some questions about how happy people are with their lives, we have produced a useful contacts leaflet for respondents in case the interview raises any difficult issues for them. Please leave this leaflet with **every respondent**, regardless of whether you feel that the interview has raised any issues for a particular respondent. Please do not draw too much attention to it – just give it to them at the end with the ScotCen leaflet and say that we are leaving this with respondents because the interview included a few sensitive questions, and that the leaflet includes contact details for organisations that can provide help or information if these questions raised any issues for people.

11. The interview questionnaire: general guidelines

First, a feature of such a wide-ranging questionnaire is that people are likely to be more interested in some questions than in others. It can be a challenge to establish the right speed at which to ask attitude questions. Rushing the respondent clearly has to be avoided, but an over-deliberate approach would be equally wrong. It may be that some respondents want to give a great deal of thought to some of the issues, but we are seeking to capture present attitudes, not to conduct a philosophical discussion or a political debate!

On the other hand, if some respondents have no particular viewpoint on a topic, or if they cannot answer the question as posed, a 'don't know' or 'other answer' code is acceptable; then you just move on to the next question. ('Don't Know' can be entered at any question unless it specifically indicates that you cannot use this. 'Don't know' is entered by using **Ctrl + K + Enter**).

Second, throughout the questionnaire we will be using a number of general phrases that may cause the respondent to ask for further explanation. Examples might be:

“Scotland as a whole”

“In this area”

Unless a definition is actually provided for you to read out, we do not wish to give the respondent any further explanation. The phrases used are intended as general ones. Simply read the question or statement out, and tell respondents that they should answer in terms of whatever *they* understand by the phrase.

Third, at questions where an 'other' answer code has been provided, the other answer should be recorded verbatim. (Up to 120 characters can be keyed or written in. If the respondent gives a longer answer, press **<Ctrl + M>** and use the 'notepad' to continue.) Remember that when

you are closing a NotePad, you need to use Alt+S to save and exit. Unless specifically stated, 'other answer' should be coded only when one of the pre-coded answers will not fit after probing.

At questions where there is no specific provision for 'other answer', none is anticipated, although should they occur, they should be entered on the 'notepad' provided for comments. For questions in which no 'other answer' space is provided, first repeat the question with the appropriate emphasis before accepting an 'other answer'. You can also use phrases like "Generally...", "In general...", etc. as probes, and then repeat the question wording exactly.

Fourth, the interview questionnaire is divided into blocks of question topics (see below for details). All of the changes between blocks are signalled by an introduction (e.g.) "And now for a new topic ..." and for the block on drugs, there is an introduction specifically related to the topic, 'The next set of questions is about drug use and what you think about the different ways of dealing with it. The topic for the other blocks is not mentioned in the introductions as it was felt it might influence the responses given.

If a respondent does break off the interview part way through (this happens very rarely), you may code it as a productive partial (outcome codes 211-213 depending on the status of the self-completion) if you have got as far the question called NatID.BStart (after on the section on Attitudes to violence – part 1). If possible try and see if the respondent would like to finish the interview at another time, perhaps on a different day.

Otherwise, code as an unproductive partial (code 440) and record full details of the circumstances in the CAPI admin block.

Basic structure of the interview

- Household grid
- Newspaper readership
- Party identification
- Environment
- Escape
- Anti-social behaviour
- Drugs
- Views about the Scottish Government and the parliament
- Attitudes to violence (first set of questions)
- National Identity
- Attitudes to violence (second set of questions)
- Independence
- Classification

Practice interviews

At the briefing we will go through a dummy interview. To become more familiar with the questionnaire, you should undertake a couple of practice interviews at home before you start work.

The serial numbers you will need to undertake a practice interview are detailed in section 15.

12. The interview questionnaire: in detail

The question name, which will appear on the lower half of your CAPI screen, is listed in *italics* on the left of the page.

Household grid

Respname, Respsex, Respage As in 2007, you are asked for details of the respondents name, sex and age before you fill in details of other members of the household in a grid.

HouseHld This question asks for the total number of people in the respondent's household (**including** children and including the respondent). Refer to your interviewer instructions for the standard definition of a household if necessary.

You should have, of course, just recorded the number of adults in the dwelling unit at **C1** on the ARF. Quite apart from the rare occasions when dwelling units and household are not the same thing, interviewers occasionally discover at this stage that they were given the wrong information for the ARF selection. If so:

- Do NOT change the ARF or redo the selection procedure
- DO record the correct information at Househld
- DO use <Ctrl + M> to make a note of what happened.

When you come to fill in the Admin block, record the information as recorded at **C1** on the ARF.

A note on checking selections in the admin block:

If the computer thinks there may be a mistake in the selection of a person to take part, it will ask you for further information in the **Admin block** at the end of the interview, so that it can check how you did the selection. Situations where this might happen are:

- If the number of adults in the household is different from the number you included in the selection (at C1 of the ARF – entered at PersNo in the admin block). If this is the case, you may be asked to key in the name or initial of everyone you included in the selection at C2 on the ARF, in the order you used to make the selection. The computer will then be able to re-check your selection based on the information you actually used to make it.
- If the initials/name of the person you interviewed do not match the initials/name of the person the computer thinks you should have interviewed. The computer will list the people aged 18+ from the household grid and the respondent information in alphabetical order and check that the person you interviewed matches the person you should have interviewed based on the selection label details.
- In both these cases, if there is a discrepancy, you will be asked to explain this. Please just follow the instructions on screen. If you are in any doubt about this, please discuss it with your team leader.
- If you are asked to key in initials/names from the ARF, the computer will flag a selection error if the spelling is different (from the name you entered as the respondent), or if you've put an initial on the ARF and a full first name in the CAPI interview. If the person the computer thinks you should have selected is in fact the respondent, but you've just entered their name with 2 slightly different spellings, for example, you should just explain this in the note you will be asked to enter on why there is a discrepancy.

Marstat6 Since 2006, this has included a new code for same-sex couples in a civil partnership. We have changed the wording of the answer categories since 2007 to make it clearer that codes relating to civil partnership are ONLY intended to be used for same-sex couples – if you try and use it for a male-female couple, you will get a soft-check querying this. Same-sex civil partnerships are now also referred to in the categories relating to being separated, divorced, widowed or single.

*REconFW/
SEconFW* The respondent may well choose several types of economic activity undertaken 'last week' - that is the seven days ending last Sunday. If so, all of them should be coded. In this case, the highest on the list (the first that applies) is the one that determines which set of questions you ask next (there are sets of questions for, e.g., employees, self-employed people, unemployed people and so on). If a respondent is not sure or doesn't know, please probe to find out which of the items on the card comes closest to what they were doing in the last week. Please note that '**Don't know**' is not a valid code for the respondent at this question and if entered you will be asked to change it. Respondents can refuse to answer the question.

If you interview on a Sunday, the seven days are the ones ending the previous Sunday.

If the respondent is on a **New Deal scheme**, probe to establish whether they are in paid work, in training, doing voluntary work or whatever and code accordingly.

The following notes explain the categories at *R/SeconFW* a little more fully:

Code

01 In full-time education (not paid for by employer, including on vacation)

All students, even those doing vacation jobs during the last week, are to be coded in this category. If the student is on vacation and will continue to be a student only if he or she passes an exam, assume that the exam will be passed and still treat the respondent as in full-time education. People on government training programmes are EXCLUDED from this category. They should be counted as 02.

02 On government training/employment programme

People on government-sponsored training or employment programmes should be coded here. They should not be coded as 'In paid work' or 'In full-time education' (even if they are doing the educational part of the programme).

03 In paid work for at least 10 hours in the week (or away temporarily from that work)

This category includes all types of paid work, whether for an employer, or on the respondent's own account as self-employed. It includes casual, part-time and temporary work provided that it amounts to at least 10 hours in the week.

Voluntary work, or work carried out where only expenses are reimbursed or work paid for in kind (e.g., receiving board and lodgings only) where there is no financial transaction, are EXCLUDED from this category.

People temporarily away would include those who were absent from work last week because of sickness or injury, holiday, compassionate leave, or maternity leave, provided that they have a job to go back to with the same employer or as self-employed

in the same field. It would also include people who were temporarily laid off, or on strike, or locked out, again provided that they have a job with the same employer to go back to, or to the same self-employed status, e.g., an actor 'resting' between jobs.

People whose contract of employment incorporates regular but intermittent work (e.g., some staff in educational institutions, or professional sportsmen, whose wages are paid only during term-time or in the season, and who therefore may not have worked last week) are included in this category.

04 **Waiting to take up paid work** already accepted

This category covers people not in work last week but who have a definite agreement to start work on a set date. It does not include people who have been given a vague promise of a job if and when a vacancy occurs.

05 **Unemployed and registered** at a JobCentre or JobCentre Plus

This category covers those who are both unemployed and registered as unemployed for benefit purposes

06 **Unemployed, not registered** but actively looking for a job

This category includes all unemployed, not registered for benefit, but who are actively looking for a job of at least 10 hours a week. This would include people registered with private employment agencies, people answering advertisements for work, advertising for work or even people just actively looking around for opportunities.

07 **Unemployed**, wanting a job but **not actively looking for a job**

Include here any unemployed (again not registered for benefit), but who are not actively looking for a job at the moment. People who, for instance, have given up looking for work would be included here, or those who are ill and temporarily unable to look for work. Respondents should normally be left to decide for themselves whether an illness in this case is temporary or not. If in doubt, include it if it has lasted less than six months.

The remaining four categories cover those members of the population who are generally considered to be economically inactive.

08 **Permanently sick or disabled** covers people out of work and not seeking work because of permanent (or indefinite) sickness or disability. People who have never worked because of disability are included. Do not include retired people in poor health who would not be seeking work even if they were healthy. In cases of doubt over whether an illness or disability is permanent, treat it as permanent if it has lasted continuously for six months or more.

09 **Wholly retired** from work covers people who have retired from their occupation at approximately the normal retirement age or who have taken 'early retirement', and are not seeking further employment of any sort. Retired people who are permanently sick or have become disabled still count as retired.

Women who leave work on marriage to look after the home or to raise a family and who have not worked for many years, should be classified as 'looking after the home' rather than retired. But it is difficult to define retirement exactly. Apart from the proviso made about women, the respondent's description from the card should generally be accepted.

10 **Looking after the home** covers anyone more or less wholly involved in domestic duties when classifying economic position. There can be more than one person in a household in this category, here we are concerned only with the respondent's position.

- 11 **Doing something else** is not on the show card. It covers anyone who does not fit into any of the ten categories on the card. But remember that people who are in any kind of paid work (including casual self-employed jobs) of more than 10 hours in the week should not be included here.

DisNew3 This question asks about any long-term illness or disability and in 2009 appears in the household grid section rather than the classification system. This is to allow us to ask the follow-up question 'WheelUse' (see below) which is used for routing in the Environment block.

WheelUse This asks all respondents who have a long-term illness or disability whether they are a wheelchair user. This is then used to route respondents to the correct set of questions in the Environment block (see details below).

Newspaper readership

WhPaper A single newspaper is the preferred answer here. If the respondent maintains, in spite of probing, that he or she reads more than one daily morning paper equally frequently, code 95 for 'Other' and list the relevant papers under OthSpec.

If respondents say that the newspaper they read most frequently is a free daily paper, code in 94, ask for the name of the paper and list it under OthSpec.

Environment

General These questions are about people's local area and uses phrases such as 'around here' and 'get around your area'. These phrases are intended to be general. If anyone queries it, tell them that they should answer in terms of whatever they understand by the phrase.

Some of the show cards contain long lists of answer options, e.g. up to 17; so please give respondents time to read through the list in full before they answer.

OnFoot

& WheelGet Respondents will get EITHER OnFoot, if they are not wheelchair users – asking how easy it is to get around their area on foot OR WheelGet – asking how easy it is to get around using their wheelchair. This is routed from the question on whether people are wheelchair users in the Household Grid.

Cycling This asks all respondents, including wheelchair users, whether they think their area is good for cycling. This is asking their opinion, regardless of whether they ever use a bicycle or cycle in their area.

Descgree This question asks respondents to identify what type of green or open space is nearest to them e.g. park, beach. The following set of questions, up to the end of the Environment block, ALL refer to this specific green or open space.

Escape

This short series of questions is funded by NHS Health Scotland, who are interested in whether people ever feel the need to escape from everyday problems and stresses, and the things they do and places they go when they feel this way.

EverEscp This question asks people whether they ever feel the need to escape from everyday problems and stresses. If they say 'sometimes' or 'occasionally' or other similar answer, please code this as 'yes'.

EscpDo & EscpPlac These include relatively long lists of possible responses. Please give the respondent time to read through the showcards. Please probe fully and record any responses you are not sure where to fit in full under 'other'.

EscpArea This asks everyone, including those who say they don't ever feel the need to escape, whether or not they feel there are places in their areas they COULD go, IF they felt this way. Please emphasise the 'COULD' and 'IF', especially for people who have said they don't ever feel this way.

Anti-social behaviour

ConRub to Conswear These questions ask people how concerned they WOULD be about various types of behaviour, regardless of whether this behaviour is actually occurring in their area. If respondents say they are already experiencing this type of behaviour in their area, please let them know we will come on to ask about this shortly.

Seenvand Note that this question, about how much graffiti and vandalism they've seen in their area, does not imply that they have to have actually witnessed the graffiti or vandalism being done – they may have just seen the results (e.g. spray painting on a wall or a vandalised car).

Respvand & Resprowd Note that there are no showcards for these questions. This is deliberate – we want people's unprompted views on who is responsible for different types of Anti-social behaviour. Avoid coding 'slang' terms (e.g. 'ned', 'yob' etc.) under the categories in the list – we'd prefer you to enter these in full under 'other' so that we can determine how best to code these at a later point.

Drugs

GovPrior This question asks people which of 3 things they think should be the government's top priority for reducing the dangers of heroin use. We really want respondents to pick just one of these. However, if after you repeat the question, a respondent insists that they think two or three of these are equally important, please enter this in full under other (including which ones they think are equally important).

HelpAdd This question asks how much people agree or disagree that the **only** real way of helping drug addicts is to get them to stop using drugs altogether. If (and only if) a respondent queries whether this means addicts would be expected to go 'cold turkey', you can mention that getting them to stop using drugs altogether might involve supporting them to do this.

HerUsePr CanUsePr Please emphasise the 'not' in these questions.

HerLive NB this questions uses letters on the cards to give people greater anonymity when giving their responses.

HerPars Although this question has a showcard, we would still like you to read it out as we want respondents to take in the answer options fully before answering. However, please do NOT read out 'it depends', which appears in brackets.

Core module on public services and views about the Scottish Government/Parliament

SNHSIE12 Note that each pair of questions use first the top half and then the bottom half
SNHSWh12 of showcards F1 and F2.

EdStIE12

EdStWh12

SLivIE12

SLivWh12

TranIE12

TranWh12

EconIE12 Note that this pair of questions also first use the top half and then the bottom
EconWh12 half of the showcard F3.

ConfSEMR This question follows up on one which asks how much confidence people have that Scottish Government official statistics are accurate (from 0 to 10, where 0 is not confident at all and 10 is very confident). All respondents will be asked this question. However, you will see that the screen is arranged into 2 halves, with reasons that are more associated with giving responses at the "not confident" end of the scale on the left and reasons more associated with giving responses at the "confident" end on the right. Reasons people might be unsure or give a response around the middle are at the bottom of the right hand column. You should, therefore, have an idea of where to look for a response based on their answer to the previous question – if they rated their confidence level as 1 or 2 (which is very low), you will probably find something that fits their response on the left-hand side; if they rated it 8 or 9, it is more likely to be on the right.

You are asking for the **main** reason they give their particular rating of how confident they feel. There is no showcard for this question, so you will need to try and identify the code that best fits their answer. Please try and familiarise yourself with the codes in advance of doing any interviews. However, if you are really not sure how to code someone's response, please use "Other" and just enter their response in full. Make sure you probe to get the actual reason they gave their rating though – do not just record their general views about statistics or other comments unless they relate to why they chose the rating they did.

Examples of the types of responses you might include under particular headings are given in the table below:

Code	Description	Notes/examples
1 and 7	Don't/Do trust stats from personal experience	Could include experience of a service, or dealings with the Scottish Government, or employment in that area. Include experience of family, friends.
2 and 8	Heard/read something good/bad about stats	E.g. on TV, radio, in the paper. Could be about any aspect such as quality, accuracy, or integrity, which leads them to have confidence or not in statistics.
3 and 9	Stats are difficult/easy to count or measure, (not) always recorded , based on clear/unclear definitions	Includes issues to do with: <ul style="list-style-type: none"> • how easy or difficult some subjects are to measure, or collect data about; • how complete the statistics are – e.g. because they under-record the true number, not all the statistics are reported; • the wrong thing is being counted, or the definition used is only one of many possible ones.
4 and 10	Scottish Government has/does not have a vested interest ; interferes /does not interfere	E.g. views whether or not the Scottish Government: <ul style="list-style-type: none"> • has a vested interest in the results being a certain way; • and/or interferes in the production of the statistics, so they reflect well on them; • has any benefit to gain.
5	The stats are misrepresented or spun by politicians	Any mention of distrust in politicians use of stats as reason; e.g. because they only use selected statistics, don't use accurate/up-to-date/relevant statistics, only publish what makes them look good, use statistics to support their argument, political bias.
11	Stats don't tell whole story	E.g. only part of a total picture, certain aspects are not covered by statistics, need more information to assess the true picture.

Attitudes to violence – Parts 1 & 2

General

The questions on attitudes to violence all involve scenarios which include some kind of violent behaviour between two people. However, as we don't want to influence people's responses, we specifically do not mention the word 'violence' in any of these scenarios. Please **do not** use the word violence with respondents in relation to these scenarios.

Note that for this part of SSA, we are doing a 'split sample' experiment, whereby all odd serial numbers are given scenarios where the person doing the 'violent' act is a man, and all the even serials are given scenarios where the person doing the 'violent' act is a woman. However, showcards for both are included in your set of cards, so be aware that you respondents will be skipping a section of cards at either the start or the end of the 2 violence sections. **Please make sure they are looking at the correct card at the start of each of these sections.**

The violence questions are divided into two separate sections, so that respondents do not lose concentration and stop hearing the sometimes quite subtle differences between the different scenarios.

We've also put details of each scenario at the top of the showcards to try and help them keep these in mind while deciding on an answer. The answer scale is shown at the bottom of the cards.

We've tried to make the scenarios quite detailed, but obviously there's a limit to how much we can include in a survey question. If people say 'it depends', please

try encouraging them to think 'in general' and repeat the question back to them to try and get a response.

VStrg3M / *VStrg3F* The question at the beginning of Part 2 is similar to that at the beginning of Part 1. If you do get a respondent querying this, just let them know that they are slightly different.

National Identity

GENERAL Note that some questions in this section are routed based on where the respondent was **born**: so if the respondent was born in England, they will be asked follow-up questions about whether they feel more or less English (in general and – depending on their answer to the general question - in specific situations) who they compare themselves to as 'an English person' and, what they think being English is mainly about. Other questions – particularly those describing different people who claim they are themselves Scottish - based on where people **live** – so everyone in SSA will be asked 'Scottish' versions of these questions.

It is possible that you may come across a few respondents who were born in England, but consider themselves to be Scottish and comment on the fact they are being asked 'English' versions of some questions in this section. If this does happen, you can point out that they will also be asked questions about being Scottish later, but that we are also interested in how where people were born affects their views.

NewIdFW This question is asking which options respondents would have chosen **instead** of the ones they chose at an earlier question. As they chose 3 answers at the earlier question, you can code up to 3 answers from this list too, but please **do not probe**. It's only the answers they spontaneously think they would have picked instead we want to record.

Ident1N,
Ident2N
Ident3N
IdenWNat Ident1N asks people which of a list of different identities is most important to them when they think of themselves. This list does not include any 'national identities' like 'Scottish'. But at a follow-up question, *IdenWNat*, they are asked whether they would have picked one of a list of 'national identities' *instead* of the things they did pick if they had been included on the list. It is possible, even though they are not on the showcard, that someone may give 'Scottish' or another 'national' identity as an 'other answer' at *Ident1N* to *Ident3N*. If this happens, then at *IdenWNat* you should ALWAYS SELECT 'YES'. This is because this question asks 'If the list had also included the things on this card, would you have chosen one or more of them instead...' and effectively they already have chosen one of these additional identities.

NatIdB This question is routed from where the respondent is **born** (recorded at the previous question), **not** where they are currently living. So if they were born in England, the options will be “English not British” to “British not English”. There are 3 versions of the showcard (for those born in England, Scotland and Wales). Please double-check that respondents are looking at the correct showcard when they answer this question.

If you have a respondent who says, for example, that they feel Scottish when the options relate to feeling English (perhaps because they have lived in Scotland for a long time, although they were born in England), please code them as “OTHER DESCRIPTION”. It is also worth noting that they will still be asked the ‘Scottish version’ of this question towards the end of the interview.

Independence

ScPubPay Note that although this has a showcard, we still want you to read out the answer options, as they are fairly long so we want to make sure the respondent has heard them all properly before they decide on a response

Classification

ReligiS
FamrelS Please note that the first set of codes (1-11) all relate to different Christian denominations. Codes 12-17 relate to other (non-Christian) religions. If none of these pre-coded categories exactly corresponds with the respondent’s religion, the answer should be written in as ‘Other Protestant’, ‘Other Christian’ or ‘Other non-Christian’ as appropriate.

RaceOri2 ‘English’, ‘British’, ‘Welsh’, ‘Scottish’, or ‘Irish’ should be coded as ‘WHITE (Any European origin)’.

TenureNW Note that this question on tenure applies to the whole accommodation that the respondent’s household occupies, not just to the part of the accommodation that the respondent may occupy. For instance, if the respondent was renting a room from a relative who owns the property outright, you would code 1, not 8 (so long as the respondent and this relative occupy the same household!).

Own outright: those whose accommodation is wholly owned, i.e., they are not buying on a mortgage or with a loan.

Buying on mortgage: those buying with a mortgage or loan, from a bank, building society or other organisation. This category also includes those buying as part of a co-ownership scheme.

Rented property: Note that the rent need not be paid by a household member: it could be paid by another member of the family (e.g., son on behalf of mother) or by housing benefit.

Both: Shared ownership/ part rent and part mortgage. This is a new category added in for 2009 and refers to schemes where, usually, a housing association agrees to sell a share of the property to the tenant, who pays a mortgage for this and continues to pay rent on the remaining share. When the property is sold, the tenant will get their share of the money from the sale.

<i>Job</i>	We wish to collect occupational details of almost all respondents (either present or past), excluding only those who are not in work or waiting to take up work but who live with a working partner. In these cases, the partner's occupational details will be collected. Please probe fully for all relevant details; if any are missing, we may be unable to code occupation accurately.
<i>Employee</i>	' Self-employed ' refers to work done on the person's own account, and not being taxed through PAYE. Some self-employed persons will have their own businesses, some will have casual or intermittent work. A person in a one-person business is not necessarily self-employed; if the business is a company, he or she may well be an employee of the company, drawing a salary and being taxed through PAYE.
<i>EmpWork Makedo</i>	At these questions, the place of work is the establishment at or from which the respondent works. This will ordinarily have a single address. The respondent's employer may, of course, run several establishments but the others are not relevant. Several questions refer to the workplace so this must be clearly established from the start.
<i>EmpWork</i>	Note that family members can be employees, but only if they receive a regular wage or salary . Please check if unsure.
<i>UnionSA</i>	'Staff association' referred to at this question is an organisation of employees recognised, like a union, by management for the negotiation of (e.g.) pay and other conditions of employment. In certain professions (e.g. banking) staff associations exist alongside or instead of trade unions. If respondent is a member of both - code 'trade union'.
<i>HHIncome</i>	You should obtain the <u>total income</u> of the household from all sources, <u>before tax</u> . Income includes not only earnings but state benefits, occupational and other pensions, unearned income such as interest from savings, rent, etc. We want figures <u>before</u> deductions of income tax, national insurance, contributory pension payments and so on. The question refers to <u>current level</u> of income or, if convenient, to the nearest <u>tax</u> or other period for which the respondent is able to answer.
<i>SchQFW PSchQFW</i>	At SchQFW you should code ALL the sections in which the respondents has qualifications. At PSchQFW, the showcard does not list all levels of qualifications such as NVQs. The code frame in the CAPI questionnaire makes clear the level of detail that you need to probe for. Code ALL that apply. You should key in under 'other' any that the respondent mentions that are not on the list, but we are interested only in educational or vocational exams and qualifications, not leisure activities, St. Andrew's or St. John's Ambulance, etc.

13. Respondents who require assistance to take part in the survey

In all the surveys the National Centre undertakes it is recognised as important that we try to give every individual selected for interview the opportunity to take part. We try to ensure that those who require special assistance in order to take part do receive such assistance.

The following are particularly relevant to SSA:

- If the respondent has difficulty in reading (for whatever reason), you should offer to read out

the showcards. As this may be more time consuming, offer to do the interview in two parts, so that it does not become too tiring. You can also read out the self-completion as if it was a normal paper questionnaire. (You may submit an additional pay claim for the time taken to do this).

- If a respondent has difficulties hearing/ is deaf - please make an extra effort to ensure you find a quiet place for the interview and that you are able to sit in a position with good light, so that the respondent can lip-read if they wish. If the respondent doesn't lip read or if they would prefer to read the questions on the screen, sit beside them and help them to enter the answers. This method should only be used if you cannot otherwise conduct the interview, as the respondent will be able to see occasional instructions that would not normally be seen by respondents. It is, however, better than no interview. Again it might be more tiring for the respondent undertaking the interview in these ways, so it may help to offer to undertake it in two parts. If the respondent would prefer someone to undertake the interview using sign-language, please contact the office and we will arrange this.
- If a respondent has problems communicating or speech difficulties you should ask them to point out their answers from the showcards. For questions without a showcard you can either ask them to indicate the answer they want to pick non-verbally, or ask them to look at the question on screen and point out their answer.
- If you have a respondent who can speak some English but might need perhaps one or two words or expressions explained by someone else in the household then that may be acceptable, however if they speak no English at all then we cannot offer translators. To translate the questionnaire properly would be too costly and because of the nature of the types of questions in an attitudinal survey it is often not suitable for a respondent's friend or relative to act as a translator.

If none of these suggestions work, please find out whether there is any other measure that would make it possible to conduct the interview. Then contact the office with this information and NatCen will take reasonable steps to conduct the interview. In any case, please assure the respondent that their views are very important to us and that we will do our best to ensure they can do the interview.

If you do interview any respondents who need particular assistance please write the details of what help you gave in a Notepad. If such an interview has taken longer to complete than you would normally expect an interview to take then please make a claim for the extra time you have spent helping the respondent. For information about helping respondents with the self-completion please see above.

14. Reallocations and reissues

There is no longer a special re-allocation outcome code, so please use:

Code 612: OFFICE APPROVAL ONLY: Issued not attempted

This code should only be used when advised by your Team Leader or the Pink Team in Brentwood.

15. Practice serial numbers

The practice serial numbers are as follows:

Serial	Check letter	Survey
109991	F	Main
109992	G	Main
109993	H	Main
109994	J	Main
109995	K	Main
109996	L	Main
139901	R	Gaelic
139902	S	Gaelic
139903	T	Gaelic
139904	V	Gaelic
139905	W	Gaelic
139906	X	Gaelic

The address for all practice serial numbers is: 35 Northampton Square.

16. Interviewer feedback

After the 2006 and 2007 surveys, we sent out feedback forms asking you for your views about what was good and bad about the study and what we could do to improve it. We will feed back on these at the interviewer briefings, explaining what we have changed and, where we haven't changed something, why this wasn't possible.

We have included a feedback form for the 2009 survey in your pack at the briefings. Please feel free to make notes of any problems or suggestions on this as you go along and return it once you have finished your work. If you send it to the Pink Team, they will collate them and return them to the researchers at ScotCen. We might not be able to act on all of them, but we will read them and take them on board, changing things where possible and explaining why where we cannot.

17. Additional guidelines for people working on the “Gaelic areas” survey

These notes are only for those working on the “Gaelic areas” survey which is running alongside the main SSA in 2009. If you are only working on the main SSA, you do not need to read this section. If you are working on the “Gaelic areas” survey, please read these notes very carefully as they highlight some important differences between SSA and the Gaelic survey.

Background and key points:

- The Gaelic areas survey is a survey of people who live in specific areas with high levels of Gaelic speaking population (Glasgow and Edinburgh are deliberately excluded). The study is being conducted by ScotCen in collaboration with academics at Edinburgh University and is funded by the Leverhulme Trust. For those of you who worked on SSA 2006, this is similar to the Gaelic areas survey conducted in that year, with a few amendments and additions. The 2006 survey was a great success – achieving a good response rate and with very positive feedback and some entertaining stories from most interviewers who worked on it. We hope it will be enjoyable and successful again this year.
- The study will involve 500 interviews with people living in areas with high numbers of Gaelic speakers, and is being conducted to compare the findings from the 2006 survey with attitudes in 2009. The survey is about National Identity and what it means to be “Scottish” or “Gaelic”.
- The questionnaire is shorter than the main SSA (around 25 minutes) and does **not** include a self-completion. It includes the Household Grid, Newspaper Readership, Party identification, National Identity, and Classification Sections from the main SSA 2006 survey, and a small number of additional questions about attitudes to being Gaelic.
- Your basic sample for a point on the “Gaelic areas” survey consists of 30 addresses. However, you will also have access to 10 spare address **to be used only if you find that you have a higher than usual amount of deadwood in your sample, e.g. a high number of holiday homes**. The ARF labels for your spare addresses will be clearly labelled as “Spare” and **you must have permission from Carol Bell, the project manager, before you use these**. Detailed guidelines on when it may be permissible to use these spare addresses is included below.

Sample

The sample for the “Gaelic areas” study covers the areas of Scotland with the highest proportions of Gaelic speakers (based on the 2001 Census). There are 30 sample points, and 30 main addresses have been selected at each point. These main Gaelic addresses will be uploaded onto your laptop under “Wave 2” of SSA (Wave 1 being the main SSA survey sample points).

In addition, 10 spare addresses have been selected for each point. We have included these because some of the areas included in the study have higher than average numbers of holiday homes, and we did not want to end up with fewer than our 500 target interviews. As you will know, people staying in holiday homes are **NOT ELIGIBLE** to participate in NatCen

surveys (see section in your manual on Deadwood or ineligible addresses) and should be coded as ineligible code 750 on the ARF.

Because the areas you are visiting are in most cases quite remote, it would be impractical and too expensive for us to wait until you get back to find out that you have a high number of deadwood addresses and then to issue replacement addresses. For this reason, everyone working on the Gaelic areas survey will have the spare addresses loaded onto their system already, as a separate “Wave” (Wave 3) of SSA.

However, we do not want these spare addresses to be used unless absolutely necessary or we will end up with a very poor response rate. As we make some allowance for deadwood in drawing our initial sample, you should not use your spare sample simply to replace any deadwood you find in your initial sample. However, if you have **5 or more** deadwood addresses in your initial Gaelic areas sample, **please contact Carol Bell to discuss whether it is appropriate to use some of your spare addresses.** In general, we have proposed the following as guidelines to try and ensure you can maximise your number of interviews without decreasing your response rate:

- 0 – 4 deadwood addresses in initial sample – DO NOT USE “spare” addresses
- 5 – 6 deadwood addresses in initial sample – use up to 5 “spare” addresses
- 7 - 9 deadwood addresses in initial sample – use up to 7 “spare” addresses
- 10+ deadwood addresses in initial sample – use up to 10 “spare” addresses.

You must have approval from Carol in advance before you use any of your ‘spare sample’, and you must agree with Carol how many of your spare sample addresses it is acceptable for you to try and contact.

Aside from the spare sample, sample and selection procedures are identical to those on the main SSA survey – you will need to identify the number of dwelling units, select one dwelling unit where there are more than one at an address, and select one adult aged 18+ from that dwelling unit to participate in the survey.

Please note – the survey is of people living in areas with high proportions of Gaelic speakers. However, the individuals who take part in the survey **DO NOT** need to be Gaelic speakers, or to have been born in that area (or in Scotland). You should just follow the usual procedures to select an individual to take part in the survey.

Notifying the police

As with the main SSA survey, please ensure you notify the local police station in the area where you will be working before you start (see Section 4, above).

PLEASE DO NOT START WORK UNTIL YOU HAVE DONE THIS.

Overview of procedures

Procedures for the Gaelic areas survey are very similar to procedures for the main SSA survey (see section 5, above), with 2 main exceptions:

- You will need to trace all the issued addresses in your MAIN GAELIC sample (Wave 2) and make contact with all of them, completing a paper ARF for each address and the CAPI Admin Block. However, you should only trace and make contact with addresses in the ‘spare sample’ (Wave 3) with prior agreement from Carol Bell.

- There is no self-completion for the Gaelic areas survey.

Repeat addresses from 2006

As we conducted a similar survey in 2006 in the Gaelic speaking areas in the Western Isles, there is a chance that you interview somebody in 2009 who was interviewed in 2006. Although every effort has been made this year to exclude addresses that were selected in 2006, this had to be done manually so there is a chance some may still be present. Also, if somebody who was interviewed in 2006, has moved house, they may be selected again this time.

If this happens do still complete the interview but make a note that they were interviewed in 2006. If this happens more than once, please let the Pink Team in Brentwood know as soon as possible.

Contact procedures

Again, contact procedures for the Gaelic areas survey area very similar to procedures for the main SSA survey (see section 6, above). You should follow the guidelines for the main survey, with the following exceptions:

- You will be issued with 40 mail-merged advance letters and pre-stamped envelopes. However, **in the first instance, you should only send out letters to the 30 addresses in your Wave 2 sample.** You will then be left with 10 spare letters and envelopes for use if you agree with Carol that it is appropriate to use your spare sample.
- The post-it experiment is not being used on the Gaelic areas survey but all the advance letters are written in both English and Gaelic. There is only one type of ARF for the Gaelic areas (ARF B – yellow cover) and we do not want you to use the SSA respondent leaflet with the Gaelic survey sample, as it relates to the topics for the main sample. However, you have copies of the ScotCen leaflets in your pack, so feel free to use these on the doorstep.
- Write in your name and ID number clearly in the space at the top of the advance letter, and include a stamp booklet with each letter, but make sure that this does not obscure the sample address! We are using stamps, not high street vouchers, with the Gaelic survey sample as (a) the response rate was very high (over 60%) in 2006, and (b) it is a much shorter survey, so we do not think we will need this level of incentive to get a good response.
- As noted above, you must attempt to make contact at every address in your Wave 2 (main) sample of 30 addresses and should follow the usual rules about varying call patterns (see above, section 6). If you are staying in the area you are working, please keep calling back until you leave. Given the remoteness of some of the areas in the Gaelic areas survey and the expense of sending interviewers to these areas, we will not be doing any reissues so it is essential we get a good response rate first time.
- **If** you have agreed with Carol that you can use some of the Wave 3 ('spare') addresses, the same rules about call patterns etc. will apply to these.
- Any **unused 'spare' sample** (that is, any Wave 3 addresses which you have not attempted to make contact with) should be coded as **612** at B2 on your ARF and the computer admin, and transmitted as soon as possible.

- The Gaelic areas interview will last, on average, about **25 minutes**.
- Any unused books of stamps should be returned to the Pink Team as soon as possible.

Some other points to note about contact procedures for the Gaelic areas survey:

- You are being issued with a map of the area in which you are working showing the location of your addresses and the address labels on your ARF will also include grid references. The selection labels for the Gaelic Areas survey will also include an electoral register name where available. **This is only to be used to help you find the address** – we have found that interviewers working in rural areas often find this helpful in tracing remote addresses. **You will still need to make a selection of who to interview when you find the address.** The address labels will also indicate where we have a phone number available. In most cases, we would prefer you to make contact in person first. However, if you are having real difficulties finding an address or finding anyone in and there is a phone number available, please contact the Pink Team in Brentwood to discuss whether it may be appropriate to use this.
- Given that we anticipate there may be slightly more deadwood in some of these areas than we would usually come across, it is particularly important that you transmit all computer admin work for deadwood addresses to the Pink Team as soon as possible. We are aware that it is not always easy to transmit your work in these remote areas. If you can't transmit regularly, please phone the Pink Team to give them an update on the number of deadwood addresses you have and to let them know when you think you will be able to transmit.

Materials for the survey

Please check your packs as soon as you receive them to ensure that you have all the correct materials for the Gaelic areas survey. If you are working on both SSA and the Gaelic areas survey, please be very careful to ensure that you take the correct materials with you for the Gaelic areas survey – for example, the showcards are different.

- Address Record Forms (ARFs) (yellow cover) – n.b. the ARFs, advance letters and stamps for the 'spare' sample will be included together in an envelope labelled 'spare sample'. There is no need to open this (and it is probably easier to keep it separate) unless you have agreed with Carol that you can make contact with some of your 'spare' addresses.
- Copies of the advance letters (double-sided, with Gaelic translation on the back) with mailmerged addresses (30 Wave 2 and 10 Wave 3)
- Books of stamps
- White window pre-stamped envelopes
- Extra copies of advance letter to show as necessary (5)
- Laminated copy of advance letter to show on doorstep
- Leaflets about ScotGen - leave one with each respondent
- A set of ring-bound show cards – yellow cover.
- These Project Instructions

The showcards you should have for the Gaelic areas survey are as follows:

A1-A2

J1-J32

N1 – N10

ARFs

The ARF for the Gaelic areas survey has a YELLOW front cover. It is very similar to the ARFs for the main SSA, with the following exceptions:

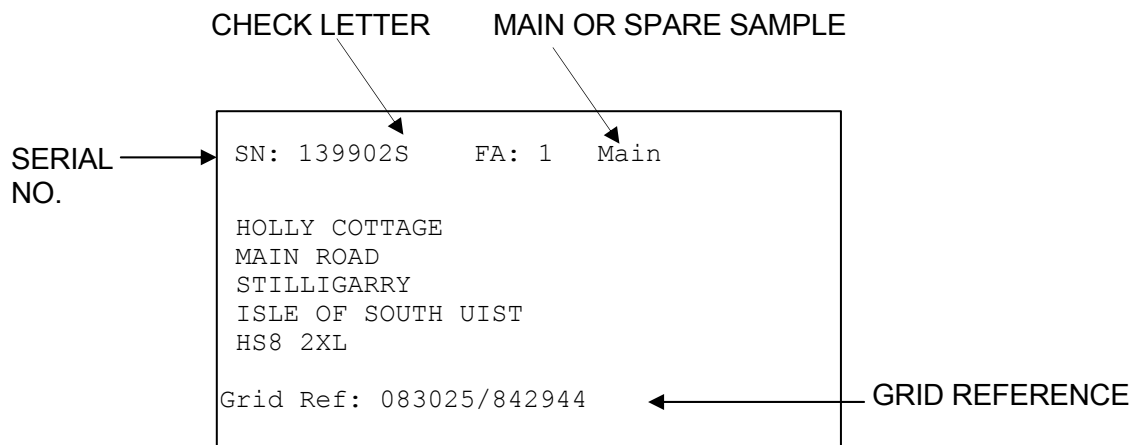
- As there is no self-completion for the Gaelic survey, there are no codes relating to plans for return of the self-completion in section D. There are just 2 productive outcomes – 110 for a full productive and 210 for a partial. An interview will count as a 'partial productive' if the respondent has answered the question:

UndGal "Can you understand, read, speak or write Scottish Gaelic?"

- The code to use for the Wave 3 sample when you have spare addresses which you have **NOT** attempted to make contact with is in Section D5 (**612** – OFFICE APPROVAL ONLY: Issued not attempted))
- The ARF labels are slightly different for the Gaelic Areas survey, as described below.

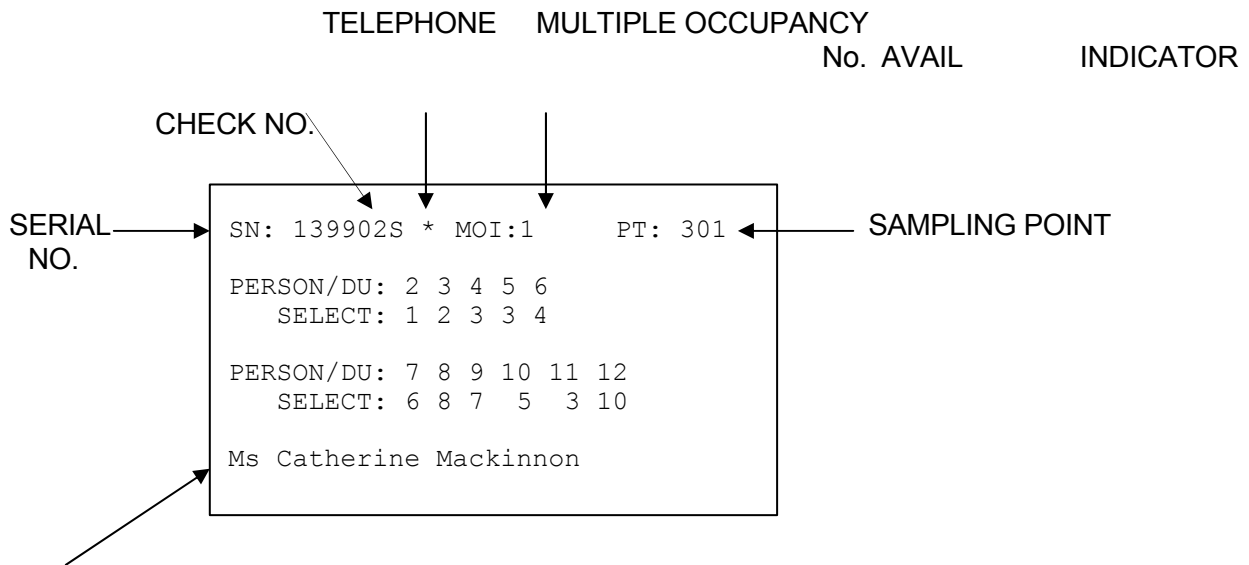
Address and selection labels for Gaelic areas survey

The address label at the **top left** of the page looks like this:



Your main sample for the Gaelic areas survey is Wave 2 and will clearly be labelled 'Main' in the top right-hand corner. Labels for Wave 3 will be clearly labelled 'Spare' in the top right-hand corner..

The selection label on the **top right** of page 1 looks like this:



NAME FROM ELECTORAL REGISTER

Note: names from electoral registers are for guidance only (e.g. to help you find a dwelling in a very rural location) - **you must still do a selection procedure**

Other than this, the ARF is identical to the main SSA ARFs – please read the detailed guidance on completing ARFs in Section 8, above.

The interview questionnaire

Please read the general guidelines on the questionnaire provided above, in section 11, for guidance on establishing the right pace, use of general phrases and ‘other’ answers.

The main focus of the interview is on National Identity. All the questions from the National Identity module in SSA main are included (please read detailed guidelines on these in section 12, above), and a small number of additional questions on Gaelic identity. Respondents are also asked the usual background questions (including details of the household, economic activity, income, religion, newspaper readership, political party affiliation and general health).

Gaelarea *And were you born in a Gaelic speaking area of Scotland?*
This is asked in the National Identity module but **ONLY** of those in the Gaelic areas survey who were also born in Scotland. It appears immediately after the question asking where they were born.

NatiDG Please note that this question (about whether they feel more of a Gael or more Scottish/English/Welsh, or somewhere in between) is routed from where the respondent is **born**. Please make sure they are looking at the correct card for this question. If the respondent wants to give an answer which is not on the showcard (e.g. they are asked the English version of the question but feel Scottish, rather than English or Gaelic), please select “Other description” and write this in.

Croft *Are you the owner or tenant of a registered croft?*
This is asked in the classification section at the end of the questionnaire after the usual question on whether they own or rent their home. It is only asked of those in the Gaelic areas survey.

18. Any queries?

If you have any queries or problems about how to complete the questionnaire, please do not hesitate to telephone a member of the *Scottish Social Attitudes survey* team as follows: Susan Reid, Rachel Ormston and Richard Withington in the Edinburgh Office on 0131 228 2167. Queries about field arrangements should be raised with your team leader or the project manager (Carol Bell) in the first instance. If you need to phone the Pink Team in Brentwood, please call Carol Bell on 01277 690154.

We hope that all goes well and that you enjoy working on the 2009 *Scottish Social Attitudes survey*.

GOOD LUCK!

Rachel, Susan & Richard