Scottish Centre for Social Research
Incorporating Scottish Health Feedback

P7985   **May 2010**

WHAT SCOTLAND THINKS:

SCOTTISH SOCIAL ATTITUDES 2010

Project Instructions

Contents

1.   Background

What Scotland thinks: the *Scottish Social Attitudes* series

Scottish Social Attitudes (SSA) is one of ScotCen's most well-known surveys. The results are widely publicised and used. The survey aims to provide reliable information about the changing 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 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. In 2010, for example, both surveys will carry questions on attitudes to marriage, economic inequality and cannabis.

SSA 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. But *SSA* is not a 'Scottish Government' survey. It was established by ScotCen, and we regularly raise funding for it from a range of other sources. In 2010 this includes the Economic and Social Research Council, the Equalities and Human Rights Commission and the Nuffield Foundation.

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 articles at the briefings.
- Five of the surveys (1999-2001, 2003 and 2007) resulted in books, each published by Edinburgh University Press. The latest book on the election module from 2007 - *Revolution or Evolution? The 2007 Scottish Elections* - was published last year.
- In terms of other recent reports:
  - a report on public attitudes towards antisocial behaviour was published in March 2010 using data from SSA 2009. *Scottish Social Attitudes Survey 2009: Local issues, national concerns – public attitudes to antisocial behaviour in Scotland*. This report can be found at:

http://www.scotland.gov.uk/Publications/2010/03/17133110/0

- o Three further reports on other Scottish Government funded modules on the 2009 survey – covering attitudes to illegal drugs, views about the local environment and greenspace, and attitudes to government and public services – are due to be published in May 2010.
  - o A report on questions on attitudes to violence and 'escape places' from the 2009 survey is due to be published shortly on the NHS Health Scotland website.
- ScotCen researchers also regularly speak about SSA results at conferences and seminars, including recently several seminars and conference papers exploring attitudes to Scottish independence using data from SSA 1999 to 2009.
- 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 2010 survey

Content

The 2010 study includes questions on:

- **Attitudes to different groups of people living in Scotland today**
- **Devolution and independence**
- **What people think about the government and public services**
- **Attitudes to important social and moral issues like marriage and drugs**

Some of the questions (e.g. Attitudes to different groups of people living in Scotland today) follow-up on modules we have run in previous years, so we can track whether attitudes have changed over time. Some modules have a mixture of previously used questions and new questions developed for the 2010 survey e.g. Devolution and independence.

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 Economic and Social Research Council, the Equality and Human Rights Commission, and the Nuffield Foundation

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

On *SSA*, we slightly over-sample 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.

Incentives

This year there will be no incentives on SSA. In previous years we have offered incentives of a book of 1st class stamps and last year a £5 high street voucher. This year the interview is shorter

than in previous years so we do not feel that an incentive is necessary. Last year increasing the incentive to a £5 high street voucher did not have any measurable impact on response rates.

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.

'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 2009 the leaflets and advance 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".

3.   The sample

SSA **involves interviewing one person <u>aged 18+</u> at each address in your sample.** This means that you will need to do a selection, following the procedures set out on the ARF, at (a) any address where there is more than one dwelling unit, and (b) any dwelling unit whether there is more than one person aged 18+.

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 2010.

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 reverted to the previous system, where each assignment has 30 addresses and they are all issued at the same time. This worked well last year and so we are doing the same for 2010.

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 **<u>aged 18+</u>** 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 assignment of addresses will appear printed on the front page of 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 <u>NOT</u> START WORK UNTIL YOU HAVE DONE THIS.

5. Overview of procedures

The study 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 let you have copies to show and leave behind. We have added the ScotCen logo and 'THIS IS NOT A CIRCULAR' to the envelopes we are providing to send the advance letters out in, as interviewers have suggested this might encourage people to open it.

The procedures you should follow are:

- Check that you have been supplied with enough pre-stamped envelopes, leaflets, 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). Before returning an address as non-contact, you should make at least 6 calls on **different days** of the week, at **different times** of the day and **spread across the fieldwork period.** These should include 2 calls after 6pm on a Monday, Tuesday, Wednesday or Thursday evening, and 2 weekend calls.

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 websites 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. You will be given an individual response rate target as part of the new KPI system, which will be implemented on *SSA,* as on other studies, this year.

Please keep trying to contact all the issued addresses until the KPI fieldwork deadline and call back as often as you can while you are still in the area. However, bear in mind that you should not make more than 9 calls to an address, unless you have begun interviewing or have made an appointment. 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. 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 <u>never</u> 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 40-45 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) (green cover)

- Copies of the advance letters with printed addresses

- 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 Useful Contacts leaflet, with some contacts on areas covered in the survey – leave one with each respondent

- A set of ring-bound show cards – green cover

- Self-completion questionnaires

- Card with quick guide to topics included in 2010 study (yellow)

- A map of your assignment area, with the addresses marked on

- Pre-paid C5 envelopes (for use when you cannot collect the self-completion questionnaires from a respondent yourself)

- Appointment cards

- Return of work envelopes (plastic)

- Interviewer feedback form and ScotCen prepaid envelope

- These project instructions.

.... and of course, a laptop 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 – A4
B1 – B7
C1 – C3
D1 – D11
E1 – E6
F1 – F5

G1 – G5
H1 – H10

8.   Address Record Forms (ARFs)

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

- Information about 'stable contact' details, being collected this year as we may wish to conduct follow-up interviews at a later date with some respondents.

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

Address and selection labels

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

CHECK LETTER   .
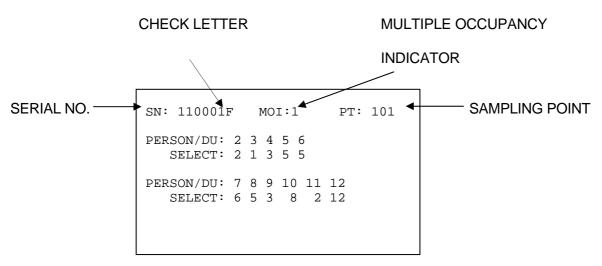
SERIAL ⟶
NO.

```
 SN: 110001F                    FA: 1

96 NICOLSON STREET
EDINBURGH
EH8 9EW
```

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

CHECK LETTER   MULTIPLE OCCUPANCY

INDICATOR

SERIAL NO. ⟶

```
 SN: 110001F    MOI:1      PT: 101          SAMPLING POINT

PERSON/DU: 2 3 4 5 6
   SELECT: 2 1 3 5 5

PERSON/DU: 7 8 9 10 11 12
   SELECT: 6 5 3  8  2 12
```

N.B. Like last year, there are no details from the electoral register 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 helping 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).

11

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.

We have added space for **stable contact details** this year to the bottom of Page 2. We are planning a follow-up telephone survey in 2011 and are collecting stable contact details during the CAPI interview which should be recorded on p.2 of the ARF. **Again, you will transfer these to the CAPI admin section after the interview.**

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. <u>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.</u>

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 11). 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 <u>not</u> 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 <u>not</u> need to do any selection of <u>households</u> 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:

Person Code	Description
01	B.
02	J.
(03)	M.
04	P.
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:

<u>**full**</u> interview with:

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

<u>**partial**</u> 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 second part of attitudes to different groups of people living in Scotland today: that is, you have gone on 'Intro' after the question called 'SocTrust'.

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).

Several of the codes in D4 and D7 relate to language barriers (540, 850) or the respondent being 'physically or mentally unable/incompetent' to take part (530). Please ensure you have read section 13 of these instructions, on ways of helping different people participate, and considered carefully whether the respondent is really unable to take part before using these codes. We want to ensure that we are not excluding people from participating in *SSA* who could, with some extra support/flexibility, have completed an interview. If in any doubt, please contact your team leader and/or the ScotCen office to discuss before using any of these codes. We have also added a question to the admin block to ask for further details where codes 530, 540 or 850 are used. The information interviewers provide here will be used to monitor whether the survey is excluding people, and to inform thinking about improvements to our procedures that may help more people take part.

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 your 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 by 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

This year on SSA the Project Manager will be Debbie Bagheri, 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.

> **Without these identifying numbers, the self-completion questionnaire cannot be used - and we will not be able to pay you for a completed questionnaire!**

2. 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.

3. 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**.

4. 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.)

5. 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.

6. 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 'can't choose' where appropriate. **NB we had issues in the past with a high number of people failing to answer some of the first questions of the self-completion. Given this, we would really appreciate it if you could take the extra time to flick through respondents self-completions 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 reading problems. 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. These comments will all be read by the research team.

Useful Contacts leaflets

As the 2010 questionnaire includes some questions about potentially sensitive issues like drugs and abortion, 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). Changes between blocks are sometimes signalled by an introduction (e.g.) "And now for a new topic ...".

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 as the intro after the question called 'SocTrust' (at the end of the section on views about the Scottish Government). 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 <u>un</u>productive partial (code 440) and record full details of the circumstances in the CAPI admin block.

Privacy

As discussed above, the SSA interview does include questions on some sensitive areas. As with any interview, respondents may feel less comfortable giving their 'true' opinion with other family members in the room. While we recognise this can be difficult, please make a special effort to encourage the respondent to find a private room to do the interview – for example, you could say something like, "I've found that people sometimes prefer to do the interview without other people in the room, as it can be a bit of a distraction and they don't always want others to hear all their answers".

Basic structure of the interview

- Household grid
- Newspaper readership
- Party Identification
- Social and moral issues
- Views about public services in your area
- Attitudes towards different groups of people living in Scotland today (first set of questions)
- Views about the Scottish Government and public services in Scotland
- Attitudes towards different groups of people living in Scotland today (second set of questions)
- Devolution and independence
- Classification

Practice interviews

This year we will be running both full day and half day briefings, with interviewers attending either a full day or a half day briefing – not both. At the full day briefings we will go through a dummy interview. While at the half day briefing we will not go through the whole interview but will highlight particular sections. Whether you are attending a full or a half day briefing, 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 the practice interviews 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 2009, 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/   The respondent may well choose several types of economic activity undertaken
SEconFW   '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 <u>any</u> kind of paid work (including casual self-employed jobs) of more than 10 hours in the week should not be included here.

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.

Use code 94 for free local papers EXCEPT Metro, which is now code 17. Ask for the name of the paper and list it under OthSpec.

WNwSite1	This is a new question on this year's SSA. It is asking which news or newspaper website people visit most often. Please note the interview note that if a respondent mentions sites like MSN, Google or Yahoo, please check if they are looking at news items on these sites or whether they are just using them to search for other news. If they are looking at news on these sites, please code as 'Other – General'. If they are using them to search for news then please ask the respondent for the website that they go to after doing their search and code this on the list.

Religion

ReligiS	Please note that the first set of codes (1-11) all relate to different Christian
FamrelS	<u>denominations</u>. 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.

Attitudes to different groups of people living in Scotland today

General	Feedback from some of the pilot interviewers for SSA 2010 was that some (though by no means all) respondents can be hesitant about giving their 'real' opinions here, because they feel they should give the 'socially acceptable' answer. Obviously we want people to answer these questions as honestly as possible, and to feel comfortable doing so. If you do pick up on any hesitancy or people expressing unwillingness to say what they really think here (or anywhere else in the questionnaire), please remind the respondent that anything they say is confidential and will not be linked to anything that could

identify them. Also remind them that it is *their* opinion we are interested in. There is a note at the start of this section for you (not to be read out) just to remind you of this, but please do not bring it up unless you feel the respondent is hesitant about giving their views.

FathMth1   Note that the order in which these questions are asked will be different for odd
FathMth2   and even serials – so half respondents will be asked whether Fathers should have the right to 6 months paid time off after their children are born, then about Mothers, and half will be asked the other way round.

MarBlAs –   These questions ask how the respondent themselves would feel if a

MarSmSx   close friend or relative formed a relationship with different kinds of people. Respondents are asked about someone who is black or Asian. If you are interviewing a black or Asian person they might find it odd that they are being asked how they would feel if a friend/relative was in a relationship with another black or Asian person. This is deliberate and while they might find it odd to be asked how they would feel if a family member formed a relationship with someone else who was black/Asian, they should still be able to answer it. Questions on how people would feel if a close friend or relative formed a relationship with someone of a particular religion are routed, however – so a Muslim will not be asked how they would feel about a close friend or relative forming a relationship with a Muslim.

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 E1 and E2.
EdStIE12
EdStWh12
SLivIE12
SLivWh12
TranIE12
TranWh12
EconIE12
EconWh12

Classification

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.

association
mortgage for
property is

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 agrees to sell a share of the property to the tenant, who pays a this and continues to pay rent on the remaining share. When the sold, the tenant will get their share of the money from the sale.

Job

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.

Emplyee

'**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.

EmpWork
Makedo

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.

EmpWork

Note that family members can be employees, **but only if they receive a regular wage or salary**. Please check if unsure.

UnionSA

'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'.

HHIncome

You should obtain the total income of the household from all sources, before tax. Income includes not only earnings but state benefits, occupational and other pensions, unearned income such as interest from savings, rent, etc.
We want figures before deductions of income tax, national insurance, contributory pension payments and so on. The question refers to current level of income or, if convenient, to the nearest tax or other period for which the respondent is able to answer.

SchQFW
PSchQFW

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 NatCen 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 uses British Sign Language (BSL) and would prefer someone to undertake the interview using sign language we are able to provide this service. Please contact the Pink Team in Brentwood and they will arrange this.

- If a respondent has problems communicating or has 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 take too long given the relatively short fieldwork period. 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
990001	N
990002	P
990003	Q
990004	R
990005	S
990006	T
990007	V
990008	W

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

16. Interviewer feedback

After the 2009 study, 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.

We have included a feedback form for the 2010 study 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. You can return them to the ScotCen office in the prepaid envelope you will be given at your briefing. 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.	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* team as follows: Susan Reid, Rachel Ormston and Susan McConville in the Edinburgh Office on 0131 228 2167. Queries about field arrangements should be raised with your team leader or the project manager (Debbie Bagheri) in the first instance. If you need to phone the Pink Team in Brentwood, please call Debbie Bagheri on 01277 690 148.

We hope that all goes well and that you enjoy working on *Scottish Social Attitudes 2010*.

GOOD LUCK!

Rachel, Susan R & Susan M

P7985   **SCOTTISH SOCIAL ATTITUDES SURVEY**

2010

CODING AND EDIT INSTRUCTIONS

General notes:
*   Partial productives are those questionnaires where question SocTrust **has** been answered. Please check that serial numbers with outcome code 211, 212 or 213 fit this. Partials should be filled out with refusals (Control and R) to the end of the questionnaire. An 'unproductive' partial is one where less than this but at least some attitude questions are completed.

*   Please check whether any 'Other (WRITE IN)' answers can be backcoded to existing response options.

*   Where an 'Other (WRITE IN)' question contains 'Don't Know' or 'Refusal' the <u>original</u> question should be recoded 'Don't Know' or 'Refusal' instead of 'Other'.

*   All NotePad notes, whether attached to an open-ended question or not <u>must</u> be read and any 'obvious' recoding done. Please TAB any that you are uncertain about.

*   The NotePad files must be kept and handed over to the research team with the edited ASCII file.

HOUSEHOLD GRID

REconFW, SEconFW
Code 11 ('Doing something else'):   Check whether any can be recoded 1-10.

NEWSPAPER READERSHIP

WhPaper

Add a code 96 for '**More than one paper read with equal frequency'** and use wherever there are two or more daily morning papers mentioned (exclude 'free sheets' other than The Metro).

Code 94 should be used for **British, Scottish or Irish regional <u>daily morning</u>** papers (**including The Metro**, but NOT any other 'free sheets'). Check whether any can be recoded into the main code frame or code 96. This is a list of examples of such daily morning regional papers, which **should** be coded 94:

> (Aberdeen) Press & Journal
> Birmingham Post
> Daily Post (Liverpool)
> Daily Post (Wales)
> Dundee Courier (& Advertiser)
> Eastern Daily Press
> East Anglia Daily Times
> Irish News
> Jang
> The Metro
> (Newcastle) Journal
> Newsletter (Ulster)
> Northern Echo
> Western Daily Press
> Western Mail
> Western Morning News
> Yorkshire Post

Note that the following Scottish morning papers should be recoded into the main code frame:

- Scottish Daily Express: code 1
- Scottish Daily Mail: code 2
- Scottish Mirror: code 3
- Daily Record: code 6
- The Scotsman: code 13
- The (Glasgow) Herald: code 14
- The (Aberdeen) Press and Journal (sometimes called the P&J) : code 15
- The (Dundee) Courier: code 16

Any other papers mentioned should be checked for whether they are **daily morning** papers, typing their name into an internet search engine such as www.google.co.uk will probably help.

Please note that the following are **evening or weekly papers** and should therefore be **recoded 'no' at [SReadPap]** if they are the sole paper coded at WhPaper**:

(Aberdeen) Evening Express
(Edinburgh) Evening News
(Glasgow) Evening Times
(Dundee) Evening Telegraph
Greenock Telegraph
Paisley Daily Express
Shetland Times
Stirling Observer
West Highland Free Press

See http://www.scotlandinter.net/news/local-newspapers.html for a comprehensive list of Scottish local papers.

Code 95 should be used for **other daily morning papers** (e.g. foreign daily morning papers) - do not include free papers. Please check whether any can be recoded as 94.

WNwSite1 & WNwSite2

Code 95 **(Other – UK site)** – Check whether any can be recoded.
    - Code 95 does **NOT** include search engine sites, or sites that are not primarily about providing news e.g. MSN, Google, Yahoo, Virgin, Orange, BT etc. These should be coded as Code 97 (Other – General).
If in any doubt please 'TAB'.
    - Code 95 does include UK local or regional newspaper websites e.g. Edinburgh Evening News.

Code 96 **(Other – Foreign site) -** Check whether any should be recoded.
It may help to check if a site is a **foreign** news website by typing the name into an internet search engine such as www.google.co.uk. However, only recode if you are absolutely sure that they are a **foreign** news website - if in any doubt please TAB.

Code 97 **(Other – General) -** Check whether any can be recoded.

<div align="center">

RELIGION

</div>

ReligiS AND FamRelS

Code 10 ('Other Protestant'):

Check whether any can be recoded.

'Other Protestant' should include members of any church that separated from the Catholic Church in the sixteenth century, or any church, chapel or group that separated from a church that itself separated from the Catholic Church in the 16th century. In practice, this means any **Western** Christian church that is not Catholic.

Also included would be people who say "Protestant", but do not name any specific church or denomination.

So included under other Protestant would be any of the following:

    Apostolic Church
    Church of Christ

Church of God
Church of Nazarene
Church of Sweden
Christadelphians
Christian Scientist
Community Christian Fellowship
Covenanter
Dutch Reform Church
Elim
English Church Mission
Evangelical; Evangelical Christian
German Evangelist
House Chuch Movement
Independent Chapel
'Interdenominational'
Jehovah's Witness
Lutheran
Moravian
Mormon (Latter Day Saints)
New Jerusalem Church
New Testament Church
'Non-conformist'
Pentecostal
Salvation Army
Seventh Day Adventist
Society of Friends/Quakers
Unitarian

Please note the following:

- "United Free Church" to be coded "United Reformed Church (URC)/ Congregational"
- "Congregational" should be coded "United Reformed Church (URC)/ Congregational"
- "Independent Methodist" and "Wesleyan Reform" to be coded under "Methodist";
- Church in Wales and Church of Ireland (which are both Anglican churches) to be coded "Church of England"

Code 11 ('Other Christian'):

Check whether any can be recoded.

'Other Christian' should include any of the ORTHODOX churches - that is churches which developed separately from the Catholic Church, or split from it before the 16th century, and are either the **Eastern** or **Greek** branches of Christianity.

So included under this category would be:

Christian Orthodox
Greek Orthodox
Russian Orthodox
Serbian Orthodox

Code 17 ('Other non-Christian'):
Check whether any can be recoded.

> **'Other non-Christian'** can include other clearly non-Christian religions. Examples might be:

> Baha'i
> Believer in God, but not Christian
> Church of God of Prophecy
> Hare Krishna
> Humanist
> Satanist
> Spirit worship
> Spiritualist
> Wicca, or white witchcraft

PARTY IDENTIFICATION

PartyFW

Code 7 ('Other party/independent candidate'):   Check whether any can be recoded 1-6, 9-11, DK or 13.

Code 8 ('Other answer'):   Check whether any can be recoded 1-6, 9-11, DK or 13.

Notes:

- *Scottish Socialist Party (9) does **not** include Communist, which should be coded Other party (7)*

NatID2

Code 7 ('Other Description'):   Check whether any can be recoded.

EconWh12   Backcode mentions of 'credit crunch' or 'global economic crisis' in remarks to 3 'For some other reason'

ExecDo
Code 8 ('Other'):   Check whether any can be recoded.

DISCRIMINATION PART 1 & PART 2

NOTHING

MORAL & POLITICAL ISSUES

Dole

***Add code 4:** 'Both: Unemployment Benefit causes hardship but can't be higher or there would be no incentive to work'*

Include here if main mention is that benefit discourages people from working, that wages are so low, that benefit is a "disincentive", that minimum wage is too close to benefit level, etc.

In short, any **comparison** of the benefit level to wages - that benefit level in relation to wages means it doesn't pay for people to work, etc.

***Add code 5**: 'Both: unemployment benefit causes hardship to some, while others do well out of it'*

Here the point is slightly different - that some categories of people gain (unjustly) from getting benefit (unjustly) whilst others suffer.

So here include distinctions made between "genuine" claimants and "scroungers", people with families *versus* young people, differences between North and South, etc.

***Add code 6** 'About right/in between'*

All mentions that level of benefit is about right, is enough with careful management, etc.

Code 7 ('Other answer')*:*   Check whether any can be recoded.

NB   Sometimes there is some difficulty in deciding between codes 4 and 5 - partly because both reasons are given. Need to decide "main reason" - either most elaborated and detailed reason or first mentioned if both mentions are short. The important thing to remember is that code 4 relates the answer to level of **wages** while code 5 is about dividing claimants into two groups. **If in any doubt, please TAB.**

INDEPENDENCE

NOTHING

VOTING

Vote

Code 10 ('Other party'):   Check whether any can be recoded.

Notes:
- 'Didn't vote'/'not eligible to vote' /'too young' should be recoded 2 ('no') at Voted.
- Code 7 does not include 'independent party' (without mention of UK), which should be coded 10
- Code 7 does not include 'independent' and 'independent candidate' (without mention of UK), which should be coded 10
- Code 9 does not include Communist, which should be coded 10

ScWBrGE
Code 7 ('other answer')   Check whether any can be recoded

VoteSWC
Code 7 ('Other party')   Check whether any can be recoded.

VoteSWL
Code 7 ('Other party')   Check whether any can be recoded.

CLASSIFICATION/ECONOMIC ACTIVITY

HIncDif4
Code 6 ('Other answer')*:*   Check whether any can be recoded.

NationU
Add code 11: 'Other Asian mentioned'
Add code 12: 'Other African/Caribbean mentioned'
Code 9:   Check whether any can be recoded to 1-8, DK or refusal.

***Important note:** code 3 ('European') should <u>only</u> include people who said 'European', 'EU' and similar, <u>not</u> people who gave other European identities, e.g. 'Greek'.*

BNationU
Add code 11: 'Other Asian mentioned'
Add code 12: 'Other African/Caribbean mentioned'
Code 9: Check whether any can be recoded to 1-8, 10, DK or refusal.

Important note: *code 3 ('European') should <u>only</u> include people who said 'European', 'EU' and similar, <u>not</u> people who gave other European identities, e.g. 'Greek'.*

RaceOri3

Code 3 ('Black of other origin'):   Check whether any can be recoded.

Code 8 ('Asian of other origin'):   Check whether any can be recoded.

Code 10 ('Mixed origin'):   Check whether any can be recoded.
                                    Recode "mixed Asian" (e.g. "Turkish/Kurdish") as 'Other Asian' (code 8).

Code 11 ('Other'):   Check whether any can be recoded.
                                    NOTE: do not code 'British', 'Scottish', 'English' etc. as 9, unless it also explicitly says 'white'.

WhrBorn
Code 6 ('Somewhere else)   Check whether any can be recoded to 1-5, DK or refusal

PSchQFW
Code 97: Check whether any can be recoded 1-24, DK or refusal at PSchQFW. Please note these questions refer to educational or vocational qualifications; do not include purely 'recreational' qualifications such as first aid certificates.

Post-graduate qualifications (e.g. MA, MSc, MPhil, PhD) should be recoded 2.

If interviewer has opened up a note to say they have a listed qualification but don't know level, recode

JOB DESCRIPTION (EMPB.INC)
(RESPONDENT AND PARTNER WHERE ASKED IN THE CLASSIFICATION SECTION)

OctSect2

Add code 8*: 'EDIT ONLY: Self-employed'*
Add code 9*: 'EDIT ONLY: Owns business / company'*

Code 7 ('Other answer'):   Check whether any can be recoded.

SOC2000

Please code 4 digit SOC2000 for respondent and partner (where asked) using the ONS coding module.

SIC2007

Please code 2 digit SIC2007 (respondent and partner, where asked).

ES2000

Please derive

NSSec

Please code NS-SEC – long version

SEG

Please code 19 category SEG (respondent and partner, where asked).

SC

Please code 7 category Social Class (respondent and partner, where asked).

BenFTNFW
Code 18 ('Other state benefit'): Check whether any can be recoded at BenftNFW or at AnyBN3.
In particular:
- 'Private benefits' (such as private pensions and maintenance) and local authority benefits (such as student grants and milk tokens) do **not** count as 'Other state benefits' and should be recoded as 2 ('No') at AnyBN3 (unless other benefits are also mentioned).
- 'Motability allowance', 'Motorbility car', 'Motability', and 'Disability allowance' should be recoded 14 ('Attendance allowance') if the respondent is aged 65+ or to 15 ('Severe disablement allowance') if the respondent is under 65.
- 'Maternity allowance' should be coded 18 ('Other') but 'Maternity benefit' is not a state benefit and should be recoded as 2 ('No') at AnyBN3 (unless other benefits are also mentioned).
- 'Training allowance' should be code 18 ('Other').
- 'One parent benefit' should be coded 18 ('Other').
- 'Lone parent benefit run-on' should be coded 18 ('Other').
- 'Guardian's allowance' should be coded 18 ('Other').

MainInc4
Code 2 ('Occupational pension'),
Code 3 ('Private pension'), and
Code 4 ('State retirement or widow's pension'): Include spouse/partner's pension.

Code 9 ('Other state benefit or tax credit'): Check whether any can be recoded.
Note that:
- 'Maintenance' should be coded 13 ('Other main source')
- Child Benefit counts as 9 ('other state benefit or tax credit').

Code 13 ('Other main source'): Check whether any can be recoded.

SELF COMPLETION

ALL SELF-COMPLETION QUESTIONNAIRES - Comment space at end of self-completions (col 1161)

Please just type up comments verbatim with serial numbers and send to the researchers to review.