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**WHAT SCOTLAND THINKS:
SCOTTISH SOCIAL ATTITUDES 2011**

Project Instructions

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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.

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 2011 this includes the Leverhulme Trust 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 that focuses 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.
- 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 in 2009.
- In terms of other recent reports:
 - A briefing paper based on the findings from the module on Independence and Devolution was published in March and sent to all MSPs and Scottish MPs in the run up to the Scottish Elections.
 - A report on Attitudes to Discrimination is due to be published in June 2011. This module was funded in SSA 2010 by the Scottish Government.

- Attitudes to government and public services is a module we have run on SSA since 2004 for the Scottish Government. The report from SSA 2010 data will be published shortly after the election.
- ScotCen researchers also regularly speak about SSA results at conferences and seminars, including recently several seminars and conference papers exploring attitudes to Scottish independence and devolution using data from SSA 1999 to 2010.
- 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 2011 survey*

Survey basics

- SSA 2011 is a CAPI survey with a CASI self-complete section.
- In 2011 we aim to interview around 1200 people (in previous years it has been 1500-1600).
- The survey consists of 4 different topic areas in 2011.

Content

The 2011 study includes questions on:

- **Attitudes to national identity** – funded by the Leverhulme Trust
- **2011 Scottish elections** – funded by the Leverhulme Trust
- **Devolution and independence** – funded by the Nuffield Foundation
- **What people think about the government and public services** – funded by the Scottish Government

Some of the questions (e.g. Devolution and independence) follow-up on modules we have run in previous years, so we can track whether attitudes have changed over time. The other modules mainly have new questions developed for the 2011 survey e.g. Attitudes to national identity.

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 (unless the question has a specific 'Don't know' option listed, you just code this in the usual way – using the Ctrl and K keys).

Self-completion questionnaire

SSA usually contains a pen and paper self-completion questionnaire. This year, for the first time SSA will instead include a Computer Assisted Self-Administered Interview (CASI). This will involve asking the respondent to fill in this section on your laptop near the end of the interview. The section contains some test questions for them to try before moving on to the SSA self-completion questions. There are very few self-completion questions this year, so it should only take respondents about 5-10 minutes to complete. (Further details are provided in Section 11 below).

Incentives

This year there will be no incentives on SSA, the same as in 2010. In previous years we have offered incentives of a book of 1st class stamps and in 2009 a £5 high street voucher. This year the interview is shorter and we do not feel that an incentive is necessary. Increasing the incentive to a £5 high street voucher in 2009 did not have any measurable impact on response rates.

'What Scotland thinks' leaflets

Again we will be providing you with a project specific SSA designed leaflet to help encourage people to take part. SSA is referred to as 'What Scotland thinks' on the leaflet as this means more to respondents than the 'Scottish Social Attitudes survey'.

We are suggesting that you send the leaflets out with your advance letters, although we will also give you some spares so that you can use them on the doorstep if you think it might help.

3. The sample

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

In 2011 we are reducing the overall number of addresses we are issuing by about 20% due to reduced funding being available to us in 2011.

However, the size of each assignment will remain the same at 30 addresses per assignment.

Selecting someone to take part

SSA involves interviewing one person aged 18+ at each address in your sample. This means that you will need to do a selection 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+.

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.

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 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 packs. 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. 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 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
- 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.

Sending out advance letters

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 make sure you have copies to show and leave behind. The ScotCen logo and 'THIS IS NOT A CIRCULAR' appear on the envelopes that the advance letters are sent out in; interviewers have suggested this might encourage people to open it.

The procedures you should follow are:

- Check that you have been supplied with enough first class 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 a few days before you plan to make your first visit (you may find it helpful to note the day of posting on the ARF).

On the doorstep

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 you to put in a copy of the advance letters in cases where the selected dwelling unit has not seen the advance letter.

Making contact at the address

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 are being given a map of the area in which you are working showing the location of all your addresses. In rural areas some people find it useful to ask the local postman to help them.

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 office in Brentwood who will be happy to investigate on your behalf. Refer to the memo you were sent in May for details of whom to contact. (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).

Non-contact

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.

7. **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 KPI system.

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 Office in Brentwood before you return any incomplete or untraceable addresses. Refer to the memo you were sent in May for details of whom to contact. 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 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 Brentwood.
- 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 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 SSA interview will last about 40-45 minutes including the self-completion section on the laptop. 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.

8. Materials for the survey

You will need the following materials for the survey:

- Police notification forms
- Address Record Forms (ARFs) (lilac 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
- A set of ring-bound show cards (lilac cover)
- Card with quick guide to topics included in 2011 study (bright pink)
- A map of your assignment area, with the addresses marked on
- 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). 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.

N.B. - Due to the routing respondents sometimes have to skip show cards. When this happens we have added in an interviewer instruction to ask you to double check that the respondent is referring to the correct show card.

The showcards you should have are as follows:

A1 – A6
B1 – B13
C1 – C11
D1 – D4
E1 – E12
F1 – F10

9. 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.

As part of your preparation for working on SSA we will be asking you to complete an ARF exercise. Details of this will be provided to you separately.

The address, its serial number and other vital information are given on two separate labels on the first page of the ARF. 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.
- Useful information about the address/selected respondent for another interviewer, should it be necessary to reissue your unproductive cases

Full details on how to complete the ARF for SSA are provided in Annex B. However, a few key points are noted here.

1. You will need the **full name of the respondent** for the Admin block, even though you do not need it for the selection process. So once you have your selected person, please ask for their full name and record it on page 1 of the ARF.
2. 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
3. Please collect the **interviewer observation** information **before making contact** for all non-deadwood addresses *including office refusals*. This information will be used in analysing the different characteristics of respondents and non-respondents. Interviewer observations are not required for deadwood addresses (codes 710-790).
4. You may need to **select a dwelling unit**, if the address on the ARF turns out to be made up of more than one 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.
5. 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.

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 and we want to make sure that we include students in our survey.

- 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).

6. 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**.
7. 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.**
8. 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.
9. You must enter an outcome code at Section D of the ARF. Full details on all these codes are provided in Annex B. There are several codes in D4 and D7 that 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 14 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.
- 10. Remember: you must transmit all unproductive serial numbers.**
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.

11. 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.

10. Field procedures

Backing up via the modem

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

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

We no longer have Project Managers. In the first instance you should speak to your Team Leader about any general project queries. For specific queries regarding the project please refer to the memo you were sent in May about whom to contact in the office for different types of queries.

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 un-transmitted interviews.

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.

11. The self-completion questionnaire

For the first time on SSA, we are not having a pen and paper self-completion questionnaire but instead are introducing a CASI (Computer-Assisted Self-administered Interview). This will appear as the final module of the interview before the classification section, at this point you should hand the laptop over to the respondent to complete this short section. Then you will take the laptop back in order to ask respondents the classification questions at the end of the interview.

When the CASI section starts there will be instructions for you to read to the respondent on how it works. There are then 3 practice questions where you can show the respondent how to use the laptop and let them have a go themselves. After that just let the respondent complete the section on their own. For some questions there is no 'can't choose' option so if the respondent does not want to answer these questions, please show them how to use Ctrl-R to refuse them - there is an interviewer note to remind you of this, too.

We are hoping that everyone who completes the CAPI interview will also complete the CASI section, so it is really important that you encourage people to take part in this section. We want everyone who takes part in the survey to have the chance to complete the CASI and so we would like you to do all that you can to remove any barriers that might prevent them from doing so.

On some occasions, it might be clear that a willing respondent needs your help to complete the CASI section, 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 fill in their responses accordingly, with the respondent at your side. You may make a claim for extra time spent with the respondent if they need a lot of additional help to complete the interview, but please speak to your Area Manager 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.

12. 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, the questionnaire uses 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 code 210) if you have got as far as 'LevFee2a/LevFee2b' - halfway through the questions on devolution and independence. If possible try and see if the respondent would like to finish the interview at another time, perhaps on a different day.

If you have not reached this point in the interview code as an unproductive 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 potentially sensitive areas - e.g. we are asking people how they voted, something many people see as a private matter. Respondents may feel less comfortable giving their responses or '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".

Practice interviews

At the face to face briefings we will go through a dummy interview. Whether you are attending a briefing, or doing a self-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 16.

13. The interview questionnaire

Basic structure of the interview

- Household grid
- Newspaper readership
- Party Identification
- Views about the Scottish Government and public services in Scotland
- National Identity
- Devolution and independence
- More questions on national Identity and on the 2011 Scottish Elections
- Self-completion (CASI)

- Classification and background section.

The interview questions are covered in detail in Annex B of these project instructions. Please look at these notes on specific questions as you go through your practice interviews (see Section 16 below).

14. 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. (Please speak to your Area Manger about claiming additional pay if this makes the interview extremely long).
- 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 refer to the memo sent to you in May for guidance on whom to contact in Brentwood to 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.

15. *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 office in Brentwood.

16. *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.

17. *Interviewer feedback*

Every year we ask interviewers to give us feedback on the study and to make suggestions for improvements; this has led to lots of changes over the years. For example, in 2010 interviewers suggested that when a new show card is used, after using the same one for several questions, it would be useful to highlight this by using a different coloured text. We are doing this for the first time on SSA 2011 – the change will be highlighted with green text.

We have included a feedback form for the 2011 study in your briefing pack. 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 in your briefing pack. We might not be able to act on everything, but we will read and take on board feedback, changing things where possible.

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* team: 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 in the first instance. If you need to phone

the office in Brentwood please refer to the memo sent in May about whom to contact for which type of query.

We hope that all goes well and that you enjoy working on *Scottish Social Attitudes 2011*.

GOOD LUCK!

Rachel, Susan R & Susan McC

19. *Annex A – 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 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.

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/ WNwSite2

This question has been amended for SSA 2011. Please note the interview note that if a respondent mentions local newspaper websites to code this as 'Other-UK site'. And if they mention sites like MSN, Google or Yahoo, please code as 'Aggregator news service'.

National Identity 1 & 2

NatID3/ NatID4

These questions are routed on where people are born [WhrBrn]. So people who are born in Scotland get asked whether they feel 'British not Scottish' to 'Scottish not British' and people born in England get asked if they are 'British not English' etc. People born anywhere else will be routed past these questions, so please ensure they are looking at the correct showcard for the question they are routed to.

The showcards for these questions contain a scale with 7 points on them, 3 points on the scale are marked with text e.g. 1=British not Scottish. On the laptop screen you will only see the numbers and not any text, so please probe for which number they are selecting.

ScotWed/ScotSNP/ScotTory/EngWed/EngSNP/EngTory

Again these questions are routed from where people are born [WhrBrn] and there are separate versions of the scale and showcard depending on whether they were born in Scotland or England. If they are born anywhere else, they will skip these questions, so please ensure they are looking at the correct showcard for the question they are routed to.

There is also a British version of these questions which everyone is asked.

VSPEUYrs1

Please note the interviewer note that the term 'Britain' here refers to the whole of the UK, including Northern Ireland – you only need to refer to this if the respondent explicitly asks whether or not Northern Ireland is included though.

EngPScot/BscotNot/BscotRet/EngGPScot/AusGPScot

These questions ask respondent how Scottish they think others are depending on where they were born or where they live. The showcards contain a brief summary of the key points of the question to help respondents remember the different elements.

UKFees/ScotFees

The showcards for these two questions contain a brief summary of the key points of the question to help respondents remember the different elements.

AnnSport to AnnOlymp

These questions ask how annoyed people feel in a range of different scenarios. The related show card starts with 'Annoys me...' followed by the answer categories that you will see on screen '...a great deal, quite a lot, a little, or not at all?'

ScotID/EngID/BritID

Again these questions are routed from where people are born [WhrBrn] and there are separate versions of the scale and showcard depending on whether they were born in Scotland or England. If they are born anywhere else, they will skip these questions, so please ensure they are looking at the correct showcard for the question they are routed to.

There is also a British version of these questions which everyone is asked.

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

CostEff1/2/3/4 & QualSer1/2/3/4

Please note that the order in which these questions are asked will be different for odd and even serials. So half will be asked first whether private companies provide better services to older people compared with government and the other half will be asked first whether charities/not for profits provide better services.

Please make sure they are looking at the correct card at the start of each of these sections.

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

Devolution and independence

IntSNP/SNPPowA/SNPPowB

As we write these instructions we are not sure if we will know the final outcome of the Scottish elections (that took place on 5 May 2011) before the programme has to be finalised. If we do not know the outcome of the elections there will be an interviewer-only question (i.e. not to be read out to the respondent) asking if the SNP are still in government – so please make sure you know before you start interviewing! This will then route you to the correct wording of a question about the SNP government, either SNPPowA or SNPPowB.

SLivWork/SLivBet

These two questions will be asked in random order, so half will be asked first whether the standard of living in Scotland would be lower if we had independence and half will be asked first whether the standard of living would be higher if we had independence.

LevFee2A/B & LevTax2A/B & LevOAPA/B

There are two versions of each of these 3 questions, half the sample will be asked the 'A' version and half will be asked the 'B' version. Version A asks if people think tuition fees, income tax and pensions should always be the same in Scotland as they are in England and Version B asks if they should always be the same in England as they are in Scotland.

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.

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.

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.

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.

Employee

'**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.

MainInc4

We have amended category '8' to include Disability Living Allowance as a main source of income. In previous years this has often been written as 'other'.

20. ANNEX B - Address Record Forms (ARFs) and Selection Procedures

Address and selection labels

The selection process

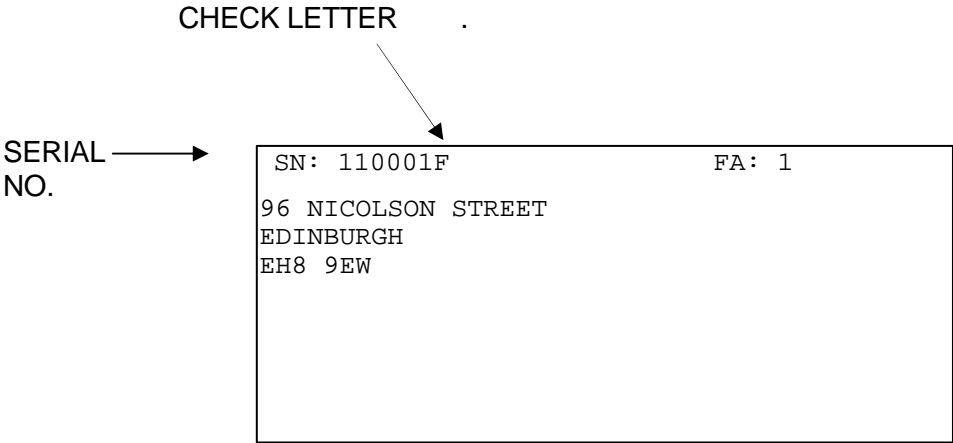
In the past that some interviewers have queried why we need to do the selection this way and why we can't have a named sample. Basically, there is no named sample that is available for researchers for adults in Scotland.

The Electoral Register has had very high levels of people not registering since the poll tax, and even more now there are 2 versions ('edited' and 'full' version). In 2005, 32% opted out of the edited version (but in some local authorities this is as high as 75%). Only the 'edited' version is available to researchers. If we used this, a lot of people would be excluded from the possibility of being picked to take part, and the survey would no longer be representative.

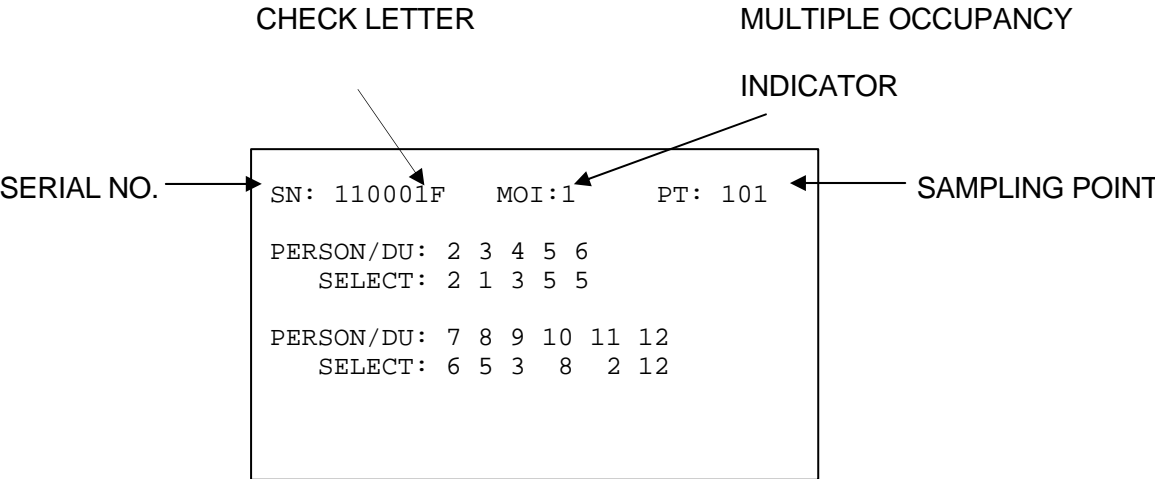
No large-scale UK surveys use the electoral register anymore. All face-to-face surveys of individuals in the general population basically use the PAF and then do a selection.

The reason we do a random selection rather than just letting the interviewer interview whoever is ready and willing to do it is that our sample would be very unrepresentative if we did this – we would only get the people who are easy to contact or are particularly interested and their views may be quite different from the people we miss out. All NatCen surveys that are of individuals rather than households have to be done this way – it's part of what distinguishes our work as being particularly robust, and part of why other researchers and the government trust our surveys.

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. 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 office in Brentwood can assist where you have difficulty locating an address by helping with internet searches to locate the address. Please refer to the memo you were sent in May for details of whom to contact. 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 |

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 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 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:

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'.

Note that in the Admin block, the information requested refers to number of persons in the dwelling unit as collected on the ARF at C1. If this is different to the number of people in the household, you will arrive at a question which notes the discrepancy and asks you to explain the circumstances. Do not be alarmed – this does not necessarily mean you have done anything wrong. Just follow the check questions through and where asked explain what happened (e.g. one person in DU was lodger and not part of household).

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 interview</u>	110
<u>partial interview</u>	210

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. If a respondent does break off the

interview part way through (this happens very rarely), you may code it as a 'partial' which will count as a 'productive' interview if you have got as far as 'LevFee2a/LevFee2b - halfway through the questions on devolution and independence. If possible try and see if the respondent would like to finish the interview at another time, perhaps on a different day.

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.

CODING AND EDIT INSTRUCTIONS

General notes:

- * Partial productives are those questionnaires where question Constit2.DMaxConf **has** been answered. Please check that serial numbers with outcome code 210 fit this. Partials should be filled out with refusals (Control and R) to the end of the questionnaire. An 'unproductive' partial (outcome code 440) 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 original question should be recoded 'Don't Know' or 'Refusal' instead of 'Other'.
- * All NotePad notes, whether attached to an open-ended question or not must 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.

CONTACTS – DATA UNIT

HOUSEHOLD GRID

REconFW, SEconFW

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

NEWSPAPER READERSHIP

WhPaper

'The Metro' now has its own separate category – code 17.

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 daily morning** papers (DO NOT include any '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
(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 94 (Aggregator news service (e.g. Google/MSN/Virgin/BT/Yahoo/AOL/Orange) –
This code is for search engine sites that are not primarily about providing news but do offer a news service e.g. MSN, Google, Yahoo, Virgin, Orange, BT, AOL etc.

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 94 (Aggregator news service (e.g. Google/MSN/Virgin/BT/Yahoo/AOL/Orange)).

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.

PARTY IDENTIFICATION

PartyFW

Code 10 ('Other party/independent candidate'): Check whether any can be recoded 1-9, 11-12, DK or 20.

Code 11 ('Other answer'): Check whether any can be recoded 1-10, 12, DK or 20.

Notes:

- *RESPECT/Scottish Socialist Party(SSP)/Solidarity/Social Labour (9) does **not** include Communist, which should be coded Other party (10)*

NatIdB

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

CORE PART 1 & PART 2

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.

CostEff1, CostEff2, CostEff3, CostEff4

Code 5 (Neither/Other): Check whether any can be recoded 1-4, 6, DK or refusal

QualSer1, QualSer2, QualSer3, QualSer4

Code 5 (Neither/Other): Check whether any can be recoded 1-4, 6, DK or refusal

NATIONAL IDENTITY (& Elections) PART 2

CastB

Code 6 (Other): Check whether any can be recoded 1-5, DK or refusal.

VoteC3

Code 7 (Other party): Check whether any can be recoded 1-6, 97 or DK

VoteL3

Code 7 (Other party): Check whether any can be recoded 1-6, 8-14, 97 or DK

ScWBrit

Code 5 (Other answer): Check whether any can be recoded 1-4, DK, or refusal

Vote1st

Code 7 (Other party): Check whether any can be recoded 1-6, 8-14, 97 or DK

Vote2nd

Code 7 (Other party): Check whether any can be recoded 1-6, 8-14, 97 or DK

VoteUKGE

Code 7 (Other party): Check whether any can be recoded 0-6, 8-14, 97 or DK

INDEPENDENCE

DecFees

Code 3 (Other) Check whether any can be recoded 1 or 2.

DecTax2

Code 3 (Other) Check whether any can be recoded 1 or 2.

DecOAP

Code 3 (Other) Check whether any can be recoded 1 or 2.

LevFee2A/LevFee2B

Code 3 (Depends – write in) Check whether any can be recoded 1 or 2.

LevTax2A/LevTax2B

Code 3 (Depends – write in) Check whether any can be recoded 1 or 2

LevOAPA/LevOAPB

Code 3 (Depends – write in) Check whether any can be recoded 1 or 2

CastC

Code 7 (Other): Check whether any can be recoded 1-6, DK or refusal.

RELIGION

ReligiS AND FamReIS

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
- Free Presbyterian
- German Evangelist
- House Church Movement
- Independent Chapel
- 'Interdenominational'
- Jehovah's Witness
- Lutheran
- Moravian
- Mormon (Jesus Christ of Latter Day Saints)
- New Jerusalem Church
- New Testament Church
- 'Non-conformist'
- Pentecostal
- Presbyterian
- Reformed Presbyterian
- 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

NatID2

Code 7 (‘Other Description’): 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 only include people who said ‘European’, ‘EU’ and similar, not 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 only include people who said 'European', 'EU' and similar, not 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'.

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

Vote10

Code 7 (Other): Check whether any can be recoded 0-6, 8-10, 97 or DK

Vote07C

Code 7 (Other): Check whether any can be recoded 0-6, 97 or DK

Vote07L

Code 7 (Other): Check whether any can be recoded 0-6, 8-9, 97 or DK

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

OctSect2

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

SOC2010

Please code 4 digit SOC2010 for respondent and partner (where asked) using the standard lookup facility.

SIC2007

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

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.