Understanding Society: Interviewer Survey 2014

User Guide

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1. Introduction

Understanding Society, the UK Household Longitudinal Study (UKHLS)[1], is a nationally representative survey of households in the UK. The study is funded by the Economic and Social Research Council (ESRC) and managed at the Institute for Social and Economic Research (ISER) at the University of Essex. Understanding Society is an annual longitudinal survey, meaning that eligible sample members are contacted annually and asked to participate in the survey. At the first wave of data collection (2009-2010), adults in almost 40,000 households participated; the vast majority of them are continuing in the study, which, in 2014, is in its sixth round of annual interviews.

The primary mode of data collection is a computer-assisted face-to-face interview with interviewers calling at respondents' home addresses. Interviewers, therefore, have played and continue to play a pivotal role in the success of the study. After the delivery of an advance letter, interviewers at Wave 1 were the primary contact the sample members had with the survey. The interviewers were therefore instrumental in informing sample members about the aims and value of the study and to respond to any questions that sample members may have had. In addition to their role in persuading people to participate, interviewers also administered the interview. This involved the use of paper address record forms and a multiple-instrument CAPI script. The task of interviewing was relatively complex; with the requirement of a full household enumeration, a household-level questionnaire asked once, an individual CAPI questionnaire for each adult aged 16 or over, a paper self-completion for all responding adults and a paper self-completion for all young people aged 10-15 in the household. Moreover, at the first wave the study elicited consent from respondents to allow the linkage of health and education administrative data held on them and/or their children to their survey responses. This task involved a verbal description and question, information leaflets and consent forms which needed to be signed to indicate consent. Interviewers were required, then, to be able to maintain a positive, professional rapport with the sample members whilst also managing a complicated set of procedural tasks. The role of the interviewer, as the front-line face of the study, has the potential to contribute a great deal to the success or failure of a study like the Understanding Society.

The Understanding Society: Interviewer Survey 2014 data file is the output of a research project[2] that collected information from interviewers who worked on the Understanding Society data collection for Great Britain[3] in the first round of interviews, which took place over the course of the years 2009 and 2010. One of the specific aims of the data collection was to better understand the nature of bias in respondent consent to data linkage and, in particular, the role of interviewers in

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[1] Please visit the study website www.understandingsociety.ac.uk for any information on the study that is not provided in this user manual. The online materials include, for instance, all fieldwork materials used such as address record forms, advance letters, consent forms.

[2] This work was supported by the "Understanding Non-response on Understanding Society" project of the National Centre for Research Methods (NCRM) programme [grant number: DU/512589103]. Additional support was received from the Understanding Society project [grant number: ES/K005146/1] and NatCen who collaborated with us on implementing the survey.

[3] The UKHLS fieldwork in Wave 1 was undertaken by NatCen in Great Britain and by the Central Survey Unit of NISRA in Northern Ireland.

obtaining consent and in affecting consent bias. Hence, the interviewer survey includes a number of questions eliciting interviewer attitudes to consent to data linkage and their experiences with asking for consent during the fieldwork. There are, however, also a great deal of questions that will be of interest to a greater audience of researchers, such as interviewer attitudes to persuasion, measures of their personality traits and markers of general trust.

In the following sections we provide a description of the design and content of the Understanding Society: Interviewer Survey 2014 (Sections 2.1-2.4), before presenting a detailed description of the data file (Section 2.5), and providing some guidance as to how it may be used in conjunction with other data collections in the Understanding Society family (Section 2.5.3). Section 3 provides users with information on who to contact with more detailed questions about the data than can be provided in this User Guide.

2. The Understanding Society: Interviewer Survey 2014

2.1. Overview

The Understanding Society: Interviewer Survey 2014 attempted to collect information from all interviewers who had worked on Understanding Society at Wave 1, including those interviewers who had since left the employ of NatCen. The Understanding Society data, available from the UK Data Service, contains basic objective demographic information on interviewers (sex, ethnicity, years of experience at NatCen, age). The Understanding Society: Interviewer Survey 2014 was therefore focused on subjective measures; attitudes and opinions.

2.2. Sample design

The scope of the Understanding Society: Interviewer Survey 2014 is Great Britain as only interviewers working for the fieldwork agency in this part of the UK were included in the survey. The interviewer survey was carried out among all interviewers who worked for NatCen on the first wave of Understanding Society (N=823). It should be noted that this interviewer survey took place in the spring of 2014, whereas the first wave of Understanding Society was in the field from 2009-2010. During the intervening period, some of the interviewers who were working for NatCen Social Research, the fieldwork agency for Understanding Society in GB, had left the organisation. Of the 823 interviewers who had worked for NatCen on Wave 1 of Understanding Society, 482 were still working as interviewers on the study when the interviewer survey was conducted and 341 had stopped working on the project. Of 823 interviewers invited to participate in the survey, it was found during fieldwork that 8 interviewers had died and were no longer eligible, and we have responses from 473 interviewers. This represents an AAPOR response rate RR1 of 58%, see American Association for Public Opinion Research (2011).

2.3. Data Collection

2.3.1. Modes
The interviewer survey was carried out using three different modes. The mode of issue is related to the employment status of the interviewer. The mode for the survey for those interviewers who were still working for NatCen was CASI. The survey was delivered to the interviewers via the lap-top they used in their work. The survey appeared as a separate project which was downloaded automatically. The interviewer then launched the survey and completed it themselves, before

transmitting it back. This was considered to be the most convenient way for interviewers to complete the survey. Interviewers who had left NatCen, however, did not have access to the CASI survey since they no longer had NatCen lap-tops. For this group a paper self-completion questionnaire was sent, along with a covering letter which included information on how they could access the survey on-line.

2.3.2. Questionnaire design

The questionnaire started off as a paper instrument and was then used as the specification for both the CASI questionnaire and the on-line questionnaire. The CASI version was programmed in Blaise by NatCen, reviewed and tested at ISER. The on-line version was programmed using Qualtrics by Tarek Al Baghal. There were minor differences between the CASI and the other versions of the survey, mostly due to the tense used in some questions, reflecting the fact that some interviewers still worked for NatCen whilst others were not. Further information on the content of the interviewer questionnaire is provided in Section 2.4, below .

2.3.3. Fieldwork

Both sample groups received an advance letter (see Section 6.1, below). The letter for current NatCen interviewers included the assurance that the survey was "not a test or an evaluation" with all the responses being analysed by a team at the University of Essex. The voluntary nature of participation was emphasised. As a token of appreciation for their efforts, a £5 conditional incentive was paid to those on receipt of the completed CASI questionnaire. Former-NatCen interviewers were given similar messages, but their letter included information on how to log into the online survey and gave them their unique identifier. The envelope also included a copy of the paper self-completion questionnaire and a pre-paid return envelope. The advance letter for the former interviewers also included a £5 unconditional voucher.

The letters were dispatched by NatCen on April 29th, 2014. The on-line version of the questionnaire went live on the same day. On May 13th, a reminder letter was sent to those former-interviewers who had not yet responded. The letter did not include another copy of the paper questionnaire, but contact details were given for those who wanted another copy sent to them. On May 14th, a reminder was sent to non-responding current NatCen interviewers via the interviewer lap-tops. A second reminder, where required, was sent to current NatCen interviewers on May 22nd. The survey closed on May 30th.

2.3.4. Response outcomes

Table 1, below, shows the response rates for the two samples. Those interviewers who were still working for NatCen were much more likely to respond than those who had left the organisation, almost three-quarters responded to the survey. This may be explained by the fact that they were still working on the Understanding Society project and it was made easy for them to participate. Just over one-third of those who had left NatCen took part. This may be explained by the higher burden of response for this group; having to complete and then return a paper questionnaire (in a pre-paid envelope) or having to use their own computer to navigate to an on-line survey and enter a unique pass-code. In addition, having left the fieldwork agency they may no longer feel as motivated to participate.

Table 1: Response rates for the two samples

	Invited / eligible	Participated	Ineligible	Response rate
CASI	482	355	0	73.7%
Paper/Web	333	118	8	35.4%
n	815	473	8	

2.3.5. Data processing and cleaning

The Blaise (CASI) data were delivered by NatCen to ISER. The paper self-completion questionnaires were also delivered to ISER throughout the fieldwork period. Once the fieldwork had completed, a research assistant was employed to key the responses from the paper questionnaires. The data from the three sources – Blaise CASI, on-line, paper – were then merged into a single data file. Variable labels and value labels were added, additional variables were derived to indicate the mode of completion and the outcome. Interviewer identifiers have been added to the data file to allow merging with other Understanding Society interview data (i.e., main-stage, Innovation Panel data sets). Unfortunately, during the data collection phase there was a problem at the start of the on-line survey period which meant that the serial number used by the interviewer to access the survey was not retained. The result of this is that eleven interviewer surveys cannot be linked to the Understanding Society data.

2.4. Questionnaire content

The questionnaire is partially based on an earlier survey of NatCen interviewers carried out as part of an ESRC-funded research project under the Survey Design and Measurement Initiative (SDMI); (Jäckle et al. 2013)). In addition, standard questions were taken or adapted from surveys developed by the European Commission (2011) , Pew Research Center (2013), Stocke and Langfeldt (2004), Stocke (2006) and Sakshaug, Tutz and Kreuter (2013). Finally, there were some study-specific questions which were developed by the research team, denoted here as UKHLS-IS2014.

Table 2 provides a schematic overview of the questions included in the Interviewer Survey 2014. The final version of the questionnaire is attached as an appendix, see Section 6.1, below.

Table 2: Schematic overview of questions included in the Interviewer Survey 2014

Questions	Information asked about	Source
Q1-Q3	Information about job tenure and experience as interviewer	Adapted from Jäckle et al. (2013)
Q4	Importance of different aspects of the job	
Q5/Q6	Satisfaction with (different aspects of) NatCen job	
Q7	Agreement with statements about surveys	Adapted from Stocke and Langfeldt (2004)
Q8	Attitudes to persuasion	Lehtonen (1996)
Q9	Personality traits	Adapted from Jäckle et al. (2013)
Q10-Q11	Trust	Adapted from Pew Research Center (2013) Political Survey, adapted from

		Eurobarometer, see European Commission (2011)
Q12	Agreement with statements about data privacy	adapted from Eurobarometer, see European Commission (2011)
Q13	Agreement with statements about the Wave 1 (or current) Understanding Society survey	Adapted from Stocke and Langfeldt (2004)
Q14-Q15	Ease of use of different survey instruments and their usefulness	Adapted from Stocke and Langfeldt (2004), UKHLS-IS2014
Q16	Prior experience to asking about linking administrative data	UKHLS-IS2014
Q17	Frequency parents less willing to consent on behalf of children under 16	UKHLS-IS2014
Q18	Frequency parents raise concerns about children 16+providing consent	UKHLS-IS2014
Q19	How useful administrative data linkage to Understanding Society goals	Adapted from Sakshaug, Tutz and Kreuter (2013)
Q20-Q21	Likelihood of consent to link to different data sources if took part in survey like Understanding Society	

2.5. Data

2.5.1. Data Access

The Understanding Society: Interviewer Survey 2014 data has been released according to the conditions of the regular UK Data Services' End User License (EUL): http://ukdataservice.ac.uk/get-data/how-to-access/conditions.aspx#/tab-end-user-licence. The data are listed as SNXXXX - Understanding Society: Interviewer Survey 2014.

2.5.2. Data structure and content in a nutshell

The Understanding Society: Interviewer Survey 2014 data file is in wide format, i.e., for each interviewer (identified by the unique scrambled interviewer identifier in the UKHLS, *intnum*) there is one row of observations with substantive information relating to the observation stored in the columns.

Variable names refer to the position of the question in the questionnaire, i.e. variable *q1* stores the responses to the first question of the questionnaire. Items of question batteries are presented in the format question number_ item number. For example the first item to the fifth question is named *q5_1* . Variable labels are taken directly from the question text and have been shortened to 28 digits. Users should always refer back to the questionnaire.

In addition to the data collected in the survey, the release includes the survey design related variables presented in Table 3.

Table 3: List of survey design-related variables

Variable name	Variable label and short description
intnum	Understanding Society Interviewer Number
current_is14	Flag to indicate current NatCen interviewer (1=current, 0=former NatCen interviewer)
issue_is14	Mode of issue
outcome_is14	Outcome
mode_is14	Mode of completion
aintdated_is14	Interview day
aintdatem_is14	Interview month
aintdatey_is14	Interview year
aintlen_is14	Interview length
aintlen1_is14	Interviewer's version of aintlen_is14

Missing values in the data set are indicated by the values -9 "missing" and -8 "inapplicable". Data may be missing because the information was not provided by the interviewer or because the information was identified as implausible in the process of data cleaning. Information for interviewers who did not participate in the survey is set to -8 because they were not asked the questions.

2.5.3.   Merging data with other Understanding Society files

Note that between 115 and 130 NatCen interviewers were involved not only in the collection of data for the main survey but also in the collection of data for the Understanding Society Innovation Panel. Rather than releasing the survey under two separate titles with overlapping samples, the Understanding Society: Interviewer Survey 2014 data file may also be used to link to the Understanding Society: Innovation Panel using the unique scrambled interviewer identifier in the Understanding Society, **intnum** . Figure 1 and

```
// Information on all interviewers who ever worked on the Understanding Society
// main survey is included in the data file xivdata. The file includes a small amount of
// information on interviewer demographics.
use xivdata.dta, clear
merge 1:1 intnum using ukhls_is2014.dta, keep(1 3)
```

Figure 2, below, provide Stata code that allows users to merge the data file to the respective surveys in the Study.

Figure 1: Merging Understanding Society: Interviewer Survey 2014 with Understanding Society interviewer file

```
// Information on all interviewers who ever worked on the Understanding Society
// main survey is included in the data file xivdata. The file includes a small amount of
// information on interviewer demographics.
use xivdata.dta, clear
merge 1:1 intnum using ukhls_is2014.dta, keep(1 3)
```

Figure 2: Merging Understanding Society: Interviewer Survey 2014 with Innovation Panel file(s)

```
// interviewer numbers are contained in the wave-specific household
// sampling data file
use a_hhsamp_ip.dta, clear
rename a_intnum intnum
merge 1:1 intnum using ukhls_is2014.dta, keep(1 3)
// users can also get hold of the xivdata file from the main survey and use intnum to
// access additional information about interviewers from the fieldwork agencies'
// employee records.
```

The Understanding Society Interviewer Survey 2014 data may be linked with interviewer-level data in all waves of both the Understanding Society: Main Survey and the Understanding Society: Innovation Panel. It should be noted, however, that the data should not be viewed as representative of all interviewers that worked on the respective survey in the respective year. The Understanding Society: Interviewer Survey 2014 was only conducted with a sample of interviewers who worked for NatCen and were charged with the collection of Wave 1 data on the Understanding Society: Main Survey (which took place in 2009 and 2010). As pointed out in Section 2.3.4, participation rates in the survey were lower among interviewers who had subsequently stopped working for the fieldwork agency than for continuing interviewers and this may well lead to biases in study results.

3. Further Information and User Support

The Understanding Society: Interviewer Survey 2014 (UKHLS-IS2014) data file is an addition to the existing Understanding Society data series. This User Guide aims to provide users with essential information needed so they can link the UKHLS-IS2014 data with standard end user license data files from the Understanding Society: Main Survey and Understanding Society: Innovation Panel. Both studies have their own specialized sources of information and these are outlined below.

The Understanding Society study has a wealth of information online at:
https://www.understandingsociety.ac.uk/

It is a highly comprehensive online source of information regarding the variables derived from the Study, methodology applied in the construct of these variables and survey design and implementation details. It is also an up to date source of training courses, data releases and other relevant news regarding longitudinal research.

Further Help and Support for the Study can be found in the Online User forum at: https://www.understandingsociety.ac.uk/support/projects/support. After a short registration users can read past issues, FAQ's and experiences or report any issues or queries of their own.

4. Citation and acknowledgments

4.1. Citation of the data

The format for bibliographic references is as follows:

> University of Essex. Institute for Social and Economic Research and National Centre for Social Research, Understanding Society: Interviewer Survey 2014 [computer file]. 1st Edition. Colchester, Essex: UK Data Service [distributor], December 2014. SN: XXXX, http://dx.doi.org/10.5255/UKDA-SN-XXXX-1.

4.2. Citation of the User Manual

The User Manual is to be cited as follows:

> Burton, J, Knies, G and Al Baghal, T. (2014). Understanding Society –UK Household Longitudinal Study: Interviewer Survey 2014, User Manual. Colchester: University of Essex.

4.3. Acknowledgements

A number of people participated in designing the survey, preparing and processing the questionnaires and data. We would like to acknowledge contributions of the following people Peter Lynn (ISER), Anni Oskala (NatCen), Gerry Nicolaas (NatCen), Sarah Allcock (NatCen), and Karim Sahyoun (University of Essex).

5. References

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Stocke, V. 2006. "Attitudes toward Surveys, Attitude Accessibility and the Effect on Respondents' Susceptibility to Nonresponse." *Quality & Quantity* 40:259-88.

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6. Appendix

6.1. Interviewer Survey 2014 Advance letters

Current interviewers

NatCen
Social Research that works for society

University of Essex

«ITITLE» «KNOWNAS» «SURNAME_CH»
«HOUSE_ST»
«OTHER»
«LOCALITY»
«POSTTOWN»
«COUNTY»
«POSTCODE_CH»

Project number: P2393
Interviewer ID: «SurveyID»

April 2014

Dear «ITITLE» «KNOWNAS» «SURNAME_CH»,

Views from the frontline

I am writing to ask you for your help with a study of NatCen interviewers. The study is being carried out by NatCen on behalf of ISER, with funding from the ESRC National Centre for Research Methods. We are interested in you because you have done some CAPI interviewing for NatCen on Wave 1 of Understanding Society. This study aims to gain further methodological insights into the survey response process, using interviewers' experiences of working on Understanding Society in particular.

Interviewers play a crucial role in the process of gaining response and your opinions are therefore vital in understanding the survey response process. We have put together questions that ask about the skills and qualities that you bring to the job, your feelings about the job and your views about persuading reluctant respondents to take part.

The questionnaire should take a maximum of 20 minutes to complete. Fieldwork will remain open until the end of May 2014. When fieldwork begins the questionnaire (P number P2393) will be loaded onto your laptop. Please see the reverse of this letter for instructions on how to complete and return the questionnaire. Upon transmitting a completed survey you will be paid on report a flat £5 fee as a thank you for taking part.

This questionnaire is **not** a test or an evaluation. Your individual answers will be kept confidential and all data will be anonymised, with all data analysis conducted by the University of Essex. Participation is voluntary, but I would like to encourage you to take the time to complete the questionnaire. I think you will find the questionnaire interesting, and it is important we continue to develop our understanding of the interview process so we can continue to better our research methodology and interviewer training.

If you have any questions about the study, please contact us on 0808 168 1356, or email at help.understandingsociety@natcen.ac.uk. For technical queries, please contact the Data Unit.

Yours Sincerely,

Anni Oskala
Research Director

P2393/AL/VersionB

Previous interviewers

NatCen
Social Research that works for society

University of Essex

«ITITLE»«KNOWNAS»«SURNAME_CH»
«HOUSE_ST»
«OTHER»
«LOCALITY»
«POSTTOWN»
«COUNTY»
«POSTCODE_CH»

Project number: P2393
Interviewer ID: «SurveyID»

April 2014

Dear «ITITLE» «KNOWNAS» «SURNAME_CH»,

Views from the frontline

I am writing to ask you for your help with a study of NatCen interviewers (past and present). The study is being carried out by NatCen on behalf of the University of Essex, with funding from the ESRC National Centre for Research Methods. We are interested in you because you have done some CAPI interviewing for NatCen on Wave 1 of Understanding Society. This study aims to gain further methodological insights into the survey response process, using interviewers' experiences of working on Understanding Society in particular.

Interviewers play a crucial role in the process of gaining response and your opinions are therefore vital in understanding the survey response process. We have put together questions that ask about the skills and qualities that you bring to the job, your feelings about the job and your views about persuading reluctant respondents to take part.

The questionnaire should take a maximum of 20 minutes to complete. You can either complete the paper version enclosed and return it in the pre-paid return envelope provided, or complete the survey online at tinyurl.com/usocinterview. On this website, enter your anonymised Interviewer ID «SurveyID» to enter the web questionnaire.

Your individual answers will be kept confidential and all data will be anonymised. All data will be analysed by the University of Essex. Participation is voluntary, but we would like to encourage you to take the time to complete the questionnaire. I think you will find the questionnaire interesting, and it is important we continue to develop our understanding of the interview process so we can continue to better our research methodology and interviewer training. As a thank you we have enclosed a £5 gift voucher.

If you have any questions about the study, please contact us on 0808 168 1356, or email at help.understandingsociety@natcen.ac.uk. For technical queries about the web survey, please contact Jon Burton on 01206 872266 or at jburton@essex.ac.uk.

Yours Sincerely,

Anni Oskala
Research Director

P2393/AL/VersionA

6.2. Interviewer Survey 2014 Questionnaire

Confidentiality: The information you give us will be treated as strictly confidential. Your name and address will not be connected to your answers in any way.

WHO'S BEHIND THE NATCEN ID CARD?

A research study carried out by NatCen Social Research and the University of Essex. 2014

Thank you for taking part in this research study which has been funded by the ESRC National Centre for Research Methods (NCRM). The aim of this research is to gain further methodological insights into the survey response process and learn more about the interviewers' experiences of working on Understanding Society. Your contribution is important to us.

Q1 Have you ever worked as an interviewer for an organisation other than NatCen? Please include any work you might be doing now.

○ Yes (1)
○ No (2)

Q2 How long in total have you worked as an interviewer on social surveys, which involves interviewing people in their own homes? This may be working for NatCen or any other organisation.   It is not important whether this is your main employment or just part-time. Please include your current work and work you may have done earlier, including for other organisations.

Years (1)
Months (2)

Q3 Apart from interviewing people in their own homes for a social survey, have you ever done any of the following activities? This may be working for NatCen or any other organisation.

	Yes (1)	No (2)
Other survey interviewing (over the phone or market research) (1)	○	○
Other non-survey interviewing (for recruitment, benefit office, etc.) (2)	○	○
Activities involving interaction with the general public (3)	○	○
Activities involving 'cold calling' (4)	○	○
Activities where you needed to persuade people (e.g. sales job, fund raising) (5)	○	○

Q4 Thinking about jobs in general, how important do you personally think each of the following aspects are in a job?

	Very Important (1)	Important (2)	Somewhat Important (3)	Not Important (4)
A job that offers good pay? (1)	❍	❍	❍	❍
A job that is interesting? (2)	❍	❍	❍	❍
A job that allows me to work independently? (3)	❍	❍	❍	❍
A job that involves interaction with people? (4)	❍	❍	❍	❍
A job that allows me to decide my times or days of work? (5)	❍	❍	❍	❍
A job that allows me to choose how much work to take on? (6)	❍	❍	❍	❍

Q5 Now thinking about your interviewing job at NatCen, how satisfied were you with the following aspects of the job?

	Very satisfied (1)	Satisfied (2)	Somewhat satisfied (3)	Not satisfied (4)
The amount of pay you receive? (1)	❍	❍	❍	❍
The interesting nature of the job? (2)	❍	❍	❍	❍
The ability to work independently? (3)	❍	❍	❍	❍
The interaction you have with people? (4)	❍	❍	❍	❍
The level of flexibility to choose your times of work? (5)	❍	❍	❍	❍
The level of flexibility to choose how much work to take on? (6)	❍	❍	❍	❍
The need to work during the 'evening and weekend' hours? (7)	❍	❍	❍	❍

Q6 All in all, how satisfied were you with your job as a NatCen interviewer?

❍ Very satisfied (1)
❍ Quite satisfied (2)
❍ Neither Satisfied nor Dissatisfied (3)
❍ Quite dissatisfied (4)
❍ Very dissatisfied (5)

Q7 Below follows a series of statements about surveys in general. Interviewers may differ in their opinions about surveys. There are no right or wrong answers. We are only interested in your opinion.

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
Surveys are important for science, politics and the economy (1)	❍	❍	❍	❍
Surveys help make society more democratic (2)	❍	❍	❍	❍
Participation in surveys is a matter of self-interest (3)	❍	❍	❍	❍
Most surveys are carried out in a responsible way (4)	❍	❍	❍	❍
In most cases survey results are correct (5)	❍	❍	❍	❍
Survey participants try hard to respond accurately. (6)	❍	❍	❍	❍
Far too many surveys are carried out in the UK (7)	❍	❍	❍	❍

Q8 Below follows a series of statements on persuading respondents. Interviewers may differ in their opinions about these strategies. There are no right or wrong answers. We are interested in your opinion, based on your experience as an interviewer.

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
Reluctant respondents should always be persuaded to participate. (1)	○	○	○	○
With enough effort, even the most reluctant respondent can be persuaded to participate. (2)	○	○	○	○
An interviewer should respect the privacy of the respondent. (3)	○	○	○	○
If a respondent is reluctant, a refusal should be accepted. (4)	○	○	○	○
One should always emphasise the voluntary nature of participation. (5)	○	○	○	○
It does not make sense to contact reluctant target persons repeatedly. (6)	○	○	○	○
If you catch them at the right time, most people will agree to participate. (7)	○	○	○	○
Respondents persuaded after great effort do not provide reliable answers. (8)	○	○	○	○

Q9 The following questions are about how you see yourself as a person. Please select the number which best describes how you see yourself where 1 means 'does not apply to me at all' and 7 means 'applies to me perfectly'.   Please describe yourself as you generally are now, not as you wish to be in the future. Describe yourself as you honestly see yourself, in relation to other people you know of the same sex as you are, and roughly your age. I see myself as someone who . . .

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Is sometimes rude to others (1)	❍	❍	❍	❍	❍	❍	❍
Does a thorough job (2)	❍	❍	❍	❍	❍	❍	❍
Is talkative (3)	❍	❍	❍	❍	❍	❍	❍
Worries a lot (4)	❍	❍	❍	❍	❍	❍	❍
Is original, comes up with new ideas (5)	❍	❍	❍	❍	❍	❍	❍
Has a forgiving nature (6)	❍	❍	❍	❍	❍	❍	❍
Tends to be lazy (7)	❍	❍	❍	❍	❍	❍	❍
Is outgoing and sociable (8)	❍	❍	❍	❍	❍	❍	❍
Gets nervous easily (9)	❍	❍	❍	❍	❍	❍	❍
Values artistic, aesthetic experiences (10)	❍	❍	❍	❍	❍	❍	❍
Is considerate and kind to almost everyone (11)	❍	❍	❍	❍	❍	❍	❍
Does things efficiently (12)	❍	❍	❍	❍	❍	❍	❍
Is reserved (13)	❍	❍	❍	❍	❍	❍	❍
Is relaxed	❍	❍	❍	❍	❍	❍	❍

and handles stress well (14)							
Has an active imagination (15)	○	○	○	○	○	○	○

Q10 How much of the time do you think you can trust people in general to do what is right?

○ Just about always (1)
○ Most of the time (2)
○ Some of the time (3)
○ None of the time (4)

Q11 How much of the time do you think you can trust the government to do what is right?

○ Just about always (1)
○ Most of the time (2)
○ Some of the time (3)
○ None of the time (4)

Q12 The following statements are about the collection of personal information. People differ in their opinions about this issue. There are no right or wrong answers. We are just interested in your opinion.

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
The UK Government asks for more and more personal information (1)	❍	❍	❍	❍
Disclosing personal information is not a big issue (2)	❍	❍	❍	❍
Disclosing personal information is an increasing part of modern life (3)	❍	❍	❍	❍
The government and government agencies can be trusted to protect your personal information (4)	❍	❍	❍	❍
Children should be specially protected from the collection and disclosure of personal data (5)	❍	❍	❍	❍

QT1 The following set of questions is about your experiences with the Understanding Society survey specifically. Interviewers may have had different experiences, and there are no right or wrong answers. We are only interested in what you think and your experiences with the Understanding Society survey.

Q13 How much do you agree or disagree with the following statements about the Understanding Society survey?

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
The survey was too long (1)	❍	❍	❍	❍
The survey was interesting (2)	❍	❍	❍	❍
The survey was exhausting (3)	❍	❍	❍	❍
The meaning of the questions was clear (4)	❍	❍	❍	❍
The survey was enjoyable (5)	❍	❍	❍	❍

Q14 How easy or difficult to understand were the following Understanding Society survey materials?

	Very Easy (1)	Easy (2)	Difficult (3)	Very Difficult (4)
The project instructions on how to conduct the survey (1)	❍	❍	❍	❍
The computer program for the interview (2)	❍	❍	❍	❍
Showcards (3)	❍	❍	❍	❍
Information leaflet about the Understanding Society survey (4)	❍	❍	❍	❍
Information leaflet about linkage to administrative data (5)	❍	❍	❍	❍
Consent form for adults linking to administrative data (6)	❍	❍	❍	❍
Consent form for children linking to administrative data (7)	❍	❍	❍	❍
Privacy notice about linking to education data (8)	❍	❍	❍	❍

Q15 How useful were the following survey materials in conducting Understanding Society interviews?

	Very Useful (1)	Somewhat Useful (2)	Only a Little Useful (3)	Not at All Useful (4)
The project instructions on how to conduct the survey (1)	❍	❍	❍	❍
The computer program for the interview (2)	❍	❍	❍	❍
Showcards (3)	❍	❍	❍	❍
Information leaflet about the survey (4)	❍	❍	❍	❍
Information leaflet about linkage to administrative data (5)	❍	❍	❍	❍
Consent form for adults linking to administrative data (6)	❍	❍	❍	❍
Consent form for children linking to administrative data (7)	❍	❍	❍	❍
Privacy notice about linking to education data (8)	❍	❍	❍	❍

Q16 Prior to your work on the Understanding Society survey, have you ever had experience asking respondents about linking administrative data to their survey responses?

❍ Yes (1)
❍ No (2)

Q17 When asking for consent to link records with survey responses, how frequently did you find that parents were less willing to consent on behalf of their children under the age of 16?

❍ Always (1)
❍ Fairly Often (2)
❍ Sometimes (3)
❍ Not Often (4)
❍ Never (5)

Q18 As respondents aged 16 and older could consent on their own, how frequently did you find that parents raised concerns about their children 16 and older providing consent?

❍ Always (1)
❍ Fairly Often (2)
❍ Sometimes (3)
❍ Not Often (4)
❍ Never (5)

Q19 How useful do you think linking respondents' administrative data to their Understanding Society survey responses will be in achieving the project's goals of understanding the world around us and help people make better decisions about how to improve everyone's lives?

❍ Very Useful (1)
❍ Somewhat Useful (2)
❍ Only a Little Useful (3)
❍ Not at All Useful (4)

Q20 If you were an Understanding Society respondent, would you consent to link your administrative data to your survey responses?

❍ Yes (1)
❍ No (2)

Q21 How likely or unlikely would you be to consent to link the following data sources to your survey responses if you took part in a survey like Understanding Society?

	Very Likely (1)	Likely (2)	Unlikely (3)	Very Unlikely (4)
Your health records (1)	❍	❍	❍	❍
Your educational records (2)	❍	❍	❍	❍
Social security and benefits data (4)	❍	❍	❍	❍
Employment and income history (6)	❍	❍	❍	❍
Gas/electricity/water usage (7)	❍	❍	❍	❍
Grocery shopping data (such as loyalty cards) (8)	❍	❍	❍	❍
Police records (9)	❍	❍	❍	❍

Q21a How likely or unlikely would you be to consent to link your child's educational records to your survey responses if you took part in a survey like Understanding Society?

- ◯ Very likely (1)
- ◯ Unlikely (3)
- ◯ Click to write Choice 6 (7)
- ◯ Click to write Choice 7 (8)
- ◯ Not applicable (no children) (10)

Q22 If there is anything else you would like to tell us, please write in the box below.

6.3. Interviewer Survey 2014: Descriptive statistics

Table 4: Descriptive statistics – all interviewers

Variable	Label	Obs.	Mean	Std. Dev	Min	Max
q1	Work as interviewer outside NatCen	461	1.52	0.50	1	2
q2_mth	How long worked as interviewer – months	456	3.46	3.55	0	11
q2_yr	How long worked as interviewer – full years	461	10.93	7.42	0	42
q2_1_dv	Time spent as interviewer (months) – derived	456	134.15	87.33	0	482
q3_1	Previous experience: Other survey	457	1.56	0.50	1	2
q3_2	Previous experience: Non-survey interviewing	460	1.62	0.49	1	2
q3_3	Previous experience: Interaction with public	461	1.25	0.43	1	2
q3_4	Previous experience: Cold calling	458	1.47	0.50	1	2
q3_5	Previous experience: Persuade people	460	1.38	0.49	1	2
q4_1	Job aspects: Good pay	462	1.85	0.66	1	4
q4_2	Job aspects: Interesting	462	1.27	0.48	1	4
q4_3	Job aspects: Work independently	462	1.61	0.75	1	4
q4_4	Job aspects: Interaction with people	461	1.77	0.79	1	4
q4_5	Job aspects: Decide times/days of work	462	1.65	0.81	1	4
q4_6	Job aspects: Control over amount of work	462	1.57	0.70	1	4
q5_1	Satisfaction: Amount of pay	462	2.69	0.76	1	4
q5_2	Satisfaction: Interesting	462	1.79	0.71	1	4
q5_3	Satisfaction: Work independently	462	1.51	0.63	1	4
q5_4	Satisfaction: Interaction with people	462	1.52	0.60	1	4
q5_5	Satisfaction: Flexibility of time of work	462	1.54	0.69	1	4
q5_6	Satisfaction: Control over amount of work	462	1.70	0.75	1	4
q5_7	Satisfaction: Work evenings/weekends	462	2.41	0.80	1	4
q6	Overall satisfaction as NatCen interviewer	462	1.89	0.82	1	5
q7_1	Surveys: Important for science, politics, economy	459	1.53	0.55	1	4
q7_2	Surveys: Society more democratic	455	1.95	0.67	1	4
q7_3	Surveys: Participation is self-interest	458	2.31	0.67	1	4
q7_4	Surveys: Most carried out responsibly	454	1.86	0.53	1	3
q7_5	Surveys: Results are mostly correct	444	2.02	0.46	1	4
q7_6	Surveys: Respondents try to be accurate	457	1.86	0.48	1	3
q7_7	Surveys: Too many carried out	448	2.52	0.69	1	4
q8_1	Persuasion: Reluctant respondents should be persuaded	455	2.37	0.72	1	4
q8_2	Persuasion: Even most reluctant can be persuaded	459	2.94	0.75	1	4
q8_3	Persuasion: Should respect privacy of respondent	462	1.32	0.47	1	3
q8_4	Persuasion: Refusal should be accepted	458	2.39	0.67	1	4
q8_5	Persuasion: Emphasise voluntary nature	462	1.85	0.72	1	4
q8_6	Persuasion: Not make sense to target reluctant respondents	459	2.03	0.77	1	4
q8_7	Persuasion: Most people will participate	458	2.11	0.63	1	4
q8_8	Persuasion: Reluctant respondent provide	456	2.84	0.58	1	4

	unreliable answers					
q9_1	Big 5: Rude	461	1.74	0.99	1	6
q9_2	Big 5: Thorough	462	6.25	0.82	1	7
q9_3	Big 5: Talkative	461	5.06	1.39	1	7
q9_4	Big 5: Worries	462	3.49	1.63	1	7
q9_5	Big 5: Original	462	4.84	1.23	1	7
q9_6	Big 5: Forgiving	462	5.23	1.29	1	7
q9_7	Big 5: Lazy	459	2.30	1.43	1	7
q9_8	Big 5: Sociable	459	5.54	1.27	1	7
q9_9	Big 5: Nervous	461	2.62	1.51	1	7
q9_10	Big 5: Artistic	460	5.40	1.33	1	7
q9_11	Big 5: Considerate	462	5.92	0.91	2	7
q9_12	Big 5: Efficient	462	5.97	0.85	2	7
q9_13	Big 5: Reserved	462	3.36	1.62	1	7
q9_14	Big 5: Relaxed	461	4.97	1.28	1	7
q9_15	Big 5: Active imagination	462	5.32	1.24	2	7
q9a_dv	Big 5 scale: Agreeableness (derived)	461	5.80	0.77	3	7
q9c_dv	Big 5 scale: Conscientiousness (derived)	459	5.97	0.76	3.7	7
q9e_dv	Big 5 scale: Extraversion (derived)	458	5.09	1.14	2	7
q9n_dv	Big 5 scale: Neuroticism (derived)	460	3.05	1.22	1	7
q9o_dv	Big 5 scale: Openness (derived)	460	5.18	0.97	2	7
q10	General trust	461	2.24	0.51	1	3
q11	Trust in government	459	2.92	0.52	1	4
q12_1	Personal Info: Govt asks for more and more	458	1.91	0.65	1	4
q12_2	Personal Info: Disclosing info not big issue	459	2.72	0.77	1	4
q12_3	Personal Info: Disclosing info part of modern life	460	1.95	0.53	1	4
q12_4	Personal Info: Govt can be trusted to protect info	453	2.66	0.71	1	4
q12_5	Personal Info: Children should be specially protected	458	1.81	0.73	1	4
q13_1	Understanding Society: Too long	456	2.13	0.79	1	4
q13_2	Understanding Society: Interesting	458	1.90	0.60	1	4
q13_3	Understanding Society: Exhausting	457	2.68	0.73	1	4
q13_4	Understanding Society: Clear questions	457	2.04	0.54	1	4
q13_5	Understanding Society: Enjoyable	456	1.98	0.63	1	4
q14_1	Easy/Hard to understand: Project instructions	459	1.76	0.56	1	3
q14_2	Easy/Hard to understand: CAPI	457	1.68	0.58	1	4
q14_3	Easy/Hard to understand: Showcards	459	1.64	0.61	1	4
q14_4	Easy/Hard to understand: Understanding Society Information leaflet	457	1.65	0.58	1	4
q14_5	Easy/Hard to understand: Data linkage information	458	2.05	0.69	1	4
q14_6	Easy/Hard to understand: Data linkage consent form	456	2.04	0.67	1	4
q14_7	Easy/Hard to understand: Child data linkage consent form	455	2.06	0.67	1	4

q14_8	Easy/Hard to understand: Privacy notice for education data	453	2.09	0.69	1	4
q15_1	Useful: Project instructions	458	1.70	0.67	1	4
q15_2	Useful: CAPI	457	1.49	0.59	1	4
q15_3	Useful: Showcards	458	1.41	0.59	1	4
q15_4	Useful: Understanding Society Information leaflet	458	1.68	0.69	1	4
q15_5	Useful: Data linkage information	458	1.87	0.73	1	4
q15_6	Useful: Data linkage consent form	457	1.85	0.75	1	4
q15_7	Useful: Child data linkage consent form	456	1.87	0.76	1	4
q15_8	Useful: Privacy notice for education data	456	1.89	0.76	1	4
q16	Prior consent experience	457	1.41	0.49	1	2
q17	Parents willingness for child<16	452	3.25	0.81	1	5
q18	Parents concern for child 16+	454	3.87	0.91	1	5
q19	Usefulness of data linkage	452	1.92	0.74	1	4
q20	Would interviewer consent in Understanding Society	456	1.30	0.46	1	2
q21_1	Likelihood of consent: Health	460	1.96	1.01	1	4
q21_2	Likelihood of consent: Education	460	1.69	0.87	1	4
q21_3	Likelihood of consent: Social security/benefits	458	2.09	1.06	1	4
q21_4	Likelihood of consent: Employment/income	460	2.07	1.07	1	4
q21_5	Likelihood of consent: Utility usage	460	1.64	0.83	1	4
q21_6	Likelihood of consent: Shopping	459	1.83	0.95	1	4
q21_7	Likelihood of consent: Police records	459	1.86	1.05	1	4
q21a	Likelihood of consent: Your child's education records	459	2.54	1.47	1	5

Table 5: Descriptive statistics –interviewers who worked on the Understanding Society IP

Variable	Label	Obs.	Mean	Std. Dev	Min	Max
q1	Work as interviewer outside NatCen	125	1.51	0.50	1	2
q2_mth	How long worked as interviewer – months	126	3.48	3.64	0	11
q2_yr	How long worked as interviewer – full years	126	11.85	6.58	0	33
q2_1_dv	Time spent as interviewer (months) – derived	126	145.67	78.84	0	396
q3_1	Previous experience: Other survey	125	1.52	0.50	1	2
q3_2	Previous experience: Non-survey interviewing	125	1.59	0.49	1	2
q3_3	Previous experience: Interaction with public	126	1.31	0.46	1	2
q3_4	Previous experience: Cold calling	125	1.42	0.50	1	2
q3_5	Previous experience: Persuade people	125	1.33	0.47	1	2
q4_1	Job aspects: Good pay	126	1.86	0.65	1	4
q4_2	Job aspects: Interesting	126	1.22	0.44	1	3
q4_3	Job aspects: Work independently	126	1.56	0.72	1	4
q4_4	Job aspects: Interaction with people	126	1.63	0.72	1	4
q4_5	Job aspects: Decide times/days of work	126	1.63	0.79	1	4
q4_6	Job aspects: Control over amount of work	126	1.56	0.69	1	4
q5_1	Satisfaction: Amount of pay	126	2.67	0.77	1	4
q5_2	Satisfaction: Interesting	126	1.64	0.70	1	4
q5_3	Satisfaction: Work independently	126	1.44	0.61	1	4
q5_4	Satisfaction: Interaction with people	126	1.39	0.54	1	3
q5_5	Satisfaction: Flexibility of time of work	126	1.53	0.72	1	4
q5_6	Satisfaction: Control over amount of work	126	1.72	0.80	1	4
q5_7	Satisfaction: Work evenings/weekends	126	2.37	0.81	1	4
q6	Overall satisfaction as NatCen interviewer	126	1.79	0.87	1	5
q7_1	Surveys: Important for science, politics, economy	125	1.50	0.56	1	4
q7_2	Surveys: Society more democratic	125	1.86	0.71	1	4
q7_3	Surveys: Participation is self-interest	125	2.40	0.66	1	4
q7_4	Surveys: Most carried out responsibly	124	1.84	0.56	1	3
q7_5	Surveys: Results are mostly correct	120	2.03	0.45	1	4
q7_6	Surveys: Respondents try to be accurate	125	1.78	0.54	1	3
q7_7	Surveys: Too many carried out	121	2.50	0.74	1	4
q8_1	Persuasion: Reluctant respondents should be persuaded	126	2.27	0.76	1	4
q8_2	Persuasion: Even most reluctant can be persuaded	126	2.92	0.78	1	4
q8_3	Persuasion: Should respect privacy of respondent	126	1.29	0.46	1	2
q8_4	Persuasion: Refusal should be accepted	124	2.48	0.66	1	4
q8_5	Persuasion: Emphasise voluntary nature	126	1.87	0.78	1	4
q8_6	Persuasion: Not make sense to target reluctant respondents	126	2.18	0.77	1	4
q8_7	Persuasion: Most people will participate	124	2.04	0.64	1	4
q8_8	Persuasion: Reluctant respondent provide unreliable answers	125	2.86	0.63	1	4

q9_1	Big 5: Rude	126	1.71	0.90	1	6
q9_2	Big 5: Thorough	126	6.29	0.77	1	7
q9_3	Big 5: Talkative	126	5.02	1.49	1	7
q9_4	Big 5: Worries	126	3.25	1.57	1	7
q9_5	Big 5: Original	126	4.82	1.34	2	7
q9_6	Big 5: Forgiving	126	5.21	1.22	1	7
q9_7	Big 5: Lazy	126	2.15	1.43	1	7
q9_8	Big 5: Sociable	125	5.62	1.20	2	7
q9_9	Big 5: Nervous	125	2.34	1.25	1	6
q9_10	Big 5: Artistic	126	5.33	1.31	2	7
q9_11	Big 5: Considerate	126	5.83	0.85	3	7
q9_12	Big 5: Efficient	126	5.97	0.90	3	7
q9_13	Big 5: Reserved	126	3.26	1.63	1	7
q9_14	Big 5: Relaxed	126	5.06	1.24	2	7
q9_15	Big 5: Active imagination	126	5.29	1.36	2	7
q9a_dv	Big 5 scale: Agreeableness (derived)	126	5.78	0.67	4	7
q9c_dv	Big 5 scale: Conscientiousness (derived)	126	6.03	0.76	4	7
q9e_dv	Big 5 scale: Extraversion (derived)	125	5.12	1.11	0.7	7
q9n_dv	Big 5 scale: Neuroticism (derived)	125	2.84	1.09	1	6
q9o_dv	Big 5 scale: Openness (derived)	126	5.15	1.04	2	7
q10	General trust	126	2.25	0.55	1	3
q11	Trust in government	125	2.87	0.57	1	4
q12_1	Personal Info: Govt asks for more and more	124	2.02	0.69	1	4
q12_2	Personal Info: Disclosing info not big issue	125	2.69	0.81	1	4
q12_3	Personal Info: Disclosing info part of modern life	125	1.98	0.59	1	4
q12_4	Personal Info: Govt can be trusted to protect info	124	2.57	0.75	1	4
q12_5	Personal Info: Children should be specially protected	123	1.87	0.81	1	4
q13_1	Understanding Society: Too long	124	2.17	0.81	1	4
q13_2	Understanding Society: Interesting	125	1.94	0.63	1	4
q13_3	Understanding Society: Exhausting	124	2.81	0.76	1	4
q13_4	Understanding Society: Clear questions	124	2.00	0.56	1	3
q13_5	Understanding Society: Enjoyable	123	1.89	0.66	1	4
q14_1	Easy/Hard to understand: Project instructions	125	1.69	0.60	1	3
q14_2	Easy/Hard to understand: CAPI	124	1.61	0.58	1	3
q14_3	Easy/Hard to understand: Showcards	125	1.62	0.62	1	3
q14_4	Easy/Hard to understand: Understanding Society Information leaflet	125	1.69	0.61	1	3
q14_5	Easy/Hard to understand: Data linkage information	125	2.07	0.73	1	4
q14_6	Easy/Hard to understand: Data linkage consent form	124	2.10	0.74	1	4
q14_7	Easy/Hard to understand: Child data linkage consent form	124	2.11	0.73	1	4
q14_8	Easy/Hard to understand: Privacy notice for	123	2.15	0.75	1	4

	education data					
q15_1	Useful: Project instructions	125	1.79	0.66	1	3
q15_2	Useful: CAPI	125	1.47	0.56	1	3
q15_3	Useful: Showcards	124	1.44	0.60	1	4
q15_4	Useful: Understanding Society Information leaflet	124	1.73	0.70	1	3
q15_5	Useful: Data linkage information	125	1.83	0.79	1	4
q15_6	Useful: Data linkage consent form	125	1.87	0.77	1	4
q15_7	Useful: Child data linkage consent form	125	1.90	0.77	1	4
q15_8	Useful: Privacy notice for education data	125	1.94	0.78	1	4
q16	Prior consent experience	126	1.33	0.47	1	2
q17	Parents willingness for child<16	123	3.21	0.83	2	5
q18	Parents concern for child 16+	125	3.90	0.94	1	5
q19	Usefulness of data linkage	124	1.93	0.83	1	4
q20	Would interviewer consent in Understanding Society	124	1.31	0.46	1	2
q21_1	Likelihood of consent: Health	125	1.87	1.08	1	4
q21_2	Likelihood of consent: Education	125	1.63	0.89	1	4
q21_3	Likelihood of consent: Social security/benefits	124	1.96	1.10	1	4
q21_4	Likelihood of consent: Employment/income	125	2.01	1.14	1	4
q21_5	Likelihood of consent: Utility usage	125	1.54	0.80	1	4
q21_6	Likelihood of consent: Shopping	124	1.69	0.89	1	4
q21_7	Likelihood of consent: Police records	125	1.77	1.02	1	4
q21a	Likelihood of consent: Your child's education records	125	2.40	1.40	1	5