

Food & You Wave 4

Interviewer Instructions
P11949.01

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1 Overview

1.1 Background

Food & You is a study funded by the Food Standards Agency (FSA) about people's attitudes and knowledge about food related issues. The study is vital in supporting the FSA's work by exploring public understanding of, and engagement with, the FSA's key aims.

The survey runs every two years – the first three waves were carried out by TNS and NatCen has been awarded the contract to carry out wave 4 (the current wave) and two further waves in 2018 and 2020. Fieldwork for this wave will be undertaken in England, Wales and Northern Ireland.

Fieldwork in Northern Ireland is being carried out by the Northern Ireland Statistics and Research Agency (NISRA).

1.2 Fieldwork Dates

Fieldwork will be conducted from the end of May to September and is broken up into three batches (waves). The fieldwork start and end dates are listed below:

Wave	Start date	End date
WV1	Fri 27th May	Thu 7th Jul
WV2	Wed 22nd Jun	Tue 2nd Aug
WV3	Fri 22nd Jul	Thu 1st Sept

1.3 KPIs

- You should visit all your addresses within the first 7 days of fieldwork
- Milestone 1 – by half way through the fieldwork period, 50% of your addresses should be covered
- Milestone 2 – by three quarters of the way through the fieldwork period, 75% of your addresses should be covered
- Please refer to your KPI letter in your workpack for the targets specific to your point of work.

1.4 Survey documents

You will be provided with the following documents for your work on Food & You:

- Generic advance letter
- Laminated advance letter
- Survey leaflets
- Doorstep laminate
- Show cards
- Food group cards for Eatwell Guide task (for those working in Northern Ireland only)
- Thank you letter (to be given at the end of the interview)

2 Your Sample

2.1 Overview

The Food & You sample is drawn from the Postcode Address File (PAF). For Wave 4, 262 points will be issued across England, Wales and Northern Ireland.

Each assignment will contact 25 addresses, and you will be required to select **one** person aged 16+ from each address.

2.2 Selections

To ensure that the sample is representative, at each address you may be required to make a number of random selections. For example an address may contain more than one flat or bedsit, or more than one household living there. Also, many households will contain more than one eligible respondent (aged 16+).

The three selections that you will be required to make are:

- Dwelling unit (DU)
- Household (HH)
- Person

These are defined in the next section. Section 4.5 describes how to make these selections using your Address Record Form (ARF).

2.2.1 Definitions for Selections

Dwelling Units

A Dwelling Unit (DU) is an address or part of an address, which has its own front door. The front door does not have to be at street level, but it must separate one part of the address from other parts (i.e. only those who live behind the door have access to the area, it is not a communal part of the address).

A DU need not be fully self-contained - for example, an address may contain four bedsits, the inhabitants of whom share a bathroom. Each bedsit would count as a DU as long as it had its own front door.

Households

A household is either one person living alone or a group of people (not necessarily related) living at the same address (or the selected DU within the address) who share cooking facilities AND share a living room or sitting room or dining area.

Please see the Interviewers' Manual for further information on establishing who is resident at the address and on dividing residents into households.

Person

Adults aged 16+, within the selected household, are eligible to take part in Food & You. If there is more than one eligible respondent in the household, you will be required to select **one person** at random.

2.3 Consent

Please note, for young adults aged 16 or 17 who live with their parents/guardians, you are required to obtain verbal consent from the parent or legal guardian before beginning the interview. You are not required to obtain consent from non-resident parents, i.e. when the young adult lives independently.

3 Introducing the study

3.1 Advance letters and study leaflets

Respondents will have received an advance letter and leaflet containing information about the study and stating that you will call, before your visit. You may therefore wish to refer to this when introducing yourself:

- You will have copies of the advance letter and leaflet in your work packs to use as a tool on the doorstep.
- Hand the respondent a copy of the letter and leaflet, remind them that they had received them previously, and allow them plenty of time to read through.
- Make sure you have carefully read the letter and leaflet before you visit the household - it may help you to answer questions on the doorstep and they contain some interesting information that may help to sell the study.

3.2 Incentives

We want to encourage as many people as possible to take part in the study. Therefore an unconditional **£10 post office voucher** was sent with the advance letter. These vouchers can be exchanged for money at any post office branch.

3.3 Doorstep introduction

The general rule is to keep your initial introduction short, clear and to the point.

- Show your identity card
- Say who you are
- Say who you work for
- Say that you are carrying out “*an important major study about how we shop for, cook and eat food.*”

Only elaborate if you need to. Introduce one new idea at a time. Do not give a full explanation right away - you will not yet know what is most likely to convince that particular person to take part.

3.3.1 Things to mention when introducing the survey

- It is a major survey being carried out by NatCen/NISRA on behalf of the Food Standard's Agency (FSA).
- It is an extremely important study that helps support the FSA's work in ensuring the food we eat is safe and honest.
- Each person asked to take part in the survey is vital to the success of the survey.
- Highlight that we want a representative picture of the population – even if that person has little or no involvement or interest in cooking or shopping for food.
- No-one outside the research team will know who has been interviewed, or will be able to identify an individual's results.
- Highlight the benefits to the respondents – £10 voucher for each respondent, how they will contribute to society.

3.3.2 Website

We have a section of the NatCen website that is dedicated to Food & You. This has information for potential respondents about who NatCen are, the purpose of the study, why they have been chosen and reasons to take part. It also has contact details for the Research team at NatCen. This may be useful for respondents who are deciding whether they would like to participate. The website can be found at:

<http://www.natcen.ac.uk/foodandyou>.

4 Address Record Form (ARF)

You will receive a pre-labelled ARF for each of the 25 addresses in your sample. The ARF will enable you to;

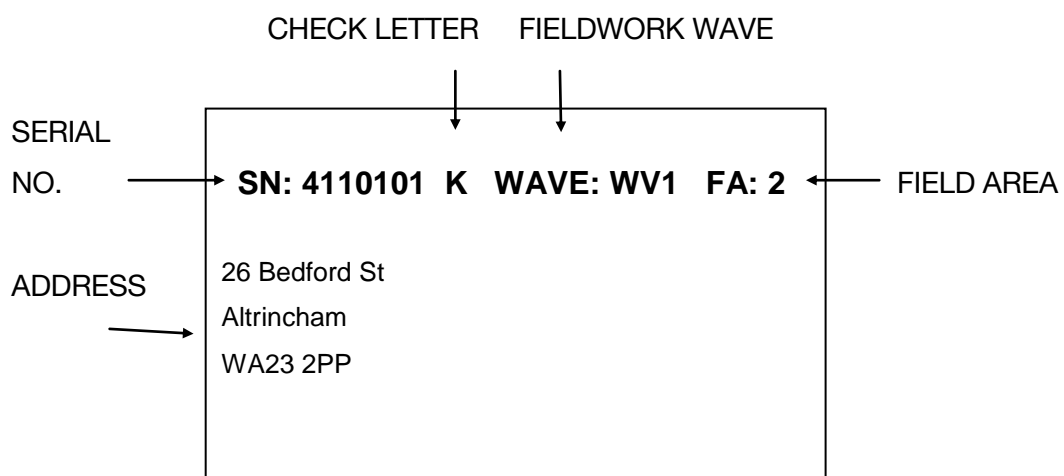
- record all attempts to make contact at the address
- select a dwelling unit (DU)
- select a household (HH; within the selected DU)
- select an eligible adult (16+ years) within the selected HH
- record the final outcome for the selected respondent.

This section outlines each part of the ARF and what you will be required to do at each stage. Please follow the routing on the ARF as it will guide you to the correct outcome code for each address.

4.1 Address label

The Address Label at the top of the ARF gives the full address and the corresponding seven-digit serial number. It is made up of:

- One digit for the YEAR ('4' for year 4, 2016)
- One digit for the WAVE (1=WW1; 2=WW2, 3=WW3)
- Three digits for the Point number (101... 362)
- Two digits for the Address number, within point (01..25)



4.2 Selection label

The selection label on the front page should be used where there are two or more DUs or HHs and you have to select one at which to interview. This label is also used when the selected HH contains two or more eligible persons and you have to select one to take part. Further information on selection procedures is provided in section 4.5.

4.3 Calls record

Keep a full record of all the **visits** you make to an address on the bottom half of the front page – include abortive visits as well as productive ones. Any notes about what happened at each call should be made in the notes box. There is also a grid (on page 2) where you can keep track of all **telephone calls** you make.

4.4 Section A - Tracing Address & Area Observations

Section A of the ARF allows you to note whether the addresses are **traceable**, **residential and occupied** as a main residence. You can also note whether the address is accessible and its condition.

Where feasible, this information should be collected before making contact. For office refusals, please visit the address but do not approach the occupants.

4.5 Section B, C, D - Selections

Once you have completed your observations at Section A, the ARF will guide you through selecting one DU then one HH and then one adult aged 16+ to take part in the survey. The process for selecting each is very similar process and is outlined in this section. Each selection is covered in the following section of the ARF;

Type of Selection	Location within the ARF
DU selection	Section B
HH selection	Section C
Person selection	Section D

Using the definitions outlined in Section 2.2 of these project instructions, or of the relevant section in the ARF, establish how many DUs, HHs or eligible adults there are. If you establish that there is more than one you will be required to make a random selection using your selection label on the front of the ARF.

- To do this you must;
 - a. **For DUs-** list all the DUs present at the address in section B.2. These should be listed in flat/room number order, or from bottom to top of building, left to right, front to back.
 - b. **For HHs** - list all of the households on section C.2 of the ARF, alphabetically based on the first name of each HH member. If there is more than one person in each HH then take the first name alphabetically.
 - c. **For person selection** – list all of the adults aged 16+ within the household on section D.2 of the ARF in alphabetical order based on their first name.
- Once all DUs/HHs/persons have been listed, referring to your selection label on the front of the ARF, locate the total number of DUs/HHs/Persons that you have recorded on the rows labelled 'DU/HH/Per', the number beneath on the 'select' row will then indicate which number in the listed order should be chosen.
- Once you have selected one person to take part (and obtained the appropriate consent if applicable) please record their name on the front of the ARF.

Example Selection

DU: You have determined that address '123 Maple Close' is a block of 6 flats, numbered 1-6. These flats are self-contained and have their own front door therefore there are 6 DUs. Referring to the example selection label on page 10, Flat number 5 is chosen.

HH: Once making contact with the DU, you have determined that there is only one family living there who share cooking facilities and living area, therefore there is only one HH in the selected DU, and therefore that one is selected.

Person: Within the household there is a married couple, Bob (aged 42) and Kate (aged 44), and they live with their 17 year old son, David and 15 year old daughter, Emily. Three people are eligible to take part, Bob, Kate, and David. Referring to the example

selection label below, the 1st person should be selected, which, in alphabetical order is Bob.

Example selection label

DU/HH/Per:	2	3	4	5	6	
Select:	2	1	4	3	5	
Du/HH/Per:	7	8	9	10	11	12
Select:	3	6	4	7	2	9

If there are 13 or more DUs, HHs or adults, then please use the lookup chart in Section G of the ARF. If, at any stage, you are unable to establish how many DUs, HHs, or adults there are then the ARF will route you to the appropriate outcome code.

4.6 Section E – final outcome code

Section E allows you to choose an outcome code for the address. For productive respondents (fully or partially productive) the outcome code is calculated within the CAPI Admin block. It can only be coded when you have finished interviewing. For unproductive addresses (i.e. those which do not result in a full or productive interview), you will select the appropriate code from the ARF.

Please then record the final outcome on the front of the ARF.

4.7 Section F – unproductive outcome codes

If the selected respondent has refused to take part, you will be asked, at Section F, to record the reason(s) why that person has refused. There is also a section for you to make any further notes that might be useful for another interviewer should the address be reissued. Equally if you feel the address is not suitable for reissue, please record why in this section. CAPI will prompt you for this information when you are completing the admin block.

5 The interview

5.1 The questionnaire

You will conduct an individual interview with one adult member (aged 16+) of the household, covering the following topics;

Module	Types of questions
1 Household Information	<ul style="list-style-type: none">- Who lives in the household and their relationship to one another
2 Eating Habits	<ul style="list-style-type: none">- Cooking responsibilities- Types of food people eat- Eating out & takeaways- Allergies & intolerances
3 Shopping	<ul style="list-style-type: none">- Where people shop for food- Types of food people buy
4 Food Insecurity	<ul style="list-style-type: none">- Do people feel like they can afford to buy the food they would like?
5 Food Safety	<ul style="list-style-type: none">- How people prepare, cook and store their food- Have people ever had food poisoning?
6 Food Issues	<ul style="list-style-type: none">- Food production issues such as additives, mislabelling of products, etc.
7 Healthy Eating (Northern Ireland only)*	<ul style="list-style-type: none">- Types of food people eat- Maintaining a healthy lifestyle- Eatwell Guide task (see next section)
8 Health	<ul style="list-style-type: none">- General health questions
9 Demographics	<ul style="list-style-type: none">- Employment & Education- Accommodation & Income- Ethnicity- Religion- Recontact questions

*Respondents in Northern Ireland have an additional module due to the fact that FSA in NI are responsible for nutrition policy, whereas that responsibility lies outside of FSA's remit in England & Wales.

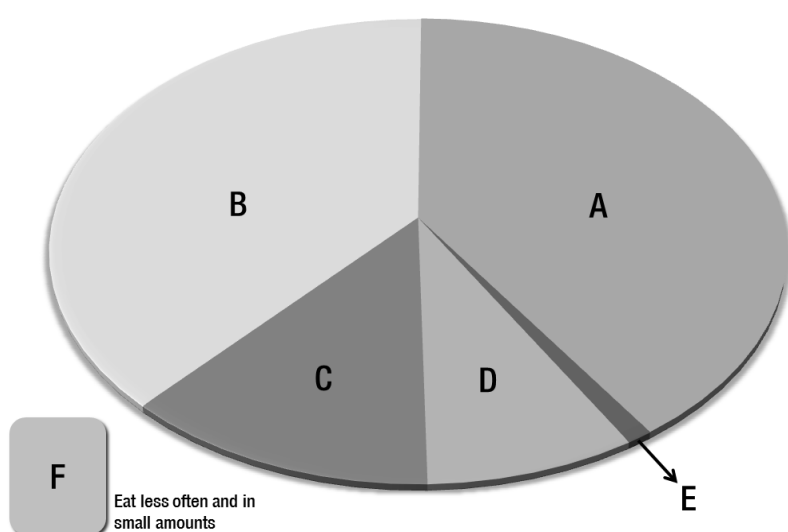
5.1.1 Eatwell Guide task (for those working in Northern Ireland only)

The Eatwell Guide is a visual representation of how different food types contribute towards a recommended balanced diet, and types of food that is recommended to eat less of. The 6 food groups are;

- Bread, rice, potatoes, pasta, starchy foods
- Fruit and vegetables
- Meat, fish, eggs, beans, non-dairy sources of protein
- Food and drinks high in fat and/or sugar
- Milk and dairy foods
- Oils and spreads

You will be instructed to show respondents a show card with a blank circle that is divided into 5 sections of different proportions, these sections represents the foods that make up a balanced diet. There is also section outside the circle marked 'eat less often and in small amounts' which represents the food type that is recommended we eat less of. You will then provide the respondent with a set of 6 cards (in your work pack) that have the 6 different food groups on it. The respondent will then be asked to place each card on to the circle to show how much of each food group they think should be eaten on any given day to make up a recommended balanced diet. The section outside of the circle is for respondents to select the food group they think we are advised to eat less of. You will then be asked to code these answers into CAPI.

Eatwell Guide show card



Please note: The proportions for A & B are very similar. If the respondent asks, please let them know that these will be treated the same.

5.2 Questionnaire length

The questionnaire is expected to take approximately **45 minutes** for respondents in **Wales and England**.

With the addition of the healthy eating module for **Northern Ireland**, the questionnaire is expected to take approximately **60 minutes**.

5.3 At the end of the interview

Please provide all respondents with a thank you letter (included in your work pack) after they complete the interview. This provides the respondent with information on who to contact should they wish to discuss any of the topics covered within the questionnaire.

There will also be details of how to obtain information on 'correct food safety practices' should they wish to know the 'answers' to some of the questions asked during the interview.

5.4 Returning work

Once your work at an address is finished you should complete the admin CAPI and transmit the questionnaire and administrative data.

6 Who to contact

6.1 General queries



Your **first point of contact** should be your **Field Performance Manager**. Please keep your FPM updated with your progress throughout the fieldwork period and they will report progress to your Regional Manager.



If you have any queries regarding the **programme** you should contact the Data Department in Brentwood.



If you have any queries regarding your allocated work, locating addresses or project protocols (that are not covered in the project instructions) then contact the Logistics Department.



If you require **stationery** contact the dedicated stationery phone line on 01277 690006 or email equipment@natcen.ac.uk, stating your name, ID and document you require.

7 Notes

Please use this space to record notes for your reference.

