



INTERVIEWER TRAINING MANUAL

LIVING IN NEWHAM WAVE 3

CONTENTS

Section 1 Introduction	page 3
Section 2 Types of Survey	page 5
Section 3 The Interview	page 7
Section 4 Probing	page 22
Section 5 Questionnaire Layout and Design	page 28
Section 6 Complex Grids	page 36
Section 7 Quality Control	page 45
Section 8 Administration	page 47
Section 9 Training Materials	page 49

Section 1: Introduction to the Living in Newham Survey

The **Living in Newham** survey is now in its third year and aims to interview around 2000 people in 1500 households across the whole of Newham. It is similar to an existing survey called **Living in Britain**. **Living in Britain** is a survey of the social and economic conditions of a nationally representative sample of around 5,500 households in Great Britain, and of how the fortunes of these households change over time. It is one of the most important and innovative academic social science research projects of the 1990s which is set to continue well into the new millennium. **Living in Britain** has conducted annual interviews since 1991 with many original respondents who interview continuously.

The **Living in Newham** survey is run by the Institute for Social and Economic Research at the University of Essex, and is funded by the London Borough of Newham. While the Institute is responsible for running the survey, there is a consortium of academics and policy makers from Newham council who are advising and guiding the researchers at the Institute about the conduct of the **Living in Newham** survey. These academic and policy researchers will also be responsible for carrying out research using the data you collect and for providing advice to The London Borough of Newham on the basis of their findings. So this is very much a joint venture between local researchers and the Institute which will be of great importance in informing the social policy debates within Newham over the coming years.

As an interviewer for **Living In Newham**, you will be asking for information on people's health, housing, family circumstances, education, employment, living standards and opinions. Put more simply, the survey will investigate some of the most important aspects of people's everyday lives. The **Living In Newham** survey will be large enough to represent the entire population of Newham, and enable issues to be researched and compared with the circumstances and experiences of people living in the rest of the country.

With each passing wave the need to maintain a high response rate becomes ever more important. Finding respondents who move home is a particularly important task as the continuity of their participation both protects the viability of future waves and increases the power of **Living In Newham** as a descriptive and predictive tool. Both the questionnaires you will be using, and the questions contained within them have been through several stages of careful preparation and will present you with few problems during their use. Once this is added to the training and support you will receive from ISER and your Fieldwork Supervisors, we expect you to provide the highest quality and most accurate data possible.

The survey is very much like other large social surveys in many respects, but it does have some features of which you should be aware.

1. We will be interviewing every adult household member at sampled addresses: that means with everyone who is aged 16 or over on or before June 1st 2004. There is no upper age limit on the survey. Where it is not possible for you or another interviewer to interview every person within a household you will need to try and get proxy information on those respondents aged 16 or over who have not been interviewed.
2. This is a **LONGITUDINAL HOUSEHOLD PANEL STUDY**; we will follow the fortunes of households across time and geographic space for at least 5 years. This means that we interview the same households year after year, even if they move to a new home within the borough of Newham. To enable us to do this we expect you to help build a long-term relationship with respondents so that we can minimise the numbers who drop out later.

These features mean that each wave of **Living In Newham** must maximise the response rate it achieves. The basic rules for success are simple:

1. You must keep calling back on non-contacts in order to maximise the sample size.
2. You must keep refusals to an absolute minimum.
3. The interviews are straightforward and should be treated as such.
4. You emphasise the voluntary nature of the interviews and try to build up a rapport with your respondents.
5. After the interview you say we would like to return next year if possible.

The rest of this training manual tells you how your role fits into the overall project and develops some of the concepts used in face to face interviewing and within the **Living In Newham** survey in particular. This manual also aims to provide you with a grounding in the basic principles used in all interview situations and to help you achieve the maximum results from the addresses we give you. This training manual is also the key to producing the highest quality data possible. It starts with describing the sample, gives guidance on making contact, and describes the various question types you will encounter within the various questionnaires. You will also receive an Interviewers Instruction Manual which will cover these and other points in greater detail.

Section 2: Types of Survey

There are four different methods of data collection:

- Postal surveys
- Telephone interviewing
- Face-to-face interviewing – this is the method used mainly by interviewers.
- Internet Surveys

Postal Surveys

This method is useful because it is fairly inexpensive. Questionnaires are sent out from research organisations to particular samples of the population, often in the business community. These are completed by the respondent and posted back to the research organisation. However, the response rate is usually relatively low.

Telephone Interviewing

This method requires the interviewer to phone the respondent at home and ask the respondent if they would complete an interview over the phone.

Face-to-face Interviewing

There are two main methods of recording information collected from face-to-face surveys:

- Laptop computer
- Paper questionnaire

Internet Surveys

These are rapidly gaining in popularity but are normally targeted at specific respondent groups, are normally very short, and mostly used in market research.

Stages of a Survey

There are ten stages that a survey must go through:

1. The client discusses the problem and the information that they need to solve it with a research organisation.
2. The research organisation explores the problem, sometimes conducts a number of 'depth' interviews and group discussions and prepares a draft questionnaire
3. Interviewers sometimes pilot the questionnaire and report back to the research organisation on reaction from respondents, length of interview, sequence of questions, etc.
4. Research organisation discusses preliminary work with client and finalises questionnaire. Informs field department of type of sampling, number of interviews required in which areas and fieldwork dates.
5. Sample 'points' are assigned to interviewers by the research organisation and dispatched to interviewers.
6. Interviewers carry out their work and return completed assignments to the research organisation where the questionnaires are booked in.
7. The questionnaires are then checked and coded, in preparation for data processing (any errors or omissions being referred back to the interviewers).
8. Data Processing: The questionnaire data is transferred to the computer so that information can be produced in table form.
9. Research organisation produces tables of statistics.
10. Research organisation interprets findings. Makes a final report to the client.

Cross-sectional or Longitudinal interviews

Cross-sectional surveys measure the condition of a sample at one point in time whereas longitudinal surveys add a time component to the cross-sectional survey. While many cross-sectional surveys are done (for example) once a year for several years, they also use a fresh sample each time the survey is conducted. While these surveys give an excellent idea that changes are occurring within a population, repeated cross-sectional surveys cannot explain how or why these changes have occurred. To understand these aspects of change we need a different view.

A longitudinal panel survey links the situation of a sample member at one moment to their situation at another (later) moment in time. By measuring many aspects of their life we can easily detect what changes have occurred over what time. If this surveying process is repeated several times (The parent survey for LIN is now in its 14th year of interviewing), it quickly becomes apparent which factors promote increases in wealth, opportunity and wellbeing. Should there be sufficient numbers of responding individuals the existence or lack of these factors can be attributed to the particular groups (particularly of gender or ethnicity) or combinations of groups that exist within Newham.

Section 3: The Interview

Preparation

It is a good idea to do trial questionnaires with your family or friends (as long as they are not already respondents), or with you taking the role of respondent so you can become more familiar with the questionnaires. **If you are unsure of what you are asking when you do a questionnaire 'for real' the interview will take a lot longer to do and you will appear much more nervous than you are.** Not only will this put other respondents in the household off doing the survey and cost you money, you will enjoy the experience much less than you might otherwise do. If you have any questions about the questionnaire, you should telephone your supervisor before starting work.

- Plan your work before you start
- If you are working in an unfamiliar area consult a local map
- Consider your addresses and anticipate potential difficulties
- Organise your materials before you set out and check you have sufficient supplies.
- **Use a blue or black biro only.** Please do not use red, mauve or green, these colours are used here at ISER
- Dress sensibly for the weather, and for the area you are working in. Overall Newham is a diverse and tolerant community as the experience of previous has interviewers proved, however please dress in a neat and unobtrusive way.
- Start work at the beginning of fieldwork. Before setting out you should ensure that you have read and completely understood the interviewing manuals and worked right through the questionnaire, understanding all the comments and routing.

Interviewing a Random Sample

How do we choose people to interview? It is not possible to interview every person living in the area so we must select a sample of people who will represent the whole population we are interested in. Selecting a random sample is one way of ensuring that you get a representative sample of the population that will give us a good picture of the circumstances and opinions of the whole population. If you bake a cake and want to assess its flavour, you just cut a slice of it and from that you can taste the flavour of the whole cake. So it should be a good sample.

Random sampling is the most accurate means of drawing a sample. In this survey, residential addresses have been selected at random from a list of all addresses in Newham. Every address has had an equal chance of being selected for the survey so the sample will represent all groups within Newham. When you are interviewing randomly selected address it is extremely important that you continue to try and contact the people living at that exact address. You cannot substitute the address next door or down the road as this will lessen the accuracy of the sample. This means you may have to make several calls to an address to make contact with the people living there. On this survey we will be asking you to make a minimum of eight calls at an address before returning the household as a

'non-contact'. We will ask you to keep a record of all calls at every household and to record a household outcome code for each household you attempt and supply you with a copy of the calls made last year. This will give you a hint at when the household might be at home.

Random sampling only works if a high percentage of the addresses in the sample are interviewed. This is because the people who do not respond to surveys tend to have different characteristics from those who do respond. Trying to interview as many households we give you as possible will improve the quality of the data and will earn you more money. If many of the households refuse, or are given up on too easily, or are not contacted at all, the data collected will be biased towards those that are easy to contact

Eligible Addresses

Business premises have been removed from the file before the sample was drawn, but there may still be some non-residential property. Clearly if no-one lives at an address you can't do an interview there. But that doesn't mean you can just look at the address, see that it is a school for instance, and decide there can be no interview. Even if an address appears to be non-residential, there might be a caretaker living there. You will therefore need to check any apparently non-residential address to see if a private household is resident there (e.g. In flats over shops).

What address to interview at

The address to be interviewed at is the address **exactly** as it is given on the sample sheet. So if the address given is 17A High Street, then you should **interview at 17A** and **ignore 17B or 17C** and so on. However, if the address given on the sample sheet is 29 Albert Road, and when you get there you find it has been divided into two or three parts then you must interview in each of these. More rules for multi-household addresses follow. Query any significant address discrepancies with the Institute before you interview.

Multi-household Addresses

In some cases the address given on the sample sheet will prove to be a multi-household address; that is one that contains accommodation for more than three households. This may be the case if an old house has very recently been converted into flats, or in the case of a large house divided into bedsits. If the address contains three or fewer household spaces you should interview at all of them. If the address contains four or more separate units of accommodation you must contact ISER.

Institutions

As well as addresses that no-one lives at, for instance because they are derelict or business premises, some residential addresses may be ineligible if they are institutions. An institution is defined as :

‘an address at which four or more unrelated people sleep; while they may or may not eat communally, the establishment must be run or managed by a person or persons employed for this purpose by the owner.

Larger institutions (e.g. hospitals, hotels, retirement homes) should have been excluded from the sample. Commonly encountered smaller institutions are boarding houses. Hostels and small nursing homes.

You must always check, however, to see if there is a private household normally resident at an institutional address (e.g. caretaker, warden etc.) and if there is you should interview them. In case of any doubt you should contact the Institute.

Hard to find addresses

You should have a map of your area. In cities and towns guides (such as 'A-Z') are usually good enough. If you have any problems finding addresses on your sample sheets there are several people who can help.

1. Check with local residents.
2. Go to the local post office which should have a fairly recent directory of post codes or telephone the local sorting office to talk to the local postman or woman who actually delivers to that address (you will need to do this before 11am).
3. Contact the local police station.
4. Check local libraries / Tourist Information for local maps, and to check on Electoral Registers to obtain the surname of the residents.
5. Look-up postcodes on www.multimap.co.uk or www.streetmap.co.uk or if you have no internet access phone Mike or Sandra at ISER (See section 7 for contact numbers)

If you are having any problems finding addresses and cannot get help locally it is crucial that you contact your fieldwork supervisor as soon as possible.

When and Where to Conduct Interviews

We expect an interviewing day to allow for about six hours of interviewing. However, we are not expecting you to work for a continuous six hours per day nor do we require a minimum number of hours to be worked. We do expect you to manage your time and complete all of your allocated households by the end of the field work period. An allowance for travelling time and expenses and a small allowance for subsistence has been included with the pay-rates for completed interviews.

Evening and Weekend Work

Many surveys require interviewers to work evenings and/or weekends, as it is essential that we contact and interview men and women who work, as well as those that do not. Working from 3pm to 9pm on weekdays will produce the most interviews. We expect that interviewers make at least eight calls at different times and on different days across the fieldwork period. Calling at 3:30pm Monday to Friday on someone who collects children from school each weekday will not produce any interviews. Similarly calling on someone who is a football fan every Saturday at 2pm will guarantee that you will not get an interview. In the interest of your earning power and our data quality, varying your call times will get best results. **Unless you have an appointment, do not knock after 9.00pm.**

Interviewing in the home

The **Living In Newham** questionnaires are too long to be conducted in the street and require visual aids (showcards) to be shown. For this reason the majority of your work will be conducted inside the respondent's home.

Interviewing in Other Places

Very occasionally your respondent may need to complete the interview in other places. Examples of this include on a park bench, in a café, a pub, at a neighbour's house or otherwise. There is no rule about where the interview must be conducted but please take the surroundings and your personal safety into account, interviewing next to a busy road for example may be impracticable due to traffic noise. Please do not put yourself at risk by agreeing to interview inside a respondent's car. If you need to interview in an unexpected place you may like to leave a message with someone you know well, with ISER, or with Sheila or Wendy.

Rules on Whom to Interview

Whom to Interview

Once you have made contact at an address you will need to enumerate a household before going on to interview all eligible members.

What is a Household ?

The aim of the definition is to ensure that all individuals are included at an appropriate address but that no-one can be counted at more than one address. Our definition of a household is :

‘One person living alone or a group of people who either share living accommodation OR share one meal a day and who have the address as their only main residence’.

The majority of households are straight forward and their composition will be established without difficulty. Nevertheless, there are two concepts embodied in this definition, either or both of which you will have to sort out on occasion. These two concepts are given below together with more detailed information about what is meant by them.

Household membership

‘Sharing at least one meal a day’: this should consist of a main meal but does not imply that the household must always sit down together for the meal as long as food is bought for joint use. Breakfast may be counted as a main meal.

‘Sharing living accommodation’: that is, a living room or a sitting room. Accommodation may still be counted as shared where the address does not have a living room which is separate from the kitchen, that is, where the main living room of the accommodation forms part of the same room as the kitchen. Similarly a household can be treated as one if the living room also has to be used as a bedroom.

A group of people should never be counted as one household solely on the basis of a shared kitchen and/or bathroom.

Occasionally an individual or a group of people will have both their own living accommodation (that is living room/bedsitter and kitchen) and the use of a communal living room. In such cases priority should be given to having their own accommodation, and they should be treated as separate households. Situations arise in, for example, warden assisted housing for the elderly, flatlet houses, or separate granny flats where the parent occasionally also uses the family living room.

In addition to these rules which must be applied there are three general points to note:

- 1 Members of a household need not be related by blood or marriage.
- 2 To be included in the household an individual must sleep at the address when s/he is in residence: anyone who sleeps at one address but has all their meals elsewhere must therefore be included at the address where they sleep.
3. There are several groups of people who will only rarely stay at an address but who will nevertheless have it as their main residence. Such groups are merchant seamen, fisherman, oil rig workers and businessmen who are away from home.

Residence.

It is necessary to decide whether residents at an address are using the accommodation as their **main** address. Where there is doubt because respondents have more than one residence their MAIN residence should be decided by the person him or herself. However, the following special rules take priority over your respondent's assessment and should always be applied.

EXCLUSIONS:

- 1a Adult children, that is, those aged 16 and over who live away from home for purposes of either work or study and come home only for holidays should not be included at their parental address. **This does not include those at boarding school who are listed as household members.** Therefore students who live away from home while attending professional or vocational education such as studying at University or College full-time (or other further or higher education such as nursing schools) are excluded from their parental household, even if they happen to be at their parents' address when you call.
- 1b Anyone who has been away from the address continuously for 6 months or more should be excluded even if your respondent continues to think of it as their main residence, with the exception of certain people working away from home.
- 1c A weekend or holiday home can never be a main residence and this should be coded as ineligible.
- 1d You should exclude people from abroad who have come to Britain specifically to take up a particular post for a fixed term; foreign servicemen and foreign diplomatic staff and overseas students who will leave the country following the end of their course.

INCLUSIONS:

- 2a Anyone who has been living continuously at an address for 6 months or more should be included at that address even if this person has their main residence

elsewhere. Please note, therefore, that this rule takes precedence over the two residences rule.

- 2b Any respondent at whose address, in this country, you are calling should be included even if the address is a temporary one, for example, while they are searching for permanent accommodation, you should not however include anyone who is making a holiday or business visit only and who remains resident abroad.
- 2c Boarders (that is, unrelated individuals paying for food and accommodation) should be included as members of the household, provided that no more than three boarders are being catered for. If four or more boarders are catered for, the guests should be excluded (as they live in an institution).
- 2d Include people who only rarely stay at an address but nevertheless have it as their main residence: e.g., merchant seamen, fishermen, oil rig workers, and military personnel. Please note the difference from temporary addresses mentioned earlier. This rule applies only to spouses of a sample member. Thus, a child in the army away last year (and therefore not a sample member) returning briefly this year, would not now be included. But he or she would be included if a spouse of a sample member. These people can be proxied if away at the time.
- 2e Include children at boarding school (irrespective of age); children aged 16 or over **who normally live at home** while attending University or College but who are temporarily away (e.g. on holiday or a residential course); children aged 16 or over who have finished a college course and are now living at home as their sole residence even if they are planning to move to another place soon; and children working away in a **temporary** job.
- 2f Anyone staying with a friend while looking for a flat or house of their own, if they have no other residence. Anyone for whom this is the sole residence in the UK, even if this is a temporary residence while they are searching for permanent accommodation. This does not therefore include someone on holiday or a business visit, but would include asylum seekers or anyone looking to stay permanently in the U.K.

Examples.

Under rule 1a you would exclude, amongst other groups, those working away from home on a permanent basis. Children working away from home in a temporary job would, however, be included in the parental household as are all children at boarding school.

Under rule 1b you would exclude individuals who have been in hospital or prison for 6 months or more and children who have been in care for an extended period.

Under rule 2a you would include a widowed mother who had been staying in her son's or daughter's home for more than 6 months even though she still had her own home and intended to return there.

Note on students:

If a young person has just left a parental home to live away at College or University, they do not count as a household member unless they intend to return to live at the address as their main residence within six months. This is because they are living at a separate address at the time the sample was selected for the survey. If they have not yet left to go away for the first year of their studies at the time you call, but will be leaving shortly, they should be included in the household, as that is still their main residence at the time you are calling on the household.

People to ask for proxy information

Sometimes, there may be eligible household members who cannot do a full interview. Reasons for this might include for example, illness, deafness, or mental impairment. In such cases we can collect basic information from a 'proxy informant' about the person who cannot be interviewed. The person providing the information should be any of the following: spouse/partner/ parent. You should not use anyone who is under 16 years of age and you should try not to use a young adult (aged 16-20) unless there is no alternative. In cases of Proxy Questionnaires used because of age or infirmity you should try to carry out the proxy interview with someone who acts in a caring capacity if possible.

DO NOT seek a proxy interview on a household member who has actually refused to be interviewed and **NEVER** take a proxy interview directly with a subject because they seem unwilling to give a full interview.

General Principles of Interviewing and Social Skills

As well as understanding the layout of a questionnaire a good interviewer must apply the principles of interviewing and associated social skills. This will enable the interviewer to have a confident approach and introduction, interview suitable respondents and answer questions dealing with reluctance and or any other aspect of the interview, in order to achieve a good response rate.

On your first contact at a sampled address you must first of all:

- 1) Check the address.
- 2) As usual, tell the respondent your own name and that you work for University of Essex and show your identity card.
- 3) Tell the respondent that you are carrying out the **Living in Newham** survey
- 4) Refer to that advance letter and leaflet and check whether or not they have been received.
- 5) Give a brief introduction to the survey, mention that we wish to interview all people 16 and over and request an interview.

If respondents did not receive, or do not recall receiving, the letter and leaflet you should give them one of the spare copies. You should always have these immediately to hand when you first make a call. In such cases you would normally give your short introduction to the survey before giving them the letter and leaflet but you should then allow sufficient time for the respondent to read the letter or leaflet, if they wish to, before continuing.

Initially you should give a fairly brief explanation of the survey, expanding and developing it according to the needs of different respondents. You should draw on the notes in these instructions, the material in the advance letter and leaflet, information about the survey given to you at the briefing and your knowledge of the questionnaires themselves to develop an introduction.

Under no circumstances must you ask all household members to be present at the same time for interview. **You MUST be prepared to be flexible and make more than one visit to the household if necessary.**

The best initial introduction is the one you feel most comfortable with.

However you might wish to try something along the following lines:

“We are carrying out a survey called **Living in Newham** which is about how people are getting by in Newham today, the things that matter to them and their views on important issues. The survey is being carried out throughout Newham and will provide an up to date picture about such things as people’s health, their housing, education, employment and their opinions”.

Many people will agree at this point to be interviewed, others may simply require information about the length of interview or the sort of questions to be asked, but some will require more information about the purpose of the survey or reassurance about matters such as confidentiality or how they came to be selected. Confidentiality and address selection are dealt with in both the advance letter and the leaflet and before making any calls you must be familiar with the relevant points in them. When you are explaining the purpose of the survey more fully two factors are important above all:

- 1) You must be clear and certain in your own mind about the reasons why the survey is being carried out and the uses to which its results will be put. You must know why the information we are collecting is important and the sort of problems the survey is designed to study. You can find the reports written by ISER using the Wave 1 data at the following website: www.newham.info.
- 2) You must be prepared to adapt your explanations, stressing different facets of the survey, to suit different types of people. Professional people, working mothers, the elderly and young people will not all respond equally well to exactly the same introduction. It is important that respondents see the survey not just as important but also as relevant and interesting to them. This survey has been carefully designed so that it has both a 'common core' of questions for all and a number of sets of special questions for various groups in the population. Although the 'common core' covers some of the most fundamental aspects of people's life, for some people the special questions will be the most interesting. For example, stress the importance of the health questions and how they feel about social services, housing or retirement. With the self-employed stress that you realise they have very little time to take part in surveys because of long working hours etc (especially with shift-workers) and that they are usually under-represented in such surveys, but it is important that we also get a true picture of their position. With working mothers, stress that the interview can be arranged to suit any time that is best for them, and that we need to find out whether the help given to working mothers, either by employees or the government, is either sufficient or the right type of help.

Hints on how to counteract refusal

All of you will have or develop your own style for trying to persuade unwilling people to co-operate in surveys. Their main two points are:

1. Make these people feel that they are the most important person in the survey and tailor your response to their particular circumstances.
2. Be prepared to be flexible. If the respondent wants you to make an appointment or call at a different time, make it clear you are happy to fit in with their requirements.

Here are a number of effective approaches for counteracting refusals:-

Other Household Members: Where people are reluctant to co-operate because they think other members of the household may be opposed (*'my husband wouldn't like me to answer any questions'*) you should reassure respondents with something like *'That's all right. The questions are quite straightforward, but I can call back and speak to your husband and explain the survey to him personally. When is the best time to catch him ?'*

Remember that this is a survey where you will be trying to interview all members aged 16 and over and that you must be prepared to introduce the survey each time you talk to someone. Do not assume that details of the survey will be passed on from one household member to another.

I've done my share of surveys: Keep on stressing that it only takes around 40 minutes. Without their help the survey is much less representative. Everybody is different and cannot be replaced.

Interviews have to be done at same time: The whole household does not have to be interviewed all at once. I can come back as many times as need be to do all the interviews.

The questions might be too personal or intrusive: Remind them of their rights to refuse individual questions. "The interview is completely voluntary and you can refuse any questions you find too personal, sensitive or intrusive. The questions you do answer will still be important to us, no matter how few".

Too busy: Stress that this group is one of the most important to the survey. Because of the large numbers of unemployed and retired, we need all the information that only full-time workers can supply to give us a really accurate view of working life in Newham. Always make it clear that you will fit in with their requirements.

Worried about confidentiality: State that "We are governed by the Data Protection Agency and the Data Protection Act of 1998. The Data Protection Agency is extremely strict and we follow their rules explicitly. Our guarantee is that no information you give can be linked to you. Only a handful of people have access to the computer which contains

the information you give. The files are protected by secret codewords which are changed frequently. In addition we guarantee that no information will ever be released with your name or address on it". We have found that stressing the 'number crunching' aspect of statistics helps when people refuse because they are worried information on their own household might, for example, get into the hands of Government Departments. For this category of refuser it helps to say that the statistics present them as a percentage figure of the population rather than singling out their particular family. **However, it is obviously crucial not to let the respondent think they can easily be substituted, or that we don't care, 'because they are just a number'.**

You will receive more detailed counters to refusals at your briefing.

Some general points on getting a good response rate

People will always be more willing to co-operate if they think you have made a special journey to see them. Once reluctance has hardened into refusal they become much more difficult to convert. The most successful way of meeting reluctance and avoiding refusal is by addressing directly the concerns of the respondent. In doing this the basic principles are:

- 1) Give reassurance
- 2) Be positive
- 3) Appeal to their altruism

Always be relaxed and friendly, never pressurise.

Be flexible and sensitive.

Be positive about the benefits of taking part :

‘Every-one finds the interview interesting and enjoyable’

Stress the importance of the survey results being reliable and representative of everyone living in Newham. Everyone’s circumstances and views matter.

Information from the survey will be used by in planning for health and social services and in many other ways. By helping us they will be helping in this and will be helping the many people who will benefit from any improvements in these services.

Many surveys miss out people like them and by helping they will be making sure that people in similar circumstances and with similar views get taken notice of.

Doorstep Procedure

Points to Remember

- **Prepare** - practise your initial introduction; keep it short
- **Smile** - greet the person cheerfully; take a step backwards after knocking or ringing the bell
- **Speak** - clearly and not too fast but loudly enough to be heard
- **Check** - you are at the correct address – if pre-selected
- **Show** - your identity card
- **Introduce** - yourself and ISER
- **Explain** - what the survey is about and its purpose.

Controlling the interview situation

Do not let the respondent read the questionnaire over your shoulder. If the respondent has read the questions before you are ready to ask them, it will bias the answers. Where you have a large number of visual aids to show, or if there are self-completion sections in the questionnaire, then it is vital to be sitting down in comfortable, relaxed situation. It is unwise to conduct an interview in front of an audience as others cannot resist voicing their opinions. If it is possible, ask if you can interview the respondent in a different room – an excuse like ‘We don’t want to disturb the family’ is sometimes effective.

Ask each question exactly as given

The questions have been carefully thought out and you should therefore ask each one exactly as it is written. To alter a question even slightly may change the meaning drastically. ‘Have you seen any films lately?’ is not the same as ‘Have you been to the cinema lately?’. Never attempt to explain a question to a respondent. We want the respondent’s own opinion of what the question means, not the interviewer’s. the usual procedure is to say: ‘What do you think it means? It’s your opinion we want’. Repeat the question more slowly and wait for an answer. In cases of extreme difficulty where the respondent’s just can’t remember or fails to understand the question just record this to be the case – never explain or interpret a question in your own words.

Similarly, if a respondent queries what is meant by ‘recently’ or ‘regularly’, he must be asked to base his answer on his own interpretation of the word (unless a definition is supplied). It is best to simply say ‘Whatever you understand by recently/regularly.’ When a definition is supplied, eg, ‘three out of four times’ or ‘in the last three months’, it is best to give the qualification immediately after presenting the question, e.g., ‘What magazines do you read regularly, that is three out of the last four issues?’

Ask the questions in the order they appear

Each question puts a thought into a person's head. If the questions or their order are altered in any way it will alter the train of thought in the respondent's mind. For example, a question about the viewing of films might produce an entirely different answer if it were preceded by a question about television or a question about the cinema.

Always ask every question

Ask every question even if you think that the answer has already been given in an earlier answer or that the question will not work for your respondent. Sometimes you will have only received a partial reply, or the question asks something subtly different. Please do not assume that the respondent would not answer if you asked or will not make further comments. Should you find a respondent has personal, cultural or ethical problems with you asking a particular question, remind the respondent that they may refuse to answer any particular question and move on to the next.

Ask questions in a neutral way

Never introduce bias by emphasising certain words or by altering the tone of your voice or facial expression to indicate your personal feelings. The interviewer's job is to encourage the respondent to express his or her own opinions as freely as possible. Do not apologise for your questions. It is the interviewer who expects refusals who gets them.

You must at all costs avoid disclosing your views concerning religion, politics, drinking, smoking or other controversial subjects.

Example of the Wrong Way

Interviewer: 'What do you think about drinking?'

Respondent: 'I wouldn't like to say – er that is – well, I'm not certain'.

Interviewer: 'Oh, I don't touch it myself so I don't know really, but in any case it is your views we are asking for'.

Respondent: 'Oh well, let's say that drinking doesn't suit everyone'.

In this example the interviewer has declared herself teetotal and so the respondent has modified his views, possibly to please the interviewer. What the respondent might have said, if this factor had not been introduced, would have been something like: 'Well, I don't think a drink does anyone any harm'. You must avoid discussion (whether related to the survey or not) on any controversial subject since any discussion could influence the respondent's answers or even his attitude towards yourself. For the rest, it is essential that conversation during the interviews should be confined to the minimum consistent with politeness.

Speed of Interview

Always allow the respondents enough time to answer the questions. If you give the impression that you are in a hurry the respondent will not bother to think about the questions at all. This may seriously affect the results, particularly of open-ended questions. It is important to vary the pace according to the type of person being interviewed. An older person may be slightly deaf so a slower, more pronounced pace is necessary. Always repeat the question if it is not fully understood.

Section 4: Probing

Obtaining a full answer to an apparently straightforward question is not always the simple matter it may seem. Respondents tend to answer questions indirectly, or go off at a tangent. They may give vague answers or be hesitant about expressing a definite opinion. They may say 'Don't know' out of apathy or laziness, or use vague, ambiguous adjectives like 'nice' or 'good'.

Many people cannot put their views into words without a little time to think. No one should be made to feel inadequate because they cannot produce an immediate answer. You should look reassuring and encouraging.

It is essential to start writing as soon as the respondent starts to speak and it is important to listen carefully to ensure that responses are recorded accurately, repeating what he says to slow him down if necessary. Write down the respondents' exact words, never rephrasing or omitting anything.

Types of probe

More details are given on the following pages, but there are three broad types of probe:

Basic probes

These are used to bring the respondent back to the point of the question if they have gone off at a tangent or appear to have misunderstood.

Continuation probes

These are to elicit additional information.

Clarifying probes

These are used to ask the respondent to explain more fully what they have just said.

The Probe Sign

To indicate a probe, and to remind yourself that certain comments need probing, you write in the letter (**P**), or a (/) as the examples that follow show.

Basic Probing

This kind of probing is used when the respondent fails to answer the question, either:

- because they have misunderstood, or
- because they have given an answer which is off the point.

If the question is not being answered, then it is usually sufficient to repeat it either wholly or partly, stressing those words which bring out the point of the question.

Example ... of what you ask ...

Interviewer: What do you like particularly about your job?
Respondent: I don't like the long hours I have to work
Interviewer: You don't like the long hours, but what do you particularly like about your job?
Respondent: Well, I enjoy meeting members of the public, and also the pay is good.

... of what you write ...

Question: What do you particularly like about your job?

I don't like the long hours I have to work. (P) Well, I enjoy meeting members of the public and also the pay is good. (P) N/E

The respondent did not say what he liked so the interviewer brought him back to the point.

Example ... of what you ask ...

Interviewer: Which of the two services did you find most useful?
Respondent: Well, they were both useful
Interviewer: But which one did you find most useful?
Respondent: The walk-in surgery

... of what you write ...

Question: Which of the two services did you find most useful?

Well, they were both useful. (P) The walk-in surgery

Here the respondent did not say which service she found more useful.

Continuation Probes

The idea here is to encourage the respondent to continue to give his opinions until he has nothing further to add. Such probes fall into two categories:

- sympathetic probing
- What others?/What else? probes

Sympathetic probing is where you encourage more information by repeating the respondent's own words, or by putting a little interrogatory inflection into your voice, or by using 'Mmmms'. These techniques make the dialogue sound more natural and conversational.

Example... of what you ask ...

Interviewer: Please describe the job
Respondent: I was a teacher
Interviewer: What sort of teacher?
Respondent: A secondary school teacher
Interviewer: a secondary school teacher?
Respondent: Yes, I taught Maths and was a class tutor

Example ... of what you write ...

I was a teacher / a secondary school teacher / I taught maths and was a class tutor

Do not use the sorts of continuation probes that invite a negative response. Examples of these are: “Anything else?”, “Can you think of any more?”, “Is that all then?”, “Nothing else?”.

What others?/What else? probes may be written in on the questionnaire, but even if they are not, these, or similar probes, should be used until the respondent has nothing else to add. On opinion questions, the probe may be: “What other reasons are there why...” or “What else do you like about...”.

Clarifying probes

These probes are necessary if the respondent’s answer is not specific enough, either:

- because they are not answering in the terms required by the question, or
- because they use words that can have more than one meaning

Example I is of a question where we need to know the actual time the respondent goes to work, not just whether it was morning, afternoon or evening.

Example ... of what you ask ...

Interviewer: What time of the day do you go to work?
Respondent: In the morning
Interviewer: What time in the morning?
Respondent: After the news
Interviewer: What time is that?
Respondent: At 8.10

Example ... of what you write ...

In the morning. (P) after the news. (P) At 8.10

The second example is of a question where we need to know the specific sort of savings the respondent has.

Example ... of what you ask ...

Interviewer: What saving do you have?

Respondent: Building Society

Interviewer: What sort of savings?

Respondent: It's an ISA

Example ... of what you write ...

Building Society. (P). It's an ISA

Other phrases which can be used when the meaning is not clear or specific are: "Can you explain a little more fully?", "In what way?", "How do you mean?".

Words with more than one meaning

Different words have different meanings for many people. There are numerous ambiguous words in everyday conversation which are meaningless unless they are clarified.

Examples of such words:

Good	Bad	They	Like
Dislike	Them	Wonderful	Terrible
Extremely	Nice	Not nice	Super
Pleasant	Unpleasant	All right	Interesting
Boring	It	Convenient	Inconvenient
Young	Old		

Useful phrases are: "How do you mean?", "What do you mean by...?", "In what way?".

Example

Interviewer: What do you like about living in this area?
Respondent: It's nice, I like it
Interviewer: In what way is it nice? What do you like about it?
Respondent: It's a friendly area, I like the local shops.
Interviewer: What do you like about the local shops?
Respondent: They know me and we always have a chat.

Example

Interviewer: What sort of age group use this service most?
Respondent: Older people
Interviewer: What do you mean by older people?
Respondent: Well, people in their 40s

Here it is important to establish what the respondent means by 'Older people' because people's perceptions of 'old' and 'young' depends on their own age. A 40 year old is 'young' to someone in their 70s and 'old' to someone in their teens!

Don't Knows

Respondents who genuinely don't know about a subject are a very important section of a sample, but people sometimes say "Don't know" because they can't be bothered to think or they haven't heard the question properly. It is a matter of experience knowing when a 'Don't know' is genuine. Never offer 'Don't know', but if the respondent has been co-operative and interested throughout and answered other questions fully, you must use your judgement about probing further.

The Difference between Probing and Prompting

The interviewer must never put words or ideas into the respondent's head. 'Prompting' is suggesting ideas to the respondent and offering him ways in which he could answer the questions.

Example

Interviewer: What sort of person would use this health centre most?

Respondent: A young woman

Interviewer:

The Wrong Way: Do you mean someone about 18-20?

The Right Way: What do you mean by a young woman?

Interviewer: What, if anything, do you dislike about the local newspaper?

Respondent: The print size

Interviewer:

The Wrong Way: Is that because it is too small?

The Right Way: How do you mean?

The only time an interviewer should use a 'Prompt' is when it is printed on the questionnaire or it is mentioned in the Interviewer Instructions. When you are asked to PROBE FULLY you should continue probing until a negative reply is given and this final response should be recorded. On the other hand, do not probe pre-coded questions unless this is specifically instructed, or if you get an ambiguous answer to a factual question.

Example

Interviewer: When did you last see the doctor?

If the answer is "can't remember" or "weeks ago" and there are pre-coded time periods, probe for more information. Similarly, if the answer falls between two pre-coded answers, you will have to probe.

Example

Interviewer: How many times have you been to the GP this year?

One 1

Two 2

Three 3

Four or more 4

Respondent: Two or three times

You must make the respondent decide on the correct answer by probing:

Interviewer: So how many times would you say you have been?

Section 5: Questionnaire layout and design

Rules for Coding and Recoding Answers

The following rules apply to all question types

- Work should be done in black/blue ballpoint pen – never another colour or pencil
- Do make sure the information you record is legible – your coding must be clean and accurate – it is no use conducting an excellent interview if the results are impossible to decipher. If on checking something is illegible, cross it out and rewrite.
- Something should be recorded for every question even if it is a refusal. Always record what happened – don't just leave it blank or put a dash. If a question is left blank it will be assumed that the question has not been asked – the only exception is where a question has been skipped
- Any part of the questionnaire 'OUO' is for office use only and should be left blank
- Record any comments made by the respondent that you feel are relevant to the question. If the answer does not fit any of the precodes, record verbatim what is said – don't try to force it into one of the listed answers – this could be misleading. When in doubt – write it out.
- Check through each interview before starting another
- Never read out precoded answers unless you are instructed to do so on the questionnaire
- Other than circling the code on the precoded question, the 'coding' column should only be used for coding – never write in it. The numbers in brackets which appear in this column are 'column numbers' and are used by the people entering the answers into the computer
- If you miscode a question always cross through
- Some questions require numerical answers to be entered in boxes. If two boxes have been allowed, yet the answer is, for example 5, always use a 'leading zero'. On attitude or opinion questions, if a respondent contradicts herself or changes her mind about a previous question, don't comment or change the original answer. The immediate response to the question when asked is the correct answer. The spontaneous character of the answer may be vital or the change of opinion maybe influenced by succeeding questions.

However, 'back-coding' is permissible on factual questions – that is, questions dealing with facts which should be ascertained correctly. For example, 'Have you been to the cinema in the last four weeks?' In this case, if the respondent originally said 'No' and subsequently remembered that in fact she had been to the cinema during this time, amend the answer. Ask any question that may have been omitted as a consequence of the original negative answer. Note on the questionnaire the reason and stage of the alteration.

Instructions to Interviewers.

These are always given in CAPITAL LETTERS on the questionnaire, and sometimes in bold type.

These instructions may tell you:

- which question to ask next – ROUTING QUESTIONS
- to whom a particular question applies
- whether to use prompt material such as showcards
- whether to read out the precoded answers
- whether to ring one code only or more than one if necessary
- whether to probe or prompt

Visual Aids

These are used when it is necessary for a question to be presented visually as well as, or instead of, verbally. They take the form of prompt cards.

Prompt Cards (show cards)

These give a list of products, adjectives, phrases, etc. They may be used to prompt, i.e., to assist a respondent's memory or to offer a set of alternatives from which the respondent selects the answer nearest to his opinion.

Precoded Questions

To save the interviewer's time writing down each answer, the most likely answers have been anticipated and listed opposite code numbers. All the interviewer has to do is circle the appropriate code number.

Never circle the written word, always the number.

D1. Overall, do you like living in this neighbourhood?

Yes1
No.....2
Don't know8

Multicoding

Some questions have more than one answer to code. Multicoded questions may be phrased in such a way that you code the first two or three (or any number) mentions. Alternatively they may be in the form of “Code all that apply” in which case the interviewer would code all the options the respondent mentions.

- D2. Please tell me which of these activities, if any, you would normally find difficult to manage on your own?

READ OUT AND CODE ALL THAT APPLY

Doing the housework.....	1
Climbing stairs.....	2
Dressing yourself.....	3
Walking for at least 10 minutes.....	4
(None of these)	5

Other answers

Sometimes it is not practical to list all the possible answers at a precoded question, so a code is added for ‘Other’. The code next to it has to be ringed, and the ‘other’ answer written in the space provided. It is important to be sure that the answer really cannot fit into one of the existing precodes.

- D3. Does your household own or rent this accommodation or does it come rent-free?

Owned/being bought on mortgage.....	1
Shared ownership (part-owned part-rented)	2
Rented	3
Rent free	4
Other (SPECIFY).....	
_____	5

Lists

These questions are in the form of a small grid. Rather than a “code all that apply” each part of the question needs to be asked and requires an answer. The interviewer asks the main question and then reads through each, pausing to allow the respondent to answer each one.

- D4. Does your accommodation have any of the following problems?

READ OUT

	Yes	No
a) Shortage of space	1	2
b) Noise from neighbours.....	1	2
c) Other street noise (traffic, businesses, factories etc).....	1	2
d) Too dark, not enough light.....	1	2
e) Lack of adequate heating facilities	1	2
f) Condensation.....	1	2
g) Leaky roof.....	1	2
h) Damp walls, floors, foundation etc	1	2
i) Rot in window frames or floors	1	2
j) Pollution, grime or other environmental problems caused by traffic or industry..	1	2
k) Vandalism or crime in the area	1	2

Open-ended questions

Open-ended questions do not have standard responses so the answers have not been anticipated or precoded. They have to be recorded VERBATIM. The exact words must be recorded, with no paraphrasing and no ‘tidying-up’ of bad language or bad grammar. To do this, you must listen very carefully to what the respondent is saying whilst recording the answer almost simultaneously. You must NEVER record just what you feel to be relevant or what you think the respondent means. The coders can only successfully assess shades of meaning in what a respondent says if the exact wording is used, with all the ‘ers’ and ‘mmms’ – the hesitations – included. Care must be taken to write legibly but abbreviations should not be used unless they are spoken by the respondent e.g., ‘TV’/’telly’ etc. Use the respondents’ exact words.

- D5. What is the main reason why you would prefer to move?

Grids

Grids are used to save space on the questionnaire and to simplify the data entry operation (that is the transferring of data from the questionnaire onto the computer). The interviewer should familiarise him or herself with the questions and where the codes are placed. Accuracy is important as is neatness in circling the codes.

The statements or questions run down the side of the grid, with the response categories along the top.

- D6. People have different views about the way governments work. I'm going to read out some things people have said about governments in Britain and I'd like you to tell me which answer off the card comes closest to how you feel about each statement.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know
a) On the whole, what governments do in Britain reflects the wishes of the people.....	1.....	2.....	3.....	4.....	5.....	8
b) Ordinary people don't really have a chance to influence what governments do.....	1.....	2.....	3.....	4.....	5.....	8
c) The government should place an upper limit on the amount of money that any one person can make.....	1.....	2.....	3.....	4.....	5.....	8
d) Governments can be trusted to place the needs of the nation above the interests of their own party	1.....	2.....	3.....	4.....	5.....	8

Multi-question grids

In these grids there is more than one question involved. The statements or sub-questions run down the side of the grid. The columns of the grid are for different questions. In the example below the response to the first question affects whether the next question is asked. In these cases the questions can be asked in either one of two ways. The interviewer could ask D7 for all the statements and then go back and ask D8 for all those where the respondent said “no”. Alternatively, the interviewer could ask each D7 statement and when the respondent gives a “no” answer ask D8 immediately.

- D7. Here is a list of things which people might have or do.
Please tell me which things you (and your household)
have or do?

CODE IN GRID BELOW

ASK D8 FOR EACH ITEM CODED 2 `No' AT D7

- D8. Would you like to be able to but must do without because you cannot afford it?

CODE IN GRID BELOW

	<u>D7</u> Have/do	<u>D8</u> Would like but can't afford	
		Yes	No
a) Keep your home adequately warm.....	Yes 1 No. 2.....		1.....2
b) Pay for a week's annual holiday away from home	Yes 1 No. 2.....		1.....2
c) Replace worn out furniture	Yes 1 No. 2.....		1.....2
d) Buy new, rather than second hand, clothes	Yes 1 No. 2.....		1.....2
e) Eat meat, chicken or fish at least every second day	Yes 1 No. 2.....		1.....2
f) Have friends or family for a drink or meal at least once a month	Yes 1 No. 2.....		1.....2

Section 6: Complex Grids

The most complicated grids you will encounter occur when collecting data on household membership, finances, and work histories. The first rule when faced with a complex grid is **DO NOT PANIC**. If you follow the routing instructions on the questions closely you will not get lost, and will end up at the correct place after completing the grid.

The Enumeration Grid – Coversheet Pages 2-3

This should be completed as fully as possible for each interviewed household before an interview is done at an address.

1. Person number

The person numbers are pre-printed in the first column on page 2.

2. Name

The names details collected last year are pre-printed in column 2. For new people to the household print their full title and name in this column. **Do not have to complete columns 3-10 for new people.**

3. PID

This is pre-printed for those people who were in the household last year. For any new entrants you can leave this blank.

4. Sex

This is pre-printed for those people who were in the household last year. For any new entrants you can leave this blank.

5. Date of Birth

This is pre-printed for those people who were in the household last year. For any new entrants you can leave this blank.

6. Ever Full Interview Before

This tells you whether the respondent has done a full interview at any point during the survey. The codes are outlined below.

7. Type of Interview This Wave

This tells you what kind of interview the respondent is eligible for this wave. The codes are outlined below.

8. Interview Language Previous Wave

Information on the language used to interview the respondent last wave (where collected)

9. Resident Status

Code for all pre-printed members of the household.

10. Name details check

Check we have the correct name and spelling for all pre-printed members, if not correct amend neatly in column 2.

11. Check for new household members

Ask 'Does anyone else usually live here?' If YES code 1 at column 11 and write in their full name details at column 2. Leave columns 3-10 blank for these new people.

12. Reason joined household

Ask for all new members coded '1' at column 11.

13. Reasons left household

Ask for all movers coded '3' at column 8.

Use the category 'Never lived here' for individuals interviewed in error last year. That is where the respondent is listed as being part of the household on the coversheet, but is just a friend or short-term visitor who was not part of the household last year.

14. Current Location

Records current location of 'split-off' movers and resident household members

15. Date joined/moved from household/address

Enter the date individuals joined, moved or died.

If whole new household at address, enter date moved to that address.

Individuals missed off of the coversheet last year

Where you find that a respondent is not shown as living in an existing household but says that they have lived there during the last two years add the individual onto the household by writing their name into column 2. Code them '1' at column 11 and '4' at column 12 (Present last year). Fill in the date that they joined the household at column '14' and interview as a new household member if eligible.

Interview Outcome and Interview Status Codes

Columns 6 and 7 of the coversheet contain a range of codes. These codes are used in the coversheet and the individual questionnaire so it is important the interviewer understands what they represent.

Column 6 (Ever Interviewed Before)

This column lets the interviewer know what happened in the past. Those who have been interviewed before get asked a different section in the Individual Questionnaire (R-section) than those who were not interviewed last year (N-section).

The codes for column 6 are:

- 1 Yes did a full interview last year
- 2 No a full interview was **not** carried out last year

Those who are code 1 at column 6 are asked the R-section. Those who were proxied last year, refused or were not contacted (code 2) are still eligible for a full interview this year.

Column 7 (Type of Interview This Wave)

This column lets the interviewer which sort of interview the individual is eligible for this year. The codes are:

- 1 Full adult interviewed last year so is a continuing respondent
- 2 Yth youth aged 11 to 15 eligible for a youth interview this year
- 3 None Ineligible this wave

Where there is a split-off move the interviewer must make up a new coversheet for the mover and transfer the pre-printed name and sample information – including these codes – to the new coversheet.

Column numbers 1 to 7 contain the details of the people resident at this address when we called last year and their last-year's interview outcome (col. 6). Please do attempt to interview those that refused last year. **Do not dispute claims by your respondents that previous residents have moved out of the address.** If you are told that all residents at the address last year have moved out, ask for the previous resident's new address, and complete a new coversheet for the original address with the details of the new residents. **HOWEVER**, we also need to interview the new residents of the issued household. If only some of the residents of the address have moved since the last interview, ask for their new address and complete a new coversheet for the movers.

Please ensure that the Final Household Outcome on the last page of the Coversheet is completed for EVERY address, even if you do not interview the household.

The types of households that refuse to take part in surveys tend to be different from those who do take part and we need this information to check that the sample we do interview are representative of the population as a whole, as well as for statistical adjustments to ensure we have the correct proportions in the final sample.

RECORDING INDIVIDUAL OUTCOMES

Once you have completed each interview, you should return to page 3 of the Coversheet to code the outcome for each individual.

16 Individual outcome

If you have completed the coversheet with a respondent there must be an Interview Outcome for every person listed. This includes those not interviewed, such as proxies and children under 16.

Any refusals (code 03) recorded here will be at the individual level. That is those which occur after you have gained entry, i.e., after you have spoken to someone in the household. You may code individual refusals for every member of a household if they have all refused individually to you.

A refusal at the door which stops you getting any contact with any household members would be coded as a 'Refusal to Interviewer' (code 31) in the Final Household Outcome box on the back of the Coversheet and column 14 would be blank.

17. Interview languages

Please code the language in which the interview was conducted.

18. Adult Self-Completion Questionnaire Check

All completed Individual Interviews should be accompanied by a self completion questionnaire.

TRACKING INFORMATION

The aim of the tracking information is to ensure we do not lose touch with respondents. The tracking section must be completed for every interviewed household member aged 16 or over. We need one separate contact name for each interviewed household member in case they separate from the rest of the household. **Please DO NOT use other household members.**

First check the respondent's full name, and any other name they may be known by. Then ask for the name of someone outside the household, such as a friend or relative. It is particularly important that names and addresses on the tracking section are legible. Next year an interviewer will have to find these people again. Make sure you ask for full information at Question 2, including postcode and telephone number. It is vital that we can trace people if they move, therefore the tracking information must be clear and detailed.

Finally you should check at Question 4 whether or not someone is likely to move from their current address within the next year. If they are definitely moving you should then check if they have a specific new address to move to. If the new address is known then record this on a Change of Address card and return this with the other documents for the household.

Please try and get full tracking information for adult respondents i.e. 16+ who have done a full interview.

Respondent's contact details from last year

Contact details form last year will be printed inside the back page to make it easier for you to contact any respondents that have moved since they were last interviewed. This information will only be included if it was collected last year by the interviewers.

HOUSEHOLD OUTCOME (back page)

THIS PAGE MUST BE COMPLETED FOR ALL HOUSEHOLDS
Complete columns 1 AND 2 and then EITHER 3 OR 4

1. Household Questionnaire complete
Code 1 if a household Questionnaire was completed for this household
Code 2 if NO household questionnaire was completed for this household
2. Was at least one Individual or Proxy Questionnaire completed
If one or ADULTS interviewed code 1
If NO ADULTS interviewed code 2
3. For Interviewed households
Code level of participation
4. For non-interviewed households
Code the reason for not interviewing at this address.

HOUSEHOLD REFUSAL OR NON INTERVIEW REASONS

Please tell us in more detail what reason the household gave for refusing. Or why you could not contact the household. We need to know as much detail as possible about those we couldn't interview.

The Household Enumeration Grid

The Household Grid is at the front of the Household Questionnaire and must be completed before any interview is done at an address. An interview cannot be undertaken until a full record of household membership exists in the Enumeration Grid as you will need this information to show the correct route through the questionnaires.

COMPLETING THE HOUSEHOLD GRID

You must complete a row of the Grid for each household member. The basic rule for the grid is that every box must be filled for each person in the household, using '0' where a question does not apply.

1. Person Number and Name

Copy over the first name from the blue coversheet for each person in the household, starting at Person 01. If someone has moved out of the household you do not need to copy their name onto the household grid, but **please make sure that you do not change person numbers**. For example, in a 3-person household, if person 02 moves out, person 03 remains as person 03 – they do not get moved up to being person 02.

2. Relationship to Reference Person (HRP)

First you will need to determine who is the HRP. The Household Reference Person (HRP) is defined as the person who either:

- a) Owns the accommodation.
- b) Is legally responsible for the rent.
- c) Has the accommodation as an emolument or entitlement (e.g. rent free with job).
or
- d) Has the accommodation by virtue of some relationship to the owner or lessee where this person is not a member of the household (e.g. person living rent free in property belonging to a relative).

Where there are two or more people who qualify to be HRP under the rules above, the oldest is the HRP. **The HRP does not have to be Person No 01 on the household grid.**

Establish who is the HRP and write in 'HRP' next to this person's name. Then ask for the relationship of all others in the household to the HRP and write in. Where children of the HRP are reported check for exact relationship to the HRP and write in where the children are step children or adopted.

3. Sex

Enter the sex of the respondent

4. Date of birth

Where the date of birth is pre-printed on the blue coversheet please check with the respondent that it is correct, write in the date of birth at question 4. Where the date of birth

is not pre-printed ask for each person and enter this using a four digit year please. If the person you are talking to cannot give you this information exactly then please check with the person themselves when you speak to them.

5. D of B pre-printed same?

If the date of birth pre-printed on the green coversheet is correct code '1'. If it is not correct and you have corrected it code '2'. Where the date of birth was not pre-printed code '3'.

6. Age

The age of new-born children less than one year old should be coded '00'. For those under 16 code the following columns 8, 9 and 10 as 0, 00 and 0 respectively.

Please ask the respondent for a best guess if the date of birth of someone in the household is not known and you do not succeed in interviewing them. **It is very helpful if we can at least find out whether they are a child or over 16.**

7. Marital Status

Ask as a running prompt for all household members aged 16 or over 'Are you/is this person currently married, living with a partner, widowed, divorced or separated or have they never been married?'. Code children under 16 as 0.

Please note: A current household relationship takes precedence over any other, as the purpose of the grid is to understand relationships within the household. Legal marital status is dealt with in the individual questionnaire. Thus a married person living apart from his or her spouse is coded as separated, not as married. A married but separated person living with someone else is coded as living together. A divorcee or widow who has remarried is coded as married, or as living together if cohabiting.

It is important not to code friends sharing accommodation as partners, but equally, there might be cases where couples appear at first sight only to be friends. If these relationships become apparent during interview you might then need to amend the household grid. Those who describe themselves as living together with a partner of the same sex should be coded as living together.

8. Spouse/partner number

Ask if each person's spouse or partner lives in the household. It is important that partners (those coded as living together) are included in this column. Code their person numbers in the relevant columns. The relationship to household reference person column will not always reveal people who are married or living together (for instance, a young couple living with one of their parents where the parent is reference person). Please take care to code correctly and consistently, however obvious relationships might appear in most instances. If the person does not have a spouse or partner enter 00.

9. Paid Employment

Ask 'Last week, were you/was this person in paid employment at all, including being away temporarily from a job they would normally have been doing?'

‘In paid employment’ includes:

1. All those who did any paid work last week (either as an employee or self-employed) even if only for a few hours in casual work.
2. All people temporarily absent from their job.
3. All those on Government Training Schemes (e.g. ET or YTS) with an employer, and those paid by an employer while attending an educational establishment.
4. Wives working in a husband’s business for any number of hours and who receive payment or a share of the profits are coded as ‘working’. Those working unpaid for 15 hours or more are also coded ‘working’. (The same applies to other family members doing similar work.)
5. Students who were working last week - code as ‘working’.
6. People paid a wage or salary by an employer while attending school or college, including people on employer-based training schemes - code as ‘working’.

‘Not working’ includes:

1. All those who were looking for work last week or who would have done so but for illness or injury or holiday, even if they are waiting to start a job already obtained or waiting for the result of a job application.
2. Those who are retired from paid work altogether. People who have retired from an earlier occupation but who now have another paid job (if only for a few hours a week) are ‘working’ (but exclude voluntary work).
3. Those persons who last week were attending a school or college full-time, unless as part of a paid job or government training scheme.
4. Those unable to work through long term illness/disability and those attending industrial rehabilitation centres or adult day centres.

10. Disability

Use Showcard 1 and Code all that apply

11 & 12. Father/Mother number

Check for all household members (where necessary) if each person’s father and mother lives in the household. Check that these are natural parents only. The purpose of this code is to ensure that we can distinguish between natural and step parents. It is quite common, for instance, for a mother to be natural and a father to be a step-father. Please take care to ensure you transcribe the correct number (i.e. the person number of the parent) to the row containing details of the child. You will not of course need to ask the question where then can be no parent in the household (e.g. single person or couple only households) but always check in all potential cases of parentage. If a father/mother is not present in the household enter 00.

13. Main carer

For ALL children under 16 enter the person number of the MOTHER or if no mother then Father of the child. If neither mother or father resident in the household then ask: Who is the main carer for?

When you have completed the household grid please check the details. Small errors can lead to great problems for the coders. You should have completed a line for each member of the household, if certain questions did not apply to them (e.g. spouse number for the never married) then 00 should be entered. No boxes should be left blank.

More About The Household and Individual Questionnaires

Household Questionnaire

Please ensure that a Household Questionnaire is present for all households where at least one Individual Interview is achieved. Even if some or all of the questions cannot be answered by your respondent, you should complete as much as you can and use the 'don't know' code or write in 'refused' or 'don't know' as necessary. The Household Questionnaire is normally asked of the Household Reference Person (HRP) or spouse, although in some cases other household members can answer it.

The Individual Questionnaire

These are separate questionnaires which should be completed for each adult (over 16 years of age on June 1st 2004). You should complete one Household Questionnaire and as many Individual Questionnaires as necessary.

Using Dates and Times during interviews

Date of interview: You must enter the date of the interview carefully.

Please enter all times using the **24-hour clock** conventions. Add a leading zero to all times before 10am. This means that half past eight in the morning is 08:30 and 9am is 09:00. Similarly add 12 hours to all times past midday, 3pm becomes 15:00 hours and half past 8 in the evening is 20:30 etc.

Missing out questions on the questionnaire

Every question must be answered before you can continue. Where appropriate, 'don't know' and 'refused' codes are provided on the questionnaire. Leaving questions blank will send you to the wrong questions, and can result in embarrassing situations for YOU.

Question types

You will come across several main question types:

- Single response questions
- Multiple response questions, usually with an exclusive code for 'don't know' or 'not answered'. Where applicable, a 'none' code is also provided.

- Grid questions e.g. F3 in the finance section
- Verbatim text entry
- Questions with a date to be entered
- Questions with an amount to be entered (pounds, hours etc.)

Individual Self-Completion

Each adult who does a full interview is eligible to complete a self-completion. This should take 5-10 minutes. Ideally you would want to interview the adults in the household separately and so you could ask one of them to complete their self-completion whilst you interview the other. The self-completion does not have to be done after the full interview. If the respondent wants some help or clarification you may give it. If they have difficulty in reading, or seeing, then you may administer the questionnaire yourself by reading the questions and possible responses out to them. Make sure you don't put words in their mouths or suggest responses.

Youth Questionnaire

This is a self-completion questionnaire. It is for those in the household who are aged between 11 and 15 on 1st June 2004. You **must** not give the questionnaire to the youth without getting parental permission first. The best way to introduce the youth questionnaire is probably to mention it after you have interviewed one of the parents. It is important to remember that the confidentiality that we promise to the parents also extends to their children. This means that you cannot let the parent see what the child has written once they have completed the questionnaire. There will be a large brown envelope with the youth questionnaire. You should ask the youth to complete the questionnaire – preferably in another room - and then place it into the envelope to ensure confidentiality. If the parent wants to see the content of the questionnaire then you can give them a blank one to look at. If they say that they will only allow their child to complete the questionnaire if they can see what they have written afterwards then you should apologise and say that under those conditions it would probably be best if the child does not complete the questionnaire. There is a voucher for each child aged 11-15 who completes a Youth Questionnaire. If the youth has questions about the questionnaire, or wants something clarified, then you may help them. However, you should always take care that you are not alone with the child. You should **never** try to get a youth to do the questionnaire when they are alone in the house.

Using the Showcards

On showcard questions the numbers for each response are printed on the card and appear on the questionnaire beside the response categories. Please get used to using showcards as this helps the respondent remember all of the available answers.

Entry of amounts

Amounts are entered directly into boxes. You must **always enter leading zeros** and check you are entering the amount accurately. In the example below, the amount is £10.

ENTER TO NEAREST £

0	0	1	0
---	---	---	---

 CORRECT

In the next example, this could be £10 or it could be £100 or £110 or £910 or any other amount with some missing figures. In all cases you will also have the option of using a combination of a 'don't know', 'refused', 'nothing' or 'same as now' codes.

ENTER TO NEAREST £

	1	0	
--	---	---	--

 NOT CORRECT

In the employment section there are some questions on the hourly amount people are paid. On these questions you are asked to enter the amount in pounds and pence and to code whether the amount is an estimate or exact. Separate 'Don't know' and 'refused' codes are also provided.

Section 7: Quality Control

Standards

Interviewing is perhaps the most important aspect of survey research, since the results produced can be no better than the raw material, i.e., the interviewing. It is essential that interviewers should consider interviewing as an extremely serious and important role, and in no sense a trivial occupation.

Validation

A random selection of households (around 10%) will be telephoned by ISER as part of the standard validation procedure. Respondents are phoned and asked a number of questions. These will include:

- “Was the interviewer polite?”
- “Did they show you their ID card?”

In addition there will also be a few questions about the number of people in the household, the number aged 16 and above and the number of people who were interviewed. This is to make sure that we are not missing anyone in the household who was available to be interviewed. There will also be a couple of other basic questions to make sure that the response we have on the questionnaire is correct.

The questionnaire will also be checked and the validator will comment on:

- handwriting
- missed codes
- time start-finish
- dates etc

Please note on your questionnaire if you need to make any notes about the interview. For example:

- interview is longer/shorter than average because of reasons outside your control
- show material wasn't shown as respondent partially sighted
- any ambiguities or queries about the response

Checks by the interviewer

Before going out to do the first interview you should:

- check the contents of your work pack
- read the job instructions carefully
- thoroughly familiarise yourself with the questionnaire, and if possible carry out mock interviews

Immediately after each completed interview, check through the questionnaire to make sure that no questions which should have been answered have been omitted.

At the end of each day's work questionnaire must be thoroughly checked to make sure the information you have obtained will be understood in the office, that is:

- your writing is legible
- your circling of codes is clear, and where alterations have been made the wrong code is obviously crossed out and the correct one circled
- you have given an explanation for any discrepancies in the information
- postal addresses are accurate, including postal codes
- every questionnaire is dated

Edit Checks

Visual edit checks are conducted on questionnaires as part of the coding process at ISER. This includes checking that all the correct answers have been circled and that filters are followed correctly. If any problems are found in an interviewer's work, they are passed on to the Supervisor who will contact the interviewer concerned.

Why all these checks?

Fieldwork is a vital part of social research and must be subject to at least as much checking as every other function. The main difference between fieldwork and, for example, coding, is that interviewers mainly work alone and in scattered locations. The bulk of coding is conducted in a central location and is under constant supervision.

Fraud and Theft

The staff engaged to carry-out our 'back-checking', 'coding' and 'data cleaning' are highly adept at identifying where an interviewer has acted inappropriately. ISER regards the practice of inventing data or stealing incentive vouchers as a particularly serious matter. Interviewers found cheating in this way will be immediately removed from the survey, and may have outstanding payments withheld.

Examples of such behaviour include:

The taking back and keeping of incentive vouchers from refusing respondents

Withholding incentive vouchers from eligible respondents

The fraudulent completion of entire questionnaires

'Skimming' (asked fewer questions than the questionnaire requires) and filled in blank questions at a later time

Disguising missed or refused sections of the questionnaire

Please remember that the reputation of ISER and of the whole Living In Newham project rests on the conduct of its interviewers and on the quality of the data we produce.

Section 8: Administration

Contacts

An interviewer's first link is with the Supervisor (Shelia Mayne). She is there to help you if any problems arise.

Shelia Mayne 01279 505141

If there are any questions about other aspects of fieldwork or administration please contact:

Mike Merrett 01206 874666

If there are any questions about the content of the questionnaires, please contact:

Jonathan Burton 01206 873986

Heather Laurie 01206 873556

Briefings

There will be a two-day briefing held in June 2004 (7th-8th and the 9th-11th). The briefings start promptly at 10am, tea and coffee will be available from 9.30am. Please make sure that you can get there in time for the start. The briefings will be led by Carolyn Bethell and members of the **Living in Newham** team at ISER. The briefing will expand upon the general information about survey research and procedures for face-to-face interviewing you will get from this period of training. The briefings will be survey-specific, that is they will focus on the **Living in Newham** survey. The practical aspects of the survey will be covered: the paperwork, the questionnaires, the fieldwork procedures, the role of the supervisor, the return of work and so on. The questionnaire will also be covered in depth so that any questions can be asked about individual questions or sections.

Identity Card

You will receive an identity card to show to everyone you contact before every interview. If anyone wants to verify your identity, ask them to telephone the Supervisor or the University of Essex directly. There is a Freephone number for respondents **0800 252853**.

Progress

The Supervisor will call you to see how you are doing at least once a week and to see if you have had any problems. At this call she will also want to know how many households you have visited, how many you have had contact with, how many interviews you have achieved and other information of this type. The exact information required will be covered in the briefing. This information is important because the progress of the survey has to be monitored by ISER. We will be looking at the number of households interviewed, the

number who refused and the pace at which interviews are done. It is important to get a good start because there is a lot of work to get done in a relatively short fieldwork period.

Police Notification

ISER will be notifying the police that we have interviewers working in the area. If any respondents are wary about trusting that you are *bona fide* interviewers then you may ask them to phone the police to confirm.

Working Time Directive

Working Time Regulations Summary – Interviewers

The Regulations to implement the terms of the EU Working Time Directive in the UK came into force on 1st October 1998. This means that there are now specific rules in the UK governing the working hours, breaks and holiday of most workers.

The 48-hour week

We are required to take all reasonable steps to ensure that our interviewers do not work more than an average of 48 hours a week (over a 17 week period).

Rest Periods

We do not intend to keep formal records with regard to rest breaks and this is not a requirement of the Regulations. However, all interviewers will be encouraged to ensure that they exercise their entitlements to rest periods and that they notify the supervisor if they believe their ability to exercise these entitlements is in any way being inhibited by ISER or the **Living in Newham** survey.

Daily Rest

You are entitled to a rest period of 11 consecutive hours between each working day.

Weekly rest periods

You are entitled to an uninterrupted rest period of not less than 24 hours in each seven day period. This may be averaged out over a two-week periods (i.e., you are entitled to two days' rest over a fortnight). The seven or 14-day period starts at midnight between Sunday and Monday.

Rest Breaks

You are entitled to an uninterrupted break of 20 minutes when daily working time is more than six hours. It should be a break in working time and should not be taken either at the start, or at the end, of a working day. It should not overlap with a worker's daily rest period.

Safety and Security

There is an increasing awareness in our society that people, especially women, must take positive steps to improve their safety and security. With this in mind, we have listed points we think important. This will help your self-confidence, and reduce any worries or nervousness you might feel, not just when you are interviewing but also in your private life.

Your Car

- ISER will not be responsible for any losses or damage caused to your car. It is your responsibility to see that your insurance is sufficient to cover your activities as an interviewer. The use of private cars is given only on the understanding that you have a valid insurance policy. Interviewers must confirm with their insurance company or broker that their policy covers the use of the car for interviewing purposes. Failure to advise an insurance company of the full details may invalidate any claim made.
- Always lock your car (even for a short period). Lock your car while you are in it – all doors.
- Never leave handbags, cameras, briefcases (even if they only contain papers) on either the front or back seats. If you must carry these things in your car, lock them out of sight in the boot.
- Make sure you know where you are going and that you have a map and a torch.
- Make sure your car has enough petrol and water, and is in good working order.
- Always try to park your car in a well-lit place (under a street lamp, for example).
- Keep your handbag out of sight. With a window open, it can be snatched at traffic lights.
- Do not give lifts to strangers.

Walking/Interviewing

- Be alert. Walk tall, keep your head up and be aware of your surroundings. Know where you are going and how to get there. Look confident.
- Do not carry your handbag. Have just the money you need in your pocket with your keys.
- Make sure that someone at home knows approximately where you are going and when you are due back.
- Wear clothes which do not give the wrong signals. We expect people to 'look the part' and maintain a professional image. Blend in with your surroundings.
- Don't wear jewellery when interviewing.
- Walk away from any confrontation, and do not get involved in anything that looks like trouble. Cross the road or go into a shop.
- If you do carry a handbag, do not keep credit cards, cheque book, keys, money, your identity and address all together. Spread your valuables about your person.
- Do not give your home telephone number or address to respondents.
- Do not knock on doors after 9:00pm, unless you have an appointment *and* feel safe in the area.

Points to Remember – DO

- make a note of the fieldwork dates when you start the job, contact the supervisor if your work pack does not arrive, or if the contents are not complete.
- prepare yourself by thoroughly reading the instructions and doing trial interviews before you start interviewing.
- always show your identity card.
- approach each interview confidently, say truthfully how long it is likely to take and start into the first question quickly.
- administer the questions clearly and at a good pace, keeping to the exact wording and order of the questions.
- record open-ended questions verbatim, probe fully and indicate where you have probed.
- thank the respondent before leaving
- always check through the questionnaire for omissions immediately after interviewing and check more thoroughly at home. Make sure your writing and coding are legible.
- you must report progress details to the Supervisor, also keep in touch with any problems or queries

Points to Remember – DON'T

- interview friends, relatives or acquaintances.
- call on anyone after 9:00pm unless by appointment.
- reveal your own opinion or become involved in controversy.
- explain a question or put words into respondents' mouths, i.e., do not prompt unless instructed to do so.
- let respondents see the main questionnaire

Sending Work Back

ISER will supply a number of plastic sacks complete with freepost labels attached; you will not need to attach stamps to the sack. These sacks are particularly strong and will hold several households without splitting. This said, please return each completed household as soon as you have finished working on it. You must include a posting form with each sack telling us what is inside. Please keep a copy for your own records.

Getting Paid for Your Work

We will calculate the pay owing to each interviewer every fortnight from the number of completed households sent back to us. We will send you a notification of what work we receive from you so please do not wait to send back several households at once, it will delay your pay. However, please send back only completed households and not odd questionnaires. This notification will do two things. Firstly it will let confirm that we have received your work and secondly it will let you know what pay to expect from us.

Once you receive notification that work has been received your pay should follow in about three weeks. If you have questions regarding the amount paid or receipt of questionnaires please contact **Mike Merrett no 01206 4666** as soon as possible.

AND FINALLY...

This is an important project for Newham residents, ISER, and Newham Borough Council. As an Interviewer you can be justly proud of your important contribution to the Living In Newham project.

Thank you for taking part.