

# Scottish Household Survey

## ***Interviewer Instructions: Revised version 2008***

JN: 31320

# SCOTTISH HOUSEHOLD SURVEY 2008

## Project Instructions

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## **The Scottish Household Survey**

The Scottish Household Survey (SHS), now in its tenth year of fieldwork, is a major social survey commissioned by the Scottish Government. The survey provides detailed information about the characteristics, attitudes and behaviour of Scottish households.

The SHS is carried out by a consortium of Ipsos MORI, TNS System Three and the Scottish Centre for Social Research (ScotCen). Together the three organisations work in partnership to carry out all aspects of the research from questionnaire design through fieldwork, analysis and reporting.

Over the four years of the contract, the three organisations will carry out over 70,000 interviews, making the SHS easily the largest exercise of its kind carried out in Scotland. The fieldwork is spread evenly across the four years so we aim to complete about 18,000 interviews a year or roughly 1,500 a month.

Interviews are spread across the whole of Scotland (including the Islands) with over-sampling in the smaller local authority areas. Because of the size of the project, all three organisations are able to offer much more regular employment to interviewers throughout the whole of Scotland. What's more, we will know where we will be interviewing each month for the next two years, meaning that we are able to give you more notice of where we would like you to work and when.

The survey uses a pre-selected sample and interviewing is carried out using CAPI. It has a relatively high profile and covers subjects which people tend to be interested in. All households selected to take part should receive an advance letter from the Scottish Government, which will make it easier to gain co-operation on the doorstep.

The interview should last an average of 45 minutes and is split into two main parts. The first is with a householder (or their spouse/partner) and collects mainly factual information about household composition and characteristics; the second will be with an adult member of the household selected at random (which may be the same person as for the first part of the interview, but could also be, for example, a 19 year-old son or daughter) and focuses more on individual attitudes and attributes.

There is a separate questionnaire which involves the random adult being asked a set of questions on Culture and Sport which covers their participation in various leisure activities.

One in 5 household have been selected to receive this questionnaire.

## **KEY POINTS**

- Major survey to provide information for the Scottish Government, covering 70,000 households over 4 years
- Collaborative project between TNS System Three, Ipsos-MORI and the Scottish Centre for Social Research
- Pre-selected sample using CAPI interviewing
- Main survey is a 45 minutes average questionnaire, split into two main parts
- One in 5 households has been selected to receive the Culture and Sport questionnaire

## **The sample**

Each interviewer allocation contains a small number of addresses selected at random within a relative small area. Depending on the area, you will usually have between 13 and 18 addresses with the aim of achieving a target of either 10 or 11 interviews from that allocation. The number of addresses is calculated from our experience of conducting interviews in these areas over the past 8 years so we know which areas have low numbers of invalid addresses and which tend to have high response rates. Where response rates tend to be high, we need to issue fewer addresses to achieve a target of 10 interviews. Where response tends to be low, we need more and the sample design reflects that.

Each address has its own contact sheet, which you need to use to identify the dwelling, household, and the householder to speak to for the first part of the interview.

Most of the sampled addresses will be straightforward, houses or flats, but a few may be more complicated like blocks of flats, tenements, groups of farm cottages etc - even some business addresses or demolished properties. The sample is taken from the Postal Address File, which contains every address to which the Post Office delivers mail, but it has been sorted in a way that should exclude most business addresses.

We cannot stress enough how important *every single address* is. It is vital that we do everything we can to achieve interviews at as many addresses as possible and, if it is not possible to get an interview, that we have an accurate and full record of when each attempt was made, and what the final outcome was.

We are interested in interviewing people at their **main place of residence**. This means the place that they live for most of the year. So, for example, we will not be interviewing people

in holiday homes.

## **Notifying the police**

You must notify the local police station in the area where you will be working. You should complete a copy of the **Police Notification Form** that has been included in your supplies. Attach a copy of the **advance letter for respondents** to the form and hand it in to the police. Make a note of the name of the officer to whom you speak and the date of your call so that, in the event of any query or complaint to the police, you are fully covered. It is reassuring for elderly or suspicious respondents to be told that the police know about you and the survey, and that they can check with the police station. If you have any difficulties registering at the police station, please contact your regional co-ordinator.

## **Overview of procedures**

The survey involves the following procedures:

- sending advance letters to selected addresses notifying the police that you will be working in a particular area
- tracing all issued addresses, making contact at all of them (apart from deadwood), completing a contact sheet for each address
- conducting the first part of the interview with the householder or their spouse/partner and the second part with an adult (aged 16) member of the household selected at random.

## **Materials for the survey**

The packs that you will receive for each sampling point will include the following:

- Contact sheets
- Advance letters – this has changed since last year: there is now only one advance letter covering both the main survey and the culture and sport survey
- Address Listing Sheet, Progress Update Sheet & Sample Point Map
- Fieldwork Memo
- Additional copies of the SHS respondent leaflet
- Additional copies of the advanced letter
- SHS appointment cards
- Thank You Leaflet & Pens - leave one with each respondent.

## Contact procedures

This section covers dispatch of advance letters and achieving a good response rate.

### Copies of the advance letter to respondents

Because of the importance of the study, the Scottish Government has provided a letter to be sent in advance to all pre-selected addresses. This explains the background to the study and alerts them to the fact that you will be calling. The advance letter should make your job easier and reduce the amount of time you have to spend explaining things to the respondent. Although the letter is not addressed to a specific person, we are now putting the letters in printed envelopes to make it clear that it is not 'junk mail' so that people are more likely to open and read it.

The letters are pre-printed with the correct addresses. There are additional letters in your pack in case the advance letter has gone astray (for example in tenements where we have not been able to specify a particular flat) or if you want to leave an additional copy at an address at which you are getting no reply.

### Information leaflets about the survey

To add to the credibility of the survey and to help answer any questions that respondents may have, the Scottish Government has produced a short leaflet which is sent with the advance letter. This explains what will happen to people's responses, how the results of the survey will be used and emphasises the confidentiality of the survey results.

### Summary sheet

For each sampling point you will be provided with Progress Update sheet listing the addresses you have been allocated. Please use this sheet to record key details of your progress for both your own reference and to feed back to your regional coordinator. You should retain this sheet for future reference in case there is a query with one of your addresses, whether it be a misreported outcome or something pay related.

### Response rates

You must attempt to make contact at every address in your assignment except those notified to you as office refusals. You must make at least 6 calls to each address, calling on different days of the week, at different times of the day and spread across the fieldwork period before you classify the address as unproductive. At least one of these calls should be in the evening and at least one at the weekend. In most points the addresses will be fairly close to each other.

You will be given a map of the area in which you are working showing the location of all of

your addresses. If you are still having trouble locating an address, and have access to the internet, the following web-sites may be of use: [www.streetmap.co.uk](http://www.streetmap.co.uk) or [www.multimap.co.uk](http://www.multimap.co.uk).

**You must never substitute one address for another, nor substitute one selected individual for another. The sample has been randomly selected, and any substitutions would lead to bias in the results.**

Remember to show your Identity Card when you introduce yourself. If you think it will help you to get an interview, you can give the person you initially contact a copy of the introductory letter and the SHS leaflet as part of your introduction. In any case, you must leave a copy of the Ipsos MORI Thank You leaflet with each respondent after the interview, in case he/she has any queries after you have left and wishes to contact the office.

The interview will last, on average, about 45 minutes. This is an average time and so some of your interviews will take less while others may take more. Older respondents may take a little longer to finish it, so please allow enough time between appointments.

## **Introducing the survey**

As mentioned earlier there will be an advance letter for this survey, which should have reached households before your visit. Of course, individual household members may not have seen the letter, it may have been lost or, in some situations (e.g. some tenements or tower blocks), the letter may never have been delivered. For this reason, you will find spare copies of the letter in your interviewing packs. These may also be useful to leave at addresses where you are getting no reply.

**We have had some complaints about interviewers checking if someone is at home by going to back doors, peering through windows etc. As a rule, you should make contact by knocking on front doors, ringing bells etc. You must not enter people's property until you have been invited.**

In general, however, the fact that there has been an advance letter should make it easier for you to obtain co-operation from potential respondents. Advance letters mean you can take a more positive approach from the outset e.g. 'I'm here about the survey for The Scottish Government', rather than having to explain everything.

In seeking co-operation from potential respondents, the main points to stress about the survey are the following:

- The importance of the survey in providing reliable information to inform the decisions of the Scottish Government and the Scottish Parliament
- The fact that individual households have been selected entirely at random and that many thousands throughout Scotland will be taking part
- The absolute guarantee of confidentiality and the fact that the results will only be used for research and statistical purposes
- That it is important that the survey represents as wide a cross-section of the population as possible and that, however ‘atypical’ individuals may feel they are, their views are valuable and important to the research
- For households that have been selected for the Sport and Culture questionnaire it is important that you assure them that the questions are about their leisure time and are not just aimed at people who take part in sport or cultural activities.

## Contact Sheets

### The front page of the Contact Sheet

#### INFORMATION PROVIDED TO YOU

- Address Serial Number – six characters in the format A001A9
- Address details
- MOI (Multi-Occupancy Indicator) - two digits in boxes
- Selected flat/dwelling – two digits in boxes
- Whether this is a ‘Culture and Sport’ or a ‘Main Sample’ address.

#### AREAS YOU WILL COMPLETE

- Telephone number of respondent
- On the Contact Grid you should record all calls to the address; time of day, day and outcome using the codes on the contact sheet. You should also tick the box when you have added the details to the Electronic Sample Management System (ESMS) on the CAPI machine
- There is also a box where you can write any other comments you want to make
- Record your name and number and the bottom of the page.

Each of these is explained below.

### Address Number

This is the unique number for the address which you must enter when you start the CAPI interview at the property. Please do this very carefully - it is important for the analysis and a small mistake here could seriously affect the data. The first digit, which is either A to Z or 1 to 6, represents the local authority area you are working in. The next three numbers are unique identifiers for individual addresses within that area. The fifth character (a letter between A and L) represents the month in which the fieldwork is taking place. The number at the end shows the survey year (2007 is the ninth year).

### Address Details

At the top of the Contact Sheet, there is a printed address with the best information we have for that property. If when you get there, there are any particular points that would help you (or someone else if it has to be reissued) find it again, jot these down at the top next to the address. You should also record a contact phone number. This is for your purposes to help secure an appointment with a member of the household, or perhaps to check the availability of the second respondent. During the interview itself, you will need to enter the phone number onto the CAPI machine too.

### Record of calls to the address

You are required to make a **minimum** of six calls at every property to achieve an interview and at least one of these calls must be made during the first week of fieldwork. You must make at least one call during an evening (after 5 p.m.), and one at the weekend. Please record the information fully, including the days of the week and times of day when you did not find anyone in.

### Multiple Occupancy Indicator (MOI)

The MOI tells us how many individual dwellings the Post Office delivers mail to at that address. The MOI is printed on each contact sheet but in most cases this will be 01. In some it may be higher 06, or 25, for example. Under this, there are two more boxes showing which dwelling has been selected for interview. When the MOI number is 01, the boxes underneath will also have 01, to show that the address describes a particular flat/dwelling unit. Where the MOI is greater than 01, we have selected a number at random between 01 and the MOI, and this number appears in the boxes under the MOI. This is the flat/dwelling unit at which we would like you to interview (see later).

In the vast majority of cases the property you have to interview at will have been clearly specified on the contact sheet and will only cover one household's accommodation.

Sometimes a single address covers more than one unit of accommodation – like a house converted into flats or a flat converted into bedsits. If these “dwelling units” are not listed individually on the Royal Mail files you might find that you have more than one place you could interview at.

Where there are several dwelling units at a single address, the Post Office MOI number will be greater than one. Wherever we have chosen a particular flat in a building with an MOI greater than one, please only go to that address. There are a small number of cases where, although we have an MOI of greater than 01, and have therefore selected a random flat for you, the address details provided by the Post Office also identify a flat. Where that is the case, please interview at the flat specified within the address details.

**In all cases**, in the boxes at the top of the second page of the contact sheet, tick the appropriate box at Q1.

**If the MOI is 1**, and when you get to the property you confirm that there is indeed only one dwelling unit present, then interview at that DU, the address identified on the contact sheet. Go straight to the household selection section.

**If the MOI is greater than 1 and the number of dwellings is the same as the MOI printed on the front of the contact sheet**, we will have identified a single dwelling for you to interview at, and this number will appear under the MOI on the front page of the contact sheet. As long as the MOI corresponds to the number of dwelling units you find in the property, simply go ahead and interview at the flat number we have identified.

- **If all the flats are sequentially numbered/lettered** then interview at the flat number that has been identified. For example, if the selected dwelling number is 03 then interview at flat 3 (or flat C if lettered).
- **If the flats/dwelling units are not individually numbered** you should count the flats until you reach the selected dwelling unit, starting from the lowest floor (include the basement if it is part of the address) and working upwards. Count from left to right along each corridor or landing/hall, and from front to back of the building. **ALWAYS COUNT IN THIS ORDER**. In tenement blocks, be careful not to accidentally count stair cupboards that used to be shared bathrooms outside the flats.

**If the flats are not numbered sequentially throughout the whole address**, the number of the selected dwelling unit on the grid may not correspond to the flat number as it appears on the door. For example, you might find that the selected dwelling is 4, but that the flats in the tenement are numbered separately on each floor so that the ground floor has two flats labelled

1 and 2 and so does the first floor. Therefore if the 4<sup>th</sup> dwelling is selected, in this example it would be flat 2 on the first floor, and could be labelled 2 on the door, or 1F2 in Edinburgh, or 1\2 in Glasgow. In these cases you should treat them as if they were not individually numbered at all and count from the lowest floor.

**If the MOI is incorrect**, for example if there is not a clearly identified single dwelling unit selected on the contact sheet, or the MOI number printed on the contact sheet does not correspond to the number of dwelling units you find at the address then phone the office for further advice.

### **Household and respondent selection**

IT IS CRUCIAL THAT YOU FOLLOW THESE INSTRUCTIONS CAREFULLY:

#### Household

In the majority of cases there will be just one household in a dwelling unit. A household is a group of people who share at least one meal a day. In many cases, students sharing a house will each be individual households, because they do not share meals (even though they may share a living room). If there is more than one household, then follow the instructions on the contact sheet to select the household to interview.

#### Respondent

Obviously, if there is only one adult aged 16 or over living at the property, this is the person you must interview (and, in fact, will be the person for both parts of the interview, since they are also bound to be the adult randomly selected from the household grid by the CAPI programme).

The first part of the interview can be carried out with any householder or their spouse/partner. A householder is anyone in whose name the property is owned or rented. This person needs to be in a position to provide information about the household income etc. Thus, in a typical family where there is a mum and dad and two children, you would be able to interview the husband or wife, but not the son or daughter - although they may come up as the random individual if they are aged 16+.

However, there may be some instances where there is another household member that you need to interview: an adult son living with his elderly mother, for example. Here, it may well be appropriate to interview the adult son if he takes some responsibility for managing the household and contributes to the household income.

#### Other issues

If the householder or the random individual (which is more likely) is incapable of responding for language, medical or other reasons, you should note down the language in which they could be interviewed, and contact the office - we will arrange for an interviewer to go back with an interpreter (there is a code for this situation on the front of the contact sheet).

It is generally not appropriate to conduct the household interview through another household member who is not also a householder because it involves questions about other household members and household income. The random adult interview is more about the person's opinions so can be conducted through another household members where this is convenient and acceptable to the respondent.

It is essential that individuals are not excluded from the survey because of communication difficulties or disabilities.

## The Electronic Sample Management System (E-Progressing)

When calling at any address you must enter the contact information for that address for each separate visit onto both the paper contact sheet and the electronic progress programme which should be on your machine and can be found in the project list. The name of the project is **SHS 2007 E-Progress.**

Select this project from the project list and press start and you will see a blank screen as shown below.

The screenshot displays the E-Progressing software interface. At the top, there are three tabs: 'Respondent', 'Note', and 'Keyboard' (which is selected). Below the tabs, the interface is divided into several sections for data entry:

- Address number:** A text input field.
- Time of day:** A row of four radio buttons labeled C 1, C 2, C 3, and C 4.
- P1 Outcome:** A grid of 18 radio buttons arranged in two rows of nine, labeled C 1 through C 18.
- P2 Outcome:** A row of ten radio buttons labeled C 1 through C 10.
- Day:** A grid of 31 radio buttons arranged in three rows: the first row has C 1-C 10, the second row has C 11-C 20, and the third row has C 21-C 30, with C 31 on a separate line below.
- Month:** A grid of 12 radio buttons arranged in two rows of six, labeled C 1 through C 12.

At the bottom of the screen, there is a navigation bar with the following elements from left to right: a 'Back to...' button with a left-pointing arrow, a 'Previous' button with a left-pointing arrow, the text 'ESMS1' in the center, a 'Next' button with a right-pointing arrow, and a right-pointing arrow button.

You will need to enter something for each piece of information. An example screen shot is given below.

Respondent    Note     Keyboard

Address number    **A037G7**    EXIT  
OK

Time of day     1     2     3     4

P1 Outcome     1     2     3     4     5     6     7     8     9     10  
 11     12     13     14     15     16     17     18

P2 Outcome     1     2     3     4     5     6     7     8     9     10

Day     1     2     3     4     5     6     7     8     9     10  
 11     12     13     14     15     16     17     18     19     20  
 21     22     23     24     25     26     27     28     29     30  
 31

Month     1     2     3     4     5     6     7     8     9     10  
 11     12

Back to...    Previous    Trainee Mode ESMS1    Next   

Once the information has been entered select the 'OK' button at top right hand corner of the screen and then press the 'NEXT' button at the bottom right hand corner. You will then see a screen as shown below

Respondent    Note     Keyboard    Search

Please confirm the contact details below:

Address number:    **A037G7**

Address:            **23 CRAIG GARDENS, CULTS, ABERDEEN, ABERDEENSHIRE,**

Time of day:        **Code 1: 9-12**

Date:                **27 June 2005**

P1 Outcome:        **Code 1: Interview achieved**

P2 Outcome:        **Code 2: Refused by phoning office**

Correct    Edit

Back to...    Previous    ESMS2    Next   

If you are happy with the address contact details you have entered you may then select the

'CORRECT' button and then select 'NEXT'

If the address contact information is incorrect you may select 'EDIT' and then select 'NEXT'

If you do select 'EDIT' you will then be taken back to the screen to re-enter the address contact information, please re-enter and follow the above steps again.

When you have completed entering the address contact information you can select the 'EXIT' button as shown on the screen below which is top right hand corner.

The screenshot shows a software interface with a light beige background. At the top, there are four buttons: 'Respondent', 'Note', 'Keyboard' (with a keyboard icon), and 'Search'. Below these are several input fields and buttons:

- Address number:** A text input field with an 'EXIT' button to its right.
- Time of day:** A row of four radio buttons labeled '1', '2', '3', and '4'.
- P1 Outcome:** A grid of 18 radio buttons arranged in two rows of nine, labeled '1' through '18'.
- P2 Outcome:** A row of ten radio buttons labeled '1' through '10'.
- Day:** A grid of 31 radio buttons arranged in three rows: the first row has 10 buttons (1-10), the second row has 10 buttons (11-20), and the third row has 1 button (31).
- Month:** A grid of 12 radio buttons arranged in two rows: the first row has 10 buttons (1-10) and the second row has 2 buttons (11, 12).

At the bottom of the interface, there are several navigation buttons: 'Back to...' (with a left arrow), 'Previous' (with a left arrow), 'Trainee Mode ESMS1' (text), 'Next' (with a right arrow), and a right arrow button.

Please ensure that you complete this for each 'visit' you make to any address.

## The interview in detail

PLEASE NOTE THAT THERE ARE TWO VERSIONS OF THE QUESTIONNAIRE, YOU WILL THEREFORE NEED TO CHECK THAT YOU HAVE BOTH OF THE FOLLOWING PROJECTS LOADED ON YOUR LAPTOP:

**SHS 2007 MAIN SURVEY – REVISION 1**

**SHS 2007 CULTURE AND SPORT – REVISION 1**

The contact sheet will indicate which script you should be using at each address.

### Starting SHS interviews

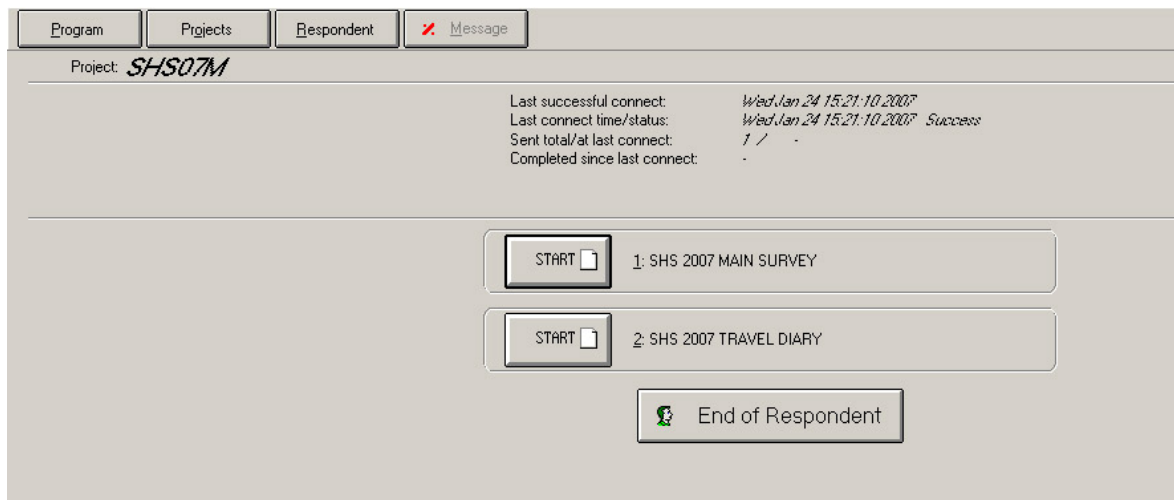
Each address selected for the Scottish Household Survey has been randomly allocated to one of 10 'streams'. These streams determine which sets of questions the respondent is asked. In most cases, you will not be aware of which stream an address is allocated to.

Streams '1' & '6' are assigned to the new 'CULTURE & SPORT' version of the questionnaire. This project is released as SHS07CS **'SHS 2007 CULTURE & SPORT'**. You will know that an address should use this project from the contact sheet.

The remaining 8 streams are used in the main SHS project: SHS07M **'SHS 2007 MAIN SURVEY'**. The streams control routing within the main script and for most respondents – apart from streams '3' & '8' – there is a supplementary 'TRAVEL DIARY' section they also need to go through. We haven't been able to include this section within the main survey because of software limitations, so it is attached to the main project as a separate survey. As a result, the main survey has two of the usual 'start' buttons, labelled as follows:

**1. SHS 2007 MAIN SURVEY**

**2. SHS 2007 TRAVEL DIARY**



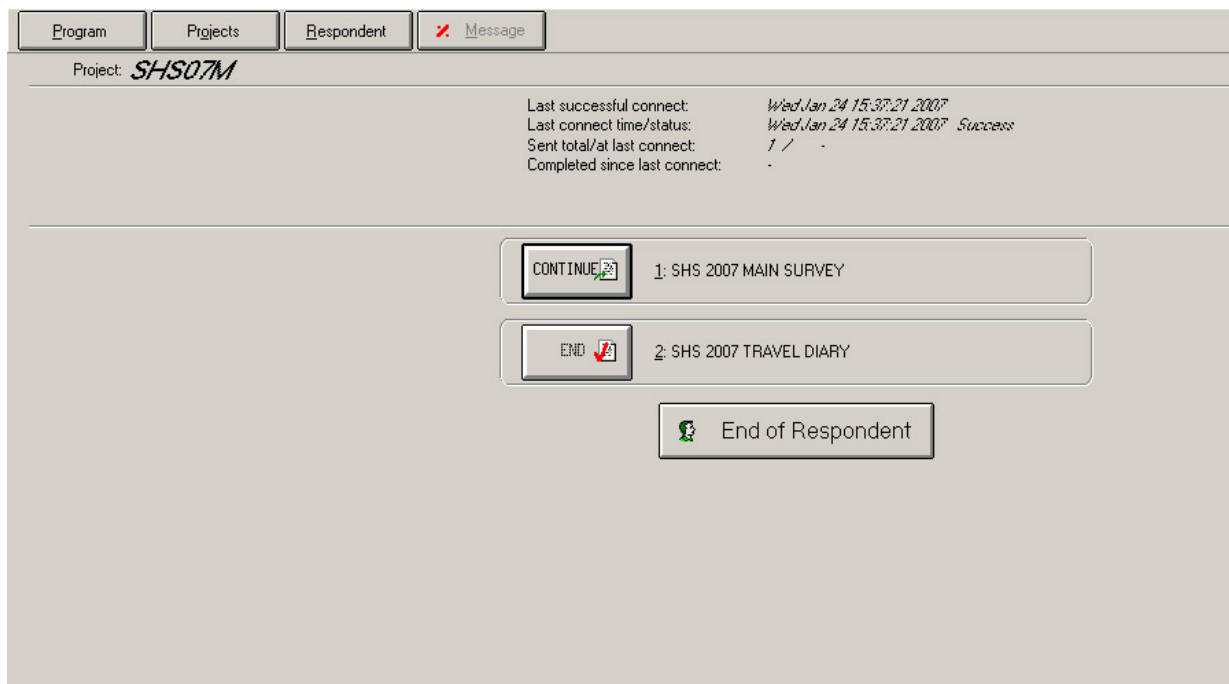
Interviewers should always start with the main interview (1). If the respondent is assigned to a stream that uses the travel diary section you will see a screen at the relevant point during the interview. The screen says:



At this point, you should hit the 'frontpage' button at the top left of the screen, click on the 'start' button for the travel diary (2) and go through the Travel Diary section. When that section is finished, you are automatically returned to the front screen, where you are able to continue with the main survey by clicking the 'continue' button (1). You will see



When both sections are finished, simply click 'End of Respondent' to refresh the screen for a new interview.



If the household is in a stream that does not complete the Travel Diary section, you will be able to go right through the script to the end and having completed the main survey, you should just click 'End of Respondent'. There is no need to do anything with the second START button (2).

## Postponing interviews when P2 is not available

Because the main interview is in two parts, the process of postponing an interview is slightly different from normal. At the point where the interview changes to P2 you will see:



To postpone interview after P1 is completed you should:

- select option 2 “postpone interview for another time”
- click on the “next” button
- select “front page” button at the top left of the screen (where it says “respondent” in the image above)
- select “respondent” button at the front page
- type in the name or address number by which you will identify the interview later
- click OK

To resume this interview when you go back for P2

- select “respondent” button
- click “resume”
- select the respondent you want and resume interview

- tap on “continue” and that will take you back into the interview.

### **Overall structure of the main interview**

One of the first things you will notice when you start work on this job is that the interview never seems to be the same twice. This is because the questionnaire is heavily routed, depending on the structure of the household and on respondents’ answers – though, since it is a CAPI interview, you won’t really be aware that this routing is taking place. The questionnaire covers a wide range of topics, some in greater detail than others.

The most important thing to understand about the interview is that it falls into two main parts and these may or may not be completed by the same member of the household.

The first part of the interview must be carried out with **any householder or their spouse/partner** (see below for definition) and concentrates on collecting basic factual information about the composition and characteristics of the household. This is likely to last around 20 minutes on average, though is likely to be shorter in single person households and longer in large households since there are a number of ‘loops’ within the questionnaire collecting the same basic information about everyone who lives there. The broad topic areas covered in this first part of the interview are as follow:

- Household composition and characteristics of household members
- Type of property/accommodation
- Vehicles in household and access to public transport
- Children in the household
- Employment status householder
- Household income from employment and other sources
- Savings, credit and debt

The second part of the interview will be with a **randomly selected adult** member of the household. As explained in the previous section, this will not – by any means – always be a different person from the respondent for the first part of the interview. In single person households, the highest income householder and the random adult will, by definition, always be the same. In two person households, they will be the same in roughly 50% of interviews; in three person household in roughly 33% of interviews and so on. In fact, experience from the pilot suggests that the same respondent will complete both interviews in as many as 60-70% of cases and, in many of the others, the second person will be available for interview at the same time.

It is essential, however, that if the chosen respondent for the second part of the interview (P2) is a different person from the first (P1), that you only interview the named person. You cannot substitute with another household member, or continue with the first respondent because it is more convenient, or seems to be a sensible thing to do.

The purpose of the interview with the ‘random adult’ is to collect information about a representative sample of *people*, so the questions tend to focus more on individual attitudes and attributes. This part of the interview is likely to last around 25 minutes on average – though. The main topics covered in the random adult part of the questionnaire are the following:

- Educational qualifications
- Perceptions of the local area
- Experience of crime and victimisation
- Use of private and public transport
- Travel patterns on the previous day
- Perceptions of services and local government
- Health problems and caring responsibilities

For 2007-2008 1 in 5 interviews the random adult will be asked a series of questions on participation in various leisure time activities such as taking part in sports or attending events such as theatre or concerts. This will be instead of the topics listed above.

Most of the questionnaire is relatively straightforward. Points of clarification about specific questions are included at the end of these instructions. There are, however, one or two sections that may be worth looking at in more detail and these are covered in the following sections.

### **The schools ‘pop-up’ list**

In households containing children of school age, you will be asked to record the school the child, or one of the children in multi-child households, attends. In most cases, you should not have to actually type the name of the school at this question, but simply select it from a pop-up list. Clearly, if the list contained all the schools in Scotland, it would be very long, so it has been broken down into separate lists for each local authority. The appropriate list for the area that you are working in should appear automatically, since it is linked to the address number.

In order to find the school the child attends, you can either scroll down the full list to the

appropriate point, or click on the 'Search' button at the top of the screen. If you start to type the name of the school you are looking for, a shorter list will appear containing any schools that contain the letters you have typed. Once the list has reduced down so that you can see it, you do not need to type the full school name, simply click on it in the list to code.

If the child attends a school in a different local authority area, click on "School not on list" and this will offer you the full menu of local authority areas. Then select the appropriate area, and the next screen will give you the full list of schools in that area.

Very occasionally, you will not be able to find the name of the school anywhere in the lists. In this case, you still have the option of entering the name directly.

### **The employment and income sections**

The questions covering economic activity and employment aim to collect detailed information on the level of employment and unemployment and to collect details of the type of employment undertaken by people in work or who have recently retired or become unemployed.

These detailed questions are designed to allow us classify respondents' occupations according to official definitions. The questions are the same as those asked in major government surveys and must be asked exactly as they appear on the screen.

Experience from suggests that most people will be willing to answer the questions about their employment status and income, but you should reassure respondents, if necessary, that the information will be used **only for research or statistical purposes** and that no individuals will be identified. (We will not, for example, be passing on information to the DSS!)

### **Economic activity**

This section asks detailed questions about the activities undertaken by the respondent in the seven days ending on the Sunday immediately before the date of the interview (the reference week). It identifies if the respondent did any work in the previous week or, if not in the previous week, whether they had a job in the previous 5 years. In these cases, detailed information on the current or previous occupation of the respondent is collected.

### **Employment**

In this section respondents in work or those who became unemployed or retired within the past five years are asked about the type of work they do (or did). Like the economic activity questions, this section uses standard questions from government surveys to allow responses to be coded into official classifications for the industry people work in, their occupational grade

and social class.

It is important that these questions collect as much information as possible about the industries respondents work in and the type of work they do.

### **Income**

The section on income will be relatively straightforward for any one respondent, although there are a number of routes through the income questions depending on the respondent's circumstances. The aim of the questions is to obtain reliable information on household income so the survey collects information on the incomes of the HIH and their spouse plus the contribution made to household expenses by other members of the household. There are three components to household income:

- income from employment
- income from benefits and pensions
- income from other source including contributions made by other household members.

*Income from employment* - Over the course of your interviews you may see a number of variations on the income questions depending on:

- whether it is a single or couple household
- if the householders have more than one job
- if they receive income from employment or self-employment
- if their pay varies from week to week or month to month.

*Income from benefits* - All respondents are asked whether they receive any of the benefits printed on a show card. Generally, respondents who are in employment will not receive a large number of benefits and vice versa so a long income section will generally mean a short section on benefits. The basic structure of the benefits section is as follows:

- which, if any, of the listed benefits do the respondent or their partner receive?
- who receives the benefit – the respondent, their partner or both?
- the last time they received each benefit, how much did they receive?

The questionnaire makes allowances for situations where:

- people say they receive a benefit but do not know how much they receive
- people know they receive a number of benefits but cannot separate the individual amounts.

*Income from other sources* - This part of the questionnaire collects information on the variety of other sources of income households might receive. The main types of income covered by it

are:

- pensions from employers
- ‘dig’ money from children or other household members
- maintenance payments from a former spouse or partner
- income from renting or sub-letting property
- a student grant or loan

## **Savings**

The Scottish Government will use the information on savings in a number of ways.

- to understand the patterns of saving among different social groups
- to assess the impact of changes in benefits policy on groups such as pensioners
- to assess the ability of households to react to financial problems

The information collected about savings is very straightforward and covers the value of all savings and investments. The only thing to remember is that the value of someone’s house should not be included.

## **The travel diary**

The travel diary is the part of the SHS interview that causes most problems mainly because it is not clear what should and should not be recorded. It is important that you familiarise yourself with it fully before you start interviewing.

### **Definition of a trip (or journey)**

**A trip (or “journey”) is defined as a one-way course of travel having a single main purpose.** It is the main purpose which separates one trip from another. A respondent’s your journey to work would be a trip but if they stopped at a cashpoint on their way to work, that wouldn't be counted as a separate trip because your main purpose of the whole trip was to go to work – they just happened to stop at the cashpoint on the way.

The purpose of a journey depends on what the person did at the end of their journey. So a person who goes to the corner shop will have made a journey for the purpose of food/grocery shopping. A journey can only have one main purpose.

**A journey can be subdivided into stages. A new stage is defined when there is a change in the form of transport.**

### **Walking journeys and walking stages**

The travel diary treats walking differently depending on whether it is part of journey or the sole mode of transport used. If walking is the sole mode of transport for the trip (or journey)

then this is included and information about the journey is collected.

If walking is only one stage of a journey using different modes of transport (e.g. a journey from home to work, which consists of a 5 min walk to the train station, then a 30 min train ride) then the script will require the walking stage of the journey to be **excluded**, and only information about the train stage of the journey would be included.

### **Circular journeys**

The travel diary is structured around a presumption that most journeys begin and end at different places – going from Home to Work, from Work to a meeting and back to work, from Work to Home etc.

Circular journeys are continuous trips that end at the same point as the origin. They are mainly leisure trips such as walking the dog, leisure cycling, jogging etc. The first thing to do with these journeys is to check that they should be recorded. The travel diary excludes travel away from the public highway, since this is not part of the transport infrastructure. So if someone walks across fields or on a beach, or cycles exclusively on cycle paths, this does not need to be recorded at all. However, if they walk **to** a beach and then walk **on** the beach, it is easier to record the whole journey as discussed below rather than try to split it into two parts.

The only way circular journeys could be thought of as having an ‘outward’ and ‘return’ leg is if some point in the journey is taken as a destination to go to and return from. In most cases this would be an arbitrary point in the road and, since the objective is to record details of destinations for postcoding, it would be impossible to collect information that would allow a postcode to be derived. It is easier to think of these journeys as a single journey that starts and ends at the same place (usually home) rather than try to split the journey in two and identify some notional ‘destination’ in the middle.

Recording the journey as a single journey with the same start and end point also requires less data to be collected so should take less time.

### **Non-motorised modes**

Riding in non-motorised wheelchairs, prams, pushchairs, jogging, roller-skating and riding a skateboard or non-motorised scooter are also regarded as walking.

### **Journeys that start/finish outwith the 24 hour period**

It is possible that a trip could span across 2 days e.g when someone started their journey at 11pm at night and did not arrive at their destination until 2pm in the morning (on the day we are asking them about). For these cases where the trip starts *before* the 24 hour period, we

will be excluding these.

However, where the journey starts within the 24 hour period but finishes *after* this time (ie. Got the train at 10pm on the day we are interested in, but didn't arrive at destination until 2am in the morning), we are including these.

### **The culture and sport module**

A review by the Scottish Government highlighted that one of the main gaps in evidence in culture and sport in Scotland is that of data on participation and non-participation, and people's views and attitudes to culture and sport. Understanding of this sector is crucial if Ministers' policies and investment in this area are to be effective. In order to collect this information a new module has been added to the SHS. For 20% of households (1 in 5) this replaces the whole random adult section

### **The museums and galleries list (culture and sport module)**

If a respondent has visited a museum or gallery in the last 12 months, you will be asked to record the name of the museum or gallery. The names are listed over several screens so in order to find the one you are looking for, you can click on the 'Search' button at the top of the screen. If you start to type the name of the museum or gallery you are looking for, a shorter list will appear containing any that contain the letters you have typed. Once the list has reduced down so that you can see it, you do not need to type the full name, simply click on it in the list to code.

Very occasionally, you will not be able to find the name of the museum or gallery anywhere in the lists. In these cases you should use the precode for "Museum / Gallery not on list" and the interview will continue.

### **Obtaining respondent permission for follow-up contact**

One of the uses for the survey is to identify individuals who may be willing to take part in follow-up research on various topics. Because this research will not necessarily be conducted by Ipsos MORI, TNS System Three or ScotCen, we need to have respondents' specific permission to pass on their contact details to the Scottish Government, so they can provide it to other researchers, as and when required. This means that at the end of each of the two main parts of the interview, if you are interviewing two different household members, or at the end of the second part of the interview, if the same person has completed both parts, you will be prompted to seek respondents' written consent for this to happen.

On the last page of the contact sheet you will find two spaces for respondents to sign, to

indicate if they are willing to have their details used for follow-up research. If the same household member is completing both parts of the interview, they need only sign the consent form once, under 'householder respondent'. If, however, the second part of the interview is completed by a different household member, you need to record their consent separately under 'random adult'.

It is important that you understand what it is you are asking respondents to sign, since they may well ask questions about it.

We are asking respondents for permission to attach their names and addresses to their responses to the survey questions, since it will usually be on the basis of these that the Scottish Government will identify potential respondents for follow-up research.

It is very important that respondents understand, however, that:

- This does not compromise the confidentiality of their responses in any way.
- The information will be used only for research and statistical purposes under the terms of the Data Protection Act and the relevant professional codes of conduct.
- They are under no obligation to participate in further research, even if they have given consent to their details being passed on. We are seeking their consent to be re-contacted, but they will have the opportunity to decline to participate at that point.
- If people *refuse* permission, their anonymity is assured, and they remain highly valued respondents in the survey.

### **General - IMPORTANT**

**PROBE FULLY.** Where asked to probe fully you should try to get as clear an idea of what the respondent means as possible.

Useful probes include 'Could you tell me more about that?', 'why is that?', 'how do you mean?'

**'OTHER' OPTIONS.** Use the 'other' option where a response does not fit the pre-coded responses. In most cases, a text box pops up when you code 'other'. Write in the response in this text box.

**SCREENS WITH NUMBERS/TEXT AND PRECODED RESPONSES.** Some screens require you to code numbers or write in text as well as code responses (e.g. the date of birth screens). Write in the numbers and/or text and code the pre-coded list where applicable. If

you need to rewrite text or numbers or need to jump to another text box, tap your pen in the box (a number pad or keypad will pop up).

**SCREENS WITH 'PRESS WHEN COMPLETE' buttons.** Some screens will not allow you to continue without coding that the details you have given are complete (e.g. the travel diary and details of walk/bike rides).

**ROUGH ESTIMATES AND EXACT AMOUNTS.** Some screens require you to indicate whether the amounts given are rough estimates or exact amounts. If the respondent indicates that they are unsure about the amount they have given, or says something like 'roughly' or 'about', code as a rough estimate. In the Income questions there is also an 'exact amount consulted pay slip option'

**POSTCODES.** If respondent does not know full postcodes when asked, ask for the full postal address.

**SQUARE** pre-coded response areas () indicate multi-coded responses. - code **all** that apply

**CIRCLE** pre-coded response areas () indicate single codes.

## Question clarification

Screen details/ Question No.	Instruction
Initial screens (time and date)	Ensure that the time and date are correct. If not, code 'No' and enter the correct time and/or date in the screens provided
Address number	Enter the 6 digit address number from the front page of the contact sheet.
Date of birth screens	Write in day (e.g. 25) code month and write year in full (e.g. 1971). Take care when typing in the year (errors might affect later routing).
HA7	Take care when coding the 'full time education' options. There are separate options for school and further/higher education.
HA9	Ensure you ask the ethnicity question about <b>every</b> household member. Do not make assumptions about people's ethnicity.
HA12	Examples of those away continuously would be those in prison or working abroad – people who do not have the dwelling as their main residence. See main instructions for definition of 'main residence'.
Random individual selection screen	Establish whether the random individual is available (if it is not the household respondent).
HB1	Simply code this if obvious, otherwise ask. A 4-in-a-block is a cottage style house (with 2 separate dwellings upstairs and down)
HB5	Shared owners pay part of their rent to a Housing Association and also pay a mortgage.
HB6	The responses are labelled 'organisations' and individuals' to help you find the landlord.
HC4	Include bedrooms used for other purposes (as an extra living room, study, 'den' etc.). Do not include rooms intended for other purposes that are being used as bedrooms (e.g. a downstairs room such as a living room or dining room used as a bedroom by someone with a mobility problem).

HE1	If the respondent and/or their partner is not the parent or legal guardian of a child under 16 on the list, they are not responsible for them (this includes cases where the respondent/partner is a related to the child in other ways, as a grandparent for instance).
School selection	Select school or 'school not on list'. If school not on list select the local authority where the school is at next screen. If school is not on <b>that</b> list, code other and write in the name of the school <b>and</b> its address.
HF1	Make sure to include adults and children.
HF2	Regular care or help includes care or help by household members and/or other people for any period of an hour or more each week (this time might be spread across a number of different days).
HF5	Code <b>all</b> the people who provide care, including those in the household <b>and</b> outside the household.
HG28	Temporary employment is a fixed term contract or seasonal employment. If a person's employment is unstable but not fixed term or seasonal you would still code them a permanent employees.
RA8	If the <b>full</b> postcode is not known or the respondent is unsure, please record their previous address as fully as possible.
RB2	If a respondent's answers do not quite fit the pre-coded options, do not force them and use the 'other (specify)' option instead.
EDQUAL	Enter <b>all</b> qualifications obtained, not just the highest.
RE6_7/RE8_9	Make sure that you read out both parts of these questions.
TRAVEL DIARY	See separate briefing document.
RF10c/RF10d	<p>These questions relate to use of and satisfaction with services <b>in the council area within which the respondent lives</b>. If someone lives in Falkirk, but has visited museums in Glasgow, this should be excluded.</p> <p>Community Services or facilities includes local Community Centres, village halls etc.</p>

RF13	This question is not about the proximity of services to people's homes, but about how easy they find it to get to different types of services, taking account of mobility, work patterns, family commitments, etc. as well as location.
RG7	This question relates specifically to equipment or adaptations <b>for the use of the respondent themselves</b> . If the household contains equipment or adaptations which have been fitted primarily for the use of another household member, these should be excluded.

If you have any problems please contact your Regional Coordinator. Alternatively, you can contact Vicky Arnold, in the field office on 0207 347 3344.

Thank you and good luck.