

***Feasibility of Using Web to
Survey at a Sample of
Addresses:
a UK ESS experiment***

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MANY THANKS TO

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**RESULTS ARE VERY
PRELIMINARY AND SHOULD
BE TAKEN WITH CARE; DATA
WERE DELIVERED ONLY TWO
WEEKS AGO AND WE ARE
STILL IN THE PROCESS OF
CLEANING THE DATA.**

Study Design and Goals

- Co-funded by the ESS (EC) and the ESRC
- Feasibility of implementing a web-F2F survey using an address-based sample
 - Careful contact and communication design
 - Within-household random self-selection
 - Monetary incentives
- Compare to ESS main stage F2F
- Sequential: Web then F2F (N = 500)
 Web only (N = 1,500)

Experiments

- Within-household random self-selection:
 - Asking household member with next/last birthday to go to URL and complete survey
 - Household informant fills out roster, respondent is randomly selected

- Incentive upon completion (choice between e-voucher and postal voucher):
 - £15
 - £35

Contact Protocol

- Web stage (full sample):
 - Pre-notice letter
 - Invitation letter with £5 voucher and instructions leaflet
 - Reminder letter
 - Upon completion → Thank you + Incentive

- F2F stage (mixed-mode subsample):
 - Of the 500 sampled units from the subsample, those who did not reply to web survey were contacted at home by an interviewer following ESS protocol

Pre-notice letter

- Advance notification of invitation
- Survey topic
- Advance notification of unconditional incentive
- Thank you

The Resident
«Add1»
«Add2»
«Add3»
«Add4»
«Add5»
«Postcode»

November 2012

Living in «Country» Today – Have your say!

Dear resident(s),

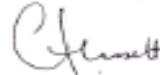
A few days from now you will receive a letter inviting you to complete an online survey. This is part of an exciting study about **what people think about living in «Country»** and is being carried out by NatCen Social Research («WebPage»).

This survey is about topics which affect you and people in your area, such as how you feel in your day-to-day life, the way the country is run nowadays, and what things in life are important to you.

I am writing in advance because we have found that many people like to know beforehand that they will be contacted. We will also be enclosing a small token of appreciation with the survey invitation as a way of saying thanks.

Thank you in advance for your time. Only with the help of people like you can our research be a success.

Yours faithfully



Chris Massett
Project Co-ordinator

Invitation/Cover letter

- Reminder of previous letter
- What the ESS is about; “opportunity to have a say”
- Legitimacy – NatCen/ESRC
- Scarcity; refer to leaflet
- Enclosed incentive and conditional incentive
- Thank you, signature, confidentiality assurance

The Resident
«Add1»
«Add2»
«Add3»
«Add4»
«Add5»
«Postcode»

November 2012

Our Ref: «Ref»

Living in «Country» Today – Have your say!

Dear resident(s),

A few days ago we sent you a letter to let you know about this exciting online study about **what people think about living in «Country»**. I am writing to tell you more about it.

This study has been running every two years since 2002 and is about topics which affect you and people in your area, such as how you feel in your day-to-day life, the way the country is run nowadays, and what things in life are important to you. No special knowledge is needed to take part; we just want you to tell us your views and experience. This is an opportunity for you to have your say on issues that matter to us as a country.

This study is being conducted by NatCen Social Research, an independent research organisation, on behalf of the Economic and Social Research Council – the UK’s leading funder of economic and social research.

Your address has been randomly selected for this study to represent your community. We are inviting you to complete this web survey. Your participation is completely voluntary but we really hope that your household will be able to take part. **Instructions on how to logon to the survey are provided in the attached leaflet.**

As a thank you for your time you will receive a £«Voucher» voucher upon completion of the survey online.

In the meantime as a token of our appreciation, we have enclosed a £5 Gift Card which can be spent in a number of different high street shops. It is yours to keep whether you take part in the survey or not.

Thank you in advance for your help.

Yours faithfully



Chris Massett
Project Co-ordinator

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you and your household will not be identifiable from the data.

Living in «Country» Today GETTING STARTED

Instructions Leaflet: Household Roster

- Survey topic
- Who is the respondent
- How to + incentive
- URL and unique ID
- Smartphone not allowed
- Privacy assurance, password, thank you

What is the survey about?

'Living in «Country» Today' is an online survey. It includes questions on topics such as satisfaction with society and how people feel in their day-to-day life. To find out more about the survey, who runs it and to see some sample questions, please visit our website «Webpage».

Who should complete the survey?

From every selected household one person aged 15 and above will be randomly selected to take part once you log in to the survey using an automatic procedure. This is to make sure that our survey represents views from a range of different people across the whole country.

How do I complete the survey?

We invite you to complete the survey online within the next few days. As a thank you for completing the survey online you will receive a £«Voucher» voucher similar to the one enclosed.

To access the survey, please go to

«[URL](#)»

and enter this USER ID:

«[ID](#)»

Unfortunately this online survey is not compatible with smartphones so please use a computer to complete the survey. If you have any questions, please contact us on the freephone helpline number 0800 652 2704.

What happens next?

When accessing the survey for the first time you will be asked to create a password. This is to ensure privacy when completing the survey. «F2F_flag»

THANK YOU!

Instructions Leaflet: Last/Next Birthday

- Survey topic
- Who is the respondent
- How to + incentive
- URL and unique ID
- Smartphone not allowed
- Privacy assurance, password, thank you

What is the survey about?

'Living in «Country» Today' is an online survey. It includes questions on topics such as satisfaction with society and how people feel in their day-to-day life. To find out more about the survey, who runs it and to see some sample questions, please visit our website «Webpage».

Who should complete the survey?

From every selected household one person aged 15 and above is invited to take part.

If you are the only person aged 15 or over in your household, we would like you to complete the survey online. To do this, please follow the instructions in 'How do I complete the survey' below.

If there are two or more people aged 15 or over in your household, we would like to randomly select one person to complete it. This is to make sure that our survey represents views from a range of different people across the whole country. To do this please answer the question in the box below.

Including yourself, taking into account all the people aged 15 or over who live in your household, «Selection»

We would like to invite this person to complete the survey. If someone other than you has been selected to complete the survey, please pass this information on to them. If the member of your household selected to take part is 15 years old we will need to obtain permission from their parent or guardian before they can take part. Once they log in to the survey, there will be a note to the parent or guardian to confirm they give consent for their child to take part.

How do I complete the survey?

We invite you to complete the survey online within the next few days. As a thank you for completing the survey online you will receive a £«Voucher» voucher similar to the one enclosed.

To access the survey, please go to
«URL»
and enter this USER ID:
«ID»

Unfortunately this online survey is not compatible with smartphones so please use a computer to complete the survey. If you have any questions, please contact us on the freephone helpline number 0800 652 2704.

What happens next?

When accessing the survey for the first time you will be asked to create a password. This is to ensure privacy when completing the survey. «F2F_flag»

THANK YOU !

Household roster

Step 1 – Number of adults

Living in England Today

Before we begin we need to randomly select one member of your household to answer the survey to make sure that our survey represents views from a range of different people across the whole country.

Including yourself, how many people aged 15 or over live in your household?

Please type a number between 1 and 20

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Household roster

Step 2 – Listing all adults

Living in England Today

Please list all the people aged 15 and over, including yourself, who live in your household. Enter first your name or initials, and then you can enter the name, initials or nicknames of other household members in the boxes below.

	Name or initial of household member
1. You	<input type="text"/>
2.	<input type="text"/>
3.	<input type="text"/>
4.	<input type="text"/>
5.	<input type="text"/>
6.	<input type="text"/>
7.	<input type="text"/>
8.	<input type="text"/>
9.	<input type="text"/>
10.	<input type="text"/>

Household roster

Step 3 – Confirmation of list

Living in England Today

Your household contains these members:

David

John

Rachel

Tim

JH

TH

RH

YH

JH

JU

- Information is correct
- Information is not correct

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Household roster

Step 4a – Computer selects HH informant

Living in England Today

You (Maria) are the person selected to complete the survey.

For ethical reasons, we need to make sure that 15 year olds have permission from a parent or guardian to complete the survey. Are you 15 years old?

- Yes
- No

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Household roster

Step 4b – Computer selects another HH member

Living in England Today

The person selected to complete the survey is YH.

If YH is available now, please ask them to press the 'Next' button to continue the survey.

Otherwise please close the browser to exit the survey and ask YH to log on and complete the survey in their earliest convenience.

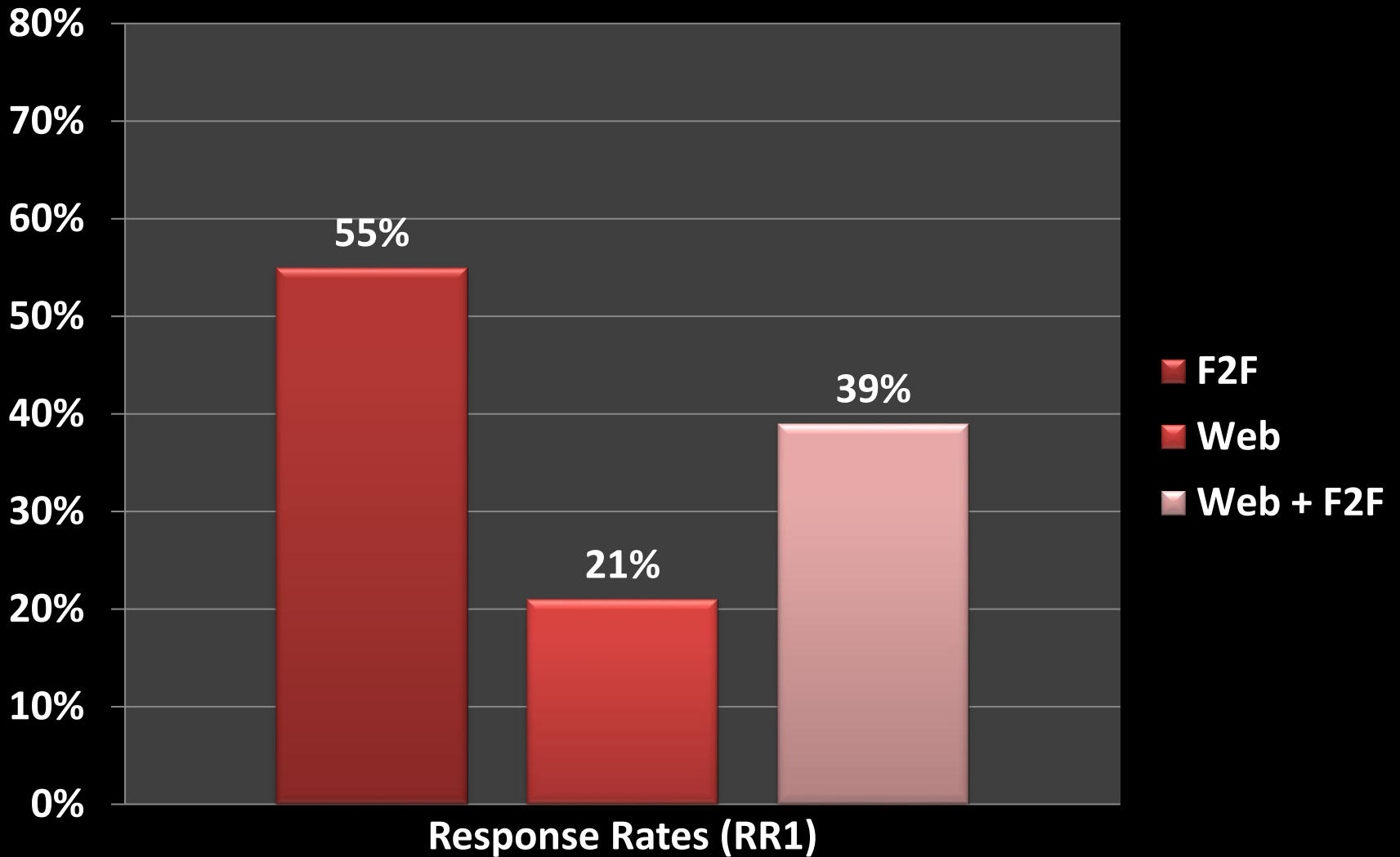
Thank you very much for your help.

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PRELIMINARY FINDINGS

Response Rates (RR1)



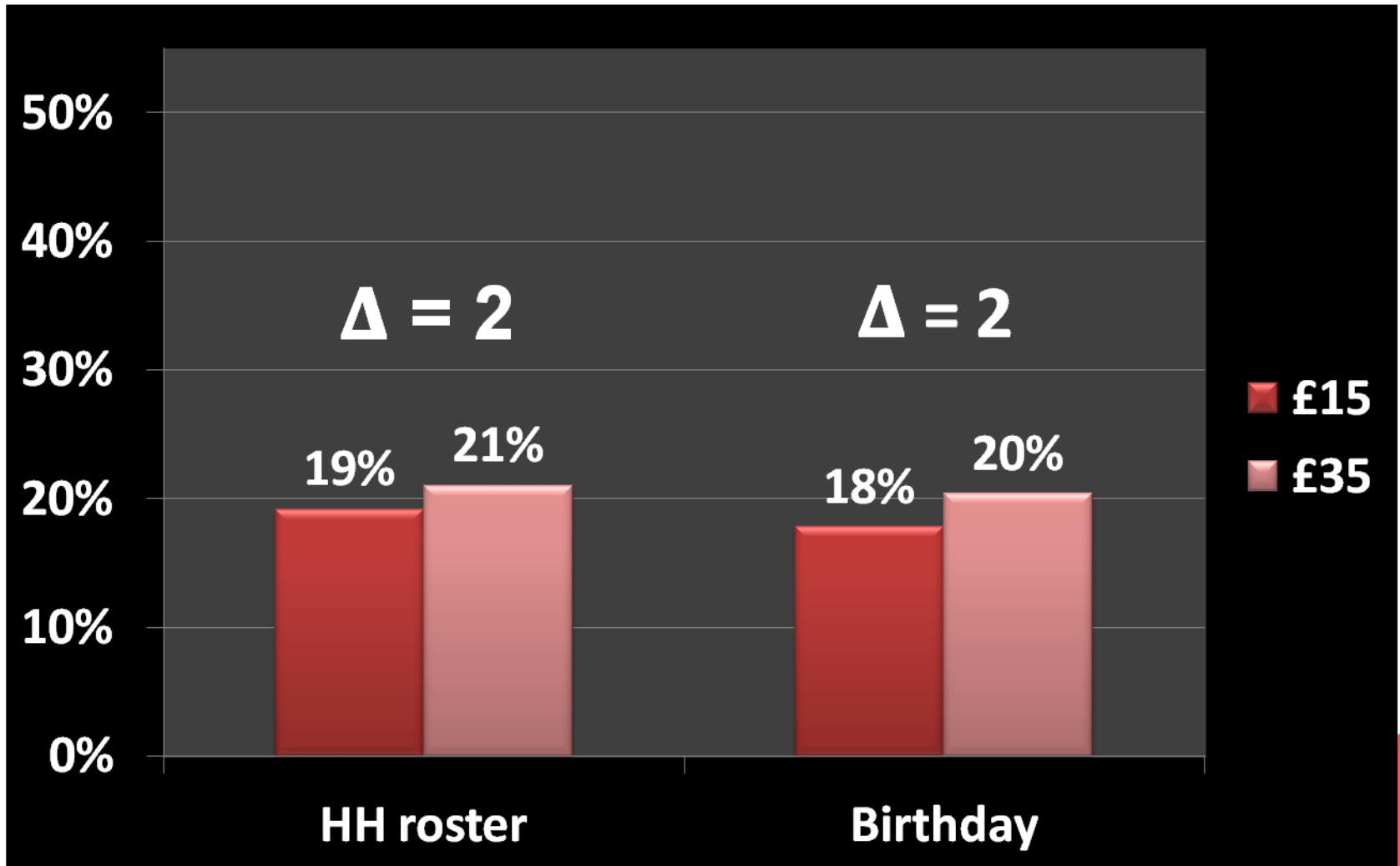
Response Rates by Selection Method

	HH ROSTER (N = 1,000)	BIRTHDAY (N = 1,000)
Followed link	NA	NA
Completed roster	NA	NA
Started (Q1)	21.1%	20.0%
Completes + Partial	20.4%	19.2%
Completed Web Survey	20.1%	19.1%

Response Rates by Incentive

	£15 (N = 1,000)	£35 (N = 1,000)
Followed link	NA	NA
Completed roster	NA	NA
Started (Q1)	19.4%	21.7%
Completes + Partial	18.7%	20.9%
Completed Web Survey	18.5%	20.7%

No Interaction Effect



Compliance with instructions (n = 112)

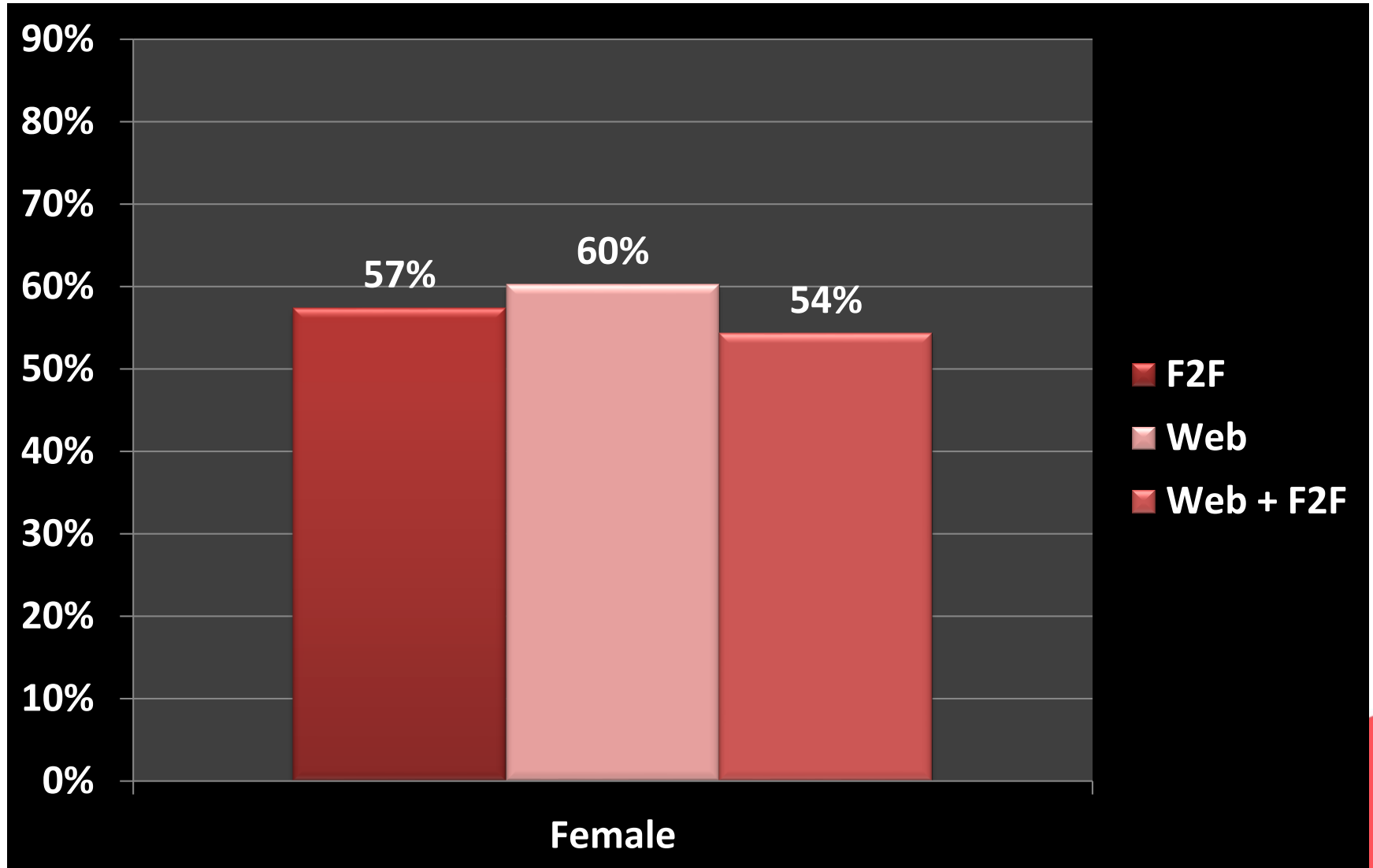
- 30% not applicable – single households or only adult
- 50% comply
- 20% do not comply
- Rest a combination of refusals, break-offs, impossible to tell

- So far number of “cheaters” is similar for both last and next birthday

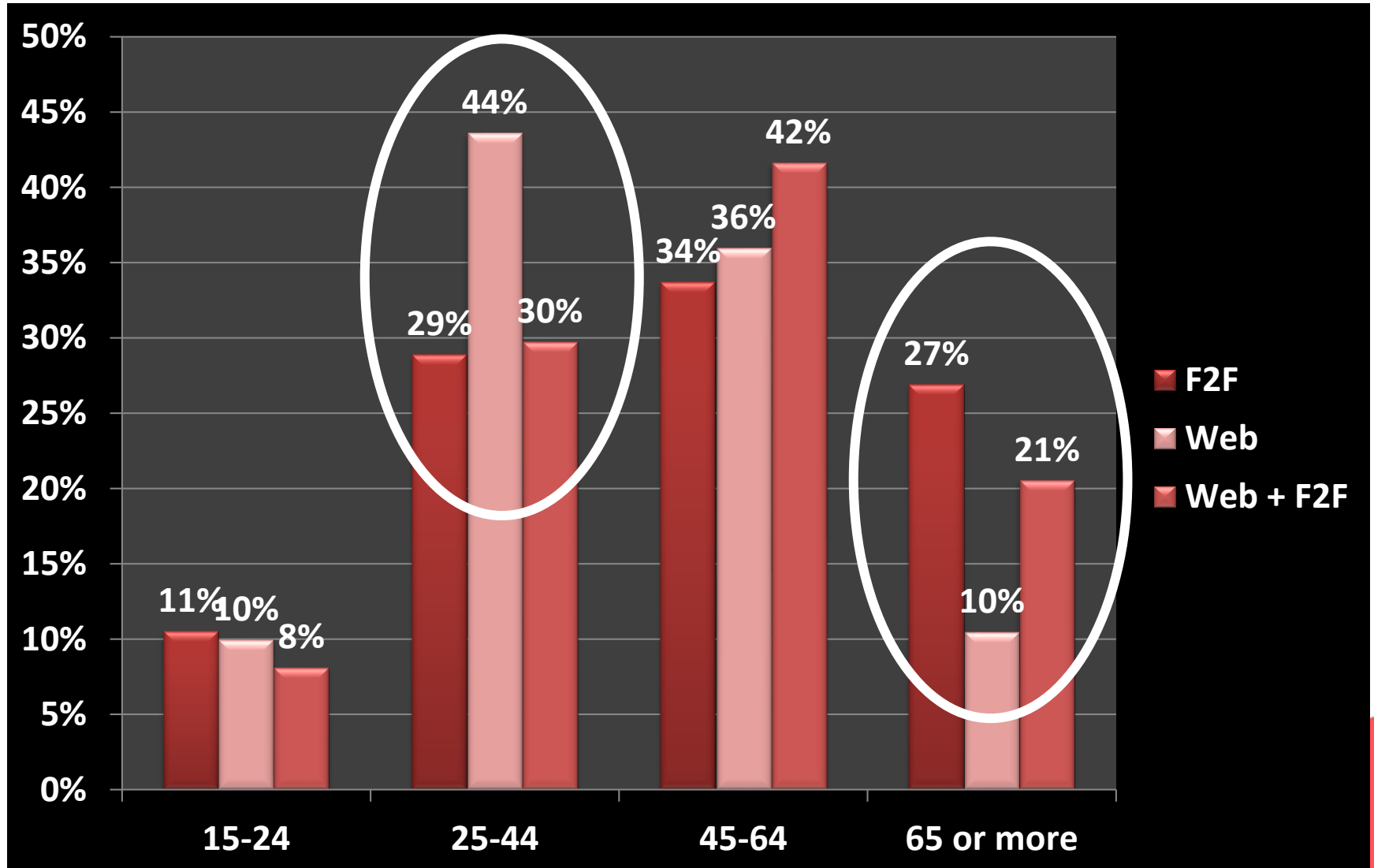
Respondent Behaviour

- Average duration: paradata not yet available
- Typical number of sessions: 1
- About half started before the first reminder was sent

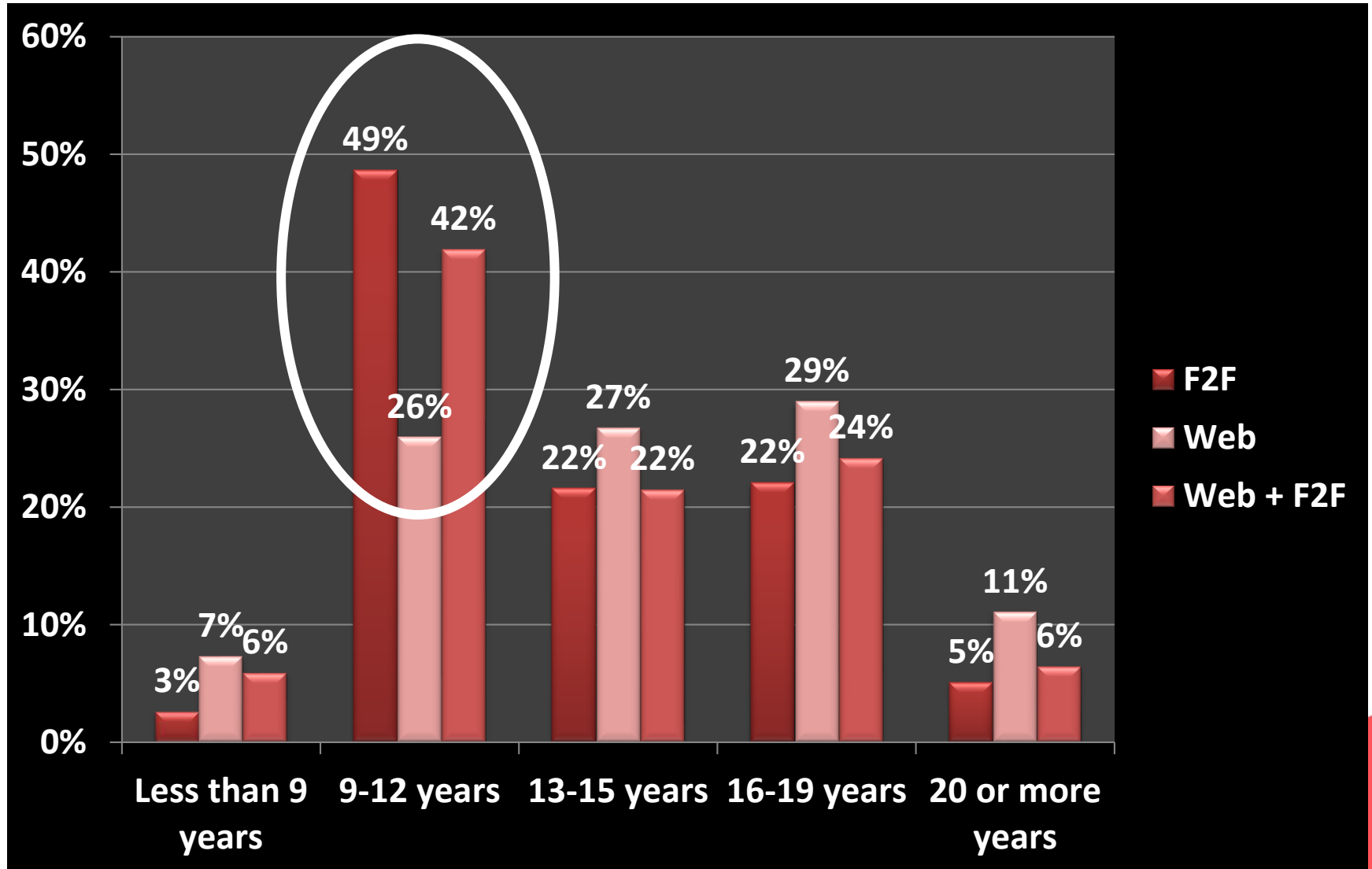
Gender by Mode



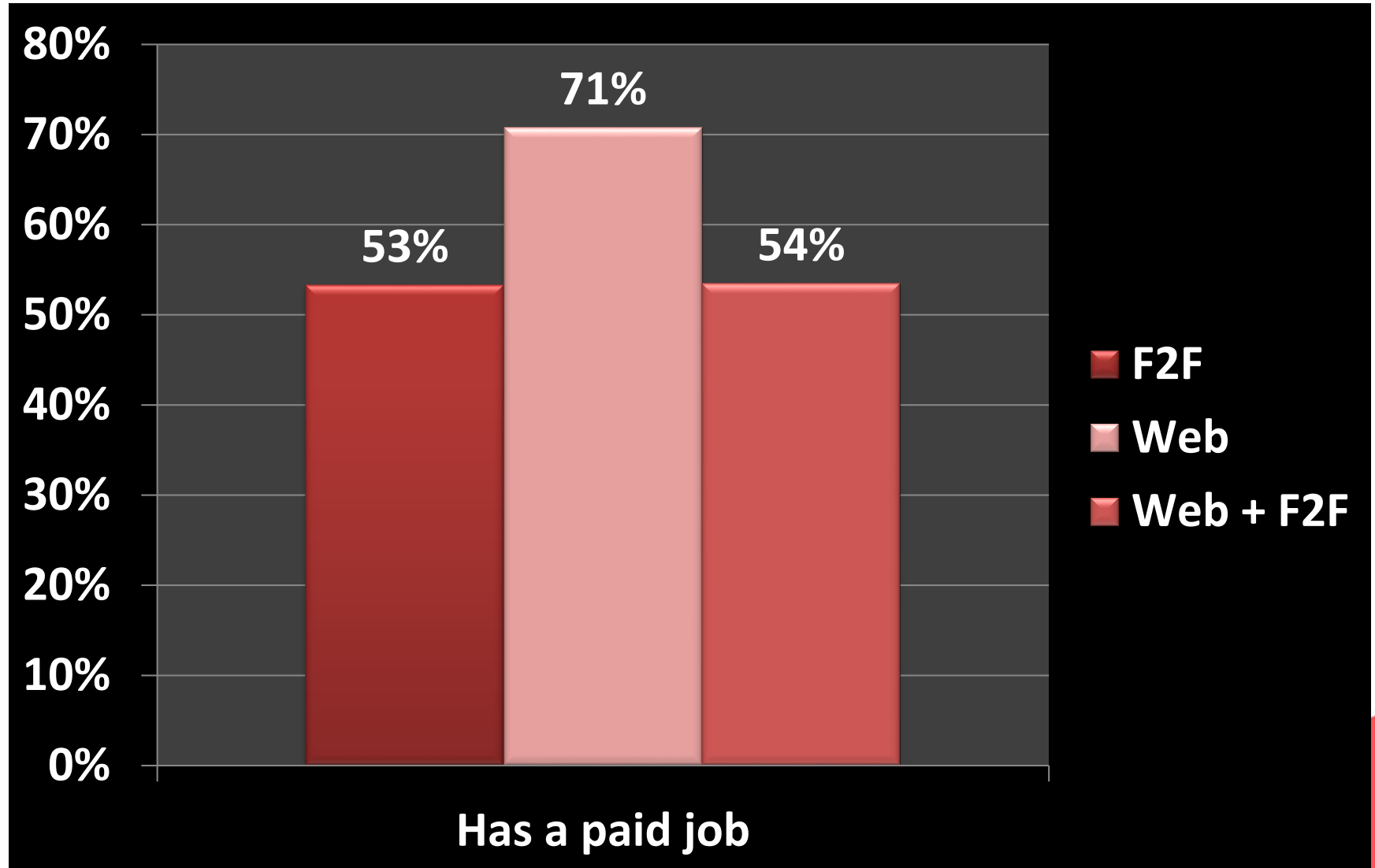
Age by Mode



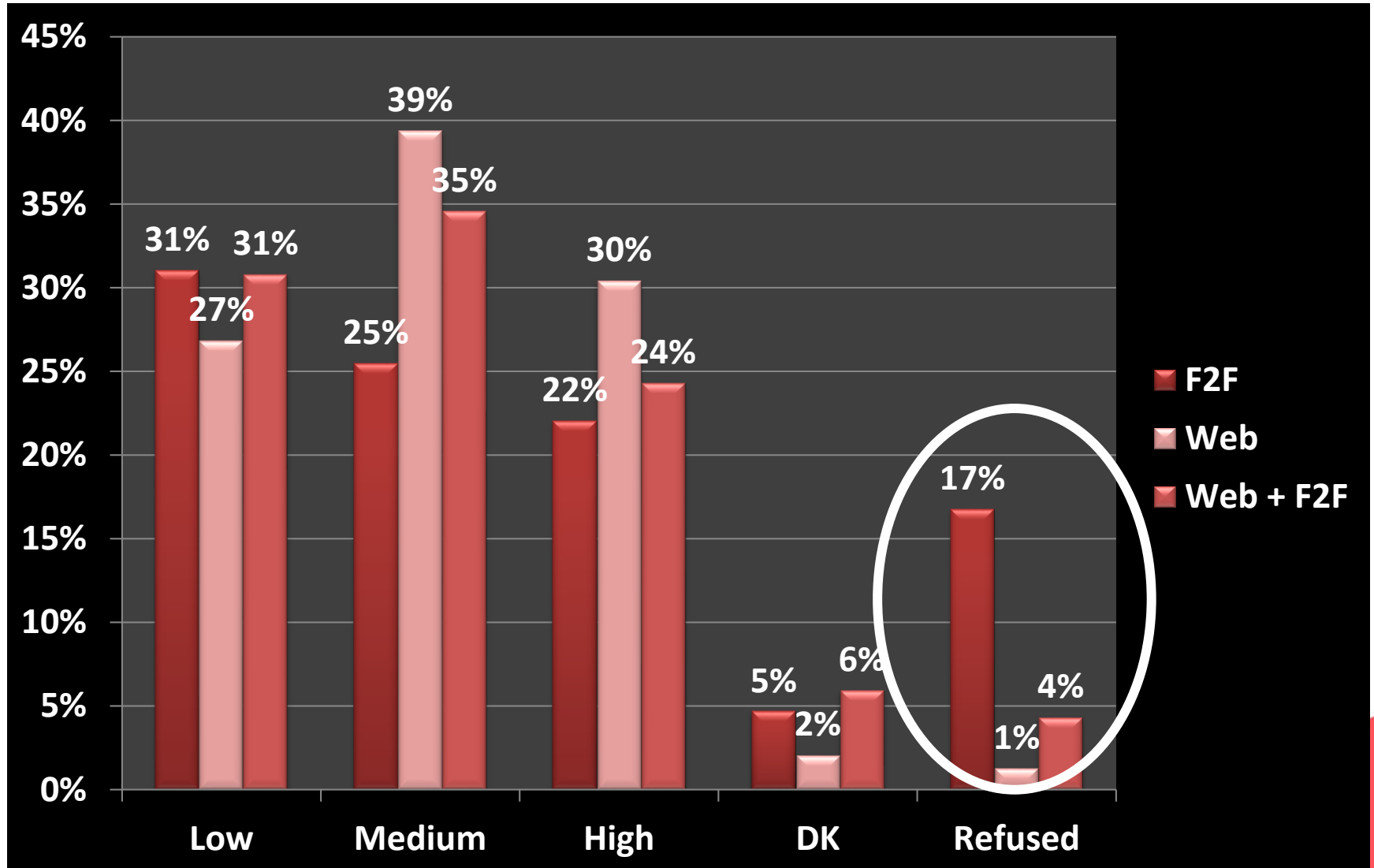
Years of Education by Mode



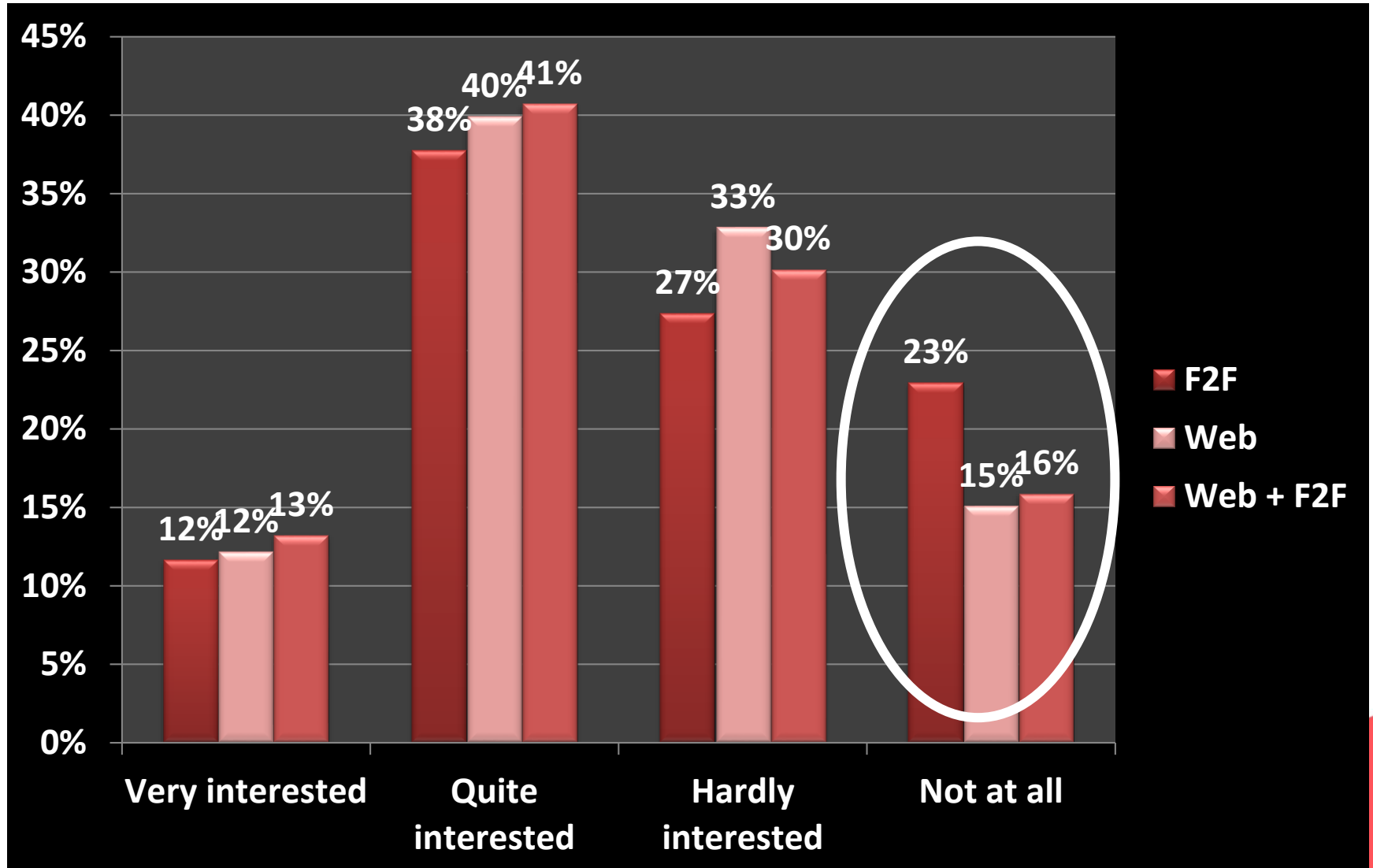
Job Situation by Mode



Household Income by Mode



Political Interest by Mode



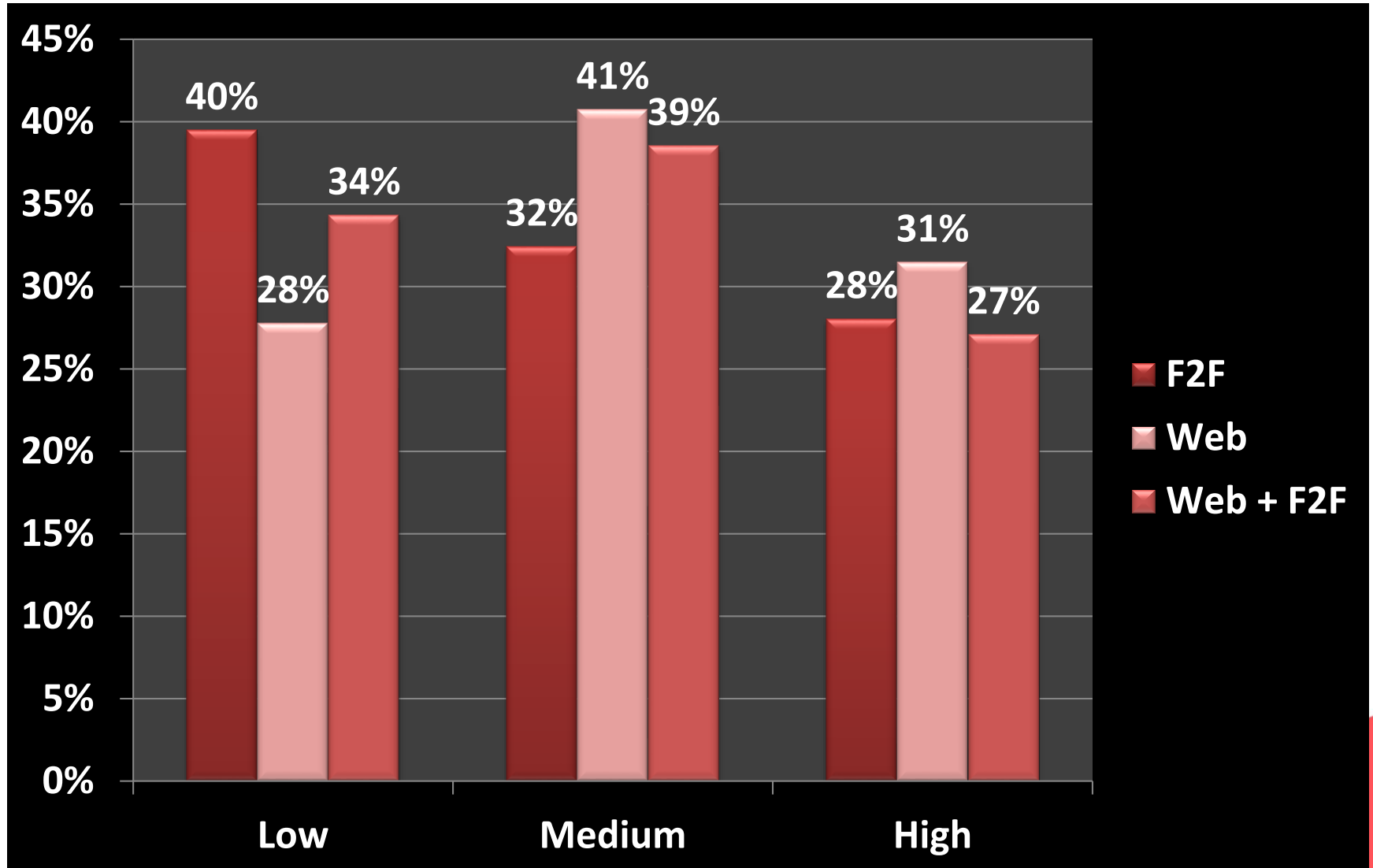
Conclusions and Lessons Learned

- It is feasible to get a substantial number of people to complete an online survey
- There seem to be some differences in sample composition by mode
- Costs and time necessary to program survey tend to be largely underestimated

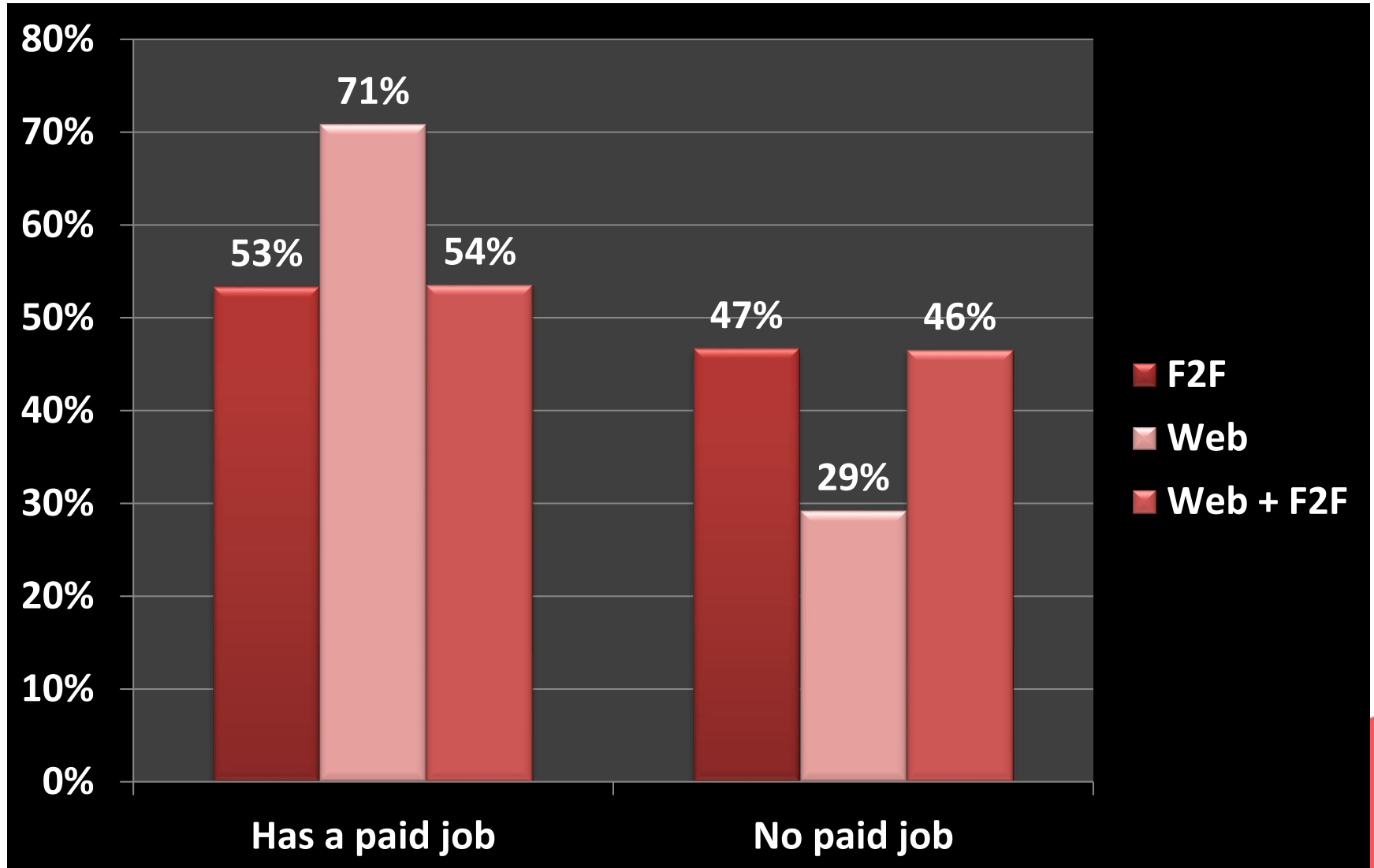
Thank you

ana.villar.1@city.ac.uk

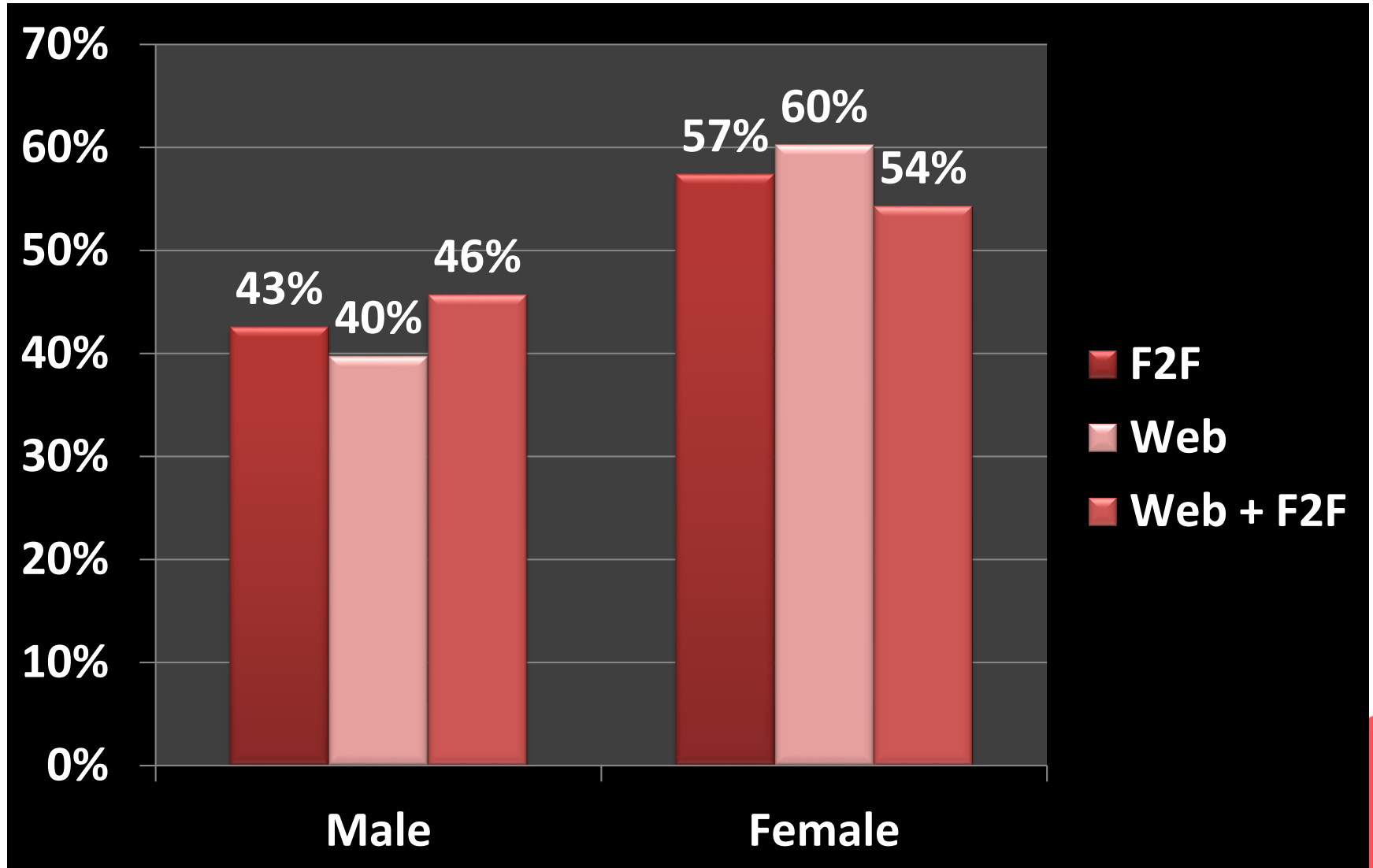
Income by Mode (without item NR)



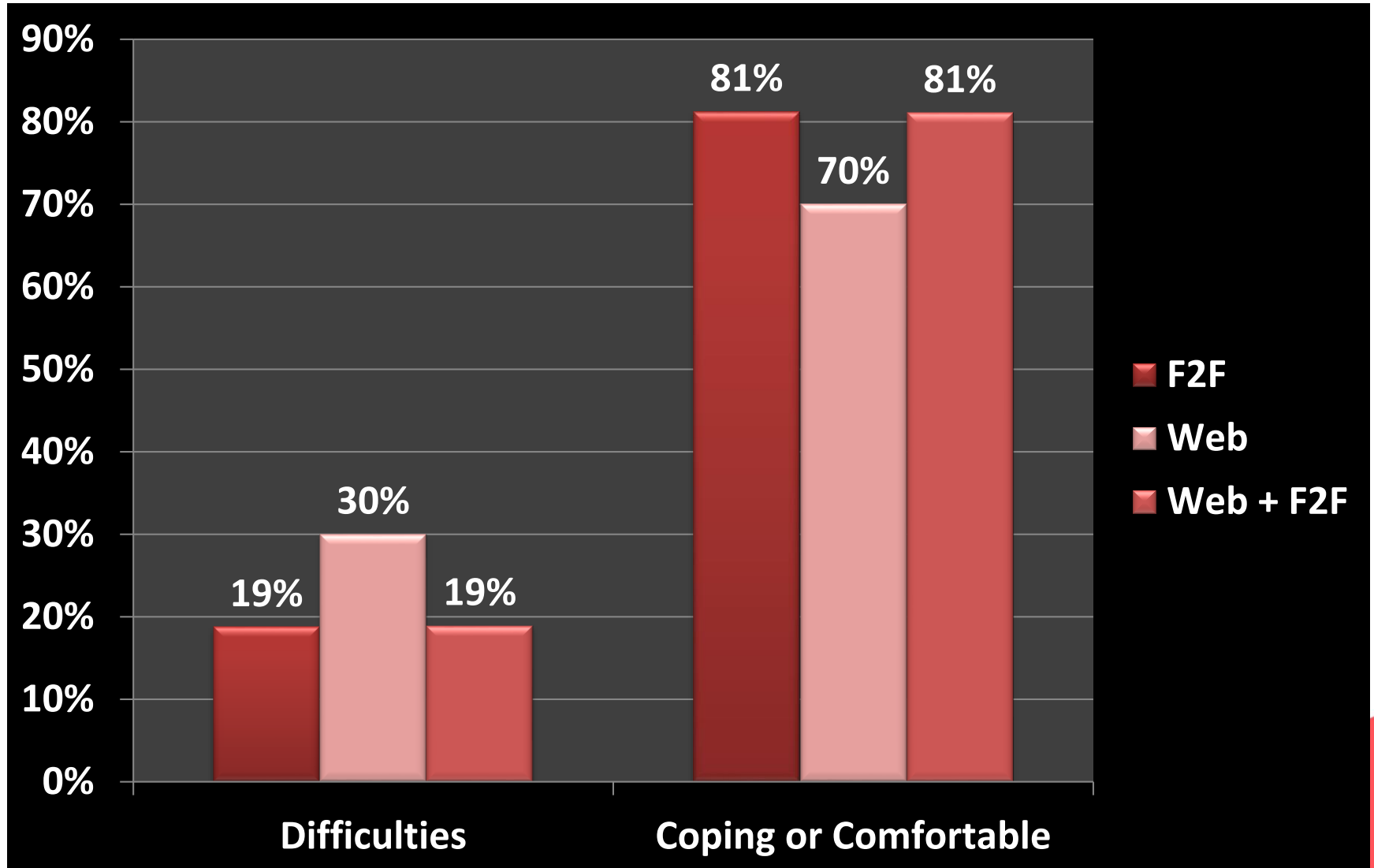
Job Situation by Mode



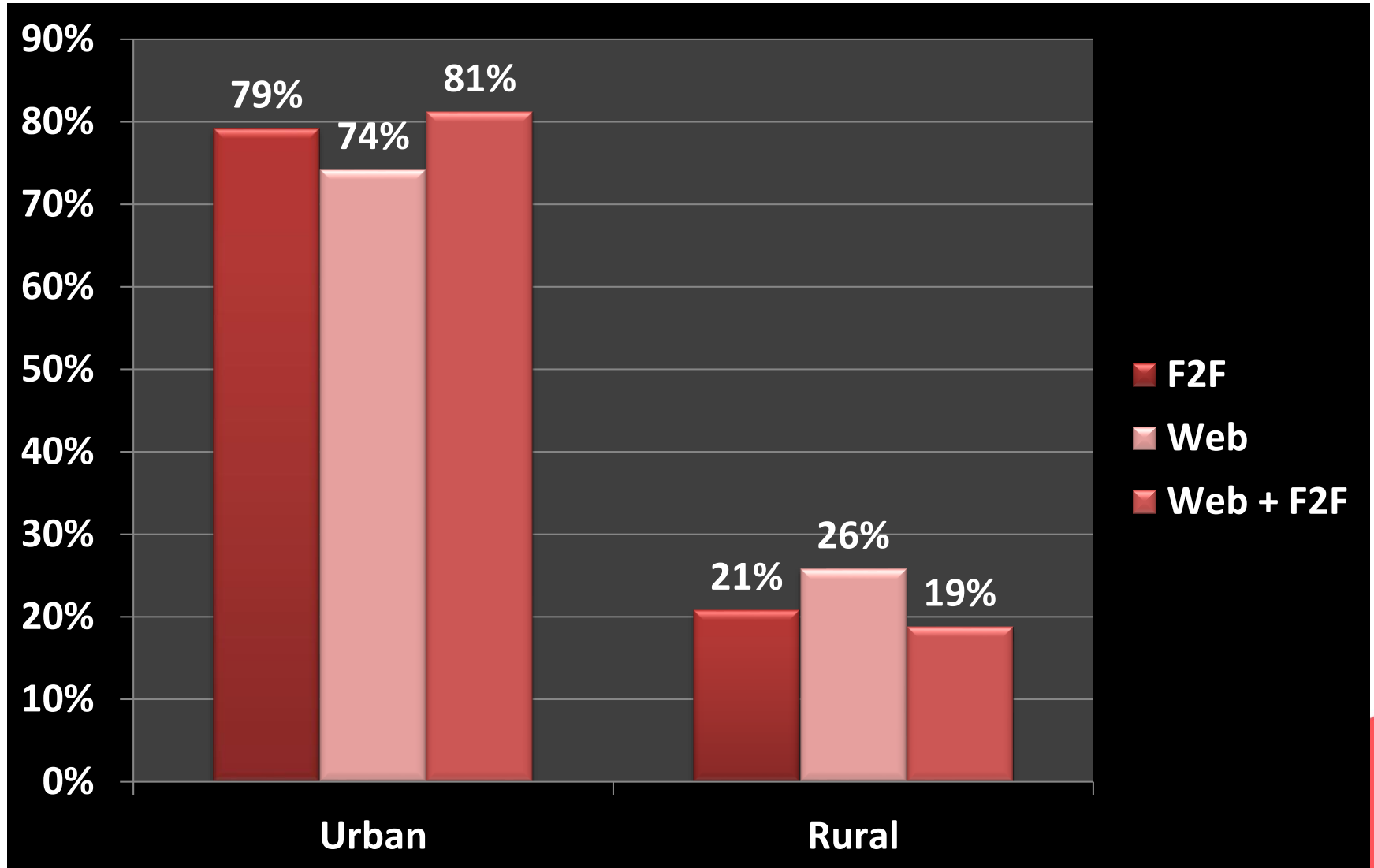
Gender by Mode



Economic Hardship by Mode




Urbanicity by mode



Living in England Today

Please list all the people aged 15 and over, including yourself, who live in your household. Enter first your name or initials, and then you can enter the name, initials or nicknames of other household members in the boxes below.

We need you to be able to identify the person that the computer is going to select randomly once you click next. Please enter a name, initials, or a nickname in each box, starting with your name, so that you can identify who has been selected. If you have any questions please contact us on LivingInEnglandToday@natcen.ac.uk or the freephone helpline  0800 652 2704 .

Name or initial of household member

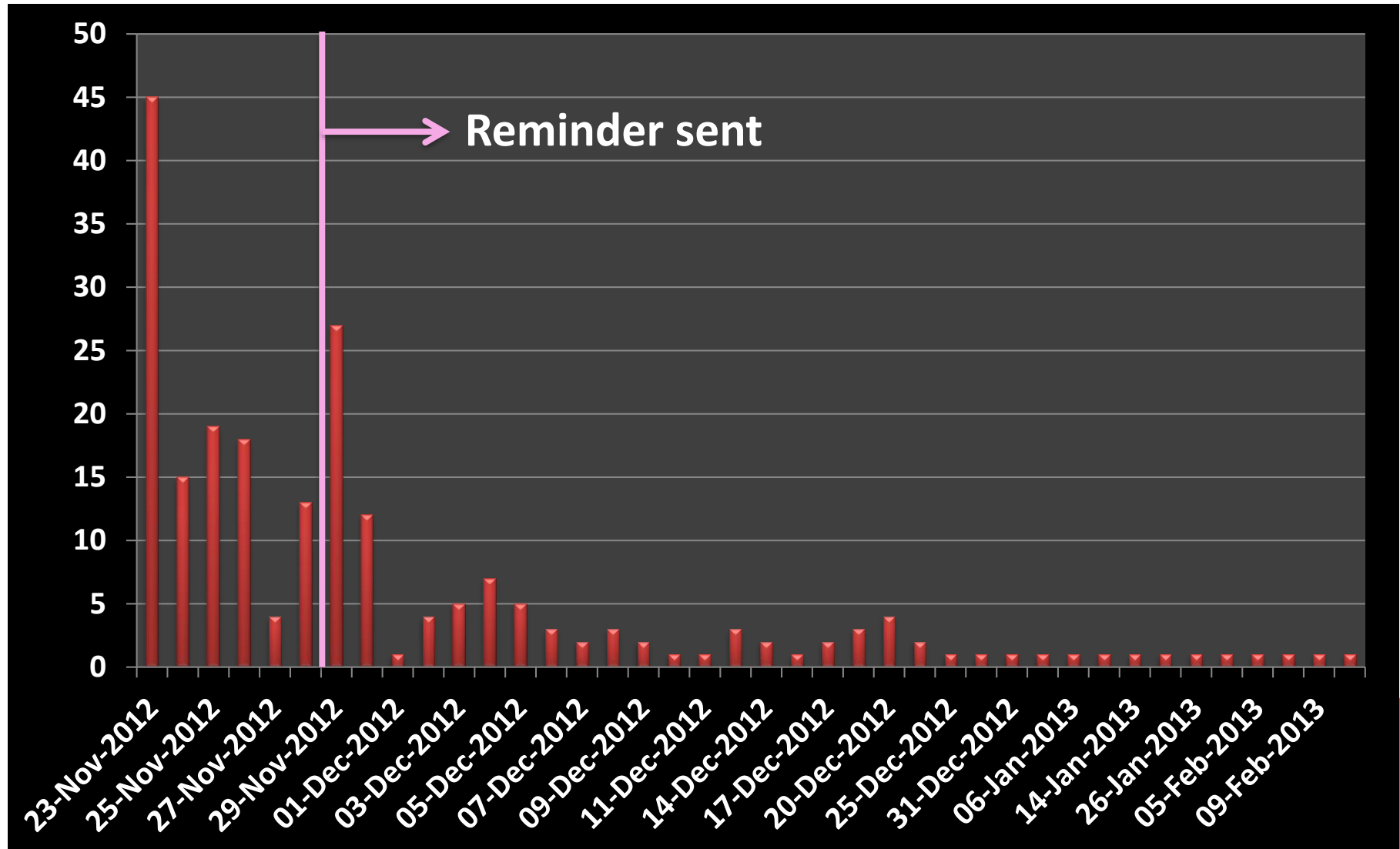
1. You
2.
3.
4.
5.
6.
7.
8.
9.
10.

David
John

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Number of completes by date (roster)



Number of completes by date (birthday)

