

KANTAR PUBLIC

CENTRE FOR
LONGITUDINAL
STUDIES


CLS COVID-19 Study – Waves 2 & 3

Technical Report

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1. Introduction

1.1 Background

The Centre for Longitudinal Studies (CLS) and the MRC Unit for Lifelong Health and Ageing (LHA) have carried out three surveys of the participants of five national longitudinal cohort studies which have collected insights into the lives of study participants including their physical and mental health and wellbeing, family and relationships, education, work, and finances during the coronavirus pandemic. The Wave 1 Survey was carried out at the height of lockdown restrictions in May 2020 and focussed mainly on how participants' lives had changed from just before the outbreak of the pandemic in March 2020 until then. The Wave 2 survey was conducted in September/October 2020 and focussed on the period between the easing of restrictions in June through the summer into the autumn. The Wave 3 survey took place in February/March 2021, during the third UK lockdown. The Wave 1 and Wave 2 Surveys were conducted purely online. In Wave 3 participants were initially invited to take part online but a subset of web-survey non-respondents were followed up and invited to take part via telephone.

The surveys were sent to participants of all five of the national longitudinal cohort studies run at CLS and the LHA unit. These studies have been following large nationally representative groups of people since birth, and their ages currently range from 19 through to 74. The studies included are:

- Millennium Cohort Study (born 2000-02) both cohort members and parents (MCS),
- Next Steps (born 1989-90) (NS),
- 1970 British Cohort Study (BCS70),
- 1958 National Child Development Study (NCDS), and
- MRC National Survey of Health and Development (NSHD, 1946 British birth cohort)

The Centre for Longitudinal Studies is funded by the [Economic and Social Research Council](#). The [Medical Research Council](#) funds the MRC Unit for Lifelong Health and Ageing.

Wave 1 was conducted by CLS. Kantar were commissioned to conduct Waves 2 and 3. This technical report describes the implementation of Waves 2 and 3.

2. Sample design

2.1 Issued sample

All NCDS, BCS70, NSHD, Next Steps and MCS cohort members were invited to take part in Waves 2 and 3, provided that they a) had not permanently withdrawn from the study b) were not 'permanently untraced' c) were not known to have died and d) had not opted out of the COVID project at a previous wave. Similarly, MCS parents were invited to take part unless their families had permanently withdrawn, were permanently untraced, or the parent had opted out of the COVID project in a previous wave). Where cohort members had two parents, both were invited to take part. MCS cohort members and parents were all treated as individuals for the purpose of the survey – there were no links made between family members during the invitation process or within the questionnaire.

Emigrants for whom an email address was held were included in the issued sample. This includes study members living outside of Great Britain in the case of NCDS, BCS70 and Next Steps and those living outside the UK (i.e. including Northern Ireland) in the case of MCS.

3. Questionnaire

3.1 Questionnaire content

The aim of the surveys was to capture the health, social and economic consequences of the COVID-19 outbreak. The surveys sought to understand the immediate and ongoing impact of the pandemic. Where possible, measures were chosen to maximise the use of the longitudinal measures already previously collected within the studies.

For each wave one survey was designed for all five cohorts, with the majority of questions being asked of all. However, a number of scales or questions were asked of specific cohorts only, primarily to enable longitudinal continuity with questions which had been included previously in major sweeps of each study.

The questionnaires, and a summary of the questionnaire content are available on the CLS website: cls.ac.uk/covid-19-survey

3.2 Questionnaire design

3.2.1 General layout

The introduction screen included the relevant cohort logo and a link to the corresponding cohort website (specifically the page providing information on privacy and security). The survey used a 'simple' design. The questions were displayed at the top of the screen in black text on a grey background, while response options (black text on a white background) were displayed below.

All question text was left justified with ragged right margins. Response options were generally laid out vertically, and response options were justified left with buttons on the left. The font used was Arial and in size 14.5. HTML 'Forward' and 'Back' buttons were provided on all screens.

Kantar's question templates are designed to ensure that the appearance of the survey renders to the device being used, meaning that respondents see and experience the survey in a consistent way regardless of the device they are using.

3.2.2 Grid questions

The vast majority of multi-code questions were presented as grids, with both CAWI and CATI respondents required to provide a response to each option. Multi-code grid questions appeared in one of two different formats:

- Standard grids: the items were listed vertically with the response options displayed horizontally. All items appeared on the same screen.
- Dynamic grids: the items appeared at the top of the screen, with the response options displayed vertically below. Each item appeared individually. Once the respondent selected a response, the next item would appear.

3.2.3 Numeric/ Open questions

Numeric questions and open questions used a similar format whereby a white text box was provided underneath the question text in which respondents could enter their answer.

3.2.4 Missing data

The 'Don't know' and 'Refusal' options were hidden on questions when they first appeared, and were activated when the respondent clicked the forward button without providing an answer. In addition, an error message appeared in red above the question text which read 'You have move forward without selecting a response. Please review the options below and select a response'.

3.2.5 Logic checks

Hard checks were kept to a minimum so as to avoid the possibility of a respondent becoming 'stuck' and unable to proceed. Soft checks were presented as additional questions in which respondents were asked to confirm whether their response had been correct. If the respondent needed to correct their answer they were instructed to go back to the prior question to do so. Hard checks were displayed as error messages in red text above the question text.

3.2.6 Questionnaire mode – telephone adaptations

The surveys were designed for web-based completion. In Wave 3, a sub-group of web non-respondents were invited to participate via telephone. Some minor adaptations were made to questions to better facilitate telephone administration. These changes are indicated in the questionnaire documentation.

4. Fieldwork

4.1 Fieldwork periods

Wave 2 fieldwork ran between 9th September 2020 and 11th October 2020.

Wave 3 fieldwork ran between 1st February and 21st March 2021.

4.2 Soft launch

In both Waves 2 and 3, 20% of each cohort were randomly selected to take part in a 'soft launch'. Invitations to 'soft launch' cases were sent out a week earlier. The purpose of the soft launch was to identify any problems with the surveys prior to the full launch. The random selection occurred prior to each wave; thus, if a cohort member was involved in the soft launch in Wave 2, it would not have any bearing on whether they would be involved in the soft launch for Wave 3.

The gender profiles of the soft launch and main launch samples were identical. In Wave 3, Wave 2 participation was also taken into account, so that the soft launch and main launch profiles matched on this characteristic. CLS checked the soft launch/main launch allocation to ensure that there was no skew in demographics between the two groups.

The criteria for identifying those who would take part in the Wave 3 soft launch changed slightly for MCS Parent and Cohort members, so that a MCS family unit would all be part of either the soft launch or the main launch so that all invitations sent to individuals from the same family would be received simultaneously.

4.3 Contact procedures for the CAWI stage

4.3.1 Invitations

Advance letters were sent to all non-emigrant cohort members. The letters introduced the study, stating the importance of cohort members' participation. It explained that the study could be completed online and provided instructions for completion. The letter provided a web address for cohort members to go to, along with a unique ID and password to enter to be able to complete the CAWI survey.

Email invitations were also sent to all cohort members for whom an email address was available. The email contained a web link through which cohort members could access the survey without entering a unique ID or password.

The wording of the letters and emails was largely similar across all cohorts with some key exceptions:

- The wave 2 letters for MCS cohort members included additional messaging about the future of the MCS study, emphasising the value and importance of their ongoing participation. Similar messaging was included in the MCS parent letter, making clear that the study would continue to follow their children into adulthood and that the study may be in touch with parents again in the future too. MCS cohort members also received a leaflet which described some recent research findings from the study.
- The wave 3 letters for Next Steps members included additional messaging about the Next Steps study and alerted participants that the next major follow-up of the cohort would be launching soon. Next Steps participants also received a leaflet describing some recent research findings from the study.

- Incentives were offered to Next Steps participants in Waves 2 and 3. An incentive experiment was conducted with MCS participants in Wave 3 where 75% were offered an incentive and 25% were not (see Section 4.4 for more detail on incentives). The incentives were described in the invitations where relevant.

In Wave 3, to account for the telephone mop-up after CAWI fieldwork, the wording varied slightly to take into account whether the CATI option will be available to them. It informed cohort members that if, for any reason, they could not complete the survey online, an interviewer would call them in a few weeks to conduct an interview over the telephone.

However, not all CATI-eligible cohort members were made aware of the CATI option in the advance materials. Only those without an email address were told of the CATI component; this was to encourage CAWI completion amongst those who had provided an email address. Those with an email address (and eligible for CATI) were made aware of the CATI element in the third email reminder.

4.3.2 Reminders

Up to three email reminders were sent out to all non-responding cohort members with an email address on file. Each reminder email contained a link to access the survey. In Wave 3, the NSHD cohort did not receive the second or third reminder emails.

Where an email address was not available, non-responding cohort members instead received a reminder letter through the post. These were sent at approximately the same time as the second email reminder.

The third reminder email introduced the CATI element to eligible sample members, letting them know that an interviewer would call them in a few weeks to conduct an interview over the telephone.

In addition, two SMS text reminders were sent to those with a mobile numbers on file. The second SMS reminder included a direct link to the web survey. In Wave 3, no SMS reminders were sent out to the NSHD cohort.

4.4 CATI fieldwork

In Wave 3, CATI interviewing was introduced as a way to maximise response. Three weeks after the launch of Wave 3 CAWI, we began making phone calls to cohort members who had either not started the survey or had partially completed but had not reached the end of the survey.

MCS Parent and NSHD cohort members were not invited to the CATI mop-up phase. Given the short fieldwork period it was not possible to issue all NCDS, BCS70, Next Steps and MCS cohort member non-respondents. As such, two priority groups for issue to CATI were identified:

- Priority 1: Cohort members who had completed at least one of the previous COVID survey waves.
- Priority 2: Cohort members who had not completed either of the previous two COVID survey waves but had taken part in the most recent cohort survey.

The four cohorts in the CATI sample were split into two groups which were worked on separate servers. The older cohorts (NCDS and BCS70) were worked on one server and the younger cohorts (Next Steps and MCS) worked on another. Working the two groups on separate servers allowed the contact strategies to be optimised to maximise response. Landline numbers were used as the main number on server one (NCDS and BCS70), while mobile numbers were the principal contact for server two (Next Steps and MCS). There were two key reasons for adopting this approach:

1. To allow flexibility in the number of interviewer hours assigned to each cohort group
2. To apply a different calling strategy to each cohort (e.g. make more calls during the day to older cohort and more calls in the evening to the younger cohorts)

Some cohort members had previously provided more than one contact telephone number – one primary number, and one alternative number. In any cases where the primary number was found to be invalid, the

alternative number was used instead. For other unproductive cases (e.g. non-contacts), later in the fieldwork period calls were made to the alternative number.

Until the final week of fieldwork, equal effort was made to interview all cohort members regardless of server or priority group. The final week of CATI fieldwork focused exclusively on Next Steps and MCS Priority 1 cases.

Tables 4.1 and 4.2 show the fieldwork despatch dates for waves 2 and 3.

Table 4.1: Wave 2 Fieldwork Dates

Task	Date
Soft Launch	
Soft launch advance letters sent	07/09/2020
Soft launch first email sent	09/09/2020
Soft launch first email/SMS reminder	16/09/2020
Soft launch Only Letter reminder	23/09/2020
Soft launch second email/SMS reminder	25/09/2020
Soft launch final email reminder	01/10/2020
Main Launch	
Main launch advance letters sent	16/09/2020
Main launch first email sent	18/09/2020
Main launch first email/SMS reminder	23/09/2020
Main launch Only Letter reminder	30/09/2020
Main launch second email/SMS reminder	02/10/2020
Main launch final email reminder	08/10/2020
Wave 2 Fieldwork end	11/10/2020

Table 4.2: Wave 3 Fieldwork Dates

Task	Date
Soft Launch	
Soft launch advance letters sent	01/02/2021
Soft launch first email sent	01/02/2021
Soft launch first reminder email	09/02/2021
Soft launch first reminder SMS	10/02/2021
Soft launch letter reminder	10/02/2021
Soft launch second reminder email	12/02/2021
Soft launch second reminder SMS	15/02/2021
Soft launch third reminder email	17/02/2021
Soft launch telephone launch starts	22/02/2021
Main Launch	
Main launch advance letters sent	05/02/2021
Main launch first email sent	08/02/2021
Main launch first reminder email	15/02/2021
Main launch first SMS sent	16/02/2021
Main launch letter reminder	17/02/2021
Main launch second reminder email	19/02/2021
Main launch second SMS reminder	22/02/2021
Main launch 3rd reminder email	24/02/2021
Main launch telephone launch starts for those without an email address	22/02/2021
Rest of telephone launch starts	01/03/2021
Wave 3 Fieldwork end	
	21/03/2021

Table 4.3 shows the number of calls made to CATI sample cases at Wave 3.

Table 4.3: Wave 3 CATI: Number of contact attempts

Cohort	Priority Group	Attempts	Cases
NCDS	High	0	232
		1	713
		2	134
		3	21
		4	6
		5+	3
	Medium	0	175
		1	1,246
		2	268
		3	67
		4	29
		5+	26

Cohort	Priority Group	Attempts	Cases
BCS70	High	0	361
		1	1,108
		2	132
		3	35
		4	6
		5+	2
	Medium	0	438
		1	1,740
		2	243
		3	73
		4	16
		5+	21
Next Steps	High	0	74
		1	177
		2	114
		3	82
		4	71
		5+	593
	Medium	0	240
		1	1,358
		2	1,053
		3	137
		4	61
		5+	77
MCS Members	High	0	76
		1	303
		2	177
		3	143
		4	112
		5+	968
	Medium	0	140
		1	2,632
		2	2,362
		3	252
		4	97
		5+	132

4.4.1 Interviewer briefings for the CATI stage

All interviewers that worked on the CATI stage (65 in total) interviewers were briefed for the survey either live or via a recorded presentation. The briefing was conducted by a member of the Kantar research team and attended by members of the project team at CLS.

The briefing covered the following topics:

- Background to the study
- Advance letters and emails
- Who we are speaking to
- Making contact and recording outcomes
- Avoiding refusals
- Accessing the script
- Questionnaire overview
- Voucher administration

4.4.2 Materials for interviewers

Telephone interviewers were provided with copies of the advance letter and email to help them when contacting cohort members and to ensure they were aware of the advance materials that cohort members had received. They were also provided with the detailed project briefing slides.

4.5 Use of incentives

In Wave 2, only Next Steps members were eligible for incentives. Those who participated in the Wave 1 survey were offered a £5 unconditional voucher in their advance letter and/or email. They were also told that they would receive a further £5 voucher upon completion of the survey. Those who did not participate in Wave 1 were not offered an unconditional incentive, but were told that they would receive a £10 voucher upon completion of the survey.

In Wave 3, the incentive strategy for Next Steps members was adjusted slightly. Those who had participated in both Wave 1 and Wave 2 received a £10 unconditional voucher in their advance materials. Furthermore, those who participated in Wave 2 but had not been invited to take part in Wave 1 – due to the absence of an email address on file – were also offered a £10 unconditional voucher. All other Next Steps members offered a £10 conditional voucher for completion of the survey.

Incentives were also introduced to MCS cohort members in Wave 3, with 75% of the cohort - selected randomly by Kantar - being eligible for a £10 conditional voucher. The remaining 25% did not receive any incentive. CLS compared the incentive and non-incentive groups to ensure there was no demographic skew between the two groups.

Cohort members who were eligible for an incentive were provided with a 20 character voucher code in the invitation email/letter (if the incentive was unconditional) or at the end of the survey (if the incentive was conditional) and a link to the Perks website where they could redeem a range of gift vouchers. Voucher details were shared with them in a 'Thank you' email, sent automatically upon completion of the survey.

4.6 Opt-outs and complaints

To process opt-outs and complaints, Kantar set-up both a survey helpline number and a survey email address, both of which were listed on all survey communications. A database was set up to log all communication received from cohort members, which was checked by members of the Kantar research team on a regular basis.

Further to this, both CLS and LHA regularly provided similar databases of all contact that they had received in relation to the survey, for Kantar to action.

4.6.1 Opt-outs

There were a range of possible opt-outs:

1. Opt-out from all further cohort communications
2. Opt-out from all further COVID-19 survey communications
3. Opt-out from W2 survey communications (but willing to take part in future waves)
4. Opt-out from wave-specific email reminders
5. Opt-out from wave-specific text reminders

The vast majority of opt-outs fell under opt-out group 2. All cohort members in opt-out groups 1 and 2 following Wave 2 of the study were not contacted again for Wave 3.

Prior to each email reminder being sent out, the sample file for the study was updated to exclude all opt-outs received via the helpline team, and those received by CLS and LHA.

Each email communication contained a sentence that read 'If you do not wish to be contacted again about the {INSERT COHORT NAME} COVID-19 surveys please click [HERE](#).' Clicking on the word 'HERE' would produce an email template, to be sent to the helpline team, that would opt the respondent out of further survey communications. For all text communications respondents could reply to the text saying 'STOP' to opt-out of all further texts on the survey.

4.6.2 Complaints

Any complaints received that related to the purpose of the study, or the questionnaire were passed to CLS/LHA, and any that related to the conduct of telephone interviewers, accessing the survey, or other technical issues were actioned by Kantar.

5. Survey response

5.1 Summary

At Wave 2, a total of 25,816 cohort members successfully completed the survey, a response rate¹ of 35%.

At Wave 3, a total of 27,930 cohort members successfully completed the survey, a response rate of 39%.

Table 5.1: Waves 2 and 3 response summary

	Wave 2	Wave 3
Issued sample	73,734	74,032
Full interviews	23,185	26,468
Partial interviews	2,631	1,462
TOTAL COMPLETES	25,816	27,930
Response rate	35%	39%

5.2 Details of overall survey response

Productive cases were made up of full productive interviews, and partially productive interviews.

There were two types of partial interviews:

- Partially productive interviews - partial interviews where the cohort member stopped after the variable COVIDSYMPT. These partial interviews are included in the productive interview total.
- Partially unproductive interviews - partial interviews where the cohort member started the survey but stopped before the variable COVIDSYMPT. These partial interviews are not included in the productive interview total.

5.3 Wave 2 survey response

Tables 5.2 to 5.8 provide detailed breakdowns for response to the Wave 2 survey.

5.4 Wave 3 survey response

Tables 5.9 to 5.15 provide detailed breakdowns for response to the Wave 3 survey.

¹ The survey response rate is the percentage of productive interviews from the sample, excluding ineligible cohort members.

Table 5.2: Wave 2 survey response for all cohorts

	ALL		Whether email address available				Whether took part in Wave 1				Whether based in Great Britain or Emigrant ²			
			Yes		No		Yes		No		GB		Emigrant	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Total issued sample	73,734	100%	56,702	100%	17,032	100%	18,453	100%	55,281	100%	72,214	100%	1,520	100%
Total completes	25,816	35%	24,755	44%	1,061	6%	14,823	80%	10,993	20%	25,210	35%	606	40%
Full interview	23,185	31%	22,271	39%	914	5%	14,052	76%	9,133	17%	22,641	31%	544	36%
Partial interview	2,631	4%	2,484	4%	147	1%	771	4%	1,860	3%	2,569	4%	62	4%
Total unproductive	47,918	65%	31,947	56%	15,971	94%	3,630	20%	44,288	80%	47,004	65%	914	60%
Unusable partial interview	3,503	5%	3,027	5%	476	3%	461	2%	3,042	6%	3,445	5%	58	4%
No response	44,415	60%	28,920	51%	15,495	91%	3,169	17%	41,246	75%	43,559	60%	856	56%

² A respondent's status as being either based in GB or an emigrant as based on a variable contained in the sample file.

Table 5.3: Wave 2 survey response for NCDS cohort

	ALL		Whether email address available				Whether took part in Wave 1				Whether based in Great Britain or Emigrant			
	n	%	Yes		No		Yes		No		GB		Emigrant	
			n	%	n	%	n	%	n	%	n	%	n	%
Total issued sample	11,655	100%	8,766	100%	2,889	100%	5,129	100%	6,526	100%	11,246	100%	409	100%
Total completes	6,282	54%	5,984	68%	298	10%	4,538	88%	1,744	27%	6,071	54%	211	52%
Full interview	5,890	51%	5,630	64%	260	9%	4,396	86%	1,494	23%	5,690	51%	200	49%
Partial interview	392	3%	354	4%	38	1%	142	3%	250	4%	381	3%	11	3%
Total unproductive	5,373	46%	2,782	32%	2,591	90%	591	12%	4,782	73%	5,175	46%	198	48%
Unusable partial interview	451	4%	364	4%	87	3%	82	2%	369	6%	430	4%	21	5%
No response	4,922	42%	2,418	28%	2,504	87%	509	10%	4,413	68%	4,745	42%	177	43%

Table 5.4: Wave 2 survey response for BCS70 cohort

	ALL		Whether email address available				Whether took part in Wave 1				Whether based in Great Britain or Emigrant			
	n	%	Yes		No		Yes		No		GB		Emigrant	
			n	%	n	%	n	%	n	%	n	%	n	%
Total issued sample	12,133	100%	10,213	100%	1,920	100%	4,140	100%	7,993	100%	11,558	100%	575	100%
Total completes	5,320	44%	5,199	51%	121	6%	3,389	82%	1,931	24%	5,097	44%	223	39%
Full interview	4,807	40%	4,702	46%	105	5%	3,205	77%	1,602	20%	4,613	40%	194	34%
Partial interview	513	4%	497	5%	16	1%	184	4%	329	4%	484	4%	29	5%
Total unproductive	6,813	56%	5,014	49%	1,799	94%	751	18%	6,062	76%	6,461	56%	352	61%
Unusable partial interview	631	5%	580	6%	51	3%	129	3%	502	6%	615	5%	16	3%
No response	6,182	51%	4,434	43%	1,748	91%	622	15%	5,560	70%	5,846	51%	336	58%

Table 5.5: Wave 2 survey response for Next Steps cohort

	ALL		Whether email address available				Whether took part in Wave 1				Whether based in Great Britain or Emigrant			
			Yes		No		Yes		No		GB		Emigrant	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Total issued sample	11,528	100%	8,579	100%	2,949	100%	1,897	100%	9,631	100%	11,314	100%	214	100%
Total completes	3,664	32%	3,544	41%	120	4%	1,541	81%	2,123	22%	3,614	32%	50	23%
Full interview	3,387	29%	3,283	38%	104	4%	1,475	78%	1,912	20%	3,344	30%	43	20%
Partial interview	277	2%	261	3%	16	1%	66	3%	211	2%	270	2%	7	3%
Total unproductive	7,864	68%	5,035	59%	2,829	96%	356	19%	7,508	78%	7,700	68%	164	77%
Unusable partial interview	429	4%	386	4%	43	1%	52	3%	377	4%	420	4%	9	4%
No response	7,435	64%	4,649	54%	2,786	94%	304	16%	7,131	74%	7,280	64%	155	72%

Table 5.6: Wave 2 survey response for MCS Member cohort

	ALL		Whether email address available				Whether took part in Wave 1				Whether based in Great Britain or Emigrant			
			Yes		No		Yes		No		GB		Emigrant	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Total issued sample	13,547	100%	9,941	100%	3,606	100%	2,637	100%	10,910	100%	13,543	100%	4	100%
Total completes	3,274	24%	3,122	31%	152	4%	1,770	67%	1,504	14%	3,273	24%	1	25%
Full interview	2,724	20%	2,607	26%	117	3%	1,563	59%	1,161	11%	2,723	20%	1	25%
Partial interview	550	4%	515	5%	35	1%	207	8%	343	3%	550	4%	0	0%
Total unproductive	10,273	76%	6,819	69%	3,454	96%	867	33%	9,406	86%	10,270	76%	3	75%
Unusable partial interview	385	3%	341	3%	44	1%	76	3%	309	3%	385	3%	0	0%
No response	9,888	73%	6,478	65%	3,410	95%	791	30%	9,097	83%	9,885	73%	3	75%

Table 5.7: Wave 2 survey response for MCS Parent cohort

	ALL		Whether email address available				Whether took part in Wave 1				Whether based in Great Britain or Emigrant			
			Yes		No		Yes		No		GB		Emigrant	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Total issued sample	22,321	100%	17,504	100%	4,817	100%	2,816	100%	19,505	100%	22,104	100%	217	100%
Total completes	5,707	26%	5,518	32%	189	4%	2,238	79%	3,469	18%	5,668	26%	39	18%
Full interview	4,865	22%	4,709	27%	156	3%	2,105	75%	2,760	14%	4,838	22%	27	12%
Partial interview	842	4%	809	5%	33	1%	133	5%	709	4%	830	4%	12	6%
Total unproductive	16,614	74%	11,986	68%	4,628	96%	578	21%	16,036	82%	16,436	74%	178	82%
Unusable partial interview	1,552	7%	1,313	8%	239	5%	91	3%	1,461	7%	1,542	7%	168	77%
No response	15,062	67%	10,673	61%	4,389	91%	487	17%	14,575	75%	14,894	67%	10	5%

Table 5.8: Wave 2 survey response for NSHD cohort

	ALL		Whether email address available				Whether took part in Wave 1				Whether based in Great Britain or Emigrant			
	n	%	Yes		No		Yes		No		GB		Emigrant	
			n	%	n	%	n	%	n	%	n	%	n	%
Total issued sample	2,550	100%	1,699	100%	851	100%	1,834	100%	716	100%	2,449	100%	101	100%
Total completes	1,569	62%	1,388	82%	181	21%	1,347	73%	222	31%	1,487	61%	82	81%
Full interview	1,512	59%	1,340	79%	172	20%	1,308	71%	204	28%	1,433	59%	79	78%
Partial interview	57	2%	48	3%	9	1%	39	2%	18	3%	54	2%	3	3%
Total unproductive	981	38%	311	18%	670	79%	487	27%	494	69%	962	39%	19	19%
Unusable partial interview	55	2%	43	3%	12	1%	31	2%	24	3%	53	2%	2	2%
No response	926	36%	268	16%	658	77%	456	25%	470	66%	909	37%	17	17%

Table 5.9: Wave 3 survey response for all cohorts

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group			
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
CAWI Stage																						
Issued	74,032	100%	52,935	100%	21,097	100%	14,806	100%	3,211	100%	10,974	100%	45,041	100%	72,499	100%	1,533	100%	N/A	N/A	N/A	N/A
Total CAWI completes after 3 week web fieldwork period	24,303	33%	23,075	44%	1,228	6%	12,865	87%	1,355	42%	6,199	56%	3,884	9%	23,759	33%	544	35%	N/A	N/A	N/A	N/A
Full interview	22,841	31%	21,767	41%	1,074	5%	12,574	85%	1,238	39%	5,805	53%	3,224	7%	22,335	31%	506	33%	N/A	N/A	N/A	N/A
Partial interview	1,462	2%	1,308	2%	154	1%	291	2%	117	4%	394	4%	660	1%	1,424	2%	38	2%	N/A	N/A	N/A	N/A
Total CAWI unproductive after 3 week web fieldwork period	49,729	67%	29,860	56%	19,869	94%	1,941	13%	1,856	58%	4,775	44%	41,157	91%	48,740	67%	989	65%	N/A	N/A	N/A	N/A
Unusable partial interview	1,549	2%	1,172	2%	377	2%	79	1%	50	2%	203	2%	1,217	3%	1,516	2%	33	2%	N/A	N/A	N/A	N/A
No response	48,180	65%	28,688	54%	19,492	92%	1,862	13%	1,806	56%	4,572	42%	39,940	89%	47,224	65%	956	62%	N/A	N/A	N/A	N/A

CATI Stage	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group			
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Issued	18,528	25%	14,804	28%	3,724	18%	1,348	9%	1,335	42%	2,957	27%	12,888	29%	18,485	25%	43	3%	5,640	100%	12,888	100%
Productive telephone interview	1,597	9%	1,292	9%	305	8%	163	12%	179	13%	385	13%	870	7%	1,596	9%	1	2%	727	13%	870	7%
Completed web interview during telephone fieldwork phase	2,030	11%	1,577	11%	453	12%	370	27%	174	13%	726	25%	760	6%	2,024	11%	6	14%	1,270	23%	760	6%
Total CATI unproductive	12,749	69%	10,302	70%	2,447	66%	674	50%	811	61%	1,530	52%	9,734	76%	12,720	69%	29	67%	3,015	53%	9,734	76%
Refusal	591	3%	429	3%	162	4%	37	3%	54	4%	112	4%	388	3%	590	3%	1	2%	203	4%	388	3%
Not capable of telephone interview	92	0%	60	0%	32	1%	3	0%	13	1%	18	1%	58	0%	92	0%	0	0%	34	1%	58	0%
Contact made, but did not complete interview	4,701	25%	3,792	26%	909	24%	216	16%	252	19%	517	17%	3,716	29%	4,695	25%	6	14%	985	17%	3,716	29%
No contact made	6,230	34%	4,891	33%	1,339	36%	333	25%	393	29%	712	24%	4,792	37%	6,217	34%	13	30%	1,438	25%	4,792	37%
Not called	1,135	6%	1,130	8%	5	0%	85	6%	99	7%	171	6%	780	6%	1,126	6%	9	21%	355	6%	780	6%
Total CATI ineligible	2,152	12%	1,633	11%	519	170%	141	10%	171	13%	316	11%	1,524	12%	2,145	12%	7	16%	628	11%	1,524	12%
Dead/ Invalid number	1,726	9%	1,305	9%	421	138%	116	9%	133	10%	239	8%	1,238	10%	1,721	9%	5	12%	488	9%	1,238	10%
Wrong number	398	2%	307	2%	91	30%	23	2%	33	2%	71	2%	271	2%	396	2%	2	5%	127	2%	271	2%
Non-residential number	21	0%	18	0%	3	1%	2	0%	5	0%	5	0%	9	0%	21	0%	0	0%	12	0%	9	0%
Died	7	0%	3	0%	4	1%	0	0%	0	0%	1	0%	6	0%	7	0%	0	0%	1	0%	6	0%

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group			
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Total Productive interviews	27,930		25,944		1,986		13,398		1,708		7,310		5,514		27,379		551		1,997		1,630	
CAWI interviews	26,333		24,652		1,681		13,235		1,529		6,925		4,644		25,783		550		1,270		760	
CATI interviews	1,597		1,292		305		163		179		385		870		1,596		1		727		870	
Response rate		39%		51%		10%		91%		56%		69%		13%		39%		36%		40%		14%

Table 5.10: Wave 3 survey response for NCDS cohort

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group			
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
CAWI Stage																						
Issued	11,630	100%	8,035	100%	3,595	100%	4,536	100%	589	100%	1,744	100%	4,761	100%	11,219	100%	411	100%	N/A	N/A	N/A	N/A
Total CAWI completes after 3 week web fieldwork period	6,047	52%	5,668	71%	379	11%	4,191	92%	273	46%	1,106	63%	477	10%	5,846	52%	207	50%	N/A	N/A	N/A	N/A
Full interview	5,821	50%	5,488	68%	333	9%	4,130	91%	254	43%	1,060	61%	377	8%	5,629	50%	198	48%	N/A	N/A	N/A	N/A
Partial interview	226	2%	180	2%	46	1%	61	1%	19	3%	46	3%	100	2%	217	2%	9	2%	N/A	N/A	N/A	N/A
Total CAWI unproductive after 3 week web fieldwork period	5,583	48%	2,367	29%	3,216	89%	345	8%	316	54%	638	37%	4,284	90%	5,373	48%	204	50%	N/A	N/A	N/A	N/A
Unusable partial interview	72	1%	44	1%	28	1%	7	0%	2	0%	3	0%	60	1%	65	1%	7	2%	N/A	N/A	N/A	N/A
No response	5,511	47%	2,323	29%	3,188	89%	338	7%	314	53%	635	36%	4,224	89%	5,308	47%	197	48%	N/A	N/A	N/A	N/A

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group				
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium		
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	
CATI Stage																							
Issued	2,920	25%	1,866	23%	1,054	29%	283	6%	250	42%	573	33%	1,814	38%	2,910	26%	10	2%	1,106	100%	1,814	100%	
Productive telephone interview	274	9%	139	7%	135	13%	21	7%	18	7%	45	8%	190	10%	274	9%	0	0%	84	8%	190	10%	
Completed web interview during telephone fieldwork phase	488	17%	306	16%	182	17%	91	32%	34	14%	183	32%	180	10%	481	17%	1	10%	308	28%	180	10%	
Total CATI unproductive	1,848	63%	1,226	66%	622	59%	149	53%	179	72%	296	52%	1,224	67%	1,842	63%	6	60%	624	56%	1,224	67%	
Refusal	102	3%	51	3%	51	5%	3	1%	10	4%	17	3%	72	4%	102	4%	0	0%	30	3%	72	4%	
Not capable of telephone interview	10	0%	3	0%	7	1%	0	0%	0	0%	1	0%	9	0%	10	0%	0	0%	1	0%	9	0%	
Contact made, but did not complete interview	622	21%	391	21%	231	22%	45	16%	54	22%	93	16%	430	24%	621	21%	1	10%	192	17%	430	24%	
No contact made	879	30%	547	29%	332	31%	68	24%	81	32%	132	23%	598	33%	876	30%	3	30%	281	25%	598	33%	
Not called	235	8%	234	13%	1	0%	33	12%	34	14%	53	9%	115	6%	233	8%	2	20%	120	11%	115	6%	
Total CATI ineligible	310	11%	195	10%	115	11%	22	8%	19	8%	49	9%	220	12%	307	11%	3	30%	90	8%	220	12%	
Dead/ Invalid number	262	9%	163	9%	99	9%	20	7%	17	7%	42	7%	183	10%	260	9%	2	20%	79	7%	183	10%	
Wrong number	40	1%	28	2%	12	1%	2	1%	2	1%	4	1%	32	2%	39	1%	1	10%	8	1%	32	2%	
Non-residential number	4	0%	2	0%	2	0%	0	0%	0	0%	2	0%	2	0%	4	0%	0	0%	2	0%	2	0%	

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group			
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Died	4	0%	2	0%	2	0%	0	0%	0	0%	1	0%	3	0%	4	0%	0	0%	1	0%	3	0%
Total Productive interviews	6,809		6,113		696		4,303		325		1,334		847		6,601		208		392		370	
CAWI interviews	6,535		5,974		561		4,282		307		1,289		657		6,327		208		308		180	
CATI interviews	274		139		135		21		18		45		190		274		0		84		190	
Response rate		60%		78%		20%		95%		57%		79%		19%		60%		51%		39%		23%

Table 5.11: Wave 3 survey response for BCS70 cohort

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group				
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium		
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	
CAWI Stage																							
Issued	12,683	100%	9,582	100%	3,101	100%	3,389	100%	812	100%	1,929	100%	6,553	100%	12,100	100%	583	100%	N/A	N/A	N/A	N/A	
Total CAWI completes after 3 week web fieldwork period	5,017	40%	4,841	51%	176	6%	2,885	85%	355	44%	1,066	55%	711	11%	4,831	40%	186	32%	N/A	N/A	N/A	N/A	
Full interview	4,696	37%	4,543	47%	153	5%	2,800	83%	322	40%	992	51%	582	9%	4,527	37%	169	29%	N/A	N/A	N/A	N/A	
Partial interview	321	3%	298	3%	23	1%	85	3%	33	4%	74	4%	129	2%	304	3%	17	3%	N/A	N/A	N/A	N/A	
Total CAWI unproductive after 3 week web fieldwork period	7,666	60%	4,741	49%	2,925	94%	504	15%	457	56%	863	45%	5,842	89%	7,269	60%	397	68%	N/A	N/A	N/A	N/A	
Unusable partial interview	110	1%	80	1%	30	1%	7	0%	3	0%	2	0%	98	1%	96	1%	14	2%	N/A	N/A	N/A	N/A	
No response	7,556	60%	4,661	49%	2,895	93%	497	15%	454	56%	861	45%	5,744	88%	7,173	59%	383	66%	N/A	N/A	N/A	N/A	

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group				
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium		
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	
CATI Stage																							
Issued	4,175	33%	3,536	37%	639	21%	441	13%	394	49%	809	42%	2,531	39%	4,158	34%	17	3%	1,644	100%	2,531	100%	
Productive telephone interview	183	4%	136	4%	47	7%	20	5%	11	3%	35	4%	35	1%	183	4%	0	0%	66	4%	117	5%	
Completed web interview during telephone fieldwork phase	558	13%	446	13%	112	18%	120	27%	59	15%	193	24%	186	7%	555	13%	3	18%	372	23%	186	7%	
Total CATI unproductive	2,989	72%	2,589	73%	400	63%	265	60%	279	71%	519	64%	519	21%	2,978	72%	11	65%	1,063	65%	1,926	76%	
Refusal	82	2%	59	2%	23	4%	9	2%	8	2%	12	1%	12	0%	82	2%	0	0%	29	2%	53	2%	
Not capable of telephone interview	10	0%	6	0%	4	1%	0	0%	1	0%	2	0%	2	0%	10	0%	0	0%	3	0%	7	0%	
Contact made, but did not complete interview	859	21%	712	20%	147	23%	80	18%	63	16%	149	18%	149	6%	857	21%	2	12%	292	18%	567	22%	
No contact made	1,426	34%	1,201	34%	225	35%	124	28%	142	36%	240	30%	240	9%	1,424	34%	2	12%	506	31%	920	36%	
Not called	612	15%	611	17%	1	0%	52	12%	65	16%	116	14%	116	5%	605	15%	7	41%	233	14%	379	15%	
Total CATI ineligible	445	11%	365	10%	80	13%	36	8%	45	11%	62	8%	62	2%	442	11%	3	18%	143	9%	302	12%	
Dead/ Invalid number	385	9%	316	9%	69	11%	32	7%	39	10%	56	7%	56	2%	383	9%	2	12%	127	8%	258	10%	
Wrong number	52	1%	41	1%	11	2%	3	1%	3	1%	6	1%	6	0%	51	1%	1	6%	12	1%	40	2%	
Non-residential number	8	0%	8	0%	0	0%	1	0%	3	1%	0	0%	0	0%	8	0%	0	0%	4	0%	4	0%	

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group			
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Died	0	0%	0	0%	0	0%		0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Total Productive interviews	5,758		5,423		335		3,025		425		1,294		932		5,569		189		438		303	
CAWI interviews	5,575		5,287		288		3,005		414		1,259		897		5,386		189		372		186	
CATI interviews	183		136		47		20		11		35		35		183		0		66		117	
Response rate		47%		59%		11%		90%		55%		69%		14%		48%		33%		29%		14%

Table 5.12: Wave 3 survey response for Next Steps cohort

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group			
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
CAWI Stage																						
Issued	12,349	100%	8,382	100%	3,967	100%	1,537	100%	360	100%	2,120	100%	8,332	100%	12,108	100%	241	100%	N/A	N/A	N/A	N/A
Total CAWI completes after 3 week web fieldwork period	3,573	29%	3,348	40%	225	6%	1,321	86%	164	46%	1,321	62%	767	9%	3,521	29%	52	22%	N/A	N/A	N/A	N/A
Full interview	3,405	28%	3,203	38%	202	5%	1,298	84%	154	43%	1,278	60%	675	8%	3,357	28%	48	20%	N/A	N/A	N/A	N/A
Partial interview	168	1%	145	2%	23	1%	23	1%	10	3%	43	2%	92	1%	164	1%	4	2%	N/A	N/A	N/A	N/A
Total CAWI unproductive after 3 week web fieldwork period	8,776	71%	5,034	60%	3,742	94%	216	14%	196	54%	799	38%	7,565	91%	8,587	71%	189	78%	N/A	N/A	N/A	N/A
Unusable partial interview	68	1%	39	0%	29	1%	0	0%	1	0%	3	0%	64	1%	65	1%	3	1%	N/A	N/A	N/A	N/A
No response	8,708	71%	4,995	60%	3,713	94%	216	14%	195	54%	796	38%	7,501	90%	8,522	70%	186	77%	N/A	N/A	N/A	N/A

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group				
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium		
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	
CATI Stage																							
Issued	4,037	33%	3,467	41%	570	14%	203	13%	167	46%	741	35%	2,926	35%	4,021	33%	16	7%	1,111	100%	2,926	100%	
Productive telephone interview	277	7%	250	7%	27	5%	24	12%	25	15%	96	13%	132	5%	276	7%	1	6%	145	13%	132	5%	
Completed web interview during telephone fieldwork phase	389	10%	338	10%	51	9%	62	31%	19	11%	180	24%	128	4%	387	10%	2	13%	261	23%	128	4%	
Total CATI unproductive	2,833	70%	2,440	70%	393	69%	87	43%	96	57%	364	49%	2,286	78%	2,821	70%	12	75%	547	49%	2,286	78%	
Refusal	157	4%	126	4%	31	5%	7	3%	6	4%	42	6%	102	3%	156	4%	1	6%	55	5%	102	3%	
Not capable of telephone interview	18	0%	14	0%	4	1%	0	0%	2	1%	4	1%	12	0%	18	0%	0	0%	6	1%	12	0%	
Contact made, but did not complete interview	1,122	28%	976	28%	146	26%	28	14%	44	26%	143	19%	907	31%	1,119	28%	3	19%	215	19%	907	31%	
No contact made	1,340	33%	1,129	33%	211	37%	52	26%	44	26%	174	23%	1,070	37%	1,332	33%	8	50%	270	24%	1,070	37%	
Not called	196	5%	195	6%	1	0%	0	0%	0	0%	1	0%	195	7%	196	5%	0	0%	1	0%	195	7%	
Total CATI ineligible	538	13%	439	13%	99	17%	30	15%	27	16%	101	14%	380	13%	537	13%	1	6%	158	14%	380	13%	
Dead/ Invalid number	379	9%	309	9%	70	12%	23	11%	18	11%	65	9%	273	9%	378	9%	1	6%	106	10%	273	9%	
Wrong number	154	4%	127	4%	27	5%	6	3%	8	5%	35	5%	105	4%	154	4%	0	0%	49	4%	105	4%	
Non-residential number	4	0%	3	0%	1	0%	1	0%	1	1%	1	0%	1	0%	4	0%	0	0%	3	0%	1	0%	

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				CATI Priority Group			
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		High		Medium	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Died	1	0%	0	0%	1	0%	0	0%	0	0%	0	0%	1	0%	1	0%	0	0%	0	0%	1	0%
Total Productive interviews	4,239		3,936		303		1,407		208		1,597		1,027		4,184		55		406		260	
CAWI interviews	3,962		3,686		276		1,383		183		1,501		895		3,908		54		261		128	
CATI interviews	277		250		27		24		25		96		132		276		1		145		132	
Response rate		36%		50%		8%		93%		62%		79%		13%		36%		23%		43%		10%

Table 5.13: Wave 3 survey response for MCS Members cohort

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				Whether received incentive				CATI Priority Group				
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		Yes		No		High		Medium		
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	
CAWI Stage																											
Issued	13,533	100%	9,339	100%	4,194	100%	1,767	100%	869	100%	1,504	100%	9,393	100%	13,529	100%	4	100%	10,027	100%	3,506	100%	N/A	N/A	N/A	N/A	
Total CAWI completes after 3 week web fieldwork period	3,016	22%	2,846	30%	170	4%	1,331	75%	322	37%	647	43%	716	8%	3,014	22%	2	50%	2,429	24%	587	17%	N/A	N/A	N/A	N/A	
Full interview	2,793	21%	2,648	28%	145	3%	1,295	73%	292	34%	611	41%	595	6%	2,791	21%	2	50%	2,272	23%	521	15%	N/A	N/A	N/A	N/A	
Partial interview	223	2%	198	2%	25	1%	36	2%	30	3%	36	2%	121	1%	223	2%	0	0%	157	2%	66	2%	N/A	N/A	N/A	N/A	
Total CAWI unproductive after 3 week web fieldwork period	10,517	78%	6,493	70%	4,024	96%	436	25%	547	63%	857	57%	8,677	92%	10,515	78%	2	50%	7,598	76%	2,919	83%	N/A	N/A	N/A	N/A	
Unusable partial interview	32	0%	13	0%	19	0%	0	0%	2	0%	1	0%	29	0%	31	0%	1	25%	25	0%	7	0%	N/A	N/A	N/A	N/A	
No response	10,485	77%	6,480	69%	4,005	95%	436	25%	545	63%	856	57%	8,648	92%	10,484	77%	1	25%	7,573	76%	2,912	83%	N/A	N/A	N/A	N/A	

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				Whether received incentive				CATI Priority Group				
	n	%	Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		Yes		No		High		Medium		
			n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	
CATI Stage																											
Issued	7,396	55%	5,935	64%	1,461	35%	421	24%	524	60%	834	55%	5,617	60%	7,396	55%	0		5,396	54%	2,000	57%	1,779	100%	5,617	100%	
Productive telephone interview	863	12%	767	13%	96	7%	98	23%	125	24%	209	25%	431	8%	863	12%	0		633	12%	230	12%	432	8%	431	22%	
Completed web interview during telephone fieldwork phase	595	8%	487	8%	108	7%	97	23%	62	12%	170	20%	266	5%	595	8%	0		441	8%	154	8%	329	6%	266	13%	
Total CATI unproductive	5,079	69%	4,047	68%	1,032	71%	173	41%	257	49%	351	42%	4,298	77%	5,079	69%	0		3,695	68%	1,384	69%	781	14%	4,298	215%	
Refusal	250	3%	193	3%	57	4%	18	4%	30	6%	41	5%	161	3%	250	3%	0		184	3%	66	3%	89	2%	161	8%	
Not capable of telephone interview	54	1%	37	1%	17	1%	3	1%	10	2%	11	1%	30	1%	54	1%	0		40	1%	14	1%	24	0%	30	2%	
Contact made, but did not complete interview	2,098	28%	1,713	29%	385	26%	63	15%	91	17%	132	16%	1,812	32%	2,098	28%	0		1,503	28%	595	30%	286	5%	1,812	91%	

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant				Whether received incentive				CATI Priority Group			
	n	%	Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant		Yes		No		High		Medium	
			n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
No contact made	2,585	35%	2,014	34%	571	39%	89	21%	126	24%	166	20%	2,204	39%	2,585	35%	0		1,900	35%	685	34%	381	7%	2,204	110%
Not called	92	1%	90	2%	2	0%	0	0%	0	0%	1	0%	91	2%	92	1%	0		68	1%	24	1%	1	0%	91	5%
Total CATI ineligible	859	12%	634	11%	225	15%	53	13%	80	15%	104	12%	622	11%	859	12%	0		627	12%	232	12%	237	4%	622	31%
Dead/Invalid number	700	9%	517	9%	183	13%	41	10%	59	11%	76	9%	524	9%	700	9%	0		509	9%	191	10%	176	3%	524	26%
Wrong number	152	2%	111	2%	41	3%	12	3%	20	4%	26	3%	94	2%	152	2%	0		112	2%	40	2%	58	1%	94	5%
Non-residential number	5	0%	5	0%	0	0%	0	0%	1	0%	2	0%	2	0%	5	0%	0		4	0%	1	0%	3	0%	2	0%
Died	2	0%	1	0%	1	0%	0	0%	0	0%	0	0%	2	0%	2	0%	0		2	0%	0	0%	0	0%	2	0%
Total Productive interviews	4,474		4,100		374		1,526		509		1,026		1,413		4,472		2		3,503		971		761		697	
CAWI interviews	3,611		3,333		278		1,428		384		817		982		3,609		2		2,870		741		329		266	
CATI interviews	863		767		96		98		125		209		431		863		0		633		230		432		431	
Response rate		35%		47%		9%		89%		65%		73%		16%		35%		50%		37%		30%		49%		14%

Table 5.14: Wave 3 survey response for MCS Parents cohort

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant			
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Issued to the CAWI stage	22,278	100%	16,119	100%	6,159	100%	2,237	100%	577	100%	3,462	100%	16,002	100%	22,062	100%	216	100%
Total CAWI completes	5,251	24%	5,009	31%	242	4%	1,893	85%	238	41%	1,907	55%	1,213	8%	5,223	24%	28	13%
Full interview	4,750	21%	4,544	28%	206	3%	1,826	82%	213	37%	1,716	50%	995	6%	4,729	21%	21	10%
Partial interview	501	2%	465	3%	36	1%	67	3%	25	4%	191	6%	218	1%	494	2%	7	3%
Total CAWI unproductive	17,027	76%	11,110	69%	5,917	96%	344	15%	339	59%	1,555	45%	14,789	92%	16,839	76%	188	87%
Unusable partial interview	1,243	6%	978	6%	265	4%	49	2%	42	7%	186	5%	966	6%	1,236	6%	7	3%
Other unproductive	15,784	71%	10,132	63%	5,652	92%	295	13%	297	51%	1,369	40%	13,823	86%	15,603	71%	181	84%

Table 5.15: Wave 3 survey response for NSHD cohort

	ALL		Whether email address available				Whether took part in previous waves								Whether based in Great Britain or Emigrant			
			Yes		No		Waves 1 and 2		Wave 1 only		Wave 2 only		Neither		GB		Emigrant	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Issued to the CAWI stage	1,559	100%	1,478	100%	81	100%	1,340	100%	4	100%	215	100%	0		1,481	100%	78	100%
Total CAWI completes	1,399	90%	1,363	92%	36	44%	1,244	93%	3	75%	152	71%	0		1,330	90%	69	88%
Full interview	1,376	88%	1,341	91%	35	43%	1,225	91%	3	75%	148	69%	0		1,308	88%	68	87%
Partial interview	23	1%	22	1%	1	1%	19	1%	0	0%	4	2%	0		22	1%	1	1%
Total CAWI unproductive	160	10%	115	8%	45	56%	96	7%	1	25%	63	29%	0		151	10%	9	12%
Unusable partial interview	24	2%	18	1%	6	7%	16	1%	0	0%	8	4%	0		23	2%	1	1%
Other unproductive	136	9%	97	7%	39	48%	80	6%	1	25%	55	26%	0		128	9%	8	10%

5.5 CAWI survey response

Charts 5.1 to 5.4 display the CAWI response on a daily basis and a cumulative daily basis.

Chart 5.1: Wave 2 survey – CAWI response by day

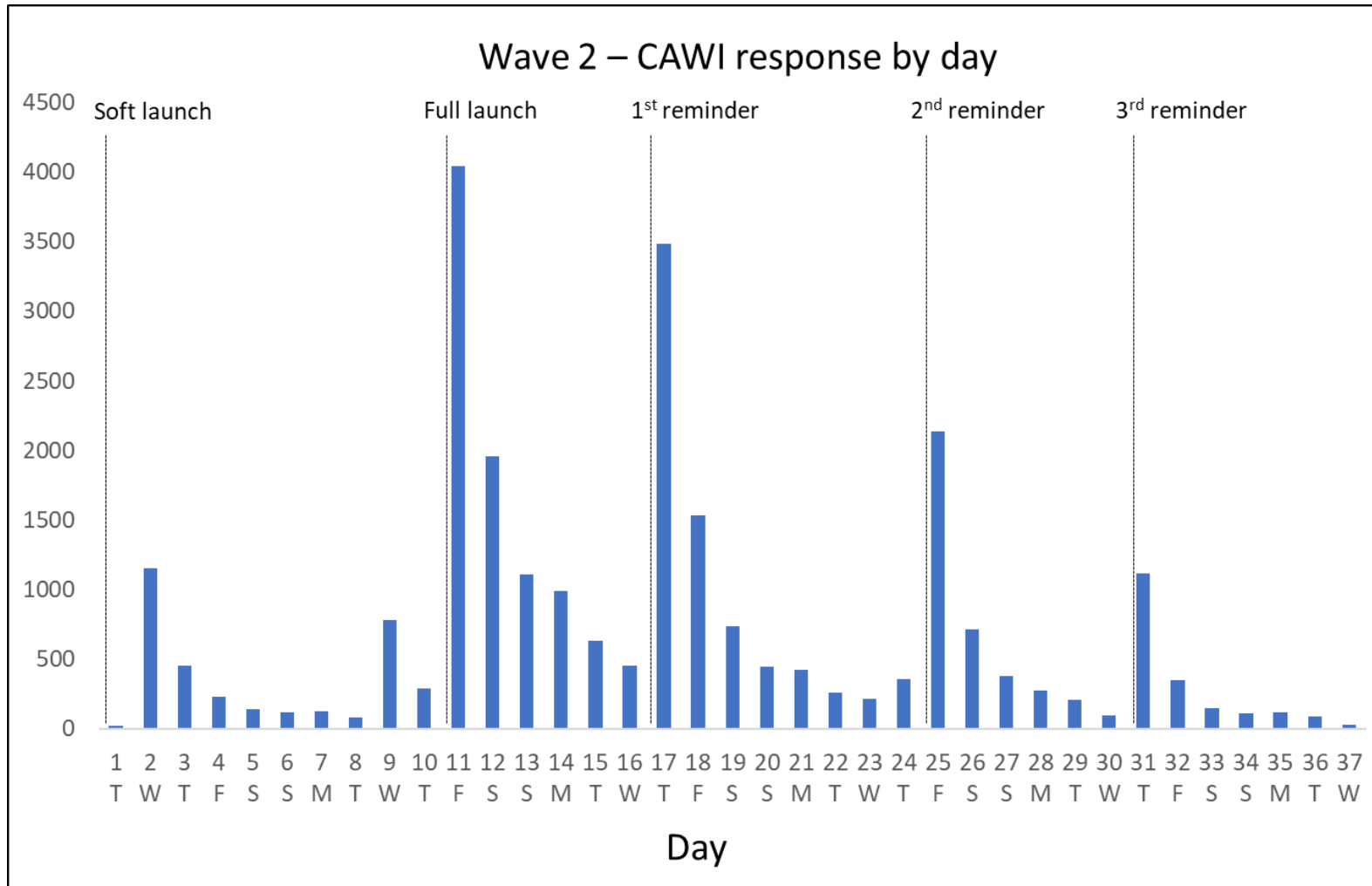


Chart 5.2: Wave 2 survey – CAWI response by day (Cumulative)

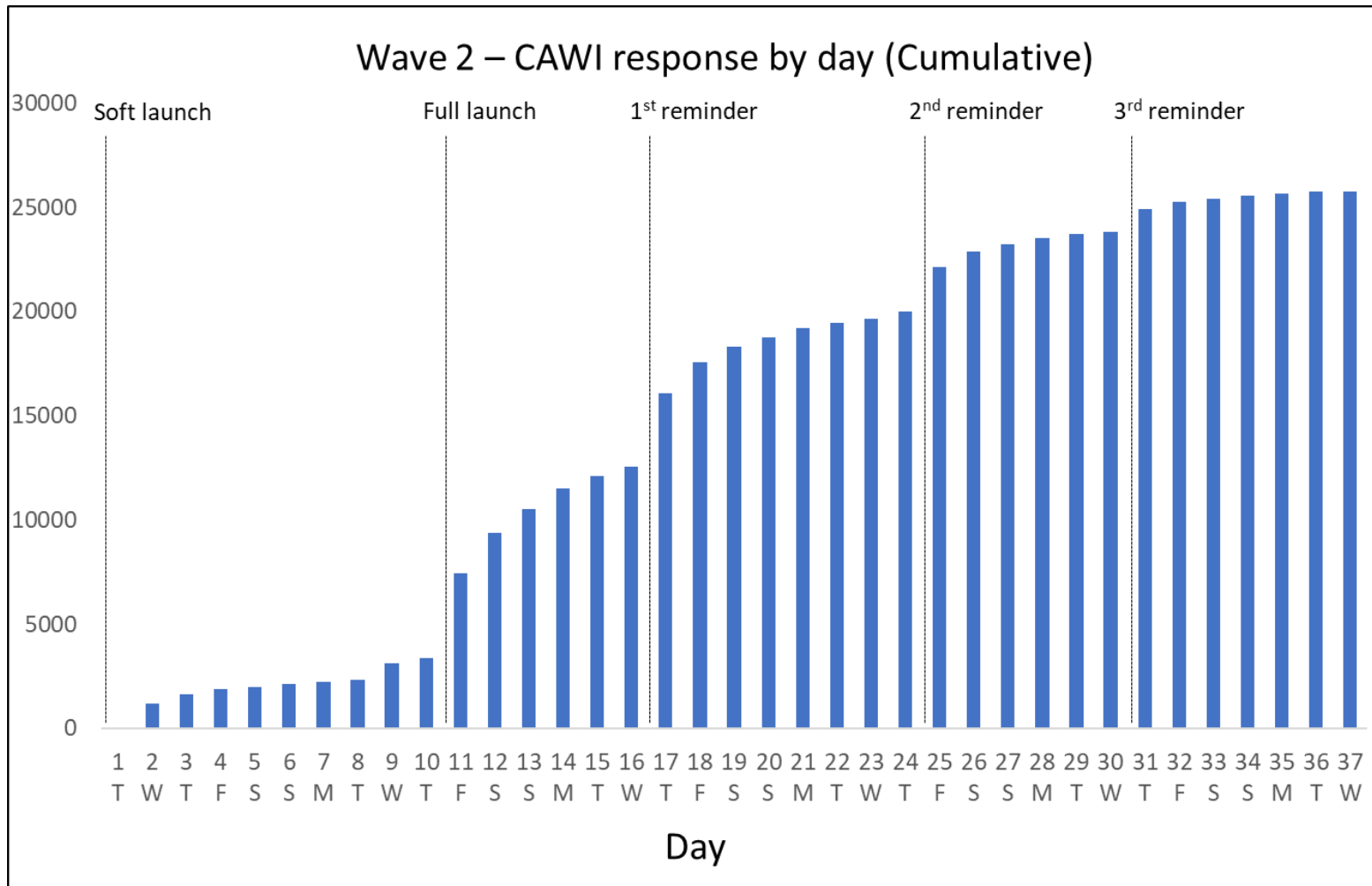


Chart 5.3: Wave 3 survey – CAWI response by day

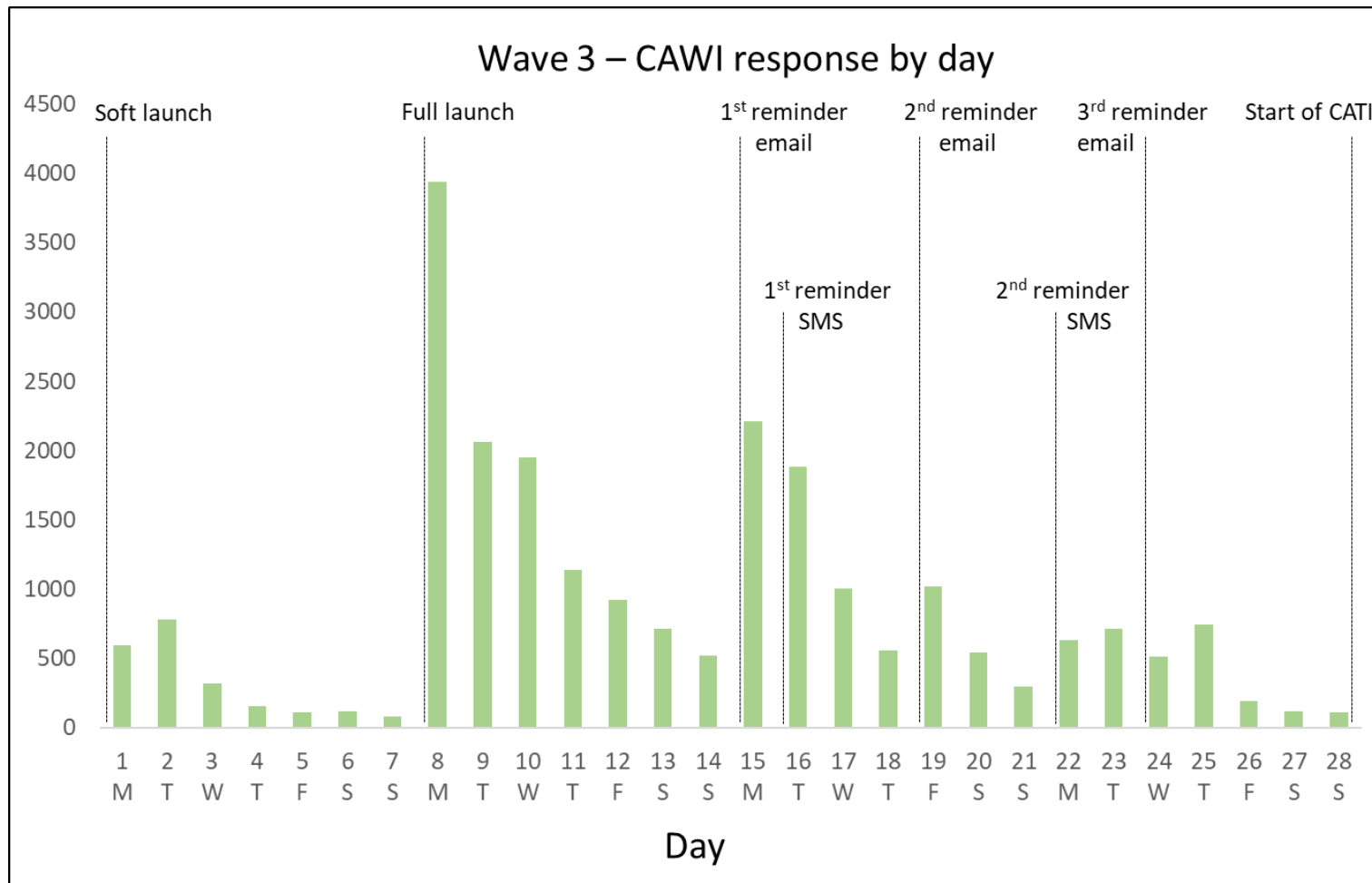
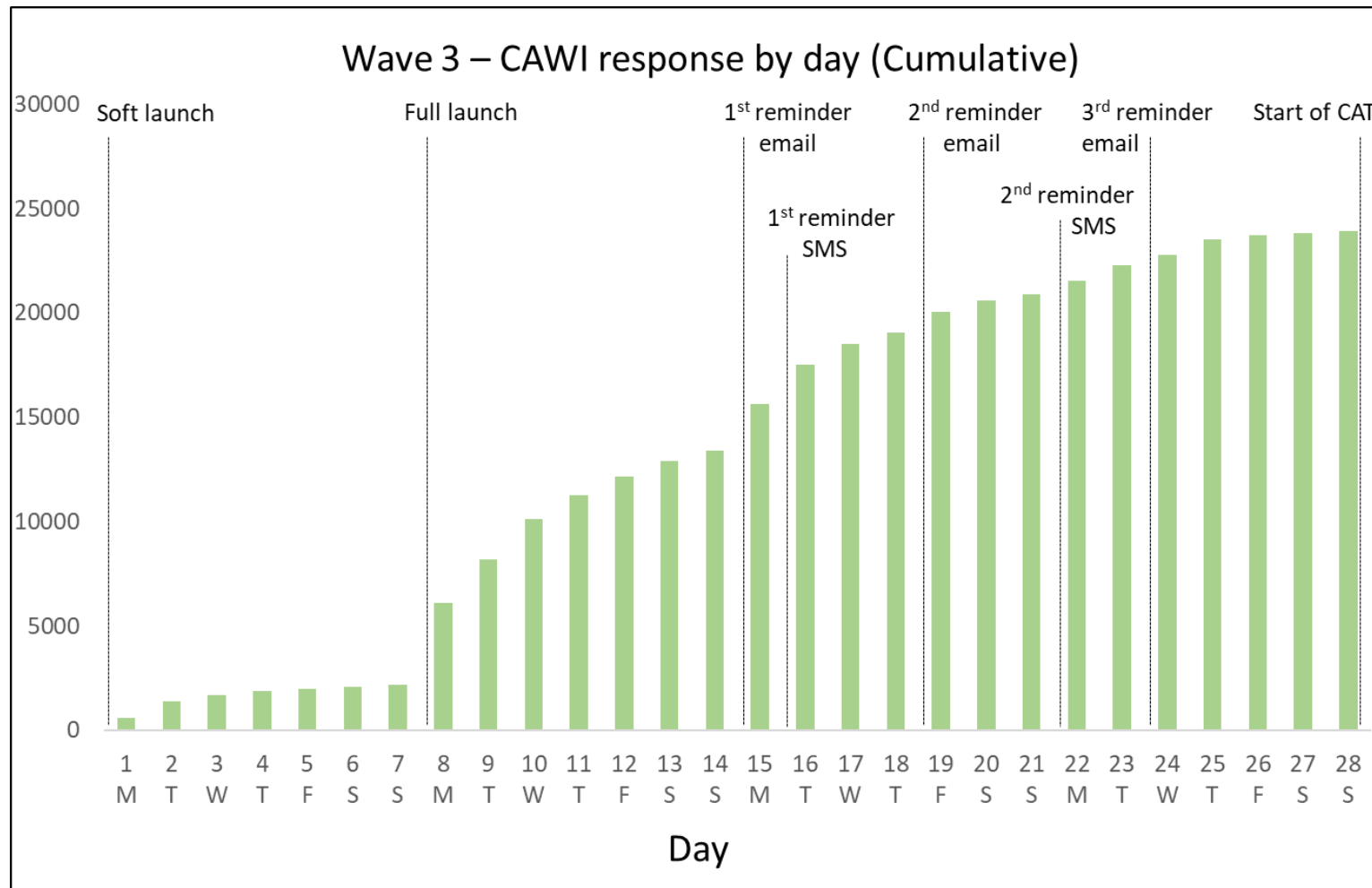


Chart 5.4: Wave 3 survey – CAWI response by day (Cumulative)



5.6 CAWI response at key milestones

Tables 5.16 and 5.17. show breakdowns of the fully productive CAWI completes across the fieldwork period at key milestones: up to the point of each reminder and, for Wave 3, up to the start of the CATI stage.

Table 5.16: Wave 2 CAWI completes by milestone

	n	%
CAWI completed up to 1 st reminder	12,608	49
CAWI completed following 1 st reminder up to 2 nd reminder	7,446	29
CAWI completed following 2 nd reminder up to 3 rd reminder	3,802	15
CAWI completed following 3 rd reminder	1,960	8
TOTAL CAWI COMPLETES	25,816	100

Table 5.17: Wave 3 CAWI completes by milestone

	n	%
CAWI completed up to 1 st reminder email	13,402	51
CAWI completed following 1 st reminder email up to 2 nd reminder email	5,655	21
CAWI completed following 2 nd reminder email up to 3 rd reminder email	3,207	12
CAWI completed following 3 rd reminder email up to start of CATI stage	1,675	6
CAWI completed up to start of CATI stage	23,939	91
CAWI completes following CATI stage	2,394	9
TOTAL CAWI COMPLETES	26,333	100

5.7 Interview lengths

Tables 5.18 and 5.19 shows average interview lengths by cohort group and, for Wave 3, by completion mode.

Table 5.18: Wave 2 average interview lengths

	Average interview length
NCDS	31 mins 16 secs
BCS70	32 mins 27 secs
Next Steps	30 mins 36 secs
MCS Members	29 mins 8 secs
MCS Parents	34 mins 49 secs
NSHD	39 mins 3 secs
ALL	32 mins 25 secs

Table 5.19: Wave 3 average interview lengths

	Average interview length (CAWI)	Average interview length (CATI)
NCDS	36 mins 44 secs	33 mins 58 secs
BCS70	33 mins 37 secs	33 mins 31 secs
Next Steps	35 mins 21 secs	36 mins 18 secs
MCS Members	35 mins 3 secs	33 mins 40 secs
MCS Parents	32 mins 6 secs	N/A
NSHD	45 mins 27 secs	N/A
ALL	35 mins 3 secs	34 mins 9 secs

6. Data preparation

6.1 Data checking and editing

Need for editing CAWI and CATI data was minimal as the route through the questionnaire was controlled by the script, so cohort members/interviewers were required to enter an answer before moving on to the next question. There were also consistency checks included in the script. In the CAWI script, the cohort member would be prompted to review their answer before moving on and in the CATI script, interviewers would be prompted to clarify and query data discrepancies directly with the cohort member during the interview. Consistency errors comprise of 'soft' and 'hard' checks. Hard checks must be resolved at the time of the interview, but soft checks can be suppressed by the interviewer or the cohort member. Due to inclusion of the CAWI mode within the current sweep, the majority of checks included in the script were soft checks.

Data was checked after fieldwork to ensure that all questions that should have been answered did have a response, and questions that should not have been answered did not have a response.

6.2 Coding open-ended and 'Other (specify)' questions

The interview included a number of questions where the responses were recorded verbatim and subsequently needed to be coded. These were questions where the cohort member/ interviewer was either unsure where to code a particular response within the existing code frame or the full range of responses could not be predicted before the interview.

Most of the questions that required coding were 'other-specify' questions, where the cohort member/interviewer entered an answer if they felt it was different to the answer codes in the pre-specified code frame. In many cases it was possible for these answers to be coded back into the existing code frame (back coding). However, in some cases back coding was not possible as new, distinct groups of responses emerged.

Before the data was passed on to Kantar's coding team, early data was reviewed by researchers to identify where additional codes were needed, or in the case of fully open ended questions, to create a new code frame. In some cases it was still not possible for responses to be allocated to an existing code or any of the additional codes. In these instances, coders assigned these cases to an 'other' code. Researchers monitored the number of cases given an 'other' code and reviewed them in cases where there was a high number being allocated this code.

Code frames were devised by researchers at Kantar. CLS commented on and signed off the code frames.

6.3 Data issues deriving from script errors

- During fieldwork, a couple of script errors were uncovered: In Wave 2, the sample variable FFSEX was mistakenly left out of the script. As a result CURPREG and PREDUE were not asked until part way through the soft launch.
- In Wave 3 the open ended questions were set a character limit of 999. This was increased to 4,000 characters on 9th Feb.
- In Wave 3, the question MEMORY2 was mistakenly left out of the script. This question was not asked.