Next Steps Age 25 Survey

Appendix B: additional survey documentation

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Social Research that works for society

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Face to face interviewer project instructions

Next Steps Age 25

CAPI Interviewer Instructions
P10591

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1 Overview of interviewer task

1.1 Study features

Study aims	The study follows a cohort of individuals first interviewed at age 13/14. Now aged 25/26 the study aims to understand the transitions individuals have made into adulthood.
Client	Managed by Centre for Longitudinal Studies (CLS) at University College London, and funded by the Economic and Social Research Council (ESRC).
Content	The interview covers a range of topics including relationships, education and employment, finance, health and identity.
Sample	15,600 individuals aged 25/26, originally contacted and interviewed in 2004. Cohort members were last interviewed between 5 and 10 years ago.
Data collection	Sequential mixed mode design: cohort members invited to take part by web, with non-responders contacted by telephone interviewers and finally by face-to-face interviewers. 45 minute interviews on average. Using IBM DC Data Collection software.
Fieldwork period	20th Aug 2015 until the 21st Aug 2016 – face-to-face started 12 January 2016. Fieldwork split into four batches: batch one issued as part of a 'soft launch' that will evaluate response assumptions. First issue face-to-face fieldwork for each batch will last eight weeks, with a further two weeks which may be used for a small proportion of cases in order to complete tracing activities, particularly where the case has been re-assigned to you later in fieldwork, and in other exceptional circumstances (to be agreed with your FPM)..

1.2 Interviewer task

Your role is to…

1. Review current information and make contact:
    - Review the available information about each participant before attempting contact
    - Visit the address held for the cohort member, making sure you complete a minimum of 6 visits in the required pattern
    - Use the doorstep materials in your efforts to make contact and gain cooperation and use telephone numbers and email addresses where necessary
    - Record the details and outcomes of your calls at the time that you make them using the touchscreen of your new device

2. Gather up-to-date contact details, which will often require **tracing:**
    - **Critical** part of your task for Next Steps
    - Confirm contact information with whoever you manage to speak to within the household
    - Conduct tracing if it is not possible to make contact with the cohort member's household: speak to the current occupiers and neighbours; visit the parental address, the last interview address and the address of the stable contact; post or deliver the tracing letters provided

3. Encourage participation and manage the mixed mode approach:
    - **Familiarise** yourself with the content of participant materials and the key **messages communicated to the cohort about the study** (including **incentives**)
    - **Practice** your responses to FAQs and to any reluctance from cohort members
    - **Encourage a face-to-face interview**, but enable access to the Web questionnaire if necessary and arrange to call back in a few days
    - **Record any information** useful for other interviewers, including for re-issues and reallocations

4. Conduct an **engaging interview** – 45 minutes on average – that encourages completion of sensitive questions and gains agreement to **link to administrative data**

5. Gain **agreement to adding other information** to their survey answers:
    - Ensure that participants fully understand the purpose and process of adding administrative records to their survey answers
    - Encourage participants to give informed consent to adding other information

Feedback from interviewers involved in the soft launch has led to a number of improvements to processes and tips for making the approach work effectively and efficiently. Please ensure you read these instructions <u>in full</u> <u>even if you have worked on the soft launch</u>.

1.2.1 Making contact

- This project uses the latest IBM DC software for interviews in all modes – and a new approach to the process of making contact where most information is recorded on the doorstep on your new device, rather than on paper. It will guide you through what is required – work carefully and enter information as fully and accurately as you can.
- Review the **information available about each cohort member** before you attempt contact – including their previous participation history and notes from calls that telephone interviewers have made – section 6.5.1.
- You will visit the address held for the cohort member a minimum of 6 times in the required call pattern as part of trying to establish contact – section 6.5.2.
- Once face-to-face contact has been made subsequent contacts may be made via telephone email or text, if this is the most appropriate means of communication for the cohort member – section 6.5.3.
- Where an appointment has been made you should leave an appointment reminder card with the household and can send a text message / email reminder to the cohort member the day before the appointment if appropriate – section 5.3.
- Provide a generic advance letter and accompanying leaflets (study leaflet and adding data leaflet) where helpful or where requested.
- **Tracing will be required** where the cohort member is confirmed as no longer living at the address **or** you are unable to establish whether they are still at the address – section 7. Tracing will form a substantial part of your task on Next Steps. This is a really crucial part of the study and it is essential that we locate as many cohort members as we can at this re-launch wave of the survey.
- There are several tracing activities that you will need to undertake, depending on the information that we hold and whether the locations are near enough for you to visit. This will always include speaking to the current occupiers and neighbours and where separate addresses are available, it will include visiting the parental address, the last interview address and the address of the stable contact. In addition, it will require posting or delivering the tracing letters provided.
- Parents will be a common source of information and you should expect to spend time convincing them of the value of the study and negotiating access to the CM.
- You will be prompted to record updates to: name, number, address and email for cohort members; address and number of the stable contact; address of the cohort member's parent(s).
- It is important that you collect as much information as possible and that this is recorded accurately – it will be used for future contact efforts.
- You will sometimes find that tracing requires you to return the case for reallocation to a different interviewer who is closer to one of the tracing addresses if it is outside

your area – this will need to be done in time for that interviewer to work the case within the fieldwork period.

1.2.2 Maximising response

- High response rates were achieved in the study in the past and achieving a high response rate in this wave is essential for the study's success. This will be closely monitored for each interviewer by FPMs and for the project overall.
- To help maximise your response rates, please read these interviewer instructions at **section 8**.
- **Familiarise** yourself with the participant **materials** and with the **website** – considerable thought has gone into developing clear messages about why the study is so important and why people should participate.
- For further information on the materials included in the participant pack (see section 5.2.1), the advance mailing (section 5.2.2) the study website (section 8.2.1) and an excellent short video for participants (section 8.2).
- Interviewer FAQs have been developed to help you answer questions – section 8.2 Please ensure you prepare your responses to FAQs and develop your own approach to persuading cohort members to participate by role-playing with other interviewers.
- Those who complete the interview receive a **£10 voucher** – either an Amazon e-voucher or a Love2Shop gift card accepted at a wide range of high street shops, depending on their preference. Some cohort members will have been offered a £20 voucher for completing online within three weeks i.e. before telephone and F2F fieldwork, but this is now not available and all participants will receive £10. Vouchers will be sent within two weeks of the interview along with a thank you email / letter.

1.2.3 Conducting an engaging interview

- The interview is expected to be **45 minutes** on average.
- Feedback from the pilot and the early fieldwork is that it is an engaging interview. It covers a range of key aspects of the cohort member's life: relationships, education, employment, finance, health and identity.
- An **Event History Calendar** is used to collect relationship and economic activity history, which displays the periods entered visually (section 9.2.3) and which allows subsequent editing.
- You will also take a **new approach to collecting occupation**. You will be prompted to ask for the cohort member's occupation and will then enter key words into a search box. A range of possible occupations will then be displayed from which to select, or you can enter more search terms to narrow the range of options.

- A very important aspect of your task is to try to gain **consent to adding data** from a range of other records including health, economic, education and criminal records. This will greatly increase the insights the study can provide (section 10).

- Consent to adding data is provided verbally and recorded within the questionnaire separately for each type of data as part of ensuring informed consent.

- We know that interviewers make a big difference to whether participants agree. Please be **very clear about the purpose and process of the linking**. If they have questions, you can encourage the participant to watch a short video explaining the nature, purpose and value of adding administrative data to their survey answers, available on the Next Steps website.

- Please ensure you have conducted practice interviews that cover all areas of the questionnaire before you start, with reference to the scenarios provided in your instructions for using your new device and IBM DC.

1.2.4 Managing the mixed mode approach

- If cohort members do not complete the interview online in the first three weeks, they will be moved to the telephone mode. If an interview is not achieved in this phase, they will be moved to a face-to-face approach. This is a cost-effective way to achieving a high response rate.

- The web survey will be available throughout the face-to-face phase. However, you should **aim to conduct a face-to-face interview wherever possible**. Where they suggest they will complete the interview online, try to persuade cohort members to do the interview with you straight away or make an appointment for a convenient time. We know it is common that people do not go on to complete the online interview in this situation – section 6.6.1. If they cannot be persuaded, try to manage their participation:

    - Direct them to the advance e-mail or letter that they should have received and make sure they are clear how to access the survey (click on the email link or enter the URL and login from the letter).

    - Record that they have requested web completion when prompted in the admin module.

    - Make an appointment or arrange to call them back in a few days to check there were no problems.

    - Monitor the case by syncing your device regularly to check whether the interview has been completed and call or visit if it has not.

- Please write in any comments that may help any future interviewers, or CLS at future waves of the survey. In particular, you will be asked for details of reasons for refusal and whether the cohort member has asked to be removed from the study entirely.

- Where cohort members start but do not complete an interview on the web or by telephone, these cases will be put forward to be contacted by a face-to-face interviewer (this will be noted in the information screens – see section 9.3.1). The answers will have been saved up to the point they reached – continue with the interview from this point, perhaps starting a few questions back to make the interview flow.

2 Background to Next Steps

Key points

- Next Steps began in 2004 with contact attempted each year from then until the last survey in 2010.
- Next Steps is the only major study following the lives of those born between 1989 and 1990.
- Waves 1 to 7 were managed by the Department for Education (DfE).
- Findings to date have helped us understand and shape policy in areas including:
  - Inequalities in educational outcomes
  - Experiences of entering the labour market and youth unemployment
  - Bullying and anti-bullying campaigns
  - Reforms to vocational qualifications

2.1 History of Next Steps

2.1.1 When it started

The study began in 2004, when the cohort members were aged 13-14 years. Next Steps is the only longitudinal study to follow the lives of around 16,000 people in England, born between 1989 and 1990. It provides valuable insight into their pathways through the teenage years and their transitions to adulthood.

2.1.2 Who ran the study

The study known by participants as ‘Next Steps’ was also more formally known as the Longitudinal Study of Young People in England (LSYPE) and was originally commissioned, managed and funded by what is now the Department for Education (DfE) between 2004 and 2012. The fieldwork during this time was conducted by a consortium of TNS-BMRB, GFK-NOP and Ipsos Mori.

2.1.3 Aims and objectives

The study was originally established to find out about the key factors affecting teenagers’ transitions from compulsory schooling to university, training and, ultimately, entry into the labour market. The information Next Steps has collected so far has been used to help government and charities make better decisions about the things that affect this cohort of people and to improve the situation for the next generations – for example the availability of training and job opportunities, dealing with university tuition fees, affordable housing and responsive health services.

Because Next Steps is the largest and most reliable study of its kind, influential people listen to and act on the findings. This ranges from people in government, to charities, policy and lobby groups, to university professors and researchers. The data for all Next Steps waves is publicly available, in anonymised form, from the UK Data Service.

2.1.4 Design

Longitudinal design

Next Steps is a longitudinal research study. In longitudinal research, participants, often referred to as cohort members, share a common characteristic or experience, in this instance being born between 1989 and 1990. Cohort members are contacted on a repeat basis to take part in a particular study and cannot be replaced should they decide to withdraw from the study, so it is particularly important that they remain engaged with the study over time. Longitudinal studies can extend over a number of years or even decades.

Following the same group of people throughout their lives, enables us to chart social change and untangle the reasons behind it. More specifically, longitudinal research can show:

- how early life circumstances and experiences influence later outcomes;
- how an individual's health, wealth, family, parenting, education, employment and social attitudes are linked;
- how these aspects of life vary for different people and across generations.

Sample

Initially, study participants – or cohort members - were selected from the target population of all students in Year 9, who were born between 1st September 1989 and 31st August 1990. A total of 647 state and independent secondary schools as well as pupil referral units participated in the study. The first survey (Wave 1 in 2004) then collected information from 15,770 young people, which represented 74 per cent of the target sample. In 2007 an additional boost sample of 352 Black Caribbean and Black African pupils, selected from the original school sample, were also recruited to the study.

Methodology

Following the initial survey at age 13-14, the cohort members were visited every year until 2010, when they were age 19-20. Details of cohort participation in each of these annual visits, also referred to as wave 1- wave 7, is shown in section 2.1.5.

The survey was conducted via face-to-face interviewing for the first four waves and included interviews with cohort members' parents (both parents may have been interviewed but it is possible that only one parent or neither parent took part). The last three surveys (waves 5, 6 and 7) included the young person only. These waves used a mixed mode approach in which the young person could complete the interview either online, over the telephone or face-to-face as they had previously.

The interview

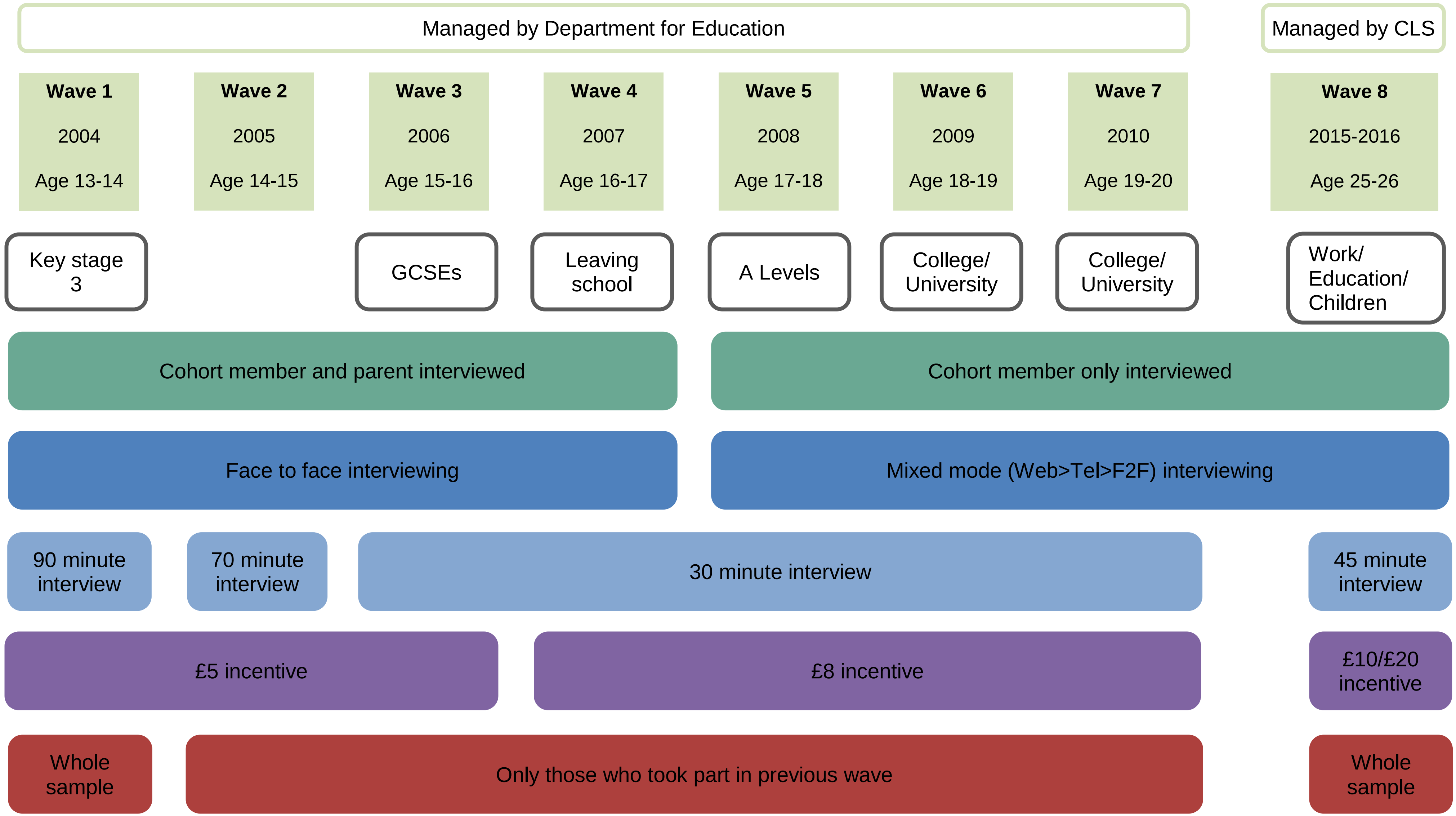
The interview length has varied across the different waves. The total interview length was longer in earlier waves where the parent was also required to answer some questions including questions around their education and employment. In wave 1, the interview was approximately 90 minutes long, in wave 2 it was around 70 minutes and in waves 3 to 7 it was around half an hour.

Information was collected on education and employment, economic circumstances, family life, physical and emotional health and wellbeing, social participation and attitudes. Data from Next Steps interviews was enhanced (with permission) through the addition of information from National Pupil Database records including students' individual achievement from Key Stage 2 to 4 (GCSE), as well as school-level characteristics.

All young people invited to take part in the study were given a £5 high street voucher, which increased to £8 for waves 4 to 7.

Figure 2.1 overleaf summarizes some of the key developments in the study since it began in 2004.

Figure 2.1 Developments of Next Steps since 2004



2.1.5 Previous response rates

The table 2.1 below shows the response rate for previous waves of the survey:

Table 2.1 Response rates by wave

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Calendar year	2004	2005	2006	2007	2008	2009	2010
Issued sample size	21,000	15,678	13,525	13,068[1]	11,793	11,225	9,791
Achieved response	15,770	13,539	12,439	11,801	10,430	9,799	8,682
Response rate	74%	86%	92%	90%	88%	87%	90%

[1]*Includes 600 cases added at this wave as an ethnic boost/352 achieved*

As can be seen from this table response rates since wave 2 have been high. This is in part due to the make-up of the sample. In most instances, only those who had taken part in the previous wave were invited to take part in a future wave. For the Next Steps Age 25 survey we will be attempting to contact **all cohort members who have ever taken part in the study** and so there may be some cohort members who have not taken part in the survey for up to 10 years.

Interviewers will be expected to try to trace cohort members whose contact details are out of date and re-engage members who have not taken part in some previous waves stressing the value of them re-joining the study. We do however expect the overall response rate at wave 8 to be slightly lower than that seen in recent waves.

2.2 Previous findings

Since the study began, the findings from Next Steps have provided researchers and policy makers with a rich and unique source of data on the lives of this generation. This data has been used to help improve the quality of schools and other services for under-25s in different ways. The following examples highlight some of the important evidence that Next Steps has provided and may be helpful to you introducing the survey to potential participants.

Tackling inequality	Next Steps has provided clear evidence that when it comes to school – a person's background really makes a difference. Only 20% of teenagers from the most disadvantaged backgrounds got five GCSEs grade A*-C including English and Maths, compared with 75% from the richest families. Charities and other policy groups now have hard evidence to lobby the government to do more to make things fairer and help everyone have an equal chance in life.
Experience of work	Next Steps is shining a light on the difficulties that the generation born around 1990 are experiencing, having entered the job market during the deepest recession since the 1930s. The study reveals that, at age 18, 16% of the Next Steps cohort were unemployed, compared with just 7% of 18-year-olds back in 1988. Many more young people have had to scale back their ambitions and take any job that came along.
Evidence on bullying	Next Steps has also been able to uncover some evidence on bullying – a topic often hidden from view. The findings show that school bullying not only affects how happy people feel at the time, but also their school exam results and later job prospects. Government policy-makers, charities and other policy groups are now using this evidence to tackle bullying in schools more effectively and help improve things for future generations.

2.3 Impact Next Steps has had on policy to date

Below are some examples of how Next Steps findings have had a direct influence on government policy making and national campaigns of charities.These topics are relevant to the age group you are talking to and may help with introducing the survey to potential participants.

Tackling Youth unemployment	In 2011, findings from Next Steps were used to develop the Government's strategy to tackle the causes of youth unemployment. Next Steps had shown that educational attainment at age 16 is one of the most important factors in determining a person's future path. These findings were used to inform 'Building Engagement, Building Futures', a document that laid out the Government's strategy on getting young people into education, employment or training.

Reforming vocational education	For many years, vocational education was not successful in helping young people get secure jobs. In 2011, the government asked Professor Alison Wolf to investigate how it could improve vocational education for 14- to 19-year-olds. Professor Wolf used findings from Next Steps, to show that this generation was actively seeking work, yet around a third to a half struggled to find appropriate courses and jobs. Based on findings like this, Professor Wolf was able to make 27 specific recommendations which have had a lasting influence on policy making. Only just recently, in February 2015, the government published a report detailing its progress against the Wolf Report recommendations over the past 4 years.
Anti-Bullying Week campaign	Findings from Next Steps have informed the development of a national campaign by the Anti-Bullying Alliance, a leading charity working to stop bullying in the UK. Next Steps findings have shown that 15-year-olds with disabilities and special educational needs (SEN) were significantly more likely to be frequent victims of threats or acts of physical violence and theft. This finding prompted the Anti-Bullying Alliance to focus on this group in its campaign for Anti-Bullying Week, which ran from 17 – 21 November 2014.

Further information about the impact of the study so far can be found on the participant website at www.nextstepsstudy.org.uk.

3 Next Steps Age 25 Survey

Key points

- Managed by Centre for Longitudinal Studies (CLS) at University College London, and funded by the Economic and Social Research Council (ESRC).
- Aims to re-engage cohort members and understand this age group's transitions in adulthood.
- A subset of cohort members are issued to an initial 'soft launch' to allow us to test and refine procedures and to get a better estimate of response and consent rates in advance of mainstage fieldwork.
- The study uses a sequential mixed mode design; cohort members are invited to take part by web, then telephone then a face-to-face interview.
- Includes a request to link to nine administrative data records relating to the areas of health, education, work, benefits and criminal justice.
- The questionnaire has been developed to ensure it is engaging, practical and meets the needs of data users.
- The study has undergone development work that has included: rebranding, piloting and user testing.

3.1 Aims and objectives

The key objective of the Age 25 survey is to re-launch the study to cohort members, contacting and re-engaging as many cohort members as possible with 'Next Steps' and to broaden the content of the study so that it is comparable with other cohort studies.

As the cohort members are now aged 25-26 years, this wave of the study focuses on understanding the transitions this cohort (born 1989-1990) have made into adulthood during a turbulent economic climate. We are also able to understand the lives of this generation at Age 25 and benchmark this for any future studies that may take place.

By following this group into adulthood, researchers are able to understand:

- how our experiences as teenagers affect how we turn out later on;
- how health, family, education and employment are linked;
- how these aspects of life vary for different people and groups.

Gaining a better understanding of the lives of this group will enable government to:

- evaluate the success of policy aimed at this group;
- provide an evidence base for further policy development.

A key component of this survey wave is data linkage to administrative data held about individuals by government departments. Adding these records will give a level of detail that would be difficult to collect through a survey alone (too time consuming or difficult to remember), giving greater context to their answers and allowing for more detailed analysis.

3.2 Who is carrying out the Age 25 survey

Previous waves of Next Steps were managed by the Department for Education (DfE), as the cohort became older, they passed outside the remit of DfE and funding was taken on by the Economic and Social Research Council (ESRC), who in 2013 commissioned the Centre for Longitudinal Studies (CLS) at University College London to manage this latest wave of fieldwork. The ESRC is one of seven independent funding agencies in the UK.

While under the management of DfE previous waves of Next Steps had focused on education and were mainly used to inform government policy. Under CLS the survey will have a more multi-disciplinary focus and will aim meet a wider range of research needs.

NatCen Social Research were commissioned to deliver the fieldwork for the Next Steps Age 25 survey in 2014 and have been working collaboratively with CLS, in the development of this study. The UK has a long history of running studies like Next Steps. Besides Next Steps, this includes the 1946 National Survey of Health and Development (NSHD), the 1958 National Child Development Study (NCDS), the 1970 British Cohort Study (BCS70), Millennium Cohort Study (MCS) and Life Study, which started in 2014. CLS is responsible for running three of these internationally renowned cohort studies (NCDS, BCS70 and MCS). The other two are also run by University College London. Conducting further waves of Next Steps, with those born 1989/90 will help to help understand this 'missing' generation and allow comparisons across the generations.

As CLS run several cohort studies they can compare the different generations in the cohorts, chart social change and start to untangle the reasons behind it. Findings from the studies help evaluate and plan policies aimed at preventing adverse outcomes and promoting beneficial ones. In addition to running the cohort studies, the CLS team is involved in a wide variety of research projects involving analysing longitudinal data and developing longitudinal research methodology.

NatCen were commissioned as an organisation with a proud history of implementing the most complex of social surveys and delivering high quality fieldwork – in its Telephone Unit and in the field – fitting for such an important and high profile study.

3.3 Study development

CLS and NatCen have worked closely on the development of the study to ensure it is engaging, practical and meets the needs of data users. The development work has included:

- **Scientific consultation**: CLS hosted a consultation with experts in the fields of social and economic policy and research in order to determine the content of the study.

- **Re-branding the study**: CLS commissioned a specialist branding agency to develop the 'Next Steps' brand. The branding was developed based on qualitative fieldwork with participants in the required age range. Following this exercise a full brand toolkit and logo was developed. The branding guidelines have been followed on all participant materials as well as in the development of a new study website and social media accounts.

- **Piloting**: CLS and NatCen worked together on piloting the study. A pilot took place in October/November 2014 with 120 participants in the target age group. The key purpose of the pilot was primarily to test the questionnaire, with key issues examined including questionnaire length, functioning of the survey instrument across different modes, functioning of questions (in terms of comprehension and ease of answering), and the protocols for seeking consents for data linkage.

- **User testing:** This was undertaken by CLS and NatCen to specifically review web-self completion. A total of 11 cognitive interviews took place to assess the general usability of the web questionnaire, including response for various question types, dealing with non-response options, as well as the Event History Calendar and the SOC/SIC coding.

- **Qualitative work on data linkage**: NatCen conducted twenty depth interviews in order to explore practical and ethical issues around data linkage and the proposed protocol and materials.

3.4 Key features of design

This next wave of the study is a landmark wave as the study is being 're-launched' to cohort members to acknowledge the change in project sponsorship from DfE to CLS. In doing this, it is particularly important that the study is designed in a way that maximises contact with cohort members, engaging them not only to take part in this wave but to continue to be involved in the study in the long term.

3.4.1 Soft launch

The Next Steps Age 25 survey employs a two-stage design: an initial 'soft launch' with a subset of cohort members issued, followed by the mainstage fieldwork where the remainder of the sample will be issued in three batches. The soft launch is almost complete at the time of writing. Its core design is the same as that which will be implemented for the main stage, with the exception of some experimentation regarding the use of differential incentives (see Chapter 8 for further details on this).

The soft launch has helped us to better anticipate the response rates for each mode in the mainstage and gave us an opportunity to learn from the early experience and improve procedures in the main stage.

3.4.2 Mixed-mode design

The study uses a sequential mixed mode design. All cohort members will initially be sent a letter (and e-mail where possible) inviting them to take part in the survey via web. Those who do not complete a web survey will be issued to telephone interviewing (providing we hold a telephone number for them or their stable contact). Those who have not completed a survey (or have not been contacted) by the end of telephone fieldwork will be issued to face-to-face interviewing.

So, in theory there will be three sequential modes of data collection,

1. web completion,
2. telephone,
3. face-to-face (F2F).

Instead of a strict sequential design, however, the web option will be available during the Telephone and F2F phases. We felt it was particularly important to retain this option for this cohort due to their age and use of the internet. Telephone and F2F interviewers will be able to suggest the Web option in the case of an impending refusal or where the participant is adamant in their preference for the Web, but this will be in exceptional circumstances as in most cases, they will have already have been given the opportunity to complete the study using this mode (guidance for dealing with cases where the cohort member requests web completion are included in Chapter 6).

3.4.3 Adding information to survey answers

Next Steps will not only collect information from cohort members during the survey. It will also expand the bank of information collected through adding (with permission) data from administrative records, which are collected and held by government departments and agencies.

Gaining consent to add information from administrative records is one of the most important parts of the Next Steps Age 25 survey so please do all you can to gain consent.

Chapter 10 gives detail of the background, purpose and process of adding information, and the interviewer's role in ensuring informed consent.

4 The sample

Key points

- We will be contacting **all** cohort members that have taken part in **any** previous wave of the study.
- CLS (and DfE before them) have updated contact details where possible using both public and government held databases. They have also provided cohort members with information on how to update their own details.
- Cohort members may be excluded from the sample if they are found to be ineligible during fieldwork.

4.1 Make-up of sample

The Age 25 survey will include everyone who has ever taken part in any previous wave of Next Steps who have not been confirmed ineligible or requested to be removed from the sample. This approach differs to waves 2 to 7 where only those who had taken part in the previous wave were included.

Around half of the cohort members will have last been contacted in 2010, when they were 19-20 years old. However, there will be some whose last contact would have been longer ago, including around 14% who have not taken part since the first wave in 2004, when they were 13-14 years old.

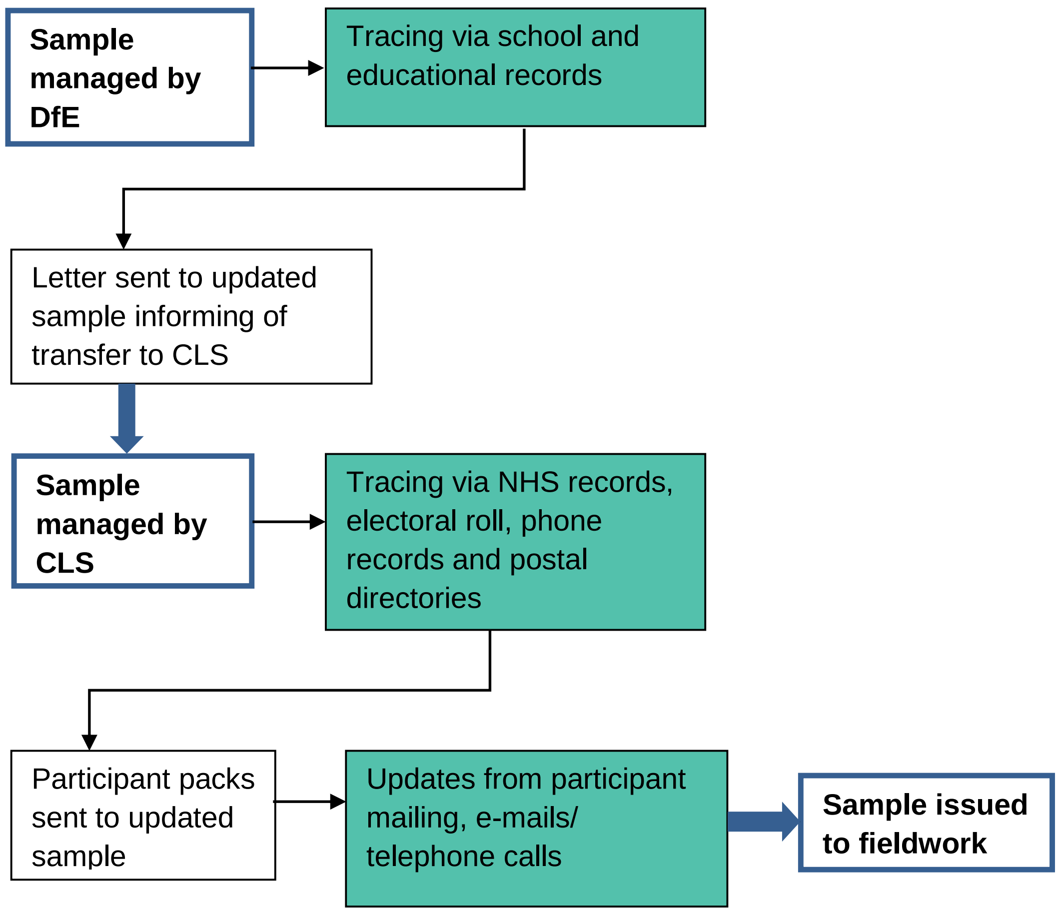
The sample for Next Steps, Age 25 consists of 15,600 cases; 2,000 of these cases will be issued for the soft-launch, beginning with web fieldwork in August 2015.The remainder will be split equally across three batches of mainstage fieldwork, with the first batch of web fieldwork beginning in October 2015. Full details of fieldwork periods for each mode are given in Chapter 6.

4.2 Cohort maintenance procedures

In the lead up to the Age 25 survey, every effort has been made to gather the most up to date contact information for cohort members. It has been 5-10 years since cohort members last took part in Next Steps therefore tracing efforts are crucial to the success of the study. Especially in the longitudinal context where each cohort member is unique and irreplaceable. There are two key stages of tracing – updating the sample via office tracing (discussed below) and tracing activities undertaken by interviewers (discussed in Chapter 7).

Figure 4.1 below outlines the office tracing activities undertaken by DfE prior to handing over the sample to CLS; as well as tracing activities undertaken since the transfer:

Figure 4.1 DfE and CLS tracing activities carried



4.2.1 Tracing before fieldwork

Using Administrative Records

Prior to the cohort sample being transferred over to CLS in 2013, the previous fieldwork contractor (TNS-BMRB) worked alongside DfE to update cohort members' contact details using:

- The National Pupil Database (NPD) - containing records for all state school pupils in England, including their home address.
- The Individualised Learner Record (ILR) - containing records of students in vocational education and training post-16.

Following this sample update, TNS-BMRB on behalf of DfE, contacted cohort members by post to inform them of the change in management of the study from DfE to CLS.

This mailing included:

- A letter giving cohort members further information on the process of transferring their contact details to CLS, and informing them of how they could opt out of this process if felt necessary.
- A leaflet on this process.
- A change of address card.

It is important to note that while this process took place, some cohort members may not have received this information, or may not recall receiving this, so you may have to explain this stage. Copies of the letter and leaflet from DfE can be found on the participant website.

Since receiving the sample, CLS's dedicated cohort maintenance team have been reviewing and updating the sample using a variety of means:

- Addresses have been updated as far as possible through the NHS Central Register, which is a database of GP registrations held by the Health and Social Care Information Centre (HSCIC). This database also provides information on individuals who have died or have moved out of the country. We do not receive any medical information during this process.

- The electoral roll, phone records and postal directories, which are publicly available and accessible electronically, have been used to update records as well as specialist software called Tracemaster.

- Individual records are continually updated following contact with cohort members (as outlined below), through the website, social media, e-mails, telephone calls or the return of change of address cards.

Participant Packs

CLS has made contact with cohort members, introducing themselves and the re-branded study using a 'participant pack' which was sent by post (and email if held) prior to the start of fieldwork. The participant pack was sent out 4-6 weeks in advance of fieldwork to allow time for any updates to be incorporated into the sample file for wave 8 fieldwork. Further details on this pack are included in Chapter 6 'Fieldwork Process'.

As well as introducing the study, the participant mailing also enabled CLS to verify the latest sample addresses held for cohort members:

- The cohort maintenance team monitor and record any packs returned as 'return to sender' 'recipient unknown' etc., and undertake further office tracing to find a more recent address.

- Cohort members who receive their pack via email or re-directed mail are prompted to inform CLS of any changes in their address details. They can update their contact details through the website, e-mail, using the Freephone number or through returning the change of details card included in the participant pack. The CLS cohort maintenance team then update individual records when they receive notification of any changes.

4.3 Eligibility

Tracing efforts may identify cohort members that are no longer eligible to take part in the study or are not eligible at this wave. Cohort members will be considered ineligible and not be issued for fieldwork if they are known to be:

- In prison

- Deceased
- Living outside the UK
- Identified by CLS as in the armed forces or as outside the scope of the survey for another reason.

Movers within and outside of UK

The advance mailing will not be sent outside the UK. Participants who have moved abroad may receive an invitation to take part via email but will only be able to take part online. If they do not take part in the web survey, they will not be allocated to any other mode of completion. Provision will be made where appropriate to post thank-you letters.

All cohort members living in the UK will be able to take part in the telephone phase of fieldwork, including those who have moved to Scotland, Wales or Northern Ireland. Cohort members will be allocated to telephone fieldwork if, after 3 weeks, they have not completed a web survey at least up to the end of module 10 (Contact Information).

All eligible cohort members in England who have not completed either a web or telephone interview will be issued to face-to-face fieldwork. Cohort members in Wales and Scotland will be eligible for face-to-face contact but this will be reviewed on a case-by-case basis. Cases in Northern Ireland will not be eligible for face-to-face contact.

Due to the transient nature of the sample, some cohort members will have moved from the contact address we have in the sample so their geographical eligibility will change. Interviewers will be responsible for this tracing process which is detailed further in Chapter 7. Face-to-face interviewers who trace a cohort member to a location outside the UK should record the new address if possible and record the outcome of the call as ‘not to be attempted again’. You should then select to complete final admin where you will record the outcome of the case.

Cohort members with disabilities

The study does not exclude cohort members with a disability from taking part and it is important that we do everything possible to facilitate their participation. Depending on their disability, it may be more appropriate for them to take part in the interview using a different mode such as a web survey. However, there may be some cases where this is not feasible, or the cohort member is not comfortable with this approach. In these circumstances, the cohort member can be recorded as ‘other reason case not to be attempted again’ and the correct outcome selected in final admin (code 530). Proxy interviews will not be accepted in any mode for this study.

Cohort members with language difficulties

As all cohort members have been recruited from English schools and have taken part in the study before, we do not feel that it is necessary to provide translations. If you find that this is a problem, please contact your supervisor and we will review on an ad-hoc basis.

4.4 Estimated response rate by mode

The Web phase of Next Steps is now complete and Tel will be complete by the time you start work. The table below provides the numbers of interviews and response rates for those phases. It also provides an estimate for the face-to-face fieldwork that you will be conducting – fieldwork is ongoing for the soft launch at time of writing so this target estimate will be revised. Experience to date shows that cohort members who have not taken part since the early waves are harder to contact than those who have taken part in all or most of the waves and that there would be a lower response rate for these cases.

Mode	Sample size[1]	Estimated response	Estimated response rate
Web	15,600	4,145	27%
Telephone	5,235	745	14%
Face to face	10,400	4,200	40%
Total	15,600	9,090	58%

[1]Excludes cases where an interview has already been achieved, the participant has refused and cases not meeting the eligibility criteria for current mode.

Several factors make it difficult to give reliable estimates of response on this project including: the length of time since participants were last contacted, and that this will vary between cases; the expected high rate of movers in this age group; and the mixed mode nature of the study.

The anticipated response rate for the face-to-face element, and previous modes, is below what we might expect for a cohort study. This is primarily due to difficulties locating and contacting cohort members, due to the length of time since cohort members were last contacted and the highly mobile nature of this particular age group. Interviewers are finding that cohort members who are successfully contacted are very likely to take part. However, for this reason tracing will be a hugely important part of your task and crucial for achieving the response rate we are aiming for in the face-to-face stage. With a strong approach here we hope that you will hit these targets.

5 Communications with cohort member

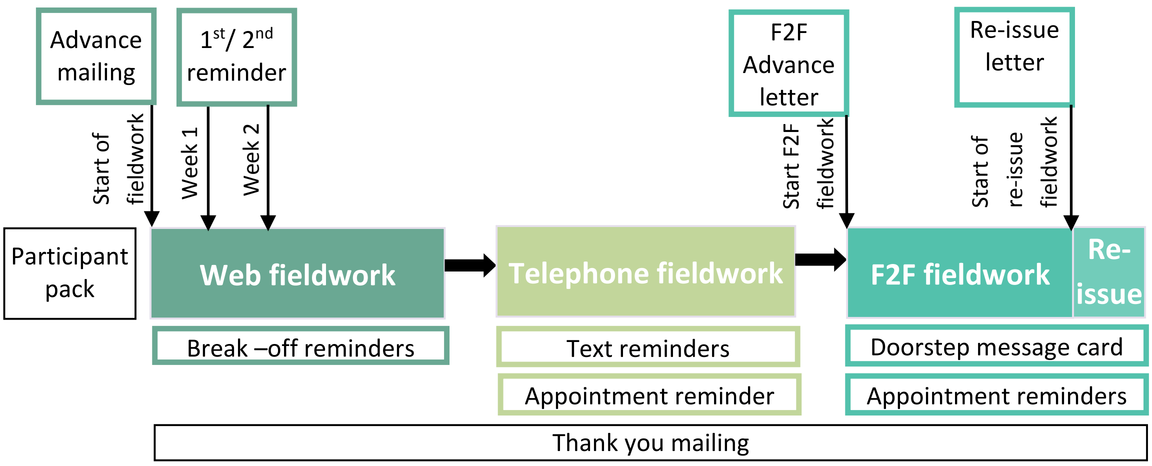
Key points

- A range of communications have been carefully developed to engage and motivate cohort members to take part in the Age 25 survey.
- A participant pack will be sent by CLS approximately 6 weeks before web fieldwork.
- An advance mailing will be sent at the start of web fieldwork and again at the start of F2F fieldwork (and as requested throughout fieldwork).
- Reminder mailings, emails and texts will be sent at various stages throughout fieldwork.
- Thank you letters will be sent to all participants who complete the survey.

5.1 Overview of communications

Figure 5.1 below shows the materials that will be sent to participants before fieldwork and those that may be sent during the three phases of fieldwork:

Figure 5.1 Participant materials throughout study



5.2 Communications before fieldwork

5.2.1 Participant packs

Cohort members will receive a participant pack by mail (and email if held) around six weeks before the start of fieldwork. The pack will include:

1. Introduction letter
2. Welcome back leaflet
3. Timeline
4. Change of details card
5. Three gifts (frisbee, travel card holder and sticky note deskset)

The purpose of the **participant pack** was to re-introduce the re-branded Next Steps study and highlight the study's impact to date as well as signposting cohort members to the new participant website which contains further information on the study, in particular, a short engagement video.

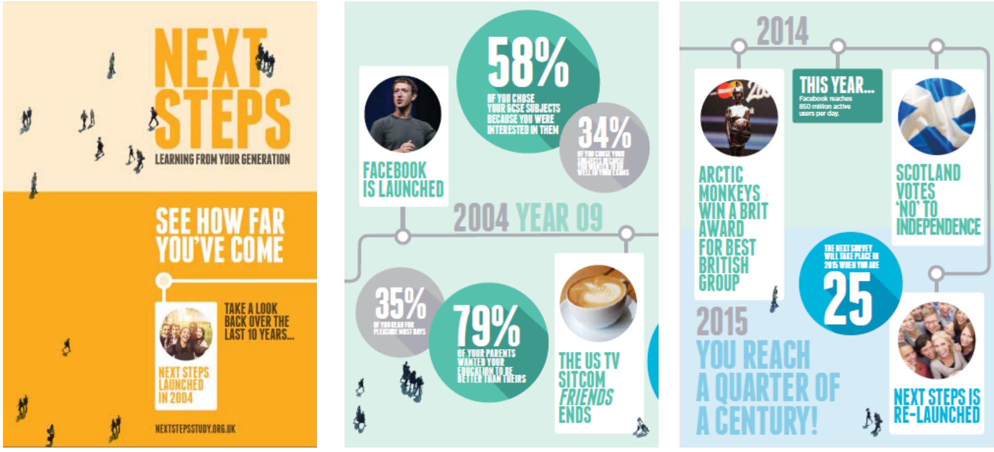
As well as introducing the study, the participant mailing also enabled CLS to verify the latest sample addresses held for cohort members, as described in Chapter 4.

Welcome back leaflet

This leaflet gives information on the history of the survey, including its transfer to CLS from DfE. It also highlights key findings and policy impacts as well as introducing the CLS team.

Timeline

An A4 booklet with one year per page going back to 2004. It shows key news events each year, according to cohort member's age/stage at school, as well as key findings from that year's survey:



Change of details card

Included as a means of cohort members updating their details before the start of fieldwork:

5.2.2 Advance mailing

Following the participant pack, NatCen will send an advance mailing to all cohort members by first class post, the day before the start of web fieldwork. Cohort members with an email address will also receive an email version of the advance mailing to increase the chances of them receiving and reading this information. The advance mailing will include:

1. An advance letter
2. Survey leaflet
3. "Adding other information about you" leaflet

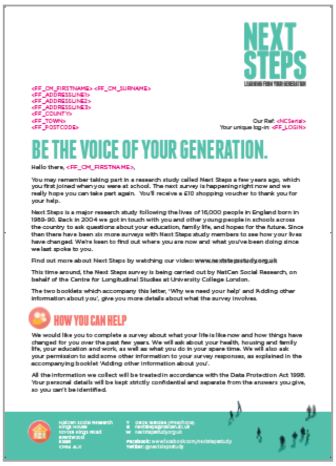
The aim of the advance mailing is to increase the chances of making contact with the cohort members during fieldwork and to inform and motivate them to take part through the provision of engaging information about the study, information on the incentive as well as sign-posting them to the study website and videos.

Participants are asked to take their time to read these materials and are encouraged to contact the study team, free of charge, with any questions they might have.

The advance letter

The advance letter entitled '**Be the voice of your generation**' explains what is expected of participants as part of the Age 25 survey:

- Background of the survey
- How they can take part
- Details of the incentive
- How to find out more about the survey



NEXT STEPS

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>
Your unique log-in: <FF_LOGIN>

BE THE VOICE OF YOUR GENERATION.

Hello there, <FF_CM_FIRSTNAME>,

You may remember taking part in a research study called Next Steps a few years ago, which you first joined when you were at school. The next survey is happening right now and we really hope you can take part again. You'll receive a £10 shopping voucher to thank you for your help.

Next Steps is a major research study following the lives of 16,000 people in England born in 1989-90. Back in 2004 we got in touch with you and other young people in schools across the country to ask questions about your education, family life, and hopes for the future. Since then there have been six more surveys with Next Steps study members to see how your lives have changed. We're keen to find out where you are now and what you've been doing since we last spoke to you.

Find out more about Next Steps by watching our video: www.nextstepsstudy.org.uk

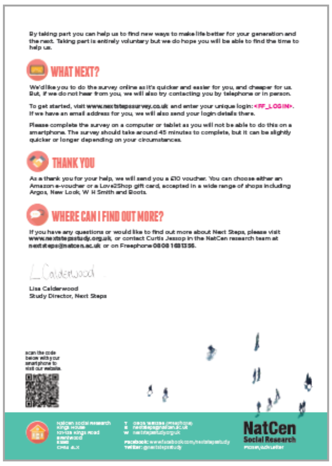
This time around, the Next Steps survey is being carried out by NatCen Social Research, on behalf of the Centre for Longitudinal Studies at University College London.

The two booklets which accompany this letter, 'Why we need your help' and 'Adding other information about you', give you more details about what the survey involves.

HOW YOU CAN HELP

We would like you to complete a survey about what your life is like now and how things have changed for you over the past few years. We will ask about your health, housing and family life, your education and work, as well as what you do in your spare time. We will also ask your permission to add some other information to your survey responses, as explained in the accompanying booklet 'Adding other information about you'.

All the information we collect will be treated in accordance with the Data Protection Act 1998. Your personal details will be kept strictly confidential and separate from the answers you give, so you can't be identified.



By taking part you can help us to find new ways to make life better for your generation and the next. Taking part is entirely voluntary but we do hope you will be able to find the time to help us.

WHAT NEXT?

We'd like you to do the survey online as it's quicker and easier for you, and cheaper for us. But, if we do not hear from you, we will also try contacting you by telephone or in person.

To get started, visit www.nextstepssurvey.co.uk and enter your unique login: <FF_LOGIN>. If we have an email address for you, we will also send your login details there.

Please complete the survey on a computer or tablet as you will not be able to do this on a smartphone. The survey should take around 45 minutes to complete, but it can be slightly quicker or longer depending on your circumstances.

THANK YOU

As a thank you for your help, we will send you a £10 voucher. You can choose either an Amazon e-voucher or a Love2Shop gift card, accepted in a wide range of shops including Argos, New Look, W H Smith and Boots.

WHERE CAN I FIND OUT MORE?

If you have any questions or would like to find out more about Next Steps, please visit www.nextstepsstudy.org.uk, or contact Curtis Jessop in the NatCen research team at nextsteps@natcen.ac.uk or on Freephone 0808 1681356.

L Calderwood

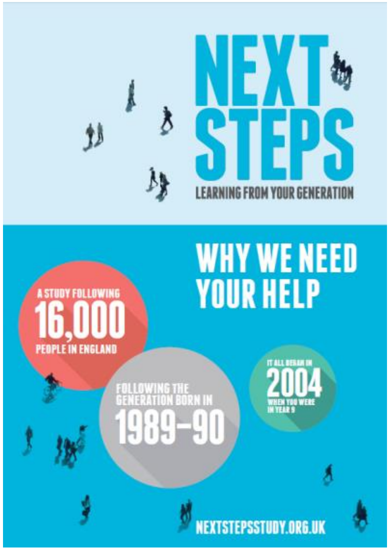
Lisa Calderwood
Study Director, Next Steps

scan the code below with your smartphone to visit our website.

NatCen Social Research

The survey leaflet

The "Why we need your help" leaflet offers more information about who will fund, manage and carry out the Age 25 survey and explains how data collected by Next Steps has already made a difference.



Adding other information about you

This leaflet is intended to provide the participants with all the information they need to understand the purpose, value and process of adding administrative information to their survey response and to help them make an informed decision about whether to consent to information being added.

5.3 Communications during fieldwork

5.3.1 Replacement advance mailing (sent throughout fieldwork)

Where the office receives details of a new address directly from the cohort member, a replacement advance mailing will be sent automatically, including during face-to-face fieldwork. Where you find a new address during tracing, it will be for you to visit the address and decide at that point whether to leave a generic letter and leaflets.

5.3.2 During web fieldwork

Cohort members may, at various points of the web fieldwork phase receive:

Reminder 1	During 1st week of fieldwork	Postal and email
Reminder 2	During 2nd week of fieldwork	Postal, email and text
Break-off reminder	24 hours and 48 hours after a participant partially completes an interview	Email and text

- The first **email and letter reminder** will focus on the importance of taking part. In the second reminder, participants are informed that they will be contacted by telephone if they do not complete the web survey *“If you don't take part online, we'll try contacting you by phone*”. For some participants the letter will also stress that the higher incentive will no longer be available after a specified deadline (after 3 weeks of fieldwork).

- The **reminder text message** will be sent saying there is still time to take part and mentioning the mailing/website as sources for more information. The website URL will be hyperlinked for smartphones

- **Break-off reminders** will be sent to all participants who have started or partially completed the survey at 24 or 48 hours after the break-off, these are sent via e-mail and text message.

Copies of these notifications are contained in the appendices.

5.3.3 During telephone fieldwork

Text reminder	When all numbers have been attempted once	Text to all mobile numbers held
Appointment reminder text	24 hours before interview appointment	Email and text

- **Text reminder** messages will be sent, once all eligible telephone numbers have been attempted once. The aim of these text messages is to inform participants that a telephone interviewer is attempting to contact them and will also include office contact details. They will be sent to each valid mobile number in cases where no contact has been made.

- An **appointment reminder text** message reminder will be sent 24 hours before all interview appointments where a mobile telephone numbers is available. The aim of this is to reduce the number of broken appointments. Reminder text messages will be sent to each valid mobile number (in case cohort members have provided more than one number).
- From Batch 2, an email was sent after Tel was completed but before face-to-face to once again mention the possibility of completing the survey online.

Copies of these notifications are contained in the appendices.

5.3.4 During face-to-face fieldwork

- F2F **doorstep message/appointment card**. A study-branded message card for face-to-face interviewers to leave a message (e.g. ‘I tried to call on X day and time, I will try again on X day), or to record and leave behind the details of an appointment made to cohort members to reduce the chance of a broken appointment.

- **Text and/or emails appointment confirmation** messages will be sent to participants as appropriate based on the preferred contact method of each respondent. These will be sent by F2F interviewers using the templates provided.

- An **additional advance letter** to be sent to all cases issued to F2F fieldwork (as a result of failure to participate using web and telephone modes), this will inform CMs that we have been unable to contact them previously and that an interviewer will now call at their address.

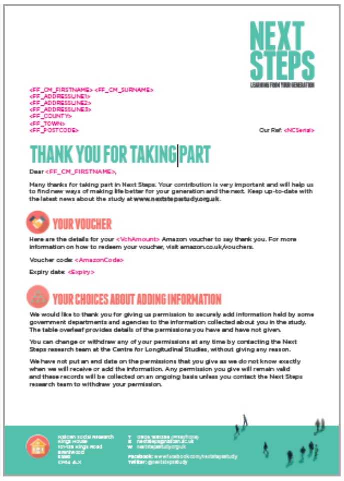
- **Reissue letters** will be sent to cohort members that are re-issued during F2F fieldwork, providing a further encouragement, a point of reference for interviewers, and the opportunity for participants to contact the office if required.

5.3.5 Thank you letter

Within one week of their full completion of the survey, cohort members will be sent a 'Thank you letter'. This letter will include their selected incentive, a change of details card (for future use), and confirmation of data linkage consent choices.

In addition to the letter, all participants who have selected an Amazon e-voucher will also receive a 'thank you email' with the same information. This will be sent at the same time as the thank you letter.

Once face-to-face fieldwork is complete, all partial cases that have completed as far as Module 9 (but have not completed the voucher section) will be sent a thank-you letter to inform them of the consents they have given and a £10 Love2Shop voucher.


NEXT STEPS

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>

THANK YOU FOR TAKING PART

Dear <FF_CM_FIRSTNAME>,

Many thanks for taking part in Next Steps. Your contribution is very important and will help us to find new ways of making life better for your generation and the next. Keep up-to-date with the latest news about the study at www.nextstepsstudy.org.uk.

YOUR VOUCHER

Here are the details for your <VchAmount> Amazon voucher to say thank you. For more information on how to redeem your voucher, visit amazon.co.uk/vouchers.

Voucher code: <AmazonCode>

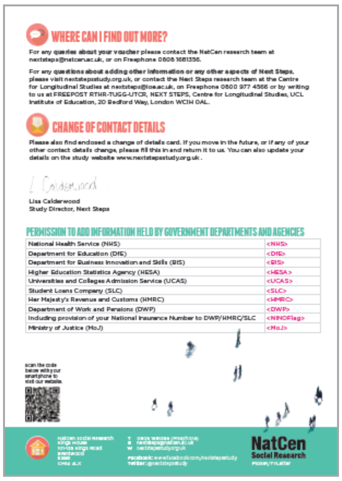
Expiry date: <Expiry>

YOUR CHOICES ABOUT ADDING INFORMATION

We would like to thank you for giving us permission to securely add information held by some government departments and agencies to the information collected about you in the study. The table overleaf provides details of the permissions you have and have not given.

You can change or withdraw any of your permissions at any time by contacting the Next Steps research team at the Centre for Longitudinal Studies, without giving any reason.

We have not put an end date on the permissions that you give as we do not know exactly when we will receive or add the information. Any permission you give will remain valid and these records will be collected on an ongoing basis unless you contact the Next Steps research team to withdraw your permission.


WHERE CAN I FIND OUT MORE?

For any queries about your voucher please contact the NatCen research team at nextsteps@natcen.ac.uk, or on Freephone 0808 1681356.

For any questions about adding other information or any other aspects of Next Steps, please visit nextstepsstudy.org.uk, or contact the Next Steps research team at the Centre for Longitudinal Studies at nextsteps@ioe.ac.uk, on Freephone 0800 977 4566 or by writing to us at FREEPOST RTHR-TUGG-UTCR, NEXT STEPS, Centre for Longitudinal Studies, UCL Institute of Education, 20 Bedford Way, London WC1H 0AL.

CHANGE OF CONTACT DETAILS

Please also find enclosed a change of details card. If you move in the future, or if any of your other contact details change, please fill this in and return it to us. You can also update your details on the study website www.nextstepsstudy.org.uk .

L Calderwood

Lisa Calderwood
Study Director, Next Steps

PERMISSION TO ADD INFORMATION HELD BY GOVERNMENT DEPARTMENTS AND AGENCIES

National Health Service (NHS)	<NHS>
Department for Education (DfE)	<DfE>
Department for Business Innovation and Skills (BIS)	<BIS>
Higher Education Statistics Agency (HESA)	<HESA>
Universities and Colleges Admission Service (UCAS)	<UCAS>
Student Loans Company (SLC)	<SLC>
Her Majesty's Revenue and Customs (HMRC)	<HMRC>
Department of Work and Pensions (DWP)	<DWP>
Including provision of your National Insurance Number to DWP/HMRC/SLC	<NINOFlag>
Ministry of Justice (MoJ)	<MoJ>

NatCen Social Research

6 The fieldwork process

Key points

- The study uses a sequential mixed mode design with participants invited to take part via web, then telephone then face-to-face.

- The web survey will stay open throughout telephone and face-to-face fieldwork.

- Your role will be to:

    - Review the information about each case and the pattern of contact during the telephone phase;
    - Use the materials and guidance to develop your approach to maximize response;
    - Gain co-operation and conduct an engaging 45 minute interview;
    - Encourage agreement to add data to the survey answers;
    - Where contact information is out of date, conduct tracing.

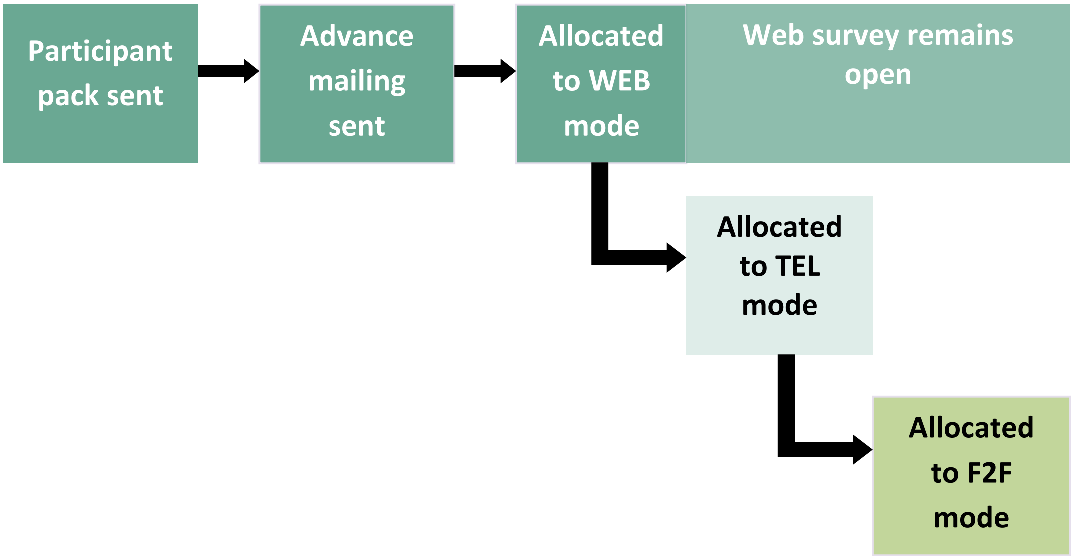
6.1 Fieldwork process overview

Fieldwork will be split into four batches; one batch issued as part of an initial 'soft launch' and three batches constituting main stage fieldwork. All of the sample will be initially allocated to the web survey, and this mode of completion will remain open throughout the fieldwork period. Cohort members have three weeks to complete the web survey before they are then issued to the next mode of survey completion – telephone. Telephone fieldwork will last four weeks in the soft launch and ten weeks in later batches, at the end of which any cases where a complete interview has not been achieved will be transferred to the final mode of completion –face-to-face, where an interviewer will then contact them in person. You will have eight weeks in which to complete your assignment, with a further two weeks which may be used for a small proportion of cases in order to complete tracing activities, particularly where the case has been re-assigned to you later in fieldwork, and in other exceptional circumstances (to be agreed with your FPM).

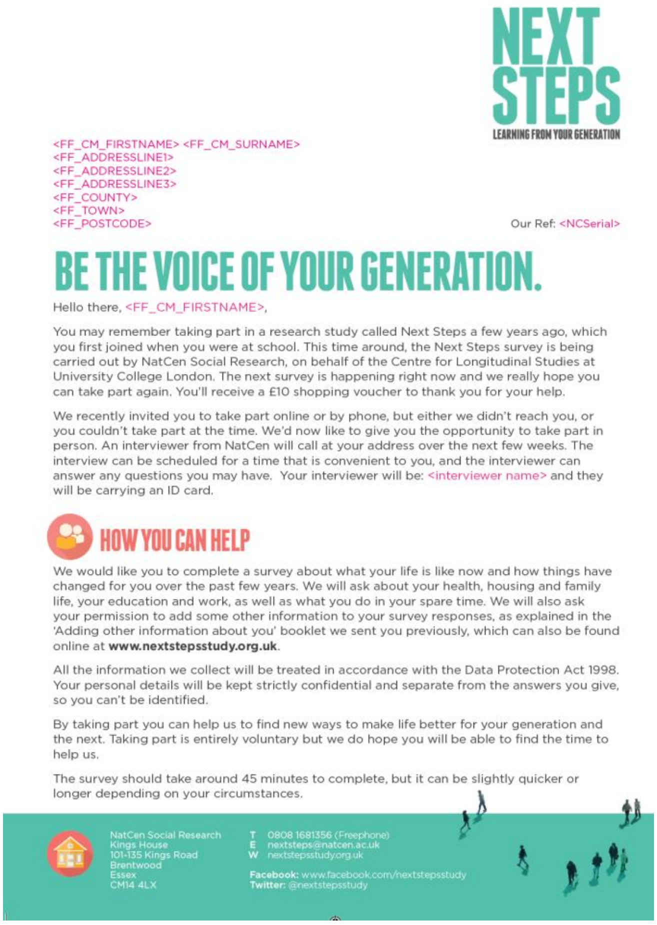
Due to the high volume of tracing which is likely to be required, it is **absolutely essential** that you start work on locating and contacting all cases in your assignment straight away. This is in order to allow sufficient time in the fieldwork period for you to complete all tracing activities, and for cases which you cannot successfully trace to be re-allocated to another interviewer (where required) and for CLS to conduct office tracing activities.

Figure 6.1 overleaf shows the fieldwork process across the three modes, timings of fieldwork for each mode within each batch can be found in section 6.2 'Fieldwork dates'.

Figure 6.1 Fieldwork process



Note: we will send a letter to all cohort members in your assignment just before your assignment starts. This will inform them of your arrival – it will note your name and that you will be calling in the next few weeks – and aims to motivate them to take part (see below).



NEXT STEPS
LEARNING FROM YOUR GENERATION

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>

BE THE VOICE OF YOUR GENERATION.

Hello there, <FF_CM_FIRSTNAME>,

You may remember taking part in a research study called Next Steps a few years ago, which you first joined when you were at school. This time around, the Next Steps survey is being carried out by NatCen Social Research, on behalf of the Centre for Longitudinal Studies at University College London. The next survey is happening right now and we really hope you can take part again. You'll receive a £10 shopping voucher to thank you for your help.

We recently invited you to take part online or by phone, but either we didn't reach you, or you couldn't take part at the time. We'd now like to give you the opportunity to take part in person. An interviewer from NatCen will call at your address over the next few weeks. The interview can be scheduled for a time that is convenient to you, and the interviewer can answer any questions you may have. Your interviewer will be: <interviewer name> and they will be carrying an ID card.

HOW YOU CAN HELP

We would like you to complete a survey about what your life is like now and how things have changed for you over the past few years. We will ask about your health, housing and family life, your education and work, as well as what you do in your spare time. We will also ask your permission to add some other information to your survey responses, as explained in the 'Adding other information about you' booklet we sent you previously, which can also be found online at **www.nextstepsstudy.org.uk**.

All the information we collect will be treated in accordance with the Data Protection Act 1998. Your personal details will be kept strictly confidential and separate from the answers you give, so you can't be identified.

By taking part you can help us to find new ways to make life better for your generation and the next. Taking part is entirely voluntary but we do hope you will be able to find the time to help us.

The survey should take around 45 minutes to complete, but it can be slightly quicker or longer depending on your circumstances.

NatCen Social Research
Kings House
101-135 Kings Road
Brentwood
Essex
CM14 4LX

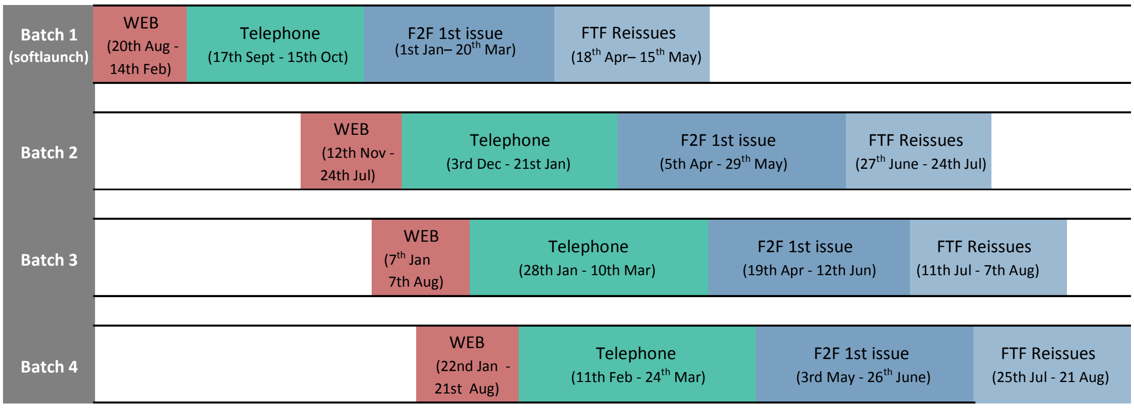
T 0808 1681356 (Freephone)
E nextsteps@natcen.ac.uk
W nextstepsstudy.org.uk

Facebook: www.facebook.com/nextstepsstudy
Twitter: @nextstepsstudy

6.2 Fieldwork dates

Web fieldwork for Batch 1 begins 20th August 2015, all fieldwork ends 25th May 2016. Figure 6.2 below show fieldwork dates for each batch.

Figure 6.2 Fieldwork dates



6.3 Fieldwork assignment

Although they were originally clustered around selected schools, the cases in your assignment are likely to be relatively dispersed geographically as a result of cohort members' movement over the years from the areas where they went to school. We have grouped postcode districts together in the most efficient way possible, but it is still likely that you will need to carefully plan your trips on the project to ensure you use your time efficiently. Assignment size and efficiency will also be affected by the number of cases that have been completed online or by telephone.

The mixed mode approach should be an important consideration for you. All the cases in your assignment have already had a letter inviting them to participate in the web survey, and most will subsequently have been included in the telephone phase (where a telephone number was available). The cases in your assignment are therefore those who have so far not been contactable, have been unable or unwilling to take part, or for whom we do not have the correct latest address or telephone number. Face to face interviewing is in this instance the best opportunity we have for locating these individuals, making contact with them, and persuading them to take part in the study. And while we expect a high response rate from a longitudinal study such as this, the nature of this remaining mixed mode sample has been taken into account in our response assumptions.

The overall target response rate for the face-to-face phase of the work is 40% of all cases issued to that mode. We will be setting targets at the assignment level based on the profile of the cases that you have once the telephone phase is finished, and FPMs will discuss these with you as fieldwork progresses.

A **sample sheet** is provided in your pack which lists the cases and their addresses in your assignment.

A **contact information sheet** will also be provided to assist you with the organisation of your assignment. This will provide the basic address information for the CM and for the parent, stable contact and last interview address if these are different. It will also list the web survey access code and other key information. There is a small amount of space to record updates to the addresses and to record times and dates of trips made for subsequent entry into the Blaise laptop (see your IBM DC instructions for more on that process).

Please note: this contact information sheet is to be used for planning purposes and not on the doorstep. The device should be used (in tablet mode) on the doorstep in all cases. Most information is only available on the electronic record and this record must be complete and up to date. The information that you record on the device will be provided to FPMs who will use this as the basis of their discussions with you about the progress of your assignments.

Coverage targets will be set for the project and will be monitored by your FPM. We are not setting them for individual assignments due to the expected relatively small point sizes. But please aim to reflect the wider targets:

- All cases visited in the first week;
- 25% coverage at week 2;
- 50% at week 4;
- 75% at week 6;
- 95% at week 8 (end of first issue)
- 100% at week 10 (end of mop-up).

6.4 Your preparation

There are several steps that you should take to ensure that you have a full understanding of the study before beginning fieldwork. In addition to attending the project briefing and conducting practice interviews, please also ensure you have read these interviewer instructions and you are familiar with the participant materials, including:

- The participant pack (including letter, leaflet and timeline)
- The advance mailing (including letter and two leaflets)
- The study website (especially the FAQ and background content)
- The videos for participants about Next Steps and adding other information to their survey answers (available on the website)
- Interviewer and data linkage FAQs

Further information on these materials can be found in Chapter 5 ‘Communications with the cohort member’ (Participant pack and advance mailing) and Chapter 8 ‘Participant engagement’ (Website, videos and FAQs).

6.5 Making contact with the cohort member

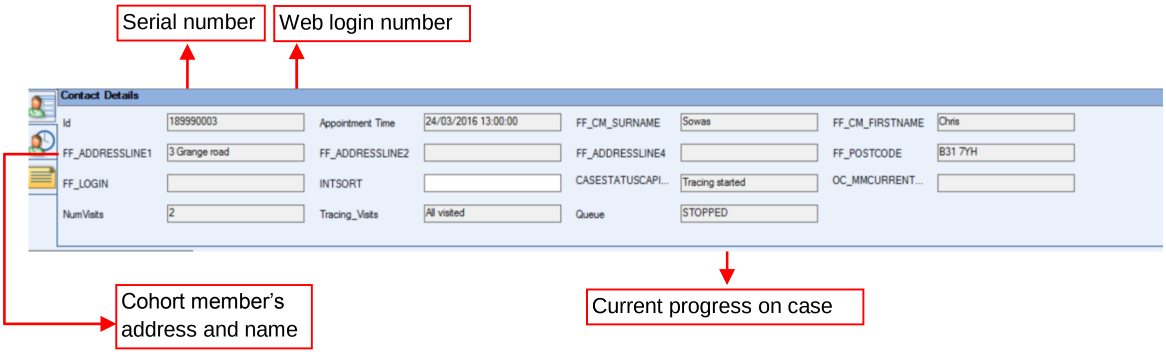
6.5.1 Before calling

Selecting a case

In the accompanying IBM DC instructions for this project you will find full details of how to navigate the IBM DC software on the new laptop devices. These will demonstrate how to select a project and how to select an individual case from your assignment. They also detail how you can filter the view of the cases in your assignment, for instance to focus on appointments, and how to sort the cases in a particular way - including by a prioritization that you can enter yourself. There are no paper records for cases in your assignment – you will need to spend some time planning your days by reviewing cases in IBM DC, using the calendar function if you find it useful.

CAPI Information Display

Once you have selected a case, you will be presented with the detailed information about that case. On the top pane of the screen you will see a range of basic information that will be available to you throughout the interview.



Admin module sample information screens

When you select a case or complete a task you can choose to view the sample information. This should be reviewed in detail for each case when you are planning your approach as it contains full details of the cohort member and the outcomes of all contact attempts during the study to this point.

There may be changes provided to the office by cohort members during the course of fieldwork – in addition to the updates that you yourself obtain during your work. We will update contact information automatically so that you have the latest information. We will notify you of changes that come from the office by text message – including where we have received office refusals (these cases will no longer be accessible).

Remember that to obtain these automatic updates **you will need to sync your device regularly** (once a day at least, generally before you set out to work). See your IBM DC instructions for details on how to do this.

The content of each screen is set out below.

Latest contact details

Latest contact details held for the cohort member including any changes to details collected in previous calls / tracing:

- Address currently held for cohort member
- The source and date this address was collected. This refers to the information provided to NatCen by CLS following their pre-fieldwork tracing. See Chapter 4 for details, but the possible sources here are:
    - 1. Address at last interview
    - 2. Update from ILR/NPD records (as found by the Department for Education)
    - 3. Update from HSCIC records (GP registrations through the NHS Central Register)
    - 4. Contact with CM (since last interview)
    - 5. Other
- Whether this address has been confirmed as correct
- Any telephone numbers and email address held for CM

Member details

Details about the cohort member including:

- Name, date of birth and sex
- Any known difficulties with language and communication
- Incentive group

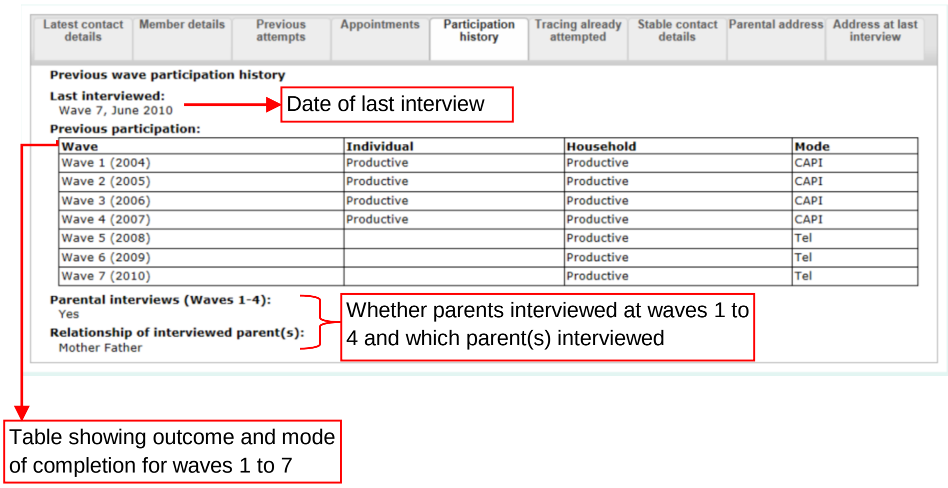
Call log

History of all previous calls and visits, including those carried out in the telephone phase as well as your own attempts:

- Day, date and time of call
- Dial and call outcomes
- Interviewer comments from the call
- Interviewer name

Participation history

Details of cohort member's participation in previous waves:



Latest contact details | Member details | Previous attempts | Appointments | Participation history | Tracing already attempted | Stable contact details | Parental address | Address at last interview

Previous wave participation history

Last interviewed:
Wave 7, June 2010

Previous participation:

Wave	Individual	Household	Mode
Wave 1 (2004)	Productive	Productive	CAPI
Wave 2 (2005)	Productive	Productive	CAPI
Wave 3 (2006)	Productive	Productive	CAPI
Wave 4 (2007)	Productive	Productive	CAPI
Wave 5 (2008)		Productive	Tel
Wave 6 (2009)		Productive	Tel
Wave 7 (2010)		Productive	Tel

Parental interviews (Waves 1-4):
Yes

Relationship of interviewed parent(s):
Mother Father

Appointments
Details of any hard or soft appointments made by previous interviewers.

Tracing attempts
History of changes to contact details as a result of tracing with most recent changes at the top. The new details are also shown in the 'Latest contact details tab'.

Latest contact details	Member details	Previous attempts	Appointments	Participation history	Tracing already attempted	Stable contact details	Parental address	Address at last interview

Other contact details for tracing of movers

Tracing activities already done:

Trace	Date	New CM Addr	SC Addr	SC TelNo.1	SC TelNo.2	Parental Addr	Addr Last Interview	Mode	Int	Action	Outcome	Comment
3		[unchanged]				21 High Street, Sundweed, Mirnploy, V54 9HS, England	22 Sing Avenue, Sundweed, Mirnploy, V54 9HS, England	CAPI	9990	Attempting to visit the respondent's address at last interview if in your area/issuing an occupier letter	Contact made - does not know current contact details of respondent	dxtt
2		[unchanged]				21 High Street, Sundweed, Mirnploy, V54 9HS, England	22 Sing Avenue, Sundweed, Mirnploy, V54 9HS, England	CAPI	9990	Attempting to visit the parental address if in your area/issuing a parental tracing letter	Contact made - unwilling to pass on contact details	left tracing letter will pass on
1		[unchanged]				21 New Road, Sundweed, Mirnploy, V54 9HS, England	22 Sing Avenue, Sundweed, Mirnploy, V54 9HS, England	CAPI	9990	Attempting to contact the neighbours at the latest address	Contact made - (some) new contact details/information obtained	Neighbour at number 12 gave new parental address

Updates obtaing during calls:
[No updates collected]

Stable contact details
- Name, address and telephone number of stable contact
- Whether they have been contacted this wave
- Relationship to cohort member

Parental address / Address at last interview

Address

Wave and year cohort member was last known to live at that address

6.5.2 First contact with household

When contacting the household you should **not**:

Make first contact by telephone;

Send texts to mobile numbers or emails;

Conduct the interview by telephone.

Your first contact with the household in a given fieldwork period **must** be face-to-face, as it is easier to establish a rapport this way and thus to avoid refusal. Remember that the Telephone Unit will have tried all available telephone numbers at different times of the day on different days of the week already. You may need to visit the household several times before you make contact.

However, if there is no contact with a respondent after 6 calls to the household, you should talk to your FPM and discuss whether attempting telephone or email contact is a suitable approach prior to starting tracing. This should be used as a last resort, but should be attempted where no contact has been made, and especially where tracing attempts have not proved successful.

Research shows that:

The more you vary the times of day you call, the fewer calls you will have to make and you will get a higher response rate;

Leaving a few days between calls will produce a higher contact rate, you will have to make fewer calls and you will get a higher response rate.

So, it is important that you stick to the NatCen call pattern rules and make an early start so that you can spread out your calls more and begin any tracing required. Prior to coding an address as a 'non-contact' we require at least three evening/weekend calls in total including an evening and a weekend – checks are built into the computer for this and call patterns will be reviewed.

If no one is at home, leave a Next Steps doorstep card to inform the residents of your visit. You may use the study Freephone number (0808 168 1356) as a contact number. This number is staffed 9am – 5pm Monday to Friday. Outside these hours, an answer phone service operates. You can also leave your NatCen mobile number, but never provide your personal number.

If you are unable to make contact with the household, follow the procedures for tracing sample members discussed in Chapter 7.

Upon making contact, always remember to show your ID, even if the people you speak to do not appear to be interested in it. If sample members have any queries which you cannot answer at your initial face-to-face visit, ask them to call the Freephone Team on 0808 168 1356.

6.5.3 Subsequent contact with household

After you have made your **first contact in person**, subsequent contact can be made by telephone, email or text ***if*** the cohort member is happy for you to do this, e.g. to arrange or check appointment times.You will also be sending texts and emails to remind cohort members about appointments you have made. However, you must not conduct the interview over the telephone.

You will need to record details of all visits and telephone calls in the admin module – it will prompt you to include:

which telephone numbers you tried (if the contact was by telephone);

the outcome of the contact attempt – including the collection of comments about this;

appointment times;

any updated contact information that you obtained for the CM or other contacts.

If the sample member is not available when you call, you may leave a message, using the Freephone (0808 168 1356) number as your contact number.

You may find you receive incoming emails, texts and phone calls from the CM or other contacts. Where these provide new contact information or provide an appointment update, these should be recorded in the admin module in the ‘Conduct tracing / update contact details’ section.

6.5.4 Doorstep documents

There are a number of documents for you to use on the doorstep:

Doorstep cards;

Survey leaflets (see Chapter 5);

Adding data leaflets (see Chapter 5)

Generic advance letter (laminated) and replacement copies; and a

Generic advance email.

Doorstep card

You will be provided with a set of doorstep cards – blank cards with Next Steps branding that you can use as you wish – for instance to let people know that you tried to make contact or to leave as an appointment reminder. The card contains details of the Next Steps Freephone number, website and e-mail address for them to contact us but you may also wish to add your NatCen mobile number for them to contact you directly to arrange a new interview time. You should also write their serial number on the card to make it easier for Brentwood to identify them, should they call or e-mail us.

Generic advance letter

We have produced a laminated generic version of the advance letter which can be used on the doorstep, so that you do not have to carry multiple versions of the advance letter when visiting a household and to avoid any confusion over which letter to use. The generic version simply tells the sample member about the study and encourages them to take part – it does not mention the Web option and it only mentions the £10 incentive given that this is now the only level available (see Chapter 8). This is a slightly different letter to the one sent just before face-to-face fieldwork started (it does not mention your visit or include your name, for instance) but contains the same messages about the nature of the study and reasons to participate.

In addition to the laminated copy, your workpack includes spare copies of the generic advance letter (which have not been laminated) and these can be given to sample members on request – as well as in instances where you trace them to a new address. Copies of the two leaflets should also be provided in this instance. If you require further copies of these, please contact the office. Note that all of the materials are available on the study’s website (www.nextstepsstudy.org.uk) and can be accessed there by participants.

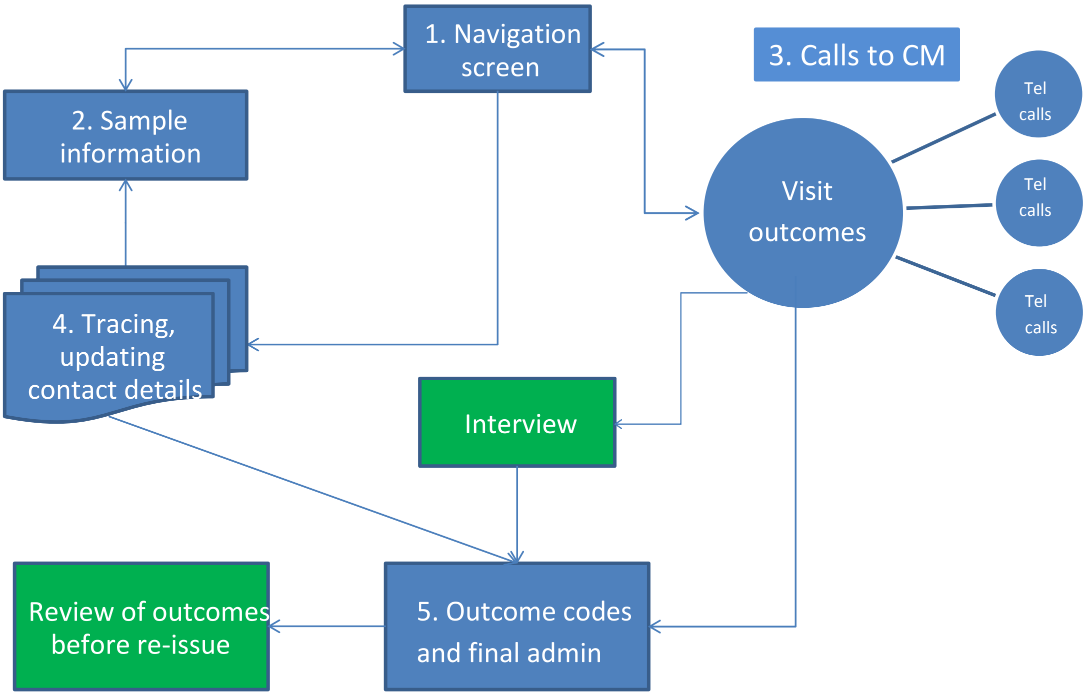
Generic advance email

If preferred, you can send an advance email rather than a letter, particularly where a new email address has been obtained. We have produced an email template that will be sent to your NatCen email address (or can be requested from the Freephone Team). This allows you to fill in the name and serial number and includes the Next Steps branding. Again, this is a different email to the advance email sent at the start of web fieldwork in that it does not mention the web questionnaire.

6.5.5 Recording contact attempts

Details of all your attempts to make contact with the sample member by phone or face-to-face will be recorded in the admin module. **You should record all this information at the time that you visit / make the call –** dates and times will automatically be recorded. The structure of the admin module is described below.

Figure 6.2 Admin module structure



1. **Navigation screen**. This is the central screen of the admin module and is the list of actions that you are able to take on the case. To begin with, you will just have the option to review the sample information or record a call attempt. As you progress through contact attempts more options will be available (tracing and final admin).

2. **Sample information screens**. Information about the cohort member from the sample file and outcomes of attempts to call / visit them during fieldwork to date (including from the telephone phase).

3. **Calls record**. This section controls the process of visiting the CM and recording the outcome of each visit. You should also record all telephone contact here and update any contact information. It is also the point from which the main questionnaire is launched.

4. **Tracing**. Where the address has been confirmed to be incorrect for the cohort member, tracing via the stable contact, at the parental address and the last interview address will be carried out. Attempts to trace are recorded in this section (see Chapter 7).

5. **Final admin**. When a final outcome for the case is reached, details will be recorded in the final admin section, including reasons for refusal and comments following a successful interview.

6.5.6 Making an appointment

If you make an appointment during a visit or telephone call this should be recorded in the call record in the admin module. This will update the details in the information display screen and on the case selection screen. Updates to appointments that you receive directly from the CM or other contacts, for instance by text, can be recorded in the tracing section.

6.5.7 Recording outcomes

In many cases the final outcome will be computed based on the answers you provide in the admin module or on completion of an interview.

Where an interview is conducted or the case is recorded as a refusal you will automatically be moved in to the final admin section of the admin module and asked to confirm that the computed outcome is correct.

Where the final outcome cannot be computed you will be presented with a list of possible outcome codes to select the most appropriate.

In all cases where an interview has not been completed be sure to give a clear explanation of the outcome when prompted, including indicating whether the cohort member should be reissued at face-to-face fieldwork.

6.5.8 Making and viewing interviewer comments

At the end of each call and tracing attempt you will be presented with a comments box where you can make notes for yourself and for future interviewers / future waves of the survey. Here you should concisely and accurately record any information that may be useful.

You can view comments from previous interviewers in the Calls Log tab of the Information Display screens at the start of the admin module. The most recent comments are at the bottom of the list – you will need to scroll down.

6.5.9 Refusals

To date we have found a low level of refusals to the study – clearly it is vital to its success to keep these to a minimum. If you wish to code a case out as a refusal, please speak to your FPM about this first. There may be some occasions where it is so obvious that the case is a refusal that you feel you can code this without reference to your FPM, but please do raise it with them subsequently. In other cases, whilst on the doorstep please code that the case can be attempted again. When agreed with your FPM, code the case out as a refusal by selecting ‘final admin’ from the navigation screen. **We do not want to accept proxy refusals, including from parents, except in exceptional circumstances.** Please discuss with your FPM before coding a proxy refusal.

6.6 Managing the mixed-mode design

6.6.1 Handling requests for web completion

Having already been informed by letter of the option of completing the survey online, some cohort members may state a preference to do this when you visit. Given that they have already had a number of opportunities to do this and that we know that it is common for people not to complete a web survey despite their best intentions, in this situation you should push to complete the interview face-to-face.

If they are adamant that they wish to complete the survey online, enable them to do this but try to suggest you will call back to make sure things have gone okay. If a participant requests to complete the survey via web take the following steps:

1. Direct them to the advance e-mail or letter that they received which provides details on how they can access the survey and inform them that this can be completed on any PC, laptop or tablet but not on a smartphone as the link will not work.

2. Record that they have requested web completion when prompted in the Admin module.

3. Make an appointment to call the cohort members back or visit in a couple of days. You can say that this is to check that they were able to access the survey and haven't had any problems with completing it. At the time of this call, if they have not completed the survey online, try to then complete the survey with them or arrange an appointment to do this.

4. Record any relevant comments that may be useful to future interviewers in the comments box at the end of the call.

When you sync your device you will receive updates on whether the web interview has been started or completed and decide on your approach accordingly. If an interview has been started on the web, you will be able to complete the interview from where they left off – their answers will have been stored.

7 Tracing cohort members

Key points

If a cohort member does not appear to live at the latest issued address then face-to-face interviewers will be responsible for conducting tracing with the aim of confirming that they have moved and obtaining new contact details.

This will involve:

- Re-trying available telephone numbers for the cohort member.
- Asking for contact details from current occupiers and neighbours.
- Tracing cohort members through telephoning the stable contact nominated by the cohort member at their previous interview.
- Tracing cohort members through their parents or stable contact, including visiting them at their address and/or leaving/posting a letter explaining this process.
- Visiting the address where the last interview took place.
- Leaving an occupier letter at the latest address.

7.1 Overview of the tracing task

Given that the cohort members have not been contacted in several years, at a particularly transient time of their lives, it is likely that a relatively high proportion will have moved address since the last wave of contact.

Substantial efforts have been undertaken to update cohort members' details prior to fieldwork and to encourage them to update their own details throughout fieldwork, further details of this are provided in Chapter 4. During fieldwork, any notifications of changes in contact details will be taken into account and interviewers will be informed.

However interviewers will also be responsible for obtaining up-to-date contact details in many cases through undertaking their own tracing activities. Tracing will be a substantial and important part of the work that you conduct on the project.

Finding as many cohort members as possible is crucial to the success of the study at this re-launch wave. This will help to ensure that the achieved sample gives an accurate picture of this generation as we know that people who move are different than those who don't. It will also be important for helping to secure the longer-term future of the study. We also know that once we've found someone who has moved, they are usually willing to be interviewed. So these tracing efforts will definitely pay off!

Please note that your tracing attempts should ensure the cohort member's **confidentiality**. Please do not volunteer contact information for them to people you meet and remember that you should not name Next Steps except to their parents (who have been involved in the study) or the stable contact (who the cohort member gave us permission to contact). Notice that the occupier letter mentioned below is not branded as Next Steps.

7.2 Face-to-face tracing requirements

If contact cannot be made with the cohort member you will be required to trace them through several tracing activities. Note that this **includes** situations where you have **not made any contact** - and so are uncertain whether the cohort member lives at the address – in addition to those where you have received confirmation that they have definitely moved. Please attempt these in the order that is most efficient for you, taking account of any intelligence about the available contact information during fieldwork (including telephone fieldwork).

7.2.1 Re-trying available telephone numbers

You will be required to re-try telephone numbers for the cohort member at least once during the week, during the day and in the evening and once at weekends. Please be aware that numbers should **not** be attempted **before** an initial visit and not normally until the required minimum six visits have been made.

Please also ensure that you check the call record from the telephone phase to check for information that may have been recorded.

7.2.2 Current occupiers and neighbours

If you are unable to contact the cohort member at the issued address, you will need to ask for contact details of the participant from current occupiers and neighbours (note that you will be prompted to check contact information for the cohort member if you speak with anyone at the main address at any stage of the process). Anyone who may know the cohort members contact details but is unwilling to provide these to you should be asked to pass on or post a **tracing letter** (and a Freepost return envelope) to the cohort member.

Tracing at multiple neighbours

In the tracing section of the admin module there is only one option for tracing at neighbours. It would be useful to be able to distinguish between calls to different neighbours or when you have only been able to conduct tracing with one neighbour.

When recording your calls please make comments to allow us to distinguish between neighbours, for example ‘tracing at number x’. This will hopefully also help you when looking back at the tracing done so far.

7.2.3 Other local contacts

During the soft launch fieldwork, a number of interviewers reported success through approaching workplaces, estate agents and Post Offices where they had already been given some information about the movements of the CM. These organisations are unlikely to provide contact information to you directly, but may provide additional leads or be willing to pass on a tracing letter. Please do use whatever you feel are appropriate routes to making contact. These efforts can be recorded in the tracing section of the admin module under ‘contacting neighbours’. Please be specific in your comments about who you have contacted in this process.

Please remember not to reveal the name of the study to anyone other than the cohort member, their stable contact and their parents. Instead, just mention that the cohort member participated in an important research study.

We do not want you to try tracing through social media, not least because it's difficult to know whether an account is held by the cohort member or someone else with the same name. This is something that CLS will consider doing where cases are returned untraced to the office.

7.2.4 Contacting stable contacts

A stable contact is someone who the cohort member has previously provided contact details for and has given permission for us to contact if we are unable to contact the cohort member directly, for example if they move house. A stable contact could be a friend, relative or neighbour of the cohort member.

In some instances you will not be able to trace via a stable contact as this information is only available for around 40% of the sample. The stable contact information was provided in waves 5, 6 and 7 of fieldwork (2008/2009/2010).

Telephoning stable contacts

You will need to review the attempts made during the telephone phase to get in touch with the stable contact. You will be able to see from the admin module which stable contact numbers have been attempted by the Telephone Unit and the outcome of those calls. For telephone numbers that were not wrong or unobtainable you will need to try and attempt contact at least once during the week, in the evening and once at weekends.

When speaking to the stable contact collect updates to the following:

- Cohort member address/ telephone number/ email address / name
- Stable contact address / telephone number
- Parental address

If a new telephone number for the cohort member is collected you can use this to further trace the participant.

When attempting to contact a stable contact please bear in mind that the cohort member may not have informed their nominated stable contact that they have provided their contact details for the purpose of making contact with them and may not be aware of them participating in Next Steps.

Please reassure the stable contact that you have been given their contact details by the cohort member along with permission to contact them in any instances where you cannot trace the cohort member themselves.

Visiting/leaving a letter with the stable contact

If the stable contact lives in your area then you should attempt two doorsteps visits to make face-to-face contact, including one visit in the evening or at the weekend. If you are unable to make contact on the second visit then leave a **stable contact letter** behind. If you make contact with the stable contact and they are unwilling to pass on the cohort members details, ask them to pass on the stable contact letter to the cohort member and you can also leave your name and NatCen mobile number as a means for either the stable contact or cohort member to get in touch with you directly to inform you of their new details. There is also information on this letter should they wish to contact the Next Steps team regarding this. If the stable contact is not in your area then post the stable contact letter.

7.2.5 Parental tracing

The most common means of tracing cohort members will be via parents. Very often the issued address will be the parents home, and even if the cohort member has moved their parents may still be living there as the 'current occupier' of the address. Where the issued address is not the parental address, you will be provided with this separately. You should visit if the address is in your area (at least twice to make contact), and leave or post a **parent tracing letter** (if the address is different to the cohort member's latest address or stable contact address).

Parents as gatekeepers

During the soft launch, many interviewers found that they were able to get in contact with parents but that they sometimes acted as 'gatekeepers' and could be reluctant to give the cohort member's current details. In these instances you should leave a tracing letter, but the effectiveness of this will vary depending on your approach. The tips provided below may help you with this.

Interviewers' tips for tracing through parents

- Try to engage the parent as you would the CM: be positive about the study and mention particular issues that are important to this generation such as the difficulty that their children may have had emerging into the job market during the sharpest recession since the 1930.

- Try to gently persuade the parent to give you the cohort member's new address if at all possible. Emphasise that by doing this they are not committing them to take part and that they will be able to decide for themselves whether or not to do the interview. Say that we'd really appreciate the opportunity to speak with them directly so that we can answer any questions they may have.

- Write a hand written note to be passed along to the cohort member with the tracing letter giving your contact details and explaining the importance of the study and their contribution to it.

- Where parents are unwilling to pass on contact details, but think the cohort member may be more likely to take part online than face-to-face, you can note down and pass on details of how to access the web survey along with the tracing letter.

A few of you mentioned that parents (or other contacts) have told you that the cohort member does not want to take part in the study anymore. Except in exceptional circumstances **we do not want to accept proxy refusals,** given that the cohort member is now aged 25 or 26**.** In this situation you should kindly tell the contact that you would like to discuss their intention to participate with the cohort member directly. You should also carry on with other tracing activities. You may have to manage sensibly the parent's disappointment of you insisting to talk with the cohort member.

7.2.6 Visiting address of last interview

If the address of the last interview is different to the latest address, stable contact address and parental address you should attempt to visit this address (at least twice to make contact) - if it is in your area. If you are unable to make contact you should leave an **occupier letter**.

If contact is made and the individual is unwilling to provide any updated details but is able to pass on a letter to the cohort member on your behalf, you should leave a **tracing letter**, provided in a sealed envelope.

For addresses outside of your area you should send an **occupier letter** by post.

7.2.7 General tips for effective tracing

- Leaving mobile numbers and 'sorry I missed you' cards at the issued address and other addresses visited during tracing
- Using telephone numbers and email addresses where other methods of contact have been unsuccessful
- In some instances, especially where the CM was last interviewed at an early wave, we may not have a lot of leads for tracing. In these circumstances please do all you can, but return the case promptly so we can conduct further in-office tracing.

7.2.8 Incoming emails, texts and phone calls

As your contact with the CM or tracing contacts develops you may receive calls, emails, or texts directly. Although we are not asking you to record these as events in themselves, if you have received new contact information – for instance the telephone number is not one you have so far recorded –this information should be recorded in the 'Conduct tracing / update contact details' section of the admin module

7.2.9 Reallocation of cases where tracing complete

Cases will be reallocated to another interviewer where tracing has been completed and an address found that is outside the original interviewer's area. Reallocation will also happen where the original interviewer has completed all the tracing they can do in their area but there remains a stable address, parental address or last interview address to be visited outside their area.

On this basis, you may find that your task for some cases is just one of conducting tracing by visiting the parental, last interview or stable contact address.

7.2.10 Peer-to-Peer tracing

As a number of young people were originally selected from the same school, you may come across cohort members who know and are in touch with other cohort members.

At the end of each successful interview, please ask the participant if they know anyone else who has taken part in the study in previous waves. If they do, ask them if they would be willing to pass on doorstep card with a note of your name and phone number to the cohort member, along with a study leaflet.

If a cohort member mentions that they know someone else in the study before you have conducted an interview you can give the doorstep card and study leaflet with a note of your name and phone number for them to pass to the cohort member, but you should not raise this issue yourself until after the interview.

7.2.11 In Office Tracing

When cases are sent back as untraced, additional office tracing is performed as a last attempt to locate cohort members. The additional office tracing may involve further attempts to contact cohort members, parents and stable contacts by phone, email and letter; comments provided by you in the admin module will be used in this tracing, so it is recommended that they are clear and informative. However, we know that for the most part face-to-face and telephone interviewers will have already made extensive efforts to make contact in these ways, so further attempts are unlikely to be successful.

Other forms of office tracing include: asking to the secondary school where the cohort member studied to pass on a tracing letter, database searches involving the electoral register and phone directories, and searching on the internet and social networks.

Overall, while office tracing can sometimes be successful in locating cohort members, we expect that in field tracing by the interviewer to be more effective in the location cohort members due to being able to talk to people in person and your knowledge of the local area. So, please do ensure that you make every effort to trace the cohort member before returning the case as untraced.

7.3 Summary of letters for tracing process

The table below provides a summary of the letters available for the tracing process and how each should be used. See the following pages for examples.

Letter	Purpose	Where used
Occupier letter	Asks current occupier whether the named sample member lives at the address and whether the occupier knows of their details if not. Include a Freepost envelope for the reply slip.	**Where no contact is made at the main address or at an address provided during tracing.**

	This is unbranded so does not reveal that the person we are trying to contact is a Next Steps cohort member.	**Also left/posted where no contact made at the last interview address or where it is outside your area.**
Tracing letter	Given to occupiers of addresses where the cohort member has lived and the occupier is unwilling to provide updated contact details. It can also be given to neighbours who know the cohort member or their family. The occupier/neighbour is asked to pass on the tracing letter to the cohort member, asking them to inform us of their updated contact details. These letters have Next Steps branding so should be provided in a sealed envelope so not to compromise confidentiality. Include a Freepost envelope for the reply slip.	**Any contact who knows the cohort member but who is unwilling to provide contact information themselves.**
Stable contact letter	Sent to the stable contact given by the participant at previous waves of the study. The stable contact is asked to either provide us with updated contact details for the cohort member, or pass on the letter to the cohort member, to allow them to update their details themselves Letter is branded Next Steps as we have permission from the cohort member to make contact with their stable contact. Include a Freepost envelope for the reply slip.	**Left behind after visit where stable address is local and no contact is made. If the stable contact lives further afield, the stable contact letter can be posted.**
Parent letter	**Sent to the parents of cohort members. The parent is asked to either provide us with updated contact details for the cohort member, or pass on the letter to the cohort member, to allow them to update their details themselves.** **Letter is branded Next Steps as the parents have been involved in Next Steps so aware of the cohort members involvement in this study.** **Include a Freepost envelope for the reply slip.**	**Left behind after visit where parental address is local and no contact is made. If the parent lives further afield, the letter can be posted.**

Occupier letter

NatCen Social Research

Our Ref: ....

Date: ....

UCL

Write in serial number and date

Dear Sir/Madam,

We are trying to make contact with the person named below who has taken part over many years in an important research study. According to our records they are living at this address. An interviewer working on behalf of NatCen Social Research, an independent research organisation who are carrying out the survey on behalf of the Centre for Longitudinal Studies at University College London has visited your address several times but has been unable to find anyone at home.

If you are the person named below, please let us know if you are still living here and we will ask the interviewer to try and make contact with you again. If this letter has been forwarded to you from a different address, please let us know your full current address and contact details.

If you are not the person who took part in the study, please can you help by forwarding this letter to our study member; or by giving us details of their new address, or the name and address of someone else who might be able to help us.

If you do not know of any way of getting in touch with our valued study member, please let us know so that we can update our records and avoid contacting you again.

There are three ways you can do this:

- Email us at info@natcen.ac.uk
- Phone us on Freephone 0808 1681356
- Complete the slip below and return it in the enclosed FREEPOST envelope – you will not need a stamp.

Thank you for your help.

Yours faithfully,

L Calderwood

Lisa Calderwood
Study Director, Next Steps

Write name of cohort member and serial number

We are trying to contact.. Our Ref:....................................

Please tick the appropriate box below and fill in the details over the page

A. I am the person named above .... ☐
B. I am not the person named above, but I know a forwarding address for them .... ☐
C. I am not the person named above, but I know someone who may be able to help .... ☐
D. I do not know the whereabouts of the person named above .... ☐
E. I do not know this person .... ☐

THE INFORMATION YOU GIVE WILL BE TREATED IN STRICTEST CONFIDENCE

If you have any questions, please contact the research team on Freephone 0808 1681356 or by email at info@natcen.ac.uk.

P10591/OccLetter

Please turn over

Please give address details below, using BLOCK CAPITALS

Address: ....

....

Postcode: .... Telephone number: ....

Email address: ....

If you are the person named overleaf, please also complete the following:

First name(s):.. Surname:..

Date of birth: .... Previous surname: ....

Please help by completing this form and returning it in the enclosed FREEPOST envelope to **NatCen Social Research, Kings House, 101-135 Kings Road, Brentwood, Essex CM14 4LX** – you won't need a stamp if you post it in the UK.

Tracing letter

Our Ref: ....

Date: ....

NEXT STEPS
LEARNING FROM YOUR GENERATION

Write in serial number and date

Dear ....,

Write in cohort member's first name

You may remember taking part in a research study called Next Steps a few years ago, while you were at school. This study makes a vital contribution to research and policy making on a range of issues including education, employment and health.

The latest survey is happening right now and we really hope you can help. As a thank you for your contribution, we will give you a voucher for taking part. You can choose either an Amazon voucher or a Love2Shop voucher which you can spend at high street shops like Argos.

Next Steps is one of the largest studies anywhere in the world about people born in 1989/90. By taking part you can help us to find new ways to make life better for your generation and the next.

An interviewer from NatCen Social Research an independent research organisation who are carrying out the survey on behalf of the Centre for Longitudinal Studies, at University College London has visited the address we have on file for you and been told you now live elsewhere.

The interviewer spoke to .... who did not wish to give your new address without your permission, but agreed to forward this letter to you.

We would appreciate it if you could contact NatCen to update your current address and contact details. There are three ways you can do this:

- Email us at nextsteps@natcen.ac.uk
- Call us on Freephone 0808 1681356
- Or complete the reply slip below and return it to NatCen Social Research in the enclosed Freepost envelope – you will not need a stamp.

By giving us your address you are not committing yourself to take part in the study again. Once you have confirmed your new details you will be contacted by an interviewer who will provide you with information about the survey and invite you to take part. If you are happy to take part they will arrange a convenient time to visit you.

Please turn over

Write in serial number

Please complete this form using BLOCK CAPITALS and return in the FREEPOST envelope

OUR REF:	
TITLE:	FIRST NAME:
SURNAME:	PREVIOUS SURNAME:
DATE OF BIRTH:	
ADDRESS:	
POSTCODE:	PHONE:
EMAIL:	

P10591/TracLetter

If you have any further queries about the study please do not hesitate to contact NatCen on Freephone 0808 1681356, or email **nextsteps@natcen.ac.uk** or visit **www.nextstepsstudy.org.uk**.

L Calderwood

Lisa Calderwood
Study Director, Next Steps

Scan the code below with your smartphone to visit our website.

Please return the completed form in the Freepost envelope provided to **NatCen Social Research, Kings House, 101-135 Kings Road, Brentwood, Essex CM14 4LX** - you won't need a stamp if you post it in the UK.

If you have any questions about this form, or about the Next Steps study please contact the research team on Freephone 0808 1681356 or by email at nextsteps@natcen.ac.uk.

THANK YOU FOR YOUR HELP.

Stable contact letter

Our Ref: ....

Date: ....

NEXT STEPS
LEARNING FROM YOUR GENERATION

Write in serial number and date

Dear ....

Next Steps is a major national study following the lives of over 16,000 people in England born in 1989-90. This study makes a vital contribution to research and policy making on a range of issues including education, employment and health. For more information about the study, please visit **www.nextstepsstudy.org.uk**.

We are trying to make contact with the person named below so that we can invite them to take part in the latest survey, which is happening right now.

Name of stable contact

Name: ....

Write in cohort member's full name

An interviewer from NatCen Social Research, an independent research organisation who are carrying out the study on behalf of the Centre for Longitudinal Studies, at University College London, has visited the address we have on file and found that they no longer live there. This person has previously given the study team your details and permission to contact you if they changed address, in order to try to find out where they have moved to.

If you know where they are living now, please let us know their new address and contact details. There are three ways you can do this:

- Email us at nextsteps@natcen.ac.uk
- Call us on Freephone 0808 1681356
- Or complete the reply slip below and return it to NatCen Social Research in the enclosed Freepost envelope – you will not need a stamp.

By telling us their address, you are not committing them to take part in the study again. They will be able to decide whether or not to take part in the study when we get in touch with them.

Please turn over

Write in serial number

Please complete this form using BLOCK CAPITALS and return in the FREEPOST envelope

OUR REF:	
TITLE:	FIRST NAME:
SURNAME:	PREVIOUS SURNAME:
DATE OF BIRTH:	
ADDRESS:	
POSTCODE:	PHONE:
EMAIL:	

P10591/SConLetter

If you know their new address but would prefer to pass this letter on to the study member so that they can return it to us, please do so. If they have any questions about the study, or would prefer not to be contacted again, please ask them to let us know so that we can update our records.

Thank you for your help.

Yours sincerely,

L Calderwood

Lisa Calderwood
Study Director, Next Steps

Scan the code below with your smartphone to visit our website.

Please return the completed form in the Freepost envelope provided to **NatCen Social Research, Kings House, 101-135 Kings Road, Brentwood, Essex CM14 4LX** - you won't need a stamp if you post it in the UK.

If you have any questions about this form, or about the Next Steps study please contact the research team on Freephone 0808 1681356 or by email at nextsteps@natcen.ac.uk.

THANK YOU FOR YOUR HELP.

Parent letter

Our Ref: ....

Date: ....

NEXT STEPS
LEARNING FROM YOUR GENERATION

Write in serial number and date

Dear Parent of ....,

Next Steps is a major national study following the lives of over 16,000 people born in England in 1989-90. This study makes a vital contribution to research and policy making on a range of issues including education, employment and health. For more information about the study, please visit **www.nextstepsstudy.org.uk**.

We are trying to contact your child, named below, who joined the study when they were at school. The latest survey is happening right now and we would like to invite them to take part.

Write in cohort member's first name then first and surname

Name: ....,

An interviewer from NatCen Social Research, an independent research organisation who are carrying out the survey on behalf of the Centre for Longitudinal Studies at University College London, has visited the address we have on file and found that they no longer live there. We are therefore trying to contact them through this address where they previously lived with you.

If you know where they are living now, please let us know their new address and contact details. There are three ways you can do this:

- Email us at nextsteps@natcen.ac.uk
- Call us on Freephone 0808 1681356
- Or complete the reply slip below and return it to NatCen Social Research in the enclosed Freepost envelope – you will not need a stamp.

By telling us their address, you are not committing them to take part in the study again. They will be able to decide whether or not to take part in the study when we get in touch with them.

Write in serial number

Please turn over

Please complete this form using BLOCK CAPITALS and return in the FREEPOST envelope

OUR REF:	
TITLE:	FIRST NAME:
SURNAME:	PREVIOUS SURNAME:
DATE OF BIRTH:	
ADDRESS:	
POSTCODE:	PHONE:
EMAIL:	

P10591/ParTracLetter

If you know their new address but would prefer to pass this letter on to your child so that they can return it to us, please do so. If they have any questions about the study, or would prefer not to be contacted again, please ask them to let us know so that we can update our records.

Thank you for your help.

Yours sincerely,

L Calderwood

Lisa Calderwood
Study Director, Next Steps

Scan the code below with your smartphone to visit our website.

Please return the completed form in the Freepost envelope provided to **NatCen Social Research, Kings House, 101-135 Kings Road, Brentwood, Essex CM14 4LX** - you won't need a stamp if you post it in the UK.

If you have any questions about this form, or about the Next Steps study please contact the research team on Freephone 0808 1681356 or by email at nextsteps@natcen.ac.uk.

THANK YOU FOR YOUR HELP.

7.4 Recording tracing attempts

You should record all tracing attempts in the admin module as promptly and accurately as you can. You will be prompted to record:

- The type of tracing carried out
- The outcome of that tracing attempt, including whether it can be attempted again
- What new contact information has been collected and for who (cohort member, stable contact or parent)

Before you can complete the final admin module, you will be prompted for reasons why you have not completed tracing tasks if any are outstanding – please give full details here if you are not able to complete tracing work (for instance where the address is outside your area). Note that CLS will be conducting further tracing for known movers who have not been traced and the information that you provide from your tracing efforts will be important for this process.

7.5 Actions following tracing

7.5.1 Successful tracing – what happens next?

Where new contact information is collected, this will automatically update the current contact information displayed in the sample information. You should attempt to make contact with the cohort member using this information where it is possible.

Where the new address information is outside your area, please discuss this with your FPM and code the case out by selecting 'final admin' in the admin module and choosing outcome 673 "Traced mover – outside my area" when prompted.

7.5.2 Unsuccessful tracing – what to do next?

Where all tracing efforts are exhausted, please discuss this with your FPM and code the case out by selecting 'final admin' in the admin module and choosing outcome 671 "UNTRACED MOVER: Certain respondent moved, new address not obtained" when prompted.

7.5.3 When to end your tracing activity?

- Where there is further tracing to be done outside your area you should code the case for re-allocation immediately once you've finished all of your tracing attempts.
- If the case does not need re-allocating for further tracing to be carried out you may hold onto it for a couple of weeks (unless it is close to the end of fieldwork) if there are contacts or potential leads (such as parents) which you judge would be worth re-contacting e.g. to see if they have been able to pass on the letter/

can encourage the cohort member to respond. You will need to judge in each case how many times you can re-visit the parents and other contacts.

- You should continue with other tracing activities while you wait to hear from any tracing letters left.

- Once all tracing options are exhausted you should return the case as untraced.

- Please also bear in mind that cases which cannot be successfully traced in the field will be sent to CLS for office tracing, and any resulting addresses from this office tracing will be sent back out to the field during the fieldwork period.

8 Participant engagement

Key points

- Cohort members are irreplaceable; a key part of the project is maintaining their participation and engagement with the study.

- Participants are provided with £10 voucher (some receiving £20 in the first 3 weeks of web fieldwork) for completing the interview; they have a choice – Amazon e-voucher or Love2Shop gift card, sent in their thank-you letter. A boost from the incentive provided at the last wave.

- In addition to the materials sent to cohort members (see section 5).There are a number of electronic engagement resources:
    - Study website
    - Social media – Facebook and Twitter
    - Engagement and Adding Information videos

- There are FAQ sheets available and some suggested strategies included in this section for answering cohort member questions and overcoming their reservations about taking part. There are further FAQ resources on the study website.

Participant engagement is a key part of any survey wanting to achieve high response rates to obtain robust and reliable data. For cohort studies, such as Next Steps, each cohort member brings something unique to the study and together the Next Steps participants represent the diversity of their generation. Each cohort member is irreplaceable. If they decide not to take part, we cannot replace cohort members with anyone else and we do not get the whole story. Therefore, it is particularly important to achieve high response rates and to maintain engagement with cohort members over time to ensure the information we collect remains representative of this age group.

Previous Next Steps surveys have achieved high response rates (section 2.1.5), facilitated partly through having annual contact with cohort members between 2004 and 2010. The Age 25 Survey has an additional challenge as the previous survey took place in 2010, with no contact being made with study members for at least 5 years. Some cohort members have not been contacted for up to ten years, depending on when they last participated.

For the Age 25 survey we want to re-engage the cohort members with the study so that they take part in this particular wave and continue to be engaged with the study long term. The various tools available to encourage cohort engagement, are discussed in this section.

8.1 Use of incentives in Next Steps

The Next Steps cohort have always been offered an incentive for their participation, however there has been some variation in the value of this incentive which was **previously provided as an unconditional incentive** in the advance letters sent to cohort members. The incentive offered at this wave is higher than previous waves but is conditional on completion of the survey.

8.1.1 Incentive amount

Incentives for the Age 25 survey will be conditional on participation (completion up to and including module 9 on data linkage). The incentive amount was tested experimentally during the soft launch to determine whether use of different incentive values has an impact on response. The approach we have adopted for the main stage is as follows:

- Cohort members are offered £20 incentive if they complete by web within the first 3 weeks of fieldwork.
- Otherwise receive a £10 incentive for completion in any mode after that.

Although the time limited higher incentive is clearly outlined in the letters sent to cohort members, you may need to explain to the participant that they are no longer eligible for the £20 incentive and potentially manage their disappointment. If you receive complaints about this reassure the participant that they will still receive a £10 voucher.

8.1.2 Incentive type and administration

Participants will be offered a choice of two incentive types.

1. Amazon e-voucher redeemable at www.amazon.co.uk
2. Love2Shop gift card accepted in a wide range of High Street shops

The available choice of vouchers will be specified in the advance letter and the participant will be asked what their preference is as part of the interview.

All incentives will be administered by the Logistics team at NatCen.

1. Those selecting an Amazon e-voucher will receive their voucher code and expiry date mail merged on their thank you letter. If we have a participant email address we will additionally send them the information by email.
2. Those selecting a Love2Shop gift card will receive their card and an instruction leaflet for using the card in their thank you letter.

The letters and emails will be issued by the office at weekly intervals throughout fieldwork.

8.2 Engagement resources

In addition to having a financial incentive for taking part, there are a number of materials and resources that have been produced to help engage cohort members in this study and help interviewers achieve a successful response. All hard copies and e-communications make use of the attractive and engaging Next Steps brand, developed by a professional branding agency following audience research with people in their mid-twenties.

Copies of mailings that cohort members will have received are included in your briefing packs or are available on the CLS website. These include:

- Participant pack mailing - including a letter, leaflet, timeline, change of details card and three gifts
- Advance mailing – including an advance letter, a survey leaflet and data linkage leaflet
- Communications during fieldwork – replacement mailing and reminder letters
- Post fieldwork communication – thank-you letters

Further information on these resources is contained in sections 4 and 5.

As well as providing key information, these materials also sign-post cohort members to a number of digital resources, giving information on the study and aspects of it, which will be available before and during the fieldwork period:

Study website hosted by CLS, including Age 25 specific FAQs http://www.nextstepsstudy.org.uk/
NatCen webpage directing participants to the fuller CLS site http://www.natcen.ac.uk/taking-part/studies-in-field/next-steps/
Engagement video hosted on YouTube and available via the 'About' section of the CLS website https://youtu.be/2dmWsNQx82I
Adding information video hosted on YouTube and available via the 'Surveys' section of the CLS website https://youtu.be/W6ZuK3lYW6Y

8.2.1 Next Steps website

CLS have launched a Next Steps Age 25 website for participants, please look at it yourself to find out more about Next Steps. Below is a screen shot of the homepage:

The website provides cohort members with engaging information and resources and includes the following key sections:

ABOUT	Contains general information about Next steps and participants can access the animated engagement video here.
FAQS	Provides responses to some key questions participants may have including: reasons for taking part, what it involves, how we keep in touch with cohort members, tracing activities as well as privacy and data protection information.
SURVEY	Contains information on the upcoming Age 25 survey as well as background information on previous surveys. It also includes links to both the engagement video and adding information video.
WHAT WE HAVE LEARNED	Provides examples of findings and impact from previous waves of the study in the fields of education, employment, families and home life, risky behaviours and bullying.
NEWS	Provides links to news articles based on Next Steps findings.
RESOURCES	Contains copies of relevant materials sent to cohort members.
CONTACT US	Details how cohort members can contact us and can be used as a means for cohort members to securely inform us of any changes to their contact details.

8.2.2 Social Media

Next Steps is now on Facebook and Twitter so it is easy for cohort members to keep up to date with the study. Interviewers can follow both of these accounts but, other than looking at them, please do not interact with them in any way.

Facebook

The Next Steps Facebook page is at: www.facebook.com/nextstepsstudy

Cohort members only have to 'like' the study Facebook page to see updated information. Only their Facebook friends will see that they have 'liked' this page. The comment function has been disabled to protect their identity from others.

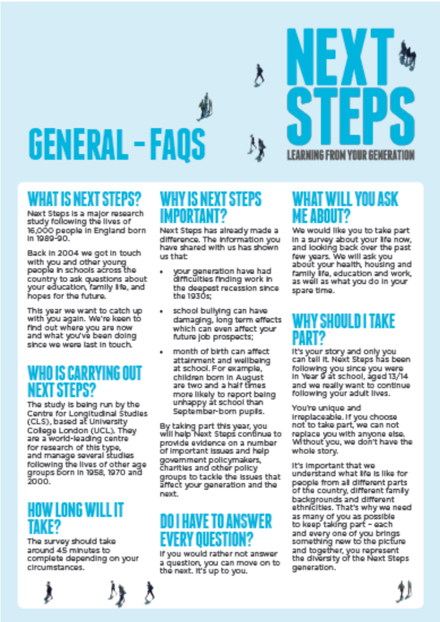
Twitter

Cohort members can follow the study on twitter at @nextstepsstudy

The Next Steps Twitter account is protected, so cohort members need to request to follow it. Their Twitter handle will only be visible to our other followers.

8.2.3 Interviewer FAQ card

Interviewers are provided with an ‘FAQ’ card to aid them in their response to some of the key questions they may receive. The blue FAQ card covers general covers questions relating to the survey.



NEXT STEPS
LEARNING FROM YOUR GENERATION

GENERAL – FAQS

WHAT IS NEXT STEPS?

Next Steps is a major research study following the lives of 16,000 people in England born in 1989-90.

Back in 2004 we got in touch with you and other young people in schools across the country to ask questions about your education, family life, and hopes for the future.

This year we want to catch up with you again. We're keen to find out where you are now and what you've been doing since we were last in touch.

WHO IS CARRYING OUT NEXT STEPS?

The study is being run by the Centre for Longitudinal Studies (CLS), based at University College London (UCL). They are a world-leading centre for research of this type, and manage several studies following the lives of other age groups born in 1958, 1970 and 2000.

HOW LONG WILL IT TAKE?

The survey should take around 45 minutes to complete depending on your circumstances.

WHY IS NEXT STEPS IMPORTANT?

Next Steps has already made a difference. The information you have shared with us has shown us that:

- your generation have had difficulties finding work in the deepest recession since the 1930s;
- school bullying can have damaging, long term effects which can even affect your future job prospects;
- month of birth can affect attainment and wellbeing at school. For example, children born in August are two and a half times more likely to report being unhappy at school than September-born pupils.

By taking part this year, you will help Next Steps continue to provide evidence on a number of important issues and help government policymakers, charities and other policy groups to tackle the issues that affect your generation and the next.

DO I HAVE TO ANSWER EVERY QUESTION?

If you would rather not answer a question, you can move on to the next. It's up to you.

WHAT WILL YOU ASK ME ABOUT?

We would like you to take part in a survey about your life now, and looking back over the past few years. We will ask you about your health, housing and family life, education and work, as well as what you do in your spare time.

WHY SHOULD I TAKE PART?

It's your story and only you can tell it. Next Steps has been following you since you were in Year 9 at school, aged 13/14 and we really want to continue following your adult lives.

You're unique and irreplaceable. If you choose not to take part, we can not replace you with anyone else. Without you, we don't have the whole story.

It's important that we understand what life is like for people from all different parts of the country, different family backgrounds and different ethnicities. That's why we need as many of you as possible to keep taking part – each and every one of you brings something new to the picture and together, you represent the diversity of the Next Steps generation.

WHO IS FUNDING NEXT STEPS?

The Economic and Social Research Council (ESRC), an independent funding agency, is paying for the study. The ESRC decided to fund Next Steps as it is the only major national study which is looking at the lives of your generation.

WHO HAS APPROVED THE STUDY?

This study has been reviewed and approved by the Multicentre Research Ethics Committee (MREC), an independent research ethics committee responsible for protecting the interests of research participants.

WHEN WILL I GET MY VOUCHER?

You will receive your voucher within two weeks of completing the study.

WILL MY DATA BE KEPT CONFIDENTIAL?

All information will be treated in accordance with the Data Protection Act 1998.

We separate your personal details – your name, address and contact details - from the other information you give us as part of the study, such as your survey responses and any administrative data you choose to add.

At no point will your personal details (or identifiers such as your NHS number, National Insurance number) be included in the data made available to researchers. This is to protect your privacy and make sure that you cannot be identified.

CAN I RE-JOIN THE STUDY IF I MISSED A PREVIOUS SURVEY?

Yes! We'd like everyone to take part each time we visit. Each survey is important because we focus on different aspects of your lives each time we get in touch. The more information that the study gathers about your life over time, the more valuable it becomes. If you miss a survey, you can still do the next survey even if you haven't taken part for a while as we can still learn a lot about how your lives have changed.

WHY THE LONG GAP IN CONTACT?

The Department of Education is only responsible for children and young people under the age of 19 and, as such, was not able to continue funding Next Steps after 2010. As Next Steps is the only major study following the lives of your generation, in 2013 the Economic and Social Research Council decided to continue to fund the study.

HOW DID YOU FIND ME?

Next Steps was transferred to the Centre for Longitudinal Studies (CLS) in 2013 from the Department for Education (DfE), who had run the study since it started in 2004. DfE wrote to all study members to tell you about the transfer, and give you the opportunity to opt-out, before passing your details to CLS. The letter and leaflet they sent to you are available on the participant website. From time to time we use government databases to find up to date addresses for research participants.

WHEN WILL YOU CONTACT ME AGAIN?

It is likely that future surveys will take place every 3-5 years. We're interested in following your life story to see how your life changes over time, and what it is like at certain ages and key milestones (such as moving house, having children). The more information that the study gathers about your life over time, the more valuable it becomes.

I WOULD LIKE TO REGISTER A COMPLAINT/ WITHDRAW FROM THE STUDY?

If you would like to register a complaint or withdraw from the study contact Curtis Jessop in the NatCen research team:

Email: nextsteps@natcen.ac.uk

Freephone: 0808 1681356

WHERE CAN I FIND OUT MORE?

If you have any questions or would like to find out more about Next Steps visit our website, facebook or Twitter pages, or contact Curtis Jessop in the NatCen research team:

Website: nextstepsstudy.org.uk

Email: nextsteps@natcen.ac.uk

Freephone: 0808 1681356

Facebook: www.facebook.com/nextstepsstudy

Twitter: @nextstepsstudy

8.3 Engagement strategies and challenges

8.3.1 Introducing the survey

When first introducing the study it is advisable to keep your introduction brief. Where cohort members have further questions or reservations you can use your knowledge of the study, as well as study resources and materials, and interviewer FAQ cards. Some tips for encouraging response are given below:

8.3.2 How to encourage response

Signpost to participant materials
As indicated in the introductory text in the questionnaire you should mention the advance materials cohort members will have received, in particular the advance survey leaflet. If they have not received or read this material you can leave them a copy of the face to face advance letter and leaflets (copies provided in your packs) or they may prefer to review the Next Steps website which also contains this material.
Mention incentive
Participants can receive a £10 voucher: Amazon e-voucher redeemable at www.amazon.co.uk

Love2Shop gift card accepted in a wide range of High Street shops

Signify the survey's importance & status

Only major national study focusing on their generations transitions through the teenage years into adulthood

Has been extensively used by researchers and policy makers across government. Give some examples of how study data has influenced policy:

Study findings have led to raising the participation age in formal education and training.

Evidence highlighted the need to improve the quality and choice of vocational qualifications so that people are better equipped for the modern labour market.

Evidence on bullying is being used by government policy makers, charities and other policy groups to tackle bullying in schools more effectively and help improve things for future generations.

Evidence had an impact on how school performance is measured (see survey leaflet).

It has improved our understanding of factors that influence educational experiences and outcomes:

Young people are more likely to achieve higher GCSE results if they find school worthwhile, believe in their own ability, are not bullied, and avoid risky behaviour such as frequent smoking, cannabis use and truancy.

Month of birth can affect attainment and wellbeing. For example, children born in August show lower social and emotional development and are two and a half times more likely to report being unhappy at school than September-born pupils.

Having regular family meals is linked to doing well at school. Half of young people who ate a meal with their family six or seven times a week gained eight or more A*-C GCSEs, compared to less than a third of teenagers who never ate with their families.

Alcohol consumption is linked to a range of negative outcomes for young people, including lower GCSE results and increased likelihood of unemployment.

You can find examples on the 'What have we learned' section of the CLS website: www.nextstepsstudy.org.uk

Describe importance of their participation

It's their story and only they can tell it. Next Steps has been following them since they were in Year 9 at school, aged 13/14 and we really want to continue following their story.

They are unique and irreplaceable. If they choose not to take part, we cannot replace them with anyone else. Without them, we won't have the whole story.

It's important that we understand what life is like for people from all different parts of the country, different family backgrounds and different ethnicities. That's why we need as many participants as possible to keep taking part – each and every one of them brings something new to the picture and together, they represent the diversity of the Next Steps generation.

The interview covers a range of interesting topics

There will be questions on a range of topics from health, housing and family life, education and work, as well as leisure activities and views on key issues.

Reassure participants they don't have to answer any questions they don't want to.

The interview will take approximately 45 minutes, depending on their circumstances.

Be clear we will not be interviewing participants annually –interviews will take place at key life stages/milestones

We're interested in following their life story. We want to see how their life changes over time, and what life is like at certain ages. When participants were growing up, surveys took place every year because their lives were changing so quickly. Now that they are older, we will visit them less often.

We hope to continue to get in touch with Next Steps participants at particular ages throughout their adult life. These ages are specially chosen to mark key points in their lives that are interesting or important. The timing for future surveys has not yet been decided. But it is likely that future surveys will take place every 3-5 years.

Their contribution is especially valuable if they haven't taken part in a while

Even if they haven't taken part for a while, we would love them to take part in the Age 25 survey. There's a lot we can learn from how their lives have changed since they last took part, even if we don't have all the details of their life in between.

Each survey is important because we focus on different aspects of their life each time we get in touch. The more information that the study gathers about their life over time, the more valuable it becomes. This is why we so value their unique and continued contribution.

Appointments can be scheduled

It is possible to call back at a time which is more convenient to them.

They could complete some of the interview now and you could call back at another time to complete it.

You can be flexible and work around them.

Confidentiality

Answers are treated in strictest confidence in accordance with the Data Protection Act 1998.

No-one outside the research team will know who has been interviewed, or will be able to identify an individual's results.

Results are only published as aggregate statistics.

Names and addresses are always kept separately from survey data.

8.4 Dealing with refusals

The participants that you will be contacting will have taken part in this study at some point in the past so we hope that in most cases they will be receptive to the study in general. However, circumstances will have changed for them and at this stage in their life, they may not have the same time available to take part in the study.

In general, please ensure that you:

- Are confident about the survey and it's benefits to society (further details are outlined in the table above, in the advance leaflets, and the 'What we have learned' section of the website).
- Stress flexibility in terms of how and when they participate.

While you should always try to achieve an interview, there will be cases where the cohort member refuses. We want to avoid the cohort member requesting to be removed from the study altogether because they do not want to take part in this wave.

If, when you are speaking to the participant or someone else in the household, you feel that further calls would risk them refusing you should record the call outcome as 'Contact made (firm proxy refusal) refusal – case not to be attempted again.' Within final admin you will be asked whether they can be contacted at future waves.

The table below gives some suggested strategies for talking to cohort members who are reluctant to take part.

Reasons for Refusal	Suggested approach
"I'm too busy" "It will take too long" "Working full time" "Not a good time"	Stress flexibility – offer to call back at a suitable time, including evenings and weekends. Fragment – offer to break up the interview into parts, you don't have to do it all at the one time. Offer to make a start at least, if you run out of time you can call back at another time.
"Not interested" "Don't see benefits of taking part"	Highlight interesting findings.

“Missed taking part in previous wave”	Stress that they can still take part, their input is valuable as we cannot replace them and it is still important for us to compare what they are doing now to when we last interviewed them in order to get a complete picture of their transition into adulthood.
“A difficult time”	Ensure that you are empathetic to the situation and find out when they think it would be a good time to contact them again. If not this year, we can contact them again at some point in the future.
“In person is not suitable”	If necessary you can direct them to the web survey at http://www.nextstepssurvey.co.uk, details of this are provided in their initial advance letter (sent prior to web fieldwork). The process for transferring participants to web is described in section 6.6

9 The interview

Key points

- Interviews will last approximately 45 minutes.
- The interview covers a range of topics including relationships, education and employment, finance, health and identity.
- An 'Event History Calendar' is used to display dates of key activities and aid recall.
- Interviewers will record Standard Occupation Code (SOC) during interview.
- The interview includes some sensitive questions on topics such as drug use, sexual identity and pregnancy history.
- Included in the interview is a request to link administrative data from various government departments to survey answers.
- An interview can be completed using more than one mode. For example, a participant may have begun a survey in web or telephone mode before being contacted in person. They can then complete the survey face-to-face.

9.1 Structure of interview

The main topic areas covered in the Next Steps Age 25 survey are:

Topic	Coverage
Household formation and relationships	Contact details, current and previous relationships, children and childcare, other household members
Housing	Current and previous housing
Employment	Current economic activity/employment, previous employment, employment details, employment support, work attitudes, partner's employment
Finance	Earnings (cohort members and partner), income from benefits, income from other sources, household income, pensions, debt
Education and job training	Job training, qualifications, tuition fees and loans, partner's education

Health and wellbeing	General health, height and weight, exercise, sleep, diet, visits to hospital
Identity and participation	Religion, social networks, trust, risk-taking, patience, beliefs, adult identity, leisure activities, politics, social media use
Self-completion/sensitive questions	Gender identity, well-being, depression, drinking, smoking, drugs, self-harm, crime and harassment, bullying, sexual behaviour, pregnancy history
Data linkage	Consent to link to records held by government and other agencies.
Contact details	Work telephone number, planned future addresses and stable contact details.
Voucher admin	Voucher type, mode of delivery, confirmation of details for delivery, thank you

9.1.1 Interview length

The interview, regardless of what mode it is completed in, is designed to take approximately 45 minutes to complete although this will vary depending on the circumstances of the cohort members. The interview can be split over more than one session of interviewing if that is more convenient to the participant.

Feedback from the soft launch was that there were very few problems with the interview length. The interview was found to be relevant and engaging for the most part.

9.2 Key features of the questionnaire

The Next Steps Age 25 survey uses IBM DC software. Guidance on the features of this software including question types, entering information and navigation between screens are included in the IBM DC user instructions.

The sections below highlight some key features specific to the Age 25 survey. Many questions also include helpscreens that can be used during the interview to help you answer participant's queries and clarify or reassure them on particular points.

9.2.1 Feed Forward data

As this is a longitudinal study we already hold details and previous survey answers for participants. This information will be used at various points in the questionnaire for routing and checks. Examples of this include:

- Confirming date of birth – at the start of the interview the participant will be asked their date of birth, this must be the same as that held in the sample information to continue with the interview.

- Confirming contact details – name, address and email fields will be pre-filled with sample information for you to confirm in the interview.

- Entering historical information about relationships and economic activity – checks will be triggered where information recorded in the interview is inconsistent with information from a previous interview.

9.2.2 Histories / Reference periods

The Next Steps Age 25 survey collects information about changes and transitions in the lives of its participants in order to understand the paths they have followed to get to their current situation. In particular, the questionnaire will include two 'histories' which cover co-habiting relationships and economic activity.

Participants will be asked details of all cohabiting relationships since September 2006 (the date by which we know they will all have turned 16).

Participants will be asked details about all periods of economic activity since September 2006 or the date of their last interview, whichever is more recent.

9.2.3 Event history calendar

Purpose of the Event History Calendar

An Event History Calendar (EHC) has been built into the questionnaire to assist with the collection of these 'histories'. The questionnaire will ask participants to report dates when cohabiting relationships began (and ended), when marriages occurred (and ended) and when periods of economic activity (employment, education, unemployment etc.) began. In addition to questions relating to relationship and economic activity 'histories' the EHC will also be shown at a question on when they moved into their current address. The aim of the EHC is to assist participants to recall these dates.

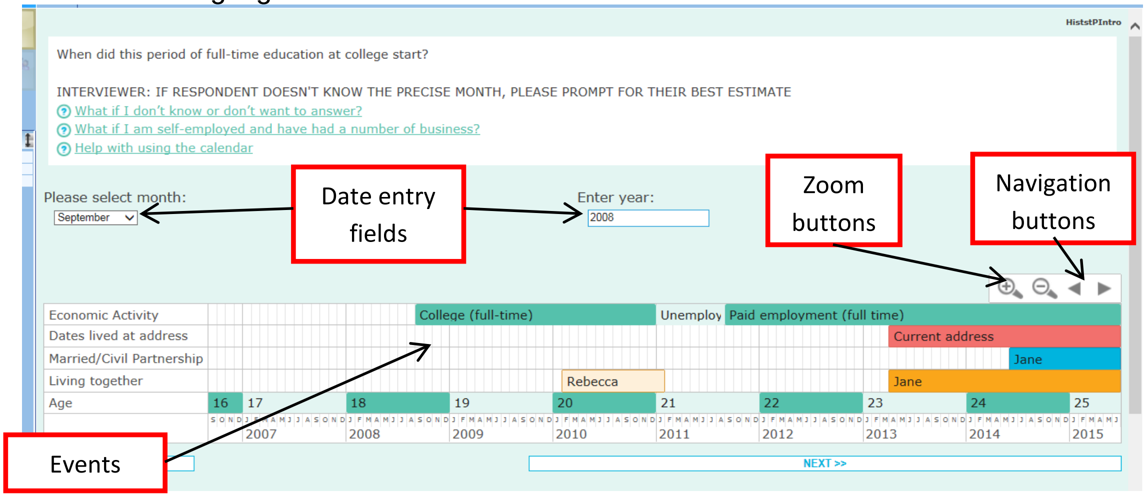
When you enter dates into the questionnaire the EHC will be automatically updated. The EHC will first appear when you complete the 'relationship history' near the beginning of the questionnaire. It will then reappear at the question on when they moved into their current address and during the 'economic activity history'. As you go through the questionnaire the calendar will build up a complete picture of what the participant has been doing since they were last interviewed/September 2006, and show the events from different domains of life in relation to each other. It is likely that changes in one domain of life may be related to a change in another domain of life - for example, a participant may have moved into a new house when they first moved in with a new partner, or they might have moved into a new house when they moved home to start a new job.

Participants completing the survey in web mode will be shown a short video explaining the EHC and how to use it before the relationship history section of the questionnaire.

This video can be viewed online at https://www.youtube.com/watch?v=F7VSGJlje0U

Using the Event History Calendar

The screen shot below shows one of the questions where the EHC will appear. Key features are highlighted and described below:



When completing the sections using the EHC we suggest that you show the participant the screen. As you enter each date, show the EHC to the participant and ask them to check that they are happy with what the EHC is displaying before you move on to the next question. You can also use the calendar to help probe participants if they cannot immediately recall a date. For example, if the participant says that they cannot remember when they moved into their current home, you could ask them if it was before or after they started living with their current partner (which will be displayed on screen), and then to estimate how long before or after.

If while on a particular screen you or the participant realises that a date has been entered incorrectly you can re-enter the date and the EHC will update to show the change.

As the calendar builds up, seeing it all together may make you or the participant realise that an earlier date was entered incorrectly. If so, you can edit dates in the calendar itself. To do this click on the period you want to edit, and then click and hold at the start or end of the period and drag it to the correct date.

There are also a couple of buttons that will help you to navigate the calendar more easily:

- If you or the participant would like to see a longer or shorter time period, you can **zoom** in and out using the plus and minus buttons in the top right corner of the EHC.

- Or if you or the participant would like to move further forwards or backwards in time, use the left and right arrow **scroll** buttons.

Once the 'economic activity history' has been completed a summary screen will be displayed which shows all of the dates related to relationships, housing and periods of economic activity.

You should show this screen to the participant and ask them to confirm that all of the dates are correct. If any dates are incorrect you can change the start or end date for any period in the calendar by clicking on the bar you want to change, moving the cursor over the start or end point of the bar, and then dragging the bar left or right to the appropriate month. If there is anything else which is incorrect, or you need to add in a new period, please fully describe the change in the text box below the calendar.

9.2.4 Recording personal details

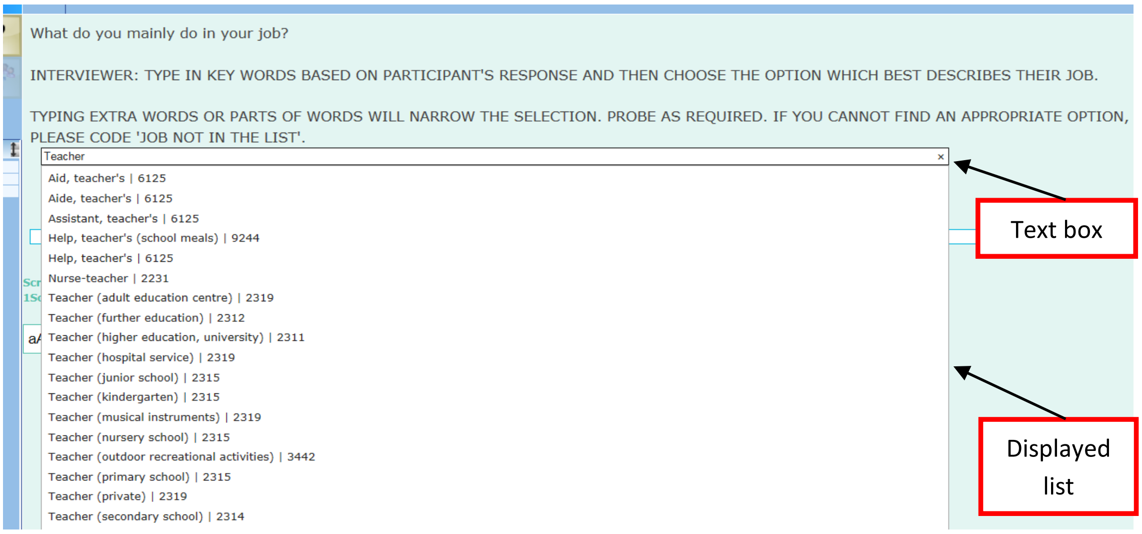
Participants will be asked to confirm various details including their name, address, email address and phone numbers at the start of the survey and the name and contact details of their stable contact at the end of the survey. It is very important that this information is recorded accurately and in full. Details that you collect in the questionnaire will be kept in the sample information to be used at further contact attempts and future waves of the survey.

At various points in the questionnaire the participant will be asked to give names, for example current and previous partners or children. These names are used for routing and to make it clear who subsequent questions refer to. If the participant is uncomfortable giving this information they can give a short/nick name, or a false name, provided that they understand who it refers to, and will remember who this is, should they take part in an interview in future.

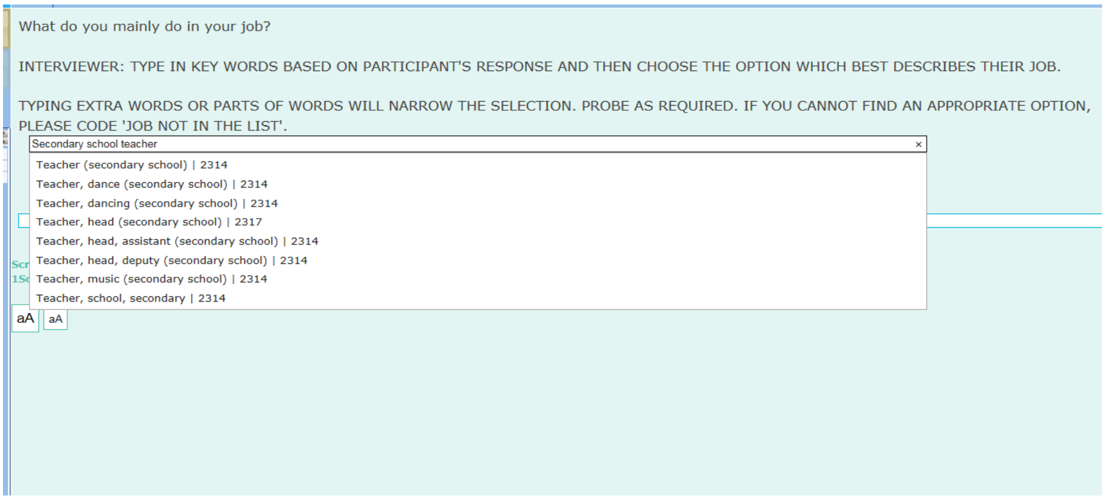
9.2.5 SOC lookup

Participants' occupations will be coded during the interview using Standard Occupational Classifications (SOC). As usual, you will ask the participant what they mainly do in their job, but instead of recording their answer verbatim into an open-text box you will enter keywords based on their response into a search box. A range of occupational codes will be displayed and you will need to select the option which best describes the participant's job.

If you are not sure, you can probe for a more accurate definition of what they do and try to add different key words to the search box in order to get a narrower range of options. The following screenshots illustrate this process for a participant who had responded by saying that they "teach". In this case, you could type in 'teach' or 'teacher' as in the example screen below, to get a list of occupations containing this text.



As you can see, just typing in "teacher" brings up a long list of possible occupations. After probing for a more accurate answer, you may then enter additional search terms, e.g. "secondary school teacher" to narrow down the list of options as shown in the second picture.



In the list of options, note that each occupation has two types of associated content:

- the text definition (e.g. Teacher - secondary school)
- the related code (e.g. 2314 for teacher primary school)

If you look at the codes listed in the second picture in detail, you will notice that all the listed options have the same code (i.e. 2314) except for “Teacher, head (secondary school) - 2317”. This means that if you are not entirely sure between subcategories which have the same code, you do not need to probe further as both will result in the same data.

If after trying different search terms and approaches you remain unable to code the occupation you can select the “job not in the list” button. This will bring up a question asking you to provide the verbatim description of their occupation which will then be coded by office coders. You should probe for full details here to allow office coders to accurately identify the correct SOC code back in the office.

Coding occupations during the interview was compared with office based coding during the Next Steps pilot and was found to work well. The accuracy of the coding was better and there were fewer cases which could not be coded.

The Next Steps pilot also trialled coding 'industry' (Standard Industrial Classification - SIC) during the interview using a similar approach but this was found to be difficult. You will therefore ask participants what the firm or company they work for makes or does in the usual way and record responses verbatim which will then be coded by office coders. You should probe for full details here to allow office coders to accurately identify the correct SIC code back in the office.

Using the SOC look-up on the device

To complete the SOC look-up on the device you should take the following steps:

- Enter search terms in the box to bring up a list of possible options
- Once you have entered all the relevant search terms press the down arrow to move through the list
- Once you highlighted the correct option press Enter / Next to select

- Don’t use the touch screen or cursor to select the answer

9.2.6 Income questions

Participants will be asked about income received from employment, partner’s employment, benefits and any other sources. Participants will be asked to consult their pay slip or other documentation when giving these figures.

Even if a participant is unsure of any of these figures, we want to try to record as much of this information as we can as accurately as possible. If a participant cannot provide precise amounts they will be asked to give their best estimate, if they are unable to estimate they will be routed to a series of questions aimed at establishing the range within which their income falls.

They will be asked whether the income they receive falls above, below or is about the same as a series of amounts. Slightly different amounts have been set for different sources of income based on amounts usually received from such sources.

9.2.7 Sensitive questions

Next Steps Age 25 survey wants to collect information about some sensitive aspects of life including drug consumption, self-harm and crime.

Participants will be asked to complete these questions as part of a computer assisted self-completion (CASI) module. You will be asked to record at the beginning of the self-completion section whether the participant will complete the CASI themselves or whether the interviewer will ask the questions because the participant is unable to complete it themselves, for example because of sight or reading problems.

Security questions

At the end of the self-completion section, you will be prompted to enter your interviewer number in order to lock the answers given by the participant. After doing this, you will no longer be able to access their self-completion questionnaire. Please check that the participant does not want to change any of their answers before locking the questionnaire.

9.2.8 Adding other information

As part of Next Steps Age 25 we are asking participants if we can add administrative data held by government departments about individuals to their survey data on an ongoing basis. Adding this information is a key component of the Next Steps Age 25 survey questionnaire. A full explanation of this process and your role is included in section 10 ‘Adding other information’.

9.2.8 Amending data

At the end of final admin you will be asked if you are asked to confirm that you have completed all work on the case where you will normally code that the case is complete.

This case will then be uploaded the next time you synchronize you laptop and will show as ‘Complete’ on the case selection screen where it will be greyed out so that it can not be selected.

On the whole you should not need to reenter a case once you have completed final admin, if you do anticipate needing to reenter the case you should select to ‘code later’ at the end of final admin. You should always contact your FPM before reentering a case to discuss whether this is appropriate for the situation and the process for doing this.

Note that you will not be able to change any details about call recorded in the admin module as you can not reenter a previous call.

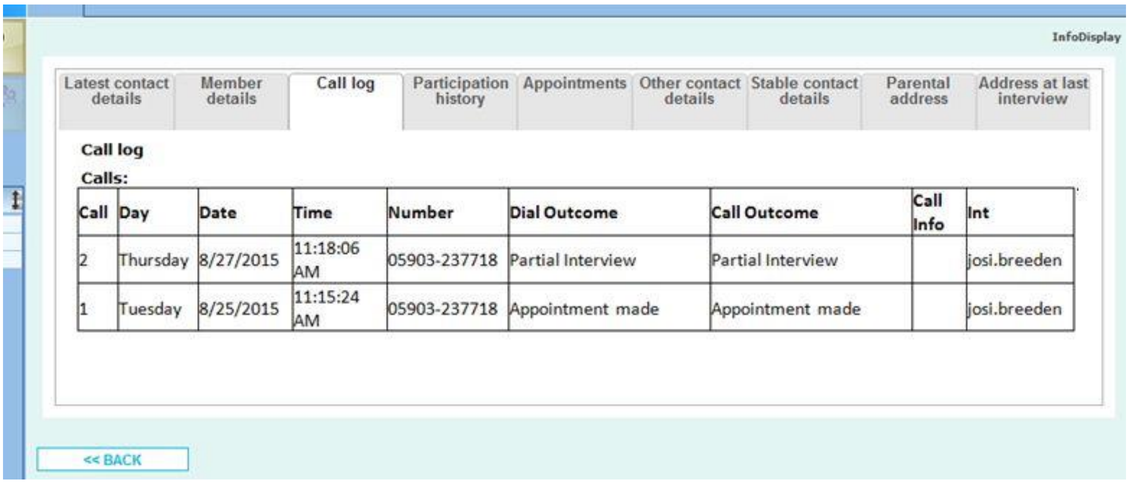
9.3 Dealing with partial interviews

9.3.8 Identifying partial interviews

Your assignment may include cases where the participant has already started the interview in web or telephone mode.

Cases where the interview has been partially completed can be identified in the CAPI information screen at the top of the screen where ‘OC_MM_Current’ (Current outcome across all modes) will show as ‘210’. The ‘Comments’ box will also show comments from the most recent call.

Within the sample information screens the ‘Call log’ will show you the outcome of all calls so far including where a call resulted in a partial interview:



Call	Day	Date	Time	Number	Dial Outcome	Call Outcome	Call Info	Int
2	Thursday	8/27/2015	11:18:06 AM	05903-237718	Partial Interview	Partial Interview		josi.breeden
1	Tuesday	8/25/2015	11:15:24 AM	05903-237718	Appointment made	Appointment made		josi.breeden

9.3.9 Continuing partial interviews

If you make contact with a participant who has previously completed part of the interview you should try to continue the interview with them to convert this to a fully productive case.

When re-entering a questionnaire that has previously been started in any mode you will be taken directly to the first unanswered question. From there you can carry on going through the questions as normal.

NOTE: if you find that the interview starts at the beginning of the interview rather than where the respondent had left off, use the ‘page down’ key to move through the screens until you get to the next unanswered question. In this situation, it helps to remind the respondent of some of their answers as you go through so that you both understand the interview so far.

9.3.10 Partial completion of an interview

If you begin/ continue an interview and the participant is unable to complete it during the visit you should arrange an appointment to complete the interview. Record the appointment and any comments that will be useful at future visits.

10 Adding other information

We are asking participants if we can add administrative data held by government departments about individuals to their survey data on an ongoing basis. Adding this information is a key component of the Age 25 questionnaire, with potential additions from nine sources of administrative data.

The request to add this administrative information is in addition to completing the survey. Participants may consent to some, all or none of this information being added, and in all cases we would still want them to complete the survey.

The experience of this process in the soft launch has been very positive, with good levels of agreement and widespread use of the materials that have been developed.

10.2 Why are we adding this information?

Further data collection in the Age 25 survey will build on findings from previous waves providing insight into whether any early differences persist in sustained or predictable ways. The content of the Age 25 survey has been designed to complement the information obtained from previous surveys as well as the information we hope to obtain from added administrative records.

Adding administrative data can offer analysts insight into the impact that early experiences and background characteristics, captured in waves 1 to 7 of the survey, have on their life trajectories and outcomes across policy areas such as health, employment and family life.

The large and nationally representative sample of young adults included in the study, has huge potential to advance our understanding of how specific policies can influence and shape the lives of this cohort (and the potentially the next) into early adulthood. It may also allow researchers and policy makers to explore issues for under-researched groups or for those with experiences or conditions with low levels of incidence.

Each of the administrative records we would like to add information from has been selected because it:

- offers very specific or detailed information that is not optimal or possible to capture within a survey context (for reasons of sensitivity, complexity, accuracy or timeliness). For instance we can find out additional information participants may not know or remember and add this without taking up any additional participant time;
- provides valuable historical data about the cohort’s activities prior to their involvement in the study or in between survey data collection waves;
- provides further and more detailed insight into what contributes to and influences the experiences and outcomes for the Next Steps cohort in early adulthood – for example, what affects their educational and economic potential, their mental health and their family life?

Added data makes a difference

Next Steps has already used linked survey-administrative data to promote young people's education and wellbeing and to make a difference. Using data from the Next Steps survey and the National Pupil Database has:

- Enabled analysts to demonstrate that the way school performance was assessed did not accurately take account of factors such as family background. School performance is now judged more fairly, around getting the best out of pupils, whatever their background.
- Been used to explore the substantial gaps in university entry between those from low and high income backgrounds. The evidence suggests that this is largely driven by the application decisions and suggests that, in terms of encouraging greater social mobility, policies aimed at closing the substantial applications gap - particularly ensuring that students from poorer backgrounds have the necessary qualifications to apply - are likely to be most effective.

10.3 What information are we adding?

We are requesting to add information from health, economic, education and police and criminal justice records to the survey data.

Health records
Produced by the National Health Service (NHS) and maintained by the Health and Social Care Information Centre (HSCIC) include information about the use of health services, health diagnoses or conditions, surgical procedures, treatments and the NHS number.

- ➢ Adding study data to health records will help to understand what factors prevent or contribute to poor health; how poor health impacts on work, relationships and family.

Economic records
Held by the Department for Work and Pensions (DWP) and Her Majesty's Revenue and Customs (HMRC) include information about benefit receipt and employment programs, employment, earnings, tax credits, occupational pensions and National Insurance contributions.

- ➢ This will help researchers understand how wealth influences health; how to support individuals and families; how people plan for the future.

Education and training records
Kept by the Department of Education, the Department for Business Innovation and Skills and the Higher Education Statistics Agency. These records include information about pupil characteristics, school, further education and university participation and attainment.

There is also consent to add study data to further education records held by the Universities and Colleges Admission Service (UCAS) and the Student Loans Company.

- This can help to further shape better education and training opportunities for the current and next generation; and assess the impact of raised tuition fees later in life.

Police and criminal justice records
These records are stored on the Police National Computer kept by the Ministry of Justice and include information on police arrests, cautions and convictions, and sentences received.

- Policy makers can use this data to develop future crime prevention policies.

10.4 Gaining informed consent

10.4.8 The consent process

At the start of the survey Next Steps participants will be sent an advance mailing containing a letter and information leaflet about the latest survey, along with a further leaflet which explains adding data. Study members are encouraged to contact the study team, free of charge, with any questions they might have.

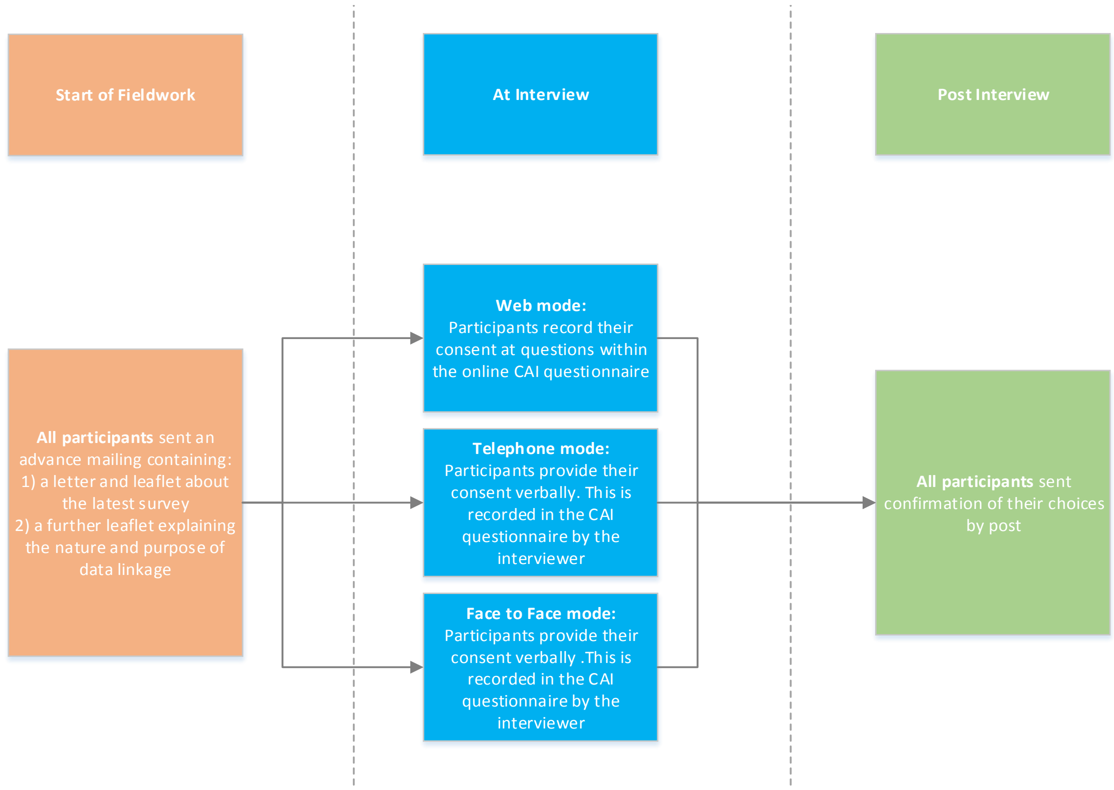
Participants/ Interviewers will be asked to record their/ the participants decision(s) about consent directly into the survey instrument (the penultimate module of the questionnaire script) as it will not be possible to collect signed consent from web or telephone participants. Consent will be recorded in the following ways for each mode:

- Web mode: participants record their consent at questions within the self-completion CAI instrument,
- Telephone mode: consent is provided verbally by participants over the telephone and recorded in the CAI instrument by the interviewer,
- Face-to-face mode: consent is provided verbally by participants in the face-to-face interview and recorded in the CAI instrument by the interviewer.

Following the interview all participants will be sent a thank you letter that will include confirmation of the consents that they provided during the interview. It will also advise them how to change these consents if they wish to now or in the future.

Figure 10.1 overleaf provides an overview of the consent process:

Figure 10.1 Adding other information consent process



10.4.9 Ensuring informed consent

As an interviewer it is your role to ensure that participants fully understand what adding this information involves, how and why it will be done, how the data will be used and how participants can change their consents after the interview. At the start of this section of the questionnaire there is a short introduction that briefly describes the process and purpose of adding data.

This screen also includes a short video explaining the nature, purpose and value of adding administrative data to their survey answer that you should encourage participants to watch. You will then ask a series of questions requesting consent to link to administrative data from each of the government departments.

Throughout this process you can refer to a range of materials and resources to give further information and answer participants' questions:

'Adding other information about you' leaflet – Section 5.2.2
This leaflet was sent to cohort members as part of the advance mailing and is also available on the study website if they did not receive it. You will be prompted to refer participants to this as part of the introduction within this section of the questionnaire.

Next Steps website – Section 8.2
You can direct participants to the survey website for further information this includes copies of previous mailings, how to contact the research team, the adding information video and FAQs about adding other information.

Helpscreens

The introduction screen includes helpscreens explaining why we want to add data to their survey results and outlining how that process will work. For each type of administrative record there are help screens describing what records we want to add, what information these records include and how adding this information will be helpful to researchers and policy makers.

Adding other information FAQs
A set of common questions and possible responses is provided (as a yellow laminate) for interviewers to use during interviewing to answer questions around the process and purpose of adding data. These FAQs can be found in your briefing packs.

10.4.10 Responding to participant's concerns and queries

Concern/Query	Suggested approach
Will government departments use this information to assess me? Will DWP use this information to check I'm receiving the correct benefits?	Government departments and agencies will only receive the details they need to establish an accurate match to your records (name, address, National Insurance number and NHS number); nothing more. After your records have been identified, these details will be deleted. No details that you have given us during the study will be added to your administrative records. Your decision about whether or not to agree to add data from your records will not affect your benefits, tax position, employment, health treatment or any health insurance.
Who will be able to use this information?	Matched data which includes information from both your administrative records and your survey responses will be made available via the UK Data Service for use by professional researchers, teachers and policy makers for research purposes only. Researchers who want to use the matched data must be registered with the UK Data Service. To access matched data which contains more detailed information, researchers must also apply to an independent committee. Researchers will only be given permission to use the data if they present a strong scientific case for the research and explain its wider value to society.
I'm worried my information won't be kept safe?	The whole process works by exchanging information using an anonymous identifier. All information is encrypted and sent via secure transfer systems, and at no point will your name or address be connected to your matched data.
Is it possible to work out who I am through adding administrative data?	No. We have strict controls about the way that data is added together to ensure that no one can work out who you are. Data from different administrative records will not be included in the same data file if it could be possible to identify you.

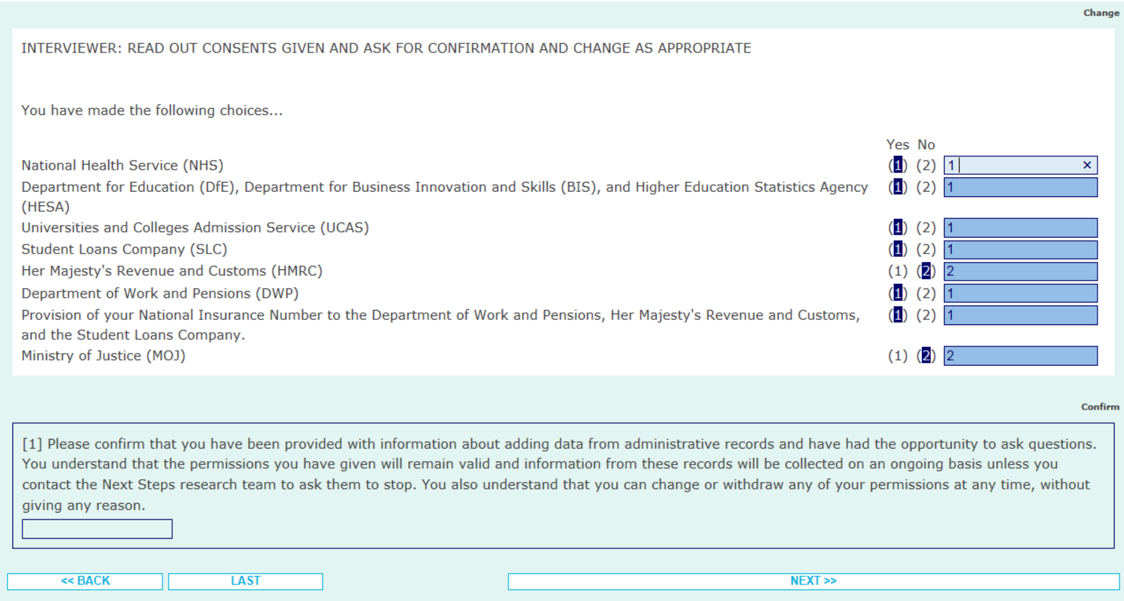
What if I change my mind in the future?	You can change your mind about adding information from these records at any time, without giving us any reason. Under data protection legislation you can ask us to withdraw your study data. We will remove your information from our computer systems and stop providing it to researchers. Please send an email to nextsteps@ioe.ac.uk. Your email will be treated in the strictest confidence

10.4.11 Recording consents

Within the questionnaire you will ask a series of questions asking if the participant consents to adding each of the types of administrative data, and will record their response. At the end of the adding data section a summary screen will appear showing which administrative records the participant has consented to and prompts you to confirm these with the participant.

You should read out each listed record type and the response given by the cohort member for them to confirm. If they wish to change their answer, you can do so on this screen, you do not need to go back to the original question, it will be updated from changes here.

You should then read out the 'Please confirm…' statement in the box, or ensure that the respondent has read this, and record 1 at the statement as confirmation that this information is correct.


Change

INTERVIEWER: READ OUT CONSENTS GIVEN AND ASK FOR CONFIRMATION AND CHANGE AS APPROPRIATE

You have made the following choices...

	Yes	No	
National Health Service (NHS)	(1)	(2)	1
Department for Education (DfE), Department for Business Innovation and Skills (BIS), and Higher Education Statistics Agency (HESA)	(1)	(2)	1
Universities and Colleges Admission Service (UCAS)	(1)	(2)	1
Student Loans Company (SLC)	(1)	(2)	1
Her Majesty's Revenue and Customs (HMRC)	(1)	(2)	2
Department of Work and Pensions (DWP)	(1)	(2)	1
Provision of your National Insurance Number to the Department of Work and Pensions, Her Majesty's Revenue and Customs, and the Student Loans Company.	(1)	(2)	1
Ministry of Justice (MOJ)	(1)	(2)	2

Confirm

[1] Please confirm that you have been provided with information about adding data from administrative records and have had the opportunity to ask questions. You understand that the permissions you have given will remain valid and information from these records will be collected on an ongoing basis unless you contact the Next Steps research team to ask them to stop. You also understand that you can change or withdraw any of your permissions at any time, without giving any reason.

<< BACK LAST NEXT >>

Participants are also reminded that

- The consents given will remain valid and data will be added on an ongoing basis unless they contact the research team to withdraw their permission.

- They are free to change or withdraw any of their consents, at any time, by contacting the research team without needing to offer any reason.

10.4.12 After the interview

All participants will be sent confirmation of their consent permission(s) by letter regardless of whether they consented to all, or none of the administrative records being added to their answers. This mailing will also provide information on how to proceed if they want to change or withdraw their consent(s) alongside the study contact details to enable participants to get in touch with the research team if they have any further questions or concerns.

10.4.13 Design and testing of the protocol and materials

The protocol and materials used for requesting to add additional information on the Next Steps Age 25 survey have been carefully designed and tested to ensure that participants felt these were transparent and clear.

- As a first step, CLS commissioned some qualitative work to explore issues practical and ethical issues around adding data.
- All hard copy and e-communications have been graphically designed and make use of the attractive and engaging Next Steps brand, developed by a professional branding agency following audience research with people in their mid-twenties.
- In addition, pilot testing of the full questionnaire, consent procedures and supporting materials was carried out across the three interview modes and the materials and questionnaire have been further refined following the pilot testing.

Overall, participants largely felt the protocol was transparent and acceptable, and that the materials were clear and comprehensive. Adding data was further approved by the Multi-Centre Research Ethics Committee.

10.5 Who has access to the data

CLS will deposit combined administrative and survey data with the data in the UK data service.

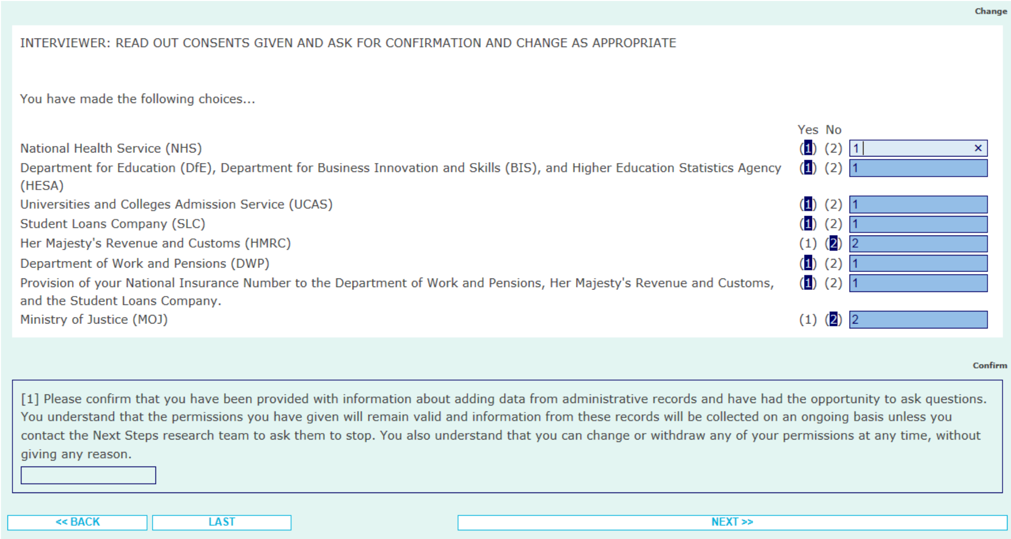
The UK Data Service, has established policies and protocols relating to the deposit and onward dissemination of research data in place. This model has been successfully adopted by CLS on other surveys where combined administrative and survey data is held.

All data made available to researchers will never contain any personally identifying information such as name, gender, date of birth, National Insurance number, NHS number.

Data deposited with the UK Data Service will be made available only to researchers registered with the UK Data Service in accordance with the Statistics and Registration Service Act 2007.

10.6 Confirming consent to data linkage

At the end of the data linkage section you are presented with the following screen summarising the permissions given during the interview.



You should read out each listed record type and the response given by the cohort member for them to confirm. If they wish to change their answer, you can do so on this screen, you do not need to go back to the original question, it will be updated from changes here.

You should then read out the ‘Please confirm…’ statement in the box, or ensure that the respondent has read this, and record 1 at the statement as confirmation that this information is correct.

11 Ethical procedures

Key points

- The study has been approved by the Multi Centre Research Ethics Committee.
- Participation is voluntary and should be based on informed consent.
- CLS and NatCen have strict internal procedures to ensure data is kept in strictest confidence in accordance with the data protection Act 1998.
- The survey includes sections with specific ethical considerations such as sensitive questions, data linkage and the use of incentives.
- As an interviewer you play a key role in ensuring the ethical standards of the study are upheld.

11.1 Your role in upholding ethical standards

As an interviewer you play a key role ensuring that all our research is carried out to the highest ethical standards. This section discusses the principles of ethics in research and describes your task in terms of:

- Ensuring the participant understands that participation is voluntary and that they have a right to withhold or withdraw information.
- Ensuring the participant broadly understands the purpose of the study and who will have access to the information they provide to be sure that they are giving informed consent to take part.
- Explaining sensitive questions as prompted within the questionnaire.
- Ensuring the participant broadly understands the purpose of adding data, the process involved and that they can refuse or withdraw permission for this.
- Providing extra information about the study and adding data by answering queries, re-sending documents and signposting materials and resources.

11.2 Importance of Ethics

Survey ethics encompasses a set of ethical procedures that are intended to guide all survey researchers. These procedures are essential to the research process so that explicit care is taken that (a) no harm is done to any survey participant, (b) no survey participant is unduly pressured or made to feel obligated to participate in a survey, and (c) survey participants can make a fully informed decision of whether or not to participate in the research.

All research should be considered primarily from the perspective of participants in order to eliminate potential risk to psychological well-being, physical health, personal values, or dignity. Crucially, all data provided by cohort members needs to be provided voluntarily and treated confidentially.

11.3 Anonymity and confidentiality

At the Centre for Longitudinal Studies, the study data is managed by two different teams, all of whom have signed strict confidentiality contracts and can only access this information for limited purposes. While one team deals with cohort members personal contact information, another team manages all the other information provided in the survey. Neither team has access to both. NatCen equally has very strict confidentiality and data security procedures and answers are treated in strictest confidence in accordance with the Data Protection Act 1998.

No information from the study will be passed on to anyone or will be presented in a way that would allow any participating individual to be identified. Any names and addresses are always stored safely separately from any survey data or administrative data that the cohort member chooses to add, in accordance with the Data Protection Act 1998. Personal details about the cohort member or any other individuals (such as names, dates of birth and addresses or identifiers such as their NHS number or National Insurance number) are not included in the data delivered to the Data Archive or released to researchers. Results are only published as aggregate statistics. These measures ensure that no-one outside the research team will know who has been interviewed, or will be able to identify an individual's results.

11.4 Summary of procedures taken to date

Ethical clearance

The study has been approved by the Multicentre Research Ethics Committee as a guarantee that all aspects of the study design and conduct are in accordance with the requirements and best practice in research ethics.

The Research Ethics Committees serve to safeguard the rights, safety, dignity and well-being of research participants. The Research Ethics Committees review applications for research in order to give an opinion about the proposed participant involvement and whether the research is ethical. Research Ethics Committees are entirely independent of research sponsors, funders and investigators. This enables them to put participants at the centre of their review. Around one-third of committee members are not from a research or healthcare background.

Our submission was considered by a committee which included a retired lawyer, a consultant in nuclear medicine and a former pharmacist. In particular, the committee reviewed and approved:

- the sequential mixed-mode design,
- the length and content of the questionnaire,
- the data linkage activities, materials and consent protocol,

- the participant facing materials as well as the contact and tracing activities, and
- the use and value of a conditional incentive.

Voluntary participation

All information on Next Steps should be provided voluntarily.

Cohort members do not have to take part in the interview and do not have to justify their decision if they do not want to.

If the cohort member does take part but would rather not answer a particular question, they can move on to the next without having to give a reason.

Cohort members also have the right under data protection legislation to withdraw their data at any point. If they chose to do so, information will be removed from computer systems and we will stop providing it to researchers.

The survey leaflet sets out these details for cohort members, but if you are in any doubt please ensure that cohort members understand their rights.

Informed consent

Informed consent means ensuring that cohort members have been made aware of a range of issues related to the study and have had the chance to ask questions and discuss these before they agree to take part in the research study.

Before taking part, participants should therefore be provided with the following information in order to be able to make an informed decision about their participation.

- who is conducting and funding the research
- the broad aims and purpose of the study
- what participation will involve
- how anonymity and confidentiality will be managed
- that participation in the study is voluntary

Cohort members will have provided with a number of materials containing this information (see section 5). The participant website also provides detailed information about the study and has a 'Privacy and data protection' section within the FAQs (www.nextstepsstudy.org.uk).

Please ensure that cohort members have had a chance to read this information and check whether they have any queries or questions prior to taking part in the interview, you can refer to your Interviewer FAQ's should you need assistance in responding to questions. For a number of reasons, some participants won't be aware of this key information so it is important that you inform or reassure cohort members during your contact with them. You have copies of the adding data leaflet available to leave with the cohort member if required.

Sensitive topics

Research studies can sometimes touch on sensitive issues. There are a range of sensitive questions on Next Steps, repeated from previous surveys, which should be treated with sensitivity and care. The topics include:

- Sexuality, sexual behaviors, and pregnancy history
- Self-harm, crime and harassment, and bullying
- Overall life satisfaction and health (including drinking, smoking and drug use)

Please refer to section 9.2.7 for further information on how the sensitive questions are administered.

It's worth noting that no specific concerns or sensitivities were raised by participants or interviewers during the pilot.

Please ensure that you are familiar with the general guidance for interviewers for dealing with difficult situations sensitively. This includes

- Acknowledging distress 'I can hear this is difficult for you' but avoid 'I know how you must feel' / 'that must be awful'.
- Pause the interview.
- Establishing that the respondent is okay to continue, or offer to arrange the interview at another time.
- Speak to your FPM, Regional Manager or the office to decide whether any action is required.

Please also ensure that you are familiar with the standard **disclosure** process – report any concerns you have about the welfare of a respondent or someone they talk about during the interview to your FPM, Regional Manager or the office immediately.

Use of incentives

Next Steps study members who take part in the Age 25 survey will be given their choice of an Amazon e-voucher or Love2Shop voucher card, conditional on completion of the survey. This voucher is given as recognition that their contribution to the study is appreciated and valued. A £20 incentive will be given to study members who complete the web survey within the first three weeks and a £10 incentive given to those who complete the survey later or via other modes. The advance letter is transparent about this approach as it notes the rationale for the higher rate incentive based on cost savings through completing the survey online.

For details on the use of incentives on Next Steps see section 8.1.2.

Adding other information to their survey answers

Where possible, survey data will be added to administrative data as outlined in section 10. The matched data is treated in strictest confidence in accordance with the Data Protection Act 1998. Once matched, personal identifiers are stored separately. Participants can change or withdraw their permissions to add data at any point during or after the study. Key ethical considerations associated with collecting these types of consent are:

- Ensuring participants are in a position to make an informed decision
- Designing ethical protocols for collecting consent within the interview
- Providing participants the opportunity to withdraw consent

CLS commissioned some initial qualitative work to explore the practical and ethical issues relating to adding data and the proposed protocol. The interviews looked explicitly at whether the proposed approach to collecting consent was acceptable to participants and whether the materials to support this activity were well understood and provided all of the information necessary to allow participants to make an informed decision about whether or not to consent to adding data.

In addition, pilot testing included a full test of the proposed approach to collecting consents for adding data across all three interview modes.

If the cohort member does not feel they can make an informed decision and needs more time to read and digest the information in the leaflet, please arrange to call back at a suitable time.

12 Appendices

Appendix 1 - First web reminder letter

NEXT STEPS
LEARNING FROM YOUR GENERATION

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>
Your unique log-in: <FF_LOGIN>

LAST CHANCE TO TAKE PART ONLINE

Hello again, <FF_CM_FIRSTNAME>,

We wrote to you a few weeks ago to invite you to take part in an online survey for Next Steps. It looks like you haven't had a chance to get started yet.

The web survey closes on {-Deadline-}, so this is your last chance to take part online. Ideally we'd like you to take part online as it's quicker and easier for you, and cheaper for us. We'll then try contacting you by phone and in person. You'll receive a £10 voucher as a thank you for taking part.

GET STARTED

To get started, visit **www.nextstepssurvey.co.uk** and enter your unique login: <FF_LOGIN>. Please do this on a computer or tablet as you will not be able to complete the survey on a smartphone.

HOW YOU CAN HELP

This is a survey about what your life is like now and how things have changed for you over the past few years. We will ask about your health, housing and family life, your education and work, as well as what you do in your spare time. We will also ask your permission to add some other information to your survey responses, as explained in the accompanying booklet 'Adding other information about you'.

All the information we collect will be treated in accordance with the Data Protection Act 1998. Your personal details will be kept strictly confidential and separate from the answers you give, so you can't be identified.

By taking part you can help us to find new ways to make life better for your generation and the next. Taking part is entirely voluntary but we do hope you will be able to find the time to help us.

NatCen Social Research
Kings House
101-135 Kings Road
Brentwood
Essex
CM14 4LX

T 0808 1681356 (Freephone)
E nextsteps@natcen.ac.uk
W nextstepsstudy.org.uk

Facebook: www.facebook.com/nextstepsstudy
Twitter: @nextstepsstudy

ABOUT NEXT STEPS

Next Steps is a major research study following the lives of 16,000 people in England born in 1989-90. Back in 2004 we got in touch with you and other young people in schools across the country to ask questions about your education, family life, and hopes for the future. We're keen to find out where you are now and what you've been doing since we last spoke to you.

This time around, the Next Steps survey is being carried out by NatCen Social Research, on behalf of the Centre for Longitudinal Studies, at University College London.

WHERE CAN I FIND OUT MORE?

If you have any questions or would like to find out more about Next Steps, please visit **nextstepsstudy.org.uk**, or contact Curtis Jessop at **nextsteps@natcen.ac.uk** or on Freephone **0808 1681356**.

Find out more about Next Steps by watching our video: **www.nextstepsstudy.org.uk**.

L Calderwood

Lisa Calderwood
Study Director, Next Steps

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Twitter: @nextstepsstudy

NatCen
Social Research

P10591/R_Letter_2

Appendix 2 - Second web reminder letter

NEXT STEPS
LEARNING FROM YOUR GENERATION

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>
Your unique log-in: <FF_LOGIN>

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The web survey closes on {-Deadline-}, so this is your last chance to take part online. Ideally we'd like you to take part online as it's quicker and easier for you, and cheaper for us. We'll then try contacting you by phone and in person. You'll receive a £10 voucher as a thank you for taking part.

GET STARTED

To get started, visit **www.nextstepssurvey.co.uk** and enter your unique login: **<FF_LOGIN>**. Please do this on a computer or tablet as you will not be able to complete the survey on a smartphone.

HOW YOU CAN HELP

This is a survey about what your life is like now and how things have changed for you over the past few years. We will ask about your health, housing and family life, your education and work, as well as what you do in your spare time. We will also ask your permission to add some other information to your survey responses, as explained in the accompanying booklet 'Adding other information about you'.

All the information we collect will be treated in accordance with the Data Protection Act 1998. Your personal details will be kept strictly confidential and separate from the answers you give, so you can't be identified.

By taking part you can help us to find new ways to make life better for your generation and the next. Taking part is entirely voluntary but we do hope you will be able to find the time to help us.

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This time around, the Next Steps survey is being carried out by NatCen Social Research, on behalf of the Centre for Longitudinal Studies, at University College London.

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Find out more about Next Steps by watching our video: **www.nextstepsstudy.org.uk**.

L Calderwood

Lisa Calderwood
Study Director, Next Steps

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Facebook: www.facebook.com/nextstepsstudy
Twitter: @nextstepsstudy

NatCen
Social Research
P10591/R_Letter_2

Appendix 3 – Web reminder text

“Hi, {FIRSTNAME}. There's still time to take part in Next Steps. For more info, check post and email, or visit www.nextstepsstudy.org.uk “

Appendix 4 – Break off text

Text 1:

“Hi {FIRSTNAME}, you haven't quite finished your Next Steps survey. Complete it now to claim your <INCENTIVE> voucher.”

Text 2:

“Hi {~FF_CM_FIRSTNAME~}, you haven't quite finished your Next Steps survey. Complete it before <deadline> to claim your <INCENTIVE> voucher.”

Appendix 5 – Telephone interview appointment reminder

Sent the day before their appointment:

“Hi {FIRSTNAME} - Your Next Steps telephone interview is booked for {~Date of appointment~} at {~Time of appointment~}.”

Appendix 6 – Break off email

I:\Workdocs\P10591\Fieldwork

NEXT STEPS
LEARNING FROM YOUR GENERATION

REMEMBER TO FINISH YOUR SURVEY FOR YOUR {~VchAmount~} VOUCHER

Hi there, {~FF_CM_FIRSTNAME~},

It looks like you started filling out the Next Steps survey but you haven't quite finished yet. Thanks for getting started. It's really important for the study that you go on to complete the whole thing. You can then claim your {~VchAmount~} voucher.

To return to the survey please visit www.nextstepssurvey.co.uk and enter your unique login {~FF_LOGIN~}, or just click the button below. You'll return to the place in the questionnaire where you left off. Please do this on a computer or tablet as you will not be able to complete the survey on a smartphone.

Take part now

If you have not completed the survey by {~Deadline~}, we will try to get in touch by phone or in person.

MORE INFORMATION

If you have any questions or would like to find out more about Next Steps, please visit nextstepsstudy.org.uk, or contact Curtis Jessop at nextsteps@natcen.ac.uk or on Freephone 0808 1681356.

L Calderwood

Lisa Calderwood
Study Director, Next Steps

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W nextstepsstudy.org.uk

Facebook: www.facebook.com/nextstepsstudy
Twitter: @nextstepsstudy

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Social Research that works for society

P10591\6_BO_Reminder\{~NCSerial~}

Appendix 7 – Post-Tel reminder email

Our ref: (NCSerial) View this email in your browser

NEXT STEPS
LEARNING FROM YOUR GENERATION

You can still take part online

Hello again, (FF_CM_FIRSTNAME),

You can still do the Next Steps survey online - and claim your £10 voucher as a thank you for your time. By taking part you can help us to find new ways to make life better for your generation and the next.

Taking part online is quicker and easier for you, and cheaper for us. However, if you are unable to take part online, an interviewer will contact you in person in the next few weeks.

If you would like us to update the address we have for you, you can do so on our website or contact us at nextsteps@natcen.ac.uk.

Take part now

HOW TO GET STARTED

To get started now, visit www.nextstepssurvey.co.uk and enter your unique login: **(FF_Login)**, or just click the button above. Please do this on a computer or tablet - as you will not be able to complete the survey on a smartphone.

Find out more about Next Steps by watching our video: www.nextstepsstudy.org.uk

MORE INFORMATION

If you have any questions or would like to find out more about Next Steps, please visit nextstepsstudy.org.uk, or contact Curtis Jessop at nextsteps@natcen.ac.uk or on Freephone 0808 1681356.

L Calderwood

Lisa Calderwood
Study Director, Next Steps

Appendix 8 – Face to face appointment reminder email

Our ref: {~NCSerial~}

NEXT STEPS
LEARNING FROM YOUR GENERATION

NEXT STEPS INTERVIEW

Hi there, {~FF_CM_FIRSTNAME~},

Thanks for agreeing to take part in Next Steps.

YOUR APPOINTMENT

Your interview is booked for **{~Date of appointment~}** at **{~Time of appointment~}**.

Remember you'll receive a £10 voucher for taking part.

FOR MORE INFORMATION

If you have any questions or would like to rearrange your interview, please contact me on {~Interviewer's NatCen mobile no~}.

{~Interviewer_Name~}
NatCen Interviewer, Next Steps

NatCen Social Research
Kings House, 101-135 Kings Road
Brentwood
Essex
CM14 4LX

T 0808 1681336 (Freephone)
E nextsteps@natcen.ac.uk
W nextstepsstudy.org.uk

Facebook: www.facebook.com/nextstepsstudy
Twitter: @nextstepsstudy

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Social Research that works for society

P10591/F2F_App_Rem

Appendix 9 – Face to face appointment reminder text

Hi {~FF_CM_FIRSTNAME~} - Your Next Steps interview is booked for {~Date of appointment~} at {~Time of appointment~}.

Appendix 10 – Thank you letter 1 (Amazon voucher)

NEXT STEPS
LEARNING FROM YOUR GENERATION

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>

THANK YOU FOR TAKING PART

Dear <FF_CM_FIRSTNAME>,

Many thanks for taking part in Next Steps. Your contribution is very important and will help us to find new ways of making life better for your generation and the next. Keep up-to-date with the latest news about the study at **www.nextstepsstudy.org.uk**.

YOUR VOUCHER

Here are the details for your <VchAmount> Amazon voucher to say thank you. For more information on how to redeem your voucher, visit amazon.co.uk/vouchers.

Voucher code: <AmazonCode>

Expiry date: <Expiry>

YOUR CHOICES ABOUT ADDING INFORMATION

We would like to thank you for giving us permission to securely add information held by some government departments and agencies to the information collected about you in the study. The table overleaf provides details of the permissions you have and have not given.

You can change or withdraw any of your permissions at any time by contacting the Next Steps research team at the Centre for Longitudinal Studies, without giving any reason.

We have not put an end date on the permissions that you give as we do not know exactly when we will receive or add the information. Any permission you give will remain valid and these records will be collected on an ongoing basis unless you contact the Next Steps research team to withdraw your permission.

NatCen Social Research
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101-135 Kings Road
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Essex
CM14 4LX

T 0808 1681356 (Freephone)
E nextsteps@natcen.ac.uk
W nextstepsstudy.org.uk

Facebook: www.facebook.com/nextstepsstudy
Twitter: @nextstepsstudy

WHERE CAN I FIND OUT MORE?

For any **queries about your voucher** please contact the NatCen research team at nextsteps@natcen.ac.uk, or on Freephone 0808 1681356.

For any **questions about adding other information or any other aspects of Next Steps**, please visit nextstepsstudy.org.uk, or contact the Next Steps research team at the Centre for Longitudinal Studies at nextsteps@ioe.ac.uk, on Freephone 0800 977 4566 or by writing to us at FREEPOST RTHR-TUGG-UTCR, NEXT STEPS, Centre for Longitudinal Studies, UCL Institute of Education, 20 Bedford Way, London WC1H 0AL.

CHANGE OF CONTACT DETAILS

Please also find enclosed a change of details card. If you move in the future, or if any of your other contact details change, please fill this in and return it to us. You can also update your details on the study website www.nextstepsstudy.org.uk .

L Calderwood

Lisa Calderwood
Study Director, Next Steps

PERMISSION TO ADD INFORMATION HELD BY GOVERNMENT DEPARTMENTS AND AGENCIES

National Health Service (NHS)	<NHS>
Department for Education (DfE)	<DfE>
Department for Business Innovation and Skills (BIS)	<BIS>
Higher Education Statistics Agency (HESA)	<HESA>
Universities and Colleges Admission Service (UCAS)	<UCAS>
Student Loans Company (SLC)	<SLC>
Her Majesty's Revenue and Customs (HMRC)	<HMRC>
Department of Work and Pensions (DWP)	<DWP>
Including provision of your National Insurance Number to DWP/HMRC/SLC	<NINOFlag>
Ministry of Justice (MoJ)	<MoJ>

Scan the code below with your smartphone to visit our website.

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Twitter: @nextstepsstudy

NatCen Social Research
P10591/TYLetter

Appendix 11 – Thank you letter 2 (Love2Shop voucher)

NEXT STEPS
LEARNING FROM YOUR GENERATION

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>

THANK YOU FOR TAKING PART

Dear <FF_CM_FIRSTNAME>,

Many thanks for taking part in Next Steps. Your contribution is very important and will help us to find new ways of making life better for your generation and the next. Keep up-to-date with the latest news about the study at **www.nextstepsstudy.org.uk**.

YOUR VOUCHER

Please find enclosed your <VchAmount> Love2Shop gift card to say thank you. Please read the information in the accompanying leaflet or visit love2shop.co.uk/personal for more information on how and where to use your gift card.

YOUR CHOICES ABOUT ADDING INFORMATION

As shown in the table overleaf, we can confirm that you chose not to add information held by any of the requested government departments and agencies to the information collected about you in the study.

You can change your mind about this at any time by contacting the Next Steps research team at the Centre for Longitudinal Studies.

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Essex
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T 0808 1681356 (Freephone)
E nextsteps@natcen.ac.uk
W nextstepsstudy.org.uk

Facebook: www.facebook.com/nextstepsstudy
Twitter: @nextstepsstudy

WHERE CAN I FIND OUT MORE?

For any **queries about your voucher** please contact the NatCen research team at nextsteps@natcen.ac.uk, or on Freephone 0808 1681356.

For any **questions about adding other information or any other aspects of Next Steps**, please visit nextstepsstudy.org.uk, or contact the Next Steps research team at the Centre for Longitudinal Studies at nextsteps@ioe.ac.uk, on Freephone 0800 977 4566 or by writing to us at FREEPOST RTHR-TUGG-UTCR, NEXT STEPS, Centre for Longitudinal Studies, UCL Institute of Education, 20 Bedford Way, London WC1H 0AL.

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L Calderwood

Lisa Calderwood
Study Director, Next Steps

PERMISSION TO ADD INFORMATION HELD BY GOVERNMENT DEPARTMENTS AND AGENCIES

National Health Service (NHS)	<NHS>
Department for Education (DfE)	<DfE>
Department for Business Innovation and Skills (BIS)	<BIS>
Higher Education Statistics Agency (HESA)	<HESA>
Universities and Colleges Admission Service (UCAS)	<UCAS>
Student Loans Company (SLC)	<SLC>
Her Majesty's Revenue and Customs (HMRC)	<HMRC>
Department of Work and Pensions (DWP)	<DWP>
Including provision of your National Insurance Number to DWP/HMRC/SLC	<NINOFlag>
Ministry of Justice (MoJ)	<MoJ>

Scan the code below with your smartphone to visit our website.

NatCen Social Research
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NatCen Social Research
P10591/TYLetter

Telephone interviewer project instructions

NEXT STEPS

LEARNING FROM YOUR GENERATION

Next Steps Age 25

CATI Interviewer Instructions

P10591

Table of Contents

1 Overview of interviewer task

1.1 Study features

Study aims	The study follows a cohort of individuals first interviewed at age 13/14. Now aged 25/26 the study aims to understand the transitions individuals have made into adulthood.
Client	Managed by Centre for Longitudinal Studies (CLS) at University College London, and funded by the Economic and Social Research Council (ESRC).
Content	The interview covers a range of topics including relationships, education and employment, finance, health and identity.
Sample	15,600 individuals aged 25/26, originally contacted and interviewed in 2004. Cohort members were last interviewed between 5 and 10 years ago.
Data collection	Sequential mixed mode design: cohort members invited to take part by web, with non-responders contacted by telephone interviewers and finally by face-to-face interviewers. 45 minute interviews on average. Using IBM DC Data Collection software.
Fieldwork period	20th Aug 2015 until the 25th May 2016 – telephone starts 10th Sept 2015. Fieldwork split into four batches: batch one issued as part of a 'soft launch' that will evaluate response assumptions. Telephone fieldwork for each batch will last four weeks in the soft launch and ten weeks in later batches.

1.2 Interviewer task

Your role is to…

6. Review current information and make contact:
    - Review the available information about each participant before calling
    - Call all available numbers in each session

7. Gather up-to-date contact details, which may involve **tracing:**
    - Confirm contact information with whoever you manage to speak to within the household
    - Conduct tracing via the stable contact if it is not possible to make contact with the cohort member's household

8. Encourage participation and manage the mixed mode approach:
    - **Familiarise** yourself with the content of participant materials and the key **messages communicated to the cohort about the study** (including **incentives**)
    - **Practice** your responses to FAQs and to any reluctance from cohort members
    - **Encourage a telephone interview**, but enable access to the Web questionnaire if necessary and arrange to call back in a few days
    - **Record any information** useful for other interviewers, including during face-to-face fieldwork

9. Conduct an **engaging interview** – 45 minutes on average – that encourages completion of sensitive questions and gains agreement to **link to administrative data**

10. Gain **agreement to adding other information** to their survey answers:
    - Ensure that participants fully understand the purpose and process of adding administrative records to their survey answers
    - Encourage participants to give informed consent to adding other information

1.2.1 Making contact

- This project uses the latest IBM DC software for interviews in all modes – and a new approach to the process of making contact. It will guide you through what is required – work carefully and enter information as fully and accurately as you can.

- Review the **information available about each cohort member** before you call – including their previous participation history and notes from calls that other interviewers have made – section 6.5.1.

- If the cohort member has more than one contact number, you will call each of these in each session until contact is made or no numbers remain available – section 6.5.2.

- Where a hard appointment has been made and a mobile number is available, a text message reminder will be sent to the cohort member the day before the appointment – section 5.3.

- You will be guided to check whether the advance mailing needs to be **re-sent** and will **confirm and update contact details** for the cohort member with the person with whom you make contact.

- **Tracing will be required** where no valid numbers remain or where numbers have been tried 10 times with no response – section 7.

- In this situation, you will be guided to call the stable contact provided by the cohort member at the last interview (there may be up to two numbers available for them).

- You will be prompted to record updates to: name, number, address and email for cohort members; address and number of the stable contact; address of the cohort members parent(s).

- It is important that you collect as much information as possible and that this is recorded accurately.

1.2.2 Maximising response

- High response rates were achieved in the study in the past and achieving a high response rate in this wave is essential for the study's success. This will be closely monitored for each interviewer and for the project overall.

- To help maximise your response rates, please read these interviewer instructions at **section 8**.

- **Familiarise** yourself with the participant **materials** and with the **website** – considerable thought has gone into developing clear messages about why the study is so important and why people should participate.

    - For further information on the materials included in the participant pack (see section 5.2.1), the advance mailing (section 5.2.2) the study website (section 8.2.1) and an excellent short video for participants (section 8.2).

    - Interviewer FAQs have been developed to help you answer questions – section 8.2 Please ensure you **practice the delivery of responses to FAQs** and develop your approach to persuading cohort members to participate by **role-playing with other interviewers**.

- Those who complete the interview receive a **£10 voucher** – either an Amazon e-voucher or a Love2Shop gift card accepted at a wide range of high street shops, depending on their preference. Some cohort members will have been offered a £20 voucher for completing online within three weeks i.e. before telephone fieldwork, but this is now not available and all participants will receive £10. Vouchers will be sent within a week of the interview along with a thank you email / letter.

1.2.3 Conducting an engaging interview

- The interview is expected to be **45 minutes** on average.
- Feedback from the pilot was that it was an engaging interview. It covers a range of key aspects of the cohort member's life: relationships, education, employment, finance, health and identity.
- An **Event History Calendar** is used to collect relationship and economic activity history, which displays the periods entered visually (section 9.2.3) and which allows subsequent editing.
- You will also take a **new approach to collecting occupation**. You will be prompted to ask for the cohort member's occupation and will then enter key words into a search box. A range of possible occupations will then be displayed from which to select, or you can enter more search terms to narrow the range of options.
- A very important aspect of your task is to try to gain **consent to adding data** from a range of other records including health, economic, education and criminal records. This will greatly increase the insights the study can provide (section 10).
- Consent to adding data is provided verbally and recorded within the questionnaire separately for each type of data as part of ensuring informed consent.
- We know that interviewers make a big difference to whether participants agree. Please be **very clear about the purpose and process of the linking**. If they have questions, you can encourage the participant to watch a short video explaining the nature, purpose and value of adding administrative data to their survey answers, available on the Next Steps website.
- Please conduct practice interviews with scenarios that will be provided.

1.2.4 Managing the mixed mode approach

If cohort members do not complete the interview online in the first three weeks, they will be moved to the telephone mode. If an interview is not achieved in this phase, they will be moved to a face-to-face approach. This is a cost-effective way to achieving a high response rate.

- The web survey will be available throughout the telephone phase. However, you should **aim to conduct a telephone interview wherever possible**. Where they suggest they will complete the interview online, try to persuade cohort members to do the interview with you straight away – we know it is common that people do not go on to complete the online interview in this situation – section 6.7.1. If they cannot be persuaded, try to manage their participation:

    - Direct them to the advance e-mail or letter that they should have received and make sure they are clear how to access the survey (click on the email link or enter the URL and login from the letter).
    - Record that they have requested web completion when prompted in the admin module.
    - Make an appointment or at least suggest someone will call back in a few days to check there were no problems.

- Please write in any comments that may help the next telephone interviewer, the face-to-face interviewers, or CLS at future waves of the survey. In particular, you will be asked for details of reasons for refusal and your assessment of whether it would be appropriate to issue the case for face-to-face fieldwork.

- Where cohort members start but do not complete an interview on the web, these cases will be put forward to be completed by telephone (this will be noted in the information screens – see section 9.3.1). The answers will have been saved up to the point they reached – continue with the interview from this point, perhaps starting a few questions back to make the interview flow.

2 Background to Next Steps

Key points

- Next Steps began in 2004 with contact attempted each year from then until the last survey in 2010.
- Next Steps is the only major study following the lives of those born between 1989 and 1990.
- Waves 1 to 7 were managed by the Department for Education (DfE).
- Findings to date have helped us understand and shape policy in areas including:
    - Inequalities in educational outcomes
    - Experiences of entering the labour market and youth unemployment
    - Bullying and anti-bullying campaigns
    - Reforms to vocational qualifications

2.1 History of Next Steps

2.1.1 When it started

The study began in 2004, when the cohort members were aged 13-14 years. Next Steps is the only longitudinal study to follow the lives of around 16,000 people in England, born between 1989 and 1990. It provides valuable insight into their pathways through the teenage years and their transitions to adulthood.

2.1.2 Who ran the study

The study known by participants as 'Next Steps' was also more formally known as the Longitudinal Study of Young People in England (LSYPE) and was originally commissioned, managed and funded by what is now the Department for Education (DfE) between 2004 and 2012. The fieldwork during this time was conducted by a consortium of TNS-BMRB, GFK-NOP and Ipsos Mori.

2.1.3 Aims and objectives

The study was originally established to find out about the key factors affecting teenagers' transitions from compulsory schooling to university, training and, ultimately, entry into the labour market. The information Next Steps has collected so far has been used to help government and charities make better decisions about the things that affect this cohort of people and to improve the situation for the next generations – for example the availability of training and job opportunities, dealing with university tuition fees, affordable housing and responsive health services.

Because Next Steps is the largest and most reliable study of its kind, influential people listen to and act on the findings. This ranges from people in government, to charities, policy and lobby groups, to university professors and researchers. The data for all Next Steps waves is publicly available, in anonymised form, from the UK Data Service.

2.1.4 Design

Longitudinal design

Next Steps is a longitudinal research study. In longitudinal research, participants, often referred to as cohort members, share a common characteristic or experience, in this instance being born between 1989 and 1990. Cohort members are contacted on a repeat basis to take part in a particular study and cannot be replaced should they decide to withdraw from the study, so it is particularly important that they remain engaged with the study over time. Longitudinal studies can extend over a number of years or even decades.

Following the same group of people throughout their lives, enables us to chart social change and untangle the reasons behind it. More specifically, longitudinal research can show:

- how early life circumstances and experiences influence later outcomes;
- how an individual's health, wealth, family, parenting, education, employment and social attitudes are linked;
- how these aspects of life vary for different people and across generations.

Sample

Initially, study participants – or cohort members - were selected from the target population of all students in Year 9, who were born between 1st September 1989 and 31st August 1990. A total of 647 state and independent secondary schools as well as pupil referral units participated in the study. The first survey (Wave 1 in 2004) then collected information from 15,770 young people, which represented 74 per cent of the target sample. In 2007 an additional boost sample of 352 Black Caribbean and Black African pupils, selected from the original school sample, were also recruited to the study.

Methodology

Following the initial survey at age 13-14, the cohort members were visited every year until 2010, when they were age 19-20. Details of cohort participation in each of these annual visits, also referred to as wave 1- wave 7, is shown in section 2.1.5.

The survey was conducted via face to face interviewing for the first four waves and included interviews with cohort members' parents (both parents may have been interviewed but it is possible that only one parent or neither parent took part). The last three surveys (waves 5, 6 and 7) included the young person only. These waves used a mixed mode approach in which the young person could complete the interview either online, over the telephone or face to face as they had previously.

The interview

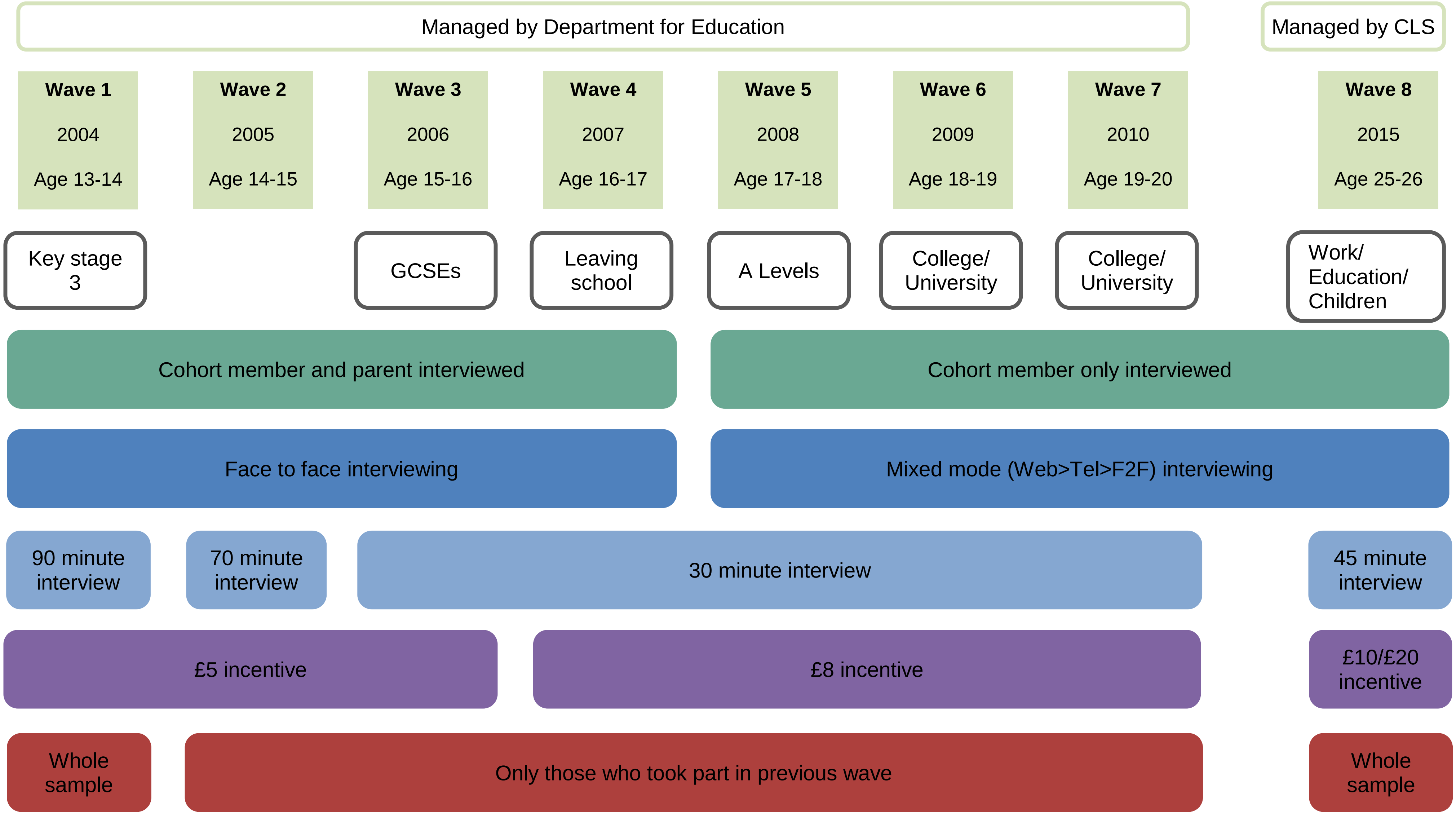
The interview length has varied across the different waves. The total interview length was longer in earlier waves where the parent was also required to answer some questions including questions around their education and employment. In wave 1, the interview was approximately 90 minutes long, in wave 2 it was around 70 minutes and in waves 3 to 7 it was around half an hour.

Information was collected on education and employment, economic circumstances, family life, physical and emotional health and wellbeing, social participation and attitudes. Data from Next Steps interviews was enhanced (with permission) through the addition of information from National Pupil Database records including students' individual achievement from Key Stage 2 to 4 (GCSE), as well as school-level characteristics.

All young people invited to take part in the study were given a £5 high street voucher, which increased to £8 for waves 4 to 7.

Figure 2.1 overleaf summarizes some of the key developments in the study since it began in 200

Figure 2.1 Developments of Next Steps since 2004



2.1.5 Previous response rates

The table 2.1 below shows the response rate for previous waves of the survey:

Table 2.1 Response rates by wave

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Calendar year	2004	2005	2006	2007	2008	2009	2010
Issued sample size	21,000	15,678	13,525	13,068[1]	11,793	11,225	9,791
Achieved response	15,770	13,539	12,439	11,801	10,430	9,799	8,682
Response rate	74%	86%	92%	90%	88%	87%	90%

[1]*Includes 600 cases added at this wave as an ethnic boost/352 achieved*

As can be seen from this table response rates since wave 2 have been high. This is in part due to the make-up of the sample. In most instances, only those who had taken part in the previous wave were invited to take part in a future wave. For the Next Steps Age 25 survey we will be attempting to contact **all cohort members who have ever taken part in the study** and so there may be some cohort members who have not taken part in the survey for up to 10 years.

Interviewers will be expected to try to trace cohort members whose contact details are out of date and re-engage members who have not taken part in some previous waves stressing the value of them re-joining the study. We do however expect the overall response rate at wave 8 to be slightly lower than that seen in recent waves.

2.2 Previous findings

Since the study began, the findings from Next Steps have provided researchers and policy makers with a rich and unique source of data on the lives of this generation. This data has been used to help improve the quality of schools and other services for under-25s in different ways. The following examples highlight some of the important evidence that Next Steps has provided and may be helpful to you introducing the survey to potential participants.

Tackling inequality	Next Steps has provided clear evidence that when it comes to school – a person's background really makes a difference. Only 20% of teenagers from the most disadvantaged backgrounds got five GCSEs grade A*-C including English and Maths, compared with 75% from the richest families. Charities and other policy groups now have hard evidence to lobby the government to do more to make things fairer and help everyone have an equal chance in life.
Experience of work	Next Steps is shining a light on the difficulties that the generation born around 1990 are experiencing, having entered the job market during the deepest recession since the 1930s. The study reveals that, at age 18, 16% of the Next Steps cohort were unemployed, compared with just 7% of 18-year-olds back in 1988. Many more young people have had to scale back their ambitions and take any job that came along.
Evidence on bullying	Next Steps has also been able to uncover some evidence on bullying – a topic often hidden from view. The findings show that school bullying not only affects how happy people feel at the time, but also their school exam results and later job prospects. Government policy-makers, charities and other policy groups are now using this evidence to tackle bullying in schools more effectively and help improve things for future generations.

2.3 Impact Next Steps has had on policy to date

Below are some examples of how Next Steps findings have had a direct influence on government policy making and national campaigns of charities.These topics are relevant to the age group you are talking to and may help with introducing the survey to potential participants.

Tackling Youth unemployment	In 2011, findings from Next Steps were used to develop the Government's strategy to tackle the causes of youth unemployment. Next Steps had shown that educational attainment at age 16 is one of the most important factors in determining a person's future path. These findings were used to inform 'Building Engagement, Building Futures', a document that laid out the Government's strategy on getting young people into education, employment or training.

Reforming vocational education	For many years, vocational education was not successful in helping young people get secure jobs. In 2011, the government asked Professor Alison Wolf to investigate how it could improve vocational education for 14- to 19-year-olds. Professor Wolf used findings from Next Steps, to show that this generation was actively seeking work, yet around a third to a half struggled to find appropriate courses and jobs. Based on findings like this, Professor Wolf was able to make 27 specific recommendations which have had a lasting influence on policy making. Only just recently, in February 2015, the government published a report detailing its progress against the Wolf Report recommendations over the past 4 years.
Anti-Bullying Week campaign	Findings from Next Steps have informed the development of a national campaign by the Anti-Bullying Alliance, a leading charity working to stop bullying in the UK. Next Steps findings have shown that 15-year-olds with disabilities and special educational needs (SEN) were significantly more likely to be frequent victims of threats or acts of physical violence and theft. This finding prompted the Anti-Bullying Alliance to focus on this group in its campaign for Anti-Bullying Week, which ran from 17 – 21 November 2014.

Further information about the impact of the study so far can be found on the participant website at www.nextstepsstudy.org.uk.

3 Next Steps Age 25 Survey

Key points

- Managed by Centre for Longitudinal Studies (CLS) at University College London, and funded by the Economic and Social Research Council (ESRC).
- Aims to re-engage cohort members and understand this age group’s transitions in adulthood.
- A subset of cohort members are issued to an initial ‘soft launch’ to allow us to test and refine procedures and to get a better estimate of response and consent rates in advance of mainstage fieldwork.
- The study uses a sequential mixed mode design; cohort members are invited to take part by web, then telephone then a face to face interview.
- Includes a request to link to nine administrative data records relating to the areas of health, education, work, benefits and criminal justice.
- The questionnaire has been developed to ensure it is engaging, practical and meets the needs of data users.
- The study has undergone development work that has included: rebranding, piloting and user testing.

3.1 Aims and objectives

The key objective of the Age 25 survey is to re-launch the study to cohort members, contacting and re-engaging as many cohort members as possible with ‘Next Steps’ and to broaden the content of the study so that it is comparable with other cohort studies.

As the cohort members are now aged 25-26 years, this wave of the study focuses on understanding the transitions this cohort (born 1989-1990) have made into adulthood during a turbulent economic climate. We are also able to understand the lives of this generation at Age 25 and benchmark this for any future studies that may take place.

By following this group into adulthood, researchers are able to understand:

- how our experiences as teenagers affect how we turn out later on;
- how health, family, education and employment are linked;
- how these aspects of life vary for different people and groups.

Gaining a better understanding of the lives of this group will enable government to:

- evaluate the success of policy aimed at this group;

- provide an evidence base for further policy development.

A key component of this survey wave is data linkage to administrative data held about individuals by government departments. Adding these records will give a level of detail that would be difficult to collect through a survey alone (too time consuming or difficult to remember), giving greater context to their answers and allowing for more detailed analysis.

3.2 Who is carrying out the Age 25 survey

Previous waves of Next Steps were managed by the Department for Education (DfE), as the cohort became older, they passed outside the remit of DfE and funding was taken on by the Economic and Social Research Council (ESRC), who in 2013 commissioned the Centre for Longitudinal Studies (CLS) at University College London to manage this latest wave of fieldwork. The ESRC is one of seven independent funding agencies in the UK.

While under the management of DfE previous waves of Next Steps had focused on education and were mainly used to inform government policy. Under CLS the survey will have a more multi-disciplinary focus and will aim meet a wider range of research needs.

NatCen Social Research were commissioned to deliver the fieldwork for the Next Steps Age 25 survey in 2014 and have been working collaboratively with CLS, in the development of this study. The UK has a long history of running studies like Next Steps. Besides Next Steps, this includes the 1946 National Survey of Health and Development (NSHD), the 1958 National Child Development Study (NCDS), the 1970 British Cohort Study (BCS70), Millennium Cohort Study (MCS) and Life Study, which started in 2014. CLS is responsible for running three of these internationally renowned cohort studies (NCDS, BCS70 and MCS). The other two are also run by University College London. Conducting further waves of Next Steps, with those born 1989/90 will help to help understand this ‘missing’ generation and allow comparisons across the generations.

As CLS run several cohort studies they can compare the different generations in the cohorts, chart social change and start to untangle the reasons behind it. Findings from the studies help evaluate and plan policies aimed at preventing adverse outcomes and promoting beneficial ones. In addition to running the cohort studies, the CLS team is involved in a wide variety of research projects involving analysing longitudinal data and developing longitudinal research methodology.

NatCen were commissioned as an organisation with a proud history of implementing the most complex of social surveys and delivering high quality fieldwork – in its Telephone Unit and in the field – fitting for such an important and high profile study.

3.3 Study development

CLS and NatCen have worked closely on the development of the study to ensure it is engaging, practical and meets the needs of data users. The development work has included:

- **Scientific consultation**: CLS hosted a consultation with experts in the fields of social and economic policy and research in order to determine the content of the study.

- **Re-branding the study**: CLS commissioned a specialist branding agency to develop the 'Next Steps' brand. The branding was developed based on qualitative fieldwork with participants in the required age range. Following this exercise a full brand toolkit and logo was developed. The branding guidelines have been followed on all participant materials as well as in the development of a new study website and social media accounts.

- **Piloting**: CLS and NatCen worked together on piloting the study. A pilot took place in October/November 2014 with 120 participants in the target age group. The key purpose of the pilot was primarily to test the questionnaire, with key issues examined including questionnaire length, functioning of the survey instrument across different modes, functioning of questions (in terms of comprehension and ease of answering), and the protocols for seeking consents for data linkage.

- **User testing:** This was undertaken by CLS and NatCen to specifically review web-self completion. A total of 11 cognitive interviews took place to assess the general usability of the web questionnaire, including response for various question types, dealing with non-response options, as well as the Event History Calendar and the SOC/SIC coding.

- **Qualitative work on data linkage**: NatCen conducted twenty depth interviews in order to explore practical and ethical issues around data linkage and the proposed protocol and materials.

3.4 Key features of design

This next wave of the study is a landmark wave as the study is being 're-launched' to cohort members to acknowledge the change in project sponsorship from DfE to CLS. In doing this, it is particularly important that the study is designed in a way that maximises contact with cohort members, engaging them not only to take part in this wave but to continue to be involved in the study in the long term.

3.4.1 Soft launch

The Next Steps Age 25 survey will employ a two-stage design: an initial 'soft launch' with a subset of cohort members issued, followed by the mainstage fieldwork where the remainder of the sample will be issued in three batches. The soft launch will replicate the mainstage in all aspects of survey design and implementation, with the exception of some experimentation during the soft launch regarding the use of differential incentives (see Chapter 8 for further details on this).

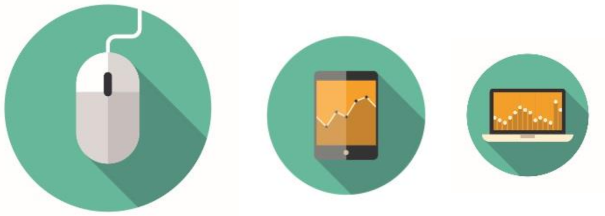
This design will help us to better anticipate the response rates for each mode in the mainstage and give us an opportunity to learn from the early experience and improve procedures in the main stage.

3.4.2 Mixed-mode design

The study uses a sequential mixed mode design. All cohort members will initially be sent a letter (and e-mail where possible) inviting them to take part in the survey via web. Those who do not complete a web survey will be issued to telephone interviewing (providing we hold a telephone number for them or their stable contact). Those who have not completed a survey (or have not been contacted) by the end of telephone fieldwork will be issued to face-to-face interviewing.

So, in theory there will be three sequential modes of data collection,

4. web completion,
5. telephone,
6. face-to-face (F2F).



Instead of a strict sequential design, however, the web option will be available during the Telephone and F2F phases. We felt it was particularly important to retain this option for this cohort due to their age and use of the internet. Telephone and F2F interviewers will be able to suggest the Web option in the case of an impending refusal or where the participant is adamant in their preference for the Web, but this will be in exceptional circumstances as in most cases, they will have already have been given the opportunity to complete the study using this mode (guidance for dealing with cases where the cohort member requests web completion are included in Chapter 6).

3.4.3 Adding information to survey answers

Next Steps will not only collect information from cohort members during the survey. It will also expand the bank of information collected through adding (with permission) data from administrative records, which are collected and held by government departments and agencies.

Gaining consent to add information from administrative records is one of the most important parts of the Next Steps Age 25 survey so please do all you can to gain consent.

Chapter 10 gives detail of the background, purpose and process of adding information, and the interviewer’s role in ensuring informed consent.

4 The sample

Key points

- We will be contacting **all** cohort members that have taken part in **any** previous wave of the study.
- CLS (and DfE before them) have updated contact details where possible using both public and government held databases. They have also provided cohort members with information on how to update their own details.
- Cohort members may be excluded from the sample if they are found to be ineligible during fieldwork.

4.1 Make-up of sample

The Age 25 survey will include everyone who has ever taken part in any previous wave of Next Steps who have not been confirmed ineligible or requested to be removed from the sample. This approach differs to waves 2 to 7 where only those who had taken part in the previous wave were included.

Around half of the cohort members will have last been contacted in 2010, when they were 19-20 years old. However, there will be some whose last contact would have been longer ago, including around 14% who have not taken part since the first wave in 2004, when they were 13-14 years old.

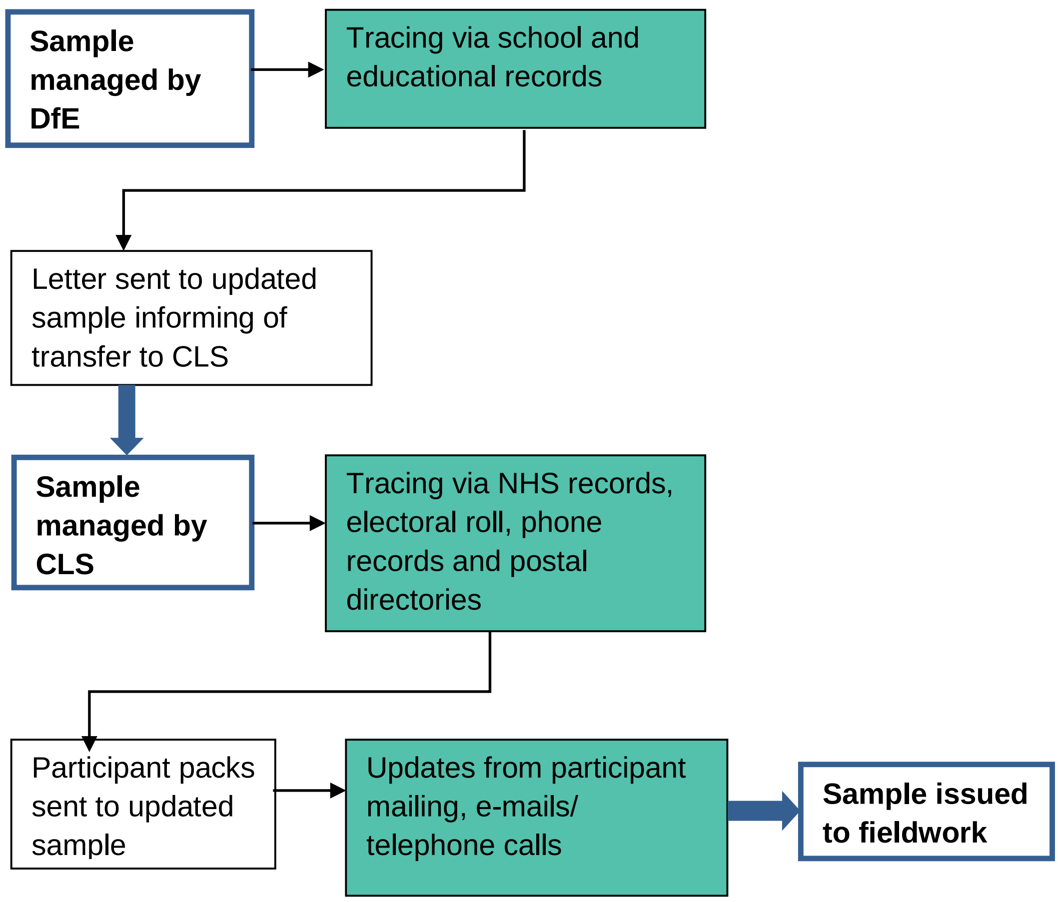
The sample for Next Steps, Age 25 consists of 15,600 cases; 2,000 of these cases will be issued for the soft-launch, beginning with web fieldwork in August 2015.The remainder will be split equally across three batches of mainstage fieldwork, with the first batch of web fieldwork beginning in October 2015. Full details of fieldwork periods for each mode are given in Chapter 6.

4.2 Cohort maintenance procedures

In the lead up to the Age 25 survey, every effort has been made to gather the most up to date contact information for cohort members. It has been 5-10 years since cohort members last took part in Next Steps therefore tracing efforts are crucial to the success of the study. Especially in the longitudinal context where each cohort member is unique and irreplaceable. There are two key stages of tracing – updating the sample via office tracing (discussed below) and tracing activities undertaken by interviewers (discussed in Chapter 7).

Figure 4.1 below outlines the office tracing activities undertaken by DfE prior to handing over the sample to CLS; as well as tracing activities undertaken since the transfer:

Figure 4.1 DfE and CLS tracing activities carried



4.2.1 Tracing before fieldwork

Using Administrative Records

Prior to the cohort sample being transferred over to CLS in 2013, the previous fieldwork contractor (TNS-BMRB) worked alongside DfE to update cohort members' contact details using:

- The National Pupil Database (NPD) - containing records for all state school pupils in England, including their home address.
- The Individualised Learner Record (ILR) - containing records of students in vocational education and training post-16.

Following this sample update, TNS-BMRB on behalf of DfE, contacted cohort members by post to inform them of the change in management of the study from DfE to CLS.

This mailing included:

- A letter giving cohort members further information on the process of transferring their contact details to CLS, and informing them of how they could opt out of this process if felt necessary.
- A leaflet on this process.
- A change of address card.

It is important to note that while this process took place, some cohort members may not have received this information, or may not recall receiving this, so you may have to explain this stage. Copies of the letter and leaflet from DfE can be found on the participant website.

Since receiving the sample, CLS's dedicated cohort maintenance team have been reviewing and updating the sample using a variety of means:

- Addresses have been updated as far as possible through the NHS Central Register, which is a database of GP registrations held by the Health and Social Care Information Centre (HSCIC). This database also provides information on individuals who have died or have moved out of the country. We do not receive any medical information during this process.

- The electoral roll, phone records and postal directories, which are publicly available and accessible electronically, have been used to update records as well as specialist software called Tracemaster.

- Individual records are continually updated following contact with cohort members (as outlined below), through the website, social media, e-mails, telephone calls or the return of change of address cards.

Participant Packs

CLS has made contact with cohort members, introducing themselves and the re-branded study using a 'participant pack' which was sent by post (and email if held) prior to the start of fieldwork. The participant pack was sent out 4-6 weeks in advance of fieldwork to allow time for any updates to be incorporated into the sample file for wave 8 fieldwork. Further details on this pack are included in Chapter 6 'Fieldwork Process'.

As well as introducing the study, the participant mailing also enabled CLS to verify the latest sample addresses held for cohort members:

- The cohort maintenance team monitor and record any packs returned as 'return to sender' 'recipient unknown' etc., and undertake further office tracing to find a more recent address.

- Cohort members who receive their pack via email or re-directed mail are prompted to inform CLS of any changes in their address details. They can update their contact details through the website, e-mail, using the Freephone number or through returning the change of details card included in the participant pack. The CLS cohort maintenance team then update individual records when they receive notification of any changes.

4.3 Eligibility

Tracing efforts may identify cohort members that are no longer eligible to take part in the study or are not eligible at this wave. Cohort members will be considered ineligible and not be issued for fieldwork if they are known to be:

- In prison
- Deceased
- Living outside the UK
- Identified by CLS as in the armed forces or as outside the scope of the survey for another reason.

Movers within and outside of UK

The advance mailing will not be sent outside the UK. Participants who have moved abroad may receive an invitation to take part via email but will only be able to take part online. If they do not take part in the web survey, they will not be allocated to any other mode of completion. Provision will be made where appropriate to post thank-you letters.

All cohort members living in the UK will be able to take part in the telephone phase of fieldwork, including those who have moved to Scotland, Wales or Northern Ireland. Cohort members will be allocated to telephone fieldwork if, after 3 weeks, they have not completed a web survey at least up to the end of module 10 (Contact Information).

All eligible cohort members in England who have not completed either a web or telephone interview will be issued to face to face fieldwork. Cohort members in Wales and Scotland will be eligible for face to face contact but this will be reviewed on a case-by-case basis. Cases in Northern Ireland will not be eligible for face to face contact.

Due to the transient nature of the sample, some cohort members will have moved from the contact address we have in the sample so their geographical eligibility will change. Interviewers will be responsible for this tracing process which is detailed further in Chapter 7. Telephone interviewers who trace a cohort member to a location outside the UK should record the new address if possible and record the outcome of the call as 'not to be attempted again'. You will then be taken directly to the final admin section to record the outcome of the case.

Cohort members with disabilities

The study does not exclude cohort members with a disability from taking part and it is important that we do everything possible to facilitate their participation. Depending on their disability, it may be more appropriate for them to take part in the interview using a different mode such as face to face or the web survey. However, there may be some cases where this is not feasible, or the cohort member is not comfortable with this approach. In these circumstances, the cohort member can be recorded as 'other reason case not to be attempted again' and the correct outcome selected in final admin (code 530). Proxy interviews will not be accepted in any mode for this study.

Cohort members with language difficulties

As all cohort members have been recruited from English schools and have taken part in the study before, we do not feel that it is necessary to provide translations. If you find that this is a problem, please contact your supervisor and we will review on an ad-hoc basis. It may be more suitable for them to take part in a face to face interview, using a household member or neighbour/friend/relative who is fluent in English to assist them where necessary with the interview.

4.4 Estimated response rate by mode

Based on performance in previous waves we have calculated expected response rates for each mode for the Next Steps Age 25 survey in the table below. It is expected that cohort members who have not taken part since the early waves will be harder to contact and/or less likely to take part than those who have taken part in all or most of the waves and that there would be a lower response rate for these cases.

Mode	Sample size[1]	Estimated response	Estimated response rate
Web	15,600	5,229	34%
Telephone	6,570	3,939	60%
Face to face	6,432	3,030	47%
Total	15,600	12,198	78%

[1]Excludes cases where an interview has already been achieved, the participant has refused and cases not meeting the eligibility criteria for current mode.

Several factors make it difficult to give reliable estimates of response on this project including: the length of time since participants were last contacted, and that this will vary between cases; the expected high rate of movers in this age group; and the mixed mode nature of the study.

The soft-launch will allow us to give much more reliable response estimates and adjust response rate targets for mainstage fieldwork.

5 Communications with cohort member

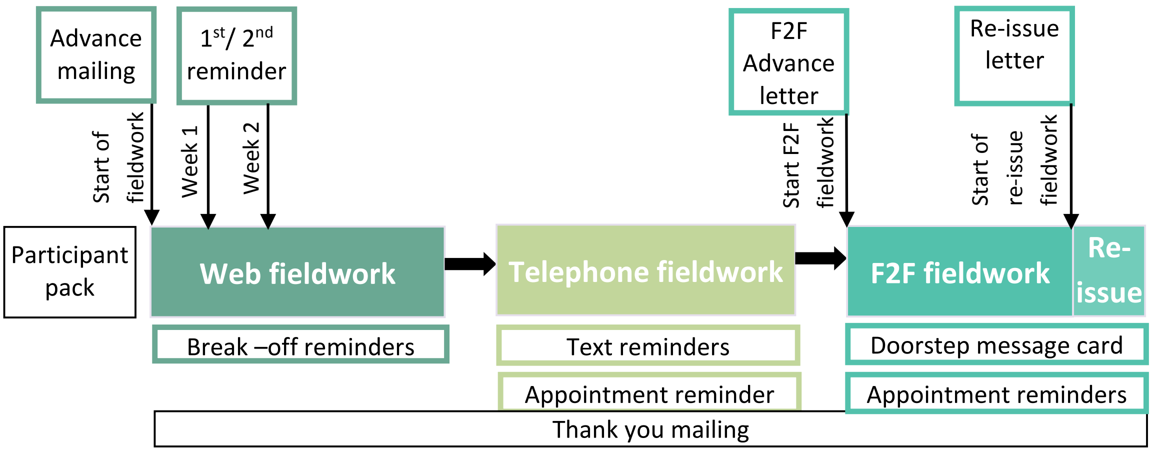
Key points

- A range of communications have been carefully developed to engage and motivate cohort members to take part in the Age 25 survey.
- A participant pack will be sent by CLS approximately 6 weeks before web fieldwork.
- An advance mailing will be sent at the start of web fieldwork and again at the start of F2F fieldwork (and as requested throughout fieldwork).
- Reminder mailings, emails and texts will be sent at various stages throughout fieldwork.
- Thank you letters will be sent to all participants who complete the survey.

5.1 Overview of communications

Figure 5.1 below shows the materials that will be sent to participants before fieldwork and those that may be sent during web and telephone fieldwork:

Figure 5.1 Participant materials throughout study



5.2 Communications before fieldwork

5.2.1 Participant packs

Cohort members will receive a participant pack by mail (and email if held) around six weeks before the start of fieldwork. The pack will include:

6. Introduction letter
7. Welcome back leaflet
8. Timeline
9. Change of details card
10. Three gifts (frisbee, travel card holder and sticky note deskset)

The purpose of the **participant pack** was to re-introduce the re-branded Next Steps study and highlight the study's impact to date as well as signposting cohort members to the new participant website which contains further information on the study, in particular, a short engagement video.

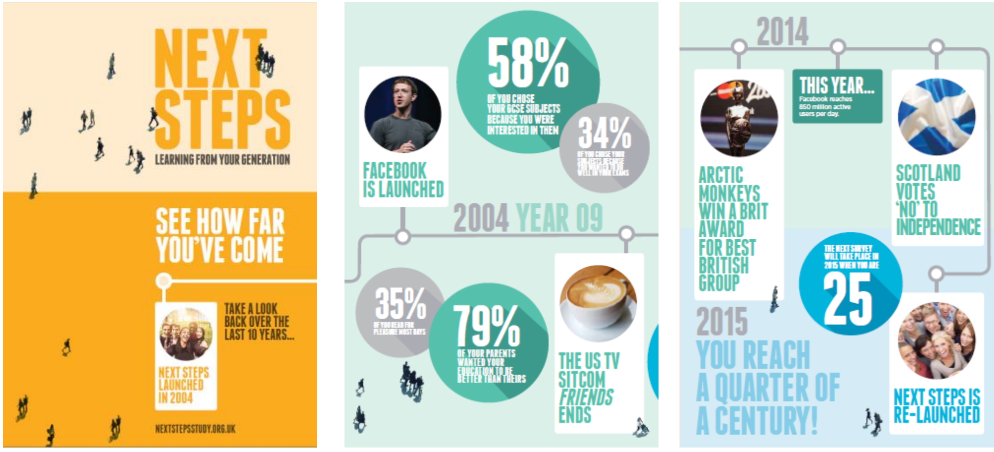
As well as introducing the study, the participant mailing also enabled CLS to verify the latest sample addresses held for cohort members, as described in Chapter 4.

Welcome back leaflet

This leaflet gives information on the history of the survey, including its transfer to CLS from DfE. It also highlights key findings and policy impacts as well as introducing the CLS team.

Timeline

An A4 booklet with one year per page going back to 2004. It shows key news events each year, according to cohort member's age/stage at school, as well as key findings from that year's survey:



Change of details card

Included as a means of cohort members updating their details before the start of fieldwork:

5.2.2 Advance mailing

Following the participant pack, NatCen will send an advance mailing to all cohort members by first class post, the day before the start of web fieldwork. Cohort members with an email address will also receive an email version of the advance mailing to increase the chances of them receiving and reading this information. The advance mailing will include:

1. An advance letter
2. Survey leaflet
3. "Adding other information about you" leaflet

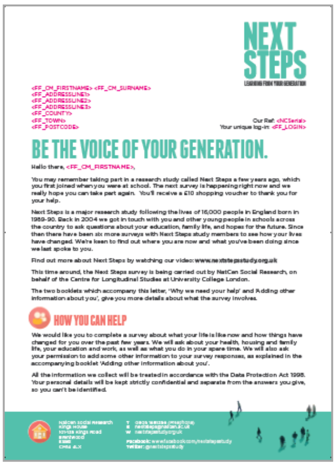
The aim of the advance mailing is to increase the chances of making contact with the cohort members during fieldwork and to inform and motivate them to take part through the provision of engaging information about the study, information on the incentive as well as sign-posting them to the study website and videos.

Participants are asked to take their time to read these materials and are encouraged to contact the study team, free of charge, with any questions they might have.

The advance letter

The advance letter entitled '**Be the voice of your generation**' explains what is expected of participants as part of the Age 25 survey:

- Background of the survey
- How they can take part
- Details of the incentive
- How to find out more about the survey


NEXT STEPS
LEARNING FROM YOUR GENERATION

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>
Your unique log-in: <FF_LOGIN>

BE THE VOICE OF YOUR GENERATION.

Hello there, <FF_CM_FIRSTNAME>,

You may remember taking part in a research study called Next Steps a few years ago, which you first joined when you were at school. The next survey is happening right now and we really hope you can take part again. You'll receive a £10 shopping voucher to thank you for your help.

Next Steps is a major research study following the lives of 16,000 people in England born in 1989-90. Back in 2004 we got in touch with you and other young people in schools across the country to ask questions about your education, family life, and hopes for the future. Since then there have been six more surveys with Next Steps study members to see how your lives have changed. We're keen to find out where you are now and what you've been doing since we last spoke to you.

Find out more about Next Steps by watching our video: www.nextstepsstudy.org.uk

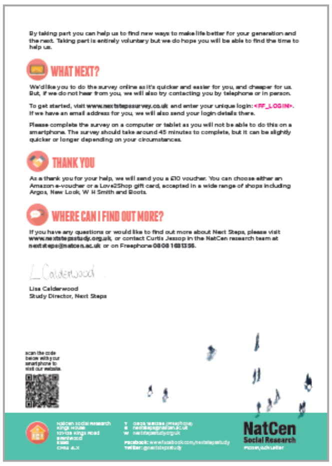
This time around, the Next Steps survey is being carried out by NatCen Social Research, on behalf of the Centre for Longitudinal Studies at University College London.

The two booklets which accompany this letter, 'Why we need your help' and 'Adding other information about you', give you more details about what the survey involves.

HOW YOU CAN HELP

We would like you to complete a survey about what your life is like now and how things have changed for you over the past few years. We will ask about your health, housing and family life, your education and work, as well as what you do in your spare time. We will also ask your permission to add some other information to your survey responses, as explained in the accompanying booklet 'Adding other information about you'.

All the information we collect will be treated in accordance with the Data Protection Act 1998. Your personal details will be kept strictly confidential and separate from the answers you give, so you can't be identified.


By taking part you can help us to find new ways to make life better for your generation and the next. Taking part is entirely voluntary but we do hope you will be able to find the time to help us.

WHAT NEXT?

We'd like you to do the survey online as it's quicker and easier for you, and cheaper for us. But, if we do not hear from you, we will also try contacting you by telephone or in person.

To get started, visit www.nextstepssurvey.co.uk and enter your unique login: <FF_LOGIN>. If we have an email address for you, we will also send your login details there.

Please complete the survey on a computer or tablet as you will not be able to do this on a smartphone. The survey should take around 45 minutes to complete, but it can be slightly quicker or longer depending on your circumstances.

THANK YOU

As a thank you for your help, we will send you a £10 voucher. You can choose either an Amazon e-voucher or a Love2Shop gift card, accepted in a wide range of shops including Argos, New Look, W H Smith and Boots.

WHERE CAN I FIND OUT MORE?

If you have any questions or would like to find out more about Next Steps, please visit www.nextstepsstudy.org.uk, or contact Curtis Jessop in the NatCen research team at nextsteps@natcen.ac.uk or on Freephone 0808 1681356.

L Calderwood

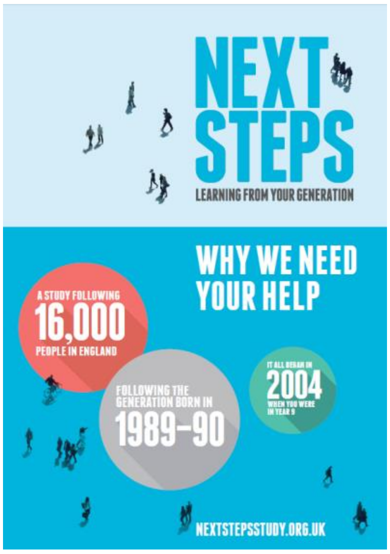
Lisa Calderwood
Study Director, Next Steps

scan the code below with your smartphone to visit our website.

NatCen Social Research

The survey leaflet

The "Why we need your help" leaflet offers more information about who will fund, manage and carry out the Age 25 survey and explains how data collected by Next Steps has already made a difference.



Adding other information about you

This leaflet is intended to provide the participants with all the information they need to understand the purpose, value and process of adding administrative information to their survey response and to help them make an informed decision about whether to consent to information being added.

5.3 Communications during fieldwork

5.3.1 Replacement advance mailing (sent throughout fieldwork)

Replacement advance mailings will be sent to participants who report not having received the initial mailing. The replacement mailing will include all the materials in the original advance mailing. Participants will be offered to be sent this by either email (which is recommended for reasons of speed and cost) or by post. Cohort members can be sent replacement mailing at any stage of the fieldwork process (web, telephone or face to face).

During telephone fieldwork, requests for replacement mailing will be logged as part of the admin module, with replacement emails dispatched daily, and letters on a weekly basis.

Cohort members who have been traced to a new address will also receive a replacement advance mailing pack via post. If a traced mover is identified during telephone contact, a new pack will be sent by the office.

5.3.2 During web fieldwork

Cohort members may, at various points of the web fieldwork phase receive:

Reminder 1	During 1st week of fieldwork	Postal and email
Reminder 2	During 2nd week of fieldwork	Postal, email and text

Break-off reminder	24 hours and 48 hours after a participant partially completes an interview	Email and text

- The first **email and letter reminder** will focus on the importance of taking part. In the second reminder, participants are informed that they will be contacted by telephone if they do not complete the web survey *"If you don't take part online, we'll try contacting you by phone*". For some participants the letter will also stress that the higher incentive will no longer be available after a specified deadline (after 3 weeks of fieldwork).

- The **reminder text message** will be sent saying there is still time to take part and mentioning the mailing/website as sources for more information. The website URL will be hyperlinked for smartphones

- **Break-off reminders** will be sent to all participants who have started or partially completed the survey at 24 or 48 hours after the break-off, these are sent via e-mail and text message.

Copies of these notifications are contained in the appendices.

5.3.3 During telephone fieldwork

Text reminder	When all numbers have been attempted once	Text to all mobile numbers held
Appointment reminder text	24 hours before interview appointment	Email and text

- **Text reminder** messages will be sent, once all eligible telephone numbers have been attempted once. The aim of these text messages is to inform participants that a telephone interviewer is attempting to contact them and will also include office contact details. They will be sent to each valid mobile number in cases where no contact has been made.

- An **appointment reminder text** message reminder will be sent 24 hours before all interview appointments where a mobile telephone numbers is available. The aim of this is to reduce the number of broken appointments. Reminder text messages will be sent to each valid mobile number (in case cohort members have provided more than one number).

Copies of these notifications are contained in the appendices.

5.3.4 During face to face fieldwork

- F2F **doorstep message/appointment card**. A study-branded message card for face-to-face interviewers to leave a message (e.g. 'I tried to call on X day and time, I will try again on X day), or to record and leave behind the details of an appointment made to cohort members to reduce the chance of a broken appointment.

- **Text and/or emails appointment confirmation** messages will be sent to participants as appropriate based on the preferred contact method of each respondent. These will be sent by F2F interviewers using the templates provided.

- An **additional advance letter** to be sent to all cases issued to F2F fieldwork (as a result of failure to participate using web and telephone modes), this will inform CMs that we have been unable to contact them previously and that an interviewer will now call at their address.

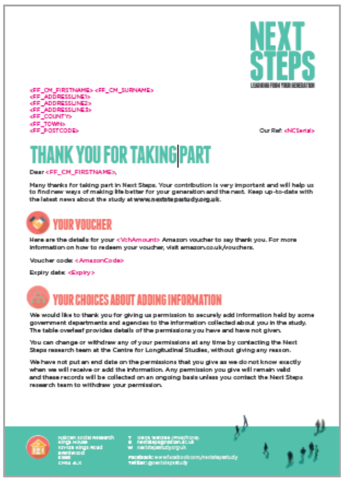
- **Reissue letters** will be sent to cohort members that are re-issued during F2F fieldwork, providing a further encouragement, a point of reference for interviewers, and the opportunity for participants to contact the office if required.

5.3.5 Thank you letter

Within one week of their full completion of the survey, cohort members will be sent a 'Thank you letter'. This letter will include their selected incentive, a change of details card (for future use), and confirmation of data linkage consent choices.

In addition to the letter, all participants who have selected an Amazon e-voucher will also receive a 'thank you email' with the same information. This will be sent at the same time as the thank you letter.

Once face-to-face fieldwork is complete, all partial cases that have completed as far as Module 9 (but have not completed the voucher section) will be sent a thank-you letter to inform them of the consents they have given and a £10 Love2Shop voucher.



NEXT STEPS

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>

THANK YOU FOR TAKING PART

Dear <FF_CM_FIRSTNAME>,

Many thanks for taking part in Next Steps. Your contribution is very important and will help us to find new ways of making life better for your generation and the next. Keep up-to-date with the latest news about the study at www.nextstepsstudy.org.uk.

YOUR VOUCHER

Here are the details for your <VchAmount> Amazon voucher to say thank you. For more information on how to redeem your voucher, visit amazon.co.uk/vouchers.

Voucher code: <AmazonCode>

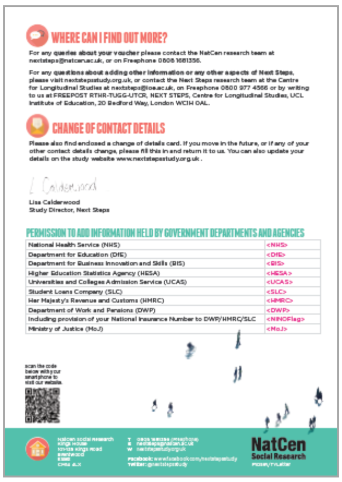
Expiry date: <Expiry>

YOUR CHOICES ABOUT ADDING INFORMATION

We would like to thank you for giving us permission to securely add information held by some government departments and agencies to the information collected about you in the study. The table overleaf provides details of the permissions you have and have not given.

You can change or withdraw any of your permissions at any time by contacting the Next Steps research team at the Centre for Longitudinal Studies, without giving any reason.

We have not put an end date on the permissions that you give as we do not know exactly when we will receive or add the information. Any permission you give will remain valid and these records will be collected on an ongoing basis unless you contact the Next Steps research team to withdraw your permission.



WHERE CAN I FIND OUT MORE?

For any queries about your voucher please contact the NatCen research team at nextsteps@natcen.ac.uk, or on Freephone 0808 1681356.

For any questions about adding other information or any other aspects of Next Steps, please visit nextstepsstudy.org.uk, or contact the Next Steps research team at the Centre for Longitudinal Studies at nextsteps@ioe.ac.uk, on Freephone 0800 977 4566 or by writing to us at FREEPOST RTHR-TUGG-UTCR, NEXT STEPS, Centre for Longitudinal Studies, UCL Institute of Education, 20 Bedford Way, London WC1H 0AL.

CHANGE OF CONTACT DETAILS

Please also find enclosed a change of details card. If you move in the future, or if any of your other contact details change, please fill this in and return it to us. You can also update your details on the study website www.nextstepsstudy.org.uk .

L Calderwood

Lisa Calderwood
Study Director, Next Steps

PERMISSION TO ADD INFORMATION HELD BY GOVERNMENT DEPARTMENTS AND AGENCIES

National Health Service (NHS)	<NHS>
Department for Education (DfE)	<DfE>
Department for Business Innovation and Skills (BIS)	<BIS>
Higher Education Statistics Agency (HESA)	<HESA>
Universities and Colleges Admission Service (UCAS)	<UCAS>
Student Loans Company (SLC)	<SLC>
Her Majesty's Revenue and Customs (HMRC)	<HMRC>
Department of Work and Pensions (DWP)	<DWP>
Including provision of your National Insurance Number to DWP/HMRC/SLC	<NINOFlag>
Ministry of Justice (MoJ)	<MoJ>

scan the code below with your smartphone to visit our website.

NatCen Social Research

6 The fieldwork process

Key points

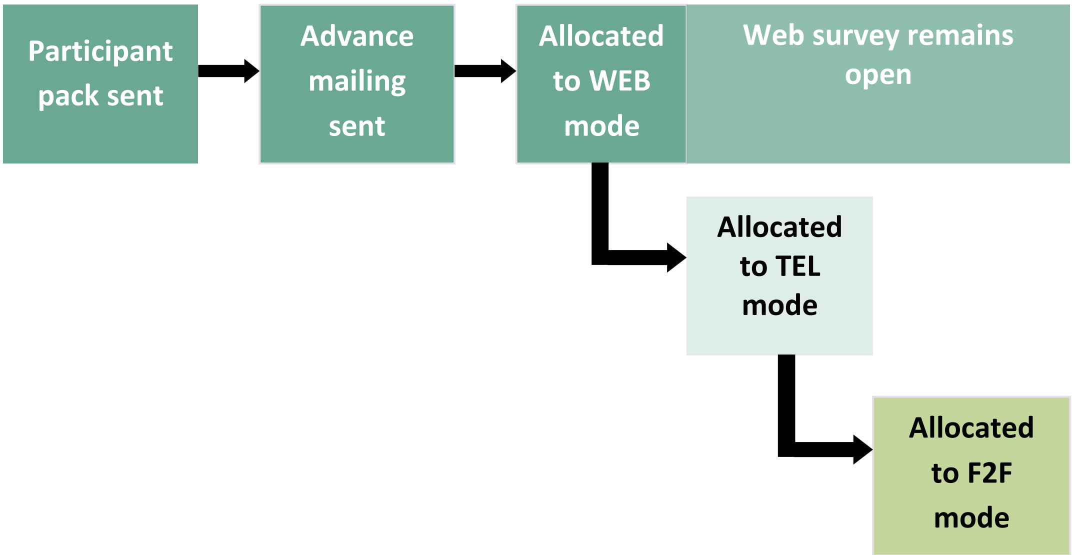
- The study uses a sequential mixed mode design with participants invited to take part via web, telephone then face-to-face.
- The web survey will stay open throughout telephone and face to face fieldwork.
- Your role will be to: call cohort members to try and secure an interview; to gather up-to-date contact details for them, which may involve tracing; and to complete final admin including indicating whether the case should be issued to F2F fieldwork.
- The call scheduler and interview script will handle decisions around what actions you need to take on a case.

6.1 Fieldwork process overview

Fieldwork will be split into four batches; one batch issued as part of an initial 'soft launch' and three batches constituting main stage fieldwork. All of the sample will be initially allocated to the web survey, and this mode of completion will remain open throughout the fieldwork period. Cohort members have three weeks to complete the web survey before they are then issued to the next mode of survey completion – telephone. Telephone fieldwork for each batch will last four weeks in the soft launch and ten weeks in later batches, at the end of which any cases where a complete interview has not been achieved will be transferred to the final mode of completion – face to face, where an interviewer will then contact them in person.

Figure 6.1 overleaf shows the fieldwork process across the three modes, timings of fieldwork for each mode within each batch can be found in section 6.2 'Fieldwork dates'.

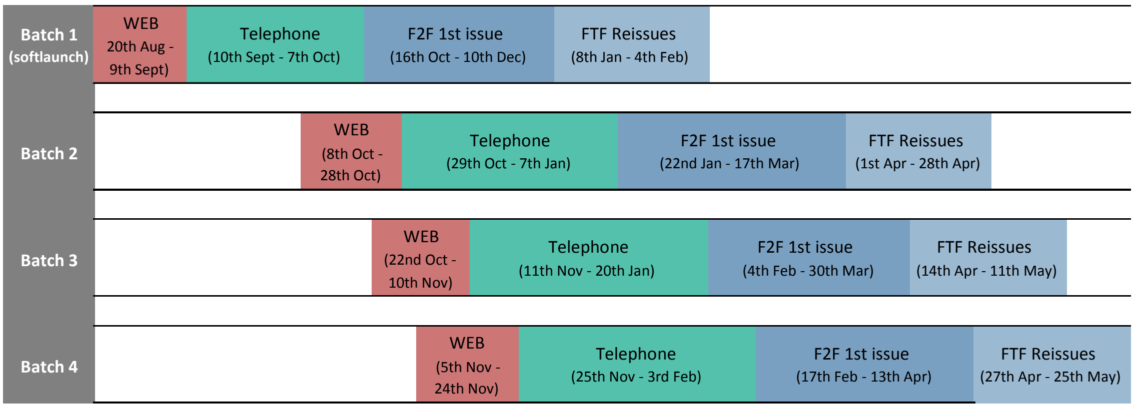
Figure 6.1 Fieldwork process



6.2 Fieldwork dates

Web fieldwork for batch 1 begins 20th August 2015, all fieldwork ends 25th May 2016. Figure 6.2 below show fieldwork dates for each batch.

Figure 6.2 Fieldwork dates



6.3 Fieldwork assignment

Your assignment will be to attempt to call the cohort member to complete an interview over the telephone. Where you cannot conduct an interview or do not make contact with the cohort members you should collect updated contact details for them wherever possible. Cases where no contact has been made with the cohort member after 10 attempts will become eligible for tracing. If a case you are working on requires tracing you will be taken into the tracing module where you can call the cohort member's stable contact to try to get their current contact details (further details of the tracing task are outlined in Chapter 7).

6.4 Your preparation

There are several steps that you should take to ensure that you have a full understanding of the study before beginning fieldwork. In addition to attending the project briefing and conducting practice interviews, please also ensure you have read these interviewer instructions and you are familiar with the participant materials, including:

- The participant pack (including letter, leaflet and timeline)
- The advance mailing (including letter and two leaflets)
- The study website (especially the FAQ and background content)
- The videos for participants about Next Steps and adding other information to their survey answers (available on the website)
- Interviewer and data linkage FAQs

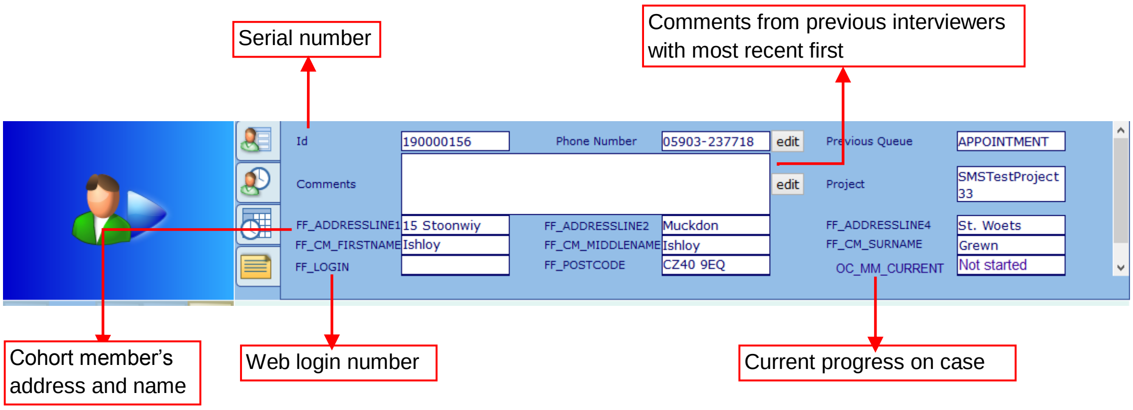
Further information on these materials can be found in Chapter 5 ‘Communications with the cohort member’ (Participant pack and advance mailing) and Chapter 8 ‘Participant engagement’ (Website, videos and FAQs).

6.5 Making contact with the cohort member

6.5.1 Before a call

CATI Information Display

The call scheduler will automatically select a case for you to call. When you enter a case you will see a grey panel at the top of the screen that will be visible throughout the interview and shows key sample information and details on whether the participant has already begun the interview.



Admin module information display screen

Upon selecting to enter the case you will be presented with the information display screen.

The content of each screen is set out below.

Latest contact details

Latest contact details held for the cohort member including any changes to details collected in previous calls / tracing:

- Address currently held for cohort member
- The source and date this address was collected
- Whether this address has been confirmed as correct
- Any telephone numbers and email address held for CM

Member details

Details about the cohort member including:

- Name, date of birth and sex
- Any known difficulties with language and communication
- Incentive group

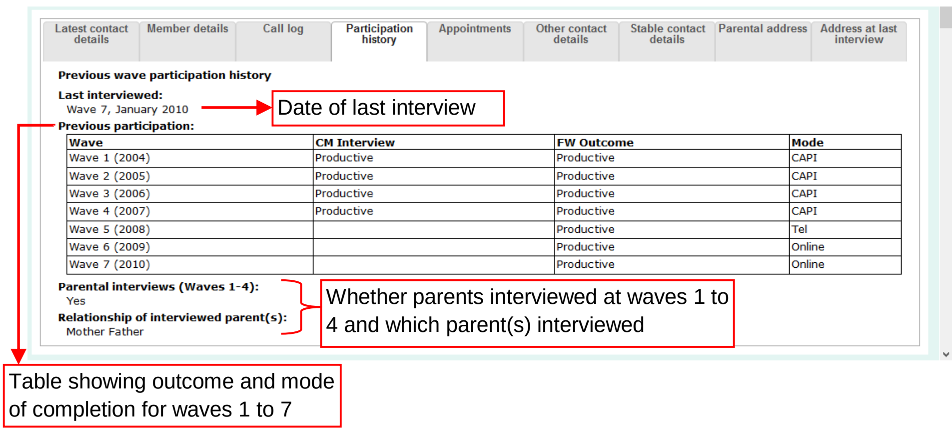
Call log

History of all previous calls with most recent first showing:

- Day, date and time of call
- Dial and call outcomes
- Interviewer comments from the call
- Interviewer name

Participation history

Details of cohort member's participation in previous waves:



Wave	CM Interview	FW Outcome	Mode
Wave 1 (2004)	Productive	Productive	CAPI
Wave 2 (2005)	Productive	Productive	CAPI
Wave 3 (2006)	Productive	Productive	CAPI
Wave 4 (2007)	Productive	Productive	CAPI
Wave 5 (2008)		Productive	Tel
Wave 6 (2009)		Productive	Online
Wave 7 (2010)		Productive	Online

Appointments
Details of any hard or soft appointments made by previous interviewers.

Other contact details
History of changes to contact details as a result of tracing with most recent changes at the top. The new details are also shown in the 'Latest contact details tab'.

In the example below a new address has been collected during a telephone call to the stable contact on August 31st 2015

Latest contact details | Member details | Call log | Participation history | Appointments | Other contact details | Stable contact details | Parental address | Address at last interview

Other contact details for tracing of movers

Tracing activities already done:

Trace	Date	Addr	New Addr	SC Addr	SC TelNo.1	SC TelNo.2	Mode	Issue	Int	Action	Outcome	Comment
2	8/31/2015	169 Jegspherpo Road, Kotorbereugh, CZ4 6XU, England	Flat 6, Newman House, New Road, Newtown, NW66AS	37 Blinspeel, Kotorbereugh, CZ6 5HV, England	01566-539218		Tel			Telephoning the stable contact number 1	Contact made - (some) new contact details/information obtained	

Stable contact details
- Name, address and telephone number of stable contact
- Whether they have been contacted this wave
- Relationship to cohort member

Parental address / Address at last interview
- Address
- Wave and year cohort member was last known to live at that address

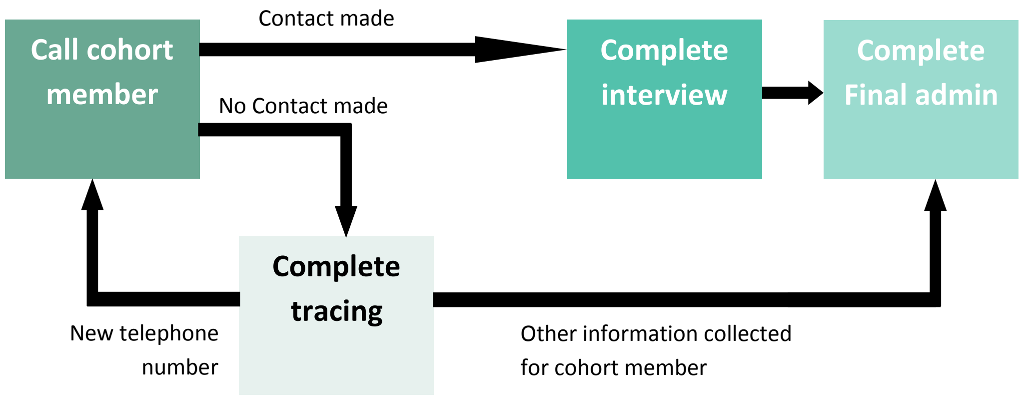
6.5.2 Making a call

Moving on from the information display screen you will be prompted to make a call. Your main aims when making a call are to:
- Complete an interview (or make an appointment).
- Collect up to date contact details for the cohort member – this may involve tracing via a stable contact (see Chapter 7).

Before a case leaves telephone fieldwork you will complete final admin.

Navigation between the call, tracing and final admin sections of the admin module is all automated for telephone interviewers and will be clearly indicated at the start of each section. The relationship between these sections is shown in the diagram below.

Figure 6.2 Admin module structure



- **Calling the Cohort member** - If the cohort member has more than one contact number, you will call each of these until contact is made. When you make contact with the cohort member you will try to complete an interview or make an appointment to call back later to conduct an interview. There will be instances where you will be calling participants who have begun the interview in web mode; handling this situation is covered in section 9.3 of this manual.

- **Tracing** - If all numbers have been tried the maximum number of times or found to be disconnected/incorrect you will attempt to trace the cohort member by calling any numbers held for the stable contact. The Tracing procedure is explained in detail in Chapter 7 ‘Tracing cohort members’.

- **Final admin** - once you achieve an interview or exhaust all numbers for the cohort member and stable contact you will be taken into the final admin section to confirm the final outcome and record any comments helpful to the next stage of the process.

6.5.3 Making an appointment

When you arrange an appointment with a cohort member, record it in the IBM scheduler. This will update the details in information display screen shown at the start of the interview and schedule a call for that time/ date.

Once an appointment has been made a text message will be sent to mobiles (where available) a day before the appointment. It will remind the participant of the appointment date and time.

6.5.4 Recording outcomes

In most cases the final outcome for the telephone mode will be computed based on what has happened with the case.

Where an interview is conducted or the case is recorded as a refusal you will automatically be moved in to the final admin section of the admin module and asked to confirm that the computed outcome is correct.

Where the final outcome cannot be computed you will be presented with a list of possible outcome codes to select the most appropriate.

In all cases where an interview has not been completed be sure to give a clear explanation of the outcome when prompted, including indicating whether the cohort member should be issued at face to face fieldwork.

6.5.5 Making and viewing interviewer comments

At the end of each call and tracing attempt you will be presented with a comments box where you can make notes for future interviewers. Here you should concisely and accurately record any information that may be useful to future TU or F2F interviewers in their attempts to contact or trace the cohort member.

You can view comments from previous interviewers in the Calls Log tab of the Information Display screens at the start of the Admin module.

6.6 Call patterns/call scheduler

The call scheduler will present you with a case and you will enter a call session. Within each call session all available phone numbers for the participant will be attempted, a session will end when:

- You make contact with the cohort members
- You make an appointment
- You have tried all numbers for that case

A telephone number will be removed from the list of numbers to attempt if:

- It has been attempted the maximum number of times required with no contact
- It is recorded as disconnected/incorrect
- It is recorded as no longer associated with the cohort member

In order to ensure that each case is attempted sufficiently, minimum contact attempts and specific call pattern requirements have been set. Call scheduler will manage these presenting cases to you as they need calling and removing cases where all call attempts necessary have been made. The call pattern parameters have been set based on experience from the pilot and will be monitored by Telephone Unit managers.

The minimum number of calls for each call outcome are:

Non-contact	Minimum 8 calls, including daytime, weekends and evenings
Where a new number is obtained	8 further calls from the point of receiving the new number before coding out as non-contact
Broken appointments	4 attempts needed
Contact with CM not resulting in an appointment	4 calls needed

Cases confirmed as a hard refusal/other firm unproductive, ineligible or not having any valid contact numbers	To be moved to F2F mode if appropriate

6.7 Managing a mixed-mode design

6.7.1 Handling requests for web completion

Having already been informed by letter of the option of completing the survey online, some cohort members may state a preference to do this. In this situation you should attempt to persuade the participant to complete the interview over the phone at this point, to avoid the danger of non-response through the cohort member forgetting to complete the web survey. This may be a 'disguised' refusal, so efforts to convince the cohort member to participate should be attempted. If the cohort member is not to be persuaded, suggest making an appointment to call back at a more convenient time and in the meantime the interview can be completed online. Be careful here to let the participant complete by web if they are sure that that is their preference and otherwise risk receiving a refusal.

If a participant requests to complete the survey via web take the following steps:

1. Direct them to the advance e-mail or letter that they received which provides details on how they can access the survey and inform them that this can be completed on any PC, laptop or tablet but not on a smartphone as the link will not work.
2. Record that they have requested web completion when prompted in the Admin module.
3. Make an appointment to call the cohort members back in a couple of days. You can say that this is to check that they were able to access the survey and haven't had any problems with completing it. At the time of this call, if they have not completed the survey online, a telephone completion can be attempted.
4. Record any relevant comments that may be useful to future interviewers in the comments box at the end of the call.

If you pick-up a case where the participant has previously requested to complete via web and an appointment has been made you should attempt to complete the interview as a telephone interview. You can see whether they have accessed or begun the web survey in the CATI dial screen.

6.7.2 Transferring cases to F2F fieldwork

There may be cases where you feel the participant would be better suited to face to face interviewing, for example due to communication difficulties. If this is the case you should select 'Contact made (not with participant) – case not to be attempted again', this will take you through to the final admin section of the admin module where you can select the appropriate outcome code and indicate that the case should be issued at face to face fieldwork. Note that, in most cases, we will only be able to conduct face to face interviews at addresses within England.

7 Tracing cohort members

Key points

If an interview is not conducted, then telephone interviewers will be responsible for:

- Collecting updates to participant details, stable contacts or parental information within the admin module.
- Tracing cohort members through calling the stable contact nominated by the cohort member at their previous interview.
- Recording any useful information within the admin module to help face to face interviewers.

7.1 Overview of the tracing task

Given that the cohort members have not been contacted in several years, at a particularly transient time of their lives, it is likely that a high proportion will have moved address since the last wave of contact.

Efforts will be undertaken to update cohort members' details prior to fieldwork and to encourage them to update their own details throughout fieldwork, further details of this are provided in Chapter 4. During fieldwork, any notifications of changes in contact details will be taken into account and interviewers will be informed, however interviewers will also be responsible for obtaining up-to-date contact details in some cases through undertaking their own tracing activities.

7.2 Telephone unit tracing requirements

You will be required to collect updates to participant details within the admin module and, if contact cannot be made with the cohort member, to trace them via their stable contact. It is important that you collect/ confirm current contact details wherever possible. These details will be used by future telephone and F2F interviewers in their contact attempts and will be kept on file to be used in future waves.

7.2.1 Collecting cohort member details

Within the Admin module where a call is answered but you do not conduct an interview, you will be asked to try to confirm the cohort member's address, if you are not speaking to the respondent you should only check the address if it is clear they are known to the respondent. Where you speak to someone other than the respondent you will also be asked to confirm if the number you are currently calling can be used to try to contact the cohort member in future.

Within the admin module you will also be prompted to record any changes to details obtained during the call. Changes to details can include:

- Updates to address
- New telephone numbers
- New/corrected email addresses
- Changes of name

Where you are able to conduct an interview these details will be confirmed with the participant during the course of the interview.

7.2.2 Tracing via stable contact

When all of the participant's telephone numbers have been attempted, including any telephone numbers collected during fieldwork, and there has been no contact with the cohort member, you will be prompted to contact the participant's stable contact if a number is available for this contact.

A stable contact is someone who the cohort member has previously provided contact details for and has given permission for us to contact if we are unable to contact the cohort member directly, for example if they move house. A stable contact could be a friend, relative or neighbour of the cohort member.

Up to two stable contact telephone numbers can be held for each cohort member. Within each call, where tracing is a requirement, you will try each of the numbers held up to four times.

When speaking to the stable contact you will be prompted to collect updates to the following:

- Cohort member address/ telephone number/ email address / name
- Stable contact address / telephone number
- Parental address

If you are able to collect a new telephone number for the cohort member this will then be used by the call scheduler to try and contact them. Similarly, new telephone numbers collected for the stable contact will be added to the list to be used by TU for further tracing attempts.

When attempting to contact a stable contact please bear in mind that the cohort member may not have informed their nominated stable contact that they have provided their contact details for the purpose of making contact with them and may not be aware of them participating in Next Steps. The suggested short introductory script overleaf is given within the questionnaire to be used as appropriate when speaking to the stable contact. This introduction can be used to reassure the stable contact that you have been given their contact details by the cohort member along with permission to contact them in any instances where you cannot trace the cohort member themselves.

Stable contact tracing introductory script

My name is <interviewer name> calling from NatCen Social Research about an important research study. Could I just ask/check…?

[INTERVIEWER: CHECK IF TALKING TO STABLE CONTACT {FF_SC1NAME}. IF NOT, ASK TO SPEAK TO THEM. IF NOT AVAILABLE, TRY FIND OUT WHEN AVAILABLE/RING BACK LATER.]

{FF_CM_FIRSTNAME FF_CM_SURNAME} is a participant in a research study called Next Steps and has named you as the person who would be able to help us get back in touch with them if we needed to. We are currently attempting to contact them over the phone but do not have a valid phone number for them. Would you be able to help us by providing a new telephone number or any other contact details for {FF_CM_FIRSTNAME FF_CM_SURNAME}?"}

7.3 Recording tracing attempts

Tracing in the telephone mode is automated through the call scheduler. The programme will automatically take you to the tracing section where all call attempts to the cohort member have been made.

It is important that you collect where possible all updates to contact information for cohort members, stable contacts and parental details, and that these are recorded accurately. This information will be essential to face to face interviewers trying to contact and trace the cohort member. This information will be retained as part of the sample information to be used in future waves of the study.

Generally, it will also be helpful to record any additional information that could be potentially helpful at a later stage in the available 'notes' field.

7.4 Actions following tracing

7.4.1 Successful tracing – what happens next?

In addition to collecting new contact details for the cohort members, tracing activities may also yield updates to stable contact or parental details. The table below shows how each of the updates will be handled:

New cohort member telephone number	Number added to telephone number list to be attempted by TU.
Changes to cohort member address / email address / name	Case remains in TU until all numbers are exhausted. New details will be updated in sample for TU and F2F interviewers.
New stable contact telephone number	Number added to stable contact telephone number list to be attempted by TU.
Changes to stable contact / parental address	New details will be updated in sample for F2F interviewers to use during tracing.

7.4.2 Unsuccessful tracing – what to do next?

Cases where all cohort member and stable contact telephone numbers have been exhausted without achieving an interview will be moved to face to face mode.

8 Participant engagement

Key points

- Cohort members are irreplaceable; a key part of the project is maintaining their participation and engagement with the study.

- Participants are provided with £10 voucher (some receiving £20 in the first 3 weeks of web fieldwork) for completing the interview; they have a choice – Amazon e-voucher or Love2Shop gift card, sent in their thank-you letter. A boost from the incentive provided at the last wave.

- In addition to the materials sent to cohort members (see section 5).There are a number of electronic engagement resources:
    - Study website
    - Social media – Facebook and Twitter
    - Engagement and Adding Information videos

- There are FAQ sheets available and some suggested strategies included in this section for answering cohort member questions and overcoming their reservations about taking part. There are further FAQ resources on the study website.

Participant engagement is a key part of any survey wanting to achieve high response rates to obtain robust and reliable data. For cohort studies, such as Next Steps, each cohort member brings something unique to the study and together the Next Steps participants represent the diversity of their generation. Each cohort member is irreplaceable. If they decide not to take part, we cannot replace cohort members with anyone else and we do not get the whole story. Therefore, it is particularly important to achieve high response rates and to maintain engagement with cohort members over time to ensure the information we collect remains representative of this age group.

Previous Next Steps surveys have achieved high response rates (section 2.1.5), facilitated partly through having annual contact with cohort members between 2004 and 2010. The Age 25 Survey has an additional challenge as the previous survey took place in 2010, with no contact being made with study members for at least 5 years. Some cohort members have not been contacted for up to ten years, depending on when they last participated.

For the Age 25 survey we want to re-engage the cohort members with the study so that they take part in this particular wave and continue to be engaged with the study long term. The various tools available to encourage cohort engagement, are discussed in this section.

8.1 Use of incentives in Next Steps

The Next Steps cohort have always been offered an incentive for their participation, however there has been some variation in the value of this incentive which was **previously provided as an unconditional incentive** in the advance letters sent to cohort members. The incentive offered at this wave is higher than previous waves but is conditional on completion of the survey.

8.1.1 Incentive amount

Incentives for the Age 25 survey will be conditional on participation (completion up to and including module 9 on data linkage). The incentive amount will be tested experimentally during the soft launch to determine whether use of different incentive values has an impact on response. There will be two groups:

Group 1	Group 2
• Offered £20 incentive if they complete by web within the first 3 weeks of fieldwork. • Otherwise receive a £10 incentive for completion in any mode after that.	• Offered a standard incentive of £10 for completion in any mode.

Although the time limited higher incentive is clearly outlined in the letters sent to cohort members, you may need to explain to the participant that they are no longer eligible for the £20 incentive and potentially manage their disappointment. If you receive complaints about this reassure the participant that they will still receive a £10 voucher and refer to your supervisor if necessary.

The experimental group the participant is included in is shown in the ‘Participant details’ tab of the admin module information screens.

8.1.2 Incentive type and administration

Participants will be offered a choice of two incentive types (both come in £10 and £20 denominations).

3. Amazon e-voucher redeemable at www.amazon.co.uk
4. Love2Shop gift card accepted in a wide range of High Street shops

The available choice of vouchers will be specified in the advance letter and the participant will be asked what their preference is as part of the interview.

All incentives will be administered by the Logistics team at NatCen.

3. Those selecting an Amazon e-voucher will receive their voucher code and expiry date mail merged on their thank you letter. If we have a participant email address we will additionally send them the information by email.

4. Those selecting a Love2Shop gift card will receive their card and an instruction leaflet for using the card in their thank you letter.

The letters and emails will be issued by the office at weekly intervals throughout fieldwork.

8.2 Engagement resources

In addition to having a financial incentive for taking part, there are a number of materials and resources that have been produced to help engage cohort members in this study and help interviewers achieve a successful response. All hard copies and e-communications make use of the attractive and engaging Next Steps brand, developed by a professional branding agency following audience research with people in their mid-twenties.

Copies of mailings that cohort members will have received are included in your briefing packs or are available on the CLS website. These include:

- Participant pack mailing - including a letter, leaflet, timeline, change of details card and three gifts.
- Advance mailing – including an advance letter, a survey leaflet and data linkage leaflet.
- Communications during fieldwork – replacement mailing and reminder letters
- Post fieldwork communication – thank-you letters

Further information on these resources is contained in sections 4 and 5.

As well as providing key information, these materials also sign-post cohort members to a number of digital resources, giving information on the study and aspects of it, which will be available before and during the fieldwork period:

Study website hosted by CLS, including Age 25 specific FAQs http://www.nextstepsstudy.org.uk/

NatCen webpage directing participants to the fuller CLS site http://www.natcen.ac.uk/taking-part/studies-in-field/next-steps/

Engagement video hosted on YouTube and available via the 'About' section of the CLS website https://youtu.be/2dmWsNQx82I

Adding information video hosted on YouTube and available via the 'Surveys' section of the CLS website https://youtu.be/W6ZuK3lYW6Y

8.2.1 Next Steps website

CLS have launched a Next Steps Age 25 website for participants, please look at it yourself to find out more about Next Steps. Below is a screen shot of the homepage:

The website provides cohort members with engaging information and resources and includes the following key sections:

ABOUT	Contains general information about Next steps and participants can access the animated engagement video here.
FAQS	Provides responses to some key questions participants may have including: reasons for taking part, what it involves, how we keep in touch with cohort members, tracing activities as well as privacy and data protection information.
SURVEY	Contains information on the upcoming Age 25 survey as well as background information on previous surveys. It also includes links to both the engagement video and adding information video.
WHAT WE HAVE LEARNED	Provides examples of findings and impact from previous waves of the study in the fields of education, employment, families and home life, risky behaviours and bullying.
NEWS	Provides links to news articles based on Next Steps findings.
RESOURCES	Contains copies of relevant materials sent to cohort members.
CONTACT US	Details how cohort members can contact us and can be used as a means for cohort members to securely inform us of any changes to their contact details.

8.2.2 Social Media

Next Steps is now on Facebook and Twitter so it is easy for cohort members to keep up to date with the study. Interviewers can follow both of these accounts but, other than looking at them, please do not interact with them in any way.

Facebook

The Next Steps Facebook page is at: www.facebook.com/nextstepsstudy

Cohort members only have to 'like' the study Facebook page to see updated information. Only their Facebook friends will see that they have 'liked' this page. The comment function has been disabled to protect their identity from others.

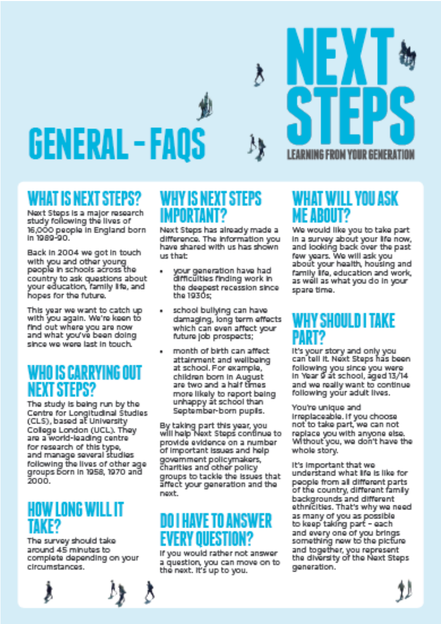
Twitter

Cohort members can follow the study on twitter at @nextstepsstudy

The Next Steps Twitter account is protected, so cohort members need to request to follow it. Their Twitter handle will only be visible to our other followers.

8.2.3 Interviewer FAQ card

Interviewers are provided with an ‘FAQ’ card to aid them in their response to some of the key questions they may receive. The blue FAQ card covers general covers questions relating to the survey.



NEXT STEPS
LEARNING FROM YOUR GENERATION

GENERAL – FAQS

WHAT IS NEXT STEPS?
Next Steps is a major research study following the lives of 16,000 people in England born in 1989-90.

Back in 2004 we got in touch with you and other young people in schools across the country to ask questions about your education, family life, and hopes for the future.

This year we want to catch up with you again. We're keen to find out where you are now and what you've been doing since we were last in touch.

WHO IS CARRYING OUT NEXT STEPS?
The study is being run by the Centre for Longitudinal Studies (CLS), based at University College London (UCL). They are a world-leading centre for research of this type, and manage several studies following the lives of other age groups born in 1958, 1970 and 2000.

HOW LONG WILL IT TAKE?
The survey should take around 45 minutes to complete depending on your circumstances.

WHY IS NEXT STEPS IMPORTANT?
Next Steps has already made a difference. The information you have shared with us has shown us that:

- your generation have had difficulties finding work in the deepest recession since the 1930s;
- school bullying can have damaging, long term effects which can even affect your future job prospects;
- month of birth can affect attainment and wellbeing at school. For example, children born in August are two and a half times more likely to report being unhappy at school than September-born pupils.

By taking part this year, you will help Next Steps continue to provide evidence on a number of important issues and help government policymakers, charities and other policy groups to tackle the issues that affect your generation and the next.

DO I HAVE TO ANSWER EVERY QUESTION?
If you would rather not answer a question, you can move on to the next. It's up to you.

WHAT WILL YOU ASK ME ABOUT?
We would like you to take part in a survey about your life now, and looking back over the past few years. We will ask you about your health, housing and family life, education and work, as well as what you do in your spare time.

WHY SHOULD I TAKE PART?
It's your story and only you can tell it. Next Steps has been following you since you were in Year 9 at school, aged 13/14 and we really want to continue following your adult lives.

You're unique and irreplaceable. If you choose not to take part, we can not replace you with anyone else. Without you, we don't have the whole story.

It's important that we understand what life is like for people from all different parts of the country, different family backgrounds and different ethnicities. That's why we need as many of you as possible to keep taking part – each and every one of you brings something new to the picture and together, you represent the diversity of the Next Steps generation.

WHO IS FUNDING NEXT STEPS?
The Economic and Social Research Council (ESRC), an independent funding agency, is paying for the study. The ESRC decided to fund Next Steps as it is the only major national study which is looking at the lives of your generation.

WHO HAS APPROVED THE STUDY?
This study has been reviewed and approved by the Multicentre Research Ethics Committee (MREC), an independent research ethics committee responsible for protecting the interests of research participants.

WHEN WILL I GET MY VOUCHER?
You will receive your voucher within two weeks of completing the study.

WILL MY DATA BE KEPT CONFIDENTIAL?
All information will be treated in accordance with the Data Protection Act 1998.

We separate your personal details – your name, address and contact details - from the other information you give us as part of the study, such as your survey responses and any administrative data you choose to add.

At no point will your personal details (or identifiers such as your NHS number, National Insurance number) be included in the data made available to researchers. This is to protect your privacy and make sure that you cannot be identified.

CAN I RE-JOIN THE STUDY IF I MISSED A PREVIOUS SURVEY?
Yes! We'd like everyone to take part each time we visit. Each survey is important because we focus on different aspects of your lives each time we get in touch. The more information that the study gathers about your life over time, the more valuable it becomes. If you miss a survey, you can still do the next survey even if you haven't taken part for a while as we can still learn a lot about how your lives have changed.

WHY THE LONG GAP IN CONTACT?
The Department of Education is only responsible for children and young people under the age of 19 and, as such, was not able to continue funding Next Steps after 2010. As Next Steps is the only major study following the lives of your generation, in 2013 the Economic and Social Research Council decided to continue to fund the study.

HOW DID YOU FIND ME?
Next Steps was transferred to the Centre for Longitudinal Studies (CLS) in 2013 from the Department for Education (DfE), who had run the study since it started in 2004. DfE wrote to all study members to tell you about the transfer, and give you the opportunity to opt-out, before passing your details to CLS. The letter and leaflet they sent to you are available on the participant website. From time to time we use government databases to find up to date addresses for research participants.

WHEN WILL YOU CONTACT ME AGAIN?
It is likely that future surveys will take place every 3-5 years. We're interested in following your life story to see how your life changes over time, and what it is like at certain ages and key milestones (such as moving house, having children). The more information that the study gathers about your life over time, the more valuable it becomes.

I WOULD LIKE TO REGISTER A COMPLAINT/ WITHDRAW FROM THE STUDY?
If you would like to register a complaint or withdraw from the study contact Curtis Jessop in the NatCen research team:

Email: nextsteps@natcen.ac.uk

Freephone: 0808 1681356

WHERE CAN I FIND OUT MORE?
If you have any questions or would like to find out more about Next Steps visit our website, facebook or Twitter pages, or contact Curtis Jessop in the NatCen research team:

Website: nextstepsstudy.org.uk

Email: nextsteps@natcen.ac.uk

Freephone: 0808 1681356

Facebook: www.facebook.com/ nextstepsstudy

Twitter: @nextstepsstudy

8.3 Engagement strategies and challenges

8.3.1 Introducing the survey over the telephone

When first introducing the study it is advisable to keep your introduction brief and a short introduction is provided within the questionnaire. Where cohort members have further questions or reservations you can use your knowledge of the study, as well as study resources and materials, and interviewer FAQ cards. Some tips for encouraging response are given below:

8.3.2 How to encourage response

Signpost to participant materials
• As indicated in the introductory text in the questionnaire you should mention the advance materials cohort members will have received, in particular the advance survey leaflet. • If they have not received or read this material you can arrange to send this to them (section 5.3) or they may prefer to review the Next Steps website which also contains this material.

Mention incentive

- Participants can receive a £10/£20 voucher:
  - Amazon e-voucher redeemable at www.amazon.co.uk
  - Love2Shop gift card accepted in a wide range of High Street shops

Signify the survey's importance & status

- Only major national study focusing on their generations transitions through the teenage years into adulthood
- Has been extensively used by researchers and policy makers across government. Give some examples of how study data has influenced policy:
  - Study findings have led to raising the participation age in formal education and training.
  - Evidence highlighted the need to improve the quality and choice of vocational qualifications so that people are better equipped for the modern labour market.
  - Evidence on bullying is being used by government policy makers, charities and other policy groups to tackle bullying in schools more effectively and help improve things for future generations.
  - Evidence had an impact on how school performance is measured (see survey leaflet).
- It has improved our understanding of factors that influence educational experiences and outcomes:
  - Young people are more likely to achieve higher GCSE results if they find school worthwhile, believe in their own ability, are not bullied, and avoid risky behaviour such as frequent smoking, cannabis use and truancy.
  - Month of birth can affect attainment and wellbeing. For example, children born in August show lower social and emotional development and are two and a half times more likely to report being unhappy at school than September-born pupils.
  - Having regular family meals is linked to doing well at school. Half of young people who ate a meal with their family six or seven times a week gained eight or more A*-C GCSEs, compared to less than a third of teenagers who never ate with their families.
  - Alcohol consumption is linked to a range of negative outcomes for young people, including lower GCSE results and increased likelihood of unemployment.

You can find examples on the 'What have we learned' section of the CLS website: www.nextstepsstudy.org.uk

Describe importance of their participation

- It's their story and only they can tell it. Next Steps has been following them since they were in Year 9 at school, aged 13/14 and we really want to continue following their story.
- They are unique and irreplaceable. If they choose not to take part, we cannot replace them with anyone else. Without them, we won't have the whole story.
- It's important that we understand what life is like for people from all different parts of the country, different family backgrounds and different ethnicities. That's why we need as many participants as possible to keep taking part – each and every one of them brings something new to the picture and together, they represent the diversity of the Next Steps generation.

The interview covers a range of interesting topics

- There will be questions on a range of topics from health, housing and family life, education and work, as well as leisure activities and views on key issues.
- Reassure participants they don't have to answer any questions they don't want to.
- The interview will take approximately 45 minutes, depending on their circumstances.

Be clear we will not be interviewing participants annually –interviews will take place at key life stages/milestones

- We're interested in following their life story. We want to see how their life changes over time, and what life is like at certain ages. When participants were growing up, surveys took place every year because their lives were changing so quickly. Now that they are older, we will visit them less often.
- We hope to continue to get in touch with Next Steps participants at particular ages throughout their adult life. These ages are specially chosen to mark key points in their lives that are interesting or important. The timing for future surveys has not yet been decided. But it is likely that future surveys will take place every 3-5 years.

Their contribution is especially valuable if they haven't taken part in a while

- Even if they haven't taken part for a while, we would love them to take part in the Age 25 survey. There's a lot we can learn from how their lives have changed since they last took part, even if we don't have all the details of their life in between.
- Each survey is important because we focus on different aspects of their life each time we get in touch. The more information that the study gathers about their life over time, the more valuable it becomes. This is why we so value their unique and continued contribution.

Appointments can be scheduled

- It is possible to call back at a time which is more convenient to them.

- They could complete some of the interview now and you could call back at another time to complete it.
- You can be flexible and work around them.

Confidentiality

- Answers are treated in strictest confidence in accordance with the Data Protection Act 1998.
- No-one outside the research team will know who has been interviewed, or will be able to identify an individual's results.
- Results are only published as aggregate statistics.
- Names and addresses are always kept separately from survey data.

8.4 Dealing with refusals

The participants that you will be contacting will have taken part in this study at some point in the past so we hope that in most cases they will be receptive to the study in general. However, circumstances will have changed for them and at this stage in their life, they may not have the same time available to take part in the study.

In general, please ensure that you:

- Are confident about the survey and it's benefits to society (further details are outlined in the table above, in the advance leaflets, and the 'What we have learned' section of the website).
- Stress flexibility in terms of how and when they participate.

While you should always try to achieve a telephone interview, there will be cases where the cohort member refuses. We want to avoid getting a hard refusal whereby the cohort member refuses to be contacted again - during this wave or future waves.

If, when you are speaking to the participant or someone else in the household, you feel that further calls would risk them refusing you should record the call outcome as 'Contact made (firm proxy refusal) refusal – case not to be attempted again.' This will remove the cohort member from telephone fieldwork. You should then make notes indicating whether the call should be issued at face to face fieldwork.

The table below gives some suggested strategies for talking to cohort members who are reluctant to take part.

Reasons for Refusal	Suggested approach
"I'm too busy" "It will take too long"	Stress flexibility – offer to call back at a suitable time, including evenings and weekends.

"Working full time" "Not a good time"	Fragment – offer to break up the interview into parts, you don't have to do it all at the one time. Offer to make a start at least, if you run out of time you can call back at another time.
"Not interested" "Don't see benefits of taking part"	Highlight interesting findings.
"Missed taking part in previous wave"	Stress that they can still take part, their input is valuable as we cannot replace them and it is still important for us to compare what they are doing now to when we last interviewed them in order to get a complete picture of their transition into adulthood.
"A difficult time"	Ensure that you are empathetic to the situation and find out when they think it would be a good time to contact them again. If not this year, we can contact them again at some point in the future.
"Over the phone is not suitable"	If necessary you can direct them to the web survey at http://www.nextstepssurvey.co.uk, details of this are provided in their advance letter. If more appropriate it is also possible for them to take part in person if they are currently living in England. The process for transferring participants to web or F2F mode are described in section 6.7

9 The interview

Key points

- Interviews will last approximately 45 minutes.
- The interview covers a range of topics including relationships, education and employment, finance, health and identity.
- An ‘Event History Calendar’ is used to display dates of key activities and aid recall.
- Interviewers will record Standard Occupation Code (SOC) during interview.
- The interview includes some sensitive questions on topics such as drug use, sexual identity and pregnancy history.
- Included in the interview is a request to link administrative data from various government departments to survey answers.
- An interview can be completed using more than one mode. For example, a participant may have begun a survey in web mode before being contacted by the TU. They can then complete the survey over the telephone.

9.1 Structure of interview

The main topic areas covered in the Next Steps Age 25 survey are:

Topic	Coverage
Household formation and relationships	Contact details, current and previous relationships, children and childcare, other household members
Housing	Current and previous housing
Employment	Current economic activity/employment, previous employment, employment details, employment support, work attitudes, partner's employment
Finance	Earnings (cohort members and partner), income from benefits, income from other sources, household income, pensions, debt
Education and job training	Job training, qualifications, tuition fees and loans, partner’s education

Health and wellbeing	General health, height and weight, exercise, sleep, diet, visits to hospital
Identity and participation	Religion, social networks, trust, risk-taking, patience, beliefs, adult identity, leisure activities, politics, social media use
Self-completion/sensitive questions	Gender identity, well-being, depression, drinking, smoking, drugs, self-harm, crime and harassment, bullying, sexual behaviour, pregnancy history
Data linkage	Consent to link to records held by government and other agencies.
Contact details	Work telephone number, planned future addresses and stable contact details.
Voucher admin	Voucher type, mode of delivery, confirmation of details for delivery, thank you

9.1.1 Interview length

The interview, regardless of what mode it is completed in, is designed to take approximately 45 minutes to complete although this will vary depending on the circumstances of the cohort members. The interview can be split over more than one session of interviewing if that is more convenient to the participant.

9.2 Key features of the questionnaire

The Next Steps Age 25 survey uses IBM DC software. Guidance on the features of this software including question types, entering information and navigation between screens are included in the IBM DC user instructions.

The sections below highlight some key features specific to the Age 25 survey. Many questions also include helpscreens that can be used during the interview to help you answer participant's queries and clarify or reassure them on particular points.

9.2.1 Feed Forward data

As this is a longitudinal study we already hold details and previous survey answers for participants. This information will be used at various points in the questionnaire for routing and checks. Examples of this include:

- Confirming date of birth – at the start of the interview the participant will be asked their date of birth, this must be the same as that held in the sample information to continue with the interview. Where a different date of birth is given you will need to refer the case to a supervisor.
- Confirming contact details – name, address and email fields will be pre-filled with sample information for you to confirm in interview.

- Entering historical information about relationships and economic activity – checks will be triggered where information recorded in the interview is inconsistent with information from a previous interview.

9.2.2 Histories / Reference periods

The Next Steps Age 25 survey collects information about changes and transitions in the lives of its participants in order to understand the paths they have followed to get to their current situation. In particular, the questionnaire will include two 'histories' which cover co-habiting relationships and economic activity.

Participants will be asked details of all cohabiting relationships since September 2006 (the date by which we know they will all have turned 16).

Participants will be asked details about all periods of economic activity since September 2006 or the date of their last interview, whichever is more recent.

9.2.3 Event history caler

Purpose of the Event History Calendar

An Event History Calendar (EHC) has been built into the questionnaire to assist with the collection of these 'histories'. The questionnaire will ask participants to report dates when cohabiting relationships began (and ended), when marriages occurred (and ended) and when periods of economic activity (employment, education, unemployment etc.) began. In addition to questions relating to relationship and economic activity ‘histories’ the EHC will also be shown at a question on when they moved into their current address. The aim of the EHC is to assist participants to recall these dates.

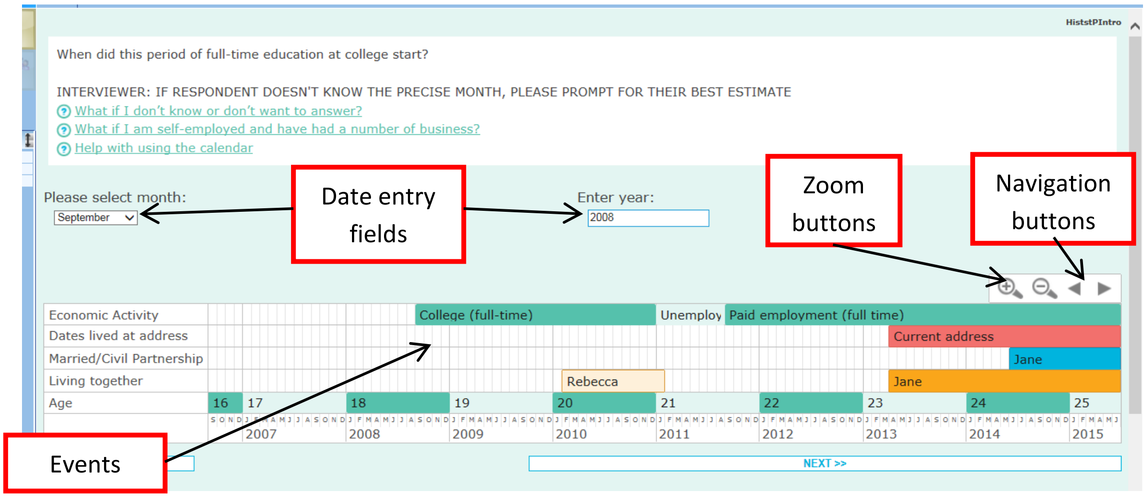
When you enter dates into the questionnaire the EHC will be automatically updated. The EHC will first appear when you complete the 'relationship history' near the beginning of the questionnaire. It will then reappear at the question on when they moved into their current address and during the 'economic activity history'. As you go through the questionnaire the calendar will build up a complete picture of what the participant has been doing since they were last interviewed/September 2006, and show the events from different domains of life in relation to each other. It is likely that changes in one domain of life may be related to a change in another domain of life - for example, a participant may have moved into a new house when they first moved in with a new partner, or they might have moved into a new house when they moved home to start a new job.

Participants completing the survey in web mode will be shown a short video explaining the EHC and how to use it before the relationship history section of the questionnaire.

This video can be viewed online at https://www.youtube.com/watch?v=F7VSGJlje0U

Using the Event History Calendar

The screen shot below shows one of the questions where the EHC will appear. Key features are highlighted and described below:



Although the participant will not be able to see the EHC, it may still be a useful tool for you to ensure that the dates provided by the participant make sense. For example, if a participant mentions that they moved into their current home when they started living with their current partner, but the dates they give you do not tie-up with this you can probe the participant about this. You can also use the calendar to help probe participants if they cannot immediately recall a date. For example, if the participant says that they cannot remember when they moved into their current home, you could ask them if it was before or after they started living with their current partner (which will be displayed on screen), and then to estimate how long before or after.

If while on a particular screen you or the participant realises that a date has been entered incorrectly you can re-enter the date and the EHC will update to show the change.

As the calendar builds up, seeing it all together may make you or the participant realise that an earlier date was entered incorrectly. If so, you can edit dates in the calendar itself. To do this click on the period you want to edit, and then click and hold at the start or end of the period and drag it to the correct date.

There are also a couple of buttons that will help you to navigate the calendar more easily:

- If you or the participant would like to see a longer or shorter time period, you can **zoom** in and out using the plus and minus buttons in the top right corner of the EHC.

- Or if you or the participant would like to move further forwards or backwards in time, use the left and right arrow **scroll** buttons.

Once the 'economic activity history' has been completed a summary screen will be displayed which shows all of the dates related to relationships, housing and periods of economic activity.

You will be asked to confirm that all of the details that have been entered are correct.

If any dates are incorrect you can change the start or end date for any period in the calendar by clicking on the bar you want to change, moving the cursor over the start or end point of the bar, and then dragging the bar left or right to the appropriate month. If there is anything else which is incorrect, or you need to add in a new period, please fully describe the change in the text box below the calendar.

9.2.4 Recording personal details

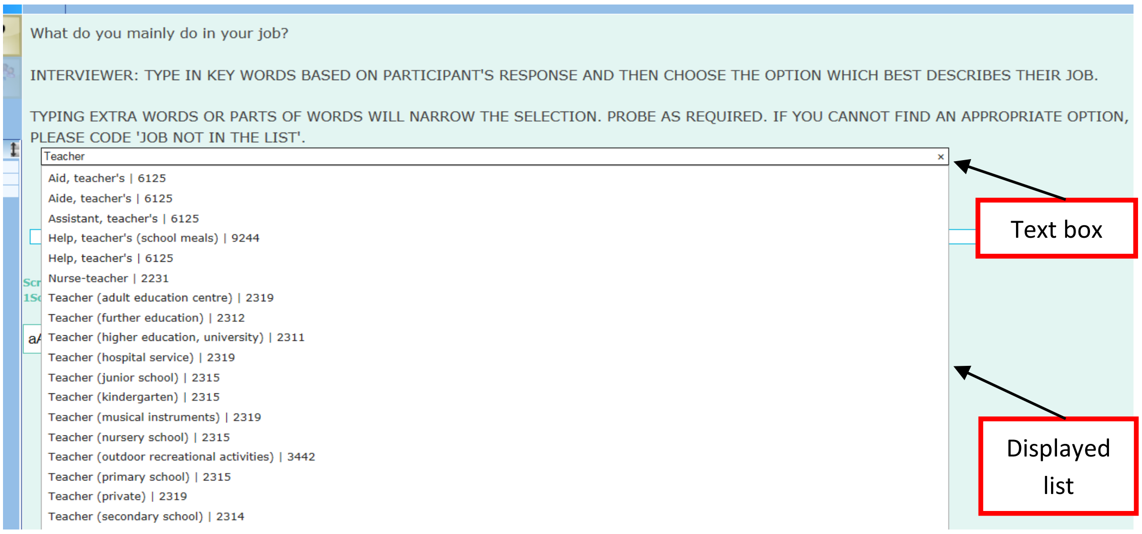
Participants will be asked to confirm various details including their name, address, email address and phone numbers at the start of the survey and the name and contact details of their stable contact at the end of the survey. It is very important that this information is recorded accurately and in full. Details that you collect in the questionnaire will be kept in the sample information to be used at further contact attempts and future waves of the survey.

At various points in the questionnaire the participant will be asked to give names, for example current and previous partners or children. These names are used for routing and to make it clear who subsequent questions refer to. If the participant is uncomfortable giving this information they can give a short/nick name, or a false name, provided that they understand who it refers to, and will remember who this is, should they take part in an interview in future.

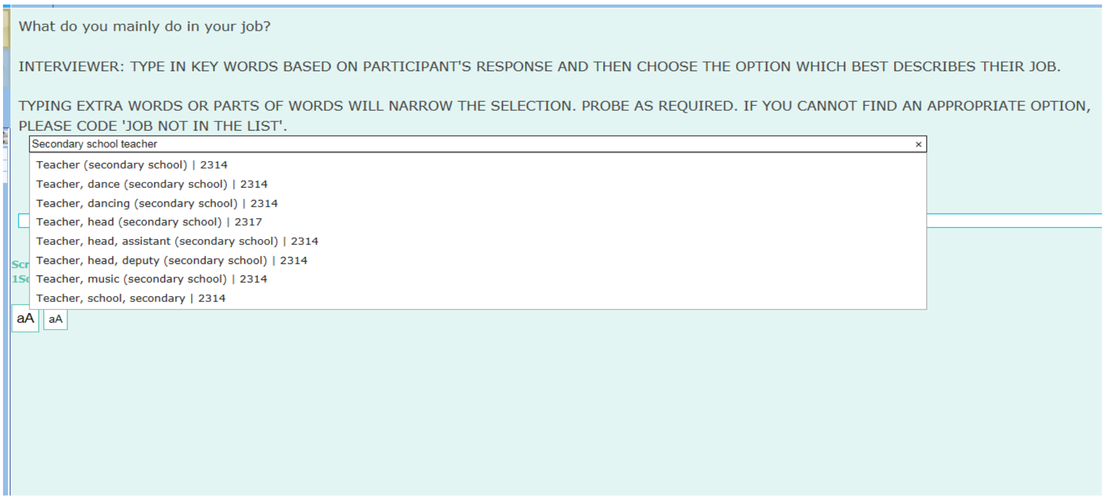
9.2.5 SOC lookup

Participants' occupations will be coded during the interview using Standard Occupational Classifications (SOC). As usual, you will ask the participant what they mainly do in their job, but instead of recording their answer verbatim into an open-text box you will enter keywords based on their response into a search box. A range of occupational codes will be displayed and you will need to select the option which best describes the participant's job.

If you are not sure, you can probe for a more accurate definition of what they do and try to add different key words to the search box in order to get a narrower range of options. The following screenshots illustrate this process for a participant who had responded by saying that they "teach". In this case, you could type in 'teach' or 'teacher' as in the example screen below, to get a list of occupations containing this text.



As you can see, just typing in "teacher" brings up a long list of possible occupations. After probing for a more accurate answer, you may then enter additional search terms, e.g. "secondary school teacher" to narrow down the list of options as shown in the second picture.



In the list of options, note that each occupation has two types of associated content:

- the text definition (e.g. Teacher - secondary school)
- the related code (e.g. 2314 for teacher primary school)

If you look at the codes listed in the second picture in detail, you will notice that all the listed options have the same code (i.e. 2314) except for "Teacher, head (secondary school) - 2317". This means that if you are not entirely sure between subcategories which have the same code, you do not need to probe further as both will result in the same data.

If after trying different search terms and approaches you remain unable to code the occupation you can select the "job not in the list" button. This will bring up a question asking you to provide the verbatim description of their occupation which will then be coded by office coders. You should probe for full details here to allow office coders to accurately identify the correct SOC code back in the office.

Coding occupations during the interview was compared with office based coding during the Next Steps pilot and was found to work well. The accuracy of the coding was better and there were fewer cases which could not be coded.

The Next Steps pilot also trialled coding 'industry' (Standard Industrial Classification - SIC) during the interview using a similar approach but this was found to be difficult. You will therefore ask participants what the firm or company they work for makes or does in the usual way and record responses verbatim which will then be coded by office coders. You should probe for full details here to allow office coders to accurately identify the correct SIC code back in the office.

9.2.6 Income questions

Participants will be asked about income received from employment, partner's employment, benefits and any other sources. Participants will be asked to consult their pay slip or other documentation when giving these figures.

Even if a participant is unsure of any of these figures, we want to try to record as much of this information as we can as accurately as possible. If a participant cannot provide precise amounts they will be asked to give their best estimate, if they are unable to estimate they will be routed to a series of questions aimed at establishing the range within which their income falls.

They will be asked whether the income they receive falls above, below or is about the same as a series of amounts. Slightly different amounts have been set for different sources of income based on amounts usually received from such sources.

9.2.7 Sensitive questions

Next Steps Age 25 survey wants to collect information about some sensitive aspects of life including drug consumption, self-harm and crime.

A screen will be displayed in advance of the section covering drug consumption, sexual behavior, self-harm, crime and harassment and pregnancy history. The screen will guide you to explain to participants why these questions are being asked and remind participants that they can skip any questions they are not comfortable answering.

9.2.8 Adding other information

As part of Next Steps Age 25 we are asking participants if we can add administrative data held by government departments about individuals to their survey data on an ongoing basis. Adding this information is a key component of the Next Steps Age 25 survey questionnaire. A full explanation of this process and your role is included in section 10 ‘Adding other information’

9.3 Dealing with partial interviews

9.3.1 Identifying partial interviews

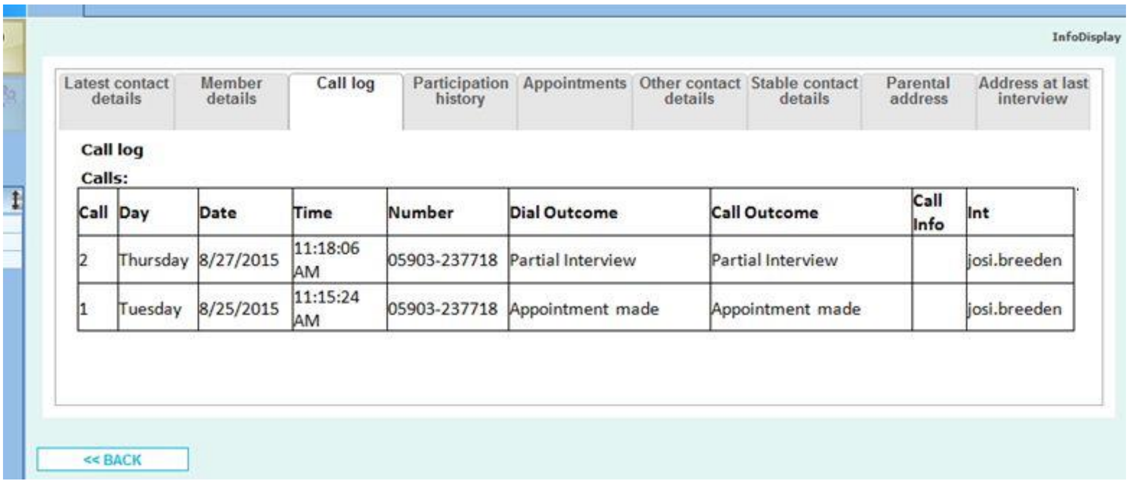
You may be presented with cases where the participant has already partially completed the interview.

Cases may be partially complete for the following reasons:

- participant has begun the survey in web mode but not completed it during the web fieldwork period;
- participant has requested during a telephone call to complete via web and has begun but not completed the survey by the scheduled follow-up call; or
- participant has begun an interview on a previous telephone call but was not able to complete at that time (cases that are partial due to there being a refusal during the interview will not be included in further fieldwork).

Cases where the interview has been partially completed can be identified in the CATI information screen at the top of the screen where ‘OC_MM_Current’ (Current outcome across all modes) will show as ‘Partial’. The ‘Comments’ box will also show comments from the most recent call.

Within the sample information screens the ‘Call log’ will show you the outcome of all calls so far including where a call resulted in a partial interview:



Call	Day	Date	Time	Number	Dial Outcome	Call Outcome	Call Info	Int
2	Thursday	8/27/2015	11:18:06 AM	05903-237718	Partial Interview	Partial Interview		josi.breeden
1	Tuesday	8/25/2015	11:15:24 AM	05903-237718	Appointment made	Appointment made		josi.breeden

9.3.2 Continuing partial interviews

If you make contact with a participant who has previously completed part of the interview you should try to continue the interview with them to convert this to a fully productive case.

When re-entering a questionnaire that has previously been started in any mode you will be taken directly to the first unanswered question. From there you can carry on going through the questions as normal.

9.3.3 Partial completion of an interview

If you begin/ continue an interview and the participant is unable to complete it during the current call you should arrange an appointment to call back to complete the interview. Record the appointment and any comments that will be useful to the next interviewer.

10 Adding other information

We are asking participants if we can add administrative data held by government departments about individuals to their survey data on an ongoing basis. Adding this information is a key component of the Age 25 questionnaire, with potential additions from nine sources of administrative data.

The request to add this administrative information is in addition to completing the survey. Participants may consent to some, all or none of this information being added, and in all cases we would still want them to complete the survey.

10.1 Why are we adding this information?

Further data collection in the Age 25 survey will build on findings from previous waves providing insight into whether any early differences persist in sustained or predictable ways. The content of the Age 25 survey has been designed to complement the information obtained from previous surveys as well as the information we hope to obtain from added administrative records.

Adding administrative data can offer analysts insight into the impact that early experiences and background characteristics, captured in waves 1 to 7 of the survey, have on their life trajectories and outcomes across policy areas such as health, employment and family life.

The large and nationally representative sample of young adults included in the study, has huge potential to advance our understanding of how specific policies can influence and shape the lives of this cohort (and the potentially the next) into early adulthood. It may also allow researchers and policy makers to explore issues for under-researched groups or for those with experiences or conditions with low levels of incidence.

Each of the administrative records we would like to add information from has been selected because it:

- offers very specific or detailed information that is not optimal or possible to capture within a survey context (for reasons of sensitivity, complexity, accuracy or timeliness). For instance we can find out additional information participants may not know or remember and add this without taking up any additional participant time;
- provides valuable historical data about the cohort's activities prior to their involvement in the study or in between survey data collection waves;
- provides further and more detailed insight into what contributes to and influences the experiences and outcomes for the Next Steps cohort in early adulthood – for example, what affects their educational and economic potential, their mental health and their family life?

Added data makes a difference

Next Steps has already used linked survey-administrative data to promote young people's education and wellbeing and to make a difference. Using data from the Next Steps survey and the National Pupil Database has:

- Enabled analysts to demonstrate that the way school performance was assessed did not accurately take account of factors such as family background. School performance is now judged more fairly, around getting the best out of pupils, whatever their background.
- Been used to explore the substantial gaps in university entry between those from low and high income backgrounds. The evidence suggests that this is largely driven by the application decisions and suggests that, in terms of encouraging greater social mobility, policies aimed at closing the substantial applications gap - particularly ensuring that students from poorer backgrounds have the necessary qualifications to apply - are likely to be most effective.

10.2 What information are we adding?

We are requesting to add information from health, economic, education and police and criminal justice records to the survey data.

(a) Health records

Produced by the National Health Service (NHS) and maintained by the Health and Social Care Information Centre (HSCIC) include information about the use of health services, health diagnoses or conditions, surgical procedures, treatments and the NHS number.

- ➢ Adding study data to health records will help to understand what factors prevent or contribute to poor health; how poor health impacts on work, relationships and family.

(b) Economic records

Held by the Department for Work and Pensions (DWP) and Her Majesty's Revenue and Customs (HMRC) include information about benefit receipt and employment programs, employment, earnings, tax credits, occupational pensions and National Insurance contributions.

- ➢ This will help researchers understand how wealth influences health; how to support individuals and families; how people plan for the future.

(c) Education and training records

Kept by the Department of Education, the Department for Business Innovation and Skills and the Higher Education Statistics Agency. These records include information about pupil characteristics, school, further education and university participation and attainment.

There is also consent to add study data to further education records held by the Universities and Colleges Admission Service (UCAS) and the Student Loans Company.

- This can help to further shape better education and training opportunities for the current and next generation; and assess the impact of raised tuition fees later in life.

(d) Police and criminal justice records

These records are stored on the Police National Computer kept by the Ministry of Justice and include information on police arrests, cautions and convictions, and sentences received.

- Policy makers can use this data to develop future crime prevention policies.

10.3 Gaining informed consent

10.3.1 The consent process

At the start of the survey Next Steps participants will be sent an advance mailing containing a letter and information leaflet about the latest survey, along with a further leaflet which explains adding data. Study members are encouraged to contact the study team, free of charge, with any questions they might have.

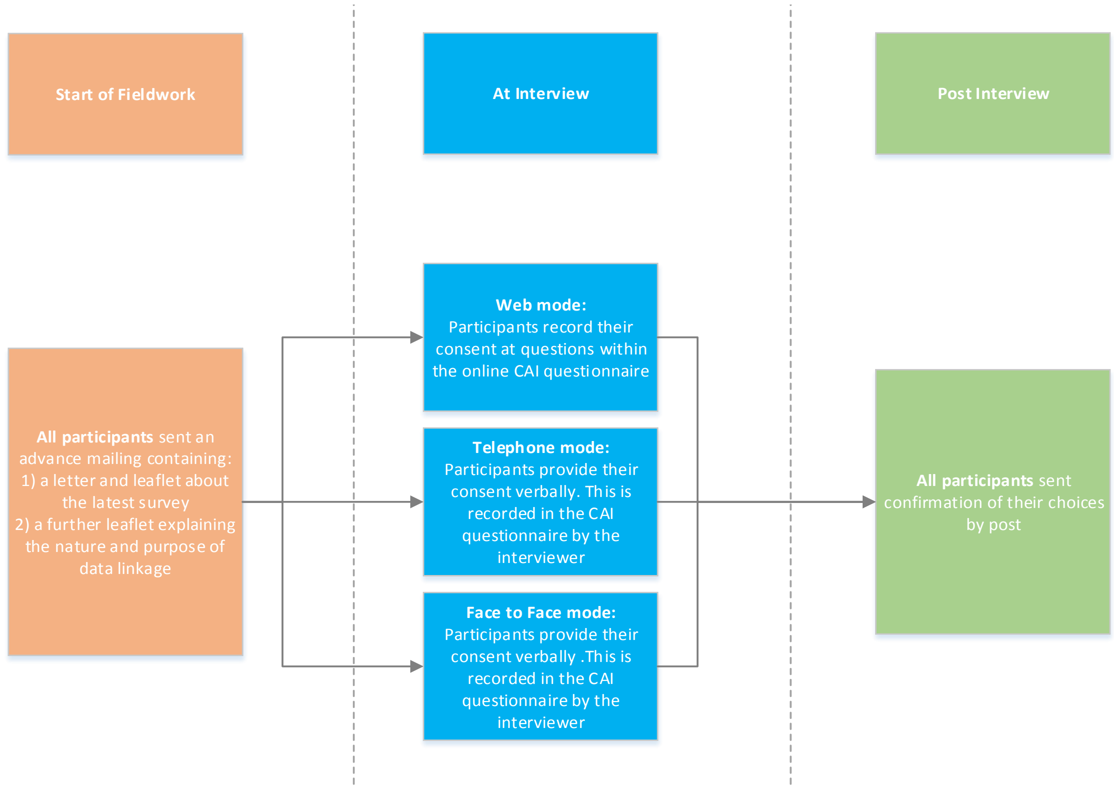
Participants/ Interviewers will be asked to record their/ the participants decision(s) about consent directly into the survey instrument (the penultimate module of the questionnaire script) as it will not possible to collect signed consent from web or telephone participants. Consent will be recorded in the following ways for each mode:

- Web mode: participants record their consent at questions within the self-completion CAI instrument,
- Telephone mode: consent is provided verbally by participants over the telephone and recorded in the CAI instrument by the interviewer,
- Face-to-face mode: consent is provided verbally by participants in the face-to-face interview and recorded in the CAI instrument by the interviewer.

Following the interview all participants will be sent a thank you letter that will include confirmation of the consents that they provided during the interview. It will also advise them how to change these consents if they wish to now or in the future.

Figure 10.1 overleaf provides an overview of the consent process:

Figure 10.1 Adding other information consent process



10.3.2 Ensuring informed consent

As an interviewer it is your role to ensure that participants fully understand what adding this information involves, how and why it will be done, how the data will be used and how participants can change their consents after the interview. At the start of this section of the questionnaire there is a short introduction that briefly describes the process and purpose of adding data.

Throughout this process you can refer to a range of materials and resources to give further information and answer participants' questions:

'Adding other information about you' leaflet – Section 5.2.1
This leaflet was sent to cohort members as part of the advance mailing and is also available on the study website if they did not receive it. You will be prompted to refer participants to this as part of the introduction within this section of the questionnaire.

Adding information video – Section 8.2
You can encourage the participant to watch a short video explaining the nature, purpose and value of adding administrative data to their survey answers, available on the Next Steps website. This video is included in the questionnaire in Web and face-to-face modes.

Next Steps website – Section 8.2

You can direct participants to the survey website for further information this includes copies of previous mailings, how to contact the research team, the adding information video and FAQs about adding other information.

Helpscreens
The introduction screen includes helpscreens explaining why we want to add data to their survey results and outlining how that process will work. For each type of administrative record there are help screens describing what records we want to add, what information these records include and how adding this information will be helpful to researchers and policy makers.

Adding other information FAQs
A set of common questions and possible responses is provided (as a yellow laminate) for interviewers to use during interviewing to answer questions around the process and purpose of adding data. This leaflet can be found in your briefing packs.

10.3.3 Responding to participant's concerns and queries

Concern/Query	Suggested approach
Will government departments use this information to assess me? Will DWP use this information to check I'm receiving the correct benefits?	Government departments and agencies will only receive the details they need to establish an accurate match to your records (name, address, National Insurance number and NHS number); nothing more. After your records have been identified, these details will be deleted. No details that you have given us during the study will be added to your administrative records. Your decision about whether or not to agree to add data from your records will not affect your benefits, tax position, employment, health treatment or any health insurance.
Who will be able to use this information?	Matched data which includes information from both your administrative records and your survey responses will be made available via the UK Data Service for use by professional researchers, teachers and policy makers for research purposes only. Researchers who want to use the matched data must be registered with the UK Data Service. To access matched data which contains more detailed information, researchers must also apply to an independent committee. Researchers will only be given permission to use the data if they present a strong scientific case for the research and explain its wider value to society.

I'm worried my information won't be kept safe?	The whole process works by exchanging information using an anonymous identifier. All information is encrypted and sent via secure transfer systems, and at no point will your name or address be connected to your matched data.
Is it possible to work out who I am through adding administrative data?	No. We have strict controls about the way that data is added together to ensure that no one can work out who you are. Data from different administrative records will not be included in the same data file if it could be possible to identify you.
What if I change my mind in the future?	You can change your mind about adding information from these records at any time, without giving us any reason. Under data protection legislation you can ask us to withdraw your study data. We will remove your information from our computer systems and stop providing it to researchers. Please send an email to nextsteps@ioe.ac.uk. Your email will be treated in the strictest confidence

10.3.4 Recording consents

Within the questionnaire you will ask a series of questions asking if the participant consents to adding each of the types of administrative data, and will record their response. At the end of the adding data section a summary screen will appear showing which administrative records the participant has consented to and prompts you to confirm these with the participant. If participants wish to change their answers to any of the consent questions, this can be done directly at shown in the screenshot below.

Change

INTERVIEWER: READ OUT CONSENTS GIVEN AND ASK FOR CONFIRMATION AND CHANGE AS APPROPRIATE

You have made the following choices...

	Yes	No	
National Health Service (NHS)	(1)	(2)	1
Department for Education (DfE), Department for Business Innovation and Skills (BIS), and Higher Education Statistics Agency (HESA)	(1)	(2)	1
Universities and Colleges Admission Service (UCAS)	(1)	(2)	1
Student Loans Company (SLC)	(1)	(2)	1
Her Majesty's Revenue and Customs (HMRC)	(1)	(2)	2
Department of Work and Pensions (DWP)	(1)	(2)	1
Provision of your National Insurance Number to the Department of Work and Pensions, Her Majesty's Revenue and Customs, and the Student Loans Company.	(1)	(2)	1
Ministry of Justice (MOJ)	(1)	(2)	2

Confirm

[1] Please confirm that you have been provided with information about adding data from administrative records and have had the opportunity to ask questions. You understand that the permissions you have given will remain valid and information from these records will be collected on an ongoing basis unless you contact the Next Steps research team to ask them to stop. You also understand that you can change or withdraw any of your permissions at any time, without giving any reason.

<< BACK | LAST | NEXT >>

Participants are also reminded that

- The consents given will remain valid and data will be added on an ongoing basis unless they contact the research team to withdraw their permission.
- They are free to change or withdraw any of their consents, at any time, by contacting the research team without needing to offer any reason.

10.3.5 After the interview

All participants will be sent confirmation of their consent permission(s) by letter regardless of whether they consented to all, or none of the administrative records being added to their answers. This mailing will also provide information on how to proceed if they want to change or withdraw their consent(s) alongside the study contact details to enable participants to get in touch with the research team if they have any further questions or concerns.

10.3.6 Design and testing of the protocol and materials

The protocol and materials used for requesting to add additional information on the Next Steps Age 25 survey have been carefully designed and tested to ensure that participants felt these were transparent and clear.

- As a first step, CLS commissioned some qualitative work to explore issues practical and ethical issues around adding data.
- All hard copy and e-communications have been graphically designed and make use of the attractive and engaging Next Steps brand, developed by a professional branding agency following audience research with people in their mid-twenties.
- In addition, pilot testing of the full questionnaire, consent procedures and supporting materials was carried out across the three interview modes and the materials and questionnaire have been further refined following the pilot testing.

Overall, participants largely felt the protocol was transparent and acceptable, and that the materials were clear and comprehensive. Adding data was further approved by the Multi-Centre Research Ethics Committee.

10.4 Who has access to the data

CLS will deposit combined administrative and survey data with the data in the UK data service.

The UK Data Service, has established policies and protocols relating to the deposit and onward dissemination of research data in place. This model has been successfully adopted by CLS on other surveys where combined administrative and survey data is held.

All data made available to researchers will never contain any personally identifying information such as name, gender, date of birth, National Insurance number, NHS number.

Data deposited with the UK Data Service will be made available only to researchers registered with the UK Data Service in accordance with the Statistics and Registration Service Act 2007.

11 Ethical procedures

Key points

- ➢ The study has been approved by the Multi Centre Research Ethics Committee.
- ➢ Participation is voluntary and should be based on informed consent.
- ➢ CLS and NatCen have strict internal procedures to ensure data is kept in strictest confidence in accordance with the data protection Act 1998.
- ➢ The survey includes sections with specific ethical considerations such as sensitive questions, data linkage and the use of incentives.
- ➢ As an interviewer you play a key role in ensuring the ethical standards of the study are upheld.

11.1 Your role in upholding ethical standards

As an interviewer you play a key role ensuring that all our research is carried out to the highest ethical standards. This section discusses the principles of ethics in research and describes your task in terms of:

- Ensuring the participant understands that participation is voluntary and that they have a right to withhold or withdraw information.
- Ensuring the participant broadly understands the purpose of the study and who will have access to the information they provide to be sure that they are giving informed consent to take part.
- Explaining sensitive questions as prompted within the questionnaire.
- Ensuring the participant broadly understands the purpose of data linkage, the process involved and that they can refuse or withdraw permission for this.
- Providing extra information about the study and data linkage by answering queries, re-sending documents and signposting materials and resources.

11.2 Importance of Ethics

Survey ethics encompasses a set of ethical procedures that are intended to guide all survey researchers. These procedures are essential to the research process so that explicit care is taken that (a) no harm is done to any survey participant, (b) no survey participant is unduly pressured or made to feel obligated to participate in a survey, and

(c) survey participants can make a fully informed decision of whether or not to participate in the research.

All research should be considered primarily from the perspective of participants in order to eliminate potential risk to psychological well-being, physical health, personal values, or dignity. Crucially, all data provided by cohort members needs to be provided voluntarily and treated confidentially.

11.3 Anonymity and confidentiality

At the Centre for Longitudinal Studies, the study data is managed by two different teams, all of whom have signed strict confidentiality contracts and can only access this information for limited purposes. While one team deals with cohort members personal contact information, another team manages all the other information provided in the survey. Neither team has access to both. NatCen equally has very strict confidentiality and data security procedures and answers are treated in strictest confidence in accordance with the Data Protection Act 1998.

No information from the study will be passed on to anyone or will be presented in a way that would allow any participating individual to be identified. Any names and addresses are always stored safely separately from any survey data or administrative data that the cohort member chooses to add, in accordance with the Data Protection Act 1998. Personal details about the cohort member or any other individuals (such as names, dates of birth and addresses or identifiers such as their NHS number or National Insurance number) are not included in the data delivered to the Data Archive or released to researchers. Results are only published as aggregate statistics. These measures ensure that no-one outside the research team will know who has been interviewed, or will be able to identify an individual's results.

11.4 Summary of procedures taken to date

Ethical clearance

The study has been approved by the Multicentre Research Ethics Committee as a guarantee that all aspects of the study design and conduct are in accordance with the requirements and best practice in research ethics.

The Research Ethics Committees serve to safeguard the rights, safety, dignity and well-being of research participants. The Research Ethics Committees review applications for research in order to give an opinion about the proposed participant involvement and whether the research is ethical. Research Ethics Committees are entirely independent of research sponsors, funders and investigators. This enables them to put participants at the centre of their review. Around one-third of committee members are not from a research or healthcare background.

Our submission was considered by a committee which included a retired lawyer, a consultant in nuclear medicine and a former pharmacist. In particular, the committee reviewed and approved:

- the sequential mixed-mode design,
- the length and content of the questionnaire,
- the data linkage activities, materials and consent protocol,
- the participant facing materials as well as the contact and tracing activities, and
- the use and value of a conditional incentive.

Voluntary participation

All information on Next Steps should be provided voluntarily.

Cohort members do not have to take part in the interview and do not have to justify their decision if they do not want to.

If the cohort member does take part but would rather not answer a particular question, they can move on to the next without having to give a reason.

Cohort members also have the right under data protection legislation to withdraw their data at any point. If they chose to do so, information will be removed from computer systems and we will stop providing it to researchers.

The survey leaflet sets out these details for cohort members, but if you are in any doubt please ensure that cohort members understand their rights.

Informed consent

Informed consent means ensuring that cohort members have been made aware of a range of issues related to the study and have had the chance to ask questions and discuss these before they agree to take part in the research study.

Before taking part, participants should therefore be provided with the following information in order to be able to make an informed decision about their participation.

- who is conducting and funding the research
- the broad aims and purpose of the study
- what participation will involve
- how anonymity and confidentiality will be managed
- that participation in the study is voluntary

Cohort members will have provided with a number of materials containing this information (see section 5). The participant website also provides detailed information about the study and has a 'Privacy and data protection' section within the FAQs (www.nextstepsstudy.org.uk).

Please ensure that cohort members have had a chance to read this information and check whether they have any queries or questions prior to taking part in the interview, you can refer to your Interviewer FAQ's should you need assistance in responding to questions. For a number of reasons, some participants won't be aware of this key information so it is important that you inform or reassure cohort members during your contact with them. Within the admin module there is also an option for requesting the advance mailing to be resent via email or post if requested.

Sensitive topics

Research studies can sometimes touch on sensitive issues. There are a range of sensitive questions on Next Steps, repeated from previous surveys, which should be treated with sensitivity and care. The topics include:

- Sexuality, sexual behaviors, and pregnancy history
- Self-harm, crime and harassment, and bullying
- Overall life satisfaction and health (including drinking, smoking and drug use)

Please refer to section 9.2.7 for further information on how the sensitive questions are administered.

It's worth noting that no specific concerns or sensitivities were raised by participants or interviewers during the pilot.

Please ensure that you are familiar with the general guidance for interviewers for dealing with difficult situations sensitively. This includes

- Acknowledging distress 'I can hear this is difficult for you' but avoid 'I know how you must feel' / 'that must be awful'
- Pause the interview
- Establishing that the respondent is okay to continue, or offer to arrange the interview at another time
- Speak to your supervisor to discuss difficult situations and to decide whether any action is required

Please also ensure that you are familiar with the standard **disclosure** process – report any concerns you have about the welfare of a respondent or someone they talk about during the interview to your supervisor immediately.

Use of incentives

Next Steps study members who take part in the Age 25 survey will be given their choice of an Amazon e-voucher or Love2Shop voucher card, conditional on completion of the survey. This voucher is given as recognition that their contribution to the study is appreciated and valued. A £20 incentive will be given to study members who complete the web survey within the first three weeks and a £10 incentive given to those who complete the survey later or via other modes. The advance letter is transparent about this approach as it notes the rationale for the higher rate incentive based on cost savings through completing the survey online.

For details on the use of incentives on Next Steps see section 8.1.2.

Adding other information to their survey answers

Where possible, survey data will be added to administrative data as outlined in section 10. The matched data is treated in strictest confidence in accordance with the Data Protection Act 1998. Once matched, personal identifiers are stored separately. Participants can change or withdraw their permissions to add data at any point during or after the study. Key ethical considerations associated with collecting these types of consent are:

- Ensuring participants are in a position to make an informed decision
- Designing ethical protocols for collecting consent within the interview
- Providing participants the opportunity to withdraw consent

CLS commissioned some initial qualitative work to explore the practical and ethical issues relating to adding data and the proposed protocol. The interviews looked explicitly at whether the proposed approach to collecting consent was acceptable to participants and whether the materials to support this activity were well understood and provided all of the information necessary to allow participants to make an informed decision about whether or not to consent to adding data.

In addition, pilot testing included a full test of the proposed approach to collecting consents for adding data across all three interview modes.

If the cohort member does not feel they can make an informed decision and needs more time to read and digest the information in the leaflet, please arrange to call them back at a suitable time.

12 Appendices

Appendix 1 - First web reminder letter

NEXT STEPS
LEARNING FROM YOUR GENERATION

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>
Your unique log-in: <FF_LOGIN>

LAST CHANCE TO TAKE PART ONLINE

Hello again, <FF_CM_FIRSTNAME>,

We wrote to you a few weeks ago to invite you to take part in an online survey for Next Steps. It looks like you haven't had a chance to get started yet.

The web survey closes on {-Deadline-}, so this is your last chance to take part online. Ideally we'd like you to take part online as it's quicker and easier for you, and cheaper for us. We'll then try contacting you by phone and in person. You'll receive a £10 voucher as a thank you for taking part.

GET STARTED

To get started, visit www.nextstepssurvey.co.uk and enter your unique login: <FF_LOGIN>. Please do this on a computer or tablet as you will not be able to complete the survey on a smartphone.

HOW YOU CAN HELP

This is a survey about what your life is like now and how things have changed for you over the past few years. We will ask about your health, housing and family life, your education and work, as well as what you do in your spare time. We will also ask your permission to add some other information to your survey responses, as explained in the accompanying booklet 'Adding other information about you'.

All the information we collect will be treated in accordance with the Data Protection Act 1998. Your personal details will be kept strictly confidential and separate from the answers you give, so you can't be identified.

By taking part you can help us to find new ways to make life better for your generation and the next. Taking part is entirely voluntary but we do hope you will be able to find the time to help us.

NatCen Social Research
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E nextsteps@natcen.ac.uk
W nextstepsstudy.org.uk

Facebook: www.facebook.com/nextstepsstudy
Twitter: @nextstepsstudy

ABOUT NEXT STEPS

Next Steps is a major research study following the lives of 16,000 people in England born in 1989-90. Back in 2004 we got in touch with you and other young people in schools across the country to ask questions about your education, family life, and hopes for the future. We're keen to find out where you are now and what you've been doing since we last spoke to you.

This time around, the Next Steps survey is being carried out by NatCen Social Research, on behalf of the Centre for Longitudinal Studies, at University College London.

WHERE CAN I FIND OUT MORE?

If you have any questions or would like to find out more about Next Steps, please visit nextstepsstudy.org.uk, or contact Curtis Jessop at nextsteps@natcen.ac.uk or on Freephone 0808 1681356.

Find out more about Next Steps by watching our video: www.nextstepsstudy.org.uk.

L Calderwood

Lisa Calderwood
Study Director, Next Steps

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NatCen Social Research
P10591/R_Letter_2

Appendix 2 - Second web reminder letter

NEXT STEPS
LEARNING FROM YOUR GENERATION

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>
Your unique log-in: <FF_LOGIN>

LAST CHANCE TO TAKE PART ONLINE

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We wrote to you a few weeks ago to invite you to take part in an online survey for Next Steps. It looks like you haven't had a chance to get started yet.

The web survey closes on {-Deadline-}, so this is your last chance to take part online. Ideally we'd like you to take part online as it's quicker and easier for you, and cheaper for us. We'll then try contacting you by phone and in person. You'll receive a £10 voucher as a thank you for taking part.

GET STARTED

To get started, visit **www.nextstepssurvey.co.uk** and enter your unique login: **<FF_LOGIN>**. Please do this on a computer or tablet as you will not be able to complete the survey on a smartphone.

HOW YOU CAN HELP

This is a survey about what your life is like now and how things have changed for you over the past few years. We will ask about your health, housing and family life, your education and work, as well as what you do in your spare time. We will also ask your permission to add some other information to your survey responses, as explained in the accompanying booklet 'Adding other information about you'.

All the information we collect will be treated in accordance with the Data Protection Act 1998. Your personal details will be kept strictly confidential and separate from the answers you give, so you can't be identified.

By taking part you can help us to find new ways to make life better for your generation and the next. Taking part is entirely voluntary but we do hope you will be able to find the time to help us.

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Find out more about Next Steps by watching our video: **www.nextstepsstudy.org.uk**.

L Calderwood

Lisa Calderwood
Study Director, Next Steps

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NatCen Social Research
P10591/R_Letter_2

Appendix 3 – Web reminder text

"Hi, {FIRSTNAME}. There's still time to take part in Next Steps. For more info, check post and email, or visit www.nextstepsstudy.org.uk "

Appendix 4 – Break off text

Text 1:

"Hi {FIRSTNAME}, you haven't quite finished your Next Steps survey. Complete it now to claim your <INCENTIVE> voucher."

Text 2:

"Hi {~FF_CM_FIRSTNAME~}, you haven't quite finished your Next Steps survey. Complete it before <deadline> to claim your <INCENTIVE> voucher."

Appendix 5 – Telephone interview appointment reminder

Sent the day before their appointment:

"Hi {FIRSTNAME} - Your Next Steps telephone interview is booked for {~Date of appointment~} at {~Time of appointment~}."

Appendix 6 – Break off email

I:\Workdocs\P10591\Fieldwork

NEXT STEPS

LEARNING FROM YOUR GENERATION

REMEMBER TO FINISH YOUR SURVEY FOR YOUR {~VchAmount~} VOUCHER

Hi there, {~FF_CM_FIRSTNAME~},

It looks like you started filling out the Next Steps survey but you haven't quite finished yet. Thanks for getting started. It's really important for the study that you go on to complete the whole thing. You can then claim your {~VchAmount~} voucher.

To return to the survey please visit www.nextstepssurvey.co.uk and enter your unique login {~FF_LOGIN~}, or just click the button below. You'll return to the place in the questionnaire where you left off. Please do this on a computer or tablet as you will not be able to complete the survey on a smartphone.

Take part now

If you have not completed the survey by {~Deadline~}, we will try to get in touch by phone or in person.

MORE INFORMATION

If you have any questions or would like to find out more about Next Steps, please visit nextstepsstudy.org.uk, or contact Curtis Jessop at nextsteps@natcen.ac.uk or on Freephone 0808 1681356.

L.Calderwood

Lisa Calderwood
Study Director, Next Steps

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Twitter: @nextstepsstudy

NatCen
Social Research that works for society

P10591/E_BO_Reminder\{~NCSerial~}

Appendix 7 – Thank you letter 1 (Amazon voucher)

NEXT STEPS
LEARNING FROM YOUR GENERATION

<FF_CM_FIRSTNAME> <FF_CM_SURNAME>
<FF_ADDRESSLINE1>
<FF_ADDRESSLINE2>
<FF_ADDRESSLINE3>
<FF_COUNTY>
<FF_TOWN>
<FF_POSTCODE>

Our Ref: <NCSerial>

THANK YOU FOR TAKING PART

Dear <FF_CM_FIRSTNAME>,

Many thanks for taking part in Next Steps. Your contribution is very important and will help us to find new ways of making life better for your generation and the next. Keep up-to-date with the latest news about the study at **www.nextstepsstudy.org.uk**.

YOUR VOUCHER

Here are the details for your <VchAmount> Amazon voucher to say thank you. For more information on how to redeem your voucher, visit amazon.co.uk/vouchers.

Voucher code: <AmazonCode>

Expiry date: <Expiry>

YOUR CHOICES ABOUT ADDING INFORMATION

We would like to thank you for giving us permission to securely add information held by some government departments and agencies to the information collected about you in the study. The table overleaf provides details of the permissions you have and have not given.

You can change or withdraw any of your permissions at any time by contacting the Next Steps research team at the Centre for Longitudinal Studies, without giving any reason.

We have not put an end date on the permissions that you give as we do not know exactly when we will receive or add the information. Any permission you give will remain valid and these records will be collected on an ongoing basis unless you contact the Next Steps research team to withdraw your permission.

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Facebook: www.facebook.com/nextstepsstudy
Twitter: @nextstepsstudy

WHERE CAN I FIND OUT MORE?

For any **queries about your voucher** please contact the NatCen research team at nextsteps@natcen.ac.uk, or on Freephone 0808 1681356.

For any **questions about adding other information or any other aspects of Next Steps**, please visit nextstepsstudy.org.uk, or contact the Next Steps research team at the Centre for Longitudinal Studies at nextsteps@ioe.ac.uk, on Freephone 0800 977 4566 or by writing to us at FREEPOST RTHR-TUGG-UTCR, NEXT STEPS, Centre for Longitudinal Studies, UCL Institute of Education, 20 Bedford Way, London WC1H 0AL.

CHANGE OF CONTACT DETAILS

Please also find enclosed a change of details card. If you move in the future, or if any of your other contact details change, please fill this in and return it to us. You can also update your details on the study website www.nextstepsstudy.org.uk .

L Calderwood

Lisa Calderwood
Study Director, Next Steps

PERMISSION TO ADD INFORMATION HELD BY GOVERNMENT DEPARTMENTS AND AGENCIES

National Health Service (NHS)	<NHS>
Department for Education (DfE)	<DfE>
Department for Business Innovation and Skills (BIS)	<BIS>
Higher Education Statistics Agency (HESA)	<HESA>
Universities and Colleges Admission Service (UCAS)	<UCAS>
Student Loans Company (SLC)	<SLC>
Her Majesty's Revenue and Customs (HMRC)	<HMRC>
Department of Work and Pensions (DWP)	<DWP>
Including provision of your National Insurance Number to DWP/HMRC/SLC	<NINOFlag>
Ministry of Justice (MoJ)	<MoJ>

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NatCen
Social Research
P10591/TYLetter

Appendix 8 – Thank you letter 2 (Love2Shop voucher)

NEXT STEPS
LEARNING FROM YOUR GENERATION

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Our Ref: <NCSerial>

THANK YOU FOR TAKING PART

Dear <FF_CM_FIRSTNAME>,

Many thanks for taking part in Next Steps. Your contribution is very important and will help us to find new ways of making life better for your generation and the next. Keep up-to-date with the latest news about the study at **www.nextstepsstudy.org.uk**.

YOUR VOUCHER

Please find enclosed your <VchAmount> Love2Shop gift card to say thank you. Please read the information in the accompanying leaflet or visit love2shop.co.uk/personal for more information on how and where to use your gift card.

YOUR CHOICES ABOUT ADDING INFORMATION

As shown in the table overleaf, we can confirm that you chose not to add information held by any of the requested government departments and agencies to the information collected about you in the study.

You can change your mind about this at any time by contacting the Next Steps research team at the Centre for Longitudinal Studies.

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L Calderwood

Lisa Calderwood
Study Director, Next Steps

PERMISSION TO ADD INFORMATION HELD BY GOVERNMENT DEPARTMENTS AND AGENCIES

National Health Service (NHS)	<NHS>
Department for Education (DfE)	<DfE>
Department for Business Innovation and Skills (BIS)	<BIS>
Higher Education Statistics Agency (HESA)	<HESA>
Universities and Colleges Admission Service (UCAS)	<UCAS>
Student Loans Company (SLC)	<SLC>
Her Majesty's Revenue and Customs (HMRC)	<HMRC>
Department of Work and Pensions (DWP)	<DWP>
Including provision of your National Insurance Number to DWP/HMRC/SLC	<NINOFlag>
Ministry of Justice (MoJ)	<MoJ>

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NatCen Social Research
P10591/TYLetter

Showcards

Showcards

P10591/Showcards V01

CARD 01

1. A private residence
2. Sheltered housing
3. A hotel, boarding house, or Bed & Breakfast
4. A hostel for homeless, refuge, YMCA, YWCA, etc.
5. A barracks, nurses' hall of residence, or other accommodation provided by your employer
6. A room only at work place
7. A prison or remand centre
8. A hospital, nursing home or similar institution
9. Halls of residence

CARD 02

1. Your relationship ended/you separated
2. Living together was not suitable but your relationship continued
3. Your partner died

CARD 03

1. Single , that is, never married and never registered in a same-sex civil partnership
2. Married
3. Separated, but still legally married
4. Divorced
5. Widowed
6. In a registered same-sex civil partnership
7. Separated, but still legally in a same-sex civil partnership
8. Was formally in a same-sex civil partnership which is now legally dissolved (where Civil Partnership legally dissolved)
9. A surviving partner from a same-sex civil partnership

CARD 04

1. Your own (biological) child
2. Adopted child
3. Child of current or previous spouse/partner
4. Fostered child

CARD 05

1. Yes – all of the time
2. Yes – some of the time (shared custody)
3. No

CARD 06

1. With biological mother/father
2. With step mother/father
3. With adoptive parents
4. With other relatives
5. In local authority care
6. In foster care
7. In a hostel
8. Other

CARD 07

1. Three or more times a week
2. Once or twice a week
3. Once or twice a month
4. Every few months
5. Once or twice a year
6. Less than once a year
7. Never

CARD 08

1. Employee – in paid work
2. Self employed
3. In unpaid/voluntary work
4. Unemployed
5. Education: School/college/university
6. Apprenticeship
7. On a government scheme for employment training
8. Sick or disabled
9. Looking after home or family
10. Something else

CARD 09

1. Private firm or company or PLC
2. Central government or civil service
3. Local government or council (including police, fire services and local authority controlled schools or colleges)
4. University or other grant funded education establishment (include 'opted-out' schools)
5. Health authority or NHS Trust
6. Charity, voluntary organisation or trust
7. Armed forces
8. Some other kind of organisation

CARD 10

1. Working for an employment agency
2. Casual type of work
3. Seasonal work
4. Done under contract for a fixed period or for a fixed task
5. An internship
6. Some other way that it is not permanent

CARD 11

1. You had a fixed term or temporary job that ended
2. You were made redundant
3. You were dismissed from a job
4. You left because you were pregnant
5. You left the job for health reasons
6. You left work to care for family members
7. The firm closed down or business failed
8. You just decided to leave
9. You have never worked
10. For some other reason

CARD 12

1. I don’t have any relevant qualifications
2. I don’t have any work experience
3. There aren’t any jobs available that I am prepared to do
4. I don’t know how to look for work
5. Travelling to work would be difficult for me
6. There are no jobs with the right hours for me
7. I am on a training course
8. My family would lose benefits if I was earning
9. I am caring for an elderly or ill relative or friend
10. I cannot work because of a health condition or disability
11. I prefer not to work
12. I prefer to be at home with the family rather than working

CARD 13

1. I don’t have any relevant qualifications
2. I don’t have any work experience
3. There aren’t any jobs available that I am prepared to do
4. I don’t know how to look for work
5. Travelling to work would be difficult for me
6. There are no jobs with the right hours for me
7. I am in full-time education
8. I am on a training course
9. My family would lose benefits if I was earning
10. I am caring for an elderly or ill relative or friend
11. I cannot work because of a health condition or disability
12. I prefer not to work
13. I prefer to be at home with the family rather than working

CARD 14

1. I don't have any relevant qualifications
2. I don't have any work experience
3. There aren't any jobs available that I am prepared to do
4. I don't know how to look for work
5. Travelling to work would be difficult for me
6. There are no jobs with the right hours for me
7. I am on a training course
8. My family would lose benefits if I was earning
9. I am caring for an elderly or ill relative or friend
10. I cannot work because of a health condition or disability
11. I prefer not to work
12. I prefer to be at home with the family rather than working
13. I prefer to look after my children myself
14. I cannot earn enough to pay for childcare
15. I cannot find suitable childcare
16. My child has a health condition or disability
17. I have a new baby

CARD 15

1. I don’t have any relevant qualifications
2. I don’t have any work experience
3. There aren’t any jobs available that I am prepared to do
4. I don’t know how to look for work
5. Travelling to work would be difficult for me
6. There are no jobs with the right hours for me
7. I am in full-time education
8. I am on a training course
9. My family would lose benefits if I was earning
10. I am caring for an elderly or ill relative or friend
11. I cannot work because of a health condition or disability
12. I prefer not to work
13. I prefer to be at home with the family rather than working
14. I prefer to look after my children myself
15. I cannot earn enough to pay for childcare
16. I cannot find suitable childcare
17. My child has a health condition or disability
18. I have a new baby

CARD 16

1. Employee – in paid work
2. Self employed
3. In unpaid/ voluntary work
4. Unemployed
5. Education: At school/college/university
6. Apprenticeship
7. On a government scheme for employment training
8. Sick or disabled
9. Looking after home or family
10. Something else

CARD 17

1. You had a fixed term or temporary job that ended
2. Your contract changed such as hours, job position
3. You were made redundant
4. You were dismissed from a job
5. You left because you were pregnant
6. You left the job for health reasons
7. You left work to care for family members
8. The firm closed down or business failed
9. You just decided to leave
10. For some other reason

CARD 18

1. Employee – in paid work
2. Self employed
3. In unpaid/voluntary work
4. Unemployed and seeking work
5. Education: School/college/university
6. Apprenticeship
7. On a government scheme for employment training
8. Sick or disabled
9. Looking after home/family
10. Something else

CARD 19

1. Living comfortably
2. Doing alright
3. Just about getting by
4. Finding it quite difficult
5. Finding it very difficult

CARD 20

1. University Higher Degree (e.g. MSc, PhD)
2. First degree level qualification including foundation degrees, graduate membership of a professional Institute, PGCE
3. Diploma in higher education
4. Teaching qualification (excluding PGCE)
5. Nursing or other medical qualification not yet mentioned
6. A Level
7. Welsh Baccalaureate
8. International Baccalaureate
9. AS Level
10. Higher Grade/Advanced Higher (Scotland)
11. Certificate of sixth year studies
12. GCSE
13. Standard Grade / Lower (Scotland)
14. Other school (inc. school leaving exam certificate or matriculation)
15. None of the above

CARD 21

1. Youth training certificate
2. Key Skills
3. Basic skills
4. Entry level qualifications (Wales)
5. Modern apprenticeship/trade apprenticeship
6. RSA/OCR/Clerical and commercial qualifications (e.g. typing/shorthand/book-keeping/commerce)
7. City and Guilds Certificate
8. GNVQ/GSVQ
9. NVQ/SVQ - Level 1 - 2
10. NVQ/SVQ - Level 3 - 5
11. HNC/HND
12. ONC/OND
13. BTEC/BEC/TEC/EdExcel/LQL
14. SCOTVEC, SCOTEC or SCOTBEC
15. Other vocational, technical or professional qualification
16. None of the above

CARD 22

1. Higher degree (Masters or PhD)
2. Postgraduate diplomas including PGCE
3. Degree (BA, BSc or BEd)
4. Professional qualifications at degree level e.g. graduate member of professional institute, chartered accountant or surveyor
5. A Level/ AS level/ Scottish Highers, Scottish Higher Certificate
6. GCSE/ O level / SCE Standard
7. Vocational qualifications (e.g. NVQ)
8. Higher education diploma
9. Nursing or paramedical qualifications
10. Other qualifications
11. No qualifications

CARD 23

1. Three or more times a week
2. Once or twice a week
3. Once or twice a month
4. Every few months
5. Once or twice a year
6. Less than once a year
7. Never
8. Not applicable – do not have any family

CARD 24

1. Three or more times a week
2. Once or twice a week
3. Once or twice a month
4. Every few months
5. Once or twice a year
6. Less than once a year
7. Never
8. Not applicable – do not have any friends

CARD 25

1. At least once a week
2. At least once a month
3. Less often
4. Never

Outcome Codes by mode

Code	Web	Telephone	Face-to-Face
110	Complete interview by target respondent	Complete interview by target respondent	Full interview by target respondent
210	Partial interview by target respondent	Partial interview by target respondent	Partial interview by target respondent
310		No contact in the numbers available (eligibility known)	No contact at the address after 6+ calls (eligibility known)
320		Contact made at given number(s), but not with target respondent (respondent known to be associated with given number)	Contact made at given address, but not with target respondent (respondent known to be at given address)
410	Office refusal	Office refusal	Office refusal
430		Refusal before interview by cohort member	Refusal before interview by cohort member
432		Refusal by proxy	Refusal by proxy
440	Started, not completed module 1	Refusal during the interview (unproductive partial)	Refusal during the interview (unproductive partial)
441	Data deleted at request of CM	Data deleted at request of CM	Data deleted at request of CM
442		Contact with CM, no interview by end of fieldwork	Contact with CM, no interview by end of fieldwork
450		Broken appointment, no re-contact	Broken appointment, no re-contact
510		Ill at home throughout field period	Ill at home throughout field period
520		Away/in hospital throughout field period	Away/in hospital throughout field period
530		Physically or mentally unable/incompetent	Physically or mentally unable/incompetent
570	Technical failure (interview lost)	Technical failure (interview lost)	Technical failure (interview lost)
590		Other reason for no interview (record details)	Other reason for no interview (record details)
611		Not issued (OFFICE USE ONLY)	Not issued (OFFICE USE ONLY)
612		Issued but not attempted (OFFICE APPROVAL ONLY)	Issued but not attempted/transfer to another interviewer (OFFICE APPROVAL ONLY)
613			Not issued - in UK but outside England (OFFICE USE ONLY)
650	Web unproductive (unknown eligibility)		
652			Address inaccessible (OFFICE APPROVAL ONLY)
653			Unable to locate address (OFFICE APPROVAL ONLY)
671		New phone number could not be ascertained	UNTRACED MOVER: Certain respondent moved, new address not obtained
672		New phone number ascertained but could not be attempted	TRACED MOVER: New address found in my area but could not be attempted (OFFICE APPROVAL ONLY)

673			TRACED MOVER: Follow-up address in UK but outside my area - FOR REALLOCATION (OFFICE APPROVAL ONLY)
674			TRACED MOVER: NOT REALLOCATED (OFFICE USE ONLY)
675			UNTRACED MOVER: Parental address / Address at last interview to be visited outside my area – FOR REALLOCATION (OFFICE APPROVAL ONLY)
690		Other unknown eligibility - non-contact (record details) (OFFICE APPROVAL ONLY)	Other unknown eligibility - non-contact (record details) (OFFICE APPROVAL ONLY)
780		MOVER: Moved outside of UK	MOVER: Moved outside of UK
781	Deceased	Deceased	Deceased
787	Out of survey	Out of survey	Out of survey
788	Armed forces	Armed forces	Armed forces
789	In prison	In prison	In prison
790	Other ineligible (RECORD DETAILS)	Other ineligible (RECORD DETAILS)	Other ineligible (record details) (OFFICE APPROVAL ONLY)
830		Information refused about whether target respondent is eligible (contact made)	Information refused about whether target respondent is eligible (contact made)
899	NOT ISSUED TO THIS MODE (OFFICE USE ONLY)	NOT ISSUED TO THIS MODE (OFFICE USE ONLY)	NOT ISSUED TO THIS MODE (OFFICE USE ONLY)